# 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 National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any 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.

Signature of certifying official/Title:  Indiana DNR-Division of Historic Preserva State or Federal agency/bureau or Tribal C  In my opinion, the property meets do  Signature of commenting official:	Government
Indiana DNR-Division of Historic Preserva	tion and Archaeology
Indiana DNR-Division of Historic Preserva	tion and Archaeology
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	Date
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Applicable National Register Criteria:  XA B X C D	_10-641
In my opinion, the property _X _ meets _ do I recommend that this property be considered sign level(s) of significance:  national statewide X	
I hereby certify that this X nomination rethe documentation standards for registering proper Places and meets the procedural and professional	erties in the National Register of Historic
As the designated authority under the National H	istoric Preservation Act, as amended,
3. State/Federal Agency Certification	
Street & number: 1060 N. Capitol Ave & 217 W. City or town: Indianapolis State:  Not For Publication: N/A Vicinity: N/A	
2. Location	property fisting
(Enter "N/A" if property is not part of a multiple	and the lighting
N/A	
Other names/site number: <u>Ideal Motor Car - Stur</u> Name of related multiple property listing: N/A	tz Factory

Stutz Motor Car Company Factory Name of Property	Marion County, Indiana County and State
4. National Park Service Certi	
I hereby certify that this property	is:
entered in the National Regis	rer
determined eligible for the Na	ational Register
determined not eligible for th	e National Register
removed from the National R	egister
other (explain:)	
Signature of the Keeper	Date of Action
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	

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6. Function or Use	ources previously listed in the National	Register <u>N/A</u>
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/ •	<b>Description</b>

Architectural Classification
(Enter categories from instructions.)
OTHER: Daylight Factory
OTHER: Industrial

Materials: (enter categories from instructions.)

foundation: Concrete
walls: Brick
Concrete

roof: <u>Synthetics: Rubber</u>

other: <u>Terra Cotta</u>

# **Narrative Description**

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

# **Summary Paragraph**

The Stutz Motor Car Company Factory at 1060 North Capitol Avenue & 217 West 10<sup>th</sup> Street occupies five acres in northwest downtown Indianapolis, Marion County, Indiana. The nominated property includes the two contributing brick and concrete buildings directly associated with the history of the Stutz Motor Car Company from 1911 to 1938. The oldest building, constructed in 1911, sits at the southwest corner of West 10<sup>th</sup> and North Roanoke streets; additions to the three-story building in 1937, 1941, 1946 and circa 1970 substantially enlarged the building footprint. Across West 10<sup>th</sup> Street to the north is the main Stutz factory complex created between 1914 and circa 1967. In 1914, the four-story Building A was constructed at the northwest corner of North Capitol Avenue and West 10<sup>th</sup> Street. In 1916, a nearly identical Building B was constructed to the north. In 1920, two additional buildings (C & E) were constructed to the north and one to the west (Building D) of Building B. Alleys

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separated each building, which were internally connected by three-story bridges. A one-story brick building with sawtooth roof was built to the west of Buildings A & B across the alley in 1917; an addition in 1919 extended the building to the northeast corner of West 10th Street and North Senate Avenue. Between 1946 and 1950, most of the open alleys between the buildings were enclosed at the first story to create an interconnected first story; only Building A retained its L-shaped alley between buildings B & F. Building G, a two-story concrete block addition to the north of Building D, was built at the southeast corner of West 11th Street and North Senate Avenue in circa 1967. The 1911 Ideal Motor Car Company Building and Buildings A through E are representative examples of the Daylight Factory property type. Internal concrete structural systems allow for large expanses of steel pivot windows on all elevations, which, when coupled with the narrow rectangular footprints, maximized the natural daylighting into each floor. On the main Stutz complex, the exteriors of the buildings were then dressed with tan brick and simple Classical Revival stylistic references, including a rusticated brick first story, water table between the first and second stories, three-story pilasters separating window bays, inset brick spandrels beneath windows, and a stone cornice and parapet. A rectangular terra cotta panel adorns the top of each pilaster at the cornice. The one-story Building F also has a tan brick exterior; shaped parapets feature decorative terra cotta date plaques, and a stylized terra cotta S adorns the end bays of the south and west elevations. The Stutz Motor Car Company Factory retains its historic integrity from its period of significance, 1911-1938.

# **Narrative Description**

#### **Setting and Site**

The Stutz Motor Car Company Factory (Stutz Factory) occupies five acres in northwest downtown Indianapolis (*Figure 1*). The factory is centered on West 10<sup>th</sup> Street between North Senate and Capitol avenues (*Figures 2 & 3*). The main factory complex covers the entire city block bound by West 11<sup>th</sup> and 10<sup>th</sup> streets (north and south) and North Senate and Capitol avenues (west and east). The Ideal Motor Car Company Building (today known as Stutz II) occupies the northwest quarter of the block directly to the south and bound by West 10<sup>th</sup> Street (north), a vacated alley (south), North Senate Avenue (west), and North Roanoke Street (east). Asphalt surface parking lots surround the nominated property on all sides; a one-story metal building occupies the southwest corner of North Capitol Avenue and West 10<sup>th</sup> Street. Sanborn Fire Insurance maps and historic aerial images indicate the area surrounding the factory formerly housed single-family dwellings, which gradually gave way to commercial and industrial

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properties and later to surface lots. Interstate 65, constructed circa 1971, is one half block to the north of the factory complex.<sup>1</sup>

Because the Stutz buildings occupy most of the nominated property, few site features are present. An asphalt paved lot along West 11<sup>th</sup> Street occupies the site between Buildings E, D, & G and provides access to loading docks on the north side of Building D. Concrete sidewalks surround the main factory complex and the north and west elevations of Stutz II; the sidewalks surrounding the main complex are wider than those around Stutz II. Non-historic parking meters, street signs, traffic lights, streetlights, and fire hydrants line the outer perimeters of the sidewalks. Minimal landscaping includes small grassy verges at the intersections of North Capitol and West 10<sup>th</sup> and 11<sup>th</sup> streets, small plantings defining the curb cuts at the loading areas, and grassy verges lining the north and west sides of Stutz II.

# Main Stutz Factory (1060 North Capitol Avenue)

Construction Dates: 1914 (Building A), 1916 (Building B), 1917 & 1919 (Building F), 1920 (Buildings C, D, E), ca. 1945-1950 (alley enclosures), ca. 1967 (Building G)<sup>2</sup>

Known Architects: Donald Graham (Building A); Rubush & Hunter (Buildings B through F)

The main Stutz factory is a complex of seven interconnected buildings (*Figure 4*) constructed between 1914 and circa 1967. Each historic building and addition (Buildings A through F) has tan brick exteriors and concrete structural systems; Building G is a two-story concrete block addition to Building D. Buildings A through E are four stories each connected by brick bridges at the upper three stories; Building F is a one-story building with partial basement. Vacated streets and alleys formerly separated the first stories of Buildings A through F. These were enclosed between 1946 and 1950, after the Stutz company's tenure; only the alleys to the north and west of Building A remain open (*Photo 6*). Unless noted otherwise, windows throughout the factory are historic steel pivot units with concrete sills. Similarly, all exterior doors (overhead and pedestrian) are non-historic.

Building A was the first Stutz building constructed on the block (*Figures 5 & 6*). In 1916, Building B was constructed approximately twenty-five feet to the north, and a three-story brick

<sup>&</sup>lt;sup>1</sup> Sanborn Fire Insurance Map from Indianapolis, Marion County, Indiana, Vol I (New York: Sanborn Map Company, 1898), 25, 29; Vol I (1914), 92; Vol IV (1915), 356; Vol I (1914, 1950 update), 92; Vol IV (1915, 1950 update), 356; and historic aerial images from between 1941-1971 at historicaerials.com. Interstate 65 was under construction in the 1971 aerial image.

<sup>&</sup>lt;sup>2</sup> Building dates from Sanborn Fire Insurance maps and historic plans on file with the owner.

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bridge connected floors two through four above the alley. A one-story brick portal with metal gates spanned the alley entrance from Capitol Avenue (*Photo 7*). The east half of Building F was constructed in 1917 on the west side of Roanoke Street to the west of Buildings A & B; two years later, in 1919, the west half of Building F was constructed, filling in the northeast corner of  $10^{th}$  Street and Senate Avenue. In 1920, the Stutz Motor Car Company instituted a substantial building campaign, more than doubling their manufacturing facility (*Figures 7 & 8*). Buildings C & E were constructed to the north of Building B, and Building D extended west of Building C to Senate Avenue. Each of the five buildings was separated by alleys at the first story and three-story brick bridges connected the taller buildings at the upper levels. Brick portals with metal gates spanned the alleys between Buildings B & C and C & E along Capitol Avenue.

# Buildings A through E (1914, 1916, 1920)

Buildings A through E are each four story rectangular brick and concrete buildings with flat roofs behind parapets (*Photos 1 & 2*) built between 1914 and 1920. Although built six years apart, each shares similar dimensions, 80 feet x 204 feet, and design.<sup>3</sup> Typical of Daylight Factories, each building has an internal concrete structural system, including floor and roof plates, that maximizes the amount of glazing on the exterior. Classical Revival stylistic references applied to the public facades enrich these otherwise simple structures; details include tall concrete bases, rusticated brick first stories, cast concrete water tables between the first and second stories, inset window bays that accentuate the square pilasters dividing window bays, and cast concrete and brick cornices and parapets.<sup>4</sup> Rectangular terra cotta panels ornament the top of each pilaster on the public facades (*Photo 8*); an elongated S fills the center of the panel, and a carved floral band drapes the top of the panel. Non-public elevations are utilitarian; exposed concrete structural grids divide the elevations, and windows and/or brick infills the bays between the grid (*Photos 3 & 6*). Brick elevator penthouses rise from the roof at the rear elevations of Buildings A, B, D, & E.

When constructed, each building had a shaped parapet with decorative carved Stutz emblem at the center (*Figures 6, 8, & 9*). A flagpole rose from the roof directly behind the parapet. The parapets on each building were reduced in height at an unknown date after 1937 (*Figure 10*), which removed the Stutz logo. The flagpoles remain.

<sup>&</sup>lt;sup>3</sup> Dimensions from the 1914 & 1920 plans; Building D is 209 feet long.

<sup>&</sup>lt;sup>4</sup> The pilasters are technically concrete structural columns faced with brick; the 1914 architectural drawings label them as pilasters.

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Buildings A, B, C, and E face east onto North Capitol Avenue (*Photos 1 & 2*); Building D faces west onto North Senate Avenue (seen in *Photo 4*). Five bays organize the symmetrical primary façade of each building. The center bay is widest; the end bays are narrowest. The first stories are two feet taller than each upper story. 5 Buildings A & B have seven masonry openings at the first story, three within the center bay corresponding to the centered main entrance (pair of doors) and two windows. 6 The north bay of the first stories contains a door into a stairwell; the other bays at the first story historically contained windows. Today, at Building A, tan brick fills the south bay and the openings either side of the main entrance. Brick also fills the bottom half of the other two bays with a steel pivot window above. The dates of these alterations are unknown but occurred after the period of significance (Figure 10). Building B retains its window and door configuration. Buildings C & E had similar configurations at the first story; centered entrances had two pairs of doors each. Stairwell doors filled the south bay on Building C and the north bay on Building E. Today at Building C, non-historic windows fill the center three bays of the elevation, and the north bay is now a recessed secondary entrance. At Building E, a secondary entrance fills the south bay, a single pedestrian door and brick infill fills the main entrance, and brick fills the former door in the north bay although the transom remains. Windows filled each bay on the first story of Building D; today, the south bay contains an entrance.<sup>7</sup> The upper three stories of each building feature steel pivot windows above a brick panel.8 In 1946. the historic second story windows in Buildings C & E were replaced; these painted aluminum windows feature vertically stacked sashes with operable awning and hopper sashes.

Buildings A and E have two public-facing elevations due to their locations at intersections. The Classical Revival details on the east elevations, wrap the south elevation (West 10<sup>th</sup> Street) of Building A and the north elevation of Building E (West 11<sup>th</sup> Street). Eleven regular bays organize these elevations. At the first stories, the center bay historically contained an entrance; windows filled the remaining bays on all stories. In circa 1950, bays 2 & 3 at the first story of Building A were converted to overhead garage bays to access a loading dock constructed at the time. Today, tan brick fills the bottom half of the east two bays with a steel pivot window above; the date of this alteration is unknown. Alterations to the north elevation of Building E include the 1946 window replacement in the five east bays of the second story to match the same windows on the east elevation; the complete brick infill of the west two bays of the first story and the

<sup>&</sup>lt;sup>5</sup> Dimensions from the 1914 & 1920 drawings.

<sup>&</sup>lt;sup>6</sup> These centered bays historically had suspended flat awnings; these were gone by 1937, as seen in Figure 10.

<sup>&</sup>lt;sup>7</sup> The architectural plans do not show doors.

<sup>&</sup>lt;sup>8</sup> Building C, third story, bay 4 has a non-historic divided-light unit.

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westernmost bay of the second story; and the replacement of the entrance in the center bay with brick infill and a single off-set pedestrian door.

A one-story L-shaped loading dock spans most of the west elevation of Building E and the east half of the north elevation of Building D (*Photo 3*). This is a wood-framed structure dating to between 1946 and 1950; asbestos shingles clad the exterior. A double-width garage door pierces the north elevation of the leg abutting Building E; six evenly spaced garage bays organize the north elevation along Building D. A small projecting bay at the junction of the L-shaped structure has a single pedestrian door in its north wall.

As previously mentioned, one-story brick portals spanned the Capitol Avenue alley entrances. Each had square brick columns with Classical terra cotta capitals that supported a decorative stone entablature, cornice, and brick parapet. The entablatures feature elongated incised rectangles and a centered relief; dentils span the underside of the moulded cornice. Historically, a rounded stone Stutz emblem rose from the center of each parapet; these were removed at an unknown date after the period of significance (Figure 9). Three bays organize the portal between Buildings A & B. The narrow end bays have concrete knee walls, and tall decorative metal bars fill the opening above; the center bay has a pair of decorative metal gates that swing open into the alley. The portal between Buildings B & C is narrower and is a single bay wide; a pair of decorative metal gates spans the opening, and the brick wall of the enclosed former alley sets back from the portal. The current two-story structure between Buildings C & E dates to 1946 and leads directly into the enclosed former alley. Limestone veneer, laid in running bond, clads the elevation; a pedestrian door with clear transom and sidelights is inset and centered in the first story; ribbed, curved wing walls flank the opening, and a short, flat metal awning covers the entrance. A small flagpole extends out from the center of the top of the wall, and limestone blocks cap the parapet.

Bridges

Historic tan brick bridges connect the upper three stories of each adjacent building, including Buildings C & D. Steel pivot windows pierce both elevations of these simple structures (*Photo* 6). In 1946, another bridge was constructed between Buildings C & E, connecting the third stories above the new entrance described above. This bridge has concrete floors and knee walls, metal truss roof, and steel pivot windows fill the east and west walls. At the same time, the

<sup>&</sup>lt;sup>9</sup> Historically, the portal appears to have matched the one between Buildings A & B (*Photo 7*).

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bridge between Buildings C & D was expanded to the south walls of the buildings and to within a few feet of the north walls of the buildings. The steel pivot windows appear to have been reinstalled, and asbestos shingles cover each new wall (*Photos 3 & 28*).

Allevs

Former Roanoke Street runs north-south through the center of the block, west of Buildings A, B, C, & E. That portion of Roanoke Street to the west of Building A and the alley to the north of the building remain open (*Figure 11; Photos 5 through 7*). The first stories of Roanoke Street and the alleys between Buildings B through E were enclosed between 1946 and 1950. Structurally, the enclosed areas between Buildings C, D, & E have steel decking on steel joists, and wood roof decking on steel trusses cover the alleys between Building B and Buildings C & F and between Buildings D & F. Former exterior brick walls facing onto the alleys remain mostly intact; although, the brick was removed from the first story of the west wall of Building C at an unknown date (*Photo 9*). <sup>10</sup> In the alley between Buildings F & D, the masonry walls are exposed above furred drywall.

A one-story tan brick wall was constructed at the west end of the south wall of Building B; a double-width garage door centered within this wall allows vehicular access into the enclosed portion of Roanoke Street (*Photos 5 & 9*). A similar concrete block wall with garage door was constructed at the west end of the north wall of Building C; this garage door opens onto the enclosed L-shaped loading dock on the north elevation.

The alley between Buildings B & C is a hallway today (*Photo 10*), and the alley between Buildings C & E is a now a studio (*Photo 11*). Historic windows were removed in these areas, but masonry openings remain.

Interior

The interior of Buildings A through E historically featured open floor plans with exposed concrete structural system. Ten pairs of square structural columns run the length of each building (Figures 15 & 16). Poured concrete beams with flared capitals connect the columns north to south while concrete joists span the beams east to west. The structural system includes the concrete exterior frame, concrete roof slab, and concrete floor slabs. This system maximized the

<sup>&</sup>lt;sup>10</sup> Materials observed in the field and noted on 1950 Sanborn (*Figure 7*).

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exterior openings, allowing for large expanses of glass to fully light the interior. The historic plans from 1914 and 1920 show no interior partitions except at the first story of Building A where an office, a reception area, and a drafting room occupied the east fifth of the floor (*Figure 15*). Utilitarian finishes included exposed concrete ceilings and floors and exposed brick perimeter walls, conditions that remain mostly intact through the building today (*Photos 12 through 21, 23 through 25, 27 through 30*).

Double-loaded corridors organize each floor today, and a single central corridor connects Buildings A, B, C, & E through each bridge (*Photos 13, 17, 23, 27, & 29*). Non-historic drywall partitions fill the spaces between structural members, allowing the concrete structure to remain discernible and creating the corridors. In 1946, the second floor of Building E was partially enclosed with concrete block partitions on either side of a central corridor, and a drop ceiling was installed (*Photo 22*). Carpeting (unknown date) covers this floor.

The four bridges connecting the five buildings differ slightly from each other. Each has a concrete floor, concrete and/or brick walls, and a concrete ceiling. The oldest bridge, between Buildings A & B, features two openings within the north and south walls (*Photos 13 & 17*). A double-width garage bay with historic folding glazed metal Kalamein fire doors. A pedestrian doorway pierces the east ends of these walls, and a wire glass, divided-light transom spans the openings. Between Buildings B & C and C & E, a single large opening provides access into the bridges (*Photos 16, 24, & 27*); a rolling overhead steel door covers one side of each bridge opening in case of fire. As previously mentioned, the bridge between Buildings C & D was extended between 1946 and 1950. Restrooms were installed at the north side of the bridge of floors two and three; glazed concrete block walls form the perimeter walls of the restrooms (as seen in *Photo 20*), and the floors are poured concrete. The south side of the bridge at the second floor also has a concrete floor; this part of the bridge extends into the second floor of Building C and is currently an open vehicle display area. A studio fills the south side of the bridge at the third floor; wood covers the floor. At the fourth floor, the bridge is open (*Photo 28*). Wood covers the north and south floors of the extension.

Vertical circulation historically included two stairwells in each building and a pair of freight elevators. In Buildings A, B, & C, these switchback stairs occupy the northeast and northwest corners (*Figures 11 through 16; Photo 21*) of the buildings. In Building E, stairs occupy the southeast and southwest corners, and in Building D, the northeast and southwest corners. The concrete stairs have metal railings; steel windows light each landing, and a historic wood panel door with wire glass provides access into the stairwells. Historically, a pair of double-sided freight elevators were centered in the west walls of Buildings A, B, & E and the east wall of

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Building D (*Photos 12 & 19*); Building C shared the elevators in Building D (*Photos 20 & 28*). Today, Buildings A, B, D retain one elevator; Building E has both. The south elevator of Building D became a hallway on the first floor (*Photo 19*), and the south elevator shaft in Building B now houses a pedestrian elevator to all four floors. A mixture of non-historic wood overhead doors and steel overhead roll doors cover the freight elevators and former shafts.

### Building F (1917, 1919)

Building F is a one-story tan brick building with partial basement (*Photos 4 & 5*). A sawtooth roof covers the square footprint. Regularly spaced steel columns support the roof and rest on concrete footings. The east half of the building was constructed in 1917 as a machine shop and expanded to the west in 1919. Building F functioned as a freestanding structure until circa 1946 when the alleys to the north and west were enclosed, and Building F became internally connected to the first floor of the rest of the complex.

Although functionally utilitarian, the public-facing elevations exhibit simple ornamentation. Shaped parapets with terra cotta coping line the west (North Senate Avenue) and south (West  $10^{th}$  Street) elevations. Historically, the shaped parapets at the ends of each elevation were taller with a Stutz emblem centered in the brick (*Figures 17 through 19*); in 1940, these ornate parapets were rebuilt to their current design and the Stutz emblems removed (*Figure 20*). Engaged pilasters divide the end bays of the west and south elevations into three parts. Tapered terra cotta accents extend the height of the pilasters; at flanking pilasters, the terra cotta accents transition into terra cotta shields with elongated "S" carved in the center. On the south elevation, decorative date stones extend from the center of the parapet above the 1917 building and the 1919 addition to the west. Historic masonry openings feature steel pivot windows with terra cotta sills, and non-historic cloth awnings shelter each window.

Historically, the primary (south) elevation was symmetrical (*Figure 20*). Today, seven bays organize the elevation. Bays 1 & 7 (west and east) are identical; a pedestrian door pierces the west end of each bay. Inset concrete steps lead up from the sidewalk to the door.<sup>12</sup> Bay 2 fills that portion of the façade between the west and center shaped parapets; a continuous expanse of steel pivot windows atop a brick knee wall fills this bay. Bays 3 through 6 date to circa 1959

<sup>&</sup>lt;sup>11</sup> Dates and notations on plans for the Paper Package Company, Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library. Indiana Historical Society.

<sup>&</sup>lt;sup>12</sup> Figures 17 & 18 indicate the door in the east bay filled the east side of the bay. The current configuration dates to circa 1959 when the loading dock area was installed in the building.

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when the interior of Building F was remodeled into the current loading dock configuration. Each bay contains a large, double-wide overhead door corresponding to loading docks within.

The west elevation faces North Senate Avenue. Seven bays organize this symmetrical façade. Historic steel pivot widows fill each masonry opening, and a pair of non-historic pedestrian doors pierces the south end of Bay 3 (third from north). At ground level below bays 1 & 2, infilled openings within the concrete foundation formerly contained windows into the basement (*Figure 19*).

Between the north wall of Building F and the south wall of Building D, a covered loading dock was constructed in 1946. This one-story structure has an inset entry today consisting of a pedestrian door and a steel window; the painted metal parapet extends to within a few feet of the adjacent buildings, and a non-historic cloth awning shelters the opening.

Four even bays organize the east elevation along the former Roanoke Street (*Figure 6*). Historically a group of steel pivot windows pierced each bay; wood paneling fills the masonry openings today, and small one-over-one metal windows pierce the infill of bays 1, 3, & 4. The brick profiles of the continuous, north-facing sawtooth clerestory windows extend above each masonry opening.

#### Interior

Like Buildings A through E, the interior of Building F was historically an open work area. Steel columns support steel beans and joists that support the sawtooth roof with north-facing windows. Wood bead board covers the ceiling throughout the building; polished concrete covers the floor. Interior partitions, created after the Stutz company's tenure, range from painted concrete block to drywall. In 1959, the southeast quadrant of the building was remodeled to create a concrete loading dock area (*Photo 31*). The southwest, northwest, and northeast quadrants house offices of various sizes. The 1946 loading dock between Buildings F & D is now a restaurant. A freight elevator within the east wall of this dock provides access to the partial basement, as do straightrun stairs along the east and south walls (*Figure 21*).

The basement has concrete walls, floor, and ceiling, and a grid of steel columns provides additional structural support (*Photo 32*). A concrete demising wall divides the north third of the basement from the south two-thirds. A large circular indention in the ceiling at the demising wall

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indicates the location of the smokestack that was not built due to a change in how the building would be heated (*Figure 22*). <sup>13</sup>

# Building G (ca. 1967)

Building G was constructed in circa 1967. The two-story concrete block building with flat roof abuts the north elevation of Building D and measures 105 feet (north-south) by 114 feet (east-west). The west elevation sets back from the west elevation of Building D approximately one foot. The concrete block is laid in a stacked bond and painted to match the color of the Stutz brick (*Figure 23*).

No openings pierce the west elevation. Single metal pedestrian doors pierce the east and west ends of the north elevation, and a louver is located to the east of the west door. Eight hooded vents pierce the upper wall of the east elevation, and an overhead door is located at the south end of the wall.

The interior is a two-story volume. Steel trusses atop steel columns support the roof. The floor is polished concrete, and exposed concrete block forms the west, north, and east perimeter walls. A poured concrete wall forms the south wall; concrete block fills the masonry openings of Building D at this location.

# Ideal Motor Car Company Building (217 West 10th Street)

Construction Dates: 1911 (original building), 1937 (three-story addition), ca. 1941, 1946, ca. 1970 (one-story additions)<sup>14</sup>

Built in 1911, the three-story poured concrete building at 217 West 10<sup>th</sup> Street was constructed for the Ideal Motor Car Company, which merged with the Stutz Auto Parts Company in 1913 to form the Stutz Motor Car Company. A one-story brick and structural clay tile appendage at the south end of the building was also constructed in circa 1911 (*Figure 24*). The Stutz Motor Car Company operated solely out of this building for the next three years until the construction of Building A expanded their manufacturing facility. By 1922, the company appears to have operated out of the main facility on North Capitol Avenue. <sup>15</sup> In 1937, a three-story concrete and

<sup>&</sup>lt;sup>13</sup> The smokestack is pictured in the rendering in Figure 22; the information provided by the maintenance staff at the Stutz factory.

<sup>&</sup>lt;sup>14</sup> Building dates from buildings, Sanborn Fire Insurance maps, and historic aerial images.

<sup>&</sup>lt;sup>15</sup> "New Stutz Plant Humming," Motor West 37, no. 1 (15 April 1922): 32.

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concrete block addition was constructed to the west of the original building (*Figure 25*). In 1941 and 1946, one-story concrete block additions to the south and west substantially expanded the building footprint. The final addition, in circa 1970, spanned the entire south end of the facility filled the remainder of the site bound by West 10<sup>th</sup> Street (north), North Roanoke Street (east), a mid-block alley (south), and North Senate Avenue (west). The building and additions have flat roofs with parapets, and an elevator penthouse rises from the south end of the three-story 1911 building.

# North Elevation

The north elevation fronts West 10<sup>th</sup> Street (*Photos 33 & 34*). The three-story 1911 building and its 1937 addition anchor the east end of the elevation; the 1946 one-story addition extends west from the 1937 building. Four bays organize the three-story building and addition, two bays each; the concrete structural grid divides the bays. Non-historic divided-light windows fill bays 1 through 3; each has a concrete knee wall and sill. A single wooden pedestrian door is located at the east end of Bay 2; when constructed in 1911, this bay contained the main entrance (*Figure 23*). Non-historic cloth awnings cover the windows in these three bays. A steel, divided-light window with concrete sill pierces the center of the west bay, Bay 4. Concrete block fills the space beneath this window; this bay may have originally contained a door. An incised rectangle fills the bay above the window. Historic steel pivot windows with concrete sills fill each of the upper bays. Poured concrete knee walls support the metal windows in most upper bays; concrete block knee walls support the windows of the west two bays of the third story. Shaped parapets cap the three story building; the concrete east parapet has incised geometric patterns with "1911" centered in the parapet. The 1937 addition has a poured concrete parapet with painted geometric designs to match the original building; "2002" is painted in the center of the parapet. <sup>16</sup>

Five bays organize the one-story 1946 elevation. Concrete structural columns divide the bays, and concrete block fills the space between the columns. The three east bays are identical; each features three windows with sill heights matching the west bay of the 1937 addition. Bay 4 contains a single window, single non-historic pedestrian door, and a ganged window; the west bay, Bay 5, has windows. All windows in this elevation are non-historic divided-light units. Non-historic cloth awnings shelter each bay. A continuous incised rectangle ornaments the upper façade, and tile coping caps the wall.

<sup>&</sup>lt;sup>16</sup> This date reference is unknown. Materially and design-wise, the addition dates to the 1937 construction.

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#### **East Elevation**

The east elevation fronts North Roanoke Street. The three-story 1911 building comprises the north half of the elevation; adjacent to the south is the 1911 clay tile appendage, the 1941 concrete block addition, and the circa 1970 concrete block addition. The concrete structural grid of the 1911 building organizes the three-story building into seven even bays. When constructed, steel pivot windows filled each bay except Bay 2 on the first story, which contained garage doors. Today, smaller steel windows pierce concrete block infill in the upper two stories; the concrete sills and poured concrete knee walls remain. This alteration occurred at an unknown date, but may have been as early as the 1920s, as seen in an undated rendering of the factory (*Figure 22*). Non-historic divided-light windows fill the masonry openings in all but the south two bays of the first story (Bays 3 through 7). Concrete block fills the masonry opening in the south bay (Bay 1). Bay 2 remains a loading dock; a steel window pierces the south end of the bay, and a non-historic overhead door fills the rest of the masonry opening; concrete block fills the remainder of the bay.

Two openings pierce the wall of the one-story structural tile appendage to the south of the three-story building. The south opening corresponds to a sliding garage door; the north opening is a rectangular steel window at the top of the wall. No openings pierce the 1941 or circa 1970 concrete block walls of the east elevation.

#### **South Elevations**

The top two stories of the 1911 building and 1937 addition are visible above the one-story additions (*Figure 3*). Three bays organize this façade. A continuous band of steel pivot windows fills the masonry openings of the second and third stories of Bay 1 (1937 addition). Bay 2 corresponds to the elevator at the rear of the 1911 building; no openings pierce this concrete wall. Steel pivot windows fill the masonry openings of Bay 3 on both stories.

The south elevation of the circa 1970 addition faces an alley. Five openings pierce this concrete block wall. The west opening contains a single pedestrian door; an overhead garage door fills the east opening. Four evenly spaced windows with concrete lintels pierce the wall between the doors.

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#### West Elevations

Like the south elevation, the west elevation of the three-story 1937 addition rises above the one-story additions (*Photo 34*; *Figure 3*). Seven evenly spaced bays organize this façade, divided by the concrete structural grid. Steel pivot windows with concrete sills above concrete block knee walls fill the masonry openings in each bay.

The one-story west elevation fronts North Senate Avenue. The 1946 concrete block addition is at the north end of the elevation; the circa 1970 concrete block addition is at the south end, and the smaller 1941 concrete block addition is between them. Eight bays organize the 1946 elevation. Concrete structural columns divide the bays, and concrete block fills the space between the columns. Non-historic divided-light windows fill the masonry openings of the north three bays. Three windows fill bays 4 & 5. Bay 6 contains a non-historic window and a non-historic storefront entry with sidelights, transom, and glazed doors. A steel pivot window fills Bay 7, and a non-historic overhead door fills the masonry opening of Bay 8. Non-historic cloth awnings shelter each bay except the garage bay. A continuous incised rectangle ornaments the upper façade, and tile coping caps the wall. Four bays organize the 1941 addition to the south of the garage bay. The north two bays contain three steel pivot windows; Bay 3 has a single steel pivot window. An overhead garage door fills Bay 4. Five masonry openings pierce the wall of the circa 1970 addition. A large overhead door fills the north third of the wall. Concrete block fills the other four masonry openings.

#### Interior

During the period of significance, the interior of Stutz II included the three floors of the 1911 building and 1937 addition, as well as the one-story tile appendage. Like Buildings A through E across the street, Stutz II historically featured open floor plans with exposed concrete structural system. The narrowness of the building precluded the need for interior columns; instead poured concrete beams connect to the east and west exterior walls while concrete joists span the beams north to south. The structural system includes the concrete exterior frame, concrete roof slab, and concrete floor slabs. This system maximized the exterior openings, allowing for large expanses of glass to fully light the interior. The 1937 addition to the west copied this design; the former west wall of the 1911 became the center of the expanded building, and most steel pivot windows were removed from this wall; although, at least one remains on the first story in the main stairwell (*Photo 35 & 38*). Utilitarian finishes included exposed concrete ceilings and floors and exposed concrete walls, conditions that remain mostly intact through the building today (*Photos 36, 39, & 40*). Vertical circulation occurred through a concrete stair with metal railing in the

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northwest corner of the 1911 building and a single freight elevator with adjacent stair in the southwest corner of the 1911 building (*Photos 36 & 39*). These features remain; the southwest elevator and stair also access the partial basement level.

Former windows on the first floor of the 1911 building and 1937 addition were opened during the 1941 and 1946 additions to create a continuous first floor. The 1940s additions also have concrete structural systems that consist of internal columns, floor slab, and roof structure (*Photos 37 & 38*). Drywall and concrete block fill spaces between columns today to create individual offices serviced by a central corridor.

# Table 1. Major Character-defining Features of the Stutz Factory

#### Exterior

- Spatial relationship between the Ideal Motor Car Company Building (217 W 10<sup>th</sup> St) and the main Stutz Factory complex (1060 N Capitol Ave)
- Master plan design of the main factory complex, including the spatial arrangements of each building
  - o Buildings separated by alleys to allow for maximization of exterior glazing
  - o Bridges connecting Buildings A through E
- Daylight factory design (narrow rectangular footprints with concrete structural systems that include columns, beams, floor plates, and roof structure, brick exterior, expansive glazing comprised of steel pivot windows)
- Brick exteriors with simple Classical Revival stylistic references including rusticated first story, terra cotta ornamentation, decorative cornice and parapets
- Sawtooth roof of Building F

#### Interior

- Exposed structural systems in the multi-story buildings (concrete floors, columns, beams, joists, and ceilings)
- Exposed structural system of Building F (concrete floors, steel columns, steel trusses, wood beadboard ceiling)
- Exposed brick exterior walls
- Freight elevators (and shafts) in each building

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# **Integrity**

The Stutz Motor Car Company Factory retains historic integrity. The complex remains in its original location within northwest downtown Indianapolis and "Automobile Row." The Stutz company constructed and utilized this facility for its entire twenty-seven years of business. The surrounding area—and the parcels now occupied by the complex—continually evolved during the Stutz era, shifting from residential to industrial and commercial. The neighborhood continued to change over the succeeding decades, but it remains largely commercial and light industrial today.

The design, materials, and workmanship of the Stutz Factory is highly intact. On a macro level, the spatial relationship of the main factory complex and the Ideal Motor Car Company building remains with West 10th Street still actively dividing the two buildings. Similarly, the spatial relationship of each historic building within the main factory, Buildings A through F, remains clearly discernible. Alleys enclosed after the Stutz tenure only included the first story, retaining the spatial design of the complex at the upper stories and bridges. Further, the retention of the paved alley around Building A continues to communicate the historic feeling of the master plan design between each building and subsequent addition; the separation of each building allowed for the maximization of daylight into each manufacturing floor or each building through the expansive windows. At the Ideal Motor Car Company Building, one-story additions continue to allow the historic three-story building to stand out as the prominent feature of the parcel. Inside the factory, most floors have been divided into small offices and studios. However, non-historic partitions fill voids between structural members, which allows the historic structural system to remain legible. Further, the retention of the exterior windows continues to provide ample daylighting into individual spaces. Building F, the second floor of Building C, the third floor of Building E, and the upper floor of the Ideal Motor Car Company Building retain large expanses of open floor that emphasizes the historic open floor plates of the entire complex. Further, nonhistoric interior partitions can be easily removed without damaging the historic materials of the complex. Historic freight elevator shafts remain in historic locations, with at least one operable unit per location; in instances where elevators are inoperable, shafts have been reused for passenger elevators, adapted into a corridor, and/or doors remain to continue to communicate the historic design. The intactness of the complex's design and materials especially allow the Stutz Factory to communicate its integrity of feeling and association as an early twentieth century automobile manufacturing facility significant to the history of Indianapolis.

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8. S	tement of Significance	
	able National Register Criteria  x" in one or more boxes for the criteria qualifying the property for	National Register
X	A. Property is associated with events that have made a significan broad patterns of our history.	t contribution to the
	B. Property is associated with the lives of persons significant in o	our past.
X	C. Property embodies the distinctive characteristics of a type, per construction or represents the work of a master, or possesses h or represents a significant and distinguishable entity whose co individual distinction.	nigh artistic values,
	D. Property has yielded, or is likely to yield, information importa history.	nt in prehistory or
	a Considerations x" in all the boxes that apply.)	
	A. Owned by a religious institution or used for religious purposes	S
	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 old or achieving significance within the pa	st 50 years

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Areas of Significance	
(Enter categories from instructions.)	
INDUSTRY	
ARCHITECTURE	
D 1 1 601 10	
Period of Significance	
<u>1911-1938</u>	
Significant Dates	
1911	
1938	
Significant Person (last name, first name)	
(Complete only if Criterion B is marked above.)	
N/A	
<u> </u>	
Cultural Affiliation	
_ N/A	
Architect/Builder (last name, first name)	
Graham, Donald (1914 Architect)	
Rubush & Hunter (1916-1920 Architect)	

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# **Period of Significance (justification)**

The period of significance spans the history of the Stutz Motor Car Company, 1911-1938. Harry Stutz produced the first Stutz automobile in 1911 in the building at 217 West 10<sup>th</sup> Street as the Ideal Motor Company. In 1913, Ideal Motor merged with Stutz's other company, the Stutz Auto Parts Company, to become the Stutz Motor Car Company. As the company grew, additional buildings were constructed in 1914, 1916, 1917, 1919, and 1920 to house the manufacturing and production of Stutz motor cars. The company ultimately fell victim to the Great Depression, finally liquidating in 1938.

Criteria Considerations (explanation, if necessary) N/A

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Stutz Motor Car Company Factory at West 10<sup>th</sup> Street and North Capitol Avenue is locally significant under Criterion A in the area of Industry and Criterion C in the area of Architecture. The five-acre factory is directly associated with the turn-of-the-twentieth-century automobile industry of Indianapolis, Indiana. The Stutz Motor Car Company formed in 1913 out of a merger of the Stutz Auto Parts Company and the Ideal Motor Car Company, two businesses established by Harry Clayton Stutz. The Stutz company produced its automobiles, including the famous Bearcat, out of a three-story concrete building at 217 West 10<sup>th</sup> Street from 1911 to 1914 then expanded into a four-story brick and concrete building completed across 10<sup>th</sup> Street to the north. Between 1916 and 1920, the Stutz Factory grew to include five interconnected four-story brick and concrete Daylight Factory buildings and a one-story brick building. By 1922, the Stutz company operated out of the complex encompassing its entire city block. The Stutz Motor Car Company was one of the longest running vehicle manufacturers in Indianapolis. From 1911 to the 1920s, Stutz joined dozens of other producers; from the 1920s into the early 1930s, as one of the five remaining manufacturers, Stutz capitalized on the production of high-end, custom built automobiles. By the time the company was forced to liquidate in 1938, Stutz was one of the only vehicle manufacturers left in Indianapolis. The intact Stutz Motor Car Company Factory is an excellent example of the architecture of the automobile manufacturers at the time. The Daylight Factory building type employed at the complex utilized reinforced concrete structural systems to maximize the exterior glazing to distribute sunlight into the factory floors. Local architects Donald Graham and Rubush & Hunter designed the complex. The period of significance spans the life of the Stutz Motor Car Company from 1911 to 1938.

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# Narrative Statement of Significance & Developmental History/Additional historic context information

The development of the automobile industry concentrated in the Midwest around the turn of the twentieth century, specifically in the states of Michigan and Indiana. Vehicle manufacturing occurred throughout the state of Indiana, but Indianapolis boasted the greatest number of individual makes. The decades spanning the early 1890s to the late 1930s encompass the turn-of-the-twentieth-century automobile industry in Indianapolis, Indiana. Constructed between 1911 and 1920, the Stutz Motor Car Company Factory at 10<sup>th</sup> Street and Capitol Avenue corresponds with the height of the industry between 1910 and 1930, as discussed in Alan Conant and William L. Selm's "Indianapolis Automobile Industry Thematic Resources." The Stutz company produced vehicles from 1911 to 1938, longer than any other company based in Indianapolis. As one of the largest factories of the era, the Stutz Factory is also an excellent example of the architecture of the automobile industry in this city.

# Turn-of-the-Twentieth Century Indianapolis Automobile Industry

Indianapolis became a center of transportation, commerce, and industry in the Midwest, beginning in the late nineteenth century. A well-developed railroad network carried manufactured goods and agricultural products into and out of the city. Indianapolis-based manufactories first produced agricultural equipment such as tractors and farm implements, and as the automobile industry evolved, these manufacturers converted to the production of automobile parts and vehicles. <sup>18</sup> Along with the railroad, Conant and Selm attribute the rise of Indianapolis as a manufacturing center to, among other factors, the concentration of scientific and technical minds in the Midwest, the abundant hardwoods needed for use in automobile parts and as fuel, and the construction of paved roads. <sup>19</sup> The citizens of Indianapolis overwhelmingly supported this new industry for its economic benefits to the investors, the mechanic-designers, and the workers employed in the factories. <sup>20</sup>

<sup>&</sup>lt;sup>17</sup> Alan Conant, William L. Selm, et al., "Indianapolis Automobile Industry Thematic Resources," Draft National Register nomination (undated [ca. 1986]): 7:5. This thematic study provides the primary basis for the nomination of the Stutz Factory.

<sup>&</sup>lt;sup>18</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:10-11.

<sup>&</sup>lt;sup>19</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:11; James J. Flink, *The Car Culture* (Cambridge, MA: The MIT Press, 1975), 45-46.

<sup>&</sup>lt;sup>20</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:11.

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Carl Fisher, the tireless promoter of the automobile industry and the Good Roads Movement, called Indianapolis home and championed the industry there. In the early 1900s, Fisher created Automobile Row, a thirteen-block corridor spanning the 300 to 1500 blocks of North Capitol Avenue, purchasing the first two blocks in which to promote the construction of automobile showrooms and manufacturers. The creation of this commercial corridor shifted the character from residential to industrial, replacing homes with showrooms and factories. This drastic alteration to the physical landscape of Capitol Avenue was not so subtly examined by Indianapolis author, Booth Tarkington, in his 1923 novel *National Avenue*.<sup>21</sup> Nevertheless, the street was an ideal thoroughfare due to its width and its eventual paved surface, which enabled easier test drives both for manufacturers and dealers.<sup>22</sup>

The Indianapolis automobile industry experienced rapid growth between 1911 and 1920. At least eleven independent motor car companies formed between these years, including Stutz, joining at least seven others that had formed in the early 1900s. An October 1913 issue of the *Indianapolis Star* notes that the city's automobile industry employed approximately 14,000 men in vehicle production, parts and accessories manufacturing, and automobile dealerships. Twelve vehicle manufacturers, including the Stutz Motor Car Company, and twenty-three parts manufacturers produced almost \$41 million worth of products—including 16,400 vehicles—in 1913 alone. This was a marked increase from 1911, the first year data was available, when the car companies produced around 11,000 vehicles.<sup>23</sup> By 1920, the apex of the industry in the city, 5 percent of automobiles produced in North American came out of Indianapolis, behind only Detroit and Cleveland.<sup>24</sup>

After 1920, Detroit, Michigan, solidified its place as the national leader in vehicle production, and Indianapolis pivoted to promote itself as the world leader of high-class motor cars.<sup>25</sup> This shift in the Indianapolis market coincided with the market for new cars reaching peak saturation

<sup>&</sup>lt;sup>21</sup> One of the main characters, Dan Oliphant, shares a striking resemblance to Carl Fisher. His brother, Harlan, derides Dan at one point, saying, "You're ruining the one decent thing the city possessed—a splendid, dignified old street. ... if something isn't done to stop you fellows, the whole avenue will be nothing but a mile row of motor-car sales buildings and pneumatic tire warehouses and garages—a market!—and with hundred-foot smoke-stacks!" Booth Tarkington, *National Avenue*, in *Growth* (New York: Doubleday, Page & Co., 1927), 837.

<sup>&</sup>lt;sup>22</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:25-26.

<sup>&</sup>lt;sup>23</sup> "Growth of Automobile Industry Here Places Indianapolis in Front Rank," *The Indianapolis Star* (23 October 1913): 4. The worth of the industry in 2021 equals just over \$1 billion.

<sup>&</sup>lt;sup>24</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:13.

<sup>&</sup>lt;sup>25</sup> Logan Esarey, *History of Indiana from its Exploration to 1922*, Vol III (Dayton, Ohio: Dayton Historical Publishing Co., 1924), 257.

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in the late 1920s.<sup>26</sup> Existing manufacturers committed to remaining competitive within their own markets, often lowering vehicle prices to attract customers. For instance, a January 5, 1922 article in *Motor Age* reports the price reductions across a range of manufacturers, including Stutz, that intended to showcase new models at that year's New York Car Show.<sup>27</sup>

Between 1920 and the Great Depression, Indianapolis employed nearly 6 percent of the total population of the city in manufacturing of automotive parts and the production of high-end vehicles. In 1925, forty-two parts factories employed nearly six thousand workers, and almost four thousand employees worked in the five remaining vehicle plants: Duesenberg Motor Company (est. 1920), Marmon Motor Car Company (est. 1902), Premier Motor Car Company (est. 1903), H.C.S. Motor Car Company (est. 1920), and Stutz Motor Car Company (est. 1913). By the mid-1930s, the Indianapolis automobile industry manufactured mostly car and truck parts but few vehicles. H.C.S. Motor Car Company went out of business in 1925; Premier closed in 1926, and Marmon in 1933. Duesenberg and Stutz continued producing vehicles into the late 1930s, ultimately closing doors in 1937 and 1938, respectively. Unlike Detroit, Indianapolis failed to capitalize on the methods of mass-production pioneered by Henry Ford. For example, in 1931, Ford produced 541,615 vehicles to Stutz's 384. The economic strains of the Great Depression proved too great for the manufacturers dedicated to the production of custom cars. Although a relatively short period of time, the city of Indianapolis produced over one hundred unique vehicle makes between the 1890s and 1930s.

The built environment of Indianapolis reflects the automobile heritage of the city in surviving factories, racetracks, an industrial suburb, and in houses of the leaders of the industry. A number of these are included on the National Register of Historic Places. Listed industrial buildings where automobiles or auto parts were manufactured include: Cole Motor Car Company, 730 E. Washington St.; Ford Motor Car Company Indianapolis Assembly Plant, 1315 E. Washington St.; Gibson Company Building, 433-447 N. Capitol Ave.; H.C.S. Motor Car Company, 1402 N. Capitol Ave.; and Wheeler-Schebler Carburetor Company, 1234 Barth Ave. The Speedway

<sup>&</sup>lt;sup>26</sup> Flink, The Car Culture, 44.

<sup>&</sup>lt;sup>27</sup> "New Prices Feature New Year," *Motor Age* 41, no. 1 (5 January 1922): 29.

<sup>&</sup>lt;sup>28</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:14; Esarey, *History of Indiana*, 257-258. The 1920 US Decennial Census states 314,194 people lived in Indianapolis; in 1930, the number increased to 364,161.

<sup>&</sup>lt;sup>29</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:13-14.

<sup>&</sup>lt;sup>30</sup> Keith Marvin, "Chapter Nine: Stutz in the Sunset," in Raymond A. Katzell, ed., *The Splendid Stutz: The Cars, Companies, People and Races* (Indianapolis, In: The Stutz Club, Inc., 1996), 217.

<sup>&</sup>lt;sup>31</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:13.

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Historic District includes the former drafting offices of Allison Engine/Allison Division of General Motors, as well as the surviving residential area planned to house the workers of the auto-related plants in the industrial suburb of Speedway. Of course, the Indianapolis Motor Speedway is listed in the National Register and was designated a National Historic Landmark in 1975. Estates and houses of Indianapolis auto magnates are also listed on the National Register, including: Allison Mansion, 3200 Cold Springs Rd.; Henry F. Campbell Mansion, 2550 Cold Springs Rd.; Joseph J. Cole House, 4909 N. Meridian St.; and the Wheeler-Stokely Mansion, 3200 Cold Springs Rd. The Stutz Motor Car Company complex is by far larger than any of these listed properties and is associated with the longest-lived local auto maker in the city.<sup>32</sup>

#### Architecture

Buildings significant to the historic development of the automobile industry in Indianapolis fall into two general categories: manufacturing and sales. The Indianapolis manufacturing facilities were typically Daylight Factories: utilitarian constructions with brick exteriors, metal sash windows, and reinforced concrete structural systems that maximized the amount of daylight that filtered into factory floors. Some facilities exhibited elements of Classical Revival to dress-up the exteriors.<sup>33</sup>

The Daylight Factory is a subset of the reinforced concrete frame industrial building property type. As reinforced concrete became more widely accepted as a building material, engineers began to create building systems that utilized the material to save time and money. In 1902, engineer Julius Kahn patented a modular structural system of concrete columns and beams. This structural system maximized the width between columns and increased the size of window openings, allowing more natural light into the building in contrast to load-bearing structures whose openings were limited by the structural capacity of the masonry.<sup>34</sup>

Architectural historians such as Renyer Banham, Betsy H. Bradley, and Jennifer Mortensen define the Daylight Factory as a multi-story reinforced concrete frame building with large spans of fenestration between visible concrete piers on the exterior and an open-plan interior with a regular grid of concrete columns on each floor. Some examples feature architectural styling on

<sup>&</sup>lt;sup>32</sup> Paragraph provided by Paul Diebold, National Register coordinator, Indiana SHPO.

<sup>&</sup>lt;sup>33</sup> These common features are listed Conant, Selm, et al., "Indianapolis Automobile Industry...," 7:1.

<sup>&</sup>lt;sup>34</sup> Amy Slanton, *Reinforced Concrete and the Modernization of American Building, 1900-1930* (Baltimore: Johns Hopkins University Press, 2001), 138. Kahn's brother, architect Albert Kahn, used the system to design factories throughout the United States.

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public façades, but the ornament was simplified to fit within the industrial setting of the building.<sup>35</sup> The rise of the Daylight Factory property type began in 1903 and was largely obsolete by the early 1930s, as steel framing began to replace reinforced concrete as the material of choice for industrial buildings.<sup>36</sup>

Extant examples of the Daylight Factory property type in Indianapolis include the Ford Motor Company Plant at 1307-1323 East Washington Street, the H.C.S. Motor Car Company at 1402 North Capitol Avenue, and the Stutz Factory at 1060 North Capitol Avenue. Designed by John Graham in 1914 (with a 1924 addition by Albert Kahn, brother of Julius), the Ford Plant is centered on a four-story concrete building with red brick and polychrome terra cotta exterior.<sup>37</sup> The H.C.S. Motor Car Building was designed by the local firm of Rubush & Hunter and constructed between 1920 and 1921 (*Figure 26*).<sup>38</sup> This four-story building is similar in design to the Stutz Factory. A tan brick exterior covers the internal concrete structure, and simple Classical Revival details adorn the main façade, especially at the cornice and parapet.

# **Stutz Motor Car Company Factory**

The Stutz Motor Car Company produced approximately 39,000 vehicles in the city from its founding in 1911 as the Ideal Motor Car Company until its liquidation in 1938.<sup>39</sup> Among its most well known models was the Stutz Bearcat, a two-passenger speedster produced from 1911 until 1922 that gave the company its slogan, "The Car That Made Good in a Day."<sup>40</sup> The closure of the Stutz factory signaled the end of the era of automobile manufacturing in Indianapolis, and

<sup>&</sup>lt;sup>35</sup> Reyner Banham, A Concrete Atlantis: U.S. Industrial Building and European Modern Architecture (Cambridge, MA: MIT Press, 1986), 20, 23, 26; Betsy H. Bradley, The Works: The Industrial Architecture of the United States (New York: Oxford University Press, 1999), 161; Jennifer L. Mortensen, "Reclaiming the Daylight Factory: The Significance of Versatility in the Preservation of Early Twentieth Century Concrete Frame Industrial Buildings in Dayton, Ohio," (Master's thesis, University of Washington, 2015), 1-3.

<sup>&</sup>lt;sup>36</sup> Mortensen, "Reclaiming the Daylight Factory," 2.

<sup>&</sup>lt;sup>37</sup> Draft nomination for the Ford Plant on file with the Indiana SHPO; information provided by Paul Diebold.

<sup>&</sup>lt;sup>38</sup> The H.C.S. Motor Car Company Building was listed in the National Register in 2009 (NRIS #09000432).

<sup>&</sup>lt;sup>39</sup> Marvin, "Chapter Nine," *The Splendid Stutz*, 236. Marvin indicates 35,000, but according to annual statistics (*Table 2*), the total number was around 38,000, including the Pak-Age-Car.

<sup>&</sup>lt;sup>40</sup> Bear-Cat and Bear Cat were earlier names, but for clarity "Bearcat" is used throughout. In the 1930s, the company produced another model they named the Bearcat, but it was different from the first.

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at twenty-seven years, Stutz was arguably the longest operating vehicle manufacturer in the  ${
m city.}^{41}$ 

Harry Clayton Stutz (1876-1930) arrived in Indianapolis in 1903 at the age of 27. From a young age, Stutz dabbled in the mechanics of internal combustion engines and automobile parts. Although he never received formal training in the subjects, his education was through experimentation. In 1899, while in his native Dayton, Ohio, he established the Stutz Manufacturing Company to produce engines for both stationary and ambulatory machines. The success of his business caught the eye of Indianapolis-based Lindsay Automobile Parts Company, and in 1902, the companies merged, bringing Harry Stutz to Indiana. Between 1904 and 1911, Stutz worked for a number of Indianapolis auto companies, honing his skills at parts development and automobile design. Stutz formed the Stutz Auto Parts Company in 1910 primarily to produce and sell his patented transaxle.<sup>42</sup>

In 1911, Stutz decided to enter a vehicle in the competitive five hundred mile race held at the Indianapolis Motor Speedway that May. He assembled the Bearcat prototype, which he had been actively designing, in five weeks. The vehicle finished eleventh, a respectable placement, especially considering that the race was the Bearcat's testing ground. Competitor vehicles had undergone extensive testing prior to the race. The Bearcat experienced no mechanical failures, causing Harry Stutz to quip that his was "the car that made good in a day." The success at the Speedway also gave Stutz the impetus to form another company, the Ideal Motor Car Company, to produce vehicles designed by him and using his transaxle. <sup>43</sup>

Later in 1911, the Ideal Motor Car Company erected a three-story reinforced concrete building at 217 West 10<sup>th</sup> Street and began manufacturing automobiles (*Figure 24*). The nearly three hundred cars produced that year sold for \$2,000 each, a sizable amount compared with the \$680 Model T Open Runabout Ford produced the same year.<sup>44</sup> The following year, Stutz cars entered at least thirty races across the country in which they placed first twenty-five times, and no lower

<sup>&</sup>lt;sup>41</sup> This includes the final three years Stutz only produced its Pak-Age-Car. National Motor Vehicle Company operated for twenty-four years (1900-1924).

<sup>&</sup>lt;sup>42</sup> Charles L. Betts, Jr., "Chapter One: In the Beginning: Harry Clayton Stutz," *The Splendid Stutz*, 7-8, 15; Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:16-17. Harry C. Stutz, "Steering-head for Automobiles," US Patent 911,777, filed 24 December 1907, patented 9 February 1909.

<sup>&</sup>lt;sup>43</sup> Betts, Jr., "Chapter One," *The Splendid Stutz*, 17; William J. Greer, "Chapter Two: Harry Stutz's Companies & Cars," *The Splendid Stutz*, 31. Of the thirteen pitstops during the race, eleven were for tires.

<sup>&</sup>lt;sup>44</sup> Ford Motor Cars, 1911 Ford Catalog. Prices equivalent to over \$19,000 (Ford) and \$56,000 (Stutz) in 2021.

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than sixth. A Stutz placed third at the Indianapolis Motor Speedway 500-mile race that year, and automobile promoter Carl Fisher drove a Stutz as the pace car (*Figure 27*). 45

In 1913, Harry Stutz consolidated his two companies, the Stutz Auto Parts Company and the Ideal Motor Car Company, into a single business, the Stutz Motor Car Company. The catalogue from that year offered three models priced between \$2,000 and \$2,400: four- and six-cylinder Bearcats (*Figure 28*), Roadsters, and Touring Cars. The latter held up to six passengers. With a net profit of the 2021 equivalent of \$7.8 million (*Table 2*) and orders for vehicles continuing to come in, the Stutz company decided to expand their facility. Indianapolis architect Donald Graham and engineer Hugh Baker designed a four-story Daylight Factory building to be erected across the street from the existing building. Building A opened in 1914, more than doubling the factory space (*Figure 6*). The first floor housed administrative offices, including vehicle designers, and the frame assembly; engine assembling and finishing was on the second floor; the third floor was solely for body painting, and the top floor housed body and wheel stock as well as finished cars. The stutz company and the stutz Auto Parts Company and the stutz A

The Stutz Motor Car Company went public on the New York Stock Exchange (NYSE) in 1915, ushering in a productive and expansive era for the company over the next five years. The decision to join Wall Street was based on the need to raise additional capital to expand their factory in order to increase product output. New York-based financier Allan Ryan took notice of the Stutz company, and in 1916 became vice-president of the newly organized Stutz Motor Car Company of America, Inc. The manufacturing subsidiary in Indianapolis became known as the Stutz Motor Car Company of Indiana, Inc.; Harry Stutz served as president until 1919.

With capital raised, the Stutz Motor Car Company hired the Indianapolis-based architectural firm of Rubush & Hunter to develop and implement a factory master plan for the block in which Building A was located (*Figure 22*).<sup>48</sup> The plan included four identical Daylight Factory buildings lining North Capitol Avenue and two similar buildings filling the northwest corner of

<sup>&</sup>lt;sup>45</sup> The "Stutz Racing Record" appears in the 1913 Stutz Motor Car Company catalogue, page 23.

<sup>&</sup>lt;sup>46</sup> 1913 Stutz Motor Car Company catalogue, back cover; prices equal to between \$52,000 and \$63,000 in 2021.

<sup>&</sup>lt;sup>47</sup> William Greer, "Chapter Four: Stutz in the Hands of Wall Street," *The Splendid Stutz*, 79; "Stutz Company to Building New Factory, *Automobile Trade Journal* 18 no. 10 (1914): 79.

<sup>&</sup>lt;sup>48</sup> It is currently unknown why Rubush & Hunter designed the remainder of the block instead of Donald Graham. While no records indicate specifically that they designed a master plan, extant drawings, and the factory rendering used in promotional materials, indicate that the factory was designed to be expanded as needed in order to fill the block.

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the block, facing North Senate Avenue; the design copied Building A to create a cohesive plant. The construction of the Stutz Factory in the 1000 block helped cement Capitol Avenue as Automobile Row by the mid-1910s. A one-story sawtooth-roof building for the manufacturing of motors was to occupy the southwest corner of the block, and alleys separated each building. The four-story Building B was constructed to the north of Building A and in use by the end of 1916, the east half of the one-story motor building (Building F) was in use by 1917 and its expansion completed in 1919.<sup>49</sup> By the end of 1919, the Stutz Factory included the 1911 Ideal Motors building, Buildings A & B, and the motor building. The expanded facility allowed the company to produce over twenty-two hundred automobiles in 1917 and three thousand in 1919.<sup>50</sup>

The late 1910s were exceptional years for the Stutz Motor Car Company. In 1915, Stutz vehicles placed first and second in the Chicago Auto Club Trophy Race, the Elgin National Trophy Race (500 miles), Twin Cities Speedway (500 miles) in Minneapolis, and the Sheepshead Bay Race, in Brooklyn, New York. The same year, Carl Fisher promoted the establishment of a coast-to-coast road, known as the Lincoln Highway, and selected a Stutz as the official car to inaugurate the route, beginning in Times Square and ending in San Francisco. The following year, 1916, Harry Stutz commissioned racing daredevil Erwin "Cannonball" Baker to break the transcontinental automobile record, telling Baker that if he did it, the Bearcat was his. The newly formed American Automobile Association (AAA) sanctioned and oversaw the 3,728-mile race from San Diego, California, to New York City. Baker's eleven day, seven hour, and fifteen minute drive from May 7 to May 18, 1916, earned him the Bearcat and the Stutz company increased popularity. At the Indianapolis Motor Speedway, the Stutz White Squadron (*Figure 28*), a group of Bearcats, dominated the races, taking third, fourth, and seventh in 1915, and second in 1919. By the end of the decade, having proved the durability and desirability of the

<sup>&</sup>lt;sup>49</sup> Greer, "Chapter Two," Splendid Stutz, 36, 39.

<sup>&</sup>lt;sup>50</sup> World War I reduced the number of vehicles produced in 1918. Stutz contribution to the war effort was the donation of a dozen vehicles to the National Guard. Greer, "Chapter Four," *Splendid Stutz*, 83.

<sup>&</sup>lt;sup>51</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:111; *Stutz Handbook for Salesmen* (Indianapolis, IN: Stutz Motor Car Company of America, Inc., 1927), 12.

<sup>&</sup>lt;sup>52</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:111; Stutz Handbook for Salesmen, 14-17.

<sup>&</sup>lt;sup>53</sup> Ray Featherstone, "The King of Speed: Erwin G. 'Cannonball' Baker," *Traces* 15, no. 1 (Winter 2003): 35.

<sup>&</sup>lt;sup>54</sup> William M. Gardner, "'The Car That Made Good in a Day:' Stutz Motor Company of Indiana," *Traces* 6, no. 2 (Spring 1994): 31.

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Stutz brand, the company stopped competitive driving and shifted focus to the retail sales of its vehicles.<sup>55</sup>

The 1920s saw significant changes at the Stutz Motor Car Company. The factory expanded its final time in 1920 with the construction of three additional buildings (C, D, & E). The expansion allowed the Stutz company to sell the Ideal Motor Car Company Building across West 10<sup>th</sup> Street. So Output averaged twenty-five vehicles a day, and the company employed between twelve and fifteen hundred men and women. The factory expansion was completed after founder Harry Stutz left in mid-1919. Stutz, disliking Allan Ryan's financial methods, resigned as president, divested of all interest in the company he had formed and led, and established the H.C.S. Motor Car Company. With Stutz and other loyal members of the board gone, Ryan acquired the remaining shares to own 100 percent of the company stock and installed himself as president. His presidency was short-lived, however, as the NYSE barred Ryan from trading in 1922 due to price manipulation. Bethlehem Steel chairman Charles M. Schwab then acquired the company.

With Stutz gone, the company hired Charles S. Crawford as its new chief engineer in 1922. Crawford was the former chief engineer of the Cole Motor Car Company (1909-1916) and the Premier Motor Corporation (1916-1921). Crawford introduced a new six-cylinder engine, the Special Six, and a faster four-cylinder known as the Speedway Four. <sup>59</sup>

It was also in 1922 that the Stutz company discontinued its manufacture of the Bearcat. It was around this time that the American and European automotive industries began standardizing the left-hand drive common today. Prior to the early 1920s, automobile manufacturers, including Stutz, offered both right- and left-hand drive options. The famous Bearcat, however, was only available in right-hand drive, and in order to standardize, the company would have needed to reengineer the design to bring the shift and brake levers inside the already cramped cockpit.

<sup>&</sup>lt;sup>55</sup> The 1919 Stutz catalog noted that the company stopped racing in 1915. The vehicle that took second at the 1919 Indianapolis 500 was the Bearcat that had placed fourth in 1915. Gardner, "'The Car That Made Good in a Day," 31.

<sup>&</sup>lt;sup>56</sup> "New Stutz Plant Humming," 32.

<sup>&</sup>lt;sup>57</sup> "New Stutz Plant Humming," 32.

<sup>&</sup>lt;sup>58</sup> Greer, "Chapter Four," *Splendid Stutz*, 83; Gardner, "The Car That Made Good in a Day," 31. Gardner notes that Ryan increased share prices from \$134 to \$750 (\$2,085 to \$11,672 in 2021); Schwab acquired the company, purchasing shares for \$20 (\$311 in 2021) apiece.

<sup>&</sup>lt;sup>59</sup> Gardner, "'The Car That Made Good in a Day,'" 32; Greer, "Chapter Five: Between Two Regimes," *Splendid Stutz*, 107-108; Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:112.

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Instead, they put their efforts into other vehicles. This made sense, as with the Stutz company's shift away from performance racing, the appeal and popularity of the Bearcat had declined among customers who increasingly favored sedans.<sup>60</sup>

In 1925, Frederick Moscovics, formerly of Marmon Motor Car Company, became president of the Stutz Motor Car Company and ushered in a new era of vehicles truly geared toward the luxury market. Under Moscovics, the engine, chassis, and body of the Stutz vehicles would be updated. Mocovics hired two top engineers to lead the redesign efforts: Paul Bastien, a French national who had earned a reputation while at the Belgian firm L'Auto-Metallurgique, and Charles "Pop" Greuter. In 1926, Stutz Motor Car Company unveiled their Safety Stutz line of eight-cylinder luxury vehicles (Figure 29). As historian William Gardner noted in 1994, "The Stutz Eight could attain speeds above 75 miles per hour. The term Safety Stutz seemed a paradox for such a fast car, but it emphasized the car's low center of gravity, wire-reinforced windshield, and four-wheel hydraulic brakes."61 The new Stutz came in six body styles: Coupe (twopassenger), Victoria Coupe (four-passenger), Brougham (five-passenger), Sedan (fivepassenger), and Speedster (two- or four-passenger). Each model retailed at \$2,995, more costly than a luxury Packard, but half as much as a Duesenberg. 62 The redesigned vehicles also initiated the use of the Egyptian Sun God, Ra, as hood ornament (Figure 30); as the chief Egyptian deity, Ra symbolized power and superiority, and as Stutz saw it, safety. 63 The number of vehicles sold in 1926, 5,069, was the highest output in the company's history, and for the first time since 1920, the company made a profit (*Table 2*).

The factory on North Capitol Avenue in the 1920s housed a range of functions. A Receiving and Inspection Department tested every part and material to be used in a Stutz vehicle. The Machine Shop in Building F machined, assembled, and tested every motor produced. The Chassis Line involved the painting of the frame and installation of axles, exhaust and brake systems, and motor. The Body Line painted the vehicles and assembled them with accessories. In the Final Assembly department, the body, fenders, lamps, and wheels were installed. After assembly, a Final Testing Department subjected brakes, ignition, gauges to final tests. After this, mechanics

<sup>60</sup> Greer, "Chapter Four," Splendid Stutz, 93; Gardner, "The Car That Made Good in a Day," 32.

<sup>&</sup>lt;sup>61</sup> Gardner, "The Car That Made Good in a Day," 32.

<sup>62</sup> Just over \$44,000 in 2021.

<sup>&</sup>lt;sup>63</sup> Greer, "Chapter Five," *Splendid Stutz*, 124; Raymond A. Katzell, "Chapter Six: Moskovics & the Regime Change," *Splendid Stutz*, 131-139; Gardner, "The Car That Made Good in a Day," 32-33. According to the design patent, the radiator cap design was filed in November 1925 and the patent awarded the following February. Design patent 69,360.

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drove the completed vehicle to the Indianapolis Motor Speedway for test drives of over 150 miles that measured performance in all gears and speeds. Final adjustments were made back at the factory before delivery.<sup>64</sup>

Under Moscovics, Stutz reentered the racing circuit with the introduction of the Black Hawk Speedster in 1927. The Black Hawk won several races in 1927 and 1928 and came in second at the 1928 Twenty-Four Hours at LeMans in France, even after driving the last ninety minutes in low gears due to a loss of the top gear. The new racing era came to an end in 1928, however, after the death of noted driver, Frank Lockhart. While driving a new sixteen cylinder Stutz Black Hawk Special during a warm-up run at Daytona, the car, traveling in excess of 200 miles per hour, blew a tire, causing Lockhart to lose control. The year 1928 saw a total vehicle output of twenty-five hundred, and a profit of \$245,878. Despite the decent sales in 1928, Moscovics resigned as president of the company in early 1929, and the company never saw a profitable year after that.

The Stutz Motor Car Company attempted to survive the financial crisis of the 1930s. The company, under president Edgar Gorrell, appealed to the luxury car buyer, offering customizable options in its five lines of vehicles. Between 1930 and 1933, fewer than three thousand automobiles were produced. Twenty-seven employees produced only six cars in 1934 and zero in 1935, marking the end of the Stutz automobile era.

In a last-ditch effort to remain in business, the Stutz company manufactured a small delivery van named the Pak-Age-Car (*Figure 31*). As early as 1927, the Package Car Corporation agreed that Stutz would distribute their small van. In 1932, Stutz absorbed the Package Car Corporation as a separate division and began manufacturing the vans the following year. The service and sales headquarters remained the Stutz Factory at 10<sup>th</sup> & Capitol. Stutz redesigned the van in 1936, selling just under one thousand over the next two years. Unable to remain a profitable business, the Stutz Motor Car Company liquidated all assets in 1938, finally ending its twenty-seven year run. Stutz sold the tools and machinery used to produce the van to the newly incorporated Pak-Age-Car Corporation, a subsidiary of the Auburn Automobile Company based in Connersville,

<sup>&</sup>lt;sup>64</sup> Katzell, "Chapter Six," Splendid Stutz, 139.

<sup>&</sup>lt;sup>65</sup> Katzell, "Chapter Six," *Splendid Stutz*, 140, 146; Gardner, "The Car That Made Good in a Day," 33-34. Lockhart set a speed record during that run that lasted until 1960.

<sup>&</sup>lt;sup>66</sup> James E. Dougherty, "Chapter Fourteen: Delivering the Goods: The Pak-Age-Car," *Splendid Stutz*, 352. Dougherty notes that the sales brochure listed the address as 1002 Capitol Avenue.

<sup>&</sup>lt;sup>67</sup> Gardner, "The Car That Made Good in a Day," 33; Dougherty, "Chapter Fourteen" *Splendid Stutz*, 351-357.

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Indiana. One year later, in 1939, Auburn transferred the sales and service of the Pak-Age-Car to the Diamond T Truck Company, but Auburn continued to manufacture the vehicle for the Diamond T company until 1941.<sup>68</sup>

<sup>68</sup> Dougherty, "Chapter Fourteen" Splendid Stutz, 357.

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<b>Table 2.</b> Stutz Production Data <sup>69</sup>				
Year	Number of Vehicles	Net Profits (2021 equivalent)		
1911	241	\$116,000 (\$2,154,921)		
1912	266	\$116,000 (\$3,154,831)		
1913	759	\$292,080 (\$7,838,891)		
1914	649	\$151,106 (\$4,014,444)		
1915	1,079	\$366,475 (\$9,638,806)		
1916	1,535	\$649,042 (\$16,414,147)		
1917	2,207	\$1,074,778 (\$23,556,805)		
1918	1,564	\$594,048 (\$11,081,060)		
1919	3,001	\$997,148 (\$16,189,129)		
1920	2,816	\$1,027,385 (\$13,857,264)		
1921	1,181	-\$632,371 (-\$9,039,262)		
1922	1,230	-\$660,000 (-\$10,271,553)		
1923	2,373	-\$40,535 (-\$634,600)		
1924	1,292	-\$517,567 (-\$7,914,382)		
1925	1,046	-\$1,660,000 (-\$25,383,909)		
1926	5,069	\$365,513 (\$5,370,672)		
1927	3,000	\$195,831 (\$2,960,132)		
1928	2,500	\$245,878 (\$3,781,834)		
1929	3,600	-\$2,419,657 (-\$37,216,589)		
1930	Btw 1,000-2,000	-\$1,161,666 (-\$17,972,613)		
1931	384	Unknown		
1932	Btw 112-125	-\$315,000 (-\$5,875,845)		
1933	Btw 110-150	-\$457,800 (-\$9,480,930)		
1934	6	-\$246,545 (-\$4,875,548)		
1935	0	Unknown		
After 1935, Stutz only produced the Pak-Age-Car				
1936	Unknown	-\$263,730 (-\$5,026,426)		
1937	810	Unknown		
1938	111	Unknown		

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 $<sup>^{69}</sup>$  Katzell, *The Splendid Stutz*, 36, 50, 79, 83, 84, 94, 95, 107, 110, 124, 125, 136, 146, 147, 149, 218, 223, 225, 356-357.

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Architecture

The Stutz Factory directly contributed to the growth of the early automobile industry of Indianapolis through the manufacturing of automobiles. Like many of its counterparts within Indianapolis, the Stutz Factory is an industrial property type comprised mostly of Daylight Factories. A 1914 article in the *Automobile Trade Journal* proclaimed that the new Stutz factory would be one of the most up-to-date structures in the city, "It will be four stories and made of concrete with brick facings. It will have steel frame windows and will furnish sufficient light to put itself in a class with all the modern 'daylight' factories." This design was copied five times on the property, creating the largest vehicle manufacturing plant in the city.

Two known architectural firms contributed to the design of the Stutz Factory, Donald Graham and Rubush & Hunter. Donald Graham (1885-1951) graduated from the University of Illinois in 1907 with a degree in architecture. He continued his education in Rome and Paris before returning to Indianapolis. For a short time after the design of the Stutz Building A, Graham worked for the firm of Bass, Knowlton & Company. Other works attributed to Graham include the buildings at the Crane Naval Ammunition Depot and Indianapolis theaters, the Granada at Fountain Square and the Rivoli.<sup>71</sup>

Rubush & Hunter was a prominent and prolific Indianapolis-based architectural firm. Preston C. Rubush (1867-1947) and Edgar O. Hunter (1873-1949) led the firm, which they founded in 1905. Both retired in 1940, but the firm continued. Rubush attended the University of Illinois at Champaign-Urbana from 1887 to 1890; prior to starting his own firm in 1893, Rubush worked for the Indianapolis firm Scherrer & Moore. Hunter attended the University of Pennsylvania, and worked for Vonnegut & Bohn, another local firm, from 1897 until joining Rubush in 1905. Rubush & Hunter quickly gained prominence through the local commissions of the Masonic Temple (1907), City Hall (1909), and the Circle Theater (1916). Later works include the Indiana Theater (1927), the Circle Tower Building (1930), and the Coca Cola Bottling Company (1931). 72

<sup>&</sup>lt;sup>70</sup> "Stutz Company to Building New Factory," 79.

<sup>&</sup>lt;sup>71</sup> Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:110-111; "Donald Graham Dies, Prominent Architect," *The Indianapolis Star* (22 December 1951): 17. The National Register nomination for the Rivoli Theater (1927) credits Henry Ziegler Dietz as the architect, Graham's obituary lists him as the architect.

<sup>&</sup>lt;sup>72</sup> Jordan Ryan, "Biographical Sketch," Rubush & Hunter Architectural Firm Records, ca. 1897-1963, Finding Aid, Collection M1212, William Henry Smith Memorial Library, Indiana Historical Society (2016); Conant, Selm, et al., "Indianapolis Automobile Industry...," 8:112.

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#### **Conclusion**

The Stutz Motor Car Company Factory at 10<sup>th</sup> Street and Capitol Avenue represents an important era in the history of Indianapolis, Indiana. The automobile era at the turn of the twentieth century spanned roughly five decades and produced more makes and models of vehicle than any other community in the state. Although never out-producing Detroit, Indianapolis was a strong leader in the development and production of automobile parts and vehicles. As one of the longest lasting and largest facilities, the Stutz Factory is significant as a tangible representation of this industrial era in Indianapolis both in terms of its association with Stutz and the auto industry and its physical design.

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Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library. Indiana Historical Society.

Series 1: Building Specifications

Job #407, Stutz Motor Car Co. Machine Shop, W. 10th St. & Capitol Ave., Indianapolis, 1917. Box 6, Folder 11.

Job #433, Stutz Motor Car Co. Building, 10th St. & Capitol Ave., Indianapolis, undated. Box 7, Folder 2

Series 5: Architectural Drawings

Stutz Building, 1002 N. Capitol Ave., Indianapolis, 1919. Arch Storage 3:60:1e Folder 59 Stutz Motor Car Co. Factory, 1002 N. Capitol Ave., Indianapolis, 1919. Arch Storage 3:60:1e Folder 67

Stutz Motor Car Co. Factory, 1002 N. Capitol Ave., Indianapolis, 1919. Arch Storage 3:60:1e Folder 68

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me of Property			County and State
Previous documentation or	ı file (NPS	):	
previously listed in the previously determined	National I eligible by	Register the National 1	(36 CFR 67) has been requested Register
designated a National Irecorded by Historic Arecorded by Historic Arecorded by Historic A	merican B merican E	uildings Surve ngineering Re	cord #
Primary location of addition			
x State Historic Preserva Other State agency Federal agency	tion Office	•	
Local government University Other			
Name of repository: <u>I</u>	ndiana De <sub>l</sub>	partment of Na	atural Resources
Historic Resources Survey	Number (	if assigned):	<u>N/A</u>
10 Committed Date			
10. Geographical Data			
Acreage of Property5_			
Use the UTM system			
UTM References Datum (indicated on USGS)	map):		
NAD 1927 or	X NAD	1983	
1. Zone: 16	Easting:	571750	Northing: 4403852

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## Verbal Boundary Description (Describe the boundaries of the property.)

The nominated L-shaped boundary includes two parcels divided by West 10<sup>th</sup> Street. The boundary is generally defined by West 11<sup>th</sup> Street (north), North Capitol Avenue (east), West 10<sup>th</sup> Street (south), North Roanoke Ave (east), W 9<sup>th</sup> Street (south), and North Senate Avenue (west) and excludes public rights-of-way. The nominated parcels are further defined as follows:

# Main Stutz Factory (1060 North Capitol Avenue): 73

3.80 acres. Lot Number 1 in Eli Lilly and Company's North Re-Subdivision in the City of Indianapolis as per plat thereof recorded in Plat Book 26, page 179 in the office of the Recorder of Marion County, Indiana.

ALSO: Lots 4, 5 and 6 in Block 3 in James P. Drake's Addition to the City of Indianapolis as per plat thereof recorded in Plat Book 1, page 95 in the office of the Recorder of Marion County, Indiana. Also 7.5 feet West of and adjoining said Lots, being part of vacated Roanoke Street.

ALSO: Lots 1 to 9, both inclusive in McKernan and Pierce's Subdivision of the southwest Quarter of Block 3 in James P. Drake's Addition to the City of Indianapolis, as per plat thereof recorded in Plat Book 2, page 72 in the office of the Recorder of Marion County, Indiana. Also, a strip of ground 10 feet in width lying between Lots 1 to 6 inclusive and Lot 7 above described being the first alley East of Senate Avenue, vacated. Also, a strip of ground 7.5 feet in width East of and adjacent to Lot 9 above described being part of Roanoke Street vacated.

ALSO, vacated Middle Street from Senate Avenue to Capitol Avenue pursuant to Vacation Proceedings adopted August 22, 1919 under Declaratory Resolution Number 9333.

# Ideal Motor Car Company Building/Stutz II (217 West 10<sup>th</sup> Street):<sup>74</sup>

1.172 acres. Lots 1 through 9 inclusive and vacated alley between the East line of Lots 1 through 6, and the West line of Lots 7 and 9, plus the North one-half of the vacated alley

<sup>&</sup>lt;sup>73</sup> Description from Limited Warranty Deed dated 27 January 2021, on file with owner; acreage from the Marion County, Indiana, Assessor.

<sup>&</sup>lt;sup>74</sup> Description from Limited Warranty Deed dated 27 January 2021, on file with owner; acreage from the Marion County, Indiana, Assessor.

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between Lots 6 and 9 and 28 as vacated by the order of the Board of Public Works in Said City as the same is recorded in Deed Record 1065, page 409 in Joshua L. and Moses K. Fatout's Sub-division of Lots Numbered 24 through 27 inclusive in Stoughton A. Fletcher, Jr.'s Subdivision of Out Lot Numbered 169, an Addition to the City of Indianapolis, as per plat therof recorded in Plat Book 2, page 145, in the Office of the Recorder of Marion County, Indiana.

ALSO: Lots 28 and 29 and the South One-half of the vacated alley between Lots 6 and 9 and 28 all in Stoughton A. Fletcher Jr.'s Subdivision of Out Lot 169, an Addition to the City of Indianapolis, as per plat therof recorded in Plat Book 2, page 49, in the Office of the Recorder of Marion County, Indiana, EXCEPT for that part of Lot 29 described as follows:

Beginning at the Southwest corner of Lot 29 in said Addition, said point being on the East right-of-way line of Senate Avenue; thence along the East right-of-way line of Senate Avenue 15.37 feet; thence South 89 degrees 56 minutes 21 seconds East along the South face of an existing building 194.85 feet to the West right-of-way line of Roanoke Street; thence along said West right-of-way line 00 degrees 06 minutes 23 seconds East 15.17 feet to the Southeast corner of said Lot 29; thence West along the South boundary of said Lot 29 to the point of beginning.

### **Boundary Justification** (Explain why the boundaries were selected.)

This boundary incorporates the buildings and land historically associated with the Stutz Motor Car Company Factory from 1911 to 1938 and necessarily includes the post-1938 additions to the 1911 building at 217 West 10<sup>th</sup> Street.

11. Form Prepared By
name/title: Amanda K. Loughlin, National Register Coordinator
organization: <u>Rosin Preservation, LLC.</u>
street & number: 1712 Holes Street
city or town: Kansas City state: MO zip code: 64108
e-mail_amanda@rosinpreservation.com
telephone: 816.472.4950
date: March 2021, rev. May 2022
and the second s

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#### **Additional Documentation**

Submit the following items with the completed form:

- Maps: A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- Additional items: (Check with the SHPO, TPO, or FPO for any additional items.)

## **Photographs**

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

## **Photo Log**

Name of Property: Stutz Motor Car Company Factory

City or Vicinity: Indianapolis

County: Marion State: Indiana

Photographer: Brad Finch, f-stop Photography

Date Photographed: February 2021

Description of Photograph(s) and number, include description of view indicating direction of camera:

**01 of 40.** Looking NW at the south (10<sup>th</sup> St) and east (Capitol Ave) elevations; Building A in foreground

**02 of 40.** Looking SW at the east (Capitol Ave) and north (11<sup>th</sup> St) elevations; Building E in foreground

**03 of 40.** Looking SE at north (11<sup>th</sup> St) and west (Senate Ave) elevations; Building E at left **04 of 40.** Looking NE at west (Senate Ave) and south (10<sup>th</sup> St) elevations; Building F in foreground

**05 of 40.** Looking NE at south  $(10^{th} \text{ St})$  and east (alley) elevations of Building F

**06 of 40.** Looking SE at north and west elevations of Building A and showing connector between buildings A & B

07 of 40. Detail of Capitol Avenue entry into alley between buildings A & B, looking west

**08 of 40.** Terra cotta detail on Building A

09 of 40. First floor, former alley (now corridor) between buildings C & D, looking N

10 of 40. First floor, former alley (now corridor) between buildings B & C, looking E

11 of 40. First floor, former alley (now studio) between buildings C & E, looking SE

12 of 40. First floor, Building A, looking SE

United States Department of the Interior
National Park Service / National Register of Historic Places Registration Form
NPS Form 10-900

OMB No. 1024-0018

#### Stutz Motor Car Company Factory

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- **13 of 40.** Third floor, Building A, looking NE along center and showing 1916 connector between buildings A & B at left
- 14 of 40. Fourth floor, Building A, looking SE, typical studio space in Building A
- 15 of 40. First floor, Building B, looking SE, studio space in Building B
- 16 of 40. Second floor, typical connector between buildings B & C, looking N
- **17 of 40.** Fourth floor, Building B, looking SW at corridor intersection; connector to Building A at left; freight elevators at right
- 18 of 40. Fourth floor, Building B, looking SE, typical upper story studio space in Building B
- 19 of 40. First floor, Building D, looking NE at freight elevator (typical)
- 20 of 40. Second floor, Building D, looking NE at freight elevator and corridor to Building C
- 21 of 40. Second floor, Building D, looking E into stair (typical of building)
- 22 of 40. Second floor, Building E, looking ENE along 1946 corridor
- 23 of 40. Third floor, Building C, looking WNW from east side of building
- **24 of 40.** Third floor, Building E, looking S through connector into Building C
- **25 of 40.** Third floor, Building D, typical upper story studio space in buildings C, D, & E, looking SE
- **26 of 40.** Third floor, Studio space within former east connector between buildings C & E, looking NW
- **27 of 40.** Fourth floor, Building C, looking NW at corridor intersection; freight elevators at left and connector to Building E at right
- 28 of 40. Fourth floor, looking SW at connector between buildings C & D
- **29 of 40.** Fourth floor, Building D, looking W and showing typical upper story corridors in buildings C, D, & E
- 30 of 40. Fourth floor, Building E, looking NE at open floor
- **31 of 40.** First floor, Building F, looking SW showing typical floor and ceiling treatment in building
- **32 of 40.** Basement, Building F, looking NW from SW corner

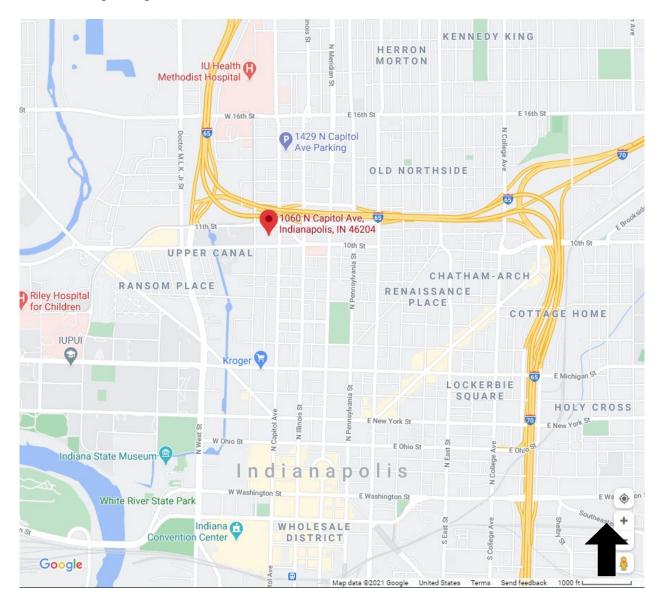
# Ideal Motor Car Company Building/Stutz II (217 West 10th Street):

- **33 of 40.** East (Roanoke St) and north ( $10^{th}$  St) elevations, showing 1911/1937 building with later additions, looking SW
- **34 of 40.** North (10<sup>th</sup> St) and west (Senate Ave) elevations looking SE
- 35 of 40. First floor, 1911 building, looking W at main stair
- **36 of 40.** First floor, 1911 building, looking NE
- 37 of 40. First floor, 1938 and 1940s additions, looking NW
- **38 of 40.** First floor, 1940s additions, looking SE
- **39 of 40.** First floor, 1911 building, looking SW at historic stair and elevator
- 40 of 40. Third floor, 1911 building, looking N

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.460 et seq.).

**Estimated Burden Statement**: Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

**Figure 1.** Contextual map, showing Stutz Factory at 1060 N Capitol Avenue within Indianapolis. Source: Google Maps.



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**Figure 2.** Site map, showing the boundary of the Stutz Factory within dashed line. Base map from Google Earth, 2018 aerial image.

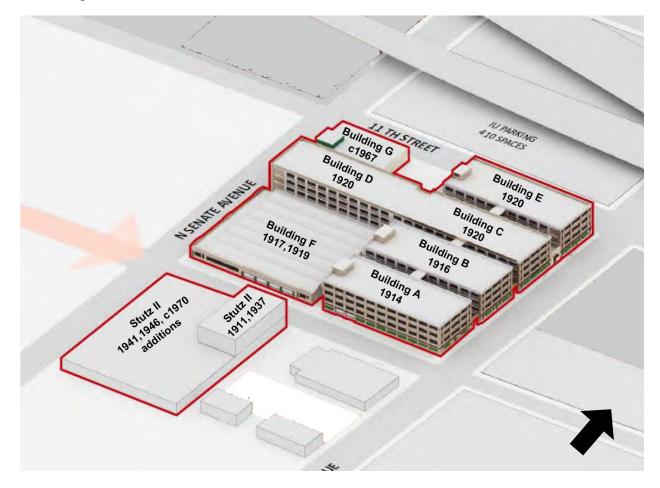


Stutz Motor Car Company Factory	Marion County, Indiana
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Figure 3: View looking northeast at the Stutz Factory. Source: Brad Finch, February 2021.



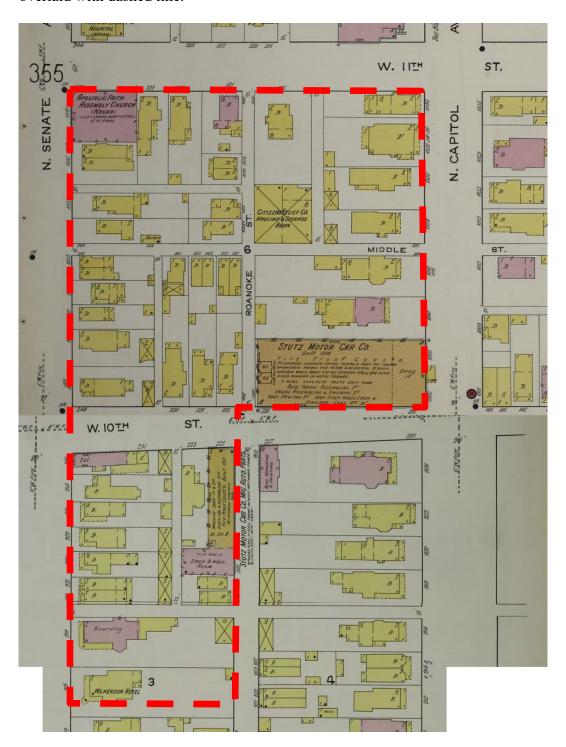
**Figure 4.** Diagrammatic plan, looking northwest, showing the massing of both Stutz buildings. Base image on file with owner.



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**Figure 5.** Snippet of the 1914-1915 Sanborn map, sheets 92 and 356. Nominated boundary overlaid with dashed line.



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**Figure 6.** Building A, May 15, 1915. View is looking northwest and showing the south and east elevations. Source: "Stutz Building" (P0130\_P\_BOX6\_FOLDER1\_42159), W.H. Bass Photo Company Collection, Indiana Historical Society.

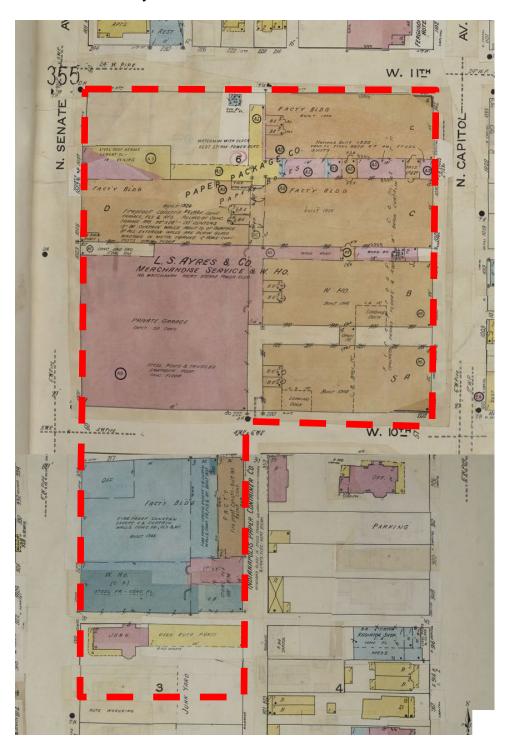


Digital image © 2004 Indiana Historical Society. All Rights Reserved.

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**Figure 7.** Snippet of the 1950 update to the 1914-1915 Sanborn map, sheets 92 and 356. Nominated boundary overlaid with dashed line.



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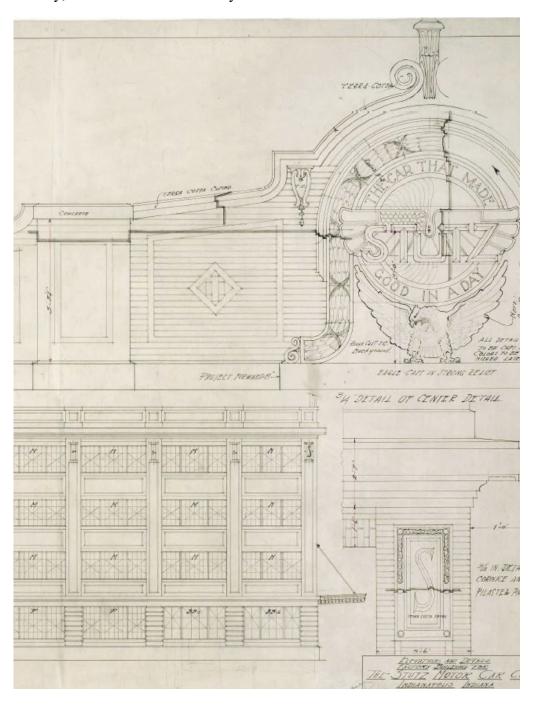
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**Figure 8.** Buildings A, B, C, & E in 1920, looking SW. Source: "Stutz Motor Car Company Building, 1920" (Bass #71828-F), W.H. Bass Photo Company Collection, Indiana Historical Society.



**Figure 9.** Detail of parapet as designed by Donald Graham, 1914. Source: Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library, Indiana Historical Society.



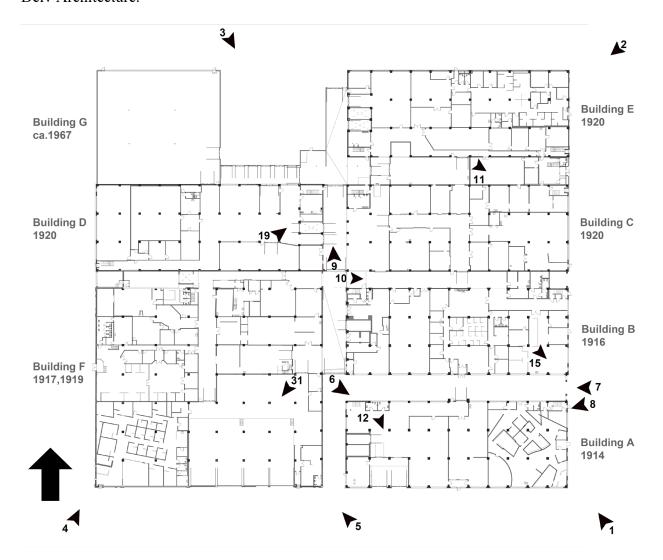
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**Figure 10.** Buildings A, B, C, & E in 1937, looking NW. Source: "Stutz Motor Co., 1937" (Bass #239423-F), W.H. Bass Photo Company Collection, Indiana Historical Society.

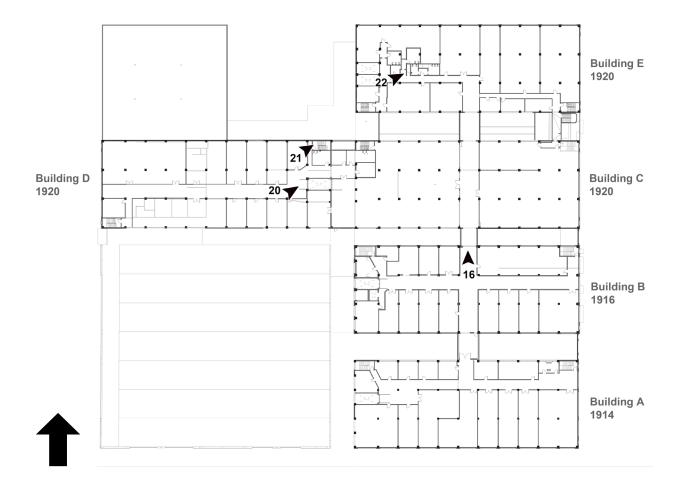


**Figure 11.** Exterior and first floor photo key and current floor plan. Not to scale. Base plan from Delv Architecture.



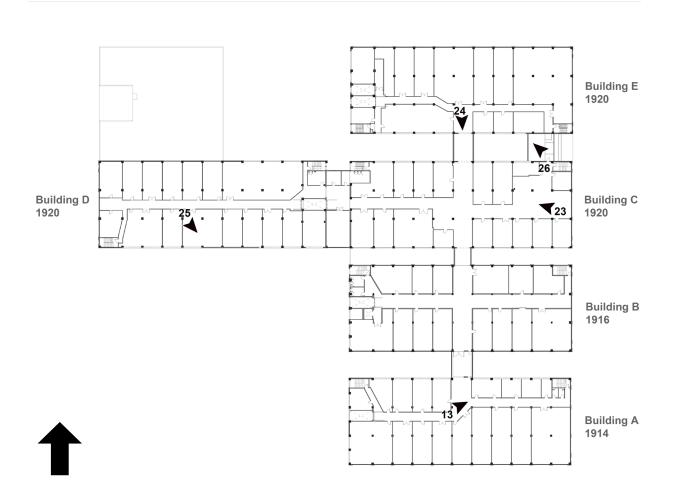
Stutz Motor Car Company Factory	
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**Figure 12.** Second floor photo key and current floor plan. Not to scale. Base plan from Delv Architecture.



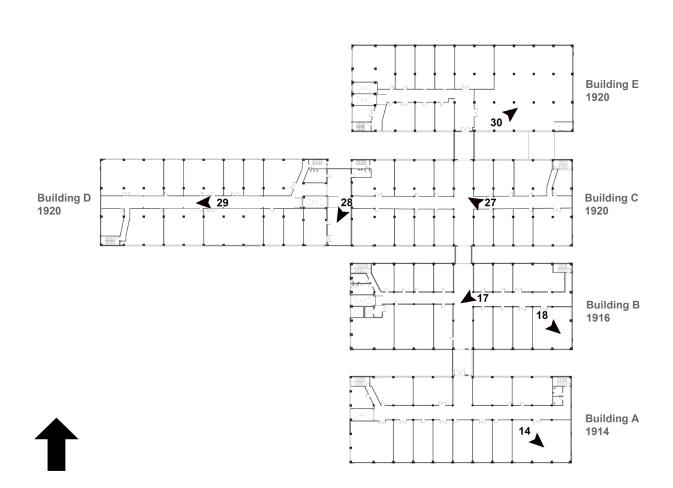
Stutz Motor Car Company Factory	
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**Figure 13.** Third floor photo key and current floor plan. Not to scale. Base plan from Delv Architecture.

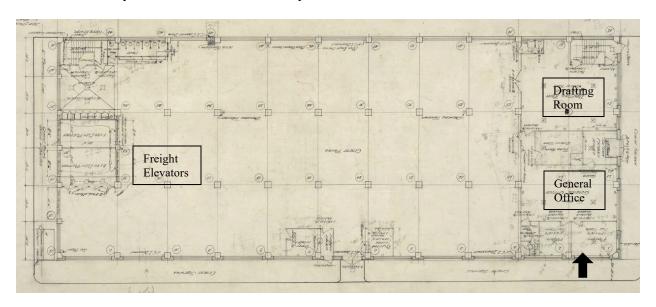


Stutz Motor Car Company Factory	
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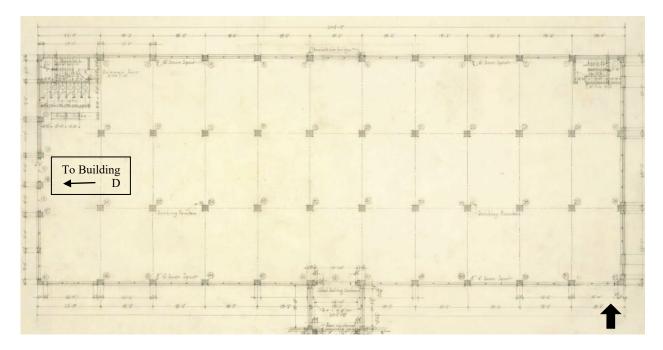
**Figure 14.** Fourth floor photo key and current floor plan. Not to scale. Base plan from Delv Architecture.



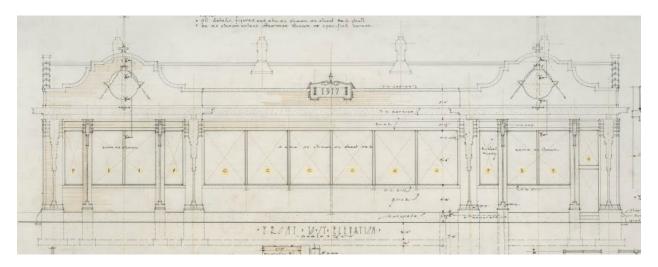
**Figure 15.** First Floor Plan, Building A, by Donald Graham, March 1914. Source: Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library. Indiana Historical Society.



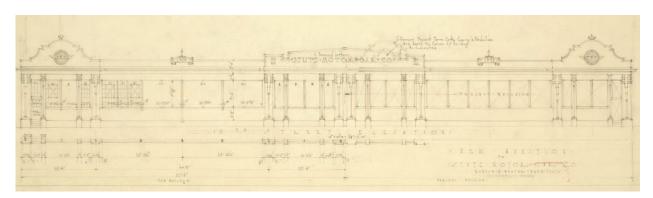
**Figure 16.** Second through Fourth Floor Plans, Building C, by Rubush & Hunter, December 1919. Buildings D & E similar. Source: Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library. Indiana Historical Society.



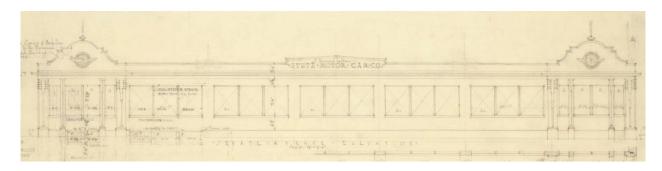
**Figure 17.** The south elevation of Building F as designed and built in 1917. Note the shaped parapets with Stutz logo centered in the ends. Source: Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library. Indiana Historical Society.



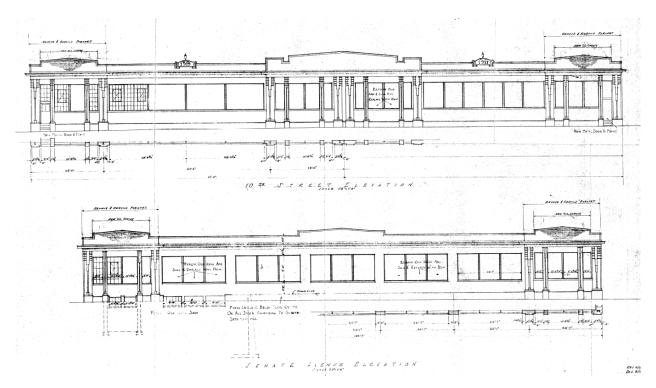
**Figure 18.** The south elevation of Building F as designed and building in 1919. Source: Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library. Indiana Historical Society.



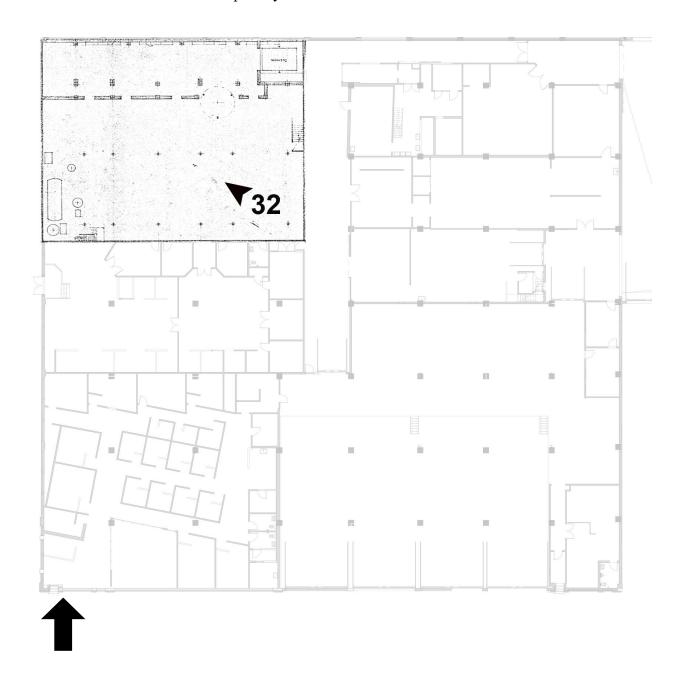
**Figure 19.** The west elevation of Building F as designed and building in 1919. Source: Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library. Indiana Historical Society.



**Figure 20.** The south and west elevations as designed in 1940. Note the rebuilding of the end parapets and removal of Stutz emblem. Source: Rubush & Hunter Architectural Firm Records, ca. 1897-1963. Collection M 1212. William Henry Smith Memorial Library. Indiana Historical Society.

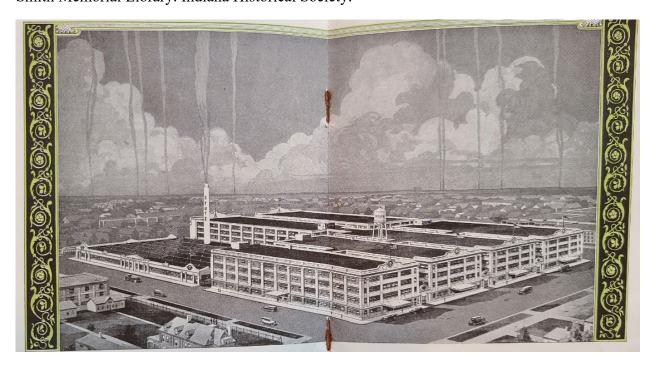


**Figure 21.** Basement photo key and current floor plan. Not to scale. Source: 1950 plan of basement overlaid on first floor plan by Delv Architecture.



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**Figure 22.** Undated rendering of the factory from the 1925 Stutz Motor Car Company of America, Inc. brochure *Stutz Sixes*. View is looking northwest. Note the additional (unbuilt) building to the north of Building D and east of Building E, as well as the smokestack extending from Building F. Source: Stutz Motor Car Company, *Stutz Sixes* catalog, 1925, William Henry Smith Memorial Library. Indiana Historical Society.

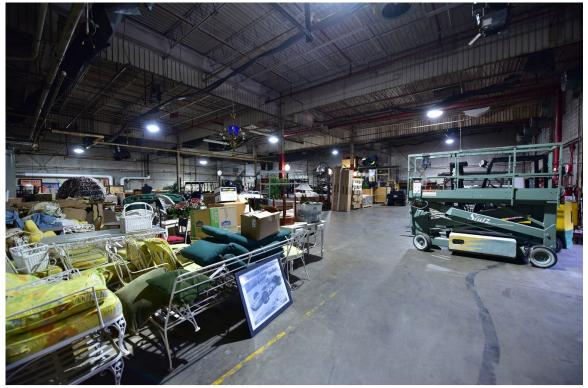


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**Figure 23.** Building G. Top: North and west elevations, looking SE; bottom: interior, looking northwest from southeast corner. Source: Brad Finch, February 2021.





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**Figure 24.** The Ideal Motor Car Company building at 217 W. 10<sup>th</sup> Street, taken in September 1911. Source: Katzell, *The Splendid Stutz*, 33.



Opposite: Advertisement from *The Automobile* January 16, 1913. Above: Home of Stutz Motor Car Co. Since photo was taken on Sept. 21, 1911, car at lower left may have been one of first Stutzes produced at that plant.

**Figure 25.** Stutz II photo maps. Bottom right is a diagrammatic key to building and additions dates. Base maps provided by owner.



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**Figure 26.** The H.C.S. Motor Car Company Building at 1402 North Capitol Avenue in February 2021, view looking southwest at east and north elevations. Source: Amanda Loughlin.

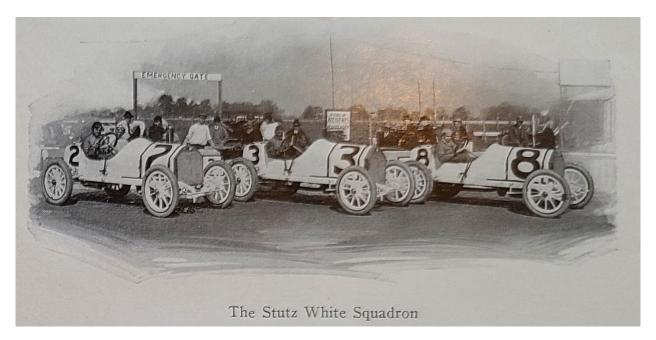


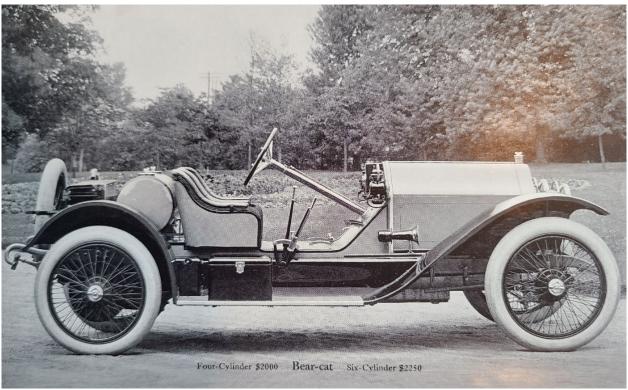
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**Figure 27.** The Indianapolis Motor Speedway 500-mile race, May 30, 1912. A Stutz Bearcat was the pace car, driven by automobile enthusiast Carl Fisher. Source: Charles F. Bretzman, photographer, NHPRC Cirkut Negative Preservation Project Collection (P0431), Indiana Historical Society.



**Figure 28.** The Stutz Bearcat. Top photo is the racing body; bottom photo is the retail version. Both photos from the 1913 Stutz Motor Cars catalogue, pages 5 & 14. Pamphlet housed at the William Henry Smith Memorial Library, Indiana Historical Society.

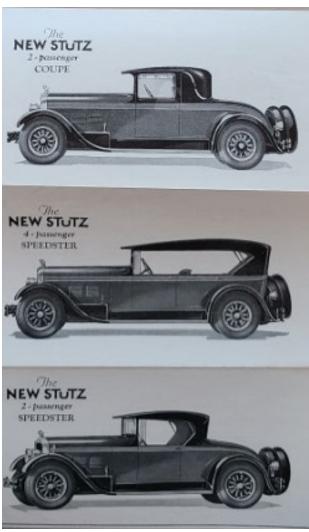




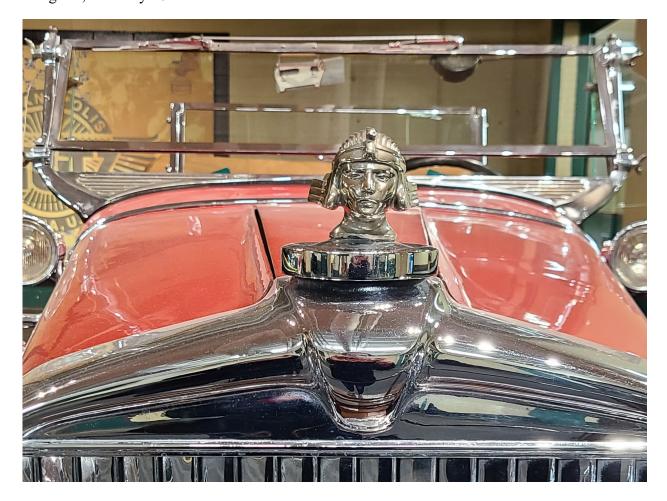
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**Figure 29.** The new Safety Stutz/Stutz Eight, 1926 brochure. Source: William Henry Smith Memorial Library, Indiana Historical Society.





**Figure 30.** The Ra radiator cap on a 1929 Stutz located at the Stutz factory. Source: Amanda Loughlin, February 2021.

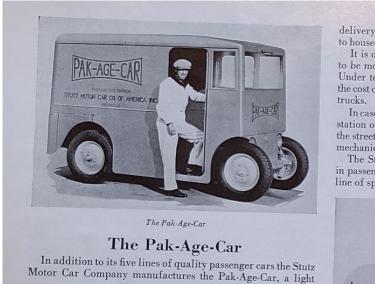


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Figure 31. An advertisement for the Pak-Age-Car in the 1933 Stutz Catalogue. Source: William Henry Smith Memorial Library, Indiana Historical Society.



FOR . . . MILK DEALERS LAUNDRIES BAKERS

GROCERS BUTCHERS BEVERAGE DEALERS DRUG STORES

DRY GOOD STORES DEPARTMENT STORES ELECTRIC SUPPLY HOUSES

CLEANERS AND DYERS

LINEN SUPPLY HOUSES

CONFECTIONERS

HARDWARE STORES

and all other classes of business employing light city delivery

delivery vehicle to compete with the horse and wagon in house to house delivery.

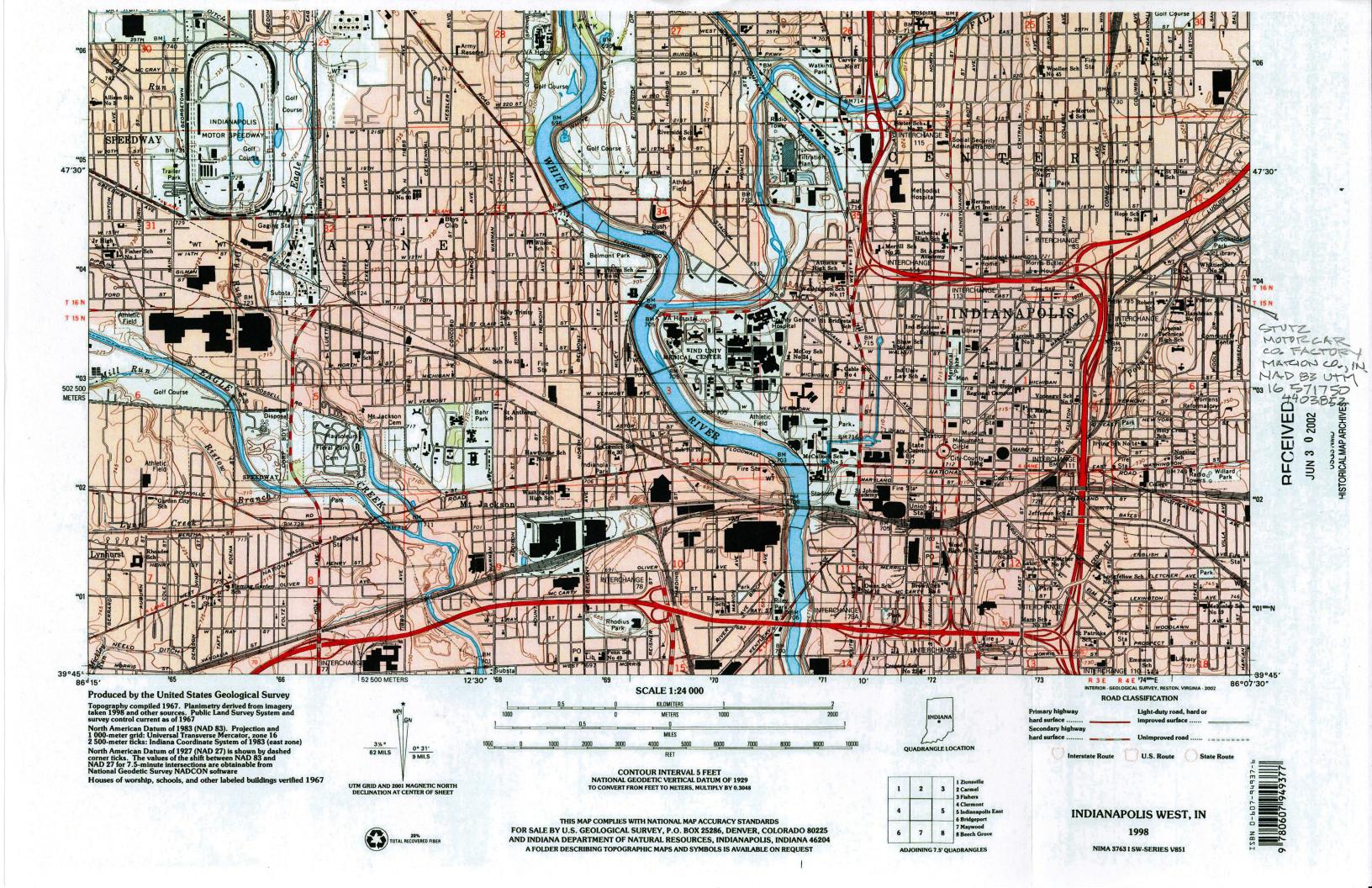
It is designed to sell for approximately the same price and to be more economical in operation than a horse and wagon. Under test it has shown a saving of a material proportion of the cost of horse and wagon delivery and delivery with ordinary

In case of emergency it does not have to be hauled to a service station or garage. The entire power plant can be replaced, on the street in fifteen minutes, without the necessity of the service mechanic entering the vehicle or disturbing the load.

The Stutz Company, already manufacturers of a specialty in passenger transportation, the Safety Stutz, have added this line of specialty delivery vehicles.



In Case of Emergency, Complete "Mechanical Horse" Can Be Replaced with a Spare Unit in 15 Minutes [ 32 ]





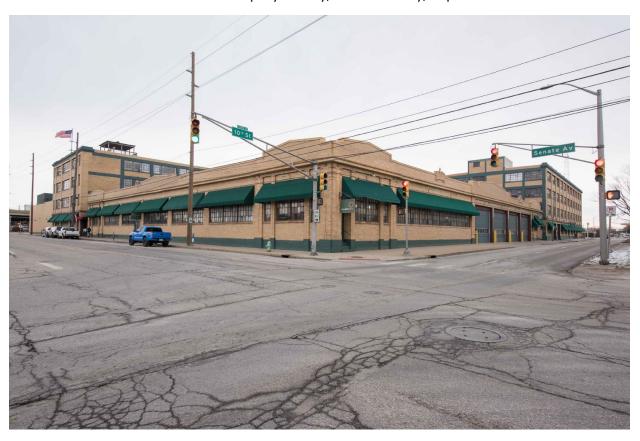
Stutz Motor Car Company Factory, Marion County, IN photo 0001



Stutz Motor Car Company Factory, Marion County, IN photo 0002



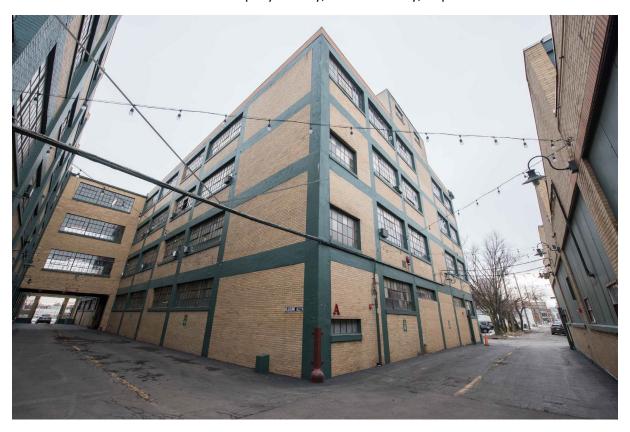
Stutz Motor Car Company Factory, Marion County, IN photo 0003



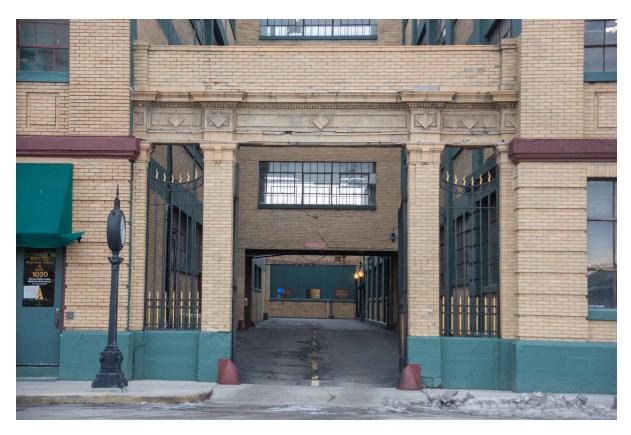
Stutz Motor Car Company Factory, Marion County, IN photo 0004



Stutz Motor Car Company Factory, Marion County, IN photo 0005



Stutz Motor Car Company Factory, Marion County, IN photo 0006



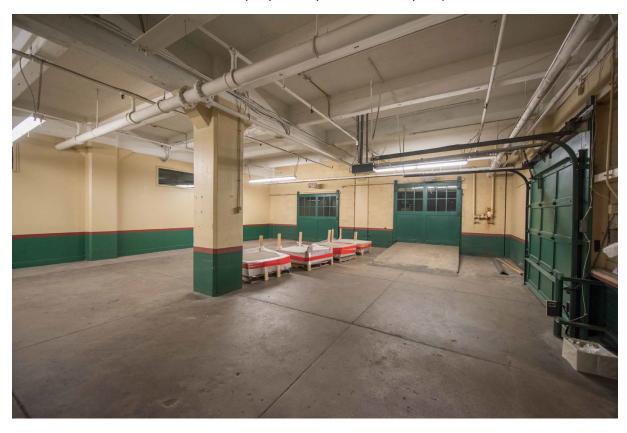
Stutz Motor Car Company Factory, Marion County, IN photo 0007



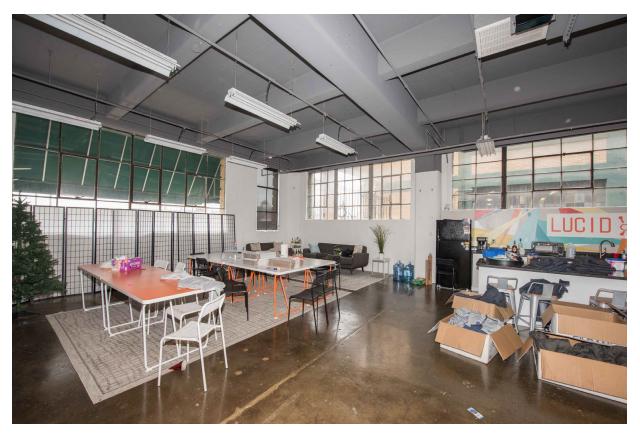
Stutz Motor Car Company Factory, Marion County, IN photo 0009



Stutz Motor Car Company Factory, Marion County, IN photo 0011



Stutz Motor Car Company Factory, Marion County, IN photo 0012



Stutz Motor Car Company Factory, Marion County, IN photo 0015



Stutz Motor Car Company Factory, Marion County, IN photo 0031



Stutz Motor Car Company Factory, Marion County, IN photo 0033



Stutz Motor Car Company Factory, Marion County, IN photo 0034



Stutz Motor Car Company Factory, Marion County, IN photo 0035



Stutz Motor Car Company Factory, Marion County, IN photo 0037