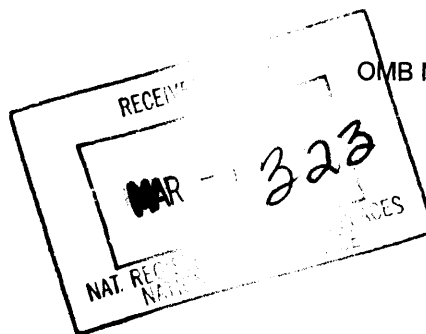


United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



This form is for use in nominating or requesting determination for individual properties and districts. See instruction 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 an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Reimer-Smith Oil Station

other names/site number 5PL51

2. Location

street & number 109 South Campbell Ave. [N/A] not for publication

city or town Holyoke [N/A] vicinity

state Colorado code CO county Phillips code 095 zip code 80734

3. State/Federal Agency Certification

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

Christina Centigiani
Signature of certifying official/Title

State Historic Preservation Officer

2/16/00
Date

State Historic Preservation Office, Colorado Historical Society
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 the property is:

- ☒ entered in the National Register
[] See continuation sheet.
☐ determined eligible for the
National Register
[] See continuation sheet.
☐ determined not eligible for the
National Register.
☐ removed from the
National Register
☐ other, explain
[] See continuation sheet.

Signature of the Keeper

Beth Boland

Date of Action

4/21/00

Reimer-Smith Oil Station
Name of Property

Phillips County, Colorado
County/State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- ☐ private
☒ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one box)

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

Number of Resources within Property

(Do not count previously listed resources.)

Contributing

Noncontributing

1	0	buildings
0	0	sites
0	0	structures
0	0	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.

0

6. Function or Use

Historic Function

(Enter categories from instructions)

Commerce/Trade: specialty store

Current Functions

(Enter categories from instructions)

Recreation & Culture: museum

7. Description

Architectural Classification

(Enter categories from instructions)

Commercial Style
Other: House with Canopy Station

Materials

(Enter categories from instructions)

foundation Concrete
walls Steel
roof Steel
other

Narrative Description

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

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 1

Reimer-Smith Oil Station
Phillips County, Colorado

DESCRIPTION

The 1927 Reimer-Smith Oil Station fronts west onto Campbell Avenue a half-block south of U.S. Highway 6 in Holyoke, Colorado. The Phillips County Courthouse occupies the block to the southwest. To the south sits a relocated one-room rural schoolhouse and the modern Phillips County Museum. An unpaved alley runs perpendicular to Campbell Avenue on the north. The station sits on a concrete slab which is surrounded by a partially sodded lot. A large elm tree shades the building on the south.

The station is a one-story, woodframe building, whose walls are clad in pressed steel siding in a brick pattern. The rectangular plan building measures 16 feet wide and 29 feet deep. The actual office enclosure measures 16 feet by 14 feet. A hipped roof covers the office and extends westward over the concrete vehicular driveway to the gasoline pump area where it is supported by two square columns clad in brick-patterned pressed steel siding. The underside of the extended roof is covered in the same pressed steel siding. The two columns rise from a short concrete plinth which also forms a base for the two gas pumps. The metal siding is painted a cream color except for the lower six inches which is medium green. The green color is repeated in the paneled door, the window frames, and the standing seam metal roof. A short brick chimney rises through the roof on the east elevation.

The west elevation of the office consists of a centered paneled wood door with upper glazing flanked by a pair of eighteen-over-one double-hung wood framed windows. The north and south elevations are mirror images which each contain a single eighteen-over-one window offset to the west. The rear (east) elevation contains a pair of evenly spaced, eighteen-light fixed windows.

The visible-type gas pumps are Gilbert and Barker T-176 pumps painted red with black trim and affixed with reproduction En-ar-co globes and decals. These pumps, while not original, are true to the style and time period of the gas station.

The interior consists of one main room with a small restroom in the southeast corner. The interior is finished in pressed metal siding in a pattern of alternating squares in a floral motif with a pressed metal crown molding. The siding is painted medium green to a height of four feet and a cream color above. Window frames and doors are also painted green. All windows and doors are original. The ceramic tile floor consists of alternating squares of black and white. An original wood cabinet occupies a space along the north wall. Many of the interior furnishings, including the desk and cash register, are original.

The building was moved to its present location on the Phillips County Museum property in October 1998. The building's orientation, fronting west onto Campbell Ave., retains the orientation of its original location at the corner of Baxter Avenue and Carnahan Street. Although the station currently sits in a mid-block location, the adjacent alley provides an appearance similar to its original corner location. The building was offered to the Phillips County Historical Society by the property owner with the stipulation that it be moved. Plans called for the station to be demolished to clear the site.

All existing materials were moved with the building whenever possible. A new tile floor was laid in the building interior which matched the color and pattern of the original. The building was cleaned and painted in August 1999. Paint colors were selected from chipping paint to the original layers. Historic colors were used although not the station's original colors. Historic integrity has been maintained in regard to setting, design, materials, workmanship, and feeling.

Reimer-Smith Oil Station

Name of Property

Phillips County, Colorado

County/State

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance

(Enter categories from instructions)

Architecture

Periods of Significance

1927

Significant Dates

N/A

Significant Person(s)

(Complete if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State Agency
- ☐ Federal Agency
- ☒ Local Government
- ☐ University
- ☐ Other

Name of repository:

Colorado Historical Society
Phillips County Historical Society

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 2

Reimer-Smith Oil Station
Phillips County, Colorado

SIGNIFICANCE

The 1927 Reimer-Smith Oil Station is eligible for the National Register under Criterion C for its architectural significance. The building is an excellent intact example of an increasingly rare form of a 1920s era "house with canopy" type of gas station. The house with canopy form was widely used in gas station design across Colorado and the nation in the 1920s. Such stations continued to operate, although often in an altered condition, into the post-World War II period. Intact examples such as the Reimer-Smith Oil Station are extremely rare, making this a significant building in a statewide context.

The Reimer-Smith Oil Station is also an important example of the use of pressed metal as an interior and exterior wall treatment. Pressed metal in a variety of forms, including brick and stone patterns, was popular in the early part of the twentieth century. The moderate price, easy installation, and low maintenance made it a popular wall cladding for commercial establishments like gas stations. Intact examples of the material, particularly in both an exterior and interior application are becoming quite rare. The Reimer-Oil Station is one of the best surviving example of the use of early twentieth century pressed metal in Colorado.

ARCHITECTURAL HISTORY

Colorado's first gas stations consisted of nothing more than curbside gasoline pumps in front of garages and stables, as well as grocery, hardware and drug stores. As the number of automobiles increased and gasoline sales rose accordingly, oil companies and local entrepreneurs began to build off-street filling stations where gasoline could be dispensed with greater ease and safety. These early stations of the 1910s often consisted of little more than a shed, to accommodate both office and storage space, and one or more pumps to raise the gasoline from an underground storage tank.

Toward the end of the 1910s and the beginning of the 1920s, gas stations began to take on a distinguishing architectural form. A more substantial, though small, office building provided attendant shelter as well as product display and storage space. Some of these offices were flat-roofed but many utilized a hipped or gabled roof. Most stations offered weather protection for the filling area by means of a canopy which extended from the front of the office across the driveway to the pumps, where it was supported by one or more columns. Most often these canopies were extensions of the office roof. In the typology of gasoline station design this form is most commonly referred to as a "house with canopy."

Oil companies constructed the house with canopy form extensively in Colorado throughout the 1920s. The distinctive form made the gas station of the period an immediately identifiable element in the commercial roadside landscape. Regional and local gasoline marketers developed standardized plans for their stations to establish brand identity and promote customer recognition in growing geographic markets. Only as automobile services, such as lubrication and light repair, came to play an increasingly important role in gasoline marketing in the 1930s did the house with canopy form fall out of favor. Many were replaced with newer stations that included service bays while others were expanded to provide enclosed service areas. As the new "service stations" replaced the traditional "filling stations," unaltered examples of the older form became rarer.

The Reimer-Smith Oil Station continued to focus on its marketing strategy of providing gasoline and oil products without expanding into automobile service and repair. The company did not alter the basic form of its station. The building retains the classic form of the house with canopy gas station design. The interior also retains its

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 3

Reimer-Smith Oil Station
Phillips County, Colorado

original design with its office space, built-in storage cabinets and the small corner restroom. Unaltered examples of the form, even as relocated structures, are rare in Colorado. The Reimer-Smith station is one of the most intact examples in the state.

In addition to being a rare survivor of the house with canopy form, the Reimer-Smith station is significant for its use of pressed metal as an interior and exterior wall treatment. Pressed metal in a variety of forms, gained popularity in the early part of the twentieth century. The material could be purchased in local lumber yards or ordered from catalog supply firms. In 1910 Sears, Roebuck and Company advertised 28 by 60 inch sheets of 28-gauge exterior pressed steel siding in patterns imitating brick, rock faced brick, rock faced stone, and clapboard. Painted siding ranged in price from 26¢ to 40¢ a sheet with galvanized sheets selling from 26¢ to 67¢. The moderate price (a quarter that of brick), easy installation (a carpenter could attach the siding to the woodframe structure), and low maintenance made it a popular wall cladding for commercial establishments like gas stations.

Pressed metal siding was used widely across Colorado in the early twentieth century as both an original exterior cladding and as a replacement material. Reconnaissance survey indicates that the product was more often used on secondary buildings and agricultural outbuildings than on primary structures. Pressed metal siding was sometimes used as an accent material, particularly around foundations.

The material was not maintenance free and, particularly in the case of the non-galvanized variety, needed regular painting to prevent rusting. Damaged sheets were also difficult to repair. By the late 1930s newer materials like rolled and sheet asphalt and asbestos increasingly stole the siding market from pressed metal. Intact examples of buildings using pressed metal as a primary cladding are increasingly rare. Important Colorado examples include the IOOF Hall in DeBeque and the Arvada Flour Mill in Arvada, both National Register listed, and the Town Hall in Hooper.

The Reimer-Smith station is the best known surviving Colorado example of the use of pressed metal siding in a gas station. The exterior siding is extremely intact, indicating the regular maintenance the building received from its owners and managers. The station is particularly significant because pressed metal is also used for the interior walls. Though pressed metal ceilings are common in commercial buildings of the late nineteenth and early twentieth centuries, its use as an interior wall treatment is unusual. The benefits of pressed metal siding as an exterior treatment would also apply to its interior use. As an intact example of pressed metal siding used both externally and internally, the Reimer-Smith Oil Station is significant within a statewide context.

HISTORICAL BACKGROUND

The Reimer-Smith Grain Company built its new oil station in 1927 at 205 North Baxter in Holyoke, across the street from the company's grain elevators. The *Holyoke Enterprise* announced the opening in its June 16th edition, noting that the business offered retail and wholesale fuel and oil. Often these firms were called "oil stations" rather than "gas stations" because gasoline made up only a part of their total sales. Reimer-Smith sold gasoline, kerosene, and distillate along with a complete line of En-ar-co motor oils and greases. The station typifies those that served the petroleum needs of small towns and agricultural areas. Gasoline for automotive needs and kerosene for home lighting, heating and cooking played an important role in the economy of Holyoke and its surrounding farms. A bulk delivery truck brought products from the station to area farms.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 4

Reimer-Smith Oil Station
Phillips County, Colorado

Advertisement from the *Holyoke Enterprise* of July 14, 1927.

EN-AR-CO MOTOR OIL

A FULL LINE OF EN-AR-CO
OILS. LET US TAKE
CARE OF YOUR
NEEDS

WHITE ROSE GASOLINE

EN-AR-CO MOTOR OIL

WHITE ROSE GASOLINE

COPYRIGHT 1917 THE NATIONAL
REFINING CO. CLEVELAND, OHIO

Let us supply you with Gasoline, Kerosene,
and Distillate.

YOUR PATRONAGE APPRECIATED

REIMER-SMITH GRAIN CO.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 5

Reimer-Smith Oil Station
Phillips County, Colorado

Reimer-Smith purchased its petroleum in bulk from the National Refining Company of Cleveland, Ohio. National marketed its oils and greases under the En-ar-co name and its gasoline under the White Rose brand. Major petroleum refiners often operated gas stations under their own name while selling branded products to independent oil jobbers. Some jobbers specialized in petroleum sales while others, like the Reimer-Smith Grain Co., sold petroleum as a part of their existing businesses. Reimer-Smith received its product by railroad and delivered bulk quantities by truck to area farms. Sales of gasoline and oil to individual motorists occurred at the station.

In addition to its commercial activities, the station was also an important social gathering spot. Ed Humberstone who operated the station for many years from its opening would often take time to smoke a cigar, play a game of cards or just visit with his customers.

Over the years the Reimer-Smith station distributed a variety of brands of gasoline and lubricants including Sinclair, Frontier and Texaco. The station closed in 1991 and in 1998 the building was offered to the Phillips County Historical Society with the stipulation that it be moved from its original location. In October 1998 the society relocated the station building to the Phillips County Museum property at 109 South Campbell Ave. in Holyoke to be used as a museum display.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 9/10 Page 6

Reimer-Smith Oil Station
Phillips County, Colorado

BIBLIOGRAPHY

Henderson, Wayne and Scott Benjamin. *Gas Stations*. Osceola, WI: Motorbooks International, 1994.

Holyoke Enterprise, June 16, 1927, p. 1.

Holyoke Enterprise, July 14, 1927, p. 4.

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

Margolies, John. *Pump and Circumstance: Glory Days of the Gas Station*. Boston: Bulfinch Press, 1994.

Sears, Roebuck and Company. *Sears, Roebuck Home Builder's Catalog, The Complete Illustrated 1910 Edition*. New York: Dover Publications, Inc. 1990.

GEOGRAPHICAL DATA

VERBAL BOUNDARY DESCRIPTION

The land included with this nomination consists of only the footprint of the building with its supported canopy. The land is contained within Lot 13, Block 17, First Addition, Holyoke, Colorado.

BOUNDARY JUSTIFICATION

As the building has been relocated, only the land on which the building currently sits within the Phillips County Museum is included.

Reimer-Smith Oil Station
Name of Property

Phillips County, Colorado
County/State

10. Geographical Data

Acreage of Property less than one

UTM References

(Place additional UTM references on a continuation sheet.)

1. 13 728493 4495991
Zone Easting Northing

3. Zone Easting Northing

2. Zone Easting Northing

4. Zone Easting Northing

[] See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Kenneth Oltjenburns / President

organization Phillips County Historical Society date 11-19-1999

street & number 735 South High School telephone 970-854-3335

city or town Holyoke state CO zip code 80734

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

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

Additional Items

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

Property Owner

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

name Phillips County Historical Society

street & number 735 South High School telephone _____

city or town Holyoke state CO zip code 80734

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

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number ____ Page 7

Reimer-Smith Oil Station
Phillips County, Colorado

PHOTOGRAPH LOG

The following information pertains to photograph numbers 1-7 except as noted:

Name of Property: Reimer-Smith Oil Station
Location: Phillips County, Colorado
Photographer: Kenneth Oltjenbruns
Date of Photographs: November/December 1999
Negatives: Phillips County Museum, Holyoke, Colorado

<u>Photo No.</u>	<u>Photographic Information</u>
1	West and south elevations; view to the northeast.
2	West and north elevations, view to the southeast.
3	East elevation; view to the west.
4	Interior; view to the southeast.
5	Interior; view to the northeast.
6	Interior; view to the southeast.
7	West and south elevations. Original owner Ed Humberstone is standing in front of the station. View to the northeast at original location. Photographer unknown. Photograph dated October 1927. Original photograph at the Phillips County Museum.

United States Department of the Interior
National Park Service

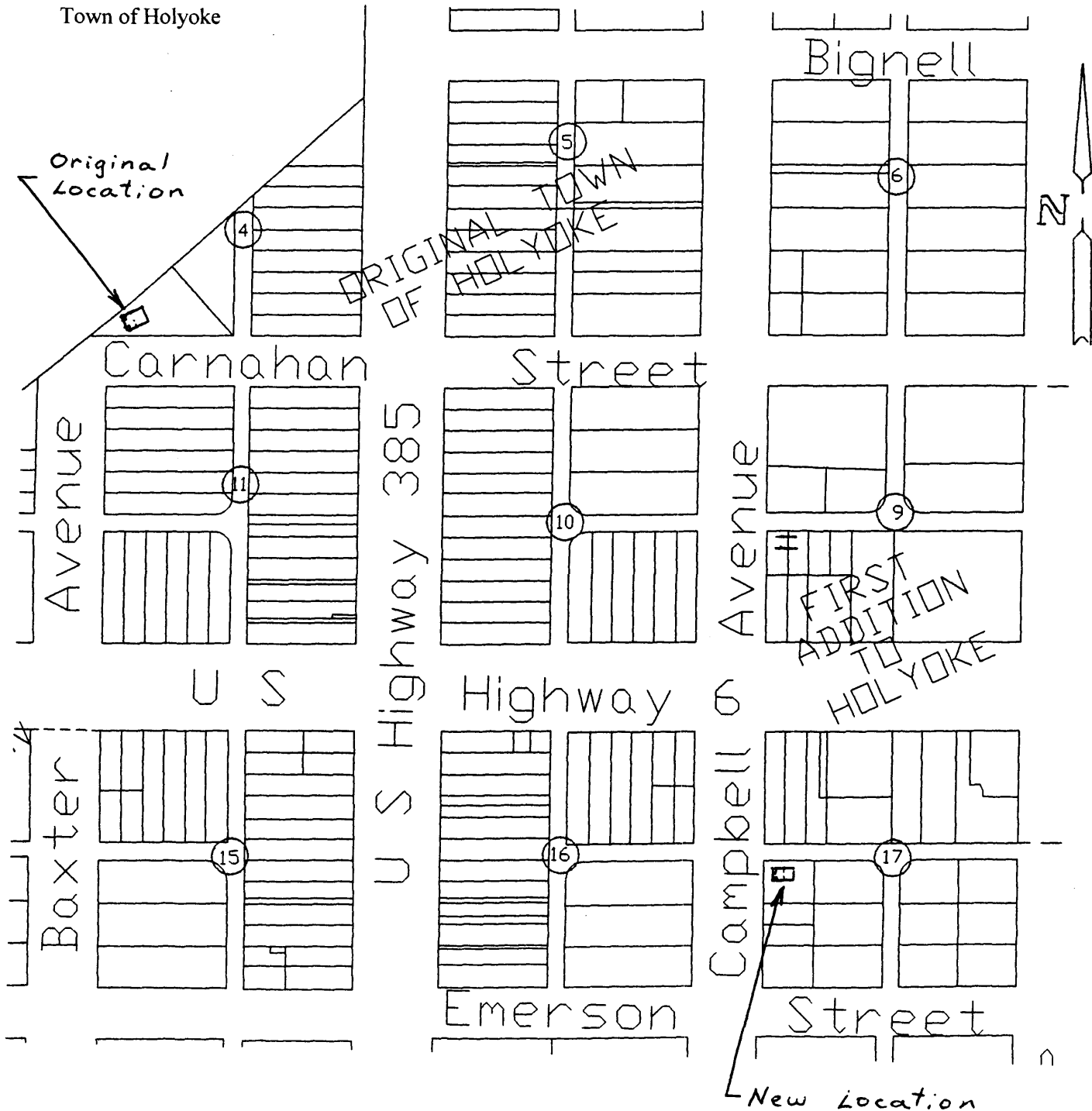
National Register of Historic Places
Continuation Sheet

Section number ____ Page 8

Reimer-Smith Oil Station
Phillips County, Colorado

SITE MAP

Town of Holyoke



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

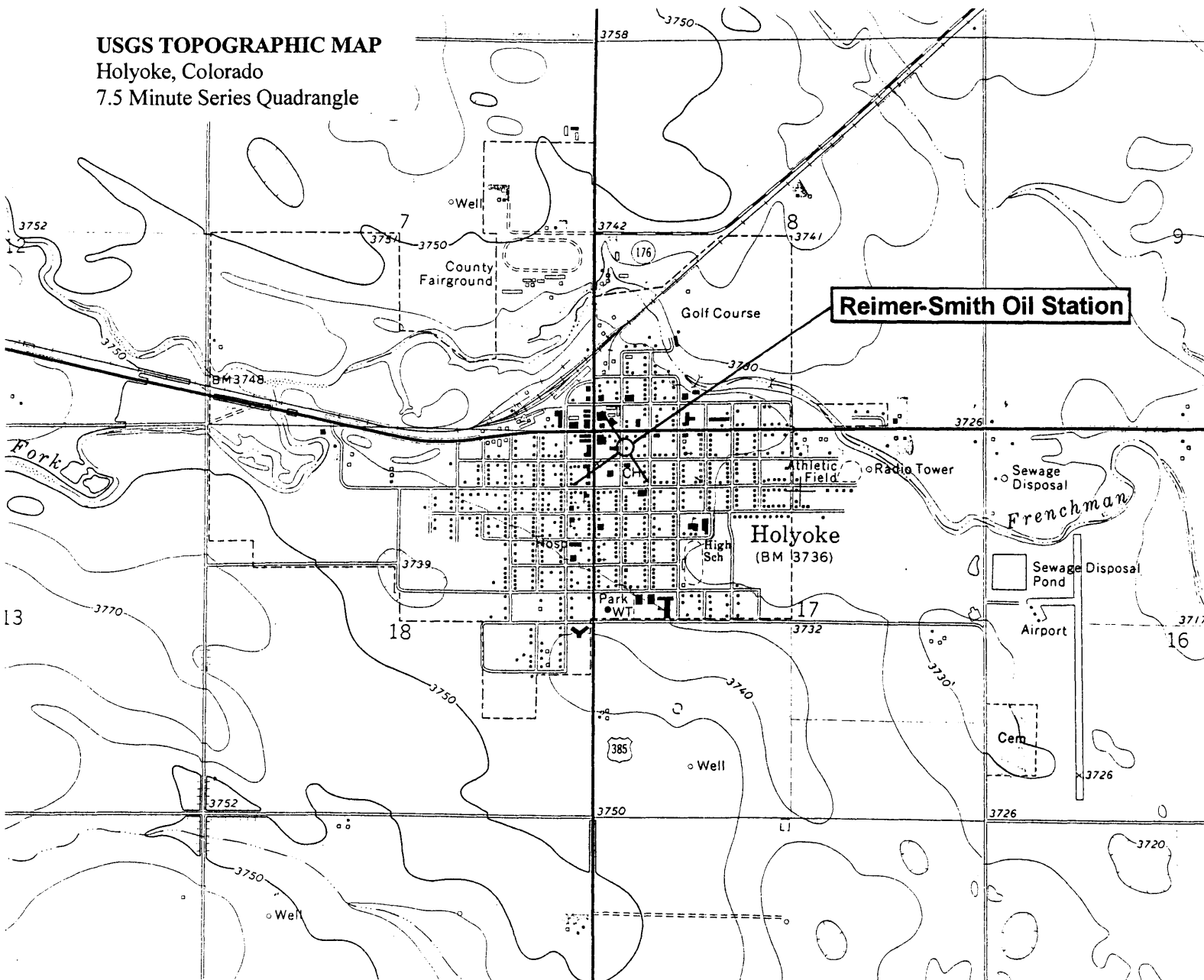
Section number ____ Page 9

Reimer-Smith Oil Station
Phillips County, Colorado

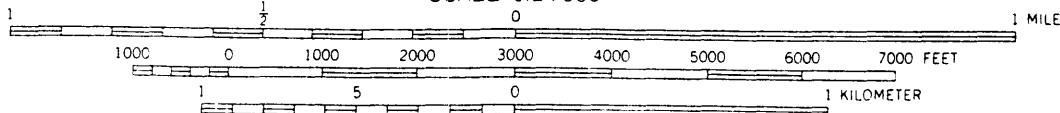
USGS TOPOGRAPHIC MAP

Holyoke, Colorado

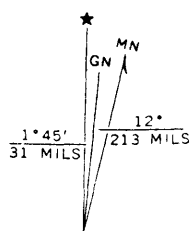
7.5 Minute Series Quadrangle



SCALE 1:24 000



CONTOUR INTERVAL 10 FEET
DATUM S MEAN SEA LEVEL



UTM GRID AND 1971 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET