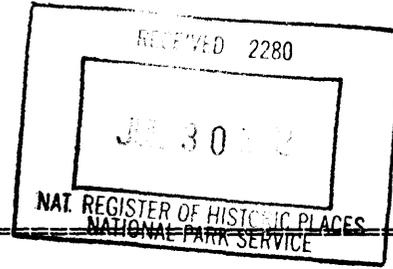


United States Department of the Interior  
National Park Service

970



NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

1. Name of Property

historic name Marland Filling Station

other names/site number \_\_\_\_\_

2. Location

street & number 102 South Wood not for publication N/A  
city or town Hominy vicinity N/A  
state Oklahoma code OK county Osage code 113  
zip code 74035



=====

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>  2  </u>	<u>      </u>	buildings
<u>      </u>	<u>      </u>	sites
<u>      </u>	<u>      </u>	structures
<u>      </u>	<u>  1  </u>	objects
<u>  2  </u>	<u>  1  </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.)   N/A

=====

6. Function or Use

=====

Historic Functions (Enter categories from instructions)

Cat: TRANSPORTATION Sub: road-related (vehicular)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Current Functions (Enter categories from instructions)

Cat: RECREATION AND CULTURE Sub: museum

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

=====

7. Description

=====

Architectural Classification (Enter categories from instructions)

Classical Revival

\_\_\_\_\_  
\_\_\_\_\_

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)

TRANSPORTATION  
ARCHITECTURE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period of Significance 1922-1945  
\_\_\_\_\_  
\_\_\_\_\_

Significant Dates 1922  
\_\_\_\_\_  
\_\_\_\_\_

Significant Person (Complete if Criterion B is marked above)  
N/A

=====  
Cultural Affiliation   N/A    
\_\_\_\_\_  
\_\_\_\_\_

Architect/Builder   Marland Oil Company, designer    
\_\_\_\_\_

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: \_\_\_\_\_

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

Acreeage of Property Less Than One

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

	Zone	Easting	Northing	Zone	Easting	Northing
1	<u>14</u>	<u>733840</u>	<u>4032960</u>	3	<u>      </u>	<u>      </u>
2	<u>N/A</u>	<u>      </u>	<u>      </u>	4	<u>      </u>	<u>      </u>

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 Arthur Shoemaker, President; edited by Jim Gabbert, architectural historian, OK/SHPO

organization Hominy Heritage Association date April 3, 2002

street & number 921 South Pettit telephone (918) 885-2767

city or town Hominy state OK zip code 74035

=====  
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  
=====

name Hominy Heritage Association

street & number 921 South Pettit telephone (918) 885-2767

city or town Hominy state OK zip code 74035  
=====

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 9

Marland Filling Station  
name of property  
Osage County, Oklahoma  
county and State

=====

**DESCRIPTION:**

The Marland Filling Station is a small, triangular-shaped building that is located at the southeast corner of Main and Wood streets very near to the center of the main business district of Hominy, Oklahoma. Main Street, the commercial heart of Hominy, is anchored on the west end by the Missouri, Kansas, Texas (MKT or Katy) railroad. Old Oklahoma Highway 25 (now SH 99) connected the town to Pawhuska to the north and Cleveland to the south. Main Street is lined with one and two story, brick or stone commercial buildings, featuring a variety of architectural styles. The 1922 Marland Filling Station is tucked into a corner lot at the intersection of Main Street and Wood Avenue.

**Building Description:**

The Marland Filling Station is a small triangular building with three equal sides of twenty-four feet. The walls are red brick, laid up in a running bond. A low pediment capped with concrete is centered on each façade. Below this parapet, a pent roof extending outward approximately two feet wraps around the building. The pent roof has octagonal, asbestos-cement shingles, a boxed eave and beadboard soffits.

The brick wall features a corbelled base, stepping out six courses at the base of the wall. The corner pilasters match this configuration at the base, corbel outward again at the pent roof and carry on above the parapet. These pilasters are white painted concrete. A matching white belt course incorporates the lintels of the openings. Between the belt course and the pent roof is a flat sign board which has recently been repainted to read "MARLAND OILS."

Each of the three walls features a central entry flanked by two, tall display windows. Each of these openings has a transom above. The sills of the windows are brick, laid in a header course.

Centered above each of the side entries is a single light attached to the soffit of the pent roof. There are matching lights at each of the front corners and a pair over the front entry.

The interior of the building has seen some minor change. A small men's room was once tucked into the northeast corner. The walls were removed, as well as the fixtures. Only the original green wall tile remains to mark the spot. The ladies room is intact and located on the east side of the building with exterior access.

A small brick storage building is located to the west of the main building. It has a single door and a single window and was added at an unknown date after 1931, but probably in the early 1930s. It is not connected to the original station. The parking and service lot has a small service island, set parallel to the front of the station. Currently, it features a period gravity feed

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Marland Filling Station  
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that was acquired by the Hominy Heritage Association. It is not original to the location and is considered a noncontributing object.

In 1999, all brick walls were repointed and the concrete corners painted the original white. The roof was sealed. The water-damaged interior ceiling was replaced and painted. These cosmetic changes do not alter the building's historic integrity and were done faithfully to the original design. The Marland Filling Station in Hominy holds a high degree of integrity in the areas of design, feeling, association, setting, workmanship, and materials.

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Marland Filling Station  
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county and State

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**SIGNIFICANCE:**

The Marland Filling Station in Hominy is eligible for the National Register of Historic Places under Criteria A and C. The distinctive, triangular building was a pioneer in Hominy - the first gas station constructed with the idea of associating a building with a particular product. As a standardized design, the Marland Filling Station represents a new wave in corporate advertising that utilizes the look of the building to create an identity with consumers. It is also reflective of the growth in importance of the automobile to this Osage County town.

**Background:**

The town of Hominy is located in the south-central area of Osage County, 16 miles south of Pawhuska, the county seat and approximately 35 miles northwest of Tulsa. The first post office was established in town in 1891.

The prairie lands that make up Osage County have long been favored hunting lands by American Indian Tribes. Nomadic hunting parties would follow the herds as they moved through the sea of grass. Because of the ever-increasing pressure of white settlement from the east, tribes that traditionally hunted in the eastern part of the country were forced to range to the west. This often led to inter-tribal clashes as peoples who had not previously come in contact now were competing for the same food source. The Osage tribe had traditionally hunted these lands, but the removal of the Cherokee to western lands brought these two tribes into conflict. Eventually, treaties were worked out that ceded the lands in Oklahoma to the Cherokee and moved the Osage into Kansas. In 1870, the Osage lands in Kansas were sold and the tribe was moved to Oklahoma, on lands purchased from the Cherokee.<sup>1</sup>

The Osage moved into their new lands in 1872. The site of the present town of Hominy was a sub-agency of the main Indian agency in Pawhuska. White traders were first settling in the Hominy area in 1886 and the post office was established in 1891. As the Osage settlement grew, the white settlement kept pace, growing at a slow, but steady pace. The main economic activity of the Osage Reserve at the turn of the century was cattle ranching and communities like Hominy served the needs of the white ranchers who leased Osage grazing lands as well as the Osage themselves.

The Missouri, Kansas, and Texas Railway surveyed a route from Bartlesville to Oklahoma City in 1903. The route would pass through Hominy and was in operation by early 1904.<sup>2</sup>

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1 Hominy Heritage Association, The Early History of Hominy, Oklahoma, a booklet published by the organization in the mid-1980s. page 6.

2 Ibid., page 12

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In 1905, the townsite was platted and whites were given their first opportunity to purchase land. Now served by a rail line, with town lots platted, the town really began to take shape. At statehood in 1907, the population neared 500.

Agriculture was still the main economic force in Hominy at the time of statehood, but it was oil that would shape the future of Osage County and Hominy. In 1906, the Osage lands were divided equally among the 2,229 members of the tribe. Most importantly, the mineral rights to the Osage lands were kept by the tribe, with royalties to be paid equally to each "headright" holder. Exploration on a limited basis had been ongoing in the county since the turn of the century, with five million barrels produced in 1906.<sup>3</sup>

The Hominy field opened just before the United States' entry into World War I and the town began to boom. By 1920, the population was just short of three thousand, by 1925, five thousand. The town grew quickly, riding the crest of the oil wave. But the wave would slow as the drought of the late 1920s extended into the 1930s and the overall economic situation in the world fell into depression. The town's agricultural and oil bases began to wither and the growth slowed to a halt. Like many Oklahoma towns, work relief projects helped pump some life into the local economy, including the construction of the Hominy Armory (NR 1994) in 1937.

The post-Depression years saw a slow ebb in Hominy's fortunes. Like many smaller towns, the local economy was affected by the growing use of the automobile. Highway development brought the amenities of Tulsa closer, draining some of the business away from the town. By 1990, the population had stabilized at around 2,500.

Marland Filling Station:

In 1922, when the Marland Oil Company began construction of their new, triangular filling station in Hominy, the idea of standardized plans as corporate symbols in the gasoline industry was relatively new. The idea of a "gas station" itself was scarcely a decade old.<sup>4</sup> Starting out with simple gravity pumps located at curbside in front of existing buildings, the idea of the "filling station evolved steadily. The drive-in station evolved during the 1910s, much as the automobile evolved. Little thought was given to the appearance of the building - it was a utilitarian structure constructed to protect the products sold - oil, grease, and parts.

As the decade of the 1910s came to a close, the oil companies really began to focus on the marketing aspect of their trade. There were many companies out there competing for the same customers; the larger companies sought ways to make their products more attractive to the consumer. One way was the placement of the filling station itself. Corner lots were favored over those in mid-

<sup>3</sup> Ibid., page 24

<sup>4</sup> John A. Jakle and Kieth A. Sculle, The Gas Station in America, (Baltimore; Johns Hopkins Press), 1994. Pages 131-133.

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block. A corner lot offers access from two streets. The companies also sought to make their buildings attractive. Because many of these new filling stations were constructed in residential neighborhoods, the dominant corporate style of the 1920s was the "house" type. Variations on designs can be attributed to different companies, but most of these "house" type filling stations drew their inspiration from the Period Revival style of domestic architecture that was dominating the housing market after World War I. Small English cottages, or Spanish missions, or French farmhouses lined the streets of residential neighborhoods and the filling stations reflected that trend as well.<sup>5</sup>

The Marland Oil Company had as its corporate log a red triangle. In choosing a standard design for its filling stations, the triangle seemed a logical choice. The shape of the building, when used on a corner lot, allowed for the most efficient use of space. In what Jakle and Sculle call "place-product-packaging," Marland sought to have their products, their logo, and their stations ingrained in the consumers' minds, projecting the corporate image onto the landscape.

The Marland Station in Hominy was an early attempt at this type of corporate identity. Jakle and Sculle note that the idea of "place-product-packaging" was a phenomenon that hit its stride well into the decade of the 1920s.<sup>6</sup> The Marland Company, based out of Ponca City, Oklahoma, was an early leader in this drive to create an associative corporate image for its stations. The fact that when Marland was purchased by Continental Oil Company (Conoco) in the mid-1920s, the Marland triangle was kept as part of the corporate logo of Conoco testifies to the strength of the original marketing idea.

The Marland station was much-anticipated in Hominy. Prior to the construction of the new, brick station, the Marland products were sold out of a simple wood frame building curbside at the present location. An engineer for the Marland Company, George Smee, laid out the new station after Marland purchased the adjoining lot. This was to be one of several Marland's flagship model stations. "The company has an ideal station in Perry and another at Ponca City. Guthrie and several other towns are getting new stations."<sup>7</sup>

The Marland Filling Station was opened on January 7, 1922, to much fanfare. The Hominy News noted in a January 13, 1922 article that the "Opening of the Marland filling station last Saturday marked a new era for Hominy. This is the first complete independent filling station." In fact, a check of the 1922 Sanborn Fire Insurance map for Hominy shows only one other identified filling station in town, a combination house/box and canopy type building located on a corner one block east of the Marland station. It is no longer extant.

The opening day advertisement for the station touted not only Marland's line of

<sup>5</sup> Jakle & Sculle, pp. 137-141.

<sup>6</sup> Ibid. pp. 48-60.

<sup>7</sup> Hominy News, "Triangle Filling Station in Hominy; Fall Building Prospects are Good." September 2, 1921.

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products, but the amenities of its new building, including the Ladies Room, where "every convenience and comfort needed has been installed."<sup>8</sup>

The Marland Station was at the forefront of a new boom in auto-related businesses in Hominy. The 1922 Sanborn maps show two filling stations, two garages, three auto service businesses, and sundry smaller related enterprises. By 1931, the next edition of Sanborn maps show six filling stations in Hominy, with three taking up the corners of the 200 block of East Main. In addition to these filling stations, there five large garages, three auto repair facilities, and one new and one used car dealer within two blocks of the diminutive Marland triangle. The automobile had staked its claim on Hominy.

Of the six filling stations identified in the 1931 Sanborn map, only two remain today. The Marland Filling Station retains its prominent place on Main Street. The other station is a stuccoed box and canopy type building located at East 4<sup>th</sup> Street and North Price Avenue. No information is available to tie this building to a particular oil company and its design is typical of many independent stations of the late 1920s or early 1930s.

It is unknown how many of the triangle stations that the Marland Company constructed. A 1923 advertisement heralding the opening of a new station in Woodward mentions 62 other Marland stations, but it is unclear as to the uniformity of their design. However, the size of the station and its design did not lend itself well to the changing needs of the industry. Full service stations, with bays for servicing or washing cars, became the industry standard prior to World War II. Older stations that could be "modernized" often were. Others, like the diminutive triangle stations, were more often than not razed to make way for larger, more modern facilities.

The Marland Filling Station in Hominy is one of the few remaining, intact triangle stations in the region. In 1999, Conoco, the successor to Marland, contributed \$15,000 to the Hominy Heritage Association to help bring the old building back to life. Conoco then sent a film crew to Hominy to use the station in a video celebrating their 125<sup>th</sup> anniversary in 2000.

The Marland Filling Station is eligible for the National Register of Historic Places. It is significant as a symbol of the growing use of corporate identity in the oil and gas retailing industry in the 1920s. Its architectural design is uniquely identified with the Marland Oil Company and was one of the first such corporate symbols utilized in this way. It represents the growth of not only the oil industry in Hominy, but also of the growing influence of the automobile in the town. It is the oldest extant filling station in Hominy and retains a high degree of integrity of setting, design, feeling, workmanship, materials, association, and location.

<sup>8</sup> Hominy News, advertisement "Opening Day," January 6, 1922.

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**Bibliography**

- Franks, Kenny A. The Osage Oil Boom. Oklahoma City: Oklahoma Heritage Assn. 1989.
- Gregory, Robert. Oil in Oklahoma. Muskogee: James C. Leake Industries, 1976.
- Hominy Heritage Association. The Early History of Hominy, Oklahoma. Undated.
- Hominy News - September 2, 1921, January 6, 1922, January 13, 1922.
- Jakle, John A. & Kieth A. Sculle. The Gas Station in America. Baltimore: Johns Hopkins Press, 1994.
- Mathews, John Joseph. Life and Death of an Oil Man, The Life and Death of E.W. Marland. Norman: University of Oklahoma Press, 1951.
- Tulsa World - May 27, 2001.

**Section 10**

**Verbal Boundary Description:**

The north 60 feet of lots 11 and 12 in Block 29 of Old Town of Hominy, Osage County, OK.

**Boundary justification:**

This includes the whole of the property associated with the Marland Filling Station.