

1204

DEC 15 2010
(Expires 5/31/2012)

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Master Service Station

other names/site number Miller's Master Service Station; Bennett's Tire & Battery Co.

2. Location

street & number 500 Jefferson Street

city or town Waterloo

state Iowa code IA county Black Hawk code 013 zip code 50703

N/A	not for publication
N/A	vicinity

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 at the following level(s) of significance:

___ national ___ statewide x local

Baivara A. Mitchell / DSHPO December 16, 2010
Signature of certifying official/Title Date

STATE HISTORICAL SOCIETY OF IOWA

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

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

For Edson H. Beall 2.7.11
Signature of the Keeper Date of Action

Master Service Station
Name of Property

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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 include previously listed resources in the count.)

Contributing	Noncontributing
1	buildings
	district
	site
	structure
	object
1	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

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

TRANSPORTATION/road-related

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE/business

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS/
Mission/Spanish Colonial Revival
MODERN MOVEMENT/Art Deco

Materials
(Enter categories from instructions.)

foundation: CONCRETE
walls: BRICK
CONCRETE
roof: TERRA COTTA
other:

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

See Section 7 continuation sheets

Narrative Description

See Section 7 continuation sheets

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7. Narrative Description

Summary Paragraph

Master Service Station is a one-story brick commercial building located on the south corner lot at Jefferson Street and Park Avenue on the southwest side of the Cedar River in downtown Waterloo, Iowa (Figs. 1-2). The immediate urban area surrounding the building features newer buildings and open spaces for parking. Jefferson Street and Park Avenue are busy thoroughfares. Across the street to the east is a mid-1970s public auditorium, and beyond multi-story buildings, both modern and historic, are visible a few blocks away near the river. The concrete overpass carrying US Highway 218 through the west side of downtown Waterloo is a block to the southwest. Built as a "super service station" in 1930, Master Service Station takes full advantage of its corner location. The L-shape plan allows for customer parking and entrance drives from both Jefferson Street and Park Avenue, and the four-stage tower at the center of the L is the building's architectural and commercial "signage" (Photographs #1-3).

Description

Exterior: Master Service Station's basic "L" plan pivots around a two-story tower (Photograph #3). The larger leg of the "L" plan fronts Park Avenue and its internal structure includes an arched steel-truss roof in order to provide the interior clearspan needed for maneuvering autos. The base or smaller leg of the "L" has a flat roof and extends towards the Jefferson Street side of the corner lot. A small office wing located on the inside angle of the "L" is attached to the shorter leg of the "L." The whole building sits on a concrete foundation. The exterior walls are brick-veneer over concrete block and tile brick, trimmed in concrete caps and sills. Floors are reinforced concrete.

Spatial bays are created by the use of more-or-less regularly-spaced vertical brick piers, which break through the horizontal plane of the roof to terminate in pyramid-shaped caps. The long Park Avenue side is divided into five bays facing the street and three bays facing the interior parking area. The short Jefferson Street side has one bay facing the street and one facing the parking area. This single Jefferson Street bay is capped by a pyramidal roof covered in red, terra cotta tiles, as are the decorative pent roof around the perimeter of the larger leg and the pyramidal roof of the tower. Brickwork on the wall surface between the bays is highly decorative, consisting of dentil-like exposed headers just under the roofline, protruding brick "pendants" under the dentils, decorative Roman arches over some windows, rectangular recessed brick panels, and stringcourses achieved through alternating several courses of brick with a recessed course of stretchers. This brickwork has been painted with contrasting colors in order to accentuate its decorative role.

The tower at the center of the "L" (Photograph #3) is the key architectural feature that not only ties all these decorative features together but also functions to locate the main entrance of the office for customers requesting service and needing to pay their bills. A commercial masterpiece of architectural "signage," the tower telescopes up from the doorway in four stages, each of which is successively smaller as the tower rises toward the sky. The base at ground level contains the office doorway, which is set in walls decorated with multiple inset brick stringcourses. Above this base is a shaft articulated at each of its four corners by one large and two smaller pyramidal piers. Inset in this shaft just above the door is a tall steel-sash window. Above this windowed shaft is another, smaller base with rectangular brick insets, and from this secondary base, the final pyramid-roofed tower rises. The red tile roof is capped finally by an overscale ball finial.

Apparent alterations to the building's exterior include the infilling of two service bays with large window inserts and two modern overhead doors on the Park Avenue wall and around the corner on the rear wall. Most windows also

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appear to be replacements, probably for steel sash windows similar to the extant tower window.

The two gas tanks and gas pumps near the curb along Jefferson Street were removed sometime between 1945 and 1960 (see Sanborn maps). The original metal and wood post and sign frame (sign missing) still stand at the corner of the concrete parking lot. Later additions, a white picket fence and flagpole, are located outside the Jefferson Street bay. The main entrance door to the office is an obvious replacement as well.

Interior: For three decades, the service station was occupied exclusively by automobile-related businesses. The large open space beneath the arched steel-truss roof in the larger leg of "L" retains the historic feeling of the original automobile repair shop, including a reinforced concrete floor, original tile brick walls, and room for maneuvering automobiles (Fig. 3; Photograph #6). The rest of the main floor of the L-shaped building was remade in the late twentieth century into modern office space with new surface materials (Fig. 3).

Integrity Statement

Master Service Station retains all seven aspects of integrity (location, design, setting, materials, workmanship, feeling, and association). The building's corner location for which it was designed is unchanged, and even though its surroundings have been altered, the urban setting remains. Because Master Service Station is being nominated under Criterion C, integrity of design, materials, and workmanship are especially important. The building's design elements are largely intact, including its L-shape, impressive central tower with ball finial, and Art Deco pilasters, and thus it continues to be recognizable as a 1930 super service station. Exterior materials are mostly original, including the decorative brick work and terra cotta roof tiles. Two infilled service bays, two modern overhead doors, and replacement windows fail to detract from the overall workmanship that made Master Service Station such an eye-catching stop for 1930 Waterloo motorists. A comparison of historic and recent photographs of Master Service Station suggests the current appearance of the exterior of the building closely resembles the historic building as built. Because these last three aspects are maintained to a very high degree, Master Service Station is able to convey well the feeling of its specific time period and its association with the automobile history in Waterloo.

Future Plans

Master Service Station is currently undergoing historic rehabilitation as a tax credit project and will have offices to lease.

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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 old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

Period of Significance

1930

Significant Dates

1930

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

Architect/Builder

John G. Miller Construction Company

Period of Significance (justification)

The 1930 period of significance encompasses the year Master Service Station was built and operated as a "super-service station," a specific building type that developed in the early 1920s and dominated gas station design from the late 1920s to the early-1930s. Originating in southern California, the "super service station" was significant for its multi-service concept, L-shaped design, and attractive architectural styles, such as Spanish Colonial Revival and Art Deco styles, both popular at the time. As built in 1930, Master Service Station defined for Waterloo the relatively new idea of the service station as civic asset.

Criteria Considerations (explanation, if necessary)

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

See Section 8 continuation sheets

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

See Section 8 continuation sheets

Developmental history/additional historic context information (if appropriate)

See Section 8 continuation sheets

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8. Statement of Significance

Summary Paragraph

Master Service Station at 500 Jefferson is locally eligible for the National Register of Historic Places under Criterion C because in concept, design, and architectural style the building embodies the distinctive characteristics of the "super service station," a specific building type that developed in the early 1920s and dominated gas station design from the late 1920s to the early-1930s. Originating in southern California, the super service station was significant for its multi-service concept, L-shaped design, and stylish architecture. Before super service stations, motorists refueled at filling stations, then drove to separate businesses for tires, batteries, supplies, repairs, and other services. The super service station offered instead one-stop shopping for motorists, combining "numerous auto-related functions in a single facility," much like a department store. Drawing architectural inspiration from both the Spanish Colonial Revival and Art Deco styles, both popular at the time, Master Service Station epitomizes the growing number of local Waterloo service station operators who sought to capture their community's automobile trade (in particular the growing number of female motorists) with attractive architectural signage and easy access, and progressive-sounding notions of efficiency, safety, and scientific methods. As built in 1930, Master Service Station defined for Waterloo, an older city adjusting to the automobile age, the relatively new idea of the service station as civic asset. Built towards the end of the super service station era, Master Service Station represents both a zenith of the building type and its decline. The super service station fell out of favor during the early years of the Depression, giving way to the oil companies' familiar chain service stations of the early and mid-1930s.¹

The Master Service Station Concept

When Master Service Station opened for business at the corner of Jefferson Street and Park Avenue in June 1930, the downtown area of West Waterloo had been undergoing significant change. In 1924, the Baptist Church that had occupied the south corner of Jefferson and Park for nearly 70 years moved away, and the corner site remained unoccupied for the next five years.² Meanwhile, the neighborhood around Jefferson and Park grew more commercial. In 1926, Iowa State Roads 59, 19, and 5 converged in downtown Waterloo. U.S. Highway 218, designated in 1926, was paved through Black Hawk County shortly thereafter³ (Fig. 4). In the years 1928-29, Waterloo increased its number of downtown hotels to 11, and city officials and businessmen began a booster campaign to attract conventions to town, most of whose attendees would arrive by automobile.⁴ The proximity of the corner of Jefferson and Park to the new highways and hotels attracted an increasing number of gas stations, repair shops, and tire and battery stores eager to profit from the growing number of auto-tourists, conventioners, and business people passing through town.

Although the majority of Waterloo's automobile related businesses in the mid-1920s specialized in one service or product, a few had evolved into early service stations, offering motorists fuel, batteries, and tires at one stop.⁵ As the number of cars increased annually, the idea quickly caught on. Manufacturers of pre-fabricated stations began to offer a range of auxiliary service buildings: comfort station buildings, washing/greasing pavilions, even "Super

¹ See Richard Longstreth, *The Drive-In, the Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941* (Cambridge: The MIT Press, 1999), 9-30.

² Margaret Corwin and Helen Hoy, *Waterloo: A Pictorial History* (Rock Island, IL: Quest Publishing, 1983), 22; Sanborn Map Co. fire insurance maps, Waterloo, 1885-1945; *McCoy's Waterloo [City] Directory*, 1924-1931.

³ Leah D. Rogers and Adam J. Meseke, "U.S. Highway 63 Improvements, U.S. 218 to Donald Street, City of Waterloo, Black Hawk County, Iowa: Phase I Archaeological Investigation." Unpublished report prepared for Earth Tech, Inc. (April 2007), 12.

⁴ Michael S. Weichman, Susan Appel, and Phyllis Steele. "The Waterloo, Iowa, Flood Control Project: An Assessment & Inventory of Archaeological, Historical and Architectural Resources." Unpublished report prepared for the United States Army Corps of Engineers, Rock Island District (March 1975), 57.

⁵ *McCoy's Waterloo [City] Directory*, 1924.

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Buildings" that combined under one roof a wash rack, grease pits, and storage room for tires and batteries. By the end of the decade, the neighborhood "super service station" was most popular.⁶

When it opened in late June 1930, Master Service Station offered Waterloo motorists a 24-hour, full-service stop (Fig. 5). Open "NIGHT AND DAY," the station was a convenience for nearby hotel guests, who could have their cars repaired, fueled, and washed while they slept.⁷ In addition to selling Pure Oil Company's Purol Pep gasoline and Tiolene and Purol motor oil, the station boasted five service departments. The Hydraulic Mist Washing department cleaned six cars at once and featured "expert simonizing," and "Rain Checks" that insured car washes against rain for two days. The Pressure Lubrication department's four hydraulic lifts made greasing service fast. The Battery department sold Exide batteries. The Brake and Drum department used only Johns Manville Asbestos Brake Linings, and offered free inspections under the slogan: "We give you an even brake." The U. S. Royal Tires and Vulcanizing department sold one line of tires and installed them free of charge.⁸ Business apparently was good. By the end of the year, the super service station employed 16 men and averaged "1,000 cars per month" "for washing, greasing and minor repair jobs," not including gasoline fills and battery recharging.⁹

Like all service stations, Master Service station placed a premium on instilling trust in their servicemen and was not above hyperbole to accomplish it. In its "Formal Opening" advertisement, Master Service Company president and station manager, Homer L. Lichty, introduced by name the supervisor of each of their service departments to *Daily Courier* readers.¹⁰ W. M. Southerland, who oversaw the station's battery department, was christened "Waterloo's famous battery expert." Less than two weeks later, in another ad, the brand new station referred to itself as "A Waterloo Institution."¹¹

The trustworthy and familiar image that Master Service Station promoted was, in part, directed toward a new type of customer—the female motorist. "What the kitchen is to the home," the opening day ad declared, "this station will be to the owner of an automobile."¹² The imagery of this stated goal – to be like a "kitchen" – put a decidedly domestic spin on the station's concept of service at a time when gas stations actively worked to attract female motorists. For oil companies and station owners, women were becoming increasingly important customers. By 1928, women owned one million of the nearly 20 million automobiles on the road, and accounted for one half of all gasoline and oil sold.¹³ Industry literature from the mid 1920s and early 1930s advised oil companies and station owners that such essential customers required special consideration.

The L-Shaped Design

By the late 1920s, the dual functions of filling and servicing were increasingly "expressed in a combined plan, a single service building, often L or U shaped, formed a court around a central filling station"¹⁴ (Fig. 6). These buildings were "set toward the rear and enframing a large forecourt." This arrangement allowed passing drivers "to see at a glance the range of services offered." Corner locations were considered best for super service stations "because of the visual prominence they afforded as well as their potential to draw customers from two streets

⁶ Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Baltimore: The Johns Hopkins Press, 1985), 102; Longstreth, *The Drive-In, the Supermarket*, 18.

⁷ See *Waterloo Daily Courier*, July 15, 1930 for Master Service Station ad featuring testimonial letter from a President Hotel guest.

⁸ *Waterloo Daily Courier*, June 27, July 10, July 15, 1930.

⁹ *Waterloo Daily Courier*, December 31, 1930.

¹⁰ *Waterloo Daily Courier*, June 27, 1930.

¹¹ *Waterloo Daily Courier*, July 10, 1930.

¹² *Waterloo Daily Courier*, June 27, 1930.

¹³ Susan V. Spellman, "All the Comforts of Home: Domestication of the Service Station Industry, 1920-1940," *Journal of Popular Culture* 37/3 (2004), 467.

¹⁴ Liebs, *Main Street to Miracle Mile*, 103.

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instead of just one. With the L-shaped plan, the corner lot became a virtual necessity, both for purposes of identification and for unencumbered vehicular movement.¹⁵ In addition to being more convenient, corner lots were thought to entice the female motorist, who was perceived by oil companies as being concerned with easy accessibility.¹⁶ The design also allowed most of the unsightly features of an auto repair garage and auto laundry (or car wash) to be hidden from the public's view.¹⁷

The Master Service Station conformed to the basic L-shaped plan and corner location of super service stations in 1930 (Fig. 7). Its gas pumps were oriented to Jefferson Street. The service building was conspicuous with its Spanish tower, tile roofs, and decorative "store-front" façade of display windows. Its service bays opened directly onto the corner lot or the street, perhaps as drive-through bays. Its corner location made it more accessible, providing driveways for motorists entering from both Jefferson Street and Park Avenue.

Master Service Station Aesthetics

Since the 1910s, City Beautiful advocates and roadside reformers had decried the proliferation of unsightly gas stations. Beginning in the 1920s, station owners began to beautify their gas stations, not for aesthetic, but for purely economic reasons.¹⁸ As the number of gas stations proliferated in the 1920s, competition for customers intensified, and owners vied for customers by building visually appealing stations. By the mid to late 1920s, "[t]he new and almost necessary trend in gas station design was not to blend in [as had the earlier neighborhood gas stations that employed domestic architectural imagery], but to stick out and demand customer attention."¹⁹

In Waterloo, the trend toward building attractive super service stations began in 1928 with the opening of the house-like Northland Super Service Station at Commercial and W. 5th streets.²⁰ The trend culminated in 1930, when three such stations opened. The *Waterloo Daily Courier* devoted an article in its annual "Improvement Edition" to "Three De Luxe Filling Stations Built for \$150,000." These "de luxe" stations were a Phillips Petroleum station in the shape of a small cottage; a "unique" Cities Service Station of glazed tile construction; and the Master Service Station. "The artistic lines which distinguish [these stations]," the newspaper noted, "definitely show that the day of the box-like, ugly and ill-cared-for filling station is over." "The good looking station," the article continued, "pays big dividends, for it is the natural tendency of the motorist, especially the traveler, to select the better looking sites to do his business."²¹

The owners of the Master Service Station chose the popular Spanish Colonial Revival, with Art Deco flourishes, to make its station visually pleasing and memorable to passing motorists. With the Deco-inspired piers punctuating the overall Spanish Colonial design program, Master Service Station's central tower, tiled roofs, and decorative masonry clearly "stuck out" in the older area of town in which it was located. The *Waterloo Daily Courier* declared it "a genuine asset" to the city.²²

Spanish Colonial Revival architecture first gained widespread attention from its display at the Panama-Pacific International Exposition in San Diego in 1915.²³ It was the first world's fair to attract motorists, as hundreds traveled over the newly designated Lincoln Highway to California. The subsequent Spanish Colonial Revival style

¹⁵ Longstreth, *The Drive-In, the Supermarket*, 18.

¹⁶ Spellman, "All the Comforts of Home," 470.

¹⁷ Longstreth, *The Drive-In, the Supermarket*, 25.

¹⁸ *Ibid.*

¹⁹ John Margolies, *Pump and Circumstance: Glory Days of the Gas Station* (New York: Little Brown and Company, 1993), 59.

²⁰ See Corwin and Hoy, *Waterloo*, 146, for a photograph illustration of the Northland Super Service Station.

²¹ *Waterloo Daily Courier*, December 31, 1930.

²² *Ibid.*

²³ Marcus Whiffen, *American Architecture Since 1780: A Guide to Styles*. Second Edition (Cambridge: The MIT Press, 1992), 225-26.

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gained in popularity as it seemed to combine old world charm with the new "auto age," stamping it as "modern."²⁴ In the mid-1920s, Spanish Colonial Revival "became a craze."²⁵ The style was especially popular in the new auto-oriented commercial architecture of the mid to late 1920s, including markets, shopping centers, as well as service stations²⁶ (Fig. 8). The style craze reached Waterloo around 1928, the year local developer William Galloway announced and at least partly built his "California Subdivision," a planned community in northwest Waterloo of 130 of "the latest down-to-the-minute" Spanish Colonial Revival bungalows.²⁷ Nationwide, the Spanish Colonial Revival style reached its zenith around 1930, the year Master Service Station was built.²⁸

Like its commercial counterparts, Master Service Station's Spanish tile roof, square tower, L shape, and multiple-storefront façade give the building and its corner parking lot a shopping plaza appearance not unlike much larger shopping plazas in southern California or the famous Country Club Plaza in Kansas City, Missouri. The distinctive appearance of Spanish Colonial Revival on new automobile-oriented commercial buildings was in effect very "modern." The Spanish "plaza" look of Master Service Station was not intended to be authentic nor denote a regional culture; instead, the style was a romantic vision the past, yet represented modernity and progress.²⁹ Art Deco piers and projections further emphasized the modern efficiency of the super service station through the machine age aesthetics of the style.³⁰ The architecture of Master Service Station thus reflected the modern services, products, and expertise to be found within. In its owner's words, "Master Service Station brings to Waterloo the first metropolitan service of its kind." Through the use of "all modern means of equipment and testing apparatus," the new business promised to bring to the Waterloo motorist "an automobile service that is more complete, more scientific and more efficient than any known hereabouts."³¹

Ownership and Decline of Master Service Station

Like most super service stations of the era, the Master Service Station was financed and operated by a local independent dealer, Master Service Company. Homer L. Lichty, member of a prominent Waterloo family of developers, was president of the company. Lichty also managed the Master Service Station, selling Pure Oil Company products and U.S. Royal tires, until the summer of 1932, when Master Service Company went bankrupt.³² John G. Miller, the station's builder, took over and operated Miller's Master Service Station along with his construction business until he sold the station in 1934³³ (Fig. 9). Afterward, Bennett's Tire & Brake Co., a well-established Waterloo Goodyear tire dealer, moved into the Master Service Station building and remained until

²⁴ Drake Hokanson, *The Lincoln Highway: Main Street across America* (Iowa City: University of Iowa Press, 1988), 22; Richard Longstreth, *City Center to Regional Mall: Architecture, the Automobile, and Retailing in Los Angeles, 1920-1950* (Cambridge: The MIT Press, 1997), 108.

²⁵ Whiffen, *American Architecture Since 1780*, 226.

²⁶ Longstreth, *City Center to Regional Mall*, 108. Perhaps not coincidentally, in February 1929, only a year prior to building Master Service Station, Mr. and Mrs. John G. Miller took an extended trip of several weeks through California, where Miller could have seen numerous examples of super service stations and Spanish Colonial Revival architecture. (*Waterloo Daily Courier*, January 29, 1929). Miller built two more Spanish Colonial Revival service stations in the summer of 1930 in Rochester, Minnesota, for Mid-Continent Oil (*Waterloo Daily Courier*, August 16, 1930). It is unknown if these Miller-built service stations in Rochester are extant.

²⁷ California Subdivision was located on Rainbow Drive, immediately west of the Dairy Cattle Congress grounds (non-extant). *Waterloo Evening Courier*, November 19, 1927; "Look It Over! California Sub-division," *Waterloo Evening Courier*, March 31, 1928. See also *Waterloo Evening Courier*, January 9, 1928, January 10, 1928, January 14, 1928, and "Sunny California Atmosphere in Iowa," *Waterloo Evening Courier*, December 31, 1928.

²⁸ Virginia and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 2006), 418.

²⁹ Longstreth, *City Center to Regional Mall*, 108.

³⁰ John C. Poppeliers and S. Allen Chambers, Jr., *What Style Is It? A Guide to American Architecture*. Revised edition (Hoboken, NJ: John Wiley & Sons, Inc., 2003), 120-26.

³¹ *Waterloo Daily Courier*, June 27, 1930.

³² *Waterloo Daily Courier*, June 11, 1930; "\$70,000 Service Station Open to Public Thursday," *Waterloo Daily Courier*, June 25, 1930; June 19, 1932.

³³ It is unknown what relationship, if any, John G. Miller had with Master Service Company.

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1960³⁴ (Fig. 10).

Built near the end of the super service station era, Master Service Station not only represents a zenith of the building type, but its decline, as well. The super service station form and business model diminished during the early years of the Depression, unable to weather the economic crisis or compete with the increasing number of chain service stations built and operated by large oil companies during the early to mid-1930s. The oil-company-owned stations proliferated because of standardized designs that were smaller, cheaper, and easier to build than the unique and often expensive creations of independent dealers, like Master Service Station.³⁵

³⁴ *Waterloo Daily Courier*, July 2, 1934 and July 11, 1934; *McCoy's Waterloo [City] Directory* (1934-1960).

³⁵ Longstreth, *The Drive-In, the Supermarket*, 28-9.

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9. Major Bibliographical References

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

See Section 9 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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property Less than one acre
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>15</u> Zone	<u>554098</u> Easting	<u>4704919</u> Northing	3	_____ Zone	_____ Easting	_____ Northing
2	_____ Zone	_____ Easting	_____ Northing	4	_____ Zone	_____ Easting	_____ Northing

Verbal Boundary Description (Describe the boundaries of the property.)

The nominated property is the commercial parcel located on the southwest corner of the intersection of Jefferson Street and Park Avenue in Waterloo, Black Hawk County, Iowa, which parcel forms a rectangle that extends 70 feet along Jefferson Street and 141 feet along Park Avenue, all of which lies in Block 16 of the Original Plat of West Waterloo.

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9. Major Bibliographic References

Previous Evaluations: A 1975 historical/architectural study, "The Waterloo, Iowa, Flood Control Project," described the Master Service Station as a "very unusual structure" and "interesting in design and detail." A similar city-wide study in 1986 (Barbara Beving Long, "Waterloo: Factory City of Iowa") determined that the Master Service Station was a "distinctive building—which calls attention to the Auto Age—[and] contributes to the appearance of its surroundings." In 1993, noted architectural historian, David Gebhard, included Master Service Station in *Buildings of Iowa*, a survey book on Iowa architecture and part of a planned nationwide series. Gebhard remarked that "details such as the corner piers projecting above the roof encourage us to respond to the design as Art Deco. Though not large, the building manages with ease to hold its own, and in fact ends up dominating the corner" (David Gebhard and Gerald Mansheim, *Buildings of Iowa* (New York City: Oxford University Press, 1993), 445).

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_____. *The Drive-In, the Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941*. Cambridge: The MIT Press, 1999.

John Margolies, *Pump and Circumstance: Glory Days of the Gas Station*. New York: Little Brown and Company, 1993.

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Waterloo Daily Courier, January 29, 1929; June 27, 1930; July 10, 1930, July 15, 1930; August 16, 1930; December 31, 1930; June 19, 1932; and July 11, 1934.

Witzel, Michael Karl. *The American Gas Station*. Osheloa, WI: MBI Publishing Company, 1992.

Whiffen, Marcus. *American Architecture Since 1780: A Guide to Styles*. Second Edition. Cambridge: The MIT Press, 1992.

Master Service Station
Name of Property

Black Hawk County, Iowa
County and State

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the entire extant building and the lot historically associated with it.

11. Form Prepared By

name/title Jennifer A. Price, Ph.D.
organization Tallgrass Historians L.C. date April 2010
street & number 2460 S. Riverside Drive telephone 319.354.6722
city or town Iowa City state IA zip code 50703
e-mail _____

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Master Service Station
City or Vicinity: Waterloo
County: Black Hawk **State:** Iowa
Photographers: Jennifer A. Price, Tallgrass Historians L.C.; Jan Olive Full, Tallgrass Historians L.C.; and Douglas J. Steinmetz, AIA

Dates Photographed: June 30, 2009; December 5, 2009; June 6, 2007

Description of Photograph(s) and number:

- Photograph #1: Exterior of Master Service Station northeast side, facing SW
- Photograph #2: Exterior of Master Service Station, northeast side, facing SW
- Photograph #3: Exterior of Master Service Station, north L-shaped façade, facing S
- Photograph #4: Exterior of Master Service Station, northwest side and southwest rear, facing E
- Photograph #5: Exterior of Master Service Station, south corner, rear of building, facing N
- Photograph #6: Interior of Master Service Station, shop area, facing W

Master Service Station

Black Hawk County, Iowa

Name of Property

County and State

See Figure 2. Site Plan with Photo Key; and Figure 3. Existing Floor Plan with Photo Key in Additional Documentation.

Property Owner:

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

name James E. Walsh, Jr.

street & number 315 E. 5th Street

telephone 319.287.5389

city or town Waterloo

state IA

zip code 50703

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior
National Park Service

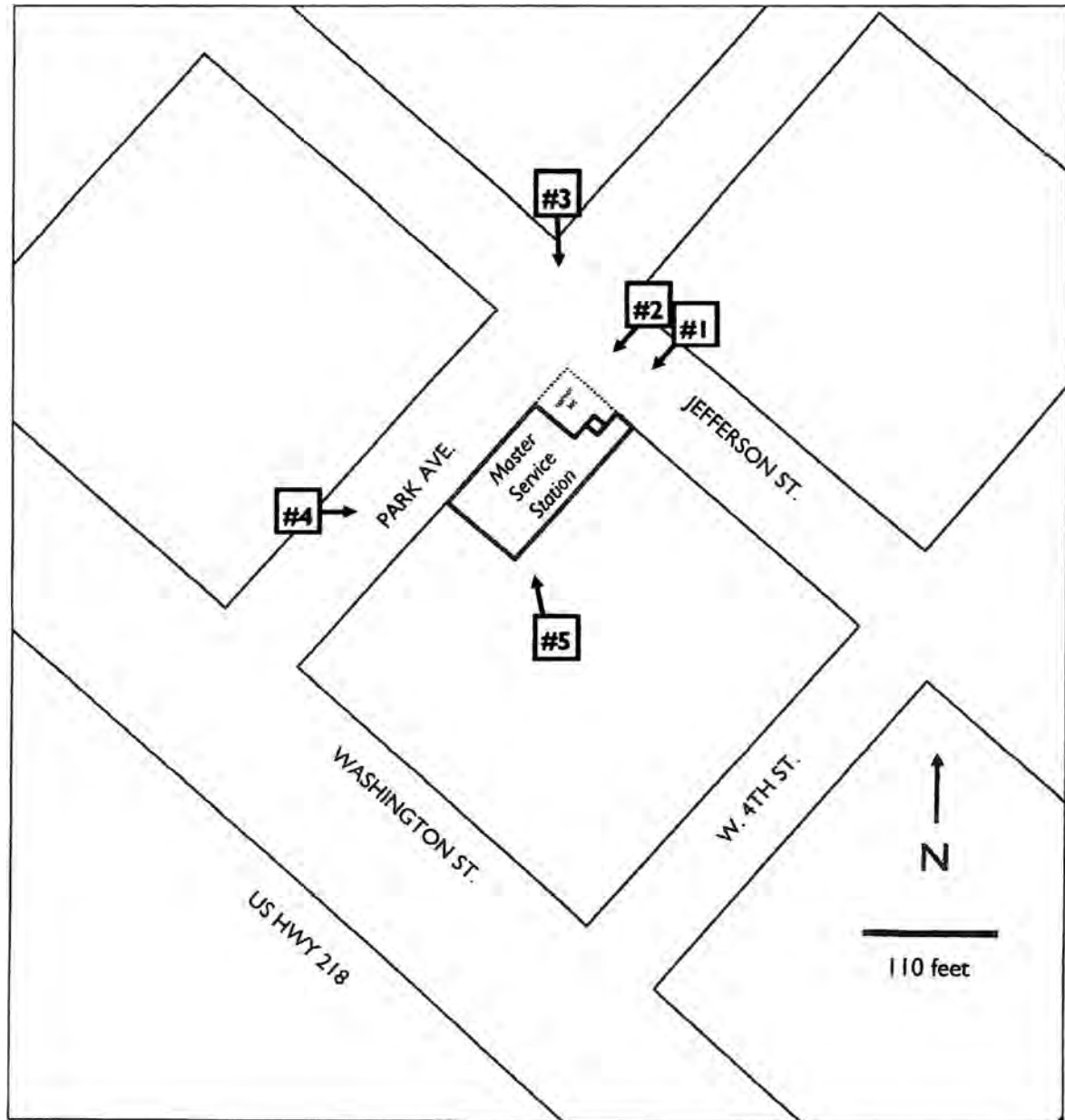
**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section Additional Documentation Page 10

Master Service Station
name of property

Black Hawk County, Iowa
county and state

**Figure 2.
Site Plan with Photo Key**



Sketch map by Tallgrass Historians L.C., 2010 / Based on Black Hawk County Parcel Map, Black Hawk County Assessor online, 2010

United States Department of the Interior
National Park Service

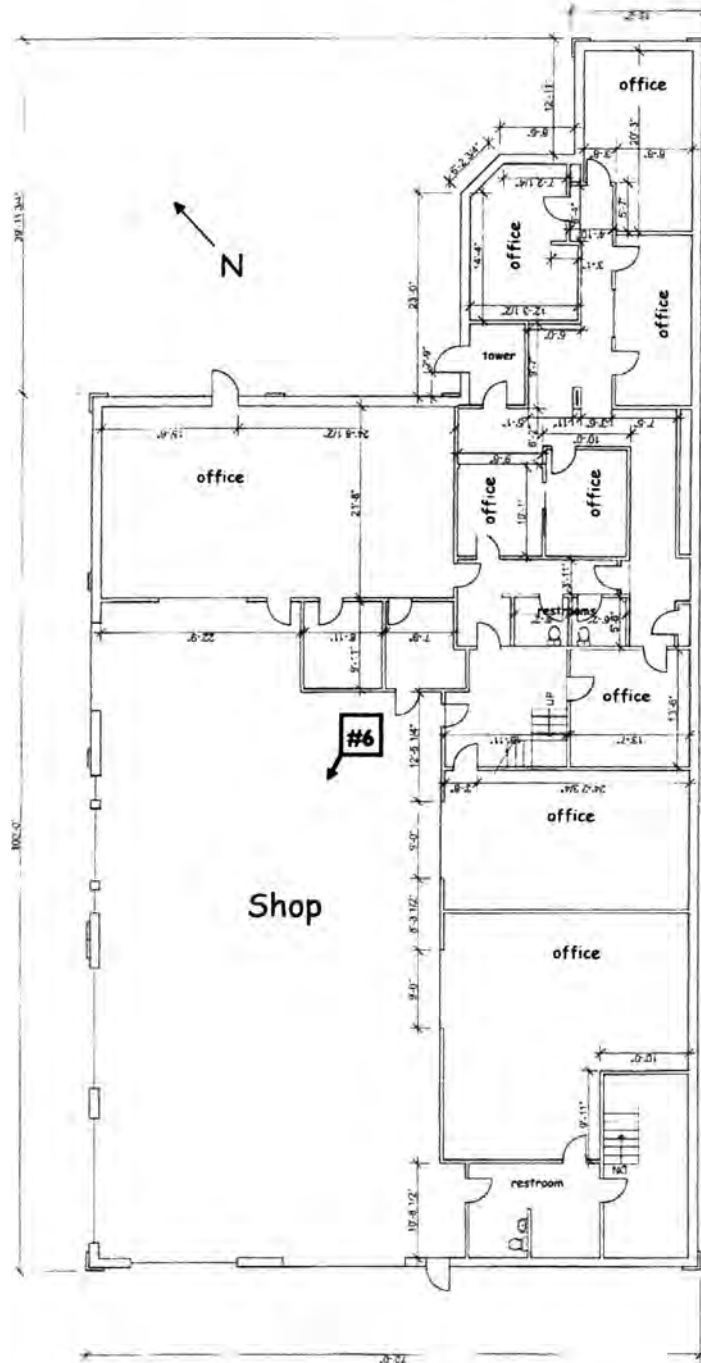
**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

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Master Service Station
name of property

Black Hawk County, Iowa
county and state

**Figure 3.
Existing Floor Plan with Photo Key**



Drawing by AHTS Architects, Waterloo, 2009

United States Department of the Interior
National Park Service

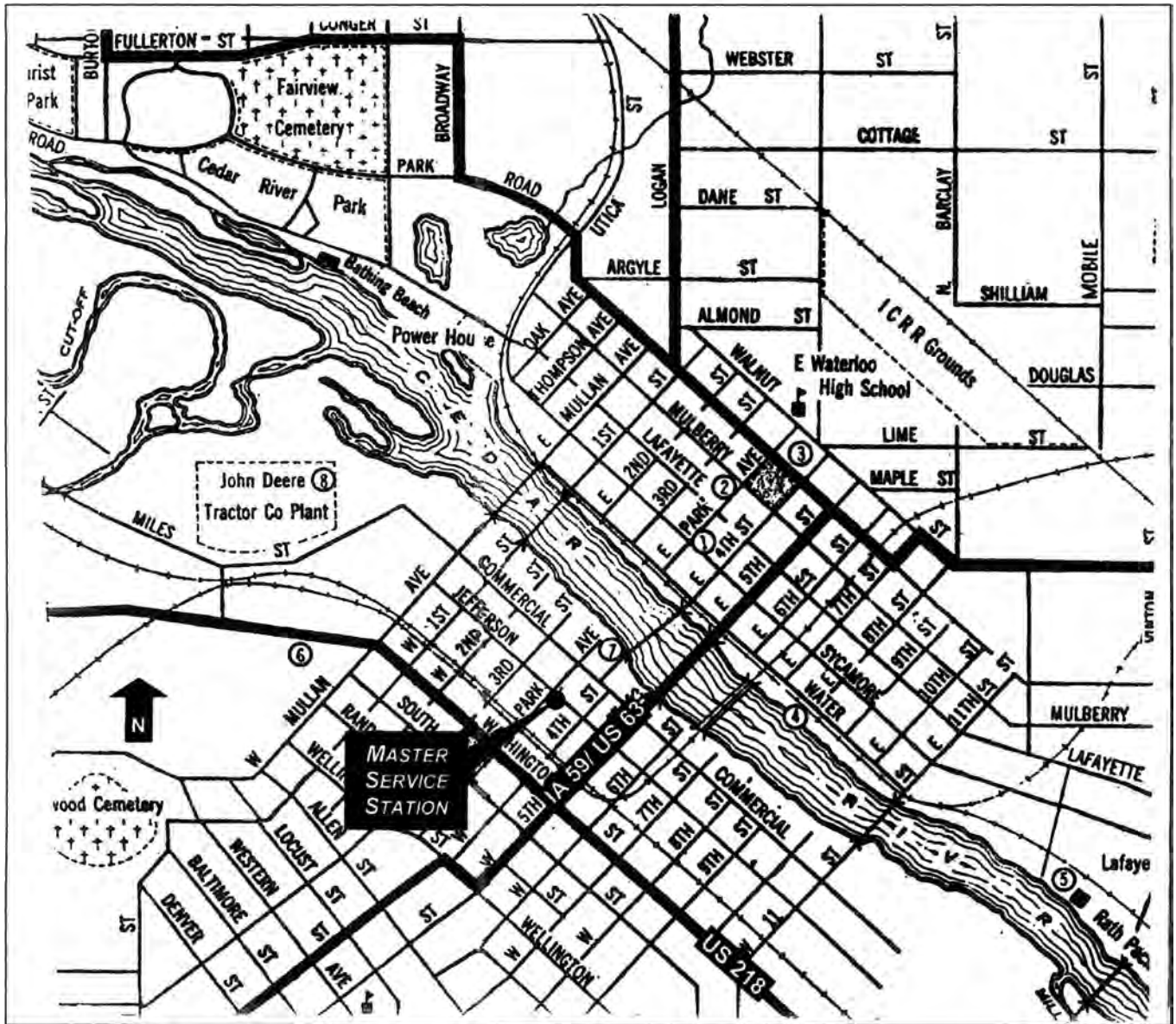
**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section Additional Documentation Page 12

Master Service Station
name of property

Black Hawk County, Iowa
county and state

**Figure 4.
Map of Waterloo, 1938, Shows Proximity of Property to New Highway Routes**



This 1938 map shows the proximity of Master Service Station (black dot) at Jefferson Street and Park Avenue to the 1926 route of US Hwy 218 and Iowa State Road 59 (later US Hwy 63) through downtown Waterloo. Map from *The WPA Guide to 1930s Iowa* (1938/1986)

United States Department of the Interior
National Park Service

Master Service Station
name of property

NATIONAL REGISTER OF HISTORIC PLACES
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Black Hawk County, Iowa
county and state

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Figure 5.
Opening Day Advertisement, June 27, 1930

WATERLOO DAILY COURIER WATERLOO, IOWA

FREE!

Master Service Company

Jefferson & Park Avenue
Waterloo, Iowa

24 HOUR SERVICE.

Even if you are in the Service Station at 11:00 p.m. we will serve you. You can get gasoline, service, have your car repaired, washed, lubed, and everything else in readiness for you 24 hours a day.

Saturday--Formal Opening

Master Service Station

Corner Jefferson and Park Avenue




This is a new service station, built for the purpose of serving the public in a modern and efficient manner. It is equipped with the latest in automotive service equipment and is staffed by experienced mechanics and service men. We are here to serve you in a friendly and efficient manner. We have a 24-hour service, so you can get your car serviced at any time of the day or night. We have a large stock of auto supplies and accessories. We have a comfortable waiting room for you and your family. We have a clean and well-kept building. We have a friendly and efficient staff. We have a 24-hour service. We have a large stock of auto supplies and accessories. We have a comfortable waiting room for you and your family. We have a clean and well-kept building. We have a friendly and efficient staff.

All modern means of equipment and testing apparatus has been installed to remove guess-work in installing brake bands, testing batteries, lubrication, performing oil-changing, Simoniizing and in the placing of new tires on your automobile rims. The new hydraulic mist washing is also a feature of our service that protects the finish on the body of your car. For this expert service you pay the common rate of the usual garage or service man.

The Master Service Station brings to Waterloo the first metropolitan service of its kind... designed to render the service demanded by the strict traffic rules and regulations in cities, every where. It is a service that brings relief to the motorist in the confusion that comes from the knowledge that he knows his car is equipped to meet the exigencies of motor-tinged streets, as well as the regulations of every city.

Gasoline - More Power!

U. S. Royal Tires and Vulcanizing

Motor Oils

Pressure Lubrication

We Do Simoniizing

U. S. Royal Tires and Vulcanizing

Have the benefit of a complete stock of all sizes of these well known tires on hand. Also for truck and passenger cars with the finest in such quality brands as Royal, Master, Royal, Superior, Superior and Traction. Also for your U. S. Royal tires with a year's guaranteed life at a reasonable price. Come in and get the Royal you need.

Brake and Drum Service

"We Give You An Even Brake"

Master's Brake expert in installing and adjusting brakes, in the shape of the requirements. Before new brakes are installed, the wheels of your car are checked and ground on a Disc Grinding Lathe for adjustment of design to secure the correct inclination of brake and then uniform gripping when roads are applied. All wheels are also treated to insure uniform application and efficiency of braking power. This expert advice prevents uneven wear and longer life of the brake bands.

Exide Batteries

Marked by the world's largest manufacturer of storage batteries for every purpose and for every use. An Exide in your car means undisturbed service. You can expect an honest, expert and thorough service when charging your battery into the hands of W. H. Southland, Waterloo's Exide battery expert, at this station.

Hydraulic Mist Washing



Every modern automobile has been treated in the department by the washing and drying of cars, which is under the supervision of E. C. Wood. His car can be cleaned at one time and a 30-gallon capacity daily inside the machine of an delay in having the car cleaned at this station. All tires are provided for being made of care to permit thorough cleaning of channels while a routine cleaning of upholstery insures no injury to washing and dry their interiors.

United States Department of the Interior
National Park Service

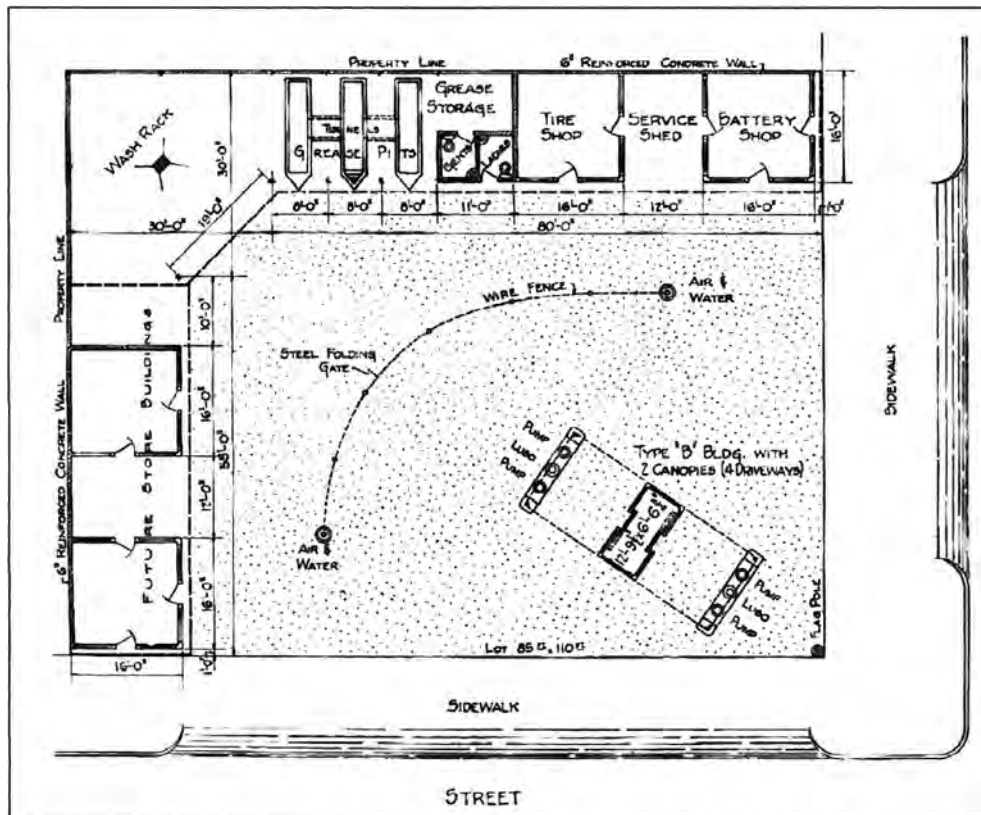
Master Service Station
name of property

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Black Hawk County, Iowa
county and state

Section Additional Documentation Page 14

Figure 6.
Typical Layout for L-Shaped Super Service Station, 1926



The L-shaped super service station corner layout (building toward rear enframing a large forecourt with gasoline pumps), allowed passing motorists to see instantly all the services offered, and made automobile entries and exits easy and efficient. Illustration from Michel & Pfeffer Iron Works, San Francisco, 1926 catalog / published in Liebs, *Main Street to Miracle Mile* (1995)

United States Department of the Interior
National Park Service

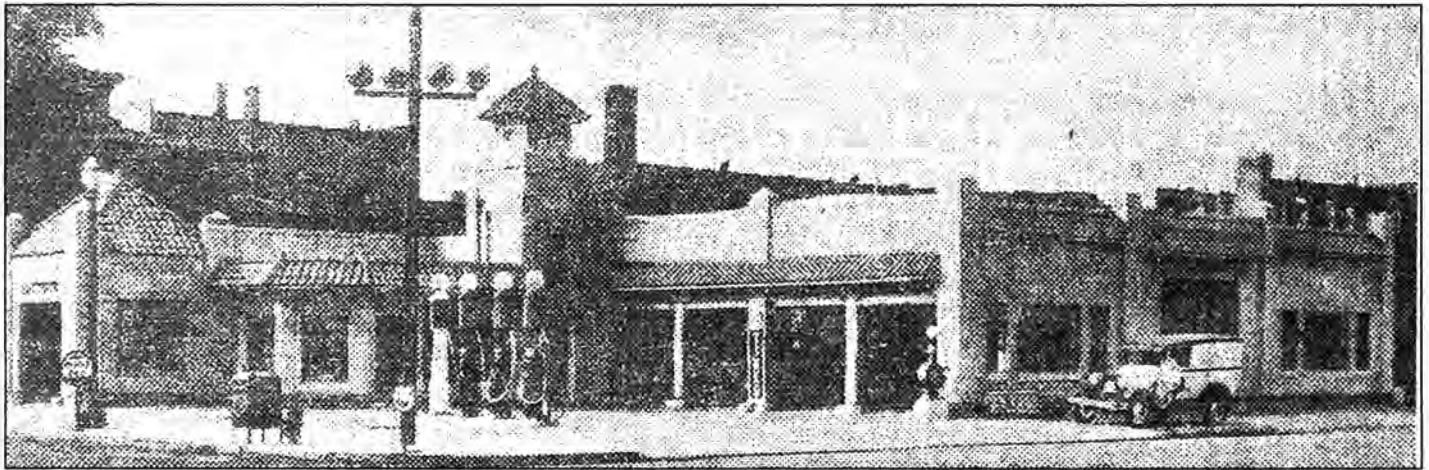
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Master Service Station
name of property

Black Hawk County, Iowa
county and state

**Figure 7.
Master Service Station, 1930**



Master Service Station conformed to the basic L-shaped plan and corner location of super service stations in 1930. Its gas pumps were oriented to Jefferson Street. The service building was conspicuous with its Spanish tower, tile roofs, and decorative "store-front" façade of display windows. Its service bays opened directly onto the corner lot or the street, perhaps as drive-through bays. Its corner location made it more accessible, providing driveways for motorists entering from both Jefferson Street and Park Avenue. Photo from *Waterloo Daily Courier*, December 31, 1930 / State Historical Society of Iowa-Iowa City

United States Department of the Interior
National Park Service

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Master Service Station
name of property

Black Hawk County, Iowa
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**Figure 8.
L-Shaped Service Station in Spanish Colonial Revival Style, Los Angeles, 1930**



Photo from Longstreth, *The Drive-In, The Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941* (1999)

United States Department of the Interior
National Park Service

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name of property

**NATIONAL REGISTER OF HISTORIC PLACES
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Black Hawk County, Iowa
county and state

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**Figure 9.
Miller's Master Service Station Advertisement, 1932**

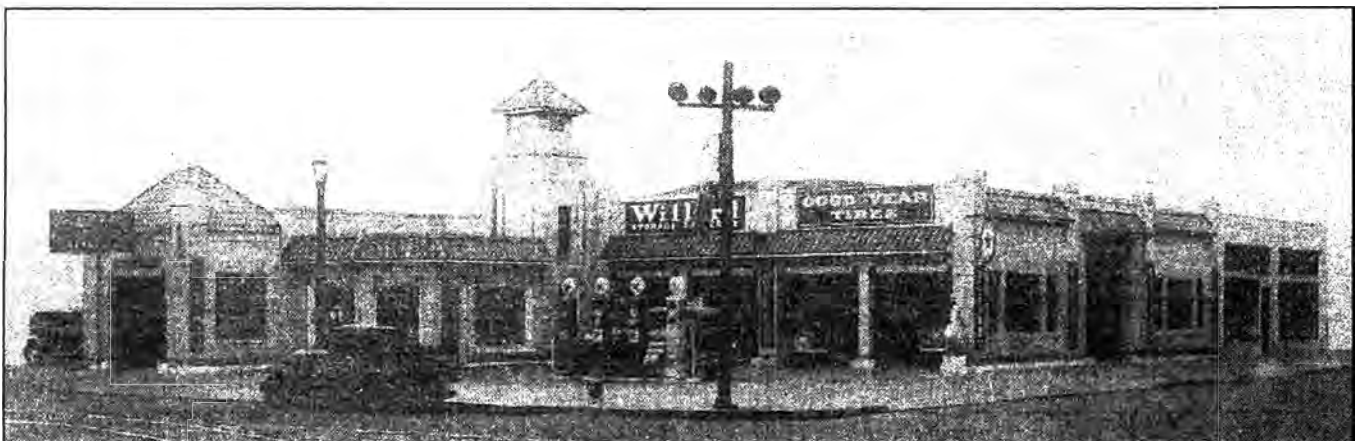
**MILLER'S ONE-STOP
MASTER SERVICE STATION**
Jefferson and Park Avenue

NRA **GAS** **BATTERIES** **WASHING**
OIL **TIRES** **SIMONINZING**
WE DO THE JOB **GREASING** **BRAKE SERVICE** **ACCESSORIES**

MILLER'S SERVICE MUST SATISFY
FREE PARKING **CIRCUS TICKETS**

Master Service Station builder John G. Miller assumed management of the super service station in 1932, continuing the one-stop shop for automotive products and services, as this advertisement shows. *Waterloo Daily Courier*, August 20, 1932 / State Historical Society of Iowa-Iowa City

**Figure 10.
Bennett's Tire & Battery Co., 1934**



Bennett's Tire & Battery Co. took over the station in 1934, and continued to offer super service station products and services, including gasoline and car washing, well into the 1940s. Increasingly, however, Bennett's focused on tires and brakes. Bennett's remained at this location until 1960. Photo from *Waterloo Daily Courier*, July 18, 1934 / State Historical Society of Iowa-Iowa City

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Master Service Station
NAME:

MULTIPLE
NAME:

STATE & COUNTY: IOWA, Black Hawk

DATE RECEIVED: 12/23/10 DATE OF PENDING LIST: 1/20/11
DATE OF 16TH DAY: 2/04/11 DATE OF 45TH DAY: 2/07/11
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 10001204

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 2.7.11 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in
The National Register
of
Historic Places**

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



#1. Master Service Station
Black Hawk County, Iowa



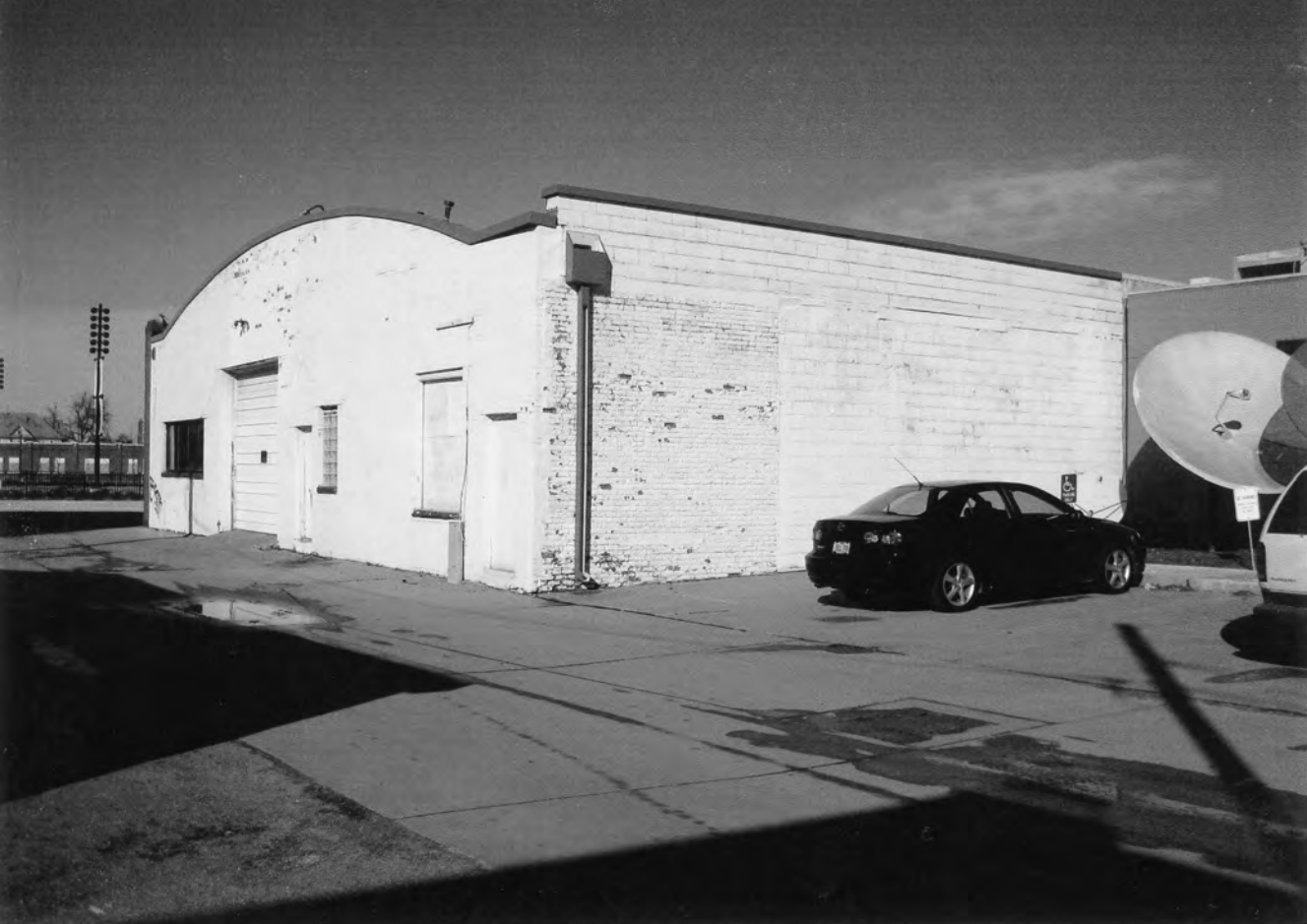
#2. Masker Service Station
Black Hawk County, Iowa



#3. Master Service Station
Black Hawk County, Iowa



#4. Master Service Station
Black Hawk County, Iowa



Master Service Station
Black Hawk County, Iowa
Photo 5 of 6



06.06.2007

Master Service Station
Black Hawk County, Iowa
Photo 6 of 6

JAN 14 2010

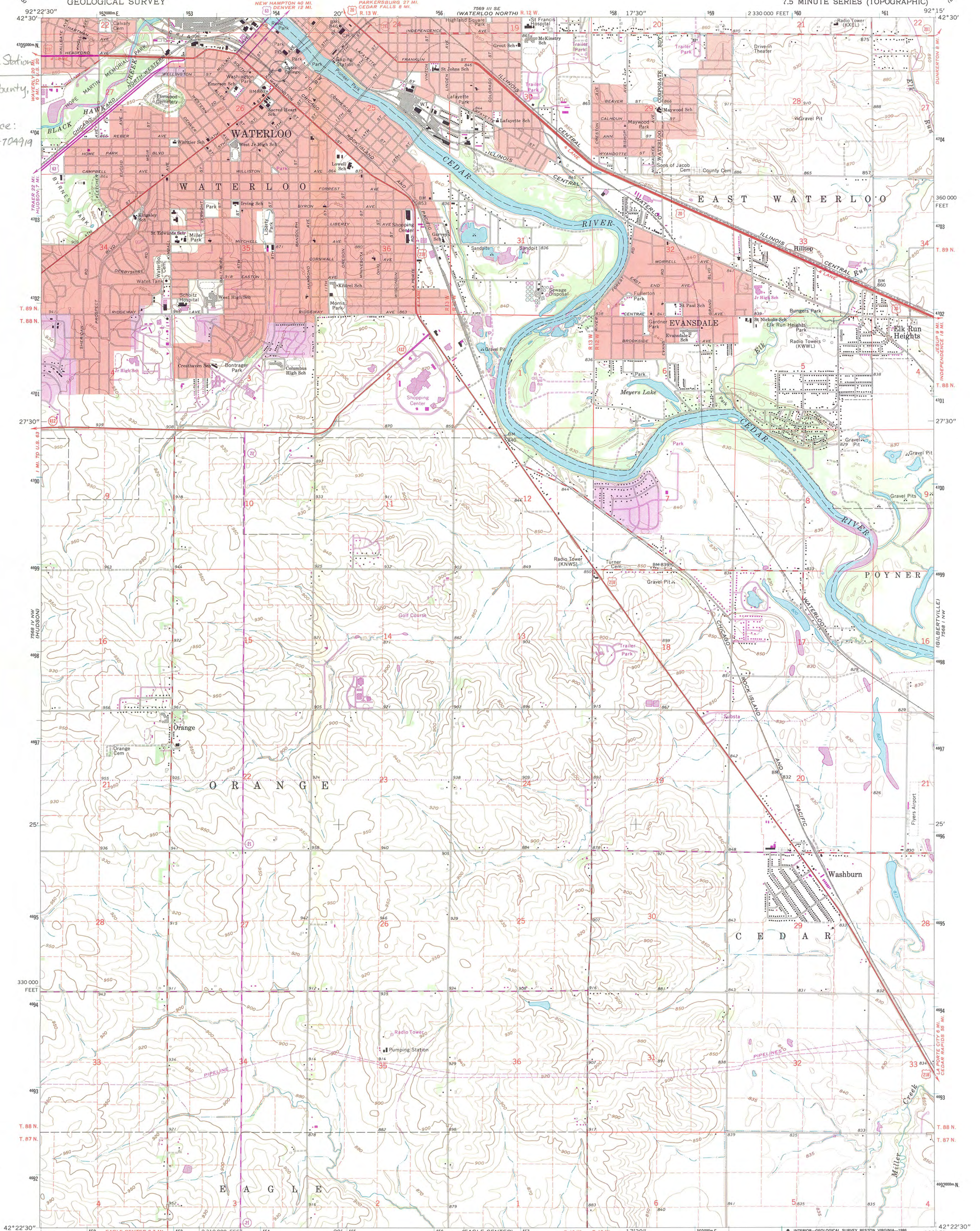
UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

STATE OF IOWA

WATERLOO SOUTH QUADRANGLE
IOWA—BLACK HAWK CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)

Master Service Station
Waterloo,
Black Hawk County,
Iowa

UTM Reference:
15/554098/4704919



Mapped, edited, and published by the Geological Survey

Control by USGS and USC&GS

Topography by photogrammetric methods from aerial photographs taken 1958 and 1963. Field checked 1963

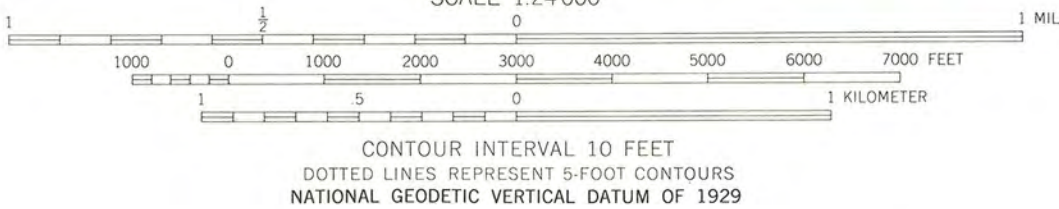
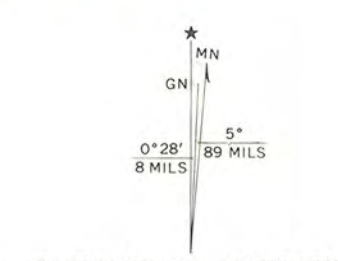
Polyconic projection. 1927 North American datum 10,000-foot grid based on Iowa coordinate system, north zone 1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue

Red tint indicates areas in which only landmark buildings are shown

Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is uncheckd

Revisions shown in purple compiled from aerial photographs taken 1972. This information not field checked

Purple tint indicates extension of urban areas



ROAD CLASSIFICATION

Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
U.S. Route	State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

To place on the predicted North American Datum 1983,
move the projection lines 4 meters north and
15 meters east as shown by dashed corner ticks

WATERLOO SOUTH, IOWA

42092-D3-TF-024

1963
PHOTOREVISED 1972
DMA 7568 IV NE-SERIES 1876



December 16, 2010

Carol Shull, Chief
National Park Service
National Register of Historic Places
1201 Eye Street, N.W.-- 8th Floor
Washington, D.C. 20005

Dear Ms. Shull:

The following National Register nomination(s) are enclosed for your review and listed if acceptable.

- Master Service Station, 500 Jefferson Street, Waterloo, Black Hawk County, Iowa

Sincerely,

A handwritten signature in cursive script that reads "Elizabeth Foster Hill".

Elizabeth Foster Hill
Tax Incentive Programs Manager/
National Register Coordinator