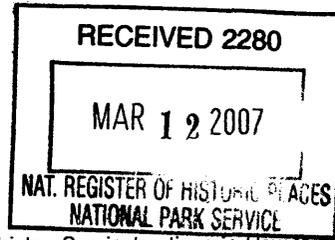


United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form



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

### 1. Name of Property

Historic name CENTRAL SERVICE STATION  
Other names/site number Texaco Station

### 2. Location

street & number 534 S. Whitman Street not for publication  
city or town Rosalia vicinity  
State Washington code WA county Whitman code 075 zip code 99170

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. (  See continuation sheet for additional comments.)

[Signature]  
Signature of certifying official/Title

2-27-07  
Date

WASHINGTON STATE HISTORIC PRESERVATION OFFICE  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. (  See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of certifying official/Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency and bureau

### 4. National Park Service Certification

I, hereby, certify that this property is:

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

[Signature]  
Signature of the Keeper

4.24.07  
Date of Action

Edson M. Beall

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply)

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

**Category of Property**

(Check only one box)

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

**Number of Resources within Property**

(Do not incl. previously listed resources in the count.)

Contributing	Non-Contributing	
1		buildings
		sites
		structures
		objects
1	0	Total

**Name of related multiple property listing:**

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

N/A

**Number of contributing resources previously listed in the National Register**

None

**6. Functions or Use**

**Historic Functions**

(Enter categories from instructions)

COMMERCE/TRADE: Specialty Store

TRANSPORTATION: Road Related

**Current Functions**

(Enter categories from instructions)

OTHER

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Late 19th and early 20th Century

American Movements: Commercial Style

**Materials**

(Enter categories from instructions)

foundation Concrete

walls Brick

roof Asphalt

other

**Narrative Description**

(Describe the historic and current condition of the property.)

SEE CONTINUATION SHEET

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

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

Property is:

- 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)

ARCHITECTURE

Period of Significance

1923

Significant Dates

1923

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Narrative Statement of Significance

(Explain the significance of the property.) SEE CONTINUATION SHEET

9. Major Bibliographical References

Bibliography

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

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 Engineering Record#

Primary location of additional data:

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

Name of repository:

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**10. Geographical Data**

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**Acreage of Property**      Less than One Acre**UTM References**

(Place additional UTM References on a continuation sheet.)

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	Zone	Easting	Northing		Zone	Easting	Northing														

**Verbal Boundary Description**

(Describe the boundaries of the property.)      See continuation sheet.

**Boundary Justification**

(Explain why the boundaries were selected.)      See continuation sheet.

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**11. Form Prepared By**

---

name/title Jim (Chairman) and Diane (Secretary) Nebel  
organization Rosalia Chamber of Commerce - V.R.I.C. Committee date 10/25/05 (revised 12/06)  
street & number 910 S. Summit telephone 509-523-4200  
city or town Rosalia state WA zip code 99170

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**Additional Documentation**

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Submit the following items with the completed form:

**Continuation Sheets****Maps**A **USGS map** (7.5 or 15 minute series) indicating the property's location.A **Sketch map** for historic districts and properties having large acreage or numerous resources.**Photographs**Representative **black and white photographs** of the property.**Additional items**

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

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

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name Town of Rosalia  
street & number PO Box 22 telephone 509 - 523-5991  
city or town Rosalia state WA zip code 99170

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet -

CENTRAL SERVICE STATION  
WHITMAN COUNTY, WASHINGTON

Section number 7 Page 1 of 1

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### Narrative Description

Constructed in 1923, the Central Service Station lies on the southwest corner of Whitman Street and 6<sup>th</sup> Street in the central business district of Rosalia, Washington. The gas station faces west and lies on a flat lot, void of landscaping.

The rectangular 25' x 16' shaped building has a poured concrete foundation and brick exterior walls, laid in a common bond pattern. Like many gas stations, the building has an attached canopy which serves as a covered pump island. The building and canopy have a shallow gable roof which is mostly hidden by a low parapet wall. The two sides of the pump island canopy are open, and the front is hidden by a large parapet wall with a shaped cornice. Architectural details are limited to simple tile diamonds at the corner of the building which are articulated by pilasters, and a simple stepped relief at the cornice line. Based on historic images (see attached) the building was originally unpainted. Today the gas station boasts a white and green color scheme, which was thought to have been applied to the building in the mid 1940s.

The building has wood, one-over-one double hung windows highlighted by six pane transom windows on the west, north and south facades. The rear, or east façade, has four evenly spaced six-pane fixed windows. All windows have simple brick sills. Exterior doors, found on three of the four elevations are three panel half-light design. Above each door is a nine-pane transom style window.

The pump island is supported by two brick columns. Centered on the island is a period, 1926 Boyes-Dayton "Viso" glass-top gas pump. Signage on the building is limited to the main façade above the service island. Here a period round Texaco metal sign has been installed. Above the sign, behind the parapet is the original wooden flag pole.

Inside the building are three rooms. The main 15'x14' space served as the office and sales space for the station. To the north are two small restroom spaces, one with access from the exterior. All floors are poured concrete. Window and door trim are simple in design. The walls and ceiling are smooth plaster. Architectural details are limited to the interior wood five-panel doors, and bead-board wall dividers in the restrooms.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet -

CENTRAL SERVICE STATION  
WHITMAN COUNTY, WASHINGTON

Section number 8 Page 1 of 6

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### Statement of Significance

The Central Service Station in Rosalia, WA is eligible for the National Register of Historic Places under criterion "C" as an intact example of an early Texaco gas station in eastern Washington. The building embodies the distinctive characteristics of its type (House with a Canopy), and period of construction. The period of significance begins and ends in 1923, the date the building was completed.

A brief history of the region showed an influx of a variety of people to the area following the Corps of Discovery led by Lewis and Clark. Fur traders, fortune hunters and missionaries were prominent by the 1840s. The 1850s saw miners, prospectors and a noted U.S. military presence. The beginning of the end of the Indian Wars in 1858 was the result of the George Wright Campaign (in response to the Indian victory of the Steptoe Battle (at Rosalia). By 1859, Lt. John Mullan completed the Mullan Road project. The number of newcomers increased significantly when the U.S. Congress passed the Indians Appropriation Act of 1871, which moved the area tribes to designated reservations. This made the way clear for more settlers. That same year (1871), Whitman County was established with more than 200 people living in the jurisdiction with most of them in the Union Flat Creek area south and west of present day Colfax.

Significant settlement in the Rosalia area began in the early 1860s when stockmen started to bring thousands of head of cattle, sheep, mules, and horses across the Snake River to take advantage of the abundant grasslands. Before the end of the decade however, newer settlers known as "sodbusters" were establishing farms mainly to raise crops such as wheat, oats, barley, and flax straw.

Early transportation to and from Rosalia was either via the railroad or by stagecoach. Flowing through the center of town was the stagecoach line. It followed the old Territorial Road, which was part of the military road developed by Lt. John Mullan in the late 1850s. Renamed Whitman Street, commercial development followed the establishment of the U.S. Post Office on July 5, 1872. The town was founded that same year and named in honor of the postmaster's wife, Rosalia favorite.

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## National Register of Historic Places Continuation Sheet -

CENTRAL SERVICE STATION  
WHITMAN COUNTY, WASHINGTON

Section number 8 Page 2 of 6

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The increasing output of grain, in what became known as the "Palouse region", soon caught the attention of railroad entrepreneurs. They were eager to build into the area to help export the abundance of agricultural products. In 1887, the Palouse branch of the Northern Pacific Railroad built a line through the heart of the town of Rosalia. Development and growth followed and by 1893 the population of the town had reached 379 people. A year later the town was incorporated.

By the turn of the century, brick buildings began to emerge in the business district along both sides of Whitman Street. U.S. Census records indicate that in 1900 the population had reached 767 people. In 1907, the first passenger train was established running from Spokane south.

In 1907, Charles J. Hall established the C.J. Hall Blacksmith Shop at the SE corner of Whitman Street and E 6<sup>th</sup> Street (future site of the Central Service Station). The next year after some reservations by the local community, Whitman Street was macadamized (paved) to accommodate the advent of the automobile. Hall, who later became a two term mayor of Rosalia, repaired agricultural machinery, wagons and automobiles and was noted as a master builder and inventor.

In 1913, the Inland Empire Highway (later SR Hwy 195) was established through the Town of Rosalia, via Whitman Street. In those early years, Hall's blacksmith shop thrived by providing a variety of services to the locals and area farmers. Located on a corner lot in the heart of the community, the shop also became the daily stop for the Whitman Stagecoach Line. During the early 1920s, the number of automobiles passing through town steadily increased. The need for a blacksmith shop in communities such as Rosalia had obviously diminished. Hall, who by now had reached the age of 54, was acutely aware of his decreasing business and consequently demolished the blacksmith shop in 1923. In its place, he constructed a new state-of-the-art gas station, the Central Service Station. The last stagecoach stopped at the Central Service Station in April of 1926.

Not wanting to be tied to a full-time business, Hall leased the property and new building to fellow businessman, Cecil Palmer. Palmer remained operator of the Central Service Station for just two short years. In 1925, he reportedly sold the lease to his two service station attendants, Elmer W. Swedin and Sam E. Hunter. Together Swedin and Hunter operated the station for the next 40+ years. During that time they carried exclusively Texaco products and upgraded the station to meet

United States Department of the Interior  
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## National Register of Historic Places Continuation Sheet -

CENTRAL SERVICE STATION  
WHITMAN COUNTY, WASHINGTON

Section number 8 Page 3 of 6

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the changing needs of the automobile industry. This included a variety of new gas pumps, signage and a new exterior color scheme to the building.

Prior to 1923, gas stations in Rosalia and other communities across the U.S. consisted of a small curbside pumps located outside existing storefronts. This arrangement quickly changed however with the advent of freestanding service stations and the proliferation of large corporate oil companies. Among the companies who infiltrated the hundreds of small communities scattered across Washington State was the Texas Fuel Company.

The Texas Fuel Company was among some 200 companies that organized in the days immediately following the famed oil strike at Spindletop Hill near Beaumont, Texas in 1901. At first the company concentrated on gasoline and motor oil sales to independent brokers. By 1905, under the new Texas Company name, they had established 229 wholesale terminals nationwide with the exception of a few far western states like Washington State. Looking to increase their market share, in 1911 the company opened its first gasoline filling station under the Texaco name in Brooklyn, NY. In 1917, the company opened its first official service station in Huston, TX. Unlike the filling station, the service station offered its own distinct freestanding design, and provided curbside service to its customers.

During the late teens, the company expanded into global markets, and created a growing network of stations. Due to the development of innovative products, and a revolutionary refining process that doubled the companies output of gasoline, Texaco quickly grew. By 1920 there were approximately 15,000 service stations of various company names in the United States. By 1926, the Texaco chain had approximately 4,000 service stations spread across forty-six states. By acquiring smaller companies, the chain of Texaco stations grew to 40,000 outlets by 1932.

Early on, most stations like the Central Service Station in Rosalia, were dealer-owner (owner contracting for the products of one or several oil companies), but company owned and operated stations were rapidly increasing in number.

During this massive expansion of the oil business, large corporate companies, like the Texaco Company, began to use the "Place-Product-Packaging" concept to sell their wares. The idea was to use a total design concept to coordinate logos, color

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## National Register of Historic Places Continuation Sheet -

CENTRAL SERVICE STATION  
WHITMAN COUNTY, WASHINGTON

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schemes, signage, and building architecture in an effort to create chains of attractive, look-alike retail outlets. Leading the way in the oil industry was the Texaco Company who established its "Certified" service stations in the 1920s, guaranteeing that Texaco stations, even those not owned and operated directly by the company, adhered to strict standards. The company even went so far maintain a fleet of white cars (the "White Patrol") in the 1930s to oversee the cleanliness of their "Registered Rest Rooms".

As part of the "Place-Product-Packaging" concept, Texaco offered standardized architectural plans to independent owners. Among the more prominent designs was the "Denver Type" or "Suburban Type" station, first offered in 1923. The station featured a hipped tile roof, stucco walls, and a covered drive-thru service island. The "Denver Type" station was promoted for use in residential areas. For downtown commercial areas, such as the Rosalia station, the company designed a "City Type" service station which looked very similar to the "Denver Type" but featured a brick exterior and a flat roof.

This design, was also called a "House with a Canopy" type by gas station historian John Jakle, was once prevalent along the American roadside. However the type is quickly disappearing and the Central Service Station is a rare surviving example. Few such structures remain on the landscape in Washington. An inventory and evaluation of historic properties associated with transportation in Washington State by Flo Lentz and Craig Holstine in 1995, found just fourteen "House with a Canopy" gas station type structures remaining on the state highway system. It is unknown how many of these structures remain today.

Lentz and Holstine note that the type was as the first off street, drive-in structures built exclusively for the retail sale of gasoline. The type proliferated between 1915 and 1930 on vacant lots in downtown districts, in residential neighborhoods, and at rural crossroads. Identifying features include pumps with underground tanks, a small one or two-room house, to shelter the attendant, and a drive-through lot. Public restrooms, to the side or rear of the house, became increasingly prevalent, particularly in oil-company-owned or leased stations. The Central Service Station in Rosalia is the best preserved example of its type known standing in Washington State.

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## National Register of Historic Places Continuation Sheet -

CENTRAL SERVICE STATION  
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The station remained in ownership of the Hall family for over 75 years. During that time the property was leased to a variety of owner/operators and business name changes. Swedin and Hunter operated the gas station under the Central Service Station name until the mid 1960s. Other owners/lease holders included Max Crutcher (1968), Lloyd Funk (1969-71) who changed the name of the station to Lloyd's Texaco. From 1972 to 1980, the station was referred to as Brophy's Texaco. In 1982, the station began pumping Conoco gas under the operation of Maynard Busch (1982-1983) and Ed Nelson (Eddies Conoco -1984-1985). In 1987, Tim Goodwin leased the property and operated his "Old Fashion Auto Service" from 1987-1988.

The station struggled to stay open and by the late 1980s, all of Rosalia's four major service stations in the downtown area had been closed. Leading to the decline of the business was the construction of a new state highway which by-passed downtown Rosalia in 1975. In addition, the 1980s ushered in Washington State Department of Ecology's Leaking Underground Storage Tank program, commonly known as the "Yank a Tank" program aimed at eliminating leaking single walled, in ground fuel tanks. Independent gas stations, like the Central Service Station were unable to financially shoulder the cost of meeting the requirements of this program and simply closed.

For the next 15+ years the Central Service Station sat empty. Still owned by members of the Hall family, in 2001, the family donated the station and property to the Rosalia Chamber of Commerce. Since then, a group of dedicated volunteers have been rehabilitating the building for a visitor rest stop and an interpretive center for the nearby Steptoe Battlefield State Park.

In 2003, the Central Service Station became one of three sites in Washington State to win an EPA Brownfields Grant. Two sources of funding for remediation of the site came from Washington State Department of Ecology. Additional clean-up monies were obtained from U.S. Environmental Protection Agency. Funding for the historic building restoration came from a Whitman County .08 Grant.

With clean-up and restoration work complete, a ceremony dedicating the old station as the Rosalia Visitor Resource and Interpretive Center (RVRIC) was held during the annual Rosalia Battle Days Celebration on June 5, 2004.

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## National Register of Historic Places Continuation Sheet -

CENTRAL SERVICE STATION  
WHITMAN COUNTY, WASHINGTON

Section number   8   Page 6 of 6

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In November of 2005, the RVRIC (Central Service Station) became one of 14 projects in the nation to receive EPA's coveted Phoenix Award for Excellence in Brownfields cleanup.

In May, 2006 the station received the Washington State Department of Archaeology and Historic Preservation Valerie Sivinski Award for Outstanding Achievement in Historic Preservation.

Since opening its doors in June, 2004, the Central Service Station, now the Rosalia Visitor Resource and Interpretive Center has seen visitors from 23 states and 7 countries and has been featured in numerous area newspapers and magazines.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet -

CENTRAL SERVICE STATION  
WHITMAN COUNTY, WASHINGTON

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### **Bibliography:**

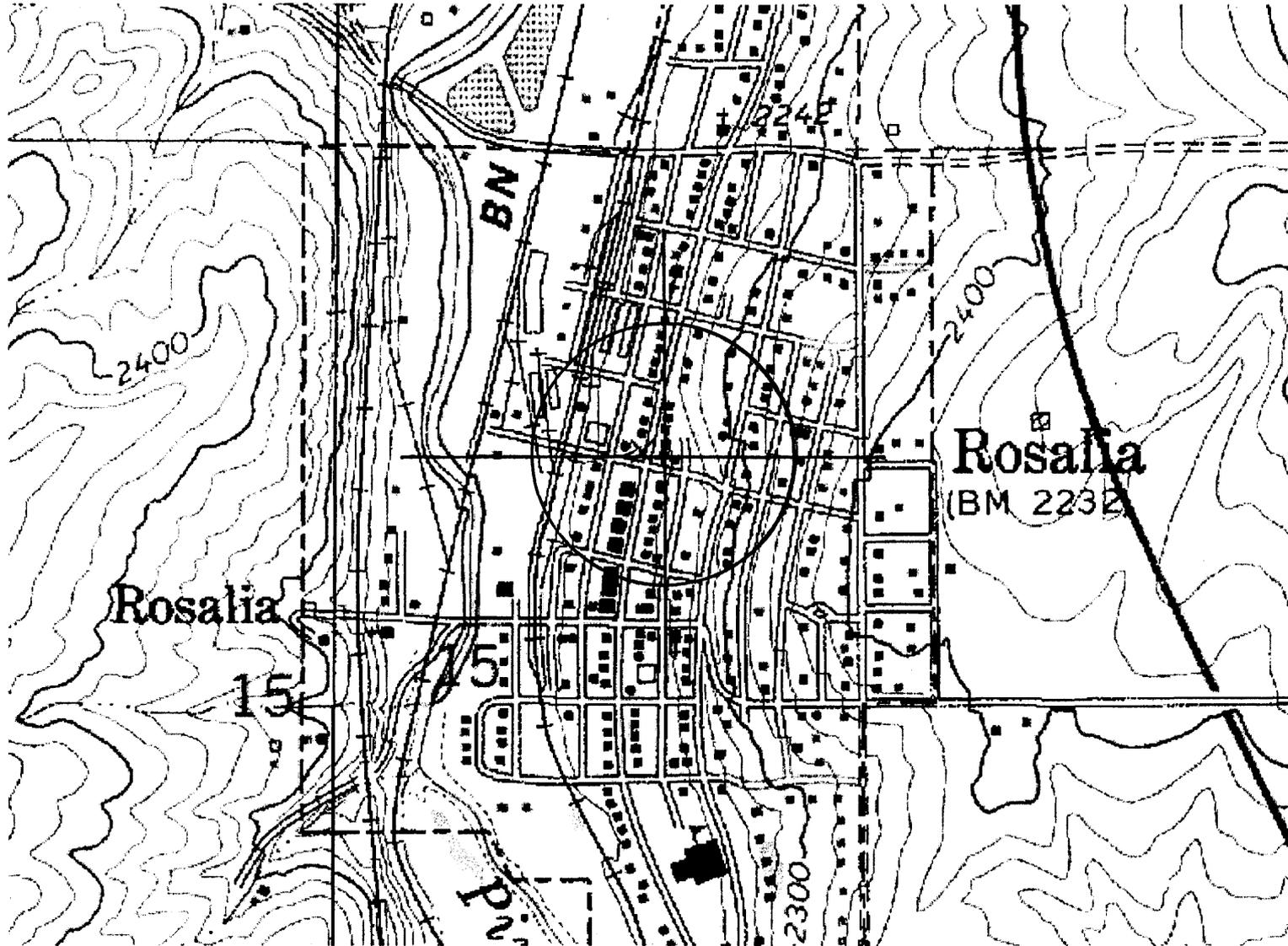
- Whitman County Assessors Office, Courthouse, Colfax, WA.,
- Sheahan & Sheahan, Attorneys
- Rosalia Historical Society & Rosalia Museum
- Charles J. Hall Family History
- Texaco Archives (courtesy of Chevron-Texaco)
- Polk Directory 1939
- Washington State Texaco Retirees Association

### **Verbal Boundary Description**

The nominated property is located at 534 S. Whitman Street, Rosalia, WA 99170. It is legally described as Lots 1, 2, 2a, Block 13 of the plat of thereof in book A of plats, pate 120 records of Whitman County, Washington. It is otherwise identified as Tax Parcels 1-1575-00-13-01-0000, 1-1575-00-13-02-0001, 1-1575-00-13-02-0002 of the said addition.

### **Boundary Justification**

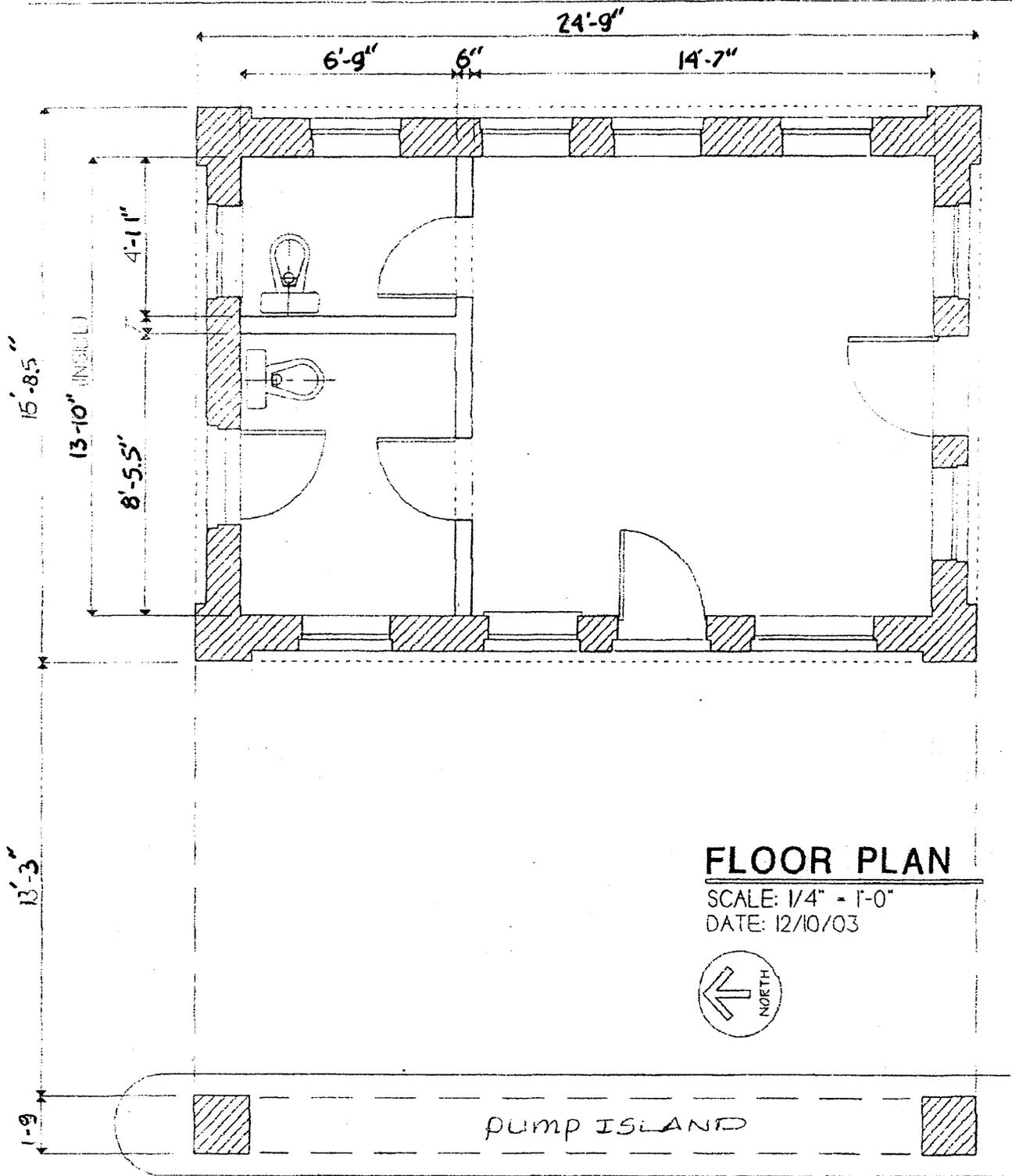
The nominated property encompasses the entire urban tax lot that is occupied by the Central Service Station.



**CENERAL SERVICE STATION: Rosalia, WA**  
UTM: ZONE 11 472093 E 5231255 N - Rosalia USGS Quad



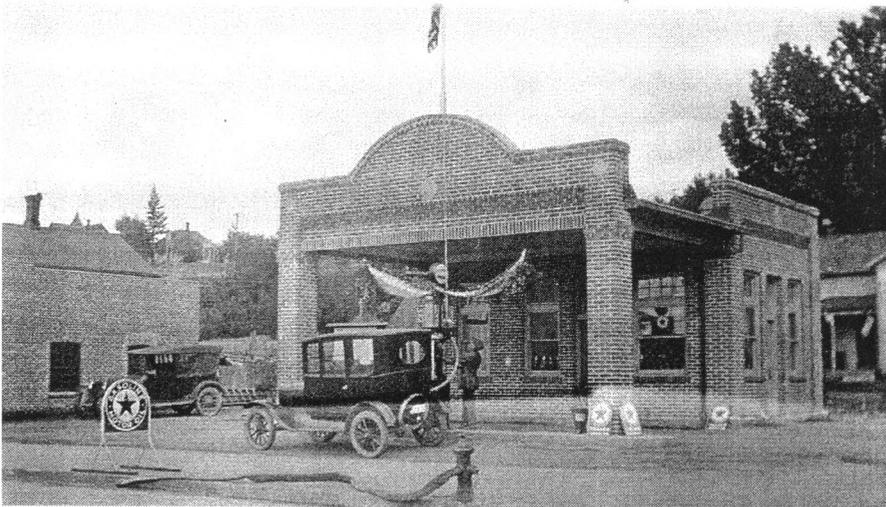
**CENTRAL  
SERVICE  
STATION**



Rosalia 1923 Texaco Station, Rosalia, Washington  
 (aka Rosalia Visitor Resource & Interpretive Center)



Charles Hall Blacksmith Shop. Future location of Central Service Station – c. 1915



Central Service Station (Dedication ceremony?) – c. 1923



Texaco Gas Delivery Truck in Rosalia – c. 1923



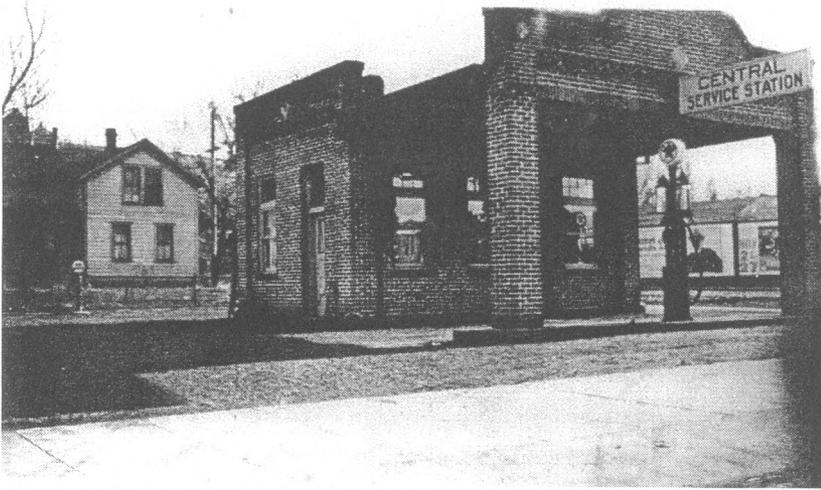
Central Service Station – c. 1924



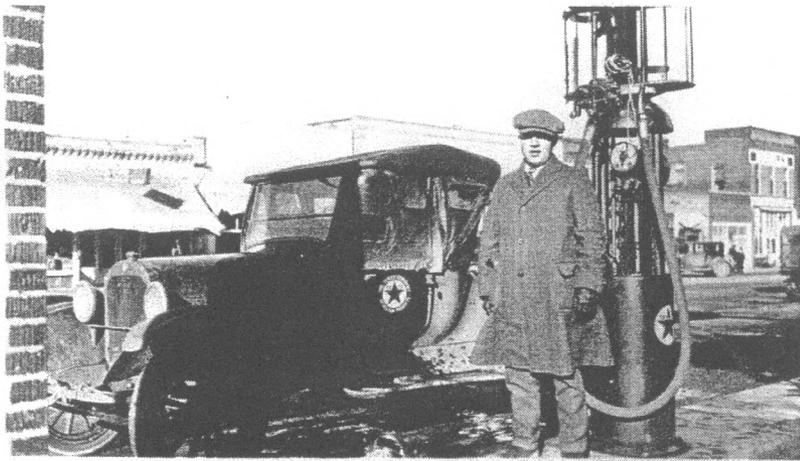
Central Service Station- c. 1924



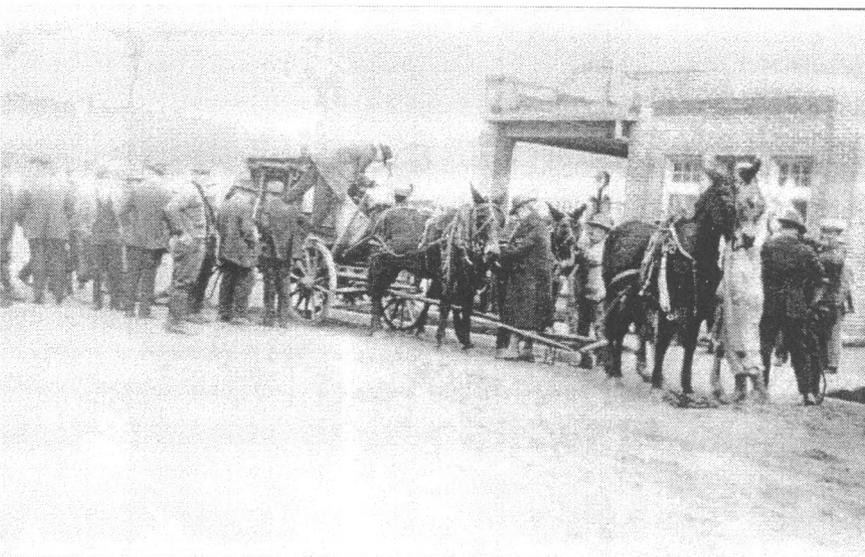
Central Service Station (note signage) – c. 1924



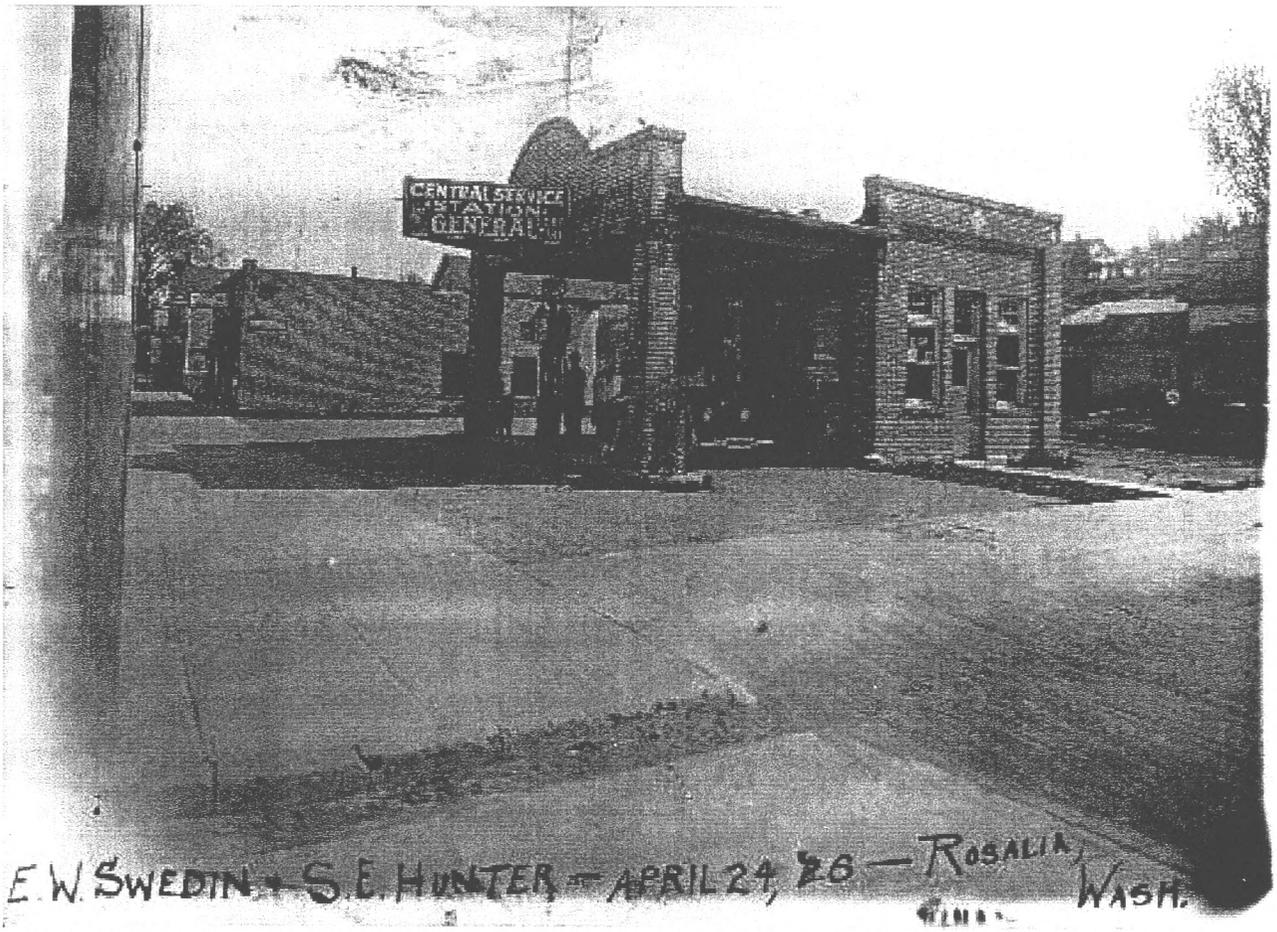
Central Service Station (note signage and Hall House in background left) – c. 1924



Central Service Station, Pumping Island – c. 1926



Last Stage Coach Line through Rosalia, Central Service Station in background – 1926



Central Service Station (note signage) – April 24, 1926



Central Service Station  
(R- Unknown L – E.W. Swedin) – c. 1937

WHITMAN COUNTY, WASHINGTON DIRECTORY, 1939 Page 77

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YOUR HEADQUARTERS SINCE 1925

E. W. SWEDEN S. E. HUNTER

**CENTRAL SERVICE STATION**

Texaco Certified Service Firestone Products

Registered Rest Rooms PHONE 010

**ROSALIA, WASH.**

---

W. R. (Lillian) Rosalia-Tekoa Rd. Olson, Clarence (Mae) Rt. 2 P. 5512 W. R. (Robert) 24 Dr. 12

Central Service Station Advertisement – 1939  
Polk Directory, Whitman Co.



Central Service Station (R- Bill Zorbarh L – E.W. Swedin) - July 7, 1949



Central Service Station before 2003-04 rehabilitation - c. 1998