

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Shell Oil Company "Spectacular" Sign
other names/site number Shell Sign (preferred)

2. Location

street & number 187 Magazine Street N/A not for publication
city or town Cambridge N/A vicinity
state Massachusetts code MA county Middlesex code 017 zip code 02139

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)
Judith B. McDonough 5/2/94
Signature of certifying official/Title Judith B. McDonough Date Executive Officer
Massachusetts Historical Commission, State Historic Preservation Officer
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)
Signature of certifying official/Title _____ Date _____
State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register. See continuation sheet.
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain): _____

Edson H. Beall Signature of the Keeper Entered in the National Register Date of Action 6/3/94

Shell Sign
Name of Property

Middlesex County, MA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
	1	buildings
		sites
		structures
1		objects
1	1	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

OTHER: Advertising

Current Functions
(Enter categories from instructions)

OTHER: Advertising

TRANSPORTATION: Road-related (vehicular)

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT: Moderne

Materials
(Enter categories from instructions)

foundation CONCRETE

walls

roof

other METAL/Steel (trusses)

GLASS/Neon (tubing)

GLASS/Incandescent (bulbs)

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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NATIONAL ARCHIVES

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- Property is associated with events that have made a significant contribution to the broad patterns of our history.
Property is associated with the lives of persons significant in our past.
Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- owned by a religious institution or used for religious purposes.
removed from its original location.
a birthplace or grave.
a cemetery.
a reconstructed building, object, or structure.
a commemorative property.
less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

OTHER: Advertising

ART

COMMERCE

TRANSPORTATION

Period of Significance

1933-1944

Significant Dates

1933 - sign manufactured

1944 - moved to present site

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Donnelly Electric Manufacturing Company (DEMCO)

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
previously listed in the National Register
previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Historic American Buildings Survey #
recorded by Historic American Engineering Record #

Primary location of additional data:

- State Historic Preservation Office
Other State agency
Federal agency
Local government
University
Other

Name of repository:

Cambridge Historical Commission

Shell Sign
Name of Property

Middlesex County, MA
County and State

10. Geographical Data

Acreeage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	9	3	2	5	8	0	0	4	6	9	1	3	0	0
Zone			Easting					Northing						

2

Zone			Easting					Northing						

3

Zone			Easting					Northing						

4

Zone			Easting					Northing						

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

Sarah Zimmerman, Preservation Planner, Cambridge Historical Commission, Arthur Krim,
name/title Susan Hollister and John Nanian, Consultants, with Betsy Friedberg, NR Director, MHC

organization Massachusetts Historical Commission date April 1994

street & number 80 Boylston Street telephone (617) 727-8470

city or town Boston state MA zip code 02118

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Shell Sign
Cambridge (Middlesex County)
Massachusetts

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INTERAGENCY RESOURCES DIVISION
NATIONAL PARK SERVICE

7. DESCRIPTION

The Shell Oil Company "spectacular" sign (Shell Sign) is a large illuminated advertising display in the shape of a giant scallop shell, the trademark of the Shell Oil Company. It was constructed in 1933 by the sign firm of Donnelly Electric Manufacturing Company (DEMCO). It is located on the western boundary of a Shell service station and faces east. The sign was moved to this location in 1944 from its original location atop the Shell Oil Company's regional headquarters building across the Charles River in Boston.

The 68' high sign consists of a lightweight steel-truss structural system and the illuminated advertising display. The structural system is composed of four vertical tapering trusses set 9'10½" and 10' apart on concrete footings. Each truss is constructed of 2"x2"x¼" steel channel with diagonal and vertical members secured to the top and bottom chords of the truss with a bolted steel gusset plate. The trusses are attached horizontally on both the top and bottom faces of the chords by a series of 29'9" long horizontal braces of 2"x2"x¼" channel.

The display portion of the sign consists of lightweight gauge steel channel raceways painted yellow and inlaid with incandescent yellow light bulbs, arranged to depict a fluted scallop shell. The center of the sign is dominated by similar steel channel painted red and outlined in red neon spelling out the word "SHELL".

The sign is operated by an animator, which is a device that controls the timing of the phased illumination of the sign. When illuminated, there are three phases to the sign's operation. The first phase consists of the illumination of the red neon border around the word "SHELL". This is followed by the illumination of the yellow lights outlining the scallop shell, which progress from the bottom of the shell (the hinge) to the top (total time: seven seconds). During the second phase, the yellow lights of the thirteen flutes of the shell are illuminated from the hinge to the top (total time: two seconds). In the final phase, the sign blinks off momentarily and then illuminates completely (total time: five seconds). The entire three-part series takes a total of fourteen seconds. The sign is operated by a photo-electric cell so that during the daylight hours the display is inactive.

(continued)

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In 1986, the Shell Oil Company conducted a survey to assess the condition of the sign. The survey determined that the porcelain insulators, wiring, metal letters, animator, terminal box, and shell-shaped channels were original elements dating from 1933; the steel superstructure was found to date from 1944. Through systematic maintenance since its original construction, the amber light bulbs and red neon have been replaced. Since 1986, the sign has been under a regular maintenance contract and the animator and much of the old wiring and porcelain sockets have been replaced or updated.

The Shell Sign is located on the premises of a service station on the corner of Magazine Street and Memorial Drive at the southern extremity of the Cambridgeport neighborhood, a densely-settled working class residential area of mid- to late-19th-century frame houses. The site is bounded on the east by Magazine Street, one of the primary north/south thoroughfares in Cambridgeport. On the north and west, the Shell station abuts the Stop & Shop grocery store complex, 729-739 Memorial Drive, a one-story steel and concrete structure designed in 1946. On the south is Memorial Drive, a four-lane parkway maintained by the Metropolitan District Commission (MDC). The Charles River Reservation through which the parkway passes is state park land and is listed on the National Register of Historic Places (NR: 1978).

The northern side of Memorial Drive as it passes through the Cambridgeport neighborhood contains a mix of office, industrial, and commercial uses. The south side of Memorial Drive is devoted to recreational and open space use along the Charles River. Directly opposite the Shell sign is the MDC's Magazine Beach bath house and recreational area. East of the service station on the opposite side of Magazine Street is the one-story Morse Elementary School (1955) designed by Carl Koch and Associates.

Archaeological Description

At least two prehistoric sites have been recorded in the general area (within one mile) including one site which may extend onto the Shell Station property. Site 19-MD-172 has been recorded on the Morse School property; however, this site has not been systematically studied and little other than location data survives for it. In general, the potential for significant archaeological remains, either prehistoric or historic, seems low as a result of small lot size and because construction of the

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**Shell Sign
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Shell Station which included extensive excavations for below ground fuel tanks and paved areas cover most of the lot.

(end)

8. STATEMENT OF SIGNIFICANCE

The Shell Oil Company spectacular sign, primarily significant under Criterion C, is the only surviving "spectacular" neon sign in Cambridge and one of the earliest surviving examples of such signs in the Boston area. Constructed ten years after this technology was introduced in America, the Shell Sign represents an early use of neon illumination in combination with the incandescent lighted displays typical of late 19th-century advertising art. The steel and glass sign was manufactured by the Donnelly Electric Manufacturing Company of Boston, one of the foremost manufacturers of neon advertising signs in New England. As such, it embodies the distinctive characteristics of a type (the spectacular advertising sign), period (the early 20th-century transition from incandescent to neon illumination), and method of construction (steel structure with electrically-controlled sequenced lighting).

In addition, the Shell Sign is significant under Criterion A as an object reflecting the mixed industrial and commercial development that occurred on Memorial Drive in Cambridgeport from the early 20th century through the 1980s. It is also an important relic of the Shell Oil Corporation's early history in the Boston area. The Shell sign possesses integrity of design, setting, materials, workmanship, feeling and association. Although moved from its original location, the Shell sign is primarily significant for its architectural value. In addition, the sign has achieved significance as an important component of an historic transportation system along the Charles River.

Criterion C

The Shell Sign's primary significance is architectural. It is significant as the earliest known surviving example in the Boston area of the type of advertising signage known as a "spectacular" display and is the only such example in Cambridge. In continuous use since 1933, the Shell Sign is of further significance as one of the few functioning examples of advertising art employing sequenced illumination that still exist in the Boston area. It

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is also significant as an intact example of a transitional type of advertising sign that combined both incandescent and neon lighting, a type representative of the initial commercial application of neon technology. The sign was manufactured by the Donnelly Electric Manufacturing Company, a division of John Donnelly & Sons Company, a major local manufacturer of advertising displays which has been in business since the mid-19th century.

Shortly after Thomas Edison invented the first economically-feasible incandescent light bulb in 1879, incandescent lighting was employed to produce "spectacular" displays promoting the new invention. Spectacular displays required vast numbers of lights and large spaces in order to be seen from a distance. The first such display was erected in 1882 at an exposition at the Crystal Palace in London, and in 1892 the first display on a building was erected on the side of the Flatiron Building in New York City.

Incandescent lighting effects were especially popular in the theater and movie industry. Alternating blinking lights on theater marquees simulated movement and attracted audiences while specialized lighting made the interiors of theaters and movie houses seem more exotic. As automobile traffic increased, more incandescent signs were constructed at a scale to be seen by the motorist as well as the pedestrian.

Successful commercial applications of electricity required a new lamp that would not rely on the easily-broken, white-hot filament of the incandescent bulb. In experimental applications, scientists had been able for many years to induce gases within a vacuum tube to glow by bombarding them with electricity. In 1910, a Parisian scientist, Dr. George Claude, demonstrated a non-corroding electrode with a virtually limitless life. The electrode eliminated the need for a filament since neon illumination is produced by the gas itself. The discovery was patented, and the first neon commercial sign was installed at a barber shop in Paris in 1912. Until the early 1930s, the Claude Neon Company controlled the production of neon tubing and operated franchises internationally, including a franchise in Boston.

The first neon signs appeared in the United States in 1923, after Earl C. Anthony went to Paris and bought two signs from the Claude Neon Company to be installed in his Packard automobile dealership in Los Angeles. The neon and argon gas-filled tubes

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emanated a highly visible glow which attracted people for miles. With the advent of neon technology, advertising signs became animated, multi-colored, and vibrant with displays of liquids pouring, people moving, eagles flying, and horses trotting. Neon's capacity to animate and enhance company logos and trademarks made it ideal for advertising purposes.

The Shell Sign was manufactured by the John Donnelly & Sons Company, which was founded in Boston in 1850. The company's early work consisted of painted exterior signs. In the late 1920s, the firm created a new division, the Donnelly Electric Manufacturing Company (DEMCO), to promote electrified outdoor advertising displays. DEMCO designed, engineered, and maintained all the signs they constructed, including numerous theater marquees and displays in the New England area and as far south as Miami. The company designed and produced an array of signs in the Boston area, many of which have been dismantled, such as the Budweiser sign in Charlestown (destroyed), the General Electric display in Lynn (destroyed), the White Fuel and Dawson's Ale signs in Kenmore Square, Boston (both destroyed), the Gillette World Shaving Headquarters sign in South Boston (extant), and the Coca-Cola sign in the Allston section of Boston (destroyed). DEMCO-produced signs in Cambridge include the Electric Manufacturing Company of America display (destroyed) and the Stop & Shop sign on the building adjacent to the Shell sign site (extant).

DEMCO built the Shell sign in 1933, ten years after the introduction of neon signage to the United States. The sign combines incandescent and neon illumination, demonstrating how Donnelly & Sons' long experience in lighted displays was enhanced by the new neon technology. The red neon letters spelling "SHELL" in simple block style remain static and provide a background for the incandescent yellow light display that fills the giant shell. Combined neon and incandescent displays represent an adaptation of the new material to the spectacular displays of the late 19th century. The Shell Sign is one of the early large-scale examples of this innovation in the Boston area.

Criterion A

The Shell Sign is associated with the history of the Shell Oil Corporation in the Boston area, with the development of Memorial Drive (Cambridge) in the early 20th century, and, to a lesser degree, with the application of neon in advertising art,

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particularly as it relates to the automobile.

The Shell Oil Company was started in the late 19th century by a group of western entrepreneurs in the Far East. Initially, the company was in the business of trading sea shells. In an area the traders had been dredging, they inadvertently discovered deposits of oil. The company shifted to the oil business, but retained the fluted scallop shell as its trademark. There have been as many as 300 different versions of the scallop shell logo registered with the U.S. Patent Office, all variations on a yellow shell in a field of red.

The history of the Shell Oil Company in Boston began in 1929, when the company purchased the assets of the New England Oil Company and opened its first service station on the corner of Church and Stuart Streets in Boston. In 1932, G. M. Ramsey of the Shell home office Engineering Division designed a two-story office and service station complex of cast stone construction at 875 Commonwealth Avenue to serve as the company's northeast regional headquarters. The company trademark is represented in the frieze of the building, which contains relief depictions of undersea life.

The section of Commonwealth Avenue west of Kenmore Square in which Shell built its building was adjacent to two major pleasure roads and became the location of a number of automobile dealerships and showrooms. The Shell complex was one of the earliest automobile and petroleum-related companies to locate in this area. Within a year of the opening of the headquarters, the company erected two "spectacular" illuminated displays on the roof of the building. The incandescent and neon display remained in place from 1933 through 1944, when the company decided to remove the signs, possibly in response to wartime restrictions. One of the pair was re-erected in Cambridge while the other was dismantled. In 1951, the Northeast Regional Headquarters moved to the site of the company's first filling station on Stuart Street and the former headquarters was sold to Boston University. The building still stands and is used as the Sargent School of Physical Therapy.

The surviving sign was relocated from the headquarters building to an existing Shell filling station on the other side of the river. The company had been granted a building permit (BP# 32584) on April 5, 1930 to construct a "filling station, stores, and garage" at the intersection of Magazine Street and Memorial

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Drive and it was to this site that the sign was moved. This first station was made of whitewashed concrete cinder block construction with an attached garage. It was built upon the site of an earlier station, the Metropolitan Filling Station (date of construction unknown; shown on Sanborn Map [1900, updated to 1929]).

The undeveloped area along the Cambridge riverfront was an ideal location for a filling station. Prior to the 1920s, most gasoline had been sold through retailers who installed a pump at the curb in front of their store. Curbside pumps were safety hazards, and by the mid-1920s, city officials around the country were encouraging the development of free-standing filling stations. The new stations needed a substantial amount of room for cars to pull in and out of the pump stands.

In 1930, when the Shell station was built, there were at least three other service stations along Memorial Drive: a Standard Oil station (now Mobil), built in 1928, and a Beacon Oil station (now Exxon) and a Jenny station (demolished) built by 1929. By the time the Shell sign was moved to Cambridge in 1944, there were five service stations between Magazine Street and River Street. The original station structure was an L-shaped concrete-block building with a four-car greasing bay; it was remodeled in 1944, 1952, 1953, and 1959. The present service station is the result of renovations in 1969 as well as the addition of self-service islands in 1985. (The service station is a noncontributing element of this nomination.)

The presence of the sign on Memorial Drive was a reflection of the conflicting forces affecting the area's development. The building of the Shell station in 1930 coincided with the opening in 1928 of the final section of the Cambridge Parkway between the Longfellow Bridge and the Charles River Dam. That event marked the completion of a scenic roadway that extended almost the full length of the Cambridge riverfront, running from Longfellow Park near Harvard Square to the Northern Artery in East Cambridge.

Numerous commercial and industrial buildings were built along the parkway in conflict with the original deed restrictions, which called for residential use of the abutting property. Aerial photos of the 1930s show many such buildings along the length of the road. The presence of these structures suggests that the original plan for Memorial Drive as a residential parkway would not be met.

(continued)

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The Shell Sign was relocated to Cambridge shortly before the opening of Storrow Drive in 1948. This enlarged the captive audience of the industrial and commercial concerns on the Cambridge side and the number of large-scale illuminated display signs increased. The river provided an open foreground against which the rooftop signs of Cambridge businesses were displayed to advantage. At least a half dozen such signs were arrayed along the Cambridge riverfront between the Boston University and Longfellow bridges. In later years, these signs were joined by the spectacular displays of the Coca-Cola and Citgo (1960s) signs on the Boston side and the river was lit nightly with the colorful reflections of industrial and commercial advertising. With the exception of the Citgo sign in Kenmore Square, the Shell Sign is the only such sign to survive along the river.

As a piece of advertising art, the Shell Sign is an illuminated display of a familiar commercial trademark. The use of giant commercial symbols was a common feature of 19th-century advertising art, however, and large-scale illuminated displays intended to be seen over long distances were an innovation of the automobile era. Neon in particular gave a highly visible glow which enabled signs to be read easily by motorists driving by. The Shell Sign is an important example of the innovative neon displays that were used from the 1930s to the 1950s to attract the automotive public.

(end)

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Aucella, Ralph. Telephone interview; former president of DEMCO. November, 1990.

Canney, Ron. Telephone interviews; former president of DEMCO. October and November, 1990.

Bigger, G.G. "New Home of New England District," The Sign of the Shell. February-March, 1932: 16-17, 30.

Boston Landmarks Commission. Report on the Potential Designation of the Citgo Sign as a Landmark. December 21, 1982.

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(continued)

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Section number 9 Page 2

Carr, Thomas. Telephone interviews; maintenance contractor.
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Clark, Carol Ann and Charles M. Sullivan. Charles River Basin
National Register District Report. 1976.

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Hamilton, Grant. "You Can Believe in Signs!", Shell Progress.
February, 1940: 7-9, 31.

Hockman, Henry M. "Survey of Condition: Historical Landmark
Ground Sign Spectacular". Southampton, Mass. January, 21,
1986.

Krim, Arthur. Shell Sign National Register Criteria Report.
June, 1990.

Liebs, Chester. Main Street to Miracle Mile. Boston, 1985.

MDC Photographic File, Massachusetts State Archives. Building
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January 1951.

Premo, Bill. "Trouble in Store for Stop & Shop." The Tab,
November 21, 1989: 3.

Salzman, Nancy L. Buildings and Builders: An Architectural
History of Boston University. Boston: Boston University
Press, 1985.

Sterns, Rudi. The New Let There Be Neon, New York: Harry N.
Abrams Press, 1988.

Webb, Michael. The Magic of Neon. Salt Lake City: Peregrine
Smith, 1983.

Permits

City of Boston: building permit no. 1158, May 31, 1933.
Construction of Sign.

City of Cambridge: building permit no. 32584, April 5, 1930.
Construction of filling station, store, and garage.

(continued)

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City of Cambridge: building permit no. 36501, August 6, 1935.
Alteration.

MDC Permit: curb cut, May 5, 1930

(end)

10. GEOGRAPHICAL DATA

Verbal Boundary Description

The boundaries of the Shell Oil Company "Spectacular" Sign (Shell Sign) are defined as a line around the parcel appearing on Cambridge Planning Department quadrangle #xx (1"=100'). The location of the sign is indicated by an "x" on the site (see enclosed map).

Verbal Boundary Justification

The boundaries of the Shell Sign are justified by the historic usage of the parcel as a gasoline filling and service station and by the long-term associations of the sign with its site on Memorial Drive.

(end)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Shell Oil Company "Spectacular" Sign
NAME:

MULTIPLE
NAME:

STATE & COUNTY: MASSACHUSETTS, Middlesex

DATE RECEIVED: 5/05/94 DATE OF PENDING LIST: 5/17/94
DATE OF 16TH DAY: 6/02/94 DATE OF 45TH DAY: 6/19/94
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 94000546

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 6/3/94 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the
National Register

RECOM./CRITERIA _____
REVIEWER _____
DISCIPLINE _____
DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

CLASSIFICATION

count resource type

STATE/FEDERAL AGENCY CERTIFICATION

FUNCTION

historic current

DESCRIPTION

architectural classification
 materials
 descriptive text

SIGNIFICANCE

Period Areas of Significance--Check and justify below

Specific dates Builder/Architect
Statement of Significance (in one paragraph)

summary paragraph
 completeness
 clarity
 applicable criteria
 justification of areas checked
 relating significance to the resource
 context
 relationship of integrity to significance
 justification of exception
 other

BIBLIOGRAPHY

GEOGRAPHICAL DATA

acreage verbal boundary description
 UTMs boundary justification

ACCOMPANYING DOCUMENTATION/PRESENTATION

sketch maps USGS maps photographs presentation

OTHER COMMENTS

Questions concerning this nomination may be directed to

_____ Phone _____

Signed _____ Date _____



*1: SHELL OIL CO. "SPECTACULAR" SIGN
187 MAGAZINE ST., CAMBRIDGE, MIDDLESEX, MA
CHARLES M. SULLIVAN, 7/7/93, CHC NEG. 1377/14
FROM MEMORIAL DRIVE - VIEW NORTHWEST

CAMBRIDGE HISTORICAL COMMISSION PHOTOGRAPH

By C. M. Sullivan

No. 1377/14 Date 7/7/93

Shell Station & Sign
Corner Magazine St. & Memorial Dr.



*2:

VIEW NORTHWEST - SHELL OIL CO. "SPECTACULAR" SIGN
CHARLES M. SULLIVAN - 7/7/93

187 MAGAZINE ST., CAMBRIDGE,
MIDDLESEX, MA - CHC NEG. 1377/21

CAMBRIDGE HISTORICAL COMMISSION PHOTOGRAPH

By C. M. Sullivan

No. 1377/21

Date 7/7/93

Shell Sign
Corner Magazine St. & Memorial Dr.



*3:

VIEW NORTHWEST-SHELL OIL CO. "SPECTACULAR" SIGN
CHARLES M. SULLIVAN - 7/7/93 - CHC NEG. 1377/24A

187 MAGAZINE ST.
CAMBRIDGE, MIDDLESEX, MA

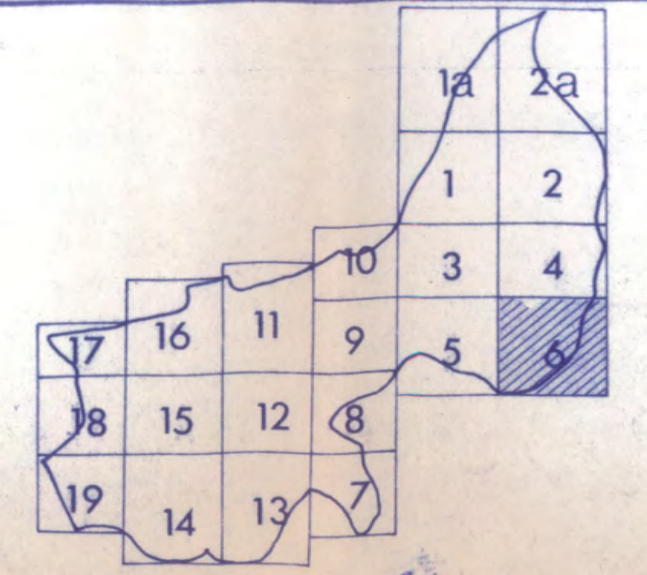
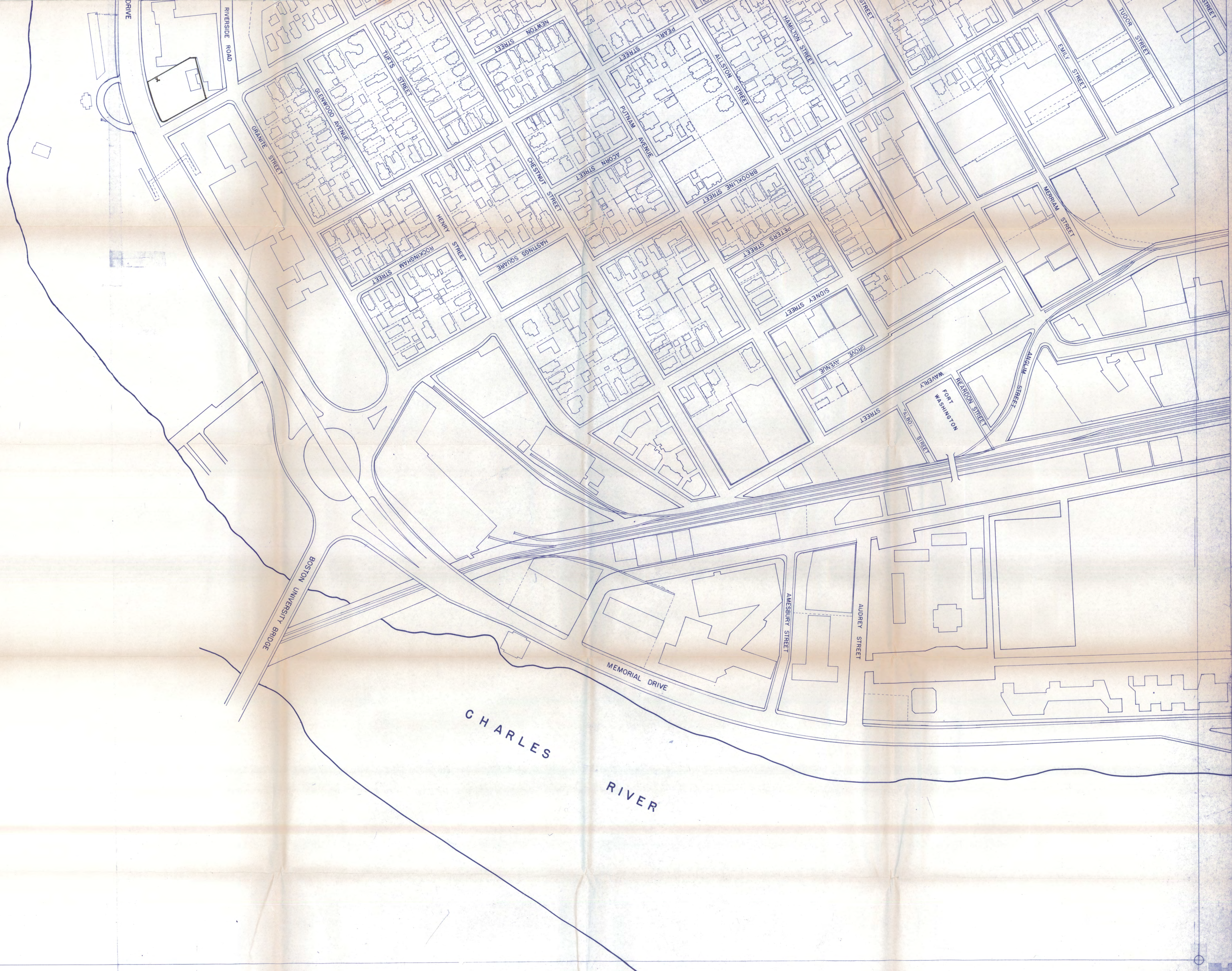
CAMBRIDGE HISTORICAL COMMISSION PHOTOGRAPH

By C.M. Sullivan

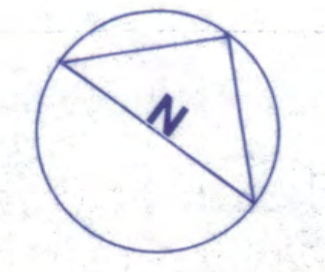
No. 1377/24A Date 7/7/93

Shell Sign - Magazine St. & Memorial Dr.

Scale of Company's Spectacular Site (Scale 1:1000)
157 Magazine Street, Cambridge, MA



UPDATES	
CHRIS DECARVAL	8-00



CAMBRIDGE COMMUNITY
DEVELOPMENT DEPARTMENT

P.D. QUAD 6



April 26, 1994

Carol Shull
National Register of Historic Places
Department of the Interior
National Park Service
P.O. Box 37127
Washington, DC 20013-7127

RECEIVED 413

MAY 5 1994

INTERAGENCY RESOURCES DIVISION
NATIONAL PARK SERVICE

Dear Ms. Shull:

Enclosed please find the following nomination form:

Shell Sign, 187 Magazine Street, Cambridge (Middlesex County),
Massachusetts, 02139.

The nomination has been voted eligible by the State Review Board
and has been signed by the State Historic Preservation Officer.
Owners were notified of pending State Review Board consideration
30-75 days before the meeting and were afforded the opportunity
to comment.

Sincerely,

Betsy Friedberg
National Register Director
Massachusetts Historical Commission

enclosure

cc: Shell Oil Company
Ming Shiue, Magazine Beach Service Station
Frank Kidd, District Manager, Shell Oil Company
Mayor Kenneth E. Reeves, City of Cambridge
Sally Zimmerman, Cambridge Historical Commission
Susan Flannery, Director, Cambridge Public Library