

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 SR 1565

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not for publication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] SIWPO 10-4-93  
Signature of certifying official/Title Date

Historic Preservation 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 of the Keeper

Date of Action

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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 P.  
Name of Property

Bernal Co 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**

Acreeage 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 Reductions 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. *(mural by Pueblo Indians, San Juan)*

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

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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

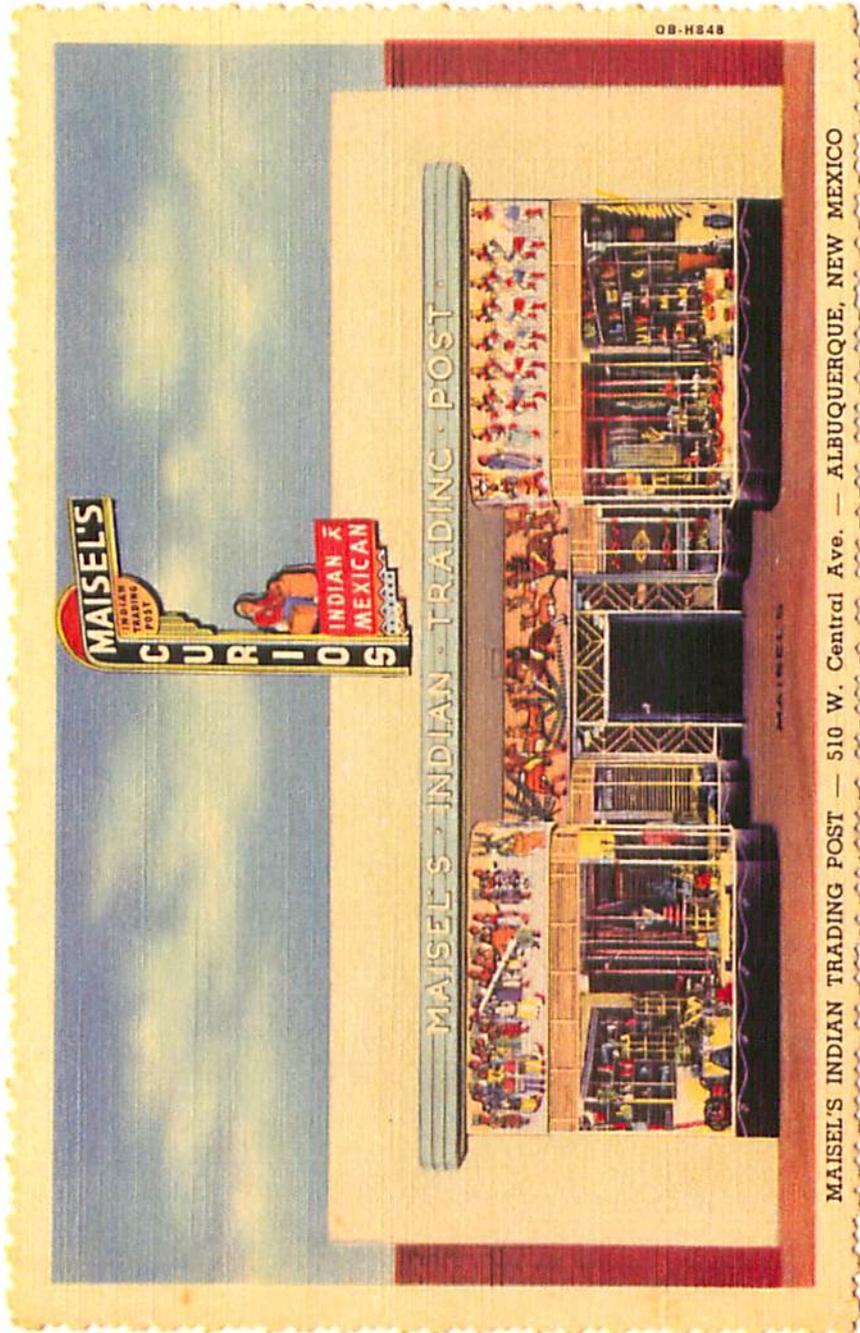
Albuquerque Progress. Aug., 1937; July, 1939.

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.



*Meisels Trading Post*



OB-HS48

MAISEL'S  
INDIAN TRADING POST  
CURIOS  
INDIAN & MEXICAN  
GOODS

MAISEL'S INDIAN TRADING POST

MAISEL'S INDIAN TRADING POST — 510 W. Central Ave. — ALBUQUERQUE, NEW MEXICO

Auto Number:	84	ID Number:	0755-66-010
Location:	510 W. Central Ave.		
City/Town:	Albuquerque	County:	Bernalillo
Resource Name	Hist: Maisel's Trading Post		
Date of Construction:	1939, actual	Film Role #	3
		Negative #'s:	35
Associated Resources?:	n/a		
Date of Survey:	11/06/1991	Date of Resurvey:	12/15/01
Surveyed Condition:	good	Current Condition:	good
Historic Use:	curio/Indian crafts sales	Surveyed Use:	curio/Indian crafts sales
Current Use:	curio/Indian crafts sales		

- Building Threatened?
- NRHP Listed?
- NRHP Eligible?
- NRHP District Eligible

# Historic Cultural Properties Inventory Continuation Sheet

Reservation Division, New Mexico Office of Cultural Affairs

Office use only:	HCPI No. _____	District No. _____	3 Local Reference Number 0755-66-010
Name of Resource (Commonly used name for resource, if known)	2	Location (Address or description of)	4 County Bernalillo
			5 Date of Survey 2/02

wn 1-24  
looking SE  
restored  
180s





Entry & Display  
Windows:  
Looking SE



April, 1939

ALBUQUERQUE PROGRESS

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**Maisel's New Trading  
Post Now Open**

The new Maisel Indian Trading Post at 510 West Central was recently completed and is now open for business. The new store was designed by John Gaw Meem and offers many unique features, including Indian mural paintings across the front. It is said to be the largest Indian Trading Post in the State and offers display space for Maisel's complete selection of Indian and Mexican curios and handieraits.

469 Progress  
7/39



Architect's drawing shows new Maisel Indian Trading Post now being completed at 510 West Central. The new building, designed by John Gaw Meem, is of Indian-Pueblo style architecture. M. M. Maisel is owner and builder; Joseph Gagner is in charge of construction.

