

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.

### 1. Name of Property

Historic name: Magnolia Service Station

Other names/site number: PU11192

Name of related multiple property listing:

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



### 2. Location

Street & number: 3023 West 7th Street

City or town: Little Rock State: AR County: Pulaski

Not For Publication:  Vicinity:

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

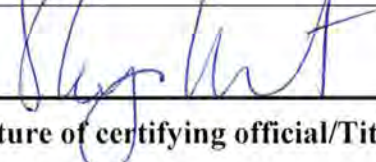
I hereby certify that this X nomination     request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets     does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

    national     statewide X local

Applicable National Register Criteria:

   A    B XC    D

 <b>Signature of certifying official/Title:</b>	<u>8-1-19</u> <b>Date</b>
<b>State or Federal agency/bureau or Tribal Government</b>	

In my opinion, the property <u>   </u> meets <u>   </u> does not meet the National Register criteria.	
<b>Signature of commenting official:</b>	<b>Date</b>
<b>Title :</b> <span style="float: right;"><b>State or Federal agency/bureau or Tribal Government</b></span>	

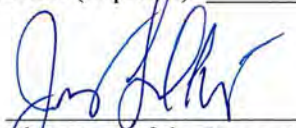
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**4. National Park Service Certification**

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

  
Signature of the Keeper

9.27.2019  
Date of Action

**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



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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/Mission/Spanish Colonial Revival

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property:

BRICK

CONCRETE

TERRA COTTA

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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### Summary Paragraph

The Magnolia Service Station is a one-story, brick, Spanish Eclectic-style building with a rectangular plan, prominent arched openings, and a parapet roof. The walls were originally built of red brick but an alteration to the front bay changed the opening from double arch shapes to two square openings and used white brick to infill around them. There is evidence that an awning with exposed wood rafters once hung over the main entrance. The original front double windows and transoms are still intact. All exterior doors have been replaced. The original terra cotta tile shingles still overhang the east and west sides of the building and line the short parapet over the front bays. The northwest end still has a chimney pot atop the roof's corner. The interior has exposed brick walls and a wood raftered ceiling. A bathroom with some remnants of the c. 1937 tile is still inside. A brick wall between the two original bathrooms has been removed. The station is in the Stiff's Station neighborhood but the boundaries of the National Register listed historic district do not include this structure. The property is in fair condition and

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retains much of its historic integrity with changes pre-dating the 50 year cut-off, making them part of the evolution of the building's history.

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## Narrative Description

The Magnolia Service Station was built around 1937 in the Spanish Eclectic style in the Tower Grove Addition of the Stiff Station's neighborhood. It is one of a few buildings constructed in what was considered a cultural area of the community. This strip of West Seventh Street also included a baseball field, a school, and a small store;<sup>1</sup> however the store no longer remains. This one-story structure sat back on its lot, providing room for a driveway, gasoline pumps, and other drive thru areas required for automobile service.<sup>2</sup>

The characteristics that define this building as Spanish Eclectic Style include the arched openings in the garage area, the terra-cotta tile roofing material, and the now-missing wood awning, which sat upon the remaining wood decorative brackets. Details that point to typical 1930s architecture include the interior two-panel inset wood door, the style of the four-light transoms over the double front wood window, and the yellow and green tile remnants in the bathroom.

The exterior was originally designed in two different styles of red brick with a rougher textured brick installed on the bottom three feet of the building, serving as a rusticated base. A smooth brick was installed from the top coursing of base to the top of the low parapet. The smooth brick was originally painted white, while the rough brick was painted a bright red; these are typical colors and design schemes for a service station run by the Magnolia Petroleum Company.<sup>3</sup> Remnants of this paint are still on the building.

### *Front/ North Facade:*

The front of the building has been altered. It likely had two arches, matching the south facade's arches when the structure was built; as the service station was designed for drive through service. Also, there is evidence that these front bays were changed to square openings sometime around the late 1950s or early 1960s, likely in 1957 when the Magnolia Petroleum Company lease ran out. Although the building was built in red brick, the area around and above the now-square bay-doors is infilled with white brick. When examined closely, the infill brick is installed in an arch pattern on the right side of the west-most bay door. The wood overhead doors on the front bays were installed at the same time as this alteration. The hardware and locking mechanisms on the doors are believed to be dated ca. 1960, but certainly before 1965. The hardware closure has

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<sup>1</sup> Plat and Bill of Assurance, Book:2, Pg:110, Little Rock, AR. Sanborn Fire Insurance Maps, Little Rock, AR, 1939.

<sup>2</sup> Magnolia Petroleum Co Service Station Lease, 1937.

<sup>3</sup> <http://chambersarchitects.com/blog/steve-chambers-architect-reviews-dallas-historical-architecture-preservation/>

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a stamp, which reads, "Overhead Door Corporation, Hartford City, Indiana." The Overhead Door Corporation operated in Hartford City from 1921-1965. It then relocated to Dallas, Texas.<sup>4</sup>

The red terra-cotta roofing tiles still remain on the low front parapet of the building, which was a common characteristic of Spanish Eclectic style architecture. It was likely that the roofing material on the now-missing awning over the front door and windows was also terra cotta, as several tiles remained stacked at the rear of the property. (The two of the four decorative wood brackets, which held the awning, are still in place.) A decorative chimney pot remains on the northwest corner of the roof. On the interior, the brick design suggests a chase is inside the wall beneath it.

The original wood double window and four-light transoms are still intact. The front door has been replaced with a wood slab door and the door transom is not visible. There is a piece of plywood over the interior and exterior transom opening.

### ***East Facade:***

The east facade of the building is dominated by a single large arch. The bottom of the arch has been infilled with about three courses of concrete block and the remainder of the arch is infilled with plywood. The parapet on this façade has its terra cotta tile cap intact.

### ***South Facade:***

The back of the building has two large bay arches on the eastern end and three small window openings on the west. Two of the three window openings retain their original steel casement windows. The other window opening has been covered with plywood. The bay openings have interior metal garage doors in them.

### ***West Facade:***

There is one door and one window opening on the west facade of the building. The original door and window have been removed and pieces of plywood now cover the openings. There is one five-panel exterior wood door leaning against a wall in the interior of the building. It is likely that the door belongs in this opening. Red terra cotta tiles cap the parapet on this side of the building.

### ***Interior:***

The interior of the building consists of the bay area and what was once the retail and restroom portion of the building. The bay area looks much as it would have originally, the walls are exposed brick. It has a wood ceiling with exposed rafters. The retail and restroom areas have

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<sup>4</sup> "History of Overhead Door Company," accessed at [www.fundinguniverse.com](http://www.fundinguniverse.com), accessed on 20 March 2019. "The Overhead Door Company is 95!," accessed at [www.overheaddoorgardencity.com](http://www.overheaddoorgardencity.com), accessed on 20 March 2019.

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had some brick interior walls removed. One wall next to the restroom has been removed to expand the restroom and one has been removed in the front room of the station.

The restroom still has remnants of the original wall and floor tile. The wall tiles are 4"x4" yellow wall tiles topped with a 2"x6" forest green bullnose tile. The base is a 4"x4" forest green cove base tile. The floor is a combination of green and yellow square and rectangle tiles. These tile designs are typical of late 1930s architecture.

***Integrity:***

While the building has been altered since its original construction, the majority of the historic architectural elements remain intact. The building has not been updated since the alterations in the 1960s, but appears to be somewhat neglected. However, amazingly, it is still in fair condition. It stands as a rare example of a Spanish Eclectic style service station from the late 1930s in Little Rock, Arkansas.

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**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.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. 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 artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

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

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
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- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

**Areas of Significance**  
(Enter categories from instructions.)

ARCHITECTURE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**  
c. 1937-1969  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**  
c. 1937  
c. 1960  
\_\_\_\_\_

**Significant Person**  
(Complete only if Criterion B is marked above.)  
N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**  
N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**  
unknown  
\_\_\_\_\_



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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Magnolia Service Station is being nominated to the National Register of Historic Places under **Criterion C** with **local significance** as a rare example of the Magnolia Petroleum Company filling station on West Seventh Street in Little Rock, Arkansas, in the Spanish Eclectic style. This building is a good example of the Magnolia Petroleum Company's corporate style, popularly used from c. 1920 into the 1930s. The building has undergone some alterations to the bay-doors on the north facade, but they are now part of the historic evolution of the building, and the remainder of the building is original to its building date of around 1937.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

Pulaski County was created as one of the five original counties within the Arkansas Territory in 1819. By 1821, Little Rock had become its capitol. Then in 1831, it officially became the town of Little Rock. It then incorporated as a city in 1835. By 1836, Arkansas joined the Union as a state.

A capitol building was completed in Little Rock in 1842. By 1885, a Senate resolution called for construction of a new capitol building on the grounds for the existing Arkansas State Penitentiary. The current Arkansas State Capitol building completed construction in 1915.<sup>5</sup>

In 1869, Worthen's Subdivision, which sat directly behind the grounds of the future state capitol, was platted. It along with the Capitol Hill Extension, Plunkett's Second Addition, the Northwest corner of E.M. Phillips Addition, Ferndale Addition, Capitol View and Union Depot (1904), Virginia Heights, Young's Park (1926), and Bodman's Addition (1926) became the neighboring Capitol View neighborhood.<sup>6</sup>

During the late 19<sup>th</sup> century and early 20<sup>th</sup> century the C.O. Kimball and Bodman Addition (1890), along with the Beach Addition (1893), C.H. Taylor Addition (1895), Boone's Addition (1896), Stiff's Addition (1898), Field's Addition (1911), Hick's Subdivision of Block 4 of Boone's Addition (1912), and the E.F. Field Addition (1926) were platted and would later form the Stiff Station Neighborhood, which borders the Capitol View neighborhood to the

<sup>5</sup> Smith, Sandra Taylor and Anne Wagner Speed. "Capitol View Neighborhood Historic District, Little Rock, Pulaski County, Arkansas." National Register of Historic Places Registration Form. From the file of the Arkansas Historic Preservation Program, 2001.

<sup>6</sup> *Ibid.*

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southwest.<sup>7</sup> Both the Capitol View and Stiff Station neighborhoods were considered “street car suburbs” and owe their popularity in large-part to that convenience since they were just outside of walking distance to downtown. When the neighborhoods were constructed, their proximity to streetcar stops, as well as the railroad, were highly desirable amenities for potential residents.<sup>8</sup>

Road improvements were often included as part of the expansion of the electric street car line; which ran along Markham Street through the center of the area, from downtown Little Rock into Pulaski Heights, and on to institutions beyond the western edge of the city, like the State Lunatic Asylum; as street cars required good roads for operation. In turn, tracts in new neighborhoods were termed “improvement districts”. In these areas, ordinances were passed, taxes were assessed, and as a result, street improvements, including the construction of paved roads and sidewalks, provided an aura of affluence and desirability to these residential streets.<sup>9</sup> Both the Capitol View and Stiff Station neighborhoods had large growth spurts beginning in 1920. Stiff Station continued its construction boom into 1929 and Capitol View into 1939.<sup>10</sup> It is easy to surmise why W.P. Gulley, owner of the property directly south of Stiff Station and across from the recently built Woodruff School, platted his property into 24 residential lots in 1922. He named the area the Tower Grove Addition.<sup>11</sup> However, the use of personal automobiles began to increase in the early 1920s due to government improvement projects, such as Arkansas’ 6,700-mile state highway system.<sup>12</sup> By the late 1930s, most middle-class American families owned a car and automobiles became the preferred means of transportation for many Americans. Within just a few years, the streetcars, once necessary to carry residents into downtown, would be so underused they would cease operations in the city of Little Rock<sup>13</sup>

In 1935, Gulley and his wife, Ja Ja, sold Lots 1 and 2, in Block One of the Tower Grove Addition to B.A. and Tessie Dell Warren.<sup>14</sup> The Warrens signed a 10-year lease with Magnolia Petroleum Company of Dallas, Texas, in 1937. In the agreement, they were to construct a brick “in-and-out” service station at the cost of no less than \$3500.00. Additionally, it was to also include an auto-filling station, which would sell “gasoline, oils and other by-products of crude petroleum and other supplies and to conduct business as an oil and gasoline retail station.”<sup>15</sup>

<sup>7</sup> Speed, Anne W. and Sandra Taylor Smith. “Stiff Station Neighborhood Historic District, Little Rock, Pulaski County, Arkansas.” National Register of Historic Places Registration Form. From the file of the Arkansas Historic Preservation Program, 2006.

<sup>8</sup> Smith, Sandra Taylor and Anne Wagner Speed, “Capitol View Neighborhood Historic District, Little Rock, Pulaski County, Arkansas.” National Register of Historic Places Registration Form. From the file of the Arkansas Historic Preservation Program, 2001.

<sup>9</sup> *Ibid.*

<sup>10</sup> Smith, Sandra Taylor and Anne Wagner Speed. “Capitol View Neighborhood Historic District, Little Rock, Pulaski County, Arkansas.” National Register of Historic Places Registration Form. From the file of the Arkansas Historic Preservation Program, 2001.

<sup>11</sup> Plat and Bill of Assurance, Tower Grove Addition, Little Rock, AR. Book 2, p. 110. 12 October 1922.

<sup>12</sup> Robert W. Scoggin, “Roads and Highways,” accessed at *The Encyclopedia of Arkansas History and Culture*, accessed on 11 April 2019.

<sup>13</sup> Speed, Anne W. and Sandra Taylor Smith. “Stiff Station Neighborhood Historic District, Little Rock, Pulaski County, Arkansas.” National Register of Historic Places Registration Form. From the file of the Arkansas Historic Preservation Program, 2006.

<sup>14</sup> *Ibid.*

<sup>15</sup> Magnolia Petroleum Company Service Lease: 24 February 1937.

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Additionally, the lease demanded sufficient driveways for “automobiles and other vehicles to drive in and out from and to the streets for service in the station and general use”.<sup>16</sup> In 1950, another lease was signed by the Warrens with Magnolia, continuing their relationship until 1957.<sup>17</sup>

The Magnolia Petroleum Company was founded in 1911 defining itself as a joint-stock association, as a consolidation of several earlier petroleum companies including the J.S. Cullinan Company (1898) which began in Corsicana, Texas, and the George A. Burts Refining Company (1901), which became the Security Oil Company, and the Navarro Refining Company (1909). Magnolia then purchased the Corsicana Petroleum Company in 1925. As it grew, Magnolia became increasingly important in the southwestern states resulting in the Standard Oil Company of New York purchasing its stock. In December of 1925, all Magnolia stock was exchanged for Standard Oil Company of New York stock and the Texas properties were transferred to Magnolia Petroleum Company, and chartered under Texas law as a corporation in 1925, replacing its former label as a joint-stock association. The Magnolia Pipe Line Company was organized in November of 1925. By 1948, the pipeline was quite lucrative, extending into nine states. In 1931, when the Standard Oil Company of New York and the Vacuum Oil Company merged forming Socony-Vacuum Oil Company, Magnolia became an affiliate of it. Its general offices were moved to Dallas by 1949, when the company was operating in twenty states. Magnolia merged with Socony Mobil Oil Company in 1959 and its operations became part of Mobil Oil Company, while its pipeline company remained a common carrier affiliate of Socony Mobil.<sup>18</sup>

With improved roadways across America in the 1920s and the popularity of the automobile soaring, hundreds of filling stations began to appear around the country. As a result, oil companies created corporate architectural designs and logos to distinguish their image from competing stations.<sup>19</sup> The Magnolia Company’s most notable architectural building style was Spanish Eclectic, which was popularly used by the company across the Southwest from about 1920-1930. Magnolia had their own architects design their corporate style while they hired local architects to oversee construction.<sup>20</sup>

The Spanish Eclectic style was most common in the southwest states, in regions formally associated with Spanish colonial holdings, though examples did exist outside of that area. The style rose in popularity following the 1915 Panama-California Exposition, designed by Bertram Goodhue. The style borrowed influences from the entirety of Spanish history in its incorporation of architectural details, including Moorish, Byzantine, Gothic, and Renaissance elements. Goodhue sought to move beyond the popular Mission Style architecture of time, to highlight the

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<sup>16</sup> *Ibid.*

<sup>17</sup> Little Rock Abstract Co., Magnolia Petroleum Co lease with B.A Warren, 29 July 1950, Mtg. Book 470, pg. 496.

<sup>18</sup> J.L. Terrell and James A. Clark, “Magnolia Petroleum Company,” Texas State Historical Association website, accessed at [tshaonline.org](http://tshaonline.org), accessed on 11 May 2019.

<sup>19</sup> Jones, W. Dwayne. *A Field Guide to Gas Stations in Texas*, Texas Department of Transportation, Environmental Affairs Division, Historical Studies Report No. 2003-3, Prepared by Knight & Associates: October 2003, pg. 4-1.

<sup>20</sup> Jones, W. Dwayne. *A Field Guide to Gas Stations in Texas*, Texas Department of Transportation, Environmental Affairs Division, Historical Studies Report No. 2003-3, Prepared by Knight & Associates: October 2003, pg. 33.

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myriad of influences found in Spanish Colonial architecture in Central America. Spanish Eclectic usually incorporated decorative cornices, terra cotta tiled roofs, stucco, and arched openings. Though, the Spanish Eclectic style was generally characterized by gabled or hipped roofs, flat roofs with tile covered parapets and tiled porch awnings with heavy carved wood brackets were also seen. The style increased in popularity following the Exposition, reaching its pinnacle in the late 1920s and early 1930s. However, its appeal had faded by the 1940s.<sup>21</sup>

In the Magnolia Service Station on West 7<sup>th</sup> Street, we see many of the characteristic features of the style. The building has large arches on the service area, on the eastern half of the building. The parapet is capped with terra cotta tile on the east and west facades, and a terra cotta ridge is present above the service bay area. There is also evidence of a now missing terra cotta tile awning that once spanned the entrance and storefront windows of the building on the north side. However, two of the four wooden brackets for the awning still exist. Despite the service station never being covered in stucco, as was typical of the style, it was painted white, with red wainscot treatment, which visually simulated a stucco finish. The structure also features a cast-stone capped truncated gable parapet, which hints at a more Mission Style influence and what appears to be a Moorish inspired ceramic chimney pot on the northwest corner of the roof. Elements of both of these architectural styles were commonly borrowed in Spanish Eclectic designs, and as such, only reinforce the Spanish Eclectic style.

Many stations built by Magnolia in the 1920s included the canopy as a part of the overall structure in both one and two story versions of their designs, creating arched bays for the cars to drive into. This form was referred to as the 1-Part or 2-Part Commercial Block design, depending on the number of building floors and uses of interior spaces.<sup>22</sup>

Early U.S. filling stations were mainly glorified sheds or other makeshift structures, but by the time this station on West 7th Street in Little Rock was built, a more dignified structure was required. After 1920, oil companies began to introduce neighborhood service stations in wealthy residential areas. They sought large corner lots that were accessible from two streets. Residential stations were usually built of materials and of forms found in the homes surrounding them to make them homier, secure, safe, and to fit in with its surrounding community—becoming an “architectural asset”.<sup>23</sup> With competition mounting by the 1930s, stations began to offer amenities such as vending machines and water fountains. Service attendants wiped windshields, checked oil and water, and provided curb service. The also offered full repair and maintenance centers.<sup>24</sup>

The Magnolia Service Station at 3023 West 7th Street stands out as the one existing non-residential lot on the South side of West 7th St. It was an important contribution of the Stiff's

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<sup>21</sup> McAlester, Virginia and Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, Inc., 1984, pg.417-418.

<sup>22</sup> Jones, W. Dwayne. *A Field Guide to Gas Stations in Texas*, Texas Department of Transportation, Environmental Affairs Division, Historical Studies Report No. 2003-3, Prepared by Knight & Associates: October 2003, pg. 4-9.

<sup>23</sup> *Ibid*.

<sup>24</sup> Jones, W. Dwayne. *A Field Guide to Gas Stations in Texas*, Texas Department of Transportation, Environmental Affairs Division, Historical Studies Report No. 2003-3, Prepared by Knight & Associates: October 2003, pg. 33.

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Station neighborhood when built as a Magnolia Petroleum Station filling and service station in a small non-residential area on the edge of the community around 1937. It was directly across from Woodruff School (1911), adjacent to Lamar Porter Field (NR Listed 12/6/90), and east of a small neighborhood grocery store. Together the four buildings served the Capitol View and Stiff's Station neighborhood as an alternative to the larger commercial section, on the North end of the neighborhood, fronting Markham Street. A similar structure in setting, use, and appearance, is the Magnolia station across from Central High School, built in the 1920s, which gained fame as a hangout for reporters during the Central High Crisis.<sup>25</sup>

By 1939, William C. Yates was managing the station. He and his wife, Mary, lived just a few houses down at 3308 W 7th Street.<sup>26</sup> She worked as a clerk at a public school (possibly Woodruff School). Although they lived, and their careers took place, within just a couple of blocks in the neighborhood—very close to the school and the ball field—they had no children of their own. By 1940, William would go on to become a long time employee of the Chicago, Rock Island & Pacific Railroad.<sup>27</sup>

At B.A. Warren's death, in 1952, he left the property to both of his daughters, Wanda Dell Page and Betty Brooks.<sup>28</sup> As far as is known, the station operated under the lease agreement with Magnolia until 1957, when the lease lapsed.

In 1959, the station was leased by Randall H. Clark and was called the Randy Clark Service Station. Randy and his wife, Patsy, lived in Little Rock on 2701 S. Taylor.

Warren's daughters sold the building to Harold D. Childs and his wife, Olene B. Childs in 1963.<sup>29</sup> Olene sold the building and a service station lease between her and Howard and Carolyn Charton to Michael T. and Lawrence Ray Anders (doing business as Sharp Garage) in 1982.<sup>30</sup> However, by 1993, the building was abandoned. In 1994, the gasoline tanks were removed and the soil tested and cleared of contamination.

### **Significance of the Property:**

During the 1920s and 1930s, the use of automobiles in the United States grew tremendously. The Magnolia Service Station, built around 1937, is an example of the large number of service and gas stations built during the 1920s and 1930s to service the growing number of automobiles in use during that time. It also illustrates the architectural detail and branding that petroleum

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<sup>25</sup> Roy, F. Hampton, Sr. and Charles Witsell, Jr. *How We Lived: Little Rock as an American City*. August House: Little Rock, 1984, p 205.

<sup>26</sup> *Polk's Little Rock and North Little Rock City Directory 1939*, R.L Polk & Co: 1939. Sanborn Fire Insurance Maps: 1939

<sup>27</sup> US Census Records, 1940. U.S. WWII Draft Cards, 1940- 1947.

<sup>28</sup> Warren, Brooks A., Last Will and Testament, Pulaski Probate Court, 17 January 1952, Will Book 33, pg 313.

<sup>29</sup> Warranty Deed from Wanda Dell Warren Page and Betty Brooks Warren Slaughter to Harold D. & Olene B. Childs, 3 September 1963, Deed Book 848, pg 47.

<sup>30</sup>Warranty Deed, from Olene B. Childs to Lawrence Ray and Michael T. Anders, 7 October 1982. Sale of Agreement of Lease between Olene Childs and Howard and Carolyn Charton to M.T. Anders dba Sharp Garage, October 1, 1982.

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companies used to distinguish their stations from their competition. It is a local example in Little Rock, Pulaski County, Arkansas, of a gas station design prominent during the 1920s and 1930s in the southwestern United States. It is being nominated to the National Register of Historic Places with **local significance** under **Criterion C** as a good example of the Magnolia Petroleum Company's Spanish Eclectic corporate design.

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## 9. Major Bibliographical References

### Bibliography (Cite the books, articles, and other sources used in preparing this form.)

<http://chambersarchitects.com/blog/steve-chambers-architect-reviews-dallas-historical-architecture-preservation/>

“History of Overhead Door Company.” accessed at [www.fundinguniverse.com](http://www.fundinguniverse.com).

Jones, W. Dwayne. *A Field Guide to Gas Stations in Texas*. Texas Department of Transportation, Environmental Affairs Division, Historical Studies Report No. 2003-3. Prepared by Knight & Associates: October 2003.

Magnolia Petroleum Company Service Lease. 24 February 1937 & 29 July 1950.

“The Overhead Door Company is 95!” accessed at [www.overheaddoorgardencity.com](http://www.overheaddoorgardencity.com).

Plat and Bill of Assurance. Tower Grove Addition, Little Rock, AR. Book 2, p. 110. 12 October 1922.

*Polk's Little Rock and North Little Rock City Directory 1939*. R.L Polk & Co: 1939.

Parcel Information, 3023 W 7th St. Little Rock, AR, Pulaski County Treasurer, accessed at [www.public.pulaskicountytreasurer.net](http://www.public.pulaskicountytreasurer.net)

Roy, F. Hampton, Sr. and Charles Witsell, Jr. *How We Lived: Little Rock as an American City*. August House: Little Rock, 1984, p 205.

Sanborn Fire Insurance Maps. 1939, 1963.

Scoggin, Robert W. “Roads and Highways.” *The Encyclopedia of Arkansas History and Culture* website.

Smith, Sandra Taylor and Anne Wagner Speed. “Capitol View Neighborhood Historic District National Register Nomination.” 22 January 2001.

Speed, Anne W. and Sandra Taylor Smith. “Stiff Station Neighborhood Historic District National Register Nomination.” 31 May 2006.

Terrell, J.L. and James A. Clark, “Magnolia Petroleum Company.” Texas State Historical Association website.

U.S. Census, 1940. Pulaski County, Arkansas.

U.S. WWII Draft Cards, 1940- 1947.

Williams, C. Fred. *Historic Little Rock: An Illustrated History*. Historical Publishing Network: 2008, p 62.

Magnolia Service Station  
Name of Property

Pulaski, Arkansas  
County and State

Witzel, Michael Karl. *Gas Station Memories*. Motorbooks International: 1994.

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**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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** PU11192

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**10. Geographical Data**

**Acreeage of Property** .310

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |              |            |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |



Magnolia Service Station  
Name of Property

Pulaski, Arkansas  
County and State

**Or**

**UTM References**

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |             |                 |                   |
|-------------|-----------------|-------------------|
| 1. Zone: 15 | Easting: 563382 | Northing: 3845016 |
| 2. Zone:    | Easting:        | Northing:         |
| 3. Zone:    | Easting:        | Northing:         |
| 4. Zone:    | Easting :       | Northing:         |

**Verbal Boundary Description** (Describe the boundaries of the property.)

S05 T01N R12W, Lots one (1) and two (2) in block One (1), of Tower Grove Addition to the City of Little Rock, Arkansas.

**Boundary Justification** (Explain why the boundaries were selected.)

This nominated property includes the entire parcel historically associated with the Magnolia Service Station

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**11. Form Prepared By**

name/title: Antoinette Johnson, Johnson Consulting, LLC, edited by J. Mason Toms  
organization: Arkansas Historic Preservation Program  
street & number: 1100 North Street  
city or town: Little Rock state: AR zip code: 72201  
e-mail mason.toms@arkansas.gov  
telephone: (501) 324-9192  
date: 4/4/2019

---

Magnolia Service Station  
Name of Property

Pulaski, Arkansas  
County and State

### Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: Magnolia Service Station

City or Vicinity: Little Rock

County: Pulaski

State: Arkansas

Photographer: Antoinette Johnson and J. Mason Toms

Date Photographed: March 10, 2019 and May 8, 2019

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 16. North façade, looking south
- 2 of 16. Northwest corner, looking southeast
- 3 of 16. West facade, looking northeast
- 4 of 16. South façade, looking north
- 5 of 16. East façade, looking northwest
- 6 of 16. Storefront detail, looking south

Magnolia Service Station

Name of Property

Pulaski, Arkansas

County and State

- 7 of 16. North façade bay doors, looking south
- 8 of 16. Decorative chimney pot detail
- 9 of 16. Retail space interior, looking north
- 10 of 16. Looking into the retail space from the service bays, looking west
- 11 of 16. Interior of north façade bay doors, looking north
- 12 of 16. Interior of south façade bay doors, looking south
- 13 of 16. Interior of east façade arch, looking east
- 14 of 16. Interior ceiling in the service bay area
- 15 of 16. North façade bay door locks, detail
- 16 of 16. Restroom featuring original tile

**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.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 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.



|-----301'-----|

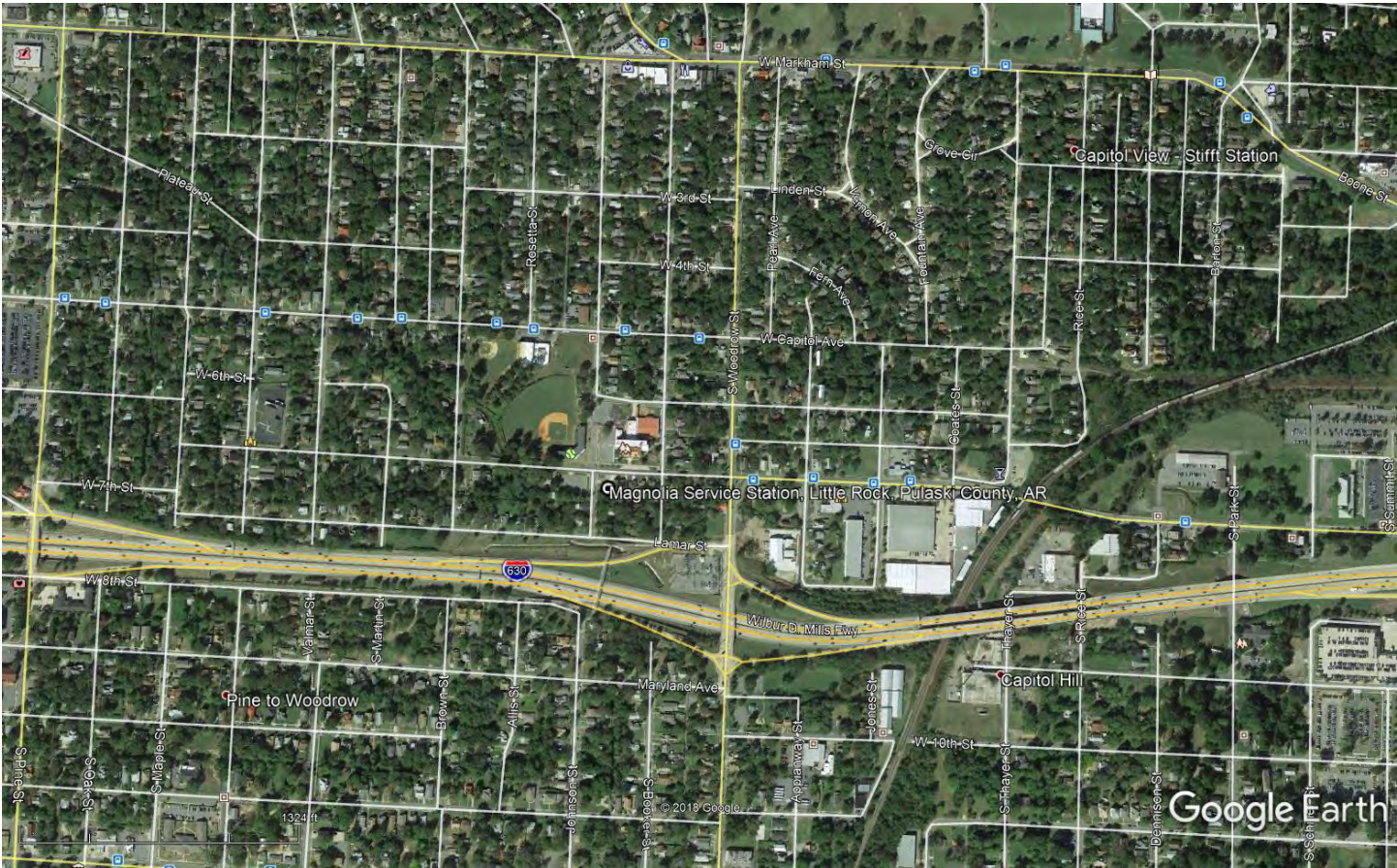
Magnolia Service Station

Little Rock, Pulaski County, AR

15 563382E 3845016N



North



|-----1324'-----|

Magnolia Service Station

Little Rock, Pulaski County, AR

15 563382E 3845016N



North



NO PARKING

3028

NO LOITERING ALLOWED



3023

NO  
LOITERING  
ALLOWED











3023

NO  
LOITERING  
ALLOWED



NO PARKING

WMA





















UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 8/13/2019      Date of Pending List: 9/13/2019      Date of 16th Day: 9/30/2019      Date of 45th Day: 9/27/2019      Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal       | <input type="checkbox"/> PDIL            | <input type="checkbox"/> Text/Data Issue    |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo              |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary       |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period             |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input type="checkbox"/> Less than 50 years |
|                                       | <input checked="" type="checkbox"/> CLG  |   |

Accept       Return       Reject      9/27/2019 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Jim Gabbert      Discipline Historian

Telephone (202)354-2275      Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : No    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



DEPARTMENT OF PLANNING AND DEVELOPMENT

723 West Markham Street  
Little Rock, Arkansas 72201-1334  
Phone: (501) 371-4790 Fax: (501) 399-3435  
www.littlerock.gov



**CERTIFIED LOCAL GOVERNMENT NATIONAL REGISTER NOMINATION REVIEW.**

**Name and Address of property:**

Magnolia Service Station, 3023 W 7th, Little Rock, AR 72205

**Name of Owner:**

Hilbun Home Improvement, LLC

**Project Sponsor:**

Hilbun Home Improvement, LLC

**CLG Name:**

City of Little Rock, Arkansas

**Date of Public Hearing by CLG:**

July 9, 2019

**Applicable Criteria:**

Criterion A (Historic Events)

Criterion B (Important Person)

Criterion C (Architecture)

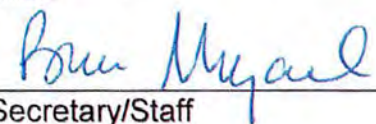
Criterion D (Archaeological)

The Little Rock Historic District Commission hereby recommends the above stated property for nomination.

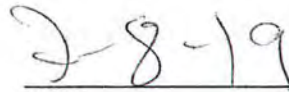
Attest:

  
\_\_\_\_\_

Chair

  
\_\_\_\_\_

Secretary/Staff

  
\_\_\_\_\_

Date

  
\_\_\_\_\_

Date



THE DEPARTMENT OF ARKANSAS  
**HERITAGE**

Asa Hutchinson  
*Governor*

Stacy Hurst  
*Secretary*  
*Parks, Heritage & Tourism*

Arkansas Arts Council

Arkansas Historic  
Preservation Program

Arkansas Natural  
Heritage Commission

Arkansas State Archives

Delta Cultural Center

Historic Arkansas Museum

Mosaic Templars Cultural Center

Old State House Museum



ARKANSAS HISTORIC  
PRESERVATION PROGRAM



1100 North Street  
Little Rock, AR 72201

(501) 324-9880  
fax: (501) 324-9184

[info@arkansaspreservation.org](mailto:info@arkansaspreservation.org)  
[www.arkansaspreservation.com](http://www.arkansaspreservation.com)

An Equal Opportunity Employer

August 7, 2019

Joy Beasley, Keeper and Chief  
National Register and National Historic Landmark Programs  
National Register of Historic Places  
1849 C Street, NW  
Mail Stop 7228  
Washington D.C. 20240

RE: Magnolia Service Station – Little Rock, Pulaski County,  
Arkansas

Dear Ms. Beasley:

We are enclosing for your review the above-referenced nomination. The enclosed disk contains the true and correct copy of the nomination for the Magnolia Service Station, to the National Register of Historic Places. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

If you need further information, please call J. Mason Toms of my staff at (501) 324-9192. Thank you for your cooperation in this matter.

Sincerely,

Stacy Hurst  
State Historic Preservation Officer

SH:jmt

Enclosure

