NPS Form 10-900
(Rev. 10-90)

OMB No. 1024-0018

United States Department of the Interior
National Park Service

Final

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

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1. Name of Property

==========

historic name Claremore Auto Dealership

other names/site number Claremore Tire Company

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2. Location

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street & number 625 West Will Rogers not for publication N/A
city or town Claremore vicinity N/A
state Oklahoma code OK county Rogers code 131
zip code 74017

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this __XX__ 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 __XX__ meets ____ does not meet the National Register Criteria. I recommend that this property be considered significant ___ nationally ___ statewide __X__ locally. (N/A See continuation sheet for additional comments.)

_____ December 19, 1994
Signature of certifying official Date

Oklahoma Historical Society, SHPO
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 commenting or other official Date

_____
State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

____ entered in the National Register _____ _____
___ See continuation sheet.
____ determined eligible for the National Register _____ _____
___ See continuation sheet.
____ determined not eligible for the National Register _____ _____
____ removed from the National Register _____ _____

____ other (explain): _____

_____ _____ _____
Signature of Keeper Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply)

_X_ private
___ public-local
___ public-State
___ public-Federal

Category of Property (Check only one box)

_X_ building(s)
___ district
___ site
___ structure
___ object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Number of contributing resources previously listed in the National Register 0

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.) Route 66 and Associated Historic Resources in Oklahoma

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: specialty store

Current Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: specialty store

7. Description

Architectural Classification (Enter categories from instructions)

Art Deco

Materials (Enter categories from instructions)

foundation CONCRETE
roof CERAMIC TILE
walls STUCCO
BRICK
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)

_XX_ 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.

_XX_ 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.)

____ A owned by a religious institution or used for religious purposes.

____ B removed from its original location.

____ C a birthplace or a grave.

____ 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.

Areas of Significance (Enter categories from instructions)

COMMERCE
ARCHITECTURE

Period of Significance circa 1930-1944

8. Statement of Significance (Continued)

Significant Dates N/A

Significant Person (Complete if Criterion B is marked above)
N/A

Cultural Affiliation N/A

Architect/Builder Unknown

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

9. Major Bibliographical References

(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
_X_ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
___ Other
Name of repository: _____

10. Geographical Data

Acreage of Property Less than one acre

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
1	15	265020	4021620	3			
2				4			

N/A See continuation sheet.

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

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

11. Form Prepared By

name/title Maryjo Meacham, Director, Design/Research Center; Brenda Peck, Historian
Lisa Bradley & Susan Roth, Graduate Assistants: Oklahoma SHPO, ed.
organization University of Oklahoma, College of Architecture date May 31, 1992
street & number 830 Van Vleet Oval telephone 405/325-2444
city or town Norman state OK zip code 73019

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name Charles Boone

street & number 2002 West Dupont telephone

city or town Claremore state OK zip code 74017

SUMMARY

The Claremore Auto Dealership is a one story Pueblo Deco service station. It is located on a large corner lot on the west side of Claremore, Oklahoma on U.S. Highway 66. The L-shaped building is stuccoed, with red tile coping at the parapet walls. The building is located on a corner lot in a commercial area surrounded by similar buildings constructed between 1920 and 1950. The Claremore Auto Dealership continues to retain a high degree of architectural integrity.

DESCRIPTION

This one story station, built circa 1930, is modeled after the Pueblo Deco style, a vernacular subtype of the Art Deco style. Characteristics of this style which are present on this station include a stuccoed exterior, a diamond and ziggurat motif, a crenelated parapet, and clay tiles. The building is L-shaped, with both rear elevations facing intersecting alleys. A canted entrance on the northwest corner provides the focal point of the building. Above the double wood and glass entry doors is an operable wood and glass transom. Directly above the transom is a large ceramic diamond, inlaid in a recessed stucco entry portal with a ziggurat surround. Display windows flank the double doors.

The corners of the building are accentuated with stucco pilasters which rise above the parapet to create a crenelated appearance. In between the pilasters, along the parapet wall, is red clay tile roof coping. A decorative tile pattern runs the length of each bay and down the pilasters to the top of the windows, creating a rectangular pattern. Within each rectangle is a row of diamond shaped tiles.

The three service bays are located in the shorter leg of the L, with aluminum overhead garage doors alternating between casement windows. Each casement window is composed of twelve lights with concrete sills. On the west side of the building, three fixed metal windows are situated just below the edge of the roof. Adjacent to the three fixed metal windows are casement windows each with twenty lights and concrete sills.

The south and east rear elevations are constructed of red brick without a stucco veneer.

ALTERATIONS/ADDITIONS

Alterations to the Claremore Auto Dealership include the removal of the gasoline pumps, which were originally located on the west side of the building (facing Route 66) and replacement of the original overhead garage doors with aluminum garage doors. One window, located on the north facade, has been infilled with plywood. The Claremore Auto Dealership continues to maintain a high degree of integrity of location, setting, design, materials, workmanship, and conveys the feeling of its past environment.

SUMMARY

The Claremore Auto Dealership building, constructed circa 1930, is located on Route 66 in downtown Claremore, Oklahoma. It is significant to the history of commerce by representing a time when the automobile was a central force in the business industry. The dealership offered several services to travelers along Route 66, such as gasoline and automobile repairs. The auto dealership also is architecturally significant as an excellent example of a Pueblo Deco commercial building. This southwestern adaption of the Art Deco style was popular from the late 1920s into the early 1930s. Contextually, it relates to "Commerce on Route 66 in Oklahoma (1926-1944)." As a property type, it relates to Automobile Dealerships.

COMMERCIAL SIGNIFICANCE

The Claremore Auto Dealership is significant for advertising the automobile industry to the travelers on Route 66. This building, constructed circa 1930, was originally a service station and Ford auto dealership. The Claremore Auto Dealership catered to a large cross-section of mobile people. Not only did the auto dealership offer the Route 66 traveler services, but it also introduced them to new and improved automobiles. This station and dealership was located in the Claremore urban area allowing the transcontinental traveler and local traveler to take advantage of its services and products.

During the 1920s and into the 1930s, the manufacturing and purchasing of automobiles changed. The 1920s saw an increased demand for automobiles and the Ford Company, among other manufactures, fulfilled this demand by mass-producing automobiles. In the early 1930s, the depression brought a decrease in automobile sales. Although fewer automobiles were being bought, most Americans still had the desire to personally own a car.

As early as the late 1930s, the building was used for tire sales and service. Several tire companies succeeded the Claremore Tire Company at this site. In the 1950s, Eugene Snelling owned the building and sold Firestone Tires and gasoline. Though subsequent owners removed the gas pumps, the property is still used as a tire company.

ARCHITECTURAL SIGNIFICANCE

The design of the Claremore Auto Dealership is typical of the 1930s school of thought in which the commercial building was to be highly visible and separate from its surroundings. The early 1930s saw a crate-like, flat-roofed, one story L-shaped structure for car dealerships. This design was more economical and functional for both the dealer and the public than the previously popular cottage-style station.

L-shaped commercial buildings were introduced in the late 1920s to accommodate the automobile. Before the automobile became popular, people simply parked their vehicles along the street or back alley. With the popularity of the automobile came parking lots. Those commercial businesses with corner lots often incorporated parking lots within their site plan by wrapping the building around the lot. Thus the L-shaped station/dealership was introduced. This construction also allowed the business to front two commercial streets.

The Art Deco style developed to embrace the "machine age" and was the quintessential modern style of the time. The Claremore Auto Dealership is designed in the vernacular of the Art Deco style. Art Deco often was chosen for automobile-related businesses, linking this modern style with the automobile age. It was used to advertise the modernity represented by the automobile. The geometric motifs, vertical roof projections, and ziggurat door surround references both Art Deco and Pueblo Indian motifs. This combination of Spanish Eclectic, Art Deco, and Indian motifs is known as Pueblo Deco. Pueblo Deco buildings projected the Western image to the Route 66 traveler heading West.

The Claremore Auto Dealership has kept its historical integrity and remained a significant business along Route 66. It is architecturally important in its use of a stylized building designed to attract the attention of the passing motorist.

BIBLIOGRAPHY

Anders Mary Ann, "A Survey of Route 66 through Oklahoma." Oklahoma Historical Society, State Historic Preservation Office, 1984.

Boone, Charles. Interview, Claremore, Oklahoma. September 1991.

Jakle, John A. "The American Gasoline Station, 1920-1970." Journal of American Culture 1 (Spring 1978): 520-542.

Jeansonne, Glen. "The Automobile and American Morality." Journal of Popular Culture (Summer 1974): 125-131.

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

McAlester, Virginia and Lee. A Field Guide to American Houses. New York: Alfred A. Knopf, 1990.

Snelling, Eugene. Interview, Claremore, Oklahoma, September 1991.

Wallis, Michael. Route 66: The Mother Road. New York: St. Martin's Press, 1990.

Whiffen, Marcus and Carla Breeze. Pueblo Deco: The Art Deco Architecture of the Southwest. Albuquerque: University of New Mexico Press 1984.

VERBAL BOUNDARY DESCRIPTION

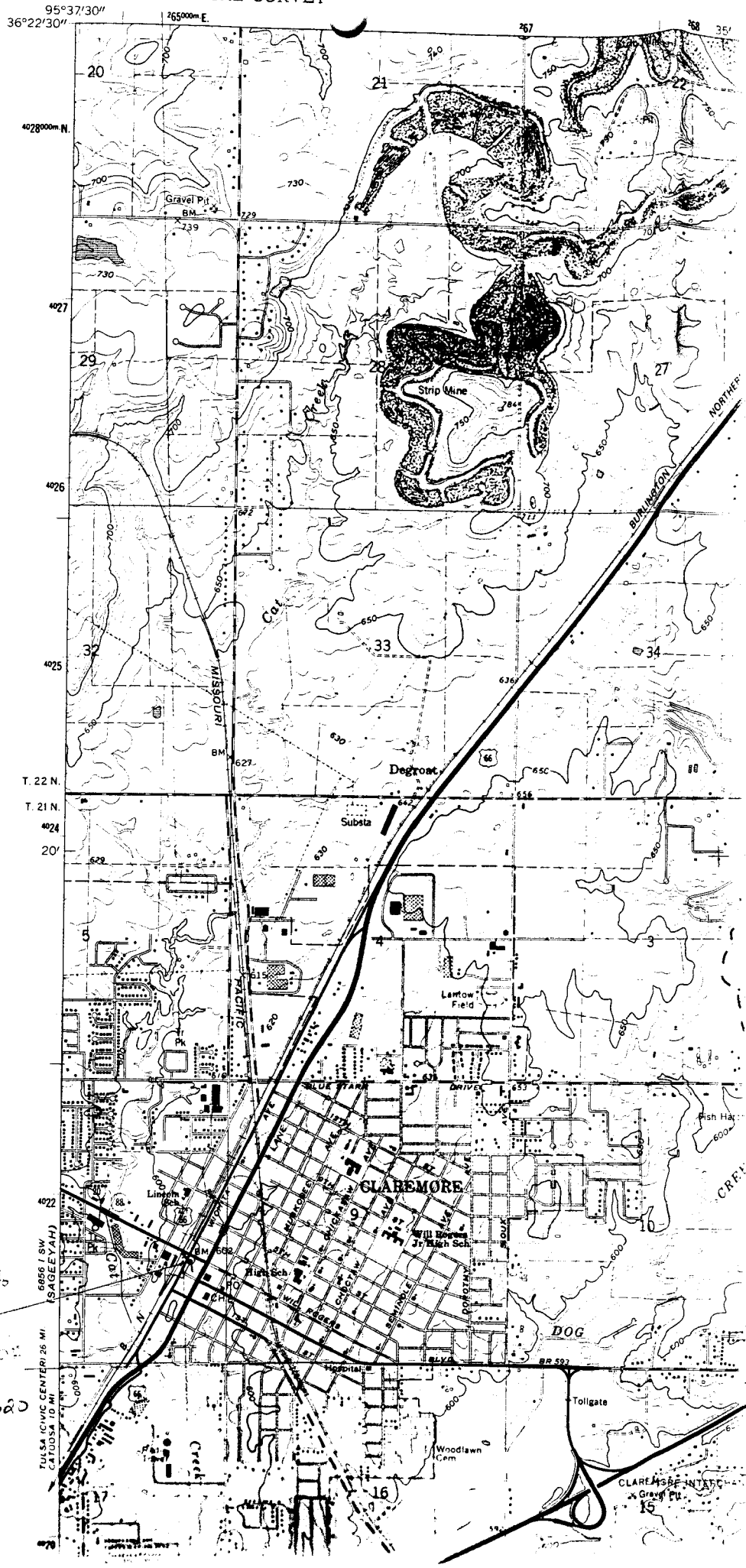
Lots 1, 2 and west 25 feet of Lot 3, Block 111, Original Town of Claremore.

BOUNDARY JUSTIFICATION

The boundary includes the entire city lots that historically have been associated with the nominated building.

Claremore Auto Dealership

DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY



Claremore Auto Dealership
Claremore
Rogers Co.
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