

[1200-1216
S. Third St.]

City Directories

1939

1200 Mt Roach serv. stat
1202 Aetna Oil Serv.
1206 res
1208 res
1212 res
1216 res

1942

1200 Welder Webb serv. stat.
1202 Aetna
1208 res
1212 res
1216 res

1946-47

1202-06 Aetna Oil Co.
1208 res
1212 res
1216 res

1948-9

1202-06 Aetna & Anthony Diello fill stat.
1212-16 Aetna

1951

1200 Robt Schuten gas stat.
1202-06 Aetna
1212-16 Aetna

1953-54

1200 Thos. Brunner gas stat.
1202-06 Aetna
1212-16 Aetna

1957

1200 Aetna gas stat.
1202-06 Aetna
1212-16 Aetna

1959

1200 Aetna gas stat.
1202-06 Aetna
1212-16 Aetna

1961

1200 Aetna gas stat.
1202-06 Aetna office
1212-16 Stge

1962

SAA

1964

Ashland Quarrel Co.
1200 ~~Aetna~~ gas stat.
1202 Ashland (ofc)
1212 " Stg

1966

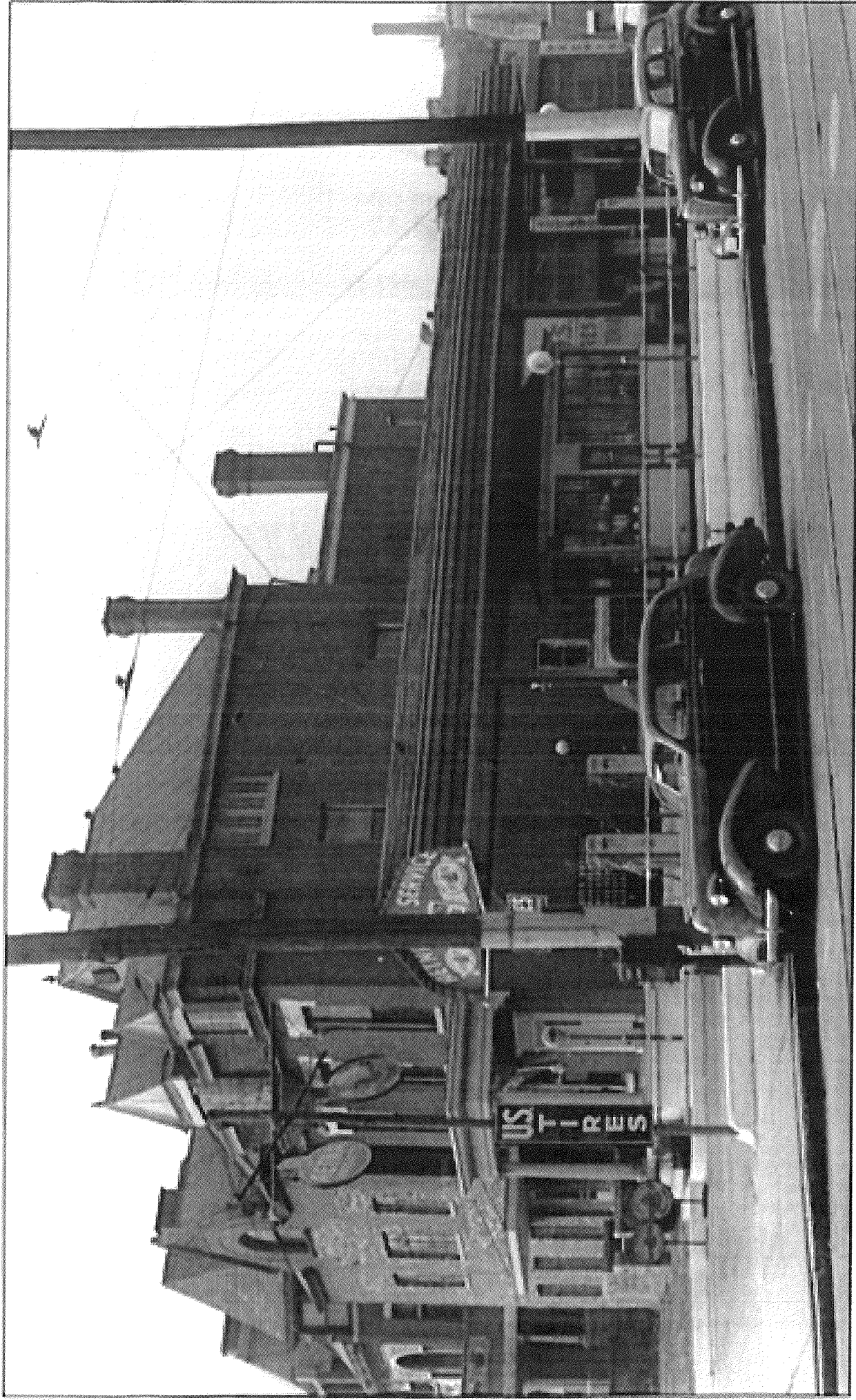
1200
1202 SAA
1212

305-535-2629
Wolfsonian FIU

1948 Ashland
bought Aetna

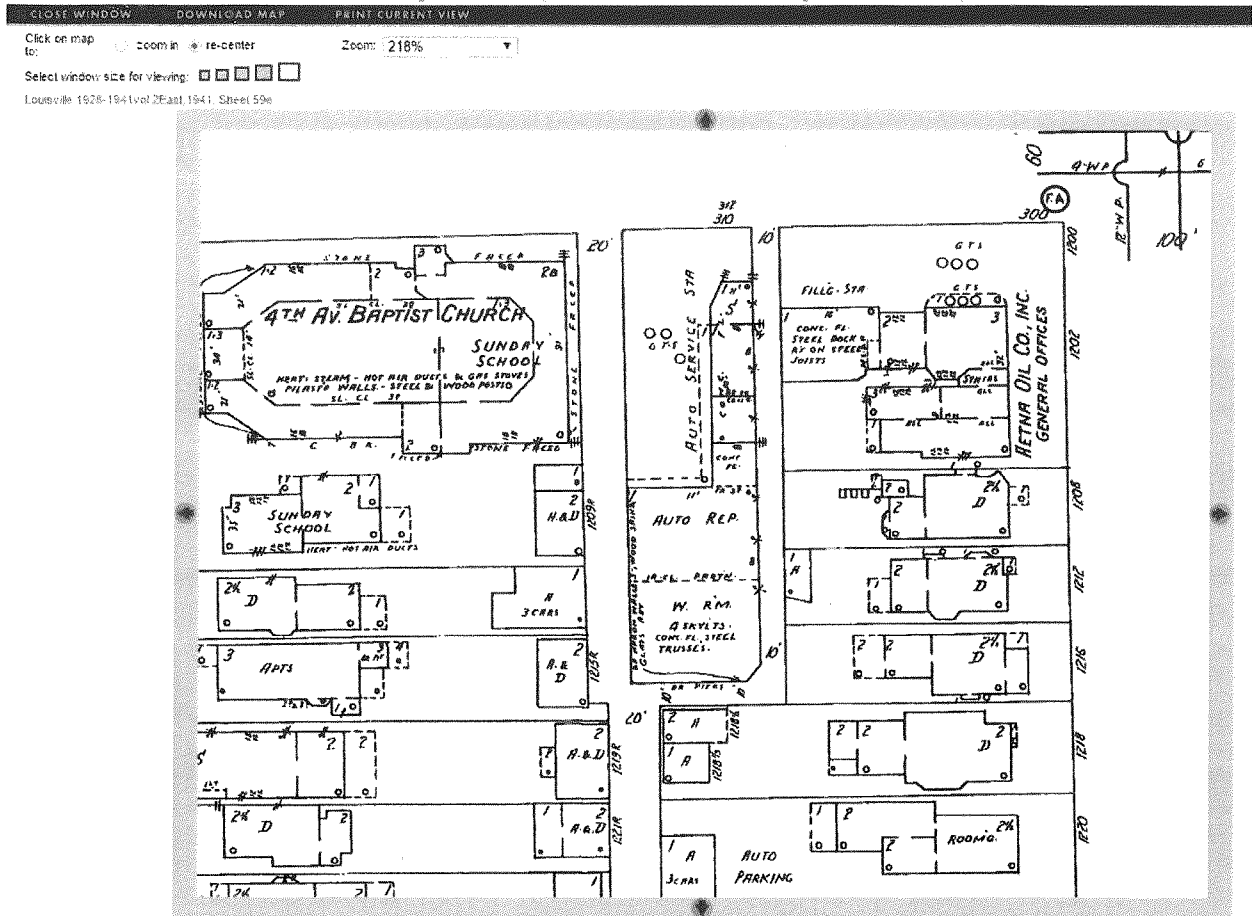


In this 1937 Caufield and Shook advertising photograph of the Aetna service station on the southeast corner of Third and Oak Streets, three Victorian homes are its neighbors. The basic buildings stand today, cannibalized within one structure, the 1200 building. Note the whitewashing of the telephone poles—an attempt at beautification. (Courtesy of University of Louisville

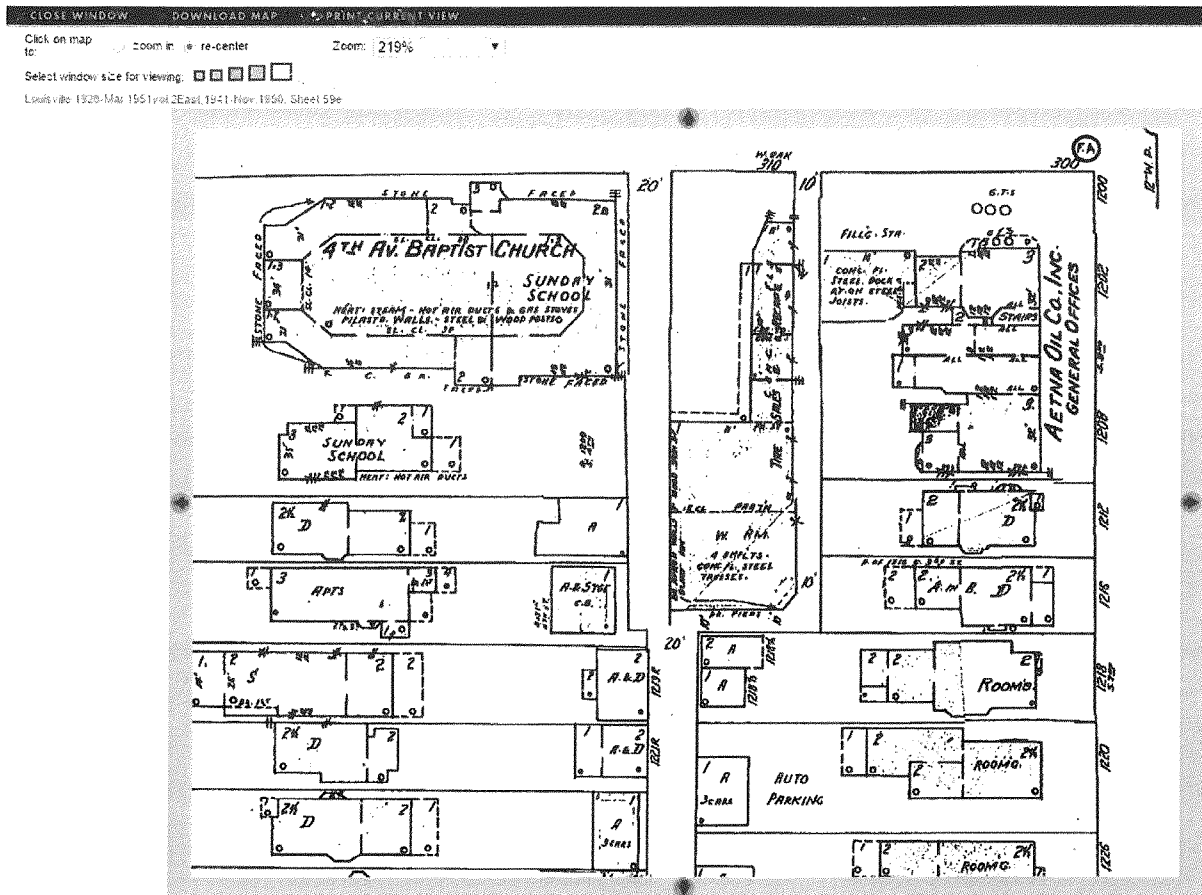


In this 1937 Caufield and Shook advertising photograph of the Aetna service station on the southeast corner of Third and Oak Streets, three Victorian homes are its neighbors. The basic buildings stand today, cannibalized within one structure, the 1200 building. Note the whitewashing of the telephone poles—an attempt at beautification. (Courtesy of University of Louisville Photographic Archives.)

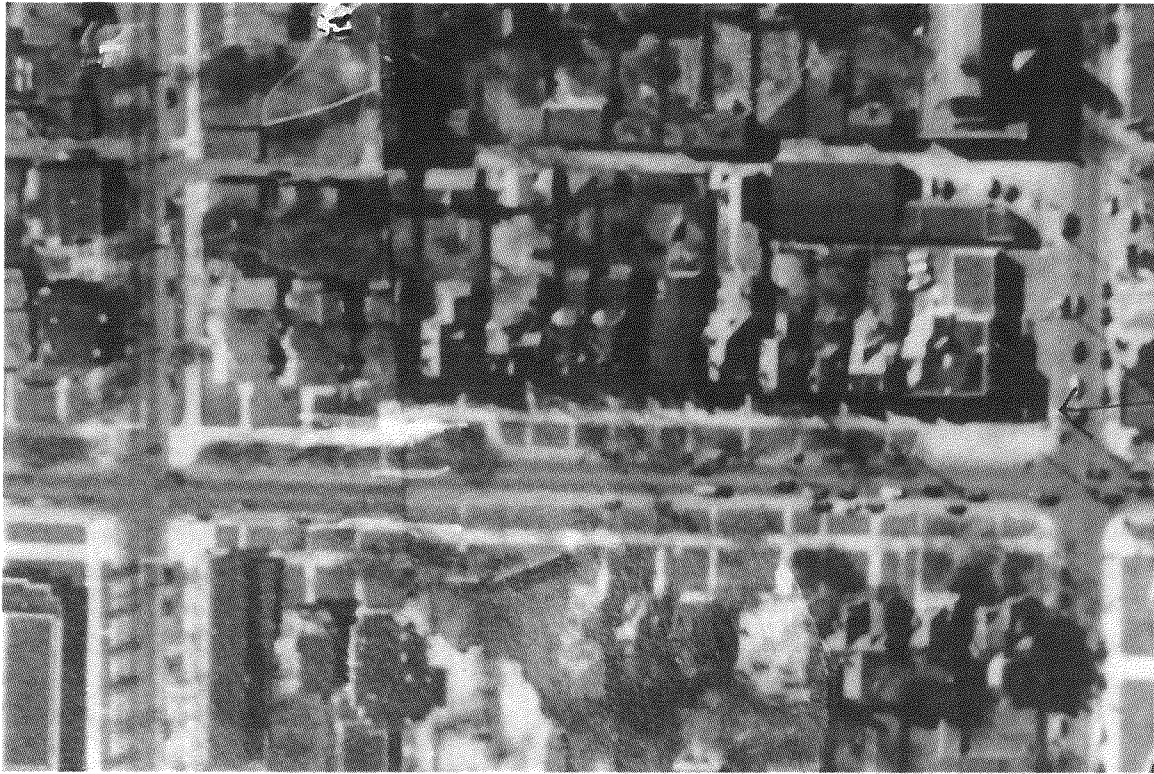
1941 Sanborn



1950 Sanborn



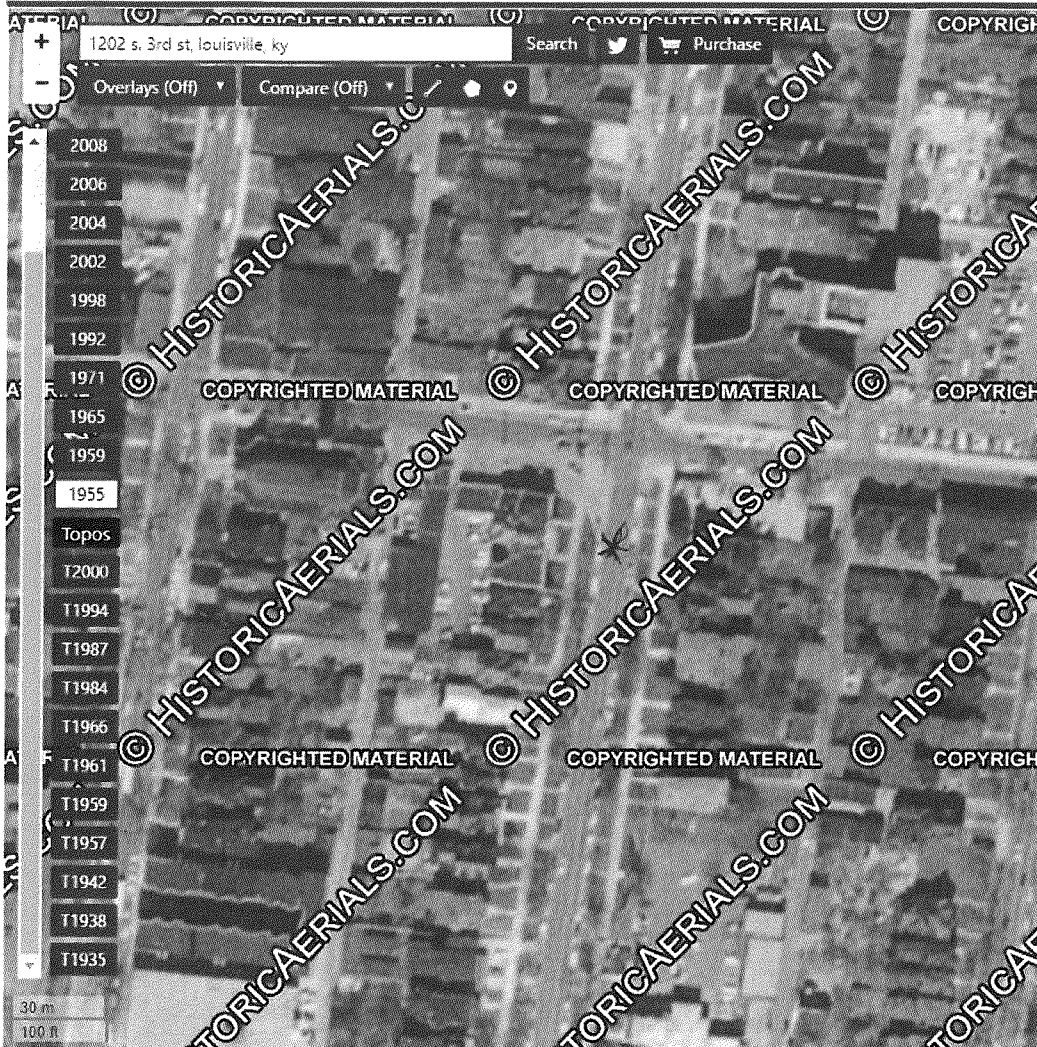
1946 Aerial



1955

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Suffolk, Massachusetts
(1955)

In partnership with:

1959



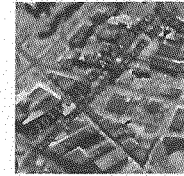
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HOME DISCUSSIONS EXAMPLES CONTACT ACCOUNT



Suffolk, Massachusetts
(1955)

In partnership with:

EAR TO THE GROUND

By LEDFORD H. DAY,
Real Estate Editor.

Making the rounds with the architects, builders and brokers

A \$25,000 remodeling project has been commenced by J. E. Carder, general contractor, for the Aetna Oil Company, which recently purchased a three-story brick residence adjoining its general offices at 3d and Oak Sts. The residence, on a thirty-six-foot lot, was purchased through the E. F. Metzner Company, realtors. It will be remodeled and modernized, and converted into an office building. The work was planned by Wischmeyer, Arrasmith & Elswick, architects.

two miles west to the river, bisected by the Lower River Road twelve miles from the city. The fifteen acres is located in the Fin-castle Farms section. Three homes will be built on the fifteen acres, each surrounded by five acres of ground. J. C. Koch Company, realtors, handled the transaction.

A new five-room clapboard bungalow at 2304 Allston Ave. has been purchased by Mr. and Mrs. Joe W. Davis, through the real estate department of the Franklin Title & Trust Company. Other recent sales of this firm include a lot in Sunnydale to C. F. Murphy; a lot in Sunnydale sold to Lee A. Laswell by H. L. Hawkes, and two lots on Macon Ave. in St. Matthews sold to W. F. Daffron by J. M. Perkins.

Statistics Tell Story Of Life In the City

Building Permits

Aetna Oil Company, alterations, 1202 S. 3d. \$10,213.

D. L. Willins, brick veneer residence, 1501 Larchmont, \$3,500.

B. W. Stevens, concrete block warehouse, 200-04 N. Floyd, \$3,000.

Frank Godfrey, frame residence and garage, 714 Brentwood, \$1,800.

264341—F
Joseph C.
sessments.

264342—F
sole; divor

264343—F
W. Bennet
attorney.

264344—S
on petition

264345—J

City and Jeff

Building Permits

Fred L. Cheek, frame dwelling, 168 E. Ashland, \$4,000.

Murdock Homes, Inc., frame dwellings, 521-23 Florence, \$2,500 each.

W. R. Hall, addition to frame dwelling, 3127 Del Park Terrace, \$800.

Aetna Oil Co., alterations and convert brick buildings into office building, 1202-8 S. 3d, \$18,000.

N. Holder, concrete block building, 810 S. 4th, \$4,600.

Albert Steinrock, alterations to frame dwelling, 1338 S. Preston, \$1,500.

Sam Shaheen, concrete and brick addition to building, 2604 Portland, \$5,000.

Napoleon Robinson, concrete building and garage, 1301 S. 36th, \$1,200.

S. D. Martin, concrete block building, southeast corner of Etley and Lexington Rd., \$4,000.

Gervis E. Gans, frame dwelling, 4729 Burkley, \$5,000.

Timothy Rowe, repairs to brick wall of building, 821 W. Chestnut, \$500.

John Hilf, move frame dwelling from 817 Logan to 516 Inverness, \$1,600.

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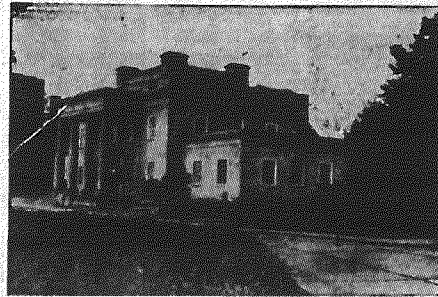
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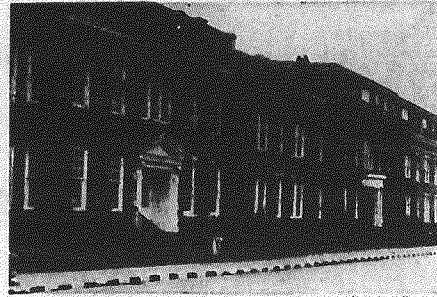
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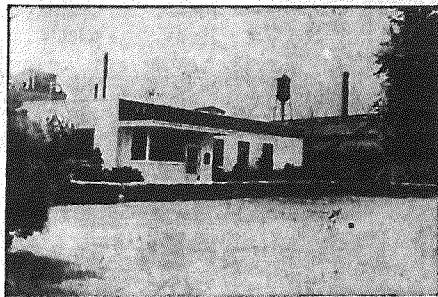
Industrial Firms Win Awards for Beautifying Grounds



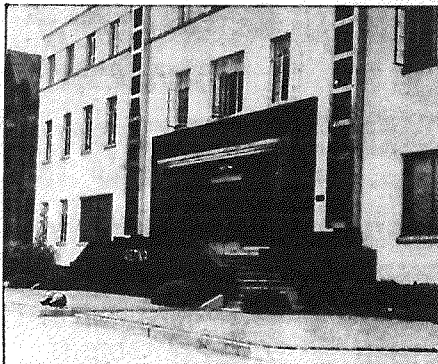
The plaque in Division One of this year's grounds-beautification contest for industrial plants was awarded to the Joseph E. Seagram & Sons plant, Seventh Street Road.



Vines "soften" the Brown-Forman Distilleries building on Howard Street, which won the beautification plaque for large industries in congested sections—Division Two.



Winner of the award for beautification of small industries in outlying areas was the Buckeye Cotton Oil Company, 2411 S. Floyd. Evergreens and annuals are used lavishly.



For small industries in congested areas, the plaque was awarded to Actna Oil Company General Offices, 1202 S. Third. An inside-and-out planting is employed here.

By Cissy Gregg, Courier-Journal Home Tansend

LOUISVILLE industry is developing an eye for beauty as well as for efficiency. This is demonstrated each year as the Beautification League of Louisville and Jefferson County and the Association of Horticulturists in industry award beauty plaques to the industrial concerns which score highest in a grounds-beautification competition.

Plants (leading to the plaques) are awarded in four different divisions. These divisions were set up last year as industries of similar size and location could be judged against each other.

Winners Announced

Here are the 1952 winners:

Division One. Large industries with extensive grounds—Joseph E. Seagram and Sons, Inc., Seventh Street Road.

Division Two. Large industries in congested areas—Brown-Forman Distilleries Corp., 1808 Howard Street.

Division Three. Small industries in outlying areas—Buckeye Cotton Oil Company, 2411 S. Floyd.

Division Four. Small industries in congested areas—Actna Oil Company General Offices, 1202 S. Third.

Honorable Mentions: Stittell-Welber Distilleries, Inc., Ralph Stron-Rosen and Williamson Tobacco Corporation, 1609 W. Main; Coca-Cola Bottling Company, 1863 W. Hill; and American Air Filter Company, Inc., 215 Central.

No small amount of progress has been made in the 12 years the Beautification League has been sponsoring interest in making industrial concerns of outside appearance of their buildings and grounds.

Suggestions Made

This program is planned as a beautified one. The judging committee, composed of a landscape architect, a horticulturist and a seedman, goes further than scoring various grounds for the home plaques. Its members make suggestions as to what might be done to improve the grounds, and these in turn are passed on to the various management by the league.

This has been a hard summer, said Henry J. McAllen, yards and grounds supervisor at Seagram's. The extensive grounds around the distilleries have been planted for a number of years, and are well established. Now the main job is maintenance and replacement.

Almost every known shrub can be found somewhere on the grounds, Mr. McAllen said, and some of them are so unusual it is hard for him to identify them.

Wintering becomes a major problem during a dry summer such as this one has been.

Has 50-Year Plan

Brown-Forman is working on a 50-year plan for the beautification of its distilleries, including the Early Times plant, the largest outlying grounds here. There Brown-Forman maintains a nursery.

The 50-year landscape plan was made by Olmsted Brothers, Massachusetts. Landscape architects, who also landscaped Louisville parks.

Supervision is by the Brown-Forman engineering department, headed by William Lucas. Planting at the Brown-Forman building on Howard was stepped up when the city of Louisville passed an ordinance allowing the company to fence in the block of Howard which passes through the group of buildings there.

This is one of the few industrial plants which not only allows, but invites, visitors on the outside walls of the buildings.

It was a long-term struggle, Mr. Lucas said, between efficiency and beauty. Finally beauty won. Boston Ivy is used on the building, but in some places they also have Low Jays, which has a much smaller leaf and is very showy.

One part the judges thought had been well planned was the parking area here. Grass plots

are used to separate the lanes, and trees have been planted to give shade. One of the varietal sets is to back into a parking space. This is because the exhaust fumes blown out in starting cars kill grass.

No firm started out with low-leaved plants, or with fewer chances to become beautiful, than did this one has been.

Continued on Next Page

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1/2 TON \$25.00
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An Office Building May Help a Street

THE question of rezoning a corner of Fourth and Ormsby Place is back in the news—this time in connection with a proposed office building for the Colgate Palmolive Peet Company.

There are unquestionably other suitable sites in Louisville for such a building, but the suggestion as to rezoning brings up an interesting principle. The area is now zoned "D Apartment." This means that "apartments, hotels, boarding or lodging houses, hospitals, libraries, museums and private clubs" may be built there, but office buildings may not. The large Puntan apartment building occupies one corner of the intersection now, and nearby on Ormsby are the Mayflower and Adams House apartment buildings. But Fourth street is changing character. It is changing from a private residence street to a boarding house street.

A distinct development in U.S. urban growth has been the decentralization of certain businesses which do not need to clutter the most congested downtown districts. The Urban Traffic Forum conducted a few months ago under auspices of *Architectural Forum* magazine explored this trend. It found that while "congestion is slowing down the increase in downtown retail trade in most cities, the concentration of executive offices, law offices and their attendant service industries is, if anything, accelerating."

The question arises whether it might not be wise for some of Louisville's executive offices to locate beyond the present fringe of the most congested area. The Aetna Oil Company, for example, already has located its general offices at 1202 S. Third, and its handsome building has enhanced the street. Numbers of businesses which do not require location in the highest-rental congested area have moved out to the fringes.

In locations like the Fourth and Ormsby intersection, an executive office building very probably would help rehabilitate property values, whereas a supermarket, or the continued drift toward run-down converted residential property, very probably would depress values. In this case it appears that an office building, now excluded, would do more to preserve property values than do "boarding or lodging houses" which are not.

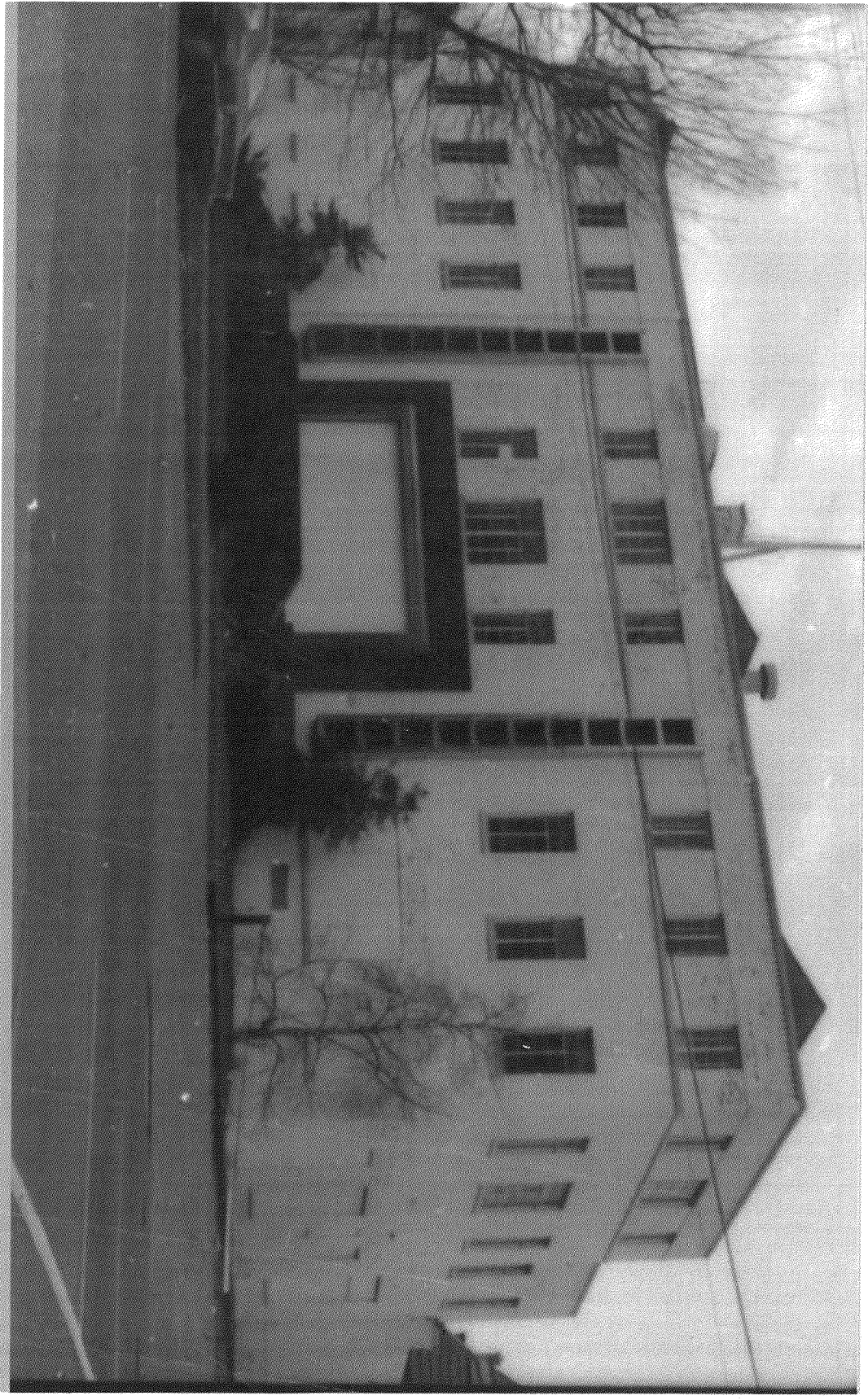
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1974 Designation Photo
for OL Hist. Dist.



Aetna Oil Co., Louisville, Kentucky: facade

Accession number TD1994.66.24

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Creators: Fred Elswick (*Architect*)
Creation Date: 1947
9/2/2014

Subjects

Subjects / Keywords: Architecture/Architectural Design
Architecture
Prints, Drawings, and Photographs
Genre: design drawing

Notes

Content description: Graphite on tracing paper architectural rendering of facade for Aetna Oil Co.
Preferred Citation: The Wolfsonian - Florida International University, Miami Beach, Florida, The Mitchell Wolfson, Jr. Collection

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