

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

FOR NPS USE ONLY	
RECEIVED	
DATE ENTERED	

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC  
Shell Service Station

AND/OR COMMON  
Same

**2 LOCATION**

STREET & NUMBER  
Sprague Street at Peachtree Street (N.W.)

CITY, TOWN

Winston-Salem

STATE  
North Carolina

VICINITY OF

CODE  
37

NOT FOR PUBLICATION

CONGRESSIONAL DISTRICT

5th

COUNTY

Forsyth

CODE

067

**3 CLASSIFICATION**

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	<b>PUBLIC ACQUISITION</b>	<b>ACCESSIBLE</b>	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

**4 OWNER OF PROPERTY**

NAME  
Mr. James D. Watson

STREET & NUMBER  
1317 Verdun Street

CITY, TOWN

Winston-Salem

VICINITY OF

STATE

North Carolina

**5 LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.  
Forsyth County Courthouse

STREET & NUMBER

CITY, TOWN

Winston-Salem

STATE

North Carolina

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE  
Historic American Engineering Record

DATE  
1975

FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR  
SURVEY RECORDS HAER, National Park Service

CITY, TOWN

Washington

STATE

D. C.

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input checked="" type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED    DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

---

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Shell Service Station was built about 1930 in the shape of a shell. The structure stands one story high, about eighteen feet. It is pierced by a central front entrance. On the west side are two windows, recessed deeply into the curving side of the shell; one window is on the east side. Six-over-one sash fills the windows. Attached to the rear is a small wooden shed, with a rear central entrance and a window on the east side and a door to a restroom on the west. At the intersection of the shed and the shell is a brick chimney stack.

According to the son of one of the original owners, when the station was built the interior office was boxed in first and then around that a wire frame built in a three-dimensional shell shape. Concrete was put on the wire like stucco, and the ridges formed with hose.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input checked="" type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input checked="" type="checkbox"/> INVENTION		

SPECIFIC DATES ca. 1930

BUILDER/ARCHITECT Contractor: Frank L. Blume & C.

## STATEMENT OF SIGNIFICANCE

The Shell Service Station is a small concrete structure built in a three-dimensional shell shape about 1930 to advertise and sell Shell Oil. The building, now a repair shop, has significance on several levels--as a vestige of the literalism of 1930s advertising, as an example of the vernacular roots from which Pop architecture grew, and as an architectural object of direct and almost universal appeal.

The service station at the corner of Sprague and Peachtree streets was built about 1930 by the Quality Oil Company of Winston-Salem. The company had been established in the fall of 1929 by Joseph Glenn and Bert Bennett to distribute the products of the Shell Oil Company. The Shell Company had not marketed its products in North Carolina before the late 1920s. Therefore Glenn and Bennett decided to attract customer attention with a series of shell-shaped service stations. About eight of these stations were built in the early 1930s throughout the Winston-Salem area, including one in nearby Kernersville. The first one, and perhaps the others as well, was built by contractors Frank L. Blum and Co. The station at Peachtree and Sprague streets is the only one known to remain. Sold to James D. Watson in 1973, it is now a lawnmower and small engine repair shop.

The station is an excellent example of the literalism of advertising in the 1920s and 1930. The design's semiological content is explicit: the building's form repeats visually the Shell gasoline brand and is a three-dimensional representation of the Shell trademark. The station falls into the architectural category which Robert Venturi has defined as "ducks." That is, the building is literally a sign, an advertisement which is read and immediately comprehended. The structure, built in 1930, is less than fifty years old, but it is such a rare and unusual survival of early twentieth century advertising techniques that it merits recognition and preservation.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

Glass, Brent. Interview with James Glenn and Bert Bennett, Quality Oil Company, Winston-Salem, February, 1975

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 1/2 acre

UTM REFERENCES

A	1,7	57,07,3,5	3,9,9,1,5,2,5	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

# 11 FORM PREPARED BY

NAME/TITLE Research by Brent Glass, consultant; architectural description by

<u>Mary Alice Hinson, consultant</u>	<u>30 October 1975</u>
ORGANIZATION	DATE
<u>Division of Archives and History</u>	<u>(919) 829-7862</u>
STREET & NUMBER	TELEPHONE
<u>109 East Jones Street</u>	
CITY OR TOWN	STATE
<u>Raleigh</u>	<u>North Carolina</u>

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL  STATE  LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE *James Alan Douglas*

TITLE Deputy State Historic Preservation Officer DATE 30 October 1975

FOR NPS USE ONLY	
I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER	
	DATE
DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION	DATE
ATTEST:	DATE
KEEPER OF THE NATIONAL REGISTER	



Shell Service Station  
Winston-Salem  
North Carolina

UTM References;  
17/570/7<sup>60</sup>~~85~~ 17/3991/525



THIS IS A SALE

LAWN-BOY  
Lawn & Garden  
YARD-MAID

Small Engine Service  
Lawnmowers, Generators  
Blowers, Trimmers  
Parts & Repairs