NPS Form 10-900 OMB No. 1024-0018 (Expires 5/31/2012)

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

186

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Pure Oil Station

other names/site number 502 W. State Street

2. Location

street & number 502 W. State Street [ ] not for publication

city or town Geneva [ ] vicinity

state Illinois code IL county Kane code 089 zip code 61034

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

__ national __ statewide X local

Anne E. Haaker DSHPO March 5, 2013

Signature of certifying official/Title Date

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register ___ determined eligible for the National Register

___ determined not eligible for the National Register ___ removed from the National Register

___ other (explain:)

for Edson H. Beall 4.23.13

Signature of the Keeper Date of Action

Pure Oil Station
Name of Property

Kane County, Illinois
County and State

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
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	**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.)

COMMERCE/TRADE/ specialty store
TRANSPORTATION/ road-related

Current Functions
(Enter categories from instructions.)

WORK IN PROGRESS/ bank

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS/
Tudor Revival

Materials
(Enter categories from instructions.)

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

Narrative Description

Summary Paragraph

The property at 502 West State Street in Geneva, Illinois, is a 20th century Pure Oil service station whose stylized Tudor Revival design formed the corporation's architectural logo. The building consists of an irregular "L" shaped plan of one story with steeply pitched front and side gabled roof and construction details which are based in Tudor traditional and serve as emblems of the Pure Oil company. The Tudor Revival aesthetic allowed the building to fit more coherently into its suburban residential setting. The building is situated in the southwest corner of a rectangular lot at the corner of State Street and Fifth Street. Asphalt paving covers the rest of the lot at the north and east. The property is in excellent condition and retains much of its original construction material and decorative elements.

Narrative Description

Context

The Pure Oil Station is located along State Street (a section of Lincoln Highway), two blocks from the historic heart of the commercial downtown of Geneva, Illinois. The street continues to be a major commercial thoroughfare as it is lined by historic and newer commercial buildings. State Street is considered the north boundary of Central Geneva Historic District (and the south boundary of the North Geneva Historic District to the north). The Central Geneva Historic District, which was placed in the National Register of Historic Places in 1979, is generally characterized by architectural homogeneity across residential and commercial buildings. The station itself was considered "noncontributing" to the historic district because it was less than fifty years old when the district was listed.

The Pure Oil Station

The main façade of the Pure Oil Station faces State Street to the north and the secondary façade faces Fifth Street to the east. The building is set on a concrete foundation. Common brick walls were laid using decorative skintled brickwork, characterized by bricks projecting irregularly and at varying degrees from the face of the wall. The brick is finished in white paint. The front gable at the west end of the building is clad in wood shingles at its peak.

The majority of the building is covered by a gabled roof which is steeply pitched and covered in glazed blue terra cotta tile. Covering the south half of the service bays is a flat composite roof, hidden from view by the pitched roof to the east and north. Three skintled brick chimneys flank the gable ends of the easternmost volume. Two of these are adorned with a large metal letter "P," the Pure Oil emblem. These symbols are also painted white and positioned at the top of each stack.

The building can be divided into two main volumes: the east volume for serving pedestrians and the west volume for serving vehicles. The west volume has three large overhead doors on its north elevation. The westernmost vehicular entry is accented by a cross-gable and slightly projecting façade. The corresponding door and frame are smaller than the two others on this facade. The north elevation of the east volume contains the main pedestrian entry with large storefront window. Three original light fixtures remain on this façade.

The east façade of the building may be divided into two sections. The north section contains two divided-light steel casement windows with wood shutters separated by a chimney. The south section contains one wood paneled entry door with two divided-light steel casement windows directly adjacent. One original light fixture remains at this façade and is of a different design than those found on the north façade.

A nondescript 1950s brick addition that was located on the westernmost side of the south elevation was removed in December of 2012. The south elevation was punctuated in two places to accommodate passage between the original building and the later addition. The window overlooking the westernmost bay was replaced by an opening in the wall to accommodate a drive-through. The wood panel entry door with a transom window and one steel awning window on the easternmost side are original to the building.

The main west elevation is not visible as it is only a few feet from the building to the west. Only one opening exists at this façade, a large glass block window. The west elevation of the east "pedestrian" volume contains one divided-light steel casement window with wood shutters.

At the interior, the east volume, which was for pedestrian interactions, included a sales room/office, supply room, mechanical room, and restroom. The west volume contained 3 vehicular service bays. A door allows passage between these two volumes and a large window in the supply room also allows immediate visual connection between the two.

Finishes are utilitarian throughout both volumes. Walls are primarily of painted brick, bringing the aesthetic of the exterior to the interior. The remaining partition walls are wood frame construction and also painted. Ceilings are finished in plaster with wood trim. Interior wood panel doors and frames remain in place. Floors at the east volume are vinyl tile while at the west they are concrete. Decorative track lighting exists in the main rooms of both volumes. Additional lighting is utilitarian including fixtures for incandescent and florescent lamps.

Integrity

The Pure Oil station is the best remaining example of a Tudor Revival gas station in downtown Geneva. Much of the original fabric of the Pure Oil Station has remained in good condition. The only major changes to the exterior of the building are the reconfiguration of the north entrance to the sales room/office (date of alteration unknown), and installation of new garage doors at vehicular service bays. The main storefront entrance was originally configured with canopied center entry flanked by a small arched-top window on one side and a bay picture window on the other. The date of installation of the garage doors is also unknown. The character of the doors is in keeping with the originals, but utilizes a different number of rectangular 'bays" across the face of each.

Despite the previously described changes to the original design, the station retains all of its original footprint, construction materials, and decorative details which make it significant as an example of the use of Tudor Revival in a commercial context. The roof, decorative brickwork, majority of windows, and light fixtures are original to the building. Other original decorative elements remain, including window shutters, ornamented downspouts, and the metal Pure Oil "P" adorning the chimney stacks. In context of downtown Geneva, the building and site retain their original character, occupying an asphalt corner corner lot along Main Street near the historic commercial center of the city.

Pure Oil Station
Name of Property

Kane County, Illinois
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 listing.)

- [ ] A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- [ ] B Property is associated with the lives of persons significant in our past.
- [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
(Mark "x" in all the boxes that apply.)

Property is:

- [ ] A Owned by a religious institution or used for religious purposes.
- [ ] B removed from its original location.
- [ ] C a birthplace or grave.
- [ ] D a cemetery.
- [ ] E a reconstructed building, object, or structure.
- [ ] F a commemorative property.
- [ ] G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance
(Enter categories from instructions.)

Architecture

Period of Significance
1937

Significant Dates
1937

Significant Person
(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation
N/A

Architect/Builder
Petersen, Carl August

Period of Significance (justification)
Date of Construction

Criteria Considerations (explanation, if necessary)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)
The Pure Oil Station in Geneva is listed as significant in the 1999 local architectural survey and has been preliminarily approved for inclusion in the National Register of Historic Places under Criteria C for architecture. Possessing a high level of integrity, it is an excellent example of the Tudor Revival style, especially as it was applied to commercial architecture in the early half of the 20th century. Furthermore, this Pure Oil Company Station and others of this period are significant not only as excellent examples of Tudor Revival but also as early illustrations of architecture used as commercial marketing technique.

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

Context
The city of Geneva is one of several communities which developed along the Fox River immediately after the end of the Black Hawk War in 1832. Due to influential residents, the original settlement named "La Fox" was established as the seat of Kane County in 1836. The first official platting of the city was in 1837 and followed a traditional grid pattern. Civic and commercial activities were initially concentrated immediately east of the river along State Street (which also served State Route 38).Due to construction of a railroad station at Seventh Street, during the later half of the 19th century, the city's commercial center gradually shifted west to the intersection of Third Street and State Street.

Much of Geneva's early architecture remains and retains a fair level of integrity. Over 80% of the building stock within the Geneva historic districts was constructed before 1950. Following typical architectural fashion of the time, a large number of these buildings utilized historicizing architectural styles, such as Tudor Revival, while others were based in more modern movements, such as the Prairie Style.

The Pure Oil Station in Geneva, Illinois, was constructed in 1937 at State and Fifth Street, only two blocks from the historic city center. During the early to mid 20th century, this main street became residence to several gas and oil service stations. A 1945 Sanborn map shows 6 service stations present along 4 blocks of State Street. Two were located on the northeast and southwest corners of West State and First Street. Two were located on the southeast and the southeast and southwest corners of West State Street and Fourth Street, and two were located on the southwest and northeast corners of State Street and Fifth Street. Of these, only two remain: the Pure Oil Station at 502 West State and an unnamed station with large addition and questionable integrity located at 427 West State Street. Both buildings were designed using Tudor Revival aesthetics.

Tudor Revival Style
As part of a larger trend towards revitalization of historic architectural styles near the turn of the 20th century, Tudor Revival style is based on late medieval architecture of the 16th century Tudor England. Revivals of the style became most prevalent in the 1920s and 1930s and was generally considered second in popularity to only the Colonial Revival style. Tudor Revival was thought to have conservative and romantic connotations and allowed for a comfortable home on a relatively small scale. Possessing intrinsic historic and domestic overtones while referencing the rural aesthetic, the style was selectively applied to commercial buildings as an affective rebuttal to the typical "ugliness" of typical commercial architecture of the period.

Evidence of the popularity of the Tudor Revival style is found in Geneva as five houses of this style currently remain within the Geneva Historic District (three ranking as locally significant). Due to the domestic qualities of the style, it was sparingly applied to commercial buildings. The major exception to this rule was the gas and service stations, holding true in Geneva as the two commercial examples of the Tudor Revival style are the gas stations a 427 and 502 West State Street.

Massing of a Tudor Revival building was typically asymmetrical. Facades were constructed of brick or stone construction and some include stucco with half-timbers or wood cladding. Roofs were composed of one or more front-facing gables and are steeply pitched. Chimneys were a prominent feature and are constructed of brick or stone. Windows were tall, narrow casements, often paired, and of multiple divided lights. These were often accented by a soldier course at their header or by wood panel shutters. Front doors were often accented by an arched header. The Pure Oil Station in Geneva was designed using all of these features and retains the majority of these characteristic elements of Tudor Revival today.

Oil/Service Stations
Before the 1920s, filling stations were architecturally insignificant structures. Often they were little more than a shelter adjacent to gas pumps. They were marred by a reputation for being fire hazards and were typically eschewed to roadsides located outside of residential areas. Through the ingenuity of the Pure Oil Company in the mid 1920s, franchised stations were produced which negated this reputation while increasing efficiency and marketing power. A few highly efficient architectural models were developed using the Tudor Revival ("English Cottage") aesthetic to appeal to their American middle to upper class audience.[i] With this architectural vocabulary, they produced a station which was more readily accepted in suburban neighborhoods and even residential areas. The standardization of their design also allowed easy recognition of their services and the growing reputation of the Pure Oil Company. This architectural model became a corporate trademark as the company stated in their announcement of their design in 1927:

"A service station pictures to the passing motorist the type of company it represents.... With this in mind, the Pure Oil Company has sought to develop and standardize a type of station, not merely as a place to get "gas," but one that would be attractive and inviting as well."[ii]

Carl August Petersen, Chief Engineer of Marketing Construction for Pure Oil during the 1920s, was responsible for the design of these stations and incorporation of the "English Cottage" style. He anticipated that this eclectic aesthetic would be associated with "quaint charm," "warmth," and an overall "'homey' appearance." Indeed, the design melded easily into the architecture of suburban and urban residential neighborhoods constructed between 1900 and 1940.

The Pure Oil Company was one of the first American corporations to use architecture in this way. Ever since the birth of this cultural paradigm, "architectural packaging" has become a common part of the American landscape.

Place-Product-Packaging
"Place-product-packaging" has been defined by cultural geographer John Jakle as "The networking of look-alike place defining trade territories, all supported through coordinated advertising." More simply, the repetition of architectural design was used in the same manner as that of a company trademark. For the Pure Oil Company, standardization of their station design hinged on repetition of a very specific architectural vocabulary as well as repetition of ideal floor plans. This resulted in easy recognition of the building as a Pure Oil station as well as efficiency in construction and use of space. Oil companies during the first half of the 20th century were of the earliest industries to utilize this cultural marketing tool. Soon after, it would be taken up by innumerable fast food restaurants, pharmacies, banks, and big-box stores.

The Pure Oil Station in Geneva, Illinois, was constructed during this period of history and is an important example of this cultural and architectural movement. The location of the building was typical for this period, utilizing an ideal corner site on a main thoroughfare adjacent to both commercial and residential areas. The layout, material palette, and architectural detailing of this station are also similar, even identical, to other Pure Oil stations constructed between 1927 and 1940.[iii] Skintled brick construction, steeply pitched gable roofs, tall narrow casement windows of multiple panes, wood shutters, prominent exterior chimneys, and the irregular plan are all basic elements of Tudor Revival which were utilized in the typical Pure Oil station of the period. Furthermore, adaptation of the style to serve the intention of the Pure Oil Company is evident in the signature royal blue terra-cotta tile and use of the "P" emblems on chimneys and downspouts. The plan, detailing, and location of the building are all excellent illustrations of the idealized Pure Oil Station of the period.

9. Major Bibliographical References

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

City of Geneva. *Illinois Urban Architectural and Historical Survey*. June,1999.

[i] John A. Jakle and Keith A. Sculle, The Gas Station in America (Baltimore: Johns Hopkins University Press, 1994), 164-167.
[ii] C.A. Petersen, "Pure Oil Building English Cottage Type Service Station," Pure Oil News, n.d.
[iii] Historic Advertisement, "Our New Address," City of Geneva, IL Archives.

Donath, David. *National Register of Historic Places Inventory --Nomination Form: Freytag's Pure Oil Service Station.* Entered January, 1980.

Jakle, John. "The American Gasoline Station, 1920 to 1970." *Journal of American Culture*. Vol. 1, Fall 1978.

Jakle, John and Keith Sculle. The Gas Station in America. Baltimore: John Hopkins Press, 1994

Mielnik, Tara Mitchell, and Ted Karpynec. *National Register of Historic Places Registration Form: Spring Street Service Station.* Entered November, 2001.

"New Pure Oil Co. Service Station is Modern, Complete." *The Geneva Republican*. December 3, 1937.

Petersen, C.A. "Pure Oil Building English Cottage Type Service Station." *Pure Oil News.* No Date.

Tarbell, Ida. *The History of the Standard Oil Company.* New York: Peter Smith, 1950.

Previous documentation on file (NPS):

____preliminary determination of individual listing (36 CFR 67 has been requested)
____previously listed in the National Register
____previously determined eligible by the National Register
____designated a National Historic Landmark
____recorded by Historic American Buildings Survey #_____
____recorded by Historic American Engineering Record # _____
____recorded by Historic American Landscape Survey # _____

Primary location of additional data:

____State Historic Preservation Office
____Other State agency
____Federal agency
_x_Local government
____University
____Other
Name of repository: **City of Geneva**

Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property 0.15
(Do not include previously listed resource acreage.)

SEE ADDITIONAL DOCUMENTATION FOR LATITUDE/LONGITUDE COORDINATES ON LOCATIONAL MAPS

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

	Zone	Easting	Northing		Zone	Easting	Northing
1	16T	391235.80	4638178.42	3			
2				4			

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

The boundary of the site is a rectangle that may be described as follows: Starting at the southwest corner of the right of way at State Street and Fifth Street, proceed southwest approximately 75' along the sidewalk to the alley. Turn and proceed approximately 80' northwest along the alley. Turn and proceed northeast approximately 75' along the intersection of the Pure Oil Station and the building directly adjacent to the northwest. Turn and proceed approximately 80' southeast along the sidewalk to the point of origin.

Pure Oil Station
Name of Property

Kane County, Illinois
County and State

Boundary Justification (Explain why the boundaries were selected.)
Extents of legally recorded boundary of property.

11. Form Prepared By

name/title Carolyn E. Andrews, Project Architect
organization Johnson Lasky Architects date 9.12.12
street & number 180 N. Michigan Ave, Suite 401 telephone 312.357.1221
city or town Chicago state IL zip code 60601
e-mail candrews@jlarchitects.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

  A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

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

Name of Property: Pure Oil Station

City or Vicinity: Geneva

County: Kane County State: IL

Photographer: Walker C. Johnson and Carolyn Andrews

Date Photographed: July 17, 2012

Description of Photograph(s) and number: 12

1 of 12
State Street and Fifth Street, camera facing southwest.

2 of 12
North façade, camera facing southeast.

3 of 12
East elevation, camera facing west from Fifth Street. Photo was taken before the removal of the 1950s addition.

4 of 12
East elevation, camera facing west.

5 of 12
East elevation, camera facing southwest.

6 of 12
Interior of Sales Room, camera facing east.

7 of 12
Interior of Supply Room, camera facing south.

8 of 12
Interior of Service Bay1, camera facing north.

9 of 12
Interior of Service Bay 1, camera facing east.

10 of 12
Interior of Service Bay 2, camera facing south.

11 of 12
Interior of Service Bay 3, camera facing southeast.

12 of 12
Original exterior light fixtures, north façade, camera facing west.

Property Owner:

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

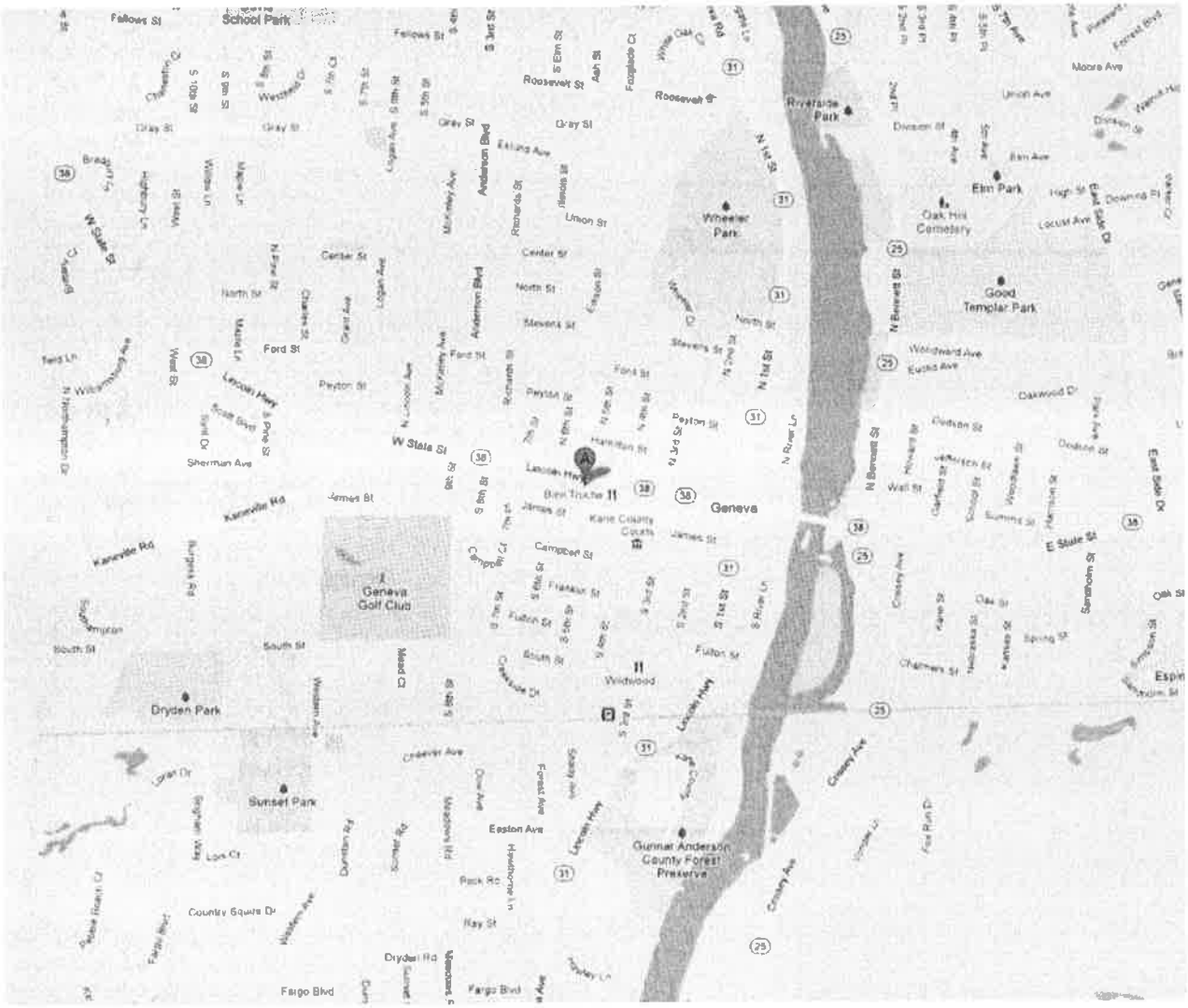
name St. Charles Bank & Trust Company

street & number 411 W. Main Street telephone 630.563.7916

city or town Saint Charles state IL zip code 60174

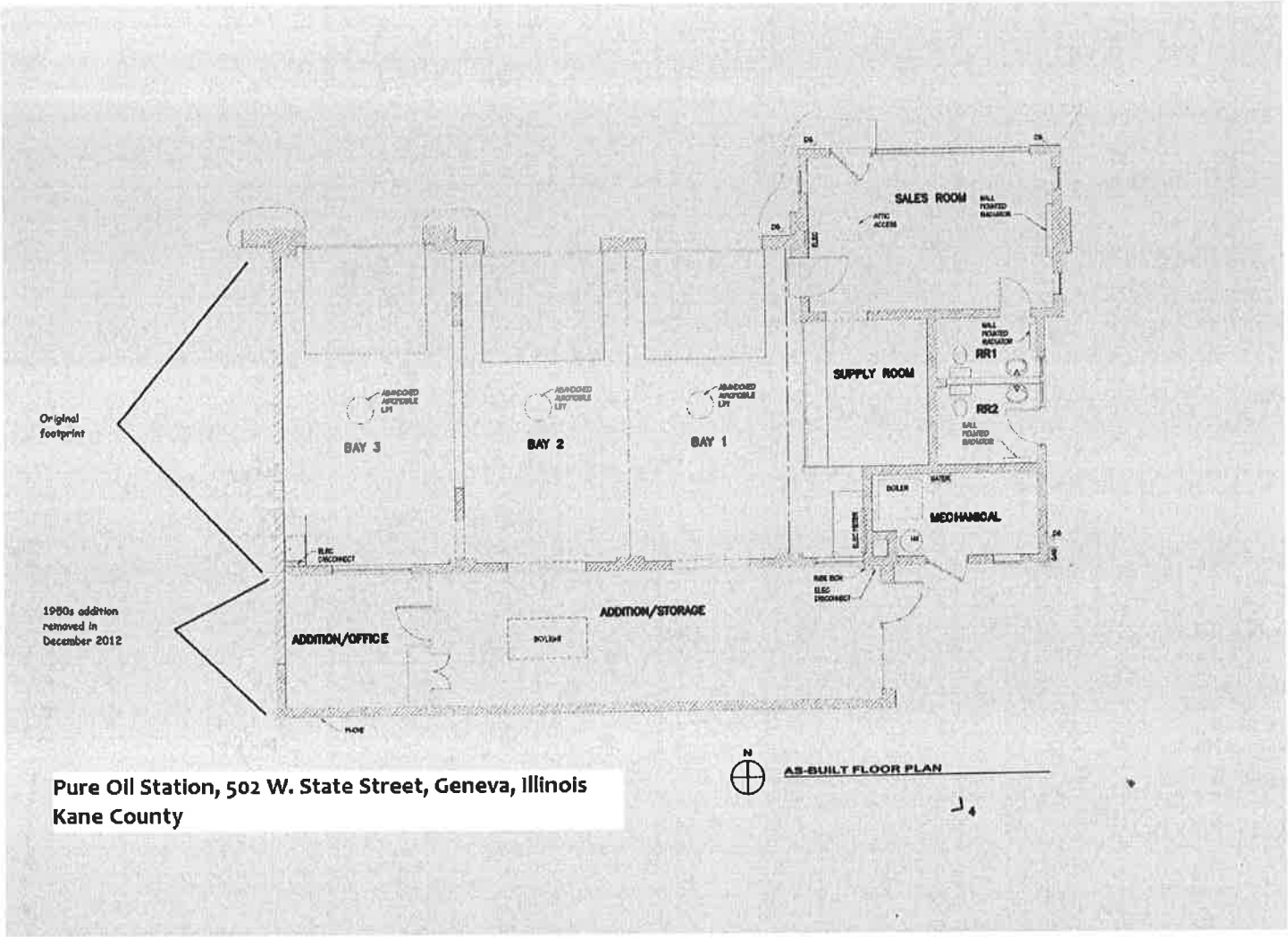
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

ADDITIONAL DOCUMENTATION



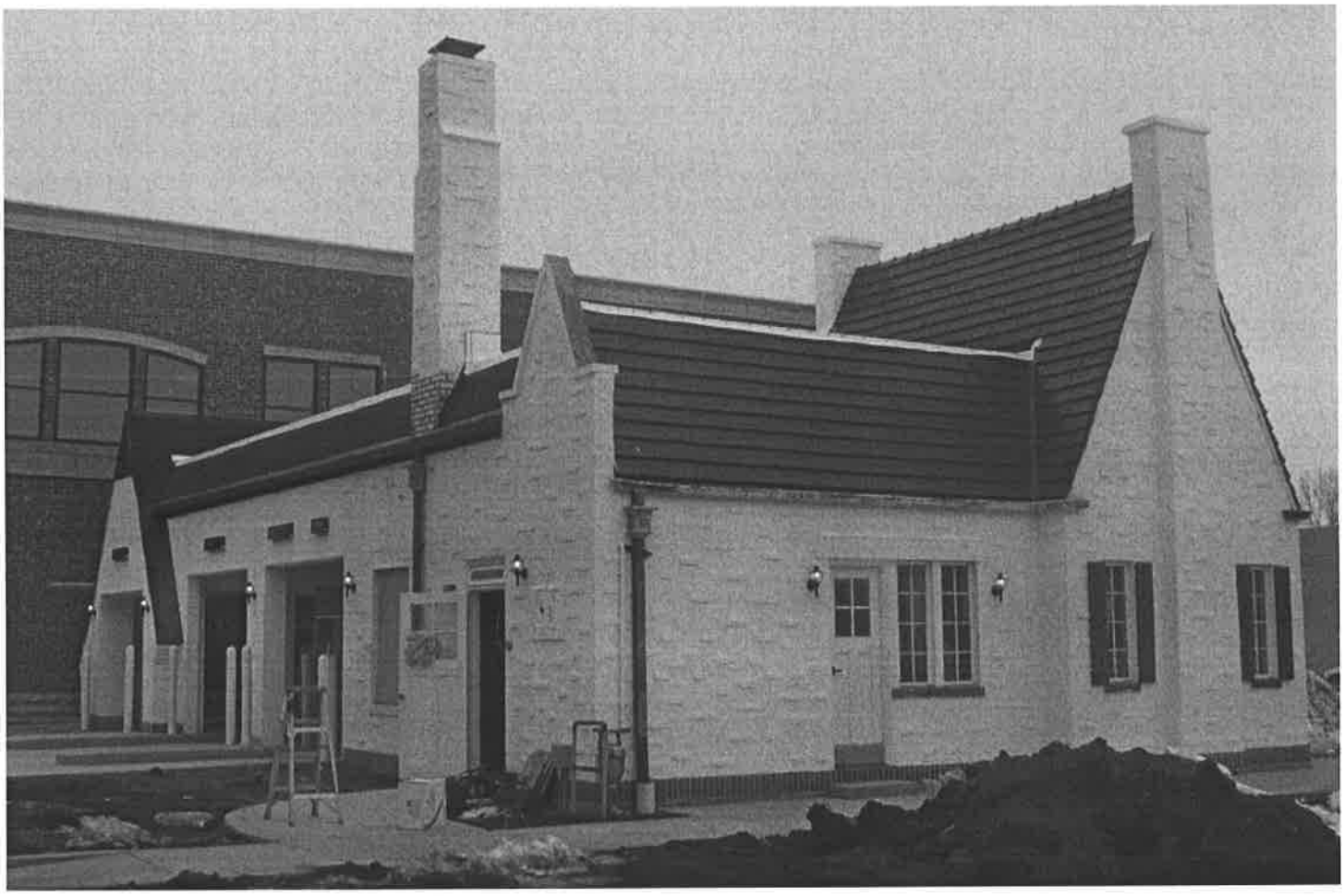
Location of Pure Oil Station, 502 W. State Street, Geneva, Illinois
Kane County

ADDITIONAL DOCUMENTATION



Plan of Pure Oil Station, 502 W. State Street, Geneva, Illinois
Kane County

ADDITIONAL DOCUMENTATION



Pure Oil Station, with non historic addition removed.
502 W. State Street, Geneva, Illinois
Kane County

PURE OIL STATION
41.888098° -88.310976° 502 W. State Street, Geneva, IL Kane County

TE ST
502

502
PURE

SALE
Boilax
MAGIC
DYFA-RIZE

TRUMEL
R FILS

Take and Read

SERVICE
CASHIER
FAIRY