

I have done a lot of research on this property and have found some new information. The following pages show everything I found:

- Page 1-City Directories: I searched through our city directories to try to see when the houses (1202, 1206, and 1208) were combined. In 1939, you can see they are all separate buildings. By 1946, 1202 and 1206 have combined, but 1208 is still separate. By 1949 and 1951, 1208 S. Third has completely dropped off and Aetna owns the two houses next door (1212 and 1216) which are now the southern parking area. I thought this might signify the time when all three houses were combined.
- Page 2-Historic Photograph: 1937 photograph shows all three houses (1202, 1206, and 1208) before they were combined.
- Page 3- Historic Photograph: blown up version of the 1937 photograph
- Page 4-Sanborn Fire Insurance Map: 1941 Sanborn Map shows 2 of the houses combined (1202 and 1206), which appears to confirm what I saw in the 1946 city directory.
- Page 5-Sanborn Fire Insurance Map: 1950 Sanborn Map shows all three of the houses combined (1202, 1206, and 1208), which appears to confirm what I saw in the 1949 city directory.
- Page 6-Historic Aerial Photograph: 1946 aerial photograph shows 2 of the houses combined (1202 and 1206)
- Page 7-Historic Aerial Photograph: 1955 aerial photograph shows all three of the houses combined (1202, 1206, and 1208)
- Page 8- Historic Aerial Photograph: 1959 aerial photograph shows all three of the houses combined (1202, 1206, and 1208)
- Page 9-Courier-Journal Newspaper Article: 1939 article states the purchase of one of the houses and the plans to remodel them into offices. Also lists architects as Wischmeyer, Arrasmith, and Elswick.
- Page 10-Courier-Journal Newspaper Article: 1940 article shows application for a building permit
- Page 11-Courier-Journal Newspaper Article: 1947 article shows application for a building permit
- Page 12-Courier-Journal Newspaper Article: 1952 photograph of the building—full article is on page 13
- Page 13-Courier-Journal Newspaper Article: 1952 article summarizes building awards one of which the building won
- Page 14-Courier-Journal Newspaper Article: 1953 article discussed office buildings in older neighborhoods
- Page 15-Old Louisville Preservation District Designation Photograph: 1974 photograph shows the building as it looked when Old Louisville became a Preservation District
- Page 16-19-Wolfsonian at FIU Digital Catalog-some of the original blueprints for the building are in an archive at FIU in Miami Beach, Florida.
- Page 20-23-Information gathered on the firm of Wischmeyer, Arrasmith, and Elswick
- Page 24-Letter from Arrasmith, Judd, Rapp, Chovan stating this was an Arrasmith firm project.

[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

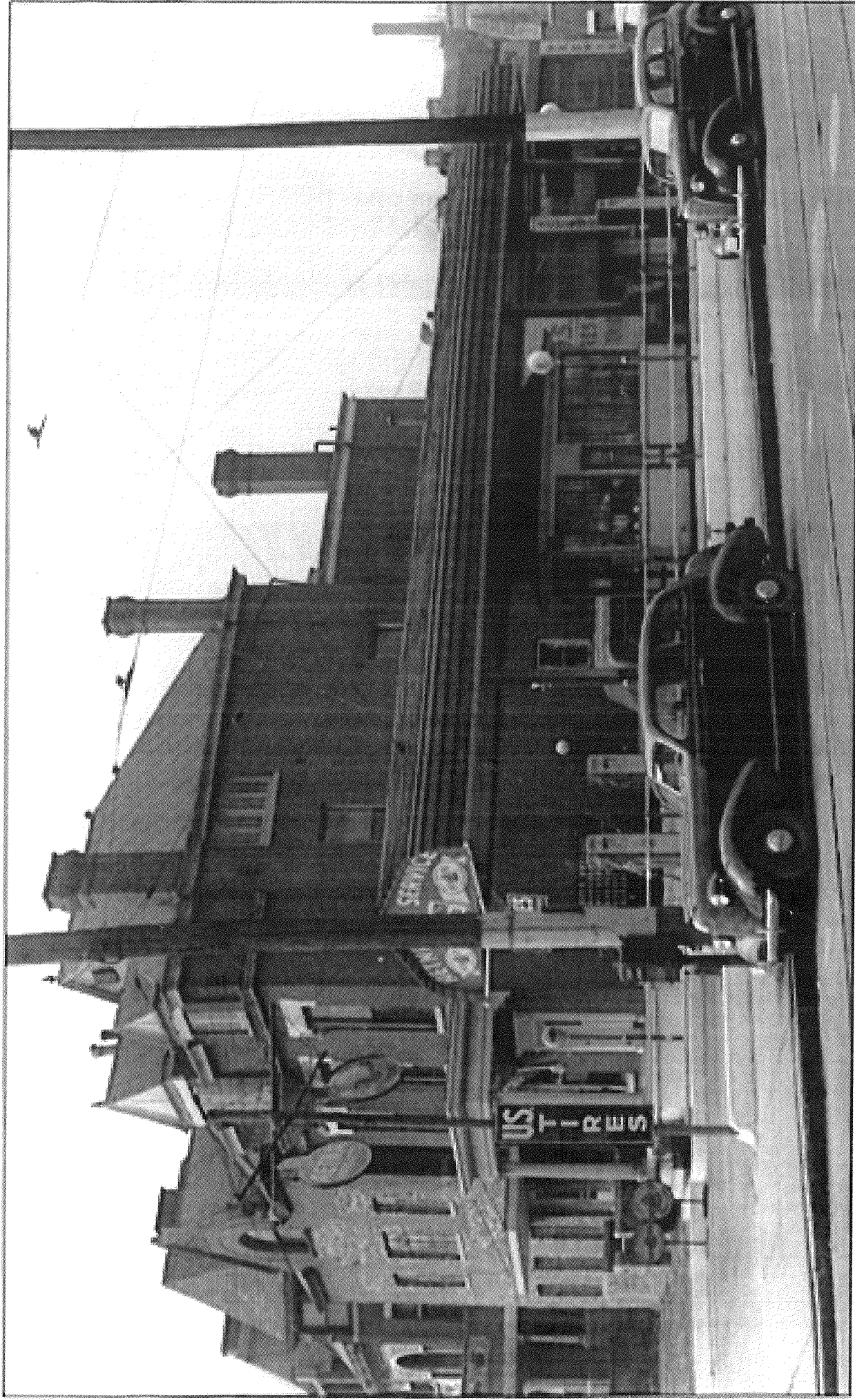
1200
1202 SAA
1212

305-535-2629
Wolfsonian FIU

1948 Ashland
bought Aetna

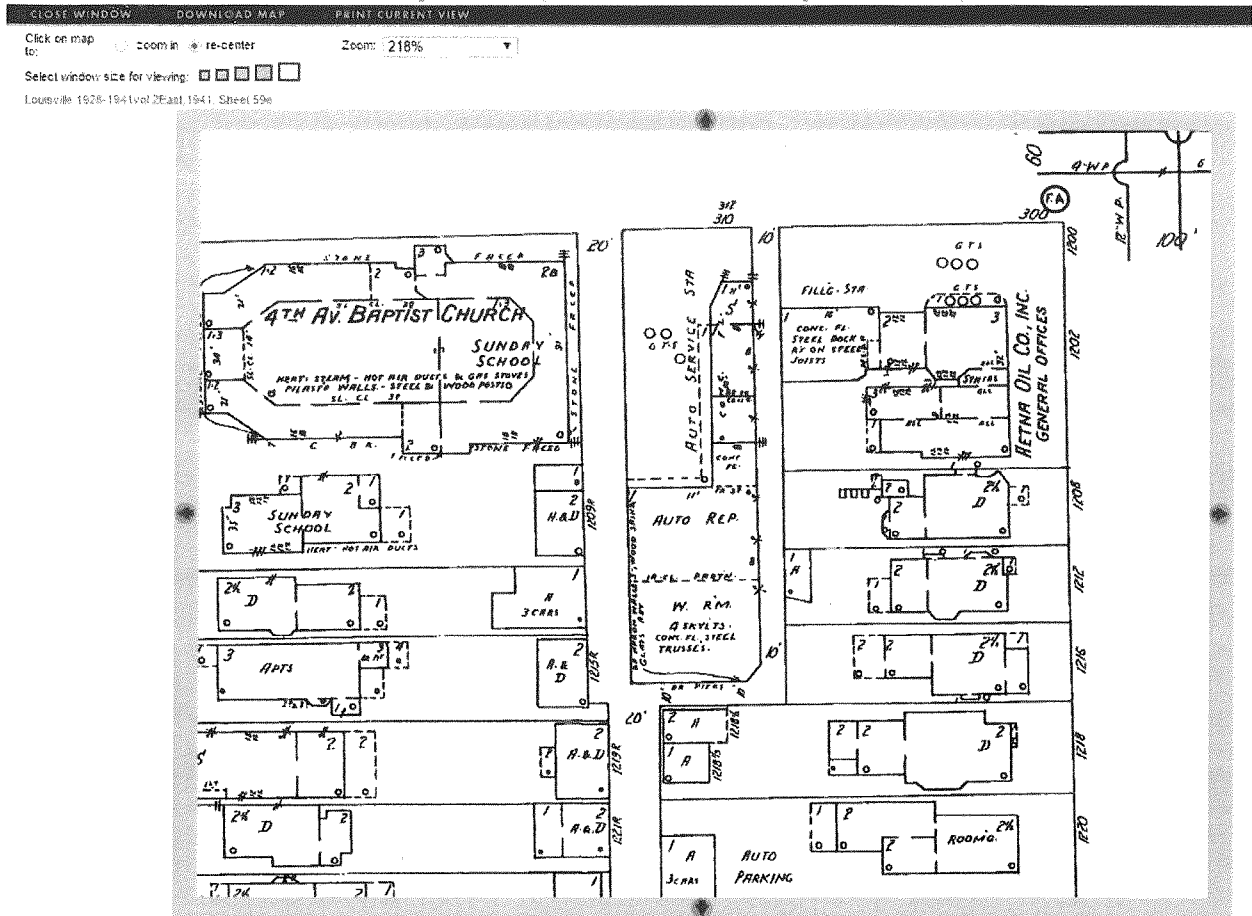


In this 1937 Caufield and Shook advertising photograph of the Aetna service station on the southeast corner of Third and Oak Streets, three Victorian homes are its neighbors. The basic buildings stand today, cannibalized within one structure, the 1200 building. Note the whitewashing of the telephone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

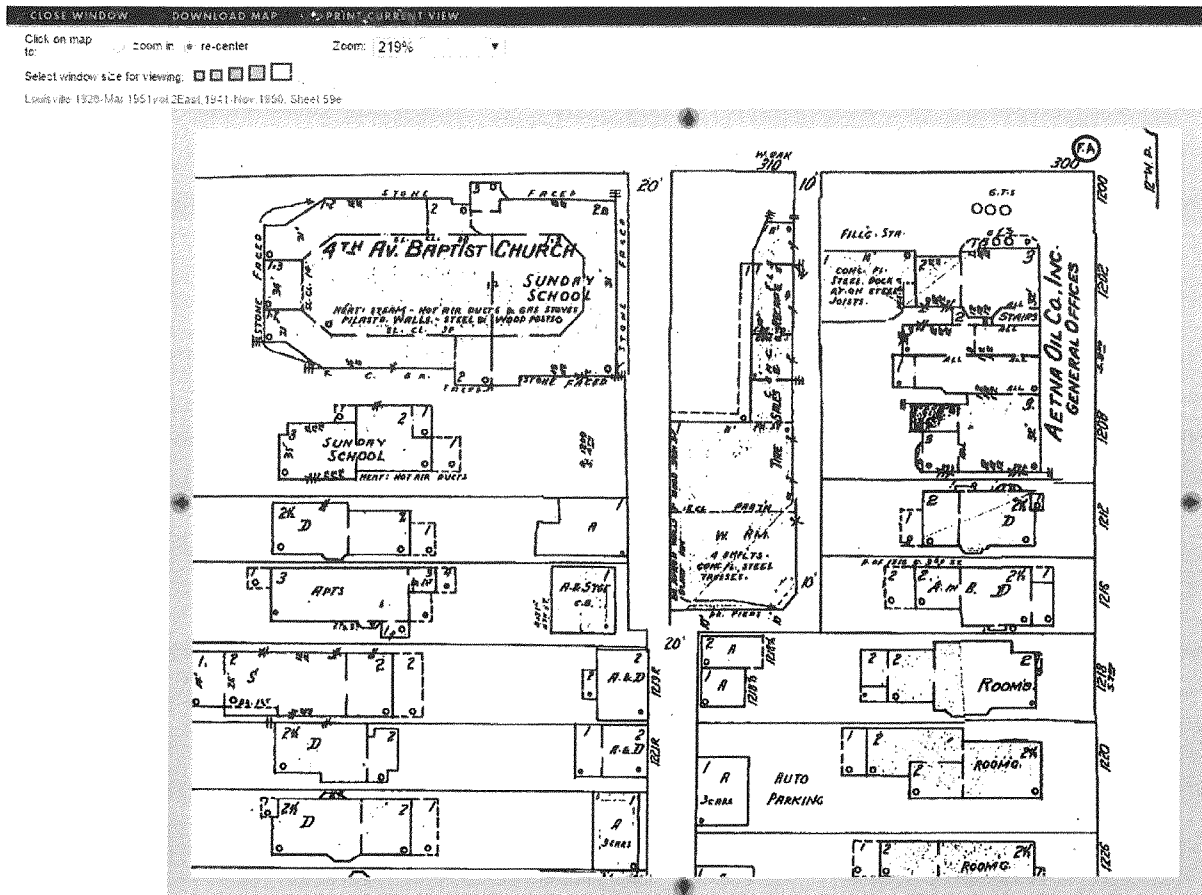


In this 1937 Caufield and Shook advertising photograph of the Aetna service station on the southeast corner of Third and Oak Streets, three Victorian homes are its neighbors. The basic buildings stand today, cannibalized within one structure, the 1200 building. Note the whitewashing of the telephone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

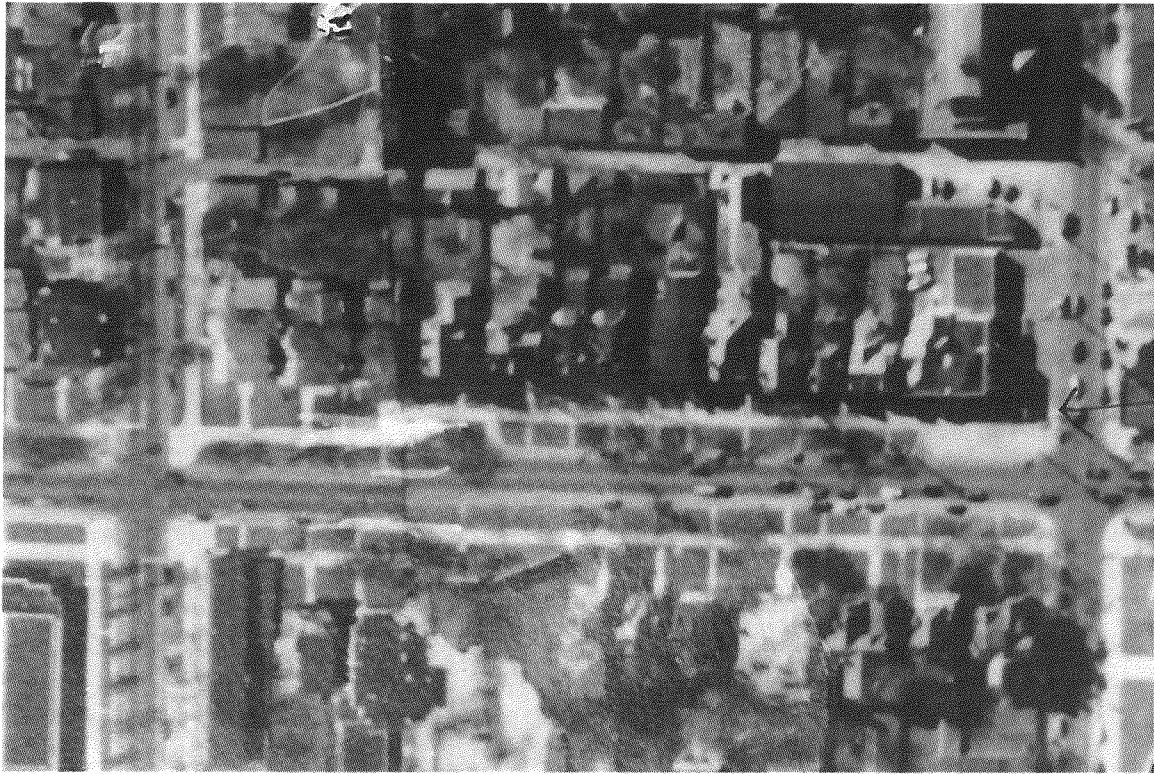
1941 Sanborn




1950 Sanborn



1946 Aerial



1955

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Suffolk, Massachusetts
(1955)

In partnership with:

1959



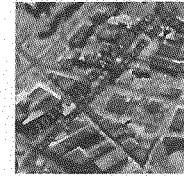
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Aug 12, 2019, 11:00 AM



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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.

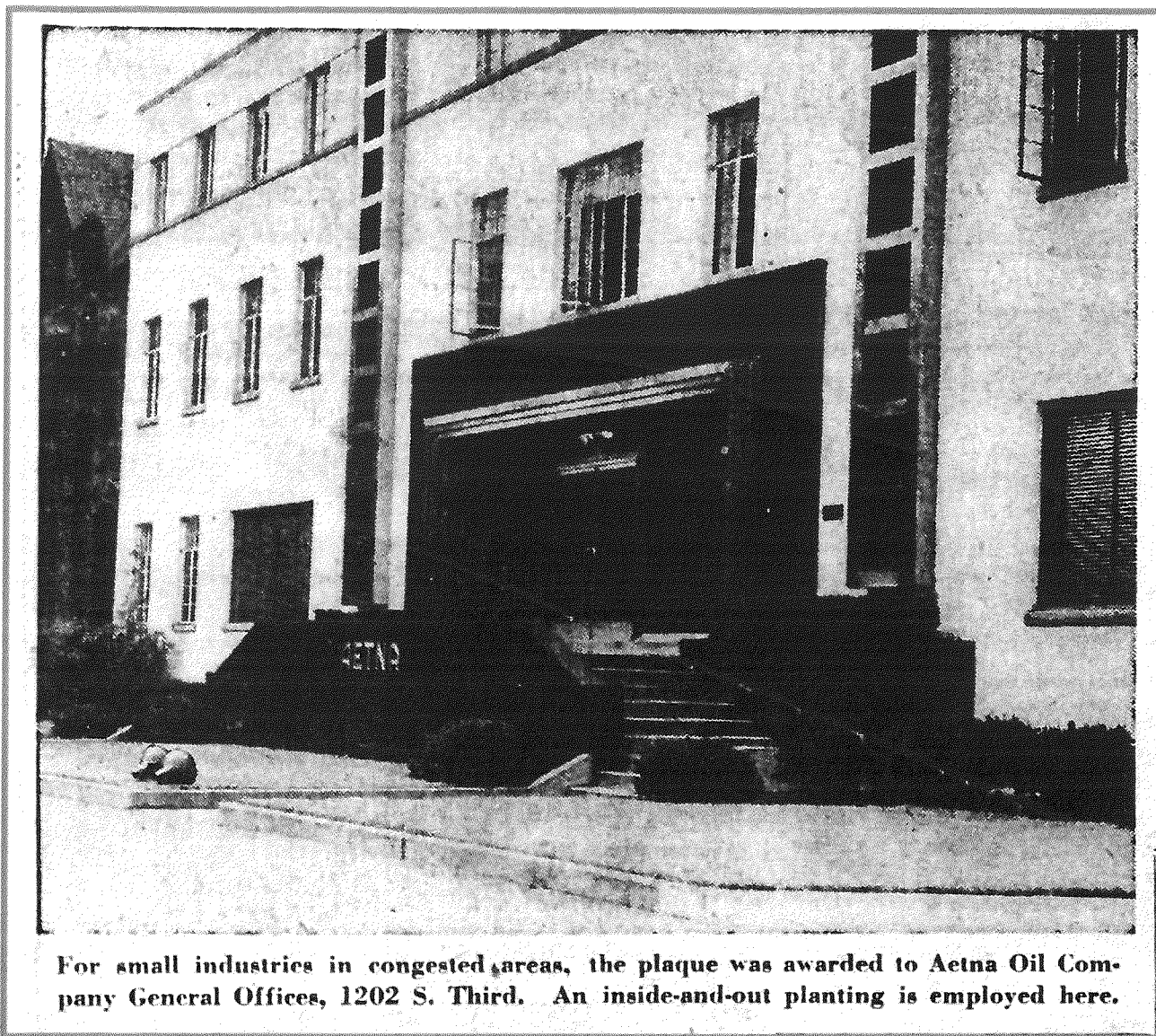
John Hilf, move frame dwelling from 817 Logan to 516 Inverness, \$1,600.

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Mon, Aug 15, 2016



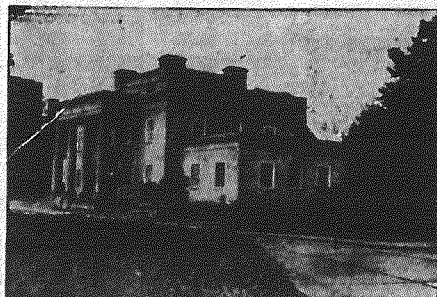
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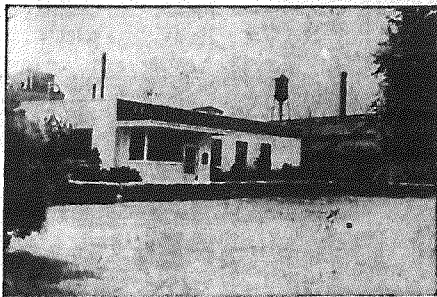
Industrial Firms Win Awards for Beautifying Grounds



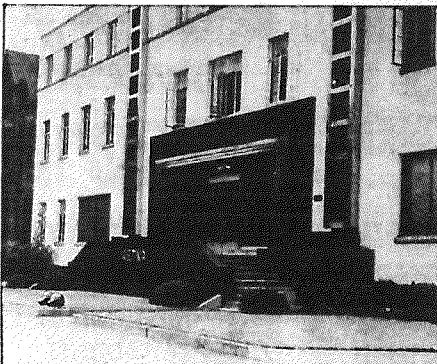
The plaque in Division One of this year's grounds-beautification contest for industrial plants was awarded to the Joseph E. Seagram & Sons plant, Seventh Street Road.



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 Actua 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—Actua Oil Company General Offices, 1202 S. Third.

Honorable Mentions: Stittell-Welber Distilleries, Inc., Ralph Strick, Brown 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 replace-

ment, and the last twelve years work to keep every inch, and outer shape, and that means continuous work.

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.

Watering 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 loved 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 variegated shrubs is to back into a parking space. This is because the exhaust fumes blown out in starting cars will grass.

No firm started out with leaves in beauty, or with fewer chances to become beautiful, than did this one has been.

Continued on Next Page

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Mon, Aug 15, 2016

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.

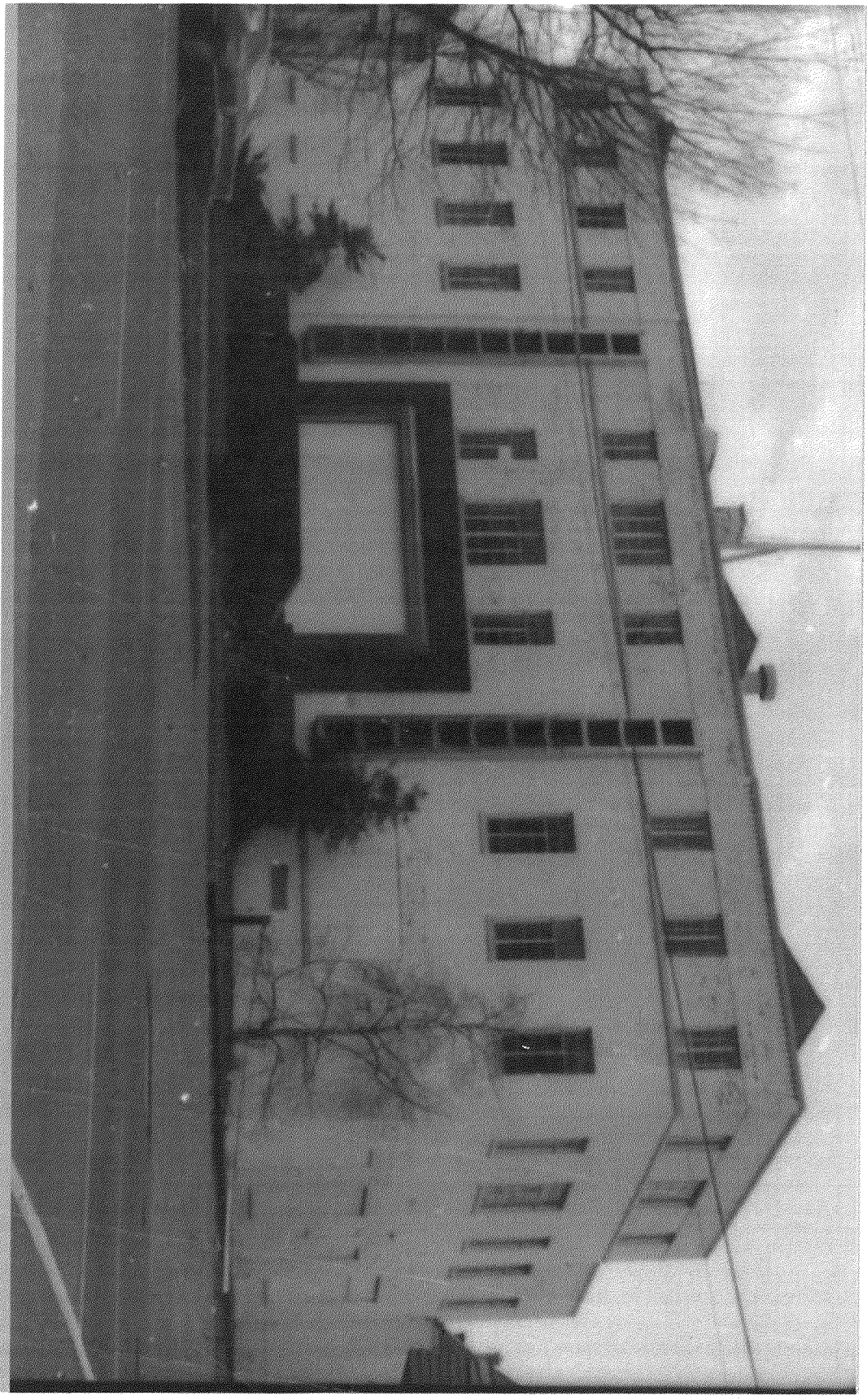
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Mon, Aug 15, 2016

1974 Designation Photo
for OL Hist. Dist.



Aetna Oil Co., Louisville, Kentucky: facade

Accession number TD1994.66.24

DESCRIPTION

[PRINT](#)[SEND](#)[ADD](#)[SHARE](#)[STANDARD VIEW](#)[MARC VIEW](#)[METADATA](#)[USAGE STATISTICS](#)**Permanent Link:** <http://digital.wolfsonian.org/WOLF023127/00001>**Material Information**

Title: Aetna Oil Co., Louisville, Kentucky: facade [design drawing]
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

Record Information

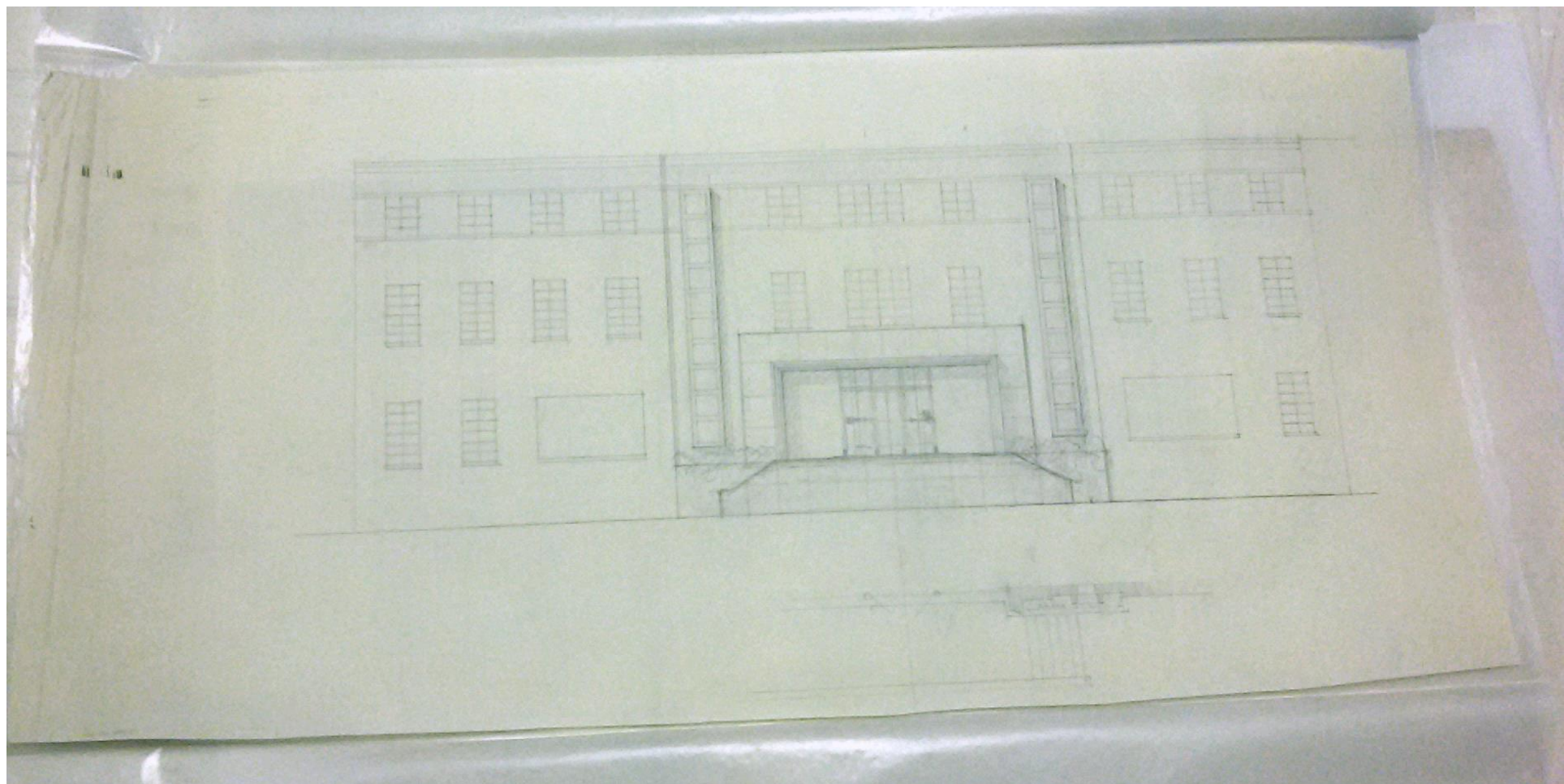
Source Institution: The Wolfsonian-Florida International University
Holding Location: The Wolfsonian FIU Object Collection (The Wolfsonian FIU Objects Collection)
Rights Management: All applicable rights reserved by the source institution and holding location.
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Classification: Architecture

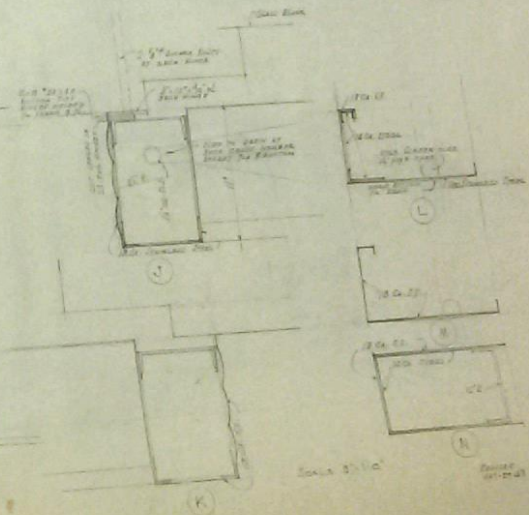
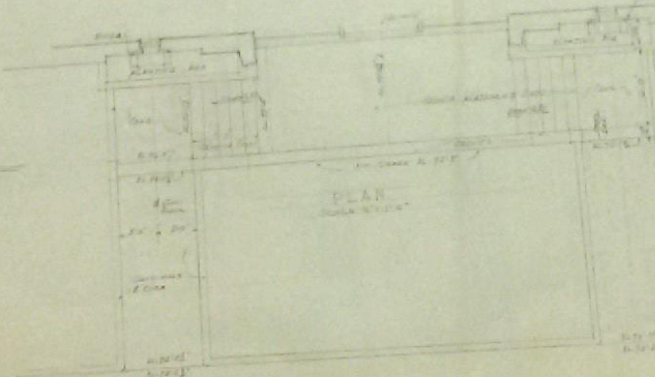
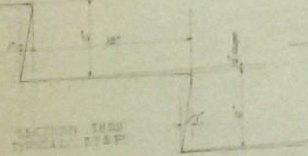
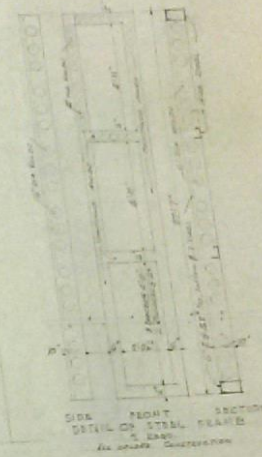
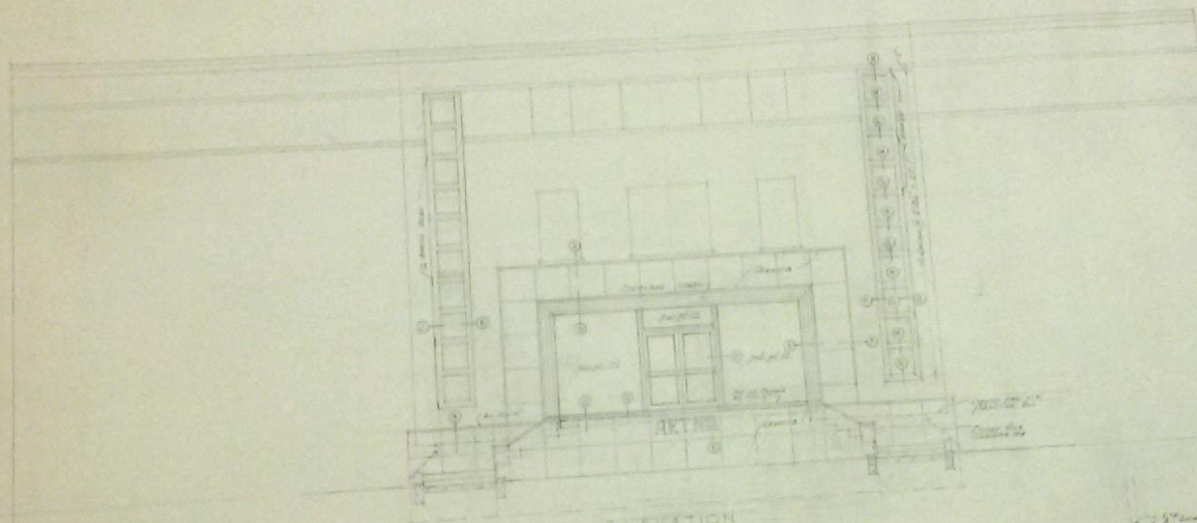
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ASTRA OIL CO.
FRED ELSWICK
ARCHITECT
H. E. ELSWICK & CO.
MEMPHIS, TENN.

The firm of Wischmeyer, Arrasmith, and Elswick was established in 1937. Hermann Wischmeyer opened the original practice in 1906. William Arrasmith joined the firm in 1926 when it was renamed Wischmeyer and Arrasmith. Fred Elswick joined the firm in 1937. Known for their innovative, streamlined Art Deco architectural style, the firm designed many notable buildings around Louisville: Bowman Field Administration Building, Greyhound Bus Station (now demolished), State Office Building (Cedar Street), Byck's Department Store (4th Street—facade demolished), Ohio Theater (4th Street—mostly demolished), and Steiden Store (Bardstown Rd—now demolished). Examples of their later works include the 800 Building, Cotter-Duvalle School (now known as Carter Traditional Elementary School), KY Expo Center and Fair Grounds, University of Louisville Natural Sciences Building, Immanuel United Church of Christ (Taylorsville Rd), and Duncan Memorial Chapel (Crestwood). Wischmeyer, Arrasmith, and Elswick also designed several prominent residences throughout the city as well as approximately 65 Greyhound Stations across the country. The firm is now known as Arrasmith, Judd, Rapp, and Chovan and focuses on healthcare and educational facilities.



Bowman Field Administration Building



Greyhound Bus Station (now demolished)



State Office Building (Cedar Street)



Byck's Department Store (4th Street—facade demolished)



Steiden Store (Bardstown Rd—now demolished)



University of Louisville Natural Sciences Building



Immanuel United Church of Christ (Taylorsville Rd)



Arrasmith, Judd, Rapp, Chovan, Incorporated
620 South Third Street + Suite 601
Louisville, Kentucky 40202
502.581.0042

August 16, 2016

Mr. Charles Cash, AIA
Urban 1, LLC

Re: Corporate Headquarters
Circa 1940
1202-1206 S. 3rd
Louisville, KY

Dear Mr. Cash,

This correspondence will confirm that the referenced project exists in our archives and is indexed as Ashland Oil.

Should the project to renovate this facility advance, we are pleased to share access to the drawing files for your use as an historic reference.

Respectfully,

John C. Robertson, AIA, Partner