

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 Forty-Four & Sixty-Six Service Station

other names/site number Jack's 66 Service Station; German Car Service

Name of Multiple Property Listing N/A

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

2. Location

street & number 3130 (3128) West State Street

☐ N/A not for publication

city or town Boise

☐ N/A vicinity

state Idaho

code ID

county Ada

code 001

zip code 83703

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

Applicable National Register Criteria: A B X C D

Signature of certifying official/Title: Deputy State Historic Preservation Officer

Date

Idaho State Historic Preservation Office

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:)

Signature of the Keeper

Date of Action

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

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 the count.)

Contributing	Noncontributing	
1		buildings
		site
		structure
		object
1	0	Total

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/specialty store

Current Functions

(Enter categories from instructions.)

WORK IN PROGRESS

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT/Other: Googie

Materials

(Enter categories from instructions.)

foundation: CONCRETE

walls: CONCRETE

roof: SYNTHETICS

other: GLASS

METAL: Aluminum

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

Narrative Description Summary

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

The Forty-Four & Sixty-Six Service Station¹ at 3130 (3128)² West State Street in Boise, Ada County, Idaho (Figures 1-5), is a one-story filling and service station completed in 1964. The building represents a good and locally rare example of the Googie style. Not only does it clearly exhibit key character-defining Googie features – eye-catching exaggerated integrated building element (i.e. sweeping triangular ‘batwing’ canopy) at a roadside location – but it also incorporates hallmark elements of the gas and service station property type (e.g. setback to allow automobile maneuvering, concrete islands to support gasoline pumps sheltered under a canopy, display window system, customer restrooms, vehicular bays indicating a complementary service garage function).

The Forty-Four & Sixty-Six Service Station possesses sufficient integrity per National Register guidelines, conveyed by means of its retention of the original Googie-style elements, as well as the original interior spatial arrangement and finishes. The original aluminum-framed display windows and historic full-light entrance doors are intact, as are the associated site elements including the original paved driveways and concrete islands. The Forty-Four & Sixty-Six Service Station retains integrity of its historic location, design, setting, materials, workmanship, feeling, and association. All of its significant character-defining design elements and materials are intact and it clearly conveys its original historic associations. Its Googie design and stylistic treatment successfully convey feelings of its period of construction. The only apparent nonhistoric alterations include the 1987 forward addition constructed as part of the ongoing auto-related function of the building, alterations in the women’s restroom to facilitate accessibility, and both exterior and interior wall paint. Consultation with both the Idaho State Historic Preservation Office (SHPO) and the National Park Service (NPS) confirmed these alterations do not obscure the building’s ability to communicate its overall historic character or design.

Narrative Description Elaboration

LOCATION AND SETTING

The Forty-Four & Sixty-Six Service Station is at the northeast corner of the intersection of North 32nd and West State streets, two miles northwest of downtown Boise in the Sunset neighborhood along State Street, a four-lane thoroughfare situated on a northwest-southeast axis. State Street is also State Highway 44. At the time of its construction, and still today, the Forty-Four & Sixty-Six Service Station was outside the central business district along a primary thoroughfare into and out of town characterized by roadside commercial businesses (Figures 2-5).

¹ The earliest documentation of the building occupied was in the 1964 city directory, which listed the occupant as Forty-Four & Sixty-Six Service Station. Per NRHP guidelines, this oldest known occupant is thus considered the historic name of the building.

² Ada County and the City of Boise also attach the address 3128 to this parcel.

Forty-Four & Sixty-Six Service Station

Ada, Idaho

Name of Property

County and State

The building's primary elevation faces southwest onto West State Street (State Highway 44). West State Street is the chief southeast-northwest artery between Boise and the fast-growing suburban community of Eagle. The former Phillips 66 station is situated on an irregularly shaped block bounded by West Bella Street on the north, North 31st Street on the east, West State Street on the south, and North 32nd Street on the west. The property shares the block with a nonhistoric Jackson's/Shell convenience store and gas station. The areas on either side of the highway are low-density commercial with freestanding business buildings surrounded by surface parking. The Sunset neighborhood to the north is comprised of modest single-family residences of the mid- and late-twentieth century situated on relatively large lots.

The area immediately surrounding the station is paved, some of it concrete and some of it asphalt. The one exception is the area behind the building, which is grass and gravel. A sidewalk passes in front of the building next to State Street. Five underground storage tanks installed at the time of construction included three 4,000-gallon gasoline tanks and two 560-gallon tanks for used oil and heating oil. The three large tanks were assessed by environmental inspectors and filled with sand and water in 1990. The two smaller tanks were assessed and removed in 1993.

EXTERIOR

The Forty-Four & Sixty-Six Service Station is a one-story gas and service station constructed of concrete blocks, large plate glass windows, and a triangular-footprint steel-tube column³ supporting a distinctive triangular metal canopy. The building has an irregular footprint formed by two sections: a rectangular office bay measuring approximately twenty-six feet by thirty-five feet and a polygonal, two-stall service garage measuring approximately thirty-four feet wide. Together, the two sections form the primary elevation that totals seventy-four feet in length. Each section has a flat roof, with the service bay being slightly taller than the office bay. A small masonry addition measuring eight feet by twenty feet was constructed in 1987 and is situated near the center of the front-facing façade where the garage bay connects to the office bay.

The broad base of the iconic and character-defining **triangular metal canopy** (referred to as a 'batwing' by many gas station enthusiasts)⁴ attaches to the roof of the office bay and rises upward as it tapers and extends nearly fifty feet southwesterly toward State Street (Photo #1). A pair of piers, each formed by two metal poles and cross-bracing, support the canopy at its center and rest upon an ovoid concrete curbed island that once held gas pumps (Photo #6). A twenty-two-foot-tall column, formed by three metal poles forming a triangular footprint with cross-bracing between, rises through the canopy at its apex near State Street. This column also rests on an ovoid curbed island. A back-lit sign featuring the familiar Phillips 66 shield logo once capped this tallest column, but the sign is no longer present (Photo #3).

The **office section** has two primary walls comprised of large display windows slanted outward toward the top (Photo #7). These windows are made of plate glass set in metal frames and rest on low concrete-block bulkheads. This primary façade also includes an inset single-leaf, aluminum-and-glass door with a transom.

³ The original plans refer to this as a 'pylon,' however for the sake of descriptive clarity, the more common architectural and construction term 'column' is used here.

⁴ W. Dwayne Jones, *A Field Guide to Gas Stations in Texas* (Austin: Texas Department of Transportation, 2003; updated 2016 by David W. Moore and Shonda Mace (Hardy-Heck-Moore, Inc.), i. Available from <https://www.thc.texas.gov>. Accessed June 20, 2019.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

There is another single-leaf, glass door with a transom that is centered and inset on the southeast wall. An original jalousie window is partially intact at the northeast end of the display window system. The rear elevation is concrete block, with just one single-leaf door opening cut into the wall. The opening is in a canted wall leading from the interior service bays and situated slightly behind a four-foot-tall concrete block wall with an L-shaped footprint that historically delineated the trash area.

The 1987 concrete block addition removed a portion of the display windows on the primary (southwest) elevation, while retaining partition walls and a picture window within. The three-sided addition is defined by tall, metal-frame windows, a feature not found elsewhere on the building.

The **service section** includes two vehicular bays in the primary façade angled back and facing away from the office section (Photo #1). Each garage bay is slightly inset and flanked by concrete block wing walls. Each vehicular opening measures approximately fifteen feet wide and ten feet tall and contains an overhead garage door with four rows of four rectangular glass lights situated above a row of four rectangular wood panels. The side elevation (facing north) is entirely made of concrete block with no openings or architectural embellishment. The rear elevation is composed of two angled concrete-block walls. A concrete-block pilaster is centered on the elevation. The original building plans note a twelve-light, glass-block window to the right of the pilaster and near the roofline, but no such window appears to have been built. Left of the pilaster, the wall angles inward where there is a single-leaf door.

INTERIOR

The interior spatial arrangement retains the original 1963 design, and the interior spaces and finishes reflect their original functions. The office section is where customers and the public interacted with the station staff. The garage bay is where the staff serviced vehicles and stored related equipment and parts.

Two single-leaf glass doors, one in each primary elevation, open into the open **office area**,⁵ an L-shaped space at the south corner of the building. The office area is open with concrete-block or aluminum-framed display window outer walls and interior walls made of gypsum board, with pegboard and shelving attached to some parts of the walls facing into the retail area (Photos #10, #15, #21). Office countertops over cabinets below are topped with "lamidall," a type of trademarked decorative plastic laminate, with stainless steel edging. Most wall and ceiling surfaces are painted white. The office area floor is finished in reddish-brown quarry tiles ("#170 Russet" per original plans), which are also found atop the window stools. Ceiling-mounted fluorescent strip lights illuminate the main open office area. Over the wall-mounted cabinets, an original soffit conceals air-handling ductwork and features square inset lights within flush chrome frames. Projecting from the base of the soffit is a continuous projecting valance board that conceals additional strip fluorescent lighting (Photos #15, #17). The valance board is decoratively slanted forward at an angle matching that of the slanted display window glass.

Each single-stall **restroom** retains the original 'confetti' mosaic tile floor finish consisting of multi-colored, one-square-inch ceramic tiles in a gray-ivory-yellow color scheme (Photos #14, #19). The bottom four feet

⁵ Though this open area functioned as a combined lobby, retail sales, and operator office space, the original plans denote this as the 'Office' and for consistency the term is also used herein.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

of the concrete-block walls retain the original yellow 4¼-inch square tiles extending four feet up from the floor. The women's restroom has lost its vanity and privacy partition and only retains its one wall-mounted toilet. The men's restroom retains its one vanity and wall-mounted floating tile-clad privacy partition between the one urinal and the one wall-mounted toilet.

A storage room occupies the opposite L-shaped area at the north corner of the office section and includes shelves and access into the service bay (Photo #26).

At the west corner of the office bay, adjacent the men's restroom, is a doorway leading directly into the **service area**. The utilitarian space lacks applied finishes and is one large open area with a concrete floor and concrete-block walls (Photos #22-#25). According to the original building plans, the south service stall situated nearest the office area was the "Lube Stall," used for oil changes. A hoist mechanism in the floor facilitated the lifting of vehicles for easier undercarriage inspection and oil change. The north stall was the "Wash Stall," and included a concrete floor that sloped toward a central "mud sump" where another hoist mechanism still remains. According to the original plans, the rear (northeast) wall of the garage was lined with shelving reserved for the "lube unit" and a workbench area, some of which still remains. The ¾-inch wood shelving attaches to the wall via triangular brackets. Above, a bracket-mounted tire rack wrapped around to the side (north) wall. Of particular note in the service area is the original ceiling-mounted Graco-brand oil lube and compressed air system apparatus, which features reeled tubes within white housing accented by chrome trim and the trademark "Graco" red circle on each end.

INTEGRITY DISCUSSION

The Forty-Four & Sixty-Six Service Station retains a high degree of all seven aspects of integrity. The integrity of location and setting are intact, reflected by the building's occupation of its original site along State Highway 44 and its roadside commercial character. Its historic identity is clearly conveyed through its retention of original character-defining features, including its size, scale, and massing, as well as its original design, materials, and workmanship. It is an excellent example of a mid-twentieth century gas station executed in the Googie style and retains the majority of original design features including angled display windows, entrances, and triangular 'batwing' canopy, as well as the interior spatial arrangement, functional spaces, and finishes. The only apparent nonhistoric alterations include the 1987 office addition to accommodate the ongoing auto service function of the building, the recent removal of features in the women's restroom to accommodate accessibility codes, and nonhistoric wall paint. These alterations have been thoroughly reviewed by Idaho SHPO staff and deemed to not obscure the overall character or design of the building. By virtue of its high degree of retention of all other aspects of integrity, the Forty-Four & Sixty-Six Service Station continues to clearly convey its historic feelings and associations with the roadside commercial and architectural development of mid-twentieth century in Boise, Idaho.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

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.
- ☒ 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.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation (if applicable)

N/A

Period of Significance

1964

Architect/Builder

Reinhardt, Clarence Frederick

Significant Dates

N/A

Period of Significance (justification)

The period of significance begins and ends in 1964, the year the building was placed in service.

Criteria Considerations (explanation, if necessary)

N/A

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

Statement of Significance Summary

(Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

The Forty-Four & Sixty-Six Service Station, located at 3130 West State Street in Boise, Ada County, Idaho, is individually eligible for listing in the National Register of Historic Places under Criterion C in the area of ARCHITECTURE. Completed in 1964 from a design by longtime Phillips Petroleum Corporation architect, Clarence Reinhardt, the building is locally significant for its clearly conveyed associations with Boise's roadside architectural development. The station reflects the peak in popularity of the Googie style, an uncommon style in Idaho. Furthermore, it represents the work of a prolific architect with nationwide influence, Clarence Reinhardt, who was responsible for the incorporation of the 'batwing' canopy into Phillips standardized design for Phillips 66 gas stations nationwide. As such, the building embodies distinctive characteristics of the gas and service station property type, its mid-1960s period of construction, as well as the patterns and elements common to its style. The period of significance for the Forty-Four & Sixty-Six Service Station begins and ends in 1964 at the time of its completion.

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

CRITERION C: ARCHITECTURE

Executed in the Googie style as part of a standardized station design and expression of the Phillips Petroleum Corporation brand nationwide, the Forty-Four & Sixty-Six Service Station is significant under Criterion C for its embodiment of distinctive characteristics of a type and period of construction, as well as for its design by a nationally prolific architect. By virtue of its style and integrity, it possesses considerable architectural value. The Forty-Four & Sixty-Six Service Station is a concrete block building intentionally designed to catch the eye of passing vehicular traffic with its steeply sloped, forward-sweeping 'batwing' canopy, the exaggeratedness of which is a character-defining feature of the Googie style. Additionally, the building skillfully incorporates more common character-defining elements of the Modern Movement, such as large slanted aluminum-framed display windows, angled service bays, and an overall lack of applied ornamentation, as well as sheltered fuel pumps resting on curbed concrete islands and both men's and women's restrooms, all key elements of the mid-1960s roadside gas and service station property type.

GOOGIE STYLE

The Googie style is part of the Modern Movement (1920-1990), which originally drew inspiration from a rejection of architectural tradition in favor of more artistic expressions.⁶ These "modern" styles (e.g. Art Deco, Streamlined Moderne, and International Style) shunned earlier architectural precedents in favor of rectilinear geometries, which dominated the movement's aesthetic through the mid-twentieth century.

The term "Modern Age" reflects America's mid-century trend toward a new and modernized future, buoyed by concepts of automation, advancements in plastics, expansions in industry, corporations, and so forth. Architectural manifestations included pre-fabricated Lustron houses, Dymaxion homes, Googie-style buildings, and hyperbolic paraboloid-roof homes. These Modern Age designs experimented with more economically

⁶ U.S. Department of Interior, National Park Service, *National Register Bulletin How to Complete the National Register Registration Form* (Washington, D.C.: National Park Service, 1997), 26.; and McAlester, 581.

Forty-Four & Sixty-Six Service Station

Name of Property

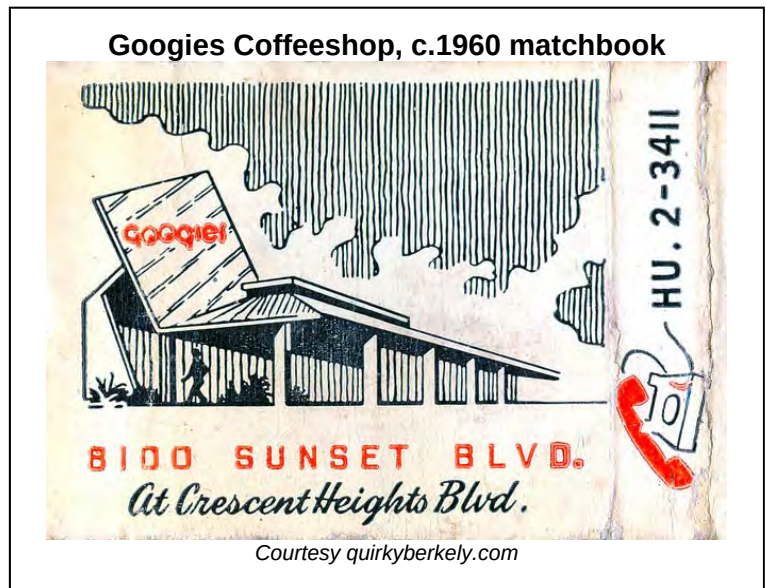
Ada, Idaho

County and State

feasible options for construction, pushed the limits of engineering, and tested the boundaries of stability of new construction methods and materials.⁷

Also known as Exaggerated Modern, the Googie style originated in southern California, where architect John Lautner's 1949 design of Googies Coffeeshop (nonextant) in West Hollywood inspired the stylistic category's name. Designed to attract attention, the exaggeration of structural components is the hallmark of the style.⁸

Americans' fascination with both Space and the automobile during the postwar period arguably spurred the Googie aesthetic as a means to incorporate Modern Age concepts into the everyday lives of middle-class Americans using exaggerated design via roadside gas stations, car washes, and coffee shops.⁹ "By the late 1950s, numerous attention-getting features, from jutting V-shaped canopies and expanded visual fronts to wide overhanging eaves sporting fluorescent bulbs (which reflected off shiny walls at night, transforming the structures into white luminous cubes) were being actively used to visually energize the basic box."¹⁰ Googie took inspiration from the contemporaneous Expressionist style, which embodied concepts of flight and ideas of movement. Conveyed by means of the sweeping profiles of geometrically shaped roofs suggestive of spaceships or flying saucers, these concepts became common during the post-World War II period of "wide-eyed technological optimism... and rocketship dreams."¹¹



1967 Phillips 66, St. Louis



Courtesy nextcity.org

⁷ Tom Harper, "Double Hyperbolic Paraboloid House," National Register of Historic Places Form. (Lawrence, Kansas: 2007), 8:5-6.

⁸ Jeanne Lambin, *Preserving Resources from the Recent Past* (Washington, D.C.: National Trust for Historic Preservation, 2007), 25.

⁹ Alan Hess, *Googie Redux: Ultramodern Roadside Architecture* (San Francisco: Chronicle Books, 2004), as cited in Matt Novak, "Googie: Architecture of the Space Age," *Smithsonian Magazine*. Article online. Available from <https://www.smithsonianmag.com/history/googie-architecture-of-the-space-age-122837470/>. Accessed June 8, 2019.

¹⁰ Chester Liebs, *Main Street to Miracle Mile* (Baltimore: Johns Hopkins University Press, 1985), 111.

¹¹ Novak.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

The large and bold signage and dramatic rooflines served much like billboards as American's cultural focus shifted to the automobile. Though purpose-built banks, schools, and residences might exhibit comparable features or geometric aesthetics, it is arguable they cannot be categorized as Googie, as the Googie style was inherently tied to buildings with an original commercial function reliant upon grabbing the attention of the passerby. Especially prevalent in California and Florida, the style enjoyed popularity nationwide throughout the 1950s and 1960s and became common among roadside commercial buildings, particularly those constructed by companies anxious to brand themselves with a bold, vibrant, and modern aesthetic.

Not to be confused with general midcentury roadside architecture, which often featured eye-catching signage and/or sleek façades containing large expanses of sheet-glass windows, Googie style buildings take things one step further, incorporating dramatic elements into the very structure of the building and its components. Character-defining features include: dynamic, sweeping, oversized, and/or cantilevered roofs; soaring canopies; V-shaped columns; raking angles and metal-framed angular designs; dramatic and/or curvaceous geometric shapes; large signage, often with ample use of neon; ample use of steel, glass, plywood, glass block, plastics, stone, and concrete.¹² The Forty-Four & Sixty-Six Station incorporates each of these elements and is representative of the Googie style and Midcentury Modern architecture, in general.

Sambo's Restaurant, Boise



Rigby Bowl, Rigby (altered)



Though no comprehensive statewide study has been completed to date, preliminary analysis suggests the style is relatively rare in Idaho. Initial research indicates many more examples existed at one time, but intact National Register-eligible examples are uncommon, with only a handful of high-style Googie buildings currently known to exist. Among them:

- Four 1960s 'batwing' canopy Phillips 66 stations in Orofino, Emmett, Pocatello, and Boise¹³
- Boise's c.1968 Sambo's Restaurant with its stylized sawtooth roof¹⁴
- Rigby's 1959 Rigby Bowl, which has since lost its character-defining Googie entrance canopy
- Soda Springs' 1962 Lallatin Food Town, with its series of broad and accordion-profile gables
- Idaho Falls' 1964 Scotty's Hamburgers with its large overhanging canopy and memorable signage
- Caldwell's 1961 Gem In & Out, featuring integral steel superstructure delineating the drive-thru lanes
- Caldwell's midcentury former bowling alley at 506 West Simplot Blvd. with its integral wave-motif entrance porch, triangular support column, and eye-catching boomerang-profile signage

¹² Lambin, 25.; and Beau Perego, "5 of the Best Googie Buildings in L.A.," Article online. Available from <https://www.architecturaldigest.com/gallery/googie-buildings-la>. Accessed June 28, 2019.

¹³ This includes the Forty-Four & Sixty-Six Service Station currently being nominated at 3130 West State St., Boise.

¹⁴ This building is currently occupied by Tepanyaki Japanese Steakhouse at 2197 N. Garden St., Boise.

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

Lallatin Food Town, Soda Springs



Scotty's Hamburgers, Idaho Falls



Gem In & Out, Caldwell



Former bowling alley, Caldwell



Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

With regards to the specific 'batwing' canopy "New Look" design of Phillips 66 stations of the 1960s, no others are known to have existed or to be extant in Boise aside from the Forty-Four & Sixty-Six Service Station. Furthermore, as mentioned above, only three others are known to be extant statewide – one in Orofino, one in Emmett, and one in Pocatello, none of which currently retain sufficient integrity to be listed in the National Register.¹⁵

Former 1960s Phillips 66, Orofino



Former 1960s Phillips 66, Emmett



Former 1960s Phillips 66, Pocatello



¹⁵ Consultation with Idaho SHPO included a broadcasted request to all 37 Certified Local Government (CLG) coordinators statewide asking if they knew of any comparable 'batwing' canopy Phillips 66 stations in their respective communities. None responded confirmation of any in existence. Future survey may discover currently unknown examples.

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

PHILLIPS PETROLEUM OVERVIEW¹⁶

Incorporated in 1917 by brothers Lee Eldas “L.E.” Phillips (1875-1944) and Frank Phillips (1873-1950), Phillips Petroleum Company not only reflected but often drove nationwide trends in the U.S. oil industry.¹⁷ The Phillips brothers entered the oil business in 1903 and drilled their first ‘gusher’ in September 1905 on leased land in what was then Cherokee Nation, Indian Territory (northwest of present-day Dewey in northeast Oklahoma).¹⁸ After a decade of both oil and banking ventures, the brothers capitalized on the World War I boom in the oil industry by consolidating their holdings and incorporating the Phillips Petroleum Company in June 1917. With operations in Oklahoma, Kansas, and Texas, and specialization in extraction techniques, the company became the largest natural gas producer in the country by 1925. With the rapidly increasing popularity of the automobile, the company entered the refining and retail gasoline business that eventually made them a household name.¹⁹

In 1927, Phillips Petroleum opened their first refinery (Borger, Texas) as well as their first gasoline service station in Wichita, Kansas. They took inspiration from the nearby new U.S. Highway 66 and not only used the “66” in their station names but by 1930 also coopted the U.S. highway shield motif into their logo. The Phillips gas station business model consisted of site selection, purchasing the land, building each station, and subsequently leasing each property to a local ‘dealer.’

Though the company suffered considerable financial setbacks during the Depression, they withstood the strain of the era to later enjoy the World War II stimulation of the oil industry. Innovations in synthetics, plastics, and high-octane aviation gasoline, as well as international expansion into South America and Canada, and domestic exploitation in Alaska, kept Phillips Petroleum solvent through the 1960s.²⁰ However, the energy crisis of the 1970s, combined with merger and acquisition difficulties in the 1980s, brought on another era of recession to the oil and gas industry. Phillips downsized its retail operations and retained its independence. They expanded further internationally in the 1990s, as well as entered into a joint venture with Chevron Corporation's chemicals and plastics division, while acquiring ARCO Alaska Inc., and Tosco Corporation and eventually relocating their corporate headquarters to Houston.²¹

Phillips 66 Station Design

Much like other early ventures into retail roadside gasoline sales, Phillips Petroleum initially looked to contemporary popular residential architectural styles for design of their filling stations, with the Tudor Revival style as the preferred standard of Phillips in the 1920s and 1930s.²² As architectural styles evolved and building functional needs expanded, Phillips 66 gas stations followed nationwide trends and began including service bays, large display windows, and smooth buff-colored masonry walls evocative of the contemporary Moderne style, which was referred to as the ‘flat-roof box’ design in the 1940s.

¹⁶ The reader is asked to note that the author attempted to access primary resources in the Phillips Petroleum Corporation Archives in Bartlesville, Oklahoma. However the head archivist stated that all Phillips archives are closed to any and all outside researchers.

¹⁷ Christopher J. Castandeda, “Phillips Petroleum Company,” The Encyclopedia of Oklahoma History and Culture <https://www.okhistory.org/publications/enc/entry.php?entry=PH004>. Accessed July 1, 2019.

¹⁸ Castandeda.

¹⁹ Castandeda.

²⁰ Castandeda.

²¹ Castandeda.

²² Korral Broschinsky, “Ron’s Phillips 66 Service Station,” National Register Nomination (Taylorsville, Utah: Preservation Documentation Resource, 2017), 8:1.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

During the post-World War II era, the rise of art-influenced abstract aesthetics swept the design world, manifesting in fashion, furniture, advertising, and architecture.²³ Symbolism via logos and branding became key to corporate development nationwide. Influenced by this trend, by the 1950s, Phillips Petroleum executives expressed concern about the outdated appearance of their filling stations. They charged their in-house architect, Clarence Reinhardt, to improve brand recognition in the design of all new gas stations, and as a result became the first major oil industry corporation to venture into new futuristic designs.²⁴

In 1951, Phillips sent Reinhardt on a fact-finding trip to Los Angeles, during which Reinhardt studied drive-ins and gas stations and reported that “an essential element of drive-in success was eye-popping architecture.”²⁵ After his trip, Reinhardt began introducing large expanses of slanted display window glass and rock-faced walls into the standard Phillips 66 station design. Inspired by such

1949 Tiny Naylor's, Hollywood (nonextant)



Courtesy TabletMag.com

drive-ins as Tiny Naylor's in Hollywood (which was reportedly described as like “a huge bird about to take off” by Humphrey Bogart and specifically noted by Reinhardt in his travel report²⁶), Reinhardt first incorporated a dramatic V-shaped canopy into his 1956 design of Phillips' Pier 66 marina filling station in Fort Lauderdale.

Phillips Petroleum expanded nationwide in concert with the massive late 1950s federal investment in the interstate highway system, at the same time seeking to further improve brand recognition and shift the company image “from family-run to a modern corporation” while maintaining a high standard of service and meeting the consumer's travel needs.²⁷ To this end, in 1958 Phillips Petroleum hired major design and marketing firm Lippencott & Margulies (L&M), a leader among those driving the modernist aesthetic trend in the establishment of the relatively new concept of “corporate identity.”

Phillips sought to completely revamp their existing gas stations and L&M delivered a total redesign package including a bold red-and-white color scheme executed in a triangle and diamond-shaped motif. Existing station operators were to pay to rent new signage and repaint their stations in what was coined the “Harlequin” design.²⁸ For all new stations, the Harlequin paint scheme was combined with Reinhardt's distinctive soaring V-shaped canopy and launched as the “New Look” by 1960.²⁹ Designed to be instantly recognizable by fast-moving potential customers, the vanishing point of the triangular canopy faced the heaviest traffic and terminated in a revolving “Phillips 66” shield sign.

²³ Cliff Leppke, “Vanishing Points,” *SCA (Society for Commercial Archaeology) Journal* (Spring 2005), 6.

²⁴ Leppke, 6.

²⁵ Leppke, 6.

²⁶ Leppke, 7.

²⁷ Leppke, 6.

²⁸ Some secondary sources refer to this as a ‘bow-tie’ motif.

²⁹ Among the earliest constructed was Ron's Phillips 66 Service Station in Centerville, Utah completed in Spring 1960. Korral Broschinsky, “Ron's Phillips 66 Service Station,” National Register Nomination (Taylorsville, Utah: Preservation Documentation Resource, 2017).

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

Scale Model of "New Look" Phillips 66 Station (double-canopy variation)



Courtesy Phillips Petroleum Museum, Bartlesville, Oklahoma, as posted on Flickr.com

While designing for the passing consumer, the design of Phillips 66 stations also had to take into account lessee approval.³⁰ An early 1960s brochure advertising the new standardized Phillips 66 station design to potential station operators boasted that the "pointed shape and supporting pylon are distinctive designs, conveying to the motoring public that this is another advanced Phillips 66 station."³¹ Phillips described the new design as good for business for its dealers with its uplifted canopy and central island creating an open line of sight between the salesman office and the customers, and glare-reducing slanted display windows mimicking the profile of airport control towers.³² Additional claims made by Phillips in their promotional materials for dealers stated the new design's lights under the roof overhang and canopy would increase night sales, the islands would eliminate cross-traffic hazards near the pumps, and more women customers would be attracted to the large windows and bold colors.³³

The pursuit of the female consumer dollar was not only blatantly sought after in Phillips 66 advertisements (see below) but incorporated into the building itself. In addition to the standard spaces incorporated into the "New Look" station design – dealer's office, storage room, service bays, restroom – each new station featured a separate women's room with its own separate entrance from sidewalk/parking area.

An example of the deliberate quest for the attention of the woman driver can be found in a near-full-page 1963 ad in the *Idaho Statesman*, wherein Phillips 66 prominently featured the wife of a major league baseball player (Lillian Musial, wife of St. Louis Cardinals player, Stan Musial), quoting her: "I don't know the first thing about taking care of an automobile, but that doesn't matter because I know I can count on our Phillips 66 dealer to take care of the car for me. I can do my own housekeeping but he does my car-keeping." The ad included numerous quotes of hers praising the service, convenience of the Phillips 66 credit card, and specifically the "clean, and modern look of Phillips 66 stations" and their 'Certified Clean' restrooms: "I may not know anything about cars, but I do know when a restroom is neat and clean."³⁴

³⁰ Leppke, 6.

³¹ Phillips Petroleum Co., "Bright New Designs," Phillips 66 Promotional Brochure, n.d. (c.1963), 1., as cited in Leppke, 8.

³² Leppke, 7-8.

³³ Leppke, 8.

³⁴ ""Service? It's really first-class at Phillips 66," says Mrs. Stan Musial," *Idaho Statesman*, September 24, 1963, 10.

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

1963 Phillips 66 advertisement

Note: "New Look" station visible in background

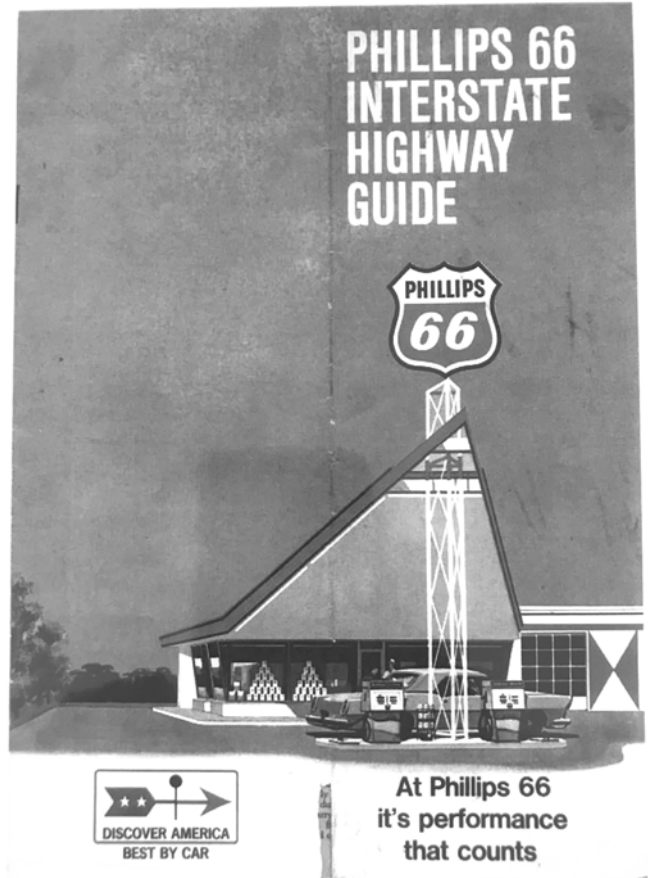


Car Worried? Never! "I don't know the first thing about taking care of an automobile," says Mrs. Stan Musial, wife of the great St. Louis Cardinals star. "But that doesn't matter, because I know I can count on our Phillips 66 dealer to take care of the car for me. I can do my ownhousekeeping, but he does my car-keeping. And he does a great job of it, too!"

"Service? It's really *first-class* at Phillips 66," says Mrs. Stan Musial

Courtesy Idaho Statesman, September 24, 1963

1968 Phillips 66 map advertisement



Courtesy SCA Journal Spring 2005

By the end of the 1960s, Phillips had constructed over 3,000 variations on the "New Look" station design and solidified it as a nationwide roadside icon.³⁵

At the same time, the gas station as a property type began taking on considerable criticism as part of the Highway Beautification movement, described as "unnecessarily ugly" among "the visual mess along U.S. roadsides."³⁶ In response, most major retail gasoline corporations, including Phillips, shifted the design of their stations back toward a domestic aesthetic, incorporating Ranch-style elements that "blended in" better with the surrounding neighborhoods. During the 1970s Phillips not only downsized their retail operations and sold many of the Harlequin stations, but they retrofitted the design of their remaining stations by means of "tophatting," which consisted of the installation of Mansard roofs, repainting in darker earth tones, and replacement of 'batwing' canopies with less flamboyant flat canopies.³⁷ The era of the "New Look" had come to an end.

³⁵ Leppke, 6.; and Broschinsky, 8:8.

³⁶ Leppke, 11.

³⁷ Leppke, 11.

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

Clarence Frederick Reinhardt (1906-1993), Architect

Born in Bison, Kansas, the son of Russian immigrants, Reinhardt attended Central Wesleyan College in Warrenton, Missouri, in the early to mid-1920s. In 1928 he graduated with a B.S. in Architecture and Engineering from Kansas State College and immediately moved quickly through positions at the architectural firms of Schmidt, Boucher & Overend of Wichita, Kansas, and Arthur D. Baker of Grand Island, Nebraska, before moving to Bartlesville, Oklahoma, to work for Phillips Petroleum Company before the end of the year. He worked as architect, engineer, and project manager of sales, supply, and transportation facilities for Phillips over the years and spent the rest of his career with the company. A member of the Tulsa chapter of the American Institute of Architects (AIA) since 1955, he received a special recognition award from the American Petroleum Institute in 1969. Responsible for the design of Phillips Petroleum gas stations nationwide, it is no surprise he was a registered architect in at least twenty different states during his career.

Known buildings attributed to Reinhardt:³⁸

- 1950 Phillips' Research & Technology Center , Bartlesville, Oklahoma
- 1950 Phillips' Adams Building, remodel, Bartlesville, Oklahoma
- 1953 Various gas stations along the Turner Turnpike, Oklahoma
- 1956 Pier 66 Marina Station, Fort Lauderdale, Florida
- 1950s-1960s Most Phillips corporate buildings³⁹
- 1970 First Presbyterian Church of Bartlesville, Oklahoma
- Many residential properties in Bartlesville, Oklahoma⁴⁰
- 1960-1969 Over 3,000 Phillips 66 gas stations nationwide⁴¹

³⁸ Secondary sources also attribute the Bartlesville Community Center to Reinhardt. However, research did not corroborate this.

³⁹ The number, names, and/or years of buildings is undetermined due to lack of public access to any primary resources in the Phillips Petroleum Corporate archives.

⁴⁰ This information is taken from a secondary source which does not specify individual properties. Marvin A. Brown, "Convert At-Grade Intersection to an Interchange at US70/NC50 & SR2812, Wake County/TIP#U-5744," Historic Structures Survey Report (Raleigh: AECOM Technical Services of North Carolina, 2018), 66.

⁴¹ The exact number, locations, and/or years of stations is undetermined due to lack of public access to any primary resources in the Phillips Petroleum Corporate archives.

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

GAS AND SERVICE STATION PROPERTY TYPE

Location

During the first decades of the twentieth century, car ownership grew at a rapid pace due to the increasing affordability of vehicles and increasingly improved roads. Between 1900 and 1920, U.S. automobile ownership skyrocketed from 8,000 to 8 million cars nationwide. To meet the demands of the driving public with convenient roadside services and fuel, new automobile-related businesses and commercial development sprang up along major thoroughfares leading into and out of cities and towns nationwide. During this period the invention of the gravity pump for underground fuel tanks eliminated the cumbersome nature of transferring gasoline into automobile fuel tanks and horse-powered transportation gave way to automobiles, with the replacement of livery stables and blacksmith shops with auto garages and filling stations.⁴²

After World War II, the auto industries refitted for automobile manufacturing, which had ceased during the War, and consumer demand skyrocketed as Americans hit the road and the Baby Boom began. By the mid-1950s, the national economy boomed, allowing generous federal funding of the country's highway system. Simultaneously, the decline of the railroad as a means of travel, the rising dominance of American automobile culture, and a rapid growth in population led to meteoric expansion and improvement of the nation's road network. Enhancement of transportation infrastructure spurred regional development as the personal automobile facilitated longer commutes. A shift in urban development patterns occurred as commercial investment began to leave downtown cores and central business districts for auto-friendly corridors at the edge of town "lined with an array of signs, buildings, and parking lots all designed to catch the eye of the motoring public."⁴³ Resulting suburbanization in the post-war period expanded the boundaries of cities into surrounding agricultural land and roadside service stations became a staple along thoroughfares and highways, with motels, and drive-ins.

Style

The design of this new property type on the American landscape initially often manifested in contemporary residential architectural styles of the 1920s and 1930s, commonly resembling small cottages reflecting the influence of the domestic Tudor Revival and Colonial Revival styles. At the same time, some stations were executed in the more commercial-leaning Art Deco and Streamlined Moderne styles popular during the first half of the twentieth century. After World War II, Modern Movement commercial styles drove the design of service stations with its more sleek, stripped-down aesthetic applied to an oblong box.

At the same time, oil and gas companies worked hard to define their corporate identity and create a brand encouraging travelers to stop at their stations. The newly evolving Googie style was a natural fit and "flared rooflines and vertical pylons [became] common devices used by the larger corporations to identify their brands and to display company logos."⁴⁴ Sweeping rectangular, triangular, or circular canopies extending up and out over fuel pump island(s) became a visual queue to passersby that a gas station was ahead and they would receive the consistent service associated with a particular retail gasoline brand. Phillips Petroleum was a leader among the national corporations participating in the midcentury modernist shift in station design. Among the

⁴² Jennifer Bridge, "Kreinbring Phillips 66 Gas Station," National Register Nomination Form, (Iowa City, Tallgrass Historians, 1999), 8:8.

⁴³ Elizabeth Rosin and Dale Nimz, National Register of Historic Places Multiple Property Documentation Form, "Roadside Kansas," (Kansas City, Missouri; Rosin Preservation, 2009), E-2.

⁴⁴ Rosin, E-20.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

roadside icons that came out of this stylistic period, was the Phillips 66 "New Look" station design, characterized and easily recognizable by its 'batwing' canopy.

By the 1960s, the automobile industry and gas stations, along with junkyards and billboards, had developed a negative reputation as their impact on the landscape stoked public frustration.⁴⁵ The Highway Beautification movement developed with the intention of urging redesign and redevelopment of these entities to be more connected to the American landscape and blend-in rather than stand out.⁴⁶ Lady Bird Johnson specifically requested that service stations participate. After the 1965 passage of the Highway Beautification Act, by the late 1960s a shift away from the Googie commercial style and back toward domestic design began. Roadside service stations took on the Ranch and Mansard styles, incorporating more traditional materials such as brick, stone, and wood shingles.

Form & Features

Regardless of era or style, at a minimum, the roadside gas and service station property type included a very small office/retail interior space and gas pumps typically sited at least ten feet away from the building with a drive-thru lane between. Commonly at or close to intersections they are set back from and facing a major thoroughfare or collector street, with curb cuts, driveways, and parking areas, all of which were usually paved to facilitate automobile traffic.

Though appearing at some stations prior to World War II, during the postwar era ubiquitous elements included pump islands with a canopy overhead, a service bay or two with overhead garage doors, and additional interior space to accommodate a sales office, retail space (for the sale of auto-related products and sometimes gum or cigarettes), and at least one restroom (though often there were separate men's and women's restrooms offered and advertised as a key amenity).⁴⁷ These features facilitated/provided to the traveling public not only fuel to keep traveling, but also on-the-go maintenance, minor refreshment, and a clean place to answer when nature called.

⁴⁵ Liebs, 111.

⁴⁶ Rosin, E-20.

⁴⁷ Rosin, F-57.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

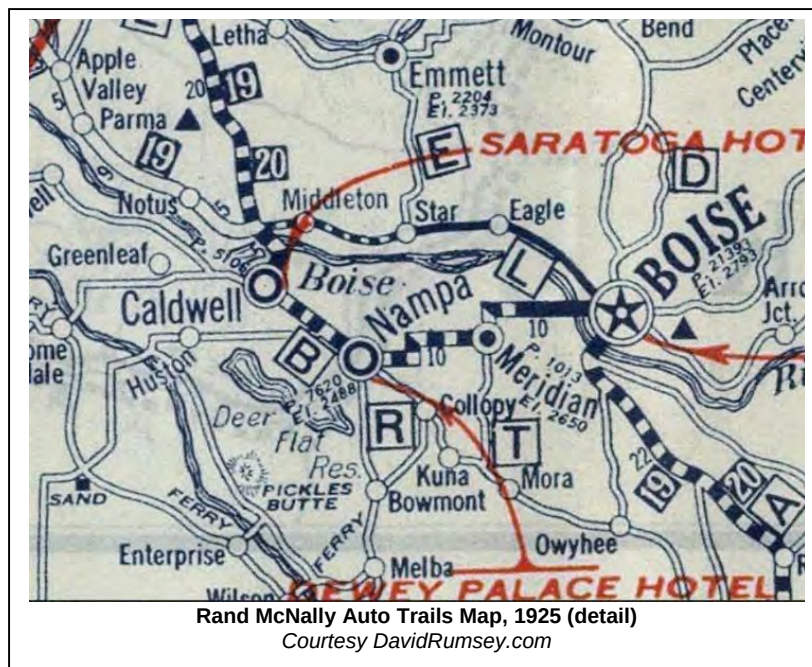
County and State

HISTORICAL OVERVIEW OF 3130 WEST STATE STREET

The Forty-Four & Sixty-Six Service Station stands on a parcel comprised of the west half of Block 45 of the Cruzen Addition. At the time of its completion in 1964, the building stood at the west edge of Boise along the primary thoroughfare into and out of the west side of town: West State Street/State Highway 44.

Development along what is present-day West State Street was initially rural in nature until the early twentieth century. The 1906 establishment of the Boise Interurban Railway (B&I) along Valley Road (aka Park Avenue; present-day West State Street/State Highway 44) linked Boise with the various other Treasure Valley communities of Eagle, Star, Caldwell, Nampa, Meridian, and Ustick, spurring considerable development along the route. By 1912, numerous residential plats extended past the city limits at 19th street, flanking the corridor well beyond present-day North 36th Street, among them the Cruzen Addition.⁴⁸

As automobile usage grew, town boosters and national automobile clubs planned touring routes and published guidebooks to provide the driving public with a document of the growing network of roads and roadside necessities along the way. Among the auto trails passing through Boise was Sampson Trail "L," which was along present-day State Street. As a major connecting route, by 1925 Valley Road was paved, considered a 'through route,' and then known as State Street. State Street was pulled into the State Highway system by the mid-1930s, at which time Rand McNally's published auto touring maps list it as State Highway 44.⁴⁹ By 1949, the city limits extended down the center of State Street to just past 34th Street and by the early 1960s, the rural character of the vicinity had given way to full commercial and residential development.⁵⁰ Phillips Petroleum maintained a



⁴⁸ Sanborn Fire Insurance map of Boise, Idaho (New York: Sanborn Map & Publishing Company, 1912.

<http://proxy.mcpl.lib.mo.us/login?url=http://sanborn.umi.com> (accessed December 2018).

⁴⁹ Texaco Road Map Idaho Montana Wyoming (Rand McNally & Company: Chicago, 1937). Available from www.DavidRumsey.com. Accessed July 17, 2019.

⁵⁰ City of Boise Information Technology Department, GIS and Mapping, BoiseMap Property Viewer. Available from <https://gismaps.cityofboise.org>. Accessed July 17, 2019.; and Sanborn Fire Insurance map of Boise, Idaho (New York: Sanborn Map & Publishing Company, 1949. <http://proxy.mcpl.lib.mo.us/login?url=http://sanborn.umi.com> (accessed December 2018).

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

district headquarters and a bulk fuel terminal west of Boise at 8514 Franklin Road from where it supplied its area stations.

At the time of its construction, the Forty-Four & Sixty-Six Service Station joined 163 other gas stations listed in the Boise city directory. The station opened along the State Street corridor, which was by then characterized by roadside commercial endeavors and transportation entities. Within three blocks in each direction were eight gas/service stations, six grocery/market/variety/drug stores, one trailer court, one dry cleaners, and three café/'fast food' joints, including Hawkins Red Steer-In and Frostop Drive-In, as well as the Idaho State Highway Department. Within the single block of 3100-3200 West State Street, the Forty-Four & Sixty-Six Service Station was among a cluster of four gas stations that included Boyd's Texaco (3100), Lloyd's Super Shell (3159), and Dick's Chevron (3200).

The City of Boise approved Reinhardt's by then standard Phillips 66 two-stall service station "with front canopy" plans on December 5, 1963 (see Figures #6-#11). A few days later, on December 9, 1963, Phillips Petroleum District Salesman and Assistant Manager, Charles V. Payne, applied for the necessary permits for the construction of a 'public filling station' including underground installation of fuel tanks at 3130 State Street.⁵¹ The Forty-Four & Sixty-Six Service Station opened as one of five Phillips 66-affiliated gas stations listed in Boise, and the only one known to feature the "New Look" 'batwing' canopy.⁵²

The Boise City Directory first lists this building in 1964 as the Forty-Four & Sixty-Six Service Station, a creative play on both the station's corporate affiliation and location on State Highway 44. Berton "Sam" Hartz (1937-2016), a native of Boise, was the first manager listed.⁵³

During its first decade, though it remained a certified Phillips 66 dealer, the station's occupant business name and listed dealer/operator changed frequently:

1964-1966: Forty-Four & Sixty-Six Service Station, Berton "Sam" Hartz, manager (1964-1965); Walter Wilhite, manager (1966)⁵⁴

1967: Jack's 66 Service Station, Jack A. Taddicken, Jr., manager⁵⁵

1968: West State 66 Service Station, Lorry Coons, manager⁵⁶

1969-1972: Smitty's Sixty-Six Service, James M. Smith, manager⁵⁷

1973-1974: Lo-Balls Self Service Gas, Ken Ferrin, Manager⁵⁸

⁵¹ Original builder/contractor information is not known as City of Boise permit records did not include any information prior to the 1970s.

⁵² Of the Phillips 66 gas stations listed in the 1963 and 1964 city directories, if any of them featured the 'batwing' canopy, they are no longer extant.

⁵³ The historic record is inconclusive as to whether the station manager listed in the city directories was also the contracted Phillips 66 dealer or an employee of the dealer/lessee to Phillips.

⁵⁴ *Polk's Boise City Directory* (Kansas City: R.L. Polk & Co., 1964); *Polk's*, 1965; and *Polk's*, 1966.

⁵⁵ *Polk's*, 1967.; and "Storm Shears Boise Trees In North End," *Idaho Statesman*, June 27, 1967, 1.

⁵⁶ *Polk's*, 1968.

⁵⁷ *Idaho Statesman*, September 8, 1969, 12.; and *Polk's*, 1969-1972.

⁵⁸ *Polk's*, 1973-1974.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

As part of Phillips Petroleum's 1970s downsizing of its retail operations, by 1975 the building no longer functioned as a gas station and instead subsequently served to house a variety of auto service and sales entities:

1974-1975: Plaza Cycle⁵⁹

1976: Valley Vespa Inc. and Barber Trading Company (used auto sales)⁶⁰

1976-1977: Dillon Yamaha, Bob and Virginia Dillon, owner/operators⁶¹

1977-1997: German Car Service, Milan and Blazena Kral, owner/operators

Immigrants from Soviet Czechoslovakia, Milan and Blazena Kral defected from the USSR in 1969. Having worked as a civil engineer developing road infrastructure, Milan (1933-2016) had been able to secure permission to attend a meeting in Austria, where he and Blazena went into hiding in Vienna for almost a year before securing sponsorship to emigrate to the United States with the help of National Council of Churches of Christ in the U.S.A. Upon their arrival, they moved to Los Angeles near Milan's great uncle, where Milan worked as an auto mechanic and soon opened his own business, Corbin Independent Volkswagen, in Woodland Hills, California, in 1971.⁶²

Milan Kral at German Car Service, c.1980



Courtesy Kral Family Private Collection

During a 1974 family road trip throughout the West and inspired by the mountainous geography reminiscent of their homeland, Milan and Blazena sought to leave L.A. While passing through Boise, Milan noticed the former Phillips 66 station at 3130 West State Street then being operated as a mechanic shop. He approached the owner about purchasing the building and was told the price was \$50,000 cash, which the Krals did not have on-hand and they returned to Los Angeles. The following year the Krals contacted the owners again, only to find the terms were the same.

Finally in 1976, the Krals sought to purchase the building and found the then owners, Bob and Virginia Dillon, to be more amenable to selling.⁶³ Milan sold his Woodland Hills business and moved the family to Boise, where he worked a year at the Norm Bishop Porche-Audi dealership before gathering the finances needed to buy the building. On the last day of August 1977 the Krals purchased the property from the Dillons for \$85,000 and subsequently opened German Car Service, which they operated for the next twenty years.

After several years of business and in an effort to get out from under the mortgage, the Krals decided to lease part of the building. In 1987 they proceeded to install an interior partition wall between the southwest entrance and the men's restroom and build the small concrete block office addition adjacent the service bays on the State

⁵⁹ This date of occupancy is inferred from historic photos, oral history interviews with Blazena Kral, and Boise city directories.

⁶⁰ *Polk's*, 1976.; and *Idaho Statesman*, January 12, 1976, 35.; and *Idaho Statesman*, January 3, 1976, 22.

⁶¹ *Polk's*, 1978.; and Kral Family Private Family Business Records.

⁶² Blazena Kral, interview with building owner, Stacy Kral, January 8, 2019.

⁶³ Apparently the Dillons sold motorcycles and snowmobiles and having had a very low snow year, they were financially strained and ready to sell.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

Street elevation. Butlin Masonry of Boise completed the work under a bid of just under \$7,000.⁶⁴ The addition functioned as Blazena's office for Milan's mechanic business and the remainder of the interior was occupied by various complementary used auto sales tenants. Among them, the longest occupant was Gary's Oasis Auto sales, which remained in the building from 1995 through 2014.⁶⁵

Milan and Blazena retired from the business in 1997, at which time the interior partition was removed and Gary's Oasis Auto leased the entire building for another seventeen years. Following Milan's death in March 2016, the building was bequeathed to Milan's son and daughter-in-law, Thames and Stacy Kral.

The building has been wholly or partially vacant since about 2014 until the current rehabilitation activity, which is being undertaken as part of the National Park Service's Historic Rehabilitation Tax Credit Program, overseen locally by the Idaho State Historic Preservation Office (SHPO).

SUMMARY STATEMENT OF SIGNIFICANCE

The Forty-Four & Sixty-Six Service Station is an excellent local example of the Googie style. It has direct associations with the evolution of roadside commercial development in Boise during the mid-twentieth century. By virtue of its architectural integrity and as part of a nationwide branding campaign for Phillips 66 gas stations, it is an excellent example of its property type executed in the Googie style. It meets the requirements and integrity thresholds for listing in the National Register of Historic Places and clearly conveys both its historical and architectural associations.

⁶⁴ Receipt, Butlin Masonry, February 12, 1987. Kral Family Private Business Records. It is also worth noting that between June 1990 and February 1993 all five of the underground fuel tanks were either filled or removed per EPA regulations.

⁶⁵ The three large underground tanks were assessed by environmental inspectors and filled with sand and water in 1990. The two smaller tanks were assessed and removed in 1993.

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

9. Major Bibliographical References

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

AIA Historical Directories, 1955-1970 <http://content.aia.org>.

Bridge, Jennifer. "Kreinbring Phillips 66 Gas Station." National Register Nomination Form. Iowa City, IA: Tallgrass Historians, 1999.

Broschinsky, Korral. "Ron's Phillips 66 Service Station." National Register Nomination Form. Taylorsville, UT: Preservation Documentation Resource, 2017.

Brown, Marvin A. "Convert At-Grade Intersection to an Interchange at US70/NC50 & SR2812, Wake County/TIP#U-5744." Historic Structures Survey Report. Raleigh, NC: AECOM Technical Services of North Carolina, 2018.

Castandeda, Christopher J. "Phillips Petroleum Company." *The Encyclopedia of Oklahoma History and Culture*. www.okhistory.org/publications/enc/entry.php?entry=PH004.

Eaton, W.P., et al. *Idaho's Highway History: 1863-1975*. Boise, ID: Idaho Transportation Department, 1985.

Hess, Alan. *Googie Redux: Ultramodern Roadside Architecture*. San Francisco, CA: Chronicle Books, 2004. www.smithsonianmag.com/history/googie-architecture-of-the-space-age-122837470/.

Jones, W. Dwayne. *A Field Guide to Gas Stations in Texas*. Austin, TX: Texas Department of Transportation, 2003. Updated by David W. Moore and Shonda Mace (Hardy-Heck-More, Inc.). www.thc.texas.gov.

Lambin, Jeanne. *Preserving Resources from the Recent Past*. Washington, D.C.: National Trust for Historic Preservation, 2007.

Leppke, Cliff. "Vanishing Points." *SCA (Society for Commercial Archaeology) Journal*. Spring 2005.

Liebs, Chester. *Main Street to Miracle Mile*. Baltimore, MD: John Hopkins University Press, 1985.

Novak, Matt. "Googie: Architecture of Space Age." *Smithsonian Magazine*, 2019. www.smithsonianmag.com/history/googie-architecture-of-the-space-age-122837470/.

Peregoy, Beau. "5 of the Best Googie Building in L.A." 2019. www.architecturaldigest.com/gallery/googie-buildings-la.

Rosin, Elizabeth and Dale Nimz. "Roadside Kansas." National Register of Historic Places Multiple Property Documentation Form. Kansas City, MO: Rosin Preservation, 2009.

Texaco Road Map Idaho Montana Wyoming. Chicago, IL: Rand McNally & Company, 1937. www.DavidRumsey.com.

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
☐ Local government
☐ University
☒ Other

Name of repository: City of Boise

Historic Resources Survey Number (if assigned):

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

10. Geographical Data

Acreage of Property Less than one

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1	<u>46.635268</u>	<u>-116.227982</u>	3	_____	_____
	Latitude	Longitude		Latitude	Longitude
2	_____	_____	4	_____	_____
	Latitude	Longitude		Latitude	Longitude

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

The boundary of the Forty-Four & Sixty-Six Service Station property is shown as the bold dotted line on the accompanying map entitled "Figure 5: Parcel Map." Cruzen Addition, Block 45, west 1/2. Parcel Number R1624004645.

Boundary Justification (Explain why the boundaries were selected.)

The nomination includes the parcel of land that is historically associated with the resource.

Owner

Thames and Stacy Kral, 2010 S. Ridge Point Way, Boise, Idaho, 83712.
208-407-4101; stacyandthames@outlookcom

11. Form Prepared By

name/title	<u>Kerry Davis, Architectural Historian; and Sarah Martin, Architectural Historian</u>	date	<u>July 2019</u>
organization	<u>Preservation Solutions, LLC</u>	telephone	<u>816-225-5605</u>
street & number	<u>1007 East Jefferson Street</u>	email	<u>kdavis@preservation-solutions.net</u>
city or town	<u>Boise</u>	state	<u>ID</u> zip code <u>83712</u>

Additional Documentation

Submit the following items with the completed form:

- **Regional Location Map**
- **Local Location Map**
- **Tax Lot Map**
- **Site Plan**
- **Floor Plans (As Applicable)**
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

Photographs:

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Name of Property: Forty-Four & Sixty-Six Service Station

City or Vicinity: Boise

County: Ada **State:** Idaho

Photographer: Kerry Davis and Dan Everhart

Date Photographed: October 2018 and May 2019

Description of Photograph(s) and number, include description of view indicating direction of camera: *All digital images labeled as follows: ID_AdaCo_Phillips66_00#.tif*

Photo #1	View East of primary elevation
Photo #2	View Northeast of primary elevation
Photo #3	View Northeast of canopy detail
Photo #4	View Northwest of canopy detail
Photo #5	View Northwest of side (southeast) elevation
Photo #6	View Northeast under canopy
Photo #7	View North-Northwest of display window system
Photo #8	View West of side and rear elevations
Photo #9	View Southwest of rear elevation
Photo #10	View Southwest within office space
Photo #11	View East-Northeast within office space
Photo #12	View North-Northeast within office space
Photo #13	View Northwest within office space; bathroom entry (women's)
Photo #14	View Southwest in women's restroom
Photo #15	View North within office space
Photo #16	View Northeast within office space
Photo #17	View West within office space
Photo #18	View Northeast within office space; bathroom entry (men's)
Photo #19	View East-Southeast in men's restroom
Photo #20	View Southeast within office space

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

Photo	#21	View Northwest within office space
Photo	#22	View Northwest in service area
Photo	#23	View Southeast in service area
Photo	#24	View North-Northeast in service area; hoist equipment
Photo	#25	View Southwest in service area
Photo	#26	View Southeast within storage room

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 100 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 (below)

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State

FIGURE 1: Location Map

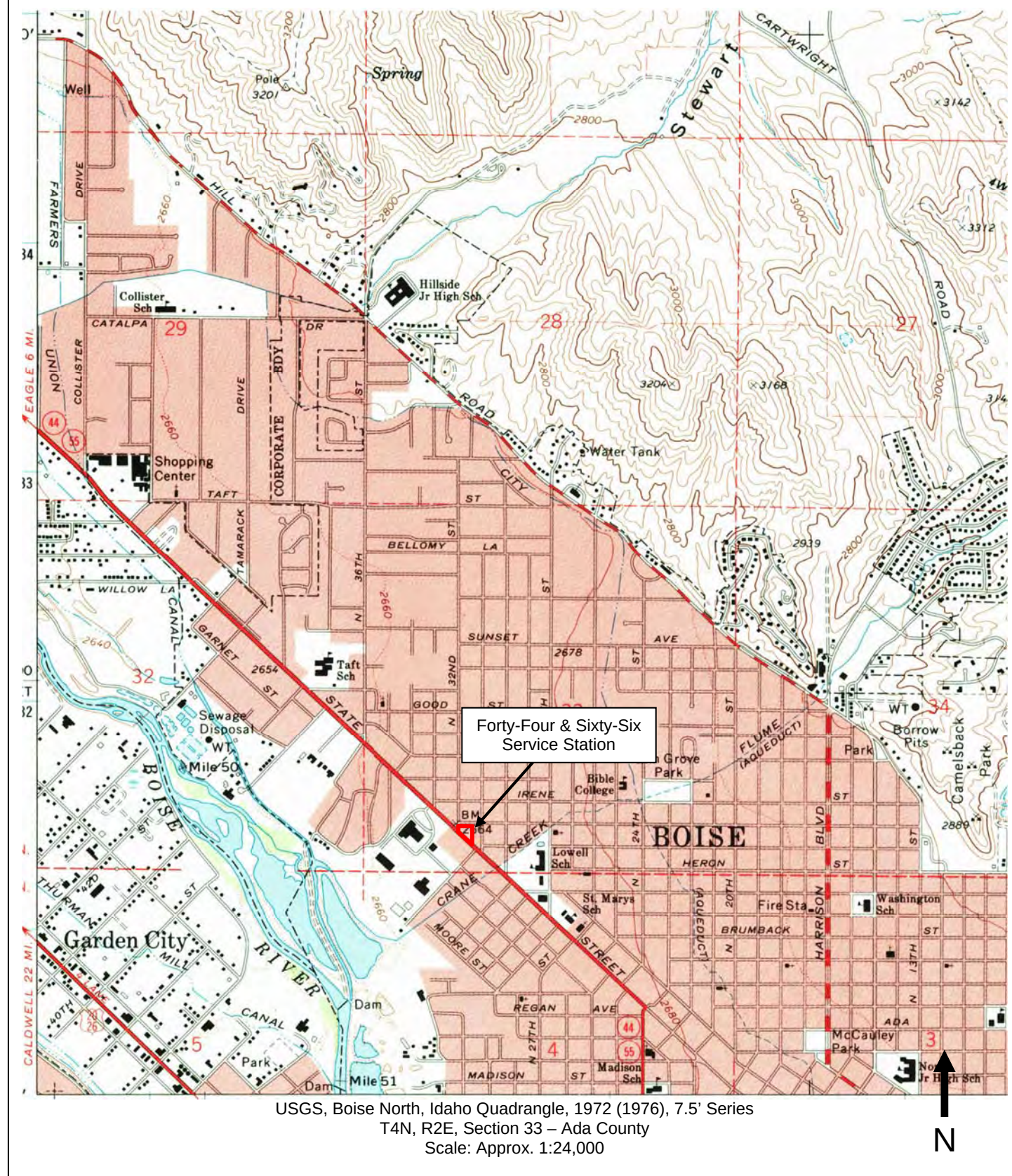


Idaho Counties

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

FIGURE 2: USGS Quadrangle Map



Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

FIGURE 3: General Location Map



FIGURE 4: Setting Map



Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

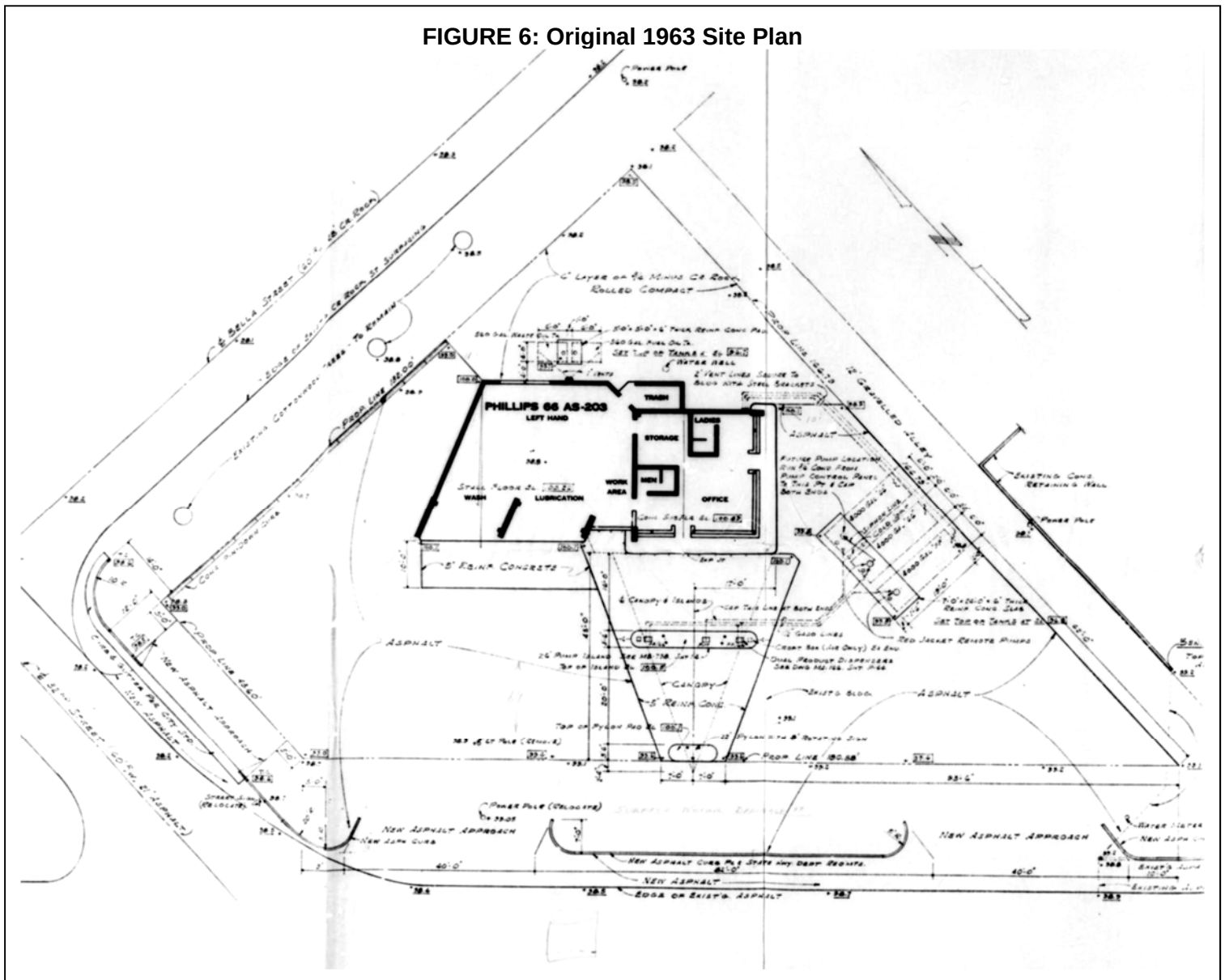
FIGURE 5: Parcel Map



Forty-Four & Sixty-Six Service Station
Name of Property

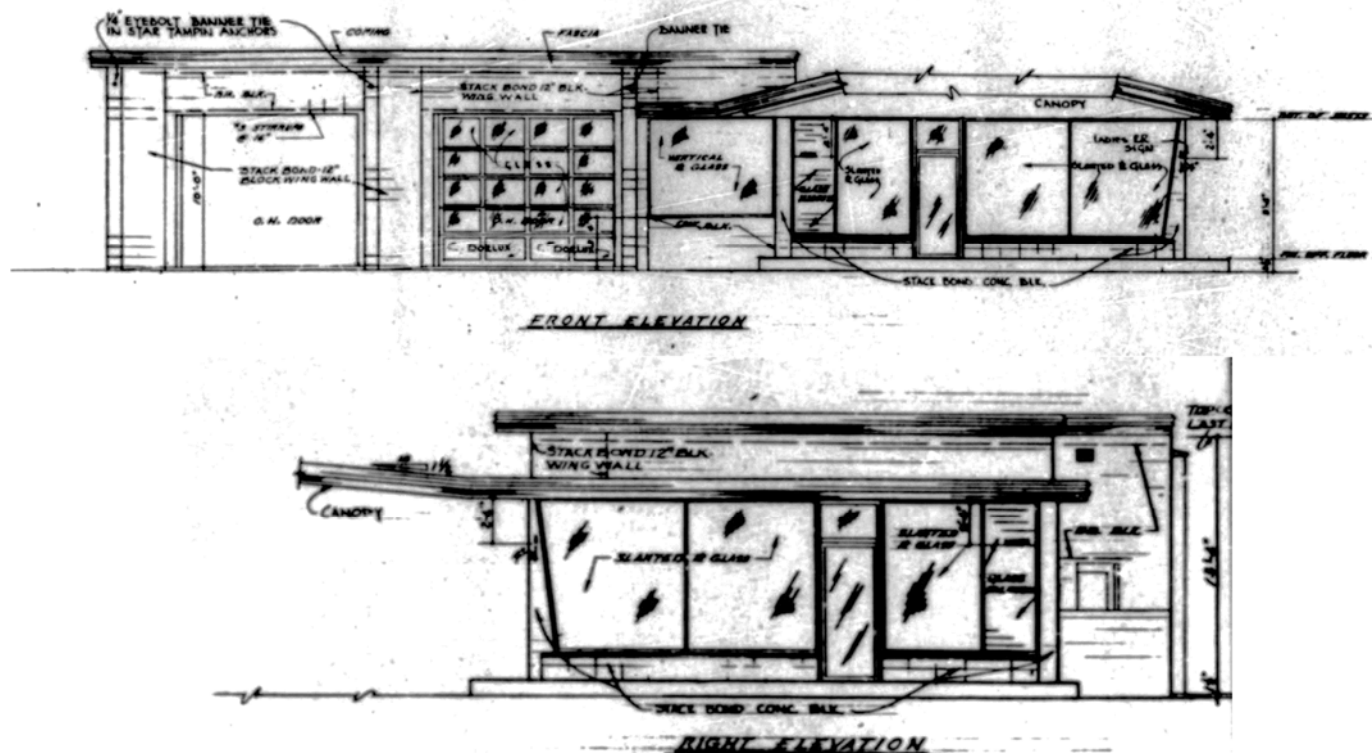
Ada, Idaho
County and State

FIGURE 6: Original 1963 Site Plan

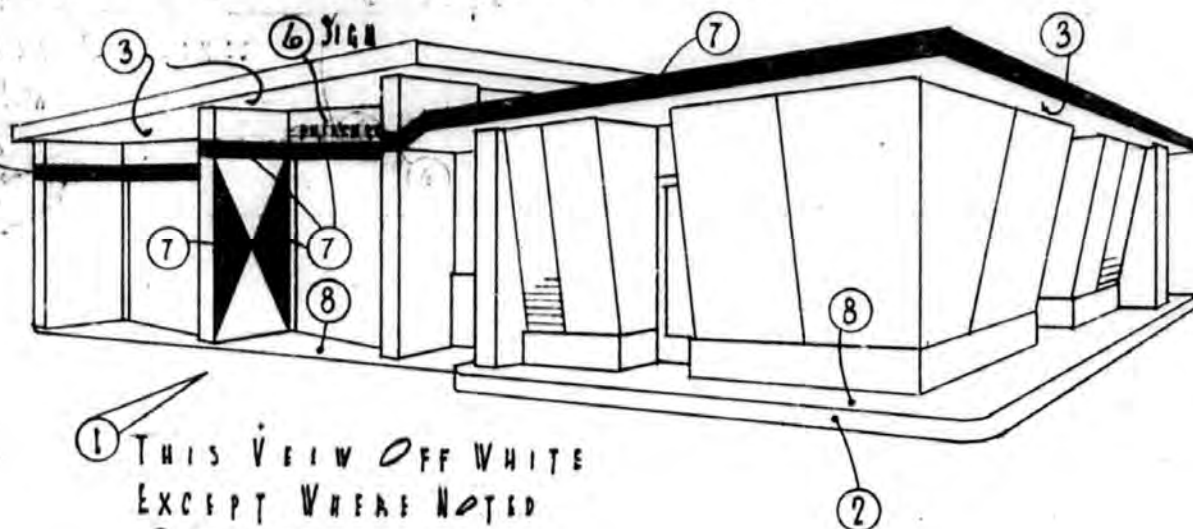


Ada, Idaho
County and State

FIGURE 7: Original 1963 Elevations



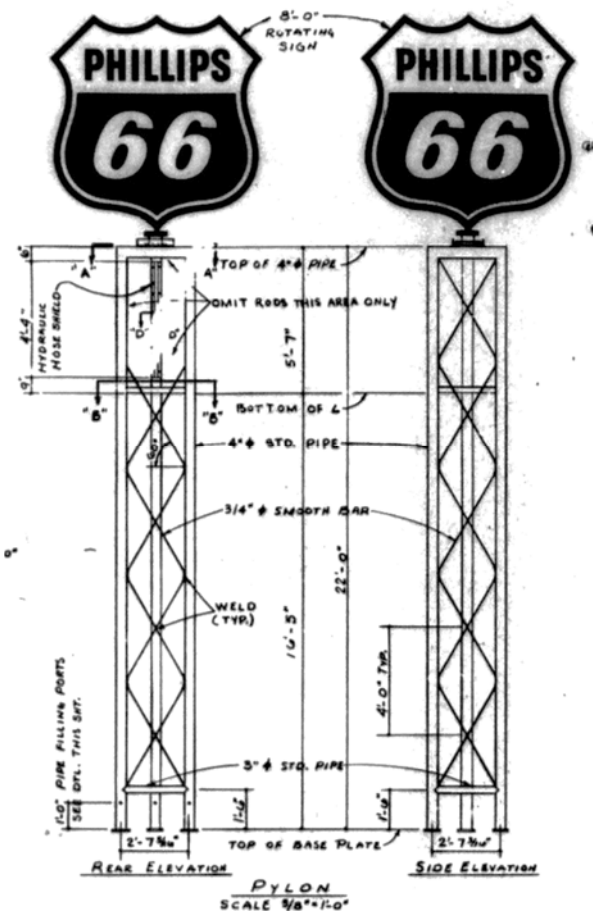
THIS BAND CONT. ALONG FRONT OF STALLS. ~ TOP OF BAND LINES UP WITH TOP OF LOW ROOF COPING ~ BOTTOM LINES UP WITH TOP OF O. H. DOORS.



① THIS VIEW OFF WHITE
EXCEPT WHERE NOTED
OTHERWISE:

Ada, Idaho
County and State

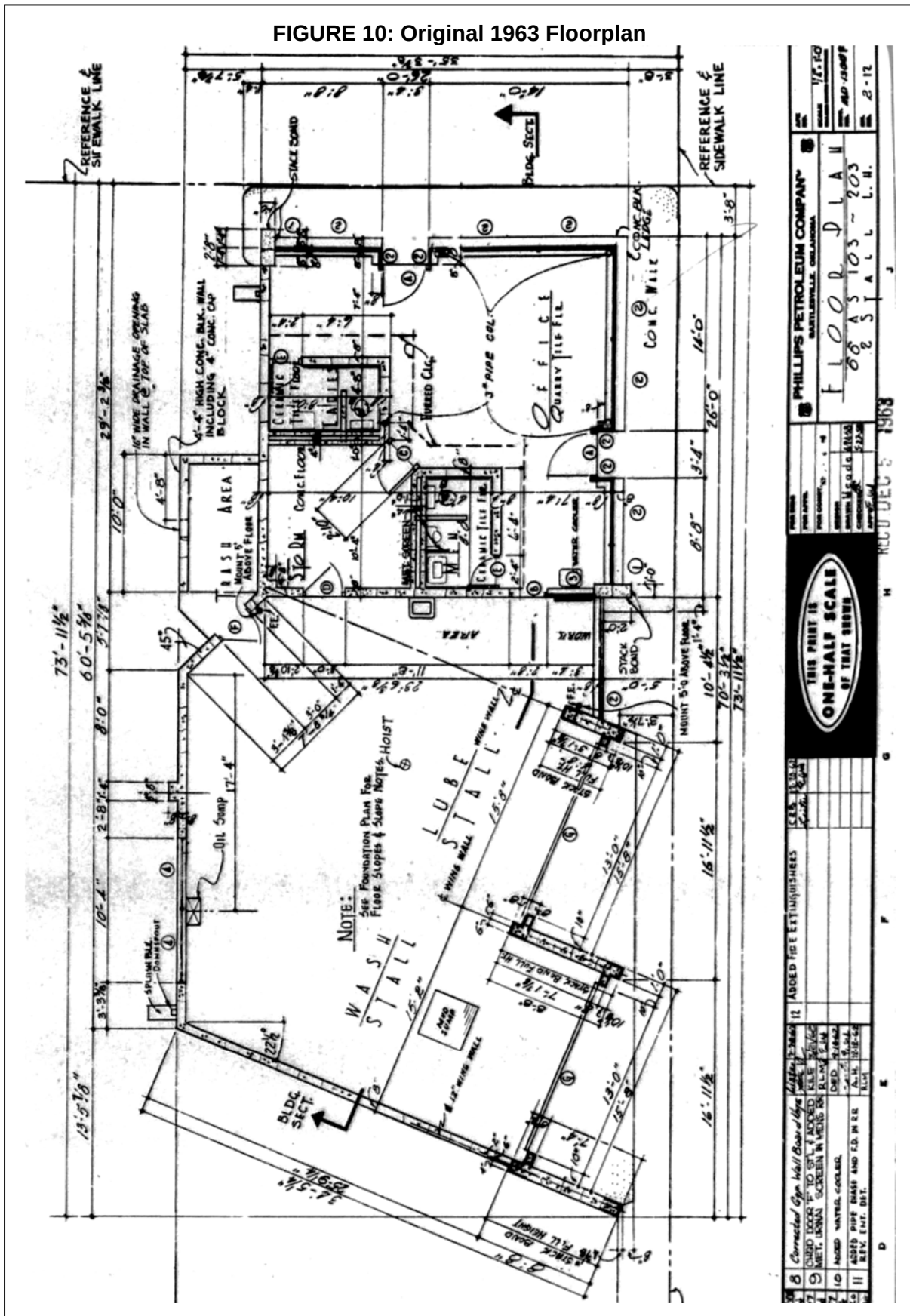
FIGURE 9: Original 1963 Signage Pylon Elevations



Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

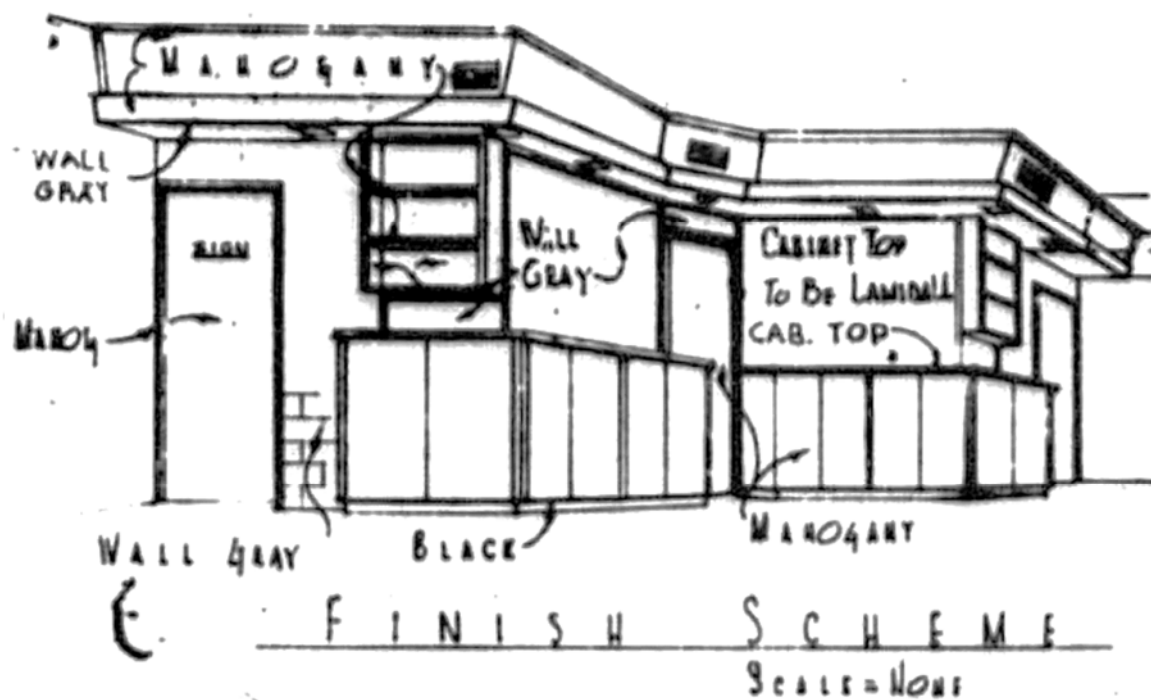
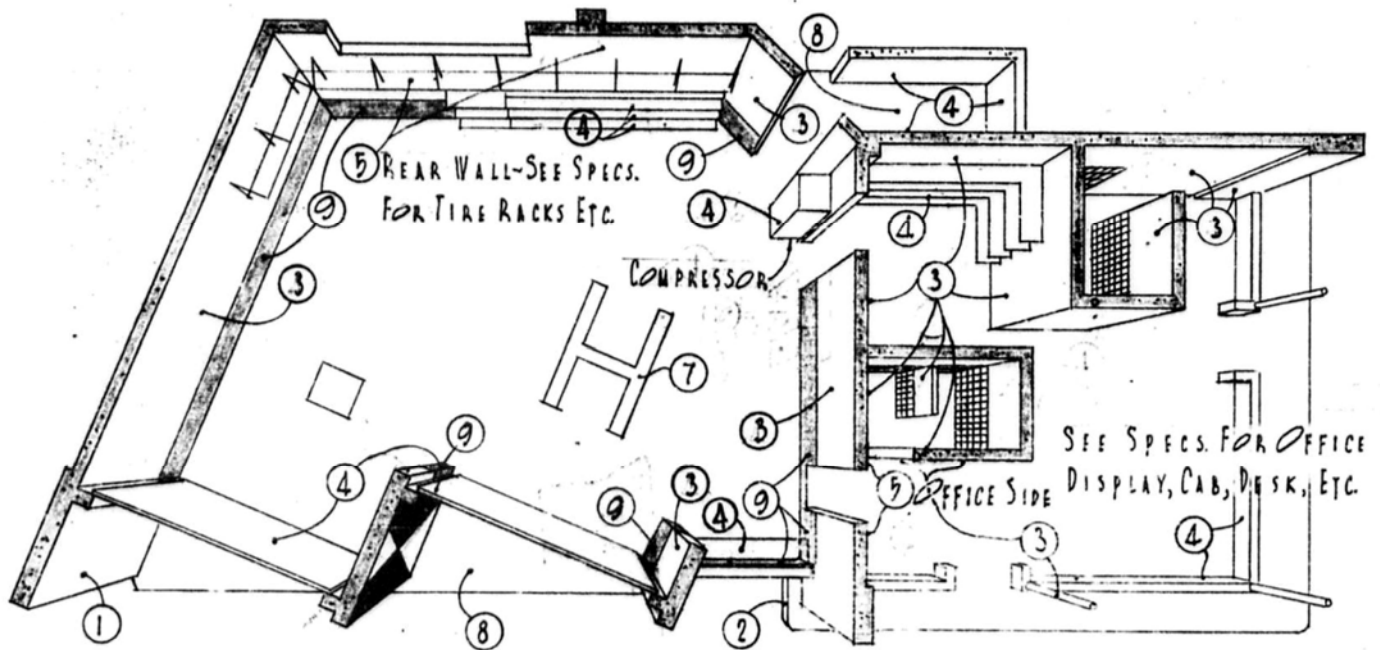
FIGURE 10: Original 1963 Floorplan



Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

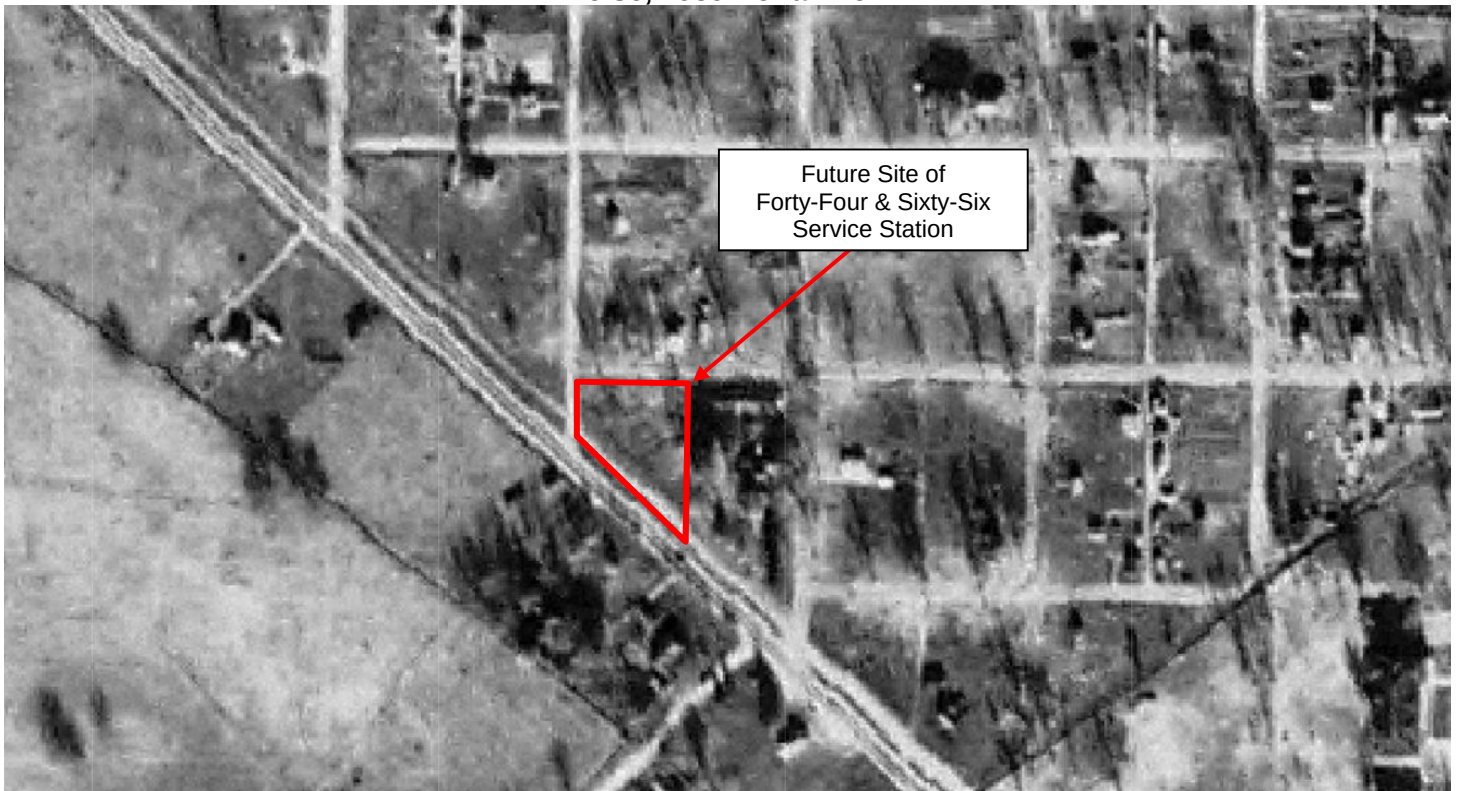
FIGURE 11: Original 1963 Interior Perspective Drawings



Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

Boise, 1939 Aerial View



Courtesy City of Boise Online Property Viewer

Boise, 1964 Aerial View



Courtesy City of Boise Online Property Viewer

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

Plaza Cycle, c.1974



Courtesy Kral Family Private Collection

Plaza Cycle, c.1974



Courtesy Kral Family Private Collection

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

c.1978 State Street Widening Project



Courtesy Idaho Transportation Department Online Photograph Collection, SH443

German Car Service, c.1980



Courtesy Kral Family Private Collection

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

German Car Service, c.1980



Courtesy Kral Family Private Collection

Thames and Milan Kral at German Car Service, c.1980

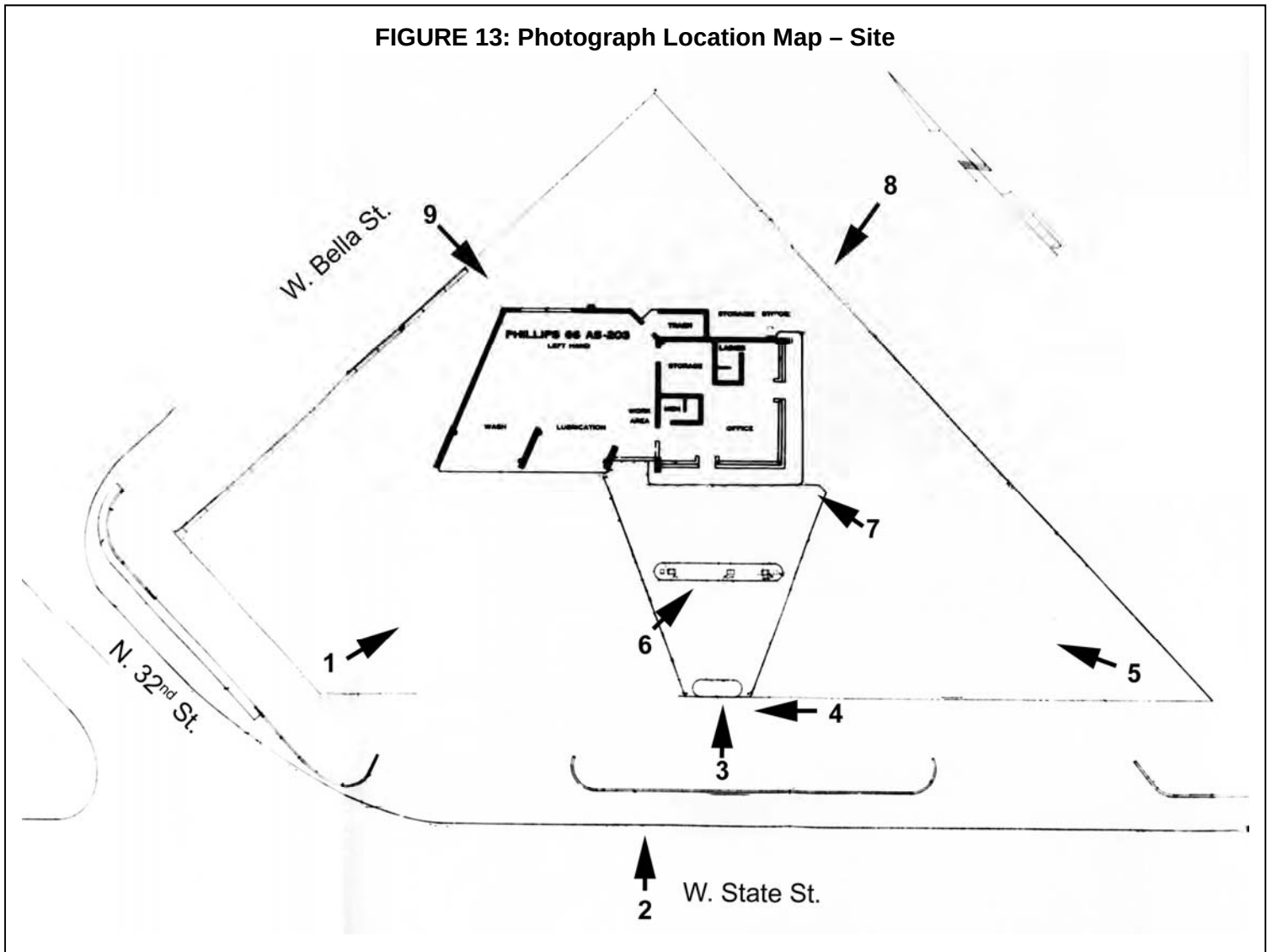


Courtesy Kral Family Private Collection

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

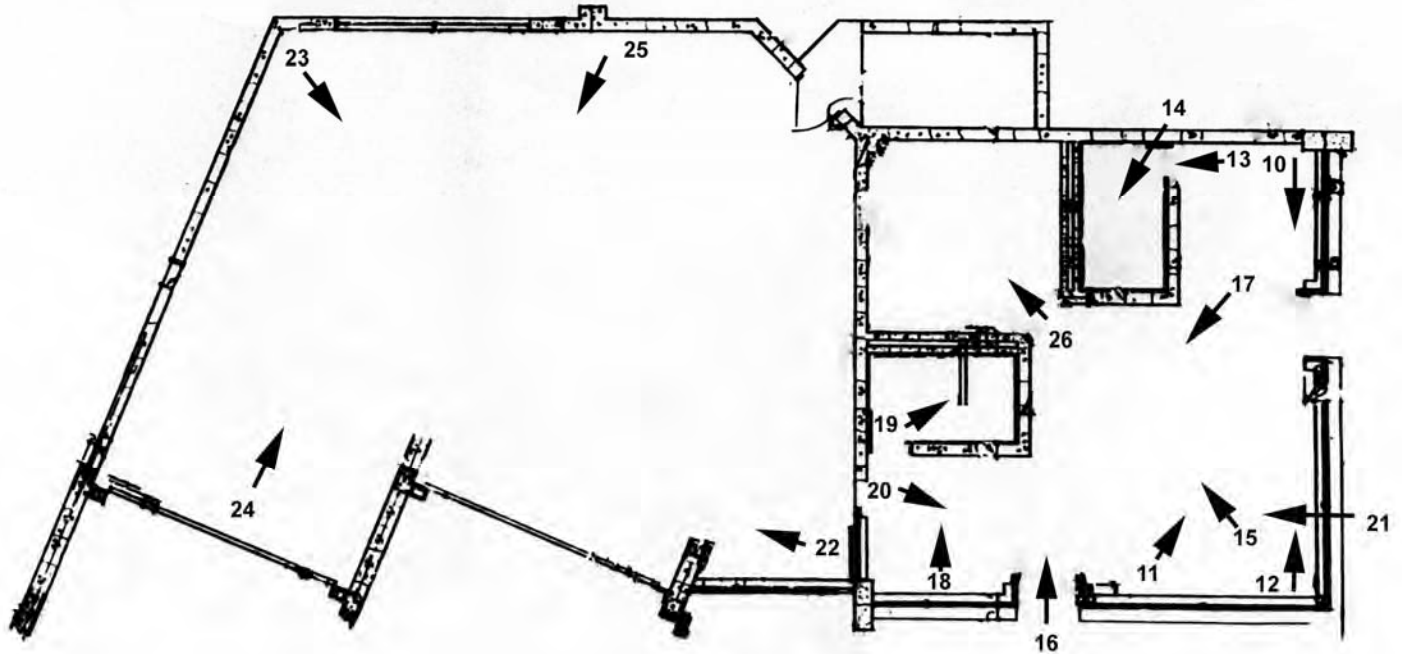
FIGURE 13: Photograph Location Map – Site



Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State

FIGURE 14: Photograph Location Map – Interior



Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State



Photo #1: View E, October 2018



Photo #2: View NE, October 2018

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State



Photo #3: View NE, October 2018

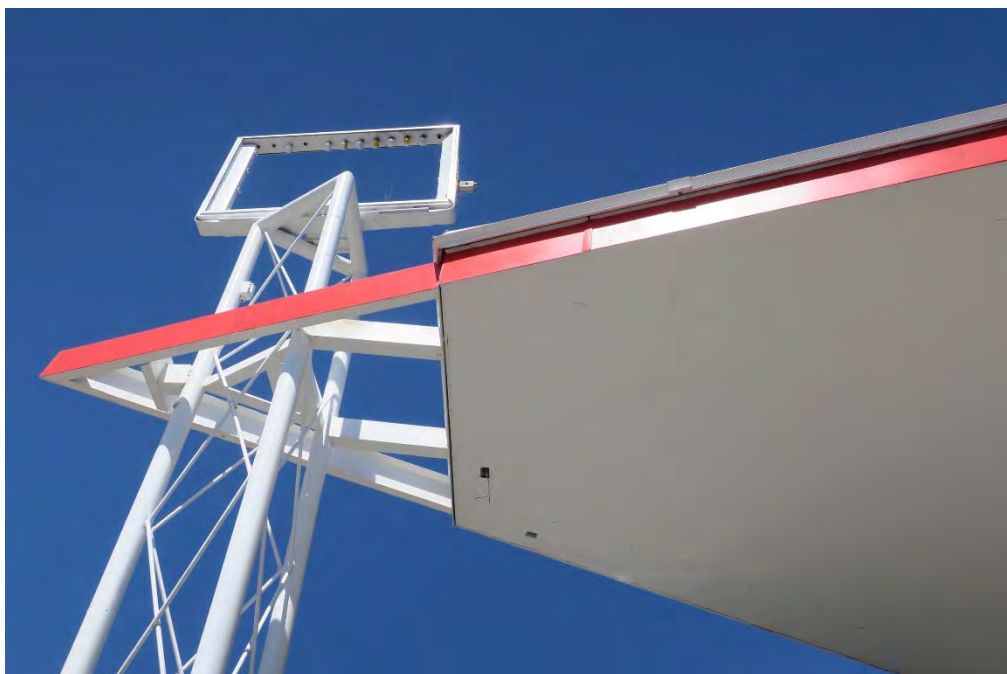


Photo #4: View NW, May 2019

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State



Photo #5: View NW, October 2018



Photo #6: View NE, May 2019

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State



Photo #7: View N-NW, May 2019



Photo #8: View W, October 2018

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State



Photo #9: View SW, May 2019



Photo #10: View SW, May 2019

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State



Photo #11: View E-NE, May 2019



Photo #12: View N-NE, May 2019

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State



Photo #13: View NW, October 2018



Photo #14: View SW, May 2019

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State



Photo #15: View N, May 2019



Photo #16: View NE, October 2018

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State



Photo #17: View W, May 2019



Photo #18: View NE, May 2019

Forty-Four & Sixty-Six Service Station

Name of Property

Ada, Idaho

County and State



Photo #19: View E-SE, May 2019



Photo #20: View SE, May 2019

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State



Photo #21: View NW, May 2019

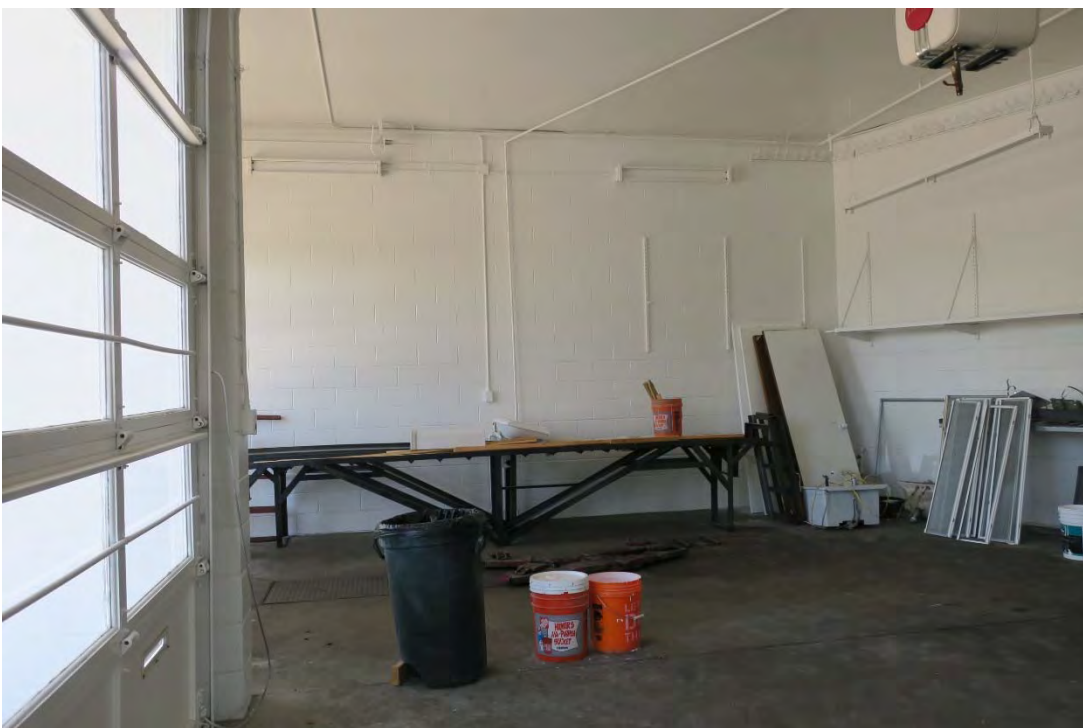


Photo #22: View NW, May 2019

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State



Photo #23: View SE, May 2019



Photo #24: View N-NE, May 2019

Forty-Four & Sixty-Six Service Station
Name of Property

Ada, Idaho
County and State



Photo #25: View SW, May 2019



Photo #26: View N, May 2019