

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 88002755 Date Listed: 12/1/88

Hotel Norfolk Madison NE
Property Name County State

Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

Beth Boland
Signature of the Keeper

5/4/89
Date of Action

=====
Amended Items in Nomination:

Item #8: Significance

The period of significance is 1926--1938.

DISTRIBUTION:

National Register property file
Nominating Authority (without nomination attachment)

2755

United States Department of the Interior National Park Service

RECEIVED

National Register of Historic Places Registration Form

NOV 4 1988

NATIONAL REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Hotel Norfolk
other names/site number Madison Apartments / NeHBS # MD06-143

2. Location

street & number 108 North Fourth Street
city, town Norfolk
state Nebraska code NE county Madison code 119 zip code 68701

3. Classification

Table with 3 columns: Ownership of Property, Category of Property, and Number of Resources within Property. Includes checkboxes for private/public and building/site/structure/object, and counts for contributing/noncontributing resources.

Name of related multiple property listing: N/A
Number of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.
Signature of certifying official: Nebraska State Historical Society
Date: 10-28-88

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.
Signature of commenting or other official
State or Federal agency and bureau

5. 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 the Keeper: Melissa Byers
Date of Action: 12/1/88
Stamp: Entered in the National Register

Signature of the Keeper

Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

DOMESTIC/hotel

Current Functions (enter categories from instructions)

DOMESTIC/multiple dwelling**7. Description**Architectural Classification
(enter categories from instructions)Colonial Revival
-Georgian Revival

Materials (enter categories from instructions)

foundation Limestone
walls Brick
roof Concrete
other Metal - Copper Cornice

Describe present and historic physical appearance.

The Hotel Norfolk is a rectangular building of Georgian Revival architecture in brick. It is located at the major downtown Norfolk intersection at the corner of Fourth Street and Norfolk Avenue. Structural and historical integrity have been preserved except for modifications made to the street level facade and the interior first floor spaces. The nomination consists of one contributing building.

The 150-room Hotel Norfolk was constructed of reinforced concrete with concrete floors and roof, brick walls, and brick and stone exterior in 1926. The building rests on a limestone foundation. The five-story main (east) facade has 18 bays and faces onto Fourth Street. The north facade faces onto Norfolk Avenue and contains ten bays. This facade abuts a 2 1/2 story brick commercial building to the east. An alley separates the Norfolk from commercial buildings to the south. The hotel has a flat roof behind a low parapet with a stone coping and a modillioned copper cornice. Original plans for the hotel included two additional floors and a much more elaborate balustrade and cornice at the roof line. (A picture of this plan is found in the February 7, 1920 issue of the Norfolk Daily News.) Financial problems intervened so that the extra floors and elaborate architectural treatments never materialized.

The six central bays of the ground floor on the east side contained the lobby and had special exterior architectural treatment with three large arched windows and an iron entry marquee. The two center bays of the north facade also has a decorative marquee. The marquees have been removed but the arched lobby windows remain intact. A wood shingle pent roof and large sign currently cover the arched windows but these modern intrusions could easily be removed. The entry door and several of the storefront doors and windows have been replaced with metal framed enclosures. Two large windows on the southeast end of the Fourth Street facade have been replaced with glass blocks.

A stone beltcourse surrounds the two street facades at the second story level. Several decorative iron rails are intact attached to this beltcourse. Decorative carved stone swags are located between each of the three arched windows on the beltcourse. The windows of the upper floors all have stone sills and six-over-one double-hung sash. The second story lintels include a decorative stone keystone.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 7 Page 2 Hotel Norfolk, Norfolk, Nebraska

The plan of the first floor focuses on a central lobby with storefronts and dining areas opening from it. The kitchen is located behind the lobby on the west side of the building. The south portion of the lobby has been modernized although the original columns remain intact. The north end of the lobby retains its black marble baseboards, antique walnut woodwork, and eight foot panelling. A beautiful marble stairway with wrought metal banisters and walnut hand rail rises to the second floor mezzanine. The lobby originally opened onto the "LAMP ROOM"-a dining area, the coffee shop (still extant), and a luncheon room (now modernized into retail space).

The coffee shop area still operates as a restaurant. Beautiful terrazzo floors in this room form a geometric pattern. The large columns and glass light fixtures also remain intact. All of the public spaces of the hotel except the mezzanine hall retain their original terrazzo floors.

The second floor originally had an open wall with a rail which looked out over the lobby. This wall has been enclosed. The mezzanine opens onto the ballroom, the WJAG broadcasting studio, and the Pheasant Room, a private dining room. Three sets of french doors open into the ballroom. This room has a seating capacity of 500. When the hotel opened, Romanesque wall hangings and draperies were used instead of architectural detailing to highlight the room. Pilasters, terrazzo flooring and ceiling coffers are the only architectural details in the room. A service stair leading to the kitchen is located outside of the southern end of the ballroom.

The WJAG broadcasting studio maintains the original plate glass wall which enabled viewing of live programs from the mezzanine. Built-in cupboards remain as remnants of the broadcasting studio equipment. This small room was specially designed to be entirely soundproof.

The Pheasant Room was a private dining room with a seating capacity of 50 persons. The room had Chinese panels on the walls as original decorations. The room is now panelled with modern materials.

The ballroom area of the building is only two stories high so that the upper floors are laid out in an L-shaped plan. The hotel rooms have been remodelled through time to accommodate kitchens and living areas for apartment use. Original doors remain intact although many dropped ceilings for modern heating/cooling units and panelling have been added. The hotel rooms have never had any architectural detailing.

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 3

Hotel Norfolk, Norfolk, Nebraska

The Norfolk has a full basement which was used for mechanical systems, storage, barber shop space and offices. Marble staircases lead from both an outside door and the lobby to the basement. Beautiful mosaic tile floors decorate the public areas of the basement.

The Norfolk Hotel retains much of its structural and architectural integrity. Although some integrity has been compromised due to remodelling and exterior additions, many of the changes are reversible and can be addressed in the potential rehabilitation of the building.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Architecture

Communications

Period of Significance

1917-1938

Significant Dates

1926

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

H.L. Stevens Company

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The Hotel Norfolk, a local and regional landmark, is architecturally significant (Criterion C) as a good example of the Georgian Revival influence in commercial structures of the early Twentieth Century. It is an important representative of the modern commercial hotel movement as evidenced in the smaller communities of Nebraska. The hotel is a good representative of the small city hotels designed by the H.L. Stevens Company of Chicago which designed many hotels and apartments across the nation. The Hotel Norfolk is significant as the home of one of the oldest radio stations in the Midwest, WJAG, from 1926 to 1944 (Criterion A). The period of significance is derived from the original planning stages of hotel development which began in 1917 and extending through 1938, the last year in which the property continues to meet the 50 year criterion. The construction of the hotel was completed in 1926.

Hotel Development

The beginning of the modern American hotel industry can be traced to the 1829 Boston hotel, the Tremont House, designed by Isaiah Rogers. Unlike earlier inns, which consisted of one or two rooms with three to ten beds and usually two guests per bed, the Tremont provided private rooms, trained hotel staff, French cuisine, bellboys, and many other "modern" amenities. The Tremont spurred a widespread development of similar hotels in American cities where, regardless of the fact demand often fell short of supply, a fine, luxurious hotel was viewed as essential to the continued growth and success of a community. This initial hotel boom reached its peak between 1830 and 1850 in the East, and later in newly developing communities as settlement spread West.¹

By the end of the Nineteenth Century, large city hotels had evolved into ultra-luxurious architectural derivations of the grand resort hotels and palaces of Europe. Examples of these included the Waldorf-Astoria in New York, the Brown Palace in Denver, and the Palace in San Francisco.

See continuation sheet

9. Major Bibliographical References

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 # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreage of property Less than one

UTM References

A

14

6	3	1	520
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46	54	4	4	0
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Zone Easting Northing

B

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Zone Easting Northing

C

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D

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See continuation sheet

Verbal Boundary Description

Lot 9 and West half of Lot 10, Block 4, Original Town of Norfolk, Madison County.

See continuation sheet

Boundary Justification

The boundary includes the entire town lots that have historically been associated with the property.

See continuation sheet

11. Form Prepared By

name/title Dana L. Pratt date August 24, 1988
 organization The URBANA Group telephone (217) 344-7526
 street & number 110 South Race St. Box 1028 state Illinois zip code 61801
 city or town Urbana

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 2 Hotel Norfolk, Norfolk, Nebraska

These hotels were characterized by their grand scale, and magnificent ornamentation including heavy gilding and lavish use of marble. In contrast, smaller communities usually had only various basic hotels, often one or two-story frame buildings of a rooming-house variety usually located near the railroad station.²

In his discussion of the development of the hotel industry, Gerald Lattin notes;

At the turn of the century there were two new developments in the United States that were to influence twentieth-century hotel operation. First, as the country's economy expanded, the commercial traveler became increasingly prominent in the business world. As this group grew in number, there developed a corresponding increasing need for suitable hotel accommodations and conveniences to serve it. Second, improvements in transportation made travel easier and less expensive. In a society seemingly ever restless and eager to be on the move, such a development immediately led to a tremendous upsurge in the number of travelers. Once the middle class of American society could afford travel expenses, it became an entirely new segment of the traveling public.³

The 1908 Statler Hotel in Buffalo, New York, set the precedent for meeting the new demands of the traveling population in the form of the modern commercial hotel. Specialized services, now standard in the industry, were first introduced in this hotel including such conveniences as private baths, full length mirrors, fire doors, circulating ice water, and free newspapers. The Statler chain of hotels dominated the hotel world until the 1930's. The demand for a modern, convenient and service-oriented hotel within the budget of the average American had been met and was copied in a new wave of hotels built in large and small communities throughout the country. ⁴

Following a decline during World War I, the construction of commercial hotels "reached an all time peak, both in numbers built and dollars expended" during the 1920's. ⁵ Room occupancy jumped from 72 percent in 1919 to 86 percent in 1920 so that hotel investment was very attractive. During this period the hotel, rather than government buildings or churches, became the measure by which a city judged itself and expected others to judge it. Commercial hotels were built as an expression of civic pride and to serve as the center of community activity.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 3 Hotel Norfolk, Norfolk, Nebraska

In the small towns, the hotel became the embodiment of community growth -- as if by some miracle the construction of a hotel would eventually lead to a thriving metropolis.⁶ Hotel investment often came from within the community with a 75-125 room hotel the standard symbol of local pride and confidence in the future. The most common design of these hotels consisted of a magnificent lobby space, a dining room/restaurant, a bar, and commercial storefronts on the ground floor. A grand ballroom was usually located on a second floor mezzanine with guest rooms on the remainder of the upper floors. The Norfolk is a good representative of the early phase of the commercial hotel movement as it is evidenced in the smaller communities of the nation.

Describing commercial hotels of this period in a pictorial history of the United States published in 1926, Talbot Hamlin states:

A hotel is much more than a place of temporary or even permanent residence. Developing along more public lines it has become almost a civic monument, a center of communal life. There great dinners are held, balls are given, many political organizations are housed and mass meetings called. There "society", and those who ape it, drink tea, and dance. In the course of this development it has become in a very real sense a town hall, a place in which the whole people feels an instinctive if irrational ownership. It is this public character that has made necessary the great monumental lobbies, the magnificent ballrooms, the capacious restaurants.⁷

By 1930 the commercial hotel movement came to an end. The Great Depression emptied hotel rooms and business dropped to an all time low. The over-building and lack of experience among enthusiastic hotel promoters and operators of the 1920's added to the disaster so that many financial experts thought the industry would never recover. Over 85 percent of the nation's hotels suffered serious financial difficulty during this decade with many of their properties being taken over by lending institutions.⁸

From the time of its construction to the present, the Norfolk has remained the largest and best example of an early 20th Century commercial hotel in northeast Nebraska. According to the 1930 Hotel Redbook, no other hotels of this size were built within a fifty-mile radius of Norfolk. The 1930 Hotel Redbook lists three other hotel buildings in the community, the 1892 Oxnard, the 50-room Pacific (built prior to 1915), and the 1922 Perry Hotel. Of these buildings, only the Perry remains standing. It is a two-story, 45 room structure located across the street from the railroad depot. The building has been altered through time and

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 4 Hotel Norfolk, Norfolk, Nebraska

is not comparable to the Norfolk in either historical significance to the community or architectural character.

Architecture

The Hotel Norfolk is the best local example of the Georgian Revival influence in early 20th Century commercial architecture. The rectangular plan, symmetrical facade, classical cornice, and arched windows are all distinct elements of the style. The hotel is an illustration of the adaptation of the Georgian Revival Style, a style applied primarily to private homes during the late 19th Century, to hotels and commercial buildings during the 20th Century. The public nature of the development of the hotel is reflected in the architecture of the hotel which assumes the character of a public building. The Norfolk dominates the downtown area in its location on one of the major community crossroads. Its imposing five-story presence towers over the surrounding streetscape.

The Hotel Norfolk is a good representative of the small town hotels designed by the H.L. Stevens Company. The firm was a successful architectural practice following the turn of the Century with offices in both Chicago and New York. The company designed a large number of hotels, luxury apartment buildings and apartment hotels across the country. Commissions of the firm included apartment hotels in Des Moines, Iowa and Minneapolis, Minnesota, luxury apartment buildings in Chicago, Pittsburgh, and Buffalo, New York, and hotels in Northampton, and Salem, Massachusetts, Bakersfield, California, Port Jervis, New York, and Pittsburgh.⁹ The H.L. Stevens Company also designed the 1926 Hotel Capital located in Lincoln, Nebraska, which is of Georgian Revival styling similar to the Norfolk. Nevertheless, although this 11-story, 200 room building is also a modern commercial hotel it is on a grander scale and is located in a much larger metropolitan area than the Norfolk.

In 1917 the North American Hotel Company, an Omaha-based investment group developing a system of hotels in the central west, purchased the "choicest" development site in Norfolk's business section with plans to build "one of the most beautiful hotel buildings in the state."¹⁰ The company was active in hotel building and management and in 1917 was operating the new Blackstone hotel in Omaha, the Hartington Hotel in Hartington, was constructing a hotel in Grand Island, and had plans for new hotels in Sioux City, Kearney, Scottsbluff, and Hampton, Iowa. The hotel in Norfolk was to be a modern eight-story building containing 134

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 5 Hotel Norfolk, Norfolk, Nebraska

rooms. Citizens of Norfolk subscribed about \$90,000 in stock of the North American Hotel Company as an investment in the future of their community.

In February, 1918, all engineering tests, building plans and drawings had been developed for the new hotel by the Bankers' Realty Investment Company, architects for the North American Hotel Company. Nevertheless, work on the hotel project was stopped by the war and the Hotel Company suffered serious financial difficulties.¹¹

By 1919, agitation against the derelict condition of the excavated site, concern over the protection of their investments, and the strong local feeling of need for the hotel building grew so that local subscribers sent a delegation to Omaha to negotiate with the Hotel Company. By October of that year, Norfolk subscribers to the hotel fund secured possession of the property and resolved to continue the long-delayed project.

Local subscribers formed the Norfolk Hotel Company to raise funds for the hotel and the H.L. Stevens Company was hired as architect for the new building. Members of the company "made it plain that the project is a community affair and that 100 percent cooperation from Norfolksians will be expected when the big campaign for financial support is begun."¹² Their original plans called for a seven-story, 150 room building. Nevertheless, severe set-backs in the form of a high water table and the need to drive the pilings of the foundation through quicksand, springs, and waters required double layers of concrete for the basement and considerable unanticipated investment in materials and labor. By August of 1920, the construction plans were cut down to a five-story structure. In 1921 a temporary roof was put on the structure and the ground floor storefronts were rented. Nevertheless, work on the upper floors continued slowly so that by 1925 only three-quarters of the building was completed, and the Norfolk Hotel Company had gone bankrupt, with stock amounting to \$320,000 completely wiped out.

In late 1925, E.C. Eppley of the Omaha-based Eppley Hotels Company, purchased and completed the five-story building. Mr. Eppley was "much pleased over his purchase of the Hotel Norfolk" especially since he acquired the \$600,000 structure for only \$300,000.¹³ The Eppley Hotels Company was a driving force in the hotel development and operation surge during the 1920's in Nebraska. At that time the Eppley Company operated 14 other hotels including the following:

Hotel Fontenelle and Hotel Rome, Omaha
Hotel Lincoln, Hotel Capital and Hotel Lindell, Lincoln

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 6 Hotel Norfolk, Norfolk, Nebraska

Hotel Evans, Columbus
Hotel Montrose and Hotel Magnus, Cedar Rapids
Hotel Martin and Hotel West, Sioux City
Hotel Carpenter and Hotel Cataract, Sioux Falls
Hotel Lincoln, Scottsbluff
Hotel Chieftain, Council Bluffs

E.C. Eppley was recognized by the Mayor of Norfolk in the hotel grand opening ceremonies as "one of the most prominent hotel men in the United States."¹⁴

The Hotel Norfolk is representative of the foresight of commercial hotel sponsors in hoping to capitalize upon the increasing American custom of conventions - assembling representatives of political, commercial, professional, avocational, learned and other groups from afar for two or more days of intensive meetings. A large number of state conventions were scheduled for Norfolk before the hotel was even opened. The local newspaper stated,

"With the hotel finished housing accommodations in Norfolk during conventions will be excellent. During previous years Norfolk has never been recognized as a leading convention city, but with the future convention card bearing the names of twelve organizations, both state and district, the metropolis of northeast Nebraska is receiving state-wide recognition."¹⁵

As a result of the construction of the hotel, Norfolk was the convention center for northeast Nebraska for many years. By the 1950's, conventions were responsible for over one third of the yearly room occupancy of American hotels.¹⁶

Throughout its history the Norfolk has been the focus of regional and community social life hosting weddings, civic and political meetings, banquets, and club meetings. Famous people including Wendell Willkie, Thomas E. Dewey, Duke Ellington, John F. Kennedy, Jack Dempsey, Jascha Heifetz, and Ronald Reagan have all stayed at the hotel.¹⁷ In addition, a variety of service-oriented shops and restaurants have continuously been located in the ground floor storefronts of the building. A six chair barber shop operated by the Eppley Hotels Company and a suite of offices for the Norfolk Chamber of Commerce were originally located in the hotel basement. The hotel continued in its original use until the mid 1960's when it was converted into apartments.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 7 Hotel Norfolk, Norfolk, Nebraska

Communications

The Hotel Norfolk housed the studio of one of the oldest radio stations in the nation, WJAG, from 1926 through 1944. WJAG was founded by Gene Huse, the publisher of the Norfolk Daily News, as a supplement to the public news services offered by the newspaper. His interest in radio began as a hobby in 1912, and he quickly recognized its potential as the future means of public dissemination of information. WJAG was one of the first 50 licensed radio stations in the United States and the second station to be licensed in Nebraska. There are currently over 10,500 licensed stations in the country. The first WJAG license was issued on July 27, 1922 and the station began broadcasting from a transmitter in a special broadcasting room in the old Norfolk Daily News building (not extant). Because of the service orientation of the station, advertising was not solicited for the first five years of its broadcasting. A history of the station indicates,

"From this crude studio emanated the sounds of community choral groups, barber shop quartets and polka bands. When the air waves were less crowded, WJAG had regular listeners from Florida to California."¹⁸

From its inception, the station has maintained a strong emphasis on service to its listeners. Throughout its history, the station's programs have been geared toward the rural and small town audiences. The WJAG listeners have always been known in northeast Nebraska as the "Radio Family" - a mythical group around the home, listening to news, weather, markets and entertainment programs.

The chief announcer and newscaster until 1934, the late Karl Stefan, instituted the program philosophy of informality, friendliness, and sincerity. Many of his radio programs were landmarks in the industry including the first recreation of World Series games (1922), the first Noon News (1922), one of radio's oldest continuous all-request shows, the Mailbag (1922), the first Voice of the Street (1932), and one of the oldest continuous school program series (1928). His popularity as a broadcaster helped him win and maintain a seat in Congress from 1934 until 1951.¹⁹

By 1926 when the hotel was being completed, a studio room on the second floor mezzanine of the Norfolk Hotel was specially designed by the Eppley Hotels Company to contain the WJAG operations. Originally the studio was directly connected by special wires and a private telephone to the Norfolk Daily News offices. The studio was equipped with a large plate

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 8 Hotel Norfolk, Norfolk, Nebraska

glass wall so hotel guests and local citizens could watch live performances of programs. The room was entirely soundproof with specially designed carpets and draperies to contain sound. The local paper stated that "the studio room in Hotel Norfolk is considered one of the finest being used by a broadcasting station in Nebraska."²⁰ An amplifier piped broadcasts into the lobby and mezzanine of the hotel. Tall twin radio towers were located on the roof of the hotel. In 1942, the station's business offices were moved to the basement of the hotel.

The eighteen years that WJAG was located in the hotel was a critical phase of its growth and prosperity. The year 1927 was the real beginning of the station as a commercial enterprise since it was run more as a hobby and no advertising was accepted until that date. The original station had a power of 100 watts and operated on 833 kilocycles. By 1926, when it moved to the hotel, the frequency was increased to 1110 kilocycles and a power of 250 watts.²¹ The hotel and station were mutually beneficial since the live broadcasts, open to the public and hotel patrons, helped to increase both the hotel and WJAG's popularity for entertainment. A wide variety of programs were broadcast from the hotel including those previously established WJAG traditions like the Mailbag, in addition to the "Voice of the Street", soap operas, and news programs. In addition, big bands and orchestras which presented concerts in the hotel ballroom were frequently broadcast on the radio station. This was the case on the grand opening night when the famous Randall's Royal Fontenelle orchestra played for the dinner dance.

In 1944 a disastrous flood completely submerged the WJAG offices in the basement of the hotel. At that time the studio and offices were relocated to a building at the corner of Sixth and Norfolk Avenue (not extant). In 1955, WJAG moved to its present modern building located just south of the hotel.

¹Lattin, p. 7.

²Ibid., p. 8.

³Ibid., p. 8.

⁴Ibid., p. 9.

⁵Ibid., p. 10.

⁶Boorstin, p. 142.

⁷Hamlin, p. 280.

⁸Lundberg, p. 51

⁹Sexton, pp. 186-193.

¹⁰Norfolk Daily News, May 23, 1917.

¹¹Ibid., February 12, 1918.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 9 Hotel Norfolk, Norfolk, Nebraska

¹² Ibid., October 13, 1919.

¹³ State Journal, December 1, 1925.

¹⁴ Norfolk Daily News, July 26, 1926.

¹⁵ Ibid.

¹⁶ Boorstin, p. 143.

¹⁷ Telephone interview with Robert Thomas, Executive Vice President of
Radio Station WJAG

¹⁸ Radio Station WJAG, 1987, p. 7.

¹⁹ WJAG, 1955, p. 2.

²⁰ Norfolk Daily News, July 26, 1926.

²¹ Radio Station WJAG, 1987, p. 7.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 10



A typical Sunday afternoon band performance broadcast "live" on WJAG.



Virg Macy broadcasts from the Hotel Norfolk Mezzanine studio during the 1930's.



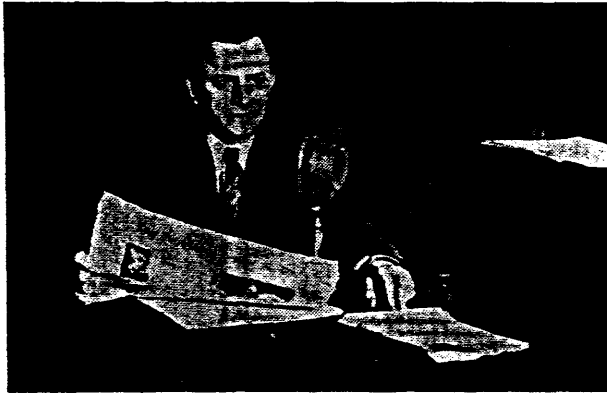
Norfolk's devastating flood of 1944 destroyed the WJAG basement offices in the Hotel Norfolk. This picture is of the first block of North 4th Street.

Scenes from A Celebration of Tradition, A Brief History and Pictorial Review of Radio Station WJAG, Now in its 65th Year of Broadcasting. 36-page commemorative booklet published by WJAG in 1987.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 11



The picture above shows Karl Stefan delivering the "Noon News". This same Noon Hour News feature is still a highlight on WJAG's broadcast schedule. This picture was taken some time between 1927 and 1932.



Above is a picture of the "Old Scotchman", the late Don Bridge, who for years was featured on WJAG's Noon Hour program. This picture was taken some time around 1934.



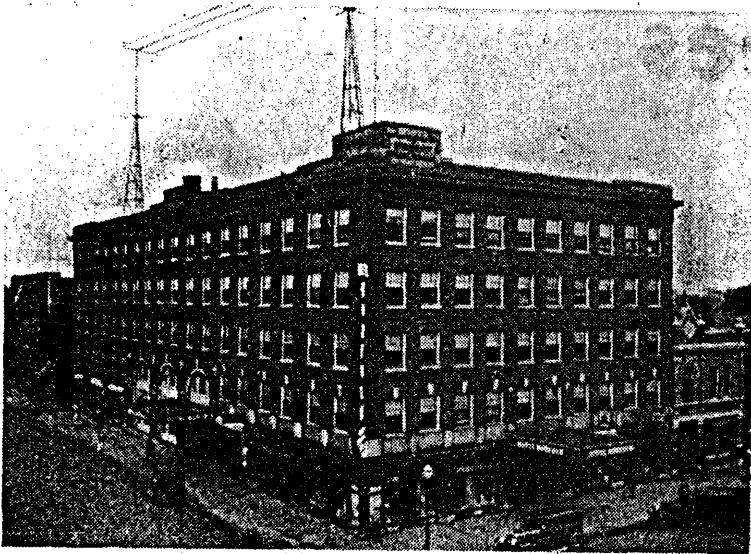
A typical scene of staging a soap opera in early radio as conducted over WJAG. You will notice the old time microphone, a type which is now practically nonexistent.

Scenes from A Celebration of Tradition, A Brief History and Pictorial Review of Radio Station WJAG, Now in its 65th Year of Broadcasting. 36-page commemorative booklet published by WJAG in 1987.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 12



HOTEL NORFOLK

Our main studio was located in the Hotel Norfolk on the Mezzanine floor. Our transmitter was located on the roof of Hotel Norfolk and from there one saw a very beautiful view of the Elkhorn Valley.



The picture above gives you a view of the studio from the mezzanine stairway.

Scenes from A Celebration of Tradition, A Brief History and Pictorial Review of Radio Station WJAG, Now in its 65th Year of Broadcasting. 36-page commemorative booklet published by WJAG in 1987.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 2 Hotel Norfolk, Norfolk, Nebraska
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Telephone interview with Robert Thomas, Executive Vice President of Radio Station WJAG. July 20, 1988.

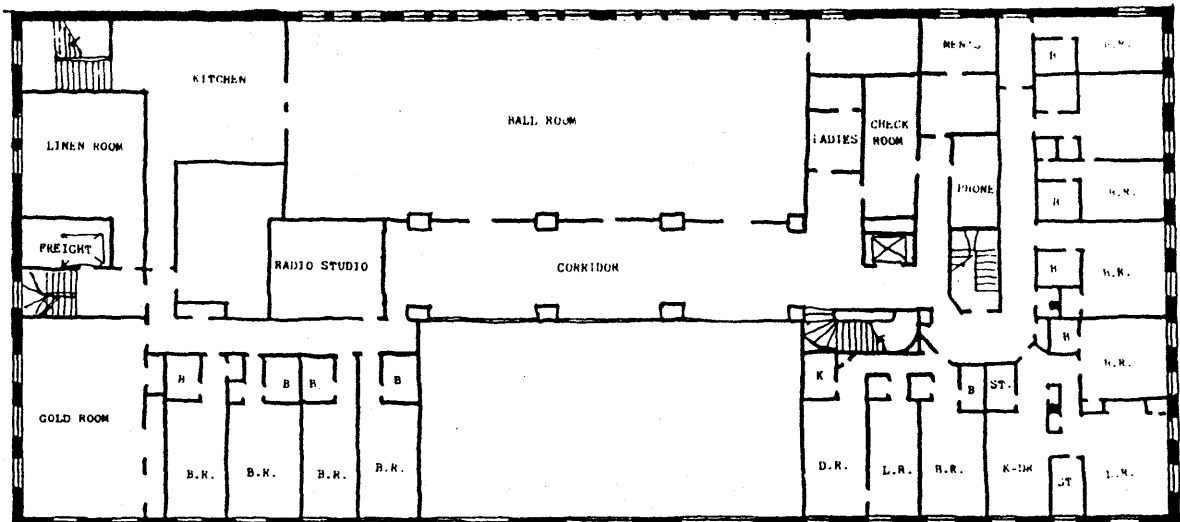
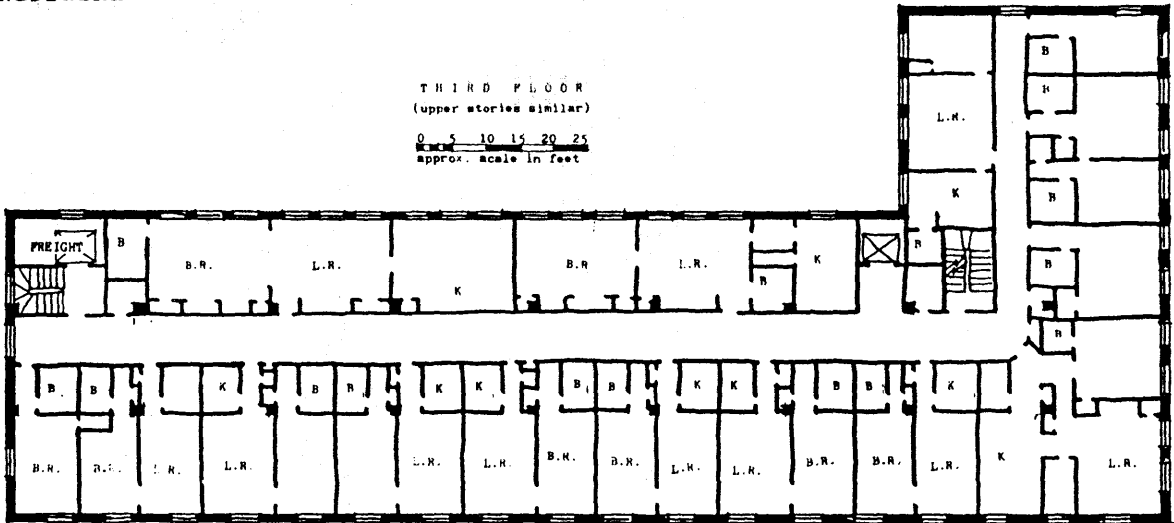
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Hotel Norfolk (NeHBS # MD06-143)
 Norfolk, Nebraska

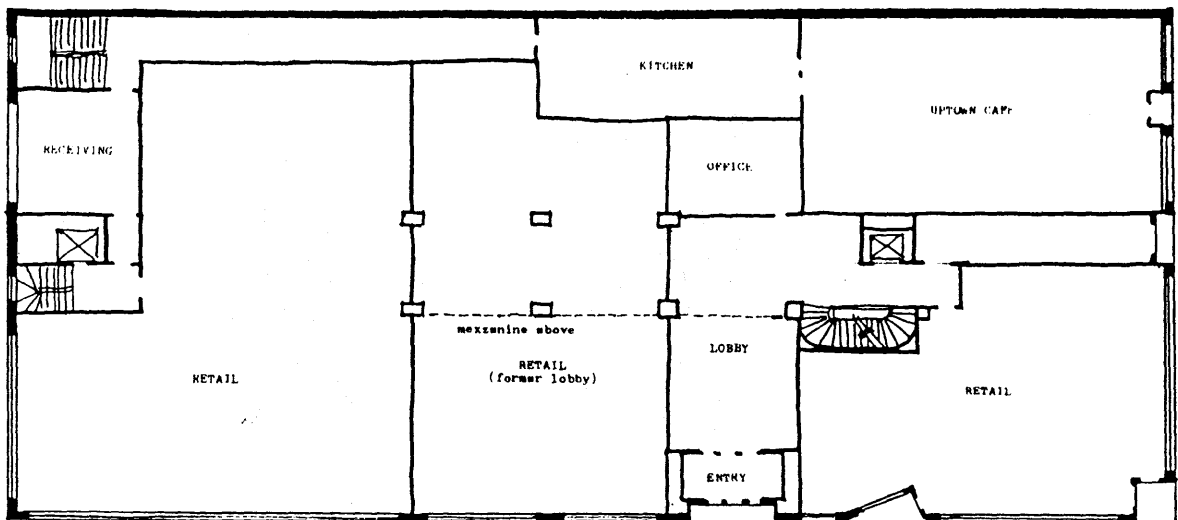
THIRD FLOOR
 (upper stories similar)

0 5 10 15 20 25
 approx. scale in feet



SECOND FLOOR

0 5 10 15 20 25
 approx. scale in feet



FIRST FLOOR

0 5 10 15 20 25
 approx. scale in feet