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NATIONAL REGISTER

United States Department of the Interior
National Park Service

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Maisel's Indian Trading Post

other names/site number _____

2. Location

street & number 510 Central Avenue SW not for publication

city or town Albuquerque vicinity

state New Mexico code NM county Bernalillo code 001 zip code 87102

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 nationally statewide locally. (See continuation sheet for additional comments.)

[Signature] SIAPD 10-4-93
Signature of certifying official/Title Date

[Signature] Bureau, State of New Mexico
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register. See continuation sheet.
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

[Signature] Signature of the Keeper Date of Action 11-22-93

[Signature]

Maisel's Indian Trading Post
Name of Property

Bernalillo County, NM
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

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

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

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

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

Hist. & Arch. Resources of Rt. 66 through NM

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE: specialty store

Current Functions
(Enter categories from instructions)

COMMERCE: specialty store

7. Description

Architectural Classification
(Enter categories from instructions)

Commercial Style

Materials
(Enter categories from instructions)

foundation concrete

walls glass

roof asphalt

other glass

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Maisel's Indian Trading Post
Name of Property

Bernalillo County, NM
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.

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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # _____

Areas of Significance

(Enter categories from instructions)

transportation

architecture

Period of Significance

1939-1956

Significant Dates

1939

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

John Gaw Meem/Joseph Gagner

Primary location of additional data:

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

Name of repository:

Maisel's Indian Trading Post
Name of Property

Bernalillo County, NM
County and State

10. Geographical Data

Acreage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	3	3	4	9	3	3	0	3	8	8	3	4	7	0
Zone			Easting					Northing						

2

Zone			Easting					Northing						

3

Zone			Easting					Northing						

4

Zone			Easting					Northing						

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title David J. Kammer, Ph.D.
organization contract historian date August, 1993
street & number 521 Aliso Dr. NE telephone (505) 266-0586
city or town Albuquerque state NM zip code 87108

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

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

name _____
street & number _____ telephone _____
city or town _____ state _____ zip code _____

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. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget Paperwork Reduction Projects (1024-0018) Washington, DC 20503

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 & 8 Page 1

Historic and Architectural Resources of Rt. 66 through NM
Bernalillo County, New Mexico

7. Description

Maisel's Indian Trading Post is a one-story building with a flat roof. Set in the middle of a commercial block, it has a concrete foundation with a basement. The building's facade consists of large display windows set on a base of carrara glass and topped by a continuous panel with a mural depicting southwestern Indians in ceremonial clothing. A chrome metal molding extends out over the panel and is topped by additional signs. The display windows recede at the entry, forming a large protected space 20 ft. deep with additional display windows. This protected space has a glazed terra cotta floor with Indian designs and the name "Maisel's" inlaid in front of the double wood-framed commercial doors.

The interior, somewhat remodeled from the original configuration of display cases, still consists of a series of large counters and display cases exhibiting Indian crafts. Located at the center of the showroom is a wide stairway to the basement, designed to permit clients to look at the Indian craftsmen who worked in the basement. In recent years the original facade of the building has been altered by the installation of additional signs which cover portions of the Indian murals. These alterations, however, do not detract from the overall integrity of the building.

8. Statement of Significance

When the building was completed in 1939, it was celebrated for the way in which architect John Gaw Meem had rendered the Indian murals, integrating them into the facade of a commercial building to give it what Albuquerque Progress labeled an "Indian-Pueblo architecture." This distinct facade clearly signaled the building's function to Route 66 motorists, making it a popular stopping place for tourists seeking southwestern and Mexican curios, a role that it continues to fulfill today. The Maisel

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Continuation Sheet

Section 8,9&10 Page 2

Historic and Architectural Resources of Rt. 66 through NM
Bernalillo County, New Mexico

Significance (continued)

family was one of the first trading families to see the potential of large-scale crafts production for both retail and wholesale purposes and used the basement as a work area for Indian craftsmen. The open stairway enabled tourists to observe those craftsmen at work. Because of this historic association with automobile tourism along Route 66, the property is eligible under Criterion A. It is also eligible under Criterion C as a good example of how Meem was able to extend a southwestern tone to a commercial building through the use of carefully chosen design and materials, imbuing it with a clear sense of its intent as a curio shop.

9. Bibliography

Albuquerque Progress. Aug., 1937; July, 1939.

Verbal Boundary Description: The entirety of Lot 6 of Block 19N of the M.T. Addition.

Boundary Justification: The boundary includes the entire lot on which the nominated property is situated.