

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED NOV 12 1975

DATE ENTERED MAY 13 1976

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

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

— VICINITY OF

STATE
North Carolina

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— NOT FOR PUBLICATION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 checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY
			<input type="checkbox"/> MUSEUM
			<input type="checkbox"/> PARK
			<input type="checkbox"/> PRIVATE RESIDENCE
			<input type="checkbox"/> RELIGIOUS
			<input type="checkbox"/> SCIENTIFIC
			<input type="checkbox"/> TRANSPORTATION
			<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

EXCELLENT
 GOOD
 FAIR

DETERIORATED
 RUINS
 UNEXPOSED

CHECK ONE

UNALTERED
 ALTERED

CHECK ONE

ORIGINAL SITE
 MOVED DATE _____

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 Company. 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

700 40

A	1,7	5,7,0	3,9,9,1	5,2,5	B				
	ZONE	EASTING	NORTHING			ZONE	EASTING	NORTHING	
C					D				
	ZONE	EASTING	NORTHING			ZONE	EASTING	NORTHING	

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

Mary Alice Hinson, consultant
ORGANIZATION

30 October 1975
DATE

Division of Archives and History
STREET & NUMBER

(919) 829-7862
TELEPHONE

109 East Jones Street
CITY OR TOWN

STATE

Raleigh

North Carolina

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE x

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 M. 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

James L. [Signature]

DATE

5/13/78

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION
ATTEST:

Charles [Signature]

DATE

5-6-78

KEEPER OF THE NATIONAL REGISTER

Property Shell Service Station

Forsyth

State NC

Working Number 11.12.75.2044

76001322

TECHNICAL

Photos 2
Maps 1

Casting appears correct

CONTROL

OK pl
11.17.75

GREAT!

HISTORIAN

Accept
W.R. Luce
12/4/75

ARCHITECTURAL HISTORIAN

ACCEPT
Hughand
12/5/75

ARCHEOLOGIST

OTHER

HAER

Inventory in NC Inv.
by Brent Glass

Review Accept Eub
12/17

REVIEW UNIT CHIEF

Accept
COLE
4-23-76

BRANCH CHIEF

Deserved exception to
the criteria - considering its
"under-use" at this point, I would think that
it is in danger, if not immediately.

cept Hughand
5-5-76

KEEPER

Hughand
5-6-76

National Register Write-up _____

Send-back _____

Entered MAY 13 1976

Federal Register Entry 6-1-76

Re-submit _____

INT:2106-74



THIS IS A SALE
SEE THE SIGN

LAWN-BOY

ALICE

WARRANTY & SERVICE

HARD HAT

SMALL ENGINE SERVICE
LAWN MOWERS GO CARTS
MINI BUSES AUTO TIRE
BLADE SHARPENING

NEGATIVE NUMBER N. 75-7-1382

PHOTOGRAPHER Jo Ann Sisburg

PHOTO DATE July 1975

SUBJECT Shell Gas Station

CORNER Peachtree & Sprague Sts.

Winston-Salem

Forsyth Co.

overall, main facade

PROPERTY OF THE NATIONAL REGISTER

NPS Number 5-13-76

Title: Shell Service
Station

Loc. Forsyth Co., NC
Overall, main facade
1 of 2

FROM STATE DEPARTMENT OF
ARCHIVES AND HISTORY
RALEIGH, N. C.

AUG 6 1975

PRINT BY NORTH CAROLINA
MUSEUM OF HISTORY

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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PROPERTY PHOTOGRAPH FORM**

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TYPE ALL ENTRIES -- ENCLOSE WITH PHOTOGRAPH

1 NAME

HISTORIC

Shell Service Station

AND/OR COMMON

Same

2 LOCATION

CITY, TOWN

Winston-Salem

___ VICINITY OF

STATE

North Carolina

COUNTY

Forsyth

3 PHOTO REFERENCE

PHOTO CREDIT Jo Ann Sieburg

DATE OF PHOTO 7/75

NEGATIVE FILED AT Division of Archives and History

4 IDENTIFICATION

DESCRIBE VIEW, DIRECTION, ETC. IF DISTRICT, GIVE BUILDING NAME & STREET

Overall, main facade

PHOTO NO. 1 of 2



NEGATIVE NUMBER N. 74-10-1953

PHOTOGRAPHER Michael Southern

PHOTO DATE Oct 1974

SUBJECT Shell Gasoline Station
Peachtree & Sprague St.
Winston-Salem
Forsyth Co.

PROPERTY OF THE NATIONAL REGISTER

NPS Number 5-13-76

Title: Shell Service
Station

loc. Forsyth Co, NC
SW facade & W
elevation

2072

FROM STATE DEPARTMENT OF
ARCHIVES AND HISTORY
RALEIGH, N. C.

JUL 21 1975

PRINT BY NORTH CAROLINA
MUSEUM OF HISTORY

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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Shell Service Station

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Same

2 LOCATION

CITY, TOWN
Winston-Salem

— VICINITY OF

STATE
North Carolina

COUNTY
Forsyth

3 PHOTO REFERENCE

PHOTO CREDIT Michael Southern

DATE OF PHOTO 10/74

NEGATIVE FILED AT Division of Archives and History

4 IDENTIFICATION

DESCRIBE VIEW, DIRECTION, ETC. IF DISTRICT, GIVE BUILDING NAME & STREET

PHOTO NO. 2072

Southwest facade and west elevation

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
PROPERTY MAP FORM**

FOR NPS USE ONLY

RECEIVED NOV 12 1975

DATE ENTERED MAY 13 1976

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- ENCLOSE WITH MAP

1 NAME

HISTORIC

Shell Service Station

AND/OR COMMON

Same

2 LOCATION

CITY, TOWN

Winston-Salem

___ VICINITY OF

COUNTY

Forsyth

STATE

North Carolina

3 MAP REFERENCE

SOURCE USGS Map, Winston-Salem East Quadrangle

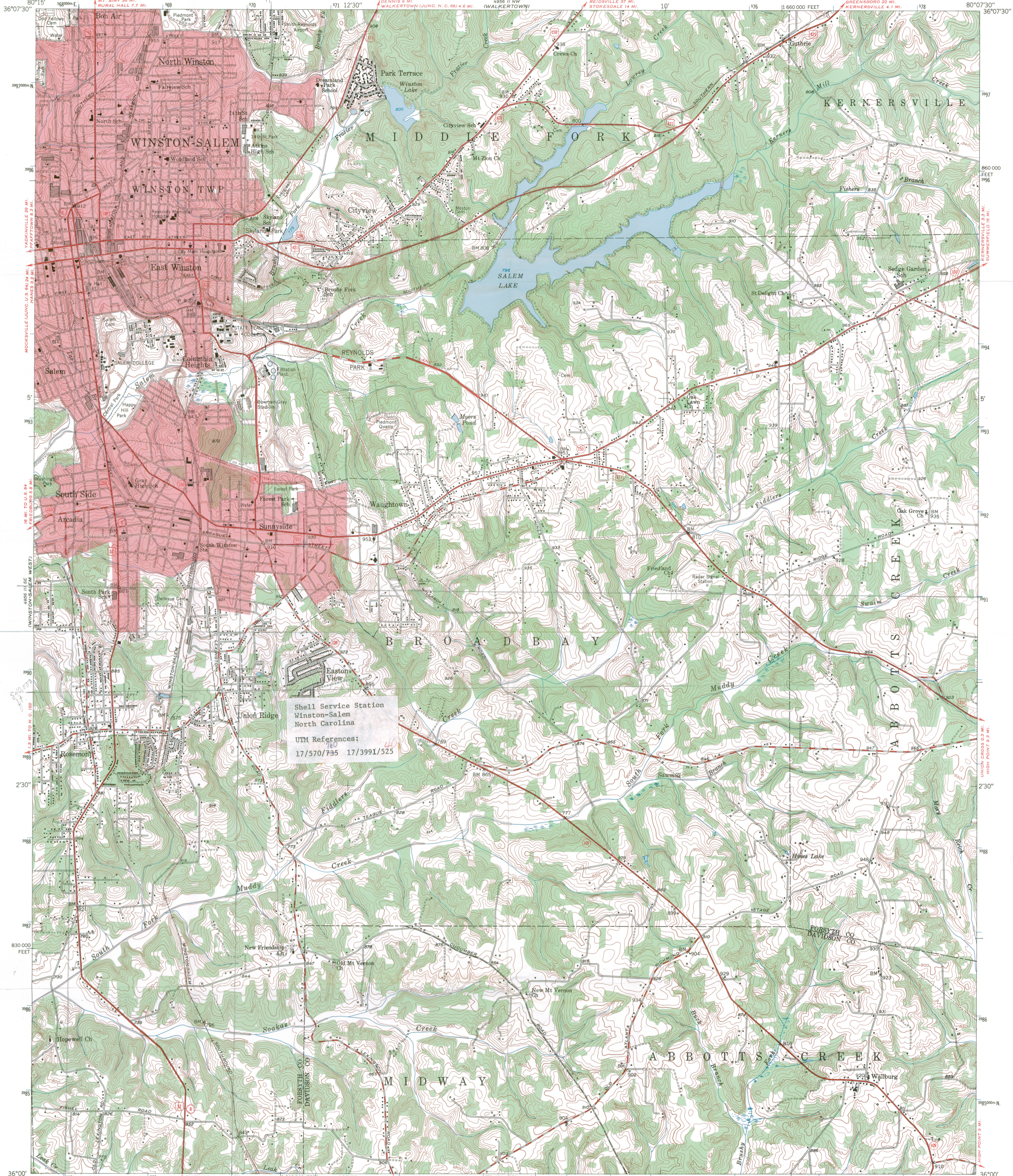
SCALE 1:24000

DATE 1950

4 REQUIREMENTS

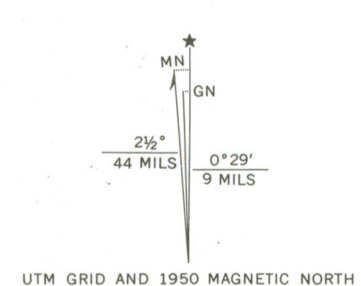
TO BE INCLUDED ON ALL MAPS

1. PROPERTY BOUNDARIES
2. NORTH ARROW
3. UTM REFERENCES



Shell Service Station
Winston-Salem
North Carolina
UTM References:
17/570/735 17/3991/525

Mapped, edited, and published by the Geological Survey
Control by USGS, USC&GS, and North Carolina Geodetic Survey
Culture and drainage in part compiled from
aerial photographs taken 1948-1950
Topography by plane-table methods 1949-1950
Polyconic projection. 1927 North American datum
10,000-foot grid based on North Carolina coordinate system
Red tint indicates area in which only
landmark buildings are shown
1000-meter Universal Transverse Mercator grid ticks,
zone 17, shown in blue



SCALE 1:24000
CONTOUR INTERVAL 10 FEET
DATUM IS MEAN SEA LEVEL
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, WASHINGTON, D.C. 20242
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



ROAD CLASSIFICATION

Heavy-duty	4 LANE 6 LANE	Light duty
Medium-duty	4 LANE 6 LANE	Unimproved dirt
U. S. Route		State Route

WINSTON-SALEM EAST, N. C.
N 3600-W8007.5/7.5
1950
AMS 4956 II SW-SERIES V842



STATE OF NORTH CAROLINA
Department of Cultural Resources
Raleigh 27611

30 October 1975

James E. Holshouser, Jr.
Governor

Grace J. Rohrer
Secretary

Division of Archives and History
Larry E. Tise, Director

Dr. William J. Murtagh
National Register of Historic Places
Department of the Interior
National Park Service
18th and C streets, N.W.
Washington, D. C. 20240



Dear Dr. Murtagh:

We are enclosing a nomination for the Shell Service Station in Forsyth County, North Carolina, to be entered in the National Register of Historic Places.

We trust you will find this nomination in order. If there are any questions, please call us.

Sincerely yours,

Bruce MacDougal
Deputy, State Historic Preservation
Officer

enclosures

cc: Hon. Robert Morgan
Hon. Jesse Helms
Hon. Stephen L. Neal

ENTRIES IN THE NATIONAL REGISTER

STATE NORTH CAROLINA

Date Entered MAY 13 1976

<u>Name</u>	<u>Location</u>
Albania	Edenton Chowan County
Shell Service Station	Winston-Salem Forsyth County
Wakelon School (Zabulon Elementary School)	Zabulon Wake County
Mulberry Hill	Edenton vicinity Chowan County
Old Main (Pembroke State University)	Pembroke Robeson County
Rehoboth Methodist Church	Skinner'sville Washington County

Also Notified

Hon. Jesse A. Helms
Hon. Robert B. Morgan
Hon. Walter B. Jones
Hon. Stephen L. Neal
Hon. Iba F. Andrews
Hon. Charles Rose
Regional Director, Southeast
Region

Dr. Larry E. Tise
Director, Division of Archives
and History
State Historic Preservation Officer
Department of Cultural Resources
109 East Jones Street
Raleigh, North Carolina 27611

The National Park Service recognizes 14,100 historic places.

And one Shell station.

Remember, once upon a time, when they'd tear down landmark buildings and put up gas stations?

The story has a new twist.

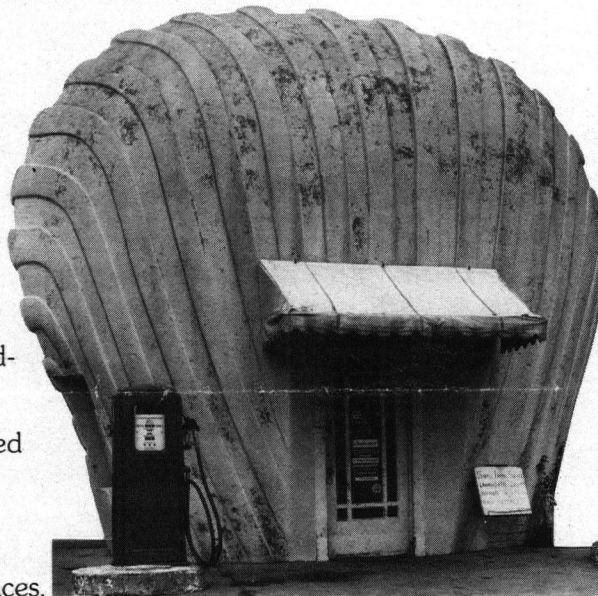
Now a gas station is the landmark building.

A Shell station in Winston-Salem, North Carolina has joined the ranks of the fine old buildings, historic districts, public monuments, battlefields and scenic vistas listed in the National Register of Historic Places.

An article in the current issue of Americana magazine introduces readers to the wonders of gas-station architecture of the 1930s and 1940s.

The gleaming purity of Gulf's white porcelain. The exuberant spirit of Mobil's flying red horse. The surprising, one-of-a-kind places you can still come across on America's back roads.

Americana's more than 250,000 subscribers find beauty and value and quality in places many people would never think to look. They're discriminating people who are captivated by the past, not for its own sake, but as a way to enrich their lives today.



Travel with Americana's fast crowd

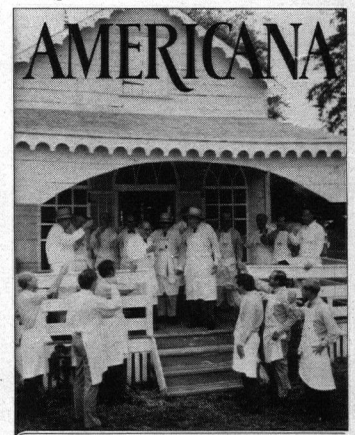
The 1977 Subscriber Study indicates that Americana readers are a highly mobile audience.

Cars per 100 HHs	157
Recreational vehicles per 100 HHs	67
Vacation trips last year-No. Am.	79%
Traveled by air-No. Am.	36%
Avg. trips per year-No. Am.	3
Avg. income	\$25,900

You begin to see why Americana is a powerful medium for advertising of all kinds. For gasoline, automobiles, air travel, resorts. And for antiques, home furnishings, liquor and food.

If you have something of quality to sell, advertise it in the captivating, uncluttered pages of Americana the Beautiful.

It could put you miles ahead of the competition.



AMERICANA THE BEAUTIFUL

To see Americana, contact C.S. Lovelace, VP & Advertising Sales Director, or Muriel O'Neil, Advertising Manager, American Heritage Publishing Co., 10 Rockefeller Plaza, New York 10020. (212) 399-8900. Or contact a regional representative.

NEW YORK AREA
Mortimer Berkowitz Co.
522 Fifth Ave.
New York, NY 10036
(212) 221-2485

BOSTON AREA
J. Potter Smart
Box 573
Osterville, MA 02655
(617) 428-2652

SOUTHEAST AREA
Brown & Company
6065 Roswell Rd., N.E.
Atlanta, GA 30328
(404) 252-9820

CHICAGO AREA
Hal Caesar/Mortimer Berkowitz
526 Crescent Blvd.
Glen Ellyn, IL 60137
(312) 682-0400

DETROIT AREA
David McDonald Co.
1100 North Woodward
Birmingham, MI 48011
(313) 644-7050

WESTERN STATES
Perkins, Stephens, von der Lieth & Hayward
8721 Beverly Blvd.
Los Angeles, CA 90048
(213) 652-8790

417 Montgomery St.
San Francisco, CA 94104
(415) 434-2675



* Advertisers who took a look and liked what they saw increased our ad pages 94% so far this year. Our circulation shot up 78% in two years to 800,000.

needs... **APARTMENT LIFE**
Our readers... a new and exciting breed. Young singles or couples. Lively and liberated. Doers, not dreamers.

Many are professionals or managers on their way up... with individual incomes that add up to a remarkable buying power.

They spend freely, but wisely... open to all the alternatives offered by our editors and advertisers alike.

Trade-offs are a way of life with our readers. After proudly building their own tree-table from our easy directions, they feel better about indulging in a queen-size sofa bed they saw in one of our ads

We show them how to make a Hungarian Goulash that will wow a crowd... then they feel free to buy the best in liquor and wine for the party.

In short, **APARTMENT LIFE** provides the perfect "Buying Environment" for our readers. Take a good look at them... and you'll want our readers for your customers.*

Look who you're missing—the liveliest, most creative spenders America has ever produced.



NATIONAL REGISTER DATA SHEET

① NAME as it appears on federal register: **Shell Service Station** ② OTHER NAMES: -- ③ date of entry: 5/13/76 ④ county code: 067

⑤ LOCATION street & number: **Sprague Street at Peachtree Street, NW Winston-Salem** city/town: ~~XXXXXXXXXX~~ state: **NC** county: **Forsyth** ⑥ NPS REGION: **Southeast**

⑦ OWNER PRIVATE STATE MUNICIPAL COUNTY MULTIPLE FEDERAL (agency name) ⑧ ADMINISTRATOR: --

⑨ EXISTING SURVEYS HABS HAER NHL ⑩ FUNDED? YES NO ⑪ CONGRESS. DISTRICT: **5th** ⑫ SOURCE of NOMINATION: STATE FEDERAL

⑬ WITHIN NATIONAL REGISTER HISTORIC DISTRICT? YES, NAME: NO ⑭ WITHIN NATIONAL HISTORIC LANDMARK? YES, NAME: NO ⑮ ACREAGE: **.5** if state who prepared form? **M.A. Hinson, B. Glass**

⑯ CONDITION deteriorated altered original site excellent ruins unaltered moved good unexposed reconstructed unknown fair unexcavated excavated

⑰ features: SUBSTANTIALLY INTACT-1 SUBSTANTIALLY INTACT-2 SUBSTANTIALLY INTACT-3 NOT INTACT-0 NOT INTACT-0 NOT INTACT-0 UNKNOWN-4 UNKNOWN-5 UNKNOWN-6 NOT APPLICABLE-7 NOT APPLICABLE-8 NOT APPLICABLE-9

⑱ ACCESS YES - Restricted YES - Unrestricted No Access Unknown ⑲ ADAPTIVE USE YES NO ⑳ SAVED? YES NO IS PROPERTY A HISTORIC DISTRICT? yes no

㉑ AREAS OF SIGNIFICANCE: ARCHEOLOGY - prehistoric-2 COMMERCE-6 ENGINEERING-11 LANDSCAPE ARCH.-15 POLITICS / GOVT.-21 RECREATION-28 ARCHEOLOGY - historic-1 COMMUNICATIONS-7 ENTERTAINMENT-26 LAW-16 RELIGION-22 SETTLEMENT-29 AGRICULTURE-3 CONSERVATION-8 EXPLORATION-12 LITERATURE-17 SCIENCE-23 URBAN PLANNING-31 ARCHITECTURE-4 ECONOMICS-9 HEALTH-27 MILITARY-18 SOCIAL / HUMANITARIAN-24 OTHER (SPECIFY) ART-5 EDUCATION-10 INDUSTRY-13 MUSIC-19 SOCIAL / CULTURAL-30 TRANSPORTATION-25

㉒ CLAIMS: explain 'first' 'oldest' 'only' only known survivor of at least 8 similar 1930s structures

㉓ functions WHEN HISTORICALLY SIGNIFICANT: **GAS STATION** CURRENTLY: **WORKSHOP** ㉔ dates of initial construction: **c. 1930** major alterations: -- historic events: -- ㉕ ETHNIC GROUP ASSOCIATION: --

㉖ architectural style(s): -- ㉗ architect: -- ㉘ master builder: -- ㉙ engineer: --

㉚ landscape architect / garden designer: -- ㉛ interior decorator: -- ㉜ artist: -- ㉝ artisan: -- ㉞ builder/contractor: **Frank L. Blum & Co.**

㉟ NAMES give role & date PERSONAL: **Joseph Glenn and Bert Bennett--owners of the Quality Oil Company of Winston-Salem which built the stations to advertise the Shell Oil Company products which they were distributing.** EVENTS: **Frank L. Blum & Co.--builders of first shell-shaped station, believed to have built the others as well** INSTITUTIONAL: --

㊱ NATIONAL REGISTER WRITE-UP

Concrete, 18' high, shell-shaped, ~~center~~ ^{recessed} front entrance, ~~rectangular~~ ^{interior} side windows, rear brick chimney; rear wooden shed with rear central entrance, side door, and side window. Represents Shell Oil Company's trademark; unusual example of the literalism of 1930s advertising and the vernacular roots of mid-20th century Pop architecture. *American "Coney Island architecture."*

Shell-shaped concrete structure, 18' high, with

ST grm 3/14/78 3-20-78