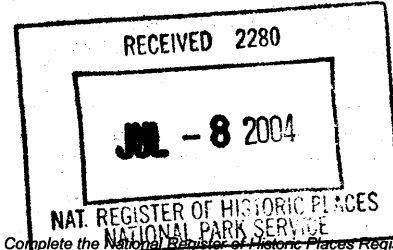


United States Department of the Interior
National Park Service



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 Standard Oil Red Crown Service Station
Other names/site number Spruce Street Station/Spruce Street Visitors Center (NeHBS #KH04-053)

2. Location

Street & number 220 N. Spruce Street Not for publication
City or town Ogallala Vicinity
State Nebraska Code NE County Keith Code 101 Zip code 69153

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.)

Wanda Sommer Date 6/23/04
Signature of certifying official
State Historic Preservation Officer
Director, Nebraska State 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 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): _____

Edson H. Boall 8/20/04

Signature of Keeper Date of Action
[Signature]
Signature of Keeper Date of Action

Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

County and State

5. Classification

8

Ownership of Property (Check as many boxes as apply)

Category of Property (Check only one box)

- Private
Public-local
Public-state
Public-federal

- Building(s)
District
Site
Structure
Object

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

Table with 2 columns: Contributing, Noncontributing. Rows for Buildings, Sites, Structures, Objects, Total.

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.) Petroleum Marketing by the Standard Oil Company (Nebraska): 1911-1939

Number of contributing resources previously listed in the National Register NA

6. Function or Use

Historic Functions (Enter categories from instructions.)

COMMERCE/TRADE: Business

Current Functions (Enter categories from instructions.)

OTHER (visitors center/office)

7. Description

Architectural Classification (Enter categories from instructions.)

Other: Commercial Vernacular

Materials (Enter categories from instructions.)

Foundation Concrete

Walls Brick

Roof Asphalt (Historic) Rigid Insulation/Membrane

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.)

- X 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 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.

Narrative Statement of Significance

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

Areas of Significance

(Enter categories from instructions.)

Commerce

Architecture

Period of Significance

1922-1939

Significant Dates

1922, 1937

Significant Person

(Complete if Criterion B is marked above.)

NA

Cultural Affiliation

NA

Architect/Builder

John and Alan McDonald, Architects

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 #

Primary location for additional data:

- X State Historic Preservation Office
Other State agency
Federal agency
Local Government
University
Other
Name of repository:

10. Geographical DataAcreage of property Less than one acre

UTM References (place additional UTM references on a continuation sheet).

	Zone	Easting	Northing		Zone	Easting	Northing
1.	14	271740	4556120	3.			
2.				4.			

[] 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 Byname/title L. Robert Puschendorf, Deputy State Historic Preservation Officerorganization Nebraska State Historical Societydate April 2004street & number 1500 R Street, P.O. Box 82554telephone (402) 471-4769city or town Lincolnstate Nebraska zip code 68501**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/title City of Ogallala, Steve Krajewski, City Managerstreet & number 411 E. 2nd Streettelephone (308) 284-6001city or town Ogallalastate Nebraska zip code 69153

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determined 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, (15 USC 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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National Park Service**

**National Register of Historic Places
Continuation Sheet**

Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

County and State

Section 7 Page 1

DESCRIPTION

The subject property is located in Ogallala, Keith County, a county in the High Plains geographic zone of southwest Nebraska and southern Panhandle. The Standard Oil Red Crown Service Station is located at the southwest intersection of North Spruce Street and 3rd Street at the near north edge of the central business district in Ogallala, Nebraska. The site is a corner lot with access from Spruce Street, the main business thoroughfare, and 3rd Street. The small brick gasoline station sits diagonally on the lot facing the intersection. The gasoline station is of solid masonry construction, consisting of an office and attached canopy. A brick service bay parallels the station to the immediate west. The service bay, also masonry, features a corner entrance and overhead service door.

The Standard Oil Red Crown Service Station is located on a corner lot at the near north edge of Ogallala's central business district. Adjoining the site are commercial buildings at the south and west, a church at the intersection to the north, and commercial buildings and the U.S. Post Office (NRHP) opposite the intersection to the east.

The small one-story gasoline station was built to standard plans used by the Standard Oil Company (Nebraska) in the 1920s. The building consists of a masonry office, approximately 14 feet by 18 feet, with a canopy extending directly from the office at a length of 20 feet. The office and piers that support the canopy are faced in a textured "combed" brick. The sidewalls of the office are symmetrical, consisting of a window wall composed of three 4-over-4 double hung windows and flanked by brickwork of vertical lines of bricks laid with 'soldiers,' creating a panel-like motif. The primary façade of the office consists of a center door and transom, symmetrically flanked by windows matching the sidewalls and simple brick pilasters engaged near the front corners that appear to support the canopy. Opposite the office are two masonry piers that support the canopy, repeating the decorative panels of brick. The entire building is crowned with a wall cornice of wood construction, with a row of light sockets in the frieze. The flat roof gently slopes inward from the canopy and office and is hidden behind a parapet, which with the wall cornice make up the assembly. A small addition that served as a ladies' restroom, approximately 5 feet by 11 feet of similar brick construction and a sloped roof, was added to the rear of the office in the late 1920s.

The interior of the office was once partitioned for a single restroom, now removed. Interior walls are painted masonry and the ceiling is covered in pressed tin panels. A flue connects to the exterior brick chimney.

A one-story service bay, approximately 19 feet by 21 feet, parallels the service station immediately to the west and features a corner entrance and overhead service door. The service bay is built of masonry and is topped by a stringcourse of brick. The windows are of steel sash. A hydraulic hoist - now removed - tire racks, and a shop area occupied the single service bay, once used for automotive repairs, lubrication, tire changing, and car washing.

The Ogallala Main Street program purchased the property in 1998, which was subsequently rehabilitated to serve public use as a visitors center and office for the program. The concrete aprons and driveways have been re-laid in their general configuration, having been removed in 2000 when underground storage tanks required removal and remediation. As part of the project, the historic canopy was rebuilt to its 1922 appearance using historic photographs, observations of other extant properties of this design, and period graphic images issued by the Standard Oil Company (Nebraska). The project received Federal-aid funding from the Federal Highway Administration under authorization of Transportation

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Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

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Enhancement and National Scenic Byways provisions of the Transportation Efficiency Act (TEA-21). As such, all work was reviewed by the Nebraska State Historic Preservation Office under the Secretary of Interior's "Standards for Rehabilitation" in consultation under Section 106 of the National Historic Preservation Act. After acquisition and during the buildings' rehabilitation, the Ogallala Community Development Authority held the property until being transferred to the City of Ogallala, the current owner.

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Continuation Sheet

Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

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Section 8 Page 1

STATEMENT OF SIGNIFICANCE

This property is being nominated as a multiple property submission under a Multiple Property Documentation (MPD) Form entitled, "Petroleum Marketing by the Standard Oil Company (Nebraska): 1911-1939" for statewide significance. The Standard Oil Red Crown Service Station is significant under Criteria A and C. Criterion A is defined under the MPD as representing significant associations to retail marketing established by the Standard Oil Company (Nebraska) during the time of the company's greatest expansion and profitability, a period defined by historic context as 1919-1929 and extends through the period defined by historic context as 1930-1939. Criterion C is defined under the MPD as a property type representing significance for the retail outlets and designs of Standard Oil's company-owned and company-operated filling stations during the period of 1920-1929 and the company's expansion into service station operations during the period of 1930-1939. The property's period of significance begins in 1922, its year of construction, through 1939 when the Standard Oil Company (Nebraska) ceased to be an independent company.

CRITERION A
HISTORIC CONTEXTS

ENTERING the AGE of PETROLEUM MARKETING: 'Normalcy' and the New Decade (1919-1929)

The decade of the 1920s was the most significant period of growth for the Standard Oil Company (Nebraska). Standard Oil ambitiously expanded its retail operations through a building program of company-owned and company-operated filling stations. Starting with about twenty-four locations by 1919, by 1928 the company expanded to its highest peak in the number of company filling stations. By 1930, the company operated its filling stations in about 130 Nebraska towns.

The Standard Oil Company (Nebraska) entered the Ogallala trade area with the purchase of a choice corner lot at North Spruce and 3rd Street, just north of the central business district. The lot was purchased in January of 1921.¹ It was not until the following year that the company began construction of "a nifty brick filling station."² The Ogallala station was built to the company's design, which first appeared in 1920, a masonry "box" that served as the office with an attached canopy. The standardized plan was developed by father-and-son architects, John and Alan McDonald of Omaha. The company's signature brand of gasoline, "Red Crown," became equated with Standard Oil and its gasoline stations, which the company began calling "Red Crown Service Stations."

Upon completion in May of 1922, the local newspaper reported that Standard's new location "is a good one and it makes the business section of the town look much bigger."³ Of the fifty-six towns where Standard's stations were located by the mid-decade, forty-five were county seats. The majority of towns ranged from 1,000-2,500, where thirty stations were located. Despite having the smallest population of this group at 1,062 reported in the 1920 census, Ogallala was no doubt a good location for the company. As county seat, a large rural trade area, and its location on the Lincoln Highway, probably factored into the company's decision to build in the first years of its rapid expansion.⁴

¹ Keith County Register of Deeds, Warranty Deed, Book 1, Page 488, January 30, 1921.

² Keith County News, May 4, 1922, page 1:5.

³ Keith County News, June 1, 1922, page 1:2.

⁴ "Map of Marked Auto Trails in Nebraska," Fifth Edition [1925] issued by Standard Oil of Nebraska. Population is based on the 1920 census.

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Continuation Sheet

Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

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Section 8 Page 2

When completed in 1922, Standard Oil's "Red Crown Service Station" in Ogallala was an early entry into the decade that witnessed the company's unprecedented growth and development in the retail marketing of petroleum products. The Ogallala station significantly represents Standard Oil's successful policy of direct marketing through company-built and company-operated drive-in filling stations.

After its completion, the company upgraded its services at Ogallala's Red Crown Service Station with several new features. An addition dating to the late 1920s was built to the rear of the station to serve as a ladies' restroom.⁵ An outdoor hoist replaced the open grease pit.

ENTERING the LEAN YEARS: The Decline of the Standard Oil Company in Nebraska (1930-1939)

The 1930s confronted the petroleum industry with increasing competition, decreasing profit margins, and changing consumer preferences. For the Standard Oil Company (Nebraska), the large number of stations it had built in the previous decade had become sorely outdated, unable to accommodate both traffic volumes and the entry into expanded product and service lines. At the time that the majority of its gas stations were built in the 1920s the standard design included a canopy, a single indoor toilet, and an outdoor pit for lubrication. Due to their narrow lanes, one-way access, low clearance, and the addition of new service islands and pumps for the company's expanded line of gasoline, the canopies made it difficult to accommodate trucks, larger vehicles, and drive-in traffic.

A practice that was becoming widely adopted in the industry was the entry into more profitable product lines and additional services. The gasoline station entered into the retail merchandising of tires, batteries, and accessories (in the trade called "TBA"), expanded repair services, and more offerings to the traveling public. As such, the "filling" station evolved into a true "service" station. But the entry into the operation of service stations called for extensive capital investments in new or remodeled outlets. The retail merchandising of products called for appealing displays and floor space to show and store products. And the addition of automotive repair services required the replacement of the grease pit or outdoor hoist with service bays to allow indoor servicing of automobiles.

Substantial capital investment was needed to transition into the operation of service stations and Standard Oil did not enter into a large program of modernization except for a few stations. In some cases, Standard Oil improved its stations by simply building a single, detached service bay as an economical way to add repair services.

The Ogallala station was modernized with the addition of a detached service bay. In 1937 permission was granted by the City to construct a "grease [sic] house."⁶ As the local paper described, "to be used jointly as a wash room and grease rack."⁷ The building included a single service bay, hydraulic hoist, small repair shop, and racks for the storage of tires. The 1937 service bay built for the Ogallala station represents the efforts of the company to expand its product and service line.

CRITERION B

PROPERTY TYPE: RETAIL OUTLETS

⁵ Sanborn Map Company, "Sanborn Fire Insurance Map" for Ogallala, May 1930, Sheet 2.

⁶ City of Ogallala, Minute Book, page 432, November 1, 1937.

⁷ Keith County News, November 11, 1937, page 4.

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Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

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Section 8 Page 3

SUBTYPE: FILLING STATION (1920-1929)

When the gasoline station is placed in a context of retail marketing the Standard Oil Company (Nebraska) became an early leader. Through building architecture the gasoline station became a "total design" representing the company and easily recognized by its major customer, the motorist. As a distinct property subtype that represents the company's petroleum retailing of the period, the "box and canopy" station placed in service by Standard Oil significantly conveys the form and function of Standard Oil filling stations. And by applying the marketing principal of "place-product-packaging," the company's gasoline stations capitalized on the recognizable products and brand names already established and equated with the name "Standard Oil." Ogallala's Red Crown Service Station is a well-preserved example of this property subtype.

SUBTYPE: SERVICE STATION (1930-1939)

With Standard Oil's entry into an expanded line of products and services in the 1930s the company initiated only a modest program of modernizing its stations, adapting its earlier "filling stations" to accommodate the requirements of "service station" operations. In some cases, Standard Oil simply built a single, detached service bay as an economical way to add repair services and sale of products, such as tires and batteries. As in the case of Ogallala's Red Crown Service Station, the addition of a single detached service bay represents the company's entry into this expanded product and service line.

POSTSCRIPT

From its period of construction in 1922 through the sale of the Standard Oil Company (Nebraska) in 1939, Ogallala's Red Crown Service Station significantly represents the historic contexts and property types of the Multiple Property Documentation submittal, "Petroleum Marketing by the Standard Oil Company (Nebraska): 1911-1939." The station operated under the Standard Oil Company (Nebraska) until 1939. That year, the property's ownership was transferred to a reincorporated company, "Standard Oil Company of Nebraska," a subsidiary of its new owner, Standard Oil Company (Indiana).⁸

In 1944, the Nebraska corporation was liquidated and all assets were transferred to Standard of Indiana. Ownership of the Ogallala station was transferred to the Indiana company that year.⁹ The station continued to operate under the "Standard" name until 1976 when the property was sold by Amoco, the successor to Standard Oil of Indiana.¹⁰ It operated under local ownership and in 1984 the station served its last gasoline.¹¹

⁸ Keith County Register of Deeds, Warranty Deed, Book 12, Page 99, September 6, 1939.

⁹ Keith County Register of Deeds, Warranty Deed, Book 13, Page 529, December 1, 1944.

¹⁰ Keith County Register of Deeds, Warranty Deed, Book 51, Page 4, January 13, 1976

¹¹ Keith County Register of Deeds, Affidavit of Release of Liability, Book 70, Page 335, July 12, 1994,

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Standard Oil Red Crown Service Station

Name of Property

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Through the efforts of the Ogallala Main Street program and the support of individual donors and local businesses, the station was purchased in 1998, followed by its rehabilitation in 2002-2003.¹² With funding administered by the Nebraska Department of Roads under the Nebraska Transportation Enhancement program and Nebraska Byways program, both the station and service bay now serve new uses as the "Spruce Street Visitors Center."

Much in the tradition of its prior use, the station once again provides services to travelers following the Highway 26/92 "Western Trails Byway" and the old Lincoln Highway. It also houses the office of Ogallala Main Street, a downtown revitalization program working in collaboration with the Nebraska Lied Main Street program. As such, the station provides orientation to the offerings of the downtown and its "Historical Trails Walk," a series of freestanding markers that interpret the region's history and historic sites. A new series of markers is planned to interpret the old Lincoln Highway in Ogallala. The service bay now houses a community

meeting room and a public restroom. The new facility was dedicated in August 2003, appropriately with the welcoming of a coast-to-coast tour of the Lincoln Highway Association. At the dedication, Jack Pollock of the Ogallala Main Street board and building committee chair stated, "To not preserve this would have been a community failure."¹³

¹² Kolsrud, Diane, "Restoring the Past for the Future," North Platte Telegraph, October 17, 2002, page A3.

¹³ Headley, Jeff, "Spruce Street Visitors Center Dedicated," Keith County News, August 27, 2003, pages 1,3.

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Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

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BIBLIOGRAPHY

City of Ogallala, Minute Book, page 432, November 1, 1937.

Keith County News, May 4, 1922, page 1:5.

Keith County News, June 1, 1922, page 1:2.

Keith County News, November 11, 1937, page 4.

Keith County News, August 27, 2003, pages 1,3.

Keith County Register of Deeds entries for 1921-1994. Deed research courtesy of Kathy Zeller, Director, Ogallala Main Street.

"Map of Marked Auto Trails in Nebraska," Fifth Edition [1925] issued by Standard Oil of Nebraska; census for 1920.

North Platte Telegraph, October 17, 2002, page A3.

Sanborn Map Company, "Sanborn Fire Insurance Map" for Ogallala, May 1930, Sheet 2.

National Park Service, Multiple Property Documentation (MPD) Form, "Petroleum Marketing by the Standard Oil Company (Nebraska): 1911-1939." L.Robert Puschendorf, Nebraska State Historical Society, April 2004.

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Continuation Sheet**

Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

County and State

Section 10 Page 1

VERBAL BOUNDARY DESCRIPTION

The East eighty feet (80 feet) of Lots Four (4) and Five (5) of G.D. Ladd's Subdivision of Lots One (1) and Two (2), Block Twenty (20), Original Town of Ogallala, Keith County, Nebraska.

BOUNDARY JUSTIFICATION

The nominated property includes the entire parcel historically associated with the Standard Oil Red Crown Service Station, Ogallala, Nebraska.

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Continuation Sheet**

Standard Oil Red Crown Service Station

Name of Property

Keith County, Nebraska

County and State

Section Photos Page 1

The following information applies to all photographs:

Standard Oil Red Crown Service Station

Ogallala (Keith County), Nebraska

Photographs by Stacy Stupka-Burda, Nebraska State Historical Society

September 2003

Negatives on file at the Nebraska State Historical Society, Nebraska Historic Buildings Survey.

Photograph 1 of 5

View looking south

Photograph 2 of 5

View looking southwest from intersection of 3rd and Spruce

Photograph 3 of 5

View looking northeast, showing rear addition

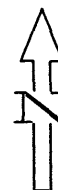
Photograph 4 of 5

View looking southwest

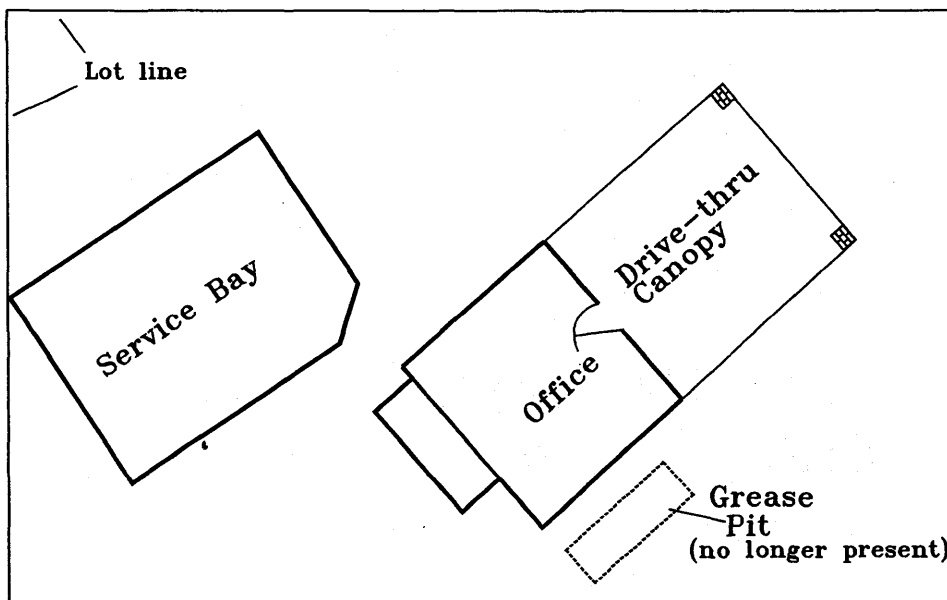
Photograph 5 of 5

View looking southwest, detail of canopy

West 3rd Street



Spruce Street



Standard Oil Red Crown Service Station
Keith County, Ogallala Nebraska

NeHBS# KH04-053

Map not drawn to scale