

OCT 22 2004

OMB No. 10024-0018

**United States Department of the Interior  
National Park Service**

OCT 28 2004

**National Register of Historic Places  
Registration Form**

NATIONAL REGISTER, HISTORY  
& EDUCATION  
NATIONAL PARK SERVICE

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

**1. Name of Property**

historic name Herring Motor Car Company Building

other names/site number

**2. Location**

street & number 110 West 10<sup>th</sup> Street [N/A] not for publication

city or town Des Moines [N/A] vicinity

state Iowa code IA county Polk code 153 zip code 50309

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( see continuation sheet for additional comments).

Rowell J. Link October 26, 2004  
Signature of certifying official/Title Date

**STATE HISTORICAL SOCIETY OF IOWA**

State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of certifying official/Title Date

State or Federal agency and bureau

**4. National Park Service Certification**

hereby certify that the property is:

- entered in the National Register.
- See continuation sheet.
- determined eligible for the National Register.
- See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

Signature of the Keeper

Date of Action

Edson H. Beall 12/6/04

Herring Motor Car Company Building  
Name of Property

Polk County, Iowa  
County and State

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**

(Check only one box)

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property**

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		_____ sites
		_____ structures
		_____ objects
1	0	Total

**Name of related multiple property listing**

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

Commerce/Trade: Specialty Store

Commerce/Trade: Warehouse

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Current Functions**

(Enter categories from instructions)

Domestic/Multiple Dwelling

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Late 19<sup>th</sup> & Early 20<sup>th</sup> Century Revivals: Classical Revival

\_\_\_\_\_

\_\_\_\_\_

**Materials**

(Enter categories from instructions)

foundation concrete

walls \_\_\_\_\_ brick

roof \_\_\_\_\_ asphalt

other \_\_\_\_\_

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

Herring Motor Car Company Building  
Name of Property

Polk County, Iowa  
County and State

## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

### Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

## 9. Major Bibliographical References

### Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

#### Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey
- recorded by Historic American Engineering Record #

### Areas of Significance

(Enter categories from instructions)

Commerce

Architecture

### Period of Significance

1912-1933

### Significant Dates

1912

1913

### Significant Person

(Complete if Criterion B is marked above)

N/A

### Cultural Affiliation

### Architect/Builder

Proudfoot, Bird & Rawson

Unknown Builder

### Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: #





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Herring Motor Car Company Building

Polk County, Iowa

**7. Narrative Description:**

Summary Description:

The Herring Motor Car Company Building (1912, 1913) is a six-story brick veneer commercial building on a concrete frame, ornamented with Classical Revival detailing that reflects its automotive purposes. The building is located along the western edge of the Des Moines downtown proper (commercial buildings in excess of two stories in height), and its façade is oriented to the east.

The Herring Building occupies all but the rearmost 12 feet of its lot and it fronts on West 10<sup>th</sup> Street. Its setting is somewhat unusual inasmuch as it is flanked by narrow private alleyways and both of its sidewalls were originally fully fenestrated.

The original building was designed by Iowa's most notable architectural firm, Proudfoot, Bird and Rawson. Within a few months of its construction, the original four-story design was redesigned with two more floors being added, the original parapet being raised or relocated atop the enlarged building.

Exterior Elements:

The primary façade is simply laid out with five identical intervening floors set between the distinctive ground floor and parapet front. That front, veneered with a dark brown brick, is wrapped around both front corners. The façade fenestration pattern consists of matching vertical rows of single-window stairwell openings (this fenestration effect is for the purpose of symmetry, the only front stairwell being in the northeast corner or right hand side of the façade) set inside each corner, with three vertical rows of rectangular openings comprising the center of the front. These and the wall plane, are slightly recessed relative to the stairwell outer bays and two pilaster rows separate the three rows.

The storefront level consists of two ornamental white terra cotta doorways that are set into each of the front corners. Three large store windows with prism light transoms separate the two openings. A raised white terra cotta base runs the full width of the ground floor and forms raised piers for the two central pilasters. Originally the south entrance was a garage door, while the north one was a double door pedestrian entrance. As a tribute to the narrow dimensions of the early Ford automobiles, both openings are exactly the same width.

The original design, just four stories high, presented a lower and broader silhouette and the prominent parapet front played an important role in presenting this effect. The parapet features a broad projecting white terra cotta cornice that runs just below the coping line. A thin terra cotta beltcourse runs below this cornice line and marks the base of the parapet front. Eight vertical terra cotta pilasters begin just below this line, intersect the cornice and terminate at the coping. These pilasters are located on each of the outer or corner bays of the parapet, with two pilasters being placed on the sidewalls. The center of the parapet consists of a long, low triangular pediment that caps the center three bays of the façade. Originally a prominent flagpole was centered on the parapet front. Two short terra cotta pilasters with chevron brick panel inserts cover the uppermost window level pilasters on the façade, below the

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parapet. The façade windows featured 3/3 vertical lights in both of the sash, an unusual feature, and the transoms above each of the entrances had transoms comprised of vertical lights. These vertical lines supplemented the visual effect of the centered pilaster lines.

The terra-cotta entry surrounds are the most visually striking façade features. The surrounds consist in the main of alternating rows of narrow and tall vertical blocks, the former forming a rowlock effect. The narrow courses mark the cap of metal rounded bumpers set into the south garage door, as well as the upper level of the terra cotta base. The lines of the entrances mirror the form of the parapet with simple low profile centered gables flanked by square cut corner or end blocks. Twin fluted curved terra cotta brackets with triple pendant bases support a cornice in each of the entrances. This cornice features a distinctive alternating pattern of terra cotta automobile tires and headlights, reflecting the original purpose of the building.

The parapet is the second striking feature of the façade design and represents a strong horizontal component that is otherwise absent in the design. The horizontal lines are three, the parapet cap, the broadly projecting square-cut cornice, and a plain narrow beltcourse that defines the base of the parapet. All three are executed in white terra-cotta. The parapet front is pedimented with a low-angled, elongated front. The three horizontal trim lines are interlaced with broad vertical terra-cotta "brackets" which run the full depth of the parapet. There are two on each sidewall, where the facade design elements are continued across the front bay. These elements mirror the design used in the entry brackets, both are fluted and feature triangular pendant bases, those on the parapet have a chevron treatment, those on the entrances three pendants having a triangular form. Like the entrance cornices, an automobile tire design is used as a roundel at the intersection point of the pilasters and cornice. Also like the entrances, the pilaster caps are composed of plain terra cotta blocks. Two more are centered atop each of the front side bays. Each of these is dominated by a fluted, pointed bracket that supports the cornice. A raised roundel on the cornice caps the intersection with each horizontal band. Intervening brick work within the parapet face is laid in stackbond fashion with header bricks. Darker bricks are laid in a checkerboard fashion within the panels.

The sidewalls are divided into five structural bays by the exposed concrete frame and each opening was infilled with a brick base wall and a band of four rectangular metal sash industrial windows (removed and infilled with concrete block, now being replaced with similar metal windows). Alternating window sets were louvered for ventilation. Each set contained 20 12x16 glass lights. This same basic fenestration pattern was employed on the side and rear walls, save for those bays that included elevators, stairwells or chimneys. Plain cast concrete sills were used in lieu of terra-cotta sills originally proposed by the architects. The back wall (west) matched the sidewall pattern, was covered with an insulating stucco board product (EFIS). The resulting stucco covering was painted with alternating narrow brown bands and broader cream colored ones. This covering could not be completely removed and has been retained. Its original fenestration is being restored and the exterior wall will be painted a dark brown to match the building's brickwork. Two freight doors, the largest one located at the base of the primary freight elevator in the southwest corner of the plan, and the stairwell exit door, were on the ground floor of the rear wall. The larger freight door and the stairwell entry have been retained. Two elevator penthouses and a metal chimney interrupt the roof profile. The principal freight elevator occupies the southwest corner and its west back wall is set flush with that same west wall plane. The secondary elevator is similarly set along the outer north sidewall in the

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third bay from the rear of the plan. The metal chimney projected from the northwest corner of the roof but it has been removed.

Interior Elements:

The rectangular floor plan consists of six structural bays arranged east/west and three bays north/south. Mushroom columns with square caps provide internal support on the lower, original four floors. The columns on the upper two floors are square cut and reduced in scale. Little original interior or related details survive. Today the space consists of offices constructed of drywall and areas of vertical shelving and other storage. The bulk of this finishing was accomplished in the 1970s. The basement contains the majority of surviving tile wall sub-divisions. Four rooms are located in the northwest corner of the basement. The secondary freight elevator shell remains but a smaller passenger elevator has replaced the original elevator. The primary freight elevator remains intact and overhead fireproof metal doors cover its opening on each floor. The only original interior components are a marble-lined entry hall and two sets of metal staircases (northeast and southwest corners), all of which were retained.

Previous alterations include the removal of nearly all original window infills, the replacement over time of the original front offices, stock, assembly and display areas, and the covering of the rear wall and the elimination of one original freight elevator.

The original architects designed two additional stories in 1913, along with some minor interior alterations in 1917 and 1920. The building was first converted to multiple-tenant use, presumably with interior subdivisions in 1944 when *Look* Magazine acquired it. The catwalk connection to the former Standard Glass & Paint Building adjacent to the north dated to 1944. The EFIS was installed in 1981 on the back wall when the building was owned by Communications Data Services. The present owner acquired this building and the one immediately to the north in 2004 and is converting them into apartments, loft units on the ground floor. Demolition work involved removing framed drywall partitions, raised wooden floors, and replacing and reducing the shaft of the freight elevator. Construction work involved converting the basement to storage, exercise and laundry purposes, and in dividing the open floors into apartments. Restoration work involves restoring the rear windows, restoring the blocked in side and rear windows, restoring the façade fenestration and display windows, and cleaning and restoring the terra cotta ornamentation on the entries and parapet front.

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**Herring Motor Car Company Building**

**Polk County, Iowa**

**8. Significance Statement:**

The Herring MotorCar Company building is individually eligible for the National Register of Historic Places on the local level under Criterion A, commerce and Criterion C, architecture. As a significant commercial firm, the company was the most significant automobile assembly sales and supply company in Des Moines at a time when that city played a central role as the sales distribution center for the state and region. The success of Herring Motor Company is attested to by its impressive 1915 claim that it had "sold and delivered more Automobiles than any other one Automobile agency in the United States." Founded in 1905, the company was sufficiently successful that it could build this four-story auto assembly, sales and parts warehouse in 1912, was forced to add two stories to it within a year, and then construct an even larger six-story auto department store in 1917. It added a very substantial motor oil distribution complex in 1913 and opened branch agencies in Atlantic and Waterloo. Clyde Herring was a friend of Henry Ford and it was Ford who got him involved in selling his cars in Des Moines. At one time Herring controlled the entire Iowa sales district for the Ford Motor Company. The personal Herring-Ford association brought about the construction in 1916-17 of a large Ford auto assembly plant in Des Moines. The company's annual accessories show, which coincided with the city's auto show, was "the only comprehensive display of accessory exhibits ever attempted by a private firm." The Herring Firm survived until 1952, a rare feat in a period of rapid automotive trade consolidation. The building is also significant under Criterion A, Commerce, for its role in the commercial development of Des Moines' west side downtown and the architecture of the city's automotive retail/wholesale sector. The company's location at the then-western edge of the downtown proper was a major contribution to the rapid development of a warehousing-industrial corridor along West 10<sup>th</sup> Street, that began in 1910 and moved northward, culminating in the building of the Hotel Fort Des Moines, a block north, in 1918. The building was the first substantial warehouse/storefront building that was built expressly for the automotive industry and its scale and quality of design reflected the emergence of the automobile as a profitable new commercial sector in the local and state economy.

The Herring MotorCar Company building is eligible under Criterion C on the basis of its architectural significance. The building is a well preserved and notable warehouse example of the design work of the architectural firm of Proudfoot, Bird and Rawson. The design employed Classical Revival stylistic influences and its terra cotta detailing includes automobile symbolism. The same architectural firm designed the original (1912) and then the enlarged building (1913) in the years 1912-13 and later built a larger steel frame building for the Herring Motor Company in 1917. The contrast in construction technology between these two designs marks the apparent turn of that firm from using concrete for high-rise design to steel skeleton construction attests to the role played by the designers in solving high building construction problems. The building is an early example of the brief linkage between the developing automotive sales and service industry and the multi-story warehouse building form. While not a true example of the automotive "department store" that was present in the city by 1917, this is the earliest and largest automotive building constructed in the city. Symbolically it architecturally expresses the explosive growth and the heady success of the industry in its earliest years. After 1918, new auto-related buildings in the city would be no taller than three stories.

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Architectural Significance:

The building is architecturally significant due to its blending of warehouse function and commercial design, its style, and its association with the notable architectural design firm of Proudfoot, Bird and Rawson. In terms of function, this is the earliest substantial Des Moines building that was designed for the purpose of assembling automobiles and storing and selling automotive accessories. The design represents the transition between the popularity of tall warehouse-like commercial buildings and the lower profile automotive buildings that soon followed, the latter being a reduced standard two or a mere single story in height. The design established the briefly popular automotive department store, wherein an entire six-stories were committed to the complete range of automobile sales and service (from filling station to auto sales). While this example, even without its additional two stories, was not deemed a true example of the automobile department store (these were the second Herring building, altered beyond recognition, 1917, and the Clemens Automobile Company building, 204 West 10<sup>th</sup>, 1916) it established the model for those nearby successors. This first Herring building plan included an interior auto ramp (non-extant) from the front to the back of the plan, a large freight elevator that moved assembled automobiles from the upper-level assemblage rooms to the ground level display area, a story-and-a-half mezzanine and display room, and clearspan floors. The use of reinforced concrete frame construction in the early large commercial buildings on West 10<sup>th</sup> Street is of some interest. All of the buildings built through 1913 used this building technique, although by 1917, steel frame construction was the technique of choice. The context for this transition is unexplored but it is interesting that architectural firms like Proudfoot, Bird & Rawson, could readily use either building technique. The second Herring building, designed by the same firm, and also of six stories, utilized a steel skeleton rather than a reinforced concrete one.

Reinforced concrete was just coming into its own as the principal framing material for larger buildings as of 1912. The *Plain Talk* newspaper observed

Des Moines is putting up some immense buildings, towering hundreds of feet above our streets, and these in the main part are of reinforced concrete. Nearly every sort of building in this country is using this wonderful material, which is not new by any means; for it was used by the ancient Romans and the more ancient Egyptians...Our own builders today are wise to use the best material they can find; for Des Moines, in time, will have no reason to be ashamed of the buildings put up during 1912 and the years to follow. Every builder of this city is to be congratulated on the work he is doing; for the buildings will remain as monuments to their enterprise, sagacity, and skill (*Plain Talk*, October 24, 1912).

The distinctive stylistic feature of the design is the elaborate allowance of ornamental terra cotta on the base and parapet or "capital." The building represents the tri-partite base, shaft and capital of the Classical form. It is noteworthy that the upper level terra cotta was simply reused when two intermediate stories were added in 1913. The use of automotive motifs, wheels and headlights, in the terra cotta design is unusual and it bespeaks the confidence of the Herring Motor Company that they could risk "typing" the building's style with a particular commercial theme. This example combines these automotive themes with the Classical Revival form. The important distinction is that

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the Terra Cotta work remains highly classical in its form, although the banding and geometrical layout of the parapet ornamentation is suggestive of what was to come.

The architectural design firm of Proudfoot, Bird & Rawson is readily recognized as Iowa's premier architectural partnership. The design of this building came soon after Hallett & Rawson became Proudfoot, Bird & Rawson in 1910. The firm dominated architectural design in Iowa for 30 years and its offices served as the point of entry for innumerable architects who later had distinguishing careers. Architectural historian Wesley Shank terms the firm "Iowa's preeminent early-twentieth-century architectural firm" (Shank, p. 127; Long).

Early Site History and Commercial Development:

The Des Moines downtown proper gradually expanded northwest from its riverfront starting point along Court Avenue. By c.1910 it had broadened west somewhat but its principal line of expansion, particularly of its major buildings, was along Walnut Street and Sixth Street remained the center point of Iowa's tallest buildings (the State's tallest "skyscraper," the Hippee Building, at Mulberry and Sixth, was built in mid-1913, and the state's three tallest buildings were all on Sixth between Locust and Mulberry as of 1912). Beginning at that time, a range of massive warehouse-type buildings began to be built along the west side of West 10<sup>th</sup> Street, immediately north of Cherry Street. The National Biscuit Company Building (100 West 10<sup>th</sup>) was the first. This building followed in 1912 and was immediately expanded a year later by two more stories. The Standard Glass & Paint Company (112 West 10<sup>th</sup>, four stories), immediately north of this building, followed in 1913. Four years later the trend re-started and tall buildings arose across the street to the east (second Herring building, 1917), and to the north of Mulberry Street (Clemens Automobile Company, 1916, Hotel Fort Des Moines, 1918). This development displaced residential land uses but the point of interest is in its choice of location. Commercial development bypassed several blocks and leaped westward. Another point of interest is the intensity of the development, being expressed in very massive edifices. For many years the opposite side of West 10<sup>th</sup> remained residential in character. In terms of community planning, this development foreshadowed both the westward extension of the downtown directly west, but the Herring building was the first to designate the west end of the downtown as the "motor district" of the city. The *Des Moines Magazine* made the following observation in response to the announcement that the Clemens brothers would build a second automotive building on 10<sup>th</sup> Street in 1916:

It is perhaps appropriate that this, the second big motor car home and headquarters for Iowa distribution should be almost alongside the first – the Herring Motor Company – and near at hand to what will shortly be the third accession to the ranks of the larger houses – the Studebaker Corporation...The location of these three big concerns above mentioned – Herring Motor Company, Clemens Automobile Company and Studebaker Corporation – mark fairly well the new motor district.

The year 1912 was an explosive one for downtown growth. The total investment downtown was \$6 million and 39 stories of office building floorspace were constructed (*Capital*, May 24, 1912; *Tribune*, December 24, 1912).

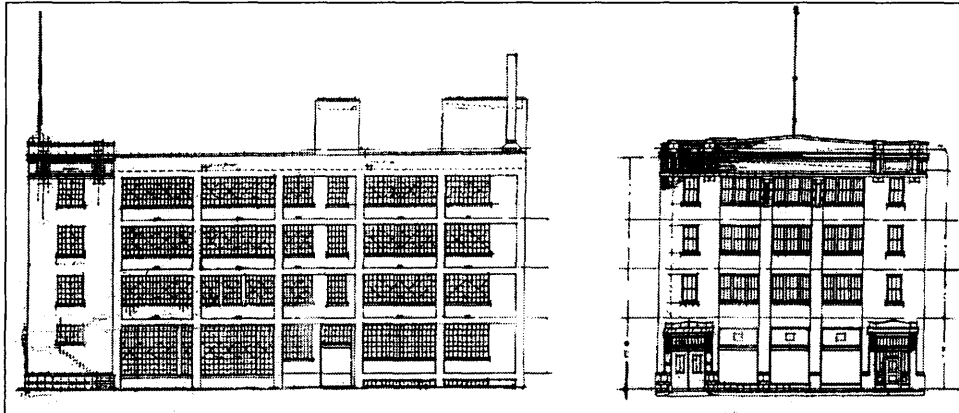
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Architect's (Proudfoot, Bird & Rawson) elevation drawings, north and east frontages, left and right respectively, (*Register & Leader*, June 30, 1912)

Clyde L. Herring:

Clyde LaVerne Herring (1879-1945), the founder of the Herring Motor Car Company, was an important commercial figure in the early automotive history of Iowa and particularly Des Moines. Herring's career is the stuff of the Horatio Alger mythos. He was born in Michigan, saw uneventful military service in the Spanish American War, worked as a jeweler as a young man for \$12 a week, relocated to Detroit still in that trade, and allegedly became acquainted with Henry Ford in that capacity.<sup>1</sup> His health declining, he moved his family to Colorado to restore his health and he unsuccessfully tried to raise cattle. He relocated to southwest Iowa (Cass County) to improve his chances in cattle raising. In Herring's words (1932) "I decided to see if Henry [Ford] would sell me one at a wholesale price. In order to get that price I had to take a carload and the agency for western Iowa. I wasn't interested in that agency. I only wanted a car for myself. I was a farmer." Herring sold the other cars in one afternoon and pocketed \$300 "and that was the end of farming for me" he concluded. Herring was quoted in 1932 to the effect that "I learned long ago that it took no more energy to sell a corner lot than a shoestring and the first deal makes a lot more money." He established the Atlantic Automobile Company in 1908 (*Des Moines News*, September 3, 1920; *Men and Women of Iowa Biographies*, Vol. 5, unattributed newspaper article, January 27, 1922; *Register*, December 11, 1932).

In 1910 Herring was awarded the Ford agency for all of Iowa and this brought him to Des Moines to expand his business his surplus capital totalled \$17,000. He rapidly established branch storefronts in other cities, most notably Waterloo in the fall of 1911 (titled Repass Automobile Company). His estate was soon estimated at two to three million dollars and this money he reinvested in Des Moines real estate. He constructed an oil sales and storage department for his business, an apartment block, and other buildings. He was active in community improvement. He was the first leader to recognize the value of aviation and established the first air field in the city in 1919 and a plane from his airfield made the first flight between the capitols of Iowa and Nebraska (Merle Hay and Douglas) (*Horseless Age*, November 1, 1911; *Tribune*, December 9, 1932).

<sup>1</sup> Herring named his third son, Clyde Edsel Herring (1916-76), for Edsel Ford, son of Henry Ford (*Register*, December 11, 1932).

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Clyde L. Herring  
(*Horseless Age*, October 1, 1916, p. 227)

Herring's real estate initiatives included transforming his 160-acre airfield into Aviation Park, a northwest Des Moines suburb that was developed under the auspices of Herring Motor Company in 1927. Herring built his company to a dominant position very quickly. By October 1912, when he was elected a director of the Des Moines National Bank, the *Register & Leader* described him as "one of the prominent automobile dealers in the west." In January 1913, Herring was elected treasurer of the Des Moines Auto Dealers Association, a reflection of his early prominence in a highly competitive emerging commercial sector. He also played a key role in bringing the Ford automobile assembly plant to Des Moines in 1916. It was his connection with Henry Ford that resulted in the award of the massive Ford auto assembly plant to the city and the first Herring building performed the first automobile assemblage that later occupied that vast plant, beginning in 1917. Herring was a leader of the Greater Des Moines Committee and developed considerable political influence. Examples of this influence offered in 1922 included his convincing the City Council to reinstate police chief Roscoe Saunders after his removal for political motives. He was also credited with "cleaning politics" out of Samaritan Hospital. As of 1940 Herring was a board of curators member for the State Historical Society (*Tribune*, November 30, 1916; Long; *Register & Leader*, October 6, 1912; *Horseless Age*, January 29, 1913; *Iowa Press Association Who's Who in Iowa*, 1940, p. 987).

Herring's homefront war service during World War I is credited with drawing him into statewide politics. His first and quite substantial contribution to Des Moines' wartime role rested in his securing and naming the federal training cantonment at Camp Dodge. Herring, along with Lafayette Young Jr. and Ralph Bolton, represented the city in a Minneapolis meeting with a federal military board. A number of midwestern states vied for the awarding of the camp. According to Herring, the delegation promised that it had the perfect site and invited a military site inspection. In reality they had no site but, according to Herring, "by the time they arrived we had found a site and made plans to lease it and provide transportation facilities." Herring served as fuel administrator for the county and he was credited with spending \$10,000 of his own funds to secure coal shipments. Another account states that a commission as major in the quartermasters department was withdrawn once the government realized that Herring was responsible for a 12-



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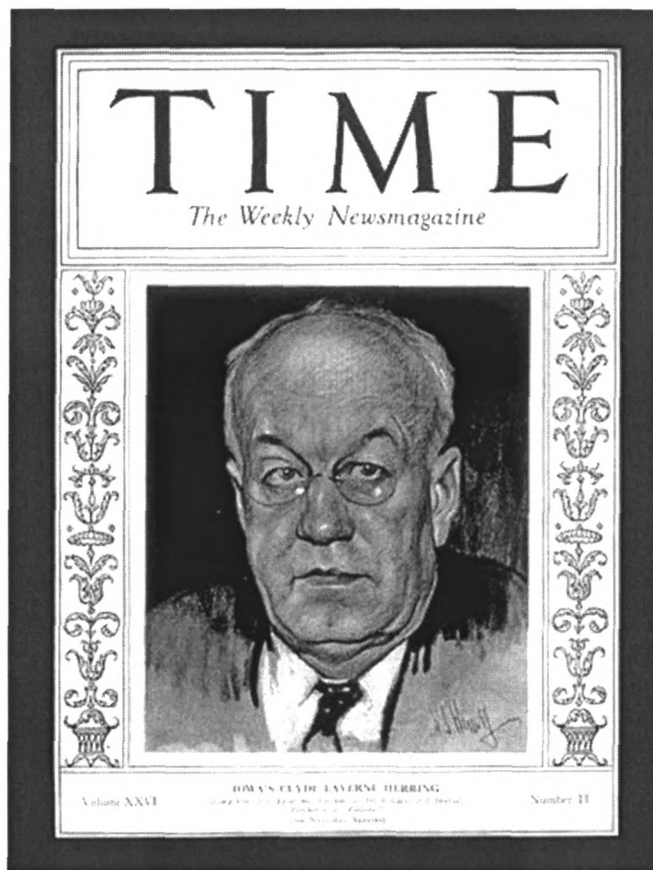
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Herring Motor Car Company Building

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county Liberty Loan drive. During the Mexican border Iowa National Guard mobilization of 1916-17, Herring Motor Company presented each Iowa regiment with its own motorized ambulance. Herring himself was part of the Guard and participated in the border service (*Tribune*, December 9, 1922; unidentified newspaper, January 27, 1922; <http://bioguide.congress.gov>).



Memorial *Time* magazine cover, September 9, 1945

The war gave Herring both prominence and exposure to state and national political issues but his broad role of building an auto dealer network across the state also heightened his reputation and political support. Herring's first political appointment, by Republican president Theodore Roosevelt, had awarded him a postmaster berth that served several area ranches in Colorado. Herring ran for governor as a Democrat in 1920, running on a platform that called for the reorganization of state government. He lost in the anti-Wilson backlash, losing to Republican Nate Kendall but running 250,000 votes ahead of the party's presidential ticket. Herring laid the foundation for a statewide political machine as a result of his first unsuccessful political race. Herring lost again in 1922 in a U.S. Senate bid, losing to Smith W. Brookhart. It was noted in 1945 that Herring's two early political defeats took place when he was both wealthy and running "as a hobby." His victories would follow when both he and many Iowans were made poor by the

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Great Depression. Concerning his financial deflation due to the Depression, Herring simply stated "...I took this depression on the chin just like everyone else...You can see why I want taxes down" (*Register*, September 16, 1945).

During the mid-1920s Herring was a key Democratic party operative, serving as a national committeeman 1924-28 and he became acquainted with many national party leaders. His political fortunes reversed with his election victories as governor in 1932 and 1934, and he served in that office 1933-37. He won a special election to the United States Senate in 1936 and served 1937-43. He was defeated for re-election in 1942 but received an appointment as senior assistant administrator in the Office of Price Administration in February 1943.<sup>2</sup> He was the only Iowa Democrat to serve both as governor and U. S. Senator and the first Democratic governor in 40 years. As governor Herring responded to the "Milk Wars" of 1932, was the originator of the famous "Floyd of Rosedale" University of Iowa prized hog prize tradition, and created the Iowa Conservation Commission through reorganization. As a senator, Herring was a strong supporter of President Roosevelt's New Deal but was also instrumental in defeating the president's efforts to "pack" the Supreme Court (*Register*, September 16, 1945; *Tribune*, December 9, 1932).

In 1916, the Des Moines *Tribune* traced the parallel careers of two very successful municipal commercial leaders, Clyde Herring and E. T. Meredith (a close personal friend of Herring), the successful Des Moines publisher. Both spent their early lives on farms, and the two actually became acquaintances in Atlantic, Iowa. Meredith got to Des Moines first, in 1892, Herring followed in 1910. Both established businesses which were each valued at \$4 million by 1916, with annual profits of \$100,000. Both businesses had "social and study" clubs for its employees. Meredith employed 250 persons, Herring 220 employees. Meredith's employees received a \$40 watch after five years of service and an annual extra week's salary. Herring's workers could buy company stock at book value after half a year's service, one share for each six months of employment. Herring adopted Henry Ford's \$5 a day pay scale from the start. Employees "were remembered at Christmas." Both firms offered a minimum pay rate for their female employees, \$7 weekly at Meredith, \$10 at the Herring Company. Both men served as bank directors, Herring being affiliated with the Des Moines National and Iowa National banks. Both served as president of the Greater Des Moines Committee, on the Chamber of Commerce board of directors. Both built their own large houses, Herring's being on 37<sup>th</sup> Street. Both men were Democrats and prohibitionists (*Tribune*, November 30, 1916).

Several other properties are associated with Clyde Herring's life. His personal residence, the former home of Arthur Reynolds, located at 180 37<sup>th</sup> Street in Des Moines, was his home from 1915 onwards. Herring built a large greenhouse and was noted for giving away thousands of plants each year to city residents. He lived there during his tenure as governor. His funeral was held at the house in 1945. The house has been determined to be National Register eligible for its architectural merit and its historical association with Herring. Herring maintained his private office in his second Herring Motor Company building (across the street from the subject building), located at 10<sup>th</sup> and Mulberry, until 1933. The office is presumably altered or non-extant and the building itself is too altered for National

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<sup>2</sup> Herring resigned this position the following November, briefly returned to Des Moines where he returned to his automotive business according to one account. His principal residence remained in Washington D.C. and he suffered an initial heart attack while visiting in Des Moines during the summer of 1945. A son Lawrence Herring (1907-43) had died in late 1943, his own father had died just the previous January and his son, Clyde Edsel Herring, had been released from a German prisoner-of-war camp in March (*Register*, September 16, 1945; *Tribune*, October 23, 1943; <http://bioguide.congress.gov>).

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Herring Motor Car Company Building

Polk County, Iowa

Register eligibility. Herring also lived in Suite 130, Mayflower Apartments in Washington, D.C. beginning in 1937 and his apartment there was “where much Iowa political history was made” according to the *Des Moines Register* (*Register*, September 16, 1945).

The Herring Motor Car Company:

The success of the company rested as much on Clyde Herring’s managerial skills as it did on the competent lieutenants who were long associated with him in his automotive business. A local newspaper addressed Herring’s entrepreneurial skill in early 1922, stating “He has made organization a fetish. He has surrounded himself with able, capable employes, he has given them responsibility, and, while he is in close touch with all details of his business, he has allowed his executives enough leeway to prove their own worth.” While still in Atlantic in his first automotive firm, Herring established contacts with a number of local individuals whom and he brought with him when he relocated to Des Moines in April 1910. Key among these partners was William Edward Wissler (1882-c.1953). Wissler was a brother-in-law and brought his two brothers, Lewis Lee Wissler (1884-1928) and L. L. Wissler into prominent managerial positions within the Herring Motor Car Company and its successor firm, the Herring-Wissler Automotive Company. William E. Wissler was the one with a banking background in Atlantic and he would serve as secretary and general manager of the Herring Motor Car Company from 1911-26, and as vice president and general manager of Herring-Wissler from 1926 until its closing in 1953. Almost to the man, these key partners were of a Republican persuasion, in sharp contrast to Herring. Morgan John Alexander (1876-1940+) was a Detroit Business College graduate (1896) and also came to Des Moines with Herring, having worked for the Atlantic Automobile Company 1909-10. He was company secretary until 1926 and then treasurer through 1940. It was endemic to the developing automotive sales industry that partnerships would fail and subordinates would be enticed away or left to form their own firms. Herring’s company was most unusual for the longevity and loyalty of his key managers. Just two exceptions were found. Canadian-born Algernon R. Rockwell (1887-1929+) managed new auto sales for Herring from 1910-22, left to join Walter E. Heller Company, and by 1927 headed his own Rockwell Motor Company. Fred H. Hunter and LeLand Windsor left in early 1915, forming the Winton Car Agency. Hunter later served as city mayor. The architects provided private offices in the new building for Herring, Rockwell and William E. Wissler (*Who’s Who in Iowa*, 1940, p. 1024; *Tribune-Capital*, October 24, 1928; *Who’s Who in Des Moines*, 1929, pp. 19, 138, 272; *Businessmen of Iowa*, 1953, pp. 794-95; *Horseless Age*, March 3, April 14, 1915).

The Herring Motor Company opened a auto sales and repair storefront at 912-14 Locust Street in early February 1910. The original storefront, at 912 Locust, measured just 50x150 feet. The firm held the city agency for Ford and Premier automobiles. Branch offices were located at Atlantic and Council Bluffs, Iowa. The Ford automobile immediately enjoyed “considerable favor” in Des Moines and the company was able to make “an unusually large number of deliveries” within its market area. The company purchased Campbell Automobile Company in early October 1910 (*Horseless Age*, February 9, April 13, October 5, 1910, *Register & Leader*, October 9, 1910).

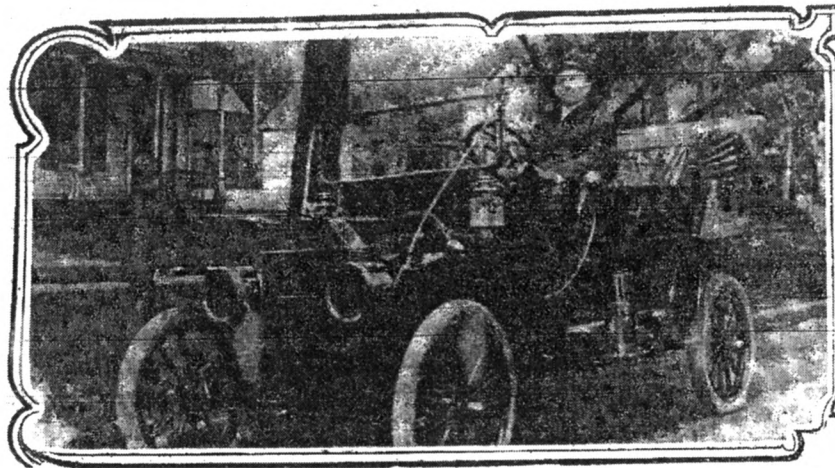
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**Herring Motor Car Company Building**

**Polk County, Iowa**



“Many deliveries by Herring Company,” (*Register & Leader*, October 9, 1910).  
Company salesman A. R. Rockwell at the wheel of a new Ford.

By early 1911 the firm leased the second floor of 110 Locust to open an auto supply department. W. J. Brandt was its manager, he having been freshly secured from the Motor Machinist’s Supply Company, Kansas City. In July 1911 company partner W. E. Wissler began what would be a long-term association with Clyde Herring. By 1929 the firm was to be called the Herring-Wissler Company. In the fall of 1911 Clyde Herring took his 60 statewide auto dealers on an automobile factory tour of the Rambler and Ford plants in Kenosha, Wisconsin, and Detroit, Michigan. The trip “gave the Iowa dealers a wonderful conception of the automobile industry.” Herring himself had made similar trips during the summer and had determined that his sub-agents would benefit from the visits. In early November the company announced the formation of a Waterloo branch company, to be called the Repass Automobile Company. It would also sell Fords (*Horseless Age*, February 8, September 10, November 1, 1911; *Register*, June 28, 1931).

On May 20, 1912, Herring purchased Lot 2, Block 19, from Dr. Charles H. Philpott for \$25,000, and announced his intention to erect a three-story, \$50,000 concrete building to house the Herring automotive interests. These consisted of the Herring Motor Supply Company, the Herring Motor Car Company, the Ford auto agency, and the Ford Assembly Plant. The assembly plant received auto parts from Detroit and put the automobiles together (*ibid.*, June 5, 1912; Transfer Books, Polk County Assessor’s Office; *Capital*, May 24, 1912).

By the time the architects’ elevation drawings appeared in the newspaper in late June, a fourth story had been added and the cost increased to \$55,000. Construction work was to start immediately. The building would be used “for a service building, salesrooms, wholesale supply houses and the general offices of the motor company.” The basement and second floor contained the wholesale business, and offices were on the main floor. The third floor housed shops and the uppermost level housed the assembling department. The newspaper observed “when completed it will be one of the most handsome automobile buildings in the state” (*Register & Leader*, June 30, 1912).

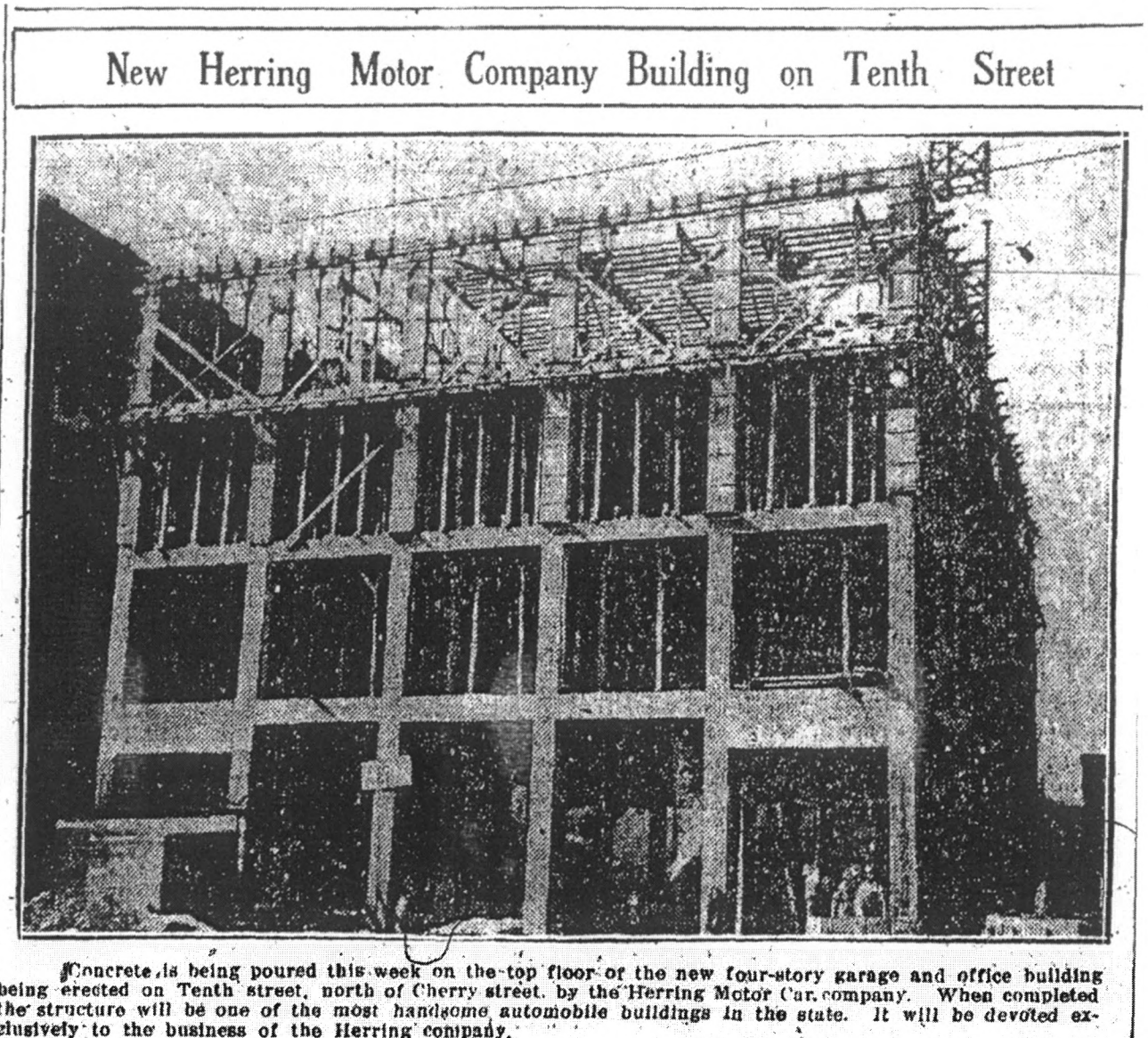
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Herring Motor Car Company Building

Polk County, Iowa



Construction photo (*Register & Leader*, October 6, 1912)

By mid- October the reinforced concrete skeleton was being finished and the building was being described as a "garage and office building." Within two months the building (see image below) was nearly finished. The Herring company occupied its new building in early January and the newly incorporated Des Moines Motor Company replaced it at its former location (*Horseless Age*, December 18, 1912, January 1, 1913; *Register & Leader*, October 6, 1912).



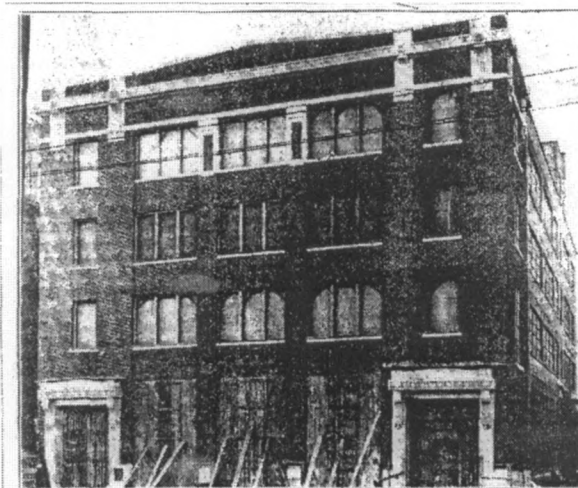
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Herring Motor Car Company Building

Polk County, Iowa



The Herring Motor Car company is moving into its new building on the west side of West Tenth street, north of Cherry street. The four-story structure, which has been erected at a cost of \$100,000, will be used exclusively as an automobile distribution house. The above picture shows the new building to be occupied by the motor car owners.

Completion photo (*Register & Leader*, December 29, 1912)



The new Herring building (*Horseless Age*, January 29, 1913)

The *Horseless Age*, a national automotive journal, celebrated the success of the company as exemplified by its new quarters. The journal noted that the company was the Iowa distributor for Ford cars. It also had a jobbing business in automotive supplies and accessories. The new four-story building measured 66x132 feet. The *Register & Leader* celebrated the opening of the new building with a full page of interior and exterior photographs (*Horseless Age*, January 29, 1913).

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Herring Motor Car Company Building

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Finished building (*Register & Leader*, March 2, 1913)

Two major company developments were announced in 1913. In late May the company announced plans to add a wholesale oils, grease and gasoline department. Land was leased from the F. M. Hubbell estate at Ninth and Murphy streets and the initial facility was to include four massive storage tanks and several buildings. The company also created its own oil brand, titled "Hermoline" and a laboratory was already in operation testing materials. It was "Mr. Herring's purpose to distribute better grades of oil and gasoline than are now being bought by automobile dealers". The second improvement was the addition of two additional stories to the original building. The work would cost \$25,000. It was reported "demand for more room necessitates the enlargement of the structure" (*Register & Leader*, May 23, August 17, 1913).

The second car sold by the Herring Company was pictured in front of the new building entrance in early 1914. It had been sold on March 29, 1910. The image depicts the original entrance and the company nameplate. An early 1915 newspaper article credited Herring with ten years of involvement in auto sales. The same source claimed "from that time to this [they] have sold and delivered more automobiles than any other one Automobile agency in the United States." The tire and accessory department, established in 1911 with a \$10,000 investment and 1,300 square feet of store space, now occupied 22,000 square feet in the new building and represented the investment of half a million dollars. The tire sales alone represented an investment of \$1.5 million and the firm was the agent for Racine Tires. It was claimed that "in actual volume of business, [the company] rank[s] well with any similar institution in the country." By this time Hermoline oil was being marketed in 500 of Iowa's 729 cities and town. By March 1915 the company could run a four-full page advertisement for its wholesale auto supply line (*Register & Leader*, April 9, 1914; March 7, 1915)."

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Herring Motor Car Company Building

Polk County, Iowa

**Dealers In  
Automobile Accessories**


Catalogue No 3 for 1913 is being printed—it contains a long list of *money makers for you.*

Leave your address at our Coliseum exhibit, north-east corner main floor.



**HERRING  
MOTOR SUPPLY  
COMPANY**

**Wholesale Automobile Supplies**

Des Moines  Iowa.

*We now have right here in the heart of Iowa—as close to you as your telephone—the largest and most modern building and the latest and most complete stock of automobile accessories to be found anywhere in the country. Get our catalogue, place an order and we'll soon prove that our service entitles us to your business.*

*We ask an opportunity to show you through our new building. Take one of the Ford cars marked "Herring Motor Co. Bldg. 10 Minute Service."*

**Firestone Tires**

**HERRING MOTOR SUPPLY CO.**

Tenth and Cherry Streets  
Two Blocks South of Walnut Street

Third Herring 1913 Catalog, showing its new building  
(Register & Leader, March 6, 1913)



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Herring Motor Car Company Building

Polk County, Iowa

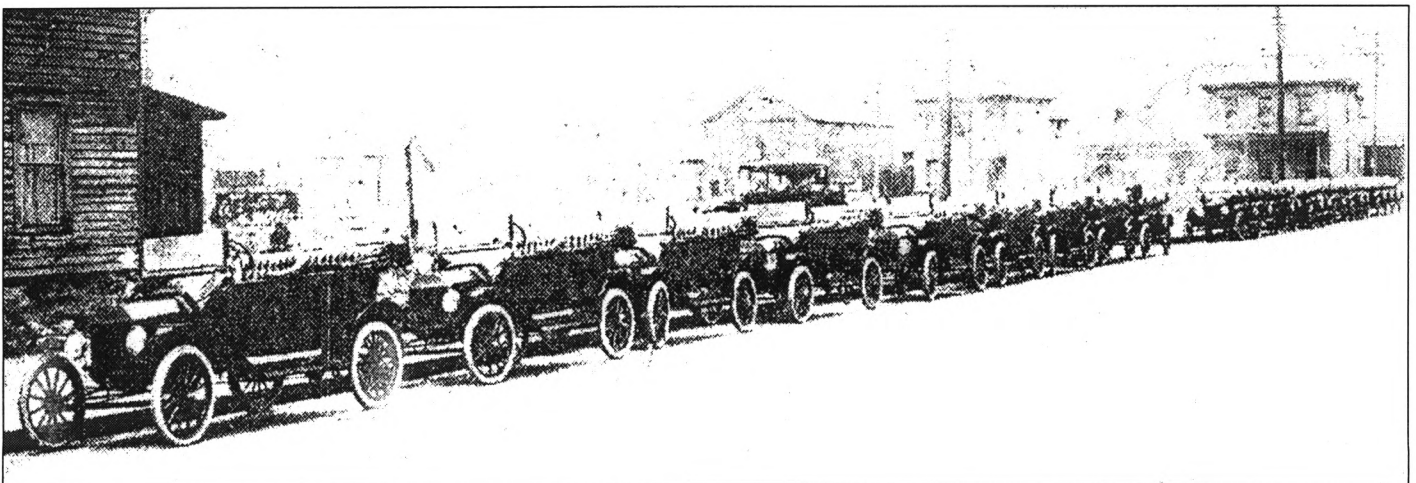
**Automobile and Accessory Headquarters for All Iowa!**

Distributors of  
*Ford* Automobiles  
Hermoline Oils and Greases  
Racine Tires  
and every Standard Accessory for the Automobile

**An Invitation**  
You are invited to inspect our home during auto show week. The entire six floors are filled with automobiles, tires and accessories.  
A Ford car will leave the Coliseum for our building every ten minutes all this week.

**Herring Motor Company**

1914 Auto Show Week Invitation (*Register & Leader*, March 10, 1914)



One day's sale of Fords, view southeast on West 10<sup>th</sup> from the building (*Register & Leader*, March 7, 1915)

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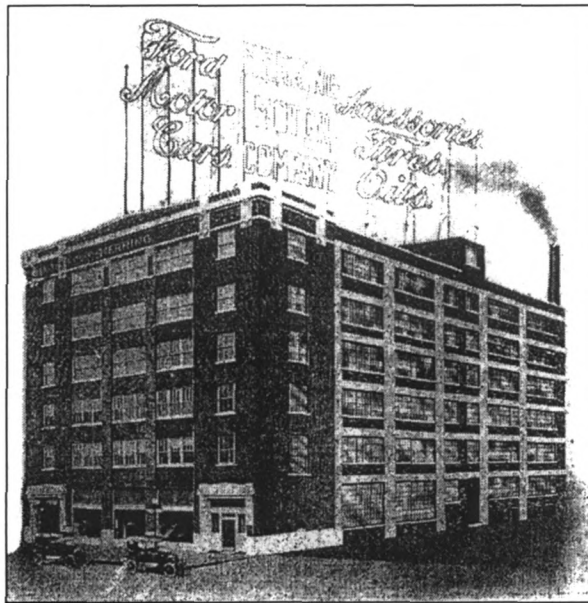
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Herring Motor Car Company Building

Polk County, Iowa

In mid-July 1915 a news photographer took a picture of one day's auto sales at the Herring Company. Each day, 32 new cars were put together and these were parked in front of the plant along the east side of 10<sup>th</sup> Street. By the time the photographer arrived, ten new owners had already departed with their machines, but the remnant was still impressive. Also notable was the complete absence of commercial buildings on the other side of the street. Homes remained along Cherry Street to the south, and fronting north onto Mulberry Street (*Register & Leader*, March 7, 1915).

A national shortage of flat cars for shipping assembled automobiles is said to have induced the Ford Motor Company to establish auto assembly plants in a number of cities, including Des Moines. The city's plant was to start construction in the spring of 1917. Until then a warehouse in East Des Moines was leased to serve the purpose.



Herring Motor Company, 1915 (*Register & Leader*, March 7, 1915)

Note how the adjacent Standard Glass & Paint building is omitted from this image. Note also the addition of imaginary rooftop signage. These successively announce "Ford Motor Cars," "Herring Motor Company," and "Accessories, Tires, Oils"

An October 1916 advertisement for the Herring Motor Company noted that the building supplied Iowa's automobile dealers and garages and that it contained "one of the largest, if not the largest stock of accessories and supplies in this country" and included 14,000 different items. The advertisement coincided with the Iowa State Fair of that year. The company had its own fair both in Machinery Hall and offered automobile rides departing from the booth on the hour to bring visitors to tour the 10<sup>th</sup> Street building (*Register & Leader* August 27, 1916).

That same fall, *Horseless Age* began a series of articles which treated "automobile accessory houses which will be readily recognized by the general trade. Their operations extend throughout the United States and Canada...most

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are real pioneers in the field.” The Herring company was one of the first to be presented. The article dated the company’s beginnings to January 1911, with just two employees. By late 1916 the employee head count ranged seasonally from 180 to 225 persons, with a sales force of 21 men, who covered a market area that comprised “Iowa, Nebraska, western Illinois, southern Minnesota and northern Missouri.” Clyde Herring was credited with the company’s “remarkable business development” but Herring credited a “belief in and application of Service.” Herring also credited a very scientific approach to improving their trade area, particularly in office management for garages. The company published its service advice in a monthly newsletter to its agents and customers (*Horseless Age*, October 1, 1916).

The continued success of the company led to the construction, in 1917, of a six story automobile department store diagonally across 10<sup>th</sup> Street at Mulberry and 10<sup>th</sup>. Initial plans were announced in January 1917 to build a three-story building that was principally to be a service station, with stories for a shop and accessories department. Proudfoot, Bird and Rawson were again the architects. In early June revised plans envisioned a five-story edifice, to cost \$200,000, and occupying an entire quarter block. The final building, as noted, was fully six-stories tall and would become the focal point for the company’s annual automobile accessory shows which began in 1918. The original building continued to house the company’s wholesale auto supplies (*Register & Leader*, January 28, March 19, 1917; *Register*, February 24, 1918).



The second Herring Motor Company Building, 1917, West 10<sup>th</sup> and Walnut streets  
Note the corner filling station, the west side garage doors, flagpoles and the architectural similarities to the original building.

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Herring Motor Car Company Building

Polk County, Iowa

The company held its first auto accessory show in late February 1918 and 1,500 dealers from the company's trade area visited the exhibits. William E. Wissler was mentioned as the company's general manager. L. L. Wissler was the company sales manager (*Register*, February 24, 1918).

The second annual exhibit, held in February 1919 was billed as the "largest accessory exhibit ever held." Like most cities, Des Moines auto dealers had long been holding annual auto shows. The first Des Moines show was held in March 1910. The accessory shows coincided with the larger motor car show. The Herring Motor Company accessories show was singular in both its scale and offerings. The two Herring buildings by this time comprised a unified complex that combined retail and wholesale operations. Advertisement for the show noted that the company by this time employed 35 traveling salesmen who covered a territory of dealers and garage men in the states of Iowa, Nebraska, South Dakota, Kansas and Missouri. On a social site, the Herring Motor Club offered such annual events as a Valentine party. That event, principally a series of musical performances, was held in the newer "Service Building." The Herring Company band was another organization. It had a prominent role in the annual parts shows (*Register*, February 16, 18, 1919).



The Herring Motor Company baseball team (*Capital*, July 13, 1919)

The company was sponsoring a semi-pro baseball team by 1919. General Manager William E. Wissler ran the team and saw to it that they had the best of equipment. The 1919 season pitted the men against teams from Melcher, Madrid, Adel, Prairie City, Fort Des Moines, Newton, Colfax, Osceola and Dexter and they only lost twice (*Capital*, July 13, 1919).

The third annual automobile equipment exhibit was held in February 1920 and included 170 auto accessory exhibitors along with a complete model garage. George Hewitt was in charge of the demonstration shop. The show also offered a three-passenger Curtis Oriote airplane, a "postwar type of plane." The Herring Company band once again provided music (*Register*, February 15, 18, 1920).



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Herring Motor Car Company Building

Polk County, Iowa

By late 1920 the company was doing an annual business of \$10,000,000 and it was thriving even as competitors failed or consolidated. The two buildings continued to house the firm and a 70-man sales force covered Iowa, Nebraska, Missouri, South Dakota and Kansas. The fundamental problem that confronted Herring was the whittling away of his market area by the Ford Company. Herring remained a close friend of Henry Ford and was sufficiently a confidant that he would disagree and even challenge Ford on some of his pet schemes, including Ford's pre-World War I peace ship initiative and Ford's anti-Semitic tendencies. The Ford Company changed its marketing strategy, replacing broad territorial agencies with branch offices. Herring lost the wholesale statewide agency shortly after World War I and was reduced to retail trade. A 1922 newspaper recounted the struggle on Herring's part to retain his market, "First Herring had a large slice of territory in which he was sole distributor. Then this territory was sub-divided. At one time Herring had the exclusive agency for Polk co[unty]. Then even that was sub-divided. Later he got the county rights back again. Today there are several dealers in this territory." By 1926, Herring was getting out of auto sales and was concentrating on wholesale and retail automobile accessories. The company reorganized as the Herring-Wissler Automotive Company. Herring continued as president but his partner, William E. Wissler was both vice president and manager, and appears to have been largely running the firm. The oil department located at 9<sup>th</sup> and Murphy streets was retained (Des Moines News, September 3, 1920; unidentified newspaper, January 27, 1922).

Just after the war, Herring established Herring Field at Merle Hay and Douglas, and started an airplane division that sold 32 Canadian-built Jenny ex-war planes during the 18 months the company and airfield operated. The Herring Motor Company marketed the closed airstrip as Aviation Park subdivision in 1927 (*Register*, May 30, 1927; December 11, 1932).

In mid-1931 the Herring-Wissler Company celebrated its 20<sup>th</sup> anniversary. The firm still could claim that it had "grown to be one of the leading automotive jobbing houses in the United States, with a record of service second to none in the industry." The statistics, however, were telling. The salesman force was down to 18, other employees numbered just 50 and the value of the stock was just \$300,000. The company continued to offer its scientific garage and shop equipment to dealers and garage operators. City directories last list the Herring-Wissler Auto Parts Company at 106—8-10 West 10<sup>th</sup> in 1931. The building remained vacant between 1933 and 1935. Herring-Wissler relocated to 1212-14 Locust Street, where it was first listed in city directories as of 1933. The company's oil department remained in operation at its same location. By 1940 the firm had a filling station at its Locust Street storefront and was primarily involved in wholesale auto supplies and accessories. Following Herring's death in 1945, Wissler became president and the company finally went out of business in 1953. The original Herring building was a victim of the Great Depression as was Clyde Herring, who is said to have lost his personal fortune. The company lost the building to Banker's Life Insurance Company on January 10, 1933 (Long, City Directories; *Register*, June 28, 1931; Transfer Books).

Negbaur and Sons Rugs occupied the building as of 1937-39. Philip C. Wistorm, Jr. was at 110 West 10<sup>th</sup> as of 1939. As of 1941-43, Mohawk Carpet Mills, Renard Linoleum and Rug Company, and the Sloane-Blaben Corporation (wholesale linoleum) were the tenant firms.

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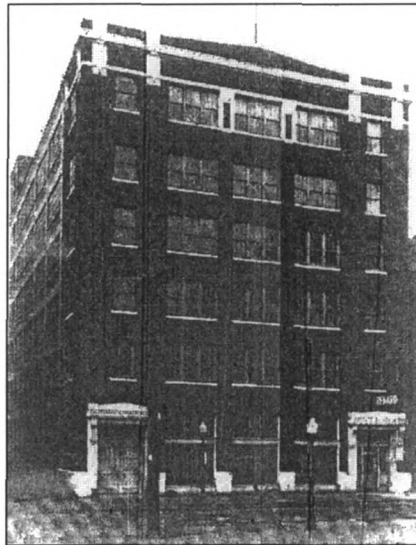
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Banker's Life transferred the building to Ray Murphy, State Commissioner of Insurance, on December 18, 1935 and Banker's Life got the property back on June 10, 1944. It sold the property to *Look Magazine* a week later and the magazine's subscription department occupied the second, third and fourth floors of the building. The job printing department of Banker's Life Company had been using the two uppermost floors and that use continued. The basement and ground levels were to be leased to other tenants (*Tribune*, June 21, 1944).



Look Magazine buys 110 West 10<sup>th</sup> Street (*Tribune*, June 21, 1941)

The building appears in the right hand center of the 1941 aerial image shown below. The view is towards the east and the back of the building is visible, just in front of the building with the large water tower.



1941 aerial view of the west edge of the main downtown  
(Plan and Zoning Department, City of Des Moines)

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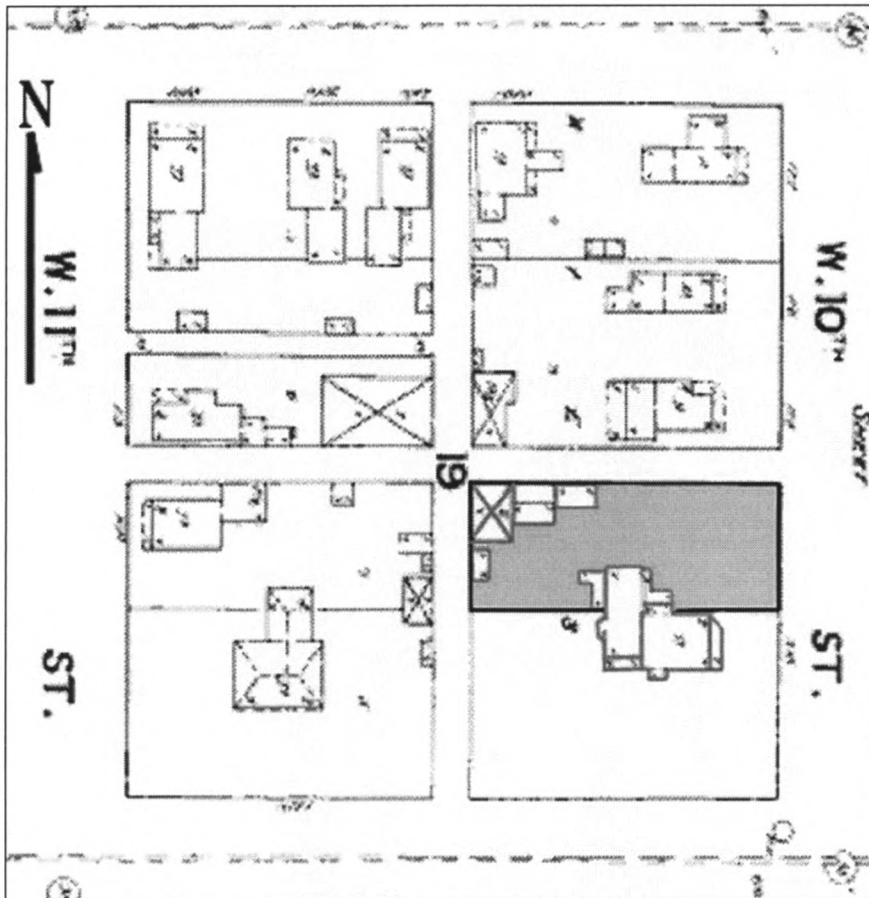
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Herring Motor Car Company Building

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Cowles Publishing Company occupied 110 W. 10<sup>th</sup> by 1946, along with *Look Magazine*. *Banker's Life* continued to operate on the sixth floor. The 1950 tenant firms included Cowles Magazine subscription department, *Quick Magazine* and *Flair Magazine*. That company obtained a building permit on May 1, 1951 to erect a \$4,000 catwalk between the fourth floor levels of 110 and 112 W. 10<sup>th</sup>. By the 1980s, Communications Data Services, a growing fulfillment firm, occupied all of this building. *Look Magazine* ceased operations c.1972 and Downe Computer Services was formed as a fulfillment firm. It was renamed Charter Data Services in 1978, and Communication Data Services in 1982.

Historical Development Notes:



1891 Sanborn Map (Herring property shaded gray)

The 1891 Sanborn Map shows a large residence at the south end of the block and covered Lot 2, the future site of the subject building that is south of the alley on the east half of the block. Joseph Kuhn, and as of 1894, Julius and Augusta Kuhn, owned Lot 2.

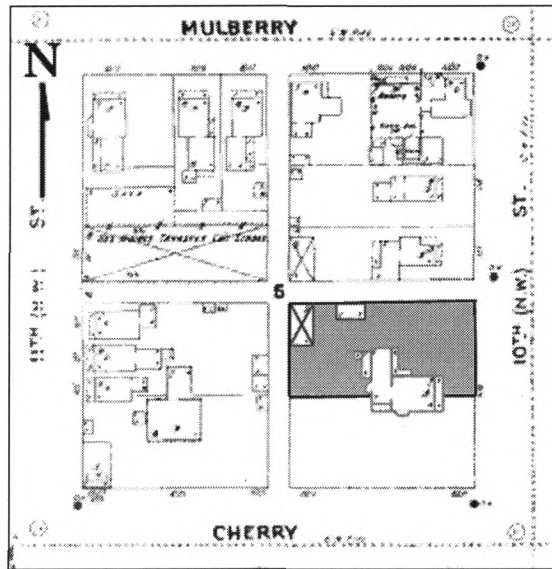
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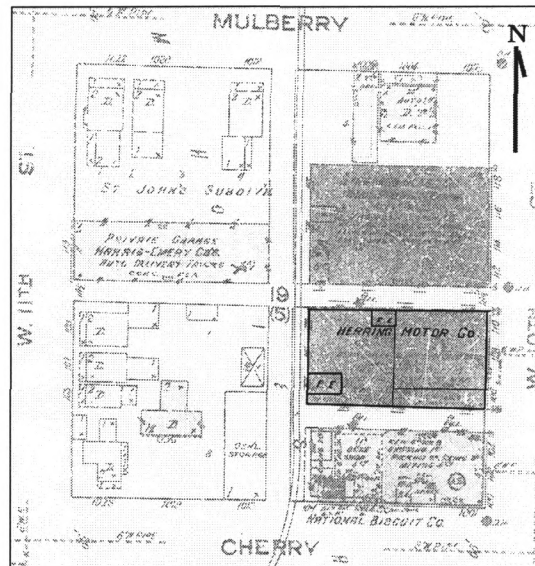
Herring Motor Car Company Building

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1901 Sanborn Map

Commercial encroachment has begun, but on the west side of the block in the form of a large stable. Residential land uses remain undisturbed on the south half of the block.



1920 Sanborn Map (the building is outlined and freight elevators, stair well and the ramp are highlighted)

By 1920 the subject building was one of three large warehouse-type buildings that infilled the east half of the block. The railroad spur has returned to the alleyway.



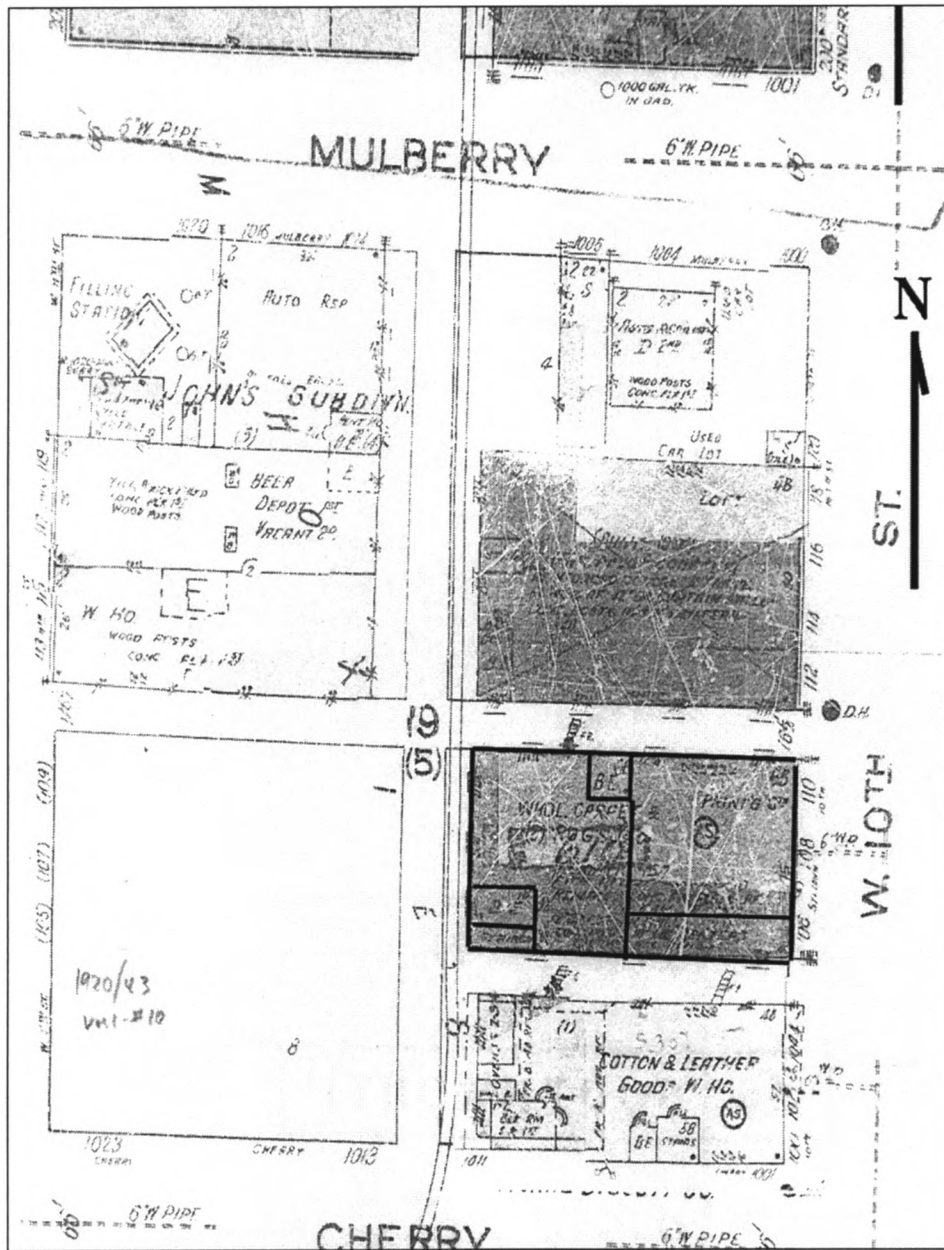
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Herring Motor Car Company Building

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1920/43 Sanborn Map (Herring building is outlined, freight elevators, stair well and the ramp are highlighted)

By 1943 all residential land uses were gone from the block. The map locates a printing firm on the sixth floor, with wholesale carpet and rugs on the remaining floors.

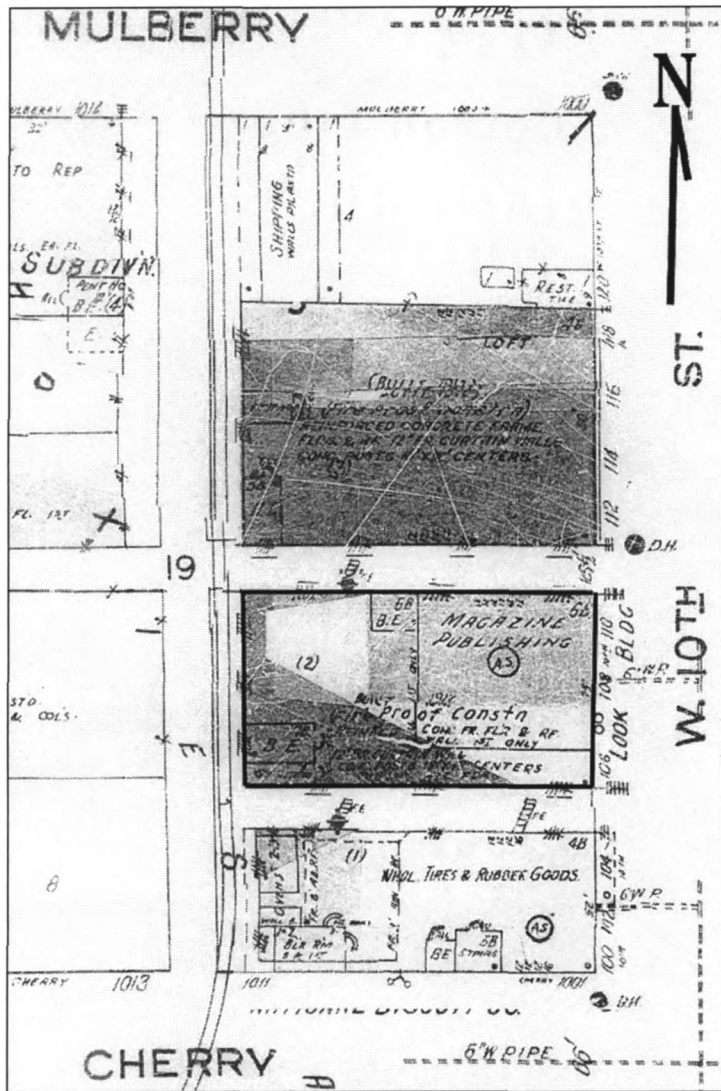
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Herring Motor Car Company Building

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1920/63 Sanborn Map (Herring building outlined)

Absent from this map is the 1944 catwalk between 110 and 112 West 12<sup>th</sup>. The building is titled “The Look Building” and houses magazine publications. Note that the first floor mezzanine demarcation is shown.

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**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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**Herring Motor Car Company Building**

**Polk County, Iowa**

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**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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Herring Motor Car Company Building

Polk County, Iowa

10. Geographical Data:

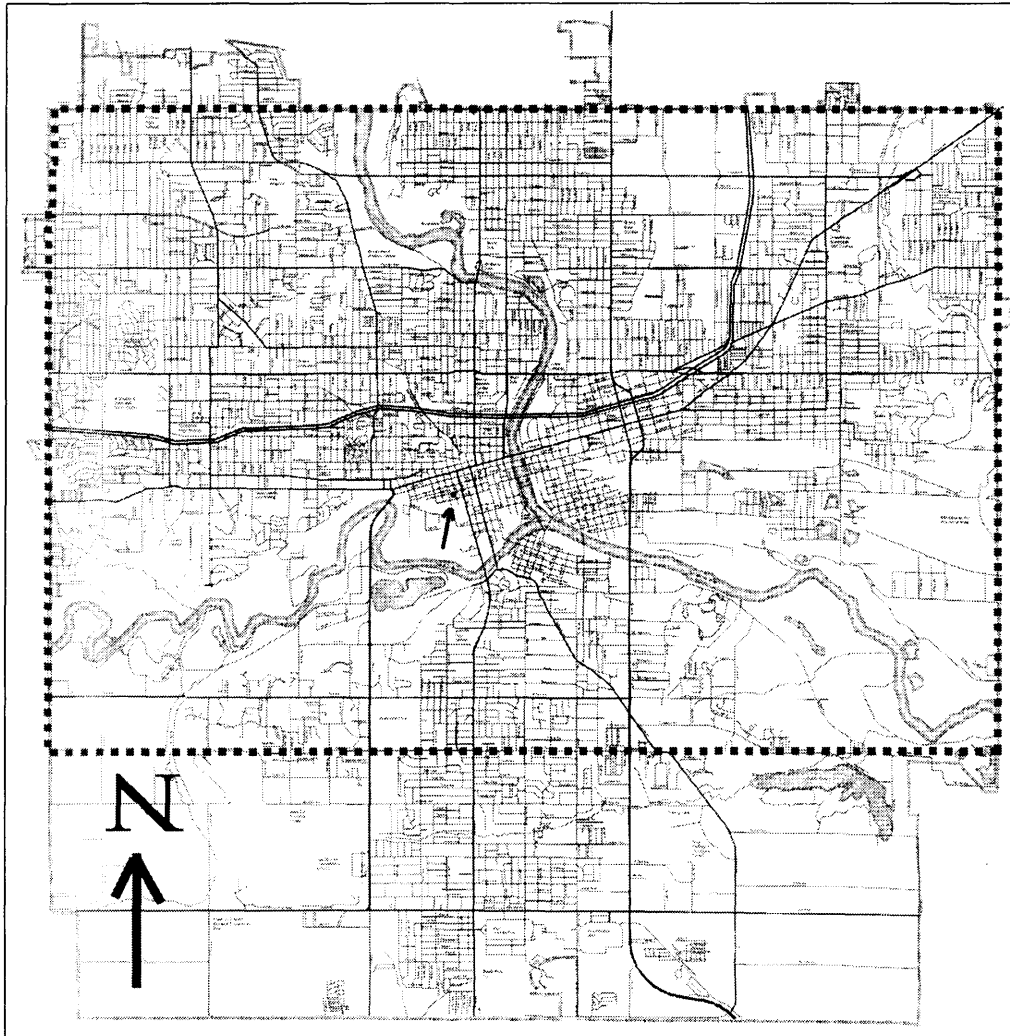
Boundary Description:

Lot 2 and the north 35 feet of Lot 1, Block 19, H. M. Hoxie's Addition, City of Des Moines.

Boundary Justification:

The Herring Motor Car Company Building occupies the lot historically associated with the building.

Map:



Locational Map (the small arrow locates the property)

**United States Department of the Interior  
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Herring Motor Car Company Building

Polk County, Iowa

Photographs:

Photographer: James E. Jacobsen  
Date: October 12, 2004  
Negatives: Owner retains

Frame:	Direction:	Description
1	SW	facade
2	NW	lower façade and entrances
3	W	main entry surround detail (auto tires with wings, wheels or headlight motif)
4	SW	parapet detail, side wall wrap-around
5	S	parapet detail, north wall wrap-around, elevated perspective
6	W	south side wall
7	NE	rear (west) wall, elevator stack (EFIS not yet painted dark brown)
8	SE	same, elevated perspective, shows roof and north side wall