

HISTORIC NAME: New Ulm Oil Company Service Station

COUNTY: Brown APR 16 1979

CURRENT NAME:

CITY/TWP.: New Ulm

LEGAL DESC.: O.P. B71N - L14

ADDRESS: Broadway & 5th Street No.
(North corner)

CLASSIFICATION:	CONDITION:	SIGNIFICANCE:	THEME/S:
Building <input checked="" type="checkbox"/>	Excellent _____	Local <input checked="" type="checkbox"/>	Primary <input type="checkbox"/> Commerce
Structure _____	Good <input checked="" type="checkbox"/>	State _____	Secondary _____
Object _____	Fair _____	National _____	Others _____
District _____	Deteriorated _____		

OPEN TO THE PUBLIC: Yes ___ No Restricted ___
 VISIBLE FROM THE ROAD: Yes No ___
 OCCUPIED: Yes No ___

PRESENT USE:
Storage

DATE CONSTRUCTED: 1926 ORIGINAL USE: Service Station

ORIGINAL OWNER: New Ulm Oil Company ARCHITECT/BUILDER: George Saffert

OWNER'S NAME AND ADDRESS: Richard W. Koopman
500 North Broadway, New Ulm 56073ACREAGE: Less than one acre

LOCAL CONTACT/ORG.:

UTM REFERENCE:
15 / 383180 / 4908000FORM PREPARED BY: Dennis Gimmetad
DATE: January 1979

New Ulm Quad.

DESCRIPTION:

The New Ulm Oil Company Service Station is built on a diagonal axis facing the intersection of Fifth North Street and Broadway in New Ulm.

Two imposing copper-roofed towers, circular at the second level and octagonal at the first, are at either end of the main section of the structure. Projecting from the office-retail area between these towers is a single-lane drive-through canopy with the gas pump area at the front. The upper sides of the canopy are capped by a parapet with a curvilinear profile. Arched window and door openings under the canopy and on the two towers are capped by cast-concrete units which join to form a decorative belt course. The entire building is of the rainbow Artstone block manufactured by the company which designed the structure. Large windmill blades appear at the top of each tower in the original plans for the station, but apparently they were never installed.

Reversible alterations to the canopy area include the asphalt shingle replacement of red tile on a projecting roof just under the canopy-area parapet and the addition of a wooden screen at the front of the gas pump area. A service area added to the rear (a typical later addition for the early stations which commonly provided only for the dispensing of oil products) does not appreciably detract from the building's imposing appearance from the highway.

SIGNIFICANCE:

The New Ulm Oil Company Service Station was one of a series of stations designed by the Saffert Construction Company (now American Artstone Company) of New Ulm during the 1920s.

The stations of this series projected strong, fanciful visual images, incorporating such features as windmills and lighthouses. The stations appear to have been custom-designed for specific locations and for independent oil companies, in contrast to the numerous standard plans adopted by chains of stations. The New Ulm station is one of only two in the series known to survive with a high degree of integrity.

The construction of strong-image stations throughout the country during the 1920s corresponds with the years of expanding automobile use, a crucial development period for the rural county. The New Ulm Oil Company Service Station is significant as a notable survivor of a locally-designed series of such stations in southern Minnesota.