1. Name of Property
Historic name: _Claud Collier Chevrolet & Buick Company_______________________
Other names/site number: _N/A_____________________________________
Name of related multiple property listing: __N/A_______________________
(Enter "N/A" if property is not part of a multiple property listing)

2. Location
Street & number: _115 E. Court St._________________________________
City or town: _Atoka___________ State: _OK___________ County: _Atoka___________
Not For Publication:   Vicinity: ______

3. State/Federal Agency Certification
As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this _X_ nomination ___ request for determination of eligibility meets
the documentation standards for registering properties in the National Register of Historic
Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property _X_ meets ___ does not meet the National Register Criteria. I
recommend that this property be considered significant at the following level(s) of
significance:
___national ___ statewide _X_local
Applicable National Register Criteria:
___A ___B _X_C ___D

______________________________
Signature of certifying official/Title: __________________________ Date
State or Federal agency/bureau or Tribal Government

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

______________________________
Signature of commenting official: __________________________ Date
Title: __________________________ State or Federal agency/bureau
or Tribal Government
4. **National Park Service Certification**

I hereby certify that this property is:

- [ ] entered in the National Register
- [ ] determined eligible for the National Register
- [ ] determined not eligible for the National Register
- [ ] removed from the National Register
- [ ] other (explain:) ______________________

______________________________  ________________________________________
Signature of the Keeper        Date of Action

5. **Classification**

**Ownership of Property**

(Check as many boxes as apply.)

Private: [x]

Public – Local

Public – State

Public – Federal

**Category of Property**

(Check only one box.)

Building(s) [x]

District

Site

Structure

Object
Claud Collier Chevrolet & Buick Company
Name of Property

Atoka County, OK
County and State

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

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<tr>
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<th>Noncontributing</th>
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</tr>
</tbody>
</table>

Number of contributing resources previously listed in the National Register __0______

6. Function or Use
Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE/Specialty Store: Auto Showroom

________________________________________
________________________________________
________________________________________
________________________________________

Current Functions
(Enter categories from instructions.)

Vacant/Not In Use

________________________________________
________________________________________
________________________________________
________________________________________
7. Description

Architectural Classification
(Enter categories from instructions.)

MODERN MOVEMENT: Modernistic

Materials: (enter categories from instructions.)
Principal exterior materials of the property: foundation: CONCRETE; walls: BRICK; roof: ASPHALT

Narrative Description
(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a summary paragraph that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Claud Collier Chevrolet & Buick Company (Dealership) occupies the lot at 115 East Court Street at the northwest corner of East Court Street and North Delaware Avenue near downtown Atoka, Atoka County, Oklahoma. The property contains a total of three resources: one contributing building, one contributing site (the historic southwest corner car lot), and a noncontributing structure (a non-historic canopy structure at the northeast corner of the property). Completed circa 1949, the building is constructed of brick and hollow clay tile/brick and features barrel-vaulted and shed roofs, historic showroom windows that wrap around the curved southeast corner, historic steel-frame windows on all elevations, and historic garage openings on all but the north elevation. A non-historic metal awning extends over the southeast corner showroom windows; it replaced a historic clay-tile-roofed awning. The L-shaped building wraps an exterior car lot that occupies the southwest corner of the property, which is a contributing site to the nominated property. Inside, a car showroom and former parts department occupies the southeast corner of the building, and maintenance bays occupy the northwest ell. The service

1 The date of the replacement awning is unknown; according to available historic photographs, the current awning was in place by 1977 (Figure 27).
department occupies the remainder of the interior space. Exposed materials—including steel trusses, wood roof joists and decking, painted brick perimeter walls, and concrete floors—characterize the interior. The property retains good historic integrity as a postwar auto showroom and dealership near downtown Atoka, Oklahoma.

Narrative Description

Setting
The Claud Collier Chevrolet & Buick Company (Dealership) occupies the lot at 115 East Court Street in Atoka, Atoka County, Oklahoma (Figures 1 & 2). Located at the northwest corner of East Court Street and North Delaware Avenue, it sits near the west end of the downtown commercial strip that fronts East Court Street. A parking lot occupies the northeast corner of the intersection, the Atoka County Courthouse occupies the southeast corner, and a one-story commercial strip occupies the southwest corner. Late nineteenth- and early twentieth-century commercial buildings line East Court Street to the east for three blocks, where the railroad intersects the street (Figure 7). To the west of the Dealership, below a retaining wall, is a small commercial building surrounded by a parking lot. North Mississippi Avenue, or State Highway 69, runs parallel one block west of North Delaware Avenue (Figure 8). To the north of the Dealership, along North Delaware Avenue, is a non-historic metal-clad building associated with a church.

The building occupies the majority of the site footprint. A contributing car lot occupies the southwest corner of the property, and a paved area extends along the north side of the property (Photos 1, 13 & 14). Otherwise, the building sits flush with sidewalks on the south and east sides and with the property line on the west side. A non-historic chain-link fence surrounds the paved area to the north of the building. A noncontributing, non-historic canopy structure, constructed of thin square metal posts, metal trusses, and a corrugated metal roof, spans the northeast corner of the area (Photo 1). One historic photograph shows curb plantings along both East Court Street and North Delaware Avenue (Figure 9). Currently, a concrete sidewalk extends in front of the building along East Court Street. Another sidewalk extends north-south adjacent to the building’s east elevation. There is no green space on site other than a narrow strip of grass between the east sidewalk and North Delaware Avenue. Historic curb cuts at the car lot and garage openings to the service department are still extant along both East Court Street and North Delaware Avenue, as is the historic configuration of diagonal parking in front of the car lot on East Court Street (Photos 8 & 13).

Exterior
The Dealership’s design and construction clearly communicates its property type as a postwar auto showroom and dealership. It consists of a rectangular main block and an ell that extends from the northwest corner, creating an overall L-shaped building footprint that wraps around a car lot at the southwest corner of the property. The main block of the building has a rubber-membrane-clad barrel-vaulted roof, which eliminates the need for interior structural columns and allows for an open interior space in which to freely maneuver cars (Photos 2 & 4). The ell, which historically served as auto
Claud Collier Chevrolet & Buick Company                   Atoka County, OK
Name of Property                   County and State

maintenance bays, has a simple corrugated metal shed roof that appears to be original to the building. Exterior walls are fire-proof brick and hollow clay tile with minimal tan brick and stone veneer detailing. Large aluminum-frame showroom windows at the southeast corner provide high visibility to the showroom inside, while large historic steel-frame windows on each elevation provide ample light to interior service areas and feature pivot sashes to expel fumes (Photos 5-7, 12, & 21). Garage openings on all but the north elevation allow cars to drive in and out of the interior showroom, car lot, and maintenance bays.

Alterations to the exterior are minimal. They primarily include a replacement non-historic metal awning over the showroom windows, non-historic garage doors, and paint covering the portions of the south and west elevations that face the car lot as well as the historic stone veneer retaining wall surrounding the car lot. Modern venting systems also pierce the roof on the east side.

*Main Block, South and East Elevations*

Positioned on a corner lot, the Dealership has principal elevations on both the south and east sides, which respectively front East Court Street and North Delaware Avenue (Photos 4, 8, 10, & 11). Tan brick clads the walls. Flush rowlock and soldier courses cap and detail the parapet, which is slightly taller at the southeast corner and curves down on both elevations where the interior showroom and parts area meets the service department. Soldier courses also detail window and door lintels, as well as above the historic awning outline, and window openings (not including the showroom window opening) have brick rowlock sills. Nine large aluminum-frame showroom windows, original to the building, wrap around the southeast corner. Three are identical narrower windows that form a segmental curve around the corner, while the other six are identical wider windows on the south and east elevations; the south elevation features four of the wider windows, two on either side of a pedestrian door, while the east elevation features two of the wider windows, both to the south of a pedestrian door (Photo 9). The showroom windows angle outward from bottom to top, and a low, stone veneer bulkhead anchors the entire window opening. Historic painted wood pedestrian doors integrate into the bank of showroom windows on both elevations; on the east elevation, the door sits at the north end of the window bank, while on the south elevation, the door sits in the middle of the window bank. In keeping with the transparency of the showroom windows, the doors are mostly glazed, and large wood-frame transoms provide additional light and visibility into the showroom. A non-historic corrugated metal awning extends over the showroom windows and doors. A band of red brick within the elevation walls outlines the span of the historic clay-tile-roof awning, no longer extant, which extended farther on the east elevation (Photo 5). The original awning is visible in historic photographs (Figures 9 & 10). The date of the replacement awning is unknown; according to available historic photographs, the current awning was in place by 1977 (Figure 27).

Both elevations also feature original steel-frame windows and garage openings. The east elevation contains seven bays to the north of the showroom windows. From south to north, bays one through five contain steel-frame windows that correspond with the showroom and parts department area (Photos 5-7). They are equal in height but have varying widths. Bays one and two each contain a window four lights.
Claud Collier Chevrolet & Buick Company

Name of Property

Chevrolet & Buick Company

Atoka County, OK

County and State

tall by two lights wide with a centered four-light pivot sash. Bay three contains a ganged pair of windows, each four lights tall by two lights wide and with a centered four-light pivot sash. Bays four and five each contain a window four lights tall by one light wide with a centered two-light pivot sash. Bay six contains a historic garage opening that provides access to the service department. A non-historic overhead door fills the opening, and a non-historic vinyl sign reading “Entrance” is set above the opening. Bay seven contains a ganged pair of large windows that correspond with the service department. Each ganged window is six lights tall by four lights wide and has a horizontally-centered four-light pivot sash one light up from the bottom.

The south elevation contains five bays to the west of the showroom windows, all of which correspond with the service department. From east to west, bay one contains a window four lights tall by one light wide with a centered two-light pivot sash. Bay two contains a historic garage opening that provides access to the service department. A non-historic overhead door fills the opening, and a non-historic vinyl sign reading “Entrance” is set above the opening. Bays three through five each contain a ganged pair of large windows. Each ganged window is six lights tall by four lights wide and has a horizontally-centered four-light pivot sash one light up from the bottom (Photo 12). Two historic metal downspouts with decorative cut metal scuppers—one between bays one and two; one between bays four and five—run down the south elevation, through the sidewalk, and drain onto East Court Street. There is no lighting on either elevation.

Main Block, West Elevation

The west elevation of the main block faces the car lot (Photo 13). As a secondary elevation, it is less detailed than the principal south and east elevations. Red brick clads the wall, which is currently painted; historically, it was not. The rowlock course capping the parapet continues from the south elevation, but the west elevation does not have decorative soldier courses at the parapet or historic garage opening lintel. The ell extends from the north end of the elevation. One historic garage opening pierces the elevation just south of the ell; a non-historic metal overhead door fills the opening. A non-historic pedestrian opening pierces the center of the visible portion of the elevation south of the ell; flat wood casing surrounds the opening and a non-historic paneled metal door fills it. Surface-mounted conduit and a meter hang from the wall to the south of the garage door, and additional surface-mounted conduit spans from the meter to the south of the pedestrian opening. There is no lighting on the elevation.

Ell, South Elevation

The south elevation of the ell faces the car lot (Photo 13). The wall is red hollow clay brick and is currently painted; historically, the wall was unpainted with a painted band above the garage openings with painted signage reading “OFFICE” and “PAINT SHOP” (Figure 12). Tie rods with square anchor plates dot the top of the wall four masonry courses down and approximately every three to four masonry units. Six bays organize the elevation. From east to west, bays one, three, and five each contain a historic garage opening. The openings feature brick soldier course lintels and brick quoining along the sides. A non-historic metal overhead door fills the opening in bay one, while the openings in bays three and five are currently open with no doors. Bays two and six contain historic pedestrian openings. Both feature a brick
running course lintel and brick quoining along the sides. A non-historic paneled metal door fills the opening in bay two, while the opening in bay six has been infilled with brick. Bay four is blank. A meter and surface-mounted conduit hang from the wall between bays one and two. There is no lighting on the elevation.

Ell, West Elevation
The west elevation of the ell is virtually flush with the retaining wall that runs along the west side of the property (Photo 13). The wall is red hollow clay brick. Three bays organize the elevation. From the south, bays one and three each contain a steel-frame window four lights tall by four lights wide with a centered four-light pivot sash. Window openings feature brick soldier course lintels, brick rowlock sills, and brick quoining along the sides. Bay two is blank. There is no lighting on the elevation.

Ell, North Elevation
The north elevation of the ell partially faces the adjacent property’s yard and partially faces the paved area at the north end of the nominated property. Fencing with locked gates around the adjacent property’s yard and the paved area makes this elevation largely inaccessible; vining plants also considerably cover the elevation. The wall is red hollow clay brick. Six bays organize the elevation. Each bay contains a steel-frame window four lights tall by four lights wide with a centered four-light pivot sash. From east to west, the window in bay five is missing its pivot sash and a ventilation system fills the opening. Window openings feature brick soldier course lintels, brick rowlock sills, and brick quoining along the sides. There is no lighting on the elevation.

Main Block, North Elevation
The north elevation of the main block faces the paved area at the north end of the property (Photos 1-3). Like the west elevation of the main block, it is less detailed than the principal south and east elevations. Red brick clads the wall, and a rowlock course caps the parapet. There is no soldier course along the parapet, but the elevation does have brick soldier course window lintels and brick rowlock course windowsills. Six bays organize the elevation. From east to west, bays one through five each contain a ganged pair of large steel-frame windows. Each ganged window is six lights tall by four lights wide and has a horizontally-centered four-light pivot sash one light up from the bottom. Bay six contains an opening for a single six-by-four-light window; the window has been removed to accommodate a ventilation fan. Three historic metal downspouts with decorative cut metal scuppers—one at the east end, one between bays three and four, and one between bays five and six—run down the north elevation and drain into leaders. Two non-historic flood light fixtures attach to the elevation above windows in bays two and five, and a satellite dish attaches to the parapet on the east end.

Car Lot
A historic car lot occupies the southwest corner of the property and is a contributing site to the nominated property (Photos 13 & 14). It is bound by the building on the north and east sides, a concrete sidewalk and East Court Street on the south side, and the property line on the west side. Asphalt covers the lot. A
Claud Collier Chevrolet & Buick Company

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Name of Property

Building Interior

Typical of an auto showroom and dealership of its era, the interior of the Dealership building contains three distinct sections: the showroom and parts department, the service department, and the auto maintenance bays. There is a clear hierarchy of configuration and finishes within these spaces based on function. The general configuration of the building remains largely intact, with the majority of alterations in the showroom and parts department. The showroom and parts department, as the space with the highest level of finishes, also has the majority of alterations to finishes. Despite alterations, the Dealership still clearly communicates both its individual and combined functions as a postwar auto showroom and dealership property type.

Showroom and Parts Department

The showroom and parts department has a one-story volume with a mezzanine platform occupying the southeast corner of the main block. Hollow clay brick walls separate this area from the service department, which occupies the remainder of the main block. The high level of finishes, contrasted with utilitarian materials in the service department, visually separates the two areas. The showroom and parts department currently contains several subspaces. The showroom occupies the south end of the overall area, corresponding with the exterior showroom windows. The former service counter and parts storage, currently a room with kitchen equipment, occupies the northwest corner of the overall area; the historic service counter is no longer extant. The northeast corner, which historically contained office cubicles, currently contains two restrooms and a storage room. A short north-south hallway extends between the current northwest and northeast corner spaces.

The showroom maintains its approximate original footprint and sense of openness, aided by the nearly floor-to-ceiling exterior showroom windows that extend across the south and east walls (Photos 15-16). Extant historic finishes include concrete floors and plastered south, west, and east walls. A wide, historic opening in the west wall with historic wood paneled doors allows cars to maneuver between the showroom and service department. Two of the three door leaves remain in the opening. The middle leaf has been removed, but it is located nearby in the service department. The showroom currently has a non-historic dropped ACT ceiling with integrated fluorescent lights and non-historic pendant lights. Beyond the ACT ceiling, the original smooth plaster ceilings (shown in Figure 11) are covered with non-historic paperboard panels. The sills below the showroom windows are capped with non-historic ceramic tile. Non-historic full-height partitions separate the showroom from the former parts department to the north. The partitions are positioned approximately three feet south of the original parts department service counter, slightly altering the original showroom footprint. Drywall and corrugated metal panels cover the
north partitions. Non-historic exposed ducting extends into the showroom from the former parts department.

In the former parts department, non-historic full-height drywall partitions create an enclosed room with the rough footprint of the original service counter and stock shelf space (Photo 18). Finishes within this room are non-historic and include paperboard ceiling tiles, fiberglass wall panels, and ceramic tile floors. Non-historic fluorescent lights hang from the ceiling. The room contains four lally columns; it is unknown if they are original to the space. Commercial kitchen range hoods extend along the non-historic east wall, flanked by doorways leading to a hallway. A historic doorway at the south end of the west wall, once within the footprint of the showroom, leads to the service department. The historic wood paneled door is still extant, but a hole has been cut in the top. The transom window is no longer extant, and a wood panel fills the opening. A non-historic pass-through window pierces the west wall, and a non-historic doorway pierces the north wall; both lead to the service department. A non-historic heating unit on the north wall connects to exposed ducting that branches across the ceiling. At the northeast corner of the room, a historic partially-enclosed staircase leads to the mezzanine platform.

The east side of the former parts department space contains two modern restrooms and a storage room along the east perimeter wall of the building, as well as a hallway between the three east rooms and the kitchen to the west. This space has a dropped ACT ceiling with integrated fluorescent lights. Beyond the ACT ceiling, the original ceilings are covered with non-historic paperboard panels. The restrooms have non-historic fiberglass wall panels and non-historic ceramic tile floors, and furred walls cover the east perimeter wall windows (Photo 17). Non-historic drywall and corrugated metal covers the walls in the storage room. The furred east wall in the storage room leaves the windows exposed, but they are partially hidden behind the dropped ceiling. Non-historic ceramic tile caps the windowsills. The historic concrete floors remain exposed in the storage room and hallway.

The mezzanine, historically used to store large and bulky parts, remains largely unchanged (Photo 27). It is open to the exposed barrel-vaulted ceiling, and exposed hollow clay brick walls rise approximately four feet above the floor level, allowing an overlook of the service department below. Hardwood covers the floors, and a wood stile at the north end crosses over the steel truss bisecting the space. Remnants of a wood storage cabinet runs along the north wall. Non-historic ducting from the commercial kitchen range hoods pierces the floor and vents through the roof.

_Service Department_

The service department, situated to the north and west of the showroom and parts department, occupies the majority of the main block. Its configuration and finishes remain largely unchanged (Photos 19-20, 23-24). A wide, open, column-less space and exposed materials characterize the area. The wood-frame barrel-vaulted roof and steel bow trusses are exposed, perimeter walls and walls separating the showroom and parts department area are painted hollow clay brick, and floors are concrete. Some historic light fixtures are extant, including some flush-mount ceiling fixtures on the truss undersides and two wall
sconces on the west wall. The space also has non-historic fluorescent fixtures. A historic overhead rail hoist extends below the trusses along the north elevation.

The northwest corner contains the only partitioning within the service department (Photo 22). Historic partial-height brick partitions in the corner contain a mechanic’s washroom, although historic washroom fixtures are no longer extant. To the south of the washroom, historic hollow clay brick pony walls contained desk space for the department (Figure 16). Non-historic partitioning, covered with drywall and wood paneling, has been added to fully enclose the pony wall space and add a second level, complete with a wood stair (Photos 26 & 28). The second level contains two main spaces, and windows pierce the east wall, overlooking the service department (Photo 28).

Auto Maintenance Bays
Three auto maintenance bays occupy the northwest ell, and their configuration and finishes remain largely unchanged (Photos 29 & 30). Like the service department, open space and utilitarian materials define the maintenance bays. Roof joists and the underside of the metal roof are exposed, walls are painted hollow clay brick, and floors are concrete. Partial-height hollow clay brick partitions separate the bays. Additional partial-height hollow clay brick partitioning creates an office in the southwest corner of the west bay.

Integrity
The Claud Collier Chevrolet & Buick Company (Dealership) retains good historic integrity and clearly conveys its historic function as a postwar auto showroom and dealership in a small town. It occupies its original location at the northwest corner of East Court Street and North Delaware Avenue at the west end of Atoka’s downtown commercial corridor, and with its historic curb cuts and car lot intact, it retains excellent integrity of setting. Relatively unaltered since its original construction, the Dealership also retains good integrity of design and materials. Alterations to the exterior include a non-historic replacement awning over the showroom windows and non-historic replacement garage doors, while alterations to the interior include removal of historic finishes and features in the showroom and parts department. However, the Dealership maintains its original scale, roof shape, fenestration patterns, and overall floor plan, which allows it to convey its individual historic functions. Workmanship is also evident in the Dealership’s restrained detailing, including decorative brick coursing. The Dealership effectively communicates the feeling of a postwar auto showroom and dealership in a small town and its association with the postwar auto sales and service industry.
8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

☐ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.

☐ B. Property is associated with the lives of persons significant in our past.

☒ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark “x” in all the boxes that apply.)

☐ A. Owned by a religious institution or used for religious purposes

☐ B. Removed from its original location

☐ C. A birthplace or grave

☐ D. A cemetery

☐ E. A reconstructed building, object, or structure

☐ F. A commemorative property

☐ G. Less than 50 years old or achieving significance within the past 50 years
Areas of Significance
(Enter categories from instructions.)
  ARCHITECTURE


Period of Significance
  1949


Significant Dates
  1949 (original construction)


Significant Person
(Complete only if Criterion B is marked above.)
  N/A


Cultural Affiliation
  N/A


Architect/Builder
  Unknown


Claud Collier Chevrolet & Buick Company

Atoka County, OK

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Claud Collier Chevrolet & Buick Company, located at 115 East Court Street in Atoka, Atoka County, Oklahoma, is locally significant under Criterion C in the area of ARCHITECTURE as an auto-related property. Constructed during the postwar golden age of automobiles, the Claud Collier Chevrolet & Buick Company typifies and communicates a small-town postwar auto showroom and dealership property type. As the automobile industry expanded over the first half of the twentieth century, auto showroom and dealership properties took multiple forms. Early auto showrooms and dealerships emulated traditional commercial-block styled buildings, and their association with automobiles was not readily discernable. This changed by the postwar period. With their large showroom windows, highly visible service departments, and exterior car lots, postwar auto showroom and dealerships were unmistakably properties for selling and servicing cars. The Claud Collier Chevrolet & Buick Company incorporates numerous elements that postwar auto companies and dealers considered to be best practices in showroom and dealership design, making it an excellent local example of the property type. The period of significance, 1949, corresponds with the date of construction.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Development of Atoka

The City of Atoka, which serves as the seat of Atoka County, is located in southeast Oklahoma within the Choctaw Nation of Oklahoma. The Choctaw Nation originally inhabited large areas of present-day Alabama, Arkansas, Mississippi, and Louisiana. It was continually diminished through a series of treaties beginning in 1801, and in 1831, the Treaty of Dancing Rabbit ceded the remaining land to the United States and began the forced removal process known as the Trail of Tears. The Choctaw were the first of five tribes involved in the Trail of Tears, which also impacted the Cherokee, Muscogee, Seminole, and Chickasaw peoples. Some Choctaws remained in present-day Louisiana and Mississippi, but the United States government forcefully removed nearly fifteen thousand Choctaws, along with approximately one thousand enslaved Black persons, to what is now southeast Oklahoma.

The first Choctaws arrived in the present-day Atoka County area in 1831 and 1832, during the first and second waves of removal. Circa 1854, Choctaws established both Atoka County and the village of Atoka, named in honor of Captain Atoka, a Choctaw leader who was one of the signers of the Treaty of Dancing

Claud Collier Chevrolet & Buick Company                                               Atoka County, OK
Name of Property                                                                 County and State

Rabbit and who led a removal party to the area. In 1872, the Missouri, Kansas, and Texas railroad laid track through the village toward Denison, Texas, and Atoka quickly grew as people and businesses from the nearby Choctaw trading post of Boggy Depot moved to the new rail line. By 1890, the population stood at eight hundred.

In the 1890s, white settlement began to invade the area, set in motion by the Dawes Act of 1887. With the Dawes Act and its amendment, the Curtis Act, the United States sought to eliminate tribal governments and divide tribal communal lands into individual allotments. Once Native American families and individuals accepted their allotments, the federal government declared remaining land surplus and opened it to white homesteaders to facilitate white westward expansion. The federal government pressured Native American tribes to sign agreements under the Dawes Act by restricting United States citizenship only to those who accepted individual allotments. In 1897, the Choctaw and Chickasaw tribes signed the Atoka Agreement, which terminated their respective tribal governments and divided their respective communal tribal lands. While the Indian Reorganization Act of 1934 ended the Dawes Act and ceased future allotment of tribal communal lands, Native American tribes still suffered an overall loss of approximately 90 million acres to white settlers between 1887 and 1934. Today, just under thirty-five thousand Choctaws still reside within the Choctaw Nation tribal lands in Oklahoma. Atoka County has an estimated population of just over fourteen thousand; over 72 percent identify as white, and just under 15 percent identify as American Indian/Alaskan Native.

The City of Atoka incorporated in 1901, and its population reached just under two thousand in 1910. Rich surrounding forests, combined with the MK&T railroad, gave rise to sawmills and lumber companies during the late nineteenth and early twentieth centuries. Nineteenth-century development initially clustered on and around a three-block stretch of Main Street, which runs on a north-south axis and fronts

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5 Maine, “Atoka.”
8 “Native Americans and the Homestead Act.”
11 Maine, “Atoka.”

Section 8 page 15
the west side of the railroad (Figure 4). By 1904, a small commercial district lined one block of Main Street and had started along two blocks of East Court Street, which runs on an east-west axis perpendicular to the railroad. A scattering of residential development radiated from the commercial district on surrounding blocks, with most development remaining on the west side of the tracks (Figure 5). By 1913, the commercial district along Main Street was largely abandoned in favor of the commercial district along East Court Street, which extended along three blocks. Atoka County’s first courthouse, located where the present-day courthouse sits at the southeast corner of East Court Street and North Delaware Avenue, provided an anchor for the west end of the downtown district. Residential development continued to expand out from the commercial center, and most development remained on the west side of the railroad tracks (Figure 6). Throughout the rest of the 1910s and into the 1920s, the three-block commercial district along East Court Street continued to fill in, but the footprint remained the same. The footprint of the overall city plat followed a similar pattern, and the population held steady at approximately two thousand.

In the 1920s and 1930s, sawmills and lumber companies gave way to farming and ranching, which are still primary industries in the area today. The population dropped to 1,850 in 1930, but despite the devastation of the Great Depression and the Dust Bowl, which led to an overall decline in the state population, the population in Atoka rose to 2,550 in 1940. When the Claud Collier Chevrolet & Buick Company completed construction in 1949, Atoka was experiencing a postwar boom, with population increases to 2,650 in 1950 and to just under 2,900 in 1960. The city plat expanded north during this period to accommodate additional residential development. Between 1960 and 1980, Atoka reached its peak population of 3,409. The original city plat remained relatively unchanged, but commercial and residential development sprang up to the north of the city along U.S. Highways 69 and 75 during these decades. After experiencing a decline during the late twentieth century, Atoka has held a steady population of approximately three thousand since 2000.

Development of the Auto Showroom and Dealership
In 1968, French social critic Henri Lefebvre wrote that the automobile had become “the epitome of objects.” He argued that automobiles had become a primary influence on multiple societal spheres,

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12 Sanborn Fire Insurance Map from Atoka, Atoka County, Oklahoma (New York City: Sanborn Map Company, 1894).
13 Sanborn Fire Insurance Map from Atoka, Atoka County, Oklahoma (New York City: Sanborn Map Company, 1904).
15 Maine, “Atoka.”
17 Maine, “Atoka.”
including civic, economic, and social. Modern town and city planning revolved around motor traffic. Therefore, vast quantities of money were spent on purchasing cars and constructing roads on which to drive them as they became key status symbols and hierarchical signifiers.\footnote{Lefebvre, 100–103.} For many people, he wrote, cars had become “the most substantial part of their living conditions.”\footnote{Lefebvre, 100.} From fairly early on in the automobile industry, consumers in the United States purchased their motor cars from auto dealerships, whose buildings and properties took multiple forms over the twentieth century as both the auto industry and consumerism evolved.

When the automobile first appeared in the mid-1890s, it did not immediately trigger a dedicated sales force or the construction of purpose-built stores. Motor cars were considered to be fanciful playthings for the wealthy rather than a serious method of transportation, and relatively few were produced and sold. Livery stables, carriage shops, and manufacturers themselves sold them as specialty items, and blacksmiths or private chauffeurs handled repairs.\footnote{Michael L. Berger, \textit{The Automobile in American History and Culture: A Reference Guide} (Westport, CT: Greenwood Press, 2001), xvii.} However, skyrocketing popularity, combined with the introduction in 1908 of the mass-produced Model T, soon overwhelmed existing retail facilities.\footnote{Liebs, \textit{Main Street to Miracle Mile: American Roadside Architecture}, 75.} At the turn of the century, approximately eight thousand automobiles were registered in the United States. In 1910, that number climbed to nearly 470,000.\footnote{“Historical Statistics of the United States, Colonial Times to 1970” (Washington, D.C.: U.S. Bureau of the Census, 1975), Series Q: 716.} Manufacturers, requiring capital to build and tool factories to meet growing demand, began to sell vending rights to local entrepreneurs, who were eager to capitalize on the growing industry. While manufacturing companies delegated the sale of their automobiles to independent dealers, that didn’t mean they were willing to give up control. Manufacturers produced manuals for dealership employees, offered special courses and certificates to dealers, and created model showrooms to demonstrate ideal dealership designs.\footnote{Berger, \textit{The Automobile in American History and Culture: A Reference Guide}, 88.} Dealers initially renovated and converted existing buildings, but they quickly began constructing entirely new buildings purposefully designed to display, sell, and service automobiles.\footnote{Liebs, \textit{Main Street to Miracle Mile: American Roadside Architecture}, 75.}

Dealership designs in the 1910s and 1920s largely followed existing, traditional property types. Early auto showrooms and dealerships were located within existing downtown commercial districts, and their design followed the traditional one- to three-part commercial block style, although storefronts were typically larger to better display the oversized merchandise within. As the automobile industry continued to grow, dealerships became more lavish.\footnote{Liebs, \textit{Main Street to Miracle Mile: American Roadside Architecture}, 79, 81.} Between 1920 and 1929, the number of registered automobiles in the United States grew from nearly 9.3 to over 26.7 million.\footnote{“Historical Statistics of the United States, Colonial Times to 1970,” Series Q: 716.} Dealers hired architects to

design highly decorated commercial palaces modeled after modern office buildings and banks. Facades displayed styles from Georgian and Spanish Revival to Gothic and Neoclassical, and showrooms featured coffered and vaulted ceilings, grand staircases, fireplaces, and fountains. Seeking more space and lower rents, dealers also began moving their dealerships slightly outside of the central city. Multiple dealers often placed their new dealerships next to one another, creating “automobile rows.”

During the Great Depression, car sales dropped dramatically. From over 26.7 million registered automobiles in 1929, the number of cars on United States roads decreased to 24.1 million in 1933 before slowly crawling up to 31 million by the end of the decade. Dealers attempted to make the best of existing facilities rather than build new ones. Many buildings were modernized, however, and buildings that were newly constructed ushered in new, modern, streamlined designs, as well as new methods of organization. Porcelain-enamed metal, structural glass facades, and translucent walls of glass block replaced Gothic tracery and Neoclassical quoining, and single-story buildings were favored over the traditional multi-story commercial block. Additionally, with new car sales lagging and used car sales increasing, showrooms decreased in size and used car lots grew in size and prominence. Parts and service departments also gained prominence to market to motorists trying to make do with their old cars.

World War II further hindered auto sales as well as construction and innovation for auto showrooms and dealerships as wartime rationing completely halted production of new passenger automobiles and restricted nonessential construction. Demand for mechanical services skyrocketed as motorists tried to keep old cars running, but materials and labor were in short supply. By 1941, the number of registered cars in the United States had increased to 34.8 million, but dropped once again to 31 million by the end of the war. Auto manufacturers took some time to retool their factories, and by the late 1940s, after years of depression and war, the auto industry was poised for postwar prosperity and what became the “golden age of automobiles.”

Following World War II, pent up demand for new cars combined with the postwar economic boom to create record automobile sales in the late 1940s through the 1950s, with the number of registered cars in the United States climbing to 49.1 million in 1950, 62.6 million in 1955, and 73.8 million in 1960. By the mid-1950s, two-car families became the norm. Postwar infrastructure boomed as multi-lane

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31 Liebs, 87.
freeways, turnpike toll roads, and interstates replaced prewar undivided highways and cars became bigger, heavier, and more powerful.36

Manufacturers and dealers renewed modernization efforts, this time taking advantage of economic prosperity rather than economizing during hardship. Manufacturers published design primers to encourage dealers to modernize and expand, and dealers followed suit.37 Dealers in bigger cities began to move farther out of town on larger, sprawling lots, while small-town dealerships remained closer to downtown commercial districts through the 1950s and into the 1960s.38 Designs preferred simple, streamlined forms that emphasized the function of each portion of the dealership and maximized visibility of both cars and parts. While showrooms continued to be smaller, the size of showroom windows increased. Parts and service departments, which in the 1910s and 1920s had been hidden in back rooms, maintained their Depression-era prominence and grew in size. Exterior lots for used cars continued to grow in size and prominence as well.39 Gone were auto showrooms and dealerships modeled after traditional commercial blocks, office buildings, and banks. The modern postwar auto showroom and dealership was a clear, purpose-built property type unmistakably made for selling and servicing cars.40

Claud Collier Chevrolet & Buick Company

The Claud Collier Chevrolet & Buick Company was constructed in 1949 for Claud Collier, a local auto dealer. Collier, a white man, was born in 1896 in Ripley County, Missouri. In 1928, he moved to Atoka from Coalgate, Oklahoma, to partner with George O’Neal, a local produce merchant, in the O’Neal & Collier Chevrolet Company.41 This dealership was located at 157 North Ohio Avenue, an artery to the East Court Street commercial corridor, and is typical of the downtown commercial block style of auto showroom and dealership in both location and design. Situated within the dense commercial corridor, it has a traditional commercial storefront façade, and the service function of the building is largely camouflaged.42 O’Neal retired in 1931, and O’Neal & Collier transitioned into the Claud Collier Chevrolet Company.43 In the early 1940s, Collier moved to an existing, larger building across the street at 180 North Ohio Avenue, which is similarly situated within the commercial corridor and has a traditional

36 Berger, xxvi.
37 Liebs, Main Street to Miracle Mile: American Roadside Architecture, 88.
39 Liebs, Main Street to Miracle Mile: American Roadside Architecture, 88–90.
40 Liebs, 90.
41 Collier’s death certificate lists his mother’s maiden name as Matilda O’Neal. It is unknown, but assumed, that George O’Neal was a relative. “New Chevrolet Agency Established,” Indian Citizen-Democrat, September 13, 1928, 1; “Certificate of Death: James Claud Collier” (Texas Department of Health, February 10, 1970).
42 This building is still extant. Its storefronts have been altered, but it still communicates its late 1920s appearance. It is currently vacant. See Figure 19. “New Chevrolet Agency Established.”
43 This building is still extant, but it has been altered considerably. It is currently vacant. See Figures 20 & 21. “[Advertisement] Prices Slashed on All Used Cars,” Indian Citizen-Democrat, February 26, 1931.

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Claud Collier Chevrolet & Buick Company  
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commercial storefront façade. It is unknown why Collier moved locations. Perhaps he, like many other dealers during the war, required additional space for larger parts and service departments or increased stock of used cars. Collier ran his business from 180 North Ohio Avenue until he capitalized on the postwar automobile boom and commissioned construction of the nominated property at 115 East Court Street in 1949.44

Like most dealers during the interwar and World War II periods, Collier sold used cars at both 157 North Ohio and 180 North Ohio. It is unknown if he sold new cars at either of these locations, but the nominated property was specifically equipped to sell both new and used cars, with both a new car showroom and a used car lot. Collier was locally known as a Chevrolet dealer in particular, but he also sold Buicks. Available local newspaper advertisements prior to the company’s move to the nominated property in 1949 list the business name only as the “Claud Collier Chevrolet Company,” although the historic photograph of the 180 North Ohio property shows that Collier also sold Buicks at that time (Figure 20). Following the company’s move to the nominated property, the company advertised itself both as the “Claud Collier Chevrolet Company” and the “Claud Collier Chevrolet & Buick Company” (Figures 22, 23 & 24). This nomination uses “Claud Collier Chevrolet & Buick Company” as the historic name to acknowledge that the nominated Dealership sold both Chevrolet and Buick automobiles.

Collier participated in several auto manufacturer-led programs that were designed to both give manufacturers more control over the sale of their products and give consumers more confidence in their purchases.45 Prior to moving his business to the nominated property, Collier attended the Chevrolet Dealer Sons’ School in Detroit, Michigan in 1947. General Motors established the school in 1938 to train dealers about their cars and the art of salesmanship and management. While a certificate from the school was not required to become a certified dealer, General Motors placed prestige on holding one, as exemplified in a local newspaper article that calls the school “The West Point of Industry.”46 Collier also held an “OK Used Car Merchandise Certificate,” which he used to advertise his business (Figure 24).47 General Motors created and began advertising the Chevrolet OK Used Car system in the 1920s as a quality check program and advertisement campaign, which sought to make buying used cars respectable.48

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44 “Claud Collier Chevrolet Company, ca. 1943-45” (Atoka County Historical Society), Atoka Museum Photograph Archive.
46 “Claud Collier Jr. Attends Chevrolet Dealers Sons Reunion in Houston,” *Atoka County Times*, October 26, 1950, 1.
47 This practice carried forward into the 1960s after Collier sold his business to new owners.
Like many other auto manufacturers, General Motors published a dealership design primer in the late 1940s to capitalize on the postwar boom. *Planning Automobile Dealer Properties* (*Dealer Properties*), published in 1948, includes examples of varying types of dealerships, including those with gasoline stations, those on narrow and shallow lots, and those that exclusively sold trucks. Each example is complete with illustrations, plans, and space analyses. The book states that it is a collection of ideas rather than plans, however, and encourages dealers to create a customized combination of presented features to best serve their individual businesses, locations, and customers. While the architect and/or builder of the Claud Collier Chevrolet & Buick Company is unknown, *Dealer Properties* clearly influenced the Dealership’s design. The Dealership does not follow any one example directly, but it does follow numerous best practices in postwar auto showroom and dealership development, including its location, design, and exterior and interior organizational hierarchy, making it an excellent local example of the property type and significant under Criterion C: ARCHITECTURE.

For location, Collier chose a lot at the west end of Atoka’s downtown business district. During the postwar period, dealers in bigger cities had already begun to leave locations in or adjacent to historic central business districts in favor of lots farther out of town, where space for sprawling buildings and lots was more plentiful and less expensive. In smaller towns, however, it was still beneficial to locate at the edges of historic central business districts, where larger lots were available but still close to other business activity. *Dealer Properties* stresses the importance of location in relation to traffic in particular, calling traffic—both vehicular and pedestrian—the “most valuable asset” for dealerships, and notes that corner properties enjoy the largest number of traffic streams (*Figure 17*). With its corner showroom windows facing southeast, the Dealership provides a clear view to the traffic of downtown Atoka. The Atoka County Courthouse, located diagonally southeast across the street from the Dealership, provides additional locational importance and high visibility. While the orientation of the building and the position of the showroom windows prioritizes the approach from the downtown district to the east, the Dealership is also close to highway traffic along U.S. Route 69/75 (Mississippi Avenue), located a half block west.

The restrained design of the exterior exemplifies the popular late-1940s utilitarian Modernistic style, with its low, horizontal massing, curves at both the southeast corner and on the south and east elevation parapets, and minimal detailing. Additionally, the exterior of the Dealership displays three major elements outlined in *Dealer Properties* that are positioned in hierarchical order as one drives or walks by the property from the downtown business district: the showroom windows, the service department, and the car lot. Large showroom windows curve around the building’s southeast corner, creating what *Dealer Properties*.

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49 *Planning Automobile Dealer Properties* (Detroit, MI: Service Section, General Motors Corporation, 1948), 79, 83, 99, 103.
50 *Planning Automobile Dealer Properties*, i.
52 *Planning Automobile Dealer Properties*, 3, 6.
Claud Collier Chevrolet & Buick Company

Claud Collier Chevrolet & Buick Company
Chevrolet & Buick Company
Atoka County, OK

Properties calls a “long approach,” which provides ample space and time to view merchandise inside (Figure 18). While curved showroom windows and a long approach could also be achieved on an inside lot, the design primer notes that the effect is strengthened when coupled with a corner lot location. The Dealership also utilizes narrow internal pipe columns to provide structural support by the showroom windows (visible in Photo 15 on either side of the segmental corner curve) as well as low bulkheads rather than exterior columns, which Dealer Properties recommends to maximize visibility of the merchandise inside.

Next, the service department, along with its garage openings, are prominently positioned and visible to give the impression that providing service to customers is a business priority. Dealer Properties advises that the service traffic flow should focus on the main traffic stream, both for visibility and customer convenience. The design primer also notes that dealerships on corner lots are ideal for the convenience of routing traffic in from one street and out on another. The Dealership, with a service entrance located on the south elevation along the main downtown artery and a service exit located on the east elevation along a secondary street, follows these guidelines. Finally, the Dealership’s car lot with street parking positioned in front allows effective display of used cars. Because used cars could vary widely in type and style, each car had to be visible and sell itself. The car lot allows the display of a variety of used cars, with the most attractive prominently placed on the street as a lure. Dealer Properties also notes that elevated car lots, exemplified by the Dealership’s car lot, increase visibility behind curb parking, while windowless building elevations behind car lots provide clean, uncluttered backdrops. The Dealership’s maintenance bays with garage openings are located behind the car lot to the north, but neither building elevation that abuts the car lot contains glazed windows, which Dealer Properties explains could distract from the car lot display.

Best practices continue inside. Postwar showrooms were typically smaller than those in auto showroom and dealership buildings of the 1910s and 1920s, typically with room for one car up to three or four. The nominated property’s showroom has room for one car, as shown in the Dealer Properties example for dealerships in smaller communities. While no longer extant, the historic photograph of the showroom shows a soffit that displayed images of other new car makes and models in lieu of the physical cars themselves (Figure 11). One reason for smaller showrooms was to allow for the more prominent display of the parts department. No longer relegated to back store rooms, the parts department was in full view of

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53 Planning Automobile Dealer Properties, 6.
54 Planning Automobile Dealer Properties, 6-7.
55 Planning Automobile Dealer Properties, 15.
56 Planning Automobile Dealer Properties, 48-49.
57 Planning Automobile Dealer Properties, 22; Liebs, Main Street to Miracle Mile: American Roadside Architecture, 89.
58 Planning Automobile Dealer Properties, 24.
59 Planning Automobile Dealer Properties, 24.
60 Planning Automobile Dealer Properties, 75-76.
the showroom, a sales strategy to entice customers potentially facing troubles with their own cars with the latest car model.61Dealer Properties recommends placing parts stock in full display, both in view of the showroom and to outside traffic, to impress customers and onlookers with the availability of parts.62 Clearly visible from the exterior in the historic photograph of the showroom (Figure 11), the parts department counter and shelves are no longer extant. However, the general footprint remains, giving an impression of the size and volume of the historic space. Dealer Properties also suggests storing items not fit or packaged for display in a separate space. The Dealership’s mezzanine, accessible via a staircase at the north (back) end of the parts department, served this purpose.63 Office cubicles, also no longer extant, were conveniently located adjacent to both the showroom and parts department, as advised.64

Like the showroom and parts department, the service department follows numerous recommendations from Dealer Properties. An expansive space with generous daylighting, it is specifically designed for maneuvering and servicing automobiles. The building’s trusses allow for a “practical” column-free interior, allowing for freedom of movement and organization of individual service stations.65 Large windows with thin steel frames maximize daylighting into the service department.66 Additionally, the pedestrian entrance and exit for the service department directed customers through the showroom and parts department; another recommended marketing ploy to tempt customers with a new set of tires or a new car entirely.67 Unified in design but containing clearly defined spaces, the Claud Collier Chevrolet & Buick Company is an excellent local example of the Modernist design that exemplified postwar auto showroom and dealership buildings.68

**Comparable Properties**
Mitchell Motor Company, located to the east of the nominated Dealership at 211 East Court Street, was the other major auto dealership in Atoka when Collier Chevrolet & Buick Company operated from the nominated property (Figures 25 & 26).69 The precise date of construction for the Mitchell Motor Company building is unknown, but it follows the earlier design trend of blending in with the surrounding

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63 *Planning Automobile Dealer Properties*, 54.
64 *Planning Automobile Dealer Properties*, 60.
65 *Planning Automobile Dealer Properties*, 49.
66 *Planning Automobile Dealer Properties*, 50.
67 This door is located to the north of the three-panel door between the showroom and service department. It is still extant, but it currently opens into the kitchen; historically, it opened into the showroom. It is visible in Figure 11 and Photo 24. *Planning Automobile Dealer Properties*, 51.
commercial corridor with a more traditional commercial storefront façade. Therefore, the nominated Dealership appears to be the only local example of a postwar auto showroom and dealership in Atoka.

Conclusion

In 1964, Collier retired and moved to Midland, Texas, where he died in 1970. When he retired, Kenneth Vogt, a businessman from Ada, Oklahoma, and Leo Herndon, a businessman from Idabel, Oklahoma, acquired the business and renamed it the Herndon-Vogt Chevrolet & Buick Company, although Collier retained ownership of the property. While the Dealership continued to serve as the main office for Herndon-Vogt, Vogt and Herndon opened a secondary car lot north of town on Highway 69. This followed the trend of the mid-1960s and thereafter, when newly constructed auto showrooms and dealerships were increasingly located on the outskirts of towns, including small towns. Constructing new dealerships on the edges of downtown commercial districts, such as the nominated Dealership, was becoming increasingly out of fashion.

In 1970, following Collier’s death, his widow Carrie Collier sold the Dealership property to Harmon Jones, who owned and operated the Ford dealership across North Delaware Avenue at 211 East Court Street. It is unknown if or when Herndon-Vogt closed prior to 1970. The last known date of operation is from a newspaper advertisement in the March 18, 1965, issue of the Atoka County Times. By 1977, Jones moved his main office to the nominated property, from which Harmon Jones Ford operated until at least 1986 (Figure 27). In 1997, Sue Jones, Harmon Jones’s widow, placed the property into a trust. In 2005, the Sue Jones Trust sold the building. The Dealership served as an auto detail shop as recently as 2018, and it is currently vacant.

The Claud Collier Chevrolet & Buick Company is significant under Criterion C: ARCHITECTURE as an excellent local example of a small-town, postwar auto showroom and dealership property type in both location and design, and the only such example in Atoka. While many dealerships began to locate on the far edges of cities in the postwar period, the nominated property’s location, adjacent to the downtown commercial district, was typical for small-town postwar dealerships. The Dealership’s design, with its streamlined detailing, large showroom windows, prominent service department, and car lot, follows best practices established by auto manufacturers and dealers to capitalize on the postwar “golden age of automobiles.” Alterations to the building, including a replacement awning over the storefront windows and reconfiguration of the interior parts department, are relatively minor and do not affect the feeling of

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70 The building was in place by at least 1937, as shown on the Sanborn map from that year. Sanborn Fire Insurance Map from Atoka, Atoka County, Oklahoma (New York City: Sanborn Map Company, 1937).
72 The exact location of this secondary lot is unknown. “[Advertisement] Herndon-Vogt Chevrolet-Buick Co.,” Atoka County Times, January 28, 1965, 4.
74 “[Advertisement] This Is an OK Used Car,” 6.
75 Atoka High School Yearbook (Atoka, OK: Atoka High School, 1986).
its historic use. The Dealership retains good integrity and clearly communicates its historic function and significance under Criterion C: ARCHITECTURE.
9. Major Bibliographical References

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


Indian Citizen-Democrat. “[Advertisement] 72% of All Chevrolets Are Still in Use.” February 26, 1931.

Indian Citizen-Democrat. “[Advertisement] Chevrolet Motor Co. Has Approved Us as an OK Used Car Dealer.” February 2, 1950, sec. 5.


Indian Citizen-Democrat. “[Advertisement] Prices Slashed on All Used Cars.” February 26, 1931.

Atoka County Times. “[Advertisement] This Is an OK Used Car.” March 18, 1965.


Claud Collier Chevrolet & Buick Company

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*Planning Automobile Dealer Properties.* Detroit, MI: Service Section, General Motors Corporation, 1948.


Claud Collier Chevrolet & Buick Company
Name of Property


Previous documentation on file (NPS):

____ preliminary determination of individual listing (36 CFR 67) has been requested
___ previously listed in the National Register
___ previously determined eligible by the National Register
___ designated a National Historic Landmark
___ recorded by Historic American Buildings Survey    #
___ recorded by Historic American Engineering Record    #
___ recorded by Historic American Landscape Survey    #

Primary location of additional data:

___ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
___ Other

Name of repository: _____________________________________

Historic Resources Survey Number (if assigned): ____________

10. Geographical Data

Acreage of Property  less than one acre ______________

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Claud Collier Chevrolet & Buick Company

Latitude/Longitude Coordinates
Datum if other than WGS84: __________
(enter coordinates to 6 decimal places)
1. Latitude: 34.386111  Longitude: -96.127279

Verbal Boundary Description (Describe the boundaries of the property.)
The boundary is the current legal parcel of the Claud Collier Chevrolet & Buick Company, specifically the east 118 feet of lot 8: south 70 feet of lot 5, and the east 47 feet of lot 7: west 32 feet of lot 8, block 24 in the city of Atoka, Atoka County, Oklahoma.

Boundary Justification (Explain why the boundaries were selected.)
The boundary includes the parcel historically and currently associated with the nominated property.

11. Form Prepared By

name/title: Rachel Alison/Historic Preservation Specialist
organization: Rosin Preservation
street & number: 1712 Holmes St.
city or town: Kansas City state: MO zip code: 64108
e-mail rachela@rosinpreservation.com
television: 816-472-4950
date: July 1, 2022; rev. October 2022

Additional Documentation

Submit the following items with the completed form:

- Maps: A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- Sketch map for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- Additional items: (Check with the SHPO, TPO, or FPO for any additional items.)
Photographs
Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn’t need to be labeled on every photograph.

Photo Log

Name of Property: Claud Collier Chevrolet & Buick Company

City or Vicinity: Atoka

County: Atoka    State: OK

Photographer: Rachel Alison

Date Photographed: May 2022

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

1 of 30. Site, view SW
2 of 30. North and east elevations, view SW
3 of 30. North elevation, view SW
4 of 30. East elevation, view W
5 of 30. East elevation windows, view W
6 of 30. East elevation window, view W
7 of 30. East elevation window, view W
8 of 30. South and east elevations, view NW
9 of 30. Showroom window, view NW
10 of 30. South elevation, view N
11 of 30. South elevation, view NE
12 of 30. South elevation window, view N
13 of 30. Site, view NE
Claud Collier Chevrolet & Buick Company

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14 of 30. Car lot, view SW
15 of 30. Showroom, view SE
16 of 30. Showroom, view NW
17 of 30. Bathroom, view SE
18 of 30. Kitchen, view NE
19 of 30. Interior car lot, view NW
20 of 30. Interior car lot, view SW
21 of 30. North elevation window, view N
22 of 30. Historic and non-historic partitioning, view W
23 of 30. Interior car lot, view SE
24 of 30. Interior car lot, view NE
25 of 30. Interior car lot, view NW
26 of 30. Historic and non-historic partitioning, view S
27 of 30. Historic mezzanine level, view NE
28 of 30. Non-historic mezzanine level, view S
29 of 30. Maintenance bay, view NE
30 of 30. Maintenance bay, view NW

Figures

Figure Log

1 of 29. Contextual map of the Claud Collier Chevrolet & Buick Company within the city of Atoka.
2 of 29. Site plan and boundary map.
3 of 29. USGS map.
4 of 29. 1894 Sanborn Map.
5 of 29. 1904 Sanborn Map.
6 of 29. 1913 Sanborn Map.
7 of 29. Contextual image, view east down East Court Street.
8 of 29. Contextual image, view west down East Court Street.
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9 of 29. Historical photograph of the Claud Collier Chevrolet & Buick Company property.
10 of 29. Historical photograph of the Claud Collier Chevrolet & Buick Company property.
12 of 29. Historical photograph of the Claud Collier Chevrolet & Buick Company property.
13 of 29. Historical photograph of the Claud Collier Chevrolet & Buick Company property.
14 of 29. Historical photograph of the Claud Collier Chevrolet & Buick Company property.
16 of 29. Historical photograph of the Claud Collier Chevrolet & Buick Company property.
17 of 29. Illustration from *Planning Automobile Dealer Properties*.
18 of 29. Illustration from *Planning Automobile Dealer Properties*.
19 of 29. Current photograph of the O’Neal & Collier Chevrolet Company property located at 157 North Ohio Avenue in Atoka.
20 of 29. Historical photograph of the former Claud Collier Chevrolet Company property located at 180 North Ohio Avenue in Atoka.
21 of 29. Current photograph of the former Claud Collier Chevrolet Company property located at 180 North Ohio Avenue in Atoka.
23 of 29. Claud Collier Chevrolet Company newspaper advertisement.
24 of 29. Claud Collier Chevrolet Company newspaper advertisement.
25 of 29. Historical photograph of the Mitchell Motor Co. property located at 211 East Court Street in Atoka.
26 of 29. Current photograph of the Mitchell Motor Co. property located at 211 East Court Street in Atoka.
28 of 29. Photograph key for the exterior and ground floor.
29 of 29. Photograph key for the mezzanine level.

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MAPS

Figure 1. Contextual map of the Claud Collier Chevrolet & Buick Company property within the city of Atoka. Source: Base map from Google Earth, 2022.
Figure 2. Site plan and boundary map. Outline represents the historic, current, and project boundary of the nominated property. Source: Google Maps, 2022.
Figure 3. USGS Map. Arrow points to the Claud Collier Chevrolet & Buick Company site.
Figure 4. 1894 Sanborn Map showing late nineteenth-century development in Atoka, Oklahoma along the Missouri, Kansas & Texas Railroad. The Dealership site sits farther west than is depicted on this map. Source: Sanborn Fire Insurance Map from Atoka, Atoka County, Oklahoma (New York City: Sanborn Map Company, 1894), Sheet 1.
**Figure 5.** 1904 Sanborn Map showing early twentieth-century development in Atoka, Oklahoma. The Dealership site sits farther west than is depicted on this map. Source: Sanborn Fire Insurance Map from Atoka, Atoka County, Oklahoma (New York City: Sanborn Map Company, 1904), Sheet 2.
Figure 6. 1913 Sanborn Map showing development in Atoka, Oklahoma. Outline shows the approximate future Dealership site at the northwest corner of Court Street and Delaware Avenue. Source: Sanborn Fire Insurance Map from Atoka, Atoka County, Oklahoma (New York City: Sanborn Map Company, 1913), Sheets 1 and 3 combined.
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CONTEXTUAL IMAGES

Figure 7. View east up East Court Street. The Dealership is on the left. Source: Google Maps Street View, 2022.

Figure 8. View west down East Court Street. The Dealership is on the right. Source: Google Maps Street View, 2022.
Claud Collier Chevrolet & Buick Company
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HISTORIC PHOTOGRAPHS

Figure 9. C. 1949. The Claud Collier Chevrolet & Buick Company around the time of its construction. The photographer is facing northwest toward the south and east elevations. Source: Atoka County Historical Society.
Figure 10. C. 1950s. The photographer is facing west toward the south elevation. Source: Atoka County Historical Society.
Figure 11. C. 1949. The photographer is facing northwest toward the south and east elevations. Source: Atoka County Historical Society.
Figure 12. C. 1949. The photographer is facing northwest toward the car lot. Source: Atoka County Historical Society.
Claud Collier Chevrolet & Buick Company       Atoka County, OK
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**Figure 13.** C. 1949. The photographer is facing northwest within the service department. Source: Atoka County Historical Society.
Figure 14. C. 1949. The photographer is facing west within the service department. Source: Atoka County Historical Society.
Figure 15. C. 1949. The photographer is standing on the mezzanine level facing northwest into the service department. Source: Atoka County Historical Society.
Figure 16. C. 1949. The photographer is facing northwest within the service department. Source: Atoka County Historical Society.
FIGURES FROM *PLANNING AUTOMOBILE DEALER PROPERTIES*

The following figures are taken from *Planning Automobile Dealer Properties*. Detroit, MI: Service Section, General Motors Corporation, 1948.

**Figure 17.** General Motors advised dealers to locate dealerships on corner lots for maximum visibility. Source: *Planning Automobile Dealer Properties*, 6.
Figure 18. This illustration demonstrates the desired “long effect” approach of a curved showroom window. Source: *Planning Automobile Dealer Properties*, 6.
Claud Collier Chevrolet & Buick Company
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OTHER FIGURES

Figure 19. The O’Neal & Collier Chevrolet Company was located at this property, located at 157 North Ohio Avenue. View faces west. Source: Rachel Alison, May 2022.
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Atoka County, OK
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Figure 20. 180 North Ohio Avenue, c. 1943-1945. The Claud Collier Chevrolet Company was located at this property prior to moving to the nominated property. View faces east. Source: Atoka County Historical Society.
Figure 21. 180 North Ohio Avenue today. The building’s roofline and some storefronts are altered. View faces southeast. Source: Rachel Alison, May 2022.
Figure 24. Claud Collier Chevrolet Company newspaper advertisement displaying the dealership’s participation in General Motors’ “OK Used Car” program. Source: “[Advertisement] Announcing: Chevrolet Motor Co. Has Approved Us as an OK Used Car Dealer,” The Indian Citizen-Democrat, February 2, 1950, 5.
Claud Collier Chevrolet & Buick Company
Atoka County, OK
Name of Property
County and State

Figure 25. Mitchell Motor Co., date unknown. View faces north. Source: Atoka County Historical Society.
Claud Collier Chevrolet & Buick Company  
Name of Property

Atoka County, OK  
County and State

**Figure 26.** Mitchell Motor Co. building today. View faces north. Source: Google Maps Street View, 2015.
PHOTOGRAPH KEYS

Figure 28. Photograph map for the exterior and ground floor. Labels in boxes indicate historic uses. Plan source: Ambler Architects.
**Figure 29.** Photograph map for the mezzanine level. Labels in boxes indicate historic uses. Plan source: Ambler Architects.
Claud Collier Chevrolet & Buick Company Atoka County, OK
Name of Property County and State

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.