

Listed: 11-19-01

Mount Ida Cities Service Filling Station

Montgomery County, Arkansas

Name of Property

County and State

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

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 Mount Ida Cities Service Filling Station

other names/site number _____

2. Location

street & number 204 Whittington

not for publication

city or town Mount Ida

vicinity

state Arkansas code AR county Montgomery code 097 zip code 71957

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.)

Catherine Matthews
Signature of certifying official/Title

9/10/01
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

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

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

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1	0	Total

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

Arkansas Highway and Transportation Era Architecture, 1910-1965.

**Number of Contributing resources previously listed
in the National Register**

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE: Specialty Store
TRANSPORTATION: Road-related (vehicular)

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE: Business

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS:
Craftsman/Bungalow (Influences)

Materials

(Enter categories from instructions)

foundation CONCRETE
walls BRICK, STUCCO,
OTHER: Artificial Siding (rear addition)
roof METAL; ASPHALT (rear addition)
other

Narrative Description

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

SEE 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.)

- Criteria A, B, C, and D with checkboxes and descriptions.

Criteria Considerations

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

Property is:

- Criteria A through G with checkboxes and descriptions.

Levels of Significance (local, state, national)

LOCAL

Areas of Significance (Enter categories from instructions)

TRANSPORTATION
COMMERCE

Period of Significance

1925-1951

Significant Dates

1925, 1929

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

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

SEE CONTINUATION SHEETS.

9. Major Bibliographical References

Bibliography

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

Elder, Chris. Interview by Kara Mills Oosterhous on 12 May 2001.

Guarino, Jean Louise. "Domestic-style Gas Station Recalls of Early Days of the Automobile." Historic Illinois, 23 (October 2000): 3-6.

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

Liebs, Chester H. Main Street to Miracle Mile: American Roadside Architecture. Boston: Little Brown and Company (Inc.), 1985.

Margolies, John. Pump and Circumstance: Glory Days of the Gas Station. Boston: Little Brown and Company (Inc.), 1993.

Previous documentation on file (NPS):

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

Primary location of additional data:

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

Name of repository:

10. Geographical Data

Acreage of Property Less than one acre.

UTM References

(Place additional UTM references on a continuation sheet.)

Table with 3 columns: Zone, Easting, Northing. Row A: 15, 441869, 3823833. Row B: (blank), (blank), (blank).

Table with 3 columns: Zone, Easting, Northing. Row C: (blank), (blank), (blank). Row D: (blank), (blank), (blank).

See continuation sheet

Verbal Boundary Description

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

The Mount Ida Cities Service Filling Station is located at 104 Whittington in Montgomery County in the NW Corner of NW1/4 of SEC 24, TOWNSHIP 25, RANGE 25 W in the original township of Mount Ida.

Boundary Justification

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

The selected boundary encompasses the Mount Ida Cities Service Filling Station, which retains its integrity of location, setting, design, feeling, workmanship, association, and materials.

Mount Ida Cities Service Filling Station
Name of Property

Montgomery County, Arkansas
County and State

1. Form Prepared By

name/title Kara Mills Oosterhous
organization AHPP date _____
street & number 1500 Tower Building, 323 Center Street telephone (501)324-9787
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 Alvin Black
street & number 162 Black Forest Road telephone _____
city or town Mount Ida state AR zip code 71957

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 Reduction 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**

Constructed circa 1925 the Mount Ida Cities Service Filling Station is located on Whittington Street in Mount Ida, Montgomery County. The pentagonal shaped building, with Craftsman style influences, sits atop a continuous concrete foundation and is topped by a hipped roof that covers the building as well as the attached car canopy.

ELABORATION

Located on Whittington Street just north of the downtown square, the Mount Ida Cities Service Filling Station is a building of frame construction sheathed in brick, which at some point in time was covered with a very thin stucco-like material. A hipped roof sheathed in metal covers the main section of the building and extends out towards Whittington Street to form a car canopy whose ceiling is adorned with pressed tin and supported by brick pillars on piers. The building, simple in design, displays some influences of the Craftsman style. Although the exact date of construction is unknown, a picture located in *Montgomery County: Our Heritage* shows the brick pillar (south end of southwest elevation) of the service station as cattle are being herded down Whittington Street. An exact date is not assigned to the photograph but it is known for a fact that the photograph was taken in the 1920s. This gas station is unique because it was designed in the shape of a pentagon. The following description begins with the façade traveling in a counter-clockwise direction covering all five sides.

Side One/Façade/Southwest Elevation

The façade of the building is located directly beneath the car canopy that is supported by two brick pillars on piers. Two large stationary four-pane windows flank the entrance; and a single light transom tops the door (which is a replacement).

Side Two/Southeast Elevation

Side two is void of any fenestration and architectural detailing.

Sides Three & Four

Sides three and four are located at the back of the building and meet each other to form a slight point. Each side is void of any fenestration. A very small artificially sided addition (ca. 2000) added to provide additional space conceals the majority of sides three and four.

Side Five/Northwest Elevation

Located on side five is a single six-light window (with window air-conditioning unit) that provides natural light for the interior of the building.

Mount Ida Cities Service Filling Station

Name of Property

United States Department of the Interior

National Park Service

Montgomery County, Arkansas

County and State

National Register of Historic Places

Continuation Sheet

Section number 7 Page 2

Integrity

The Mount Ida Cities Service Filling Station maintains its architectural integrity as its design and workmanship are still evident in the historic materials that define this building, such as the large four-pane stationary windows and the car canopy with a pressed tin ceiling. Located just off of the town square the building, which has served as a location for several small businesses, still has the ambience of a 1920s gas station as its location and setting remain very much the same. Alterations to the building have been very few and are reversible - such as the replacement of the front door and the small addition off of the rear of the building (ca. 2000).

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1

SUMMARY

Constructed ca. 1925, the Mount Ida Cities Service Filling Station is being nominated to the National Register of Historic Places with local significance under Criterion A for the role that it played in the development of transportation in Mount Ida, as well as, its association with the development of Arkansas highway culture, which is documented extensively in the multiple property listing. The Mount Ida Cities Service Filling Station is being submitted to the National Register of Historic Places under the multiple property listing "Arkansas Highway and Transportation Era Architecture, 1910-1965" in conjunction with the historic context "Arkansas Highway History and Architecture, 1910-1965."

ELABORATION

The town of Mount Ida serves as the county seat for Montgomery County, which was established in 1842 and in 1914 Mount Ida was incorporated as a city. Mount Ida, like all towns in America, used horses and carriages or mules and wagons as the primary means of travel until the advent of the automobile in the late 1800s. It was not until 1907, that Montgomery County had its first road overseer and at that time road graders were purchased to help make these "roads" - which were barely more than trails leading from community to community - more passable. Research has yet to reveal when the automobile first came to Mount Ida, Arkansas, probably between 1910 and 1917. However, it is accurate to say that by the 1920s automobiles were changing the landscape of Mount Ida, Arkansas, as local stores began selling gas and new buildings known as filling stations and service stations were becoming part of the built environment.

According to Jean Louise, a historical consultant, "After WWI, assembly lines began producing inexpensive cars at a rapid rate, highway construction boomed and the market for automobile petroleum exploded." During the 1920s many oil companies begin refining their marketing strategies, which included adopting distinctive signs and gas station designs. The most prevalent style for gas stations in the 1920s was the domestic style - gas stations that resembled small houses with hipped or gabled roofs - these designs blended nicely with their residential surroundings. For motorist passing by these domestic designs triggered positive associations such as friendliness, comfort, and security. Many of these building were prefabricated and could be ordered from a magazine and built on site by local craftsmen.

Mount Ida Cities Service Filling Station

Abstract research reveals that the Mount Ida Cities Service Filling Station, located at 204 Whittington Street in Mount Ida, was possibly constructed in 1925, as the property value rises significantly - thus the circa 1925 construction date. This construction date is further supported by a historic photograph taken during the 1920s that shows the very corner of the building. Historically types of ownership often categorized historic gas stations. For instance land could be leased but improvements owned and the corporation could lease the land from a local owner usually at a stipulated annual rent for a set term of years with renewal options. The abstract reveals that in 1929 that the Louisiana Oil Refining Corporation (a subsidiary of Cities Services) began leasing the property at 204 Whittington.

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 2

The Arkansas Oil Company was one of numerous oil companies interlocked through ownership that marketed under the Cities Service sign. Cities Service rose to prominence because they emphasized gasoline marketing. In the 1920s the various Cities Service companies advertised in mass-circulation magazines such as the Saturday Evening Post and in over 142 newspapers in 113 cities across 20 states. In 1965 the various Cities Service companies combined and marketed under the name "Citgo".

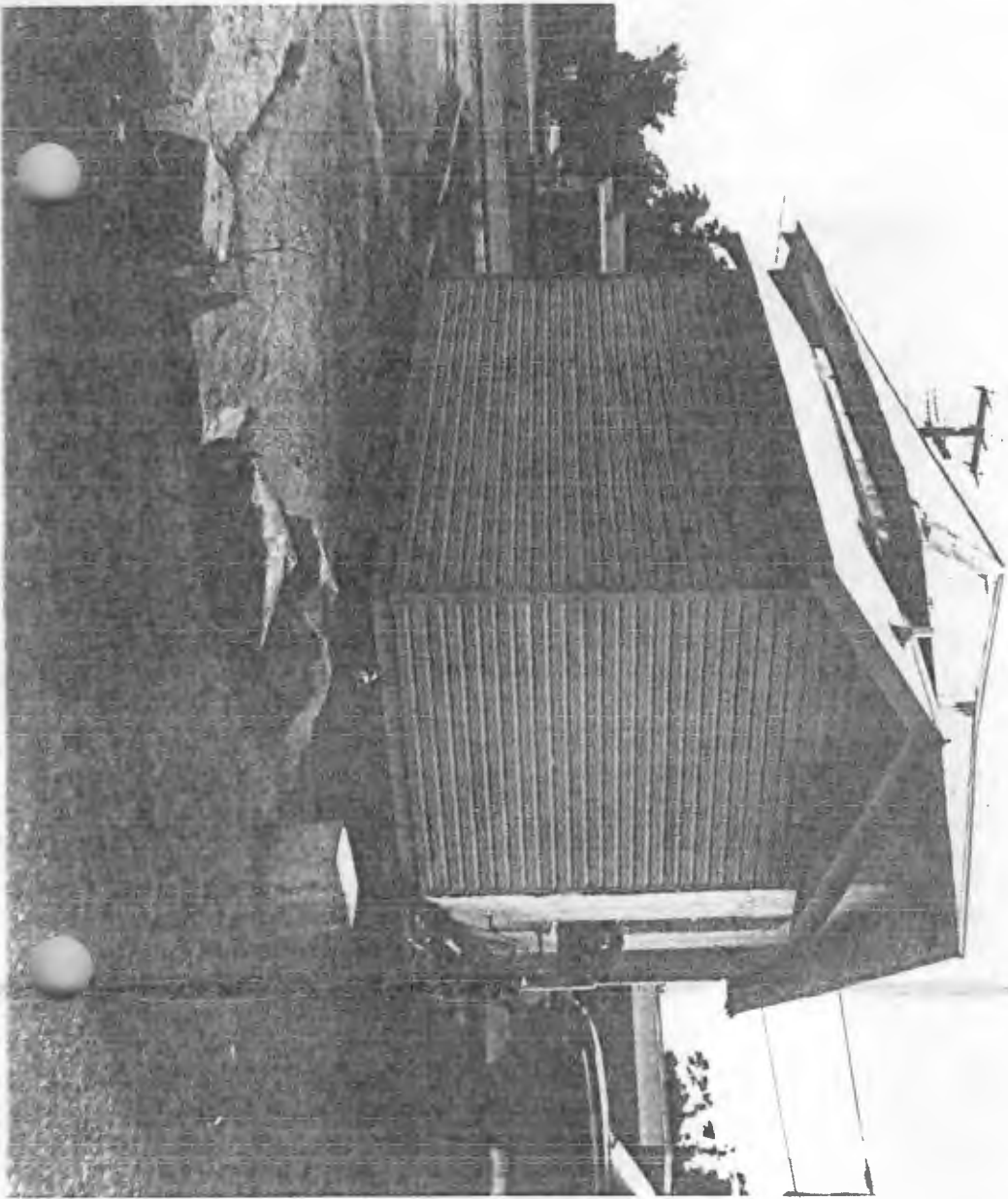
At the Mount Ida Cities Service Filling Station the Arkansas Oil Company marketed their gas from 1929 until 1966 when Cleo and Mary Ray were the last owners to sell gas to the public at this location. The underground tanks were removed in 1984/85. The present owner, Alvin Black, purchased the property ca. 1995 from T.C. and Wanda Wilhite. Throughout the years the building has been used to house numerous small business. In 1998 part of the movie *White River Kid* was filmed in Mount Ida and this gas station was used in one of the scenes of the film.

Significance

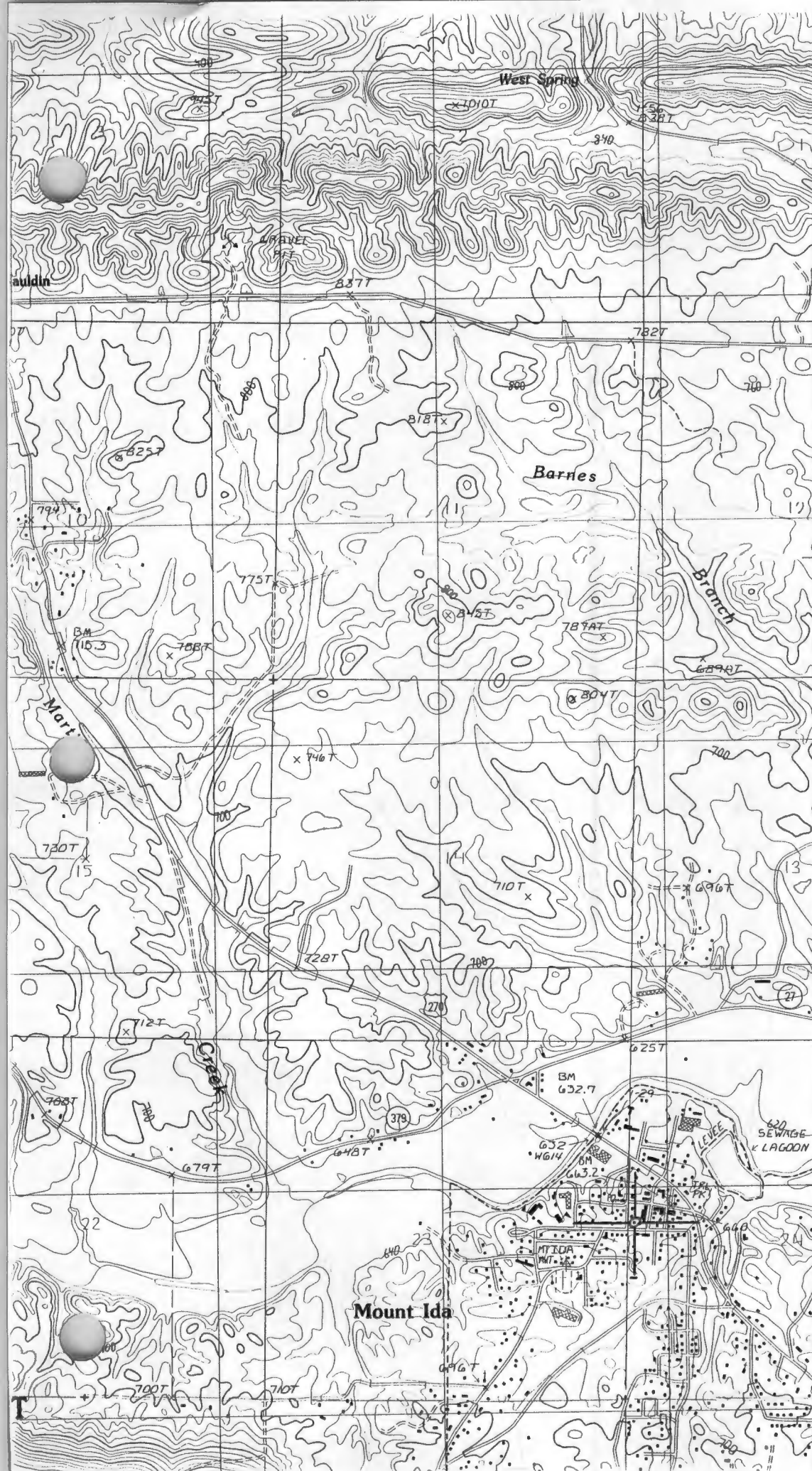
The Mount Ida Cities Service Filling Station reflects the ideals of the 1920s and 1930s, an era when filling stations were designed to harmonize with neighborhoods. The Mount Ida Cities Service Filling Station is being nominated to the National Register of Historic Places with local significance under Criterion A for its association with the development of transportation in Mount Ida, as well as, highway travel in Arkansas, which is documented extensively in the multiple property listing. Alterations to the station such as the small sided addition and the thin layer of stucco preclude this property for listing under Criterion C; however, these changes do little to diminish the building's significance. The service station is being submitted to the National Register of Historic Places under the multiple property listing "Arkansas Highway and Transportation Era Architecture, 1910-1965" in conjunction with the historic context "Arkansas Highway History and Architecture, 1910-1965."











3829
3828
3827
35'
3826
3825
3824
3823

Mount Ida Cities Filling Station
 Mount Ida,
 Montgomery County
 UTM Coordinate:
 15/441452/3824097