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United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in the 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" if "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name Drummond Motor Company

Other names/site number Greenlease-Lied Cadillac, Buick, Pontiac; DO 09:0209-015

Name of related multiple property listing Historic and Architectural Resources of the Lincoln Highway in Nebraska
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & Number 2600 Farnam Street

City or town Omaha State Nebraska County Douglas

Not for publication Vicinity

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 at the following level(s) of significance: national statewide local

Applicable National Register Criteria: A B C D

SHPO/Director

5/22/18

Signature of certifying official/Title

Date

Nebraska State Historical Society

State or Federal agency/bureau or Tribal Government

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

Signature of Commenting Official

Date

Title

State of Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:

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

Signature of Keeper

7.16.2018

Date of Action

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Name of Property

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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
<u>1</u>	Buildings
_____	Sites
_____	Structures
_____	Objects
<u>1</u>	Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use

Historic Functions (Enter categories from instructions.)

COMMERCE/TRADE: specialty store, auto showroom,
garage

Current Functions (Enter categories from instructions.)

VACANT/NOT IN USE

7. Description

Architectural Classification (Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style

Materials (enter categories from instructions.)

Principal exterior materials of the property: Brick, concrete, stone

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Description

Summary Paragraph (Briefly describe 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.)

Drummond Motor Company is a three-story brick and concrete building on the northeast corner of 26th and Farnam Streets in Omaha, Nebraska. Designed by noted Omaha architect John McDonald for the Drummond Motor Company in 1912, the building served the auto industry along Omaha’s Automobile Row from its construction to 1958 when the last car dealership left the building. Following 1958, the building stood either mostly vacant or used for storage until the Barnhart Press occupied both this building and the building immediately adjacent to the east for their printing operation in the 1970s. Overall, the building retains a high degree of physical historic integrity and expresses significance related to the development of Automobile Row in Omaha. It also meets the registration requirements identified in the Historic and Architectural Resources of the Lincoln Highway in Nebraska under Criterion A as the Automobile Agencies, Garages and Dealerships property type.

Narrative Description (Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable.)

The Drummond Motor Company building was built in 1912 by noted Omaha architect John McDonald. Constructed specifically for Drummond Motor Company, the building was designed to house an automobile showroom, repair space, automobile paint facility and storage. The Omaha Daily Bee on Sunday, June 8, 1913 noted that Drummond Motor Company moved into their new “magnificent and modern” garage and marked “an epoch in the local automobile industry and was an incentive for other motor companies to seek new quarters in the West Farnam Street district.”¹ The main floor of the building housed the main auto show room, and utilized the large expanses of storefront to show off their product. Offices and a small service garage were located toward the back of the first floor. The garage was accessed by two distinct automobile door openings into the building located on the north end of the west elevation. The basement was used as a store room and garage housing automobiles in the off season. The main service garage and auto repair took place on the second floor, and the paint shop was housed on the third floor. A large freight elevator transported the automobiles between service levels within the building and remains in working order today. Round glass globe lights formerly hung from the fixtures that remain on the exterior of the building.

¹ “New Complete Plant of the Drummond Motor Company, Omaha Sunday Bee, 8 June 1913.

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First Floor interior garage space at north end of first floor in 1933. Photo courtesy Bostwick-Frohardt Collection at Durham Museum

Farnam Street between 24th and 26th Streets represented the heart of Automobile Row in Omaha. Along this two-block stretch stood impressive buildings constructed for not only Drummond, but Studebaker, Firestone Rubber, REO, and other services and commercial business supporting automobile accessories, repair, and service. The Drummond served as the western most anchor to the Row. The building resides at the northeast corner of 26th Street and Farnam with two finished facades facing both south and west. Farnam Street is a paved one-way busy city street, and 26th Street retains its historic brick paving and along with the Drummond building the small block retains three historic apartment buildings. The Drummond Motor Company Building anchored the 26th and Farnam Street portion of Automobile Row. Immediately across 26th Street to the west is the large Kountze Memorial Lutheran Church.



Photo of 2600 Farnam Street in 1933, photo courtesy Bostwick Frohardt Collection at Durham Museum.

The rectangular plan building faces south where the main façade and storefront front Farnman Street. The south and west facades are clad with dark brown face brick. The storefront has three large openings and an off-center

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pedestrian entrance toward the east end of the façade that is in the same location as the historic entrance. This storefront level is capped with a limestone beltcourse with brick cartouches capped by arched limestone pieces that house the exterior lighting fixtures. Fenestration on the main façade consists of three window bays, each bay with three window units, totaling nine window units on the second and the third floors of this façade. Historic windows have all been replaced over time with single unit thermal pane glass panels. Historic photographs show that the original windows on the upper levels were simple one over one double hung wood frame units. The windows on the first floor at the west façade were similar in pattern, but those leading into the garage bay were covered with steel mesh. Limestone sills extend the base of the three bay window openings. A cornice with shallow projecting central pediment caps the building. A sign banner ornamented with projecting brick details remains at the top of the building. No historic signage remains today, but historic photographs document the evolution of signage over the years including large neon signs.

The finished storefront detail wraps around to the west façade where two storefront bays remain. These bays retain the same limestone and brick detail. The storefronts across the entire façade have been replaced over time. Interior renovations to house the Barnhart Press occurred in 1988 and most likely, the new windows and storefronts date to that period. The storefronts today are flush with the exterior wall with infill panels at the top and bottom of the space and fixed plate glass windows.

The west facing façade is also clad with dark brown face brick. Two overhead garage doors at the center and north end of this façade remain in place and provided the automobile access to the interior garage bay as well as the freight elevator to transport automobiles between the floors. These garage openings remain the same as the historic openings, but the doors have been replaced. Fenestration on this façade consists of paired units that extend the entirety of the elevation. These windows have all been removed and the openings infilled with cementitious stucco type panels. The opening size, configuration and shape are all retained with one exception. The paired windows at the third bay from the back of the building have been removed entirely, the opening enlarged, and infilled with functioning paired aluminum and glass doors. This opening facilitated bringing in large rolls of paper, presses, and equipment for Barnhart Press which occupied the building from the 1970s through 2016. The cornice line on this façade mimics the main façade with a shallow projecting pediment at the center of the building. The sign banner is mimicked in brick rather than stone under this pediment. A row of non-historic plastic rectangular shaped exterior lights are mounted beneath the cornice on the west façade.

The north façade is common red brick that has been painted red. All window openings except two individual units have been infilled with concrete masonry units (CMU) and painted like the remainder of the wall surface. One pedestrian entrance and one vehicle entrance with an overhead door are also located in the center of the first floor of this elevation. The flat roof has a large projecting penthouse for the elevator machinery in the center of the east wall with a second projecting penthouse that housed some type of large machinery that occupied the northwest corner of the third floor. The building shares a party wall with the Firestone building immediately adjacent and to the east. The Firestone Building was constructed in 1915, so the east wall of the Drummond was free standing between 1912 and 1915. The freestanding wall was brick and had painted advertising signs as evidenced by historic photographs.

Inside the building, the first floor is the only space that has been subdivided from its historic appearance. Approximately one-third of the footprint at the front or southern third of the first floor was converted to office around 1988 by the Barnhart Press. This renovation included dropped lay-in ceiling panels, a reception desk/counter near the storefront and pedestrian entrance, carpet, and temporary walls and doors to divide office space. The original plaster ceiling remains in place above the lay-in ceiling panels and the original showroom floor retains its historic tile beneath the modern carpet. Behind this renovated space, and toward the back of the building is the area originally used as a garage. Two distinct patterns of pressed metal ceiling remain in place here, though it is damaged in some areas, along with two overhead garage style doors (both on the west façade) and access to the freight elevator. Fluorescent light panels and exposed duct work hang from the pressed metal ceiling panels. The floor in the garage area is concrete, and the exposed brick walls are painted white. Historic

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photographs document that the floor in the show room area was one-inch tile laid in a 10inch square surrounded by darker tile.

The second-floor interior remains a wide-open space punctuated at regular intervals by steel support columns. The exposed brick walls are painted white and all windows are infilled. A glass wall panel separates a former kitchenette and break room space utilized by Barnhart Press at the south end of the building overlooking Farnam Street. Finished oak flooring laid on the diagonal remains in place throughout this level. Portions of the floor have been refinished. Fluorescent light panels hang from the ceiling beams throughout the space, and open wood joists frame the ceiling. Two openings have been cut into the east wall to connect this building with the Firestone Building as Barnhart Press used both spaces. A sign that may date to the automobile era that states, "Positively No Smoking At Any Time No Exceptions" hangs from one of the ceiling joists. The paired aluminum and glass doors that replaced window openings open on to this space.

The third-floor also retains the open expanse of space with no sub-divisions. Sometime after construction an elevated ceiling as added to the northwest corner, roughly twenty-five by twenty feet. The exposed brick wall is painted white throughout most of the space. Insulation has been added between the wood ceiling joists and fluorescent light panels hang from the ceiling. The oak plank floor is also laid on the diagonal in this space with portions of the floor having been refinished. Steel columns support the structures and are interspersed at regular intervals throughout the space.

The basement level of the building was used for storage and retains its open floor plan. The most notable alteration to the basement level are a series of supplemental support columns to transfer the load of the heavy printing presses and paper rolls used for Barnhart Press. Exposed brick walls on this level are painted white and the floor is concrete. Square concrete columns and beams support the building foundation at this level. Fluorescent light panels hang from the ceiling along with exposed ductwork throughout the lower level. Utility panels are located along the north wall.

Vertical circulation throughout the building is gained by a central elevator shaft and two stair towers. The original freight elevator that transported automobiles between floors is located along the east wall at the center of the building footprint. The freight elevator accesses the basement through the third floors. Along with the central elevator shaft, two interior stair towers provided vertical transportation through the building. One stair is located at the southeast corner of the building and the other near the northeast corner of the space. Both stair towers extend from the basement to the third floor.

Changes over time to the building include the addition of carpeting and subdivided office spaces to the former showroom on the main floor, removal of all the windows and replaced storefront. The second, third and basement levels have seen minimal alterations and retain a high degree of historic integrity. Two gasoline pumps were located outside the building along the 26th Street sidewalk near the northwest corner of the building. The storefronts were large single panes of glass and a large awning overhung the main pedestrian door. Overall, the Drummond Building retains a high degree of historic integrity. The three-story brick structure, designed by John McDonald, served Omaha's Automobile Row from 1912 to 1958, and despite brief periods of vacancy, the building has been continuously occupied in a commercial capacity. The building is vacant today.

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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 a grave.
- D** A cemetery.
A reconstructed building, object, or structure.
- E** A commemorative property.
- F** Less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Commerce

Period of Significance

1912-1958

Significant Dates

1913 – Lincoln Highway established
 1921 – Lincoln Highway routed off Farnam

Significant Person

(Complete if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

John McDonald, Architect

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 Drummond Motor Company Building is significant at the local level under Criterion A for its association with Omaha's early automobile commerce. It contributed to the development of Automobile Row on Farnam Street between 18th and 27th Streets. Automobile Row served as a hub of early auto dealerships, service centers, repair shops, and suppliers. The Drummond Motor Company represents the pioneering spirit of local designer during the early boom years of the automobile industry. The building served the Drummond Motor Company

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which designed and sold the Drummond Roadster, the Drummond Touring Car and a commercial truck. The Drummond automobiles were in limited production and sold throughout the region. The building remained a car dealership through 1958 when the Greenlease-Lied Cadillac, Buick, and Pontiac dealership left the space. In addition, the Drummond Motor Company Building meets the significant contexts identified in the *Historic and Architectural Resources of the Lincoln Highway in Nebraska Multiple Property Documentation Form*. It represents the Automobile Agencies, Garages and Dealerships property type.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Historic Overview

Constructed in 1912 by noted Omaha architect John McDonald, the Drummond Motor Company building reflects the built environment surrounding the rise of automobile commerce in Omaha. Throughout John McDonald's prolific career in Omaha he constructed numerous residences, commercial buildings, churches, and apartments including several National Register listed properties. Among the most notable are the Joslyn Castle (NRHP listed 1972), the Bradford-Pettis House (NRHP listed 1983), the Beebe and Runyon Furniture Showroom and Warehouse (NRHP listed 1998), and the First Unitarian Church (NRHP listed 1980). The two blocks of Farnam Street between 24th and 26th became part of Automobile Row as early as 1909, when the local papers including the *Omaha Bee* and the *Omaha World Herald* published a long-standing column called "Along Automobile Row." The Lincoln Highway, the nation's first east to west transcontinental automobile road, was routed through Omaha along Farnam Street. This increased traffic along Automobile Row which could then serve not only the local public, but those traveling through the city on their overland vacations.

Omaha participated fully in the popularity of the new automobile. Variations of an internal combustion engines were developed across Europe and America in the late 1800s. However, the 1901 Mercedes is credited as the first modern motorcar according to many automobile historians.² Close on the heels of Mercedes was Ransom E. Olds and the 1901 one-cylinder, three-horsepower Oldsmobile that looked much like a motorized horse carriage. The Oldsmobile was priced at \$650 which made it affordable to many middle-class Americans. Henry Ford and William Durant were the first to combine both the advanced design of the Mercedes and the affordability of the Oldsmobile to the American market. Competition in the automobile market was fierce with 30 American manufacturers producing 2,500 motor vehicles by 1899, but the mass success came in 1908 when Henry Ford first introduced the Model T and William Durant founded General Motors.³

By 1909, Omaha's Automobile Row was fully ensconced on Farnam Street between 18th and 26th Streets. By July 1912 Nebraskans had already purchased 6,158 automobiles and were estimated to break a record of more than 10,000 motor vehicles purchased in one year. Nebraska ranked 11th in the United States in the number of automobiles registered in 1912 with a total number of 33,557 cars on the road. At the time a fully equipped auto cost \$1,000. The number of cars on the road also required services, supplies, repairs, replacement parts, and maintenance across the state. Automobile Row in Omaha had all of these businesses plus a car wash and other recreational enterprises to serve the needs of the public waiting for either the purchase or repair of their car. The accessory business was estimated at \$2.3 million in Omaha alone, and the *Omaha World Herald* estimated that Nebraskans would spend between \$12 and \$15 million for automobiles and accessories in 1912 alone. The number of cars registered in Nebraska grew from 4,346 in 1909 to more than 10,000 in 1912. This increased number also contributed to good roads for automobile travel, as a portion of all license fees went to the funds supporting good roads in the county in which the owner resided.⁴ Omaha and Automobile Row were the headquarters of this business in the state. Among motor cars being sold here included obscure brands such as Apperson, Empire, Carter, Cole, Waverly Electric, Baker Electric, Mason, Hupmobile, Stanley Steamer, REO, Marion, and Mitchell along with more well-known brands such as General Motors trucks, Ford, Studebaker, and

² "When Were Cars Invented?" www.history.com

³ Ibid.

⁴ "Buying 10,000 Autos in Nebraska in 1912." *Omaha World Herald*, 28 July 1912.

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Cadillac. Three new buildings were constructed on Automobile Row in 1912 alone including the Drummond Motor Car Company at the northeast corner of 26th and Farnam Streets.⁵

Drummond's business began in 1884 at a location further east on 18th and Harney Streets, where he primarily manufactured and repaired carriages. The Drummond Carriage Company was organized in 1892 and the name changed to Drummond Motor Company when they began work in the automobile business.⁶ In 1910 Drummond was offering, "3 Bargains and 3 Different Models at 18th and Harney." He advertised his repair shop as follows: "Run your auto into a telegraph post? Bump against a street car? Smash up your auto? All repairing and painting at no-kick auto prices"⁷ At the Harney Street location, Drummond sold General Motors Company trucks and offered automobile repair. Drummond was also one of two companies in Omaha manufacturing automobile tops, an important feature for anyone who desired a drive on anything less than an ideal day in Nebraska.⁸ He also offered White Steamers, a steam powered car patented as a Locomobile. This booming business led to Drummond commissioning well-known local architect John McDonald to build a new three-story brick and concrete garage at 26th and Farnam Streets. The *Omaha Daily Bee* on Sunday, June 8, 1913 noted that Drummond Motor Company moved into their new "magnificent and modern" garage and marked "an epoch in the local automobile industry and was an incentive for other motor companies to seek new quarters in the West Farnam Street district."⁹ The new building provided up-to-date services. The basement was used as a store room and garage. Freight and cars were taken in and out of the basement in a large freight elevator. The basement was also used for car storage housing hundreds of automobiles in the off season. The first floor of the building housed the main show room, offices, and smaller service garage at the back. According to the paper, the main display area was elaborately decorated with large plate glass windows to show off the cars. Car repair work was done on the second floor. The repair shop worked on everything from baby carriages to automobiles boasting that they were able to repair anything on four wheels. The paint shop was housed on the third floor.

To facilitate his design dreams, Drummond sought investors, and in 1913 John Griffith, his son Walter Griffith and a partner Frank Bacon purchased a majority of the Drummond Motor Co. for \$75,000. This allowed Drummond to focus on design. Drummond evolved his business to designing and producing his own car brand called the Drummond. It was produced between 1915 and 1917 and sold in limited quantities. He produced the Drummond Touring car and the Drummond Roadster each selling for about \$1000. He also produced a more luxurious Town Car that had a detachable top and sold for \$1445. By 1916 Drummond's cars, despite being produced in limited quantities, were being sold in New Zealand and Australia and imported by a local firm overseas. The Drummond was an automobile that, "combined style, comfort, power, and economy of operation at a low price, within reach of every man who can afford an automobile."¹⁰ Drummond built his first commercial truck at the same time. The truck had the same chassis as the touring car, a capacity of 1,000 pounds and had a 35-horse power engine. In 1917 he built his biggest car with a with a Herschell-Spillman V-8 engine. In 1916 Drummond was no longer listed as a company officer and Frank Bacon was the President. The following year the company name was changed to Douglas Motor Corporation.¹¹

⁵ Ibid.

⁶ "Drummond Cars Circle the Globe." *Omaha World Herald* 20 February 1916

⁷ Advertisement, *Omaha Daily Bee*, 11 September 1910.

⁸ "New Models Arriving Interest Motorists." *Omaha World Herald* 11 August 1912

⁹ "New Complete Plant of the Drummond Motor Company, *Omaha Sunday Bee*, 8 June 1913.

¹⁰ "Drummond Cars Circle the Globe." *Omaha World Herald* 20 February 1916.



¹¹ "The Drummond." www.american-automobiles.com accessed 2-16-2018.

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Although it is unclear in the historical record why Drummond and Douglas Motor Corporation ceased business operations, the vitality of Automobile Row and the prime real estate their building at 26th and Farnam offered was not overlooked for long. In January 1918 the Jones-Hansen Company won a contract as a new Cadillac distributor in Omaha. They scrambled to find office and showroom space for their new company and bought out the unexpired term of the lease on the Drummond Motor Company building for their show rooms and service station. Jones and Hansen were Cadillac distributors and had 12 dealers throughout their territory with 45 Cadillacs received and delivered in their first year. They distributed over 25 Cadillacs to buyers in Omaha at their new location and serviced, repaired, and supplied stock parts to car owners in their first months in business.¹²

Then, not having much else to do, I



We Are Now Permanently Located on Farnam Street

To properly take care of the wants of the motoring public, all good automobile dealers are maintaining service stations. We are pleased to announce that we have secured a permanent location on Farnam Street, corner 26th, and believe we have secured the most suitable quarters in Omaha for our purpose.

When the Cadillac Motor Car Company of Detroit, Mich., honored us by selecting us as their new distributors for the Cadillac in Omaha, we immediately started out to select the best location. It was by no means a small task to find a building already completed, large enough and well enough situated to take care of our idea of a perfect service station—easily reached by owners of Cadillac cars on their way to the office or on their way home, and near enough to the retail stores to be convenient for women motor car users.

We have secured immediate possession of a portion of the Drummond Building, and in a short time will take complete possession. This building is particularly well adapted as a service station, and owners can drive into a large garage from 26th Street, a street which has no car line. A large elevator will transport the car to which ever department it should go.

The building has 42,000 feet of floor space and includes ample facilities for every variety of automobile repair work, upholstery, painting, and whatever may be required, and as rapidly as conditions permit, we will utilize these facilities and put our plant on a basis that will make every Cadillac owner proud of his motor car headquarters.

Come in—Look us over! Let us show you through this building and tell you about our plans. Give us an opportunity to tell you something about the latest type 8-cylinder Cadillac motor car. Let us tell you something about its economical operation, which is an important point these days when economy should be the watchword of motor car users.

Step inside and get acquainted! We want Omaha people to know us and we want to know them. If there is any doubt as to whether or not we intend to stay, permit us to say that besides the location which we have secured and the organization with which we have surrounded ourselves during the few weeks in which we have been the Cadillac distributors, which fully defines the attitude of the manufacturers of the Cadillac toward their Omaha agency:

Detroit, Mich., Jan. 3, 1918.
Clark Powell, Sec'y. Omaha Automobile Trade Ass'n., Omaha, Neb.
On account of conflicting advertising and publicity regarding local Cadillac Company distributor, we wish to advise that the Jones-Hansen-Cadillac Company has the only Omaha Cadillac contract now effective, and will receive our entire support and co-operation.
CADILLAC MOTOR CAR COMPANY.

Jones-Hansen-Cadillac Co.

A. H. JONES, President J. H. HANSEN, Vice Pres.
Authorized Factory Distributors

Phone Harney 710 26th and Farnam Sts.

Newspaper announcement for Jones-Hansen Cadillac from Omaha World Herald 20 January 1918.

By 1920, Greenlease-Lied Cadillac, Buick, and Pontiac dealership followed Jones-Hansen in the building. The Greenlease-Lied partnership was a well-known and successful business model that began in Kansas City with Robert Greenlease. Greenlease established his Cadillac Motor Company in Kansas City in 1908 and acquired the first Cadillac franchise west of the Mississippi River. He eventually became one of the largest individual

¹² "New Cadillac Dealer Progressive Firm." Omaha World Herald, 7 April 1918.

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stockholders in General Motors. Greenlease expanded and sold more Cadillac's than any other dealer in the nation. To accomplish this, he partnered with others to form franchise and dealerships across the Midwest.¹³ Greenlease and Ernst Lied, Sr. became acquainted in Kansas City. Lied was born in Columbus, Ohio and moved to New York City. It was in the city where his family would drive through Central Park in their new auto that began his passion for the car. The family moved to Kansas City when Ernst was 12 and his father partnered with Greenlease in his Kansas City dealerships. Ernst attended school for two years at Kansas State University then finished his education at the University of Nebraska. In Omaha, his father opened his first Buick dealership in 1920 in the Drummond Building on Automobile Row called Greenlease-Lied Cadillac, Buick, and Pontiac. Ernst eventually became involved, and the partnership flourished. The Greenlease-Lied dealership became the third largest Buick seller in the country and sold more cars than any other auto dealer in Omaha.¹⁴ During World War II when automobile production slowed, the Greenlease-Lied shop shifted to Lied Precision Tools and then came back to selling cars immediately following the war. Lied had an all-encompassing business, providing not only the automobile sale, repair, and maintenance, but financing and insurance as well. Following the War, the company returned their focus to the sale and repair of automobiles through most of the 1950s.

Tragedy struck the Greenlease family when in 1953 their six-year-old son, Robert, Jr. was kidnapped from his school, ransomed, and murdered. The horrible tragedy brought national media attention. No doubt this impacted the Greenlease family and their involvement in many of their business. Robert Greenlease died seven years later in 1960. Ernst Lied continued to direct the Omaha dealership until he felt that Buick was no longer making a quality car.¹⁵ Although the Lied Buick dealership was third in the nation for sales, Lied chose to get out of the business in 1958. The company sold all their equipment and supplies as advertised throughout the newspapers in 1959 and 1960. He left Omaha in 1960 and moved to Las Vegas where he became a real estate developer. Lied died in 1980, leaving behind an estate worth more than \$100 million and no family heirs. His longtime assistant, Christine Hixson was the sole trustee of his will and oversaw administering the Lied Foundation Trust, donating millions of dollars to universities and educational institutions throughout the Midwest.¹⁶

Automobile row began to change drastically. The major dealerships either moved to new locations or closed entirely. The Studebaker Company building at the northwest corner of 25th and Farnam (within the same block) was occupied by the All Makes Typewriter Company in 1958. Various Omaha City Directories from 1960 on note that after Lied closed his car dealership the building was vacant and/or used for storage. Rosen-Novak Chevrolet dealership occupied the space for storage by 1959 and by 1971 the building was again listed as vacant. However, Barnhart Press, a local printing company eventually took over the entire space. Barnhart Press moved into one of the upper floors of the Firestone Building immediately adjacent to the east in 1939. In the 1950s the press began moving to offset printing, added a prep department in the 1960s, and began cold type in the early 1970s. By 1972 Barnhart Press occupied the Drummond Motor Company Building and purchased its first multi-color press and proofing in the late 1980s and early 1990s.¹⁷ In 1988 the press added subdivided office space to the first-floor former showroom area. Barnhart Press moved to a new location in 2016, finally vacating the building all together. Barnhart Press remains a family business in Omaha today.

By 1958, the focus of Omaha's Automobile row had shifted away from the automobile industry. Many of the dealerships were either out of business or had moved to new locations where more land was available to display cars in large lots. All Makes Typewriters (and office furniture today) occupied most of the former Studebaker building in 1958 and the only other auto presence at the time was Rosen-Novak Chevrolet. They were using some of the buildings, including portions of the Drummond Building as storage. Between 1960 and 1971 the building was alternate listed as vacant or storage.

¹³ Greenlease Family Story. www.greenleasefamily.com accessed 2-14-2018.

¹⁴ "Lied Buick Sells More Cars." Omaha World Herald 09 December 1949.

¹⁵ "Ernst Lied, 1906-1980" www.mediahub.unl.edu/media, accessed 15 February 2018

¹⁶ Ibid.

¹⁷ "About Us." www.Barnhartpress.com accessed 2-19-2018.

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The Drummond Motor Company Building and the Lincoln Highway

Omaha's early automobile industry was concentrated along Farnam Street between 18th and 27th Streets. Farnam proved to be an ideal location for these early auto dealers and accessory shops because the first major planned automobile route, the Lincoln Highway was routed through Omaha along Farnam Street in this area. As the auto industry began to sweep the nation, the need for standard, signed and maintained automobile routes was necessary. The Lincoln Highway became the first transcontinental interstate highway system connecting New York City in the east to San Francisco in the west. The Lincoln Highway Association was formed in 1913 and began the process of connecting a collective 3,300 miles of country roads, downtown streets, and bridges to create the highway. Leaders from the automobile, tire, and Portland cement industries joined the association to promote the highway and mark it with standardized red, white, and blue signs with a capital L.¹⁸

In Omaha the Lincoln Highway began at Douglas Street, continued east to 15th Street, then connected to Farnam Street and continued along Farnam to 40th Street. At this point the highway shifted over to Dodge Street and continued on Dodge out of the city limits. Lincoln Highway was rerouted in 1921 to travel outside of the main downtown core in Omaha primarily in response to increased traffic and the growing commercialization along the route. However, the years spent along Farnam Street constituted years of immense growth of the automobile and accessory industry.

The Drummond Motor Company building represents the property type *Automobile Agencies, Garages and Dealerships* as identified in the *Historic and Architectural Resources of the Lincoln Highway in Nebraska* multiple property listing. Although the Drummond Motor Company building was constructed in 1912, predating the Lincoln Highway which was established in 1913, it maintained significance throughout the period of the Lincoln Highway along Farnam Street in Omaha. According to the property type context established in the multiple property listing, automobile sales and repair dealerships soared in the 1920s and offered new automobiles along with expanded line of parts and services. Construction methods of early dealerships resembled commercial buildings of the period and were usually constructed of brick. These buildings were exclusive to the sale and/or servicing of automobiles. The Drummond Motor Company building meets the registration requirements identified in the multiple property document under Criterion A as it was located on or within close proximity to the historic alignments of the Lincoln Highway and marketed products and services for the traveling public.¹⁹

Summary

The Drummond Motor Company building is significant under National Register Criterion A as a significant contributor to automobile commerce in Omaha, Nebraska, and as a representative automobile dealer property under the *Historic and Architectural Resources of the Lincoln Highway in Nebraska* multiple property listing. The building represents the major early growth of the industry as well as the sustained desire for automobiles, accessories, and the need for repairs and maintenance. The building is significant at the local level and the period of significance begins in 1912 and extends to 1958 when the last dealership in the building closed. The building remained a car dealership throughout the historic period serving as home to not only to the independent Drummond Motor Company, but Cadillac, Buick and Pontiac as well.²⁰

¹⁸ Mead and Hunt. *Reconnaissance Survey of Downtown and Columbus Park Neighborhoods*, Omaha, Nebraska. 7

¹⁹ L. Robert Puschendorf. *Historic and Architectural Resources of the Lincoln Highway in Nebraska*, Multiple Property Listing, May 2007.

²⁰ "Jones-Hansen Cadillac Company" *Omaha World Herald*, 20 January 1918.

Drummond Motor Company
Name of Property

Douglas County, NE
County and State

9. Major Bibliographic References

Bibliography (Insert bibliography here – cite the books, articles and other sources used in preparing this form.)

“About Us.” www.barnhartpress.com accessed 19 February 2018.

Advertisement, Omaha Daily Bee, 11 September 1910.

“Buying 10,000 Autos in Nebraska in 1912.” Omaha World Herald, 28 July 1912.

“Drummond Cars Circle the Globe. Omaha World Herald 20 February 1916.

“Ernst Lied, 1906-1980.” www.mediahub.unl.edu/media accessed 15 February 2018.

“Greenlease Family Story.” www.greenleasefamily.com accessed 14 February 2018

“John Latenser and Sons Architects.” www.e-nebraskahistory.org accessed 14 February 2018.

“Jones-Hansen Cadillac Company.” Omaha World Herald, 20 January 1918.

“Lied Buick Sells More Cars.” Omaha World Herald 09 December 1949. Omaha Bee Newspaper: 8 June 1913

“New Models Arriving Interest Motorists.” Omaha World Herald 11 August 1912.

“New Complete Plant of the Drummond Motor Company.” Omaha Sunday Bee, 8 June 1913.

“New Cadillac Dealer Progressive Firm.” Omaha World Herald, 7 April 1918.

Puschendorf, L. Robert. “Historic and Architectural Resources of the Lincoln Highway in Nebraska.” Multiple Property Documentation Form, May 2007.

“The Drummond.” www.american-automobiles.com accessed 16 February 2018.

“When Were Cars Invented.” www.history.com accessed 2-18-2018

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 #
- recorded by Historic American Landscape Survey #

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other (Name of repository)

Historic Resources Survey Number (if assigned): DO 09:0209-015

Drummond Motor Company
Name of Property

Douglas County, NE
County and State

10. Geographical Data

Acreage of property Less than 1 USGS Quadrangle Omaha North

(Use either the UTM system or latitude/longitude coordinates. Delete the other.)

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

1.	Latitude	<u>41°15'28.8"N</u>	Longitude	<u>95°57'01.9"W</u>
2.	Latitude	_____	Longitude	_____
3.	Latitude	_____	Longitude	_____
4.	Latitude	_____	Longitude	_____

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

The Drummond Building resides on an urban lot measuring 0.24 acres, and approximately 10,800 square feet. The lot is located on the northeast corner of Farnam Street at 26th Street. The legal address is described as Paxton Court, lot 7 Block 0. The lot measures approximately 75 by 144 feet. The building footprint has no set back and encompasses the entirety of the historic lot. No additional land or associated features are part of the boundary.

Boundary Justification (Explain why the boundaries were selected.)

The boundary description above includes the parcel historically associated with the building.

11. Form Prepared By

name/title	<u>Melissa Dirr Gengler</u>	date	<u>March 23, 2018</u>
organization	<u>Historic Resources Group, Inc.</u>	telephone	<u>402-770-5877</u>
street & number	<u>442 South 28th Street</u>	city or town	<u>Lincoln</u>
city or town	<u>Lincoln</u>	state	<u>NE</u>
email	<u>melissa@hrg-nebraska.com</u>	zip code	<u>68510</u>

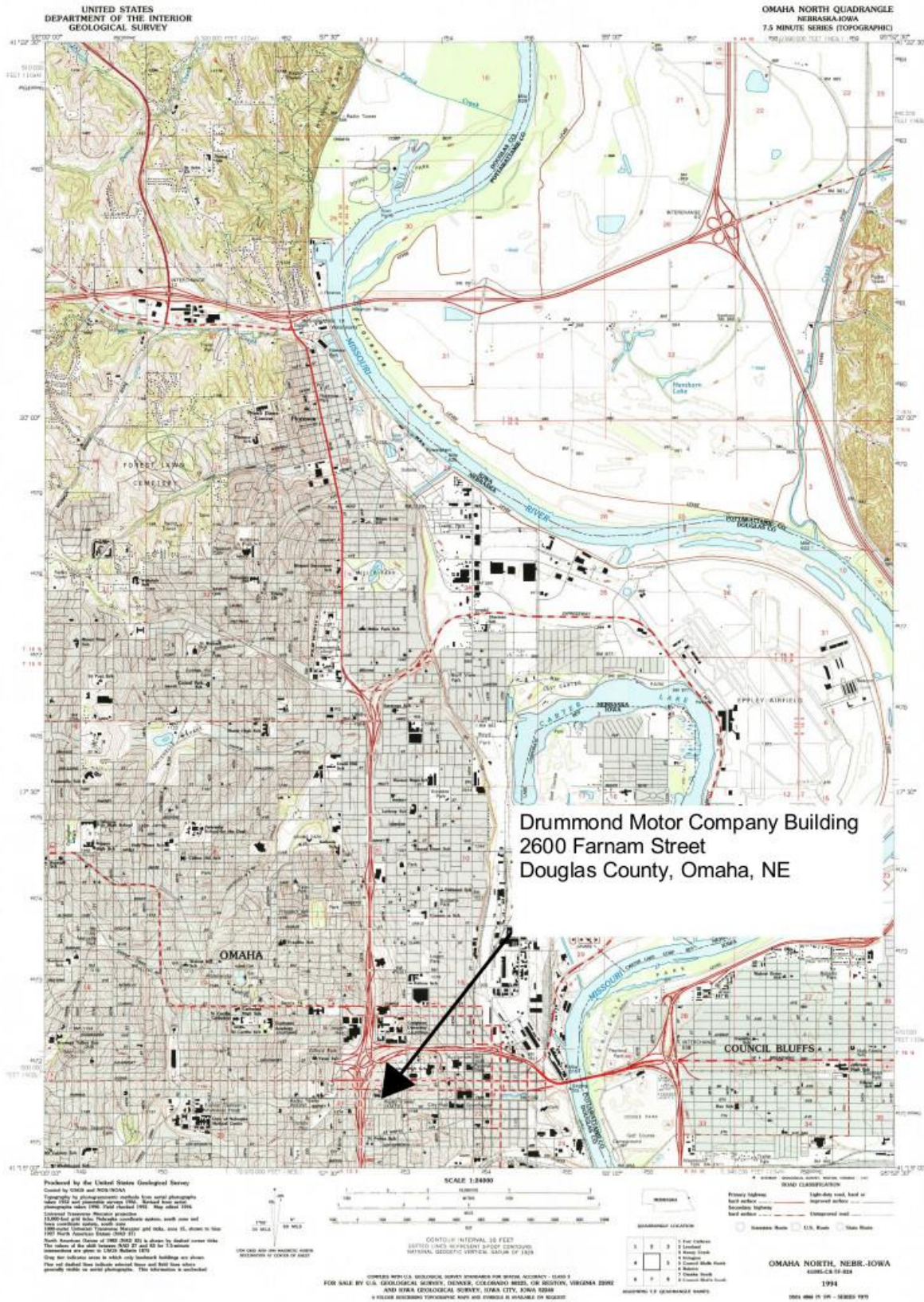
Additional Documentation

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 map.
- **Additional items:** (Check with the SHPO for any additional items.)

Drummond Motor Company
Name of Property

Douglas County, NE
County and State



Drummond Motor Company

Douglas County, NE

Name of Property

County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, 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 The Drummond Building

City or Vicinity Omaha County Douglas State Nebraska

Photographer Melissa Dirr Gengler Date Photographed 20 February 2018

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

Image 1: View of south façade, camera facing north.

Image 2: View of south and west facades, camera facing northeast

Image 3: View of west and north facades, camera facing east.

Image 4: View of first floor interior, subdivided office space in former auto showroom. Camera facing northeast.

Image 5: View of first floor former garage and service area, camera facing northwest.

Image 6: View of first floor former garage/service area, camera facing northeast.

Image 7: View of second floor interior space looking north and west toward new doors

Image 8: Second floor interior, camera facing southeast

Image 9: Second floor interior showing freight elevator and opening to Firestone building, camera facing east

Image 10: Interior third floor, camera facing southwest

Image 11: Interior third floor, camera facing southeast

Image 12: Interior lower level showing supplemental steel supports, camera facing northwest.

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.



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UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 5/30/2018 Date of Pending List: 6/28/2018 Date of 16th Day: 7/13/2018 Date of 45th Day: 7/16/2018 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 7/16/2018 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Jim Gabbert Discipline Historian

Telephone (202)354-2275 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

May 25, 2018

Jim Gabbert
NPS-National Register of Historic Places
1849 C Street, NW
Mail Stop 7228
Washington, DC 20240



Re: Drummond Motor Company, Omaha, Douglas County, NE

Dear Mr. Gabbert,

Enclosed is the complete nomination packet for the Drummond Motor Company, in Omaha, Douglas County, Nebraska. The enclosed contents are as follows:

- The signed first page of the Drummond Motor Company nomination;
- One (1) archival disk with the true and correct copy of the nomination for the Drummond Motor Company to the National Register of Historic Places in PDF format; and
- One (1) archival disc with the photographs for the Drummond Motor Company nomination.

If you have any questions regarding the submitted materials, feel free to contact me at the phone number or email address below.

Sincerely,

A handwritten signature in blue ink that reads 'David L. Calease'.

David L. Calease
National Register Coordinator
Nebraska State Historic Preservation Office

Phone: 402-471-4775
Fax: 402-471-3100
david.calease@nebraska.gov

Enclosures (2): 1 disk with Nomination
1 disk with National Register Photographs