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 National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property	
historic name Pioneer Oil Company Filling Station	
other names/site number	
2. Location	V.
street & number 831 West Street	N/A not for publication
city or town Grinnell	N/A vicinity
L 070 with Downshield goods 157	zip code 50112
3. State/Federal Agency Certification	
As the designated authority under the National Historic Preservation Act, as amended,	
I hereby certify that this <u>x</u> nomination <u>request</u> for determination of eligibility meet for registering properties in the National Register of Historic Places and meets the proce requirements set forth in 36 CFR Part 60.	s the documentation standards dural and professional
In my opinion, the property <u>x</u> meets <u></u> does not meet the National Register Criteria be considered significant at the following level(s) of significance:	a. I recommend that this property
nationalstatewide / x_local	
Signature of certifying official/Title Ds AM 1/17/13	_
State Historical Society of Iowa	
State or Federal agency/bureau or Tribal Government	
In my opinion, the property meets does not meet the National Register criteria.	
Signature of commenting official Date	_
Signature of commenting official Date	
Title State or Federal agency/bureau or Tribal	Government
4. National Park Service Certification	
I hereby certify that this property is:	
ventered in the National Register determined eligible for the	National Register
determined not eligible for the National Register removed from the National	i Hegister
other (explain:)	
May Ealson VG. Beall 3-13.	13
Signature of the Keeper Date of Action	· ·

Pioneer Oil Company Filling Station	ompany Filling Station
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Name of Property

Poweshiek County, Iowa County and State

5. Classification				
Ownership of Property (Check as many boxes as apply.)	Category of Property (Check only one box.)	Number of Resources within Pr (Do not include previously listed resources	operty s in the count.)	
		Contributing Noncontributing	ng	
x private	x building(s)	1	buildings	
public - Local	district		district	
public - State	site		site	
public - Federal	structure		structure	
	object	2	object	
	***************************************	1 2	Total	
Name of related multiple pr (Enter "N/A" if property is not part of	operty listing a multiple property listing)	Number of contributing resource listed in the National Register		
N/A		0		
6. Function or Use				
Historic Functions (Enter categories from instructions.)		Current Functions (Enter categories from instructions.)		
Transportation/Road-related		Commerce/trade/Specialty Store		
	x	Transportation/Road-related		
		-		
		·		
7. Description				
Architectural Classification (Enter categories from instructions.)		Materials (Enter categories from instructions.)		
Mandaus Managasant		foundation: Concrete		
Modern Movement		. II de la companya d		
		roof: Synthetics/Rubber		
		other:		

10. Geographical Data

Poweshiek County, Iowa County and State

Pioneer Oil Company Filling Station

Name of Property

	ement of Significance	401 10
Applic	able National Register Criteria in one or more boxes for the criteria qualifying the property for National	Areas of Significance
Register li		Architecture
x A	Property is associated with events that have made a significant contribution to the broad patterns of our history.	Commerce
В	Property is associated with the lives of persons significant in our past.	
C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high	Period of Significance
	artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.	1937-1962
D	Property has yielded, or is likely to yield, information important in prehistory or history.	Significant Dates
		1937
	a Considerations "in all the boxes that apply.)	
Proper	rty is:	Significant Person
1 A	Owned by a religious institution or used for religious	(Complete only if Criterion B is marked above.)
	purposes.	N/A
В	removed from its original location.	Cultural Affiliation
c	a birthplace or grave.	
_ D	a cemetery.	(A
E	a reconstructed building, object, or structure.	Architect/Builder
F	a commemorative property.	Unknown
G	less than 50 years old or achieving significance within the past 50 years.	Wilson, L. O., builder
9. Ma	jor Bibliographical References	
Biblio	graphy (Cite the books, articles, and other sources used in prepa	aring this form.)
	s documentation on file (NPS): eliminary determination of individual listing (36 CFR 67 has been	Primary location of additional data: X State Historic Preservation Office
rec	uested)	Other State agency
pre	eviously listed in the National Register eviously determined eligible by the National Register	Federal agency Local government
de	signated a National Historic Landmark	University
FOC	corded by Historic American Buildings Survey #	x_Other Name of repository: Grinnell Public Library

name

street & number 715 5th Street

city or town Grinnell

Pioneer Oil Company Filling Station

telephone 240-499-9665

Iowa

state

zip code

50112

Poweshiek County, Iowa

County and State Name of Property **Acreage of Property** Less than one acre **UTM References** (Place additional UTM references on a continuation sheet.) 522660 4621220 15 Northing Zone Easting Northing Zone Easting Zone Easting Northing Northing Zone Easting 11. Form Prepared By name/title James E. Jacobsen date January 17, 2013 History Pays! organization telephone _ 515-274-3625 street & number 4411 Ingersoll Avenue Iowa zip code 50312 state city or town Des Moines hp@raccoon.com e-mail **Additional Documentation** Submit the following items with the completed form: 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. Key all photographs to this map. **Continuation Sheets** Photographs. Additional items: (Check with the SHPO or FPO for any additional items.) **Property Owner:** (Complete this item at the request of the SHPO or FPO.)

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.460 et seq.).

Richard I. Knapp, West & 4th L. L. C.

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Pioneer Oil Company Filling Station Poweshiek County, Iowa

Physical Description:

The City of Grinnell, located in the northwest corner of Poweshiek County, is the largest city in the county but has never enjoyed the status of being the county seat, largely due to its location. Poweshiek County is located southeast of the state's center point and is just north of Interstate 80, the state's only east/west interstate and its principal vehicular route in that direction. The city's downtown is centered within its plat and the subject building is located along the northwest edge of the downtown area. This single-story tile and brick filling station is located on the southwest corner of the intersection of West Street (being addressed as 831 West Street) and 4th Avenue. State Highway 146 follows West Street, which, as its name implies follows the west side of the downtown. Federal Highway 6 is located 2 blocks to the north, and bisects the city east to west (See Figure 20).

The subject building is a single-story brick on tile filling station building that assumed its present and final rectangular configuration in 1937. That plan represented the doubling of a 1931 office building that now comprises the north half of the building. The building is placed in the northeast corner of an otherwise open paved parking area. During the historical period of this building's operation, the only other structures present were underground fuel tanks (located on the southwest corner of the parcel) and a vehicular scale, located along the north side of the building. Neither of these other structures survives. The building orients east to West Street. Its fueling island has been replicated in form and location and reproduction pumps and lights on posts recreate that part of its historical landscape. A historical signpost is now placed north of the building. While not linked to this building, it matches the one that was located on the curb line. Present highway restrictions prohibited its placement along the street.

This brick building has a rectangular plan that measures 48 feet in width and 37 feet in depth. There is no basement. The building is divided into two sub-sections, that on the north end being the original office/bathroom area and to the south, the twin service bays. There is a substantial open attic area set atop the office area and this is reached by means of a raised door (and a ladder) from the north wall of the service bay. The service area comprises roughly two-thirds of the entire building.

The building presents a two-sided façade to the east and north. The building exterior is veneered with a dark brown face brick, with ornamental highlights using an even darker brick. The east façade office front fenestration consists of a centered pedestrian entrance with flanking side windows, and to the south (left) a pedestrian entrance into the women's toilet. Another door further to the left enters the service bay. Two overhead doors provide egress to the service area. The darker trim brick was used to form two continuous belt courses of soldier brick, the lowermost of which runs at the lintel level across the office frontage, and the other at the lintel level of the service bay openings. These two parallel lines set off a long rectangular area of face brick, which is then infilled with a narrower rectangle, using the same darker brick. Historically the word "PIONEER," in raised letters, infilled this secondary rectangle, but the lettering has been removed. The parapet above the office section has a tiered pediment that steps up in two equal rises. A concrete coping caps the entire pediment.

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The secondary façade on the north side matches the main one in terms of brick colors and ornamentation, but has only the flat parapet cap. A pedestrian entrance is located near the northwest corner, which is flanked by a single window to the south, and a window set to the north. There are two more single windows (double hung sash, 1/1 lights) to the east of the window set.

The brick and tile wall, wraps around the northwest corner by the width of the wall, but these walls are tile with a brick facing. The west wall is a stuccoed tile wall. There are two broadly spaced windows at the back of the office section, two nearly square industrial metal sash windows at the back of the service bays, and a single pedestrian door located in the extreme southwest corner on the rear wall. There is no parapet wall across this side of the plan, as the flat roof is sloped to drain to the west.

The south wall has two more large window openings, in filled with industrial metal sash windows. This frontage has a full parapet but it has a tile coping. This wall has also been stuccoed and the two secondary walls have been painted a buff color.

An in-wall chimney is set into the southwest corner of the office section. A second hung chimney is located in the northwest corner of the bathroom north wall. The office area is open in plan.

The current building had its origins in a smaller office building that was enlarged. This evolution was hinted at by the similarity in location and dimensions on the 1922 and 1932 Sanborn maps, was corroborated in the historical record, and was similarly obvious based upon physical examination. Clues to the existence of this earlier (1930) building are a slight break in the floor level, two remnant stub walls that formed the west wall of the original building and are in line with the concrete floor change in height and different tile were used in the walls of the earlier section (evident by looking at the attic wall tile, which employs a square tile, while the later sections used a rectangular ribbed tile). The west wall that separates the service and office area is a frame wall with lath and stucco, while the east wall is tile with plaster being directly applied to the stucco.

The original office likely consisted of a single bathroom with an exterior entrance, a small storage room (the present westerly men's room) and an open area, with a double front, likely with doors to the east and north. The enlarged office has a larger storage room in the southwest corner. A number of elements of interest are found here. All of the doors are framed with a low profile triangular pediment. The baseball teams insignia that were associated with baseball player Jackie Collum, the last owner, remain emblazoned across the east upper inner wall of the office. The original safe (not built in) remains in the office. Two small windows, set into the two bathrooms, are located in the intervening wall between the office and service area. The ceiling is of plain smooth plaster. One original 5-panel door remains on the men's bathroom.

The service bay is open. A half-height frame wall once separated the two bay areas but has been removed. There is a single wood column located in the center of the plan that supports a composite wood beam. The interior service bay walls are exposed tile with

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supportive brick pilasters set midway along each of the outer walls. Two of these support the ends of the main beam. The roof is simply framed with north-south running 2x10 inch joists. These joists are cross-braced in three runs. The attic above the office is accessed from a raised hatch in the northeast corner of the service bay.

The building setting is open in all directions with all ground surfaces being paved to the west and south parcel boundaries and to the sidewalk to the east and west. There are driveways located at the southeast and northwest corners of the parcel. The station's underground tanks were located to the south of the building so their removal in 2001 allowed for the retention of a later date concrete pump island. That island has been rebuilt in the same location and with the same profile and material as part of the rehabilitation work. Three reproduction gas pumps and reproduction flanking elevated electric lights on posts have been mounted on the new island. In accordance with National Park Service guidance, these are not separately counted relative to the nomination resource count. An original Mobil signpost (not linked to this building) has been placed just north of the building's northeast corner (it could not be placed on the curb line as was the original). A replacement antique Mobilgas horse emblem has been placed on the building pediment where historical images show one was long displayed. The, light and the larger sign post are all counted as two non-contributing objects.

Alterations:

The building is well preserved and maintains its original plan, scale and design. There are no additions. Inside and out, a number of elements remain in place as enumerated. Changes to setting involve the loss of frontage to the north and east as street encroachments reduced the parkings on those sides. The building was expanded and was doubled in size in 1937. Save for the removal of a small corner office its plan remains intact. It was comprehensively rehabilitated in 2011 using tax credit incentives. The garage doors, which were of recent and non-historic appearance, were replaced with more appropriate multi-paned overhead doors. The industrial metal windows were repaired and retained. The building received a new roof covering. Brick work was re-pointed, cleaned and repaired as was necessary. The service bay interior area was redeveloped. A storage closet was added along the north side wall of the garage. The office area was redeveloped for retail purposes and a small corner room was demolished to open up the space. The two bathroom areas were retained, but only the southern one continues to function as such. The door connecting the two parts of the building remains in place, as does an attic area that is above the office area and is accessed from the garage by means of a south side hatch.

No historic signage, sign posts, pumps, or pump canopies remained at the time of the rehabilitation. The already enumerated reproduction or antique objects have been placed in front of the building to recreate its historical setting and context. The landscaping around the building, consisting of paved concrete on all sides, was not changed and no new features were added during the rehabilitation. The exception was a perimeter wall that remained from a drive-on vehicle scale that was located alongside the north wall. Those wall or shell remnants were removed and the area was repaved.

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The filling station retains a high degree of all seven aspects of historical integrity. Its prominent commercial setting, on a state highway, represents its retention of his historical location. Its commercial setting is similarly retained by its relationship with the highway and the downtown. Its feeling is preserved by its original massing and façade, the continued automotive use of its service bays, its appropriate overhead door replacements, and the provision of antique filling station fixtures. Association is somewhat compromised by the loss of nearby filling stations, a few of which do survive in considerably altered form. Design is retained by virtue of the survival of its original façade, its parapet and pediment features, the cadence of doors and windows, and the retention of the two primary interior spaces. Materials survive in the exterior walls and brickwork and in the retention and rehabilitation of its original or early doors and windows. Workmanship is similarly embodied in its brick veneer.

Building Rehabilitation and Current Uses:

The building was rehabilitated using state and federal tax credit incentives. The metal industrial windows in the service bay were removed, restored and reinstalled. The brickwork was repaired and more suitable overhead garage doors were installed. The other door and window openings were rehabilitated. The building has been rehabilitated for retail use. Currently the garage is occupied by Mobil Wash and Wax, an automotive detailing business (in the garage section), and the Candyland café (located in the north end).

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Pioneer Oil Company Filling Station Poweshiek County, Iowa

Historical Significance:

The Pioneer Oil Company Filling Station is significant on the local level on the basis of its commercial architecture (Criterion C). This is a well preserved example of a custom-built filling station. This building evolved in form and design with its ever-changing auto/truck fueling industry. It started out as a smaller office building into the present extended design. Grinnell by 1940 had nearly 20 service stations and this is Grinnell's sole surviving intact example of a pre-World War II this architectural type. Just three historic service stations survive in Grinnell. One, a Deep Rock station (621 Fourth Avenue, built in 1956 and was located immediately north cross Fourth Avenue is nearly obliterated by alterations while a 1956 Phillips 66 Station (804 Sixth Avenue) represents a national design prototype. While custom built as described, this example very much conforms with two trends in service station design. The first was an emphasis on a horizontal massing and ornamentation. The second was an emphasis on distinguishing the office and service bay sections of the building. Thus the office gained a distinctive pediment and focused brickwork detailing and coloration.

The building is also locally significant for its association with Grinnell's commercial history (Criterion A), specifically the commercial role played by automobile filling stations and garages and the emergence of highway-related commercial land uses. The specific local significant commercial association is the emergence of the automobile fueling and repair industry in Grinnell. This is Grinnell's only recognizable pre-World War II service station. Grinnell's earliest service station (1916) was located in the downtown rather than along a highway. As road surfaces improved and the number of service stations multiplied, a highway location became a default choice. Highway 6, running east-west across Grinnell was always the principal highway in terms of volume so West Street or Highway 146 was always the less favorable service station location. Despite this, this building located on the latter highway at the key downtown turn off. As a surviving example of this type of business, it represents this local pattern of commercial expansion of the downtown (north to 6th Avenue by the 1950s), the growing importance of the twin highways over time (Highway 146 surpassed its rival in 1961-62 as Interstate 80 to the south of Grinnell was completed and replaced Highway 6). This example is of particular interest given its lengthy history as a locally owned business that adopted various fuel company agencies over time. This is best reflected in its retention of its distinctive and localized name (honoring the Grinnell College sports mascot and teams name). During World War II (October 1944+) the station served as the district inspection point for those who sought new tires under the stringent rubber rationing. Thus the station possesses a direct home front historical association with that war period.

This building's complex evolution begins with a north half that dated back to the 1920's. That earlier building was associated with a local farmers' cooperative and one of the services that the co-op provided was marketing fuel. In 1931 that building was expanded into a traditional filling station model with fuel distribution taking on a more dominant role in its operation. Then in 1937 it assumed its present appearance, gaining a south service wing and a new unifying decorative brick veneer. As such this building is not a standard filling station plan but is rather a customized effort to approximate the form of that building type as it was being refined during the mid-1930s. Because the pre-1937 appearance of the core building cannot be determined the period of significance begins with the latter date and continues to 1962, the

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50-year National Register cut-off point, given that the building continued in service beyond that point in time. The significant date is 1937, marking the completion of the present building.

The filling station history is unusual in that it retained its original local name, "Pioneer Oil Company" throughout its service. As was the case with other long-serving filling stations, this one evolved in its services, having started out as both a fuel service point and as a deliverer of bulk fuels. A more recent historical sidebar was its nine-year ownership and operation by Jackie Collum, a nationally known baseball player between 1952 and 1962.

Only one other historical filling station remains extant and recognizable within the city, out of half a dozen that have been completely lost or replaced with more recent buildings. This other example, located due north across 4th Street, postdates World War II and has been greatly altered.

Previous Parcel History:

This corner lot was first a residential property that fronted north to 4th Avenue. The land west of West Street was platted in 1867. The Neely family (James and Lydia Neely and then their son Earl M. Neely and his wife Esther, then grandson Walter J. Neely until 1949) owned the parcel for most of the filling station's history. The station was therefore on leased land for most of its history. Gene H. McCurry, who operated a separate café to the south of the station as well as the station, acquired the property in May 1982. John "Jackie" Thomas and Betty Jo Collum purchased the property in mid-October 2000 and operated the station in its final years of service (Assessor's Parcel Data, Deeds dated January 25, 1937, March 21, 1949, April 25, 1953; May 18, 1982).

Figure 3 depicts is the north end of this corner parcel, with the Neely residence and a coal depot, both fronting to Fourth Avenue as of 1913. This pre-paving view shows that while the streets were broad (80 feet) in concept, the actual streets were rather restrictive. This fact enabled the city to pave considerably less area but more streets and it produced a marvelous effect, deeply setback houses with broad parkings, that survive on many streets. The City was much more aggressive early on in its concrete sidewalk campaign, as the image also depicts. West Street would eventually be widened but for most of its history the filling station would be well removed from the actual street both to the east and the west.

The Filling Station History:

The Farmers Union Co-Operative Marketing Association occupied this location as of the 1920s. As the name implies the co-op was a product of the Farmers Union, a national populist farmers' organization that arose to rival the Farm Bureau across the state. These associations furnished a broad range of products including fuel, to member farmers at reduced cost. The business location from the beginning reflected the need to have both direct railroad service and a location on a designated highway for customer access. The co-op initially provided bulk fuel service and possibly wholesale fuel sales as well. The product was delivered by rail and the storage tanks were placed at the southwest corner of the parcel, alongside a rail spur. When new ownership transformed the filling station in terms of its function, the bulk fuel service

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continued, and even by 1931, all of the local filling stations continued to operate tank wagons for country and other bulk deliveries.

Two local men acquired the existing co-op business office on the property in late April 1937, but did not own the land itself. Albert A. Crews was born in Sugar Creek Township, Poweshiek County, in 1887. At some point he relocated to Grinnell and was involved in the Deep Rock filling station that stood just across the street from the subject building. George Chester (Chet) Williams was born in Quinter, Kansas, in 1887. He married Ethel B. Boden in 1909 and the couple lived at Wapello and then Mediapolis, Iowa, before moving to Oakville, lowa. There Chet entered into the oil business and remained so for 8-9 years. He sold out and spent a year recreating in California but was then "all ready to jump into the harness again." He didn't waste any time. The family arrived in Grinnell, taking up residency at 718 Broad Street, and within a week Crews and Williams announced plans to "install a modern filling station, right on the corner, where the Farmers Union Marketing office has been, and a bulk station farther back on the same lot." Crews gave Williams, who was himself introduced to the Grinnell public as being "an experienced oil man," a local contract for the venture. The Herald-Register noted "Everyone in Grinnell knows Albert Crews, good oil man, good auctioneer and good fellow. The two make a fine combination and will soon be hustling for their share of business. They hope to be under way at least by April 1." As will be shown, the two entrepreneurs largely continued the co-op's services, including bulk fuel supply, providing a truck scale service, as well as selling gasoline (Grinnell Herald-Register, February 27, 1931; Property Deed, April 29, 1937).

It was a splendid time to be building and the "share of business" at least in the gas and oil trade was booming. The *Herald-Register* addressed both topics at this time. Under the heading "Low Prices Encourage More Building," run March 16, it was announced that local supply houses had made a "marked reduction" in the prices of building materials. Laborers of course were plentiful and laborers costs low given the Great Depression and the *Herald* added "building and repairing program[s]...have a two-fold value—to put more men to work and for the builder to profit by the reduced prices." Fifteen repair/remodeling or new construction projects already announced were tallied off, one of these being "Crews & Williams [who] are building their new filling station on the corner of Fourth Avenue and West Street and [the] work is progressing rapidly" (Grinnell *Herald-Register*, March 16, 1931).

The *Herald-Register* documented "Grinnell's Thriving Gasoline Industry" that employed fifty men and boys. Sixteen wagons supplied the area farmers with gasoline, kerosene, and other petroleum products. Crews and Williams were one of nine local bulk tank suppliers. Their single wagon with a 350-gallon capacity placed them on the lower end of vendor capacity, in comparison with the other providers (Grinnell *Herald-Register*, May 1, 1931):

The initial announcement about the new filling station had identified the corporate name as the "Grinnell Oil Company." By the time of its formal opening it was the "Pioneer Oil Company." This name derived from the mascot of Grinnell College. It is unusual at this late date to coin a local name, let alone to stick with it literally up to the present day. Saturday, April 11 was the opening day. The station's three 1,200-gallon bulk storage tanks were described as being underground, but that arrangement was not yet an industry standard, at least in Grinnell.

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The tanks were "conveniently located so that they may be filled direct from cars on the railroad siding." This location to the southwest of the station proper, would be retained through the service life of the filling station, and when the tanks were finally removed in 2001, that removal had no impact on the building or its nearby pavement. No photo of the original station has been yet discovered. It might have had a double front, with pumps being located both along Fourth Avenue and West Street given that the 1932 Sanborn map shows cornices on those two fronts. The *Herald-Register* further described the new 1931 building and the business:

...All of the station equipment is electrically operated and the most modern devices are used. George Williams was the contractor in charge of the job and Pat Smith installed the plumbing and the electrical work was done by Birchard. The New company owners are independent distributors and will serve a large territory in the surrounding country with White Rose gasoline. Opening day a special inducement will be made to attract people to the new station...(Grinnell Herald-Register, April 9, 1931).

Sadly, Albert Crews never got a chance to be an active operating partner with Pioneer Oil Company. He caught the flu on March 1, 1931 and his health situation deteriorated. He was hospitalized in mid-April and died on May 5. He was just 44 years of age and he left five children and his wife without support. Crews was described as a "much beloved Grinnell business man" in his obituary. George Williams was left to operate the business solo, which he would do until his own sudden death in August 1944 (Grinnell Herald-Register, May 6, 1931).

Things proceeded in regular fashion for five years until the end of April 1936 when Williams used his fifth anniversary, give or take a few weeks, to announce his switch to Mobilgas, finally eschewing his independent dealer status. Williams saw an emerging opportunity and obviously made the most of it. He literally rededicated his little filling station, on its fifth anniversary, completing "quite a lot of redecorating and painting...and the station is well dolled up for the new gasoline [brand]." The Herald-Register noted "Mobilgas is rated as America's fastest selling gasoline, although it has not been used much in this territory, and Mobiloil has always been a by-word for good motor oil. Mr. Williams has been after the contract for this famous gasoline and oil and it is expected that his many friends will continue to patronize the station even more liberally" (Grinnell Herald-Register, April 30, 1936).

The measure of the wisdom of William's change in brand affiliation is the fact that within a year of the change, he was able to completely remodel his small station and to substantially increase the range of his automobile related services, transforming the Pioneer Oil Company into a full fledged modern filling station. At the end of April 1937 he acquired the middle third of Lots 1-3 from the Farmers Union Co-Operative Marketing Association, paying \$1,370. On June 15 he negotiated a \$5,500 mortgage with the Grinnell State Bank using his newly-acquired parcel of land as collateral (he didn't own the land where his new station stood). The purpose of the mortgage

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presumably paid for the station improvements (Deed, dated April 29, 1931, Mortgage, dated July 1, 1931).

The public announcement of the improvement appeared in early May and was said to be "one of the outstanding improvements that will be made in Grinnell this spring." Williams' acquisition of additional land was described and it was noted that the house on that property would be sold and moved off of the lot. The new station would be "an entirely new cement and tile building, 21 [feet] x 48 [feet]...the present building occupied by Williams' Pioneer station will be transformed into the new structure. The newspaper account continued:

When all improvements are made, Chet will be equipped to do all kinds of greasing, washing and oiling service. The building's [sic] will be modern in every respect and so attractively built that they will be an ornament to that part of the city. They will front on both Fourth Avenue and West Street. An entirely new farm scales [sic] will be installed to take care of the farmers' needs in that line. Lawrence Wilson has been awarded the building contract. The present intentions are to begin work early next week (Grinnell *Herald-Register*, May 6, 1937).

Chet Williams' success, alone, being "the result of his industry and good business judgment is seen in the fine new station which is now nearing completion. The *Herald-Register* described the enlarged building:

The new building is 32x48 feet in dimensions. It is built of Redfield faced brick in effectively contrasting shades of brown. The building is divided into two parts, a grease and wash room for cars, 28x32 feet and a main office, 20x32 feet.

The station handles Mobilgas and Mobiloil exclusively and the fine quality product handled and the courteous service always available have built up a flourishing business. Chet has installed two new Bennett computing pumps of the latest model and also has installed a brand new Fairbanks Motor scale of 20 tons capacity which will offer a welcome service to truckers and teamsters who need to have weighing done...

It was suggested to Chet the other day that if he could erect such a fine new plant after six years in business here he might be putting up a skyscraper in six years more. His reply was characteristic. He said that if there was a demand for a skyscraper he would see that one was built. That's the sort of a guy that Chet is and that is why he has got along so rapidly.

In order to carry out the filling station idea for people as well as for cars, Chet some years ago erected a building adjoining the oil station for the Pioneer Inn, an up-to-date lunch room. Lee Covault and his wife took over the Pioneer Inn from Charley Cratty July 1 and are now operating it. They specialize in lunches and serve beer.

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Pioneer Oil Company Filling Station Poweshiek County, Iowa

A 1944 newspaper article noted that the original 1931 filling station "was remodeled and enlarged" as a part of the present station (Grinnell *Herald-Register*, May 6, 1937; August 3, 7, 1944).

The 1937 building expansion directly represented changes in the industry and the national economy. The Great Depression and new plentiful crude oil discoveries in Texas sent the cost of a gallon of gasoline from 18 cents to below 10. Service station owners scrambled to broaden their range of services as fuel sales no longer sustained their business. Service bay additions like that in this case, reflected a heightened emphasis on auto servicing and repair. William's operation very likely included repair and servicing from the start, but this could not be done competitively at scale without proper sheltered lifts and other equipment. The record clearly shows that the business continued to emphasize a bulk fuel and truck-weighing business, as well as a very substantial truck servicing trade. Some stations simply "threw up" ad hoc service bays on pre-existing stations. The major brands took pains to ensure that their bay sections were large enough to be as functional as possible. William's design met this same standard, with copious twin bays and over-sized overhead doors made necessary by his extensive truck trade. One major brand trend not followed by Williams was the provision of window display space for merchandising (Witzel, pp. 85, 92-5).

The local context for William's expansion is informative. His was the southernmost local station on West Street/Highway 146. Figure 14, a 1945 aerial view, shows the subject building as well as the Standard station across the street to the east and the Deep Rock station to the north. Neither station had added a service building as of that time, but the Standard station was completely rebuilt in 1950 as was the Deep Rock in 1956. A review of all local filling station improvements in Grinnell, between 1934 and 1963 shows that just one new station was built in 1934 and it lacked a service bay wing. No new stations were then built until 1950. By early 1957 the Highways 6 and 146 intersection a block north of the subject station had a new modern service station on each of its four corners. The immediate intersection never matched this point of development. The Standard Station was demolished to make way for an early strip-mall expansion that represented the downtown moving westward to Highway 146. In 1961 the northeast corner was the site of Grinnell's first mega-service station, an APCO station that boasted ten pumps and multiple service islands. The station on the northwest corner, was replaced in 1956, with a truck-service station bay. This data indicates that the service bay on the subject building was not made in response to local competition but in fact was likely the earliest conversion of an earlier service station (Grinnell Herald-Register, August 2, 1934; July 2, November 19, 1956; February 2, 1957; December 4, 1961; Building Permit, May 29, 1950).

Figures 10 and 12 depict the original garage doors, and the three gas pumps. The Mobilgas symbol is mounted on the parapet front and the garage bay doors are labeled according to their purposes. Doors have a triple-light Craftsman-like window with vertical panes. The central pump has the Mobilgas white glass globe and doubtless this is the same as the damaged one found carefully stored in the station attic.

The café is not extant and its location is excluded from this listing.

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Pioneer Oil Company Filling Station Poweshiek County, Iowa

This composite advertisement represents the broader than usual range of services that Williams was offering. He and his scale served as a service hub for a dozen local independent truckers. He apparently had an association with the local rendering works. Lee Covault advertised the adjacent Pioneer Inn. Vendors who provided materials or services to the new building were also enumerated. L. O. Wilson was the contractor and noted "My men and I have endeavored to show what can be done with good brick, hollow blocks, cement, lumber and millwork in constructing this new Super-Service Station..." The Richardson-Phelps Lumber Company furnished the Redfield tile, Redfield face brick, the Hawkeye Portland cement and Weyerhauser lumber for the building. George & Hoyt Hardware handled the plumbing and heating work, aided by T. P. Keenan. Harold Hinegardner did the painting. Birchard Electric, which wired the first building, did the improved one as well (Grinnell *Herald-Register*, July 15, 1937).

The building and business expansion was successful and in the spring of 1941 the firm was 10 years in operation. While Williams celebrated his success, he took pains to again express the void still felt in the loss of his partner Albert Crews. He recalled:

On the day we opened [in 1931], we sold more gasoline than any day since and I often wonder how large the business would have grown if Albert had lived. He was a real hustler and [was] well liked by everyone in this community. It was a severe blow when he died so suddenly.

The *Herald-Register* recounted the 1937 improvements and observed "Three tank trucks are in use hauling fuel to farmers, while Mr. Williams has the largest greasing rack in town, capable of handling large trucks" (Grinnell *Herald-Register*, April 14, 1941).

Then like his deceased partner, Chet Williams died. The death caused by a heart attack occurred while he was attending a wartime gasoline conservation meeting at the Legion Hall. His 1944 obituary noted

Mr. Williams came to Grinnell twelve years ago to engage in business and his forceful and colorful personality immediately made him a prominent figure. He was successful in his business and built the modern station at the corner of Fourth avenue and West street where he has operated for a number of years. A few years ago he erected a modern home at 603 West street...He was a sound business man, a man of strong convictions and a good citizen. Grinnell will miss him.

Williams was just 56 years old. The newspaper noted that the funeral was "largely attended" (Grinnell *Herald-Register*, August 3, 7, 1944).

With the death of the service station's owner the building was suddenly available for another use and there was a need to establish a tire inspection center under the wartime tire rationing program. Applicants for rare new tires had to have the quality or lack thereof for their existing ones examined and condemned. M. F. Thompson was in charge of the inspections

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Pioneer Oil Company Filling Station Poweshiek County, Iowa

and the center was set up by W. P. Evans, the district tire inspector for the Office of Price Administration (OPA). Thus the program covered a multi-county area beyond Grinnell (Grinnell Herald-Register, November 20, 1944).

Thompson and C. S. Ramsay owned and operated the facility and apparently were still conducting the service station's regular business. Ramsay emerged as sole owner in mid-April 1945. The public notice explained that Thompson had been "in active charge of the business after the death of Mr. Williams..." Ramsay operated the station until September 1950, selling it to Waldo Paul [sic] and Dwight Carey. Five years later, Paul became the station's sole owner (Grinnell *Herald-Register*, April 16, 1945; September 14, 1950; August 22, 1955).

The filling station waned somewhat following World War II. By 1962 it had lost or given up its Mobilgas franchise and was the "Superior 400 Oil Company." Warner Steele was operating the Pioneer Oil Company as of 1970. Gene McCurry (1922-2005) was a locally-born fellow who worked in a variety of fields at various points in his working life, and was a highly decorated member of the Air Force in Europe during World War II. He married Joan Oltrogge in early 1943 and from 1964 until 1987 operated both McCurry's Café and Pioneer Oil (Grinnell Herald-Register, July 21, 2005).

A fire forced the demolition and reconstruction of the associated café (now non-extant) so that the station and café now had an even setback from West Street. Figures 14 and 20 depict this change. The café was rebuilt on its more westerly site in 1960 (Grinnell *Herald-Register*, December 8, 1960).

The most interesting and final station owner/operator was Jackie Collum (1927-2009). Following his World War II Pacific Theater service he rose as a pitcher in the major league in professional baseball and survived nine consecutive seasons, relying on his intimidating screwball. Competing 1952-62, he successively wore the uniforms of the St. Louis Cardinals, the Cincinnati Reds, the Chicago Cubs, the Los Angeles Dodgers, the Minnesota Twins and the Cleveland Indians. He operated Pioneer Oil Company from 1987 until ca. 2004 (Des Moines *Register*, September 13, 2009).

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Pioneer Oil Company Filling Station Poweshiek County, Iowa

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February 27, March 16, April 9, May 1, 5, 6, 1931 August 2, 1934 October 31, 1935 April 20, 30, 1936 May 6, July 8, 15, December 16, 1937 April 14, 1941 August 3, 7, November 20, 1944 April 16, 1945 September 14, 25, 1950 August 22, 1955 July 2, November 19, 1956

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Pioneer Oil Company Filling Station Poweshiek County, Iowa

February 2, 1957
May 2, 1958
Grinnell Herald/Herald-Register, Coninued:
August 27, 1959
September 29, December 8, 1960
December 4, 1961
July 21, 2005

Des Moines *Register*. September 14, 2009

Internet Sources:

National Refining Company: www.enarco.com (accessed April 6, 2012)

Map Quest: http://classic.mapquest.com/maps?city=Grinnell&state=IA&_incompat=true (accessed July 8, 2012)

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Pioneer Oil Company Filling Station Poweshiek County, Iowa

Additional Information:

Legal Description:

Lot A, Block 15, West Grinnell Addition (Figure 17)

Boundary Justification:

This parcel is the same upon which the filling station was constructed and operated throughout its history. It includes all associated open area around the building.

Maps: (refer to imbedded images)

Photographs:

Name of Photographer:

James E. Jacobsen

Date of Photographs:

September 2011

Location of Negatives:

Property owner

Description of Views:

Frame:	Viewpoint:	Description:
1	Southwest	Façade, north wall
2	Southeast	North and west walls
3	Northeast	West and south walls
4	Northwest	South and façade walls
5	West	Interior, café
6	West	Interior, cafe
7	Northeast	Interior, cafe
8	West	Interior, hall between café (right) and shop
9	Southwest	Interior, shop, rehabilitated windows
10	Northeast	Interior, shop, added storage unit along north wall
11	Northeast	Interior, shop, overhead doors
12	Southeast	Interior, shop, overhead doors

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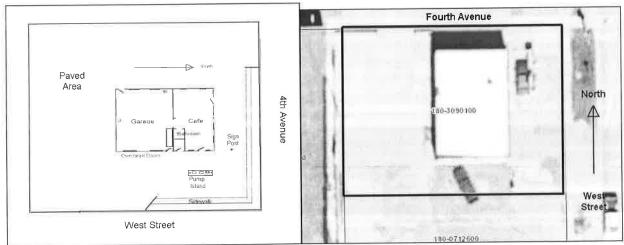


Figure 1: floor plan sketch, left, based on parcel map, right (Poweshiek County Assessor, annotated)

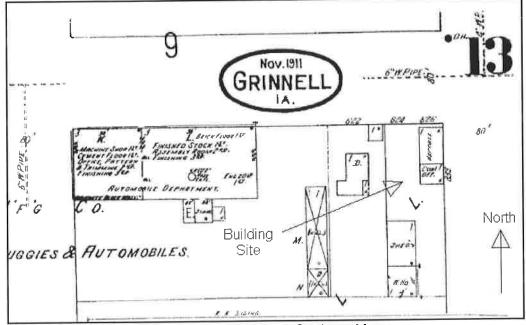


Figure 2: Detail, 1911 Sanborn Map

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Figure 3: 1913 River to River race with Spaulding coupe setting world dirt road record Note the business district, visible a block to the east along Fourth Avenue (Grinnell Public Library)

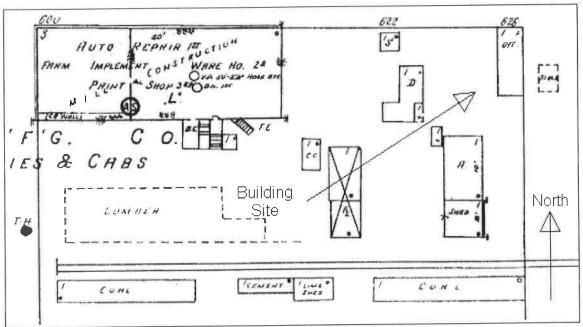


Figure 4: Detail, 1922 Sanborn Map

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Figure 5: Grand opening, April 1931 (Grinnell Herald, April 9, 1931)

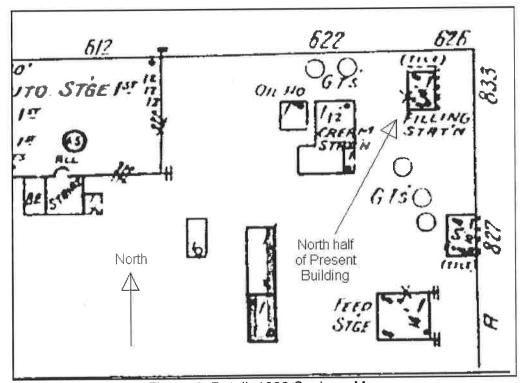


Figure 6: Detail, 1932 Sanborn Map

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Figure 7: White Rose Gasoline advertisement (Grinnell *Herald-Register*, October 31, December 2, 1935)



Figure 8: Reopening as a Mobilgas franchise (Grinnell *Herald-Register*, April 20, 1936)

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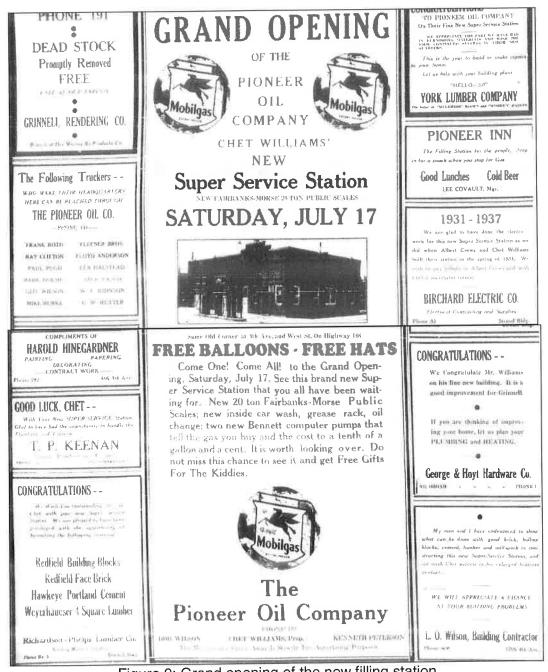


Figure 9: Grand opening of the new filling station (Grinnell *Herald-Register*, July 15, 1937)

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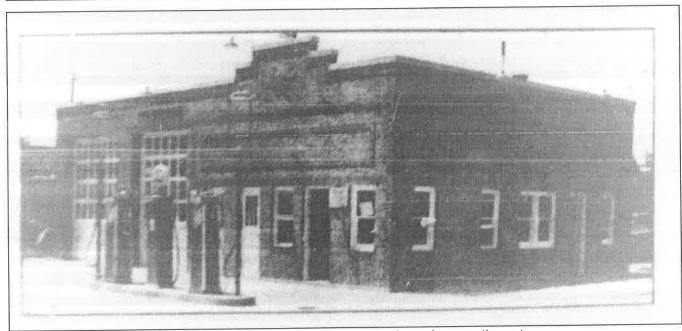


Figure 10: Grand opening of enlarged station, view southwest (Grinnell *Herald-Register*, July 15, 1937)



Figure 11: station advertisement (Grinnell Herald-Register, December 6, 1937)

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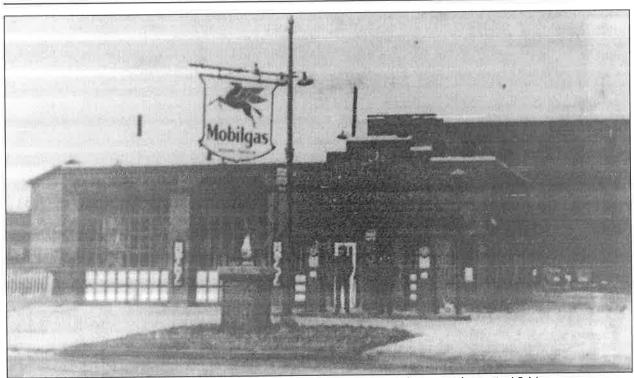


Figure 12: The station as a Mobilgas agency, view southwest, 1941 (Grinnell *Herald-Register*, April 14, 1941)

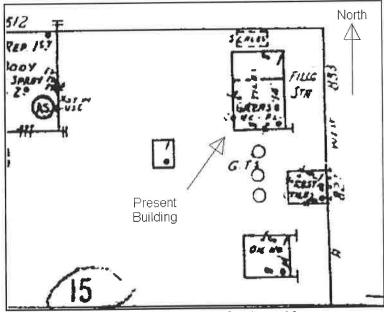


Figure 13: detail 1943 Sanborn Map

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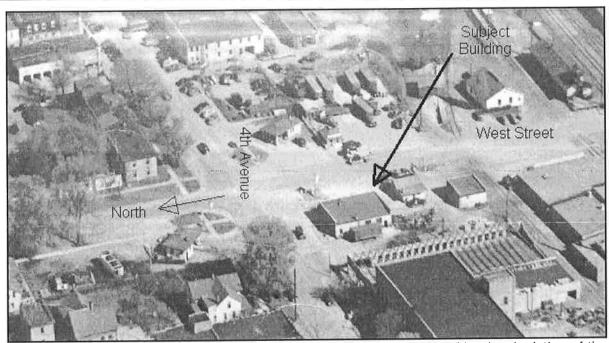


Figure 14: 1945-46 aerial view, looking southeast, the photo is dated by the depiction of the construction of the Anderson Garage, 616 Fourth Avenue, immediately west of the station (Grinnell Public Library; Grinnell *Herald-Register*, October 4, 1945)

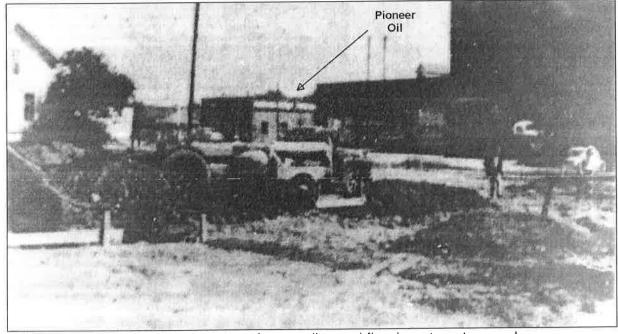


Figure 15: Construction of new police and fire departments complex, view southeast across Fourth Avenue (Grinnell *Herald-Register*, May 2, 1958)

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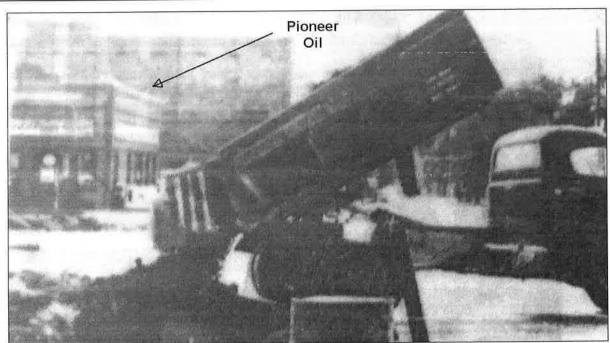


Figure 16: Road work on West Street, view west along Fourth Avenue (Grinnell *Herald-Register*, August 27, 1959)



Figure 17: 1960 view looking southwest (Grinnell Herald-Register, September 29, 1960)

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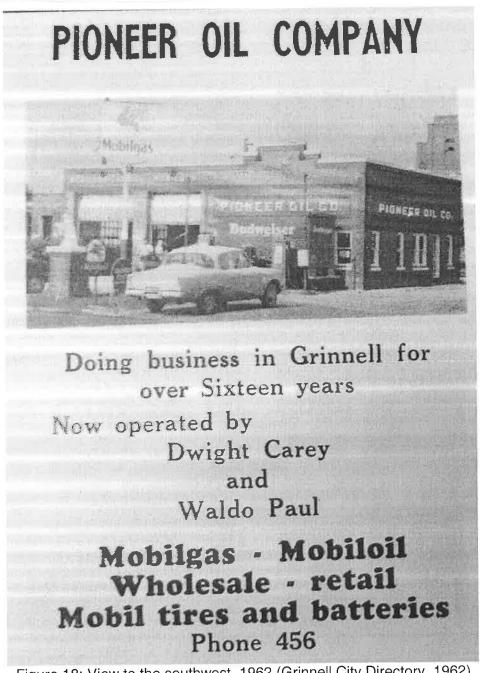


Figure 18: View to the southwest, 1962 (Grinnell City Directory, 1962)

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Figure 19: Baseball standout Jackie Collum (Des Moines *Register*, September 13, 2009)



Figure 20: ca.1970s aerial, view northwest with the non-extant Pioneer Café (replaced 1960) to the left (courtesy Dan Tindall)

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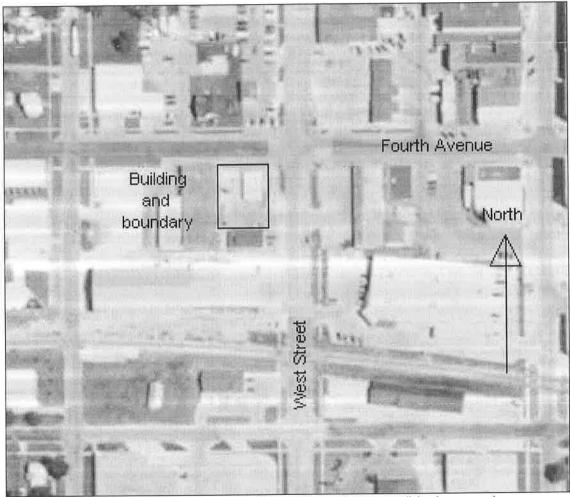
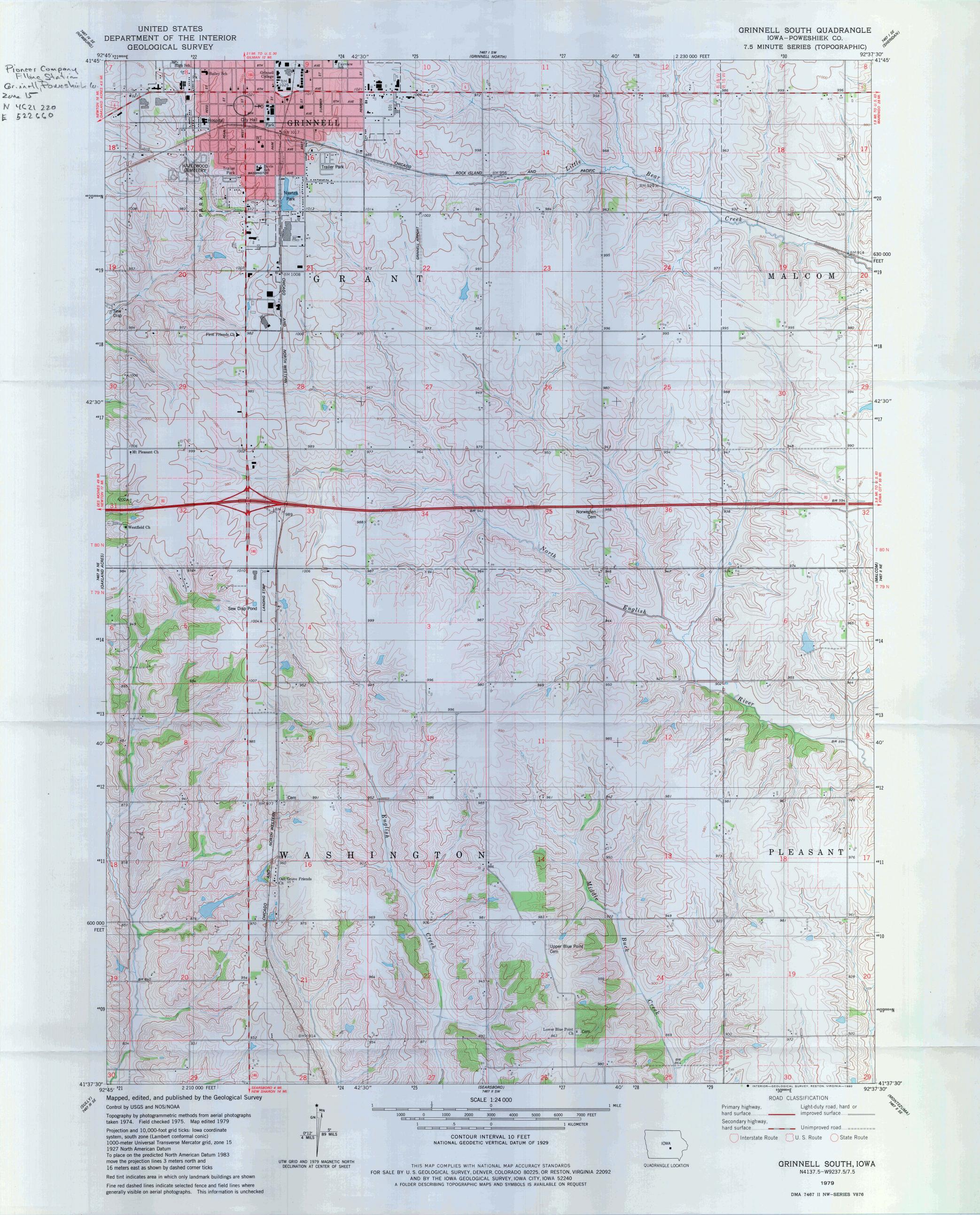


Figure 21: Nomination vicinity and boundary map (black square)
(Map Quest, http://classic.mapquest.com/maps?city=Grinnell&state=IA& incompat=true)





Pioneer Oil Company Filling Station Grinnell, Poweshiele County, Foun

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Proncer Oil Company Filling Stations Grincell, Poweshick County, Iowa Photo # 4

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Pioneor Oil Company Filling Station, Grinnell, Powrshick G. IA

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Photo #6

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Photo # 7

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Pionter O.1 Company Filling Station, Grinnell, Powoshick Counts, IA Photo # 11

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Pioneer Oil Company Filling Statem, Grinnoll, Powerhick County, IA.
Photo # 12

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UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION
PROPERTY Pioneer Oil Company Filling Station NAME:
MULTIPLE NAME:
STATE & COUNTY: IOWA, Poweshiek
DATE RECEIVED: 1/25/13 DATE OF PENDING LIST: DATE OF 16TH DAY: DATE OF 45TH DAY: 3/13/13 DATE OF WEEKLY LIST:
REFERENCE NUMBER: 13000070
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
ACCEPTRETURNREJECT 3.13.13 DATE
ABSTRACT/SUMMARY COMMENTS:
Entered in The National Register of Historic Places
RECOM./CRITERIA
REVIEWERDISCIPLINE
TELEPHONEDATE
DOCUMENTATION see attached comments Y/N see attached SLR Y/N
If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.









MATTHEW HARRIS
ADMINISTRATOR

600 E. Locust Des Moines, Iowa 50319

T. (515) 281-5111 F. (515) 282-0502

CULTURAL AFFAIRS. ORG

January 23, 2013

Carol Shull, Chief National Park Service National Register of Historic Places 1201 Eye Street, N.W.-- 8th Floor Washington, D.C. 20005

Dear Ms. Shull:

The following National Register nomination(s) are enclosed for your review and listed if acceptable.

- Fred Maytag Park Historic District Amendment, Jasper County, Iowa
- Cathedral Historic District (Amendment and Update), Dubuque County, Iowa
- Booth, Edmund and Mary Ann Walworth, House, 125 South Ford Street, Anamosa, Jones County, Iowa
- Farmers Mutual Reinsurance Company Building, 821 5th Avenue, Grinnell, Poweshiek County, Iowa
- Pioneer Oil Company Filling station, 831 West Street, Grinnell, Poweshiek County, Iowa

Sincerely,

Elizabeth Foster Hill, Manager

Elizabeth Faster Hill

National Register and Tax Incentive Programs