

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Marathon Oil Service Station

other names/site number Lion Oil Service Station

2. Location

street & number E. Second & Spring St.

not for publication

city or town Fordyce

vicinity

state Arkansas

code AR

county Dallas

code 039

zip code 71742

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set for in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Cathie Matthews

3/22/01

Signature of certifying official/Title

Date

Arkansas Historic Preservation Program

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

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the 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 the Keeper

Date of Action

Marathon Oil Service Station

Dallas County, Arkansas

Name of Property

County and State

Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

Number of Resources within Property
(Do not include previously listed resources in count.)

- private
- public-local
- public-State
- public-Federal
- building(s)
- district
- site
- structure
- object

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.)

Number of Contributing resources previously listed in the National Register

"Arkansas Highway and Transportation Era Architecture, 1910-1965"

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: specialty store
TRANSPORTATION: automobile related

COMMERCE/TRADE: specialty store
TRANSPORTATION: road-related (vehicular)

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

OTHER: Plain-Traditional
20TH CENTURY REVIVALS: Mediterranean Revival

foundation CONCRETE
walls BRICK
METAL
roof CONCRETE
other CERAMIC TILE

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)
(See Continuation Sheet)

Marathon Oil Service Station
Name of Property

Dallas County, Arkansas
County and State

Statement of Significance

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

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** moved from its original location.
- 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.

Levels of Significance (local, state, national)

local

Areas of Significance (Enter categories from instructions)

ARCHITECTURE
TRANSPORTATION

Period of Significance

Circa 1928-1951

Significant Dates

Circa 1928

Significant Person (Complete if Criterion B is marked)

N/A

Cultural Affiliation (Complete if Criterion D is marked)

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

(See Continuation Sheet)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- Previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository:

Marathon Oil Service Station

Name of Property

Dallas County, Arkansas

County and State

9. Geographical Data

Acreage of Property One acre

UTM References

(Place additional UTM references on a continuation sheet.)

1 15 554420 3741260
Zone Easting Northing
2

3
Zone Easting Northing
4

See continuation sheet

Verbal Boundary Description

Lots 11 and 12, in Block 7 of the original Town of Fordyce, Dallas County, Arkansas

Boundary Justification

The boundary includes all land historically associated with the service station.

11. Form Prepared By

name/title Zac Cothren: National Register Historian

organization Arkansas Historic Preservation Program

date 3/15/01

street & number 1500 Tower Bldg. 323 Center St.

telephone (501)324-9789

city or town Little Rock

state AR

zip code 72201

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

street & number

telephone

city or town

state

zip code

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 listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Summary

The Marathon Oil Service Station (also known as Lion Oil Service Station), located at the southeast corner of E. Second & Spring Street, was built circa 1928 and is the best extant example of a 1920s gas station in Fordyce, Arkansas. The Plain Traditional service station features a tile roof car canopy that gives the building a hint of Mediterranean influence. The building's close location to the railroad tracks and downtown businesses allowed for easy access to both shoppers and travelers entering the area in automobiles.

Elaboration

Located in downtown Fordyce, Arkansas, the Marathon Oil Service Station is a blend of Plain Traditional and Mediterranean architecture and is unique compared to other automobile related buildings in the town. The square-shaped service station is constructed of brick and rests upon a continuous concrete foundation. The single story service station uses a variation of red brick and buff brick to add a decorative element to the building. The buff brick on the façade of the building has been painted red. The building is crowned with a parapet that hides from view the concrete barrel vault roof. The building has a small metal addition off of the back that was constructed at an unknown date.

North Elevation

The building fronts north toward Second Street and is divided into two bays. The first bay contains the office area and is dominated by the tile-roofed car canopy that extends out from the building. The car canopy is supported with a single, centrally located brick column featuring the original glass Marathon Oil sign with the company symbol, the "Marathon Man," located in the gable end of the covering. The facade is fenestrated on the northeast bay by a centrally located entryway that is flanked on each side by a two transom over single pane stationary window. The northwest bay consists of the garage area and is of relative simplicity. Remarkably the original wood garage doors are still intact. Located to the west of the garage doors is a simple wood door that provides direct access to the garage area.

West Elevation

The west elevation is fenestrated by an eight-pane casement window that is crowned with a two light transom. The south corner of the elevation sees a transition from the original brick structure to the flat roofed metal addition.

South Elevation

The majority of the back of the building is consumed by the addition. On the back of the building the brick changes from buff brick to the less decorative red brick. The addition is fenestrated on the east side with a metal garage door. The only fenestration on the back of the original structure is a pair of one-over-one replacement windows.

East Elevation

The southeast corner of the brick structure is fenestrated with an original pair of wood garage doors. Moving north the building is fenestrated with two eight-pane casement windows, each of which is crowned by a two light transom. Originally there was a third window, but it has been removed and has been infilled with plywood. On the far north end is a single pane window crowned with a two light transom. One of the lights have been removed and an air conditioner unit installed.

Marathon Oil Service Station
Name of Property

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Integrity

The Marathon Oil Service Station, despite the small addition at the back of the building, retains a high degree of integrity. The addition is well hidden from the front of the station and does not compromise the integrity of the building. The building maintains its integrity of location and setting, as it is located in the once thriving downtown area of Fordyce, Arkansas. The building also maintains integrity of design, setting, materials and feeling. The building exemplifies the character and beauty of the service stations of the late 1920s.

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National Register of Historic Places Continuation Sheet

Section number 8 Page 1

Summary

Constructed circa 1928, the Marathon Oil Service Station is being nominated to the National Register of Historic Places under **Criterion C** with **local significance** for its Plain Traditional with Mediterranean influence architecture. The service station is the best extant example of the style as applied to automobile related properties in Fordyce, Arkansas. It is also being nominated under **Criterion A** for its association with the development of Arkansas highway culture. It is being submitted under the multiple property listing "**Arkansas Highway and Transportation Era Architecture, 1910-1965**" in conjunction with the historic context "**Arkansas Highway and History Architecture, 1910-1965.**"

Elaboration

Like many other Arkansas towns, Fordyce grew up around the railroad. With the arrival of the main line Cotton Belt Railroad in 1882, Fordyce turned into a hub of commerce. Although the railroad would remain important, it would soon have a new rival; the automobile.

When the automobile arrived in Fordyce in the early 1900s so did the need for service stations. In circa 1928 the Transcontinental Oil Company built the Marathon Oil Service Station in downtown Fordyce. They chose a prime location just off of Main Street and near the railroad tracks at the corner of East Second and Spring Street. Due to problems with financing, Transcontinental Oil struck a deal with Ohio Oil, a Standard Oil affiliate, to drill wells in West Texas sharing fifty percent of the yield. Ohio Oil used their subsidiary Mid-Kansas Oil and Gas Company to carry out the venture. The venture produced great amounts of oil, but a flaw in the contract had given all production rights to Ohio Oil. This meant that even though Transcontinental was finding oil in large quantities, they had to buy their refined gasoline from their competitors. This strained company resources and by 1930 Transcontinental ceased to exist. The company exchanged all holdings for 1,848,051 shares of Ohio Oil. Ohio Oil also assumed ownership of 376 filling stations using the Marathon name, including the one in Fordyce. The stations continued to operate under the name of Marathon even after the merger.

The station continued to operate under the Marathon name until November 1935, when it was purchased by Lion Oil headquartered in El Dorado, Arkansas. During that time it was ran by Nabb and Newell Barnes. It remained a Lion Oil Station until the late 1970s.

The station remained vacant until 1981, when current owner Paul Williams purchased the building. By 1981 the Marathon Oil Company sign had been painted over and forgotten. However, eventually after some years the paint began to peel revealing the beautiful glass sign in almost perfect condition. The sign is one of the most interesting features of the building.

The building continues to serve the automobile industry. Today the building operates as a garage under the name Paul's Service Center. Mr. Williams plans to continue running his business out of the building and wants to maintain the exterior appearance of the building.

Marathon Oil Service Station
Name of Property

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Significance

The Marathon Oil Service Station is being nominated to the National Register of Historic places under **Criterion C** with **local significance** as the best extant Plain Traditional with Mediterranean influence service station in Fordyce, Arkansas. It is also significant for the role it played in the development of automobile transportation in Fordyce. The building has continuously served the automobile industry in its over seventy years of existence. It is also being nominated under Criterion A as part of the multiple property nomination “**Arkansas Highway and Transportation Era Architecture, 1910-1965**” in conjunction with the historic context “**Arkansas Highway History and Architecture 1910-1965.**”

Marathon Oil Service Station

Name of Property

Dallas County, Arkansas

County and State

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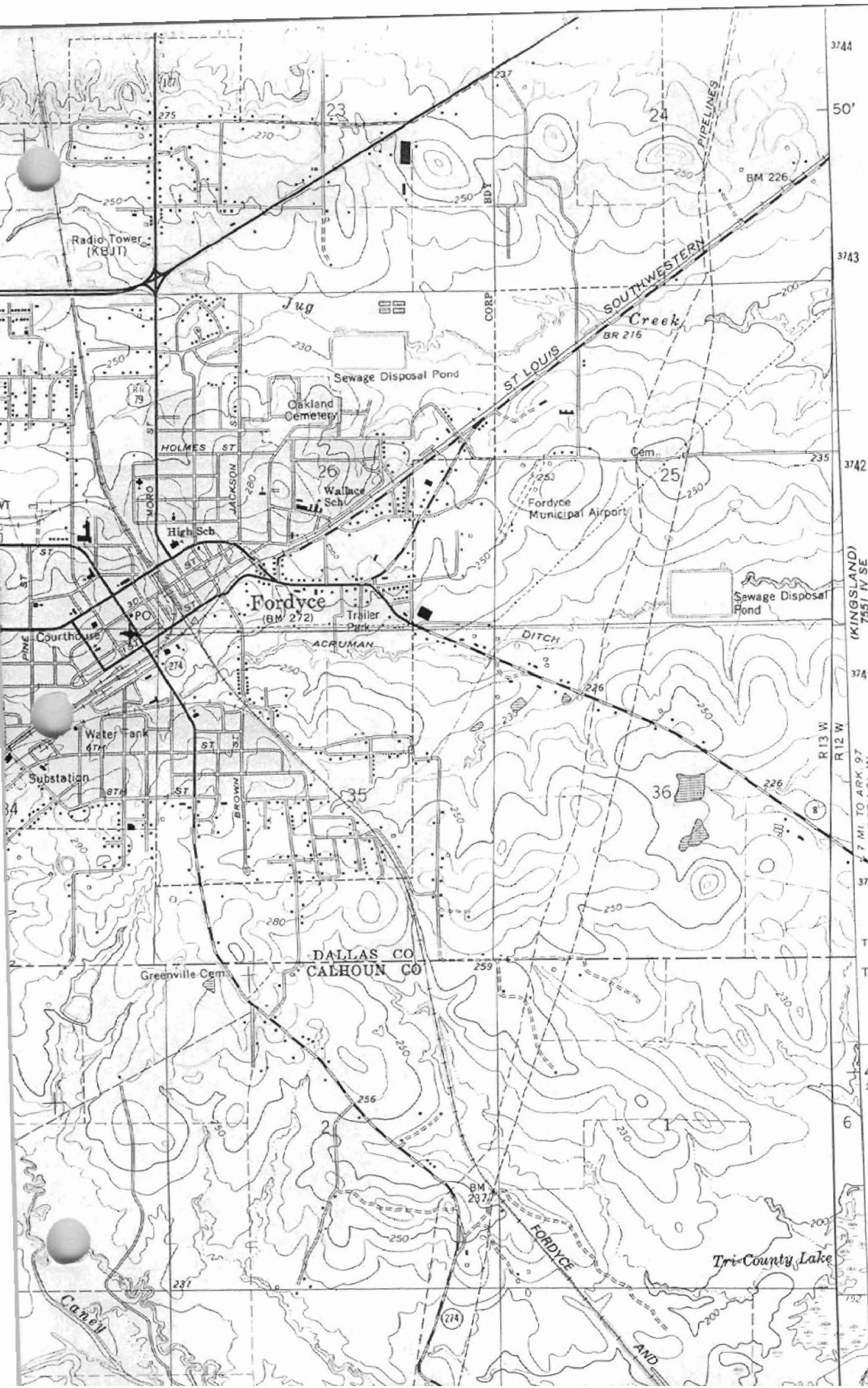
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Bibliography

Abstract for the property of the Marathon Oil Service Station (1928-1935).

"History of Marathon Oil Company". www.Marathon.com.

Williams, Paul. Interview by Zac Cothren 29 January 2001.



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 50'
 3743
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(KINGSLAND)
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Marathon Oil
 Service Station
 Fordyce, Dallas Co, AR
 UTM: 15755420/
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