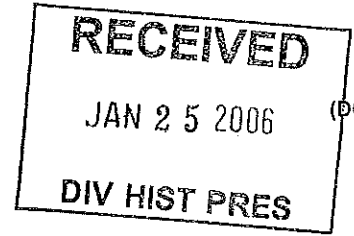


 **COPY**

**Wisconsin Historical Society  
Determination of Eligibility Form**



Agency #: 2773-08-00

WHS #: 06-0066/WK

Property Name(s): Bartles-Maguire Oil Company/Wadhams Oil Company Service Station  
Address/Location: 422 East Broadway  
City & County: City of Waukesha, Waukesha County Zip Code: 53186  
Town: 6N Range: 19E Section: 2

Date of Construction: 1929, 1939

**Certification:**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this request for Determination of Eligibility X meets    does not meet the National Register of Historic Places criteria.

[Signature] 1/25/06  
Signature of Certifying Official/Title Date

for WISDOT HISTORIC PRESERVATION OFFICER

State or Federal Agency and Bureau

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

[Signature] SHPO Feb 9, 2006  
Signature of Commenting Official/Title Date

Division of Historic Preservation  
Wisconsin Historical Society  
816 State Street  
Madison, WI 53706

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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**Classification:**

Ownership	Type of Property:		# of Contributing	# of Non-Contributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	-->	<u>1</u>	<u>          </u>
<u>          </u> public	<u>          </u> site	-->	<u>          </u>	<u>          </u>
If public, specify:	<u>          </u> structure	-->	<u>          </u>	<u>          </u>
	<u>          </u> object	-->	<u>          </u>	<u>1</u>
	<u>          </u> district	Total:	<u>1</u>	<u>1</u>

**Function/Use:**

Historic Function(s): TRANSPORTATION: Gas Station/Service Station  
 Current Function(s): COMMERCE: Used Car Dealership

**Architectural Style(s):** LATE 19<sup>TH</sup> & 20<sup>TH</sup> CENTURY REVIVALS: Tudor Revival

**Criteria:**

<u>          </u> A (history)	<b>Areas of Significance:</b>	<u>Architecture</u>
<u>          </u> B (important persons)	<b>Period of Significance:</b>	<u>1929-1939</u>
<input checked="" type="checkbox"/> C (architecture/eng.)	<b>Significant Dates:</b>	<u>1929; 1939</u>
<u>          </u> D (archaeology)	<b>Significant Person:</b>	<u>          </u>
	<b>Cultural Affiliation:</b>	<u>          </u>
	<b>Architect/Builder:</b>	<u>Bartles-Maguire Oil Company; Wadhams Oil Company</u>

**Criteria Considerations:**

<u>          </u> A (owned by religious institution)	<u>          </u> E (reconstruction)
<u>          </u> B (moved)	<u>          </u> F (commemorative)
<u>          </u> C (birthplace/grave)	<u>          </u> G (<50 years old)
<u>          </u> D (cemetery)	

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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**Property Info:**

Acreage of Property:

Less than one acre

UTM Reference:

16

400423

4762237

Zone

Easting

Northing

(Add others for districts)

**Verbal Boundary Description:**

The general area is a quadrilateral measuring 81 feet x 66 feet x 60 feet x 88 feet; the long center axis of which traverses East Broadway.

**Boundary Justification:**

The historic boundary is justified as follows: the north and west boundaries are drawn to reflect the property's current lot lines, while the south and east boundaries follow the existing back of sidewalk. Right-of-way location is approximate and a right-of-way survey will be completed as part of the project. Due to this fact, the existing back of sidewalk is the most easily discernable feature along the south and east boundaries of the property, which face East Broadway and North Hartwell Avenue, respectively.

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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**Narrative Description:**

*(Please describe the property in two pages or less.)*

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station is located at the northwest corner of East Broadway and North Hartwell Avenue in the City of Waukesha, Waukesha County. Set back from the roadway approximately 65 feet, the building is surrounded by a mix of frame residential and brick or limestone veneered commercial structures that range from one-story to two-and-one-half-stories in height. The property consists of two elements; the service station building and one modern sign. The service station is considered eligible for the National Register.

Service Station (Contributing; 1929, 1939):

This one-story, Tudor Revival style service station consists of a 1929 gas station building and a similarly styled, 1939 service bay addition built at an angle off of the original block. Sheathed with brick on the first story and stucco in the gables, the building features a steeply pitched, side-gabled, standing seam metal roof.

A slightly projecting, gabled wing with decorative half-timbering and a clock face in the gable is found on the primary (south) elevation. To each side of the wing are pedestrian entrances consisting of wooden, single-light doors. This facade also features large window openings with brick sills that contain original, twelve-light and fifteen-light, metal sash windows.

The east elevation has a clipped gable with decorative half-timbering. A single service bay contains a modern overhead garage door.

The rear (north) elevation is largely obscured by vegetation. This facade contains a brick chimney and its roof slope features composition shingling.

The west elevation features a brick chimney and a small, round-arched, six-light window resting on a brick sill in the gable. A wooden, single-panel restroom door containing a window and wooden window with paired, four-light transoms are also found on this facade.

On the interior, the 1929 gas station building contains an office, restroom and furnace room. Aside from interior wood-trimmed doorways, the office contains modern fixtures. The 1939 service bay addition simply consists of a large open space with plaster walls.

The building retains a high degree of integrity; modern exterior materials primarily consist of the standing seam metal roof and modern overhead garage door.

Sign (Non-contributing; modern):

A modern sign that reads "SALE" in removable letters is located south of the subject service station.

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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**Narrative Statement of Significance:**

(Describe the context in which you have evaluated the property and give a summary statement of significance, preferably in no more than two pages.)

CRM Context Chapters: None<sup>1</sup>  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Statement of Significance:

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station was evaluated for the National Register under Criterion A, B and C. No information was found to suggest eligibility under Criterion A or B. However, regarding Criterion C, the subject building is a fine and intact example of a Tudor Revival, "house" type of service station. Constructed in 1929 with a service bay addition added in 1939, this service station retains the features and characteristics associated with "house" type gas stations built in the Tudor Revival style including: brick and stucco sheathing; false half-timbering; a steeply pitched gable roof; and an exterior brick chimney. Considered visually appealing and able to blend into residential surroundings, the "house" type of gas station was developed in the 1920s and continued to be built throughout the United States into the 1930s. However, as gas station design developed, the "house" style fell out of favor. As a result, many of these stations were demolished and replaced with modern service stations, thus making the "house" form of gas station a relatively rare property type. The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station is an intact example of a "house" type of gas station and, as such, remains a recognizable vestige of an earlier period of automobile transportation. Therefore, it is considered eligible for the National Register under Criterion C.

General Historical Background:

The general history of the City of Waukesha is discussed in a variety of publications, including the following: Butterfield's *History of Waukesha County* (1880); Haight's *Memoirs of Waukesha County* (1907) and the 1982 Historic Resources Survey prepared by Howard, Needles, Tammen and Bergendorff (HNTB). Briefly summarized, the settlement was initially known as Prairie Village, but was later shortened to Prairieville in 1839. In 1852, one year after the Milwaukee & Mississippi Railroad reached Waukesha and the settlement had incorporated as a village, the population numbered approximately 2,000 persons. By 1870, the census reported only 2,500 residents – a somewhat modest increase from twenty years prior.<sup>2</sup>

A rather substantial event in the history of Waukesha includes Col. Richard Dunbar and his "discovery" of the benefits of the area's spring water in August 1860. Eventually he began to bottle Bethesda Spring Water and created Spring Park, which attracted the first throng of visitors to the community during the summer of 1869. Records indicate that approximately fifty springs were in operation in Waukesha at one time or another. In addition to the resort business that the springs fostered, Waukesha also developed a large bottling industry. The peak period of the "Springs Era" was between the mid-1880s to the late-1890s and, as the popularity of the natural water waned, industrial and manufacturing pursuits began to grow.<sup>3</sup>

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<sup>1</sup> No applicable thematic chapter exists.

<sup>2</sup> C.W. Butterfield, *The History of Waukesha County, Wisconsin* (Chicago: Western Historical Company, 1880); Theron W. Haight, ed., *Memoirs of Waukesha County* (Madison, WI: Western Historical Association, 1907); *Spring City's Past: A Thematic History of Waukesha and The Final Report of Waukesha's Intensive Historic Resources Survey*, Prepared by Howard, Needles, Tammen & Bergendorff (HNTB), Milwaukee (September 1982), 1-3, 35.

<sup>3</sup> *Spring City's Past: A Thematic History of Waukesha*, 3-4, 21.

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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The quarrying of area limestone – locally dubbed “Waukesha Limestone” – was an early endeavor; indeed, one which remains today. After the Waukesha Malleable Company was formed in 1890, three more foundries were established in 1912 and 1913. In 1906, three men interested in the improvement of the gas engine started the Waukesha Motor Co. – an entity that would eventually become the city’s largest employer. This change in Waukesha’s character from a seasonal resort town to a manufacturing center resulted in a significant increase in population, which in turn led to greater suburban development. The City of Waukesha is currently home to approximately 65,000 residents.<sup>4</sup>

#### Resource-Specific History:

The subject building was originally owned and constructed by the Bartles-Maguire Oil Company of Milwaukee, Wisconsin. Incorporated in 1909, the Bartles-Maguire Oil Company operated 150 Bartles “Arrow B” filling stations in Milwaukee County and 500 stations in Wisconsin by 1926. They built the subject gas station (excluding the service bay) in 1929 for an estimated cost of \$2,500.00. Within a year, the company had been purchased by the Wadhams Oil Company.<sup>5</sup>

Established in 1879 by Edward A. Wadhams as a grease blending business, Wadhams Oil Company was officially created in 1903 and operated exclusively in Wisconsin. In 1939, the company was issued a permit to remodel the subject gas station. Although the permit ambiguously indicates that the work to be completed involves “addition, alteration, and wrecking,” the remodeling presumably involved the construction of the service bay as the original Bartles-Maguire Oil Company permit was for a smaller, “one room” building.<sup>6</sup> The building continued to be used as a service station into the 1950s, although its product brands continued to change as Wadhams Oil was later acquired by the Vacuum Oil Company, which, ultimately, had its assets purchased by the Standard Oil Company of New York (Socony). By 1966, the service station had been converted into a fruit and vegetable market and, presently, it serves as a used car dealership.<sup>7</sup>

#### Architecture:

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station is an example of the “house” type of gas station developed in the early 1920s and utilized into the 1930s. A chronological typology of gas/service stations established by John A. Jakle and Keith A. Sculle in their publication, *The Gas Station in America*, categorizes twelve structural types/forms built between 1910 and 1990. The following is a brief overview of the types that lead up to the development of the “house” design.<sup>8</sup>

The earliest filling station innovation was the mechanized curbside pump with an underground storage tank. Although short-lived in their urban existence due to the enactment of municipal fire safety ordinances, such facilities continued to serve the rural population.<sup>9</sup>

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<sup>4</sup> Ibid., 4, 27-28, 107-108.

<sup>5</sup> Building permits, 422 E. Broadway, 21 May 1929, City of Waukesha; *Wright’s Milwaukee City Directory* (Milwaukee: Wright Directory Co., 1926 & 1930). Bartles-Maguire Oil Company products included: *Bartles Bonded Gasoline; Bartles Bonded Ford-Lub (100% Pure Pennsylvania Oil); Boyce-ite, Blu-Green Gasoline; Bartles Bonded Motor Oil; Bartles Bonded Greases; Bartles Bonded Auto Soaps; and Bartles Hot Blast Furnace Oil.*

<sup>6</sup> Further supporting the assessment that the 1939 permit was for the service bay is the fact that a similar Bartles-Maguire Oil Company station was constructed at 487 W. Main Street in the City of Waukesha in 1927 (AHI #94633 – no longer extant). This filling station, which did not feature a service bay, was identical to the 1929 section of the subject building.

<sup>7</sup> Building permits, 422 E. Broadway, City of Waukesha; John A. Jakle and Keith A. Sculle, *The Gas Station in America* (Baltimore: The Johns Hopkins University Press, 1994), 104-105; *Waukesha City Directory, 1892-1955*, Various dates checked; not a continuous run, located at the Waukesha Public Library, Waukesha, WI.

<sup>8</sup> Jakle and Sculle, *The Gas Station in America*, 134-136.

<sup>9</sup> Ibid.; Michael Karl Witzel, *The American Gas Station: History and Folklore of the Gas Station*  
A:\broadwaydoe.doc

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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While a majority of early gasoline outlets operated in conjunction with already established businesses, a few solely sold gasoline. In addition to the pump, a shack or shed was erected in order to house the station attendant, while other fueling facilities also provided shelter for the customer's vehicle as it was being refueled. While the first architect-designed filling station was built as early as 1913, most stations were little more than utilitarian structures.<sup>10</sup>

With increasing automobile use and expanding suburban development, attempts were soon made to integrate filling stations into residential neighborhoods. Consequently, they were designed to resemble small houses in order to blend into the neighborhood and in hopes of avoiding objections from residents. A typical plan included a small office, storage area and restrooms for public use. Although a portion of these "house" type stations were architect-designed, many were prefabricated construction and could be ordered by catalogue. Designs included the quaint "English Cottage," which was extensively used by the Pure Oil Company, and other residential styles such as Craftsman, Colonial Revival and Tudor Revival examples. The "house" type station was modified with an attached canopy over the gas pumps as well as a detached auto repair area. The auto service bays eventually became attached to, or included with, the original design of a service station.<sup>11</sup>

A record search of the *Wisconsin Architecture & History Inventory* for gas stations/service stations in Waukesha County yielded twenty properties. Similar "house" type stations are found in Nashotah (AHI #8302), Waukesha (AHI #94604; Photo #8 of 9) and Oconomowoc (AHI #8514; Photo #9 of 9). The subject service station possesses greater integrity than these examples; especially the latter two, which exhibit inappropriate additions and modern fenestration. Furthermore, the subject building compares favorably to Freitag's Pure Oil Service Station in Monroe, Wisconsin (AHI #67927; Photo #7 of 9). This "house" type station was listed on the National Register on 15 January 1980 as an excellent and intact example of this form of gas station. Similar to the Freitag Pure Oil Service Station, the subject station retains its integrity of massing and materials.

#### Summary:

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station is a fine and intact example of a Tudor Revival, "house" type gas/service station. It is considered a unique resource as most of these early, "house" type stations were either significantly altered for other uses or demolished and replaced with larger, modern service stations. As a result, the Bartles-Maguire Oil Company/Wadhams Oil Company Service Station is considered eligible for the National Register under Criterion C.

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in *American Car Culture* (Osceola, WI: Motorbooks International Publishers and Wholesalers, 1992), 32-37.

<sup>10</sup> Jakle and Sculle, *The Gas Station in America*, inside rear jacket cover.

<sup>11</sup> *Ibid.*, 137-142.  
A:\broadwaydoe.doc

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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**Bibliography:**

\*Denotes sources consulted but not cited.

Building permits. On file at Waukesha City Hall, City of Waukesha, WI.

Butterfield, C.W. *The History of Waukesha County, Wisconsin*. Chicago: Western Historical Company, 1880.

Haight, Theron W., ed. *Memoirs of Waukesha County*. Madison, WI: Western Historical Association, 1907.

Jakle, John A. and Keith A. Sculle. *The Gas Station in America*. Baltimore: The Johns Hopkins University Press, 1994.

*Milwaukee City Directory*. Multiple issues consulted. See individual citations. Located at the Milwaukee Public Library, Central Branch, Milwaukee, WI.

\*Sanborn Map Company. *Sanborn-Perris Fire Insurance Map—Waukesha, Wis.* New York: Sanborn Map Company, 1929, 1929 w/ revisions to 1950.

*Spring City's Past: A Thematic History of Waukesha and The Final Report of Waukesha's Intensive Historic Resources Survey*. Prepared by Howard, Needles, Tammen & Bergendorff (HNTB), Milwaukee, September 1982.

*Waukesha City Directory*. 1892-1955. Various dates checked; not a continuous run. Located at the Waukesha Public Library, Waukesha, WI.

Witzel, Michael Karl. *The American Gas Station: History and Folklore of the Gas Station in American Car Culture*. Osceola, WI: Motorbooks International Publishers and Wholesalers, 1992.

\*Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*. 3 vols. Madison: State Historical Society of Wisconsin, Historic Preservation Division, 1986.



Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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**Determination of Eligibility Prepared By:**

Name & Company:	<u>Michael T. McQuillen, Heritage Research, Ltd.</u>		
Address:	<u>N89 W16785 Appleton Avenue</u>	Phone:	<u>(262) 251-7792</u>
City:	<u>Menomonee Falls</u>	State:	<u>WI</u>
		Date:	<u>August 2005</u>

Sub-contracting to:	<u>R.A. Smith &amp; Associates, Inc.</u>		
Address:	<u>16745 W. Bluemound Road, Suite 200</u>	Phone:	<u>(262) 786-1777</u>
City:	<u>Brookfield</u>	State:	<u>WI</u>
		Date:	<u>August 2005</u>

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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**Photographs:**

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station (Perspective view)  
422 East Broadway  
City of Waukesha, Waukesha County, WI  
Photo by Michael McQuillen  
August 2005  
View to north  
Photo #1 of 9

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station (Perspective view)  
422 East Broadway  
City of Waukesha, Waukesha County, WI  
Photo by Michael McQuillen  
August 2005  
View to west  
Photo #2 of 9

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station (South and east elevations)  
422 East Broadway  
City of Waukesha, Waukesha County, WI  
Photo by Michael McQuillen  
August 2005  
View to northwest  
Photo #3 of 9

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station (East elevation)  
422 East Broadway  
City of Waukesha, Waukesha County, WI  
Photo by Michael McQuillen  
August 2005  
View to west  
Photo #4 of 9

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station (West elevation)  
422 East Broadway  
City of Waukesha, Waukesha County, WI  
Photo by Michael McQuillen  
August 2005  
View to northeast  
Photo #5 of 9

The Bartles-Maguire Oil Company/Wadhams Oil Company Service Station (South elevation)  
422 East Broadway  
City of Waukesha, Waukesha County, WI  
Photo by Michael McQuillen  
August 2005  
View to northwest  
Photo #6 of 9

Freitag's Pure Oil Service Station (Comparison Property; AHI #67927)  
1323 Ninth Street  
City of Monroe, Green County, WI  
Photo by Marisa Kosobucki  
November 2003  
View to northwest  
Photo #7 of 9

Name and location: Bartles-Maguire Oil Company/Wadhams Oil Company Service Station, City of Waukesha, Waukesha County

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"House" Type Service Station (Comparison Property; AHI #94604)

200 East Main Street

City of Waukesha, Waukesha County, WI

Photo by Michael McQuillen

August 2005

View to northwest

Photo #8 of 9

"House" Type Service Station (Comparison Property; AHI #8514)

502 East Wisconsin Avenue

City of Oconomowoc, Waukesha County, WI

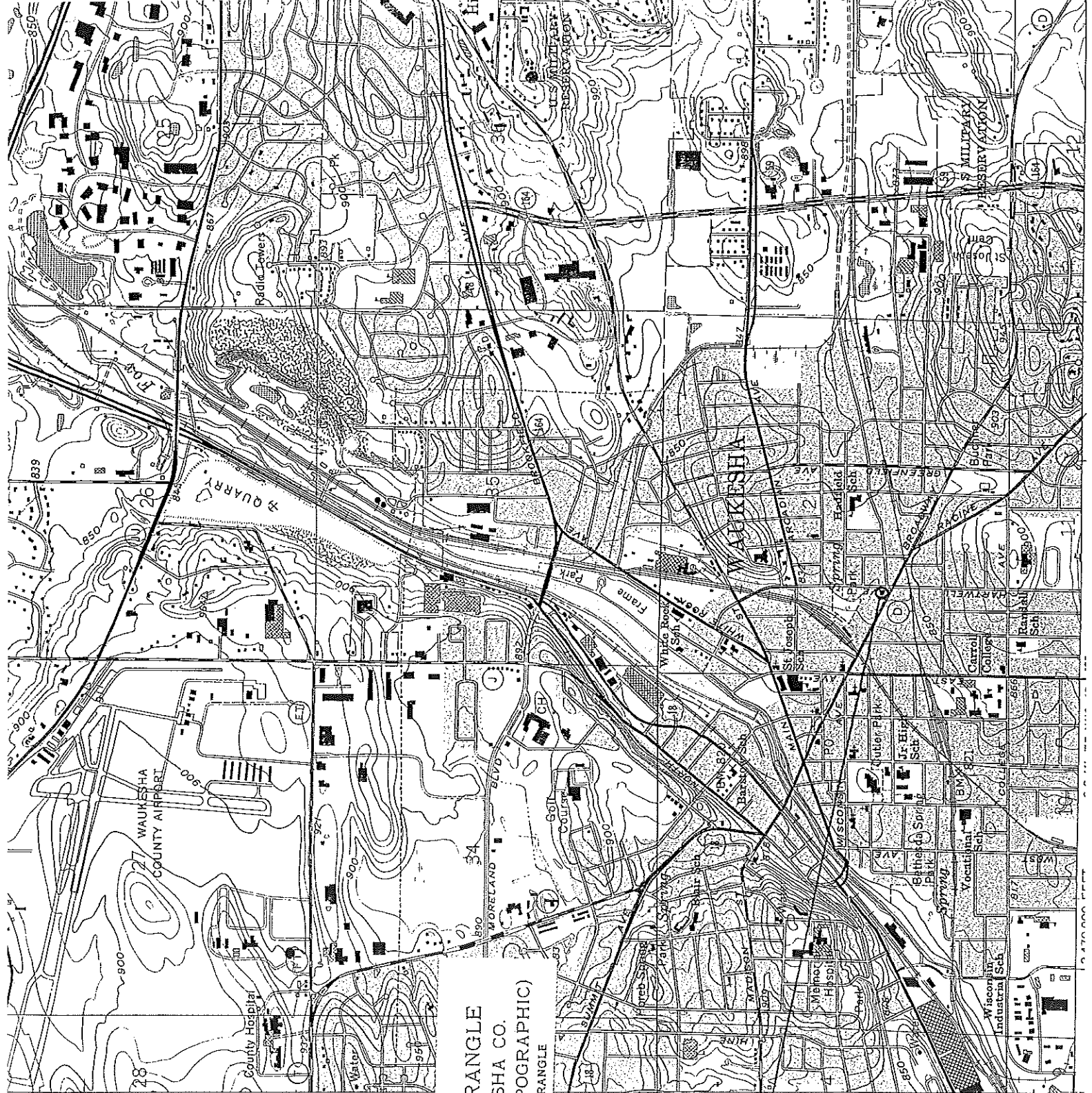
Photo by Marisa Kosobucki

August 2005

View to north

Photo #9 of 9





WAUKESHA QUADRANGLE  
 WISCONSIN - WAUKESHA CO.  
 7.5 MINUTE SERIES (TOPOGRAPHIC)  
 SW/4 WAUKESHA 15' QUADRANGLE

T. 7 N.  
 T. 6 N.

Bartles-Masque Oil Company  
 Wadhams Oil Company Service  
 Station  
 City of Waukesha, Waukesha  
 County

UTM Coordinates:  
 16/A00423/4762237

MADISON  
 2/304  
 6 MI. TO

4765

23

4762

370 000  
 FEET  
 43°00'

# SKETCH MAP

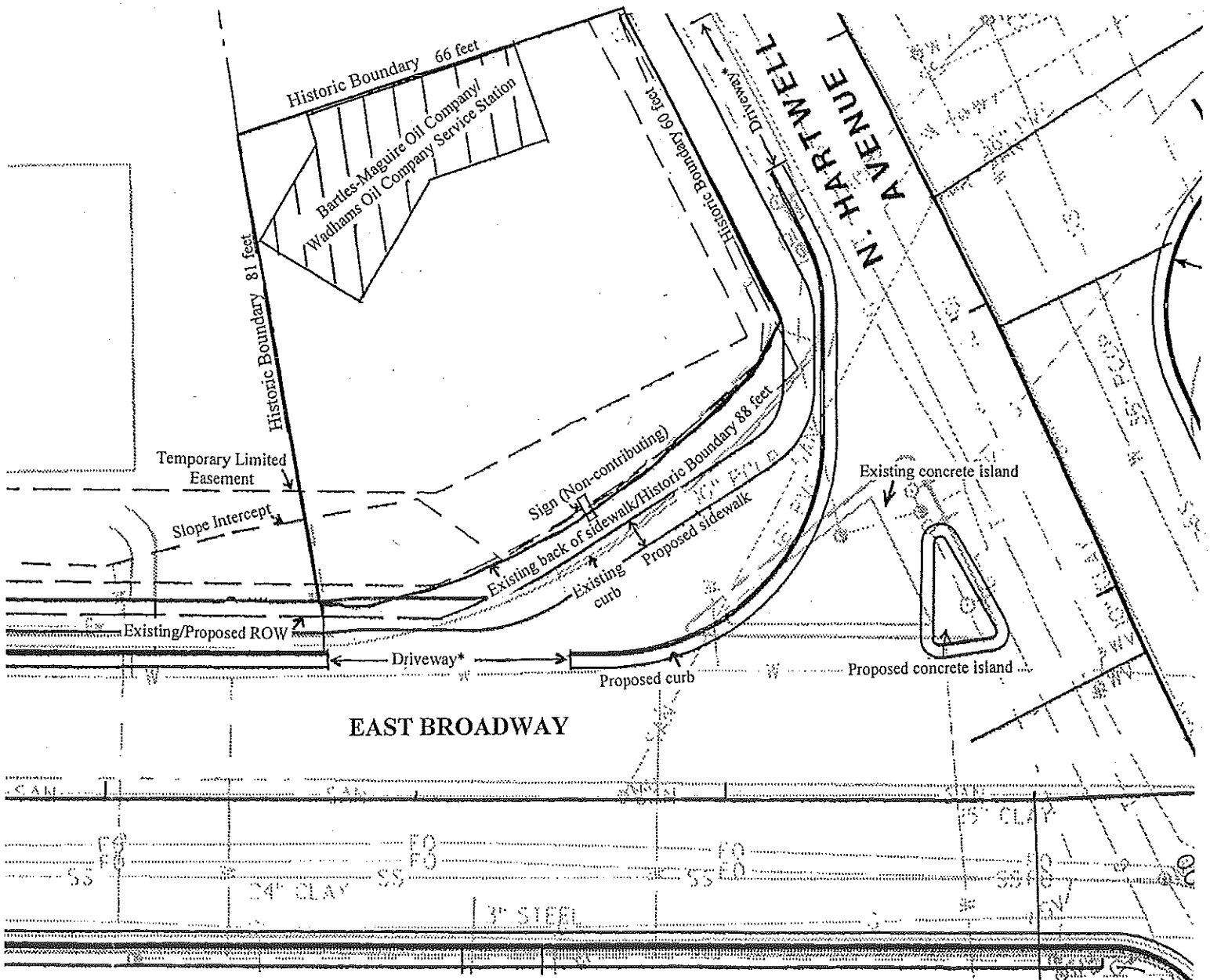
BARTLES-MAGUIRE OIL COMPANY/  
WADHAMS OIL COMPANY SERVICE STATION  
City of Waukesha, Waukesha County



Contributing



Non-Contributing



**Note:** Existing right-of-way is approximate; a right-of-way survey will be completed as part of the project.

\*Project plans intend to retain existing driveway widths used to access the subject property.