**NAME**

HISTORIC
Shell Service Station

AND/OR COMMON
Same

**LOCATION**

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

CITY, TOWN
Winston-Salem

STATE
North Carolina

**CLASSIFICATION**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>OWNERSHIP</th>
<th>STATUS</th>
<th>PRESENT USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISTRICT</td>
<td>PUBLIC</td>
<td>OCCUPIED</td>
<td>AGRICULTURE</td>
</tr>
<tr>
<td>BUILDING(S)</td>
<td>PRIVATE</td>
<td>UNOCCUPIED</td>
<td>PARK</td>
</tr>
<tr>
<td>STRUCTURE</td>
<td>BOTH</td>
<td>WORK IN PROGRESS</td>
<td>EDUCATIONAL</td>
</tr>
<tr>
<td>SITE</td>
<td>PUBLIC</td>
<td>ACCESSIBLE</td>
<td>GOVERNMENT</td>
</tr>
<tr>
<td>OBJECT</td>
<td>IN PROCESS</td>
<td>YES: RESTRICTED</td>
<td>INDUSTRIAL</td>
</tr>
<tr>
<td></td>
<td>BEING CONSIDERED</td>
<td>YES: UNRESTRICTED</td>
<td>TRANSPORTATION</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NO</td>
<td>OTHER:</td>
</tr>
</tbody>
</table>

**OWNER OF PROPERTY**

NAME
Mr. James D. Watson

STREET & NUMBER
1317 Verdun Street

CITY, TOWN
Winston-Salem

STATE
North Carolina

**LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE, REGISTRY OF DEEDS, ETC.
Forsyth County Courthouse

**REPRESENTATION IN EXISTING SURVEYS**

TITLE
Historic American Engineering Record

DATE
1975

DEPOSITORY FOR SURVEY RECORDS
HAER, National Park Service

CITY, TOWN
Washington

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

According to the son of one of the original owners, when the station was built the interior office was boxed in first and then around that a wire frame built in a three-dimensional shell shape. Concrete was put on the wire like stucco, and the ridges formed with hose.
PERIOD
PREHISTORIC
1400-1499
1500-1599
1600-1699
1700-1799
1800-1899
1900-
AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW
- ARCHEOLOGY-PREHISTORIC
- COMMUNITY PLANNING
- LANDSCAPE ARCHITECTURE
- ARCHEOLOGY-HISTORIC
- CONSERVATION
- LAW
- SCIENCE
- AGRICULTURE
- ECONOMICS
- LITERATURE
- SCULPTURE
- ARCHITECTURE
- EDUCATION
- MILITARY
- SOCIAL/HUMANITARIAN
- ART
- ENGINEERING
- MUSIC
- THEATER
- COMMERCE
- EXPLORATION/SETTLEMENT
- PHILOSOPHY
- TRANSPORTATION
- COMMUNICATIONS
- INDUSTRY
- INVENTION
- OTHER (SPECIFY)

SPECIFIC DATES ca. 1930

STATEMENT OF SIGNIFICANCE

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

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

The station is an excellent example of the literalism of advertising in the 1920s and 1930. The design's semiotic content is explicit: the building's form repeats visually the Shell gasoline brand and is a three-dimensional representation of the Shell trademark. The station falls into the architectural category which Robert Venturi has defined as "ducks." That is, the building is literally a sign, an advertisement which is read and immediately comprehended. The structure, built in 1930, is less than fifty years old, but it is such a rare and unusual survival of early twentieth century advertising techniques that it merits recognition and preservation.
Glass, Brent. Interview with James Glenn and Bert Bennett, Quality Oil Company, Winston-Salem, February, 1975

GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY ½ acre

UTM REFERENCES

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

B
ZONE EASTING NORTHING

C
ZONE EASTING NORTHING

D
ZONE EASTING NORTHING

VERBAL BOUNDARY DESCRIPTION

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

<table>
<thead>
<tr>
<th>STATE</th>
<th>CODE</th>
<th>COUNTY</th>
<th>CODE</th>
</tr>
</thead>
</table>

FORM PREPARED BY

NAME/TITLE Research by Brent Glass, consultant; architectural description by
Mary Alice Hinson, consultant
ORGANIZATION Division of Archives and History
STREET & NUMBER 109 East Jones Street
CITY OR TOWN Raleigh
STATE North Carolina
DATE 30 October 1975

STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL __ STATE X LOCAL __

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

TITLE Deputy State Historic Preservation Officer
DATE 30 October 1975

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION
ATTEST: KEEPER OF THE NATIONAL REGISTER