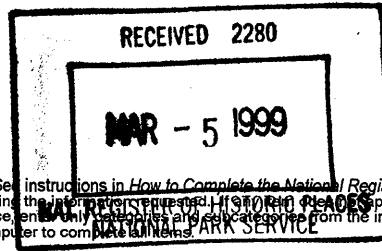


United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. Only items and sub-items apply to the property being documented, enter "N/A" for "not applicable". For functions, architectural classification, materials, and areas of significance, enter only the principal and sub-categories 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 entries.

1. Name of Property

historic name Simon Brothers Company

other names/site number Ford Warehouse Building / NeHBS #DO09:0125-037

2. Location

street & number 1024 Dodge Street not for publication [ ]

city or town Omaha vicinity [ ]

state Nebraska code NE county Douglas code 055 zip code 68102

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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.)

Walter Sommer  
Signature of certifying official

2/26/99  
Date

Director, Nebraska State Historical Society  
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

I, hereby certify that this 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): \_\_\_\_\_

Edson H. Beall 4.1.99

Beall  
Signature of Keeper

\_\_\_\_\_  
Date of Action

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply)

- private
- public-local
- public-state
- public-Federal

**Category of Property**  
(Check only one box)

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

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	<b>Total</b>

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

Warehouses in Omaha

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

-0-

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

COMMERCE/TRADE: warehouse

**Current Functions**

(Enter categories from instruction)

DOMESTIC : Multiple Dwelling

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

LATE 19<sup>TH</sup> & EARLY 20<sup>TH</sup> CENTURY AMERICAN  
MOVEMENTS: Commercial Style

**Materials**

(Enter categories from instructions)

foundation Concrete  
walls Brick / Stone

roof Tar  
other \_\_\_\_\_

**Narrative Description**

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

**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.
- 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.)

**Areas of Significance**

(Enter categories from instructions.)

Commerce/Trade \_\_\_\_\_  
 Architecture \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Period of Significance**

1919 - 1948 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Significant Dates**

1919 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Significant Person**

(Complete if Criterion B is marked above.)

N/A \_\_\_\_\_

**Cultural Affiliation**

N/A \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Architect/Builder**

John Latenser, architect \_\_\_\_\_  
 J.L. Carnecie & Sons, builder \_\_\_\_\_

**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 # \_\_\_\_\_

**Primary Location for Additional Data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository:  
 Omaha City Planning Department \_\_\_\_\_

**Simon Brothers Building**  
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**10. Geographical Data**

Acreage of Property less than 1

UTM References (place additional UTM references on a continuation sheet).

	Zone	Easting	Northing		Zone	Easting	Northing
1.	15	254550	4571520	3.			
2.				4.			

See continuation sheet.

**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

**Boundary Justification**

(Explain why the boundaries were selected on a continuation sheet.)

**11. Form Prepared By**

name/title Michael Rindone, AIA with technical assistance from Milissa Dirr (NSHS)  
organization Preservation Consultant date November 1998  
street & number 901 Irving telephone 402-477-8919  
city or town Lincoln state NE zip code 68521

**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

- A **USGS map** (7.5 or 15 minute series) indicating the property's location.
- A **Sketch map** for historic districts and properties having large acreage or numerous resources.

**Photographs**

Representative **black and white photographs** of the property.

**Additional items**

(Check with the SHPO or FPO for any additional items.)

**Property Owner**

(Complete this item at the request of the SHPO or FPO.)

name/title 1024 Dodge Street Limited Partnership  
street & number 1025 Leavenworth Street telephone 402-345-8000  
city or town Omaha state NE zip code 68102

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended, (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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**Narrative Description**

The Simon Brothers Building is a six-story brick and stone structure constructed in 1919 for the Simon Brothers Company, a Wholesale Grocery Company. Located in the northeast section of downtown Omaha, the building illustrates the simple commercial building style. The building is located approximately three blocks from the Old Market Historic District (NRHP 1979) and today anchors a block of like buildings.

The building employs a simple rectangular floor plan, extended gabled roof combs, and simple massing. Located in an area just northeast of the central core of downtown Omaha, the area is sparsely dotted with other warehouses and newer commercial properties. Remnants of a rail spur still exist on the west side of the building adjacent to the shipping dock. This spur connected this building with the primary rail corridors in the City. Except for the altered office suites on the first and second floor, the interior retains a high degree of historic integrity.

Omaha, in Douglas County, is the largest city in the state of Nebraska and is home to the primary commercial and transportation centers of the State. The area between 11<sup>th</sup> and 10<sup>th</sup> Streets on the west and east sides, and Dodge Street on the south is somewhat isolated from the present day main core of the downtown historic commercial area. This area of downtown Omaha is sparsely dotted with historic buildings concentrated in several warehouse areas like the Rail and Commerce Historic District (NRHP listed 1996) and the Old Market Historic District (NRHP listed 1982) both located several blocks south of the Simon Brothers Building.

The Simon Brothers Building faces south on Dodge Street and is approximately 132' x 120'. The building butts against a two-story structure on the east and is open to the south, west and north. The south, or main façade, employs an asymmetrical primary entrance flanked by paired storefront windows, large bi-fold wood garage door, and a pair of secondary entrance doors all on the first floor. The west façade is comprised of a loading dock with an adjoining rail spur, dock doors, steel canopy, and secondary pedestrian entrances for the shipping and receiving activities of the facility. Original fenestration throughout the building is retained in its original size and grouping. The primary (west and south) facades are relatively unadorned and lack high ornamentation. Stone banding separates the main floor from the upper stories while the sixth floor is framed with a double row of stone bands at the heads and sills of the windows. Projecting above the building, simple roof combs are capped by stone copings forming subtle gables located at each corner of the building with no such projection above the central portions of the facades.

The building is constructed of cast-in-place concrete columns and floors with an exterior masonry, bearing wall. The structure retains a high degree of historic integrity with the primary facades being

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the west and south sides of the building. The interior of the building remains in original condition with simple large open spaces poured concrete floors and columns evenly spaced throughout each of the six floors. Office suites existed on the first and second floors at the southwest corners of the building. The 1<sup>st</sup> and 2<sup>nd</sup> floors were connected by a prominent metal stairway immediately behind the main entrance at the south façade. The stairway is the only extant interior feature that retains a notable degree of historic integrity. The original office suites have all been altered.

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**SIGNIFICANCE**

The Simon Brothers Building is locally significant under criterion A for its association with the wholesale jobbing movement in the city, and criterion C as a representative example of commercial style warehouse construction. The building contributes to the Multiple Property Listing, "Warehouses in Omaha" (listed in the National Register of Historic Places, 1991), and the historic context "Wholesale Jobbing in Omaha, 1875-1941". Constructed in 1919 for the Simon Brothers Company (a Wholesale Grocery Company), the building served as a warehouse and storage facility for a variety of commercial tenants. It maintained this multi-use function from its construction in 1919 until approximately the mid 50's when it came under one primary owner who used the entire property for its own concern.

Although population in early Omaha and the whole of Douglas County did not exceed 1000 people, the city early on became known as an outfitting post for those following the Mormon trail and simply heading west. The small village began to cater to outfitting people moving west and continued to do so as late as 1866-67. The effort to spur growth based on outfitting led to the establishment of wholesale houses. As more and more people settled the West and needed supplies, Omaha became known as the place to purchase stock for local general stores of newly established municipalities. The city experienced a massive growth spurt during the 1880's because of its position as the terminus of the first transcontinental railroad. This doubled the state's population. Omaha built upon this strategic transportation position and the development of technology like the telegraph to establish itself as a commercial center in the Midwest. These favorable business factors fostered Omaha as a conducive place to build commerce. It was during this time that the major centers of downtown were established.

Warehousing and wholesale jobbing flourished because of the availability of materials and goods via the railroad. Establishing itself as a wholesale and manufacturing center was considered necessary to foster the city's prosperity and growth. To accommodate this a Board of Trade was organized in 1877, and their marketing success spurred the expansion of areas like "The Old Market" (NRHP 1979), Jobbers Canyon (NRHP 1986-raised 1989) and the Rail and Commerce Historic District (NRHP 1996), where commercial warehousing and jobbing flourished.

With the prosperity and growth of the 1890's came a huge setback when the country experienced a major economic and agricultural depression during the 1890's. Plummeting sales for jobbers and an almost totally destroyed agricultural crop in 1893 caused the decline of many city populations. The turn-of-the-century saw Omaha's economy revive due in part to the recovering agricultural climate and the successful 1898 Trans-Mississippi Exposition. Aggressive business recruiting contributed to the upturn in Omaha's economy. Prior to the depression in Omaha wholesale sales were recorded at

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\$47.2 million and after reviving sales it rose to \$62.5 million and grew to \$188 million in 1916. It was immediately following this favorable business atmosphere and second growth phase that the Simon Brothers Warehouse building was constructed.

There is little known about the Simon Brothers Company and their economic impact during this latter growth phase of the city's economy. The earliest citation of their existence at this address was in the 1921 Omaha City Directory listing them as the Louis Simon Brothers Company with Jacob Simon, Sr. as president. (Omaha City Directory, 1921, p.839.) They did, however, construct a warehouse structure that was typical of other downtown warehouses constructed during this period of time. The building functioned as a multi-use facility leasing space to a variety of other commercial tenants. Several of these tenants included the B.F. Goodrich Rubber Company, United Food Stores, Inc., Warren Oil Company, Ford Brothers Van and Storage Company, and Gooches Food Products Company. City Directories have demonstrated that these, as well as a number of other transient commercial entities, were present at this address from the early 1920's to the late 40's.

The property was held in the Simon Brothers name until it sold at sheriff's auction in May 1932 to the Shade Island Hospital Trust Company. It was later sold in December of that same year to the Remnik Corporation. The Remnik Corporation held the property until July 1941 when it was sold to the Ford Brothers Van and Storage Company and then sold in 1955 to the Ray A. Ford Real Estate Company. The building was sold in 1996 to the Dodge Street Limited Partnership for the purposes of rehabilitation. It is anticipated that the facility will be converted into a mixed use of housing and commercial development under the federal tax incentives program for rehabilitating historic structures.

## ARCHITECTURE

Located in the northeast corridor of downtown Omaha, the areas surrounding the Simon Brothers Building consists of other like buildings providing a cohesive historic environment. Residing on the corner of 11<sup>th</sup> and Dodge Streets the other corners of the block are occupied by building types that are smaller in scale but employ an architectural vocabulary similar to the Simon Brother's' property. An old rail spur adjacent to the loading dock, on the west façade, was used for the shipping and receiving of goods and materials. The spur connected this property to the primary rail corridors of the city.

The building adheres to the function and form standards established in Section FII of the "Warehouses in Omaha" multiple property listing. Its rectangular form was utilized to store and ship goods from one point to the next, and its style is more functional than ornamental. Like many other warehouses in Omaha it was constructed of fireproof materials and the simple detailing of stone and



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brick adds to its aesthetic design. It is also significant for its association with the well-known Omaha architect John Latenser, Sr. (1858-1936). Latenser, a native of Liechtenstein, immigrated to the United States after completing studies in architecture at the Polytechnic College in Stuttgart. For seven years he was employed as a draftsman in Chicago before setting up his practice in Omaha in 1887. Latenser became staff architect for the Omaha school district in 1892 and was responsible for the design of at least 20 of the City's public school facilities. (Wakeley, Omaha: **The Gate City**, vol., p. 35) This relationship continued intermittently on into the 1920's. Latenser's Omaha practice spanned more than 50 years and included commissions for many of the City's larger civic and commercial building projects, including Central High (NRHP, 1979), the Douglas County Courthouse (NRHP, 1979), and the J.L. Brandeis and Sons Store Building (NRHP, 1982).

Overall the Simon Brothers Building retains a high degree of historic integrity and is significant under Criterion A, as a representative of the wholesale jobbing and commercial development in Omaha, and Criterion C as a representative example of commercial style warehouse construction.

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## Bibliography

Meyer, Lynn, National Register of Historic Places Multiple Property Nomination "Warehouses in Omaha." Omaha, Douglas County, Nebraska, Omaha City Planning Department, 1986.

Omaha City Directories, 1919 to 1946

Register of Deeds, Douglas County, Nebraska

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Sanborn Map Company. Fire Map of Omaha. New York: Sanborn Map and Publishing Company.

Savage, James W. and John T. Bell. History of the City of Omaha, Nebraska. Chicago. Munsell & Co., 1891.

Wakeley, Arthur C. Omaha: the Gate and Douglas County, Nebraska: A Record of Settlement, Organization, Progress, and Achievement. Vol. 2. Chicago: the S.J. Clarke Publishing Company, 1917.

Dirr, Melissa. Anton Hospe, Beebe Runyon, Kircshbraun & Sons Creamery National Register Nominations, 1997.

## Verbal boundary Description

The boundaries of this property include only the building with no surrounding land located on a city lot at the corner of 11<sup>th</sup> and Dodge Streets, between Dodge and Capitol Avenue. The legal description is defined as lots 5, 7, 6, Block 92, Original Plat of Omaha.

## Boundary Justification

These boundaries were selected, as no other land was historically associated with the building.