

**United States Department of the Interior
National Park Service**

**NPS Approved
7-5-2011**

National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting property groups relating to one or several historic contexts. See instructions in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items

x _____ New Submission _____ Amended Submission

A. Name of Multiple Property Listing

Roadside Kansas

B. Associated Historic Contexts

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

The Influence of the Automobile on Commercial Development in Kansas, 1900 – 1970

The Architecture of Roadside Commerce in Kansas, 1900 – 1970

C. Form Prepared by

name/title Elizabeth Rosin (Principal) and Dale Nimz (Historian)

organization Rosin Preservation, LLC

date May 2011

street & number 215 West 18th Street

telephone 816-472-4950

city or town Kansas City

state MO

zip code 64108

e-mail _____

D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation.

(_____ See continuation sheet for additional comments.)

SEE FILE

Signature and title of certifying official

Date

State or Federal Agency or Tribal government

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper

Date of Action

Roadside Kansas**Kansas**

Name of Multiple Property Listing

State

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Provide the following information on continuation sheets. Cite the letter and title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Fill in page numbers for each section in the space below.

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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 18 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 Chief, Administrative Services Division, National Park Service, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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THE DEVELOPMENT OF ROADSIDE ARCHITECTURE IN KANSAS, 1900-1970

Roadside businesses provide services or products to customers traveling in automobiles. Gas, food, and lodging are the most common of these ventures. Other businesses offer travelers diversions or products, including automobiles themselves. The buildings that house these businesses reflect a distinct series of property types that evolved during the twentieth century in response to economic conditions and changing technology.¹

As the number of major roads criss-crossing the nation grew and as more Americans joined the legions of travelers on those roads, the number and variety of available services increased exponentially. Along transportation corridors commercial centers expanded or appeared where before there was none. While business chains and large corporations sought to homogenize commercial centers along highways, some towns worked equally hard to keep their unique identities through heritage tourism.

All vying for business, these many ventures embraced different strategies for attracting the consumer. Some embraced a design that was entirely unique to appeal to travelers, while others adopted a familiar name, sign, or building form to catch the eye of passing motorists. Motel, gas station, and restaurant chains and corporations, in particular, utilized standardized design and advertising to promote their businesses, taking advantage of their established reputations for consistency and quality service as well as motorists' capacity for visual association. While some regional differences did occur, the trend in the twentieth century was toward a generic, national style.

Automobile-related businesses first appeared shortly after 1900 when the vehicles became available in the United States. As early as 1906, popular magazines described the automobile as a necessity rather than a luxury for its owners. By increasing individual mobility, motor vehicles transformed American society. Cars gave their owners the freedom to "choose exactly when and where to go and what to see, confined only by the location and condition of the roads."² Henry Ford's introduction of the mass-produced Model T in 1913 signaled the transformation of the automobile from a rich person's toy into a dominant form of transportation that would shape American society. With a price tag of \$825, the Model T was a vehicle built for "Everyman."³

¹ Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Boston, MA: Little, Brown, and Company, 1985), viii.

² Ibid, 3.

³ James J. Flink, *America Adopts the Automobile, 1895-1910* (Cambridge, MA: MIT Press, 1970), 50. Ford Motor Company, "The Model T Put the World on Wheels," <http://www.ford.com/about-ford/heritage/vehicles/modelt/672-model-t>, (accessed on-line 25 September 2008). Ford first introduced the Model T in 1908, although it remained financially inaccessible to the majority of Americans until mass-production lowered prices.

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The automobile infected American culture with meteoric speed. In 1900, there were only 8,000 automobiles in the United States. Ten years later, the nation boasted 468,000 motor vehicles. In 1920 more than 8 million autos were registered in the country, and in 1930 Americans owned 23 million automobiles. Savvy politicians courted this surging sector of the population. Elected officials, at the national and state levels, funded the expansion and improvement of the nation's basic system of two-lane roads. By 1930, a network of numbered interstate routes was identified, if not yet fully improved.⁴

Better roads enhanced economic opportunities and stimulated the growth of tourism, which in turn encouraged the construction of new types of architecture in dense concentrations along well-traveled roads throughout the nation. The inherent mobility afforded by automobiles stimulated the spread of commerce from traditional main street business centers to the contemporary "miracle mile," a dense linear commercial corridor lined with an array of signs, buildings, and parking lots all designed to catch the eye of the motoring public.⁵ The seemingly spontaneous and improbable development of these commercial stretches of highway on the edges of towns led to this lasting term. Formally coined for a portion of Wilshire Boulevard in Los Angeles developed in the 1920s, the name has been popularly applied to auto-centric commercial corridors in cities and towns across the country.⁶ Surviving examples of roadside architecture reflect the impact the automobile has had on the built environment of twentieth-century America. As occurred nationwide, in Kansas improvements to the road network paralleled the growing accessibility and popularity of the automobile. The construction and design of auto-related architecture followed these improvements, as well as national trends.

THE NATIONAL MOVEMENT FOR IMPROVED ROADS

Roadside businesses flourished with an ever-increasing volume of traffic, travelers, and tourists. For all of these, improved thoroughfares were a prerequisite. Unlike horse-pulled wagons, cars and trucks needed hard-surfaced all-weather roads that were dependable year round. Into the early twentieth century, the vast majority of roads in the United States were not conducive to automobile travel.

Dual influences from this period affected our modern road network. The first effort, a continuation of the late-nineteenth century Progressive Movement, advocated for improved economic and social opportunities in rural areas. One particular concern was improving farmers' access to markets by constructing adequate roads. The second effort, known as the Good Roads Movement, sought to upgrade roads to make them safe and reliable for automobile travelers, in particular those traveling long

⁴ Liebs, 17, 20, 22.

⁵ Ibid, 15.

⁶ Ibid, 29.

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distances.⁷

Rural mail carriers joined the Good Roads Movement in 1896 after the U.S. Postal Service initiated rural free delivery. Bad roads that prevented mail delivery cost the carrier part of his wage. In 1899 the postal service excluded poor roads from rural mail routes. Rural mail carriers thus pressured local officials to keep roads in good condition by canceling service on routes they judged impassable.⁸

During this period automobile enthusiasts, or "Autoists" as they were popularly known, became vocal and active advocates for improved roads. When automobiles were first introduced in the United States, the poor condition of the road system prohibited their widespread use, which in turn limited sales. Rapid improvements in automobile construction and technology soon produced vehicles that were superior to the roads on which they drove.⁹ Auto drivers worked hard to get the good roads their vehicles needed, lobbying for the construction of permanent all-weather roads as well as for the expansion of local, state and national highway systems.¹⁰

The first national vision for an improved highway system came when President Woodrow Wilson enacted the Federal-Aid Road Act of 1916. This legislation provided federal aid to the states for the construction of improved roads. The Act proposed a national gasoline tax that would fund an appropriation of \$75 million over five years. Funds would be distributed to the states using a formula weighted to equally consider land area, population, and miles of rural postal delivery routes. Federal aid would pay for 50 percent of construction costs, not to exceed \$10,000 per mile. The state highway agencies would recommend projects, but the final determination for funding fell to the Secretary of Agriculture.¹¹ Significantly, the legislation bridged the differences between the progressive factions, who sought to enhance economic opportunities in rural America by improving local roads, and the long-distance roads

⁷ During the last decades of the 19th century, the Good Roads Movement developed in tandem with the surging popularity of the bicycle. The invention of the "safety bicycle," which featured two wheels of the same size and pneumatic tires, dramatically enhanced the popularity of cycling, and by 1890 over one million bicycles were manufactured annually in the United States. Outside urban centers, rutted gravel and dirt roads created hazards for recreational cyclists. During the 1890s, the League of American Wheelmen and other bicycle groups joined with bicycle manufacturers to lobby for the construction of safe, hard-surfaced roads. Richard F. Weingroff, "Highway Existence: 100 Years and Beyond: A peaceful campaign of progress and reform: The Federal Highway Administration at 100," <http://www.fhwa.dot.gov/infrastructure/rw93.htm>, (accessed on-line May 2003) 1.

⁸ Sherry Lamb Schirmer and Theodore A. Wilson, *Milestones: A History of the Kansas Highway Commission and the Department of Transportation* (Topeka, KS: Kansas Department of Transportation, 1986), 1-10.

⁹ Flink, 202, 211.

¹⁰ Mary Rowland, "Kansas and the Highways, 1917-1930," *Kansas History*, 5 (Spring 1982): 34.

¹¹ The Department of Agriculture included the Bureau of Public Roads, precursor to the Federal Highway Administration. Rowland, 34-5; Richard Weingroff, "Federal Aid Road Act of 1916: Building the Foundation," accessed on-line at <http://www.fhwa.dot.gov/infrastructure/rw96a.htm>, (accessed on-line November 2002) 4.

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advocates, who urged the construction of a network of interstate and transcontinental roads.¹² The United States entry into World War I, however, delayed implementation of the 1916 Road Act as the war effort strained the federal budget and diverted road-building materials and personnel.

When the railroad networks developed bottlenecks during World War I, military suppliers, manufacturers, and wholesalers turned to trucks to ship their products across the country. The solid tires used by trucks at this time caused considerable damage to the nation's roads. The cross-country military shipments exacerbated the already poor condition of existing roads while highlighting the need for a national system of improved highways.

By the early 1920s, the development of higher-quality, hard-surfaced roads and pneumatic tires for trucks secured the role of trucking as the most efficient and economical method of transporting goods to market. As the intra-and interstate road systems continued to improve, trucks challenged the supremacy of trains for the transportation and distribution of raw and manufactured goods. The improvements to tires and roads also spurred the development of passenger buses, which began to compete with railroads as a passenger carrier during this period. Like car travel, buses allowed Americans to reach areas of the country not accessible by rail, but in more comfort than travel by coach or wagon and without the expense of owning a vehicle.

When the 1916 road bill expired, the Federal Highway Act of 1921 created a system of federal-aid highways that would incorporate up to three-sevenths of the existing state highway system into a network of interstate roads. Working with the state highway departments, the Bureau of Public Roads designated a federal-aid highway network that included 5.9 percent of all public roads in the United States. Up to 60 percent of each state's available federal-aid funds could be used to finance improvements to these interstate roads.¹³

The Federal Highway Act of 1921 ushered in the golden era of road building in the United States. In 1922 alone, the states spent \$189 million to build over 10,000 miles of federal-aid roads, more than tripling the number of road-miles improved since 1916. Typical projects produced graded-earth, sand-clay or gravel road surfaces.¹⁴

Private booster groups played an important role in encouraging the development of hard surfaced roads.

¹² Weingroff, Ibid.

¹³ Richard Weingroff, "From 1916 to 1939: The Federal-State Partnership at Work," accessed on-line at <http://www.fhwa.dot.gov/infrastructure/rw96c.htm>, (accessed on-line November 2002) 2.

¹⁴ Ibid.

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They gained influence by organizing public support through press reports, publicity, and lobbying. By the 1920s, these groups formed an influential network that linked manufacturers of automobiles and automobile parts, politicians in Congress and state legislatures, and boosters in local communities. Moreover, more than 250 private regional highway associations (such as the Lincoln Highway Association) published promotional booklets, which included travel directions. The interstate routes that these associations promoted foreshadowed the road alignments identified when the federal numbering system was instituted.

In 1924 the Department of Agriculture appointed five representatives from state highway commissions across the country to a special Joint Board of Interstate Highways. The Joint Board was charged with naming specific routes and developing insignias for the federal highways. From their pool of federal-aid roads, the commission asked each state to recommend the existing routes most suitable for designation as interstate highways.¹⁵ Segments of existing roads were cobbled together to create the new federal interstate system. At the time of designation, some of these roads were improved and others were not. The panel also developed the now-ubiquitous shield-shaped signage to help travelers reach their destinations, as well as the system designating federal highways as numbered, rather than named, roads. Major highways ended in the numerals "0" and "5." East-west routes received even numbers and north-south routes received odd numbers, creating an axial system that began in the south and west.¹⁶

By the late 1930s nearly all rural roads had received some initial improvements, although not all were paved. Many benefited from the federal New Deal work programs during the 1930s. The industrial build-up to America's entry into World War II again highlighted the deficiencies in the national road system. By the early 1940s, road boosters were looking ahead toward the next phase of national road improvements. The next major plan presented to congress, the Federal-Aid Highway Act of 1944, laid much of the groundwork for the current interstate highway system. It identified an extensive highway network that connected the nation's major metropolitan areas, cities and industrial facilities.¹⁷

After the war, widespread national demand for improved roads led Congress to pass the Federal Aid Highway Act, which was signed by President Dwight D. Eisenhower on June 29, 1956. This landmark legislation provided \$25 billion through fiscal year 1969 to fund construction of a 41,000-mile national highway network. The federal government would pay 90 percent of project costs. The ostensible purpose

¹⁵ Mary Jo Meacham, Brenda Peck, Lisa Bradley and Susan Roth, "Route 66 and Associated Historic Resources in Oklahoma" National Register of Historic Places Multiple Property Documentation Form, (1994) E3.

¹⁶ Spencer Crump, *Route 66: America's First Main Street*, (Williams, Arizona: Route 66 Magazine, rev. 2nd ed. 1996), 9.

¹⁷ Richard Weingroff, "Federal-Aid Highway Act of 1956: Creating the Interstate System," accessed on-line at <http://www.fhwa.dot.gov/infrastructure/rw96e.htm>, (access on-line November 2002) 1-2.

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of the new interstate highway system was to serve national defense, but the network connected every city with a population of over 50,000.¹⁸

The American Association of State Highway Officials was charged with developing minimum standards that would produce uniform road designs, including the elimination of at-grade railroad crossings throughout the interstate network. Access to the highways would be limited to interchanges specified in the original plans or subsequently approved by the Secretary of Commerce. Unlike many of the turnpikes already built, no service stations or other commercial establishments were permitted within the right-of-way.¹⁹ The federal highway system developed in the 1920s had relied largely on existing roads, which typically lacked continuity in either design or condition. By contrast, the design standards imposed on the new interstate highway system required almost entirely the acquisition of new right-of-way and the construction of new road.

IMPROVED ROADS AND THE RISE OF AUTOMOBILE COMMERCE IN KANSAS

As occurred nationwide, improvements to the Kansas road network paralleled the growing accessibility and popularity of the automobile. Construction of hard surfaced roads in the state, the increasing use of the automobile, and the accompanying construction of roadside businesses, occurred in five stages.

Pre - 1900

In the nineteenth century, the Kansas road system was determined by local needs and aspirations. When Kansas became a state in 1861, the legislature stipulated that counties would design, build, and fund all roads and bridges. Only a very few roads traversed multiple counties.

In 1861, Kansas legislators identified the first roads that would be surveyed by state-appointed commissioners. Besides the usual signs at crossroads and forks, a row of double stakes or stones down the center marked state routes. Otherwise, state roads differed little from county and township roads. Through the late 1880s, crude dirt tracks constituted the only "highways" in Kansas.²⁰

By the turn of the century, the Kansas Legislature approved general tax levies and the creation of special benefit districts in which a tax was levied on adjacent property owners to fund road construction. To qualify, the Board of County Commissioners had to declare a road thus improved a "public utility." Generally, the development of roads remained at the discretion of local officials.

¹⁸ Schirmer and Wilson, *Milestones*, 4-27, 28.

¹⁹ *Ibid.*, 9-10.

²⁰ *Ibid.*, 1-7, 10.

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The voices advocating for improved roads in Kansas became louder and more numerous around this time. The first organized Kansas group to actively join the cause for better roads was cyclists who organized a Kansas division of the League of American Wheelmen in 1890. As occurred nationally, a plethora of other interested parties soon joined the cyclists. Civic leaders sought good roads to improve economic opportunities for their community; postal workers wanted better roads to improve mail delivery; and auto enthusiasts sought hard surfaced roads for leisure activities.

Farmers and rural populations heavily influenced the discussion surrounding the early development of the road system. Historian Paul S. Sutter's analysis of a Topeka-based weekly farm journal, the *Kansas Farmer*, between 1890 and 1920, illustrates how such "backward" depictions of the rural population shaped the discussion of good roads. The publication questioned efforts to centralize highway administration to which critics responded that with local control, "improvements were not standard...and there was no coordination of through and way routes across the state, much less a rational system of marking."²¹ In his now famous 1896 editorial entitled "What's the Matter with Kansas?" Emporia newspaper editor William Allen White "chastised the agrarian grab for political power by depicting farmers as reactionary opponents to economic modernization," and "lashed out at the 'hayseeds' who, in his mind, were undermining the state's prosperity."²² This editorial came on the heels of the advent of rural free delivery (RFD) of mail, which reinforced the need for properly maintained roads, and was part of a broader public discussion on modernization.

1900-1917

During the pioneering automobile period from 1900 to 1917, Kansas roads typically remained primitive and not conducive to motor vehicle transportation. Yet, in spite of rudimentary technology and a system of mostly dirt roads, Kansans acquired and used automobiles as rapidly as they could afford. The Kansas Good Roads Association formed in 1900 with Junction City's John Wright serving as the first president. The group's slogan – Keep Kansans Out of the Mud – reflected their desire for "good wholesome laws, by which the road taxes can be and will be collected and then expended in an economical judicious manner under competent supervision."²³

The elemental nature of roadways and auto transportation was demonstrated in 1907 when the Kansas Legislature directed county and township boards to regularly drag certain roads to maintain a smooth

²¹ See also: Craig Miner, *Kansas: The History of the Sunflower State, 1854-2000* (Lawrence: University Press of Kansas, 2002), 262.

²² Paul Sutter, " 'Paved with Good Intentions': Good Roads, the Automobile, and the Rhetoric of Rural Improvement in the *Kansas Farmer*, 1890-1914," *Kansas History* 18 (winter 1995-1996): 285; Miner, 262.

²³ As quoted in Miner, 262-263.

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driving surface. In 1909 the legislature further directed the local boards to designate certain roads as "drag road," based on grade and travel volume. Larger counties (those with populations exceeding 20,000) received permission to hire a County Engineer, who would supervise all county road and bridgework and who would coordinate efforts among the local boards regarding the township roads. County commissions also could request the services of the State Engineer of Roads and Highways when in need of additional professional assistance. This was the first acknowledgement that a comprehensive approach to road design and construction might benefit the state.²⁴ That same year, one thousand people attended a meeting of the National Good Roads Association in Topeka.²⁵

Also in 1909, State Senator George Hodges of Olathe sponsored the Hodges Rock Road Law to improve access to Kansas towns. The law required county commissioners to comply with any petition for road improvements costing more than \$500 a mile, as long as the petition won the approval of 60 percent of the owners of half the property along the route. Although the legislation passed, the results were disappointing; the heavy tax it imposed was burdensome, and only 180 miles of Kansas roads were surfaced with macadam or gravel by 1912.²⁶

During this period, car ownership in Kansas grew at a rapid pace, paralleling the number of improved roads and the increasing affordability of vehicles. In 1900, Kansas ranked tenth in the nation with 220 automobiles statewide. Ten years later there were nearly 10,500 automobiles in the state, and just two years after that Kansans owned 30,000 vehicles. Also in 1912, the Kansas Automobile Association organized to lobby for improved highways. Within a year, the association boasted chapters in 75 of the 105 Kansas counties.²⁷

The alignment of roads and the identification of regional and transcontinental auto routes were critical for Kansans. Although tourists were becoming important travelers by 1911, there was no state highway system in Kansas. Tourists required a network of roads that linked states and venues that provided tourists' necessities along the route. Private individuals such as Wichitan Woody Hockaday, an auto accessories dealer, used his own money to have signs bearing a big red "H" installed along roads in Kansas and throughout the Southwest that ran through Wichita. By 1919 this sign was so familiar to touring autoists that a national highway association adopted it and gave Hockaday a contract to mark a

²⁴ W. V. Buck, "Kansas Highway Development and Road Legislation," in *The History of Kansas State and People*, ed. William E. Connelley, (Chicago, IL: American Historical Society, Inc., 1928), 978-977.

²⁵ Miner, 263.

²⁶ Schirmer and Wilson, 1-14.

²⁷ *Ibid*, 1-11.

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3500-mile route from Washington, D.C. to Los Angeles, California.²⁸

Other cross-state highways in Kansas developed from associations of town boosters who planned touring routes. One of the earliest was organized in 1910 when boosters of Hutchinson and Reno Counties mapped a route from the city of Newton to the Colorado border. They cobbled together existing roads to create a roughly direct alignment between the two points. The alignment later became U.S. Highway 50. Later that year, another group of promoters mapped a route between Newton and the state's eastern border at Kansas City named the New Santa Fe Trail. When the Touring Club of America incorporated this alignment into its own coast-to-coast route in October, 1910, the New Santa Fe Trail became the Kansas segment of a highway stretching from New York to Los Angeles. The highway through Kansas followed the Arkansas River as the Santa Fe Trail did in the 1800s.²⁹

These were not the only routes that touring associations marked through Kansas in these early years. In 1910 promoters marked a route between Junction City and Salina, which they extended in 1911 to link Kansas City to Colorado Springs, Colorado. Named the Golden Belt Road, this route quickly became one of the seven most important highways crossing Kansas. Two more north-south routes through Kansas were mapped in 1911. The Meridian Road roughly followed the route of present-day U.S. Highway 81, and the Sunflower Route connected the New Santa Fe Trail to an Omaha-Denver highway. Soon a new shorter road linked Kansas City and the New Santa Fe Trail. This alignment later became U.S. Highway 56. These roads were primarily intended to benefit motoring Kansans, but the popularity of national touring raised their significance, especially when touring and automobile clubs started publishing guidebooks that directed "autoists" from state to state.³⁰

Promoters of the Rock Island Highway (along the present route of U.S. 36) joined with representatives from Colorado Springs, Colorado and St. Joseph, Missouri in 1914 to layout a route that would rival the existing Denver-Kansas City road. The result was a national highway dubbed the Pike's Peak Ocean to Ocean Highway. The moniker was widely used to advertise attractions along the route to tourists. The number of road associations active in Kansas grew to twenty before World War I. Among those with markers posted along Kansas roads were the Red Line, Blue Pole, and Oil Belt routes.³¹

During this period, maintenance of the actual roadways, almost exclusively dirt, remained the responsibility of the townships and counties. Their condition varied according to local decisions or an

²⁸ Ibid, 1-20.

²⁹ Ibid.

³⁰ Ibid, 1-21, 22.

³¹ Ibid, 1-22.

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association's ability to pressure county commissioners for maintenance. Officers and representatives of highway associations inspected roads and lobbied for repairs where needed. One of the more prominent leaders in Kansas was A.Q. Miller, publisher of the Belleville *Telescope*. He led organizations promoting the Meridian and Pikes Peak Highways, which intersected in his town. Miller spent lavishly from his own funds to mark his favored routes and wrote editorials to promote highway improvements across the state.³²

Associations marked their routes and provided drivers with guidebooks full of advertisements for good food, clean lodging, and reliable mechanics, as well as maps of the route. Towns added descriptions of their schools and social and business institutions hoping to entice travelers to settle in their community. The infant tourist industry and roadside business benefitted from the proliferation of the highway associations.³³

1918-1929

After a brief delay during World War I, road improvements, auto transportation, and tourism took off in Kansas during the period from 1918 to 1929. Farmers, businessmen, town boosters, and auto enthusiasts continued to demand good roads. Many Kansans believed that building a system of hard-surfaced roads was too expensive, but supported road building as long as the federal government assumed most of the cost. When federal-aid funds finally became available for road building they fueled a great expansion of the Kansas road network. (See *Figure 42 - Table of Principal Kansas Roads in place by 1918 and Figure 43 - Kansas State Roads, 1918*).

Local governments were generally satisfied with the decentralized system that had built Kansas roads for more than sixty years, but Congress, in its quest for a coordinated national highway network, imposed compliance with federal regulations in order to receive the federal aid. In Kansas this effort required the establishment of a state highway agency to oversee road building activities.

Consequently, the Kansas Legislature authorized the first State Highway Commission in 1917 in response to the Federal-Aid Road Act of 1916. The Commission staff included engineers, administrative staff, and a chief engineer, who held the title of State Highway Engineer. Three commissioners appointed by the governor led the agency, whose primary role was to establish road building standards and to serve as a clearinghouse for the federally-funded projects. The Commission directed the county engineers to designate between 10 and 15 percent of their most highly traveled roads as "county roads." All remaining roads were "township roads." Matching funds for federal aid was provided by the county (50 percent),

³² Ibid.

³³ Ibid.

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the township(s) (25 percent), and the benefit district(s) (25 percent).³⁴ The State Highway Commission produced the first official Kansas State Highway Map in 1918 (*see Figure 43*).

While this arrangement allowed county and township officials to maintain local control and decentralized the system of road building, it did not satisfy the requirements of the federal legislation, which intended for the states, not the counties, to be in charge. The Kansas Legislature preferred to leave the design, construction, and financing of road building in the hands of local officials. To meet the letter of the law, the State Highway Commission began to designate "state roads" that would be eligible for federal funds and to determine the number of miles in the state system, which the State Highway Engineer would supervise. As early as 1919, the U.S Bureau of Public Roads threatened to withhold federal aid from Kansas until the state highway department could provide adequate engineering supervision on federal-aid projects.

During the legislative session that year, the Good Roads organizations and the State Highway Commission led an effort to amend the state constitution so that the state, rather than the counties, would finance and direct the road building program. When the amendment was submitted to state voters in 1920, many interests, such as the B. F. Goodrich Rubber Company and the Sinclair Refining Company joined in-state groups, including the State Association of County Commissioners, the State Chamber of Commerce, the Kansas Editorial Association, the Kansas Bankers Association, the Kansas Board of Agriculture, and the Good Roads organizations, to support the amendment. Governor Henry J. Allen, a Good Roads advocate, voiced his support as well. Kansas voters approved the amendment on November 20, 1920, enabling the creation of a centralized state highway system in Kansas.³⁵

Funded by federal aid and the old system of benefit districts, which were active in forty-seven eastern counties, the 1920s were the prime years of road building in Kansas. The Federal Highway Act of 1921 reaffirmed the principles of the 1916 law. It also required that state aid for road building match the amount of federal aid and that states fund road maintenance. Governor Allen was concerned that once again the Kansas highway program would not qualify when the state legislature failed to appropriate funds to finance the voter-approved state highway system in 1921.³⁶

A new governor, Jonathan Davis, a populist Democrat elected in 1923, favored the decentralized road system. The legislature followed his lead and further efforts to bring the Kansas State Highway

³⁴ Buck, 978-979.

³⁵ Rowland, 37.

³⁶ *Ibid*, 40.

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Commission into conformance with federal road building policy stalled.³⁷

Two years later, Ben S. Paulen, a Republican, succeeded Davis as governor. The supervision and construction of roads had deteriorated during the previous two years at a time when motorists and traffic had dramatically increased. Governor Paulen turned his attention to the road situation. A state road bill proposed in 1925 established an independent highway commission, a state road system not to exceed 8,690 miles, a state highway fund, and a county and state fund for road maintenance and construction. The law also levied a two-cent per gallon motor fuel tax to fund road construction in the state. The Kansas Legislature passed the bill but neglected to approve the necessary funding to finance the program.³⁸

Limited state funding threatened the ability of the state to supervise the \$2 million in federal-aid road construction currently underway in Kansas. Because federal legislation mandated state oversight, the federal government temporarily suspended all road-building aid to Kansas. Governor Paulen invited representatives from the Bureau of Public Roads (BPR) to Kansas to review the situation and to offer recommendations for improving the state highway department that would meet the federal requirements. The BPR report recommended that the Kansas highway department have a staff of forty-five and an annual budget of \$137,300. This was about \$88,000 more per year than currently allocated, but compliance with these conditions would allow the state to leverage over \$2 million per year in federal highway aid. When the legislature met later that spring, it approved the requested budget, and federal aid was released to Kansas on August 1, 1925. In the following year, the state had approximately \$6 million available for road improvements, including federal aid, state aid, and dollars from the county and state road funds.

The states of the central Midwest (Iowa, Nebraska, Kansas, Oklahoma, Arkansas, and Texas) shared a common problem of vast open spaces, which required enormous road networks. By 1925 Kansas ranked second in the nation in total road mileage. It also ranked eleventh of the forty-eight states in its federal allotment of road-building funds, but only fortieth in the number of miles paved.³⁹

By the end of 1925, federal and state authorities had supervised the construction in Kansas of 460 miles of concrete roads, 350 miles of earthen roads, 285 miles of gravel roads, and 60 miles of macadam roads at a total cost of nearly \$39 million. Of this amount federal funds had provided \$16 million. By 1928 more than 124,000 miles of public roads crossed Kansas. The State Highway Engineer identified roughly

³⁷ Ibid, 43.

³⁸ Ibid.

³⁹ Schirmer and Wilson, 2-25.

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half as federal-aid roads and half as state roads.⁴⁰

A variety of organizations, including the American Automobile Association (AAA) gained traction during this era. Their aid to auto owners included publishing maps and guide books that identified routes for travel. Like the highway boosters of the previous decade, the travel routes highlighted improved roads as well as popular attractions. As auto travel and resources for travelers became more common, guide books provided recommendations for the best places to visit, eat, and lodge.

1930-1945

From 1930 to 1945, highways and roadside businesses became increasingly important in Kansas. The Depression slowed but did not stop Kansans from adopting the automobile as the primary mode of individual transportation. Kansans continued to drive, and New Deal work relief programs supported the on-going construction of all-weather highways statewide.

In the 1930s, the State Highway Commission continued to improve roads at a vigorous pace. Between 1929 and 1939, Kansas received over \$34 million in unmatched federal relief funds for use on highways along with \$28 million in regular federal highway appropriations. The state had just 2,700 miles of surfaced highways in its state system by April 1929. Nearly twice that amount (5,200 miles) was surfaced over the next seven years. By July 1936, almost 8,000 miles of state highway could be driven in any weather. Forty percent of those miles were bituminous mat, concrete, or some surface other than gravel or oiled earth. Scores of bridges were built or reconstructed.⁴¹ The state highway department also constructed a variety of roadside structures, including parks and picnic areas. By the late 1930s, Kansas had over 133,063 miles of roads, including nearly 9,000 miles of improved highways.⁴² (*See Figure 44 - Kansas State Roads 1932*).

The escalating number of motorists and the rapid improvement of the road system surpassed the institutions available to regulate this phenomenon. As one contemporary observer noted, since the early thirties, the department had struggled to keep billboards, lunch counters, gas stations, and repair shops off the highway right-of-way, but the 'roadside slums' sprouted like weeds and were just as hard to uproot.⁴³ Kansas highway fatalities reached a shocking high of 598 in 1935. Faced with this toll, the Kansas highway department made safety its principal goal in the late 1930s. The legislature finally passed a state

⁴⁰ Buck, 984.

⁴¹ Schirmer and Wilson, 3-16.

⁴² Federal Writers' Project, Works Progress Administration, *The WPA Guide to 1930s Kansas* with introduction by James R. Shortridge, originally published as *Kansas: A Guide to the Sunflower State* 1939 (Lawrence, KS: University Press of Kansas, reprint 1984), 85.

⁴³ D. J. Teviotdale, "Junking the Junkyards," *Progress in Kansas* 2 (May 1936), 3-5.

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traffic code with one hundred thirty-seven separate regulations. The highway commission created a division of safety in 1936 and began publishing a magazine, *Highway Highlights*, devoted almost entirely to articles on safety.

Preparation for war in 1940 began to limit the personnel and materials available for road construction, and after the Japanese attack on Pearl Harbor on December 7, 1941, road building stopped except where needed to serve defense installations and war industries. Highway Department engineers and technicians joined the military or other war-related programs, and construction materials were in short supply. The staff of the highway construction division dropped from 437 full and part-time workers in June 1940 to 49 employees in June 1944.⁴⁴

As it did in the other forty-seven states, during the Depression the Federal Writer's Project published a traveler's guide to Kansas in 1939. The guide provides an overview of the state's history, its natural and cultural resources, its built environment, and its industry. Additional chapters detail similar information for the major cities along with specifics about transportation, accommodations, recreational offerings, and annual events. The balance of the tome describes a series of "tours" along key highways that cross the state. Kansas Tour 11, for instance, follows the roughly north-south alignment of US 75 from Sabetha near the Nebraska border through Topeka, Yates Center, and Independence to Caney just north of the Oklahoma state line. In addition to these "major" cities, the narrative describes many smaller communities, events, and sites a traveler would experience along the 234-mile route (*see Figure 1*).

1946-1956

Deferred maintenance during World War II and improved economic conditions during the decade following the war led to a boom in road improvements, the purchase of new automobiles, increased tourism, and new innovations in roadside attractions.

When World War II ended, the legislature reconsidered state highway needs and drafted a long-range program for highway construction and maintenance. In 1947 Governor Carlson directed members of a new Kansas Highways Fact-Finding and Research committee to explore issues related to the development of a "useful" network of highways. The plan was supposed to incorporate secondary and township roads as well as state routes. The legislature defined a useful network as one based on efficient advance planning, with emphasis on lengthening the life of highways and bridges and improving safety and traffic management.⁴⁵ By the end of the decade, legislators proposed a plan to finance new and improved roads

⁴⁴ [Kansas Highway Commission], "Kansas Highway History and General Facts on Organization and Operation," (March, 1956), unpublished manuscript, Kansas State Historical Society, Archives, 10-11.

⁴⁵ Schirmer and Wilson, 4-13.

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by raising the gasoline tax to five cents a gallon and raising motor vehicle fees, which had been reduced during the Depression, to a level consistent with fees in other states.

The opening of the Pennsylvania Turnpike in 1940 presaged a post-war boom in state-owned toll roads. After World War II, several tollway schemes were proposed that would link Chicago and St. Louis with the West Coast. Believing that a toll road through Kansas would attract other toll road proponents, Kansas boosters urged the state legislature to build one quickly in order to be "in the driver's seat to draw the expanding network of express highways to its borders."⁴⁶

The Kansas Legislature established the Kansas Turnpike Authority in 1953. The agency was authorized to issue bonds and build a turnpike without using state funds provided that such a plan was feasible. The legislature also approved a controlled-access law, which enabled the State Highway Commission to limit the number of access points entering a highway. This legislation came just in time because the federal-aid acts of 1954 and 1956 limited the use of federal highway funds to roads with controlled access.⁴⁷ State highway leaders broke ground on a 240-mile turnpike from Kansas City, Kansas, to Wichita on December 31, 1954. The construction schedule was only twenty-seven months.⁴⁸

In 1956, the 9,531 miles of all-weather roads crossing Kansas included 702 miles of interstate highways and approximately 8,800 miles of federal-aid roads. The state highway commission estimated that an additional 20,000 miles of country roads were also eligible for federally-funded improvements.⁴⁹ (*See Figure 45 - Kansas State Highway System, 1956*).

Even before the auto age, post cards were a popular way to share vacation highlights with family and friends. By the 1940s, booster groups were using post cards as advertisements for more than individual attractions. Individual post cards flaunted the highlights of visiting particular states or travelling certain roads. Two post cards in the collection of Rosin Preservation identify the tourist attractions of Kansas. The first (*Figure 2*) postcard identifies the diversity of attractions found throughout the state. It illustrates natural wonders, historical sites, seats of government, and modern industrial development. The second postcard (*Figure 3*) names all of the Kansas towns along US 36 and highlights attractions (mostly historical) along the route.

⁴⁶ Clarence Hein, "Turnpikes Head West," *Your Government* 8 (March 15, 1953), 7, cited in Schirmer, 4-20.

⁴⁷ [Kansas Highway Commission], 11.

⁴⁸ Schirmer and Wilson, 4-23.

⁴⁹ [Kansas Highway Commission], 7.

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1957-1970

The final stage of road development in Kansas, between 1957 and 1970, witnessed the construction of the interstate highway system and the accompanying dramatic changes in the locations, types, and functions of roadside architecture.

By 1963, with almost half of the interstate mileage complete, modern highways linked Kansans to a national community. By that time, Kansas was an urbanized farm state in which the bulk of its income depended on agriculture yet the majority of its citizens lived in urban areas. More than 60 percent of the state's population now clustered in urban places and two-thirds of the state's area contained less than one-third of its population. The state still maintained an enormous road network serving rural traffic. The authors of *Kansas Highway Needs: An Engineering Appraisal* recommended in 1962 that rural roads be reduced and that 1,200 miles of controlled access freeways be constructed along heavily traveled corridors outside the interstate system.⁵⁰

Instead, between 1963 and 1970, the highway commission and the legislature concentrated on completing the interstate system. An urban bypass through Topeka on Interstate 70 opened in 1965. The section of Interstate 70 in western Kansas from Oakley to Colby opened in 1965. By November, 1966, Interstate 70 between Colby, Kansas and St. Louis, Missouri, became the longest complete and continuous roadway in the nation's interstate system – more than half of it lying within Kansas borders.

Kansas opened its final section of Interstate 70 at Goodland near the Colorado border in August, 1970. To celebrate this event, a caravan formed in Topeka to travel the route, stopping for festivities at towns along the way. At the Goodland dedication, John B. Kemp, Federal Highway Administration regional administrator, praised the federal-state partnership that produced the highway. But the stars of the ceremony were a vacationing family from Wisconsin. A puzzled father slowly approached the crowd standing in the middle of his route and carefully negotiated his car through the throng. With curious youngsters' faces pasted to the rear windows, the family disappeared toward Colorado unaware that they were the first to use Interstate 70 border to border in Kansas.⁵¹

As the highway system expanded during the 1950s and 1960s, so too did the commercial enterprises along those routes. Individual and corporate investors snatched up undeveloped land along new and relocated highways. Often those who already owned small, independent auto-related businesses along the older routes did not have the capital to compete with these larger organizations.⁵² Many examples of this

⁵⁰ Schirmer and Wilson, 5-2.

⁵¹ Schirmer and Wilson, 5-10.

⁵² Liebs, 186.

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trend are evident along the major east-west routes through Kansas. As one of the original national highways built in the 1920s and 1930s, U.S. Highway 40 traversed the state east to west connecting most of the major towns in central Kansas. About thirty years later, construction of Interstate 70 absorbed and realigned sections of the existing highway. But, where the old highway dipped and curved to connect each town, the new highway cut a relatively straight path, completely bypassing entire towns.

2009

Russell, Kansas provides an excellent example of the how highway placement affected the survival of roadside businesses (*see Figure 4*). When driving across Kansas and looking to stop for the night near the town of Russell, the traveler currently has several options. By using the Internet, it is possible to locate lodging in town as well as on the outskirts. However, for a motorist trying to determine where to stop based on what he can see from the highway, the options become limited. The most accessible and recognizable lodging facilities are those adjacent to the main exit from Interstate 70 and (new) U.S. 40. There is a Days Inn, American Inn, and Super 8 Motel. There are also places to fill the gas tank and the stomach. All of these were built well after the Interstate was constructed and U.S. 40 was realigned.

Old U.S. 40 still runs through the center of Russell. Many early roadside businesses line the road including motels, gas stations, and a drive-in theater (*see Figures 5-7*). The passing motorist would never find these resources unless she pulls off the highway and drives through town. Early gas stations continue to operate, primarily serving the town's residents, but only one motel out of three remains in business and the drive-in theater is completely abandoned (*see Figure 8*). This same scenario has played out in other communities along Interstate 70 including Abilene and Salina.

THE ARCHITECTURE OF ROADSIDE COMMERCE IN KANSAS, 1900-1970

Enterprising citizens realized the potential of the vast market opening up in the auto-service industry and established businesses along the newly improved roads. The ventures typically included gas and service stations to fuel and maintain vehicles; restaurants and tourist courts to support the passengers; and various stands and shops to offer diversions. Over time, these businesses evolved into secondary commercial districts focused on serving the specific needs of the auto traveler.

During the 1920s, roadside buildings adopted designs rooted in themes with regional and historical associations. Domesticity was important, and many gas stations and restaurants constructed during this period resembled small houses. Reflecting the excitement associated with the rapid technological developments of the late 1920s and early 1930s, geometric Art Deco ornament and the smooth shapes of Streamline Moderne design were popular for roadside businesses and the bold signage that advertised

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them to autoists. After World War II, the energetic geometry of Modern architecture replaced earlier traditional forms. Owners of restaurants, gas stations, and motels along the developing commercial strips erected flamboyant structures with sloping rooflines and angular signs. Designs inspired by the natural environment became popular a decade later as the awareness of environmental issues increased. By the 1960s roadside architecture was more apt to blend into the landscape than attract attention. Quiet styles featuring mansard roofs replaced the bold angular shapes of the earlier years.⁵³

Undoubtedly, the widespread use of the automobile for personal transportation, particularly after 1920, changed the rural and urban landscapes of America. Highway construction profoundly affected settlement and development patterns. The value of land with direct access to the highway rose in proportion to the public dependence on the automobile. Greater distances could be covered in less time, and workers could live a greater distance from their places of employment. The result was the development of middle and working class suburbs outside of existing town centers. Especially following World War II, new residential subdivisions were constructed to house the families of returning G.I.'s. The accompanying surge in prosperity gave these folks disposable income that allowed them to travel, which in turn encouraged the development of more roadside businesses. By the 1960s, the principal roadside building types, the restaurant, the gas station, the motel, and other "drive-in" commercial building forms, contributed to a national sense of landscape homogeneity.⁵⁴

GASOLINE AND SERVICE STATIONS⁵⁵

The rising number and evolving designs of auto service stations paralleled the number of cars traveling the roads. Using illustrations from *National Petroleum News*, geographers John Jakle and Keith Sculle analyzed the evolution of the gas station between 1910 and 1990, creating a typology that begins with the "curbside" station (the very first "filling stations"); the "shed;" the "house" or "cottage"; the "house with canopy;" the "house with bays;" and the "oblong box."⁵⁶

The invention of the fuel pump in 1905 allowed business owners to sell gasoline at general stores, hardware stores, and other independent establishments. Soon these businesses were stocking spare parts for car owners who wanted to perform routine maintenance on their vehicles. The earliest filling station

⁵³ Liebs, 65-67.

⁵⁴ Jakle, John and Keith Sculle, *Fast Food: Roadside Restaurants in the Automobile Age* (Baltimore, MD: Johns Hopkins University Press, 1999), 93.

⁵⁵ This discussion is based on Elizabeth Rosin, Historic Preservation Services LLC, "Historic Resources of Route 66 in Kansas," National Register of Historic Places Multiple Property Document (2002), F-23-25.

⁵⁶ Jakle and Sculle, *The Gas Station in America* (Baltimore, MD: John Hopkins University Press, 1994); Daniel Vieryra, *"Fill'er up!": An Architectural History of America's Gas Stations* (New York, NY: Collier Books, 1979).

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innovation was the mechanized curbside pump with an underground storage tank.⁵⁷

Between 1910 and 1920, pump manufacturers, working to improve safety and efficiency, invented several new mechanical pump designs. The "curbside" gas station consisted usually of one or two pumps along the road. They might be in front of an established business, residence, or a newly built shed. As the number of automobiles increased, the curbside gas station became problematic because traffic backed up while a motorist was pumping gas. This situation necessitated moving pumps away from the road.

The number of filling and service stations expanded in tandem with the number of automobiles. Entrepreneurs integrated gas stations into commercial, and even residential, neighborhoods. The buildings were set back from the road and the area in front of the building paved so that drivers could pull out of traffic while filling up. Often an attached canopy projected from the front of the building to shelter drivers and station attendants.

The second generation of gas stations conveyed a sense of domesticity and familiar surroundings to attract auto travelers and helped them assimilate into their surroundings. By the late 1920s, gas stations often resembled small houses with elements of Colonial, Craftsman, Tudor, or Mission architecture, the popular residential styles of the era. Nearly every town along the major roadways in Kansas contains an old filling station that exhibits these design elements. In contrast to the new automobile technology, the architecture of the gas station was traditional and familiar.

Soon oil companies hired architects to design standardized gas stations. The corporate iconography of the stations helped customers develop brand recognition and loyalty. Examples of this included Standard Oil's 1916 prefabricated prototype, which became known as the "house with canopy" gas station. Phillips Petroleum unveiled a standardized Tudor Revival design in 1927 that gave the company a national identity and an instantly recognizable form. The first of these was constructed in Wichita, Kansas and remains extant.

The earliest filling stations sold only gasoline, but as automobile traffic continued to increase, gas stations began offering vehicle maintenance and repair services in order to remain competitive in the expanding market. Owners of older stations often added one or more service bays to their existing facilities to create long, rectangular or ell-shaped buildings, or a "house with bays" station.

By the mid-1930s, as America was emerging from the Great Depression, the influence of International

⁵⁷ Vieyra, 4.

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Style design also became apparent in the architecture of automobile service buildings. Symbolizing the modern industrial era and the automobile age, streamlined architecture was chosen in the 1930s and 1940s to express the constantly expanding role of the automobile in American life. With more than 40,000 gas stations operating by 1935, Texaco hired industrial designer Walter Dorwin Teague to design a new prototype that could incorporate gasoline pumps, merchandise sales, and automotive repair bays all under one roof.⁵⁸ Within a few years, every major oil company developed plans for a version of Teague's "oblong box."

Just as the post-World War II prosperity encouraged Americans to hit the road, a significant innovation in the marketing of gasoline affected the architecture of gas stations. In 1947, George Urich, an independent gasoline dealer from California, opened three stations (Gas-A-Terias) where customers could pump their own gas and pocket the savings. Stations soon began erecting large canopies that covered everything on the lot, including the office and gas pumps.

Competition among gas stations remained stiff. To define a unique brand identity, most large gas companies simply redecorated the oblong box by adding simple architectural elements. Some designers, however, further abstracted the modern form of the gas station. During the space age, flared rooflines and vertical pylons were common devices used by the larger corporations to identify their brands and to display company logos. The new Phillips Petroleum service station prototype, unveiled around 1960, was the most dramatic and best known of these designs. The V-shaped roof was instantly recognizable to passing motorists, as the designer intended. Patrons would know that if they stopped at this station they would receive a certain quality of service and product.

After passage of the Highway Beautification Act of 1965, First Lady Lady Bird Johnson campaigned for more-attractive designs for service stations, which had become integral to the nation's landscape. Mrs. Johnson invited oil company executives to the White House to discuss their contribution to the scenery along the country's network of highways. The First Lady's attention to this matter, along with changing consumer tastes and architectural fashions, led to a new popularity for Domestic style gas stations in the 1960s.⁵⁹ The rustic house design, first promoted by Shell Oil in the 1950s, became the new architectural standard for service stations. Fieldstone walls, mansard roofs, and landscaping evoked residential qualities. Other oil companies quickly implemented "facelifts" to make their existing stations "blend-in."⁶⁰

⁵⁸ Michael K. Witzel, *The American Gas Station* (Osceola, WI: MBI Publishing, 1992), 86, 93.

⁵⁹ Vieyra, 53.

⁶⁰ Witzel, 121, 126-128.

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The survey identified numerous examples of Standard Oil, Phillips Petroleum (both Tudor Revival and Modern prototypes), and Texaco stations in large cities and small towns across Kansas. While most of the identified resources no longer function as service stations, they all clearly communicate their distinct historic function. A garage or service area enabled some facilities to adapt to changing consumer needs over time. As newer, larger gas stations were built, aging service stations were easily converted to repair and maintenance shops or used car dealerships, maintaining their historic associations with the automotive industry.⁶¹

AUTO SHOWROOMS AND DEALERSHIPS

Automobile sales and service businesses initially functioned as adjunct operations to existing businesses. Livery stables and carriage shops leased and sold cars. Feed stores and groceries sold gasoline. Blacksmiths made repairs. Because they were viewed as a recreational vehicle for the wealthy, automobiles did not initially instigate the construction of new buildings. They were sold and serviced alongside earlier modes of transportation. However, the increasing popularity of the automobile outpaced the existing retail infrastructure. The rocketing demand for vehicles and services soon exceeded the capacity of these existing businesses to provide the support the industry required. Initially existing buildings were renovated and converted, but the trend quickly moved towards constructing entirely new buildings designed specifically for displaying and servicing automobiles.

When constructing the first of these buildings, owners and architects generally maintained the character and scale of the surrounding commercial buildings, using existing styles and materials as guidelines.⁶² This adaptation of traditional commercial architecture lent an air of respectability to the still nascent automobile industry.⁶³ The possibility of fire and the need to expel gas fumes were real concerns for automotive businesses, and providing ample ventilation was necessary for a successful design. The formal showrooms at the front of the building would have large display windows and a high level of finishes. The rear service area had simple, utilitarian finishes and windows.

The most significant advance in the business of automotive sales was the development of the independent dealership. Early on, automakers realized they needed an efficient system to widely distribute their products from just a few manufacturing sites.⁶⁴ Dealers became fundamental to the early success of automakers. The dealership was the first point of contact with the potential car-buying public.

⁶¹ This is a conclusion based on observation of the current functions of historic service stations identified in the survey.

⁶² Liebs, 75-76.

⁶³ Liebs, 40-41.

⁶⁴ Robert Genat, *The American Car Dealership* (Osceola, WI: MBI Publishing Company, 1999), 17.

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By offering franchise opportunities to local businessmen, automobile manufacturers soon developed vast retain networks. In exchange for selling rights, the franchise contract required the dealer to provide an appropriate sales and service facility with proper signage, a stock of spare parts, and repair service for cars sold. The dealer also had to have at least one new model on display at all times.⁶⁵ Ford dealers, for instance, were required to service any Ford vehicle, regardless of where the vehicle was purchased and to stock \$20,000 worth of spare parts.⁶⁶ Defined sales territories prevented competition among dealers representing the same make of car and maintained the effectiveness of the franchise dealer system.

As motor vehicles became more common, traffic congestion became a concern to the public and to business owners. Congestion increased and downtown became a less than ideal location for new auto dealerships as early as the 1920s. Developers began building a new type of commercial district — “automobile row.” Larger tracts of land outside downtown commercial centers afforded ample space to display, service, and test merchandise. Automobile row included all kinds of automotive-related establishments, from new and used car sales to parts, service, and repair.

In 1930 car sales dropped sharply because of the nationwide economic depression. To attract consumers, dealers emphasized the reliability of the vehicles and the service they provided customers. Showrooms became less glamorous as service departments strengthened. Although showrooms still retained a higher level of finishes than the service areas, opulent furnishings and ornament were no longer part of the design. The automobile was no longer viewed strictly as a luxury item but as a necessary component of everyday life, especially in rural communities. Away from traditional downtown centers auto showrooms had ample space to store vehicles and uncongested access to the road. There was no longer a need to mesh with an established commercial architecture, and showrooms began adopting popular architectural trends, evolving into simple, streamlined designs characterized by the emerging Modern Movement. The Streamlined Moderne style emphasized movement through the use of dynamic curved forms and sleek materials like glass tiles and stainless steel.

During World War II, new car production ceased completely. Auto dealers were limited to providing repairs, maintenance, and spare parts for vehicles already on the road.⁶⁷ By that time, many Americans perceived owning an automobile as a necessity rather than a luxury.

When automobile production resumed at the end of the war, there was a tremendous surge in the number

⁶⁵ Genat, 19.

⁶⁶ Genat, 18.

⁶⁷ Liebs, 86-87.

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of new vehicles purchased. Existing automobiles were beginning to age, and when new vehicles became available, dealers were overwhelmed by the public's pent-up demand for new models. The growth in the number of car dealers after 1945 reflected this demand from American consumers.⁶⁸

Since the volume of sales and the number of auto makers increased rapidly, dealerships moved even further out from downtown to commercial districts developing along newly-constructed highways and modernized roads. New automobile rows near the highways replaced earlier versions that formed along the streetcar lines.⁶⁹

EATING ESTABLISHMENTS

Finding a bite to eat while on the road was important, and a variety of diners, luncheonettes, and restaurants opened to serve this need. Some eateries were housed in buildings that resembled home, while others attracted patrons through distinctive buildings designed to symbolize the excitement of the automobile era.

Roadside Stands

Roadside stands were among the earliest and most common features of the automobile era. Local farmers or property owners set up small stands along the side of the road to sell produce and other goods to passing motorists. Initially, many simply sold excess produce that a farmer could not consume or could not sell at market. Other stands sold cold drinks, ice cream, or sandwiches. Some sold postcards and souvenirs. The roadside stand evolved as owners recognized consumer demands for a broader range of items and services. Those with entrepreneurial ingenuity saw opportunity in the increased flow of traffic traveling long-distance routes. Roadside stands ranged from a very simple establishment – a means of earning extra cash by selling excess produce – to a more complex, multi-service business.⁷⁰

Roadside stands became the most unpretentious of all eating places. Most were seasonal and built by their owners. For many years into the auto age, roadside stands provided one of the last opportunities for independent entrepreneurs with limited capital to start a roadside business. By the late 1920s, motorists became concerned about the often flimsy construction of roadside stands as well as the unusual designs intended to capture the attention of the speeding public.⁷¹ The ramshackle and haphazard roadside stands did not inspire confidence in the quality of the food or the cleanliness of the establishment. Competition

⁶⁸ Ibid, 87-88.

⁶⁹ Ibid, 81-83.

⁷⁰ Elizabeth Rosin, "Auto-influenced Commercial Roadside Architecture of Delaware's Lower Peninsula/Cypress Swamp," Draft Report prepared by The Cultural Resource Group, Louis Berger and Associates, Waltham, Massachusetts, for the Delaware State Historic Preservation Office (1990), 19.

⁷¹ Jakle and Sculle, *Fast Food*, 42, 44.

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to provide fast, quality fare ultimately drove the improvement of eating establishments.⁷²

Diners

Although the diner became one of the trademark buildings associated with roadside architecture, it originated from the railroad dining car and the urban lunch wagons that brought hot home-cooked meals to factory workers in the early twentieth century. As automobile travel became popular, so did the principle of fast, efficient food service. Set up along roadways, diners offered truck drivers, businessmen, and other travelers the same quick service and home-style fare they provided to urban workers.

During the Great Depression, large numbers of restaurants failed, but the diner flourished. Its small size and functional design produced inexpensive meals and low overhead, both requisites for profit during hard times. Manufacturers' sales literature from the early 1930s presented the diner as a golden business opportunity.⁷³ By 1932, an estimated 4,000 modular lunchrooms operated in the United States. Twenty years later, the number of diners stood at nearly 5,000.⁷⁴ All of the diners identified in the survey still function as eating establishments, including Dyne Quick in Wichita (c. 1955) (*see fig. 22*), Paul's 36 Grill in Smith Center (c. 1945), Nu Grill in Fort Scott (c. 1946), and Irene's in LaCrosse (c. 1952).

Valentine Diners

One Midwestern manufacturer built only small diners. Valentine diners, advertised as "Portable Steel Sandwich Shops," were built in Wichita, Kansas by the Valentine Manufacturing Company between 1938 and 1974. Arthur H. Valentine was the company founder. Sometime in the late 1920s or early 1930s Valentine and his wife, Ella, opened a restaurant in the small south-central Kansas town of Hazelton. Other diners followed and eventually their restaurants became known as the Valentine Lunch System. Prior to 1938, Valentine worked with Wichita-based Ablah Hotel Supply Company, which had been building small, portable lunchrooms under the names Little Palace and White Crown. At least one of the Ablah-produced diners was built for Arthur Valentine in Hutchinson.⁷⁵

Valentine diners had a distinctive look: a boxy little building with brightly colored enamel exteriors, flying-buttress corners, and a pylon sign over the door. The design of Valentine diners made two assumptions: that the size of the unit would enable an operator to make a reasonable living; and that the diners would be ideal for a chain operation. The most popular model, known as the "Little Chef," sold in

⁷² Liebs, 206.

⁷³ Richard J. S. Gutman, *American Diner Then and Now* (Baltimore, MD: Johns Hopkins University Press, 2000) 95.

⁷⁴ Jakle and Sculle, *Fast Food*, 37.

⁷⁵ "History of Valentine Diners," Kansas Historical Society website, <http://www.kshs.org/p/history-of-valentine-diners/10396> (accessed on-line 16 March 2011).

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the post-World War II period for around \$3,300.⁷⁶

Approximately 2,200 Valentines were built and shipped throughout the United States. The diners were operated independently. This survey identified the Beacon Café (c. 1945) in Norton as a Valentine diner, but over the past ten years, the Kansas Historical Society has documented 87 Valentine Diners in Kansas and another 74 in other states.⁷⁷ Around 1950, the White Tower restaurant company hired the Valentine Manufacturing Company to build fifteen White Tower restaurants. Although the exteriors said "White Tower," the interior layout was unmistakably a Valentine.⁷⁸

New deluxe diners appeared along the nation's highways during the 1930s. They used modern materials, such as stainless steel, Formica, and glass blocks, to evoke the Streamlined Moderne style so popular during the era. The more extreme applications of the streamlined designs were neither widespread nor long-lived, but the concept of streamlining persisted for more than twenty-five years. According to Richard Gutman, the combination of stainless steel and porcelain enamel produced the most eye-catching, colorful diners.⁷⁹

After World War II, Paramount Diners invented the "split diner," which could be built in two or more sections each easily shipped by truck or rail. This innovation led to the giant diners of the postwar period.⁸⁰ Diners also became more respectable during this period. Families in the 1950s ate out more often, and diners had to grow to handle larger crowds. The newer diners often placed the kitchen in an annex behind the main building.

Although approximately 5,000 diners still operated in the United States in the 1960s, this distinctive form of roadside restaurant faced stiff competition from the rapidly growing fast-food restaurant chains. By this time, the stainless steel streamlined diner seemed old-fashioned and inappropriate for residential neighborhoods. Diner operators tried to distinguish themselves from the fast-food restaurant by adopting more conservative, traditional designs.⁸¹ The first Colonial-style diner with an all-brick exterior was built in 1962. Just a few decades later, the diner was rediscovered and considered a significant example of historic roadside architecture. In 1980, the Modern Diner, Pawtucket, Rhode Island (1941) became the

⁷⁶ Gutman, 105, 108-109.

⁷⁷ "History of Valentine Diners," Kansas Historical Society website, <http://www.kshs.org/p/history-of-valentine-diners/10396> (accessed on-line 16 March 2011).

⁷⁸ Gutman, 110. In 1987 the Kansas Museum opened an exhibition, "Our Recent Past," which included a reconstruction of the interior of a Valentine Diner. See Gutman, 220.

⁷⁹ Gutman, 117, 120.

⁸⁰ Gutman, 137, 139.

⁸¹ Gutman, 180-181.

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first diner nominated to the National Register of Historic Places.⁸²

In Kansas, many Valentine diners still function as small restaurants. Others have been converted for use as liquor stores, auto sales buildings, ice cream shops, for private uses, or have been abandoned.

Family Restaurants, Coffee Shops and Highway Cafes

Because the diner was associated with industrial workers and transients, it was often viewed as unsuitable for family dining. The family restaurant or coffee shop provided a more wholesome alternative. It was a full-service operation with a broader menu. Family restaurants were often associated with gas stations and motor courts to provide "one-stop" accommodations for travelers. By the late 1930s, nearly half of the nation's motor courts included restaurants. The survey identified a number of family restaurants, including the Old 56 Family Restaurant (c. 1960) in Olathe (*see fig. 23*), and numerous restaurants associated with motor courts, such as the Indian Village Restaurant (c. 1930) in Lawrence, El Dorado Motel Restaurant (c. 1955) in El Dorado, and Travel Lodge Motel Restaurant (c. 1960) in Salina.

Howard Johnson

The model restaurant of this class was the Howard Johnson chain, started in 1929. Howard Johnson began as the owner of a small pharmacy and soda fountain in 1925. He expanded the menu to include hot dogs, hamburgers, and other easily prepared items in addition to his famous superior-quality ice cream. Anticipating the automobile's effect on the American landscape, Johnson established a chain of restaurants that would provide travelers with "good food at sensible prices."⁸³ During the Great Depression, Johnson began franchising the Howard Johnson name in exchange for a fee and an agreement to purchase supplies and food from him.

Howard Johnson had 130 locations by 1940. Gas rationing and a sharp drop in the number of travelers led him to close all but twelve Howard Johnson restaurants during World War II, forcing him to rebuild the chain after the war.⁸⁴ By this time, local versions of the family restaurant were ubiquitous along America's highways. Following Howard Johnson's formula, all offered a standard menu of easy to prepare foods and local specialties. In addition to menu standards, Johnson's success derived in part from his signature building design. The company employed in-house architects who developed restaurant prototypes and assisted franchisees with executing the designs in their location.

⁸² Gutman, 208. In 1993, Richard Gutman identified only four extant diners in Kansas: Flo In, Wichita, Valentine, 1948; Ortega's Taco Carry Out, U.S. 70 and U.S. 40, Topeka, Valentine; Streetcar Named Desire, Kansas City, homemade/trolley; There's No Place Like Holmes Diner, Richmond, Valentine. See pages 248-249.

⁸³ Howard Johnson Franchise Systems, Inc. *Howard Johnson: A Business History* (Wayne, NJ: Howard Johnson Franchise Systems, Inc., Archives, 1990), 2.

⁸⁴ Jakle and Sculle, *Fast Food*, 51.

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For several years after 1950, the informal coffee shop was the dominant roadside eatery. In southern California, the coffee shop had a distinctly modern design that expressed its materials, structure, and function. Outside of California, coffee shops were less architecturally innovative. Most utilized a rectangular box form derived from the diner, sometimes adding a Modern decorative element to the exterior in keeping with the times. In the 1960s and 1970s, the California coffee shop led to the creation of several large restaurant chains, of which Denny's is a notable surviving example.⁸⁵

Drive-in Restaurants

Beginning in the 1930s, the ultimate roadside restaurant, the drive-in, became widely popular. The drive-in grew out of the roadside stand and into the highway coffee shop. It had three principal spaces: a canopy-covered parking lot; an enclosed kitchen; and a carhop station that linked the kitchen and the parking lot. Patrons drove up; parked under the canopy; and without leaving their vehicles placed their order and were served. To further attract the attention of motorists, pylons, often embellished with neon, rose from the roofs of the buildings. After World War II, the canopy became a ubiquitous drive-in feature. Even though these establishments were usually independently owned, the canopy implied a specific type of service and range of menu items.⁸⁶

Drive-in restaurants were enormously popular during the post-war years of the 1940s and 1950s. By 1964 an estimated 33,500 restaurants in the United States called themselves drive-ins, but only 24,500 offered hot food. The rest only sold ice cream and soft drinks. In just a few years, however, the outdoor walk-up, a fast food restaurant form promoted by McDonald's, became the most successful competitor. These were drive-ins stripped down to essentials – a kitchen, service windows, and restrooms. The competition from fast food chains, such as McDonald's, soon eclipsed the drive-in restaurant along the American roadside.⁸⁷ Drive-in restaurants identified in the survey include Homer's Drive-Inn (c. 1938) in Leavenworth, 1106 Drive-In (c. 1963) in Pittsburg, Footlongs & Nu Burgers (c. 1957) in Harper, and Lo-Mar Drive-In (c. 1955) in Eureka. At most drive-ins, the canopy is extant but the restaurant no longer offers car-side service. Vacant or abandoned drive-in restaurants were found in big cities where dining options are plentiful, including a constant stream of new establishments, and in rural areas where new highways bypass older routes.

Fast Food Restaurants

Howard Johnson's goal of providing a quick inexpensive meal at an establishment with wide recognition

⁸⁵ Ibid, 51, 53.

⁸⁶ Langdon, 71-72.

⁸⁷ Ibid.

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was perfected by the fast food restaurant chains. With a limited menu, the fast food chains offered fast, efficient service at a low price. A rapid turnover of customers enabled them to serve a greater quantity of food than traditional family restaurants.

The earliest fast food restaurant chains emerged in the 1920s using diner principles as their mode of operation. The first chains, White Castle and White Tower (started in 1921 and 1926 respectively), were designed to be clean ("white") and predictably consistent, with each restaurant in the chain serving the same menu using the same formulas and ingredients and housed in a building with the same appearance. The buildings themselves functioned as readily identifiable signs that were associated with a specific menu. The staple of fast food chain menus was the hamburger – hot, easy to package, and easy to eat without utensils. The castle imagery of both chains provided a distinctive image from existing establishments and adapted the modern materials of Art Deco and Streamline styling. As buildings of the automobile age, fast food restaurants were surrounded by parking lots. The carry-out trade allowed for the construction of restaurants with a smaller seating capacity than might otherwise have been feasible.⁸⁸

In 1916, a professional cook in Wichita, Kansas named Walter Anderson adapted industrial production line methods to a new method of preparing hamburgers. His burger was a flattened ball of ground meat cooked with onions on a hot griddle. It became so popular over the next four years that Anderson opened three hamburger stands in his hometown. In 1921 Anderson established a partnership with local real estate and insurance agent Edgar W. "Billy" Ingram to open a fourth location under the name "White Castle." Ingram's carefully-chosen name implied purity (White) and strength (Castle) and distanced his establishment from the common conception of the hamburger stand as a "the greasy spoon."⁸⁹ The White Castle System of Eating Houses officially incorporated in 1924.

Over the next six years the White Castle System rapidly expanded to locations in twelve major cities in the eastern half of the United States. The standardization incumbent in the White Castle System went beyond the method of cooking the hamburgers. It included using high-quality beef, the appearance of the employees, and the design of the building. From the beginning, White Castle Systems used stainless steel and enameled metal to promote cleanliness and sanitary conditions in all of its franchises. The castle-themed structures became instantly identifiable and provided constant advertising to passersby.⁹⁰ There are no historic White Castle buildings extant in Wichita today.

⁸⁸ Ibid, 37.

⁸⁹ Liebs. 207.

⁹⁰ Ohio Historical Society, "Corporate History," White Castle System, Inc., Records, 1921-1991. (accessed online at <http://www.ohiohistory.org/resource/archlib/collections/mssc0ll/mssc991/corhistory.html> July 31, 2008.

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White Castle was slow to recover from the rationing and labor shortages caused by World War II, but did resume expansion during the 1950s. Through the 1970s, White Castle participated in the growth of the national fast food market by offering curb service, since replaced by drive-thru service, and an expanded menu. The company also replaced its five-stool hamburger stands with larger buildings and built new restaurants in more suburban locations.

Beginning in 1948, San Bernadino, California-based McDonald's improved on the White Castle model by developing a self-service restaurant with a pared-down menu and minimal service. By offering standardized product and enhancing the use of assembly line techniques, the company was able to sell over one million hamburgers and shakes and 160 tons of French fries a year. Drawing on the success of White Castle and White Tower's architectural imagery, McDonald's developed the now internationally-famous golden arches as the company trademark in 1955.

The McDonald's chain spread like wildfire. The first franchise location opened in Des Plaines, Illinois in 1955.⁹¹ Just four years later, the 100th franchise opened in Chicago. By 1963 there were five hundred franchises nationwide.⁹² The location of the first McDonald's franchise in Kansas is unknown. The second McDonald's opened at 3117 South Topeka Boulevard, Topeka in 1961. A McDonald's restaurant still operates at this location in a building erected in the 1980s. The original neon sign was donated to the Kansas State Historical Society.⁹³

Other fast food restaurants soon followed on the heels of McDonald's success. The Florida-based hamburger chain Burger King, founded in 1953, became McDonald's primary competitor by the end of the decade. Kentucky Fried Chicken, another eventual giant of the fast-food industry, opened in 1955 offering different menu options.⁹⁴

National fast food companies, such as McDonald's, developed standard designs for their buildings, making it easier for passing motorists to identify the establishment. As new designs were issued, existing buildings were extensively renovated or replaced.⁹⁵ While the survey did not identify any historic examples of national fast food chains, it is possible that some do exist in Kansas.

⁹¹ Liebs, 213.

⁹² "A Brief History of McDonald's," McSpotlight.org, http://www.mcspotlight.org/company/company_history.html, accessed 19 January 2009.

⁹³ Kansas State Historical Society, "McDonald's Sign," <http://www.kshs.org/p/cool-things-mcdonald-s-sign/10232>, accessed 15 March 2011.

⁹⁴ Liebs, 213-214.

⁹⁵ "A Brief History of McDonald's: 1968"

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LODGING

Properties that provided lodging experienced the greatest design evolution during the automobile era. At the beginning of the twentieth century, hotels were concentrated in urban areas and primarily served train travelers. They rarely offered parking facilities, and when available, there was typically an additional fee. However, the independence offered by the automobile prompted an increase in vacations to destinations not easily accessible by train.⁹⁶

The need for inexpensive overnight accommodations convenient to highways led to the establishment of auto camps in the west and so-called tourist homes in the east. Auto campgrounds soon gave way to more-substantial lodging facilities. These evolved from cabin courts to cottage courts, motor courts, motor inns, and eventually highway hotels.⁹⁷ By the 1920s and 1930s, the location of motels outside city limits distinguished them from traditional hotels, which were located in town in close proximity to the railroad station.

Auto Camps

The earliest auto travelers camped along the side of the road or at campgrounds established along the main roads entering town. Auto camps appealed both to seasonal tourists and to migratory transients searching for work. Because it brought together people from disparate walks of life, automobile camping was romanticized as an essentially "democratic" way to travel.⁹⁸

Many cities responded to the popularity of auto camping by creating public campgrounds. These were especially popular in the western part of the country where major cities were typically few and far between.⁹⁹ By the early 1920s, most campers preferred municipal campgrounds to camping along the roadside. Local boosters supported auto camping in their municipal parks as a means to attract tourists, and many municipal parks displayed signs welcoming campers to stop.

Municipal camps were usually located in a park near the downtown commercial district where the autoist could conveniently find necessary services. Travelers needed gas stations, garages, and tire repair shops, but also patronized groceries, restaurants, dry goods and drug stores, as well as telegraph and post offices.¹⁰⁰ Before long, many community campgrounds were equipped with kitchens, tables, fireplaces, showers, baths, and rest rooms.

⁹⁶ Rosin, "Historic Resources of Route 66 in Kansas," F-26.

⁹⁷ John Jakle, et al., *The Motel in America* (Baltimore, MD: Johns Hopkins University Press, 1996), 23.

⁹⁸ Jakle, Sculle and Rogers, 31, 32.

⁹⁹ Clifton Warne, "The Municipal Campgrounds of Kansas," *Kansas Historical Quarterly* 29:2 (Summer 1963), 137.

¹⁰⁰ Warne, 138.

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Located in the heart of the country, Kansas was almost unavoidable during a cross-country trip, and it became one of the first states to encourage municipal campgrounds.¹⁰¹ By 1923, the state led the nation in the number of tourist camps per 100 cities with municipal campgrounds in 156 communities.

The city of McPherson, Kansas built a municipal campground in 1921 for \$7,000. On September 15, 1923, the McPherson Chamber of Commerce reported that the campground had already generated an income equal to several times the original cost to build the facility. Visitors included 5,886 tourists from forty-three states, Canada, and Mexico who stayed in the camp during the summers.¹⁰²

At the opening of a campground in Manhattan, Kansas in 1928, a newspaper reporter boasted that the town provided "the most convenient as well as beautiful 'free' camp park maintained for the traveling public." In addition to the usual facilities, visitors to this particular site had access to a community building containing a lounge room with a rock fireplace.¹⁰³

Despite their economic advantages and popularity, municipal campgrounds faced opposition. Members of hotel associations and owners of private tourist camps wanted the tourist business for themselves. Local residents also argued that community campgrounds were not a legitimate area of municipal governmental activity. But, the most pointed critics charged that municipal campgrounds could not maintain adequate sanitary standards. Kansas became the first state to recommend a set of sanitary regulations designed to improve campgrounds.¹⁰⁴

As the automobile became more accessible to working class travelers, civic leaders sought an end to free municipal campgrounds. By charging a fee for camping, they hoped to deter the vagrants and other undesirables that they believed the free facilities attracted. By the mid-1920s, most camps required not only an admittance fee but also registration, which ended the anonymity that characterized the early years of auto camping. During the Great Depression tourist spending decreased, while local costs to supply campers with water and sewage facilities increased. As many free municipal camps closed and surviving camps began charging fees, the market opened for private entrepreneurs. Private camps often operated on the outskirts of town where the land was more affordable than in-town locations.¹⁰⁵

As the popularity of municipal campgrounds waned, middle class and well-to-do auto campers, frustrated

¹⁰¹ Ibid.

¹⁰² Ibid.

¹⁰³ Ibid, 139.

¹⁰⁴ Ibid, 140.

¹⁰⁵ Warren James Belasco, *Americans on the Road: From Autocamp to Motel, 1910-1945* 1979, reprint edition (Baltimore, MD: Johns Hopkins University Press, 1997), 72, 106, 118-127.

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by travelers who misused the campgrounds and by city officials who failed to administer sanitary and police regulations, sought other lodgings. By 1928, the brief, but popular, trend of auto camping ended almost as quickly as it began.¹⁰⁶ Municipal camps that became public parks may have relatively undisturbed repositories of information about motoring, camping, and local history. Archeological investigation of trash and refuse sites at these locations could yield information about the products tourists consumed and discarded during their travels.

Cabin Courts

As the novelty of auto camping wore thin, property owners began building small groups of permanent cabins for those desiring slightly more commodious lodging.¹⁰⁷ Like campgrounds, cabin courts were often erected next to a gas station or restaurant; in a field or near a scenic overlook; or behind a house, wherever an enterprising landowner deemed fit. By the beginning of the Great Depression, one-stop facilities including several cabins, a gas station, and a restaurant were common on busy routes and at key intersections.

Owners of cabin courts formed state and regional trade associations to share information and set specific standards for operation. Flimsy cabins could not survive sustained use over multiple seasons and quickly took on a tired and unkempt appearance. The growing number of travelers sparked competition among local entrepreneurs. Cabin courts increasingly provided accommodations that mirrored the comforts of home, such as indoor plumbing and heat, to make them more attractive to potential customers. These improvements were significant, requiring owners to rebuild their facilities to address tourists' wants and needs.

As cabins became more substantial, their names increasingly featured the word *cottage*, which brought to mind feelings of comfort, security, and home that appealed to middle-class tourists and traveling businessmen. Cottages were not only more durable, but also larger. Each unit accommodated private bathrooms and closets, and they were winterized for year-round business. Many early cottages also featured kitchens or kitchenettes, but by World War II this feature generally disappeared because of the low demand and high expense.¹⁰⁸

After 1930 many lodging establishments added the word *court* to their names. Attached garages were popular during this period, and the new cottage-garage units were often constructed wall-to-wall to form continuous facades with an L- or U-shaped plan. In addition to the guest units, the typical cottage court

¹⁰⁶ Ibid, 141.

¹⁰⁷ Jakle, Sculle and Rogers, 36.

¹⁰⁸ Jakle, Sculle and Rogers, 41.

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included a separate building with an office and a private apartment for the motel manager's family.¹⁰⁹

To make their businesses attractive to passing motorists, many establishments created a unique image that included a fanciful name, specific architectural details, and signage graphics that evoked a cohesive theme. References encompassed historical events (e.g. the Santa Fe Trail, Spanish Conquistadors), regional culture (e.g. Native Americans, the Wild West), transportation (e.g. cars, ships), and scenic beauty (e.g. sunset, sunrise, mountain view).

Indian Village

Lawrence, Kansas was home to "Indian Village," one of the nation's roadside businesses most fully steeped in Native American associations. The complex included a gas station, cabins, and a dance room/restaurant all designed with "teepee" themed architecture. When it opened in 1930, the business was staffed by Native Americans wearing stylized versions of their native costumes. At its peak, Indian Village boasted of providing travelers with accurate information about Native American life. Responding to the publicity generated by the Kansas Indian Village, as many as twenty-two other businesses from Massachusetts to California used "teepee" architecture to attract the traveling public (*see Figure 9*).¹¹⁰

Indian Village was the brain child of Frank McDonald, athletic director at the Haskell Indian Institute in Lawrence, Kansas. In the 1920s McDonald purchased a strategic ten-acre tract at the intersection of the road linking Kansas City and Topeka and the road leading north out of Lawrence. McDonald planned to build Lawrence's first motel at the intersection to serve interstate as well as local traffic. Soon, the Kansas City-Topeka road was designated US 40 and the Lawrence road became US 73W (later US 59).

In 1929 McDonald convinced the Sinclair Oil Company to build a series of transcontinental filling stations with Native American imagery with the first at Lawrence. He believed Indian Village would appeal to the popular stereotypes that had been effective in promoting athletic contests at Haskell Institute during the 1920s. The center of the Indian Village was to be a "teepee" forty feet high with a filling station in its twenty-five foot base. The wood structure had a concrete exterior, and housed rest rooms, a men's smoking room, and a second floor apartment with bath, kitchen, and living room that served as living quarters for an on-site filling station operator.¹¹¹ McDonald applied for a patent on this design.

When Indian Village opened on May 30, 1930, the nation was experiencing the early throes of the Great

¹⁰⁹ Jakle, Sculle and Rogers, 43.

¹¹⁰ Keith A. Sculle, "Roadside Business: Frank W. McDonald and the Origins of the 'Indian Village,'" *Kansas History* 14:1 (Spring 1991), 15.

¹¹¹ *Ibid*, 18-19.

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Depression, and McDonald had scaled back his original plans. The plan for a chain of similar Sinclair filling stations fell through, and when Indian Village opened it sold Conoco gasoline. Opening day publicity stated that Native Americans had designed the main teepee and would staff the filling station. They would also provide tourist information with an emphasis on their culture and their reservations. The complex expanded with the opening of a restaurant in August 1930. A teepee form rose from each corner of this building. The following spring, two or three teepee cabins were available for lodging, but this was the full extent of Indian Village.¹¹²

McDonald resigned from Haskell Institute in 1933 and opened a beer distributorship that became his main business activity. He became an important leader in Douglas County and state Democratic politics. Ironically, McDonald chaired the Kansas Turnpike Authority several decades later, but construction of the Kansas Turnpike in the 1950s reduced business at the "Tee Pee," as it was then called. McDonald managed the property until 1958.¹¹³

In the 1970s the gas tanks were removed and the dance hall and restaurant remained open on a limited schedule. It is unclear when operation as a motor court ceased. The fourteen teepee cabins are no longer extant, but the forty-foot teepee, the icon of Indian Village, and the restaurant building still stand. They were restored and repainted with Native American imagery in 2008.¹¹⁴

Motels

On-going competition among neighboring tourist courts led to additional improvements. Lodging associations popularized standardized designs, and space saving strategies became important.¹¹⁵

Arthur S. Heineman, an architect in California, was credited with the first use of the term *motel*. Heineman, along with his brother Alfred, began designing bungalow-style cottages in 1910. Their designs caught the favor of Charles Hamilton, owner of a California hotel chain, who commissioned the brothers to design a large-scale motor court in San Luis Obispo, California in 1925. The Spanish Mission-style complex offered amenities that most cabin camps and tourist facilities of the time did not, particularly heat, a shower, and a telephone in each of the individual rooms. The facility was large, able to accommodate up to 160 lodgers. Oral history contends that the name of this new facility, "Milestone Motor Hotel" would not fit on the sign. The owners compromised by combining the last two words to

¹¹² Ibid, 20, 22.

¹¹³ Ibid, 23.

¹¹⁴ Erin Castaneda, "At Teepee Junction, landmark and memories refreshed," *Lawrence Journal-World*, November 5, 2008. <http://www2.ljworld.com/photos/2008/nov/05/158629/> (accessed 8 February 2011).

¹¹⁵ Belasco, 150.

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form a new word: *motel*.¹¹⁶

Motor hotels represented the natural progression of autoist lodging from tourist camp to cabin court to motor court. The new term, however, rocketed into the American lexicon carrying with it an intrinsic correlation with a one or two-story continuous building that offered the convenience of highway accommodations and amenities previously associated with downtown hotels.

The presence of motels along the roadside soared through the 1930s and again during the two decades following World War II, closely corresponding to the rise in automobile registrations.¹¹⁷ As Americans enjoyed the prosperity of the post-war period and the freedom to travel across the country, the number of motels in the United State quadrupled. By 1964 there were at least 61,000 motels in the country.¹¹⁸ Management literature published during the 1940s and 1950s recommended specific items that every guest room should contain in order to be successful, from furniture and bedding to stationary and soap.¹¹⁹

To attract customers, motor courts erected giant signs that visually dominated the motel grounds. The prominent signs typically featured an elaborate neon display and provided a vertical dimension to an otherwise low-slung, horizontal building. The sign communicated the motel's quality and range of services.¹²⁰

Attempts to establish chains of motor courts during the 1930s were not successful. Popular perception held that the most successful motels were operated by a husband-wife team who were able to give guests their full-time and personalized attention.¹²¹ However, as the popularity of travel grew after World War II, providing their patrons with the requisite attention overwhelmed many mom-and-pop teams. This was also the era of new highway construction. As the interstates bypassed older routes and established commercial districts, the commercial entities that supported travelers had to either move as well or face reduced business. The time was right for groups of associated businesses and larger corporations to enter the market.¹²²

Early in the auto era, independently-owned motels recognized the benefits of joining together in loose associations that held shared standards to guarantee customers a reliable experience. Many motels

¹¹⁶ Michael Karl Witzel, *The American Motel* (Osceola, WI: MBI Publishing Company, 2000), 81-82.

¹¹⁷ Rosin, "Historic Resources of Route 66 in Kansas," F-25-26.

¹¹⁸ Jakle, et.al., 45.

¹¹⁹ Liebs, 183.

¹²⁰ Jackle, et.al., 47.

¹²¹ Liebs, 186.

¹²² Liebs, 184.

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formed referral chains. The use of a single name, identifiable logo, and common standards of service increased the number of repeat guests among the associated motels. Best of all, this association maintained the personalized service provided at independent establishments. Best Western is a well-known example of a referral chain.¹²³

Franchise operations were similar, although the brand came first and those wishing to represent it had to buy into the company. They also retained the feeling of independently-owned operations while offering consistency, name recognition, and in most cases the advertising and reservation resources of the larger company. Holiday Inn and Howard Johnsons were two of the most successful and best known franchise motel chains.

From his restaurants Howard Johnson understood the benefits of the franchise system. He noticed, however, that other entrepreneurs began building motels next door to his restaurants, capitalizing on the Howard Johnson name. Rather than allow others to take advantage of his hard earned success and to possibly offer facilities that did not meet his standards, Johnson started his own franchise of motels built along with the restaurants.¹²⁴

The company-owned chain was the final evolutionary step for the motel industry. Observing the success of the referral and franchise chains, companies established direct-ownership chains, in which the corporation owned all motel facilities associated with the brand. The Sheraton and Marriott corporations are direct-ownership companies. Executives at the corporate headquarters established standards for architectural design, levels of service, methods of advertising, and facility management. Managers hired and trained by the corporation replaced local entrepreneurs in the motels.

After World War II, ever larger “motel-hotels” replaced older, small-scale tourist courts and motor courts. These were increasingly franchised corporations, such as Howard Johnson or Holiday Inn, that offered the conveniences of motels (free parking, informal dining, and lobby-free registration) with more of the frills associated with hotels. The physical form of the motel grew in height to two stories and taller (accommodating more guests); the expanded office and front desk appeared more lobby-like; and improved climate control systems eliminated the need for cross-ventilation, making internal, double-loaded corridors (rather than external corridors) more common.¹²⁵ Using architecture as advertising, the franchises adopted design themes that were easily recognizable to passing motorists. These themes were typically more-traditional and less overtly Modern, again recalling the comforts of home and putting

¹²³ Liebs, 185.

¹²⁴ Liebs, 185.

¹²⁵ Liebs, 186.

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patrons at ease.¹²⁶

The motor inn was another lodging option that appeared in the 1950s. They were generally found in metropolitan areas, either downtown in urban renewal zones, near airports, or near the interchanges of new peripheral freeways. While the motor inn building type is most commonly associated with motel chains, some independent operations in smaller communities adopted some aspects of the form.

OTHER COMMERCIAL BUSINESSES

In rural areas it was not uncommon for one commercial building to serve a variety of functions. For instance, a general store might also have gas pumps and serve lunches. Usually these multi-function businesses were independently owned by local individuals, although the gas they sold might be affiliated with a national corporation.

Road improvement across the United States in the 1920s facilitated bus service as a commercial alternative to train travel. Like automobiles, buses could travel over roads to places not served by trains, and provided general public transportation at faster speeds and with greater comfort than horse-drawn coaches.

In the early years of bus travel, a local drug store, restaurant or hotel often housed ticket offices for the bus lines and served as pick-up points for travelers. A good example of this trend in Kansas can be found in Inman along Highway 61 where passengers could catch a daily bus operated by Continental Trailways at the I.O.O.F. Hall in the downtown.¹²⁷ Bus service expanded rapidly reaching a rate of 10 to 15 percent growth per year between 1935 and 1940. Soon the competing bus companies constructed distinctive terminals in larger cities. These buildings often embodied Streamline Modern architecture that complemented the shape of the buses and evoked the speed and ease of travel they provided.

DRIVE-IN THEATERS

Like the drive-in restaurant, drive-in theaters were a distinct American architectural type based on auto-related recreation. The construction of "auto-theatres" or drive-ins represented an early technological response to automobiles and suburbanization. Affordability and convenience stimulated the popularity of drive-in theaters. The new highways that fostered suburban development also created an abundance of cheap, accessible land on which to construct them.

¹²⁶ Belasco, *Americans on the Road*, 170-171.

¹²⁷ A 1937 50th anniversary edition of the *Inman Ledger* notes the following: "Two sleeping cars busses [sic] each way, with all modern conveniences, pass through Inman every night, operating from coast to coast." Continental Trailways was a member of the National Trailways Bus System founded in 1936 by independent operators. Continental Trailways was acquired by Greyhound Lines in 1987.

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Most movie historians consider the first drive-in theater to be one built in June, 1933 in Camden, New Jersey, outside of Philadelphia. Because there was little suburban growth during the 1930s and none during World War II, the number of drive-ins in 1945 stood at less than twenty-five. As post-World War II prosperity brought Americans a new level of disposable income, drive-ins spread throughout the country. By this time, most Americans owned cars and loved to use them, and the drive-in provided a new opportunity for family entertainment. The number of drive-in theaters nationwide grew rapidly. By 1948 there were more than 800; there were over 2,000 in 1950; and by 1956 the number exceeded 4,000. By the early 1960s, one out of every five movie goers viewed films at the drive-in.

Although owners explored a variety of innovations to improve sound and picture quality, the technical aspects of outdoor viewing were never completely mastered. Ultimately, the advent of television and the multiplex cinema coupled with technological limitations brought an end to the phenomenon of drive-in theaters.¹²⁸ Most of the drive-in theaters that operated in Kansas opened between 1948 and 1954 and closed by the 1970s. Of the ninety-nine drive-in theaters that are known to have operated in Kansas, only seven remain open today. These are mostly in the south-central and southeast part of the state.¹²⁹ Since most of a drive-in's operating budget is dedicated to acquiring movies and maintaining audiovisual equipment, little remains for up-keep of the facilities. Most of the remaining open drive-in theaters are in good to fair condition. Boulevard Drive-in (1950) in Kansas City, Kansas is the oldest continuously-operated drive-in theater in the Kansas City area. It retains its original ticket booth and concession stand. The historic sign was rebuilt, but the screen is not historic.¹³⁰ The Starlite Drive-In Theatre in Wichita retains its original buildings. This property is in good condition, but it was constructed in 1973. The Kanopolis Drive-In Theatre (1952) in Ellsworth County, which was surveyed as part of a separate project, retains its original 60' x 30' screen, concession building with restrooms, rows of speaker poles, and 40'-tall Juniper evergreen trees "framing" the screen. Plans are underway to reopen the facility in the spring of 2011.

Remnants of closed drive-ins are scattered throughout the country, although they can be difficult to spot.

¹²⁸ Douglas Gomery, *Shared Pleasures: A History of Movie Presentation in the United States* (Madison, WI: University of Wisconsin Press, 1992), 89-92; Randy Jeffrey and Christie McLaren, "Arkansas Highway and Transportation Era Architecture, 1910-1965," National Register of Historic Places Multiple Property Document (1999), E-32-35. In the "Earliest Known List of Existing Drive-Ins," (1942) published by Kerry Segrave in *Drive-In Theaters: A History from Their Inception in 1933*, there were no drive-ins listed for Kansas, Colorado, Oklahoma, or Nebraska. Two drive-ins were located in eastern Missouri. See Segrave, *Drive-Ins*, 845-855.

¹²⁹ "Drive-In Theater Search," http://www.drive-ins.com/srchdest.htm/code=ks/search_x=12/search_y=5/skip=50 accessed 10 July 2008.

¹³⁰ "Boulevard Drive-In, survivor of the drive-in theater age," *The Sun Newspapers*, July 27, 2001. Boulevard Drive-In official Web site. <http://www.boulevarddrivein.com/index.php/history/93-sun1> (accessed 8 February 2011).

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Aerial photographs are a useful tool for locating a former drive-in. The square plot of land occasionally retains the ghost of the rounded cone-shaped layout with the location of the screen at the narrow end and space for vehicles fanned out before it. Farming or other new development has reclaimed many old drive-in sites and the signature structures (screen and concession stand) have often been removed.

ROADSIDE ATTRACTIONS

Once people were in their cars, they needed places to go. Parks and other locations that offered picturesque settings were logical destinations for picnics, daytrips and camping excursions. Savvy entrepreneurs opened a plethora of attractions that appealed to popular interests. Undeveloped parcels of land outside of cities were perfect for new recreational ventures, such as amusement parks and miniature golf courses, which became popular nationwide. Automobiles also gave the general public better access to historical sites and natural areas. In Kansas, places with historical associations, such as the site of the signing of the Santa Fe Trail Treaty in Council Grove and Pawnee Rock in Larned, became tourist destinations. Owners also developed and publicized novelty attractions, such as the World's Largest Ball of Twine in Cawker City or the Garden of Eden in Lucas, drawing tourists to their communities. After seeing the attraction, visitors might enjoy a meal at a local restaurant or spend the night at a motel, further bolstering the local economy with their visit.

Heritage Parks

One type of roadside attraction that first became popular in Kansas in the 1950s was the recreated "Old Town" or heritage park. The National Trust for Historic Preservation refers to these resources as "outdoor museums" and defines them as "a restored, re-created or replica village site in which several or many of the structures have been restored, rebuilt, or moved and whose purpose is to interpret a historical or cultural setting, period, or activity."¹³¹ Throughout the twentieth century, urban expansion, redevelopment and suburban growth threatened historic structures. This was particularly true during the Modern era when new sleek streamlined designs were paramount. Construction of the Interstate Highways drew commercial entities out of downtown centers, older areas exacerbating decline.

Collections of moved buildings were created for various reasons. In Kansas, many of these places represent a community's earliest attempt at historic preservation. Often in an effort to stave off generic commercialization and to save their heritage, historical societies, community groups, and individuals went to great lengths to preserve, and in some cases to recreate, pieces of their early history. In other instances, a collection of moved buildings was strategically placed alongside a state highway or other major thoroughfare in an attempt to showcase local heritage through tourism. In many cases, heritage parks

¹³¹ As quoted in William J. Murtagh, *Keeping Time: The History and Theory of Preservation in America* (New York: John Wiley & Sons, 1997), 90.

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represent a combination of both historic preservation and heritage tourism.

The result was “Old Town” where modern visitors could experience life as it was perceived to have been in days gone by. This brand of heritage tourism captured a period in history that was particularly significant to the locality. Often it told a unique story from the history of the community or region. Projects preserved historic buildings on site; relocated buildings of similar vintage or with loose associations; and recreated buildings no longer extant to tell a particular story. Some heritage parks included living history, such as townfolk in period dress and interactive demonstrations for visitors.

Although a comprehensive study of these heritage parks has not been undertaken, several have been surveyed in recent years. Of particular relevance to this discussion are those heritage parks strategically located along U.S. and State highways. One of the earliest documented efforts to preserve buildings by moving them to a central, strategic location is Old Abilene Town. This collection of historic buildings, all original to the Abilene vicinity, was assembled near the original town-site beginning with the Rock Island Depot in 1959 and throughout the 1960s in an effort to preserve and communicate the history of the town as the terminus of the Texas Cattle Trail. The park’s location along Kansas Highway 15 is across the street to the south of the Dwight D. Eisenhower Presidential Museum and Library complex, which was in development by the mid-1950s.¹³² Other heritage parks located along Kansas and U.S. Highways include: the Barton County Historical Society’s museum and village along U.S. HWY 281, which began in 1964 and includes seven historic buildings and four modern buildings; a complex of five relocated historic buildings along U.S. HWY 24 in Clay Center, some of which have been on the site since at least 1973; the Hodgden House Museum Complex along Kansas Highway 14, which includes a combination of relocated historic buildings and others original to the site; and the Old Jefferson Town complex located along U.S. HWY 59, which includes ten historic resources and two reconstructed buildings.

ROADSIDE SIGNAGE

Following the advent of the motor age, commercial signage evolved to assume a wide variety of forms that reflected a range of purposes: traffic regulation, geographical orientation, place labeling, and advertising for products and services.¹³³ As the twentieth century unfolded, the motor vehicle highway became the newest and most influential landscape in America. Commercial services for travelers quickly sprang up along the new roadways. Signage advertising these businesses became a bellwether of

¹³² For more information about the early development of Old Abilene Town, see Mary Jane Oard, “Rock Island Depot” National Register of Historic Places nomination (Topeka: Kansas State Historical Society, 2010), 7-8.

¹³³ John A. Jakle and Keith Sculle, *Signs in America's Auto Age: Signatures of Landscape and Place* (Iowa City, IA: University of Iowa Press, 2004), xxi.

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consumer culture. As early as the 1930s, studies demonstrated advertisers' reliance on customers in automobiles.

Automobile accessory dealers, garages, and petroleum dealers innovated constantly to attract customers. The proliferation of gas stations alone, not to mention other advertisers, turned city streets into sign corridors. Compared with traditional print advertisements, billboards aimed at the automotive public were big, bold, and hard-to-avoid appeals.¹³⁴

The 1920s was a watershed in roadside sign development. Between 1917 and 1927, advertisers increased expenditures on outdoor advertising from \$2 million to \$85 million. Innovative signs incorporated designs and technologies calculated to have the greatest effect at the least cost. Commonly, highway signs were synchronized with point-of purchase signs, transforming the new highways leading into and out of town into extensions of the towns themselves. Popular advertising techniques used during the 1930s included small signs repeated in large numbers, reflector buttons, and corporate logos and brands embedded in building facades.¹³⁵

The evolution of roadside buildings into signs began early in the auto age. Although critics did not welcome the growing display of billboards and buildings, some of the new roadside buildings were mimetic – "hot dog stands shaped like hot dogs, auto courts with cabins shaped like teepees, for example." Others were oversized. This freakish architecture was informally designed and open to whatever interpretation the viewer/traveler wished to make. Later, the commercial business strip, formed from the clustering of businesses in low, one-story commercial buildings, acted as signs in and of themselves. In front of individual businesses, most notably gas stations, motels, and restaurants, signs became taller, larger, and more flamboyant to attract customers. As the speed of travel increased, signs with common shapes helped travelers identify specific businesses and known brands.¹³⁶

While the sign industry was preoccupied with new materials and techniques, these were not always implemented as soon as they were available. Neon, for example, did not gain widespread popularity in the United States until 1928, a decade after it was patented abroad. Practical applications for fluorescent lighting, plastics, and light-reflective materials, all developed in the late 1930s, did not gain wide usage until the late 1940s.¹³⁷ Like buildings, many signs from this period had forward-thinking streamlined forms often with multiple, rounded lobes. Neon tubing outlined these exciting shapes and illuminated the

¹³⁴ Ibid, 34-35, 37.

¹³⁵ Ibid, 40-42.

¹³⁶ Ibid, 44-45.

¹³⁷ Ibid, 48.

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lettering on the face of the sign.

After World War II, sign designs became even more dynamic and fanciful. Multiple panels of regular and irregular geometric shapes created exaggerated Modernist identities that set one business apart from the next. Fanciful space age imagery was particularly popular during the late 1950s after the Soviet Union sent Sputnik into space. Neon tubing and internal illumination ensured that consumers would not miss an opportunity at night time.

The survey identified numerous signs for motels, gas stations, and eating establishments. Estimated dates of construction were determined using materials, the style of the sign, and the date and style of the associated commercial building. Signs were often removed and replaced rather than altered, resulting in historic signs retaining integrity of design and materials.

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ASSOCIATED PROPERTY TYPES

The property types related to the historic contexts covered in *Roadside Kansas* include buildings, objects, sites, or districts associated with the automobile culture in Kansas – specifically commercial resources – beginning around 1900 and ending in 1970, the year the final leg of Interstate 70 opened, completing construction of primary interstate highway routes through the state. The period of significance extends from 1900 to 1970, a period during which the automobile profoundly changed the Kansas landscape. This project was based on previous and recent surveys coupled with archival research. Future surveys may add to or alter what is known about the property types that follow, or may reveal information about new property types.

The spectrum of commercial architecture that served the traveling public was broad. It included filling and service stations, auto dealerships, restaurants, lodging, as well as a wide assortment of other unique roadside businesses and attractions.

The property types outlined below are primarily based on the historic function of the individual resource, although historic districts that include multiple resources may have various auto-related functions. When evaluating roadside resources in Kansas, it is important to first determine if there is a potential historic district. As auto-related commercial resources are often found clustered along main thoroughfares through cities and towns, such as along US and state highways, the potential for historic districts is certainly a possibility. No matter the original function – commercial, recreational, or domestic – all resources within the district worked together as a whole to provide consumers with access to auto-related goods and services. Although the resources within the district may not possess individual significance, they may contribute to a larger concentration of resources that convey significant aspects of auto-related history. Additionally, establishing a local historic context linking roadside properties to broader auto-related trends will provide a clearer understanding of the commercial and political environment in which a property developed, which will be key when evaluating eligibility. Local context can be developed by assessing the extant physical environs of a roadside resource and by researching historic road maps, fire insurance maps, city directories, and local newspaper advertisements.

Below, the historic district property type is followed by property types and subtypes defining specific buildings classified by the historic use of the resource, even if that use has changed over the years. While representatives of each property type may vary in physical appearance from another property type, all of the resources share at least a few common attributes, particularly in areas of significance and, in some instances, registration requirements. In the interest of preventing repetition, the common attributes are discussed first.

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Significance, Criteria and Criteria Considerations - General

Most roadside resources will be locally significant, although there may be instances where further research is warranted to justify a higher level of significance. As noted in Section E, Kansas entrepreneurs introduced one of the nation's earliest fast food chains, "White Castle," and one of the region's first mass-produced diner manufacturing operations, the Valentine Manufacturing Company. Research and survey have not revealed resources that warrant a higher level of significance, but this possibility should not be ruled out.

Resources may be eligible under Criterion A in the area of COMMERCE because they demonstrate the affects of the automobile and road improvements on the commercial development of Kansas communities.

Some roadside commercial resources may also be eligible under Criterion B if associated with significant individuals. In these instances, the resources must have a close association with individuals who made significant contributions to Kansas' auto-related commercial history during the period of significance (1900-1970), as well as being associated with that person during the time of their contribution. The accomplishments of these individuals should have occurred during the period of significance, as well as be associated with the property being considered. The property should retain integrity from the period during which the significant individual was associated with it. The resources may also be associated with another area of significance, depending upon the contribution or area of specialty of the individual.

They may also be eligible under Criterion C in the area of ARCHITECTURE because they express the architectural vocabulary of roadside commerce. In the area of ARCHITECTURE, roadside resources may be significant for a distinctive design, form, or construction characteristics that are associated with the building's original use. The resources may possess high artistic values or may be good examples of typical types or styles of popular architecture of the period.

A few properties may also be significant under Criterion D if they have the potential to yield important information that contributes to the understanding of roadside- and auto-related history in Kansas. While Criterion D is often applied to archeological sites, it can also be applied to buildings or structures if they are the principal source of the important information that is being sought, such as the dating of certain property types, construction expertise that affected the evolution of a local building technique, local availability of materials, use or ethnic associations. The areas of significance might be ARCHITECTURE or COMMERCE. Some resources, such as auto camps and roadside stands, might be best evaluated as archeological sites. If these sites have been left relatively undisturbed, they may be

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ideal repositories of information about significant aspects of motoring, camping, and local history. An example might be an auto camp that is now a public park.

Although nationwide comparative studies have not been undertaken, some roadside-related properties in Kansas may have exceptional significance and meet Criteria Consideration G for resources less than fifty years of age. Additional scholarly research of comparable property types state- and nation-wide as well as more property-specific research will be necessary to properly evaluate such resources.

To address Criteria Consideration B, a moved resource must remain in a similar location and setting relative to a paved road and it must retain enough historic architectural features to convey its eligibility under Criterion C. Repeated episodes of road improvements during the twentieth century responded to constantly increasing traffic volumes and concerns for motorist safety. Improvements, especially widening or realigning rights-of-way and intersections, may have reduced the frontage land associated with adjacent properties. As a result, some roadside resources have lost significant amounts of their historic frontage, including parking areas that originally separated buildings from the road. Occasionally, road improvements resulted in the relocation of a commercial building within a site or to a new site nearby. Such changes to site and/or location resulting from road improvements should not always be construed as rendering a property ineligible for register-listing under this context, particularly if the resource continued to serve its historic function and it retains integrity of design, materials, workmanship, feeling, and association.

Registration Requirements – General

Elements of setting are critical to the eligibility of all resources under this MPDF. The essential nature of roadside architecture requires that eligible resources have frontage along an active commercial artery or one that existed historically. Resources will have a higher probability of significance if they front a numbered federal or state highway, as these were the primary roads carrying travelers through the state beginning in the 1920s. To best accommodate their customers, roadside businesses often occupied locations on the perimeter of downtown commercial districts or on the outskirts of town where land was both more plentiful and more affordable. The presence of a curb cut or parking area may enhance the eligibility of resources associated with this context, but the absence of this feature (especially, if it did not exist historically) does not automatically render a property ineligible.

To be eligible under Criterion A in the area of COMMERCE, the resources must have been built and/or used for auto-related commercial purposes during the period of significance (1900-1970). Those resources with a strong association to commercial roadside history in Kansas may be eligible under Criterion A if they retain sufficient integrity, particularly in the areas of location, setting, feeling, and

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association. Original location is important, especially with resources that are tied to an area with strong auto-related commercial history. Setting may be less critical in areas where repeated episodes of road improvements and widening have reduced frontage land and parking areas. Some degree of integrity loss in this area is acceptable, as long as the feeling and association with the automobile during the period of significance can be ascertained. Integrity of workmanship may not be as critical, at least for those resources eligible under Criterion A. For those eligible under Criterion C, however, workmanship would likely reveal important aspects of design and construction specific to roadside-related architecture.

To be eligible under Criterion B in the area of COMMERCE, the resources must have a close association with individuals who made significant contributions to local, state, or national auto-related commercial history. Additionally, the resources must be associated with the significant persons during the time of their important contribution. The properties may also be associated with another area of significance, depending upon the contribution or area of specialty of the individual. Examples could include ...

Although there are a variety of property types in Kansas that were built or used for auto-related commercial purposes during the period of significance that may be eligible under Criterion C, all eligible resources must retain integrity of key character-defining elements. Typical key elements include mass, form, plan, and materials. Mass and form may be affected by additions to a building or changes to the roofline. Additions may not seriously lessen integrity if they are not on the primary elevation, are set back from the primary elevation on a side, or are located to the rear. Common additions included service bays constructed on or adjacent to filling stations and additional wings of guest rooms added to a motel. Additions such as these illustrate the history and evolution of the property and are often significant in their own right, or at minimum contribute to the significance of the resource as a whole. The design and the materials of an addition, as well as its age and original function, are important considerations when evaluating eligibility. A sensitive design, a construction method that does not interfere with the original resource, and compatible or complementary materials may enhance rather than detract from integrity, particularly if the addition is over fifty years old. Later additions outside the period of significance should not overwhelm the original resource's massing. This generally means that additions should be smaller in mass and height, or be situated in such a manner as not to be noticeable from the public right-of-way.

While exterior wall cladding materials also reflect a building's design intent, these too have often changed over time. Changes in wall material should be considered on a case-by-case basis. Any other features that are considered character defining or that indicate the building's historic function should be reasonably intact.

Buildings associated with Roadside Kansas are usually vernacular designs that feature common materials,

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such as brick, stone, and concrete, applied to functional property types. Wood-framed buildings were historically clad with a range of materials, such as clapboards, wood shingles, asbestos shingles, and stucco. Examples of a specific architectural style were often corporate designs applied to resources on a regional or national scale, such as gas stations or motels affiliated with a particular company (e.g. Phillips 66 or Holiday Inn), although some independent businesses also expressed formal architectural idioms. The evolution of roadside property types mirrored advances in both construction technology and fashion. Dependent upon the whims of travelers, these were often among the first commercial buildings to incorporate cutting edge materials and features into their designs, particularly in the era of post-World War II modernism.

Vernacular designs for roadside buildings reflected popular architectural styles from the period of their construction. Lodging establishments (cabins and motels) most closely followed residential design trends, expressing elements of the Bungalow form or one of the many eclectic revival styles popular during the early twentieth century. Even before World War II, motels widely adapted the low, one-story form of the Ranch style. Early auto service buildings (gas stations and auto dealerships) and eateries shared design traits with contemporary one- and two-part commercial blocks, incorporating tapestry brick, classical trim, or elements of Art Deco, Streamline Moderne and Modern Movement styling. During the 1920s, many gas stations adopted a domestic appearance in an effort to better blend into neighborhood commercial districts.

Under Criterion D, the assessment of integrity will depend upon the data that is required for the information sought. Thus, a property eligible under D does not need to visually represent the historic period, but must sufficiently contain the information in a manner that can yield the expected information.

Property Types and Subtypes

Historic District

Single-property district

Multi-property district

Gas and Service Station

Curbside Gas/Service Station

Domestic Style (House) Gas Station

Oblong Box

Post World War II Gas Station

Auto Showroom and Dealership

Downtown Dealership

Streamline Moderne Dealership

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Post-World Dealership
Eating Establishment
Roadside Stand
Diner
Drive-In Restaurant
Family Restaurant, Highway Cafe
Fast Food Restaurant
Lodging
Auto Camp
Cabin Court/Cottage Court
Motor Courts/Motel
Motor Inn
Bus Station
Other Commercial Building
Drive-In Theater
Roadside Attraction
Signage

REGISTRATION REQUIREMENTS FOR ROADSIDE PROPERTY TYPES

Beyond the general requirements for National Register eligibility described above, the following discussion addresses specific issues that affect the primary architectural property types defined in Section E of this document.

PROPERTY TYPE: HISTORIC DISTRICT

When evaluating roadside commercial resources in Kansas, it is important to first determine if there is a potential historic district. A historic district includes a grouping of commercial roadside-related historic resources, which may include buildings, structures, objects, sites, and landscape features. Generally, historic districts can come in two distinct forms – a “single-property district” and a “multi-property district.”

Subtype: Single-property district

It was common for a single roadside commercial property to include multiple related elements. These groupings can be as complex as a series of motel cabins with a separate motel office, a café, a gas station, a shared parking area, and a sign. An example of this property subtype can be found in Eureka and includes three cabins, a separate motor court building, and an office, restaurant, and gas station operating out of a single building. Such properties shall be evaluated as a district, and the relationship of these

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multiple pieces to each other should be considered when evaluating a property's integrity. A single-property district shall include at least three contributing elements. As in any historic district, a property with multiple resources can tolerate somewhat weakened integrity of the individual components if as a whole these components continue to express the key features and relationships that communicate the property's associations with the historic context.

As noted in the general registration requirements, integrity of location, feeling and association are especially necessary for single-property roadside districts. However, losses of or changes to individual components have sometimes occurred. Nonetheless, the district must still be able to convey the area of significance as well as the historic period of significance. It is not necessary for contributing resources within the district to possess individual significance or retain enough integrity or significance to be individually eligible. Thus, the evaluation of the integrity of a potential district should focus on the overall characteristics of the property, not the individual contributing resources. This would include the boundaries of the district, circulation patterns of historic driveways and parking areas, and setback and massing as reflected in the size of the buildings. Some buildings, structures, or objects may have been demolished over the years, leaving behind vacant areas or later infill. However, enough other buildings and structures must be extant so that the property continues to convey its historic function. The presence of non-historic resources will not always make a property ineligible as long as the property as a whole retains its historic sense of time and place. The amount of demolition and infill that a single-property district can withstand before losing integrity will depend upon the scale and size of infill. Finally, the elements located within a single-property district will most likely have been built at about the same time, but there may be examples of properties that developed over a number of years. It is therefore critical to clearly define a period of significance so that contributing properties reflect the historic period. For single-property districts, it is important to identify historic period(s) of development and understand how individual resources' functions contributed to the function of the greater property. Change is inherent, but the property must retain the ability to convey its historic associations with roadside-related commercial activities.

Based on surveys, it is likely to find single-property historic districts that could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, single-property districts represent the efforts of a particular property owner or developer to market services to the auto-traveling public during the period of significance (1900-1970). Under Criterion C in the area of Architecture, single-property districts exhibit architectural integrity with key character-defining features intact and clearly illustrate a particular architectural trend or style.

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Subtype: Multi-property district

A multi-property district includes a grouping of independent auto-related resources, which are often found clustered along main thoroughfares through cities and towns, such as along US and state highways, making the potential for historic districts a possibility. No matter the original function – commercial, recreational, or domestic – all resources within the district worked together as a whole to provide consumers with access to auto-related goods and services. Although the resources within the district may not possess individual significance, they may contribute to a larger concentration of resources that convey significant aspects of auto-related history.

Groupings of independent auto-related businesses may be evaluated as a district if enough resources retain sufficient integrity to illustrate the development of a particular area within the historic context. Smith Center and Wakeeney offer examples this type of potential historic district. In Smith Center, the blocks surrounding the intersection of US 36 and US 281 contain a Standard Oil gas station (c. 1940), Paul's 36 Grill and sign (c. 1945), and the US Center Motel (c. 1950) with a motel court, office, and sign. Wakeeney has similar potential for a historic district along Barclay Avenue (US 40 and US 283) near the intersection with South Main Street. Resources include an early gas station (c. 1925), a gas station and garage (c. 1950), an auto dealership (c. 1950), and the Bryant Motel (c. 1953) with motel court, office, and sign.

As noted in the general registration requirements, integrity of location, feeling and association are especially necessary for roadside commercial districts. However, losses of individual buildings have sometimes occurred within, as well as on outlying edges of the original roadside commercial corridor. Nonetheless, the district must still be able to convey the area of significance as well as the historic period of significance. It is not necessary for contributing resources within the district to possess individual significance or retain enough integrity or significance to be individually eligible. Thus, the evaluation of the integrity of a potential district should focus on the overall characteristics of the commercial neighborhood, not the individual contributing resources. This would include the boundaries of the district, circulation patterns of streets and sidewalks, historic parking areas, and setback and massing as reflected in the size of the lots and buildings. Some buildings or structures may have been demolished over the years, leaving behind vacant lots or later infill. However, enough other buildings and structures must be extant so that the district continues to convey its function. The presence of non-historic resources will not make a district ineligible as long as a whole retains its historic sense of time and place. The amount of demolition and infill that a district can withstand before losing integrity will depend upon the scale and size of infill. The resources located within a district will most likely have been built over a number of years. It is therefore critical to clearly define a period of significance so that contributing properties reflect the historic period.

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For districts, it is important to identify how buildings' functions changed and adapted to new technologies over time. Understanding that a roadside commercial corridor is a continuum through history and analyzing the changes is particularly important to determining its integrity. Change is inherent in commercial districts, but the collection of resources must retain the ability to convey its historic associations with roadside-related commercial activities.

Based on surveys of roadside-related resources, it is likely to find clusters of resources that could be eligible as multi-property historic districts under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, multi-property districts are significant for their collective role in serving the automobile-driving public during the period of significance (1900-1970). Under Criterion C in the area of ARCHITECTURE, a majority of resources in multi-property districts shall exhibit historic architectural integrity from the period of significance and clearly illustrate a particular architectural trend or style or range of styles or trends.

PROPERTY TYPE: GAS/SERVICE STATION

Surveys of historic gas and service stations in Kansas revealed four distinct property subtypes: curbside stations, domestic-style stations, oblong-box stations, and post-World War II stations. These subtypes represent a broad diversity and are discussed in greater detail below.

The simplest gas stations were small buildings that housed an office for the station attendant. Initially, the offices had punched window openings, typically filled with double-hung, casement, or industrial sash windows that were only slightly larger in size than domestic windows. The windows allowed the attendant to monitor business out front and also provided natural light and ventilation. As building technology evolved and service expanded, office windows became larger. Wood or metal-framed plate glass windows were common by the 1930s. After World War II, plate glass windows resting on low bulkheads formed the walls of the gas station office.

By the late 1920s it was common for filling stations to also provide vehicle service and repairs. Stations constructed during this period featured one or more service bays. Service bays were also added to existing, smaller stations. One or more large vehicular openings identify service bays. These are usually in the front elevation, sometimes with additional vehicular openings in side and rear elevations. For light and ventilation, windows in service areas were typically utilitarian, multi-light metal industrial windows with operable pivot or hopper sashes.

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Subtype: Curbside Gas/Service Station

The curbside station was the earliest form of the gas station. It featured one or two pumps placed along the road. The pumps might be located in front of an established business, a residence, or a newly-built shed. The invention of the fuel pump in 1905 allowed business owners to sell gasoline at general stores, hardware stores, and other independent establishments. Soon these businesses were stocking spare parts for car owners who wanted to perform routine maintenance on their vehicles. The earliest filling station innovation was the mechanized curbside pump with an underground storage tank. Ray's Service Station (c. 1920) in Edgerton, Johnson County exemplifies this property type and retains its historic form, wood siding, and wood windows (*see Figure 10*). While the gas pumps have been removed and the roof replaced, Ray's Service Station continues to offer auto-related services and clearly communicates its historic function and associations with its period of construction. The earliest buildings designed specifically as filling stations were simple vernacular structures that housed a small business office. Often an attached canopy projected from the front of the building to shelter drivers and station attendants. Later buildings were set back from the road so that drivers could pull out of traffic while filling up. Sometimes the area in front of the building was paved.

Surveys of roadside resources reveal very few extant curbside stations. This early, first-generation type of station was often replaced or removed during development or road improvements. The relative rarity of curbside gas stations warrants careful consideration of resources when considering eligibility. Examples that have been altered or are in poor physical condition should not necessarily be discounted. To be eligible, these properties must retain their ability to convey their historic associations with early 20th century roadside-related commercial activities. Alterations include replacement of windows, the addition of attached or free-standing vehicular bays, and removal of canopies. Some alterations, such as the replacement of windows, may be easily reversible and should not always disqualify a station from register listing. The addition of later vehicular bays should be carefully reviewed along with other alterations to the façade. If the bays were erected in a manner that leaves the historic form and function of the station legible the property may be register-eligible. Likewise, some replacement of window sashes is allowable if the new windows do not detract from the building's historic character. It is not necessary for gas pumps or pump islands to be extant to confer register eligibility on these resources.

The curbside gas/service station must still be able to convey the area of significance as well as the historic period of significance (early 20th century). Setting, feeling, and association should be considered when evaluating integrity. The presence of historic curb cuts, driveways and parking areas may enhance the eligibility of a resource associated with this context, but the absence of these features (especially if they did not exist historically) does not automatically render a property ineligible.

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The presence of non-historic features will not always make a curbside station ineligible as long as the property as a whole retains its historic sense of time and place. The amount of change that a property can withstand before losing integrity will depend upon the scale and size of the property and the level of change that has occurred. These early stations were usually small, but it is possible that a property could reflect various periods of development, particularly as auto-related technology changed. It is therefore critical to clearly define a period of significance. Similarly, it is important to identify how a resource's function contributed to the function of the greater auto-related corridor.

Very few examples of curbside stations were identified in surveys of roadside-related properties, primarily because they were usually the earliest type of station erected in a community and were often replaced or removed during later development. Extant examples could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, curbside stations are significant as first-generation stations erected to serve the automobile-driving public in the early twentieth century. Under Criterion C in the area of ARCHITECTURE, curbside stations exhibit historic architectural integrity from the early twentieth century and clearly illustrate a particular architectural trend or style.

Subtype: Domestic Style (House) Gas Stations

As demand for filling stations increased so did competition among station owners. Owners began to consider how they might use the design of their building to attract customers. A popular trend in the late 1920s was to convey a sense of domesticity and familiar surroundings to appeal to auto travelers. These domestic-style gas stations often resembled small houses with Colonial (Wilson, c. 1920), Craftsman (Leonardsville, c. 1920), Tudor (Phillips 66, Emporia, c. 1925) or Mission styling (*see Figures 11-13*). While only one of the above-mentioned stations remains in its historic function and retains its pump island, each resource retains the historic form and materials that communicate its historic function and associations with its period of construction. A typical plan included a small office, storage areas, and rest rooms for public use. Some structures were pre-fabricated construction, while others expressed the sometimes fantastical whims of the station owners. The vernacular "castle" gas station, erected in Glen Elder in 1926, is one intact example of a unique and fanciful design. Owner E. W. Morris constructed a gas station and garage whose design was inspired by the German castles he had seen during his military service in Europe (*see Figure 14*).

Two common variations of the domestic-style station that developed in response to the needs of motorists and oil companies. These are often referred to as the "house with canopy" and the "house with bays." Before World War I, oil companies began hiring architects to create standardized gas station design that would communicate brand identity to the public. Standard Oil of Ohio pioneered a prefabricated station

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prototype in 1916, which became known as the "house with canopy" gas station. As its name implies, this small cottage-style house had a canopy that extended over the pumps to protect the customer against the elements. Phillips Petroleum unveiled the first of its cottage style stations in Wichita in 1927. These Tudor Revival stations were constructed of either brick or stone and featured the steeply-pitched roofs indicative of the style. The "house with bays" was developed once stations began offering repair services in addition to selling gasoline. One or more service bays were added to existing facilities to create long, rectangular or L-shaped buildings. Farmers Oil Gas Station and Garage (1937) in Dighton illustrates the typical growth of service stations (*see Figure 15*). This station is in good condition and retains its historic materials, form, and function. When present, additions typically imitated the architectural details of the original station in an effort to maintain a unified appearance and the corporate image.

The domestic-style station must still be able to convey the area of significance as well as the historic period of significance, which is generally found to be between 1920 and 1940. Typical alterations to domestic-style stations include the replacement of windows, addition of attached or free-standing vehicular bays, and the removal of signs and pumps. Some alterations, such as the replacement of windows, may be easily reversible and should not disqualify a station from register listing. The addition of later vehicular bays should be carefully reviewed along with other alterations to the façade. If the bays were erected in a manner that leaves the historic form and function of the station legible the property may be register-eligible. Likewise, historic window openings must remain unaltered, although some replacement of window sashes is allowable if the new windows do not detract from the building's historic character. Setting, feeling, and association should be considered when evaluating integrity. The presence of historic curb cuts, gas pumps or pump islands, driveways and parking areas, and service areas may enhance the eligibility of a resource associated with this context, but the absence of these features (especially if they did not exist historically) does not automatically render a property ineligible.

The presence of non-historic features, such as door replacement, will not always make a property ineligible as long as the property as a whole retains its historic sense of time and place. The amount of change that a property can withstand before losing integrity will depend upon the scale and size of the property and the level of change that has occurred. Domestic-style stations are generally small, but it is possible that a property may reflect various periods of development, particularly as auto-related technology changed. It is therefore critical to clearly define a period of significance. Lastly, it is important to identify how a resource's function contributed to the function of the greater auto-related corridor. Change is inherent, but the property must retain the ability to convey its historic associations with roadside-related commercial activities.

Surveys of roadside-related resources revealed many extant examples of these second-generation

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domestic-style stations. Some retain their historic function, while most are vacant or have a different commercial use, such as a restaurant, ice cream stand, or visitor center. Extant examples of domestic-style stations could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, domestic-style stations are significant for their reflection of evolving corporate and business standards and the range of services available to the motoring public during the early- to mid-twentieth century. Under Criterion C in the area of ARCHITECTURE, domestic-style stations exhibit historic architectural integrity from the early twentieth century and clearly illustrate a particular architectural trend or style. Domestic-style stations often resembled small houses with elements of Colonial, Craftsman, Tudor, or Mission architecture, the popular residential styles of the era.

Subtype: The Oblong Box

In 1935 Texaco hired industrial designer Walter Dorwin Teague to design a new prototype that could incorporate gasoline pumps, merchandise sales, and automotive repair bays all under one roof. The resulting design, the “oblong box,” rapidly gained popularity, with many companies developing their own version of the simple form. This structure was typically stripped of ornamentation and constructed of pre-fabricated fire-proof materials, such as steel and concrete block, often with an enameled or metal façade and a flat roof. Three stripes at the cornice level, originally painted red, were a signature of Texaco.¹³⁸ The Texaco Station (c. 1945) in Hutchinson is a typical example of this company’s standard design (*see Figure 17*). The building is in excellent condition and retains its historic form, materials, and garage bays. The pump island is no longer extant but the building continues to function as an auto-related business.

Rounded corners and curving entries emphasized the essence of movement. The Streamline Moderne style, popular beginning in the mid-1930s, attempted to replicate in buildings the aerodynamic streamlined designs of automobiles popular at the time. This style was expressed by the curvilinear shape of the building and the use of modern materials, such as metal cladding. The Streamline Moderne gas station in McPherson has stucco walls and metal windows (*see Figure 16*). While the pump island has been altered and the building no longer operates as an auto-related business, the form and materials clearly communicate the historic function of this building and associations with its period of construction.

The oblong-box station must still be able to convey the area of significance as well as the historic period of significance, which is generally found to be after the mid-1930s. Surveys of roadside-related resources revealed many extant examples of oblong-box stations. Therefore, eligible examples of oblong-box

¹³⁸ Dorothy Seratt and Terri Ryburn-Lamont, "Historic and Architectural Resources of Route 66 Through Illinois," National Register of Historic Places Multiple Property Document (1997), E-43-46.

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stations should exhibit a higher level of integrity than the more rare examples of curbside stations. Setting, feeling, and association should be considered when evaluating integrity. Typical alterations include replacement of windows, doors, and overhead garage doors, infill of vehicular bays, and the removal of signs, pump islands, and canopies. Some alterations, such as the replacement of windows and overhead garage doors, may be easily reversible and should not disqualify a station from register listing, especially if the historic openings remain unaltered. The later addition or infill of vehicular bays should be carefully reviewed along with other alterations to the façade. If the bays were infilled or erected in a manner that leaves the historic form and function of the station legible, the property may be register-eligible. Setting, feeling, and association should be considered when evaluating integrity. The presence of historic curb cuts, gas pumps, pump islands, driveways and parking areas, and service areas may enhance the eligibility of a resource associated with this context, but the absence of these features (especially if they did not exist historically) does not automatically render a property ineligible.

The presence of non-historic features will not always make a property ineligible as long as the property as a whole retains its historic sense of time and place. The amount of change that a property can withstand before losing integrity will depend upon the scale and size of the property and the level of change that has occurred. It is possible that the property may reflect various periods of development, particularly as auto-related technology changed. It is therefore critical to clearly define a property's period of significance. Lastly, it is important to identify how a resource's function contributed to the function of the greater auto-related corridor. Change is inherent, but the property must retain the ability to convey its historic associations with roadside-related commercial activities.

Surveys of roadside-related resources revealed many extant and potentially eligible examples of oblong-box stations. Many retain their historic function as a gas and/or service station, while others are vacant or have different commercial or private uses. Extant examples of oblong-box stations could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, oblong-box stations are significant for their reflection of evolving corporate and business standards and the range of services available to the motoring public during the mid-twentieth century. Under Criterion C in the area of ARCHITECTURE, oblong-box stations exhibit historic architectural integrity from the mid-twentieth century and clearly illustrate a particular architectural trend or style, such as Streamline/Moderne.

Subtype: Post World War II Gas Station

After World War II gas stations continued to present simple variations of the "oblong box" form. During the space age, the larger oil companies used devices such as flared rooflines and vertical pylons to identify their brands and to display company logos. Phillips Petroleum unveiled a new service station

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prototype around 1960, which augmented the oblong box with staggered service bays and a V-shaped roof that angled toward the sky. The survey identified many examples of this design in big cities and small towns across the state. The iconic roof shape was extant on all of the resources, although most of them no longer functioned as gas stations. The Phillips gas station at 790 Broadway (c. 1960) in Wichita retains its historic roof, form, windows, and materials (see Figure 18). Other post-war designs returned to a more traditional domestic style. During the 1970s, when the "environmental" and "Domestic" looks became popular, the addition of a wood shingle mansard roof helped service stations meld into landscape. The Mission Style gas station (c. 1925) in Oakley is an example of a building renovated in the 1970s with the addition of a shingled awning (see Figure 19). The building retains its historic form, materials, and windows and continues to function as a gas station.

The post-World War II station must still be able to convey the area of significance as well as the historic period of significance, which is after 1945. Surveys of roadside-related resources revealed many extant examples of post-World War II stations. Therefore, eligible examples should exhibit a higher level of integrity than the more rare examples of curbside stations. Common alterations found in this property subtype include replacement of windows, doors, and overhead garage doors, infill of vehicular bays, and the removal of signs, pump islands, and canopies. Some alterations, such as the replacement of windows and overhead garage doors, may be easily reversible and should not disqualify a station from register listing, especially if the historic openings remain unaltered. The later addition or infill of vehicular bays should be carefully reviewed along with other alterations to the façade. If the bays were infilled or erected in a manner that leaves the historic form and function of the station legible the property may be register-eligible. Setting, feeling, and association should be considered when evaluating integrity. The presence of historic curb cuts, gas pumps, pump islands, driveways and parking areas, and service areas may enhance the eligibility of a resource associated with this context, but the absence of these features (especially if they did not exist historically) does not automatically render a property ineligible.

The presence of non-historic features will not always make a property ineligible as long as the property as a whole retains its historic sense of time and place. The amount of change that a property can withstand before losing integrity will depend upon the scale and size of the property and the level of change that has occurred. It is possible that the property may reflect various periods of development, particularly as auto-related technology changed. It is therefore critical to clearly define a property's period of significance. Lastly, it is important to identify how a resource's function contributed to the function of the greater auto-related corridor. Change is inherent, but the property must retain the ability to convey its historic associations with roadside-related commercial activities.

Surveys of roadside-related resources revealed many extant and potentially eligible examples of post-

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World War II stations. Many retain their historic function as a gas and/or service station, while others are vacant or have different commercial or private uses. Extant examples of this subtype could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, post-World War II stations are significant for their reflection of evolving corporate and business standards and the range of services available to the motoring public during the mid-twentieth century. Under Criterion C in the area of ARCHITECTURE, post-World War II stations exhibit historic architectural integrity from the mid-twentieth century and clearly illustrate a particular architectural trend or style, such as the instantly recognizable, space age V-shaped roof designed to catch the eyes of drivers.

PROPERTY TYPE: AUTO SHOWROOM AND DEALERSHIP

Surveys of historic auto showrooms and dealerships in Kansas revealed three property subtypes: downtown dealerships, Streamline Moderne dealerships, and post-World War II dealerships. These subtypes are discussed in greater detail below.

Auto dealerships shared many design traits with gas and service stations, including large plate glass windows at the showrooms and vehicular bays on one or more elevations. Primary building materials were fireproof, including brick, hollow clay tile, concrete, and steel. Auto dealerships often featured a unique structural system, such as barrel vaulted trusses that accommodated a wide column-free expanse or a traditional heavy timber or brick structure supplemented with fireproof concrete and steel. Abundant windows, typically multi-light industrial metal sashes, brought light into the service areas and featured operable pivot sashes to expel fumes. Multi-story auto dealerships were equipped with freight elevators or ramps that carried vehicles between floors. A significantly higher level of finishes in the showrooms distinguished them from the utilitarian service areas.

In addition to their location and setting, auto dealerships should retain sufficient integrity of design, materials, and workmanship to communicate their historic function and period of construction. Like gas stations, some alteration to windows and vehicular bays is acceptable if the overall design and historic function is clearly legible. Interior alterations usually involved partitioning open showrooms or service areas and/or changes to finishes. Where present historically, the delineation between the finished showroom and utilitarian work areas should be intact.

Subtype: Downtown Dealership

This first generation of purpose-built auto dealerships and service centers continued to mimic the designs of traditional Main Street commercial blocks. The John W. McClure Building at 326 Main Street, El Dorado was constructed c. 1925 as an auto dealership (*see Figure 20*). The building retains its historic

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form, materials, and window openings. Large storefront windows line each street-facing façade. The building also retains the service bays at the rear of the building. These earliest dealerships typically occupied one- and two-part commercial blocks with brick facades. Like other commercial buildings, auto dealerships accommodated both more-polished public areas for sales and utilitarian areas for service. A large showroom occupied the street-facing first story. The plaster walls and ceiling of the showroom stood in contrast to the concrete floor and brick walls of the rear service area. By the 1920s, dealerships began moving to the outskirts of commercial districts, where land for car lots was more plentiful and affordable.

While they retained the guise of traditional Main Street commercial blocks, the new automotive sales and service buildings differed from the earlier commercial blocks in ways that addressed the specific requirements of the products they sold and the needs of their customers. Oversized display windows showcased the oversized products. Many also had structural systems that allowed auto parts and vehicles to be stored, assembled, and moved into and within the building. The structural system had to accommodate heavy, dead weight as well as live loads, while utilizing column spacing that did not obstruct internal circulation.¹³⁹ Some buildings, especially early in the automobile era, had hybrid structural systems that augmented traditional wood-frame or brick construction with steel or concrete.

Some auto dealerships from this period had multiple vehicular entrances that created a circulation pattern for cars entering and exiting the building. At least one vehicular door was typically located on the primary elevation. Additional vehicular doors were on secondary or rear elevations. Some sites offered natural grading that allowed direct entrance to the basement of a building that eliminated the need for an expensive and space-consuming vehicular elevator.

Surveys of auto showrooms and dealerships revealed a variety of early, first-generation resources that were typically integrated into the downtown commercial business district as one- or two-part commercial blocks. To be eligible, these properties must retain their ability to convey their historic associations with early 20th century roadside-related commercial activities. Common alterations include replacement of windows and alterations to vehicular bays. Some alterations, such as the replacement of windows, may be easily reversible and should not always disqualify a station from register listing. However, the alteration of original vehicular bays – particularly those on primary elevations – should be carefully reviewed along with other alterations to the façade. If the bays were altered in a manner that leaves the historic form and function of the bay legible the property may be register-eligible.

¹³⁹ “American Architecture, 1891-1941: Commercial,” *Architectural Record*, Vol. 89 (January 1941), 130-2.

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Setting, feeling, and association should be considered when evaluating integrity. The presence of historic curb cuts, driveways and parking areas may enhance the eligibility of a resource associated with this context, but the absence of these features (especially if they did not exist historically) does not automatically render a property ineligible. It is important to identify how a resource's function contributed to the function of the greater commercial corridor. These resources often outlived their usefulness for auto-related business, and many changed functions as roadside commercial businesses adapted to changing technology. Change is inherent, but the property must retain the ability to convey its historic associations with roadside-related commercial activities.

Extant examples of downtown dealerships could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, these first-generation downtown dealerships are significant for their reflection of the early and increasing popularity of automobile-related commerce in downtown commercial districts. Under Criterion C in the area of ARCHITECTURE, these one- and two-part commercial blocks are significant for their integration into the greater downtown commercial district and exhibit historic architectural integrity from the early- to mid-twentieth century. Additionally, they clearly illustrate a particular architectural trend or style, such as the Commercial style.

Subtype: Streamline Moderne Dealership

Adopting architecture to attract buyers, auto dealers used Streamlined Moderne and later Modern Movement architecture to express the inherent thrill of movement associated with riding in an automobile. While dealers maintained a traditional building layout, specifically a front showroom space and a rear service area, by the mid to late-1930s, new dealerships featured curved corners and banded trim that expressed the action and modernism of the auto age.¹⁴⁰ The Young Motor Company in Lyons, designed in 1949 by prominent Wichita architects Glen Thomas and A.B. Harris, is an excellent example of the Streamline Moderne dealership. The building retains its original curved brick surfaces and rounded showroom with expansive plate glass windows, clearly communicating its historic function and associations with its period of construction (*see Figure 21*).

Surveys of auto showrooms and dealerships revealed a variety of second-generation, purpose-built resources that were typically freestanding and built on the outskirts of commercial business districts. To be eligible, these properties must retain their ability to convey their historic associations with mid 20th century roadside-related commercial activities. Common alterations include replacement of windows, alterations to vehicular bays, and changes to exterior cladding materials. Some alterations, such as the

¹⁴⁰ Liebs, 89.

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replacement of windows, may be easily reversible and should not always disqualify a dealership from register listing. However, the alteration of original vehicular bays – particularly those on primary elevations – should be carefully reviewed along with other alterations to the façade. If the bays were altered in a manner that leaves the historic form and function of the bay legible the property may be register-eligible.

Setting, feeling, and association should be considered when evaluating integrity. The presence of historic curb cuts, driveways and parking areas may enhance the eligibility of a resource associated with this context, but the absence of these features (especially if they did not exist historically) does not automatically render a property ineligible. It is important to identify how a resource's function contributed to the function of the greater commercial corridor. These resources often still function as an auto-related business, and changes to the properties often reflect changes in auto technology.

Extant examples of Streamline Moderne dealerships could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, these second-generation dealerships are significant for their reflection of the transition away from the downtown commercial corridor to larger lots generally found on the periphery of the downtown. This space allowed businesses to expand inventories and services. Under Criterion C in the area of ARCHITECTURE, these Streamline/Moderne dealerships are significant for their reflection of the modern, streamlined architecture that was used to attract consumers' attention.

Subtype: Post-War Dealership

After World War II, dealerships in big cities were increasingly located on major arterials radiating out from the central business district, closer to major highways. Auto dealers in small towns constructed dealerships on the major roads that passed through the town, often within a few blocks of the commercial center. These new automobile rows included all kinds of automotive-related establishments, from new and used car sales to parts, service, and repair.

As time progressed, the newer businesses on automobile row commonly occupied larger lots than the older businesses. The buildings themselves were placed toward the rear of the lot to provide customers with ample parking and easy street access. Concrete became a preferred building material, although concrete structures continued to receive brick facing to provide a more-traditional appearance that complemented nearby residential and commercial buildings. One design element that remained consistent over time was the plate glass showroom windows. These large windows were the key to advertising the merchandise inside.

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Surveys of roadside-related resources revealed the likelihood that there are many extant examples of post-World War II dealerships. Therefore, eligible examples should exhibit a higher level of integrity than the more rare examples of the property type. To be eligible, these properties must retain their ability to convey their historic associations with mid-20th century roadside-related commercial activities. Common alterations include replacement of windows and alterations to vehicular bays. Some alterations, such as the replacement of windows, may be easily reversible and should not always disqualify a station from register listing. However, the alteration of original vehicular bays – particularly those on primary elevations – should be carefully reviewed along with other alterations to the façade. If the bays were altered in a manner that leaves the historic form and function of the bay legible the property may be register-eligible.

Setting, feeling, and association should be considered when evaluating integrity. The presence of historic curb cuts, driveways and parking areas may enhance the eligibility of a resource associated with this context, but the absence of these features (especially if they did not exist historically) does not automatically render a property ineligible. It is important to identify how a resource's function contributed to the function of the greater commercial corridor. These resources often still function as an auto-related business, and changes to the properties often reflect changes in auto technology. Change is inherent, but the property must retain the ability to convey its historic associations with roadside-related commercial activities.

Extant examples of post-World War II dealerships could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, these later dealerships are significant for their reflection the transition away from the downtown commercial corridors to larger lots generally found along newly developed highway corridors. This space allowed businesses to expand inventories and services. This trend began with Streamline/Moderne dealerships, but increased during the post-World War II auto age. Under Criterion C in the area of ARCHITECTURE, these dealerships are significant for their reflection architectural styles and trends during the mid-twentieth century.

PROPERTY TYPE: EATING ESTABLISHMENT

Surveys of historic roadside eateries in Kansas revealed five general property subtypes: roadside stands; diners; family restaurants, and highway cafes; drive-in restaurants; and fast-food restaurants. These subtypes are discussed in greater detail below.

Roadside eateries evolved from small roadside stands into diners, highway cafes, family restaurants, fast food chains, and drive-in restaurants. This property type probably includes the widest spectrum of

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building styles and materials, and the various subtypes did not necessarily develop in a chronological sequence, as was generally the case with gas stations and dealerships. Some have a homey appearance that reflects the spectrum of popular residential architecture, while others are more-distinctly commercial in design. Common alterations include the construction of additions to accommodate increased patronage or updated kitchens. Alterations made during the period of significance should be considered as part of the history and evolution of the building. Alterations outside the period of significance should be evaluated as to whether or not they enhance or detract from original structure based on the compatibility of the design, materials, and workmanship from the period of significance.

In general, eating establishments should retain enough of their original design and materials to communicate their historic associations with the roadside context. Concerns about fenestration will be similar to gas stations and auto dealerships. Some alteration to windows is acceptable if the original design and historic function remains clearly legible. Siding issues will mirror those for lodging. Buildings clad in non-historic siding will not be considered register-eligible, but should be re-evaluated for eligibility if the non-historic siding is removed. Integrity of setting is particularly key for drive-ins and fast food restaurants, which are defined by external features, such as canopies, and plentiful parking. As described above, loss of open space due to road widening activities should not render a property ineligible for register listing.

Because so many eateries from the period of significance are located in traditional commercial districts of small towns, it can be difficult to discern which ones had historic associations with the roadside context and which ones were simply vintage eating establishments. Thus, it is important to identify how a resource's function contributed to the function of the greater auto-related corridor.

Subtype: Roadside Stand

Roadside stands were simple, wood frame structures, perhaps with a few designated parking spaces. Some stands were more permanent buildings with concrete foundations and framed door and window openings. The roadside stand evolved as motorists' needs and demands increased. A farm stand that originally sold produce might begin to carry cold drinks and sandwiches. Perhaps a gas pump would be added. Camping spots or cabins might be rented in the area behind the stand, perhaps in a side yard or on the edge of a field.

This vernacular and evolving roadside resource is rather rare in Kansas. Many roadside stands seem to have been replaced or removed during development or road improvements. Setting, feeling, and association should be considered when evaluating integrity. The presence of signage and a pull-off and/or a driveway for vehicles may enhance the eligibility of a resource associated with this context, but the

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absence of these features (especially if they did not exist historically) does not automatically render a property ineligible.

To be eligible, these properties must retain their ability to convey their historic associations with early 20th century roadside-related commercial activities. Some roadside stands have a vernacular homemade appearance, while others are more-distinctly commercial in design. Although very few roadside stands were surveyed, common alterations will likely include the construction of additions to accommodate increased patronage or updated kitchens and changes in exterior cladding materials. Some alteration to windows is acceptable if the original design and historic function remains clearly legible. Alterations made during the period of significance should be considered as part of the history and evolution of the building. Alterations outside the period of significance should be evaluated as to whether or not they enhance or detract from original structure based on the compatibility of the design, materials, and workmanship from the period of significance.

Very few examples of roadside stands were identified in surveys of roadside-related properties, but extant examples could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, roadside stands are significant for their evolution in meeting the needs of motorists. What may have begun as a roadside stand to purchase refreshments may have later included a gas pump or an area to camp. Under Criterion C in the area of ARCHITECTURE, these stands are significant for their reflection architectural styles and trends during the early twentieth century.

Subtype: Diner

The name and form of the diner was derived from the railroad dining car, and like its predecessor, the prefabricated diner was portable and could be erected on any suitable lot.¹⁴¹ Organized around a lunch-counter, diners were modular buildings constructed on permanent sites. Most were built in factories and shipped whole or in pieces ready to erect at their final destination.¹⁴²

Valentine diners, manufactured in Wichita, had a distinctive look: a boxy little building with brightly colored enamel exteriors, flying-buttress corners, and a pylon sign over the door. Unlike East Coast diners, which evolved over time, Valentine diners retained the same basic plan and appearance for nearly thirty years. The heart of the diner was a steel frame covered with either painted galvanized steel panels or porcelain enamel panels. Part of the diners' distinctive look came from the bold use of stripes on the

¹⁴¹ Philip Langdon, *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants* (New York, NY: Alfred A. Knopf, 1986), 45.

¹⁴² Richard J. S. Gutman, *American Diner: Then and Now* (New York, NY: HarperCollins, 1993), 78.

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exterior walls of the kitchen. Most Valentine diners had a take-out window. Painted sheet metal or porcelain enamel panels also clad the interior walls of the dining room. The interior of the kitchen was entirely clad with durable and easily cleanable stainless steel with greaseproof asphalt tile or linoleum covering the steel floor. The L-shaped counter began opposite the entrance and ended at the back wall with a round mirror. The countertop was Formica and the apron was frequently stainless steel. The ten stools perched alongside the counter on a raised platform one step high.¹⁴³

Beginning in the 1930s, the hard-edged box design of the 1920s began to soften. Most diner manufacturers "streamlined" their buildings, adopting simplified Moderne designs. In the decade of the 1930s, new materials, such as Formica, glass blocks, and stainless steel, were introduced into diners. The Dyne Quik diner (c. 1955) in Wichita retains its historic form, materials, and window openings, clearly communicating its historic function (*see Figure 22*). After World War II, diners took on a more conservative and traditional style to distinguish themselves from the rapidly expanding fast food structures. Surveys have revealed that many diners still function as small restaurants. Others have been converted for use as liquor stores, auto sales buildings, ice cream shops, for private uses, or are vacant.

To be eligible, these properties must retain their ability to convey their historic associations with early/mid 20th century roadside-related commercial activities. Common alterations include the construction of additions to accommodate increased patronage or updated kitchens and changes in exterior cladding materials. Some alteration to windows is acceptable if the original design and historic function remains clearly legible. Alterations made during the period of significance should be considered as part of the history and evolution of the building. Alterations outside the period of significance should be evaluated as to whether or not they enhance or detract from original structure based on the compatibility of the design, materials, and workmanship from the period of significance.

Many roadside diners were identified during past surveys and have the potential to be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, diners are significant for first representing the principle of fast, efficient food service beginning in the 1920s. Under Criterion C in the area of ARCHITECTURE, diners are significant for their reflection architectural styles and trends during the mid-twentieth century, such as streamlined and simplified Moderne designs.

It is common for diners to have been relocated, and this is especially the case with Valentine diners in Kansas. This survey identified the Beacon Café (c. 1945) in Norton as a Valentine diner, but over the

¹⁴³ Gutman, 109-110.

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past ten years, the Kansas Historical Society has documented 87 Valentine Diners in Kansas and another 74 in other states. Diners in communities across Kansas, including Fort Scott, Arlington, Almena, Eureka, Ellsworth, Wichita, and Coyville – to name a few – have been relocated from their original locations at least once. To address Criteria Consideration B, a moved resource must remain in a similar location and setting relative to a paved arterial road and it must retain enough historic architectural features to convey its eligibility under Criterion C. Occasionally, road improvements resulted in the relocation of a commercial building within a site or to a new site nearby. Such changes to site and/or location resulting from road improvements should not always be construed as rendering a property ineligible for register-listing under this context, particularly if the resource continued to serve its historic function and it retains integrity of design, materials, workmanship, feeling, and association.

Subtype: Drive-In Restaurant

The drive-in grew out of the roadside stand and into the highway coffee shop. The optimal drive-in form was a circular or octagonal building set in a large parking lot. Outside of California, rectangular drive-ins were common with canopies sheltering the walkway between parallel rows of parking spaces. The 1106 Drive-In (c. 1963) on US 69 in Pittsburg is an excellent example of a drive-in restaurant (*see Figure 25*). The canopy sits adjacent to the kitchen/carhop station, and the property retains its historic form, including the canopy-covered parking lot, materials, windows, and neon sign. The resource is in good condition and continues to function as a drive-in restaurant.

To be eligible, these properties must retain their ability to convey their historic associations with mid 20th century roadside-related commercial activities. The drive-in had three principal spaces: a canopy-covered parking lot; an enclosed kitchen; and a carhop station that linked the kitchen and the parking lot. Many buildings featured pylons, often embellished with neon, which rose from the roof to attract the attention of passing motorists. Common alterations include the construction of canopies or additions to accommodate increased patronage or updated kitchens, changes in exterior cladding materials, and the removal of canopies and signage. Some alteration to windows is acceptable if the original design and historic function remains clearly legible. Alterations made during the period of significance should be considered as part of the history and evolution of the building. Alterations outside the period of significance should be evaluated as to whether or not they enhance or detract from original structure based on the compatibility of the design, materials, and workmanship from the period of significance.

Extant examples of drive-in restaurants were identified in surveys of roadside-related properties, and could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, drive-in restaurants are significant for their reflection of evolving dining options available to the motoring public during the mid-twentieth

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century. Additionally, drive-in restaurants provided customers the convenience of remaining in their automobiles while placing orders and eating meals. Under Criterion C in the area of ARCHITCTURE, drive-in restaurants are significant for their integration of the automobile into the design and layout of the property allowing the customer to remain in the vehicle while being served. Additionally, the drive-in may sufficiently reflect architectural styles and trends during the mid-twentieth century, such as a space-age type canopy to catch they eye of the motorist.

Subtype: Family Restaurant and Highway Cafe

Family restaurants, and their counterparts, highway cafes, were organized like diners around a counter and stools, augmented with tables and booths. These resources generally developed in Kansas between 1930 and 1970. The Old 56 Family Restaurant (c. 1960) on US 56 in Olathe is an intact example of a family restaurant constructed in the Post-War era (*see Figure 23*). While the sign on the front façade is not historic, the building retains its historic form, materials, and window openings. The building is in good condition and continues to function as a restaurant. Some restaurants, like Howard Johnsons, were part of a franchise chain. For their restaurant building, franchise owners could choose from a variety of designs developed by company architects, all of which incorporated the company's three signature elements: white clapboards, an orange roof, and a cupola. These elements became iconic of the Howard Johnson brand. Even independently owned restaurants attempted to capitalize on the visual association with these elements. During a 1962 renovation, Homer's Drive-Inn in Leavenworth, Kansas, added a metal finial to the center of its roof, reminiscent of a Howard Johnsons restaurant (*see Figure 24*).

To be eligible, these properties must retain their ability to convey their historic associations with mid 20th century roadside-related commercial activities. Common alterations include the construction of additions or freestanding buildings to accommodate increased patronage or updated kitchens and changes in exterior cladding materials. Some alteration to windows is acceptable if the original design and historic function remains clearly legible. Alterations made during the period of significance should be considered as part of the history and evolution of the building. Alterations outside the period of significance should be evaluated as to whether or not they enhance or detract from original structure based on the compatibility of the design, materials, and workmanship from the period of significance. Family restaurants and highway cafes were often built near roadside motels and gas stations to accommodate the traveling public. It is important to identify how a resource's function contributed to the function of the greater auto-related corridor.

Extant examples of family restaurants and highway cafes may be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, family restaurants and highway cafes are significant for their reflection of evolving

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dining options available to the motoring public during the mid-twentieth century. Additionally, these restaurants generally provided a bigger menu and ample seating, which differed from roadside drive-ins and diners. Under Criterion C in the area of ARCHITECTURE, drive-in restaurants are significant for their eye-catching rooflines and visual elements.

Subtype: Fast Food Restaurant

Fast food restaurants usually operated as corporate chains or franchises that offered a limited menu but speedy service. The corporation developed standards for design, so that all of the establishments would be instantly identifiable to passing travelers. For example, all restaurants in the White Castle chain were constructed of white building materials or materials that could be painted white. Castle-like crenellations at the roofline were also part of the corporate image. For fast food restaurants more so than other roadside establishments, architecture was the main form of advertising.

The earliest fast food restaurant chains emerged in the 1920s using diner principles as their mode of operation. The first chains, White Castle and White Tower (started in 1921 and 1926 respectively), were designed to be clean ("white") and predictably consistent, with each restaurant in the chain serving the same menu using the same formulas and ingredients and housed in a building with the same appearance. Despite its Wichita roots, there are no historic White Castle buildings extant in Wichita today.

National fast food companies, such as McDonald's and Burger King, developed standard designs for their buildings, making it easier for passing motorists to identify the establishment. As new designs were issued, existing buildings were extensively renovated or replaced.¹⁴⁴ Because these properties are so often remade, finding a historic example of a national fast food chain could prove challenging. A good example is Kansas' second McDonald's restaurant, which opened in 1961 at 3117 South Topeka Boulevard in Topeka. A McDonald's restaurant still operates at this location, but in a building erected in the 1980s. The original neon sign was donated to the Kansas State Historical Society.

To be eligible, an historic fast-food restaurant must retain its physical attributes that reflect its historic associations with mid 20th century roadside-related commercial activities. The survey did not identify any historic examples of national fast food buildings. Although it is possible that some do exist in Kansas, it is unlikely because this property subtype is subjected to planned obsolescence or major remodeling. If intact examples are discovered, alterations are likely to include changes in exterior cladding materials and fenestration and the removal of historic signage. Some alteration to windows is acceptable if the original design and historic function remains clearly legible. Alterations made during the period of significance

¹⁴⁴ "A Brief History of McDonald's: 1968"

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should be considered as part of the history and evolution of the building. Alterations outside the period of significance should be evaluated as to whether or not they enhance or detract from original structure based on the compatibility of the design, materials, and workmanship from the period of significance.

Fast food restaurants were often built along arterial corridors near roadside motels and gas stations to accommodate the traveling public. It is important to identify how a resource's function contributed to the function of the greater auto-related corridor.

Historic fast food restaurants may be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, fast food restaurants are significant for their reflection of evolving dining options available to the motoring public during the mid-twentieth century. Additionally, these restaurants often represented a community's first franchise eatery. Under Criterion C in the area of ARCHITECTURE, drive-in restaurants are significant for their reflection of mid-twentieth century architecture, eye-catching roofline,s and visual elements.

PROPERTY TYPE: LODGING

Surviving examples of roadside lodging range from small, individual tourist cabins built early in the twentieth century to large blocks of conjoined motel rooms constructed toward the end of the century. These buildings are most likely to mimic residential construction in both materials and design. Surveys of historic roadside lodging facilities in Kansas revealed four general property subtypes: auto camps; cabin courts/cottage courts; motor courts/motels; motor inns. These subtypes are discussed in greater detail below.

Site is very important to the lodging property type. Within the roadside milieu, a single lodging property is most likely to include multiple resources and the arrangement and relationship of these resources to each other and to the road communicates important information about the historic context. In addition to the cabins or motel block, is there a separate office? A restaurant? A gas station? Are these buildings in the same architectural style as the guest rooms? Where and how is the parking for guests? Is there a pool or play ground on the property? Is the signage of the same vintage as the buildings?

The Kansas Roadside Survey identified at least one instance of motel cabins that were moved to a new location where they continued their historic function. Because this move occurred more than 50 years ago, the buildings remained in their original use, and the design and materials of the cabins were little changed, this property was still considered to be register-eligible.

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Subtype: Auto Camp

Auto camps were the earliest form of auto-related roadside accommodations and are extremely rare to find on today's Kansas landscape. The popular trend of auto camping peaked in the late 1920s. They typically were found in open fields or small cleared spaces near established towns. Early camps did not offer comfort facilities, although later campgrounds constructed shelters with tables and fireplaces and buildings with kitchens, showers, baths, and rest rooms. Many Kansas cities, such as McPherson and Manhattan, responded to the popularity of auto camping by creating public campgrounds. No former auto camps were identified by the survey. It is likely that private auto camps have been otherwise redeveloped or have reverted to farmland and no identifying features remain. Municipal auto camps that were converted to parks or picnic areas without serious damage to vegetation, setting, remnant features, and subsurface deposits could be eligible under Criterion D for the potential to yield information about this early type of accommodation through archeological investigation.

Subtype: Cabin Court/Cottage Court

Cabin courts were the next step in the evolution of roadside accommodations. Tourist cabins were small, one room, stand-alone guest units with parking provided in front of or adjacent to the cabin. At first, cabin courts had a central building with sanitary facilities. Only later did operators incorporate bathrooms into the individual cottages.¹⁴⁵ The Shady Grove Motel (now the Wagon Wheel Cabin Courts) (c. 1925) is an intact example of an early cottage court, with a central office building and a surrounding collection of individual guest cabins (*see Figure 26*). The small cabins retain historic windows, forms and configuration. Despite the secondary vinyl siding, these resources clearly communicate their historic function and associations with the period of construction.

The design of tourist cabins reflected regionally popular architectural styles. Some were modeled after log cabins, Spanish missions, and even Indian teepees. More-traditional cottage designs and miniature bungalows were also popular. Curtains in the windows and a flower box out front were nearly ubiquitous in an effort to create a homey appearance and to dispel notions of illicit rendezvous. Individual units were placed around a central courtyard or office building (*see Figure 27*). At some locations, car ports linked rows of individual cabins to create a more unified form (*see Figure 28*). Few of the earliest cabins were winterized but most featured a stove for heat and cooking. The cabin court (c. 1920) on US 54 in Eureka retains its historic materials and configuration of cabins and office. The resource is in fair condition as it is currently not in use. Of the seven extant cabin courts identified in the recent survey, four are in very small towns scattered across the state, and three are located outside of Wichita along Broadway (Old US 81). Constructed between 1920 and 1935, the condition of these cabins ranges from

¹⁴⁵ Jakle, Sculle, and Rogers, 36.

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good to poor, although each resource retains integrity of location, setting. They clearly communicate their historic function and associations with the period of construction. Often a new office, manager's house, or motor court was constructed on the property in the 1940s and 1950s to improve or expand accommodations.

As cabins became more substantial, their names increasingly featured the word *cottage*, which evoked images of comfort and home. Cottages were not only more durable, but also larger, including private bathrooms and closets in each unit, and winterized for year-round business. Many early cabins also featured kitchens or kitchenettes. After 1930 the word *court* became popular in naming roadside lodging. Attached garages were popular during this period, and the new cottage-garage combinations were often constructed wall to wall to form continuous facades. The typical cottage court also included a separate office building with a private apartment for the motel manager and family. Cottages were often designed to look like small suburban houses.

Additionally, due to their age, tourist cabins often experienced the greatest degree of alterations within this general property type. Notable changes include new siding, windows, and doors. The cumulative effects of these changes should be weighed against the overall integrity of the tourist court complex, including the degree and extent of alterations, the number of original buildings extant, and the variety of resources that comprise the complex. The complex will be evaluated as a historic district, where eligibility requires a majority of the resources to be considered contributing. Changes that were made within the period of significance, for instance conjoining individual cabins into a single motel building or infilling car ports to create larger guest rooms, should be evaluated closely, but may not always disqualify a property from register-listing.

The relative rarity of intact cabin courts may warrant the eligibility of resources that have been altered or are in poor physical condition. This type of lodging could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, they are significant as an early type of accommodation built to serve overnight travelers. Under Criterion C in the area of ARCHITECTURE, cabin courts are significant for their reflection of popular architectural styles, which ranged from rather traditional cottage designs and miniature bungalows to more eye-catching examples modeled after log cabins, Spanish missions, and even Indian teepees.

Subtype: Motor Court/Motel

In the 1930s, the typical plan of individual cabins surrounding central courts evolved into single buildings of conjoined guestrooms. Similar to cottage courts, motor courts fully integrated all guest rooms under a

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single roofline, usually as a single building.¹⁴⁶ The West Haven Motel (c. 1935) in Kansas City has simple Mission-style ornament and multiple guest units under one roof (*see Figure 29*). Two-car garages connect groups of units. The building is in good condition and retains its historic form and materials, though the windows were replaced. The motor court clearly communicates its historic function. Like cabins, motor courts were built in a range of popular architectural styles, although the inherent low-flying, one-story form adapted especially well to the Ranch style and, in Kansas, boasted the popularity of western themes.¹⁴⁷

Surveyed resources include the Tumbleweed Motel (c. 1940, Sharon Springs), the Frontier Motel (c. 1953, Oberlin), and the Western Holiday Motel (c. 1960, Wichita). The West Haven Motel in Kansas City and the Kansas Motel (c. 1940) in Liberal have Mission Style decorative elements applied to a universal motor court/motel form (*see Figure 30*). Drawing inspiration from residential architecture, motels of the 1940s and 1950s incorporated the popular Ranch style into their exterior designs, with the sprawling linear form, low-pitched roof, and attached wings. (Although the one-story horizontal form of the motel echoed the Ranch house style, the division of interior space and the orientation of a single entrance to the parking area were anything but Ranch in style.) Brick and stone veneer ornamented the facades of motels as well as single family homes. Swimming pools, located in a landscaped area at the center of the complex, became a popular amenity that was suggestive of a resort. Most of the motels identified in the survey retain their historic function or the compatible function of providing short-term rental accommodations. The few vacant motels were identified were scattered throughout the state in small towns and big cities.

Although historically most motels were not affiliated with a corporate chain, there was some consistency in the appearance of motels and the amenities they offered. The Sunset Motel (c. 1955) in Tonganoxie is an intact example of an American motel (*see Figure 31*). The building is in good condition and continues to function as a motel. It retains its historic form, materials, and window openings. The L-shaped building has a shallow gabled roof that covers the walkway in front of the unit entrances. The generic American motel was laid out in a “U-,” “L-,” or rectangular plan with a large parking area in front of the building. Interior furnishings were basic and typical, but comfortable. Rather intact examples of motor courts/motels are likely to be found along state and US highways on the periphery of smaller Kansas towns and along major arterials radiating out from the center of larger cities.

¹⁴⁶ Jakle, et.al., 43; Mary Anne Beecher, "The Motel in Builder's Literature and Architectural Publications," in *Roadside America: The Automobile in Design and Culture* ed. Jan Jennings (Ames, IA: Iowa State University Press, 1990), 115.

¹⁴⁷ Jakle, et.al., 45.

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Common alterations include new siding, windows, and doors. The cumulative effects of these changes should be weighed against the overall integrity of the motel property, including the degree and extent of alterations, the number of original buildings and features extant, and the variety of resources that comprise the complex. Site is very important to the lodging property type. Within the roadside milieu, a single lodging property is most likely to include multiple resources and the arrangement and relationship of these resources to each other and to the road communicates important information about the historic context.

Motor courts and motels could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, they are significant for their reflection of the evolution of roadside accommodations. Under Criterion C in the area of ARCHITECTURE, motor courts and motels are significant for their reflection of popular architectural styles, which were built in a range of styles, although the inherent low-flying, one-story form adapted especially well to the Ranch style and, in Kansas, boasted the popularity of western themes.

Subtype: Motor Inn

Similar in plan and design, motor inns of the late 1950s and early 1960s were substantially larger and sometimes more luxurious than motels, featuring two or three-story buildings organized around a courtyard. The complex had an elaborate outdoor area focused on the swimming pool and expanded public spaces indoors. This form allowed the construction of motor inns with 150 to 300 rooms on sites where only 50 to 60 rooms were possible with the motel form. They were generally found in metropolitan areas, either downtown in urban renewal zones, near airports, or near the interchanges of new peripheral freeways.

While the motor inn property subtype is most commonly associated with motel chains, such as Howard Johnson and Holiday Inn, some independent operations in smaller communities adopted some aspects of the form. The Townsman Motel (c. 1960) in Yates Center is an intact example of a large motor inn with one- and two-story sections. A large office occupies one end of the one-story wing and full-width porches run the length of the two-story wing (*see Figure 32*). Of the four motor inns identified in the survey, all were constructed around 1960 and retain their historic configuration, materials, and use.

Common alterations include new siding, windows, and doors. The cumulative effects of these changes should be weighed against the overall integrity of the motel property, including the degree and extent of alterations, the number of original buildings and features extant, and the variety of resources that comprise the complex. Site is very important to the lodging property type. Within the roadside milieu, a single lodging property is most likely to include multiple resources and the arrangement and relationship

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of these resources to each other and to the road communicates important information about the historic context.

Motor inns could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, they are significant for their reflection of the evolution of roadside accommodations and enhanced amenities, such as swimming pools. Under Criterion C in the area of ARCHITECTURE, motor inns are significant for their reflection of popular architectural trends and styles, which included the Ranch and Colonial styles.

PROPERTY TYPE: BUS STATION

Road improvement across the United States in the 1920s facilitated bus service as a commercial alternative to train travel. Like automobiles, buses could travel over roads to places not served by trains, and provided general public transportation at faster speeds and with greater comfort than horse-drawn coaches.

In the early years of bus travel, a local drug store, restaurant or hotel often housed ticket offices for the bus lines and served as pick-up points for travelers. A good example of this trend in Kansas can be found in Inman along Highway 61 where passengers could catch a daily bus operated by Continental Trailways at the I.O.O.F. Hall in the downtown.¹⁴⁸ Bus service expanded rapidly reaching a rate of 10 to 15 percent growth per year between 1935 and 1940. Soon the competing bus companies constructed distinctive terminals in larger cities. These buildings often embodied Streamline Modern architecture that complemented the shape of the buses and evoked the speed and ease of travel they provided. Perhaps the best and most intact example of this trend is Wichita's Greyhound Bus Station located at 312 South Broadway (Old US 81 Highway) (*see Figure 41*). This Streamline Moderne concrete bus station features a two-story front section with one-and-a-half-story vertical window panels and a vertical marquee sign on the front elevation. There is a recessed entry topped with a curved concrete canopy. A matching one-story parking garage is adjacent to the building.

Although the survey did not reveal other purpose-built bus stations, it is likely to find extant examples, particularly in Kansas' major cities. To be eligible for listing under this property type as part of this multiple property nomination, a bus-station must have been constructed to function as a bus station and it must retain character-defining features that reflect this historic function. These key features include

¹⁴⁸ A 1937 50th anniversary edition of the *Inman Ledger* notes the following: "Two sleeping cars busses [sic] each way, with all modern conveniences, pass through Inman every night, operating from coast to coast." Continental Trailways was a member of the National Trailways Bus System founded in 1936 by independent operators. Continental Trailways was acquired by Greyhound Lines in 1987.

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passenger waiting areas, ticket and office spaces, and bus parking and loading areas.

Bus stations could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, they are significant for their reflection of the evolution of public transportation and the Good Roads Movement. Under Criterion C in the area of ARCHITECTURE, bus stations are significant for their reflection of popular architectural trends and styles, which often included Streamline Moderne.

PROPERTY TYPE: OTHER COMMERCIAL BUILDING

Surveys of historic roadside resources revealed that, in rural areas, it was not uncommon for one commercial building to serve a variety of functions. Simple vernacular designs, these buildings were not stylistically distinguished although they reflected general national trends for small commercial architecture. The vacant grocery and gas station (c. 1925) at US 54 and Main Street in Cairo is an intact example of a vernacular commercial building dedicated to offering roadside services (*see Figure 34*). The building is in fair condition and retains its historic form, materials, and windows.

The small town bus station shared design traits with the auto dealership. Based on a one-part commercial block form, it had details similar to other main street commercial buildings of its period. The design often incorporated one or more vehicular bays for servicing buses. A canopy out front sheltered passengers and drivers. Typical concessions might include a restaurant or cafeteria; a travel bureau; a newsstand; a barbershop and/or beauty parlor; a shoeshine stand; a drug store; and other retail shops. Food service facilities, whether cafeterias or full-service restaurants, were common in all stations, as were waiting rooms and rest rooms.¹⁴⁹ In smaller cities, such as Wilson, Kansas, where ticket volume was less significant, the bus station housed a variety of businesses in addition to the ticket office in order to remain viable. When U.S. Route 40 was constructed through the community in the 1930s, the 1910 city parking garage was converted to a bus station and restaurant. A filling station and repair shop were also built at this time, creating an early travel-related commercial complex that offered services for a wide spectrum of travelers (*see Figure 35*).¹⁵⁰ The building is in fair condition, retaining its historic form, materials, and window openings. It communicates the historic auto-related function and associations with its period of construction.

To be eligible, the commercial building must have a distinct historical and physical connection to auto-related commerce. If there are no auto-related physical characteristics, such as vehicle bays, canopies, concession area, waiting rooms, ticket offices, the building is not eligible under this multiple property

¹⁴⁹ Harry S. Pack, "Bus Terminal Design and Construction," *Architectural Record* (October, 1941): 83-89, 97-99.

¹⁵⁰ Personal interview with property owner conducted 29 July 2008.

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document.

Auto-related commercial buildings could be eligible under Criterion A in the area of COMMERCE and/or under Criterion C in the area of ARCHITECTURE. Under Criterion A in the area of COMMERCE, they are significant for serving multiple auto-related commercial functions. Under Criterion C in the area of ARCHITECTURE, these properties are significant for their reflection of popular architectural trends and styles during the period of significance (1900-1970).

PROPERTY TYPE: DRIVE-IN THEATER

Drive-in theaters were largely defined by their location, their setting, and the arrangement of a few built elements on the site. Drive-ins were usually located on the outskirts of town where operators could afford five or six acres with convenient highway frontage. The only physical elements an owner needed to provide were a screen, a box office, a concession stand, a projection booth, and an exterior fence.¹⁵¹ Patrons brought their own seats.

Drive-ins typically had at least one screen measuring thirty-by-sixty-feet or more. Various construction forms raised the base of the screen about twelve feet above the ground. Arching, terraced parking rows fanned out in front of the screen. Early drive-ins simply broadcast the movie soundtrack over speakers mounted on the screen tower.¹⁵² Later, individual speakers situated on posts provided audio at each parking stall. The large screen framed by rows of parking was the key feature. If highly intact, these two features may be enough to confer register eligibility. Ideally, eligible drive-ins would also retain a ticket booth and refreshment stand, assuming these buildings were part of the historic property. The website drive-ins.com documents that at least 99 drive-in theaters operated in Kansas at some point in time. Of these, only seven remain open today; six are in the southern tier of the state and one is in Wyandotte County. Most of the remaining open drive-in theaters are in good to fair condition. Boulevard Drive-in (1950) in Kansas City, Kansas is the oldest continuously operated drive-in theater in the Kansas City area. It retains its original ticket booth and concession stand. The historic sign was rebuilt, but the screen is not historic.¹⁵³ The Starlite Drive-In Theatre in Wichita retains its original buildings. This property is in good condition, but it was constructed in 1973. The Kanopolis Drive-In Theatre (1952) in Ellsworth County, which was surveyed as part of a separate project, retains its original 60' x 30' screen, concession building with restrooms, rows of speaker poles, and 40'-tall Juniper evergreen trees "framing" the screen. Plans

¹⁵¹ Maggie Valentine, *The Show Starts on the Sidewalk: An Architectural History of the Movie Theatre* (New Haven, CT: Yale University Press, 1994), 161.

¹⁵² Kerry Segrave, *Drive-In Theatres: A History from their Inception in 1933* (Jefferson, NC: McFarland and Company, 1992), 130-140.

¹⁵³ "Boulevard Drive-In, survivor of the drive-in theater age," *The Sun Newspapers*, July 27, 2001. Boulevard Drive-In official Web site. <http://www.boulevarddrivein.com/index.php/history/93-sun1> (accessed 8 February 2011).

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are underway to reopen the facility in the spring of 2011.

During the recent roadside survey, drive-in theaters were difficult to find, as most of the structures had been torn down, often leaving no visible evidence from the road. For example, the former Sky-Vu Drive-In Theater west of Russell retains only its entrance sign (*see Figure 8*). The metal frame and screen are the only extant elements of the closed Hill-Top Drive-In built in La Crosse in 1953 (*see Figure 33*). The screen is in fair condition but clearly communicates its historic function. Remnants of closed drive-ins can be difficult to spot. Aerial photographs are a useful tool for locating a former drive-in. The square plot of land occasionally retains the ghost of the rounded cone-shaped layout with the location of the screen at the narrow end and space for vehicles fanned out before it. Farming or other new development has reclaimed many old drive-in sites and the signature structures (screen and concession stand) have often been removed.

Drive-in theaters could be eligible under Criterion A in the areas of COMMERCE and ENTERTAINMENT/RECREATION. Under Criterion A, they are significant representations of mid-twentieth century auto-related entertainment venues. There are likely to be examples of drive-in theaters that have lost their overall integrity, but still retain the potential for surface and subsurface remains. If the site is relatively undisturbed it may be eligible under Criterion D for its potential to yield important information.

PROPERTY TYPE: ROADSIDE ATTRACTION

There will be a considerable amount of variation in the appearance, location, and setting of roadside attractions. Cawker City's "World's Largest Ball of Twine," (1961) and Lucas' "Garden of Eden" (1907) are two roadside attractions found in Kansas (*see Figures 36 and 37*). Frank Stoeber, who started the ball of twine in 1953, donated it to the town in 1961 as a tourist attraction. The current gazebo dates to the 1980s but the attraction itself is historic. S.P. Dinsmoor's 1907 "Garden of Eden" is currently listed in the National Register of Historic Places. The building, grounds, and sculptures are in good condition due to regular attendance from visitors. Eligible properties will be those developed or enhanced during the period of significance for Roadside Kansas (1900-1970) in an effort to attract and accommodate visitors arriving by car. A roadside attraction will typically be a vernacular design executed by the owner using readily accessible materials. It might include one or more structures that housed a ticket booth, restrooms, a souvenir stand, and/or restaurant, and possibly a shelter to cover or enclose the attraction itself. If part of the historic development, these features should retain sufficient integrity to communicate their historic associations with the attractions and with auto tourism. The historic setting of the property should also remain intact. Parking will be an important element of the setting, although the form of the parking could range from a small pull-off for one or two vehicles to a large parking lot. Setting will also

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include the arrangement and relationship of built features on the property as well as informal and formal landscaping.

Heritage parks are a type of roadside attraction commonly found in Kansas. These properties feature a collection of buildings used to highlight a specific era in the history of a community or region. Buildings were often assembled in reaction to the modern development going on during the 1950s and 1960s, as local groups sought creative ways of maintaining and marketing their history through heritage tourism. Some of the buildings that compose the heritage park may be original to the site, while others may have been moved to the site from locations in other parts of the town or region. Sometimes a heritage park includes reconstructions of demolished buildings or new buildings designed to mimic generic historic structures. Although heritage parks are discussed in Section E and worth mentioning in this property type discussion, they are not eligible as part of this multiple property document. Additional research and survey are needed to assess potential registration requirements.

Roadside attractions could be eligible under Criterion A in the areas of COMMERCE and ENTERTAINMENT/RECREATION and/or Criterion C in the area of ART or ARCHITECTURE. Under Criterion A, they are significant for their effort to attract and accommodate visitors arriving by car. Under Criterion C, they are significant for their representation of a particular art form or architectural style.

PROPERTY TYPE: SIGNAGE

Most signage from the auto age was pole-mounted and featured one or more metal sign panels with painted lettering, often illuminated by neon tubing. The earliest signs had external gooseneck lamps mounted on the top, base, or sides. As the motor age progressed, signs became increasingly curvilinear and more-complex in shape and form. The West Haven Motel Sign in Kansas City (c. 1935) is in fair condition with some neon tubing and decorative elements missing, yet the geometric flourishes in neon and Art Deco lettering clearly communicate associations with its period of construction. (*see Figure 38*). During the 1950s many building designs featured integrated pylons that carried applied signage. Also during the late-1950s, space age imagery was very popular. The metal and neon sign for Al's Chickenette Fried Chicken (c. 1949) in Hays is in good condition with its historic materials and dynamic starburst arrow design (*see Figure 39*). Donald's Serva-teria (c. 1956) in Pratt retains its Sputnik-inspired decoration and historic materials (*see Figure 40*).

This property type specifically refers to pole-mounted signs at the location of the property it is advertising. It is not meant to include barn paintings or billboard advertisements, although a separate context could be developed to address these. To be individually eligible, a sign must retain a rather high

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degree of integrity including its form and enough historic fabric to be recognizable for its period of construction. The sign is the primary source of advertising for a roadside business. It has its own stylistic elements and history of development separate from the accompanying business and can be evaluated as an object unto itself. As the only surviving component of a roadside business in some cases, the sign is important as an indication of what was once there illustrating the development of an area. It is difficult to accurately date a sign due to the lack of documentary evidence of construction. Comparative analysis of design trends for signs and any documented dates of construction for the associated business are used to estimate the period of significance for the sign. While a sign should be in its original location, it does not necessarily need to retain associations with a historic building, although this association strengthens the argument for eligibility, particularly if a sign is deteriorated, is missing components (such as neon tubing), or has been otherwise altered. Signage could be eligible under Criterion C in the area of ART and/or ARCHITECTURE for its significant representation of advertising technology and materials during the period of significance.

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SUMMARY OF IDENTIFICATION AND EVALUATION METHODS

The *Roadside Kansas* Multiple Property Submission was prepared during the summer of 2008 in conjunction with a survey of roadside properties. Elizabeth Rosin, principal of Rosin Preservation, served as project manager, overseeing all project activities. The survey was completed during July 2008 by Rosin Preservation associate Rachel Nugent and intern Erika Koenig with assistance from consultant Susan Jezak Ford, Citysearch Preservation. The surveyors identified over 300 roadside properties that date to the period of significance (1900-1970). Property types and subtypes were identified at the start of the project and refined as survey data was processed. Prior to heading into the field, the survey team explored the Internet for information about Kansas roadside architecture. They also reviewed the Kansas SHPO on-line survey database. The Kansas SHPO staff asked historical organizations and agencies around the state for information about potential roadside properties. The survey team included as many of these as possible in the survey. The team looked for roadside resources along major US and state highway routes. Time and budget constraints limited the scope of the survey. While not a comprehensive review of roadside resources in Kansas, the survey included some properties from all six regions of the state (north and south; east, central and west), as defined by the State Historic Preservation Office.

The team took high-quality digital photographs of all surveyed resources. Information about the physical appearance of each property (form, materials, and condition), digital photographs, and site plans were entered into the on-line Kansas Historic Resources Database. The limited timeframe available to the project precluded archival research of all surveyed resources; therefore, dates of construction were estimated based on architectural style and property type, unless a reliable, readily available source (such as a Sanborn map) provided a specific construction date. When an owner provided a date that was unsubstantiated with other documentation the date was also entered as “estimated.”

The contexts presented in Section E describe the history and significance of road construction in Kansas and the associated development of commercial properties to serve the auto-traveling public. Historian Dale Nimz, drafted the historic context for this document. Nimz first prepared a research bibliography and reviewed the extensive secondary literature on the architectural history of roadside buildings. He also searched the National Register of Historic Places database for relevant National Register Multiple Property Documents. He conducted research at the Archives of the Kansas State Historical Society for unpublished manuscripts, clippings files, and state government documents related to the history of highway construction and the development of roadside architecture. Information was also drawn from the National Register Multiple Property Submission for *Historic Resources of Route 66 in Kansas*, prepared by Elizabeth Rosin in 2003. Elizabeth Rosin and Rachel Nugent finalized the MDPF, developing the property types and registration requirements and adding examples from the survey to Sections E and F.

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Rosin Preservation prepared no nominations for individual resources in conjunction with the MPDF.

The period of significance for this MPS begins in 1900 with the approximate start of the automobile era. It concludes in 1970, the year the final segment of Interstate 70 opened, completing its trans-Kansas corridor. The survey, however, was limited to resources constructed before 1963, which is fifty years before the date of the survey plus five years. Because the automobile age is on-going, the context for Roadside Kansas will continue to evolve and to produce new resources. Periodically, the period of significance and the contexts should be updated and expanded, as appropriate.

An overwhelming majority of surveyed resources (231) appear to be potentially eligible for listing in the National Register of Historic Places or in the Register of Historic Kansas Places (*see Appendix A*). All of these resources meet the registration requirements defined above. The high number of eligible resources may reflect the nature of this particular survey, which represented a random selection of resources rather than a comprehensive inventory. This structure gave the field team some discretion in selecting which resources to survey. They were able to survey properties that clearly embody the historic context and further our knowledge about the significant resources associated with roadside commerce. As a result, higher-quality resources may have been surveyed over nearby properties that lacked integrity or that had questionable associations with the context. The high percentage of eligible resources may also reflect the younger overall age of the resources surveyed. With so many resources constructed after 1950, there has simply been less opportunity and less need for owners to make alterations that adversely affect character-defining features.

The seven properties with “contributing” integrity do not appear to meet the requirements for individual register listing. However, they may retain strong associations with a group of resources that as a whole retains register eligibility. The 64 resources identified as not eligible are architecturally compromised to the point that they clearly no longer meet the registration requirements.

The property types surveyed in Kansas illustrate national trends in the development of roadside architecture. Examples of each property type and subtype were found throughout the state. Analysis of resource location relative to major routes highlights how the process of road improvements and realignments affected the development of a given area and how types of services would relocate in response. Most of the surveyed auto dealerships and many of the gas stations were probably franchises as this was common for these property types. The lodging and eating establishments surveyed were typically independently owned. Archival research of historic owners, outside the scope of the survey, would substantiate this claim.

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All of the materials assembled for this project are archived at the Cultural Resources Division, Kansas State Historical Society in Topeka.

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Figure 1. Tour Map from *The WPA Guide to 1930s Kansas*

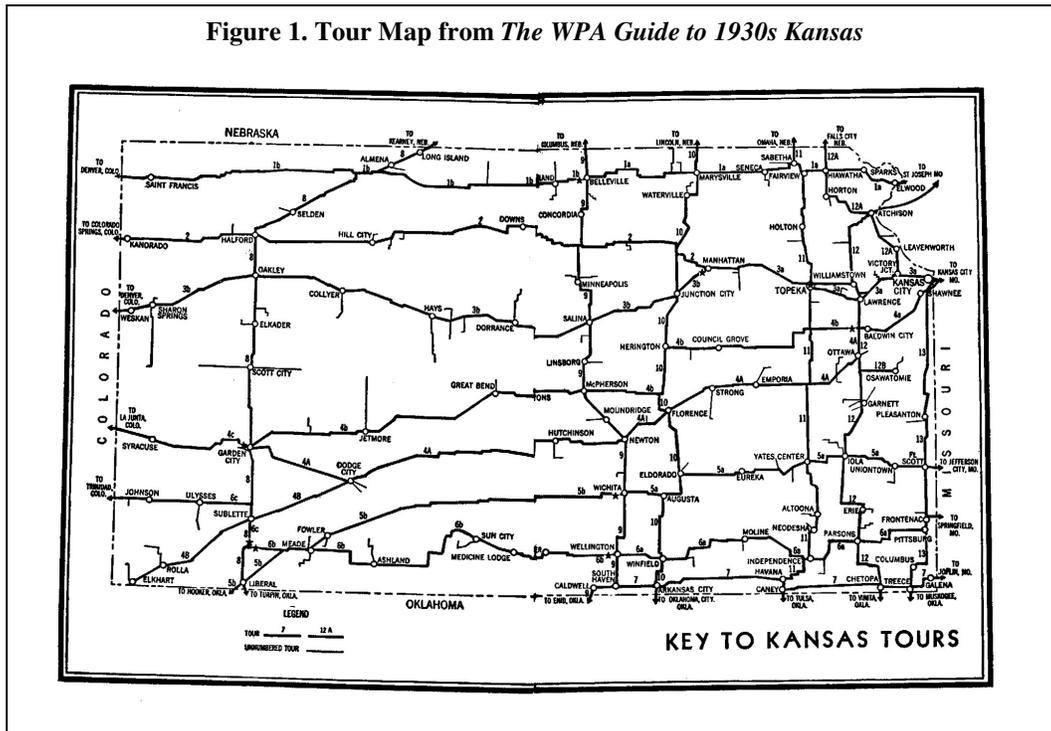
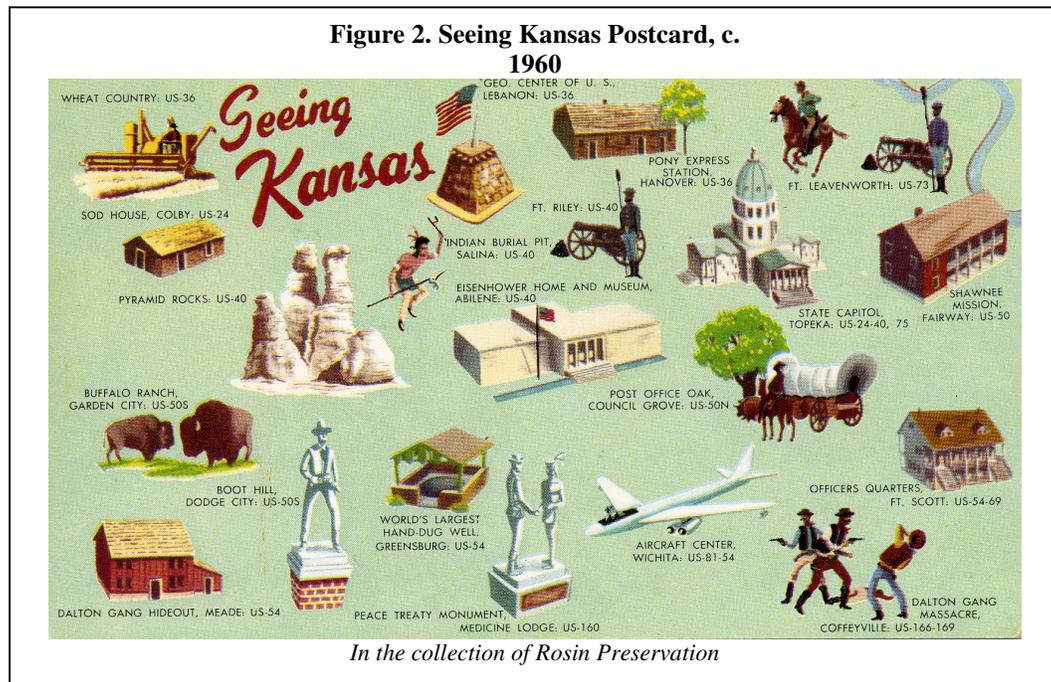


Figure 2. Seeing Kansas Postcard, c. 1960



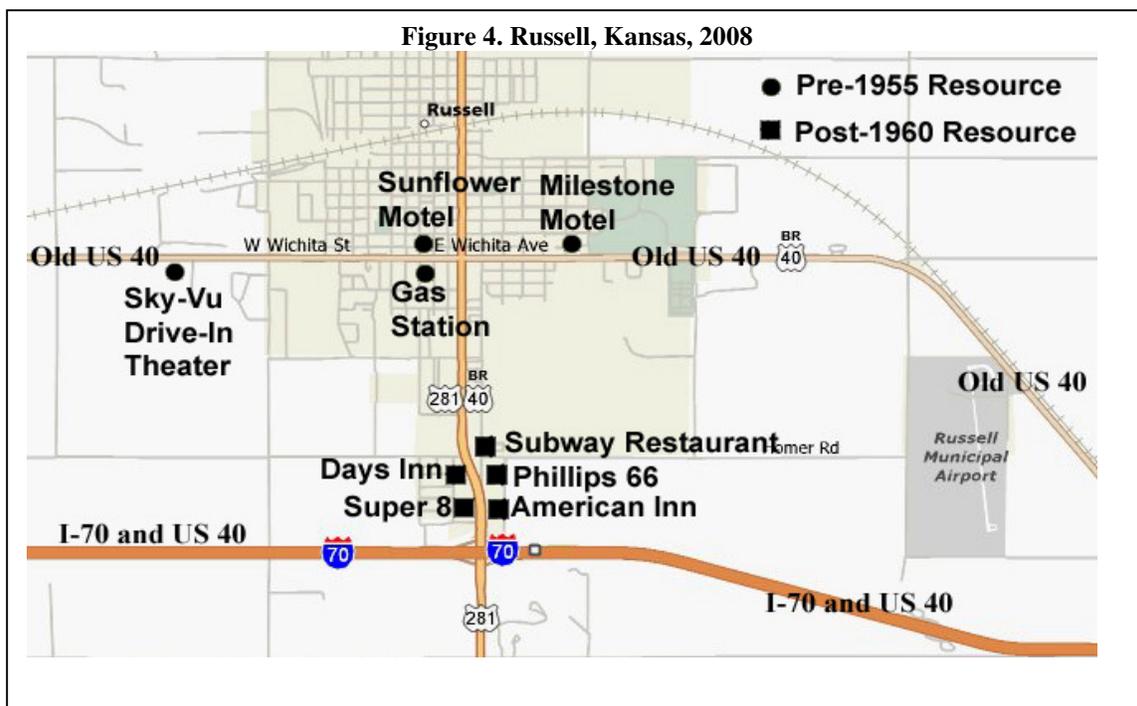
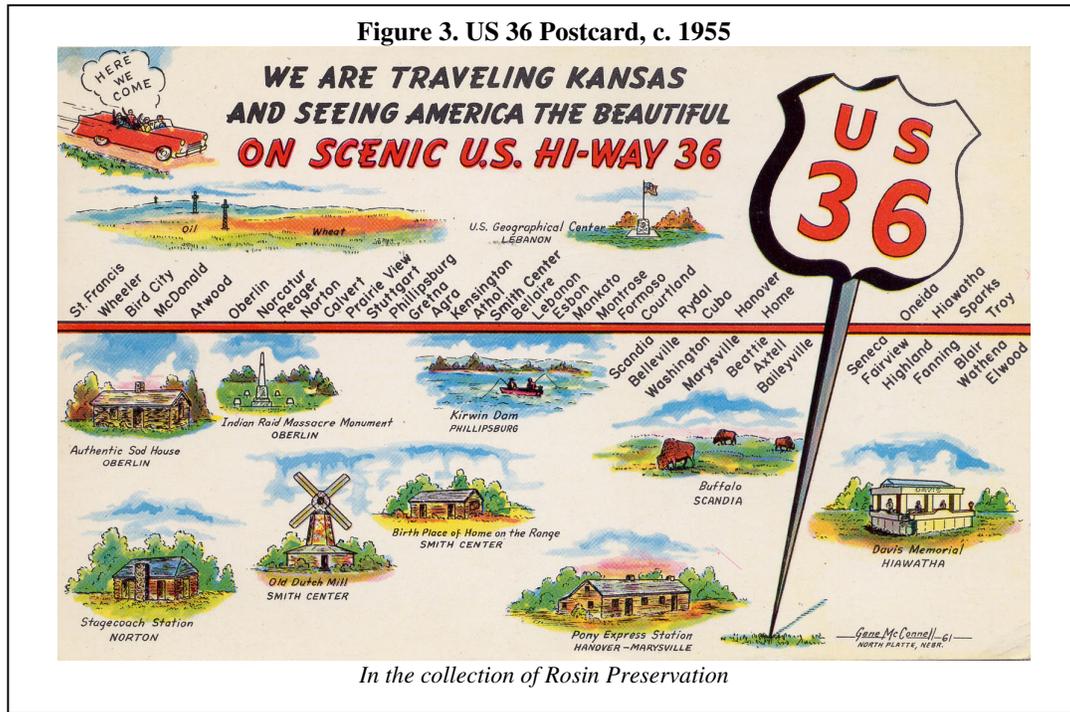
In the collection of Rosin Preservation

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Figure 5. Milestone Motel, Russell, 1955



Figure 6. Sunflower Motel Sign, Russell, c. 1935



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Figure 7. Former Texaco Oblong Box Gas Station, Russell, 1945



Figure 8. Sky-Vu Drive-In Theatre Sign, Russell, c. 1950



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Figure 9. Vintage postcard, Indian Village, Lawrence

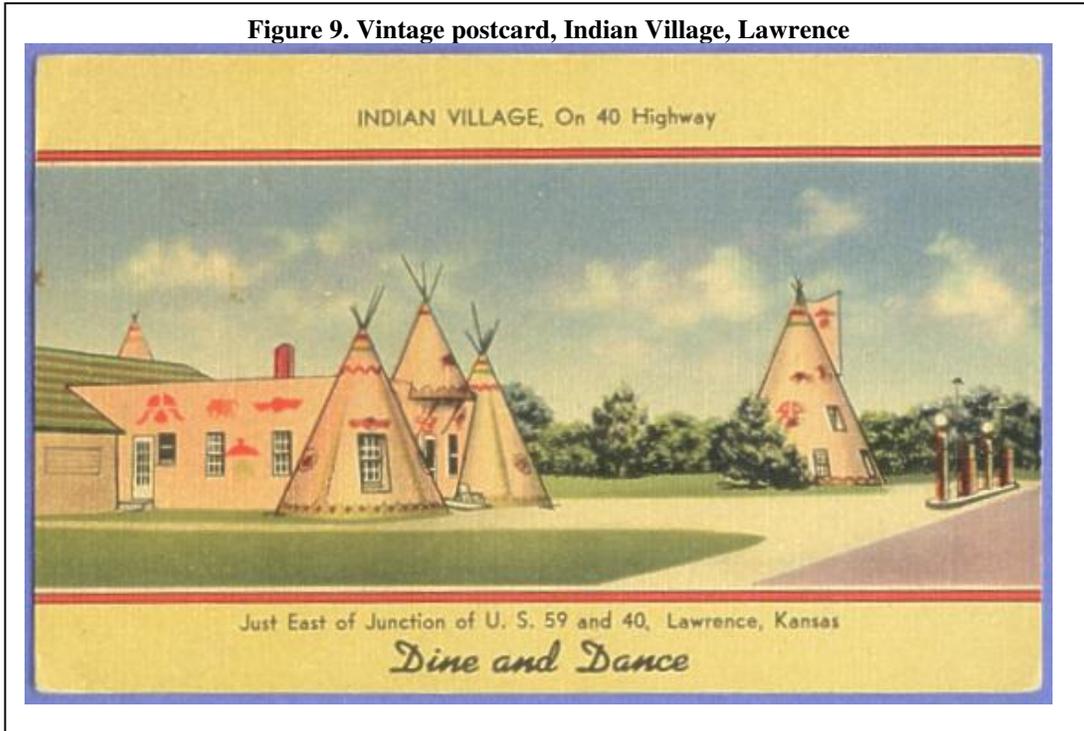
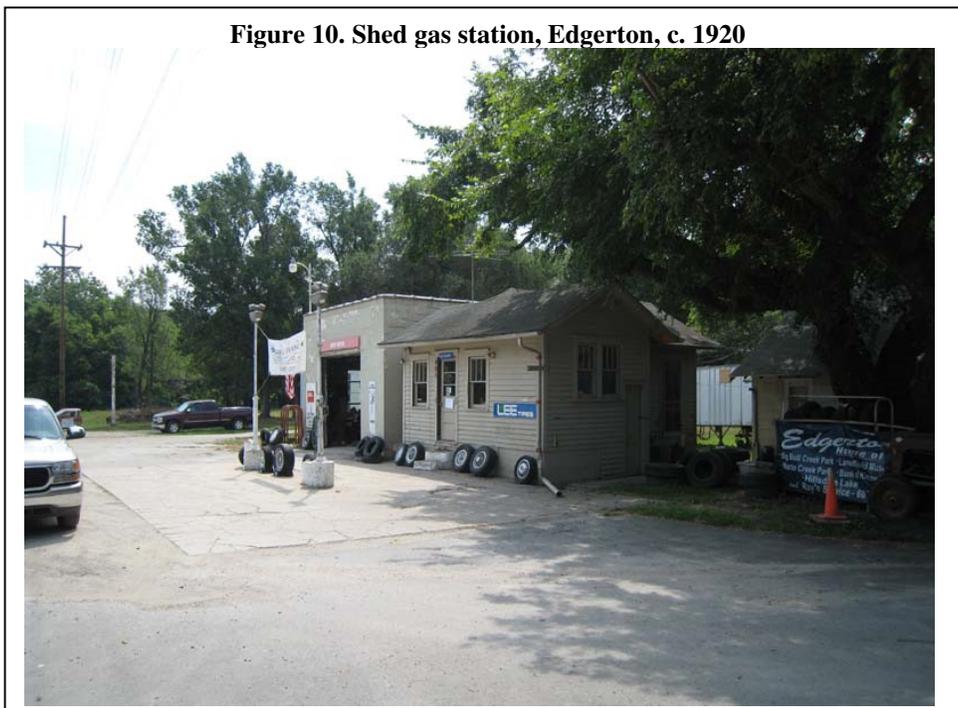


Figure 10. Shed gas station, Edgerton, c. 1920



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Figure 11. Canopied gas station, Leonardville, c. 1920



Figure 12. Tudor Revival (Phillips 66) cottage gas station, Emporia, c. 1925



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Figure 13. Colonial Revival house with bays gas station, Wilson, c. 1920



Figure 14. Vernacular "castle" gas station, Glen Elder, 1926



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Figure 15. "House with bays" gas station, Dighton, 1937



Figure 16. Streamlined gas station, McPherson, c. 1940



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Figure 17. Oblong box (Texaco) gas station, Hutchinson, c. 1945



Figure 18. Phillips 66 exaggerated Modern gas station, Wichita, c. 1960



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Figure 19. Mission gas station with “environmental” renovation, Oakley, c. 1925



Figure 20. One-part commercial block auto dealership, El Dorado, c. 1925



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Figure 21. Streamlined auto dealership, Lyons, c. 1949



Figure 22. Dyne Quik Diner, Wichita, c. 1955



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Figure 23. Old 56 Family Restaurant, Olathe, c. 1960



Figure 24. Homer's Drive-Inn, Leavenworth, 1938



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Figure 25. 1106 Drive-In, Pittsburg, 1963



Figure 26. Wagon Wheel Cabin Court, Downs, c. 1925



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Figure 27. Motel Office, Café, and Service Station, Eureka, c. 1920



Figure 28. Tourist cabins with car ports, Eureka, c. 1920



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Figure 29. West Haven Motel, Kansas City, c. 1935



Figure 30. Kansas Motel, Liberal, c. 1940



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Figure 31. Sunset Motel, Tonganoxie, c. 1955



Figure 32. Townsman Motel (motor inn), Yates Center, c. 1960



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Figure 33. Surviving screen, Hill-Top Drive-in, LaCrosse, 1953



Figure 34. Grocery and gas station, Cairo, c. 1925



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Figure 35. Bus Station, Wilson, 1910/1934



Figure 36. World's Largest Ball of Twine, Cawker City, 1961



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Figure 37. Garden of Eden, Lucas, 1907



Figure 38. West Haven Motel Sign, Kansas City, c. 1935



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Figure 39. Al's Chickenette Sign, Hays, 1949



Figure 40. Donald's Serva-teria Sign, Pratt, 1956



Figure 41. Greyhound Bus Station, Wichita, 1940



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Figure 42. Table of Principal Kansas Roads in place by 1918.

Road Name	Road #	Dir.	Terminus	Terminus	Connecting Cities in Kansas	Intersecting Routes
Rock Island Highway	US 36	E-W	Uhrichsville, OH	Rocky Mountain National Park, CO	St. Joseph, MO; Hiawatha, Marysville, Belleville, Norton	US 75, US 81, US 83
Golden Belt	US 24	E-W	Clarkston, MI	Minturn, CO (I-70)	Kansas City, Lawrence, Topeka, Manhattan, Glen Elder, Stockton, Goodland	US 40, US 70, US 75, US 81, US 83
Golden Belt	US 40	E-W	Atlantic City, NJ	San Francisco, CA (orig.); Park City, UT (today)	Kansas City, Lawrence, Topeka, Salina, Hays, Sharon Springs	US 24, US 70, US 75, US 81, US 83
New Santa Fe Trail	US 50	E-W	Kansas City, MO (Ocean City, MD - US 50)	Los Angeles, CA (Sacramento, CA - US 50)	Hutchinson, Newton, Emporia, Ottawa, Olathe, Kansas City	US 75, US 81
Old Santa Fe Trail	US 50	E-W	Kansas City, MO (Ocean City, MD - US 50)	Santa Fe, NM (Sacramento, CA - US 50)	Kansas City, McPherson, Great Bend, Dodge City, Garden City	US 75, US 81, US 83
Wichita Road	US 54	E-W	Western Illinois	El Paso, TX	Fort Scott, Iola, El Dorado, Wichita	US 75, US 81
Cannon Ball Highway	US 54	E-W	Western Illinois	El Paso, TX	Wichita, Pratt, Dodge City (Cannon Ball HW), Liberal (US 54)	US 81, US 83
Capital Highway	US 75	N-S	Kittson County, MN, Canadian Border	Dallas, TX	Holton, Topeka, Yates Center, Independence	US 36, US 24, US 40, US 50, US 54, US 70
Meridian Road	US 81	N-S	Pembina, ND, Canadian Border	Fort Worth, TX	Belleville, Salina, McPherson, Newton, Wichita	US 36, US 24, US 40, US 50, US 54, US 70
Great Plains Highway	US 83	N-S	Westhope, ND, Canadian Border	Brownsville, TX, Mexican Border	Oberlin, Scott City, Garden City, Liberal	US 36, US 24, US 40, US 50, US 54, US 70
Interstate 70 (1956-1970)	I 70	E-W	Baltimore, MD	Cove Fort, UT	Kansas City, Topeka, Junction City, Salina, Hays, Goodland	US 24, US 40, US 75, US 81, US 83

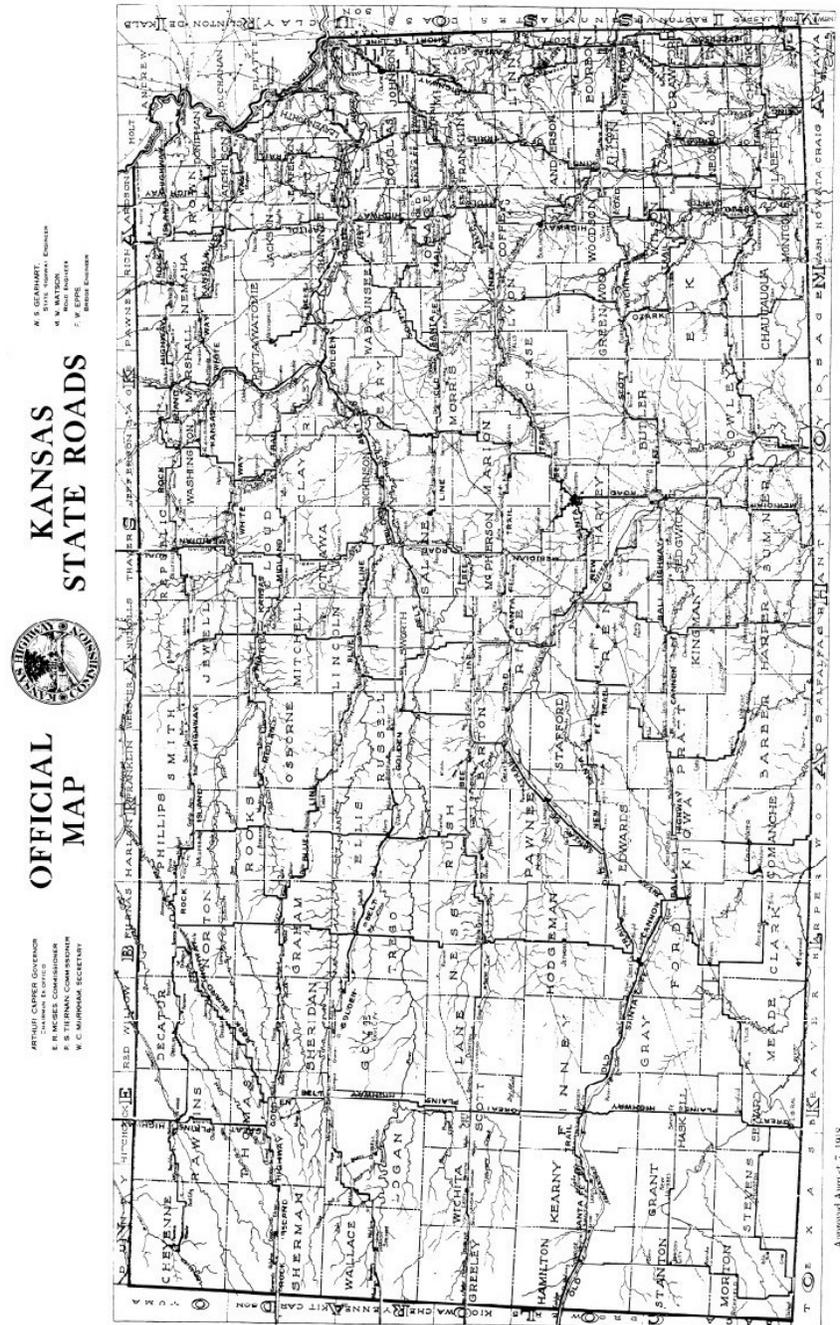
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Figure 43. Official Map of Kansas State Roads, 1918. Kansas Department of Transportation.



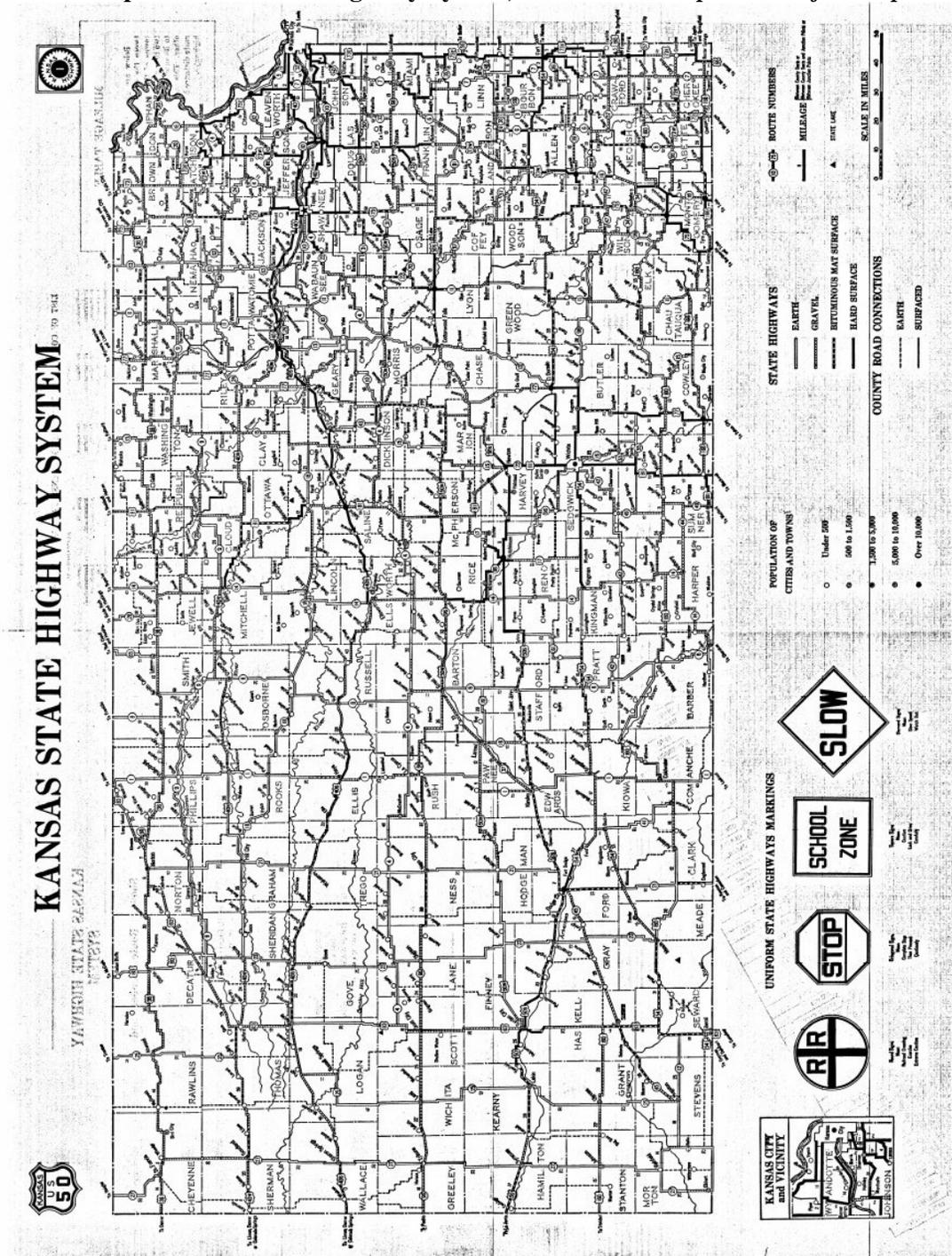
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Figure 44. Map of Kansas State Highway System, 1932. Kansas Department of Transportation.



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**Properties Surveyed in Kansas Roadside Survey 2008
Organized alphabetically by County and City**

Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
111 N STATE ST	Allen Co. - Iola	Crossroads Motel Court	Domestic - Hotel	Modern Movement	1960	169a	Yes
111 N STATE ST	Allen Co. - Iola	Crossroads Motel Office	Domestic - Hotel	Modern Movement	1960	169c	Yes
111 N STATE ST	Allen Co. - Iola	Crossroads Motel Sign	Other	Modern Movement	1960	169b	Yes
723 E WALL ST	Bourbon Co. - Fort Scott	Gas Station	Commerce/Trade - Specialty Store	Mission	1920	031a	Yes
11 E 1ST ST	Bourbon Co. - Fort Scott	Stout Building Gas Station	Commerce/Trade - Specialty Store	Commercial Style	1920	033	Contributing
24 N NATIONAL AVE	Bourbon Co. - Fort Scott	Nu-Grille	Commerce/Trade - Restaurant	Commercial Style	1946	032	Yes
723 E WALL ST	Bourbon Co. - Fort Scott	M & K Car Wash Sign	Other	Modern Movement	1950	031b	Yes
501 NATIONAL AVE	Bourbon Co. - Fort Scott	Service Station	Commerce/Trade - Specialty Store	Modern Movement	1960	034	Yes
515 NATIONAL AVE	Bourbon Co. - Fort Scott	Boone & Dauber's Drive-Inn	Commerce/Trade - Restaurant	Modern Movement	1961	035	Yes
326 MAIN ST	Butler Co. - El Dorado	John W McClure Building	Commerce/Trade - Business	Commercial Style	1925	158	Yes
1111 E CENTRAL AVE	Butler Co. - El Dorado	El Dorado Motel Restaurant	Commerce/Trade - Restaurant	Modern Movement	1955	164c	Yes
1111 E CENTRAL AVE	Butler Co. - El Dorado	El Dorado Motel Sign	Other	Modern Movement	1955	164b	No
1111 E CENTRAL AVE	Butler Co. - El Dorado	El Dorado Motel Court	Domestic - Hotel	Ranch	1955	164a	Yes
1243 W CENTRAL AVE	Butler Co. - El Dorado	Service Station	Commerce/Trade - Specialty Store	Modern Movement	1955	162	Yes
202 E CENTRAL AVE	Butler Co. - El Dorado	Job Lunch	Commerce/Trade - Restaurant	Ranch	1958	160	Yes
595 N MAIN ST	Butler Co. - El Dorado	Fast Food Resturant	Commerce/Trade - Restaurant	Modern Movement	1960	161	No
301 E CENTRAL AVE	Butler Co. - El Dorado	Norris Service Station	Commerce/Trade - Specialty Store	Modern Movement	1960	163	Yes
1136 CRAWFORD ST	Clay Co. - Clay Center	Sunrise Motel Office	Domestic - Hotel	Vernacular	1920	171a	Yes

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Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
1136 CRAWFORD ST	Clay Co. - Clay Center	Sunrise Motel Court	Domestic - Hotel	Colonial Revival	1930	171b	Yes
SE corner of 9TH CRAWFORD STS (US-24)	Clay Co. - Clay Center	Gas Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1940	172	Contribut ing
1136 CRAWFORD ST	Clay Co. - Clay Center	Sunrise Motel Sign	Other	Modern Movement	1955	171c	Yes
US-183 HWY	Comanche Co. - Coldwater	Gas Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1940	050	Yes
613 MAIN ST	Cowley Co. - Winfield	Auto Dealership	Commerce/Trade - Specialty Store	Modern Movement	1950	040	Yes
202 E 4TH ST	Crawford Co. - Pittsburg	Gas Station	Commerce/Trade - Specialty Store	Tudor Revival	1925	021	Yes
2422 BROADWAY	Crawford Co. - Pittsburg	Vel-fre Motel Court	Domestic - Hotel	Ranch	1950	023a	Yes
2422 BROADWAY	Crawford Co. - Pittsburg	Vel-fre Motel Office	Domestic - Hotel	Ranch	1960	023b	Yes
2422 BROADWAY	Crawford Co. - Pittsburg	Vel-fre Motel Sign	Other	Modern Movement	1960	023c	Yes
1106 S BROADWAY ST	Crawford Co. - Pittsburg	1106 Drive-In	Commerce/Trade - Restaurant	Modern Movement	1963	022a	Yes
1106 S BROADWAY ST	Crawford Co. - Pittsburg	1106 Drive-In Sign	Other	Modern Movement	1963	022b	Yes
MAIN ST	Crawford Co. - Walnut	Gas Station	Commerce/Trade - Specialty Store	Mission	1920	030	Yes
US-36	Decatur Co. - Oberlin	Gas Station and Garage	Commerce/Trade - Specialty Store	Mission	1935	101	Yes
US-36 HWY	Decatur Co. - Oberlin	Gas Station and Garage	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1940	100	Yes
207 E FRONTIER PKWY	Decatur Co. - Oberlin	Frontier Motel Court	Domestic - Hotel	Ranch	1953	099b	Yes
207 E FRONTIER PKWY	Decatur Co. - Oberlin	Frontier Motel Manager's House	Domestic - Hotel	Minimal Traditional	1953	099c	Yes
207 E FRONTIER PKWY	Decatur Co. - Oberlin	Frontier Motel Office, Restaurant, Cafe	Domestic - Hotel	Other	1953	099a	Yes
207 E FRONTIER PKWY	Decatur Co. - Oberlin	Frontier Motel Sign	Other	Modern Movement	1953	099d	Yes

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Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
402 W FRONTIER PKWY	Decatur Co. - Oberlin	Motel Court	Domestic - Hotel	Ranch	1955	102b	Yes
402 W FRONTIER PKWY	Decatur Co. - Oberlin	Motel Office	Domestic - Hotel	Ranch	1955	102a	Yes
10TH ST	Douglas Co. - Eudora	Service Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1940	019	Yes
1804 E 1500 RD	Douglas Co. - Lawrence	Gas Station	Commerce/Trade	Craftsman/ Bungalow	1915	009	Yes
317 N 2ND ST	Douglas Co. - Lawrence	D-X Gas Station	Commerce/Trade - Specialty Store	Tudor Revival	1920	017a	Yes
311 N 2ND ST	Douglas Co. - Lawrence	D-X Gas Station Garage	Commerce/Trade - Specialty Store	Vernacular	1920	017b	Yes
US-24 HWY	Douglas Co. - Lawrence	Indian Village Restaurant	Commerce/Trade - Restaurant	Vernacular	1930	010b	Contribut ing
US-24 HWY	Douglas Co. - Lawrence	Indian Village Sign	Other	Modern Movement	1930	010c	No
US-24 HWY	Douglas Co. - Lawrence	Indian Village Store	Domestic - Hotel	Vernacular	1930	010a	Yes
1703 W 6TH ST	Douglas Co. - Lawrence	Motel	Domestic - Hotel	Ranch	1958	018b	Yes
1703 W 6TH ST	Douglas Co. - Lawrence	Motel Office	Domestic - Hotel	Modern Movement	1970	018a	Yes
700 VINE ST	Ellis Co. - Hays	Al's Chickenette Fried Chicken	Commerce/Trade - Restaurant	Vernacular	1949	186a	No
700 VINE ST	Ellis Co. - Hays	Al's Chickenette Fried Chicken Sign	Other	Modern Movement	1949	186b	Yes
527 E 17TH ST	Ellis Co. - Hays	Mike's Burger Barn	Commerce/Trade - Restaurant	Other	1960	185	Yes
529 27TH ST	Ellsworth Co. - Wilson	Southside Garage	Commerce/Trade - Specialty Store	Commercial Style	1910	178a	Yes
506 27TH ST	Ellsworth Co. - Wilson	Gas Station	Commerce/Trade - Specialty Store	Colonial Revival	1930	177	Yes
529 27TH ST	Ellsworth Co. - Wilson	Southside Garage Filling Station	Commerce/Trade - Specialty Store	Commercial Style	1934	178b	Yes
611 E FULTON ST	Finney Co. - Garden City	John's Motors	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1948	206a	Yes
409 E FULTON	Finney Co. - Garden City	Western Motor Company	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1950	205	Yes
1612 BUFFALO JONES AVE	Finney Co. - Garden City	Flamingo Motel	Domestic - Hotel	Ranch	1955	207	Yes
611 E FULTON ST	Finney Co. - Garden City	Firestone Sign	Other	Modern Movement	1965	206b	N/A

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Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
121 N MAIN ST	Finney Co. - Garden City	Marland Oil Co. Service Station	Commerce/Trade - Specialty Store	Tudor Revival	other	204	Yes
2300 W WYATT EARP BLVD	Ford Co. - Dodge City	Thunderbird Motel North Building	Domestic - Hotel	Ranch	1960	208c	No
2300 W WYATT EARP BLVD	Ford Co. - Dodge City	Thunderbird Motel Office	Domestic - Hotel	Ranch	1960	208a	Yes
2300 W WYATT EARP BLVD	Ford Co. - Dodge City	Thunderbird Motel Sign	Other	Modern Movement	1960	208b	Yes
2300 W WYATT EARP BLVD	Ford Co. - Dodge City	Thunderbird Motel West Building	Domestic - Hotel	Ranch	1960	208d	Yes
2300 W WYATT EARP BLVD	Ford Co. - Dodge City	Thunderbird Motel East Building	Domestic - Hotel	Ranch	1965	208e	Yes
1127 N MAIN ST	Franklin Co. - Ottawa	Gas Station	Commerce/Trade - Specialty Store	Colonial Revival	1935	071	Yes
Southeast corner of W MAIN (US-24) and S 3RD AVE	Graham Co. - Hill City	Auto Dealership	Commerce/Trade - Specialty Store	Commercial Style	1935	132	Yes
104 E MAIN ST	Graham Co. - Hill City	Gas Station and Garage	Commerce/Trade - Specialty Store	Commercial Style	1935	133	Yes
NE corner of W MAIN ST (US- 24) and N 5TH ST	Graham Co. - Hill City	Gas Station and Garage	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1950	131	Yes
217 N POMEROY ST	Graham Co. - Hill City	Riverside Drive-In	Recreation and Culture - Theater	Other	1955	134	No
US-54 HWY	Greenwood Co. - Eureka	Motel Cabin Court	Domestic - Hotel	Craftsman/ Bungalow	1920	165c	No
US-54 HWY	Greenwood Co. - Eureka	Motel Office, Cafe & Gas Station	Commerce/Trade - Business	Tudor Revival	1920	165a	Contribut ing
US-54 HWY	Greenwood Co. - Eureka	Motel	Domestic - Hotel	Ranch	1942	165b	Yes
US-54 HWY	Greenwood Co. - Eureka	Travelers Motel	Domestic - Hotel	Ranch	1950	167a	Yes
US-54 HWY	Greenwood Co. - Eureka	Travelers Motel Sign	Other	Modern Movement	1950	167b	Yes
916 E RIVER RD	Greenwood Co. - Eureka	Lo-Mar Drive-In	Commerce/Trade - Restaurant	Modern Movement	1955	166	Yes
609 E 14TH ST	Harper Co. - Harper	Footlongs & Nu- Burgers	Commerce/Trade - Restaurant	Modern Movement	1957	051a	No

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Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
1113 US-54 HWY	Kingman Co. - Kingman	Copa Motel Office	Domestic - Hotel	Ranch	1960	041b	Yes
1113 US-54 HWY	Kingman Co. - Kingman	Copa Motel Sign	Other	Modern Movement	1960	041c	Yes
1003 MAIN ST	Labette Co. - Parsons	Gas Station	Commerce/Trade - Specialty Store	Colonial Revival	1920	026	No
900 MAIN ST	Labette Co. - Parsons	Gas Station	Commerce/Trade - Specialty Store	Commercial Style	1940	028	Yes
924 MAIN ST	Labette Co. - Parsons	Twin Rivers Motel	Domestic - Hotel	Ranch	1950	027	Yes
3122 MAIN ST	Labette Co. - Parsons	Sunflower Inn	Domestic - Hotel	Ranch	1955	025	Yes
101 MAIN ST	Labette Co. - Parsons	Tower Bowl	Recreation and Culture	Modern Movement	1955	024b	No
101 MAIN ST	Labette Co. - Parsons	Tower Bowl Sign	Other	Modern Movement	1960	024a	Yes
205 W LONG ST	Lane Co. - Dighton	Sinclair Oil Gas Station and Garage	Commerce/Trade - Specialty Store	Other	1935	120	Yes
239 E LONG ST	Lane Co. - Dighton	Farmers Oil Gas Station and Garage	Commerce/Trade - Specialty Store	Mission	1937	121	No
215 W LONG ST	Lane Co. - Dighton	Chapel Lane Motel	Domestic - Hotel	Ranch	1956	119	No
1550 S 4TH ST	Leavenworth Co. - Leavenworth	Cottage Terrace Motel Court	Domestic - Hotel	Modern Movement	1930	012b	Yes
1550 S 4TH ST	Leavenworth Co. - Leavenworth	Cottage Terrace Motel Office	Domestic - Hotel	Modern Movement	1930	012a	Yes
630 CHEROKEE ST	Leavenworth Co. - Leavenworth	Service Station Garage	Commerce/Trade - Specialty Store	Other	1935	014b	No
630 CHEROKEE ST	Leavenworth Co. - Leavenworth	Gas Station	Commerce/Trade	Mission	1936	014a	No
1320 S 4TH ST	Leavenworth Co. - Leavenworth	Homer's Drive Inn	Commerce/Trade - Restaurant	Colonial Revival	1938	013	No
200 S BROADWAY	Leavenworth Co. - Leavenworth	Auto Dealership	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1946	015	Yes
1500 S 4TH ST	Leavenworth Co. - Leavenworth	Cottage Terrace Gas Station	Commerce/Trade	Modern Movement	1947	011a	Yes
1500 S 4TH ST	Leavenworth Co. - Leavenworth	Cottage Terrace Gas Station Sign	Other	Modern Movement	1950	011b	Yes
US-24 HWY	Leavenworth Co. - Tonganoxie	Service Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1945	008	Yes
US-24 HWY	Leavenworth Co. - Tonganoxie	Service Station	Commerce/Trade - Specialty Store	Vernacular	1950	007	No
205 WEST ST	Leavenworth Co. - Tonganoxie	Service Station	Commerce/Trade - Specialty Store	Vernacular	1951	006a	No
205 WEST ST	Leavenworth Co. - Tonganoxie	Service Station Sign	Other	Vernacular	1951	006b	No

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Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
224 S MAIN ST	McPherson Co. - McPherson	Gas Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1940	199	Yes
401 S MAIN ST	McPherson Co. - McPherson	Phillips 66 Service Station	Commerce/Trade - Specialty Store	Modern Movement	1963	197	No
144 W CARTHAGE	Meade Co. - Meade	Service Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1935	209	Yes
319 GRAND AVE	Meade Co. - Plains	Gas Station	Commerce/Trade - Specialty Store	Commercial Style	1920	210	Yes
SW corner of N MILL ST and E 8TH ST (K-14)	Mitchell Co. - Beloit	Gas Station	Commerce/Trade - Specialty Store	Commercial Style	1925	174	No
107 E 8TH ST	Mitchell Co. - Beloit	Phillips 66 Service Station	Commerce/Trade - Specialty Store	Modern Movement	1960	173	No
604 WISCONSIN ST	Mitchell Co. - Cawker City	Gas Station	Commerce/Trade - Specialty Store	Craftsman/ Bungalow	1920	150a	Yes
WISCONSIN ST	Mitchell Co. - Cawker City	Gas Station	Commerce/Trade - Specialty Store	Craftsman/ Bungalow	1920	149	Yes
604 WISCONSIN ST	Mitchell Co. - Cawker City	Gas Station Garage	Commerce/Trade - Specialty Store	Vernacular	1930	150b	No
1117 WISCONSIN ST	Mitchell Co. - Cawker City	Security Oil Co. Gas Station	Commerce/Trade - Specialty Store	Vernacular	1935	147	Yes
WISCONSIN ST	Mitchell Co. - Cawker City	World's Largest Ball of Twine	Recreation and Culture - Monument/ Marker		1961	148	Yes
SE corner of MAIN ST and MARKET ST	Mitchell Co. - Glen Elder	E.W. Norris Service Station	Commerce/Trade - Specialty Store	Vernacular	1926	152a, 152b	Yes
SW corner of US-24 and HOBART AVE	Mitchell Co. - Glen Elder	Gas Station	Commerce/Trade - Specialty Store	Tudor Revival	1930	151	Yes
400 MAIN ST	Montgomery Co. - Independence	Gas Station	Commerce/Trade - Specialty Store	Tudor Revival	1925	039	No
1112 E MAIN ST	Montgomery Co. - Independence	Townsmen Motel Sign	Other	Vernacular	1930	037b	Yes
1112 E MAIN ST	Montgomery Co. - Independence	Restaurant	Commerce/Trade - Restaurant	Mission	1930	037c	Yes
928 E MAIN ST	Montgomery Co. - Independence	Save Gas & Oil Gas Station	Commerce/Trade - Specialty Store	Modern Movement	1947	038	Contribut ing
1112 E MAIN ST	Montgomery Co. - Independence	Townsmen Motel Court	Domestic - Hotel	Ranch	1965	037a	Yes
260 MAIN ST	Morris Co. - Council Grove	Site of the signing of the Santa Fe Trail Treaty	Recreation and Culture - Monument/ Marker	Modern Movement	1963	156	No

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Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
US-36 HWY	Norton Co. - Norton	Guest Motel Sign	Other	Modern Movement	1960	095b	Yes
NW corner of MILL ST and 4TH AVE	Osborne Co. - Alton	Gas Station	Commerce/Trade - Specialty Store	Neoclassical	1920	140	Yes
2464 US-24 HWY	Osborne Co. - Alton	Bill's Service Cafe	Commerce/Trade - Restaurant	Vernacular	1957	139b	Yes
2464 US-24 HWY	Osborne Co. - Alton	Bill's Service Gas Station and Garage	Commerce/Trade - Specialty Store	Vernacular	1957	139a	Yes
1319 KANSAS ST	Osborne Co. - Downs	Shady Grove Motel Office	Domestic - Hotel	Craftsman/ Bungalow	1920	145a	Yes
1319 KANSAS ST	Osborne Co. - Downs	Shady Grove Motel Cottages	Domestic - Hotel	Colonial Revival	1925	145b	Yes
259 US-24 HWY	Osborne Co. - Downs	Grandview Motel	Domestic - Hotel	Ranch	1950	146	Yes
119 S 1ST ST	Osborne Co. - Osborne	Gas Station Garage	Commerce/Trade - Specialty Store	Vernacular	1930	144b	No
119 S 1ST ST	Osborne Co. - Osborne	Gas Station	Commerce/Trade - Specialty Store	Other	1963	144a	No
SE corner of STATE ST (US- 36) and 2ND ST	Phillips Co. - Phillipsburg	Gas Station and Garage	Commerce/Trade - Specialty Store	Tudor Revival	1930	094	No
603 STATE ST	Phillips Co. - Phillipsburg	Phillips 66 Service Station	Commerce/Trade - Specialty Store	Modern Movement	1960	093	Yes
US-54 HWY	Pratt Co. - Cairo	Gas & Grocery Gas Station	Commerce/Trade - Specialty Store	Commercial Style	1925	045	Yes
103 S MAIN ST	Pratt Co. - Pratt	Swinson Motor Co.	Commerce/Trade - Business	Streamlined/ Art Moderne	1938	049	Yes
1401 E 1ST ST	Pratt Co. - Pratt	Motel	Domestic - Hotel	Streamlined/ Art Moderne	1945	046a	Yes
1401 E 1ST ST	Pratt Co. - Pratt	Motel Office	Domestic - Hotel	Modern Movement	1945	046b	Yes
623 1ST ST	Pratt Co. - Pratt	Harts 54 Diner Sign	Other	Modern Movement	1950	048b	Yes
1117 E 1ST ST	Pratt Co. - Pratt	Donalds Serva- teria	Commerce/Trade - Restaurant	Modern Movement	1956	047a	No
1117 E 1ST ST	Pratt Co. - Pratt	Donalds Serva- teria Sign	Other	Modern Movement	1956	047b	No
623 1ST ST	Pratt Co. - Pratt	Gas Station	Commerce/Trade - Specialty Store	Vernacular	1960	048a	Yes
US-36 HWY	Rawlins Co. - Atwood	Gas Station and Garage	Commerce/Trade - Specialty Store	Tudor Revival	1930	104	Yes
US-36 HWY	Rawlins Co. - Atwood	Gas Station and Garage	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1940	107	Yes

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Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
East side of US-183 south of La Crosse	Rush Co. - La Crosse	Hill-Top Drive-In	Recreation and Culture - Outdoor Recreation		1953	191	Yes
1515 MAIN ST	Rush Co. - La Crosse	Green Acres Motel	Domestic - Hotel	Ranch	1954	187a	Yes
1515 MAIN ST	Rush Co. - La Crosse	Green Acres Motel Sign	Other	Modern Movement	1954	187b	No
221 MAIN ST	Rush Co. - La Crosse	Happy Trails Sign	Other	Modern Movement	1960	190b	Yes
305 E 2ND ST	Russell Co. - Lucas	Garden of Eden	Recreation and Culture - Museum	Vernacular	1907	141	Yes
NW corner of MAIN ST and OHIO ST	Russell Co. - Luray	Vicar's Gas Station	Commerce/Trade - Specialty Store	Tudor Revival	1935	143	Yes
19363 K-18 HWY	Russell Co. - Luray	Vicar's Gas Station	Commerce/Trade - Specialty Store	Other	1954	142	Yes
212 E WICHITA ST	Russell Co. - Russell	City Service Oil Gas Station	Commerce/Trade - Specialty Store	Commercial Style	1942	182	No
405 E WICHITA AVE	Russell Co. - Russell	Texaco Gas Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1945	181	No
South side of OLD US-40 west of Russell	Russell Co. - Russell	Sky-Vu Drive-In Theatre Sign	Other	Modern Movement	1950	184	Yes
2497 OLD US-40 HWY	Russell Co. - Russell	Bavarian Haus	Commerce/Trade - Restaurant	Ranch	1954	180	Yes
2499 OLD US-40 HWY	Russell Co. - Russell	Milestone Motel	Domestic - Hotel	Ranch	1955	179a	Yes
2499 OLD US-40 HWY	Russell Co. - Russell	Milestone Motel Sign	Other	Modern Movement	1955	179b	Yes
NW corner of N GRANT ST and W WICHITA AVE (OLD US-40)	Russell Co. - Russell	Sunflower Motel Sign	Other	Modern Movement	1955	183	No
203 W ASH ST	Saline Co. - Salina	Gas Station and Garage	Commerce/Trade - Specialty Store	Mission	1919	201	Yes
440 N BROADWAY ST	Saline Co. - Salina	Log Cabin Motel Court	Domestic - Hotel	Vernacular	1940	203a	Yes
440 N BROADWAY ST	Saline Co. - Salina	Log Cabin Motel Sign	Other	Vernacular	1940	203b	No
313 W ASH ST	Saline Co. - Salina	Gas Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1947	200	Yes

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Address	County-City	Historic Name	Hist. Function	Primary Style	Date	Survey #	Eligible
3303 N BROADWAY ST	Sedgwick Co. - Wichita	Savutes Italian Food & Steaks/Parking	Other	Modern Movement	1955	057	Yes
1421 N BROADWAY	Sedgwick Co. - Wichita	Uptown Motel	Domestic - Hotel	Modern Movement	1955	059a	Yes
1421 N BROADWAY	Sedgwick Co. - Wichita	Uptown Motel Sign	Other	Modern Movement	1955	059b	Yes
9023 W KELLOGG DR	Sedgwick Co. - Wichita	Western Holiday Motel Sign	Other	Modern Movement	1955	053c	Yes
1546 S BROADWAY ST	Sedgwick Co. - Wichita	Don's Restaurant Sign	Other	Modern Movement	1958	063	Yes
6717 W KELLOGG DR	Sedgwick Co. - Wichita	Service Station	Commerce/Trade - Specialty Store	Modern Movement	1960	054	Yes
816 S BROADWAY	Sedgwick Co. - Wichita	Takhoma Burger	Commerce/Trade - Restaurant	Modern Movement	1960	062	Yes
790 BROADWAY	Sedgwick Co. - Wichita	Phillips 66 Gas Station	Commerce/Trade - Specialty Store	Modern Movement	1960	061	No
9023 W KELLOGG DR	Sedgwick Co. - Wichita	Western Holiday Motel Court	Domestic - Hotel	Ranch	1960	053a	No
9023 W KELLOGG DR	Sedgwick Co. - Wichita	Western Holiday Motel Office/Resturant	Commerce/Trade - Restaurant	Modern Movement	1960	053b	Yes
115 W 2ND ST	Seward Co. - Liberal	Hood Chevrolet Building	Commerce/Trade - Specialty Store	Commercial Style	1920	211	Yes
310 E PANCAKE BLVD	Seward Co. - Liberal	Motel	Domestic - Hotel	Mission	1940	212	Yes
1537 MAIN ST	Sherman Co. - Goodland	Gas Station	Commerce/Trade - Specialty Store	Neoclassical	1920	110a	Yes
1535 MAIN ST	Sherman Co. - Goodland	Gas Station Garage	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1937	110b	Yes
US-24 HWY	Sherman Co. - Goodland	Gas Station and Garage	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1940	109	Yes
218 S MAIN ST	Smith Co. - Smith Center	Bonecutter Dimond Chevrolet Co. Dealership	Commerce/Trade - Specialty Store	Mission	1931	090a	Yes
220 S MAIN ST	Smith Co. - Smith Center	Bonecutter Dimond Chevrolet Co. Filling Station	Commerce/Trade - Specialty Store	Spanish Eclectic	1931	090b	Yes
US-36	Smith Co. - Smith Center	Standard Oil Gas Station	Commerce/Trade - Specialty Store	Streamlined/ Art Moderne	1940	091	Yes
114 US-36 HWY	Smith Co. - Smith Center	Paul's 36 Grill	Commerce/Trade - Restaurant	Ranch	1945	092a	Yes

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114 US-36 HWY	Smith Co. - Smith Center	Paul's 36 Grill Sign	Other	Modern Movement	1945	092b	Yes
220 S MAIN ST	Smith Co. - Smith Center	Bonecutter Dimond Chevrolet Co. Filling Station Sign	Other	Modern Movement	1950	090c	Yes
116 US-36 HWY	Smith Co. - Smith Center	US Center Motel Court	Domestic - Hotel	Ranch	1950	089b	Yes
116 US-36 HWY	Smith Co. - Smith Center	US Center Motel Office	Domestic - Hotel	Ranch	1950	089a	Yes
116 US-36 HWY	Smith Co. - Smith Center	US Center Motel Sign	Other	Modern Movement	1950	089c	No
740 US-36 HWY	Smith Co. - Smith Center	Prairie Winds Motel Office	Domestic - Hotel	Ranch	1950	088a	Yes
740 US-36 HWY	Smith Co. - Smith Center	Prairie Winds Motel Court	Domestic - Hotel	Ranch	1960	088b	Yes
US-81 HWY	Sumner Co. - Wellington	Motel Office	Domestic - Hotel	Mission	1925	052a	No
US-81	Sumner Co. - Wellington	Motel Court	Domestic - Hotel	Ranch	1950	052b	No
US-24 HWY	Thomas Co. - Colby	Gas Station and Garage	Commerce/Trade - Specialty Store	Art Deco	1940	108	No
101 BARCLAY AVE	Trego Co. - WaKeeney	Michalich Gas Station and Garage	Commerce/Trade - Specialty Store	Craftsman/Bungalow	1925	130	No
107 N MAIN ST	Trego Co. - WaKeeney	Auto Dealership	Commerce/Trade - Specialty Store	Mission	1930	125	No
Northwest corner of GOLDEN BELT RD and N 6TH ST	Trego Co. - WaKeeney	Gas Station and Garage	Commerce/Trade - Specialty Store	Art Deco	1930	126	Yes
120 BARCLAY AVE	Trego Co. - WaKeeney	Auto Dealership	Commerce/Trade - Specialty Store	Streamlined/Art Moderne	1950	129	Yes
Southwest corner of BARCLAY AVE and MAIN ST	Trego Co. - WaKeeney	Gas Station and Garage	Commerce/Trade - Specialty Store	Streamlined/Art Moderne	1950	127	Yes
219 BARCLAY AVE	Trego Co. - WaKeeney	Bryant Motel Court	Domestic - Hotel	Ranch	1953	128b	Yes
219 BARCLAY AVE	Trego Co. - WaKeeney	Bryant Motel Office	Domestic - Hotel	Vernacular	1953	128a	Yes

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219 BARCLAY AVE	Trego Co. - WaKeeney	Bryant Motel Sign	Other	Modern Movement	1953	128c	Yes
113 E 7TH ST	Wallace Co. - Sharon Springs	Heyl's Cottages	Domestic - Hotel	Craftsman/ Bungalow	1925	112b	Yes
113 E 7TH ST	Wallace Co. - Sharon Springs	Heyl's Cottages Office	Domestic - Hotel	Craftsman/ Bungalow	1925	112a	Yes
113 E 7TH ST	Wallace Co. - Sharon Springs	Tumbleweed Motel Sign	Other	Modern Movement	1940	112c	Yes
504 N MAIN ST	Wallace Co. - Sharon Springs	Heyl Motor Company Dealership	Commerce/Trade - Specialty Store	Other	1947	113	Yes
NW corner of US-40 and US- 24	Wallace Co. - Sharon Springs	Traveler Motel	Domestic - Hotel	Ranch	1963	111	Yes
310 W 7TH ST	Washington Co. - Washington	Washington Motel Court	Domestic - Hotel	Other	1963	083b	Yes
310 W 7TH ST	Washington Co. - Washington	Washington Motel Office	Domestic - Hotel	Other	1963	083a	Yes
310 W 7TH ST	Washington Co. - Washington	Washington Motel Sign	Other	Modern Movement	1963	083c	Yes
609 W MARY ST	Woodson Co. - Yates Center	Townsmen Motel Court	Domestic - Hotel	Modern Movement	1960	168a	Yes
609 W MARY ST	Woodson Co. - Yates Center	Townsmen Motel Sign	Other	Modern Movement	1960	168b	Yes
5250 STATE AVE	Wyandotte Co. - Kansas City	West Haven Motel Court	Domestic - Hotel	Mission	1935	001b	Yes
5250 STATE AVE	Wyandotte Co. - Kansas City	West Haven Motel Office	Domestic - Hotel	Modern Movement	1935	001a	Yes
5250 STATE AVE	Wyandotte Co. - Kansas City	West Haven Motel Sign	Other	Streamlined/ Art Moderne	1935	001c	Yes
5226 STATE AVE	Wyandotte Co. - Kansas City	Service Station	Commerce/Trade - Specialty Store	Modern Movement	1945	002	No
8600 STATE AVE	Wyandotte Co. - Kansas City	Crest Motel Court	Domestic - Hotel	Modern Movement	1950	004b	Yes
8600 STATE AVE	Wyandotte Co. - Kansas City	Crest Motel Office/ Manager's House	Domestic - Hotel	Modern Movement	1950	004a	Yes
8600 STATE AVE	Wyandotte Co. - Kansas City	Crest Motel Sign	Other	Modern Movement	1950	004c	Yes
8201 STATE AVE	Wyandotte Co. - Kansas City	Ranch West Bowling Center Sign	Other	Modern Movement	1958	003	Yes