

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

=====

1. Name of Property

=====

historic name Beard Motor Company

other names/site number Bristow Chrysler Plymouth

=====

2. Location

=====

street & number 210 E. 9th not for publication N/A

city or town Bristow vicinity N/A

state Oklahoma code OK county Creek code 037 zip code 74010

=====

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

Contributing	Noncontributing
<u> 1 </u>	<u> </u> buildings
<u> </u>	<u> </u> sites
<u> </u>	<u> </u> structures
<u> 1 </u>	<u> </u> objects
<u> 2 </u>	<u> </u> Total

Number of contributing resources previously listed in the National Register 0

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.) Route 66 and Associated Historic Resources in Oklahoma

=====

6. Function or Use

=====

Historic Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: specialty store

Current Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: business

=====

7. Description

=====

Architectural Classification (Enter categories from instructions)

MODERN MOVEMENT: Art Moderne

Materials (Enter categories from instructions)

foundation CONCRETE

roof ASPHALT

walls BRICK

other

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

=====

8. Statement of Significance

=====

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

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

Criteria Considerations (Mark "X" in all the boxes that apply.)

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a 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.

Areas of Significance (Enter categories from instructions)

COMMERCE
ARCHITECTURE

Period of Significance 1947-1953

=====
8. Statement of Significance (Continued)
=====

Significant Dates 1947, 1953

Significant Person (Complete if Criterion B is marked above)

N/A

Cultural Affiliation N/A

Architect/Builder Unknown

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

=====
9. Major Bibliographical References
=====

(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 # _____

Primary Location of Additional Data

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: Bristow Public Library

=====
10. Geographical Data
=====

Acreage of Property less than 3 acres

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	14	735943E	3968649N	3	_____	_____
2	_____	_____	_____	4	_____	_____

N/A 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 Michael Cassity, Ph.D.

organization Oklahoma State Historic Preservation Office date December 13, 2003

street & number 304 W. Albuquerque telephone 918 451-8378

city or town Broken Arrow state OK zip code 74011

=====
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 the SHPO or FPO.)

name Krumme Oil Company

street & number P. O. Box 749 telephone

city or town Bristow state OK zip code 74010

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 9

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====

Description

Located two blocks east of Main Street—also known as Route 66 from 1926—the Beard Motor Company, also known as Bristow Chrysler Plymouth, is situated on the southeast corner of Pine and Ninth. The single-story building faces the north but the west elevation also borders a street and continues the appearance of the main façade. In a generally L-shape, but with irregularities, the building includes offices, showroom, service areas, and parts and supply storage that are joined into a single structure and some portions extend to the east along the alley. An open lot in front of that extension and east of the main section of the building now constitutes a parking area but previously served as a lot for automobile display and sales; on the northeast corner of the parking area a large tower with signs bearing the names of the automobiles once for sale here attracts the attention of motorists even up the hill on Main Street. The Beard Motor Company is on the fringe of the business district to the west and the beginning of residential development to the east.

The Art Moderne style is emphasized by curved corners and tile enhancements to provide linear detail, blue tile against light brick and occasionally matching glazed tile. The primary roof is flat although the roof of the service area (with south entrance) is arched and the sliding doors even give that section the appearance of an aircraft hangar. The building was constructed in 1947 although some parts may have been added later, but all during the period of historic significance.

The main entrance—a glass door—is situated in the center of the north elevation and is flanked by continuous fixed panes that, although segmented into panels of equal size, provide a continuous band of windows that wrap around the building from the eastern edge of the north elevation, through the curvature joining north and west elevations. A corresponding band of cream panels courses beneath the glass; and beneath the white panels, blue ceramic tile makes yet an additional linear feature in the elevation. Above the windows, bands of light brick separated by decorative courses of red brick rise to the concrete cornice, a feature accented by another, narrower, band of blue ceramic tile.

The west elevation (Pine Street) is consistent with the north for about twenty feet, a point at which the showroom interior is separated from office space; the exterior at that point sees a shift from light brick to a matching color glazed tile and the two window spaces are filled with glass blocks. A multi-light overhead garage door opens to the service area about midpoint on the west elevation and is flanked to the south by additional glass block windows that match those to its north.

The south elevation is covered with metal and is punctuated with entrances of various sizes and provides a generally continuous elevation next to the alley. A long extension of the building reaches to the east, providing storage space for vehicles and equipment, the east and north elevations of this extension consisting of a similar glazed tile as found on the west elevation. The east elevation of the main section of the building (including showroom and offices) also

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 10

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====

uses that glazed tile, but includes an irregular combination of shed and block attachments to that elevation, the attachments generally blending with the main unit.

Separate from the building is the signature tower featuring the words CHRYSLER and PLYMOUTH. The tower is itself associated with the oil industry and utilizes some of the same design principles as the drilling rigs that replaced earlier technologies in the post World War II period. The main element of the tower telescopes up from the base; the tower was not constructed on site and indeed was altered in the process of erection to conform to the expectations of the owner. The tower, approximately 75 feet tall, made the establishment visible from Route 66 about two blocks away to the west.

At one time, and since removed, the dealership also had a set of posts and signage for an outdoor car lot, separate from the building reaching east along the front of the car lot. The absence of this separate feature does not represent a significant loss or compromise of integrity to the structure.

While the building was constructed in discrete but attached sections, construction took place within a period of two, or at most three, years beginning in 1947 and thus provides a generally cohesive architectural arrangement. After the automobile dealer ceased to operate, the structure housed a bowling alley, on and off, for more than two decades and during that time some structural changes were made. Most alterations were in the interior and the only visible exterior alteration was the removal of the original windows for the showroom which were large plate glass. After the bowling alley departed and the present business became established in the building, the existing panels of double ply windows were installed, effectively restoring the appearance of continuous windows characteristic of the original building.

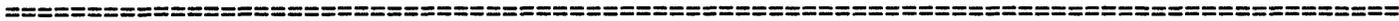
The Beard Motor Company building and sign tower retain integrity of location, appearance, design, materials, workmanship, feeling, and association.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 11

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing



Significance

Summary

The Beard Motor Company at the corner of Ninth and Pine in Bristow is eligible for the National Register of Historic Places under Criterion A because of its association with Route 66 and qualifies as a representative of the property type, "Gasoline / Service Stations / Garages" within the Multiple Property nomination, "Oklahoma Route 66 Historic Resources, 1926-1970" in the area of significance transportation. This automobile dealership and garage was constructed by Watt Henry and Hubert "Red" Beard in 1947 and served traffic on Route 66 when that highway passed through the downtown Bristow business district until the Turner Turnpike opened in 1953, the same year that Hubert Beard died, bringing an abrupt end to this short-lived enterprise. The property is also eligible under Criterion C within the same Multiple Property nomination because the construction represents a distinct type and period of construction.

Historical Significance

The Beard Motor Company building and sign in Bristow is significant under Criterion A because of its association with Route 66 in the period 1931 – 1959. That association dates from the time that the dealership / garage was constructed to the time that it closed when the combination of the death of one of the proprietors and the opening of the nearby turnpike presented insuperable obstacles to the continued operation of the business.

Bristow's relationship with Route 66 reached into history to the beginnings of the road and during the development of the national highway became ever closer, even to the point of dependence. In the 1910s, road boosters and promoters in Bristow actively pushed the Ozark Trails Association and because of their efforts the road linking this community with Sapulpa and Tulsa to the east and to Depew and Stroud on the west became part of the Ozark Trails system. A photo in the Purdy Collection at the Bristow Public Library shows the grand parade of an Ozark Trails caravan down the Main Street in the late teens or early twenties. When the U.S. Bureau of Public Roads in November 1926 designated a national highway system with numbers, including U.S. Highway 66 that stretched from Chicago to Los Angeles, the network used existing roadways instead of planning new highways where none had traveled. A large section of Route 66 through Oklahoma used the Ozark Trails system, including that which went through Bristow's business district. Main Street of Bristow was now part of what was known as "The Main Street of America."

During the following two decades Route 66 became not only one of the most important roadways in the nation—the southern passage to the west coast making it ideal for winter travel as well as for summer tourism—but one of the best known. Whether a channel for the flow of migrants to the west coast, a conduit for the nascent trucking industry,

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 12

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====

or the magical means for individual or "mom and pop" business to gain a toehold in modern American enterprise, Route 66 had become a national icon by the end of World War II.

In Bristow, Oklahoma, those years had been hard in many ways. In the 1920s Bristow's self-image was based on the formula of a town "where the oil flows and the cotton grows." But that formula began to erode. In 1916 the town had seven cotton gins and two seed oil processing mills, but one after another, they were closing as the thin soil, boll weevils, and depressed markets steadily dampened production. A farming economy that had been dependent on cotton production and ginning faded in the 1930s but even that outlasted the oil boom that had buoyed the town's commerce in the 1920s. In December 1920, a survey showed 134 drilling wells and sixty new rigs around Bristow, but twenty-five years later that oil production was a fraction of what it had been.¹ By contrast, Bristow's Main Street was paved with brick and traffic along that Main Street provided a continuing, and expanding, source of revenue for the local merchants and jobs for the workers. The economy had shifted and Route 66 played an ever-growing role in the life of the town. Now it was traffic that flowed and automobile-related business that grew.

For some chroniclers the life of Route 66 in the post World War II period represents a distinct golden age of prosperity, leisure travel, neon lights, and glittering travel destinations and adventures getting to them. There is much to that image, of course, but there is also a deeper structural reality that bears analysis and the case of the Beard Motor Company in Bristow suggests some of the broader contours of social change related to Route 66 in the late 1940s and 1950s. If there was a golden age, it was both fragile and brief.

In 1946 Bobby Troup and his wife, fresh out of the armed services and hoping to make it big in the recording industry in California, wrote a song urging Americans to "Get your kicks on Route 66," and the song helped transform the popular image of the highway from one dominated by Okies with belongings piled high on jalopies to an image of freedom and enjoyment. The same year Jack D. Rittenhouse traveled Route 66 from Chicago to the West Coast and published a guide book to the highway to aid other travelers using the nation's premiere roadway. Both helped boost the highway that traveled through Bristow. When Rittenhouse drove through Bristow he implied a level of prosperity in the community and noted the various garages and tourist courts in the town of more than six thousand people. The garages were car dealerships, the 66 Motor Company and Bristow Motor Company.² All the circumstances pointed to a glowing future for someone seeking to serve this trade.

Hubert "Red" Beard could claim that he had been serving the area for nineteen years, and that is doubtless true. Before the war he had operated an automobile paint and body shop and with the end of the war, he ventured forward with his ambitions and found support from Watt Henry, a Pontiac dealer in Sand Springs. The two entered a financial

¹Arthur H. Purdy, JoAnn Purdy Erwin, Nona Purdy Cadman, and Donald E. Purdy, "Pictorial—History Album of Bristow," unpublished manuscript (1982) in Bristow Public Library.

² Jack Rittenhouse, *A Guide Book to Highway 66* (Los Angeles: privately published, 1946; reprinted by University of New Mexico Press, 2000), 49.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 13

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====
relationship that found Beard the main operator, and part owner of the business, and Henry a part owner and largely silent partner, although within a few years Henry became the sole owner, although the company remained the Beard Motor Company. After purchasing the property at Ninth and Pine in 1945, Beard spent two years building his new building. When it opened with a grand open house on May 23, 1947, the local press reported that the building "has been under construction for the past two years and was designed by Hubert (Red) Beard to conform to his idea of an efficient automotive service institution. With the exception of two men, all the work on the building was also done by the regular crew."³ In the classic tradition of small business, the people who operated the company also built the facility in which it would be run.

The Beard Motor Company sold GMC trucks and also Plymouth and Chrysler automobiles, in each case, as the dealer advertised, "direct from the factory." Beard even had his own truck transporters to deliver the vehicles from the factory to his showroom. The company, however, also and perhaps even more vigorously, promoted its capacity for automobile and truck repair. The building, reportedly distinctive in this regard, even had a "lounge room for truck drivers who are having their trucks serviced by the mechanical department." By autumn 1947, and perhaps earlier, the company advertised that "we are equipped to give expert service on Chrysler, Plymouth & GMC trucks and all other makes of cars and trucks." Moreover, the operation advertised twenty-four hour wrecker and repair service—a clear reflection of the continuing stream of traffic along Bristow's Main Street.⁴

In 1948 or 1949 Beard installed a huge tower on his lot with a sign to attract the attention of travelers on Route 66—no mean feat given that his business was two blocks away from the highway and sufficiently tucked away near the railroad that it could be difficult to spot. The sign, however, overcame the topography. Based upon an oil well rig, the sign was in two parts, constructed with a square pyramid base with a straight vertical insert that telescopes up to a height of seventy-five feet. At the top of the base on the west elevation, facing Main Street, a horizontal series of block letters spells Chrysler, and a vertical set of letters above reads Plymouth, one set on the west elevation and another on the south—thereby offering an attraction for westbound travelers, and easily visible from the highway to the north.

The automobile business in the nation, and in Bristow, however, proved increasingly competitive, at least at the dealer level if not at the point of production where competition declined steadily in the 1950s. Perhaps Jack Rittenhouse noted all of the garages and dealerships in Bristow when he passed through in the spring of 1946. But by the end of the year a brief survey of the newspapers reveals that there were at least four dealers in this small town, and this was before Red Beard joined their number. In addition, the profit formula changed as the margin on each vehicle sold declined as a result of inflation while the actual dollars remained constant because of competition. A dealer might make \$200 on a sale, but that \$200 was worth less and less as the post-war inflationary pressures intensified.

³ "Open House at Beard Motor Friday Night," *Bristow Citizen*, May 22, 1947.

⁴ A sampling of the display advertisements for the Beard Motor Company can be seen in the *Bristow Citizen* for the dates September 4, 1947, October 30, 1947, November 27, 1947, January 29, 1948, March 25, 1948.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 14

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====

There was one other circumstance that made the automobile sales and service trade precarious for the individual businesses and communities that had become dependent upon the traffic of Route 66. With the increase in traffic along Route 66 political and economic pressure also increased to improve the state's and the nation's highway system. It was the hope of many merchants along the highway that the road would be widened, perhaps becoming four-lane and even divided, but continuing on its same path. When the improvements to the road system came, however, they envisioned not an upgrade to Route 66 but a replacement for it.

In 1949 Governor Roy Turner pushed hard on the state legislature to adopt his proposal for a toll road that would bypass the small towns between Tulsa and Oklahoma City. Those small towns fought the proposal vigorously, especially the representatives of Chandler and Bristow and Sapulpa. But Turner prevailed and the turnpike was built and the toll road opened in May 1953. Local merchants in the various communities complained of the dramatic loss of business as traffic that had once stopped at the stop signs and signal lights and at their own businesses shifted abruptly to the non-stop restricted access corridor nearby. Gasoline stations, cafés, garages, all suffered. The dealerships in Bristow shared that fate depending as they did on a steady flow of the automobile repair trade that came from Route 66. Several businesses changed hands and before long the number declined. Whether the Beard Motor Company could have survived this negative impact is unclear. In 1952 or 1953 Red Beard, something of a flamboyant personality, a man who flew his own airplane when few others did, was killed in a plane crash in Colorado. His silent partner in the business Watt Henry in Sand Springs, decided to close the business. Whatever the factors were in this decision, the opening of the turnpike and loss of Route 66 certainly weighed heavily on the liability side of the matrix.

The sign went dark and the building ceased to house an automobile business. It was leased to several tenants in the future years and by 1960 had become the home of a bowling alley, which it remained until about 1971—a form of business notably relying upon local trade and not dependent on the tourist traffic. In 1974 Krumme Oil Company purchased the building, adding a slight note of irony to its story. In the post World War II years the senior Krumme had operated Krumme Truck and Implement Company two blocks from Red Beard's dealership, and just as Beard sold GMC trucks in addition to his passenger cars, Krumme sold Oldsmobiles in addition to the trucks, but the same factors weighed on that business and the Oldsmobile outlet was dropped. Fewer and fewer businesses in Bristow chose to cast their fate with the commerce generated by the traveling public. Where Route 66 once had provided the promise of an expanding future for Bristow's retail business community, the commerce of Route 66 would be regarded increasingly with memories of a golden age in the past, rather than anticipated as a golden age to come. The period that the Beard Motor Company had operated, brief as it was, had spanned the years when that perception turned completely around.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 15

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====

Summary, Commercial Significance

The requirements for eligibility within the Multiple Property Nomination, "Route 66 and Associated Historic Resources in Oklahoma" under Criterion A in the area of commerce stipulate that "a gas station, garage, or automobile dealership show a clear association with, and convey a feeling of, personal and commercial traffic along Route 66 in Oklahoma." From its inception in the heady and hopeful days of Route 66 traffic after World War II, through its operation as it beckoned Route 66 traffic to its doors day or night, and to its demise when automobile traffic shifted away from Bristow and its garages, the Beard Motor Company meets the qualifications.

There is something almost poignant in visualizing Red Beard and his crew of workers laboring for two years to build the dealership and garage that then hoisted into the sky a tower to pull in the commerce from the steady flow of cars and trucks along Route 66 in Bristow, a poignance that deepens with the realization that the vision that guided Beard, and that others shared, collapsed in just a handful of years when Route 66 traffic withered while the turnpike blossomed. That process may even encapsulate the larger history of the highway as it worked a transformation in the areas it touched, both when it came, and when it left. For that reason, the station qualifies for listing on the National Register of Historic Places as a representative of the property type "Gasoline / Service Stations / Garages," within the Multiple Property Nomination, "Route 66 and Associated Historic Resources in Oklahoma" under Criterion A in the area of significance Transportation.

Architectural Significance

The Beard Motor Company / Bristow Chrysler Plymouth is also eligible under Criterion C because of the architectural significance of the building and sign. Eligibility under Criterion C within the Multiple Property Nomination, "Route 66 and Associated Historic Resources in Oklahoma" requires that it "must be a good example of an architectural type or style in its design, materials, workmanship, association, feeling, setting, and location as it once appeared on Route 66 in Oklahoma." Despite its owner-built origin, the two features both represent a distinct type and period of construction along Route 66.

The building is almost a textbook example of Art Moderne construction. In fact, if one turns to the standard textbook of architectural description by Virginia and Lee McAlester, the building conforms in virtually every respect to the identifying features of Art Moderne. Those features are: "smooth wall surface, usually of stucco; flat roof, usually with small ledge (coping) at roof line; horizontal grooves or lines in walls and horizontal balustrade elements give a horizontal emphasis; façade usually asymmetrical."⁵ Except for the stucco norm, this building contains all those elements. In addition, the McAlesters note specific variants and details of Art Moderne including: "One or more corners of the building may be curved; windows frequently are continuous around corners; glass blocks are often used

⁵ Virginia and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf: 2000), 465.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 16

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====

in windows, or as entire sections of wall; small round windows are common." Again, these are features plainly evident on this building, with the exception this time of the small round windows which are not present. The curved corner, with windows that curve around the corner, and the glass block windows positively mark the building. The repetitive horizontal lines are dramatic and can be seen from the coping down slightly to the band of blue tile under it, to the two courses of red brick breaking the light brick surface, to the soldier course of red bricks above the windows, and to the rows of blue tile at the bottom of the north and west elevations. The streamlined appearance all these features create is unmistakable. The building, as a representative of Art Moderne architectural style clearly qualifies for inclusion.

The sign tower also qualifies. Although it does not belong to a formal school of architecture and while it is not a work of art, the tower and sign do represent a distinct period and type of construction. When the sign was constructed in 1948 or 1949, it could easily be identified with an important element of the local economy because of its striking similarity to oil derricks, a feature that lent it immediate recognition both by locals and visitors. As Jack Rittenhouse noted as he approached Bristow in 1946, "Since leaving Tulsa you have seen occasional oil derricks. In the next several miles many more will be seen, although US 66 does not go through main fields."⁶ In addition, the sign was, if anything, unique in this area with its brilliant, illuminated Chrysler and Plymouth signs, and in this way it used the structure creatively as a device to overcome the physical distance of two blocks separating the company from the highway. Of course, it is even more distinct when viewed from the perspective of the twenty-first century when such signs are generally regarded as intrusive and are widely regulated, an element that makes it that much more of an obsolete artifact associated with Route 66. Bold as it was, landmark that it became, the sign cannot not be seen from the Turner Turnpike, and even if it had been visible, there would have been precious little opportunity for the speeding traveler on the turnpike to reverse course and make a path to the Beard Motor Company. While this remarkable sign stretched the possibilities available to someone hoping to do business with the traveling public, it also reveals the limits of such effort, in physical terms and also metaphorically, when larger forces beyond the control of individuals were reshaping the landscape. The sign tower, perhaps more captivating than the building to even the most casual observer, qualifies under Criterion C.

The construction of both the Beard Motor Company building and its sign tower qualify under the requirements of Criterion C within the Multiple Property Nomination, "Route 66 and Associated Historic Resources in Oklahoma" this dealership / garage is eligible under Criterion C in the area of significance Architecture.

Summary

⁶ Rittenhouse, *Guide Book to Highway 66*, 49.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 17

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====

The Beard Motor Company in Bristow, Oklahoma, has been historically associated with Route 66 and qualifies for inclusion in the National Register of Historic Places as a representative of the property type "Gasoline / Service Stations / Garages," because of its historical significance under Criterion A and because of its architectural significance under Criterion C, both within the Multiple Property Nomination, "Route 66 and Associated Historic Resources in Oklahoma."

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 9 Page 18

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====
Major Bibliographical References

- Anderson, Kathy, Jim Ross, and Gary Ray Howell, Oklahoma Route 66 Association, *Oklahoma Route 66 Roadbed Documentation Project (1926-1970): A Survey of Roadbed and Integral Structures* (Oklahoma City: Oklahoma SHPO, 2002).
- Bristow *Daily Citizen*, 1946-1953.
- Jakle, John A., and Keith A. Sculle, *The Gas Station in America* (Baltimore: The Johns Hopkins University Press, 1994).
- Krumme, George, interviews, May 13, 2002, December 30, 2003.
- McAlester, Virginia and Lee, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 2000).
- Margolies, John, *Pump and Circumstance: Glory Days of the Gas Station* (Boston: Little, Brown and Company, 1993).
- Office of the Creek County Clerk, property records.
- Purdy, Arthur H., JoAnn Purdy Erwin, Nona Purdy Cadman, and Donald E. Purdy, "Pictorial—History Album of Bristow," unpublished manuscript (1982) in Bristow Public Library.
- Rittenhouse, Jack D., *A Guide Book to Highway 66* (Los Angeles: J. D. Rittenhouse, 1946; reprinted by University of New Mexico Press, 1988).
- Sanborn Fire Insurance Maps of Bristow, Oklahoma, 1923, 1961.
- Vatter, Harold G., *The U.S. Economy in the 1950's: An Economic History* (New York: W. W. Norton & Company, Inc., 1963).
- Vieyra, Daniel I., *"Fill'er Up": An Architectural History of America's Gas Stations* (New York: Macmillan Publishing Co., Inc., 1979).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 10 Page 19

Beard Motor Company
Name of property
Creek County, Oklahoma
County and State
"Route 66 and Associated Historic
Resources in Oklahoma"
Multiple property listing

=====

Verbal Boundary Description

This property includes lots 4, 5, 6, and 7 of Block 41, Original Town of Bristow, Oklahoma.

Boundary Justification

This boundary includes the property historically associated with the Sayre Champlin Service station.