

Wisconsin Historical Society: Texaco Service Station listed in the National Register of Historic Places

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Minocqua, Oneida County, Wisconsin – The Wisconsin Historical Society announces the listing of the Texaco Service Station in Minocqua in the National Register of Historic Places on July 24, 2023. It is a locally significant and highly intact example of a late 1930s-era gas station.

The Texaco Service Station is a streamlined, modern “oblong box,” a type of building that became popular in the 1930s. The station was faced with stucco when it was built and was remodeled circa 1939 with the brick exterior still seen today. Although relatively modest in architectural styling, the building has retained key features including the original overall plan, original door and window openings with their wood doors and windows, and its overall brick exterior, complete with two rows of decorative green brick that run the full perimeter of the building.

Gas stations of this vintage are disappearing in Wisconsin. The Minocqua building operated as a service station until 1960. Using the Wisconsin Historic Preservation Tax Credit, the Texaco Service Station was rehabilitated in 2022 and again features wooden panel-and-glass overhead garage doors that are appropriate to the period of the building.

Additional information for the Texaco Service Station:

<https://www.wisconsinhistory.org/Records/NationalRegister/NR2779>

To learn more about the State and National Register programs in Wisconsin, visit: <https://wisconsinhistory.org/hp/register/>