NPS Form 10-900
Oct. 1990

OMB No. 10024-..,8

United States Department of the Interior
National Park Service

NATIONAL REGISTER
LISTED
JUN 27 2007

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 an 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 10-9000a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name Deerfield Texaco Service Station

Other name/site number

2. Location

Street & number 105 West 6th ☐ not for publication

City or town Deerfield ☐ vicinity

State Kansas Code KS County Kearny Code 093 Zip code 67860

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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.)

Patrick Zollner 5/14/07

Patrick Zollner, Deputy State Historic Preservation Officer Date

Kansas 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 commenting official /Title Date

State or Federal agency and bureau

4. National Park Service Certification

I herby certify that the property is | Signature of the Keeper | Date of Action

☐ 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:)

Deerfield Texaco Service Station
Name of Property

Kearny County, Kansas
County and State

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
		sites
		structures
		objects
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

0

6. Function or Use

Historic Functions
(Enter Categories from instructions)

Transportation: Road Related (vehicular)
Commerce: Specialty Store

Current Functions
(Enter categories from instructions)

Vacant/Not in use

7. Description

Architectural Classification
(Enter categories from instructions)

Late 19th and 20th Century Revivals: Tudor Revival

Materials
(Enter categories from instructions)

Foundation: Concrete
Walls: Stucco

Roof: Wood: Shingle

Other: Brick

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

Deerfield Texaco Service Station
Name of Property

Kearny County, Kansas
County and State

8. Statement of Significance

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

☒ **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 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 it 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 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)

Architecture

Commerce

Period of Significance

1923-1957

Significant Dates

1923

Significant Person
(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

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 of additional data:
- ☐ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☒ Other

Name of repository:

Kearny County Historical Society

Deerfield Texaco Service Station
Name of Property

Kearny County, Kansas
County and State

10. Geographical Data

Acreage of Property Less than one acre

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

	Zone	Easting	Northing
1	14	312700	4205540
2			
3			
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 By

Name/title Harold Smith, Director

Organization Kearny County Historical Society Date September 2006

Street & number 111 South Buffalo Street Telephone 620-355-7448

City or town Lakin State KS Zip code 67860

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 SHPO or FPO for any additional items)

Property Owner

Name Kearny County Historical Society

Street & number 111 South Buffalo Street Telephone 620-355-7448

City or town Lakin State KS Zip code 67860

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503

SUMMARY

The Deerfield Texaco Service Station is a one-story building located along Old U.S. Highway 50 in the city of Deerfield, in Kearny County, Kansas. This one-room building was constructed in 1923 by the owners of the Service Oil Company, and is nominated to the National Register of Historic Places under Criterion A for its association with Commerce and Transportation in the city of Deerfield, and under Criterion C for its architectural representation of a Tudor Revival-style Service Station.

Elaboration

The Station was built to house the Service Oil Company of Deerfield, owned by two partners John Campbell and James Doyle. Service stations built during the 1920s and 1930s were frequently designed to fit in residential neighborhoods, resembling "cottages" or "carriage houses/stables". Often these cottage-style service stations resembled the English Tudor Revival style. The Deerfield station is of this style with steeply a sloped roof with gable ends and a cross gable over the main entrance. The roof is covered with cedar shingles, coursed with a heavier butt (shadow line) every fourth course. The purpose of this was to emulate the "thatch" roofs common in early English Tudor residences.

The building is located on a south facing lot along Old US Highway 50.[1] A U-shaped concrete drive allows access to the front of the station. Although no longer serving as U.S. Highway 50, the Old Highway 50 is still frequently used. The state of Kansas started paving U.S. Highway 50 in 1931, which was finished by 1938. The original concrete used to pave the highway through Deerfield is still in service and in excellent condition.

The concrete pump island has been removed, but its outline is still visible on the concrete pad west of the building. The station's front façade is 24 feet long and faces south. There is an intersecting gable that separates the elevation into three bays. The two side bays each have a tall one-over-one window opening that is framed both above and below in soldier coursed brick. The main entrance is located just to the left of center is also framed above and below with soldier coursed brick and has a decorative brick quoining pattern on either side of the entryway. To the right of the intersecting gable and main entrance is a tapered brick chimney that extends up to the approximate height of the roofline. Above the door is also a small wooden roof vent. Vents are also located on each of the side gables.

The east and west elevations are side gables and are approximately 14 feet wide. The west side has two window openings that are each framed above and below by soldier coursed brick. The east side has a small, narrow, paneled, wooden door that is original to the structure. There is also a window opening that has been infilled with brick, but could be opened up at a later date.

[1] U.S Highway 50 was re-routed and now passes along the north side of Deerfield.

The rear, north elevation has two small, brick infill windows that sit on the east side of the elevation. There is also a deteriorated wooden door near the center of the building. The brick coursing runs above and below both the windows and door.

Soldier coursed brick runs around the entire exterior base of the structure and off-sets the cream colored stucco that covers the exterior walls. The roof is covered with wood shingles. Both the roof and the walls show signs of deterioration, but they can be repaired to retain their original look and materials.

The interior is comprised of a single room. Originally there were walls framing a private room for the toilet. However, the interior framing has been removed, leaving the plumbing fixtures open to the rest of the room. The floor is a concrete slab, and has cracked and deteriorated in several places. The walls maintain their plaster finish and the ceiling appears to be finished in unpainted wallboard.

The Deerfield Texaco Service Station (1923) retains sufficient integrity to convey its historical significance as an example of an early twentieth century stylized service station. It was a style used by the Service Oil Company for this and other service stations that they built throughout Southwest Kansas. The station retains its historic plan, form, materials, and details of design that clearly express its original function as an early automobile service station.

STATEMENT OF SIGNIFICANCE

The Deerfield Texaco Service Station is significant under National Register Criterion A in the area of COMMERCE, and TRANSPORTATION. Service Oil Company located this station along U.S. Highway 50 in a rapidly developing ditch irrigation system in Kearny and Finney Counties of Kansas. The Deerfield Texaco Service Station was built in response to the growth of petroleum products during the 1910s and 1920s, both locally, statewide, and nationwide. The Service Oil Company's early realization of the need for petroleum products distribution in Southwest Kansas helped propel the growth of commerce in this rural town.

The Deerfield Texaco Service Station is also significant under National Register Criterion C in the area of ARCHITECTURE. The Tudor Revival style architecture represented the business imagery that the company wished to present to the public: a home-like environment that blended well within a residential neighborhood. Companies used "building designs and locations, trademarks, and brand names to create customer loyalty."[2]

Historical Context

The town of Deerfield organized in 1906. It developed in a valley along the Arkansas River along the Santa Fe Trail route. This area was a favored stop throughout the 19th century for cattle drives and settlers moving west. Eventually the Atchison, Topeka and Santa Fe Railroad added a Deerfield Stop. Settlement in the area grew up around several cattle ranches and shortly after agricultural development began to follow suit. The Arkansas River allowed easy access for irrigation and many farms began to develop in the area. And soon after, a government subsidized company, the United State Land and Sugar Company moved into the valley and began growing sugar beets to fill the growing need for sugar in the High Plains and other developing areas. The company employed many German immigrants who came with the company to build irrigation systems and farm sugar beets. This influx of people and the ideal location fostered the development of Deerfield.[3]

As the town developed, so did the transportation network across the United States. U.S. Highway 50 made its way through Deerfield and Kearny County allowing for goods and services to be expanded. With the growing US transportation network came the expansion and development of the automobile

[2] Susan V. Spellman, "All the Comforts of Home: The Domestication of the Service Station Industry, 1920-1940" in *Journal of Popular Culture* 37, 3 (Bowling Green: Feb. 2004), 463-478.
[3] Kearny County Historical Society, History of Kearny County, Volume I (Lakin, KS: Rollie Jack, Inc., 1964); Kearny County Historical Society, History of Kearny County, Volume II (Lakin, KS: Mennonite Press, 1973).

industry and secondary industry of petroleum and service stations. Author Susan V. Spellman said about the growth of the transportation industry:

> By the 1920s, service stations offered secondary-market merchandise such as oil, tires, batteries, and mechanical assistance, as well as fuel. The proliferation of service stations that appeared virtually overnight resulted in the construction of many ramshackle and shoddy buildings lacking aesthetic appeal. Recognizing the benefits of providing consumers with an inviting atmosphere, oil companies took the next step in constructing buildings that were pleasing to the eye and the neighborhood.[4]

Many of the petroleum corporations of the time had service station designs that were intended to blend into residential neighborhoods. For instance, the Phillips 66 Corporation had a Tudor Type B station design[5], which closely resembles the Deerfield station. Texaco developed the Tudor Type A style in the 1920s, which was also called the Denver Station style. It featured a peaked title roof, stucco walls, and a simulated chimney. However, the gas pumps were under an extended roof. This differs from Deerfield's station, which featured a peaked shingle roof, stucco walls, and a *functioning* chimney.[6]

Property History

John C. Campbell was born 1895 and came with his parents to Deerfield in 1902. John served in the Army during World War I and saw heavy fighting. After the War, John returned to Deerfield and set up a new petroleum business with this local friend and Deerfield resident, James Doyle. Doyle moved from Deerfield to the nearby town of Lakin in 1921. Campbell lived in Deerfield until 1923 when he partnered with Doyle and they started their business in 1923. Shortly thereafter they added a third partner to their business, John's brother, Carl B. Campbell.

They worked out of the Lakin Tire and Service Station with one phone, one desk and one tank truck delivering kerosene to homes. They eventually took over the station under the name Service Oil Company and added gasoline, grease and oil to the products available from their Service Station. The Lakin Tire and Service Station was located on West Waterman Avenue, which followed the route of the Santa Fe Trail through Lakin and would become part of Old U.S. Highway 50. That building no longer exists. At the time they started their enterprise, petroleum products were an independent commodity. The Service Oil Company sold Shell petroleum products for a short time until 1931, when they switched

[4] Susan V. Spellman, "All the Comforts of Home: The Domestication of the Service Station Industry, 1920-1940" in *Journal of Popular Culture* 37, 3 (Bowling Green: Feb. 2004), 463-478.
[5] Ross, Jim "FILL 'ER UP!" , American Road, Summer 2003, page 52.
[6] http://www.texaco.com/sitelets/history, page 1

their supplier to Texaco.[7] In 1940, Jim Doyle and John Campbell bought out C. B. Campbell, who then moved on to Lamar, Colorado. C. B. Campbell went on the develop 17 industrial and auto parts stores in Kansas, Missouri, Colorado, New Mexico, and Nevada.[8]

By 1940 Service Oil Company had three stations located in Kearny County – two in Lakin and one in Deerfield. In Lakin, one station was located along U.S. Highway 50, while the headquarters station was located along Kansas Highway 35. As previously stated, the personal tastes of Doyle and Campbell influenced the design of the stations. Thus, two stations featured Tudor Revival style architecture, while one reflected the popular Mission style. Both men built homes next to each other and both were located on Lakin's Main Street – only one block from their Mission style headquarters. The Tudor Revival style Lakin station was similar to the Deerfield station, but larger and included Tudor style cabins that formed a U-shaped motor court around the back of the station, with a laundry in the center. There were living quarters over the station for the manager of the station that also served as a bus stop. Both of the Lakin stations are still extant: the Mission style station is a Farmer's Coop service station and the Tudor Revival style station is a flower shop.

The Service Oil Company grew and expanded into other towns throughout southwest Kansas. Service stations and bulk stations were built in Finney, Grant, Gray, Hamilton, and Scott counties. A few stations still survive – one located along Old U.S. Highway in Garden City is of the same Tudor Revival style as the stations in Deerfield and Lakin. A station in Syracuse, Hamilton County, Kansas, is of the Mission style.

Deeds from the Kearny County Register of Deeds and appraisals from Appraisers office place the date of construction as 1923. The Kearny County Register of Deeds records show the sale of the property to Campbell and Doyle. Appraiser records show an increase in value of the property between 1930 and 1931, probably from the bulk plant. The station property at one time was also part of a bulk station for distribution of petroleum products to the areas farmers. Other evidence of the bulk plant does not exist.[9]

Service Oil Company records have not been located, and thus much of the information about the company and their builders and business is unknown. Various local residents from the Deerfield area have supplied information about the company from recollection. One interesting name that came up in interviews mentioned Frank LaRosh, who built many of the buildings on Deerfield's Main Street during the 1920s. LaRosh was also the architect and builder of the Kearny County Courthouse in Lakin, as well as the homes of Doyle and Campbell, which are located directly west of the courthouse. LaRosh left

[7] The Kearny County Advocate, Volume 21, February 1, 1935.
[8] The Kearny County Advocate, Volume 54, March 29, 1940.
[9] Kearny County Register of Deeds

Kearny County in 1939 to work on the John Martin Dam project where he resided in Hasty, Colorado. It is unknown if he was the builder of any of the service stations.

Local newspapers have provided a great deal of information about the Service Oil Company and its business and buildings. Newspaper articles and advertisements from The Kearny County Advocate and The Lakin Independent show the development of the company and its promotions. After 1924, ads for the Service Oil Company appear almost weekly.

A historic photo of the Deerfield Texaco Service Station shows the location of the exterior pump island that is no longer extant. Judging from the symbols in the picture and the style of pump the photograph appears to be dated from the mid 1930s. The evidence in the photos shows a Banjo-Style Texaco Logo that was introduced in 1936. And the gasoline pumps are serving the Fire-Chief gasoline. According to some of the Texaco records, Fire-Chief Gasoline was distributed by Texaco from 1932 till 1938.[10] The pumps themselves ere Wayne-type 515 or 615 pumps. These types of Wayne pumps were first used in the early 1920s until the early 1930s. You can see the ten-gallon glass gasoline holder at the top of the pumps.[11] The Ford Model T, 1908-1927 as well as the Ford Model A, 1927-1929, had a 10-gallon tank. At that time, gas mileage was 20-25 miles per gallon.

The photo also provides evidence that the Deerfield station was a "Texaco Registered Restroom." Texaco introduced the Registered Restroom program in 1938. According to author Susan Spellman:

> The Texaco Registered Restroom was the first in a long line of attempts to lure the woman patron into service stations by focusing on the cleanliness of their facilities. 'Thus another milestone is reached in the effort to make clean rest rooms sell petroleum products,' declared the National Petroleum News. A fleet of 48 inspectors periodically scrutinized Texaco's restrooms. Those upholding the standards established by the company were permitted to display a large green and white sign in front of their station announcing that theirs was a certified-clean facility. Motorists traveling far from home could rest assured that the appearance of that green and whit e sign signified a haven of cleanliness. Posted on the door of both the men and women's restrooms, the pledge advertised by Texaco comforted both the weary and the wary traveler...[12]

[10] http://www.texaco.com/sitelets/history/history_brand.html.
[11] VIC'S 66, 2005 Product Catalog, Wayne Pumps 515 and 615.
[12] Susan V. Spellman, "All the Comforts of Home: The Domestication of the Service Station Industry, 1920-1940" in *Journal of Popular Culture* 37, 3 (Bowling Green: Feb. 2004), 463-478.

Deerfield Texaco Service Station, 1930s – Photo courtesy of Kearny County Historical Society

With its "Registered Restroom" sign prominently displayed along the roadside and a sign on the east side of the station noting the presence of the "Ladies" room, Spellman's description depicts the Deerfield station perfectly. The Registered Restroom program was voluntary and designed to improve Texaco's image and increase sales. The program continued until 1959.

Chevron-Texaco provided a lot of the necessary information and research required to compile the nomination to the National Register of Historic Places. Linda Burton of the Policy, Government & Public Affairs department has provided excellent materials on Texaco timelines, products, as well as continually emailing various research finds and encouragement on the project.[13] Also contacted was the University of Texas, Austin, where the records of Texaco's stations and distributors are archived. This

[13] Linda.Burton@chevron.com

collection is not indexed and in talking to the archive curator it was decided not to attempt to research the collection for reference to the Service Oil Company.

Summary

The Deerfield Texaco Service Station (1923) is being nominated to the National Register of Historic Places under Criterion A for its association with the growth and development of transportation and local commerce. It is also nominated under Criterion C as an example of a Tudor Revival-style service station.

BIBLIOGRAPHY

Harper, John. A Century of Energy, Texaco Inc. 2001. Anderson Lithographic Company, 2001.

CVX, the Chevrontexaco, Global Magazine. 125th Anniversary Issue, Vol. 3. No 3.

Kearny County Historical Society, Inc. History of Kearny County Volume 1. Lakin, KS: Rollie Jack, Inc., 1964.

Kearny County Historical Society, Inc. History of Kearny County Volume 2. Lakin, KS: Mennonite Press, 1973.

INTERVIEWS:
Maxine Campbell
Sodie Bodam
Milton Coerber

Kearny County Appraiser

Kearny County Register of Deeds

THE KEARNY COUNTY ADVOCATE

THE LAKIN INDEPENDENT

Ross, Jim. "FILL 'ER UP!" American Road. Summer 2003, page 52.

Spellman, Susan V. "All the Comforts of Home: The Domestication of the Service Station Industry, 1920-1940." In *Journal of Popular Culture* 37: 3. Bowling Green, Feb. 2004, 463-478.

BOUNDARY DESCRIPTION

The nominated property is located at 105 West 6th Street in the Original Town, Block 9, Lots 13 and 14 in Deerfield, Kearny County, Kansas.

BOUNDARY JUSTIFICATION

The nominated property includes the land historically associated with the Deerfield Texaco Service Station in Deerfield, Kearny County, Kansas.

PHOTOGRAPHIC INFORMATION

1. Deerfield Texaco Service Station
2. Kearny County, Kansas
3. Photographer: Robert Bettis
4. August, 2006
5. Digital photographs on file at the Kansas State Historical Society

Photo #1: South (front) elevation, view from the southeast

Photo #2: South (front) elevation, view from the southwest

Photo #3: East (side) elevation, view from the east

Photo #4: North (rear) elevation, view from the northeast

Photo #5: South elevation, close up of brickwork around main door, view from the South

Photo #6: East (side) elevation, close up of historic side wooden door, view from the east

Photo #7: South (front) elevation, close up of the gable peek and roof vent above the main entrance, view from the South

Photo #8: Interior, view from the northeast corner

Photo #9: Interior, view from the southeast corner

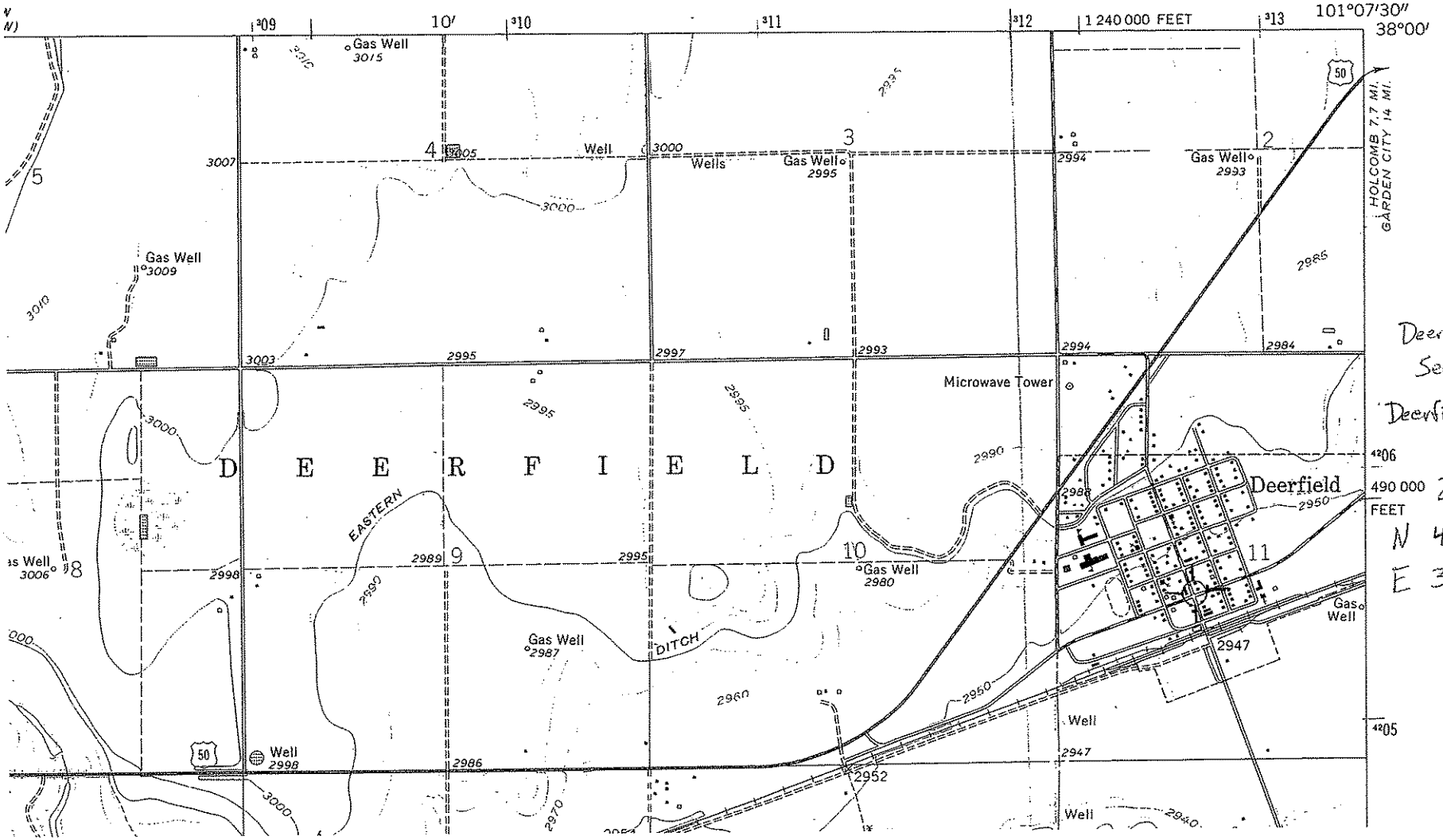
Photo #10: Interior, view from the northwest corner

KANSAS

DEERFIELD QUADRANGLE

KANSAS—KEARNY CO.

7.5 MINUTE SERIES (TOPOGRAPHIC)



Deerfield Texaco
Service Station
Deerfield, Kearny Co.
Kansas
Zone 14
N 4205 540
E 312 700