

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 Dawson's Conoco Service Station

Other names/site number Parkside Conoco Station, khri# 161-2074

Name of related Multiple Property Listing Roadside Kansas

2. Location

Street & number 1026 Poyntz Avenue

n/a

 not for publication

City or town Manhattan

n/a

 vicinity

State Kansas Code KS County Riley Code 161 Zip code 66502

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide ___ local Applicable National Register Criteria: A ___ B C ___ D

 Patrick Zollner, Deputy SHPO 8-17-21
Signature of certifying official/Title Date

Kansas State Historical Society
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

National Register listed September 30, 2021

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

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

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

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
<u>1</u>		buildings
		sites
		structures
		objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCIAL: Specialty Store

Current Functions
(Enter categories from instructions.)

VACANT/NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions.)

MODERN MOVEMENT

Materials
(Enter categories from instructions.)

foundation: CONCRETE

walls: CONCRETE

roof: SYNTHETIC

other: _____

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Narrative Description

Summary

Dawson's Conoco Service Station is located on Lots 447 & 448, Ward 4 at 1026 Poyntz Avenue in Manhattan, Riley County, Kansas, at the northeast corner of Eleventh Street and Poyntz Avenue across from Manhattan's City Park. The corner lot was the site of a former Conoco Gas Station (1925). Continental Oil Company purchased an adjacent lot in 1965, demolished the original station, and built the existing service station in 1966-67. The plan is Type 09A- MAS Service Station Building of the Continental Oil Company, Marketing Department, Houston Texas, dated October 13, 1963, with details and revisions through 1966. These plans clearly reflect the original design of the Manhattan Conoco Station filed with Building Permit #07979, City of Manhattan July 19, 1966, to be built at an estimated cost of \$42,000.

The corporate plans of Conoco detailed not only the building design but also the site layout, canopies, lighting, interior shelving, signage, and merchandising. The station was a simple rectangular form comprised of two sections of varied height; the rear garage being taller than the storefront. The front salesroom, facing Poyntz Avenue, was an aluminum-framed glass storefront with single doors on the west and south sides. Customer restrooms were accessed from outside, on the east side of the salesroom. The garage/service area is a concrete block structure with steel I-beams supporting the overhead doors at the three garage bays. Although utilitarian in design and function, the garage/service area had abundant natural light. The three garage doors were predominantly glass with an aluminum lower pane, and three skylights were located across the east side of the shop above the workbenches. The salesroom had a heightened level of finish with painted concrete block in a stacked bond pattern and vinyl tile flooring. The station design is characterized by the large canopies soaring out from the west and south sides of the salesroom upward toward the streets beyond. Arc pole lights stretched toward the canopies from the NW and SE corners of the site, and strip lighting around the canopies and building enhanced this simple horizontal Modern design. The building retains a very high degree of integrity with original features, including the extant canopies and arc lights.

Elaboration

Location and Setting

Dawson's Conoco Service Station is located east of Manhattan's City Park at the northeast corner of Eleventh Street and Poyntz Avenue. The 100' x 150' parcel consists of two lots (Lots 447-448) in Manhattan's Ward 4, addressed at 1026 Poyntz Avenue (formerly 1030 Poyntz), six blocks west of Manhattan's downtown business district. The parcel took its current form in 1966 when Conoco purchased Lot 447 to expand the site of the 1925 Conoco station located on Lot 447 at the corner of Eleventh and Poyntz. The existing building was constructed on the newly expanded site in 1966-1967.

The rectangular building is oriented north/south with the front of the station (short side of the rectangular form), facing south fronting Poyntz Avenue. Centrally located on the parcel, the garage bays face west fronting Eleventh Street opposite the city park. Poyntz Avenue is a four-lane east/west thoroughfare that at the time of construction, was U.S. Highway 24/40 through downtown Manhattan. The construction of a downtown shopping mall in 1987 re-routed through-town traffic with a southern bypass, but Poyntz Avenue remains the primary east/west route through downtown Manhattan. Eleventh Street bisects Poyntz west of downtown and extends north to the Aggieville business district and Kansas State University. Manhattan's City Park is located immediately west of the station, an active recreational park for residents, visitors, and students. The Eleventh and Poyntz intersection is a busy vehicular intersection with pedestrian crosswalks and perimeter sidewalks on the west and south sides of the property. There are curb cuts on the south and west sides, and the site is accessible from the north via a rear alley. The west and south sides of the site are paved, with the east and north sides being gravel; there is no landscaping on this corner lot.

The primary site features are two large canopies that extend from the rectangular building, on the west and south originally each covering a gas pump island. Two arc pole lights are in place at the SE and NW corners

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of the site generally aligning with the height of the canopies. The canopies and pole lights are illustrated on the original Conoco plans for the station and documented as original to the building's 1966-67 construction. The canopies and arc lights remain, but the gas pumps were removed ca. 2016.

A simple one-story commercial building is located on Lot 446 east of the service station with a paved lot and no distinction of a property line between the two parcels. The existing building at 1018 Poyntz was constructed in 1972 on Lot 446 and now houses Little Batch Company, a locally owned commercial bakery that opened in 2021. The owner of the bakery also owns the service station parcel with plans to expand, adding a retail bakery and coffee shop in the Conoco Station building. These two parcels Lot 446 and Lots 447-448, were first jointly owned in 1994 when Ruth Schrum, who owned Lot 446 (since 1984), purchased the adjacent west parcel - Lots 447-448 (the Conoco Station at 1026 Poyntz). Because the two parcels were not historically associated at the time of construction and operation of the Conoco Service Station, this nomination pertains only to the Conoco Service Station at 1026 Poyntz Ave (Lots 447-448).

Exterior

The one-story rectangular building measures 27'4" x 65'5" and is comprised of two parts – the front salesroom on the south and the rear garage/service area on the north. The garage occupies approximately the northern two-thirds of the building, a simple concrete block building with a flat roof distinguished by three garage bays on the west side. The rear garage rises above the salesroom by approximately two feet, both parts having flat roofs. The front/south third of the building is a short square form with an aluminum-framed glass storefront and simple boxed cornice/cap that projects slightly from the building facade with strip lighting beneath. Two large horizontal canopies sweep from the storefront to the south and west, angling upward toward the streets. The canopies extend from the building facade above the storefront cap and are supported by two round metal columns fifteen feet from the building (the columns, originally framing the gas pump islands). On the west, the canopy is rectangular in form, but the south canopy is a rhomboid form angling from the south facade toward the west.

The storefront is raised on a concrete curb with full-height aluminum-framed glass panes. The configuration of the south and west facades is asymmetrical, with a single glass door on each facade and one partial-height glass pane with a tire cabinet beneath. Square metal columns frame the storefront bay and the three garage bays on the west facade of the north end of the building. Historically, the east side of the salesroom housed the customer restrooms accessed from the exterior. The east side of the salesroom is painted concrete block laid in a stacked bond (interior and exterior) with unadorned punched door openings. A recessed corridor led to the women's restroom, and an adjacent slab metal door provided direct access into the men's restroom. At some point in the building's past, the two restrooms were combined accessed by the single door on the east facade. The recessed corridor now provides maintenance access only.

The rear garage is a simple rectangular form that rises approximately two feet above the south storefront bay. The garage is painted concrete block laid in a running bond with a single man door on the north/rear facade. The block walls have a simple metal cap and a gutter with downspouts at each end of the east facade; there are no openings on the east side of the garage. The west facade of the garage, fronting Eleventh Street, is comprised of three garage bays with multi-light metal-framed glass garage doors with metal lower panes.

The exterior of the building is distinguished by its horizontal form, which is accented by contrasting banding and strip lighting along both sections of the building and canopies. A simple metal cornice band on the building and fascia of the canopies are painted red, as is the storefront frame. Also painted Conoco red are the metal columns supporting the canopies and framing the storefront and garage bays. The concrete block building is painted white but features subtle distinctions such as the variation in a bond pattern on the front and rear parts of the building. The garage doors and storefronts are predominantly glass, creating a light transparent feel with the horizontal banding almost floating while the angled canopies soar from the storefront to the streets. The arc lights bow toward the canopies, further highlight the low horizontal lines of the entire property. Sign permits document three changes in building/business signage, including two styles of the Conoco pedestal

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sign. All business signs have formerly been removed. The building clearly conveys its original design - the epitome of a 1960s Modern service station.

Interior

Like the exterior, the interior of Dawson's Conoco Service Station reflects the original design documented in drawings labeled "Type 09A- MAS Service Station Building, Continental Oil Company, Marketing Department, Houston Texas," dated October 14, 1963, with details and revisions through 1966.¹ These plans clearly reflect the existing station completed in 1967 at an estimated cost of \$42,000.

As was typical with Modern service stations, the building had two distinct parts – the front of house or salesroom and the rear garage and service area. The two parts are defined by function, with the service area having utilitarian finishes, service tools, equipment, and parts storage. The salesroom is also characterized by function with corporate-dictated facilities, including a waiting room with a water cooler, bottled drinks, candy, and restrooms, all designed to serve the customer. Throughout both areas, the ceilings are gypsum board, and walls are painted concrete. Concrete floors are exposed in the garage, but the vinyl tile was installed in the salesroom. The only exposed partition walls in the salesroom are the glass storefront enclosure at the office and the painted block wall of the restrooms and storage room.

The garage has exposed block walls around the perimeter with workbench and base cabinets along the rear wall with tire racks above. Three skylights pierce the flat ceiling to provide natural lighting along the east side of the garage. The garage area is characterized by its open nature and utilitarian finishes with ceiling-mounted heating units, fluorescent lighting, and exposed conduit and wiring throughout. The three garage bays are framed by steel beams on the ceiling that support the overhead doors. On the original plans, the south two bays were labeled lubrication while the north bay was labeled washing. Precise functions may have changed over the years as the lift, and recessed drain is now present in the southern-most bay.

The sales room was clearly characterized by its open, glass enclosure and by corporate-designed shelving, displays, and signage. The original plans illustrate shelving units at storefront walls. The two storefront panels with opaque lower panels (versus full-height glass) mark the original location of tire cabinets. All shelving units have been removed, leaving an open salesroom and a large open garage and service area. The original driveway signal bell remains.

The property has a remarkably high level of historic integrity, with only minor changes since its completion in 1967. The station itself maintains its integrity of design, materials, and workmanship, closely reflecting its original design as evidenced by original plans. The site retains its integrity of location, setting, feeling, and association as it continues to convey its origins as a Modern corner service station.

¹ The original design documents were on file with the Building Permit #07979, City of Manhattan, July 19, 1966.

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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.

Areas of Significance

COMMERCE

ARCHITECTURE

Period of Significance

1967

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Fred MacLean (Conoco Engineer)

Period of Significance (justification)

The period of significance is 1967, the date of station's construction.

Criteria Considerations (justification)

None

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Narrative Statement of Significance

Summary

Dawson's Conoco Service Station, located at the corner of Poyntz Avenue and Eleventh Street in Manhattan, Kansas, was constructed in 1967 by the Continental Oil Company (Conoco). The station sits across the street from Manhattan's City Park and fronts one of the City's main thoroughfares. Conoco chose the site because of its strategic location along a major highway running across the state (former U.S. 40). The Modern design of the station exhibits a high degree of historic and architectural integrity, qualifying it to be listed in the National Register under *Roadside Kansas Multiple Property Document Form (MPDF)* under Criteria A: Commerce and C: Architecture. The station was built on Conoco's Modern Service Station Plan No. 9A (1963), reflecting the company's efforts to meet the changing consumer needs and desires in the mid-twentieth century.

Elaboration

At the founding of the City of Manhattan in 1857, early residents named one of the major thoroughfares after Col. John Poyntz, a man who had supported their cause. Manhattan quickly grew into a bustling town with its commercial core centered around Second Street and Poyntz Avenue, and an area dedicated for a park near the city center at Poyntz and Eleventh. Agriculture played a primary role in the city's economy, while the Kansas State Agricultural College increasingly drew in students and businesses to support them.

In 1913, Manhattan was connected to Fort Riley by interurban railway, but the greatest force of change was the ever-increasing popularity of the automobile. In eighteen months in 1913-1914, over ninety thousand cars were registered in Kansas.² Two years later, there was an automobile for every 22.5 people in the state. Manhattanites were quick to adopt the new technology, creating problems and opportunities in the city. As early as 1907, the city council set speed limits at ten miles per hour in the business district and twelve in residential areas; followed by a requirement to register vehicles.³ In 1910, Riley County sold 3,500 motor licenses.⁴ The city paved sixty miles of roads with brick, including Poyntz Ave from the Big Blue River to the courthouse. The city had begun the twentieth century with a population of just over 3,400, a number that would grow to almost 8,000 by 1920 in addition to 3,400 students.⁵ Two years later, the city had grown faster than any other urban area in Kansas to a population of 10,000 without counting the student population.⁶

Prior to 1910, Kansas had no paved roads and few surfaced roads of any kind. As automobile numbers increased, so did the demand for safe, passable roads across the state. Vehicle owners founded the Good Roads Movement to promote the economic benefits of better roads for farmers by improving their access to markets and cross-state tourist travel. One of the first was opened in June 1912 when the old military road was designated the "Golden Belt Highway" from Kansas City to Denver with its promotion, maintenance, and improvements coordinated by private town boosters along the route. The highway ran through the heart of cities across Kansas, including Manhattan. In 1916, supporters promoted the road to tourists claiming the shortest, straightest, and easiest grade road between Kansas City and Denver, Colorado. The highway ran through Manhattan as Poyntz Avenue. A decade later the road became U.S. 40 and was promoted to visitors with a brochure titled, "U.S. 40: The Main Street of America" showing routes on the newly designated federal

² Craig Miner. *Kansas: A History of the State, 1854-2000*. Lawrence, KS: University Press of Kansas, 2002. 192.

³ James E. Sherow. *Manhattan*. Charleston, SC: Arcadia. 2013. 48.

⁴ Lowell Jack. *A History of Manhattan, Kansas, Riley County and Fort Riley*. Manhattan, KS: Hawley Printing. 2003, 21.

⁵ Sherow, 41.

⁶ *Manhattan Republic*. 4 Oct 1923, 5.

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highway system and highlighting features such as city parks.⁷ The new roads were a boom to towns and cities, bringing in tourists and travelers, and increasing the need for gas stations.

By 1923, Kansans owned just under 350,000 cars and 26,400 trucks which consumed over 158,000 gallons of fuel annually.⁸ Seven years later, seventy-five percent of Kansas households owned at least one automobile.⁹ Filling and service stations began appearing in Manhattan to address the demand. In 1925, Continental Oil and Transportation Company constructed "Station No. 2" at 1030 Poyntz¹⁰ on the site of the nominated property. Gulf Oil was the first oil company to recognize the utility of design as a marketing tool when it built the first architect-designed service station in Pittsburgh, PA, in 1913.¹¹ The brick structure offered free air, water, restrooms and had a lighted sign. By 1920 there were 1,200 service stations in the United States; a number that grew to 236,000 by the end of the 1960s.¹²

Isaac Elder Blake founded the Continental Oil and Transportation Company in Ogden, Utah in 1875. Upon its formation, Blake stated the company's objectives as "producing, purchasing, refining, transporting, selling, delivering and dealing in petroleum, and in all its products of every kind."¹³ By 1913, there were 1.7M automobiles across the country, and Continental seized the opportunity by adding oil exploration and the building of pipelines to their corporate planning.¹⁴

Continental Oil would continue to be a leader in the booming industry by constructing the first filling station in the Western United States in 1909. Within twenty years, Continental established more than 1,000 service stations in fifteen states, including Kansas, each emblazoned with the company trademark.¹⁵ In 1929, Continental merged with Marland Oil, adding capacity and retail markets. Continental Oil Company became "Conoco" with an inverted red equilateral triangle with a horizontal red bar with the company's name in white block letters as their logo.¹⁶

Conoco distinguished itself by offering a variety of products and services from its inception. In the late 1920s, Conoco advertised tires, gasoline, and travel under the new logo in the Manhattan newspapers.¹⁷ The firm was adept at marketing, always keeping a watchful eye on consumer needs and the bottom line. *Fortune Magazine* called the company an "aggressive merchandizer."¹⁸ In 1930, Conoco began offering free personalized travel services to motorists.¹⁹ The service was designed to encourage tourists to travel "Conocoland;" an area linking Conoco stations across several states throughout Midwest and Western United

⁷ U.S. 40 *The Main Street of America* Highway Brochure, n.p., n.d. Accessed online 29 Apr 2021 at <http://www.kansasmemory.org/item/1624>.

⁸ Thom Rosenblum. *Hughes Conoco Service Station National Register Nomination*. Washington, DC: National Parks Service. 2011. 7.

⁹ Ibid, 7.

¹⁰ The address shifted to 1026 Poyntz in 1988. Manhattan's first Conoco station was in Aggieville at 1300 Laramie. *Manhattan Mercury*. 10 Jun 1930, 2.

¹¹ John A. Jakle. "The American Gasoline Station, 1920-1970." *Journal of American Culture*. Bowling Green, OH, 1978, 521.

¹² Ibid, 521.

¹³ Conoco: The First One Hundred Years." New York, NY: Dell Publishing, 1975. 13.

¹⁴ Continental Oil was under the umbrella of Standard Oil Company from 1885-1913, when the Supreme Court ordered the breakup of Standard Oil.

¹⁵ [ConocoPhillips.com](http://www.conocophillips.com). "Our History: 1875-1909," accessed online on 20 April 2021 at <https://www.conocophillips.com/about-us/our-history/1909-1875/>.

¹⁶ W. Wayne Jones. *A Field Guide to Gas Stations in Texas*. Historical Report No. 2003-03. Austin, TX: Texas Department of Transportation, updated 2016, 53. The design was adapted from that of Marland Oil Company following the merger of the two companies.

¹⁷ *Manhattan Mercury*. 3 Sep 1929, 5; and *The Morning Chronicle*. 10 Sep 1929, 5.

¹⁸ Conoco: The First One Hundred Years." 143.

¹⁹ Conoco would continue the free travel service through 1970.

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States. In 1931, newspaper advertisements declared, "40,000 Conoco Passport holders are on vacation highways."²⁰ Conoco's efforts in supporting local tourism included postcards, some of which were of Conoco stations while others were of sites deemed of interest to tourists. In Manhattan, this included a picture of the Formal Gardens at Kansas State College.²¹

As the post-World War II (WWII) economy boomed, Americans had more disposable income and desired to live and shop in the suburbs. Downtowns struggled against suburban shopping malls such as West Loop Shopping Center constructed on the west side of Manhattan in 1962. Downtown countered by highlighting the advantages of local businesses and tourist attractions. For Manhattan, the two main attractions were the college and the city park. In 1955, retired Kansas State University professor George Filinger would create a legendary icon to help celebrate the centennial of Manhattan.²² Unveiled on May 15, 1966, the thirty-foot-tall Johnny Kaw statue, positioned at the southeast corner of Manhattan's City Park, became an instant tourist attraction as well as a rally location for city events and local groups. Dawson's Conoco Service Station located across Eleventh Street from the statue surely benefited from the crowds drawn to see the attraction and participate in local events. Johnny Kaw was marketed by the Manhattan Central Business District Association as one of the places to see in Downtown Manhattan in its "Vacation Time" campaign.²³

To remain competitive in the gasoline industry, Conoco, like its competitors, sought to control costs by owning stations and marketing to the masses. Uniform design helped to build brand recognition and loyalty. While companies often chose to lease stations, corporate regulations regarding standardized building types, uniform color schemes and signage was maintained through lease agreements.²⁴

In the early 1960s the Wallace Dearborn family owned the property at 1030 Poyntz (later addressed as 1026 Poyntz) and sold it to the Continental Oil Company in 1965. Conoco retained ownership until 1977, when the property was sold to Wilbur and Sharon Hunter. Through the years, the Conoco franchise was leased. Warren E. Dawson (1916-1989) operated Dawson's Conoco from 1956 to 1969, the period in which the new (existing) station was constructed. Dawson's advertisements in Manhattan city directories offered, "tires and batteries, sales and service, motor tune-up, brake service and wheel balancing."²⁵

In 1963, there were thirty-six gas stations in Manhattan. Conoco seized the opportunity to rebuild Dawson's Conoco and stand out among the competition. The company submitted plans to the City of Manhattan to replace the existing station at 1030 Poyntz with a Modern design. While much had changed, Poyntz Avenue/U.S. 40 remained a vital artery through the city, and the park-side station occupied a prime location.

The price of gasoline through the 1960s was determined by producers and refiners in each region. Gasoline was "freely exchanged between companies to reduce transportation costs."²⁶ Competition relied upon marketing and brand recognition, thus, "the standardized station was the most important advertising device by which companies sought to develop sales territories."²⁷

²⁰ *Nevada Daily Mail*. 7 Jul 1931.

²¹ "Formal Gardens, Kansas State College in Manhattan" Conoco postcard online at <http://nostalgia.esmarkid.com/conocopc079.jpg>.

²² *Manhattan Mercury*. 1 May 1966, 5.

²³ *Manhattan Mercury*. 19 May 1968, 56.

²⁴ Jakle, 521.

²⁵ Polk's Manhattan City Directory 1963. Kansas City, MO: R.L. Polk & Co. 1964. Accessed online on 29 Apr 2021 at Ancestry.com.

²⁶ Jakle, 522.

²⁷ *Ibid*, 522.

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While little information was found detailing Conoco's gas station designs, it is well-documented that oil companies hired architects to design service stations that were universally adaptable to any region, could be erected quickly and on the cheap, and which were based on popular architectural styles of the period.²⁸

Continental Oil designed its filling stations deliberately, creating plans by which most stations would be built. Exceptions occurred as with the Aspen, Colorado station that opened July 1, 1955.²⁹ What is not known is how many Conoco stations were designed outside of the company plans. The plans for Dawson's Conoco are signed by Frederick Malcolm MacLean (1913-2004). MacLean, a U.S. Army veteran of WWII, was a petroleum and marketing engineer for Conoco; a position he held for over thirty years.³⁰ The plans are labeled "Service Station Building Type 9A," leading to the conclusion that Conoco had at least nine plans for its stations with numerous variations to fit each locality.³¹ Construction on Dawson's Conoco began in 1966 and finished in 1967.

Warren E. Dawson owned and operated the franchise station at Eleventh and Poyntz for two years following the construction of the new building. Royal L. Carlson bought the franchise in late 1969 and operated it through 1976. During the 1970s, Carlson added truck and trailer rental. In 1978, the Hunters opened Parkside Conoco & U-Haul Service, which would remain on the corner through 1994. Two years later, Cheri and Daniel Davis operated De Dee's Conoco and Davis Tire & Auto.³² Around 2006 the gas station ceased to exist, but Davis Tire & Auto remained through 2019. The property was recently purchased by Phyllis Pease, who will be expanding the existing Little Batch Co. bakery (adjacent at 1018 Poyntz) to include a bakery and coffee shop in the "Parkside Station."

Roadside Kansas

The Post-World War II Gas Station, Sub-Type of the Gas/Service Station

The oblong box form of modern gas stations first appeared in the mid-1930s when Texaco developed a new prototype that incorporated merchandise sales, gasoline pumps, and auto repair bays all under one roof. The oblong box sub-type lacked ornamentation that was prevalent on earlier stations and boasted fire-proof construction of concrete and metal. Following WWII, gas stations continued to utilize simple variations of the oblong box form adding flared rooflines or vertical pylons to identify brands and display logos. Completed in 1967, Dawson's Conoco Service Station in Manhattan was built by Conoco based on Plan Type 09A – MAS developed by Continental Oil Company's Marketing Department. The plans were approved by Engineer Fred MacLean in 1963. The complete set of plans included details for shelving units, displays, and signage inside the station, as well as the gas pump island, canopy, arc pole lights, and building signage outside, all of which were designed to provide a consistent, recognizable image of the Conoco brand. This station type was constructed of concrete block painted white with metal columns, frames, and flashing painted red. Although the "Conoco" signs have been removed, the Manhattan station retains the red banding on the building and canopies as well as the arc lights and strip lighting that emphasized the recognizable form. The Conoco canopies angled upward toward the street, designed to attract passersby, and the well-lit glass-front showroom and garage further enticed customers into a clean, modern station.

Dawson's Conoco Service Station has experienced remarkably few former alterations, retaining the original storefronts and glass garage doors, thus exhibiting a very high degree of architectural integrity. While the

²⁸ Rosenblum, 9.

²⁹ "From the Vault: Designed of 1950s gas station special for Aspen." Aspen Times Weekly. 7 Jun 2018. Accessed online on 26 Apr 2021 at <https://www.aspentimes.com/magazines/aspen-times-weekly/from-the-vault-designed-of-1950s-gas-station-special-for-aspen/>.

³⁰ *Corpus-Christi Caller-Times*. 15 Mar 2004.

³¹ City of Manhattan Fire Department Risk Reduction. *Building and Sign Permits for 1026 Poyntz*. Provided by Ben Chmiel, City of Manhattan Community Development.

³² Riley County Registrar of Deeds. Ownership records for Lots 447-448, Ward 4.

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gasoline pumps have formerly been removed, the canopies and support poles clearly convey the original function of a gas station. With its location opposite Manhattan's City Park (home of the famous Johnny Kaw of the same era) this station also conveys its historic association with roadside travel and attractions.

Located at Eleventh and Poyntz in Manhattan, Kansas, Dawson's Conoco Service Station is eligible for listing under Criteria A and C in the areas of Commerce and Architecture. The property is significant as a reflection of oil companies' corporate standards and practices serving the motoring public in the mid-twentieth century. The service station is one of the few remnants of a time in Manhattan when Poyntz Avenue functioned as an extension of the state highway and when Johnny Kaw (across the street) was considered a roadside attraction. This period ended after the construction of the Manhattan Town Center Mall in the late 1980s, diverting traffic around downtown to what is present day K-18. Dawson's Conoco Service Station is an excellent intact representative of the post-World War II station reflecting Conoco's 1960s Modern design that featured a full-service oblong box station with angled canopies and arc lights presenting a consistent, clean, modern image to travelers.

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9. Major Bibliographical References

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

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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: _____

Historic Resources Survey Number (if assigned): _____

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
County and State

10. Geographical Data

Acreeage of Property .34 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1 39.179809 -96.573006
Latitude: Longitude:

Verbal Boundary Description (describe the boundaries of the property)

Ward 4, Lots 447 & 448, City of Manhattan, Riley County, Kansas

Boundary Justification (explain why the boundaries were selected)

The description above reflects the legal parcel on which the building was constructed in 1967 and is located.

11. Form Prepared By

name/title Brenda and Michelle Spencer
organization Spencer Preservation date 5/1/2021
street & number 10150 Onaga Road telephone 785-456-9857
city or town Wamego state KS zip code 66547
e-mail brenda@spencerpreservation.com

Property Owner: (complete this item at the request of the SHPO or FPO)

name Phyllis Pease
street & number 1905 Leavenworth telephone 785-200-7838
city or town Manhattan state KS zip code 66502

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.

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
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Additional Documentation

Submit the following items with the completed form:

Photographs

Submit clear and descriptive photographs. The size of each digital image must be 1600x1200 pixels (minimum), at 300 ppi (pixels per inch) or larger. Key all photographs to a sketch map or aerial 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.

Photograph Log

Name of Property: Conoco Gas & Service Station

City or Vicinity: Manhattan

County: Riley State: Kansas

Photographer: Brenda Spencer

Date
Photographed: 19 April 2021

Description of Photograph(s) and number, include description of view indicating direction of camera:

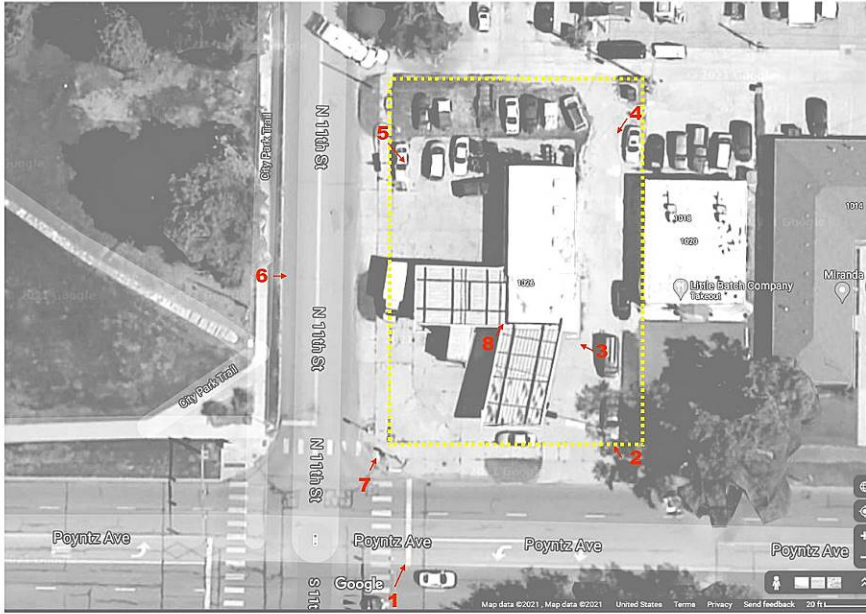
<u>#</u>	<u>Direction</u>	<u>Description</u>
1 of 14:	NE	View of station from the SE corner of Poyntz Avenue and 11 th Street
2 of 14:	NW	East and south/front facades with canopy and arc light in foreground from SE corner of site on Poyntz Avenue
3 of 14:	NW	Detail of south and east facades from beneath canopy
4 of 14:	SW	East and north secondary facades from NE corner of site at rear alley
5 of 14:	SE	North and west facades from NW corner of site at 11 th Street
6 of 14:	E	West facade from City Park opposite station on west side of 11 th Street
7 of 14:	NE	West and north street facades from SE corner of site (11 th and Poyntz)
8 of 14:	NE	Detail of west "storefront" from SW corner of building
9 of 14:	SE	Interior view of south storefront in "sales room" looking SE from west storefront entry
10 of 14:	W	Interior view of west storefront looking W along south storefront from SE corner
11 of 14:	NE	Looking NE in salesroom toward garage on left (N) and backside of storage room on right (E)
12 of 14:	NE	Garage, looking NE from entrance from sales room at SW corner
13 of 14:	SW	Garage, looking SW from north end of garage
14 of 14:	SW	Detail of extant original driveway signal bell

Photo key on following page

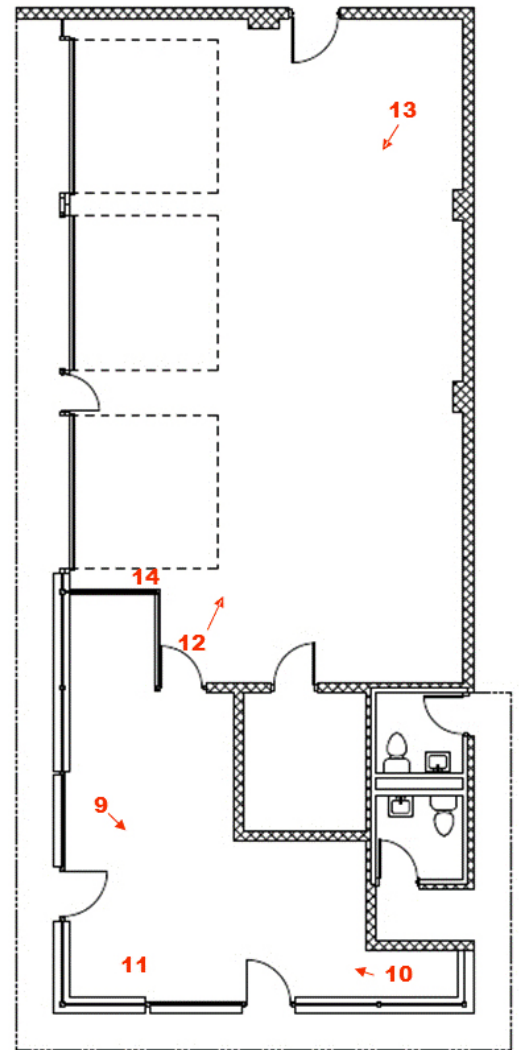
Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
County and State

Photo Key



Conoco Gas & Service Station
1026 Poyntz Avenue, Manhattan, KS
PHOTO KEY—EXTERIOR/SITE
2021 Google Maps used as baseplan



Conoco Gas & Service Station
1026 Poyntz Avenue, Manhattan, KS
PHOTO KEY—INTERIOR
Plan by BBN Architects



Dawson's Conoco Service Station
Name of Property

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Figures

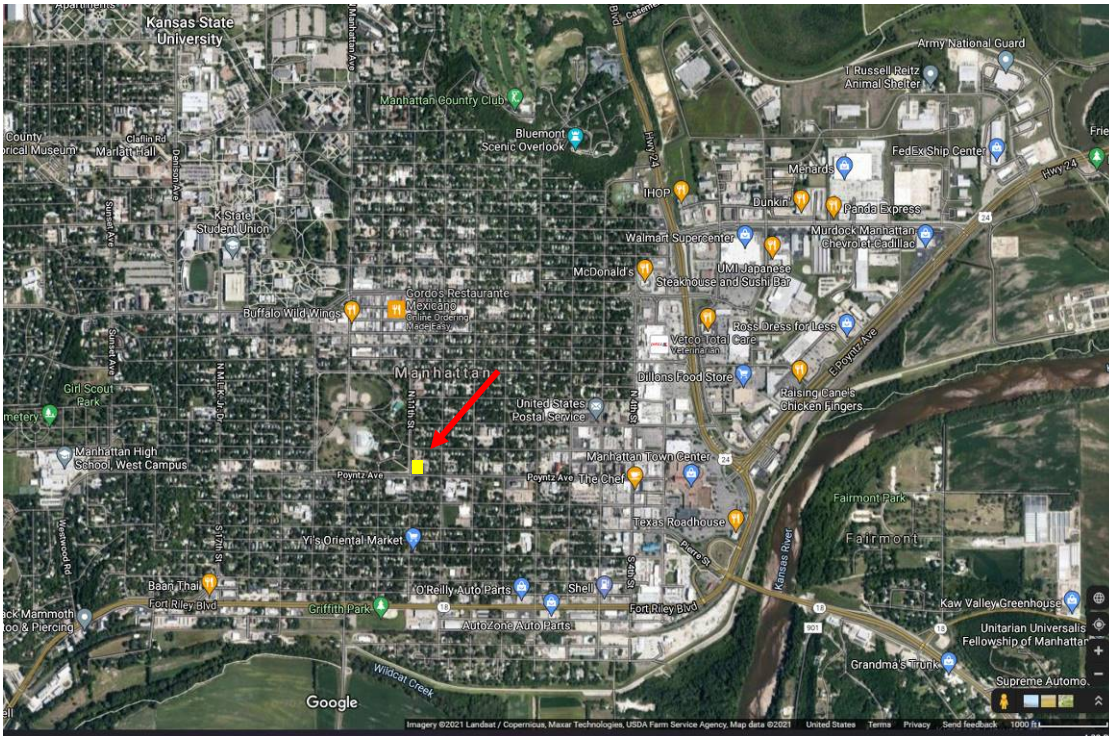


Figure 1 – Context Map and Site Plan (Google Maps 4-23-2021)

Conoco Gas and Service Station
1026 Poyntz Avenue, Manhattan, Riley County, KS
WGS 84, Latitude: 39.179809, Longitude: -96.573006

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
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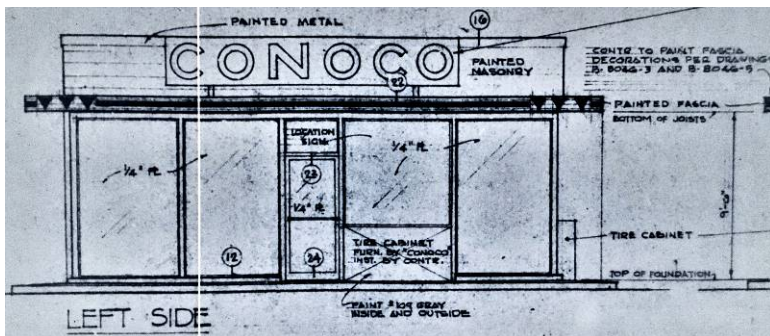
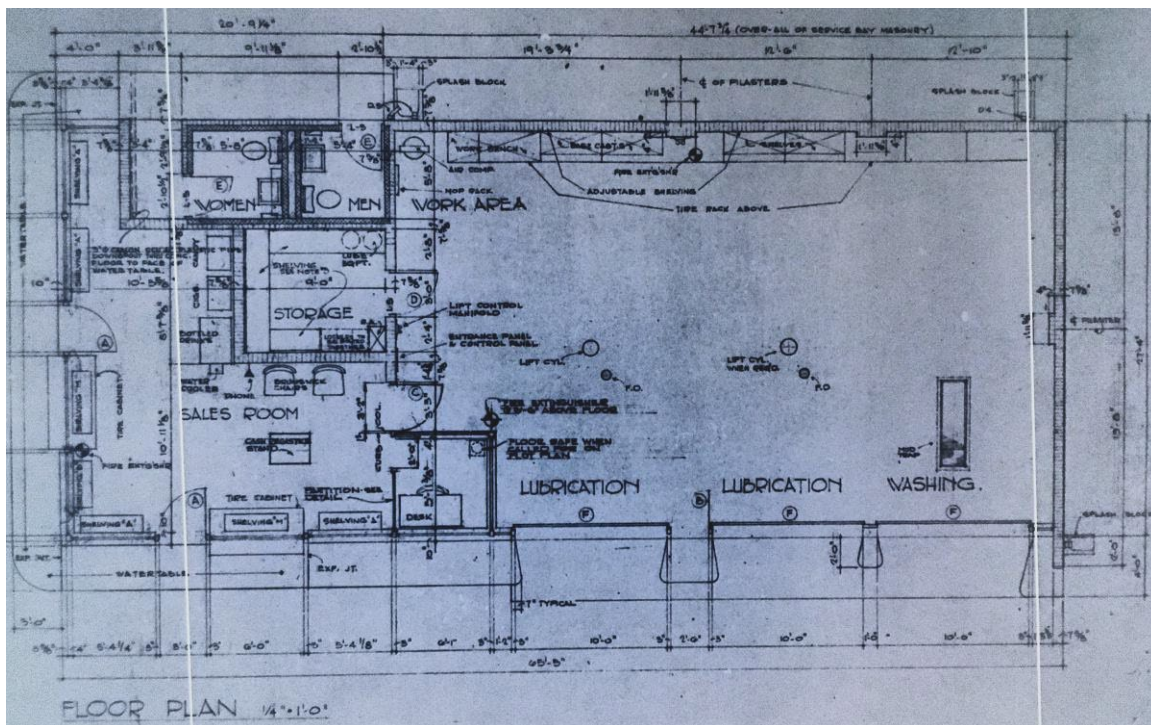
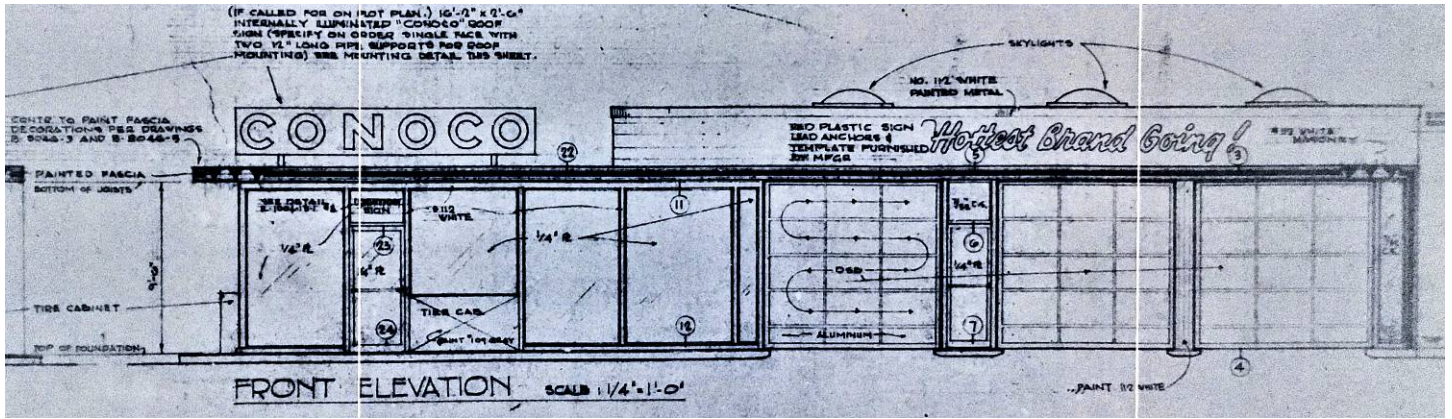


Figure 2a-Original Plans by Continental Oil Company, Marketing Department, Houston Texas Service Station Building, Type 09A- MAS, Approved by Fred MacLean, 10-14-1963. Note: Dawson's Conoco Service Station is a mirror image of this standard plan with service bays on the NW – see Figure 3 for reverse images.

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
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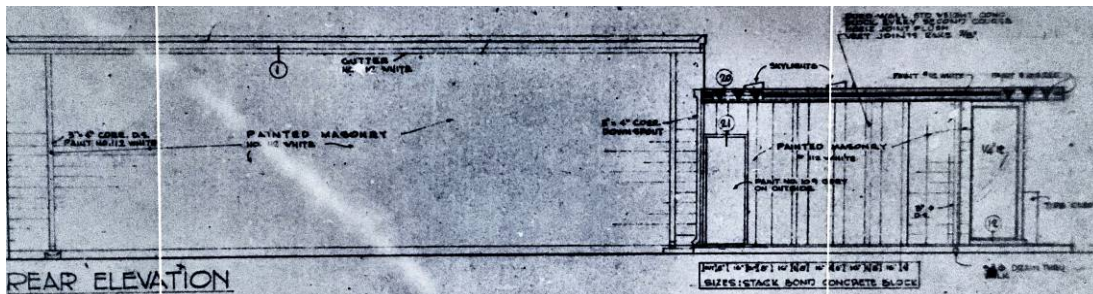
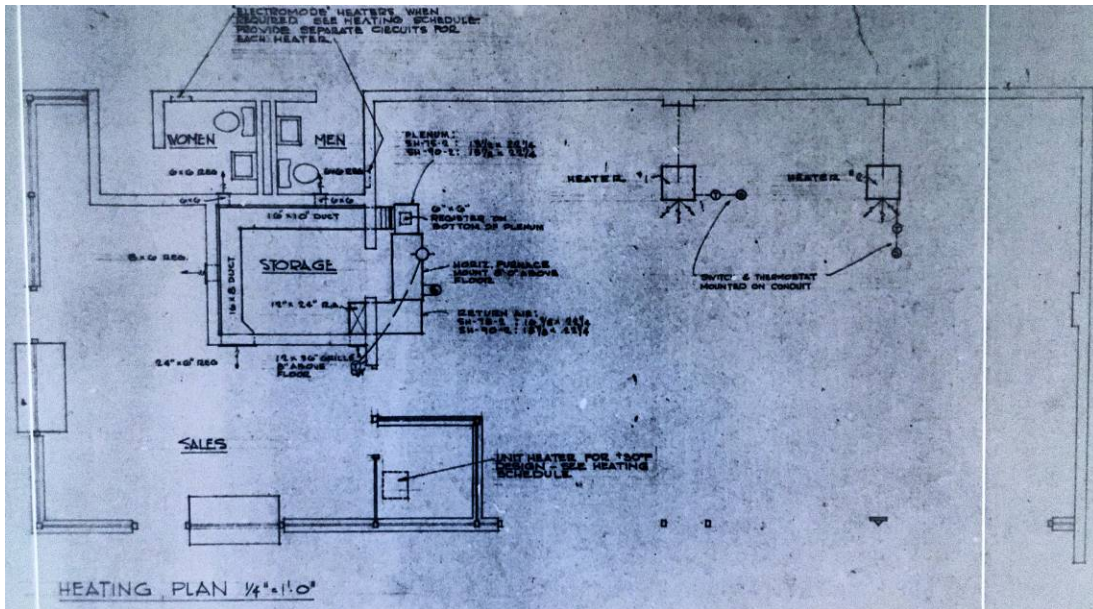
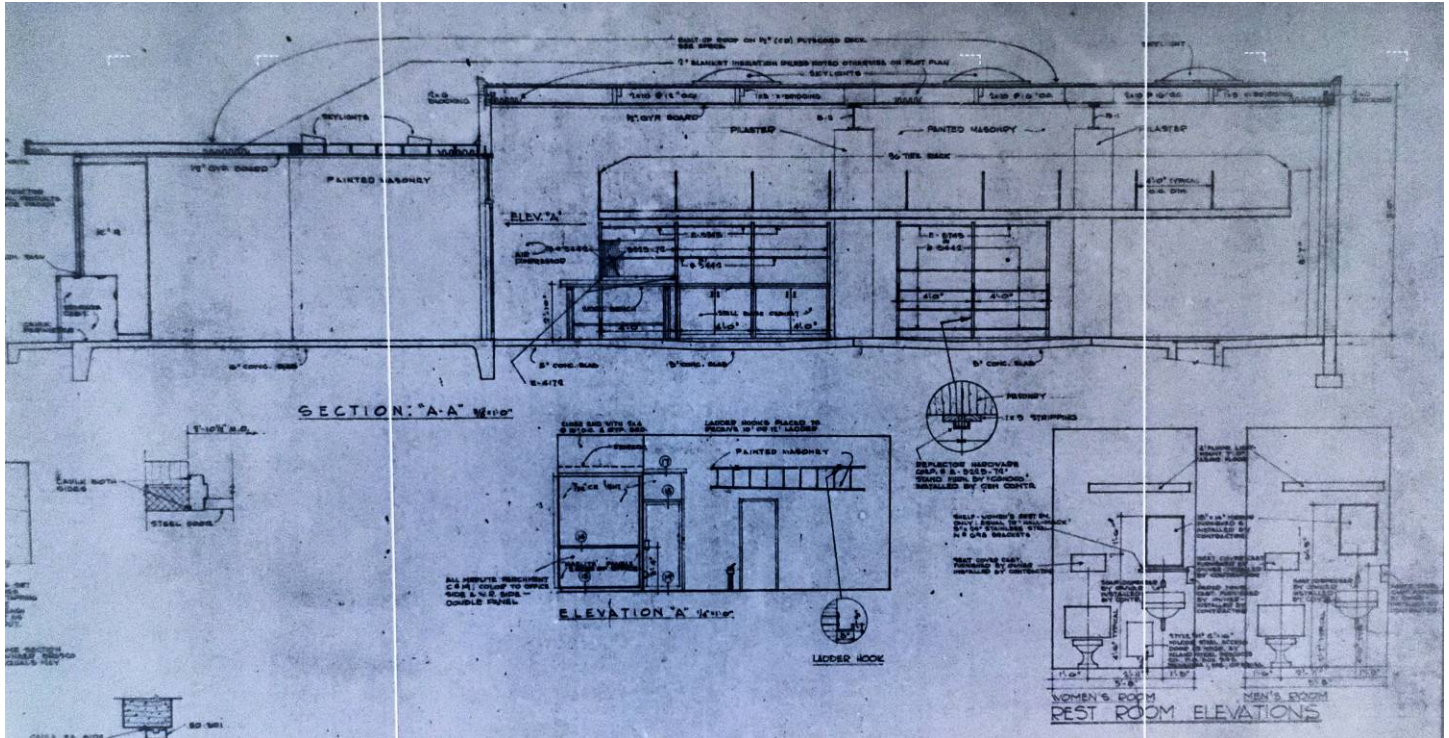
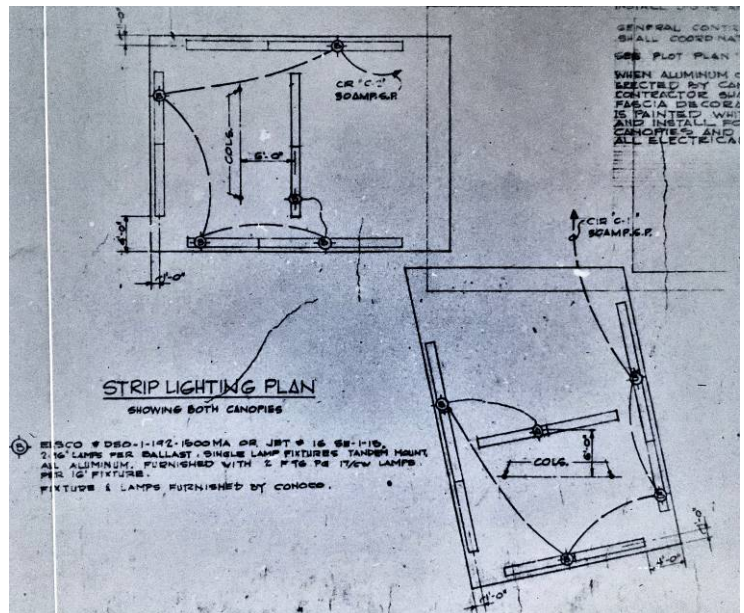
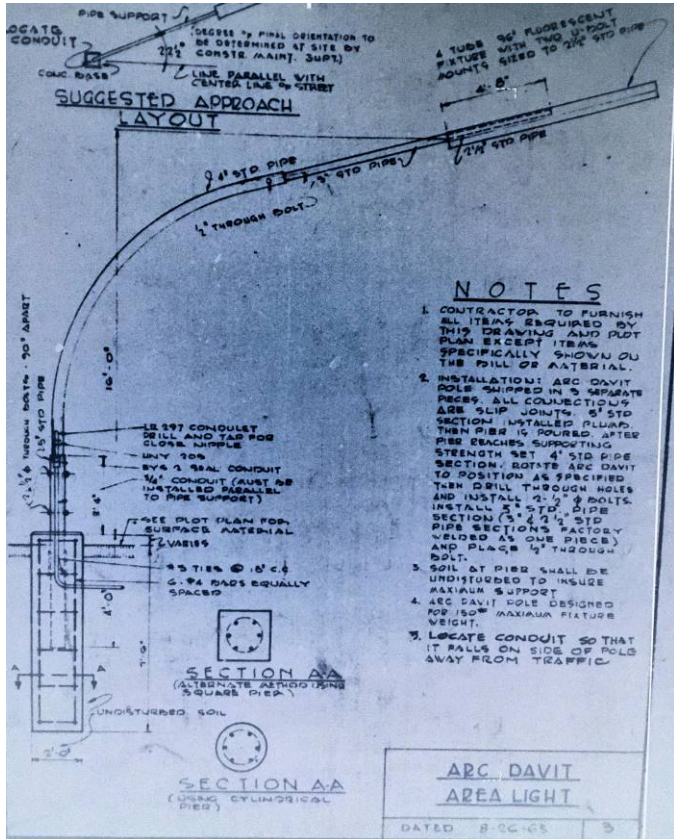
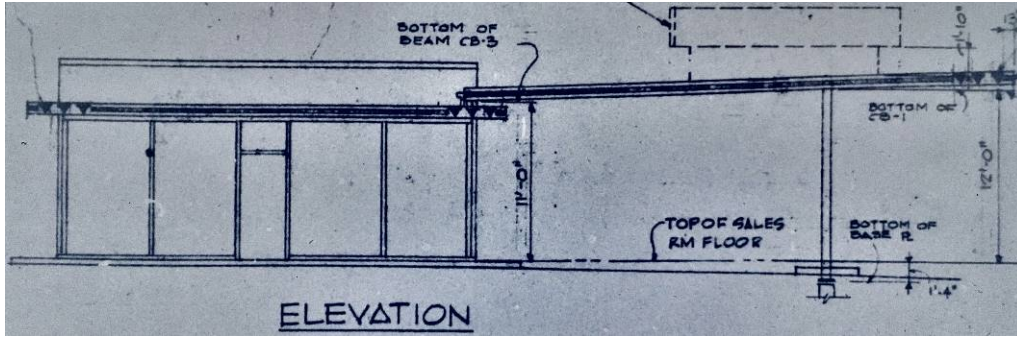


Figure 2b-Original Plans by Continental Oil Company, Marketing Department, Houston Texas Service Station Building, Type 09A- MAS, Approved by Fred MacLean, 10-14-1963 with details and updates through 1966

Dawson's Conoco Service Station
Name of Property

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5	10-11-65	REVISE OFFICE COVE; STORE ROOM SHELVES	GLADYS
4	5-3-65	MULLS WHITE	GLADYS
3	11-10-64	CHANGED INTERIOR COLORS; REVISED STORE ROOM SHELVING	GLADYS
2	7-17-64	WALL PAINTING, DOOR CLOSED, BILL OF MATERIAL	GLADYS
1	10-9-63	FINAL	GLADYS

ISSUE NO. DATE DRAWN BY D.G. CHECKED BY GLADYS

CONTINENTAL OIL COMPANY
MARKETING DEPARTMENT
HOUSTON TEXAS

SERVICE STATION BUILDING
TYPE O9A-MAS
FLOOR PLAN

APPROVED: J. J. Wilson, Jr.
DATE: 10-14-63
No. B-8041-2

Figure 2c-Original Plans by Continental Oil Company, Marketing Department, Houston Texas Service Station Building, Type O9A- MAS, Approved by Fred MacLean, 10-14-1963 with details and updates through 1966

(Source: Building and Sign Permits for 1026 Poyntz. City of Manhattan Fire Department Risk Reduction, provided by Ben Chmiel, City of Manhattan Community Development). Images were captured off microfiche film and are the best available.

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
County and State

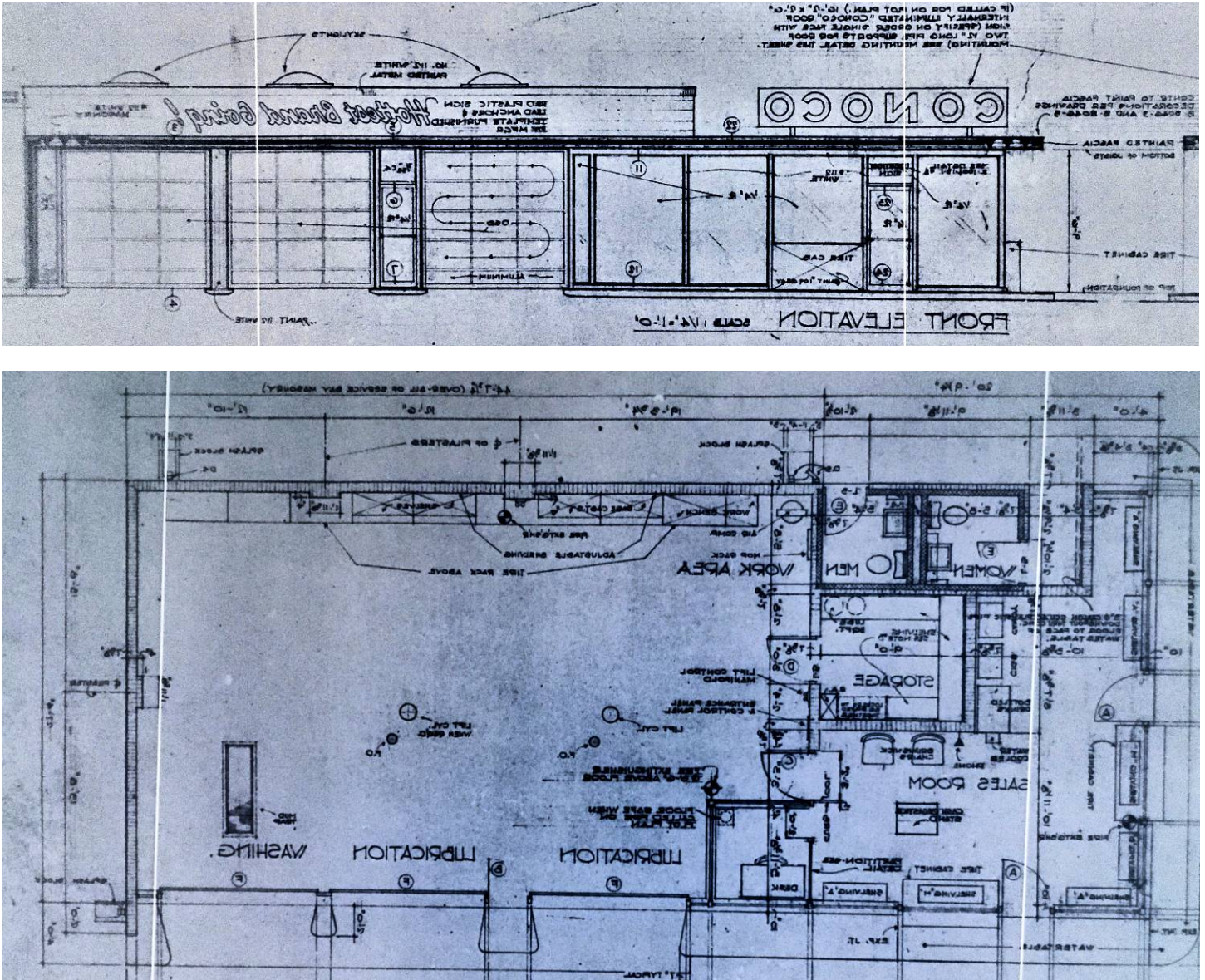


Figure 3 Reverse Image of Original Plans by Continental Oil Company, Marketing Department, Houston Texas (original plans and source noted above on Figure 2) West (Eleventh Street) Elevation and Plan of Dawson's Conoco Service Station

Other Attachments

The specifications that accompanied the original drawings are available as an addendum to the nomination in a separate .pdf file.

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
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Photo 1



Photo 2

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
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Photo 3



Photo 4

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
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Photo 5



Photo 6

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
County and State



Photo 7



Photo 8

Dawson's Conoco Service Station
Name of Property

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Photo 9



Photo 10

Dawson's Conoco Service Station
Name of Property

Riley County, Kansas
County and State



Photo 11



Photo 12

Dawson's Conoco Service Station
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Photo 13



Photo 14