

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 Price Produce and Service Station

other names/site number Site #WA1145

2. Location

street & number 413, 415, and 417 East Emma Avenue

not for publication

city or town Springdale

vicinity

state Arkansas

code AR

county Washington

code 143

zip code 72764

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

7/15/11
Date

Signature of certifying official/Title

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:

Signature of the Keeper

Date of Action

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:)

5. Classification

Ownership of Property
(Choose as many boxes as apply)

Category of Property**
(Choose 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

Table with 2 columns: Contributing, Noncontributing. Rows for buildings, sites, structures, objects, Total. Values: 2, 1, 2, 1.

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

Arkansas Highway History and Architecture, 1910-1965

Number of Contributing resources previously listed
in the National Register

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/specialty store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/specialty store

DOMESTIC/single dwelling

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT/Art Deco

Materials
(Enter categories from instructions)

foundation CONCRETE

walls CONCRETE BLOCK, WOOD, STUCCO

roof TAR BUILT UP, ASPHALT

other

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

- 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.

Levels of Significance (local, state, national)

Local

Areas of Significance (Enter categories from instructions)

Architecture

Period of Significance

1934

Significant Dates

1934

Significant Person (Complete if Criterion B is marked)

Cultural Affiliation (Complete if Criterion D is marked)

Architect/Builder

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 birthplace or grave of a historical figure of outstanding importance.
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.

Narrative Statement of Significance

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

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:

Shiloh Museum, Springdale, Arkansas

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SUMMARY

The Price Produce and Filling Station at 413, 415, and 417 East Emma Avenue in downtown Springdale is an Art Deco-style produce stand and filling station built in 1934. The three-building complex contains the main building that housed the filling station and produce stand, a small store building that has historically housed barber shops, and a small apartment that was originally an open structure, likely used for servicing cars.

The three buildings rest on concrete foundations and the main building and apartment are built out of decorative concrete block while the small store building has stucco walls. The main building and small store building have flat roofs while the apartment has a gable roof. The buildings get their Art Deco-style influence from the lancet-shaped, fluted, engaged pilasters that project above the parapet.

ELABORATION

The Price Produce and Filling Station at 413, 415, and 417 East Emma Avenue is located in the historic commercial heart of downtown Springdale. The complex, which consists of three buildings, was built in the Art Deco style in 1934 and originally housed a produce stand, cream station, and filling station in its main building. The complex's smaller buildings consist of a small store building that has historically housed barber shops, and a small apartment that was originally an open structure, likely used for servicing cars.

The three buildings rest on concrete foundations and the main building has a stucco front façade and the remaining façades are built out of decorative concrete block. The apartment has decorative concrete block lower walls and vertical board upper walls. The small store building has stucco walls. The main building and small store building have flat roofs while the apartment has a front-facing gable roof. The complex gets its Art Deco-style influence from the lancet-shaped, fluted, engaged pilasters that project above the parapets of the main building and the small store building.

413 East Emma – Contributing

North Façade

The north of the main building is dominated by two central plate-glass windows that each have three rectangular transom windows above. In the center of the stuccoed wall space above the windows is a rectangular plaque that reads "PRICE" horizontally with "19" on the left and "34" on the right oriented vertically. Above the plaque is a modern streetlight. The pair of plate-glass windows is flanked on each side by a lancet-shaped, fluted, engaged pilaster followed by an entrance. Each entrance has a new metal-framed plate-glass door with an arch-shaped transom window above. Each entrance is flanked on the outside by a lancet-shaped, fluted, engaged pilaster at the building's corners.

In front of the building's north façade is a raised rectangular area of concrete with rounded corners which has a metal sign post and also used to house the filling station's two gas pumps.

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East Façade

The east façade of the main building is constructed mainly of ashlar-faced concrete blocks, although the top two courses are smooth-faced. The top of the façade steps down as it progresses from front to back to mimic the slope of the roof. Towards the center of the façade is a doorway with a modern plain door and a boarded-up transom window above.

To the left of the doorway is a single boarded-up window. The window has a projecting concrete sill, large cast-concrete lintel, and brickwork along both sides of the window.

South Façade

The south façade of the main building is faced in mainly smooth-faced concrete blocks. In the center of the façade is a doorway with a modern black-metal barred door. The central doorway is flanked on each side by a single boarded-up window. Each window has a projecting concrete sill, large cast-concrete lintel, and brickwork along both sides of the window.

At the west end of the south façade is the southern end of the building's loading dock. The loading dock is constructed out of cast concrete and is accessed by two cast-concrete steps at the east end of its south side.

West Façade

As with the east façade, the west façade of the main building is constructed mainly of ashlar-faced concrete blocks, although the top two courses are smooth-faced. The top of the façade steps down as it progresses from front to back to mimic the slope of the roof. Towards the center of the façade is a doorway with a modern metal barred door. To the right of the doorway is a single window that is partially boarded up. The window has a projecting concrete sill, large cast-concrete lintel, and brickwork along both sides of the window.

Towards the south end of the façade is the building's loading dock. The cast-concrete loading dock has a large boarded-up doorway, which has a boarded-up window to its right. The window has a projecting concrete sill, large cast-concrete lintel, and brickwork along both sides of the window. In addition, the doorway has a large cast-concrete lintel.

415 East Emma – Non-Contributing

North Façade

The north façade of 415 East Emma is oriented around a central entrance. The entrance has a modern four-panel door with metal-framed screen door. The entrance is sheltered by a projecting gable-roofed stoop with vertical board siding under the roof. The stoop is supported at each corner by a single square post. The

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entrance is flanked on each side by a single metal-framed, one-over-one window. The top half of the façade is sheathed in vertical-board siding while the façade below the windows is smooth-faced concrete blocks.

East Façade

The east façade has no fenestration. The top half of the façade is sheathed in vertical-board siding while the lower half is ashlar-faced concrete blocks.

South Façade

The south façade has no fenestration. The top half of the façade is sheathed in vertical-board siding while the lower half is ashlar-faced concrete blocks. The exception is a small gable-roofed addition that projects from the center of the façade that is entirely sided in vertical-board siding.

West Façade

The west façade has no fenestration. The top half of the façade is covered in vertical-board siding while the lower half is ashlar-faced concrete blocks.

417 East Emma – Contributing

North Façade

The north façade of the small store building is fenestrated by a central plate-glass windows that has three rectangular transom windows above. The window is flanked on each side by a lancet-shaped, fluted, engaged pilaster. At the west end of the façade, the façade is beveled to accommodate a northwest-facing entrance. The entrance consists of a modern metal-framed, plate-glass door. The entrance is flanked on each side by a lancet-shaped, fluted, engaged pilaster.

East Façade

The east façade is a party wall with the building to the east.

South Façade

The south façade has a central window with a projecting sill that is boarded up.

West Façade

Beginning at the northern end of the west façade, it is fenestrated by a central plate-glass windows that has three rectangular transom windows above. As on the front façade, the window is flanked on each side by a lancet-shaped, fluted, engaged pilaster. To the right of the window is a former entrance that has been boarded up and replaced by a window air conditioner. The former entrance is also flanked on each side by a lancet-shaped, fluted, engaged pilaster.

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Further to the south, the façade angles to the southeast. On this plane of the façade there is a boarded-up entrance to the right with a wide, short, rectangular window opening to the left. The window has been boarded up with vertical-board siding and has a projecting concrete sill.

The southern third of the façade faces west and this portion of the façade has a central entrance with modern wooden door. The entrance is flanked on each side by a wide, short, rectangular window opening that has been boarded up with vertical-board siding and has a projecting concrete sill.

Integrity

Overall, the Price Produce and Service Station retains good integrity from when it was built in 1934. The windows that remain are the original windows. Although some windows and entrances have been boarded up, it is still easy to recognize the complex's Art Deco features, most notably the lancet-shaped fluted pilasters. By far, the biggest change to the complex is the modification to the small building in the rear that turned it into an apartment. However, it appears that this building never had the Art Deco detailing that the other two buildings did. Even so, because of the extensive changes, it is considered to be non-contributing.

The setting around the Price Produce and Service Station still reflects the setting when it was built in the 1930s. The Price Produce and Service Station is located in the downtown commercial heart of Springdale. The buildings around the complex mainly date from the early 1900s and reflect the type of architecture that would have been found in Springdale when the Price Produce and Service Station was built.

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SUMMARY

Located at 413, 415, and 417 East Emma Avenue and built in 1934, the Price Produce and Service Station represents an excellent example of a vernacular interpretation of the Art Deco style. With its lancet-shaped fluted pilasters that project above the parapets of the buildings, the complex illustrates some of the key characteristics of the style, including smooth wall surfaces, usually of stucco, stylized and geometric motifs that occur as decorative elements on the façade, and vertical projections above the roofline that give the buildings a vertical emphasis. As an excellent example of a vernacular interpretation of the Art Deco style, the Price Produce and Service Station is being nominated to the National Register of Historic Places under **Criterion C** with **local significance**.

The Price Produce and Service Station is also 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."

HISTORY OF THE PROPERTY

The establishment of Washington County and Arkansas's western border began in 1820 with the creation of Crawford County by the Arkansas territorial legislature. Four years later, Congress passed a bill that moved the western boundary of the Arkansas territory 40 miles to the west, although white settlers were not allowed to establish residence in the new area due to an 1817 treaty. In 1827 the Secretary of War lifted the ban on white settlement in the Cherokee country, and on October 13, 1827, Lovely County was created by the Arkansas territorial legislature. The following year, a treaty moved the territorial boundary 40 miles to the east, to its present location, and on October, 17, 1828, the territorial legislature created Washington County out of Lovely County, which ceased to exist.¹

Although settlement began in Washington County and the Springdale area in the early 1800s, it was not until the arrival of the railroad that the region really began to develop. Leaders in the area had the construction of a railroad in the area as a goal prior to the Civil War. However, it took many years before it was finally accomplished. In 1868, the Arkansas legislature granted aid of \$15,000 per mile to the Northwestern Railroad Border Company for the completion of a railroad from Missouri to Van Buren through Fayetteville and Bentonville. However, they were not able to accomplish it.²

The completion of a railroad line through Washington County would not happen until the Frisco decided to undertake construction in the late 1870s. The Frisco surveyed two lines through Washington County, one through Prairie Grove Valley and one through Fayetteville. Businessmen in the Fayetteville area influenced

¹ *History of Washington County, Arkansas*. Springdale, AR: Shiloh Museum, 1989, pp. 85-86.

² *Ibid*, p. 236.

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the Frisco's decision by purchasing right-of-way for the line from Missouri to Fayetteville for \$8,000 and also contributing \$2,500 for a depot in Fayetteville.³

When the first train arrived in Fayetteville on June 8, 1881, it was a great occasion. Approximately 10,000 people greeted it, and J. R. Pettigrew, who was the publisher of the *Arkansas Sentinel*, commented, "Fayetteville, and Northwest Arkansas, are exuberant with joy. We are entering a new era; the humdrum of the stage coach days is past, we are out of the old grooves; the steam is up, the bell is ringing and we plunge into the stirring active scenes of the new life."⁴

The area around Springdale when compared to the rest of northwest Arkansas, is relatively flat. As a result, early settlers actually more often than not came from the north rather than from other parts of Arkansas. As the *WPA Guide to Arkansas* pointed out, "Set apart from the rest of the State by the Ozarks to the south and east, and climatically distinguished by a rather high altitude, Benton and Washington Counties offer a scene unlike other parts of Arkansas. Though their land is rich, the people here have never known a plantation economy. Culturally oriented toward the Midwest rather than the South, and owning few slaves, ... diversified agriculture gives to this northwest corner a degree of prosperity comparable to that found in the average good farming area in the United States."⁵

Throughout the nineteenth and early twentieth centuries, the area remained rural and farming was the foundation of the area's economy. Even in the 1930s, the *WPA Guide to Arkansas* indicated that "South of Rogers US 71 again traverses farm and orchard country, passing the BENTON COUNTY NURSERY... which sells young trees to apple, plum, and peach growers in the region. Farther south occasional vineyards appear, reminders that grapes from some 4,000,000 vines rank next to apples as a commercial fruit in northwest Arkansas. Concorde are the most important variety, although Moore's Early and Niagara are also cultivated."⁶

Springdale (originally known as "Spring-in-the-Dale") was one of the centers of the farming region. The development of the railroad through the area provided an "outlet for produce and fruit [that] made those two industries the most prominent, and gave Springdale a leadership in the general fruit-growing interests of this part of the State, equal to any." In fact, Springdale even had "The Springdale Farmers' Club [which] was organized in January 1886, with W. M. Davis, president, and John B. Gill as secretary. The club has been one of the powerful instruments in the development of Springdale. ... New varieties of fruit have been

³ *Ibid*, p. 237.

⁴ *Ibid*, p. 235.

⁵ West, Elliott. *The WPA Guide to 1930s Arkansas*. Lawrence, KS: University Press of Kansas, 1987 reprint of 1941 publication, p. 306.

⁶ West, Elliott. *The WPA Guide to 1930s Arkansas*. Lawrence, KS: University Press of Kansas, 1987 reprint of 1941 publication, p. 310.

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introduced and experimented with, amongst which is the noted early red peach, 'The Gov. Garland,' named and discovered by J. B. Gill. ...The society has fifteen wide-awake members."⁷

The importance of growing fruit continued into the twentieth century as well. *The WPA Guide to 1930s Arkansas* stated:

As early as 1885 the Shannon apple of Washington County was taking prizes in world expositions. In 1887 the first carload shipments were made from Benton County. Orchardists in the northwest corner of the State set out millions of trees during the next 20 years. A crop of 7,000,000 bushels was picked, and 4,574 carloads were shipped, in 1919. Two years later, drought and parasites damaged the orchards heavily, and the 1919 peak has never been regained. Ada Red, Transparent, Jonathan, and Delicious were the most common varieties in the 625,000 bushels marketed in 1939.

Northwest Arkansas, the leading apple area, also has more vineyards than any other part of the State. The concentration of grape growing in Washington and Benton Counties was inspired in part by the success of vineyards cultivated at Tontitown by Italian settlers prior to the World War.⁸

Springdale took full advantage of the fruit industry that thrived in the area. In the 1930s, it was home to a Welch Grape Juice Factory that employed 50-100 people and the Nelson Wine & Distillery Company Plant, which produced "about 100,000 gallons of sherry, claret, and port each year." Nelson's adjoining packing plant also canned tomatoes, spinach, beans, and apples.⁹

The importance and growth of the produce industry in the Springdale area offered opportunities for residents to cash in on the industry's benefits, not just in farming, but in the industry's retail side. One person who did was V. Price, who came to Springdale in 1923. He initially worked for the Springdale Produce Company, but opened his own business, the Price Produce and Service Station, in 1934. Price's business was notable enough to get described in the *Golden Anniversary Edition of the Springdale News* in 1937. It said:

⁷ *History of Benton, Washington, Carroll, Madison, Crawford, Franklin, and Sebastian Counties, Arkansas*. Chicago: The Goodspeed Publishing Co., 1889, pp. 259 and 261.

⁸ West, Elliott. *The WPA Guide to 1930s Arkansas*. Lawrence, KS: University Press of Kansas, 1987 reprint of 1941 publication, p. 62.

⁹ West, Elliott. *The WPA Guide to 1930s Arkansas*. Lawrence, KS: University Press of Kansas, 1987 reprint of 1941 publication, p. 310.

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The Price Produce and Service Station is one of the newer firms in Springdale, having been opened in 1934, but it is owned and operated by a man, V. Price, who has been in business here since 1923.

Moving his family to Springdale in 1923 to make their home, Mr. Price was associated with the Springdale Produce Company until he decided to branch off by himself, and built the modern business building and drive in service station on East Emma Avenue that now houses both firms.

In addition to offering a local market for poultry, eggs, cream and other produce, the firm as stated above operates a modern service station, through which they sell Cities Service oil, gasoline and other products.

Mr. Price manages the firm, assisted by Mrs. Price, their son Scott, and Martin Taylor.¹⁰

Price built his new complex on the south side of East Emma Avenue, Springdale's major commercial thoroughfare, and the original route of U.S. 71. In 1924, the site was occupied by a dwelling, in fact the last dwelling left in the block. However, as Springdale grew and the downtown expanded, sites on Emma Avenue became more desirable for commercial enterprises.¹¹

The complex that Price built was unlike anything else that existed in downtown Springdale. With its lancet-shaped engaged pilasters projecting above the roof, the Price Produce and Service Station was a great example of a vernacular interpretation of the Art Deco style. The Art Deco style emerged from the L'Exposition Internationale des Arts Decoratifs et Industriels Modernes, which was a large exposition staged in Paris in 1925 to celebrate modernity in design. The style, which emphasized modernity, also developed as a reaction to the Art Nouveau style, which highlighted "decoration and aesthetic beauty" over "any sense of function."¹²

The inspirations for the Art Deco style were varied, from African tribal art, ancient Egyptian culture, and Assyrian art, to Central American art and architecture and the eastern exoticism of Sergei Diaghilev's *Ballets Russes*. The period of colonial expansion in the early twentieth century brought about an increased awareness of African art while Howard Carter's discovery of Tutankhamen's tomb in 1922 raised interest in the arts of Egypt. Central American architecture of the Aztec and Mayan cultures, specifically the stepped-pyramid design, also influenced Art Deco architecture, especially skyscraper design where the stepped design allowed easy compliance with Manhattan zoning laws.¹³

¹⁰ "Price Produce and Service Station." *Golden Anniversary Edition of the Springdale News*. 29 April 1937, p. 66. In the files of the Shiloh Museum, Springdale, Arkansas.

¹¹ Sanborn Map for Springdale, Arkansas, 1924.

¹² Zaczek, Iain. *Art Deco*. Bath, England: Parragon, 2001, pp. 7-8.

¹³ Zaczek, Iain. *Art Deco*. Bath, England: Parragon, 2001, pp. 11-12

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The Price Produce and Filling Station illustrates the Art Deco influence in a couple of ways. The use of the lancet-shaped engaged pilasters, which provide a geometric decorative element, illustrate the popularity of geometric motifs in the style. Geometric motifs were very apparent in Central American art and in some African art as well, specifically the art of the Ndebele of southern Africa. The use of a smooth concrete finish on the front of the main building and on the building at 417 East Emma also emphasized the sleek modern finishes that were preferred in the Art Deco style.

Interestingly, when Price had his buildings constructed, he chose ornamental concrete block for much of the walls, even though it was going out of fashion. (However, since it was being done towards the tail-end of the Depression, he may have chosen the construction type to provide additional ornamentation at a relatively low cost.) Ornamental concrete block was one of many building materials that came into use in the period after the Victorian era. The material could be substituted for stone or brick, and the companies that made it touted it as low cost, insulating, and maintenance free.¹⁴

Ornamental concrete blocks could be purchased commercially or they could be molded at the building site using special equipment and molds purchased from sources such as Sears, Roebuck and Company. Molds for home use could make one block at a time, and different side panels could be substituted to make different block designs or corner blocks. Ornamental concrete block had become so popular that in 1917, Sears published a separate specialty catalog of concrete block machinery.¹⁵

Initially, styles of ornamental concrete block were designed to mimic stone, but the flexibility of concrete soon encouraged the design of a variety of decorative styles. In the early years of ornamental concrete block manufacture, the most popular style was "rock face," which was designed to appear like stone, and this is what Price chose to use for his complex. A small variety of different rock-like textures were available. Second in popularity was "panel face," a flat surface with beveled edges.¹⁶

However, the use of ornamental concrete block was not limited strictly to commercial buildings like the Price Produce and Filling Station. Mail order house companies offered a limited number of concrete block home designs. For example, from 1911 to 1918, Sears offered six models of ornamental concrete block homes in their catalogs. During the same time period, Montgomery Ward also offered four concrete block models.¹⁷

¹⁴ Baskin, Darcy, and Sara Drew. "Hanger Hill Historic District, Little Rock, Pulaski County, Arkansas." National Register of Historic Places Registration Form. From the files of the Arkansas Historic Preservation Program, 2007.

¹⁵ Baskin, Darcy, and Sara Drew. "Hanger Hill Historic District, Little Rock, Pulaski County, Arkansas." National Register of Historic Places Registration Form. From the files of the Arkansas Historic Preservation Program, 2007.

¹⁶ Baskin, Darcy, and Sara Drew. "Hanger Hill Historic District, Little Rock, Pulaski County, Arkansas." National Register of Historic Places Registration Form. From the files of the Arkansas Historic Preservation Program, 2007.

¹⁷ Baskin, Darcy, and Sara Drew. "Hanger Hill Historic District, Little Rock, Pulaski County, Arkansas." National Register of Historic Places Registration Form. From the files of the Arkansas Historic Preservation Program, 2007.

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Interestingly, after 1930, when Price was having his complex built, concrete block began to lose popularity. Two factors have been cited in its demise, which were the rise of modernism and changes in technology. Concrete as a building material did not decline, but sleek, smooth surfaces had become more stylish by 1920, particularly with the rise of the Art Deco and International styles. Also at this time, automated machines that had the capability of producing more than one block at a time were available, upstaging antiquated hand-tamped units. Improved block machines and the growth of the concrete industry into new areas of construction brought an end to the use of ornamental face concrete blocks in Arkansas and nationwide.¹⁸

The 1948 Sanborn map for Springdale showed that the front half of the complex's main building was occupied by the filling station and the cream station, while the rear half contained the produce and poultry section of the enterprise. It was not surprising that Price included all of these businesses together in his enterprise. Produce was a lucrative business in Springdale, and it was the same with poultry. *The WPA Guide to 1930s Arkansas* stated:

The State has become important as a poultry producer since 1920, when the first carload shipment of Wyandotte broilers was made from Springdale, in Washington County. Since 1934 the incubating and fattening of broiler-size chickens for sale in distant markets has increased rapidly, and now nearly 10,000,000 broilers are shipped from northwest Arkansas each year. Hatcheries in Benton and Washington Counties have a capacity of 1,500,000 eggs. In 1939 the value of all chickens sold from farms was \$4,816,000; eggs brought an additional cash income of \$3,988,000.¹⁹

The inclusion of a cream station in the complex also made perfect sense in Springdale in the 1930s. It was reported in *The WPA Guide to 1930s Arkansas* that, "Since 1920 there has been a strong trend toward dairying and livestock raising. Between 1924 and 1934 the number of cows milked and the amount of milk obtained each rose 34 per cent. National dairy companies opened cream-buying stations and built cheese factories at several points. Northwest Arkansas and the Arkansas Valley lead in milk production, but pick-up trucks tour cream routes daily or twice a week in many counties. Cash sales of milk in 1939 totalled [sic] \$8,852,000."²⁰ The fact that East Emma Avenue had originally been the route of U.S. 71 and was the heart of Springdale's commercial district also made the filling station a good business strategy.

¹⁸ Baskin, Darcy, and Sara Drew. "Hanger Hill Historic District, Little Rock, Pulaski County, Arkansas." National Register of Historic Places Registration Form. From the files of the Arkansas Historic Preservation Program, 2007.

¹⁹ West, Elliott. *The WPA Guide to 1930s Arkansas*. Lawrence, KS: University Press of Kansas, 1987 reprint of 1941 publication, p. 62.

²⁰ West, Elliott. *The WPA Guide to 1930s Arkansas*. Lawrence, KS: University Press of Kansas, 1987 reprint of 1941 publication, p. 63.

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The main building of the complex remained the Price Produce and Filling Station up through 1957. However, in 1959 it was known as Price Produce and by 1965 it became known as the Price Cream Station. Apparently, though, the business closed in 1965, since it was not listed in the 1966 *Springdale Telephone Directory*. Mack's Barber Shop, which occupied 417 East Emma, eventually became known as the Service Barber Shop or Jim's Service Barber. Today, the main building is occupied by Yanez Alterations, 415 is an apartment, and 417 is occupied by Real Talk Communication. Even though the businesses have changed, the complex retains much of its original design and remains a great example of a vernacular interpretation of the Art Deco style.²¹

SIGNIFICANCE OF THE PROPERTY

At the time Price had his complex built in Springdale, the Art Deco style was coming into full flower in the United States. Great landmarks of the style, such as the Chrysler Building (1928-1930) and the Empire State Building (1930-1932), both in New York City, had recently been completed. In addition, Rockefeller Center (1932-1940) and the famous South Beach area of Miami were both under development. No doubt, Price would have been familiar with most, if not all, of these buildings, and the exuberance of the style would have been attractive.

In the midst of the 1930s, with the effects of the Depression, starting a business was a risky proposition, so it would have been imperative for Price to set his business apart from the others in Springdale that were related to agriculture. The fact that Price had a diversified business with poultry, produce, cream, and the filling station, helped, but the architecture of the Price Produce and Service Station set his business apart as well.

The use of the Art Deco style allowed Price to have a bit of fun and whimsy with the buildings' architecture. The lancet-shaped engaged pilasters with their fluting were attention grabbing elements, albeit a vernacular interpretation. However, according to Virginia and Lee McAlester, "geometric motifs [occurring] as decorative elements on [the] façade, and towers and other vertical projections above the roof line [giving] a vertical emphasis" were characteristics of the style. "Smooth wall surface[s], usually of stucco" were another Art Deco characteristic that Price employed. However, the smooth surface gave a modern, sleek appearance, something that Price would have wanted. It gave customers the impression of a modern, fashionable business.²²

²¹ *Springdale Arkansas Business Directory*, 1959, *Springdale Arkansas Telephone Directory*, 1957, 1959, 1965, and 1966, *Springdale City Directories*, 1967-1972. In the files of the Shiloh Museum, Springdale, Arkansas.

²² McAlester, Virginia, and Lee McAlester. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1994, p. 465.

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Because of its importance as an excellent example of a vernacular interpretation of the Art Deco style, the Price Produce and Service Station is being nominated to the National Register of Historic Places under **Criterion C with local significance**. The Price Produce and Service Station is also 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."

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VERBAL BOUNDARY DESCRIPTION

From the southwest corner of the East Emma Avenue and South Water Street intersection, proceed westerly for 30 feet along the south side of East Emma Avenue to the point of beginning. From the point of beginning, proceed southerly along the east side of the property perpendicular to East Emma Avenue for 200 feet to the fence line, thence proceed slightly northwest along the fence line for 80 feet, thence proceed northerly along the west side of the property perpendicular to East Emma Avenue to the south edge of East Emma Avenue for 190 feet, thence proceed easterly along the south side of East Emma Avenue for 80 feet to the point of beginning.

BOUNDARY JUSTIFICATION

This boundary includes all of the land historically associated with the Price Produce and Service Station.

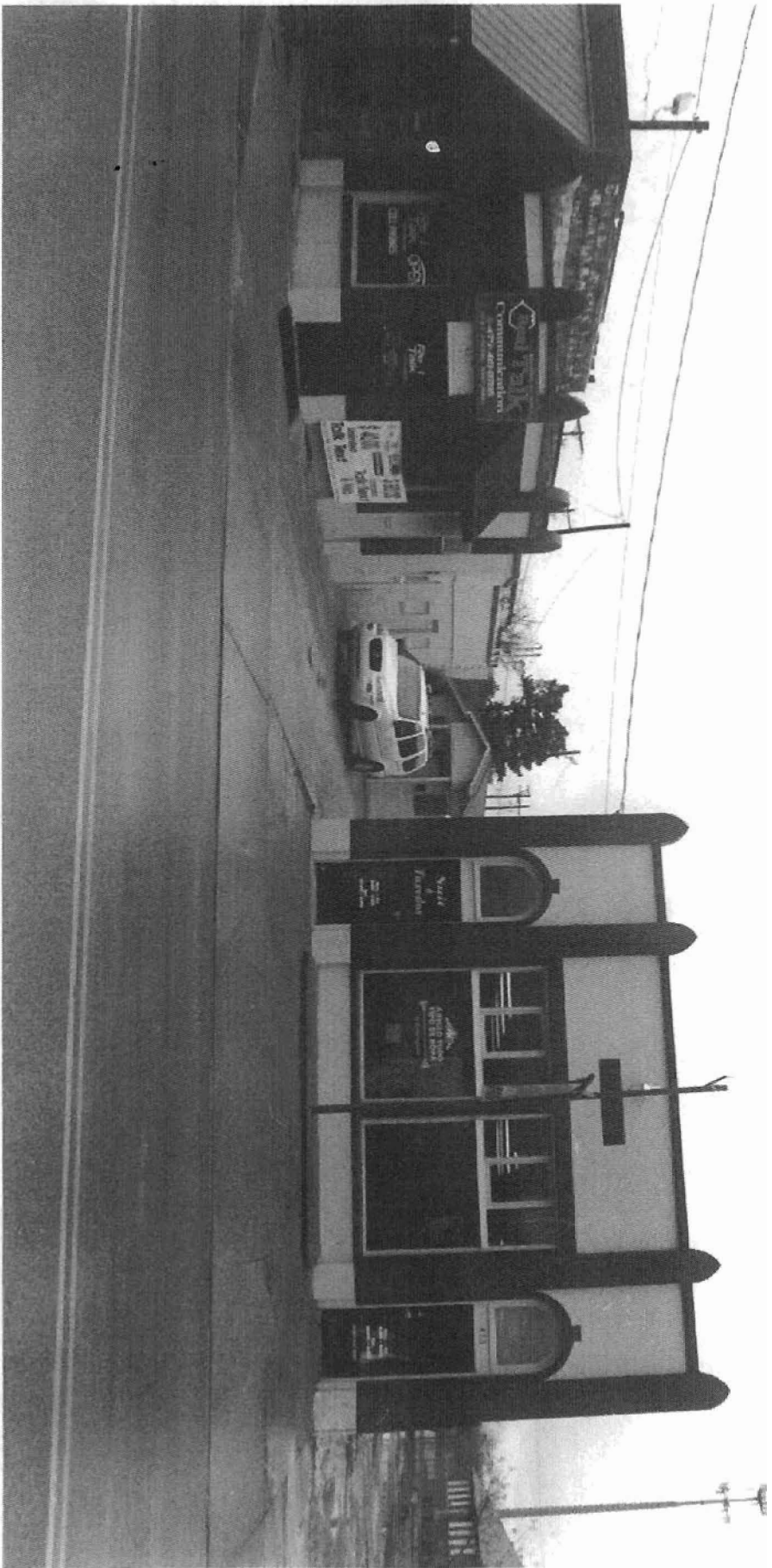
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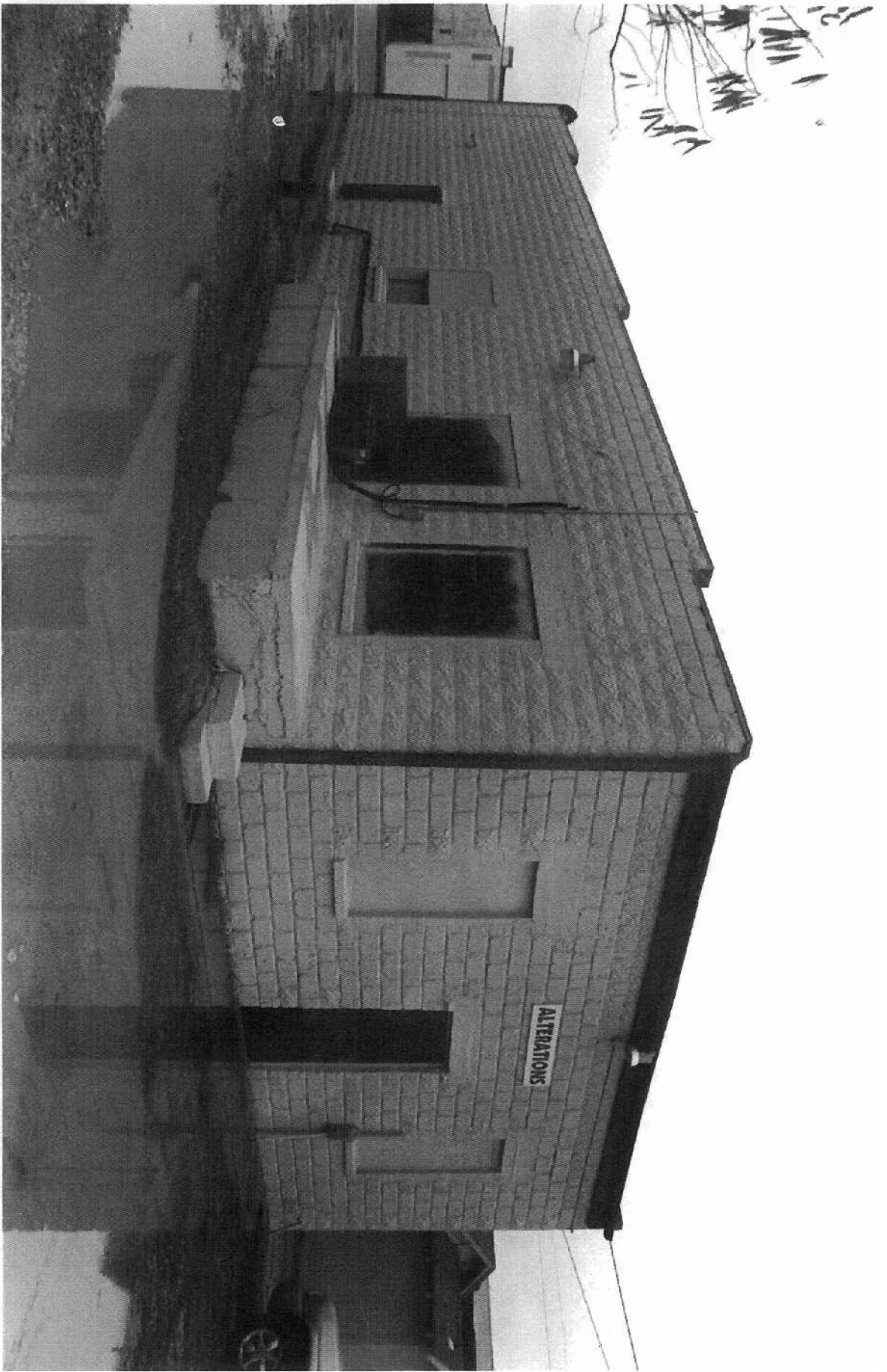
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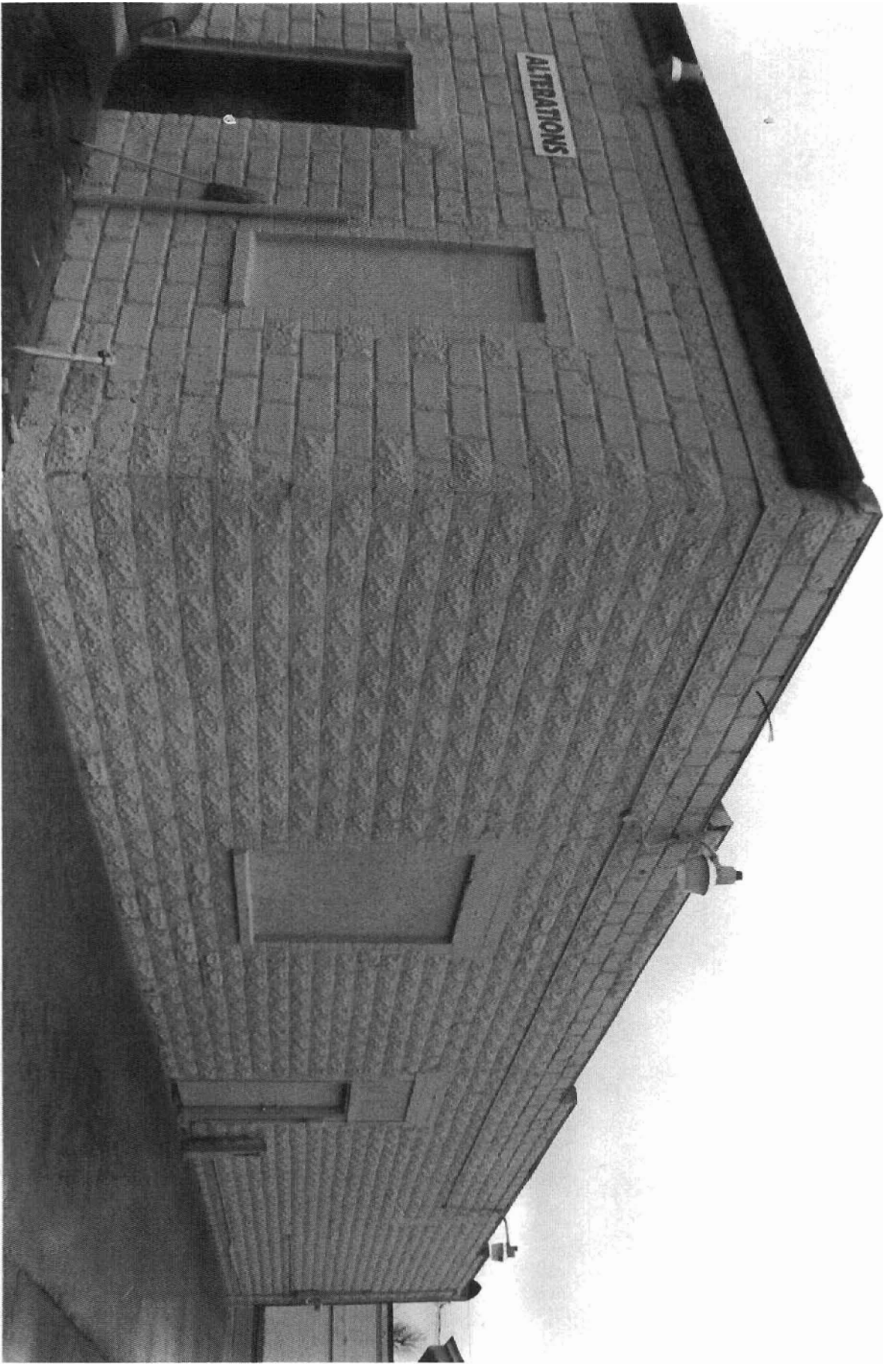


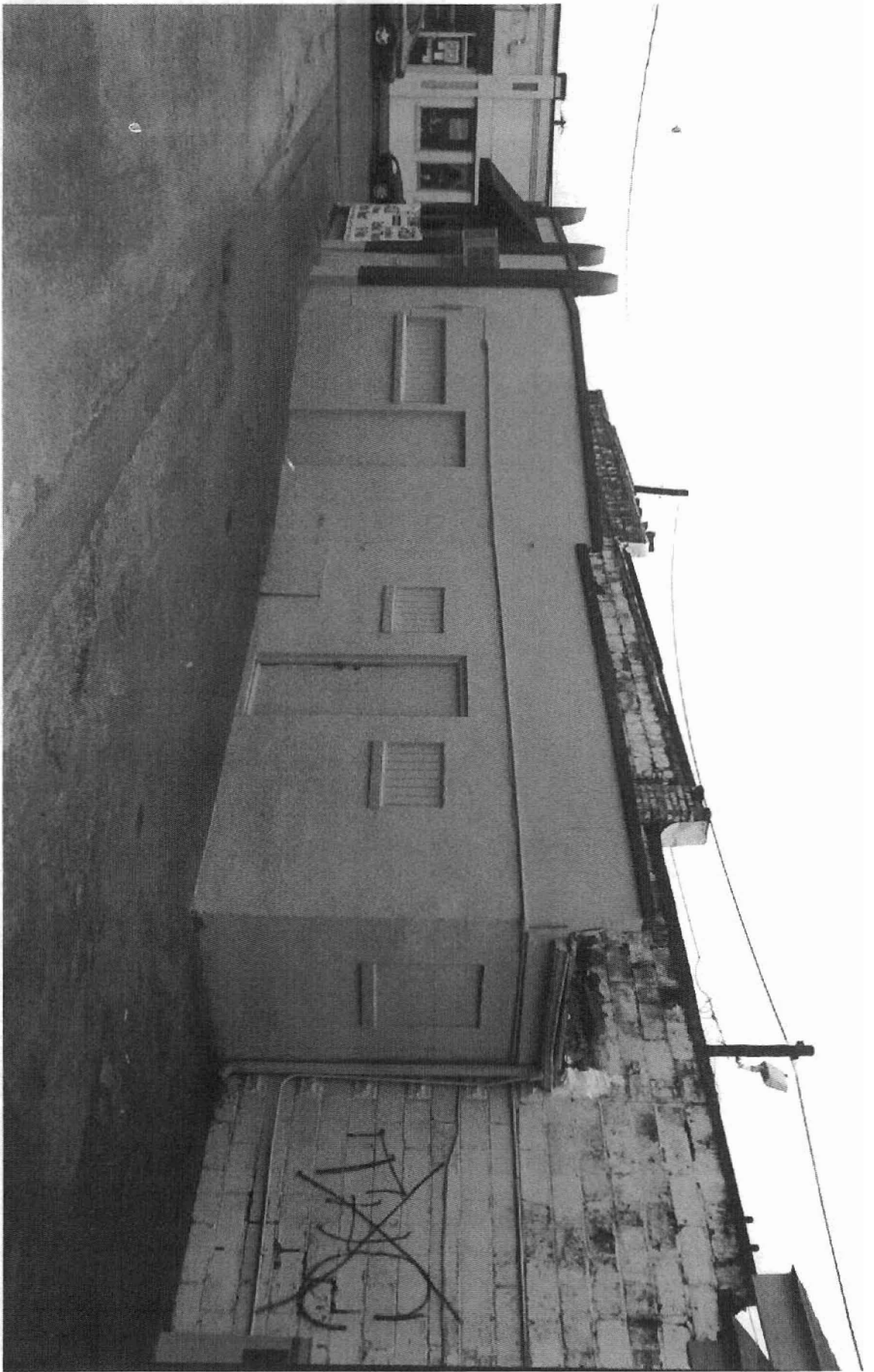
Price Produce and Service Station, c.1940. From the files of the Shiloh Museum, Springdale, Arkansas.



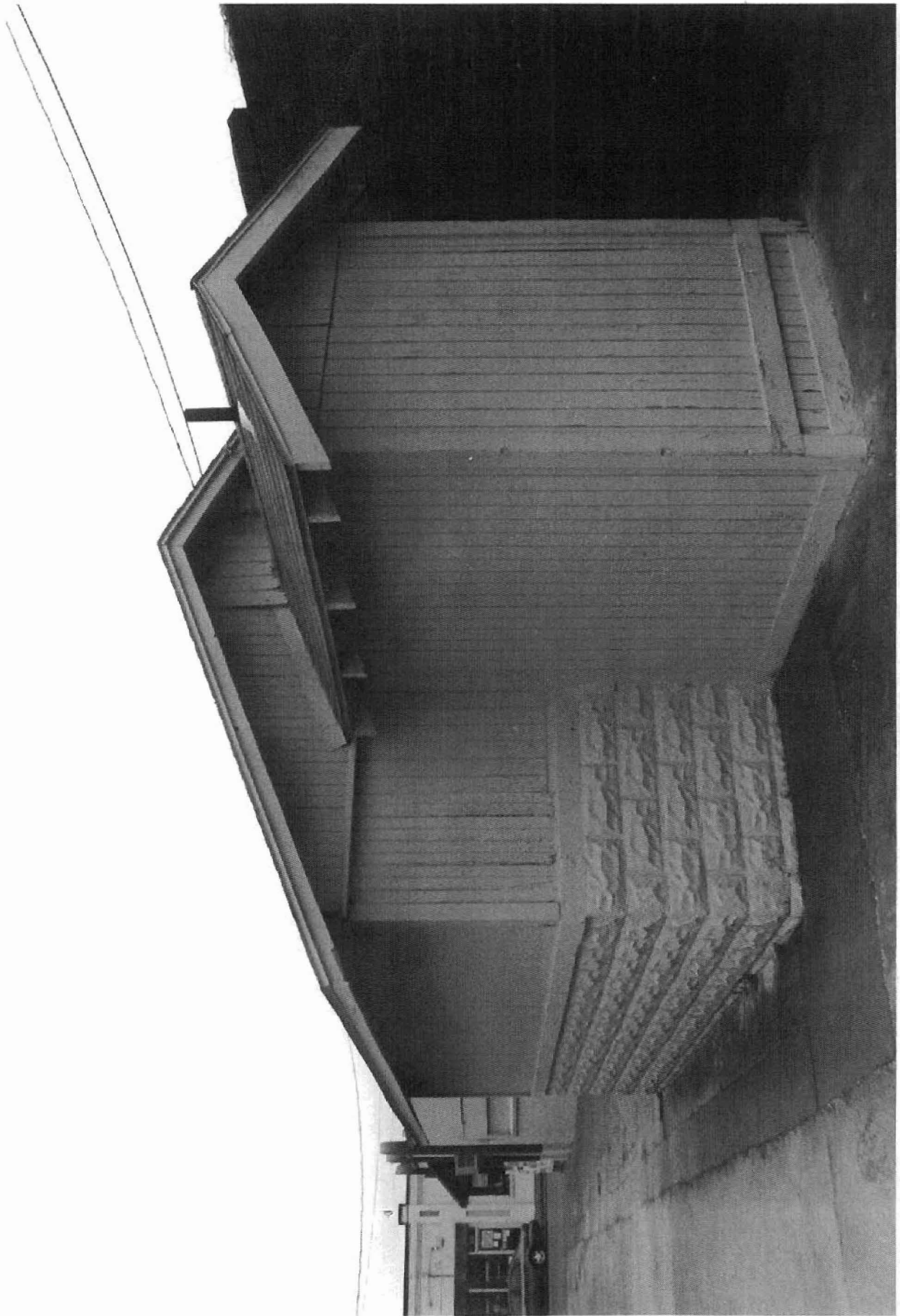


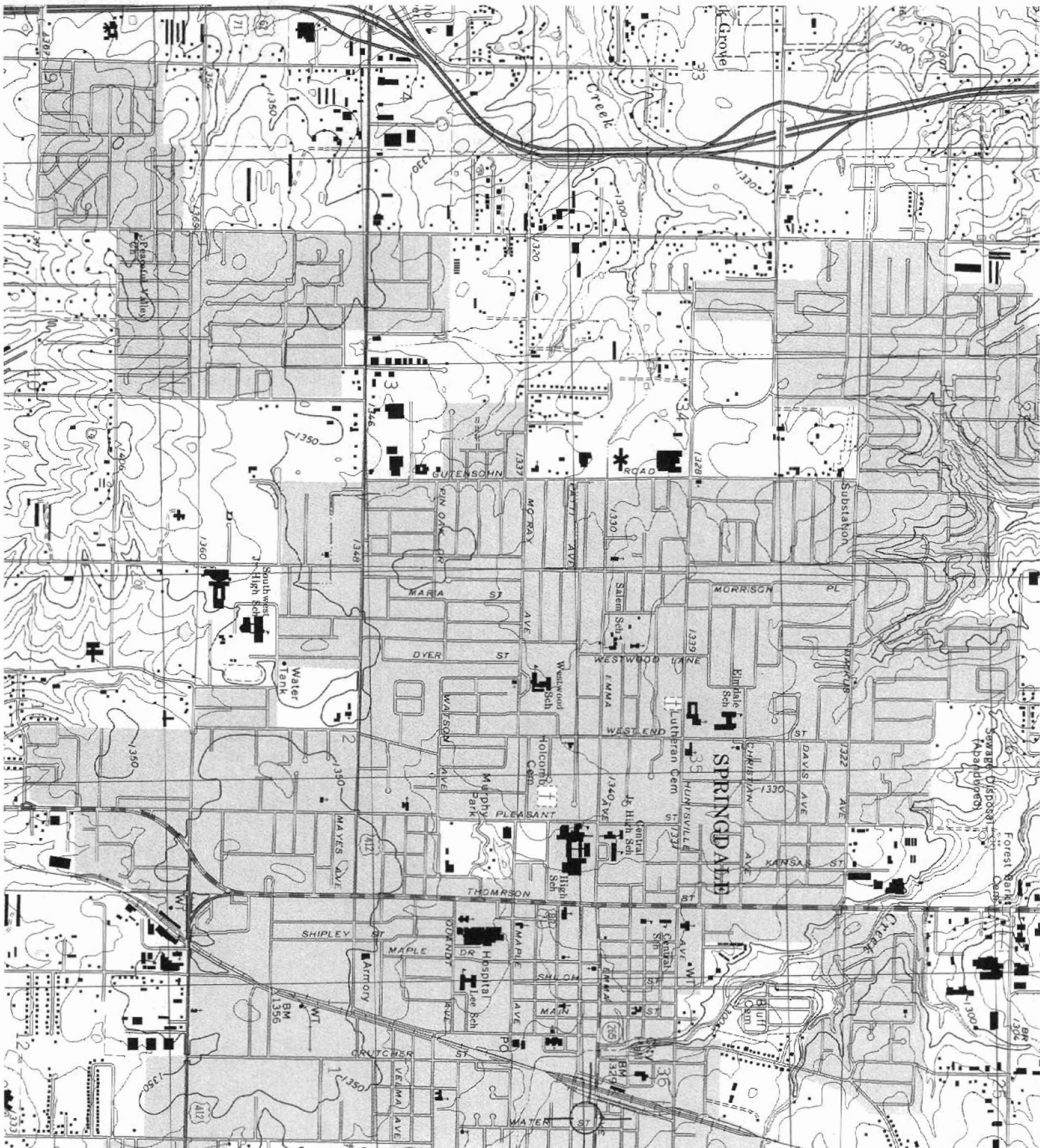












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