United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

1. Name of Property

historic name Avant's Cities Service Station

other names/site number

2. Location

street & number 220 S. Choctaw not for publication N/A
city or town El Reno vicinity N/A
state Oklahoma code OK county code 017 zip code 73036

NATIONAL REGISTER LISTED

MAR 03 '04
3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. (N/A See continuation sheet for additional comments.)

[Signature] 1-20-08

Signature of certifying official Date

Oklahoma Historical Society, SHPO
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 or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

entered in the National Register

See continuation sheet.

determined eligible for the

National Register

See continuation sheet.

determined not eligible for the

National Register

removed from the National Register

other (explain):

_________________________________________  __________________________
Signature of Keeper Date

of Action
5. Classification

Ownership of Property (Check as many boxes as apply)

- [x] private
- [ ] public-local
- [ ] public-State
- [ ] public-Federal

Category of Property (Check only one box)

- [x] building(s)
- [ ] district
- [ ] site
- [ ] structure
- [ ] object

Number of Resources within Property

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Number of contributing resources previously listed in the National Register: [N/A]

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

- Route 66 and Associated Historic Resources in Oklahoma
6. Function or Use

Historic Functions (Enter categories from instructions)
Cat: COMMERCE/TRADE  Sub: specialty store

Current Functions (Enter categories from instructions)
Cat: COMMERCE/TRADE  Sub: specialty store

7. Description

Architectural Classification (Enter categories from instructions)
   ___Art Moderne

Materials (Enter categories from instructions)
   foundation  concrete
   roof  asphalt
   walls  concrete
   other

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

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

- **X** A Property is associated with events that have made a significant contribution to the broad patterns of our history.

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- B Property is associated with the lives of persons significant in our past.

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- 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.

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- 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.

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- B removed from its original location.

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- C a birthplace or a grave.

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- D a cemetery.

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- E a reconstructed building, object, or structure.

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- F a commemorative property.

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- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

- **Transportation**

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- **Architecture**

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Period of Significance **1933-1954**
8. Statement of Significance (Continued)

Significant Dates

1933
1944

Significant Person (Complete if Criterion B is marked above)

N/A

Cultural Affiliation N/A

Architect/Builder  A. D. Connelly for Cities Service Oil Company

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)

x preliminary determination of individual listing (36 CFR 67) has been requested.

x previously listed in the National Register

x previously determined eligible by the National Register

x designated a National Historic Landmark

x recorded by Historic American Buildings Survey  #

x recorded by Historic American Engineering Record #

Primary Location of Additional Data

x State Historic Preservation Office

x Other State agency

x Federal agency

x Local government

x University

x Other

Name of repository:  El Reno Public Library
10. Geographical Data

Acreage of Property  less than five acres

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

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N/A See continuation sheet.

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title  Michael Cassity

organization  Oklahoma State Historic Preservation Office  date  November 11, 2003

street & number  304 West Albuquerque  telephone  918 451-8378

city or town  Broken Arrow  state  OK  zip code  74011

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets
Maps
A USGS map (7.5 or 15 minute series) indicating the property's location. A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs
Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)
Property Owner

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

name  William J. Schulte, Jr. and Others

street & number  P. O. Box 631  telephone  405 262-2215

city or town  El Reno  state  OK  zip code  73036
Description

Summary

Built of concrete, Avant’s Cities Service Station is constructed in an Art Moderne / Art Deco style employed by the Cities Service Company in its gasoline stations built in the 1920s and 1930s. A single story building with a parapet and flat roof, the front elevation of the station on the east is a generally long, continuous plane interrupted and segmented only by pilasters, although the building is actually irregular in shape on its other elevations. Constructed originally in 1933, the building initially consisted of the two southern-most sections, which formed an L-shaped unit with the office on the south and the service bay on the north; these two are still defined and separated from the rest of the building by a rounded curb on the east. That original structure was subsequently added onto twice with additional bays to the north.

The east elevation, which is the front of the service station, shows the evolution of the station as it grew to the north. Originally the office was on the south and the service bay next to it; at an unknown point, the service bay was carefully enclosed and even curbed on the front, so that the bay was converted to additional office and retail space; and two additional service bays were added after World War II. At a later date, two more bays for washing cars were added bringing the station to its present configuration. Thus the east elevation, moving from south to north, includes six distinct architectural bays separated by pilasters or piers with the two south-most representing the office area and the remainder opening into four automobile service bays. The office sections are, moreover, set apart by their ornate pilasters and parapet. Of the two office units, the segment on the south—the original office—is dominant since it is divided into three sections, each containing a single fixed-light window; the center section consists of a projecting, stepped out center capped with a parapet that steps up symmetrically in Zig-Zag Moderne fashion to the peak. Beneath the parapet, and inset above the window, a circular depression now empty once held the Cities Service logo. An attachment for an electric light to illuminate the circular sign remains above the circle. With its smooth walls and repeated vertical lines, the general appearance of this section is thus one of angular style, modern tempo, and geometric precision. The bay to its north, the northern office section (originally a service bay), in its simplicity, emphasizes the ornate design of the first; it is simply a smooth surface, slightly recessed, with a fixed-light window and glass door in a bay framed by the pilasters that step-out to create more vertical lines. The parapet at this point, and for the remainder of the building to the north, is straight; a metal rail covers and protects the coping.

When the original L-shaped building was added onto on the north after World War II with two service bays, they retained the same design pattern as the original building and are thus effectively integrated into the building. The pilasters separating and ending these bays closely match those to the south. The vehicle-size doors on these two bays are wooden multi-light doors with three lights across and four up; the doors rise overhead and are original to the
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County and State
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Multiple property listing

bays. The additional two bays, added farther to the north for car washing after the period of historical significance, lack pilasters and doors and are non-contributing.

The south elevation of the building includes a restroom entrance and a window now enclosed and painted. The west elevation—the rear of the building—including asymmetrical projections from one leg of the original L-shaped building and an extension of the additional bays, apparently for storage purposes, with separate entrances. The north elevation, on the modern car-wash bays, is made of concrete block with four large partially enclosed window cut-outs.

At one time the station was painted white with green trim, but in subsequent years, as the station changed brand affiliations, the paint scheme has been revised and altered. Currently the station is blue.

The drive of the station on the east is concrete with a pump island directly east of the station that no longer holds gasoline pumps but does continue to support a canopy which was added at an unknown date. The island and canopy are noncontributing features.
Narrative Statement of Significance

Summary

Avant's Cities Service in El Reno, Oklahoma is significant within the Multiple Property Nomination, "Route 66 and Associated Historic Resources in Oklahoma." Constructed in 1933 to replace the razed Campbell Hotel, this Cities Service station owed its origins and its success to the traffic patterns generated by Route 66 which passed in front of its pumps and service bays. Because of this association with Route 66, the building qualifies under that multiple property nomination under Criterion A and represents the property type, "Gasoline / Service Stations" in the area of significance of Transportation. Moreover, because the property also is significant for its architectural qualities and associations as required under that multiple property nomination, it also meets the requirements of Criterion C.

Historical Background

El Reno was founded officially with a post office in 1889, but effectively launched a robust, independent life around 1897 as an alternative to the townsite of Reno City; the new town possessed the distinct advantage of being adjacent to the Rock Island Railroad which was building south and opening up the country of the various Indian reservations in the southwest quarter of the future state. The community had a permanent population of about 7500 at the beginning of the twentieth century, but in 1901 temporary residents ballooned the figure to around 60,000 as a huge crowd congregated in the town for the drawing of lots for land on the former Kiowa, Comanche, Caddo, and Wichita reservations and remained for weeks afterwards. As the population then returned to its normal level, the town began a period of growth, in part because it was at the junction of the Rock Island Railroad, with a regional headquarters and maintenance facility there, and also because it was located on what became known in the 1910s and 1920s as the Postal Road, a thoroughfare that crossed Oklahoma laterally from Fort Smith on the Arkansas border, through Oklahoma City and then El Reno, to Texola on the Texas border. Although that road was not paved west of Oklahoma City, automobile traffic in the state was increasing and the business community of El Reno reflected the surge with its string of service stations located on the main road as it snaked its way through town.

The particular configuration of the Postal Road reflected its main purpose in the eye of the community; instead of passing through the town on a single main street, it was routed in such a way that it passed by major businesses where, it was hoped, the travelers would pause before they proceeded on their way east or west. And, in 1926, when Route 66 was designated, it followed that stairstep zigzag route through town and past the same businesses.
Route 66 and Avant’s Cities Service Station

Route 66 came to Canadian County and El Reno with a great flourish of activity and an anticipation of commerce. Barely two months after the highway was designated, the local newspaper carried word that Cyrus Avery, then chair of the Oklahoma Highway Commission and also a key figure in determining the route and designation of the new national highway, announced what had been accomplished: “we designated No. 66 as the most important highway in the United States and it will carry more traffic than any other road in America.” By February 1927 new road markers for Highway 66 were in place and the connection to the rest of the world was palpable: “The markers for No. 66 which runs from Chicago to Los Angeles through El Reno, were installed several weeks ago. The markers are in the form of white shields with the letters and figures in black.” In the spring of 1928 paving was begun on the ten miles of Route 66 between Yukon and El Reno. When Cyrus Avery himself visited El Reno in 1928, he and his entourage of Route 66 promoters pointed out that there were two critical features in making Route 66 a success: one was paving the road so that it would be an all-weather surface, and the other was, according to Charles Wells of Baxter Springs, Kansas, “the contact by the filling station employees.” “Their interest and approval of Highway 66 will aid much in its success, he believes.” With that comment the role of the service station on Route 66 as a contributing force to social change clearly went beyond that of supplying gasoline to travelers. It was part of a transportation and communication network. Indeed, the role of the service stations in that network was visible in 1930 when L. C. Gadberry, a local road promoter, urged the formation of a group that would, among other things, help promote Route 66 through El Reno, and by urging others to come to El Reno to access the highway via north-south U.S. 81 instead of taking U.S. 77 which went to the east; in the process “he advocated sending a man to every filling station as far north as Wichita to call attention the fact that 81 is many miles shorter than 77.”

So the traffic increased, and with it the pressure and the opportunities to provide road services. This also meant the expansion of existing businesses alongside the road. This meant sometimes, though, the demise and replacement of

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1 “Calls Highway Meeting,” El Reno American, January 27, 1927.
4 “66 Officials Here,” El Reno American, April 25, 1929.
5 “Launch Move to Organize Roads Group,” El Reno American, July 3, 1930.
other businesses. One of the establishments along Route 66 in El Reno was the Campbell Hotel, a large sprawling building that replaced the earlier Central Hotel in the same structure. Located a few blocks from the railroad depot and also near the downtown, this hotel had served business travelers and others for an undetermined number of years. That hotel, however, like many others once common in the large cities and small towns alike in the nation, faded in use and prominence amidst the rise of the automobile, and, like the others, was replaced by accommodations along the roadway that would meet the different needs of the new traveling public. Much more adapted to the new mobility of travelers and requiring less formal and public interaction with hotel staff, tent camps and cabin camps on the outskirts of towns increased while hotels in the business centers declined. Stores that had sold gasoline on the side were replaced by new filling stations where customers purchased gasoline for their cars as the primary business activity, and then that activity became modified, and enhanced, as the filling station became a service station, a place where repairs and maintenance and the purchase of tires, batteries, and accessories became a significant portion of the business. In this El Reno case, the passing of the old order was marked by the decline of the hotel and the rise of the new order was marked by the construction of a service station in its place, exactly on Route 66, at an important intersection.

In 1932 and 1933 the Connelly Construction Company, a local building firm, had taken possession of the Campbell Hotel and evidently razed the structure and then deeded the property to A. D. Connelly who had already entered into an agreement with Cities Service Oil Company to lease to the company the same property “together with the improvements to be erected thereon according to the plans and specifications” specified separately.

The timing of the new station was just right since it converged with two other developments. At the time that the station was constructed, Route 66 was being paved. An ambitious paving program was underway in western Oklahoma, an initiative led by the chair of the state Highway Commission, Sam Hawks, who happened to be from Clinton, and the local news was filled with the progress of the paving. In September 1931 a stretch of pavement eight miles west of El Reno was completed.6 In 1932, the state authorized construction of a new bridge across the South Canadian River west of El Reno on a route that would bypass the towns of Calumet and Geary and shorten the route as well as pave it.7 Route 66 in Oklahoma was going full speed and was completely paved west of Oklahoma City by 1935.

6 “Highway 66 Paving Ends,” El Reno American, September 17, 1931.

Probably from the very beginning Tom Avant managed the Cities Service station for the company, and he remained the operator for a decade. During that time the famed highway carried tourists on automobile vacation and businesspeople traveling the nation's new throughways peddling their wares, but it especially carried in the 1930s vast caravans of people who left behind their hard times in hopes of better lives on the west coast. These people, who represented a major demographic shift in the nation, also came into the national folklore as they etched their way into the national consciousness through literature and film, especially with both forms of John Steinbeck's *The Grapes of Wrath*, which depicted the flow of landless laborers from Oklahoma to California along Route 66. These people, though down on their luck, still needed gasoline and service, and the service stations posted with increasing frequency along the route managed to prosper and multiply.

The gas stations along Route 66 were popular establishments, attractive to the small business operator, because they required minimal capital; with the company owning the station and leasing it to a manager, it required even less money to invest, and the lease-operation was the common form of service station arrangement. And this is exactly the agreement behind Avant’s Cities Service station in El Reno. If there was a difference, it was only that in the case of Cities Service, the company chose to minimize its own investment by leasing the building from a local developer.

Throughout the 1930s, the number of service stations increased dramatically in the United States, peaking in 1941. The shortages, the rationing, and the relative immobility of the population during World War II caused something of a shakeout in the service station business and many of the establishments operating at the beginning of the war had closed their doors by its end. Whatever the circumstances locally, Avant's Cities Service station conformed to the national trend and in 1944 the station changed ownership. In January of that year, A. D. Connelly, the owner of the station, sold the property to William J. Schulte. At the same time, however, the Cities Service Oil Company continued to lease the station and Tom Avant continued to manage the station for a few more years.

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The end of World War II clearly marked a new era in Route 66 and it likewise did for the service stations along its path. Within a couple of months of the end of the war the Cities Service official publication, Service, presented a guide for "service men everywhere" who wanted to go into business after leaving the armed services. In so doing the company presented a composite picture of the gas station business of special relevance to one of their own. In autumn of 1945, one third of all service stations produced less than $5000 a year in gross sales; more than a quarter of all the service stations operating at the beginning of 1941 had closed by the end of 1943; it required between $1,000 and $2,500 capital to start a gas station business; 95% of all service stations were leased from an oil company with only a few actually owned by the operator. But the article also offered specific guidance for the prospective service station entrepreneur:

Let's assume you're satisfied with this, a small, compact station with two bays, some inside space for display, and a modest driveway area. Now where do you want it? That greatly affects the starting price and character of your business. A commercial location caters chiefly to transients and its income is mainly from gasoline, with little revenue from services. A residential location, however, allows a build-up of regular trade. A highway station must depend on trucks, transients, and tourists.

... From now on, it is probable that [the motorist] will patronize district and community shopping centers more than downtown and metropolitan areas. This should afford the station operator a chance to spread out rather than bunching up in the old four-on-a-corner pattern.9

This station had the display space, soon expanded to have the requisite two-bays necessary for Cities Service to place a "Power Prover" (a diagnostic apparatus), and was uncommonly situated to be able to draw upon the traffic of locals, transients, and tourists. The Conoco station diagonally across the street from the Cities Service offered competition, but this was a corner where Route 66 turned—not the average four-on-a-corner cutthroat competition. By virtually all standards, this station was particularly suited for the trade emerging in the postwar economy.

The prescription for the new gas station operator was also prophetic in what to expect in the coming years: "Competition is going to be tougher than pre-war, I think. Stations probably will be more numerous, oil companies more energetic in their promotion, and there will be a steady improvement in the quality of petroleum products and merchandise items. The station operator, too, will meet new competition from tourist lodges, hotels and general stores."10 If this made it sound as if the service station business would be increasingly precarious and changing, the

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9 John S. Cordell, "In Reply to Yours —," Service: A Publication of Cities Service Company, October 1945, 2-4.

10 Cordell, "In Reply to Yours —," 4.
author was probably right, at least in the management end of the business. By 1948 this was no longer Avant's Cities Service station. It was at that time Schulte Burgess Service Station, a Phillips 66 affiliate, and in 1952 shortened to the Burgess Service Station (even though Schulte still owned the station) and it remained so until the end of the 1950s; but in 1962 it had changed not only in management but once again in the company with which it was affiliated: it was then McDaniel Texaco; two years later it was Don's Texaco, to be followed in 1965 by Stover's Texaco.

Many merchants and chambers of commerce and community leaders had sought the continual improvement and widening of Route 66 to facilitate the burgeoning traffic that the road invited, but the response of the federal government in the mid-1950s provided something more than they had in mind. Under the 1956 Interstate Highway Act the federal government inaugurated not only new roads but a new network of roads throughout the nation and these roads would be four-lane divided highways, ninety percent paid for by the federal government. Route 66 was going to be not just widened and streamlined, but even replaced. By 1962 the new I-40 ran south of El Reno, bypassing the community, and west of town the new interstate even became a new alignment of Route 66. Although Route 66 continued to wind its way through El Reno, turning several times including at the corner of Wade and Choctaw, the traffic that it once brought to the pumps and service bays of the Conoco station across the street and the Cities Service—then Phillips and Texaco station on the northwest corner—was also being channeled several miles south so that access was neither automatic nor even convenient.

Today the station remains at the corner of Wade and Choctaw, as the location of a muffler shop. The corner is not so busy as it once was but the continued existence of the station provides a connection through the years to the history of Route 66 as an agent of transformation in Oklahoma communities. Because of this intimate association with Route 66, Avant's Cities Service Station qualifies for the National Register of Historic Places within the Multiple Property nomination, "Route 66 and Associated Historic Resources in Oklahoma" as a representative of the property type "Gasoline / Service Stations" in the area of significance Transportation.

Architectural Significance

Avant's Cities Service Station is also significant under Criterion C because it represents a distinct type and period of construction.

Avant's Cities Service, with its striking horizontal and vertical lines, is a distinctive feature along Route 66 and one that immediately hearkens back to the days when the legendary "Main Street of America" promised convenience, safety,
prosperity, and especially a bright future for travelers and communities along its course. This was an image that Cities Service Oil Company capitalized on as it spread its stations across the Midwest. While some companies consciously promoted an image of domesticity, hoping to assure their customers of their home-like qualities while traveling the nation's roads far from their own familiar surroundings, Cities Service opted for a bolder, more adventurous appearance. Moreover, unlike other major national oil companies that used a singular style of architecture to promote its products at the retail level, Cities Service allowed greater latitude to its operators, but seems to have provided general guidance drawing upon Art Moderne design elements. On Route 66 in Oklahoma at most two other stations that remain resemble this Art Deco creation; one of the others, as it happens, was also a Cities Service station in Sapulpa, constructed about the same time as this (the other was a Champlin station.). This conforms to the observation of architectural historian Daniel I. Vieyra, in his discussion of Zig-zag Moderne: “Although the gas stations designed by this method were exciting, lyrical, and sometimes kinky extravaganzas, like the architect-designed prototypes related to the International Style, they were rarely standardized on a broad basis. Typically, these stations displayed mechanically repetitive applied ornamentation noted for its crisp angularity.”\footnote{Daniel I. Vieyra, “Fill'er Up”: An Architectural History of America's Gas Stations (New York: Macmillan Publishing Co., Inc., 1979), 65-66.} That crisp angularity can be seen in the pilasters that step out and the parapet that steps up at its peak, and in the repetitious vertical lines that characterize the east elevation. Importantly, when the station was enlarged with the two service bays north of the original building, the same vertical lines in the pilasters were repeated, but now the building had a crisp set of horizontal lines too that even enhance the vertical appearance. The station could easily be imagined in the context of popular Buck Rogers futuristic designs permeating modern culture, an association not far fetched from the course of social change, and the pace of that change, along Route 66.

Despite the expansion of the station to the north with additional car wash bays, the station has retained its original style.
To look at the old gas station now is to be reminded of a style used for building even the humble service station that held distinction and that promised travelers a familiar kind of product and service associated with the building design and decoration. There is, moreover, something especially poignant about the continued existence of a building that is self-consciously futuristic and modern, alongside the highway to the future that Route 66 often invoked, both features but wisps of their previous glory and now artifacts in the history of twentieth century America. Avant's Cities Service Station, as a representative of the property type "Gasoline / Service Stations," within the Multiple Property Nomination,
Avant's Cities Service Station
Name of property
Canadian County, Oklahoma
County and State
“Route 66 and Associated Historic Resources in Oklahoma”
Multiple property listing

"Route 66 and Associated Historic Resources in Oklahoma" is eligible under Criterion C in the area of significance Architecture.

Summary

Avant’s Cities Service station is but one of a multitude of the gasoline and service stations that once dotted the roadside of Route 66 in Oklahoma. Both because it represents the broader experience of those stations through its associations with the historic road and because of its specific design qualities, this station provides an important lever for understanding American history at the local level. Thus Avant’s Cities Service Station, as a representative of the property type “Gasoline / Service Stations," within the Multiple Property Nomination, “Route 66 and Associated Historic Resources in Oklahoma" is eligible under both Criterion A and Criterion C for the National Register of Historic Places.
Avant's Cities Service Station
Name of property
Canadian County, Oklahoma
County and State
"Route 66 and Associated Historic Resources in
Oklahoma"
Multiple property listing

Major Bibliographical References

"66 Officials Here," El Reno American, April 25, 1929.


Cordell, John S., "In Reply to Yours --," Service: A Publication of Cities Service Company, October 1945, 2-4.

"Highway 66 Paving Ends," El Reno American, September 17, 1931.

"Launch Move to Organize Roads Group," El Reno American, July 3, 1930.


"Work Orders Issued on 66 Highway Span," El Reno American, September 8, 1932.
Avant’s Cities Service Station
Name of property
Canadian County, Oklahoma
County and State
“Route 66 and Associated Historic Resources in Oklahoma”
Multiple property listing

Verbal Boundary Description

This property includes the south 83 feet 8 inches of lots 6 and 7 of Block 102, Original Town of El Reno, Oklahoma.

Boundary Justification

This boundary includes the property historically associated with Avant’s Cities Service station.
Avant’s Cities Service Station