

United States Department of the Interior
National Park Service



89

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Gaseteria, Inc.

other names/site number ACLU, Indiana

2. Location

street & number 1031 E. Washington St.

not for publication

city or town Indianapolis

vicinity

state Indiana code IN county Marion code 097 zip code 46202

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this 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 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 local

[Handwritten Signature] 1/23/2013
Signature of certifying official/Title Date

Indiana DNR – Division of Historic Preservation and Archaeology
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:)

[Handwritten Signature]
Signature of the Keeper

3-20-13
Date of Action

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only one box.)

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

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1		Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE: Business

Current Functions
(Enter categories from instructions.)

COMMERCE: Organizational

7. Description

Architectural Classification
(Enter categories from instructions.)

MODERN MOVEMENT: Art Moderne

Materials
(Enter categories from instructions.)

foundation: Brick
walls: Brick
Stone: limestone
roof: Synthetic: rubber
other: Glass

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Gaseteria, Inc. office building is located on busy Washington Street near downtown Indianapolis. There is a grassy right of way, sidewalk and landscaped area separating the building from the street. A private sidewalk extends along the buildings western side to a paved parking lot at the rear of the building. A gasoline station next door abuts this sidewalk. A previous gasoline station (not this current building) at that location was once part of the Gaseteria, Inc. property. The Gaseteria, Inc. building is a one-story, flat-roof building with buff-color and red brick walls with limestone details. The Art Moderne style building has curved walls with glass-block windows flanking the entrance and curved walls with new windows on the corners. Aside from this window change (note that the glass-block windows are original), the building retains a high degree of integrity both on the exterior and interior.

Narrative Description

The one-story Gaseteria, Inc. building rises from a concrete-block basement and foundation to walls faced in buff and red brick. (Photo 0001). The roof is flat. The north-facing façade has a course of red brick at ground level. The entry is in the easternmost bay of the north-facing façade. (Photo 0002). The recessed steel-framed door is probably a replacement. It has a single light and the frame and wood trim above the door within the recess are painted brick red. The door is flanked by curving walls glazed with glass-blocks. Above the door is a limestone lintel incised with horizontal beading; above the lintel the wall is clad in buff brick and rises to a parapet consisting of a course of limestone block at the roofline. Flanking the entry, are red-brick wall sections rising from foundation to beveled limestone coping at the roofline. West of the entry bay the building expands with horizontal bands of buff brick rising to a limestone course that forms a beltline and the sills and ledges within the bank of windows. The windows are all metal casements with frames painted brick red and all are replacements, but they retain their original creative placement and groupings on the wall. At the easternmost and westernmost sides of this section, curved sections of the casements recess into the wall and then out to flush paired casements and then curve back into the recess. These sections flank a small recessed center casement. Above the windows a limestone beltline forms the lintels. Above the beltline the buff brick rises to a parapet with a short, convex fluted limestone coping. (Photo 0003).

Continuing around the building to the west, the first bay of the western façade rises from the red-brick course to buff brick walls, to the limestone beltline then to horizontal band of several rows of red-brick, then to another limestone beltline, then buff brick and then to the fluted limestone coping. At the center of the first bay of this façade, a three-light, narrow steel casement window painted brick red is placed within the red brick band and uses the limestone beltlines as sill and lintel. South of this window, the building steps back a few inches to the east. At this point the red-brick horizontal band and the limestone beltlines end. Just south of this step-back is a steel entry door with no light. There is a single frosted light above the transom. To the west of the door, a set of concrete stairs with a metal pipe balustrade extend downward from the concrete landing toward the gasoline station to the west. Another set of three steps extends downward to the south along

Gaseteria, Inc.

Name of Property

Marion, Indiana

County and State

the side of the building. There are four narrow steel casement windows spaced evenly in the western wall. All are replacements which fit into the original openings and all have limestone sills and no lintels. A square steel downspout painted brick red extends over the roof to a scupper box at the bottom near the sidewalk. The wall rises to the parapet, which is capped with the fluted limestone coping as far back as the wall step-back, and with a plain limestone coping from that spot to the rear of the building. The sidewalk on the western edge is also original. It extends to the parking lot where it curves around the southern end of the building. (Photo 0004).

The south side of the building is clad entirely in buff brick (Photo 0005). There are three sets of replacement casement windows on this façade, all of which fit into the original openings above the limestone sills. There are also single-light casement windows in the first three bays of this façade; other basement openings are covered with louvered vents. The walls rise to the flat roof and have no parapet on this façade. The fourth (easternmost) bay projects. (Photo 0006). This bay may be an early addition; it is shorter than the rest of the building, appears to be a slightly lighter brick. Two windows on the southern side of this projecting section are placed directly beneath a wooden cornice, which is not found elsewhere on the building, and the window sills, while still limestone, have a less pronounced slant than those found under the other windows on the building. A steel entry door with one small light is placed on the western side of this projecting bay and another steel entry door with no light is on the southern side. (Photo 0007). If this section is an addition, it was added before 1946, as it is shown on the Sanborn Fire Insurance map, which was updated that year.¹

The eastern façade is hidden behind a fence and nearly abuts the building to the east, however it is possible to see that it has buff brick walls and there are four short, single-light windows. A buff-color brick chimney pierces just west of the exterior wall of this façade at about midway between the front and rear of the building. (Photo 0008).

Interior

The interior of the building retains high integrity. The original floor plan with a large open center room and offices and secondary rooms loaded around the perimeter of this central room remains. Original parquet floors remain in most rooms, either visible or beneath carpet. Teak paneling remains in the narrow lobby as does the windowed reception area in the wall to the west as one enters the door. (Photo 0009). Teak wainscoting remains in the office spaces, on the face and sides of the long service counter, and on the two support columns in the center room. A louvered wooden room divider remains attached to the eastern end of the service counter rising to the ceiling, where it is also attached. (Photo 0010). There appears to be an original desk with matching teak veneer behind the service counter. The original ceiling is visible in the main central room.

The two largest offices, which face Washington Street, including the Northwestern corner office that was most likely Russel S. Williams', retain their teak wainscoting, curved interior walls, built-in bookshelves, and parquet floors (beneath carpet) and the original bathroom in the small hallway between these two offices remains, as does the Art Deco-inspired flying-saucer shaped light fixture in the hallway (there are two or three additional matching original fixtures within the building, as well. (Photos 0011, 0012). The northwest corner office also retains an internal clock with the face applied to the southern wall header. (Photo 0013). The ceiling has been dropped with acoustic tiles in these two offices.

Original doors remain on all or most offices and storage rooms. (Photo 0014). Original interior walls with windows remain as dividers between the smaller offices and the central room. (Photo 0015). An original Moser Brothers safe is built into the eastern wall of the central room. (Photo 0016). An original dumb waiter is in the southern wall. Original doors remain at both entries to the basement from the main floor. Original metal balustrades remain at both stairways to the basement. (Photo 0017). The basement retains its original coal room and largely retains its original floor plan, which included a few rooms divided off from the center area; at least one additional room appears to have been divided by a new wall after the historic period, and a kitchen area in one room is probably also newer. There are original shelves and doors in the basement (Photo 0018). In the central area of the basement there is a dropped acoustic-tile ceiling.

¹ *Sanborn Fire Insurance Map*. Digital Collections of IUPUI University Library
http://indiamond6.ulib.iupui.edu/cdm4/item_viewer.php?CISOROOT=/SanbornJP2&CISOPTR=1280&CISOBOX=1&REC=11 (accessed July 8, 2011).

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

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.

Areas of Significance

(Enter categories from instructions.)

Commerce _____

Architecture _____

Period of Significance

1941-1956 _____

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Williams, Russel S. _____

Cultural Affiliation

Architect/Builder

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- 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.

Period of Significance (justification)

The Period of Significance is coincident with the construction of the building and its use by Russel S. Williams' company, Gaseteria during Williams's lifetime. The significance of the building extends to 1956, the year that Williams died.

Criteria Considerations (explanation, if necessary)

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

Statement of Significance Summary Paragraph

The Gaseteria, Inc. building is significant under Criterion C for its intact Art Moderne architecture and under Criterion B for its association with Russel S. Williams, a pioneer in the petroleum industry in Indiana. Architecturally, the building is a good representation of the style and retains a high degree of integrity on the exterior and the interior, including its original floor plan and woodwork, as well as a service desk, parquet floors, paneling and wainscoting and even light fixtures. The building was the office of Gaseteria, Inc., a company owned by Russel S. Williams, which had hundreds of gasoline stations throughout the Midwest by the mid-1950s. Williams served on the National Petroleum Council and the Individually Branded Petroleum Association of America before his early death in a plane crash in 1956.² He was posthumously inducted into the Oil Hall of Fame in its inaugural year, along with other "giants of the industry," including John D. Rockefeller and Harry F. Sinclair.³ Though Williams was a national figure in the petroleum industry, his activities are best represented by his achievements in Indiana. Therefore, the property has statewide significance.

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

Architectural Significance

The Gaseteria, Inc. building is a good example of Art Moderne architecture. This style paid homage to the modern world of the 1940s with streamlined facades that played off of design elements found in the automobiles, airplanes, ships and trains of the machine age. Curved walls, glass block wall sections, horizontality, windows that wrap around the corners of

² "Russel S. Williams," *Indianapolis Star* November 9, 1956, 12; Colorado School of Mines, *Mines Magazine*, 1948, Vol. 38, 32.

³ "Williams Named Oil Hall of Fame Charter Member," *Indianapolis Star*, September 5, 1959.

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

the façade, and a flat roof with coping are all design elements of the style, which the Gaseteria, Inc. building displays. It also has the asymmetrical façade that is commonly found in this style.⁴

This building's designer used high-style Moderne elements and concepts throughout the building. The materials include typical modern items, such as flush brick walls, light brick, dressed stone streamlined moldings, glass block and ribbon windows. The level of refinement is carried to the interior. A trait of many high style Moderne buildings is the creation and manipulation of geometrical spaces. This is evident in the Gaseteria building's curved window planes, which shape the key front office spaces, for instance. Though used for residences, civic buildings, and businesses, the Moderne style especially captured public imagination when architects selected it for modern transportation-related functions. Given the nature of the business, Moderne was a natural choice for the Gaseteria, Inc. building.

Art Moderne buildings are uncommon in the collection of the city's historic buildings, but there are some remaining nice examples. The James E. Roberts School at 1401 East 10th Street; the former commercial laundry building at 401 North College and a two-story office building at Pine and East streets are a few of these. The Gaseteria, Inc. building is a fine example of Art Moderne architecture and its Modern Movement styling is visible on both exterior and interior.

The building was probably architect designed; several local architecture firms were designing buildings in this style in the 1930s and 1940s. Pierre & Wright, Leslie Ayres; McGuire and Shook and others contributed to the city's small collection. Research in newspapers of the time, archives and other sources has not yet yielded information on the designer[s] of the Gaseteria building. Although the architect of the building is not known, its details indicate a deft hand. Not only is the exterior an attractive representation of Art Moderne design, the interior of the building was quite stylish in its time with its teak paneling and wainscoting, matching veneer on the service counter and the desk behind it, parquet floors, brushed stainless light fixtures and louvered room divider at the end of the service counter. Even today, the interior could serve as a period movie set of a high-style 1940s office.

In a city with few Art Moderne resources, the Gaseteria, Inc. building is significant for its intact architecture of that style.

History and Significance of Russel S. Williams and Gaseteria, Inc.

Russel S. Williams was born in Sheridan, Indiana, in 1898.⁵ According to one source his father was a "wildcatter," an unusual term for someone who lived and worked in central Indiana.⁶ Perhaps the term also applied to someone hunting natural gas or oil fields in these years in Indiana, when numerous private companies began to exploit both of these resources in the state.⁷

By 1917, the young Williams and his older brother, Phil, were apparently living in Nebraska for records show that they had helped form the Omaha Petroleum Marketers Association.⁸ Russel graduated from Indiana University with a law degree, but the two brothers continued to work together in the petroleum industry and in 1924 they opened Williams Oil Company in Anderson and Muncie, Indiana.⁹ Four years later, in 1928, Russel S. Williams and his brother Phil T. Williams founded Gaseteria.¹⁰

By 1929, the Williams brothers had moved Gaseteria, Inc. to a new headquarters located at 1801-1805 Madison Avenue in Indianapolis. Russel was president of the company and Phil was Vice President. Russel and his wife, Gertrude, lived

⁴ Virginia and Lee McAlester, *A Field guide to American Houses*, (New York: Alfred F. Knopf, 2006), 465.

⁵ John Barnhart, Francis Carmony, *Indiana from Frontier to Industrial Commonwealth* (Chicago: Lewis Publishing Company, 1954), 507.

⁶ "Williams named Oil Hall of Fame Charter Member," *Indianapolis Star*, September 5, 1959, 17.

⁷ James A. Glass and David Kohrman, *The Gas Boom of East Central Indiana*, (Charleston, SC: Arcadia Publishing, 2005), 94.

⁸ "Russel S. Williams," *Indianapolis Star* November 9, 1956, 12.

⁹ *Indianapolis Star* November 10, 1956, 20.

¹⁰ *Indianapolis Star* November 9, 1956, 1, 12.

Gaseteria, Inc.

Name of Property

Marion, Indiana

County and State

at 303 Buckingham Drive (a nice, modest house 4 blocks east of Meridian Street).¹¹ Russel and his brother had apparently begun to plan for more than a small business selling gasoline; by this time they had already begun constructing "branch" gasoline stations in Indianapolis and other Indiana towns.¹²

Gaseteria, Inc. was apparently doing well, so well that in 1937 Russel Williams moved into a larger home on one of the city's most prestigious streets. He and his wife, Gertrude, purchased a new Colonial Revival style home at 4747 North Meridian Street.¹³ Their new neighbors included the governor and many of the captains of Indianapolis industry.

The Williams brothers decided to construct a new office building with a Gaseteria gasoline station next door in 1940. By 1941 the *City Directory* shows Gaseteria, Inc. offices and gas station at 1031 East Washington Street.¹⁴ The 1946 *Sanborn Fire Insurance Map* of Indianapolis reveals interesting information about the Gaseteria, Inc. building. Notes written within the building's footprint state "Cinder block with brick face; Air conditioning; Steel beams; tile and concrete floors; wood roof on steel joists. 12 feet long by 14 feet wide with a 1 story porch in back." The small square gas station was 26 feet from the office building. That would have been an easy walk if Russel decided to stop by and check on the day's sales, but he also had an office with a curved window facing the station, so even that short walk was unnecessary.¹⁵

The *City Directory* listing for Gaseteria in 1941 noted that Russel S. Williams was President and Treasurer and his brother Phil T. Williams was Vice President and Secretary. The listing also makes note of several "branches," or service stations in Indianapolis. Those stations were located at 2101 N. Capitol; 3364 Central; 726 N. Delaware; 1801 Madison Ave (the former headquarters location); 320 W. Michigan; 1009 E. New York; 802 Oliver Ave; 1079 E. 10th; 1017 E. Washington (next door to the new offices); 1702 W. Washington; 69 and 1502 N. West and 700 White River Parkway.¹⁶

By 1945 several changes had taken place in both the private and work life of Russel S. Williams. He was still living in the Meridian Street home but he had a new wife named Mary. Whether Gertrude died or they divorced is not known, but Gertrude disappears from the Indianapolis *City Directories* after she is no longer listed with Russel. Things had also changed at Gaseteria. Russel's brother, Phil, had died, Russel had a new title, and his sons and another new person had entered the business. That year's *City Directory* listing shows Russel S. was Senior President; Gene L. Williams was V.P.; Russel Williams Jr. was Treasurer; and Wm. L. Barr was Director of Fuel Oil Home Delivery. The company's phone number was Melrose 8-2561. There were 21 Gaseteria gas stations noted in the listing.¹⁷

After WW II, Russel S. Williams, the president of an independent petroleum company, was appointed to the National Petroleum Council, which advised federal agencies on matters related to the petroleum industry. He also became a director of the American Petroleum Institute, which he had joined in the 1920s.¹⁸ In 1948, he was elected President of the Individually Branded Petroleum Association of America. That year, the Colorado School of Mines *Mines Magazine* called Williams "a leading representative of the Mid-West Independent petroleum products marketers."¹⁹

In the 1950s Williams found ways to expand his company and the reach of his brand. By 1951 Gaseteria, Inc. also owned Bonded Heating Oil Corporation and both companies were based at the Gaseteria, Inc. office building at 1031 E.

¹¹ *Ibid.*; *Indianapolis City Directory* (1930).

¹² "Find a Case,"

http://wi.findacase.com/research/wfrmDocViewer.aspx/xq/fac.19310629_0040061.C07.htm/qx (accessed May 6, 2011).

¹³ David J. Bodenhamer, Lamont Hulse, Elizabeth B. Monroe, *The Main Stem*, (Indianapolis: Historic Landmarks Foundation of Indiana, 1992), 131.

¹⁴ *City Directory* (1941).

¹⁵ Digital Collections of IUPUI University Library

http://indiamond6.ulib.iupui.edu/cdm4/item_viewer.php?CISOROOT=/SanbornJP2&CISOPTR=1280&CISOBOX=1&REC=11 (accessed July 8, 2011).

¹⁶ *City Directory* (1941).

¹⁷ *Ibid.*

¹⁸ *Indianapolis Star* November 5, 1956, p 12.

¹⁹ Colorado School of Mines, *Mines Magazine*, 1948, Vol. 38, 32.

Gaseteria, Inc.

Marion, Indiana

Name of Property

County and State

Washington.²⁰ In 1953, Gaseteria experimented with a new medium to advertise its product. The company sponsored the TV show "Ramar of the Jungle" and helped promote the show in a booklet the company passed out at its gas stations.²¹ That year Gaseteria also purchased the controlling interest in the Hoosier Petroleum Company, which operated 35 service stations in Indiana. This added the "Hoosier Pete" holdings to the 45 stations that Gaseteria already operated in 14 Indiana cities, most of which were in Indianapolis. Williams kept the Hoosier Petroleum management and name in place, but gained control over their operations and revenues.²²

Russel Williams and his sons began negotiations to purchase Johnson Oil Refining Company in 1956. With the consummation of this purchase Gaseteria became the "largest independent petroleum marketer" in the nation and gained a 6500-barrels-a-day refinery in Cleveland, Oklahoma.²³

Unfortunately, Russel S. Williams had little time to enjoy his company's achievement of becoming the largest independent petroleum company in the nation. On November 5, 1956, Williams was a passenger on board his company's jet in a crash in New Jersey en route to a business meeting in New York. He was also planning to meet Russel Jr. and Junior's wife, who were returning from a business trip to Europe aboard the French ship, *Liberte*.²⁴ The *Lebanon New Jersey Daily News* reported that the plane slammed into an apartment building after hitting a leg of the nation's tallest radio tower in the fog. The pilot and three people in the apartment building were also killed.²⁵ At the time of his death, in addition to being president of Gaseteria, Inc., the company he had founded with his brother, Russel S. Williams was also the Vice President and a director of the Indianapolis Chamber of Commerce and a director of Fidelity Trust Company Bank. His Meridian Street neighbor, Frank E. McKinney was Chairman of Fidelity Trust (years later, Williams' daughter Marianne would marry Frank E. McKinney, Jr.). Russel S. Williams was survived by sons Russel, Jr., Gene, and daughters Mrs. Jane Barr from his first marriage and Marianne Williams from his second marriage, and eight grandchildren.²⁶

Williams reportedly left a \$1 million estate. His will, written in 1953, the year Gaseteria, Inc. purchased the Hoosier Petroleum Company, bequeathed his wife Mary G. Williams 3,500 shares of Gaseteria stock, personal property of \$150,000 and their real estate. His four children, Gene, 34; Jane, 32; Russel Jr., 31; and Marianne, 16, shared in the remainder of the estate.²⁷ By this time, Gaseteria, Inc. owned 300 Gaseteria stations in Illinois, Indiana, Michigan, Iowa and Kentucky; the Oklahoma refinery, 38 bulk distribution plants and 425 miles of oil pipeline.²⁸

One year after Williams' death, his sons sold their father's company to the Oklahoma Oil subsidiary of Standard Oil for a \$5,500,000 stock deal. At that time there were 80 to 90 stockholders, including all the Williams children and his second wife, Mary Williams. The Gaseteria, Inc. stations retained their name for a few years, but by 1958 the 1031 E. Washington headquarters building was listed in the *City Directory* under the name Oklahoma Oil Co.²⁹

Three years after his death, Russel S. Williams was inducted posthumously as a charter member into the Oil Hall of Fame. He shared the honor with John D. Rockefeller, Harry F. Sinclair and other "giants of the industry." Williams earned

²⁰ *City Directory* (1951).

²¹ "The Billboard, the Amusement Industry's Leading News Weekly", November 21, 1953, 8.

²² "Gaseteria Owners buy Control of Hoosier Pete," *Indianapolis Star*, October 20, 1953, 21.

²³ "Gaseteria and Chicago based Oil Company may merge," *Indianapolis News*, February 12, 1958, 1; "Petroleum Processing," Volume 11, 1956; "North American Road Maps," <http://zippy.ci.uiuc.edu/~roma/roadmaps/naoilJK.html> (accessed July 22, 2011).

²⁴ *Indianapolis Star* November 9, 1956, p 1.

²⁵ "North Bergen, NJ Private Plane Hits Apartment," *Lebanon Daily News*, November 9, 1956, 1.

²⁶ *Indianapolis Star*, November 10, 1958, p 20.

²⁷ *Indianapolis Star*, November 17, 1956, 17.

²⁸ "Gaseteria and Chicago based Oklahoma Oil Co. may merge," *Indianapolis News*, February 12, 1958, 1.

²⁹ "Gaseteria Sells out to Jersey Standard," *Indianapolis News*, April 2, 1958, 1; *City Directory* (1958).

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

his membership as a man who "built a private brand empire."³⁰ That empire operated out of a small Art Moderne building on East Washington Street in Indianapolis.

Developmental history/additional historic context information (if appropriate)

9. Major Bibliographical References

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

Barnhart, Francis Carmony. *Indiana from Frontier to Industrial Commonwealth*. Chicago: Lewis Publishing Company, 1954.

"The Billboard, the Amusement Industry's Leading News Weekly", November 21, 1953, 8.

Bodenhamer, David J., Lamont Hulse, Elizabeth B. Monroe. *The Main Stem*. Indianapolis: Historic Landmarks Foundation of Indiana, 1992.

Colorado School of Mines. *Mines Magazine*. 1948. Vol. 38, 32.

Digital Collections of IUPUI University Library

http://indiamond6.ulib.iupui.edu/cdm4/item_viewer.php?CISOROOT=/SanbornJP2&CISOPTR=1280&CISOBX=1&REC=11 (accessed July 8, 2011).

"Find a Case."

http://wi.findacase.com/research/wfrmDocViewer.aspx/xq/fac.19310629_0040061.C07.htm

/
qx (accessed May 6, 2011).

Glass, James A. and David Kohrman. *The Gas Boom of East Central Indiana*. Charleston, SC: Arcadia Publishing, 2005.

Indianapolis City Directory. (1930), (1940), (1941), (1945), (1950), (1953), (1956),

³⁰ "Williams named Oil Hall of Fame Charter Member," *Indianapolis Star*, September 5, 1959, 17.

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

(1958).

"Gaseteria and Chicago based Oklahoma Oil may merge," *Indianapolis News*, February 12, 1958, 1.

"Gaseteria Sells out to Jersey Standard," *Indianapolis News*, April 2, 1958, 1.

"Williams named Oil Hall of Fame Charter Member," *Indianapolis Star*, September 5, 1959, 17.

"Gaseteria Owners buy Control of Hoosier Pete," *Indianapolis Star*, October 20, 1953, 21.

"Williams dies in Plane Crash," *Indianapolis Star*, November 9, 1956, 12.

"Russel S. Williams," *Indianapolis Star*, November 10, 1956, 20.

"North Bergen, NJ Private Plane Hits Apartment," *Lebanon Daily News*, November 9, 1956, 1.

McAlester, Virginia and Lee McAlester. *A Field Guide to American Houses*. New York: Alfred F. Knopf, 2006.

"North American Road Maps." <http://zippy.ci.uiuc.edu/~roma/roadmaps/naoilJK.html> (accessed July 22, 2011).

"Petroleum Processing," Volume 11, 1956.

Property Tax Statement, Legal Description.

<https://www.biz.indygov.org/treasurer/property/ViewBillHandler.ashx?pid=3793303>
accessed July 24, 2011).

Sanborn Fire Insurance Map. Digital Collections of IUPUI University Library

http://indiamond6.ulib.iupui.edu/cdm4/item_viewer.php?CISOROOT=/SanbornJP2&CISOPTR=1280&CISOBX=1&REC=11 (accessed July 8, 2011).

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: _____

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property Less than one acre.
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	16	573617	4402222	3			
	Zone	Easting	Northing		Zone	Easting	Northing
2				4			
	Zone	Easting	Northing		Zone	Easting	Northing

Verbal Boundary Description (Describe the boundaries of the property.)

The Gaseteria, Inc. property includes [an] irregular strip on the East side of Lot 5 & Lot 6 of Outlot 73 of Talbott's E. Washington St. Addition. The property begins on the south side of the public sidewalk bordering the south side of East Washington Street at a point approximately 6.63 feet west of the western side of the building, in line with the sidewalk that travels along the western side of the building. The boundary line turns south across the lawn in front of the building and then travels past the building along the western edge of the private sidewalk next to the building. The line continues south of the building past the parking lot behind the building until it meets the northern edge of the public sidewalk bordering the north side of Southeastern Street. At this point the line turns east and travels along the northern edge of the sidewalk continuing behind the parking lot at the rear of building. The line stops when it reaches a concrete-block wall approximately 3.63 feet past the eastern edge of the building. Here it turns to the north. Thence the line continues along the eastern edge of the parking lot, along the block wall. Where the block wall ends at the corner of the building, the line continues in a more or less straight line past the building to the southern edge of the sidewalk along Washington Street. At this point the line turns toward the west and continues along the southern edge of the sidewalk until it reaches the point of origin.

Boundary Justification (Explain why the boundaries were selected.)

This boundary is based on the legal description of the property boundaries and includes the building and the original sidewalk along its western edge, as well as the landscaped lawn in front and the parking lot behind the building, all of which are associated with the building historically.³¹

11. Form Prepared By

name/title Connie J. Zeigler

³¹ "Property Tax Statement," Legal Description, <https://www.biz.indygov.org/treasurer/property/ViewBillHandler.ashx?pid=3793303> (accessed July 24, 2011).

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

organization C. Resources date July 10, 2011
street & number 963 Hosbrook Street telephone 317.955.0377
city or town Indianapolis state IN zip code 46203
e-mail connie@cresourcesinc.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: July 20, 2011

Description of Photograph(s) and number: Primary façade looking south.

1 of 18.

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Gaseteria, Inc.

Name of Property

Marion, Indiana

County and State

Description of Photograph(s) and number: Primary façade entry bay looking southeast.

2 of 18.

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Primary façade looking southeast.

3 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Western side façade looking north northeast.

4 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Southern (rear) façade looking north.

5 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Gaseteria, Inc.

Name of Property

Marion, Indiana

County and State

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Southern (rear) façade looking east at western side of projecting entry bay.

6 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Southern (rear) façade looking northeast at projecting entry bay.

7 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Eastern façade and entry looking south.

8 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Entry foyer, showing interior door, wooden paneling, parquet floor, looking south.

9 of 18

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Interior of central room, showing service desk with louvered room divider screen. Looking east.

10 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Northwestern office (former Russel S. Williams office), looking northwest.

11 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Interior hall between northern office, showing original light fixture and door into restroom. Looking north.

12 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion State: Indiana

Photographer: Connie Zeigler

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Original wall mounted clock in Northwestern corner office. Looking south.

13 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Interior doors and windows to basement and western office. Looking southwest.

14 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Interior of central room. Note wood paneled support posts. Looking southeast.

15 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Original safe in eastern interior wall. Looking east.

16 of 18

Name of Property: Gaseteria, Inc.

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Interior basement foyer within rear projecting bay. Looking south, southeast.

17 of 18

Name of Property: Gaseteria, Inc.

City or Vicinity: Indianapolis

County: Marion

State: Indiana

Photographer: Connie Zeigler

Date Photographed: June 8, 2011

Description of Photograph(s) and number: Original storage cabinets and door in basement. Looking west.

18 of 18

Property Owner:

Gaseteria, Inc.
Name of Property

Marion, Indiana
County and State

(Complete this item at the request of the SHPO or FPO.)

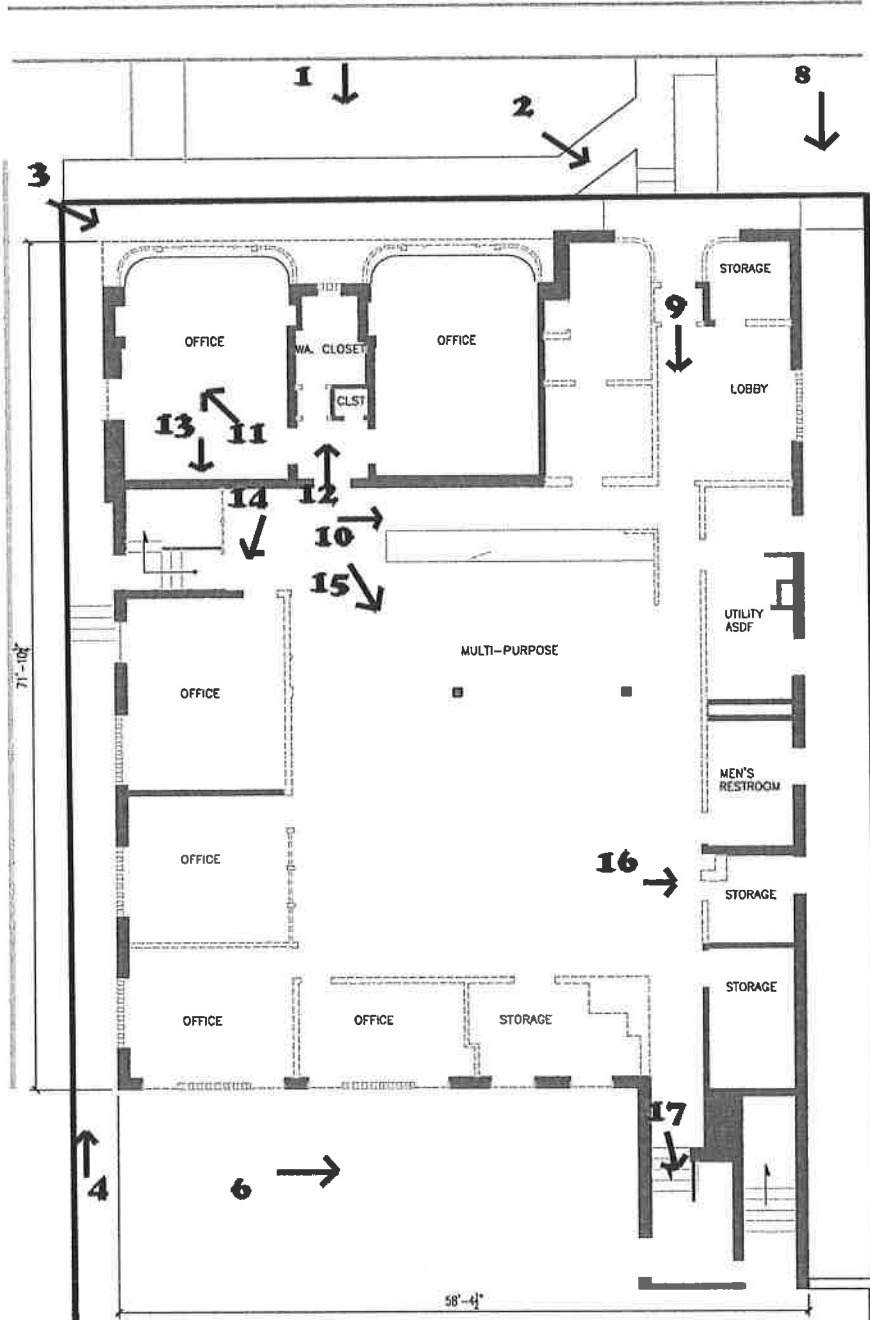
name ACLU, Indiana (Contact: Gilbert Holmes)
street & number 1031 E. Washington Street telephone 317.635.4059
city or town Indianapolis state IN zip code 46202

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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Gaseteria, Inc., Marion County, IN

Washington St



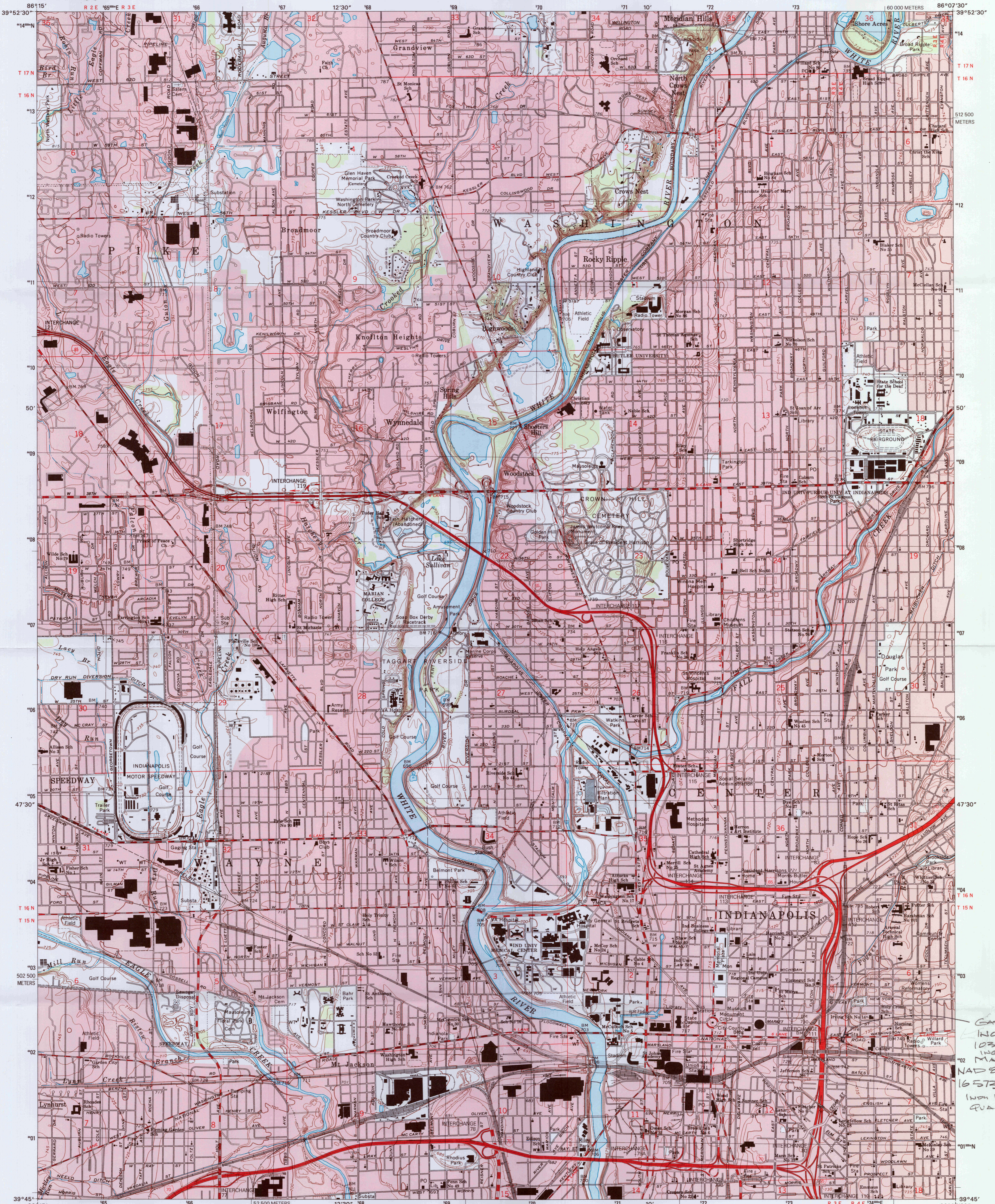
Floor Plan by A2S04



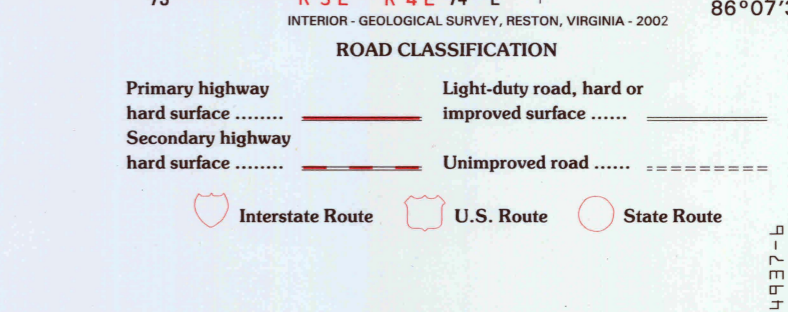
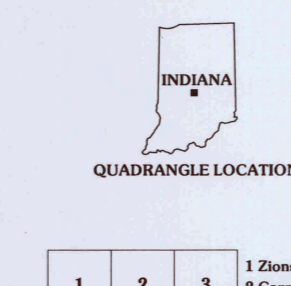
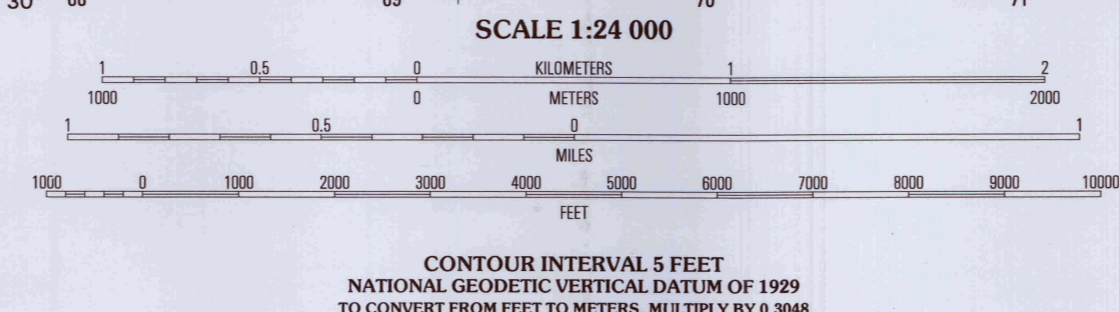
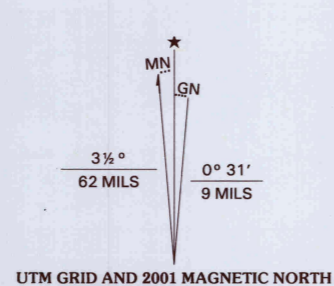
Photo 18 taken in basement. Not on plan.

Southeastern Ave





Produced by the United States Geological Survey
Topography compiled 1967. Planimetry derived from imagery taken 1998 and other sources. Public Land Survey System and survey control current as of 1967
North American Datum of 1983 (NAD 83). Projection and 1 000-meter grid: Universal Transverse Mercator, zone 16
2 500-meter ticks: Indiana Coordinate System of 1983 (east zone)
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software
Houses of worship, schools, and other labeled buildings verified 1967



1	2	3
4	5	6
7	8	

INDIANAPOLIS WEST, IN
1998
NIMA 3763 1 SW-SERIES 9851

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225
AND INDIANA DEPARTMENT OF NATURAL RESOURCES, INDIANAPOLIS, INDIANA 46204
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

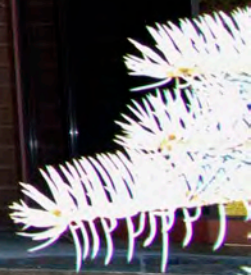
CASPERTECH
INC.
1031 E. WASH
INDIANAPOLIS, IN
NAD 83 UTM:
16S73617 442222
INDIAN WEST
QUAD





A man wearing an orange tank top and dark shorts stands on the sidewalk in front of the building. He is looking towards the camera.











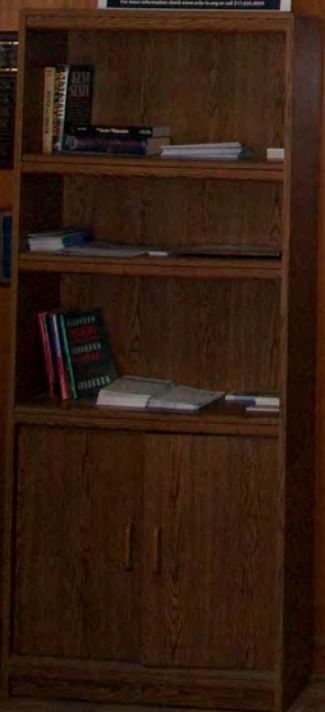
↑ Please Use
Front Entrance →

REPUBLIC



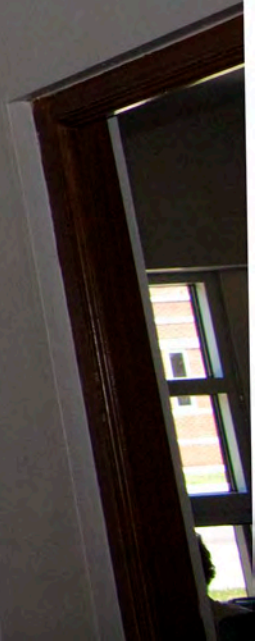
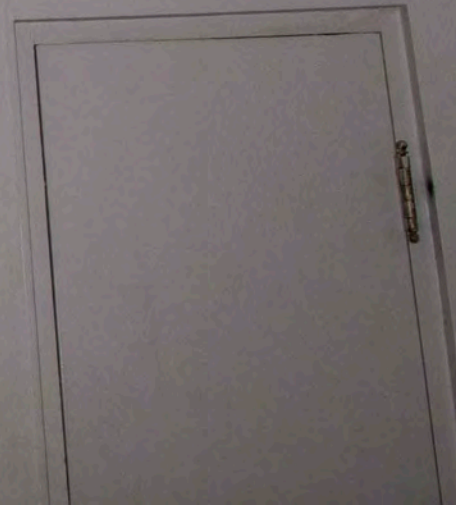












12

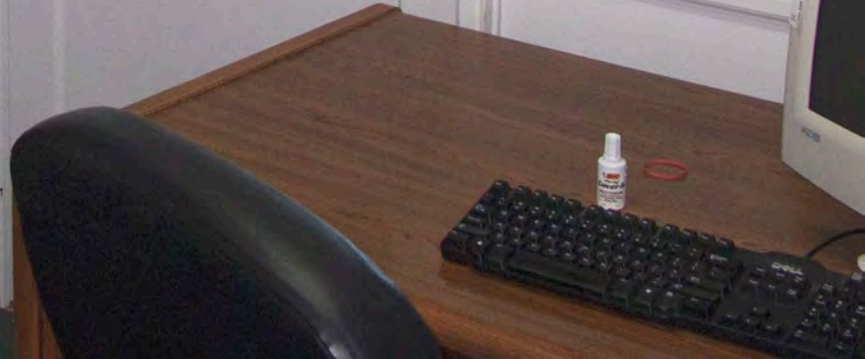
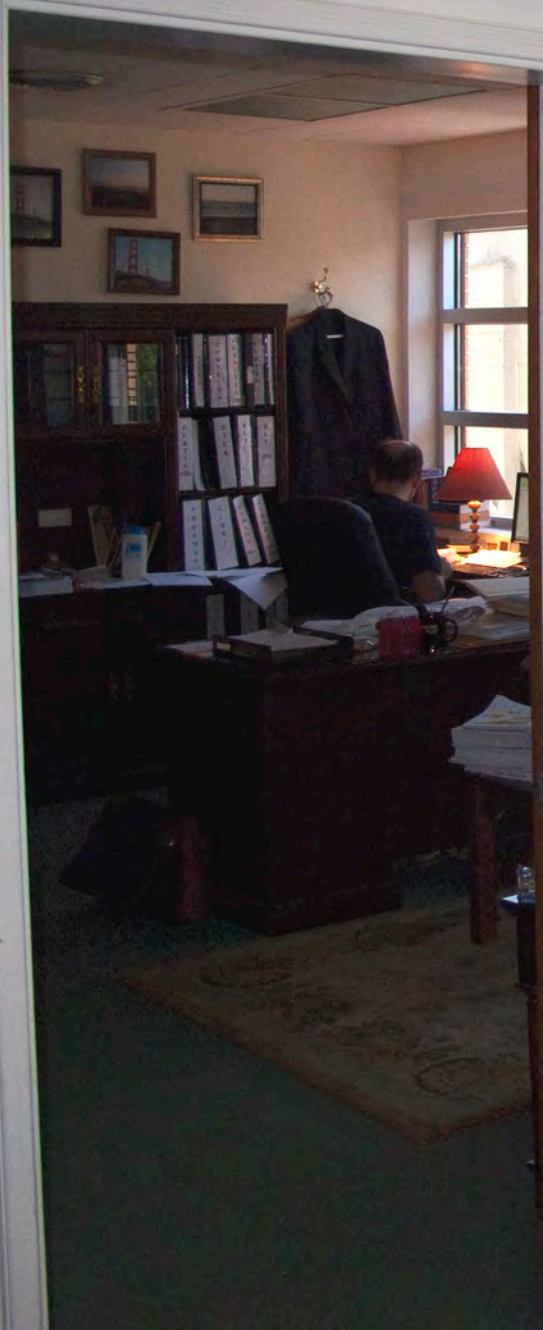
9

3

6



EXIT





EXIT

1 2 5 6 7

11 12 14

16

THUNDERBOLT

THE MOSLER SAFE CO.
HAMILTON OHIO







PROMAR
700
NET WT 2.75kg

ML3

DNR

Indiana Department of Natural Resources



Division of Historic Preservation & Archaeology • 402 W. Washington Street, W274 • Indianapolis, IN 46204-2739
Phone 317-232-1646 • Fax 317-232-0693 • dhpa@dnr.IN.gov • www.IN.gov/dnr/historic



January 25, 2013

Carol D. Shull
Interim Keeper of the National Register
National Park Service 2280
National Register of Historic Places
1201 "I" (Eye) Street, N.W.
Washington D.C. 20005

Re: Gaseteria, Inc., Marion County, Indiana

Dear Ms. Shull,

Enclosed is a National Register of Historic Places nomination for the Gaseteria, Inc., Marion County, Indiana. The Indiana Historic Preservation Review Board reviewed the application and voted to recommend its approval to the National Register of Historic Places.

Please address any questions you or your staff may have about this nomination to my National Register staff, Paul Diebold, Frank Hurdis, or Holly Tate.

Sincerely,

Robert E. Carter, Jr.
State Historic Preservation Officer

REC:PCD:pcd

enclosure: nomination package