

56-1711



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: Texaco Service Station

Other Names/Site Number: Art's Texaco Service, Ranna's Texaco Service, White's Texaco Service, Danny's Texaco

Name of related multiple property listing: N/A

2. Location

Street & Number: 3060 St. Claude Avenue

City or town: New Orleans

State: LA

County: Orleans

Not for Publication: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 nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria.

I recommend that this property be considered significant at the following level(s) of significance:

national state local

Applicable National Register Criteria: A B C D

Kristin P. Sanders

8/22/17

Signature of certifying official/Title: Kristin Sanders, Deputy State Historic Preservation Officer Date

Louisiana Department of Culture, Recreation, and Tourism

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

Title:

State or Federal agency/bureau or Tribal Government

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4. National Park Certification

I hereby certify that the 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: _____

Joe Baker
Signature of the Keeper

10-4-2017
Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply.)

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input type="checkbox"/>	Public – Federal

Category of Property (Check only **one** box.)

<input checked="" type="checkbox"/>	Building(s)
<input type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	object

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

Contributing	Non-contributing	
1	0	Buildings
		Sites
		Structures
		Objects
1	0	Total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions (Enter categories from instructions.):
 COMMERCE/TRADE / Specialty Store
 TRANSPORTATION / Road-related (vehicular)

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Current Functions (Enter categories from instructions.): VACANT / NOT IN USE

7. Description

Architectural Classification (Enter categories from instructions.):
MODERN MOVEMENT / Moderne

Materials: (enter categories from instructions.)
foundation: CONCRETE
walls: STUCCO
roof: OTHER / Built-up roof
other: N/A

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.)

Summary Paragraph

The one-story concrete block and stucco building at 3060 St. Claude Avenue in New Orleans was constructed in 1949 as a Texaco-branded service station. The building occupies a prominent corner site at the intersection of St. Claude Avenue and Clouet Street, and lies within the boundaries of (but not within the period of significance of) the Bywater Historic District on the National Register of Historic Places. The building is rectangular in form, with two service bays, an office/storage room, two bathrooms accessed from the exterior, and a projecting canopy. The Moderne-style service station was built according to a prototype developed by the industrial designer Walter Dorwin Teague for Texaco in the mid-1930s. Despite minor alterations to the façade, resulting from Texaco's periodic efforts to modernize its service stations, the building retains many character-defining features of its initial Walter Dorwin Teague design, making it eligible for listing on the National Register of Historic Places.

Narrative Description

The building located at 3060 St. Claude Avenue in New Orleans was purpose-built as a Texaco-branded service station in 1949. It is situated on a regularly-shaped rectangular site with approximately 96' of frontage on St. Claude Avenue and approximately 77' of frontage on Clouet Street. The service station faces St. Claude Avenue, though it is set back towards the rear and side lot lines in order to maximize the portion of the site allotted to vehicular circulation. There are two curb cuts on St. Claude Avenue, and two curb cuts on Clouet Street. St. Claude Avenue, also known as State Route 46, is a busy 4-lane commercial thoroughfare with a wide central median, while Clouet Street is a relatively narrow residential cross street.

The site is paved with concrete, though there is some landscaping in the zone between the sidewalks and adjacent roadways. There is a 6' tall wooden fence along the rear lot line, and a shorter chain link fence along the side lot line. A freestanding steel signpost is located at the corner where the sidewalks intersect. All pumps and service station equipment have been removed.

A flat canopy extends from the building towards St. Claude Avenue. The canopy is supported by two round steel columns that in turn rest on a raised concrete pump island. The canopy's rounded edges are a feature of the Moderne style. When the service station was constructed, two stucco fins with curved ends topped the

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canopy. While the bottoms of the fins remain in place, their tops were truncated in 1970 when a new mansard roof was added. The fins' original height, however, remains visible where the fin framing meets the building's exterior stucco wall.

The one-story building measures approximately 48' wide by 27' deep by 16' tall (top of parapet). It is representative of a service station type known as the "oblong box" with canopy, which was one of the most common building types commissioned by petroleum companies from the 1930s through the 1960s. The significance of the "oblong box" and its role in the evolution of service station design are more fully explained in Section 8.

The service station at 3060 St. Claude Avenue incorporates a two-bay service area (where historically one bay was used for washing and the other for lubrication); a partially finished storefront that once contained an office/waiting area, and storage; and two bathrooms accessed from the exterior. Though the partition separating the office/waiting area from the storage area no longer exists, the building largely retains its original configuration.

Concrete block was used to construct the exterior walls as well as the full-height interior wall separating the service area from the rest of the building. A parapet conceals a low-slope roof that pitches gently towards the rear of the site. The roof is framed with wood joists that run parallel to the front wall. A steel beam and post located between the service bays provides additional support for the roof structure.

The building retains its original painted stucco cladding which was applied directly over the concrete block. A painted green band typical of Teague-designed Texaco stations runs along the base of the building on all four elevations, though the band on the rear elevation has been painted over to the point that it is barely visible. Stucco above the band is painted white. Ghosted impressions of previously applied ornament reveal the location of the building's signature horizontal banding at the level of the canopy (front and Clouet side elevation), Texaco stars (one above each service bay and two on the Clouet Street elevation), and signage (reading "Marfak Lubrication" above the eastern-most service bay and "Washing" above the western-most bay.)

At some point after the building's initial construction, the façade was clad with porcelain enamel steel panels. While it is not known precisely when this occurred, the first documented reference to the building as a "porcelain oil station" appears in the city's 1961/62 assessment rolls. Visual inspection indicates that the porcelain enamel panels were applied over the original painted stucco finish, and that the stucco had been in place for a sufficient amount of time to allow applied ornament to leave a ghosted imprint. While the majority of the porcelain enamel panels are no longer extant, some panels remain above and below the storefront windows. Additionally, remnant strips of porcelain enamel trim wrap the jambs of the window and door openings on the front and side elevations.

In 1970, the façade was again updated to meet Texaco's latest design standards. The building received a false mansard roof and stone veneer cladding on the St. Claude and Clouet Street elevations. These design elements featured prominently in the new "Matawan" prototype debuted by the company in 1964. The false mansard roof and stone veneer were recently removed during exploratory demolition work in 2016. While the attachment hardware that held these later cladding materials in place have left small holes in the exterior walls, the original stucco is in fair condition given its age.

One original 12-lite wood-paneled overhead door, with original hardware, remains in place in the easternmost service bay. The westernmost service bay has a replacement metal overhead door. Both bathrooms retain their original wood paneled doors with glass transoms above, though plywood panels have been added to the exterior surfaces of the doors. There are three original 12-lite steel windows with operable center awnings (two on the side elevation and one on the rear). While the metal frames are intact and in fair to good condition, several of the individual glass panes are missing.

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A wood-framed storefront wraps the corner of the building. On the St. Claude Avenue side, there is a centered 1-lite wood/glass entrance door flanked by two large window openings, each with a center mullion. The glazing is missing from the easternmost opening, which is covered with plywood on the exterior. The glazing in the westernmost opening has been replaced with acrylic. Above are five transom windows; the three center transoms contain replacement sashes. On the Clouet Street side, there is one large window opening with a center mullion (also missing glazing and covered with plywood), and two transom windows above (also with replacement sashes).

The interior of the service area is largely unfinished, with concrete floors, painted concrete block walls, and an exposed ceiling revealing the wooden roof joists and decking. The office/waiting room and storage areas are partially finished. Painted outlines on the wall suggest that a partition with built-in cabinetry once separated the two spaces. The office/waiting room has non-historic ceramic tile flooring applied directly over concrete, and concrete block walls painted to the height of a former dropped ceiling. The storage area towards the rear has a concrete floor, painted concrete walls, and exposed ceiling framing. The bathroom interiors are remarkably intact, with original green tile flooring in a checkerboard pattern, and ceramic tile wainscoting.

Assessment of Integrity

The former Texaco service station at 3060 St. Claude Avenue retains several key character-defining features of its original 1949 appearance. These include: the building's overall form and massing as an "oblong box"; the Moderne-style canopy with rounded edges and partially intact horizontal fins; the pump island; the interior configuration with two service bays, a storefront office/waiting room, storage area, and bathrooms accessed from the exterior; the original stucco finish and green/white paint scheme; several original doors and windows; ghosted imprints of the building's horizontal banding, Texaco stars, and signage; and some original interior finishes including intact restrooms.

While the building's facade was periodically updated by Texaco—first with porcelain enamel panels and later with a false mansard roof and stone veneer—these later cladding materials were primarily cosmetic and did not impact the building's underlying original form or character. In fact, these later cladding materials, which have since been removed, may have served to protect the building's original exterior finish. Recognizable as a Teague-designed Texaco service station, the property today retains a sufficient degree of historic integrity to support its nomination to the National Register on the basis of Criteria C.

- *Location:* Integrity of location is intact. The building is in its original location.
- *Setting:* The property retains integrity of setting. The majority of buildings in the vicinity of 3060 St. Claude Avenue date from the late 19th and early 20th centuries, and were in place when the Texaco service station was constructed in 1949. While Claiborne Avenue now competes with St. Claude Avenue in terms of providing direct and efficient access from New Orleans to St. Bernard Parish, St. Claude Avenue remains an important state highway with a largely commercial focus.
- *Design, Materials, and Workmanship:* Exterior alterations have been primarily limited to the addition and subsequent removal of exterior cladding materials. These changes have been primarily cosmetic, and have not altered the overall organization or character of the building. The structure's form and massing have not changed since the building's initial construction, and the majority of original materials are still intact.
- *Feeling* is intact. The building still conveys the impression of a mid-century Walter Dorwin Teague-designed Texaco service station.
- *Association:* The building operated as a Texaco-branded service station until 1993. The building subsequently served as a private automotive-repair center, but is currently vacant. Despite no longer

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being affiliated with Texaco, the building has maintained its primary association with the automotive maintenance and repair industry since its initial construction.

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.
x	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:

	A	Owned by a religious institution or used for religious purposes
	B	Removed from its original location
	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.): Criterion C: Architecture

Period of Significance: 1949

Significant Dates: 1949

Significant Person (Complete only if Criterion B is marked above): N/A

Cultural Affiliation (only if criterion D is marked above): N/A

Architect/Builder (last name, first name): Teague, Walter Dorwin (designer of the Texaco "Type C" prototype upon which the service station is based)

Period of Significance (justification): The period of significance is 1949, the year the building was constructed.

Criteria Considerations (explanation, if necessary): N/A

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.)

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In the mid-1930s, the industrial designer Walter Dorwin Teague developed a series of prototypes for the Texas Company's Texaco-branded service stations. Between 1936 and 1964, the Texas Company constructed over 10,000 such stations, however most have since been demolished, replaced, or altered beyond recognition. The Texaco service station located at 3060 St. Claude Avenue in New Orleans, Louisiana is locally significant under Criterion C, in the area of architecture, as a rare surviving intact example of a Teague-designed Texaco service station in Orleans Parish. The period of significance is 1949, reflecting the building's construction date.

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

Development History of the Texaco Service Station at 3060 St. Claude Avenue

In June of 1946, local real estate agent and developer Clifford Probst acquired, cleared, and assembled two lots (Square 363, Lots I and H) on the corner of St. Claude Avenue and Clouet Street. The following month, he placed a classified advertisement in the *Times-Picayune* seeking an interested party for either a long-term ground lease or a build-to-suit situation, describing the corner site as "ideal for [a] gas station, grocery, etc."¹ In 1947, Probst entered into an agreement to lease the approximately 96'x77' site to the Texas Company for an initial 10-year term, with three 5-year options to renew. The parties agreed to split the property taxes, with Probst responsible for the land, and the Texas Company responsible for the improvements. The gas station was completed in 1949. Real estate assessment rolls for that year reference a "new Texas oil station" in "concrete and stucco," and the 1949 city directory lists a building "under construction" at 3060 St. Claude Avenue.

When it opened in 1949, the station was known as Art's Texaco Service and was operated by Arthur Leibe. After Leibe sold the business in 1959, the station was subsequently operated as Ranna's Texaco Service (c.1959-1964), White's Texaco Service (1965-1980), and finally Danny's Texaco (1981-1993). In an arrangement typical of service stations at the time, the operators owned the business but not the improvements.

While Clifford Probst died in 1973, ownership of the property was transferred to his wife Ethel Probst, son Cliff L. Probst, and daughter Marilyn Probst Maloney. In 1978, Texaco terminated its long-term lease and sold its interest in the property (including the concrete block station, canopy, and underground storage tanks) to the Probst heirs. The station remained affiliated with Texaco, however, as the company continued to make Texaco-branded gasoline available to the station's operator for resale. The affiliation with Texaco ended in 1993, and in 1999 the underground storage tanks were removed.² The building continued to be used as an automotive repair and service center, but has been vacant for the past several years.

Improvements undertaken during the building's tenure as a Texaco service station primarily involved cosmetic updates to the façade, in an effort to stay current with the company's design standards. Such improvements included the addition of porcelain enamel panels to the front and side elevations by 1961/62³, and the later addition of a false mansard roof and stone veneer in 1970.⁴ The mansard roof and stone veneer were recently removed in 2016, revealing the building's underlying original stucco exterior.

Criterion C: Architectural Significance

¹ *Times-Picayune*, July 13, 1946.

² Email correspondence with Chevron's Marketing Business Unit, April 20, 2017. Texaco was acquired by Chevron in 2000.

³ The first documented reference to the building as a "porcelain oil station" was in the city's 1961/1962 real estate assessment rolls. Building permit #33254 indicates that some of the underground tanks were replaced in 1961; it is conceivable that additional upgrades to the building were made by Texaco at the same time.

⁴ Building permit #A-84339, approved March 6, 1970, listed \$3,500 of repairs to the existing service station at 3060 St. Claude Avenue. The architect was identified as J.E. Bright and the contractor as Timesavers, Inc. A notation on the permit card indicates that the associated plans were destroyed in 1978.

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Gas Station Design in the Early- to Mid-20th Century

This section on the evolution of the gas station as a distinctive building type draws heavily on geographer John Jakle and historian Keith Sculle's pioneering work, *The Gas Station in America*. Published in 1990, it was one of the first scholarly examinations of the common gas station, an often uncelebrated yet critical part of the vernacular landscape. In their comprehensive study, the authors identified nine common types of gas stations (curbside, shed, house, house with canopy, house with bays, oblong box, small box, small box with canopy, and canopy with booth) based on an analysis of illustrations in the journal *National Petroleum News* between 1910 and 1990. Several of these types, and the corresponding periods in which they prospered, are described below.

Before the advent of the gasoline station, early automobile owners typically had to drive to a bulk distribution center on the outskirts of town where gasoline was transferred by hand from large storage tanks to smaller dispensers, and then into a car's fuel tank. The invention of the gasoline pump in 1905 allowed underground tanks and free-standing pumps to be installed in more convenient locations closer to the consumer. Curbside pumps were often located outside of hardware stores, grocery stores, car dealers, auto garages, and similar businesses. However, the dangers of curbside pumps—including the queuing lines of cars, and the risk of a curbside collision—led many cities to regulate their installation.

Free-standing structures on open lots, dedicated to the sale of gasoline, provided an attractive alternative. Referred to at the time as "filling stations," this new building type proliferated in the 1910s, paralleling the explosive growth in automobile ownership made possible, in large part, by the Ford Model T. Introduced in 1908, the Model T was marketed as an affordable automobile for the growing middle class. The resulting increase in vehicles on the road had an impact on the demand for automobile-related services. Most early drive-in gas stations resembled simple utilitarian sheds, with a small office for the station attendant and limited storage space.⁵ Some petroleum companies, such as Shell, saw this as an opportunity to design more substantial and recognizable structures of steel and glass, with integrated signage and limited ornament. Still, these were minimal buildings not yet incorporating the services and trends that would come to define the modern gas station.

By the 1920s, a new filling station model had emerged: the "house-type" station.⁶ These were typically small structures built using conventional residential forms and architectural styles. The intention was to better blend in to the residential neighborhoods where many of the new stations were being built. Some oil companies became associated with particular styles. For example, the Pure Oil Company was well-known for its English Cottage stations incorporating steeply pitched gable roofs, chimneys, arched openings, and multi-lite casement windows. Other companies adopted styles ranging from Spanish Colonial Revival to Tudor Revival to Neo-Classical Revival. Coupled with distinctive signage and recognizable logos, such stations were among the early efforts by oil companies to develop distinct brand identities.

These house-type stations were more substantial than their earlier shed-type precedents. They often incorporated customer amenities such as restrooms and waiting areas, and some had attached service bays for maintenance and repair. Canopies were increasingly employed to shield the pump area from sun and inclement weather.

Another category of station based on fanciful and exotic motifs—ranging from Dutch windmills and Chinese pagodas to Greek temples and Native American teepees—also gained popularity in the 1920s and early 1930s. Some stations in this genre replicated the forms of animals, tea kettles, castles, and lighthouses. Built mostly by independent station owners and small regional chains, such stations incorporated eye-catching forms to stand out amongst competitors. Their influence on the larger market, however, was limited.

⁵ John Jakle and Keith Sculle, *The Gas Station in America* (Baltimore: Johns Hopkins University Press, 1994), 137.

⁶ *Ibid.*, 137-144.

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In the mid-1930s, a new building type commonly referred to as the “oblong box” began to proliferate along busy urban streets and highways.⁷ Influenced by the simplified forms of Art Moderne and International Style architecture, the oblong box was designed to be efficient, streamlined, and decidedly modern. It typically had two service bays—one for washing and one for lubrication—with an attached section for customer restrooms, storage, and an office. The office was configured to provide a space where customers could wait comfortably for their car to be serviced, and where merchandise (e.g., tires, batteries, and accessories) could be displayed. These rectangular stations generally had flat roofs and simple lines; many, particularly stations in the Southeast, Southwest, and West, incorporated attached canopies for sun shading. While many pre-WWII oblong boxes were built as prefabricated units with steel frames, those constructed after the war tended to use concrete block. Glazing was increasingly used to provide a visual connection to the activities and uses within the building. Large expanses of plate glass display windows wrapped the corner offices, and multi-light overhead garage doors were common. Exterior materials—typically stucco or porcelain enamel steel—were low maintenance and durable.

Many oblong box stations incorporated modest ornamentation and recognizable color schemes in their designs. For example, Texaco’s use of green and white streamlined horizontal banding, red stars, and bold red lettering for signage reflected this approach. Corporate oil companies emphasized standardization so that stations with common and predictable motifs would be instantly recognizable to a travelling motorist whether in Louisiana or Ohio. At the same time, oil companies were using advertising campaigns to boost brand recognition. Print ads touted clean restrooms for the motoring public, high quality proprietary gasoline and lubricating products, and professional service as epitomized by the smiling uniformed station attendant.

In February 1937, *Architectural Forum* published a 10-page feature on the design of service stations. In response to the earlier trend of “beautifying” stations by dressing them up in residential styles, the author wrote, “In recent years, thanks to a more intelligent approach, a new type of station has made its appearance. It is clean, unassuming, and has the inestimable virtue of looking like a filling station; materials are carefully selected for appearance, but also for easy maintenance; in many cases it is prefabricated, representing salvage value should the site become unprofitable.”⁸ The article detailed several design and planning considerations including: the importance of a station’s location in terms of traffic, local car ownership, competition, visibility, accessibility, and surroundings; the arrangement of buildings and pumps on the site; the ideal layout of spaces within the station building (e.g., the office, heater room, toilet rooms, lubritorium, and washing area); appropriate building materials, noting a preference for bright and smooth exterior surfaces such as porcelain enamel; and the importance of lighting and signage. Examples of successful new service stations from Esso, Shell, Pennzoil, and Texaco, accompanied by photographs and plan diagrams, were included. Several profiled stations represented variations of the oblong box, incorporating, for example, a pronounced corner office (sometimes with hexagonal forms or curves), a slight recess or setback of the service bays, or a slight variation in height between the principal sections of the building.

The oblong box, with its modern appearance and clean lines, remained the dominant form employed for new service stations from the mid-1930s through the mid-1960s. Changing tastes in the 1960s led petroleum companies to reconsider the exterior appearance of their stations, and they once again turned to residential forms—this time the suburban house—for inspiration. Shallow pitched roofs, veneers of brick and stone, and traditional detailing characterized the new prototypes. New stations were built to the updated specifications, while many existing stations received façade “facelifts” featuring these new materials.

Eventually, most gas stations shed their maintenance and repair functions. Beginning in the 1990s, convenience stores began to partner with gas stations to attract customers, in a trend that has continued to evolve. Today, the common gas station model includes self-service pump islands covered by a large canopy, prominent signage, and a simple rectangular building combining restrooms, cashier, and convenience store.

⁷ Jakle and Sculle, 144-152.

⁸ “Service Stations,” *Architectural Forum* 66, no. 2 (February 1937), 87.

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Texaco and Walter Dorwin Teague

The Texas Fuel Company was established on January 2, 1902, following the discovery of oil at the Spindletop field outside of Beaumont, Texas.⁹ It was reorganized as the Texas Company in March of 1902. The name “Texaco,” originally an abbreviated cable address for the company, was registered as a trademark in 1906 and commonly used, though it did not become the official company name until 1959. The company began by selling crude oil, asphalt, and kerosene, before entering the new and growing market for gasoline. In 1926, the Texaco chain included 4,000 gas stations in 46 states.¹⁰ The company expanded quickly by acquiring refining companies across the United States, and reached 40,000 stations by 1932.¹¹ Texaco became well known for its proprietary brands, which included “Havoline” motor oil (acquired in 1931), “Fire Chief” gasoline (1932), and “Sky Chief” gasoline (1938). According to Jakle and Sculle, “Between 1935 and 1977, Texaco was the nations’ leading gasoline marketer and the only company to operate in every state.”¹²

In 1934, Texaco commissioned industrial designer Walter Dorwin Teague (1883-1960) to develop a new image for the company’s stations. Industrial design was a relatively new profession in the United States, concerned with applying careful analysis to the design of products in order to maximize efficiency and consumer appeal. That thorough approach was often extended beyond consumer goods to the design of exterior and interior environments, including restaurants, department stores, corporate salesrooms, trade show displays, railcars, airplane interiors, and exhibit buildings. Teague described the profession as easing “all sorts of points-of-contact between manufacturer and public where the public is influenced by what it sees and feels.”¹³ Oil companies believed that service station design, which had to take into consideration every aspect of the customer experience—from interactions at the gas pump, to brand differentiation and appeal, to merchandising displays—could benefit from the industrial designer’s perspective. In addition to Teague, other well-known industrial designers developed service station prototypes in the 1930s, including Norman Bel Geddes for the Socony-Vacuum Company and Raymond Loewy for Esso.

Walter Dorwin Teague came to the field of industrial design after first working as a commercial artist and graphic designer. Teague moved from his hometown of Pendleton, Indiana to New York City in 1902. He supported himself by painting signs and drawing illustrations for mail order catalogs, while attending evening classes at the Art Students League. His lettering and drawing skills led to a position at the advertising agency Calkins & Holden. In 1912, Teague set up his own freelance typographic studio, where he designed magazine advertisements for clients like Arrow Collar, Locomobile, and Packard. In 1926, following a trip to Europe where he was exposed to the work of Le Corbusier and other modernist designers, Teague established an office focused exclusively on the design of consumer products, corporate graphics, exhibits, and interiors. In 1927, Eastman Kodak hired Teague to design an Art Deco gift camera, the success of which led to additional collaborations including the redesign of the Baby Brownie (1934) and Bantam Special (1936) cameras. Over the course of his career, clients included the National Cash Register Company, Polaroid, General Foods, Steinway & Sons, the Boeing Company, Proctor and Gamble, the United States Air Force Academy, and Texaco. Teague was also well-known for his work on fairs and exhibitions, which included the Ford Building at Chicago’s 1933-34 Century of Progress, the Ford pavilion for the 1935 California Pacific International Exposition in San Diego, the Texaco hall at the 1936 Texas Centennial Exposition in Dallas, and the National Cash Register Pavilion at the 1939-40 New York World’s Fair. Today, Walter Dorwin Teague is widely recognized as one of the most influential and “prolific industrial designers of the twentieth century”¹⁴ and is credited along with Norman Bel Geddes, Raymond Loewy, and Henry Dreyfuss as a pioneering founder of the industrial design profession.¹⁵

⁹ James Marquis, *The Texaco Story: The First Fifty Years 1902-1952* (n.p.: The Texas Company, 1953), 28.

¹⁰ Jakle and Sculle, 114.

¹¹ Ibid.

¹² Ibid.

¹³ Walter Dorwin Teague, “What Industrial Designers Can Do,” *Barron’s*, March 31, 1941, 20, quoted in Jeffrey I. Meikle, *Twentieth Century Limited: Industrial Design in America, 1925-1939* (Philadelphia: Temple University Press, 2001), 100.

¹⁴ Richard Poulin, *Graphic Design + Architecture, a 20th Century History: A Guide to Type, Image, Symbol, and Visual Storytelling in the Modern World* (Beverly, MA: Rockport Publishers, 2012), 111.

¹⁵ See Carroll Gantz, *Founders of American Industrial Design* (Jefferson, NC: McFarland & Co., Inc., 2014); Jeffrey I. Meikle’s

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Teague began his assignment for Texaco in 1934 by surveying the operators and customers of approximately 20 service stations.¹⁶ He found that cleanliness and brand recognition were the key factors in a customer's decision of where to refuel. Few customers actually entered the building during servicing, and therefore had limited exposure to the tires, batteries, and accessories for sale. From the operator's standpoint, one of the most important needs was to be able to see all pump islands from the office so as to know when a customer arrived. The study led to a series of requirements, as reported by *Architectural Record* in "Standardized Service Stations by Walter Dorwin Teague" in 1937. The new standardized stations had to be: adaptable to different site configurations and geographic regions; suitable for a variety of materials (stucco, wood, steel, brick, etc.); provide adequate and comfortable rest rooms; eliminate all servicing operations, such as battery charging, from waiting rooms; be easy-to-clean; increase the visibility of retail areas; facilitate vehicle servicing through lifts and pits; and incorporate lighting for nighttime visibility.¹⁷

In response, Teague and his team worked with the in-house architects at Texaco to develop 5 station prototypes (Types A through E) to suit a variety of site configurations including corners lots, interior lots, and highway locations. With sleek white exteriors and Moderne detailing, the stations were designed to give the impression of "speed, modernity, and progress."¹⁸ All of the station prototypes had easy-to-clean facades (the preferred material was porcelain enamel steel, though stucco and painted brick were noted as acceptable substitutes); glass-enclosed corner offices; pump islands that could accommodate accessory displays; and up-to-date restrooms. Clean restrooms were considered to be so important that Texaco developed a "Registered Rest Room" program, and operated an inspection team to ensure compliance with its standards.

The most popular design was the "Type C" station, which was rectangular in shape with two service bays, a corner office/storage area, two restrooms, and a streamlined canopy topped with horizontal fins. Horizontal banding comprised of three thin raised green stripes wrapped the primary facades at the level of the canopy. Raised red signage indicating "LUBRICATION" and "WASHING" identified the service bays, and the company name "TEXACO" was set prominently against the canopy fins. Red Texaco stars were strategically placed above the banding on the main elevations. Type C stations cost on average \$10,000 to \$13,000 to construct in 1937. The Texaco Service Station at 3060 St. Claude Avenue was based on the Type C design.

Texaco debuted its new station design, along with its new "banjo" logo, in 1936. A concept station based on Teague's design opened near the Texas Centennial Exposition fairgrounds in Dallas in mid-1936 (Teague had also designed Texaco's pavilion for the fair.) The concept station featured a stucco exterior, an "abundance of glass windows," a ladies lounge, modern rest rooms, and "all conveniences for the motoring public."¹⁹ It employed twelve men and was open 24 hours a day. The new station was celebrated in the *Dallas Morning News* with a double page spread featuring congratulatory messages from the general contractor, sub-contractors, and equipment suppliers. The White-Tucker Company, which supplied the gas pumps, wrote, "The Texas Company is to be congratulated upon the opening of this beautiful new station designed by Walter Dorwin Teague, the eminent authority on modern design."²⁰

Architecture, logos, color schemes, and signage worked together to project a uniform and instantly recognizable image for the company.²¹ *Architectural Forum* wrote in 1937 that a Teague station "could be built

"Industrial Design" entry in the *Oxford Companion to United States History*, edited by Paul S. Boyer and Melvyn Dubofsky (Oxford: Oxford University Press, 2001), 381; and Jeffrey I. Meikle, *Twentieth Century Limited: Industrial Design in America, 1925-1939* (Philadelphia: Temple University Press, 2001). The first professional industrial design institutions were the American Designers Institute (1938) and the Society of Industrial Designers (1944); the two organizations merged in 1965 to become the Industrial Designers Society of America.

¹⁶ Meikle, *Twentieth Century Limited*, 125; Charles D. Olson, "Sign of the Star," *Society for Commercial Archaeology News Journal* 11, no. 1 (Spring 1990), 1, 3-6.

¹⁷ "Standardized Service Stations by Walter Dorwin Teague," *Architectural Record* 82 (September 1937), 69.

¹⁸ Jakle and Sculle, *The Gas Station in America*, 146.

¹⁹ *Dallas Morning News*, August 9, 1936.

²⁰ *Ibid.*

²¹ See Jakle and Sculle, *The Gas Station in America*, 45-47, for a discussion of "place-product-packaging."

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in any part of the United States, in any location, of any material, on any shaped plot, with any number of service bays or none—and still maintain its identity as a typical Texaco station.”²² The memorability of Teague’s service station design was reinforced through corporate advertising campaigns. In commercials, Texaco’s signature stations provided the backdrop for interactions between friendly and professional station attendants and customers. Stations were also prominently featured on Texaco’s road maps, which dealers distributed for free. A scale model of a Type C station was even marketed as a toy for young children.

Daniel Vieyra, in *‘Fill’er Up’: An Architectural History of America’s Gas Stations*, wrote that Teague’s prototype Texaco model “achieved the status of America’s most familiar service station.”²³ Indeed, it set a standard widely admired and imitated by the other oil companies. Noting its simple, practical, and unmistakably modern look, Vieyra concludes that “Teague’s Texaco station represents perhaps the most handsome and popular example of the industrial designer’s art.”²⁴

In 1964, Texaco introduced a new station type called the “Matawan,” bringing the Teague-era to an end. The Matawan, named after the town in New Jersey where the new prototype made its debut, incorporated field stone siding and mansard roofs in a design well suited to the expanding suburbs. New Texaco stations followed the Matawan prototype, while existing stations had their facades updated to meet the new standards. The Matawan design remained in use until 1996.

The Significance of the Texaco Service Station at 3060 St. Claude Avenue

Between 1936 and 1964, more than 10,000 Teague-designed stations were built across the United States.²⁵ Today they are considered to be increasingly rare, as many stations have been either demolished or altered beyond recognition. In general, mid-20th century roadside gas stations are threatened by a number of factors, including “the routing of traffic away from historic highways onto the Interstate system, changing land use patterns, changes in corporate branding and a desire for a ‘new’ image, and a trend towards larger buildings and lots.”²⁶ Historically considered to be low-value buildings of little significance, most mid-century gas stations have had few protections against demolition. The Texaco stations that have survived relatively intact tend to be those that were sold off by the company to private interests and adapted to other uses. These include Teague-era stations that pre-date the Matawan update, as well as those (such as 3060 St. Claude) that were updated in the 1960s/70s but whose alterations are reversible.

In 1926, Texaco established its district headquarters in New Orleans on St. Charles Avenue at Lee Circle. The company erected a three-story ornamental brick building with a modern filling station on the ground floor. According to a company representative, plans were underway for “material additions to the retail distributing organization.”²⁷ It is difficult to pinpoint the precise number of Texaco stations operating in the city in the 1920s and 30s. In 1927, a *New Orleans States* article announced the company’s 17th station at Carrollton Avenue and Edinburgh Street.²⁸ Yet, the 1930 city directory only listed four Texas Company filling stations. It is possible that the larger number referenced the total number of Texaco dealers (including independent station operators authorized to carry Texaco products), while the smaller number was reserved for stations built by the company. Comparing Texaco to its competitors, the 1930 directory listed 6 filling stations under the Pan American Petroleum Company, and over 25 filling stations under the Standard Oil Company of Louisiana. The vast majority of stations throughout the city at that time, however, belonged to independent operators.

²² “Service Stations,” *Architectural Forum* 66, no. 2 (February 1937), 92.

²³ Daniel I. Vieyra, *‘Fill’er Up’: An Architectural History of America’s Gas Stations* (New York: Collier Books, 1979), 69.

²⁴ *Ibid.*, 71.

²⁵ Charles D. Olson, “Sign of the Star,” *Society for Commercial Archaeology News Journal* 11, no. 1 (Spring 1990), 1. Also Jakle and Sculle, *The Gas Station in America*, 46.

²⁶ Center of Preservation Research at the University of Colorado Denver, *Buena Vista Texaco Preliminary Historical Evaluation*, January 9, 2015, 12.

²⁷ “Texas Oil Co. in its New Quarters,” *New Orleans States*, September 11, 1926.

²⁸ “Station No. 17 to be Opened by the Texaco Company,” *New Orleans States*, March 11, 1927.

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In order to estimate the number of Texaco stations built in New Orleans according to Teague's designs, a survey was made of city directories between 1938 (the closest available volume to 1936, when the prototype was unveiled) and 1964, the year the company standard was updated to the Matawan design. The 1938 city directory again listed only 4 Texas Company stations, though newspaper advertisements from the period indicate that at least 15-20 additional independent dealers were authorized to sell Texaco products.

The data suggests that Texaco undertook a major expansion campaign within the city in the late 1940s. The 1947 city directory listed only 2 Texaco stations, though an additional three (including the St. Charles/Lee Circle flagship station) were either temporarily vacant or in the process of being rebuilt/remodeled. By 1952, 14 Texaco service stations were listed, and it is almost certain that any new construction would have followed Teague's standardized designs. The Texaco service station located at 3060 St. Claude Avenue in New Orleans, Louisiana is representative of this period of expansion.

By the 1964 directory, 17 more stations were added and 5 were dropped, bringing the total number of Texaco stations in New Orleans that year to 26. A small number of those represented older c.1920s era stations that were allowed to operate under the Texaco name, despite the fact that they were not consistent with the company's updated brand image. Based on an analysis of available data, 25 stations have been identified in New Orleans that were most likely built following standardized plans designed by Walter Dorwin Teague. Of these 25 stations, 19 have been demolished, and an additional 3 have been altered beyond recognition. A comparison of the remaining stations follows:

- 1139 N. Rampart Street: This building, at the corner of N. Rampart and Governor Nicholls Streets, has an oblong box form with two former services station bays and a corner office. Columns on two pump islands support a detached canopy. The building and canopy both have a false mansard roof (likely the result of Texaco updating the façade to the Matawan style in the late 1960s or early 1970s). Later alterations include the addition of decorative dormers to the false mansard roof, the addition of brick siding, replacement and partial infill of the storefront windows, and the removal of the overhead doors. The building is in fair condition and is currently in use as an independent gas station, with the former service area converted to a convenience store. The building's integrity, however, has been compromised by numerous exterior and interior alterations over the years. It is possible that, like 3060 St. Claude Avenue, some Teague-era details may be concealed behind the existing facade.
- 4938 Freret Street: This building, at the corner of Freret and Robert Streets, has a clipped corner configuration to accommodate its small lot. Sanborn maps indicate that the building had one service bay facing Freret, and no canopy. While the building retains its distinctive horizontal striped banding and porcelain enamel exterior (which may have been a later application over stucco), the structure has undergone some significant alterations including the removal and infill of the overhead door, and replacement of the storefront. The building is in good condition and is currently occupied by a pizza delivery business.
- 3060 St. Claude Avenue (the subject of this nomination): Of the three buildings profiled in this section, the station at 3060 St. Claude Avenue is the most intact, with the most original historic fabric remaining. It retains adequate integrity to be easily recognized as a Walter Dorwin Teague-designed Texaco station.

Conclusion

The decidedly modern service stations that Walter Dorwin Teague designed for Texaco proliferated across the American landscape between 1936 and 1964. The majority of these distinctive structures, however, have since been demolished or altered beyond recognition. The c.1949 building at 3060 St. Claude Avenue is a rare surviving example of a Teague-designed Texaco service station in New Orleans. The building retains sufficient integrity to be recognizable as a Teague "Type C" station, and as such is eligible for listing on the National Register of Historic Places under Criterion C in the area of architecture.

Developmental History/Additional historic context information

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Historical Overview of St. Claude Avenue

St. Claude Avenue connects New Orleans' French Quarter to the downriver communities of St. Bernard Parish. The road runs parallel to (and roughly 6 blocks north of) the Mississippi River. The right-of-way is 128' wide, and there is a large central median that previously accommodated rail tracks.

As downriver plantations were platted and converted to Creole faubourgs in the early and mid-19th century, the city's street grid (including today's St. Claude Avenue) was largely continued. Previously known as Good Children Street (prior to 1852), and then St. Claude Street (1852-1896), the road generally marked the transition between the habitable high-ground land closest to the Mississippi River and the cypress swamp beyond. Development on the lake side of St. Claude only intensified once modern pumping stations were installed to address the district's persistent drainage problems at the turn of the 20th century.

Tracks laid for the Mexican Gulf Railroad (chartered in 1837) ran along St. Claude.²⁹ The railroad was intended to connect New Orleans to the town of Proctorville on the shores of Lake Borgne, though the line was never completed and the operation dissolved in the 1860s. Subsequent freight and passenger railroad companies, including the Louisiana Southern Railroad, operated on the route until the mid-1920s.

A number of infrastructure improvements altered the appearance and functioning of St. Claude Avenue in the 1910s and 1920s. Work on the Inner Harbor Navigation Canal connecting the Mississippi River to Lake Pontchartrain commenced in 1918, and the waterway officially opened in 1923. The St. Claude Avenue bascule bridge, which crossed the canal and was designed to carry both rail and automobile traffic, was constructed simultaneously.

In 1922, plans were announced to smooth the jagged transition between Rampart Street and St. Claude Avenue. The intention, as described by the *New Orleans States*, was to create an efficient artery heading downriver from the French Quarter, with a wide landscaped median housing a double-track streetcar line, and generous automobile lanes on either side.³⁰ The streetcar would provide a direct route from Canal Street to the Ford plant beyond the St. Bernard Parish line. The city's Commissioner of Public Safety predicted that the reconfigured St. Claude Avenue would be "an ornament to the city."³¹ He continued, "This city can be made into a series of beautiful avenues and driveways which will carry with these improvements many advantages, particularly in view of the ever-increasing automobile traffic."³²

The removal of the Louisiana Southern Railroad's tracks from St. Claude Avenue in 1925 allowed the city's plan to finally be realized.³³

By the 1920s, St. Claude Avenue was an established and mostly built-up street in the ethnically diverse working-class neighborhood of the 9th ward. With the transportation improvements noted above, however, came accelerated change. According to a report by the cultural resources consulting firm R. Christopher Goodwin and Associates, Inc., "In the 1920s St. Claude Avenue began to change in character from a residential area to a street of small shops."³⁴ In some cases, existing 1-story single and double shotgun houses were converted to commercial use by either converting a front room to retail and installing a new storefront, or by elevating the structure and building out the ground floor. Many of these alterations were detailed in the Craftsman style popular at the time. In other cases, new modern stores of brick and cast stone, reflecting the

²⁹ The name of the railroad was later changed to the New Orleans & Gulf Railroad, then the New Orleans & Southern Railroad, and finally the Louisiana Southern Railroad.

³⁰ "Direct Auto and Car Highway is Planned. Ray Proposes to Widen North Rampart Street and Join It To St. Claude For Greatly Needed Facilities Below Canal Street." *New Orleans States*, August 20, 1922.

³¹ Ibid.

³² Ibid.

³³ "Road To Remove Elysian Station in Near Future: Louisiana Southern to Discontinue Trains on St. Claude Ave.," *Times-Picayune*, April 18, 1925; "St. Claude Avenue Beautification Is Now Being Rushed," *New Orleans States*, December 30, 1926.

³⁴ Goodwin, R. Christopher and Associates, Inc., *Architectural and Archeological Investigations in and Adjacent to the Bywater Historic District, New Orleans, Louisiana*, October 1994, 83.

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prevailing commercial architecture of the period, were constructed. That fine-grained mix of commercial and residential development continues to be a character-defining feature of the street today.

The accommodation of the automobile brought about other changes as well. By the late 1930s, most residents along St. Claude Avenue owned cars, though they tended to have older models, and ownership rates still lagged behind the city's more prosperous Uptown neighborhoods.³⁵ It was a challenge to accommodate automobile storage on the neighborhood's narrow lots. Some owners elevated their residences to provide parking below. New residences, typically designed in the Craftsman style, integrated garages with carriage doors on the ground floor. Where side yards permitted access, some owners constructed auto garages at the rear of their lots.³⁶

In 1924, the Louisiana legislature established a system of 98 state highways to be overseen by the Louisiana Highway Commission. State Route 1, which stretched from the Texas state line to Fort St. Philip, included St. Claude Avenue. Much of State Route 1 west of New Orleans followed the auto trail known as the old "Jefferson Highway." State Route 1 east of New Orleans was often referred to as the "St. Bernard Highway." A 1926 report by the Louisiana Highway Commission indicated that "The heaviest traveled state highway in Louisiana is the St. Bernard Highway, leading out of New Orleans from St. Claude Avenue."³⁷ The average daily traffic count was 7,589 vehicles, of which 3,952 were passenger automobiles. The report noted that traffic on all Louisiana highways had tripled over the previous three years.

St. Claude Avenue was an important route both for leisure travel and commerce. A popular weekend excursion was a drive out of the city to Shell Beach on the shores of Lake Borgne. The road was also well used by commercial interests, including truck farmers transporting their produce, seafood, poultry, and other foods to market. Large industries including a Domino Sugar Refinery and a Ford factory were also located downriver in St. Bernard Parish. The Automobile Club of Louisiana and the Motor League of Louisiana, via regular columns in local newspapers, provided motorists with up-to-date information on road conditions throughout the state.³⁸

With St. Claude Avenue's status as an important transportation corridor firmly established by the mid-1920s, garages, filling stations, and other auto-related businesses began to concentrate along the street. City directories indicate that the number of gas stations along St. Claude Avenue increased from 0 to 13 between 1920 and 1930, mostly concentrated in the zone between the French Quarter and the Industrial Canal.

In 1949, the St. Claude Avenue streetcar line was converted to a bus and rubber-tire system, and the tracks subsequently removed from the median. This was part of a larger city-wide effort to convert several of its streetcar lines to a more flexible and modern bus system. It was during that same year that the Texaco Service Station at 3060 St. Claude Avenue was constructed. Photographs of St. Claude Avenue from the 1940s and 1950s show a vibrant street scene with automobiles and busses sharing traffic lanes, parking adjacent to the curb, pedestrians on the sidewalks, and numerous projecting signs advertising businesses ranging from hardware and furniture stores to bakeries and groceries. Within a relatively short period of time, St. Claude Avenue had become fully dedicated to the automobile.

In 1955, Louisiana's state highways were renumbered, and St. Claude Avenue became part of State Route 39. Improvements to nearby Claiborne Avenue between 1955 and 1965—including the construction of the Judge Seeber Bridge over the Industrial Canal in 1957 and the subsequent reconfiguration of Claiborne Avenue and Robertson Street into a 4-lane thoroughfare—made that corridor an attractive alternative to St. Claude for downriver traffic. By the late 1960s, St. Claude Avenue was renumbered as State Route 46, and Claiborne Avenue became State Route 39. Despite the increased competition from Claiborne Avenue, St. Claude

³⁵ Ibid.

³⁶ Sanborn Fire Insurance maps illustrate many of these conditions. The author compared maps from the 1895-96, 1908-09, 1929-40, and 1937-51 series to better understand changes in land use patterns, density, and development along the corridor.

³⁷ "Heaviest Traveled State Highway is in St. Bernard", *New Orleans States*, January 31, 1926.

³⁸ For example, see "Highways Generally Good," *Times-Picayune*, section 4, page 4, October 7, 1927.

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Avenue has nevertheless persisted as a vital and bustling commercial corridor. It remains a heavily used thoroughfare, and in fact has been undergoing a wave of both public and private reinvestment in recent years.

It is estimated that at least 31 gas stations operated along St. Claude Avenue at various times during the period from 1920 to 1960.³⁹ A survey of 2017 aerial maps and street views indicate that just over half of those stations have been demolished. Approximately ten still read as early- to mid-century gas stations, though the majority of those are in fair to poor condition and suffer from integrity issues. The former Texaco station at 3060 St. Claude Avenue stands apart as an intact representative example of the automobile's impact on this important thoroughfare.

9. Major Bibliographical Resources

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

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"Service Stations." *Architectural Forum* 66, no. 2 (February 1937): 86-95.

³⁹City directories indicated that there were 0 stations listed along St. Claude Avenue in 1920, 13 stations in 1930, 18 stations in 1940, 14 stations in 1950, and 20 stations in 1960. Accounting for the ebb and flow resulting from new stations coming online and other stations being retired, it is estimated that at least 31 stations operated along St. Claude Avenue during the period from 1920 to 1960.

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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: New Orleans Public Library

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreeage of Property: Less than one acre.

Latitude/Longitude Coordinates **(Note: Latitude/longitude points below correspond to the attached 2017 Google Earth aerial/boundary map.)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

Center Latitude: 29.967431° Longitude: -90.044536°

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1	Latitude: 29.967596°	Longitude: -90.044619°
2	Latitude: 29.967527°	Longitude: -90.044317°
3	Latitude: 29.967321°	Longitude: -90.044382°
4	Latitude: 29.967388°	Longitude: -90.044675°

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

The property comprises Lots I and H in Square 363 (3rd Municipal District). The regularly-shaped corner site has 95.75' of frontage along St. Claude Avenue, and 76.6875' of frontage along Clouet Street. See attached plat map from the City of New Orleans Real Estate and Records Department.

Boundary Justification (Explain why the boundaries were selected.) The boundary corresponds to the parcel limits as indicated on the attached plat map.

11. Form Prepared By

name/title: Beth Jacob, Principal
organization: Clio Associates LLC
street & number: 1139 Oretha Castle Haley Boulevard
city or town: New Orleans state: LA zip code: 70113
e-mail: beth@clioassociates.com
telephone: (773) 329-3995
date: July 2, 2017

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 3000x2000 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: Texaco Service Station
City or Vicinity: New Orleans
County: Orleans
State: Louisiana
Name of Photographer: Beth Jacob
Date of Photographs: January 17, 2017 (except for photos 16-21, which were taken on May 26, 2016)

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Overall view of the property. Camera facing southwest.

02 of 22

View of the St. Claude (north) and Clouet (east) elevations of the building. Camera facing southwest.

03 of 22

View showing the building and canopy. Camera facing west.

04 of 22

Exterior view of the office. Camera facing southwest.

05 of 22

Exterior view of the office from beneath the canopy. Camera facing southwest.

06 of 22

View of the two service station bays. Camera facing west.

07 of 22

View of the two service station bays and side (west) elevation. Camera facing southeast.

08 of 22

Remnant of historic signage ("MARFAK LUBRICATION" and faint outline of a Texaco star) above the left-most service bay. Camera facing southwest.

09 of 22

Remnant of historic signage ("WASHING" and faint outline of a Texaco star) above the right-most service bay. Camera facing southwest.

10 of 22

Side elevation. Camera facing southeast.

11 of 22

View towards St. Claude Avenue, showing a portion of the side elevation. Camera facing northeast.

12 of 22

View of the rear yard, rear (south) elevation, and partial side (east) elevation. Camera facing northwest.

13 of 22

View of the side (east) elevation. Note the small remaining piece of green striped porcelain enamel banding (far left, aligned with the level of the canopy). Camera facing northwest.

14 of 22

Detail of the canopy showing the curved corner. Camera facing northwest.

15 of 22

View from beneath the canopy, looking across St. Claude Avenue. Camera facing northeast.

16 of 22

Office interior looking towards front wall. Camera facing northeast.

17 of 22

Office interior looking towards bathroom framing. Camera facing south.

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Office interior looking towards service bays. Camera facing west.

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Service bay interior looking towards office. Camera facing southeast.

20 of 22

Service bay interior looking towards rear wall. Camera facing south.

21 of 22

Service bay interior. Camera facing west.

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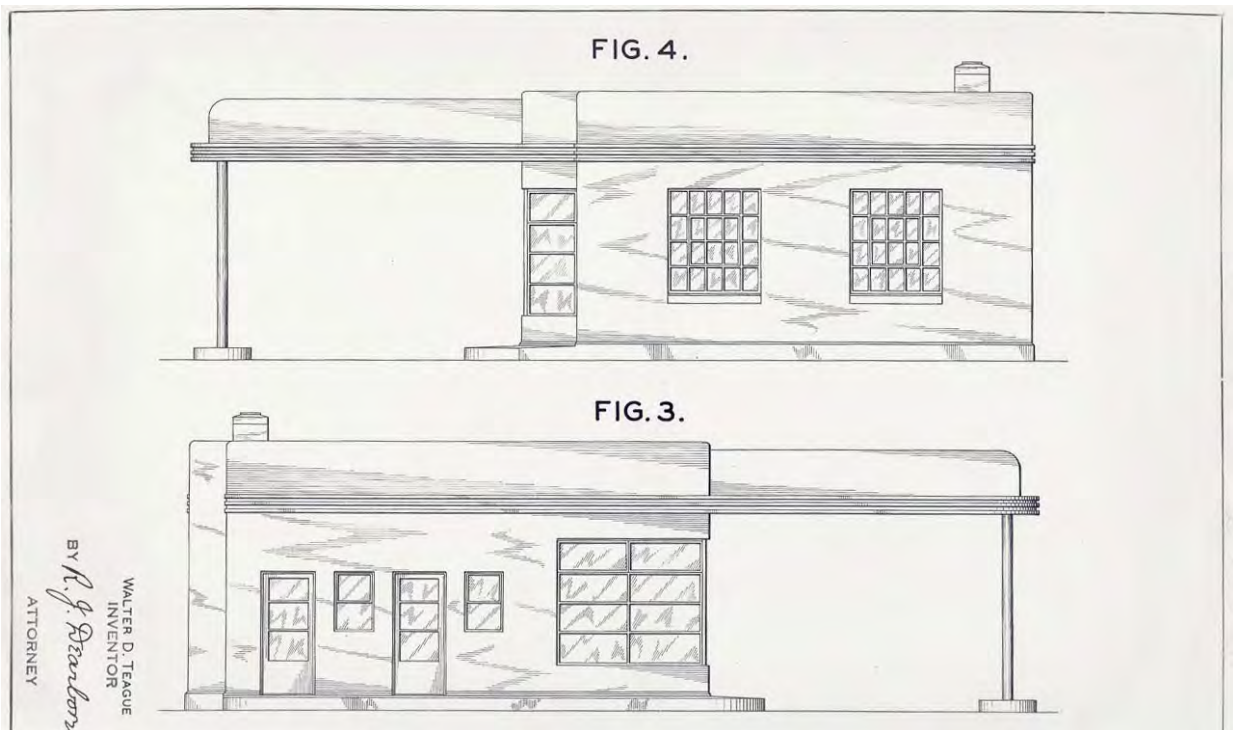
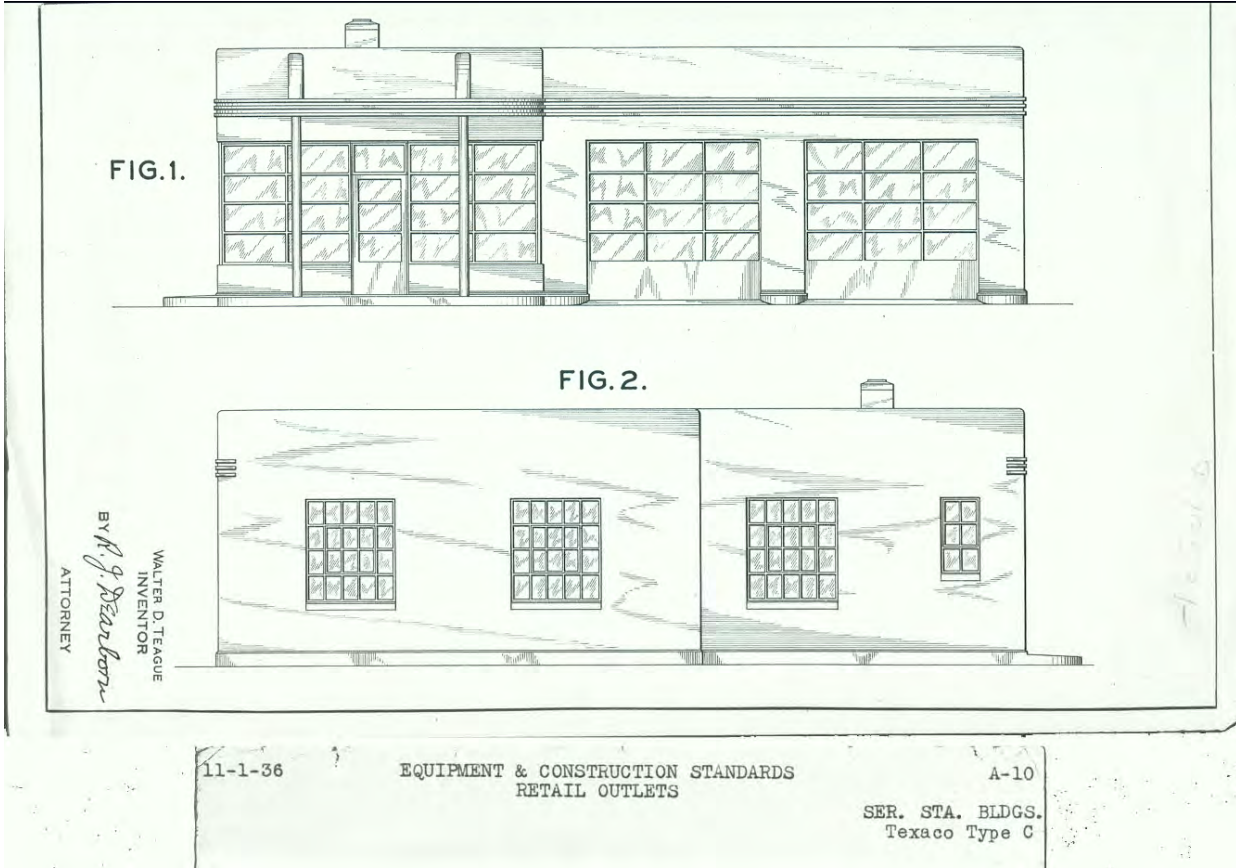
Bathroom interior. Camera facing northwest.

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EXHIBIT 1:

Texaco Type C service station, plans and illustrations by Walter Dorwin Teague, 1936 (courtesy of the Chevron Corporation, which acquired Texaco in 2000)

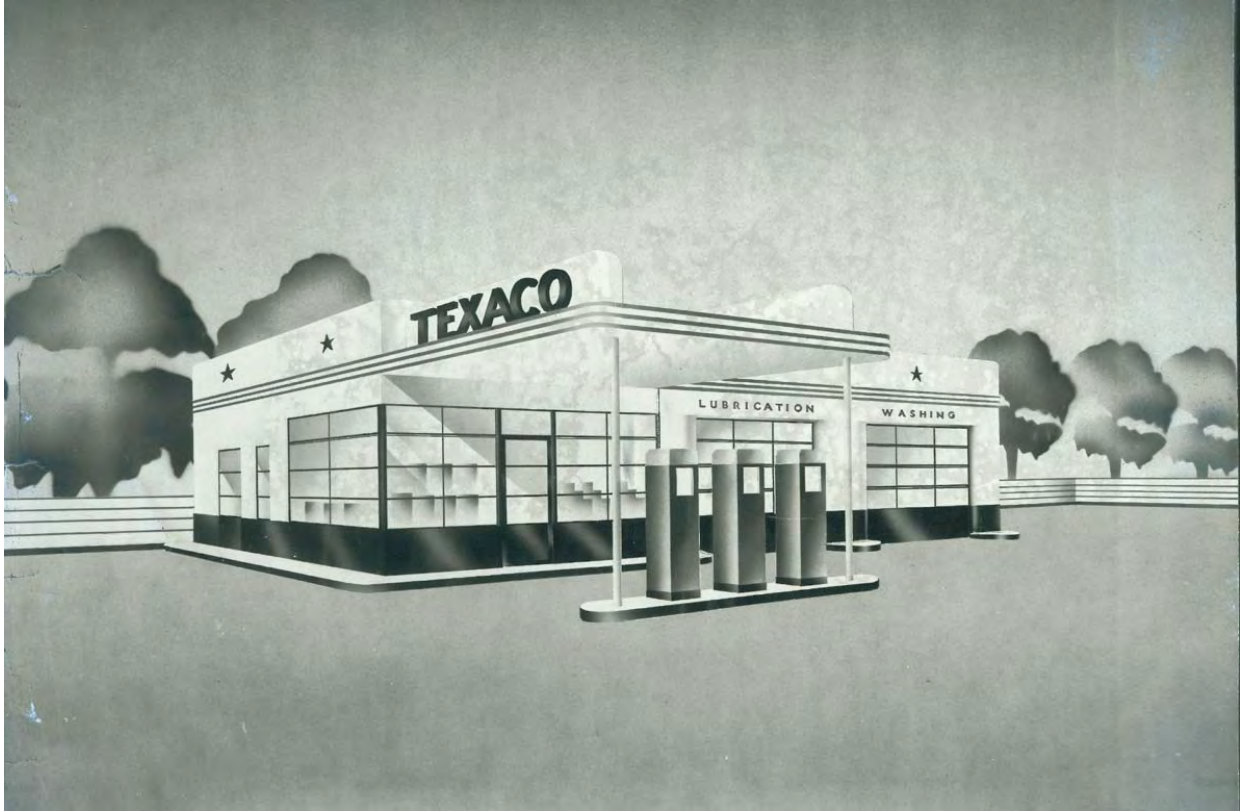


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EXHIBIT 1 (Continued):

Texaco Type C service station, plans and illustrations by Walter Dorwin Teague, 1936 (courtesy of the Chevron Corporation, which acquired Texaco in 2000)



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EXHIBIT 2:

Examples of Type C Texaco stations (courtesy of the Chevron Corporation, which acquired Texaco in 2000)



Texaco station in Miami, Florida, c.1937



Texaco station in Enid, Oklahoma, c.1940

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EXHIBIT 3:

Examples of Texaco print advertisements from the *Times-Picayune*

YOU BUY



FIRE-CHIEF

FIRE-CHIEF GASOLINE. Our strongest argument is this simple statement: *Fire-Chief at its price is unexcelled—anywhere.* And when you read about the free services that go with it, you'll find that driving into our stations is just good motoring sense, because . . .

WE GIVE...

CIRCLE SERVICE. Our modern way of servicing your car—more thorough—more complete. One "circling" gives you a clean windshield, rear window, clean lights for safer driving, as well as gas, oil and water and proper inflation of tires.



WE GIVE...

REGISTERED REST ROOMS. It is our privilege to offer you hospitality on the road. Our *Registered Rest Room* signs are our assurance to you of neat, clean rest rooms, completely equipped, carefully maintained. We pledge them epic-and-span.



WE GIVE...

COURTESY . . . from the Gentleman who serves you. Your wish is to enjoy the use of your car. Our wish is that you will find more of that enjoyment by dealing with us. We make every effort to serve you so that you will always prefer to stop at our stations.



YOU BUY ONE—you get ALL FOUR at

TEXACO DEALERS

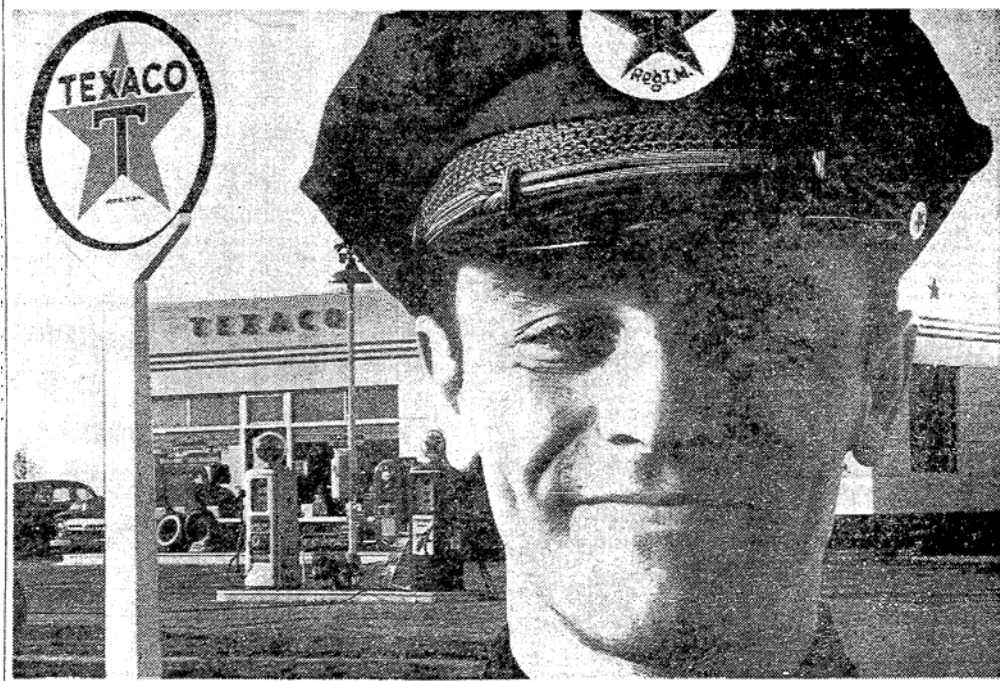
- | | |
|---|--|
| ALBERT'S SERVICE STATION
Carrollton Ave. and Bicaville | EMILE KOLLIN
4532 Constance St. |
| ALLEMAND SERVICE STATION
3300 Carondelet St. | MELE SERVICE STATION
Broad and Canal Sts. |
| BETTER SERVICE STATION
3435 S. Carrollton Ave. | O'SHAUGHNESSY SERVICE STATION
Jefferson Highway |
| BOUDREAUX SERVICE STATION
Dryades and Jena | ROBIE'S SERVICE STATION
Canal and Galvez |
| BROADWAY SERVICE STATION
2904 Broadway | ROUSSEL SERVICE STATION
S. Rampart and Julia |
| CASTON MOTORS, INC.
1768 St. Charles Ave. | SAFETY SERVICE STATION
Maple and Fern |
| CORCORAN & ALEXIUS
Baronne and Jackson | JOSEPH SPARACINO
519 Frenchmen St. |
| DAD'S SERVICE
4301 S. Claiborne Ave. | STEINER BROTHERS
Washington and Prytania |
| FOURROUX SERVICE STATION
Jefferson Highway and Labarre Rd. | TEAGUE MOTOR COMPANY
800 Baronne St. |
| FRERET SERVICE STATION
Freret and Robert | THE TEXAS COMPANY
St. Charles and Lee Circle |
| | VIOSCA SERVICE STATION
5050 Canal St. |

Texaco dealers' advertisement in the *Times-Picayune*, October 7, 1938

Texaco Service Station
Name of Property

Orleans Parish, LA
County and State

EXHIBIT 3 (continued):
Examples of Texaco print advertisements from the *Times-Picayune*



YOU CAN STILL WIN FABULOUS PRIZES DURING OUR 'SWING-INTO-SPRING' EVENT!

Prize Drawings April 18, 25, May 2 . . . Grand Prizes May 9!

HERE'S ALL YOU HAVE TO DO TO QUALIFY FOR PRIZES:

Just drive in to any of the Texaco Dealers in this area you see flying the green and yellow "Swing Into Spring" banner. Fill out the entry blank they have waiting for you. That's all! Nothing to buy, no obligation! You can enter as often as you like at as many Texaco Dealers as you like. For the first three weeks, these Texaco Dealers will give away 5 "Swing Into Spring" record albums. On the final week of this event, all entries from all dealers will be shipped to radio station WDSU and Grand Prize Winners will be drawn. You have a chance to win every time you fill out an entry blank . . . so enter often. Texaco Dealers, their families, advertising agencies and affiliates are not eligible to enter this event.

HERE ARE THE PRIZES:

TO BE AWARDED SATURDAY, MAY 9
GRAND PRIZE—COLOR TV WORTH \$799.95! 26 1/2" sq. in. Picture! 21 in. Tube!
SECOND PRIZE—STEREO CONSOLE PHONOGRAPH WORTH \$299.95! Beautiful wood cabinet! 4 speeds! 6 speakers!
THIRD & FOURTH PRIZES—TRANSISTOR POCKET RADIOS WORTH \$37.95 EACH! Beautiful Tone! Tiny! Powerful reception!
TO BE AWARDED AT EVERY TEXACO STATION FLYING THE "SWING INTO SPRING" BANNER SATURDAY APRIL 18, 25, MAY 2—
5 "SWING INTO SPRING" BENNY GOODMAN LP RECORD ALBUMS WORTH \$3.95 EACH!

WEEKLY WINNERS TO BE NOTIFIED BY TELEPHONE! GRAND PRIZE WINNERS WILL BE NOTIFIED OVER RADIO STATION WDSU AT 5:45 P. M. SATURDAY, MAY 9

Your TEXACO DEALERS  in the New Orleans Area

FREE PRIZES

YOU'LL FIND US WHERE YOU SEE THE GREEN AND YELLOW "SWING-INTO-SPRING" BANNER FLYING AT YOUR TEXACO DEALERS IN THE GREATER NEW ORLEANS AREA!

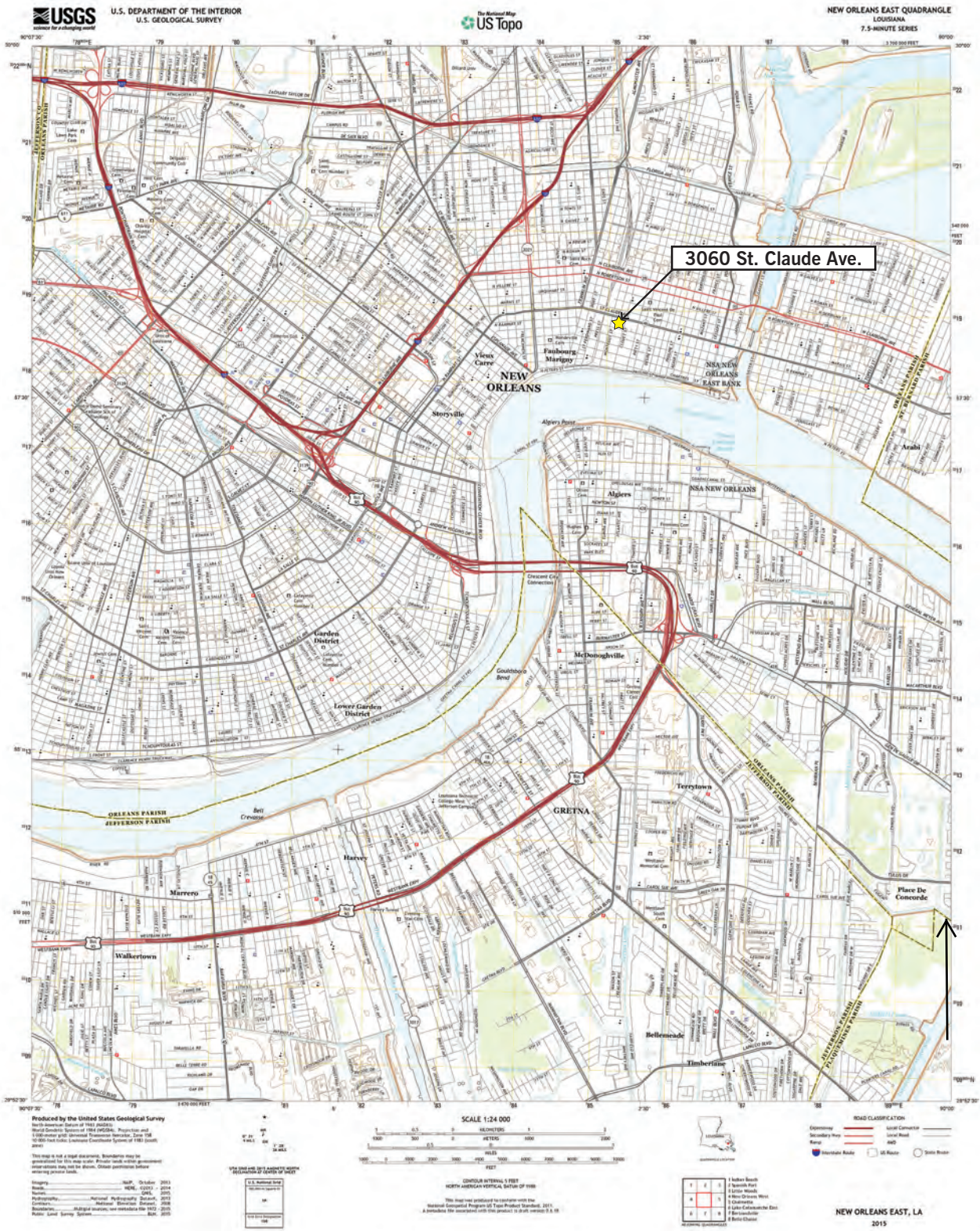
Texaco advertisement in the *Times-Picayune*, April 14, 1959

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.

USGS MAP:

Texaco Service Station, 3060 St. Claude Avenue, New Orleans, Orleans Parish, LA



Coordinates:

★ Latitude: 29.967431°

Longitude: -90.044536°



Texaco Service Station, Orleans Parish, LA



Latitude: 29.967431 Longitude: -90.044536

BOUNDARY MAP:

Texaco Service Station, 3060 St. Claude Avenue, New Orleans, Orleans Parish, LA



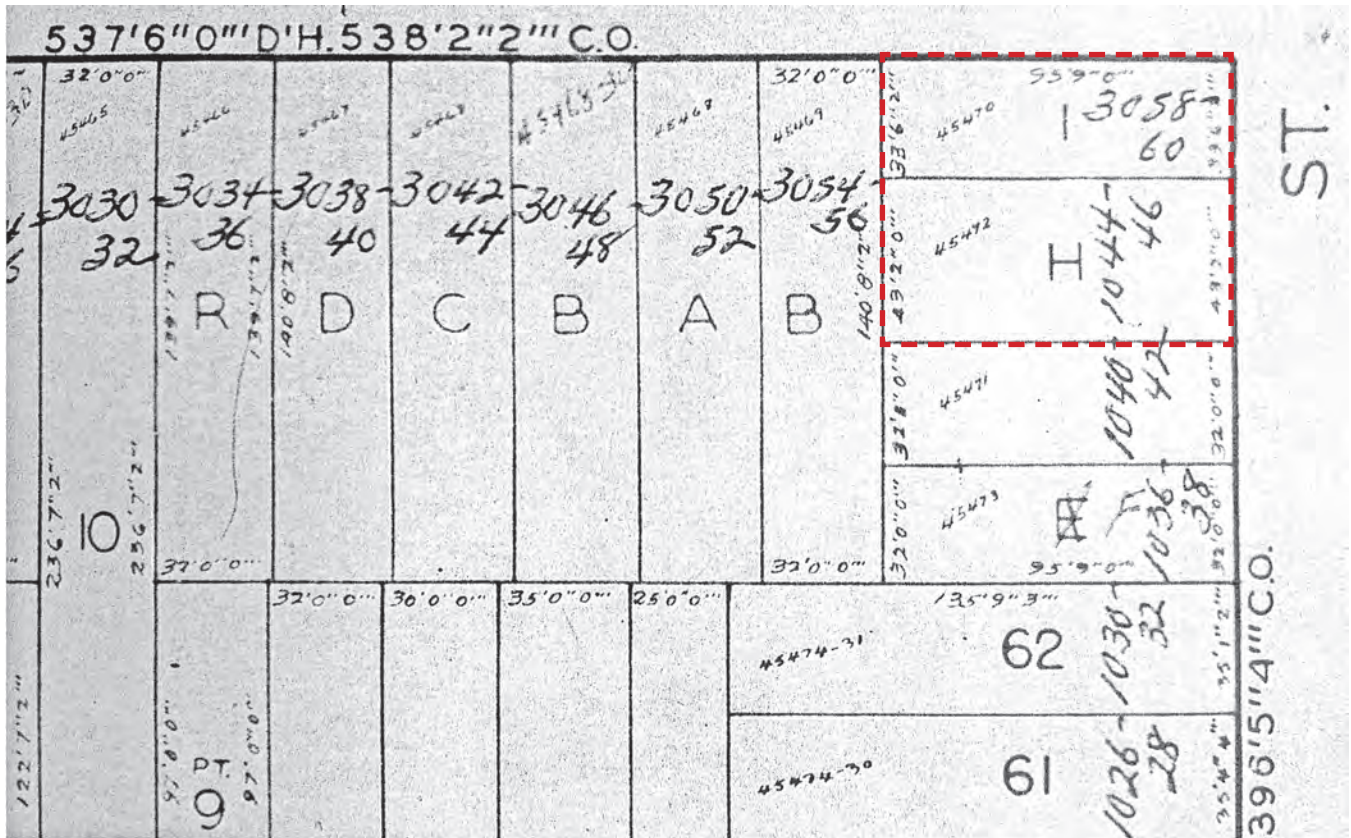
Coordinates:

- | | | |
|---|----------------------|------------------------|
| ★ | Latitude: 29.967431° | Longitude: -90.044536° |
| 1 | Latitude: 29.967596° | Longitude: -90.044619° |
| 2 | Latitude: 29.967527° | Longitude: -90.044317° |
| 3 | Latitude: 29.967321° | Longitude: -90.044382° |
| 4 | Latitude: 29.967388° | Longitude: -90.044675° |



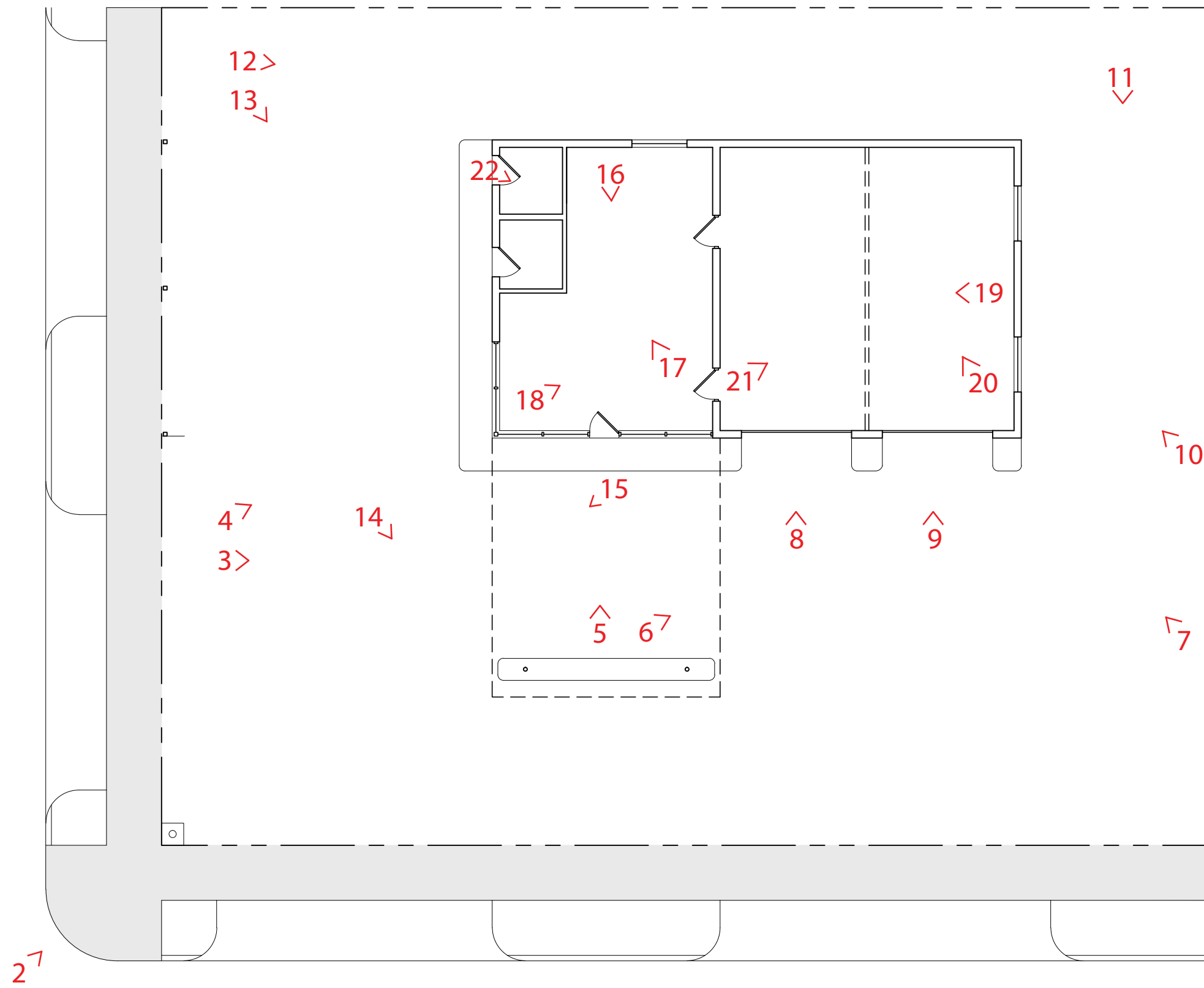
PLAT MAP:

Texaco Service Station, 3060 St. Claude Avenue, New Orleans, Orleans Parish, LA



* Source: City of New Orleans Real Estate and Records Department

Texaco Service Station
Orleans Parish, LA
Photo Key



1⁷



NORTH

PHOTO KEY

3/32" = 1'-0"





RTA
ST CLAUDE
BUS STOP

SAUCER
CONCRETE
ESCAPE







1060

REPAIRS

BIBLIOTHEQUE



READ BOOKS!

READ BOOKS!

READ BOOKS!

CLOSED



Handwritten yellow graffiti on the right door, possibly reading "Hole" or "Hole 10/20".







VWO













ONE WAY

FAMILY



OPEN





SATURN
OCTOBER 20









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: 8/25/2017 Date of Pending List: 9/19/2017 Date of 16th Day: 10/4/2017 Date of 45th Day: 10/10/2017 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" 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 type="checkbox"/> CLG | |

Accept Return Reject 10/4/2017 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.



BILLY NUNGESSER
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF CULTURAL DEVELOPMENT
DIVISION OF HISTORIC PRESERVATION

BILL CODY
DEPUTY SECRETARY

DATE: August 22, 2017

TO: Mr. James Gabbert
National Park Service Mail Stop 7228
1849 C Street, NW
Washington, D.C. 20240

FROM: Jessica Richardson, National Register Coordinator
Louisiana Division of Historic Preservation

RE: Texaco Service Station, Orleans Parish, LA

Jim,

The enclosed disks contain the true and correct copy of the National Register Documentation for the Texaco Service Station to be placed in the National Register of Historic Places. Should you have any questions, please contact me at 225-219-4595, or jrichardson@crt.la.gov.

Thanks,

Jessica

Enclosures:

- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tiff format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- Other:

Comments:

- Please ensure that this nomination receives substantive review
- This property has been certified under 36 CFR 67
- The enclosed owner(s) objection(s) do _____ do not _____
- constitute a majority of property owners. (Publicly owned property)
- Other: