NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1. Name of Property

historic name Gardner & Tinsley Filling Station

other names/site number West's Gas Station

2. Location

street & number south side old U. S. Highway 36, 100' e. of jct. MO Hwy. 149 [N/A] not for publication

city or town New Cambria [X] vicinity

state Missouri code MO county Macon code 121 zip code 63558

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 [ ] nationally [ ] statewide [X] locally.
(See continuation sheet for additional comments [ ])

Signature of certifying official/Title Claire F. Blackwell/Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria.
(See continuation sheet for additional comments [ ].)

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is: Signature of the Keeper Date

[ ] 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
See continuation sheet [ ].

5. Classification

Ownership of Property

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

Category of Property

[X] building(s)
[ ] district
[ ] site
[ ] structure
[ ] object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing.

N/A

Number of contributing resources previously listed in the National Register.

N/A

6. Function or Use

Historic Function

COMMERCE/specialty store

Current Functions

VACANT/ not in use

7. Description

Architectural Classification

Other: Domestic gas station

Materials

foundation concrete
walls weatherboard
roof asphalt
other metal

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

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

[ ] **B** Property is associated with the lives of persons significant in our past.

[X] **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

[ ] **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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 of age or achieved significance within the past 50 years.

Areas of Significance
Commerce
Architecture

Periods of Significance
1931 - ca. 1947

Significant Dates
1931

Significant Person(s)
N/A

Cultural Affiliation
N/A

Architect/Builder
Unknown

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

9. Major Bibliographic 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:

[X] State Historic Preservation Office

[X] Other State Agency

[ ] Federal Agency

[ ] Local Government

[ ] University

[ ] Other:

Name of repository:_____

10. Geographical Data

Acreage of Property less than one acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	521570	4401520			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[ ] 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 see continuation page

organization _____ date _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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 SHPO or FPO.)

name Missouri Department of Transportation

street & number 601 West Main Street telephone 573-751-3597

city or town Jefferson City state MO zip code 65102

Summary: The Gardner & Tinsley Filling Station is a one room, with one room addition, single story Bungaloid style gasoline station located just south of New Cambria, Macon County, Missouri. This small, frame, hip-roofed rural gas station has a drive-under canopy. It faces north on an abandoned section of old U.S. Highway 36 about 100 feet east of the junction of Missouri Highway 149. Built on a concrete slab, the building exemplifies Vieyra's "Domestic" category of filling stations with its familiar, comfortable styling.[1] Other than the absence of gas pumps, one canopy support column repaired with a concrete section, and the addition of a rear metal clad room, the station appears much as it did in 1931 when it opened for business. It retains its original siding, windows, doors, brick stove chimney, styling, and location. The road in front (north) of the station is a cut-off section of old U.S. Highway 36. Nearby are a corrugated metal structure, a concrete block museum and two small houses but only the station is nominated. There are some scattered mature trees in the area and the terrain in relatively level with a downhill slope toward a creek on the east.

Elaboration: The north-facing front facade displays a centered wooden front door with three horizontal panels in the lower portion and a glass pane above. West of the door is a pair of tall, narrow, vertically divided 3/1 double-hung windows, positioned off-center in the wall closer to the door. East of the door is a smaller single pane window nearly centered between the door and building corner. The front and original portions of the east and west exterior walls are clad with weatherboard siding. The building has 1x4 flat trim around the window and door openings and as corner boards. The front is about 17 feet wide. Projecting about 13 feet north from the front wall of the station's front office room is its drive-under canopy. Two square, tapered wooden columns support the canopy. One column was repaired at some time by replacing the lower four feet with a concrete pier that supports the upper portion, which matches its original twin on the east. The columns are at the extreme northeast and northwest corners of the canopy framework. Roof rafters are exposed under the canopy's hip roof. This hip roof covers the original station building, the front office/sales room and the canopy. A nearly flat shed roof covers the rear addition which was probably constructed within a few years of the main portion.

The 11 ½ -foot wide west wall of the original station has a nearly centered, slightly off-set to the south, 3/1double-hung window. To the south is the corrugated metal clad addition with a single pane window slightly off-center to the north.

The south side elevation consists primarily of the metal addition. Two and a half feet of the original south wall is visible at the west corner. The 10 feet (N-S) by 14 feet 9 inch addition was most likely a storage room. It has two back doors on the south side, a walk-in door near the west corner and a double outward swinging near dock height door immediately to the east with a total width of six feet. The walk-in door is wood with two lower horizontal panels, three small square middle panels and a glass pane in the top. The swing doors are constructed of wood one by sixes. Roof rafter ends are visible on the addition as well as the rest of the building.

On the east, the original weatherboard sided wall and the corrugated metal wall of the addition are on a continuous plane (with no set-back for the addition). The south portion of the wall is the addition and contains a centered four pane window. The original station room has a 1/1 double-hung window which is slightly off-set to the north. The chimney for the interior wood stove flue is visible in all views of the building but is closest to the southeast corner of the original station room. It projects several feet through the hip roof to the east side of center in the south slope.

The interior is very utilitarian, clad with quarter-inch composite board. The concrete slab is visible as the floor.

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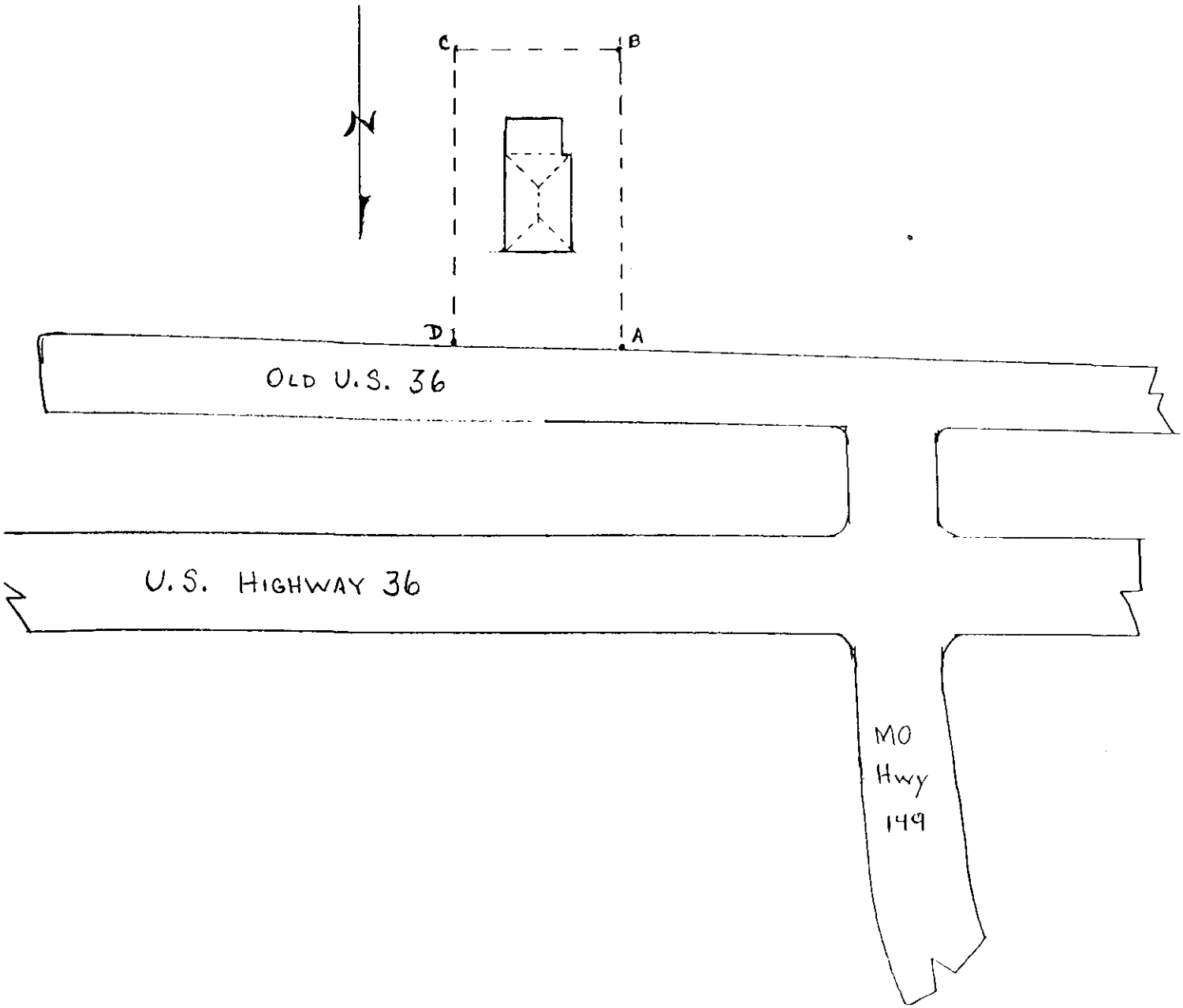
1 Daniel I. Vieyra, "Fill 'er Up" An Architectural History of America's Gas Station (New York: Macmillan Publishing Co., Inc., 1979) pp. 41-54.

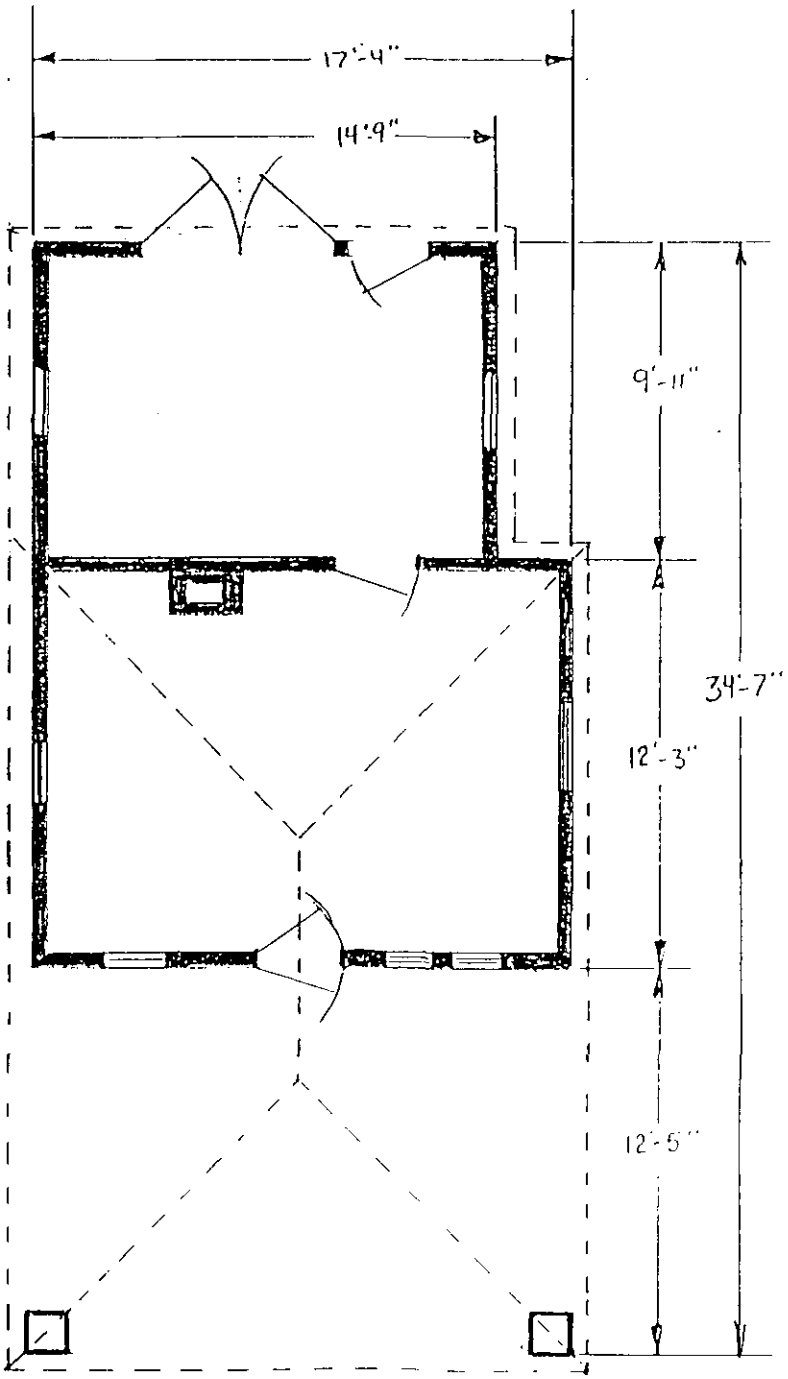
Openings are trimmed with 1x4 plain boards. On the south wall, east of center, is a braced chimney that once served a (since removed) wood or coal-fueled heating stove. The chimney support is the same dimensions as the chimney itself and covered with beaded boards applied horizontally. The original back doorway now leads into the corrugated metal addition. The addition is semi-finished on the interior. Weatherboard siding on the exterior of the original station room serves as the interior finish of the north storage room wall. The room has an exposed concrete floor.

Near the station are a corrugated metal structure (vacant) on the south, a ca. 1947 concrete block building that originally was known as West's Memorial Museum (vacant) on the west, and two ca. 1920s bungalow houses west of the former museum.

SITE MAP



FLOOR PLAN



SCALE: 1" ≃ 6' 0"

Summary: The Gardner & Tinsley Filling Station located on old U.S. Highway 36 at the junction of Missouri Highway 149, just south of New Cambria, is locally significant under Criterion A for Commerce and Criterion C for Architecture. Constructed in 1931, the building housed a Shell gas station operated by R. L. Tinsley. The Gardner & Tinsley filling station is representative of the growth of motoring during the Great Depression, the World War Two years and beyond. The rural station was constructed during the period of the greatest gasoline station building boom. Bungalow styling was used, giving the station a sufficiently "Domestic" look to suggest the comforts of home to highway travelers and, to any neighbors, a building style with which they were familiar. The location was well chosen for a new gas station. Highway 36 had recently been completed across Missouri and was predicted to be a primary east-west artery across the nation. Thousands of travelers as well as local customers from nearby New Cambria provided the station's business. Today the Gardner & Tinsley Filling Station remains a nearly intact (furnishings, supplies and gas pumps have been removed) example of a bungaloid, domestic style gas station with a drive-through canopy. The 1931 through ca. 1947 period of significance reflects the documented years of operation.

Elaboration:

On February 7, 1930, the *New Cambria Leader* reported that Reverend and Mrs. H. M. Gardner had recently moved to their new farm just south of New Cambria on U.S. Highway 36.[2] About a year later, the newspaper reported that Reverend Gardner and son-in-law R. L. Tinsley would start constructing a filling station on the Gardner farm on Highway 36. The paper observed that this would be a very desirable location for a filling station.[3] By April 24, 1931, the station was open for business as evidenced by an advertisement in the newspaper: "New Filling Station Now Open at the Junction of Highway 36 and New Cambria Spur - The Best on the Market, Shell Gas and Oils, drive your car in get service and courteous attention. R. L. Tinsley, Manager."[4] Subsequent ads tout Shell's various gasolines, oils and other products as "superb."[5] By June 5, free compressed air had been added to the services available at Tinsley's station.[6] To keep up with the in-town stations and for greater highway visibility, Tinsley had power lines extended to his station by the Missouri Power and Light Company, by June 19, 1931. The newspaper commented that the lights were quite attractive at night and that the station helped guide travelers to New Cambria. A newspaper ad also announced the lights and reminded the public of the free air and courteous service.[7] The station's ad in the November 20, 1931 *New Cambria Leader* indicated ownership of the station as "Gardner & Tinsley."[8] By June 24, 1932, the Missouri Transit Bus Line was using the station as a bus stop.[9] At some point early in the station's history, a small rear addition was installed, probably for storage of company products. R. L. Tinsley was the station's proprietor into the 1940s. Later in the 1940s, the attendant was Emma West.[10]

Commerce

It is generally considered that the Duryea brothers invented the nation's first gasoline powered automobile, in1893. By 1900, 4,192 automobiles had been built. Then automobile production increased dramatically. In 1902 alone

2 New Cambria (Missouri) Leader February 7, 1930.
3 New Cambria (Missouri) Leader February 13, 1931.
4 New Cambria (Missouri) Leader April 24, 1931.
5 New Cambria (Missouri) Leader May 29 & November 20, 1931.
6 New Cambria (Missouri) Leader June 5, 1931.
7 New Cambria (Missouri) Leader June 19, 1931.
8 New Cambria (Missouri) Leader November 20, 1931.
9 New Cambria (Missouri) Leader June 24, 1932.
10 McHugh, p. 6.

Olds produced 2,500 two-cylinder cars. In 1908 General motors was founded and Ford started a production run of its popular Model T that would total 15 million units into 1927.[11] The automobile quickly became an irresistible new means of transportation. Meyer cites figures that reflect the growth of automobile ownership in Missouri. Between 1911 and 1920, the number of registered automobiles in Missouri increased from 16,387 to 297,008. By 1930, on the eve of construction of the Gardner & Tinsley Filling Station,763,375 automobiles were registered in Missouri.

Macon, the county seat of Macon County, narrowly missed becoming an element in Missouri's automobile industry. In 1915, Macon interests sought to persuade the All-Steel Motor Company of St. Louis to locate a factory in Macon. On June 2, 1916, the company announced that it was moving to Macon but only a few months later, in December, All-Steel dissolved as a corporation. Local enthusiasts, wishing to retain the automobile manufacturing momentum, formed the Macon Motor Car Company. But disaster struck when the building that was to house the company burned on May 16, 1917. This ended all plans to make Macon any sort of automotive production center.[12]

As the automobile industry developed, the need for improved highways became glaringly obvious. In 1893, an early hard-surfaced road (four miles with a brick surface) was laid near Cleveland, Ohio. In 1909, the first concrete road, one mile long, was laid near Detroit, Michigan. In 1904, the first U.S. census of road conditions determined that only 200 miles were suitable for use by automobiles. The demand for better roads resulted in the Federal Aid Road Act of 1916. The Act expended funds for rural post roads and helped implement federal standards by offering up to 50% grants for road improvements to states that established highway departments. By 1929, a motor fuel tax for highway construction had been enacted by every state.[13] In 1928, Missouri added a gasoline tax along with automobile license fees.[14]

Offers of federal assistance for highway construction also encouraged road building. Federal funding was available in 1916, 1921, 1922 and 1928 to assist with post roads, national roads for interstate use and to help repair road and bridge damage caused by the 1927 flood. The need for a well-planned network of national roads had become more apparent during World War One, and highway construction boomed during the 1920s. With the passage of Missouri bond issues in 1920 and 1928 for $60,000,000 and $75,000,000, respectively road building increased greatly. Until this time roads had been primarily the responsibility of the counties.[15]

New roads through isolated areas connected neighboring towns and created opportunities for thousands of small rural gas stations not unlike the Gardner & Tinsley Filling Station.

A highway across Missouri had been seriously considered as early as 1912 when landowners along the Hannibal & St. Joseph Railroad met to discuss building a 208-mile highway along the same route. They thought the road, which they wanted to call the Hannibal and St. Joseph Cross-State Highway, would initially be dirt before ultimately becoming a "stone pike." This highway was to be a section of a 3,150-mile nation wide highway

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11 John A. Jakle & Keith A. Sculle, The Gas Station in America (The Johns Hopkins Press, Baltimore, MD, 1994), pp.48-49.
12 Kevin McHugh, West's Gas Station and Historical Filling Stations in Macon County, 1922-1931 (MoDOT report, Jefferson City, MO, 1998), pp. 4-5.
13 Jakle & Sculle, pp. 49, 52.
14 Duane G. Meyer, The Heritage of Missouri (Emden Press, Springfield, Missouri, 1982) p. 602.
15 Meyer, pp. 601-602.

reaching from New York to Los Angeles. Later this highway was known as the Pike's Peak Ocean to Ocean Highway.[16]

The *New Cambria Leader* was a good local source of information as construction of U.S. Highway 36 progressed through the area. In March 1927, the paper commented on New Cambria's good fortune in being so close to the new highway under construction just south of town. It was expected that the highway would be one of the greatest in the nation, providing a direct route from New York to San Francisco.[17] In mid-April it was announced that work was about to begin. This stage included straightening of curves, cleaning up an earth slide, and graveling the roadbed.[18]

Briefly, in mid-August of 1927, New Cambria became a bustling town when Highway 36 was detoured onto what is now old Highway 8 due to a heavy downpour. The newspaper reported that a hundred tourist cars were passing through town each day and that much of the Highway 36 traffic had been diverted to other routes.[19] In October, traffic was again diverted through New Cambria when the road was closed between there and Bucklin.[20] By the end of 1928, the first all-weather spur off U.S. 36 was located at New Cambria. The Gardner & Tinsley Filling Station was erected at the spur, which was designated as Spur A.[21]

When the time came for paving the local stretch of highway with a 20-foot wide slab of concrete, New Cambria's population swelled for about two months. On May 31, 1929, it was announced that the C. H. Atkinson Paving Co. of Jefferson City could arrive as early as the following week to lay the concrete. Members of the crew working the New Cambria section, a 13-mile stretch, made New Cambria their base. The Thomas Bros. received the contract to service the trucks with oil and grease, estimated at 30 barrels. A contract to supply gasoline still had not been awarded.[22] By July 5, New Cambria had become an extremely busy community and equipment for highway construction was arriving almost daily. The main office and superintendent's home were "houses on wheels."[23]

Paving of the section began on Monday, July 8, 1929. They started near the spillway east of New Cambria and continued westward to Bucklin in adjacent Linn County. The local crew generally put down about a thousand feet of road per day and a mile in five days. The crew started with 120 men but increased in size as the work progressed.[24] Approximately 800 cars of materials were used on this section of the highway, at a rate of from 12 to 18 cars of cement and rock daily. On July 26, it was reported that work was progressing rapidly. A month later, assuming good weather and no other serious problems, completion of the New Cambria section was anticipated within another week.[25]

During this period, the State Highway Commission was devising additional projects to help the unemployed in drought-stricken areas and to construct supplementary farm-to-market roads. In September 1930, 83 projects

16 McHugh, p.5.
17 Mr. and Mrs. Fred Robertson, editors, New Cambria (Missouri) Leader March 25, 1927.
18 New Cambria (Missouri) Leader April 15, 1927.
19 New Cambria (Missouri) Leader August 19, 1927.
20 New Cambria (Missouri) Leader October 21, 1927.
21 New Cambria (Missouri) Leader December 28, 1928.
22 New Cambria (Missouri) Leader May 31, 1929.
23 New Cambria (Missouri) Leader July 5, 1929.
24 New Cambria (Missouri) Leader July 12, 1929.
25 New Cambria (Missouri) Leader August 30, 1929.

were under way in 55 counties for the construction of farm-to-market roads. Another 76 projects in 42 counties were being planned.[26]

At a later date, Highway 36 was improved. The highway today is elevated above and north of the original road constructed in 1930. The station sits on a cut-off section of the old highway slab. The highway is scheduled for additional improvements that will make it into a divided highway. This requires that the Gardner & Tinsley Filling Station be moved or razed.

As a highway system developed, so did a system for providing the essential fuel, oil, water and other services that allowed motorists to confidently venture far from home in motorized vehicles. Although gasoline had originally been a by-product in the production of kerosene, the petroleum industry was largely unprepared for the rapid growth of motoring. A convenient and safe distribution system for gasoline had to be developed. Initially the distribution path was from the refinery to large elevated bulk tanks on the outskirts of towns. Then the fuel was transported to dry goods stores, the local livery or repair shops by horse-drawn tank wagons to be sold to auto owners by the bucket. Gasoline could also be purchased from street vendors with small tank pushcarts. The early auto fueling procedure was smelly and dangerous due to considerable spillage of the liquid, and there were other problems with distribution.27

By 1905, C. H. Laessig, proprietor of the Automobile Gasoline Company of St. Louis, had invented a means of dispensing fuel from the bulk tanks directly into an automobile's fuel tank. However, Sylvanus F. Bowser is credited with introducing the modern gas pump. Initially, he devised a hand pump mechanism to draw water from a well without using a rope and bucket. His method was safer, cleaner and less wasteful as well as self-measuring. Also important for the retailers, the pump came in a waterproof cabinet that could be left outside and locked at night. This Bowser pump-in-cabinet assembly was labeled the "Filling Station" in 1905. With Bowser's pump, retail fuel distribution was separated from the bulk tanks and curbside pumps sprang up everywhere to service the cars.[28] This street-side refueling created serious traffic congestion, however. The American Gasoline Company (Laessig's company) is credited with solving this problem when they tried their hand at retail gas sales. They erected a small brick building on a city lot, buried fuel storage tanks equipped with Bowser's pumps (and Laessig's hoses), paved the driveway and the modern gas station was born. It was a drive-through facility designed specifically to service the needs of the automobile.[29]

With the success of the drive-in station, petroleum producers introduced additional items such as motor oil and lubricants, then tires, batteries and accessories to gain additional market share.[30] The Gardner & Tinsley station retains its original shelving that would have held many of items.

During the 1920s and 1930s, there was growing concern over the roadside blight resulting from gaudy, oversized signage and shabby buildings on both rural and urban landscapes. Elizabeth Boyd Lawton was at the forefront of this early beautification movement. One result of the public outcry was that oil companies began designing more familiar-looking gasoline stations. These houselike stations were considered more aesthetically pleasing on the

26 New Cambria (Missouri) Leader September 26, 1930.
27 Vieyra, p. 3.
28 Vieyra, p. 4.
29 Vieyra, p 7.
30 Vieyra, p. 8.

countryside.[31] By 1929, the American Automobile Association reported that competitions to encourage restrained signage and higher quality structures had improved the appearance of roadside architecture across the country as many oil companies adapted vernacular domestic architectural styles for their gas stations to soften public criticism and build a reputation for being civic minded.[32] When the Gardner & Tinsley Filling Station was constructed, its bold paint job and signage were tempered by its familiar bungaloid appearance. The Gardner & Tinsley building is an example of the understated roadside design that resulted from the concerns of Lawton and others and its houselike appearance became the most popular form for an American gas station.[33] The station exemplifies Veirya's "Domestic" style of gas station.[34]

According to a report in *National Petroleum News,* brand was the most important factor to the consumer in choosing a gas station, ahead of station appearance. Advertising was the least important factor according to motorists.[35] The Gardner & Tinsley station sold a well-known national gasoline brand in a good location, with potential to attract many traveling customers and local patrons from nearby New Cambria. Small and individual station operators seemed like neighbors and often were, which made a difference to their customers. During the depressed economy of the 1930s, small entrepreneurs stressed customer satisfaction. They marketed product and service reliability as if they were local producers counting on their relationships with neighbors to develop brand and station loyalty.[36] The Gardner & Tinsley station was rather brilliantly painted in Shell company colors but comfortable in its bungaloid styling. Mr. Tinsley did a considerable amount of advertising in the local paper to promote the services and quality products that were available at his station.

There were an estimated 15,000 gasoline stations in 1920. By 1930, the year before the Gardner & Tinsley station was constructed, the number of stations was estimated at 124,000.[37] In 1921 nearly four million gallons of motor fuel were used by private vehicles. The quantity had quadrupled by 1930.[38]

Shell Oil Company

Royal Dutch-Shell was created in 1907 by a merger of the Royal Dutch Petroleum Company and the Shell Transportation and Trading Company Ltd. of Great Britain. Shell was first established in the United States under the marketing name American Gasoline Company of Seattle. Shell grew quickly in the western states by buying up small chains of stations and erecting their own stations in assembly line fashion.[39] The new Shell stations were painted yellow-orange with bright red trim. In addition to standardized color schemes, standardized signs, pumps, uniforms and personnel policies were promoted.[40] In 1922, competing primarily with Standard Oil, Shell Oil sold more than 40% of the gasoline in their West Coast trade area. Of their 1,841 company and affiliate stations, over 200 had common design characteristics.[41] By 1925, Shell had nearly 3,000 stations in Washington, Oregon and California.[42]

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31 Jan Jennings, Roadside America The Automobile in Design and Culture (Iowa State University Press, Ames, IA, 1990) pp. 170-171.
32 Jennings, pp. 178-179.
33 Michael Karl Witzel, The American Gas Station (MBI Publishing Company, Osceola, WI, 1992) p. 49.
34 *Vieyra, p. 41.*
35 Jakle & Sculle, p. 194.
36 Jakle & Sculle, p. 183.
37 Jakle & Sculle, p. 57.
38 Jakle & Sculle, p. 50.
39 Jakle & Sculle, p. 111.
40 Jakle & Sculle, p. 55.
41 Witzel, p. 40.
42 Jakle & Sculle, pp. 111-112.

Shell established the Roxanna Petroleum Company with crude oil production in Oklahoma connected by a pipeline with a large refinery in Wood River, Illinois, near St. Louis. This is the company that would have supplied the Gardner & Tinsley station. Roxanna initially marketed their products through jobbers, one of the primary ones being Automobile Gasoline Company of St. Louis, which had established the first gasoline station in the country in 1905. This company among others was bought by Roxanna. Shell's attempt to build a nationwide marketing area through Roxanna, Shell of California and Shell Eastern Petroleum Products was disrupted by the Great Depression. Shell withdrew from large portions of the country including approximately the western half of Missouri.[43] The Gardner & Tinsley Station was near, or on, the western border of Shell's Roxanna marketing territory.

Architecture

Constructed in 1931 as a Shell gasoline station, the Gardner & Tinsley Filling Station was built in the style of the bungaloid dwelling. Domestic architectural styles were popular for use in filling stations in order to make their customers feel more at home and to allow the stations to fit into neighborhoods, and "Domestic" is one of four station types described by Vierya (the other types are Respectable, Fantastic and Functional). Bungalow styling was modified to fit the needs of the gas station while retaining the distinctive elements. With Gardner & Tinsley as with most other Domestic examples based on the Bungalow, the front porch became the drive-through fueling area, *providing shelter for the automobile as well as the driver and station attendant. The station is otherwise a* good example of a small bungaloid building with such typical characteristics as a low pitched roof, exposed rafter ends, clapboard siding, battered porch columns, and period window style. Bungaloid features as described by McAlester and present in the station include a low pitched roof occasionally hipped, unenclosed overhanging eaves with visible rafter ends, and a full or partial-width porch with tapered square columns that can extend to the ground.[44] Clapboard, present on the New Cambria station, was the most common material for wall cladding. The pair of double-hung sash windows with vertically divided upper sashes above a single light lower sash is an appropriate feature of the style and period. The bungalow was the most popular style for small houses between about 1905 through the mid-1920s, but relatively few were constructed after 1930.[45] The popularity of the style made it well-suited for a station designed to seem comforting to travelers. The style works particularly well for the gas station with the easy and successful modification of the full-width porch into the floorless, canopied drive-through refueling area with full height battered columns.

Through a study of *National Petroleum News*, Jakle and Sculle identified nine types of gasoline stations. The Gardner & Tinsley Station fits into their fourth type, the "house with canopy." Jakle and Sculle described neighborhood gas stations as those that were constructed to look as much like small houses as possible. Generally these stations contained an office, one or two storage rooms and restrooms.[46] The Gardner & Tinsley Station has an added storeroom but lacks restrooms. As Jakle and Sculle point out, station interiors were sparsely furnished. The office or main room typically contained hand cranked oil dispensers, a desk, chairs, a stove, and perhaps a soft drink cooler or racks of cigarettes.[47] Although the Gardner & Tinsley station no longer contains these furnishings, it obviously had these items when it was in operation. The brick flue for the stove remains. There are a few retrofitted outlets for coolers, possibly a later adding machine and other electrical

43 Jakle & Sculle, pp. 112-113.
44 Virginia and Lee McAlester, A Field Guide to American Houses, (Alfred A. Knopf, Inc., New York, 1984) p. 453.
45 McAlester, p. 454.
46 Jakle & Sculle, pp. 135, 138.
47 Jakle & Sculle, p. 138.

devices. Several shelves remain on the walls that would have held containers of motor oil and various other automobile supplies.

A one-room gas station with a canopy is pictured in Rifkind's A Field Guide to American Architecture as representative of a typical station of the period ca. 1925 - 1930. In the caption Rifkind addresses the fact that at the time of this station the proprietors were all competing for customers by offering additional services and products.[48] This was happening at the Gardner & Tinsley station as evidenced by previously cited ads in the local newspaper touting more than Shell's products alone.

The term "bungalow" can be traced to 19th century use by the English in India to refer to a dwelling that was one story high and surrounded by large porches. The term as used in California, other than referring to a house that was primarily one story and had a porch or porches, came to refer to a house with additional characteristics having nothing to do with its Indian origin. The houses acquired features associated with the Arts and Crafts movement, Stick style, and sometimes a Japanese influence. Even though the term was of foreign origin, the blended characteristics produced a distinctly American house style.[49] Initially built in America as resort and summer homes, bungalows were associated with enjoyment and leisure time.[50] This underlying perception along with the bungalow's simplicity and characteristic lack of ornamentation made it an ideal style for gas stations.[51] The building would have been identified with leisure activities and an enjoyable family environment by the cross-country traveler and at the same time was an inexpensive building for the owner to construct. Many carpenters were familiar with the style's characteristics. In the early 20th century, the bungalow was a very popular middle class dwelling but all classes of citizens were acquainted with the style.[52]

Even though the bungalow, which had originally been considered a resort or vacation type of building, became an urban and suburban dwelling it never lost its identification with the rural ideal and better times. No matter how humble the building may have been, for most Americans it represented the ideal of their own freestanding dwelling set amidst a garden.[53] By day along the open road this bungaloid style station was a welcome, friendly sight, and a comforting beacon at night. It was well lit by the electric bulbs located on the underside of the canopy frieze.

Architectural design was one way of distinguishing local gas stations from national chain stations.[54] Unlike prefabricated clones, the local stations had an individual look within their neighborhoods. During the1920s, Shell built corporate stations like an assembly line using prefabricated building components.[55] Consequently, most of the corporate owned stations were nearly identical. Affiliated but individually owned stations such as the Gardner & Tinsley station were more individualized. In this case Rev. Gardner and R. L. Tinsley built an individual station (which took two months to construct rather than a few days) but then identified its connection with a national brand by its paint scheme.

From its construction in 1931 through its ca. 1947 period of significance, innumerable highway travelers and local customers patronized the Gardner & Tinsley Filling Station with its comforting, familiar bungaloid styling. The

48 Carole Rifkind, A Field Guide to American Architecture (Penguin Group, New York, 1980), p. 302.
49 John C. Poppeliers, S. Allen Chambers, Jr, and Nancy B. Schwartz, What Style Is It? A Guide to American Architecture, (The Preservation Press, Washington, D.C., 1983) p. 76.
50 Paul Duchscherer & Douglas Keister, The Bungalow America's Arts & Crafts Home (Penguin Group, New York, 1995) p. 11.
51 Poppeliers, et al, p. 76
52 Marilyn W. Klein & David P. Fogle, Clues to American Architecture, (Starrhill Press, Washington, D.C., 1985) p. 44.
53 Robert Winter & Alexander Vertikoff, American Bungalow Style, (Simon & Schuster, New York, 1996) p. 15.
54 Jakle & Sculle, p. 184.
55 Jakle & Sculle, p. 55.

station was a homey outpost providing the fuel and other products needed for negotiating the open road while also serving as the local bus stop. Its electric lights were presumably a welcome beacon of civilization to motorists traveling a lonely stretch of U.S. Highway 36 at night. Local patrons undoubtedly were enticed as well by the promise of courteous attention and quick service. Patrons would have been knowledgeable of the type and quality of fuel at the station, which advertised in bold yellow-orange and red that it was a Shell Oil gas station. The station *is a good example of a once common domestic style gas station which sprang up along paved highways* throughout the U.S. during the gas station building boom.

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10. GEOGRAPHICAL DATA

Verbal Boundary Description:

Beginning on the south side of old U.S. Highway 36, approximately 60 feet east of the east side of the MO Highway 149 intersection (point A on site map) proceed 80 feet south to point B, then proceed 45 feet east to poin C, then proceed north 80 feet to the south side of old U.S. Highway 36 (point D), then proceed 45 feet west along the south side of the highway to the point of beginning.

Boundary Justification:

The boundary is drawn to include the gas station and most of its driveway but to exclude the newer concrete block West's Memorial Museum to the west and a corrugated storage building to the south.

11. Form Prepared By

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   Original draft nomination

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PHOTOGRAPHS: The following information is the same for all photographs:

Gardner-Tinsley Filling Station
New Cambria vicinity, Macon County, Missouri
Photographer: Vicki McDaniel
Date: March 18, 2001
Location of negatives: Vicki McDaniel, 5 Bartley Lane, Fulton, MO 65251

#1. Primary (north) façade, facing south.

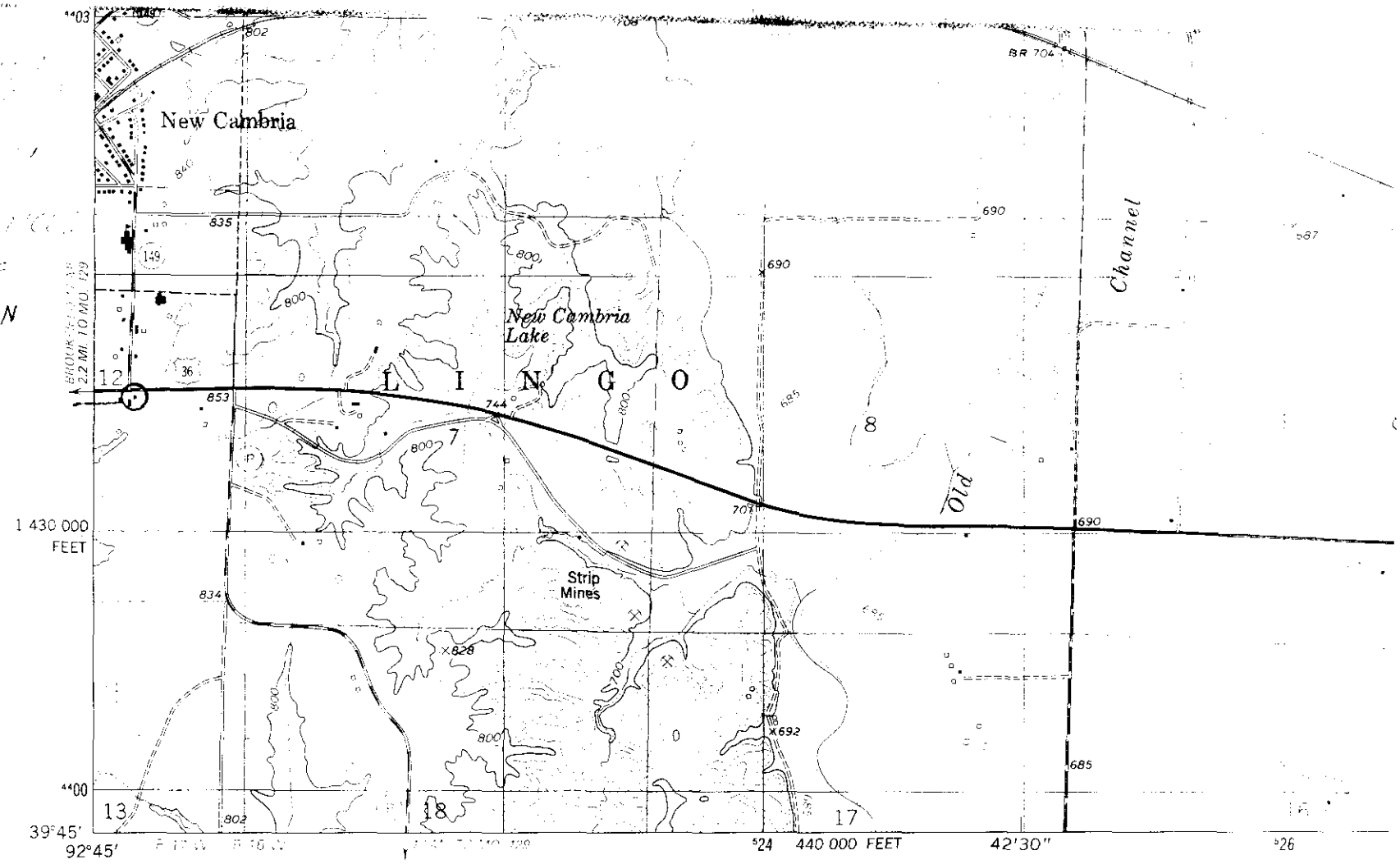
#2. West elevation, facing southeast.

#3. East elevation, facing west-southwest.

#4. South elevation, facing north-northeast.

#5. Interior view, office/ sales room, facing north-northwest.

#6. Interior view, storage room, facing south.



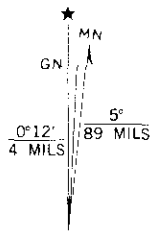
Mapped, edited, and published by the Geological Survey

Control by USGS and NOS/NOAA

Topography by photogrammetric methods from aerial photographs taken 1974. Field checked 1975. Map edited 1979

Projection and 10,000-foot grid ticks: Missouri coordinate system, central zone (transverse Mercator)
1000-meter Universal Transverse Mercator grid, zone 15
1927 North American datum

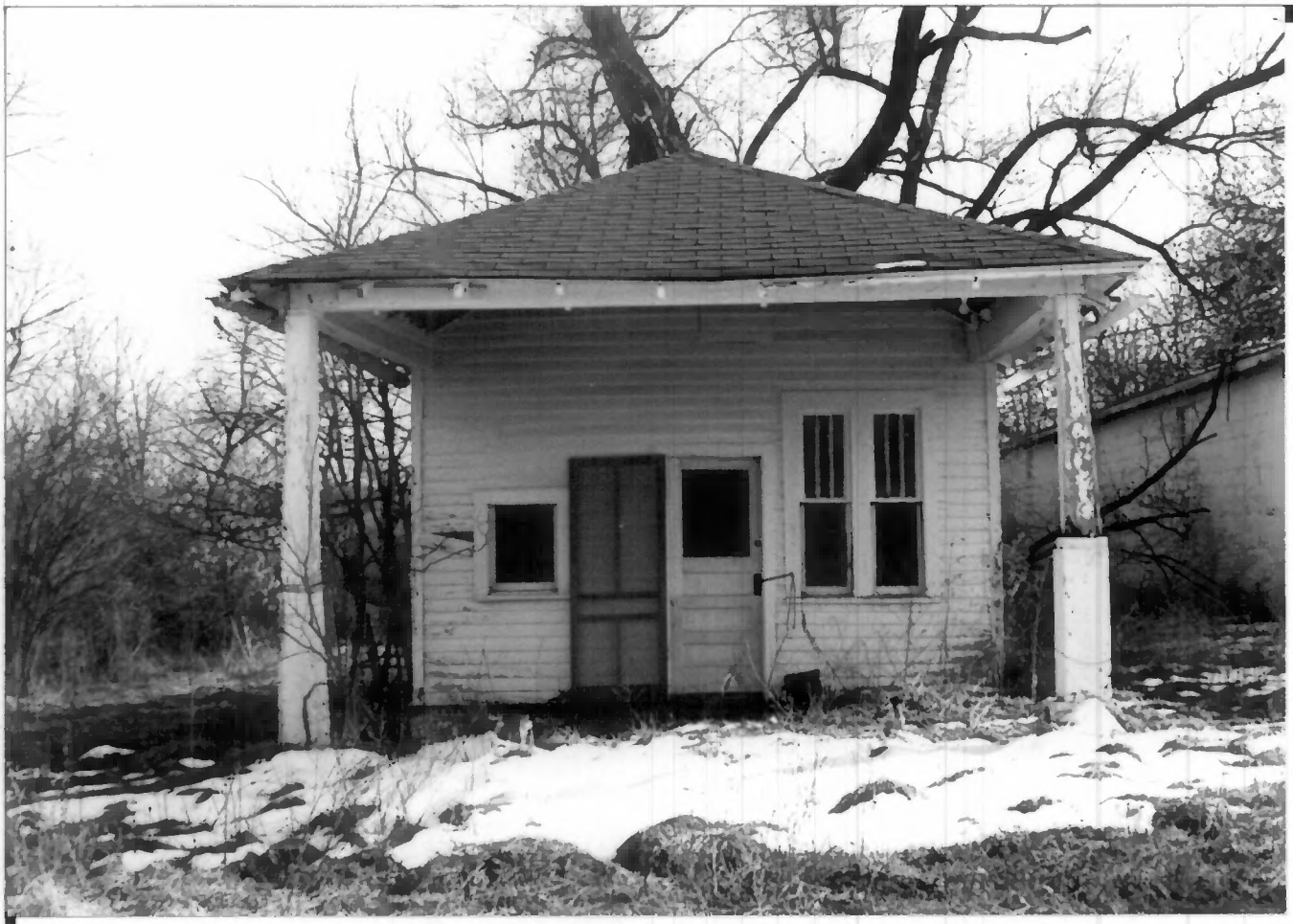
Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is unchecked

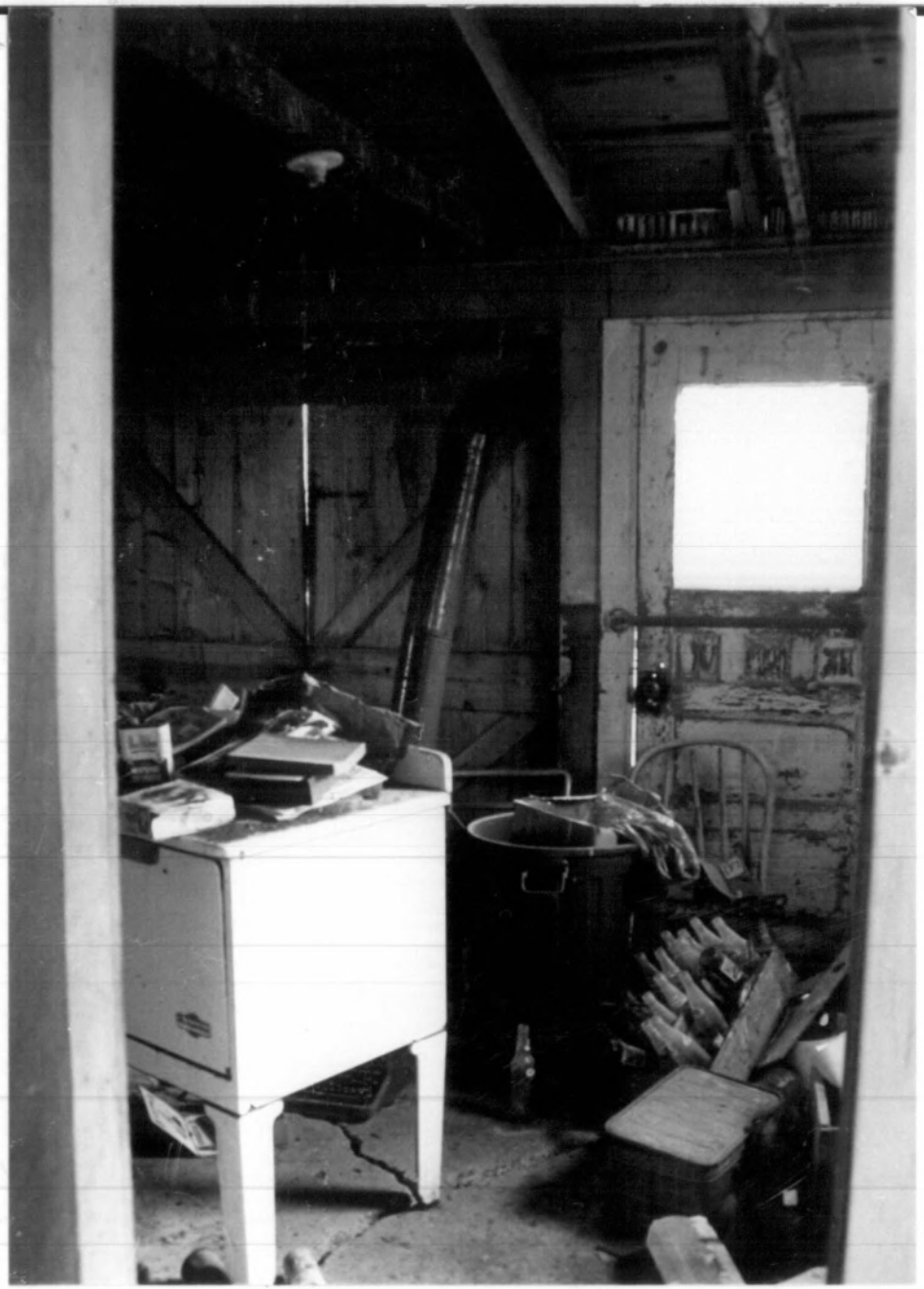


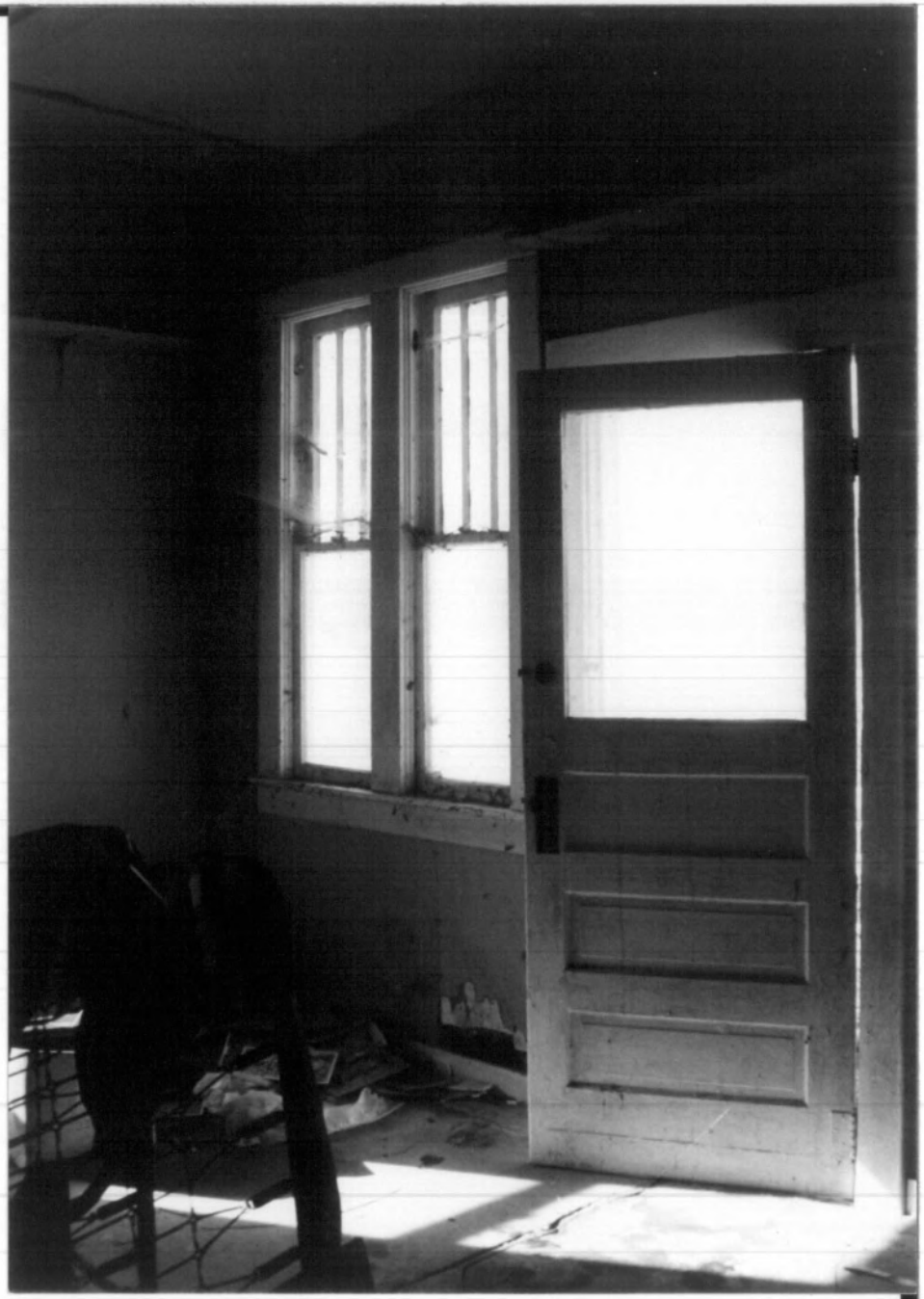
UTM GRID AND 1979 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

CONT
DOTTED LINE
NATIONAL GE

THIS MAP COMPLIES
FOR SALE BY U. S. GEOLOGICAL SURV
AND THE DIVISION OF
MISSOURI DEPARTMENT OF







EXTRA PHOTOS

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