

United States Department of the Interior
National Park Service



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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. If any item does not apply to the property being documented, enter "N/A" for "not applicable". For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. Name of Property

Historic name Hughes-Irons Motor Company

Other names/site number Parmer Motor Co; Hughes Motor Co; Atlantic Auto Co; Hughes Motor Co; 78-01274

2. Location

Street & number 149-161 West Broadway

Not for publication [N/A]

City or town Council Bluffs

Vicinity [N/A]

State Iowa

Code IA

County Pottawattamie

Code 155

Zip code 51503

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.)

Barbara A. Mitchell DSHPO
Signature of certifying official

May 4 2011
Date

STATE HISTORICAL SOCIETY OF IOWA
State or Federal agency and bureau

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

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

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 6.23.11

[Signature]
Signature of Keeper

Date of Action

Hughes-Irons Motor Company
Name of Property

Pottawattamie, Iowa
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- Private
- Public-local
- Public-state
- Public-federal

Category of Property
(Check only one box)

- Building(s)
- District
- Site
- Structure
- Object

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

Contributing	Noncontributing	
2		Buildings
		Sites
		Structures
		Objects
2		Total

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

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

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Commerce/Trade: Specialty Store

Current Functions
(Enter categories from instructions.)

Vacant/Not in Use

7. Description

Architectural Classification
(Enter categories from instructions.)
Late 19th and 20th Century Revivals: Mission/Spanish Colonial

Late 19th and 20th Century American Movements/Commercial Style

Materials
(Enter categories from instructions.)
Foundation Concrete

Walls Brick

Roof Synthetic

Other _____

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

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Continuation Sheet**

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7. Narrative Description

There are two buildings included in this nomination, a two-story building and its addition as well as a separate one-and-one-half-story building that was later joined internally and with primary façade treatments to the addition. The sections are referred to throughout this nomination as the 1917 building, the 1923 addition and 161 West Broadway.

The Hughes-Irons Buildings are located in an area of Council Bluffs that was initially significant for its role as an outfitting station along the Mormon Trail. The stop served as a resting and restocking station for migrants headed towards the Western Frontier. Within the two-block stretch of West Broadway where the Hughes-Irons Buildings are centered, many merchants located their migrant outfitting stores. This merchant development along West Broadway occurred more heavily on the North side of the street than the South and began the long history of business development in the area.

From dirt trails to paved roads, this area took on added significance as a transportation hub in the early twentieth century when the Lincoln Highway passed through Council Bluffs. As a part of the original highway route, the West Broadway area became a popular location for automobile businesses. Many businesses emerged on both the North and South side of the street, though business still remained heavier on the North side. These establishments on the North side tended to occupy existing buildings, while businesses on the South side, like the Hughes-Irons Motor Company, tended to construct new buildings on previously undeveloped lots (See map, Additional Documentation, Figure 1.)

Over the decades, the West Broadway area has seen periods of intense development and times of slowed business activity. In recent years, buildings along the two-block stretch are once again regaining popularity and filling with viable businesses. Included in this resurgence, the Hughes-Irons Buildings (149-161 West Broadway.) recently underwent rehabilitation and participated in both the Federal Historic and New Market Tax Credit Programs as well as the Iowa Historic Tax Credit Program. The 1917 building is a Commercial style, two-part commercial block with Mission style elements. It was erected as a two-story brick rectangular commercial building on the South side of West Broadway. Constructed to house two automotive branch sales and service businesses, the original six-bay building was built in 1917 and a second four-bay addition was added in 1923. In 1944, the business in the 1923 addition expanded into an adjacent building at 161 West Broadway. Originally constructed in the 1880s according to Sanborn maps, this building (161 West Broadway) underwent significant alterations during the mid-twentieth century to house its new use.

The Hughes-Irons Buildings (149-161 West Broadway) were first historically reviewed in 2000 as part of the potential 100 West Broadway Historic District. Modifications over the years, including storefront alternations and slipcover additions, however, contributed to these buildings' non-contributing designation. When the final district boundaries were drawn, the entire South side of West Broadway was eliminated from the nomination due to age, open lots and similar integrity issues. After removal of the slipcover from the 1917 building and exploration under the awning and siding materials covering the storefront occurred in January 2008, however, it was determined that the building had sufficient integrity to be considered eligible for the National Register. A further review of the other buildings along the South side of West Broadway determined that large gaps between buildings, lack of integrity and lack of interest from property owners made the Hughes-Irons Buildings the only potential addition to the District on the South side of the street. Although the buildings fit the district nomination's period and areas of significance,

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it was concluded that it would be inappropriate to alter the boundaries of the district for two buildings. This conclusion resulted in the present stand-alone nomination.

Construction Overview

The two-story 1917 building and its matching 1923 West addition were built using load-bearing masonry exterior walls with a wood column and beam interior structure. The first level floor is concrete, while the second level floor is wood joists topped with a tongue and groove wood floor. The roof structure is a wood truss system that slopes structurally to the center of the building.

The one-and-one-half-story 161 West Broadway building also was constructed of load-bearing masonry exterior walls. The first level floor is a concrete slab on grade, while the penthouse level is wood joists with a plywood subfloor. The roof is a wood beam system. In 1944, however, the structural system in the front half of this building was altered. The load-bearing masonry center wall was removed and replaced with steel columns and a steel beam.

Exterior

Front (North Façade)

1917 Building

The front (North) façade of the building is clad in tan brick and consists of six window bays. Pilasters extending from the ground level to the building parapet emphasize the first and sixth bays and are capped by reconstructed brick bell-curved wall gables capped in concrete. Between the bell-curved wall gables extends a line of brick corbeling under a concrete parapet cap. A stone belt course spans across bays two through four at the second floor window sill line. Pilasters extend from the ground to this belt course at the edges of bays two and four. These pilasters are capped with recreated quarter-sphere stone corbels. The garage door openings in bays one and six are filled with modern aluminum storefront systems similar in appearance to the bi-fold garage doors that would have been in these openings, historically. The display windows are also a modern aluminum storefront system. The prism glass transoms in the center three bays of the original building are original and have been recently cleaned, repaired and reinstalled. Modern clear glass transoms exist in bays one and six. All of the second story window openings contain pairs of five-over-two double-hung wood window units with fixed five-pane transoms. The wood components of these windows are restored original material with new hardware. The glass is modern insulated glass and the weights have been rebalanced.

1923 Addition

The 1923 addition was constructed to correspond to the original 1917 building, extending it four bays to the West (bays 7-10) with the same tan brick cladding, brick corbeling and a brick bell-curved wall gable on the tenth bay. The pilasters at the West side of bay seven, the East side of bay ten and the center of this building are modern brick that match the historic brick. All of the masonry above the transom window is historic material. The garage door opening is filled with a modern aluminum storefront system. The display window openings also contain a modern aluminum storefront system. The prism glass transom windows are generally historic with a limited number of replacement lites. All of the second story window openings contain pairs of five-over-two double-hung wood window units with fixed five-pane transoms. The wood components of these windows are restored original material with new hardware. The glass is modern insulated glass and the weights have been rebalanced.

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161 West Broadway

Originally constructed in the 1880s according to Sanborn Maps, this building was modified several times over the years. Currently, historic maroon brick masonry piers at each end and center of the façade extend from sidewalk to parapet, dividing the storefront into two pieces. A modern painted grey aluminum storefront system sits on a modern maroon brick knee wall in each of these openings, capped by a ribbon of transom windows and a painted steel lintel. The historic brick at the top portion of this façade corbels up to a modern painted aluminum metal parapet cap.

Rear (South) Façade

1917 Building

At the rear of the building, due to grade changes the second floor aligns with West Pierce Street. The rear façade is treated more as a primary façade than a secondary façade. Originally clad in yellow brick, this façade is coated in gunite and painted. Brickwork had been inset to create decorative panels that highlight the bay divisions of this façade. A corbelled brick cornice caps this panel work. At this façade, bays one, two, five and six contain new window sashes in existing frames. The window units are in pairs of five-over-two double-hung wood window units with fixed five pane transoms.¹ Bays three and four have been combined into a simple, square (albeit monumental) door surround, which is centered in this portion of the façade and projects above the adjacent parapet, emphasizing a center masonry opening. Recessed within this opening is a modern painted black aluminum storefront system with pedestrian entrance door. A reconstructed chimney at the East end of this monumental entrance has recently been resurfaced and repainted to match the other masonry surfaces of this elevation.

1923 Addition

This façade exits onto West Pierce Street as well and was constructed to match the original 1917 building. Originally clad in red brick, this façade is clad in gunite and painted. Brickwork has been inset to create decorative panels that highlight the bay divisions of this façade. A corbelled brick cornice extends above this panel work from the original building. Masonry openings in bays seven and eight are in-filled with new painted aluminum storefront systems patterned to resemble garage doors that were in place during the building's period of significance. The masonry opening in bay nine is a new fixed-in-place pedestrian door inset in a surround of unknown construction. There is a third modern painted aluminum storefront system in bay ten. Two light wells with historic sashes allow light into the first floor.

161 West Broadway

This façade is set back from Pierce Street approximately half of the original lot depth, and the back (empty) half is owned by another party. This façade was constructed of common brick, and is free of coatings or paint. Because of the grade change, the first floor of this façade is generally below grade, leaving room for two small steel windows. The second floor at this façade was constructed as an addition in 1944. A new wood double-hung five-over-two window sash has been inserted in the historic wood frame at this level.

Side (East) Façade

1917 Building

This façade was originally clad in common red brick and is currently covered in gunite and painted. Seven modern wood double-hung five-over-two window sash units have been inserted in the historic masonry openings at the second floor level and four have been installed in the same manner at the first floor level. A

¹ Bays are counted right to left on the rear façade to align with the bay numbering on the front façade.

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modern pedestrian door has been installed in a new masonry opening on the first floor. A modern painted steel garage door and concrete ramp and retaining walls have been installed at a new garage door opening toward the rear (South) of the first floor of this façade.

Side (West) Façade

1923 Addition

This façade is faced in common red brick. The adjacent building at 161 West Broadway abuts this addition at the first floor level for half the depth of the building and at the second floor level for the second quarter of the building. At the second floor level, new wood double-hung five-over-two window sash units have been inserted in the historic wood frames and painted.

161 West Broadway

At the first floor level, 161 West Broadway is covered in a painted stucco system. The second floor level is set back from this façade half the depth of the building. The North portion of the building at the second floor level is covered in painted stucco. Two modern one-over-one double-hung wood window units exist in this addition. Common red brick on the South half of this addition remains exposed. A new wood double-hung five-over-two window sash unit has been inserted in the historic wood frame and painted in this portion of the façade.

Interior

First Floor

The interior of the 1917 building is divided into three structural bays by rows of wood columns running North / South (front to back) the length of the building. The front half of this space is divided into offices for the Council Bluffs Chamber of Commerce. The original automobile show room mosaic tile floor is extant and exposed in the main public lobby. New walls around this area and a new drywall ceiling give the lobby its original showroom volume. Additionally, the mosaic tile floor of the original office area is extant but covered by carpet at the North half of the main conference room. New walls and a new drywall ceiling have also been constructed around this area. When a new movable wall in the main conference room is closed, this space reads as its original volume as well. The automobile repair area and drive aisles in the front half of this building have been subdivided and finished as offices. The historic concrete floor has been encapsulated below new carpeting. The exterior brick masonry walls have been repainted and left exposed along the perimeter. The ceiling has been covered in a layer of drywall to provide the necessary fire protection between this space and the apartments above. A new acoustic ceiling conceals miscellaneous building utilities and houses light fixtures in this area.

The interior of the 1923 addition is divided into two structural bays running North and South. In the former automobile repair area and drive aisles, the historic concrete floor and brick masonry walls are exposed. The ceiling has been covered in a layer of new drywall to provide the required fire rating between this space and the apartments above. This space will remain unfinished until a tenant is found.

The rear half of the 1917 building and the 1923 addition have been left as raw garage space for use by the apartment tenants. The ceiling has been covered in a layer of drywall to provide the required fire rating between this space and the apartments above; however, the brick masonry walls remain exposed. A new concrete floor has been installed, similar to the existing slab that was there historically, but now covering a new drainage system for this parking area. New parking striping, mechanical systems and lighting have been installed.

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Non-historic finishes on the interior of 161 West Broadway have been removed. This space currently has a concrete floor, exposed brick masonry walls with some plaster extant, and exposed wood ceiling rafters. This space will remain unfinished until a tenant is found.

Second Floor

On the second floor, wood columns align with those below and divide the original 1917 building into three structural bays and the 1923 addition into two structural bays. These second floor spaces are divided into 17 apartment units. Window openings in the wall between the original building and the 1923 addition were previously bricked in and flush with the wall of the addition. The window locations, however, were still evident due to their arched heads and joints at the previous jamb locations. At two bricked-in window locations, the brick was removed and a new opening down to the floor was cut to create passage between the original building and addition. The interior and exterior exposed brick masonry walls remain exposed. The historic wood floors have been patched and repaired where necessary and refinished. The ceiling has been covered with a new layer of drywall and painted at the location of the historic Masonite ceiling. The generally raw appearance of the restored floors and exposed brick still conveys the original use of the space as a repair garage.

In 161 West Broadway, the second floor spaces have been converted into extensions of the adjacent apartments. The historic finishes have been repaired and refinished, including wood floors, drywall and plaster walls, and drywall ceilings.

Stairs and Connections

On the first floor, at the South (rear) end, a new masonry opening was cut to create a connection between the original building and the 1923 addition. The new opening provides passage for cars and creates a continuous garage at the back half of the building. A short corridor at the West side of the 1923 addition connects the rear of the 161 West Broadway building to this garage space. In the center of the West wall of the original building, a new stair and elevator provide egress access for the apartments upstairs to a corridor where they exit out the East side of the original building on the first floor. As mentioned, on the second floor, two bricked-in window openings have been reopened and expanded to allow access between the original building and addition.

Alterations or changes to the property

1923

In 1923, a four bay addition was constructed onto the West side of the original 1917 Hughes-Irons Building. Its design was an extension of the original detailing and finishes of the original building, blending the new façade with the old. On the interior, a ramp along the West side of the original building was removed and access was created between the two spaces at several points. The original West windows were in-filled with brick, flush with the remaining masonry wall.

1925

When the building ownership split in 1925 into the Parmar and Hughes Motor Companies, the openings between the 1917 building and the 1923 addition were in-filled with masonry. It was likely at this point that the initial mezzanine was constructed over the repair parts area of the 1923 addition. Furthermore, it appears that at this time in the 1917 building, the window in the fifth bay of the rear façade was partially converted to a pedestrian door, which opened directly into a freight elevator shaft. Further inside the 1917 building, a new stair was constructed along the West wall to connect the rear of the first floor repair area with the second floor.

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1944

The Hughes Motor Company acquired the neighboring building at 161 West Broadway in May of 1944 according to the Register of Deeds. It appears that shortly thereafter they refaced the North elevation of this building and modified the first floor level of the 1923 addition to the Hughes-Irons Building, covering both with a large, flat, corrugated metal signage band. This material was eventually removed and covered by wood siding – likely in the 1980s after the car dealership had moved to its new location at the edge of town.

Also in the 1940s on the 1923 addition, beneath this signage band, an exposed steel column replaced the pilaster in the center of the building. All of the display windows were replaced by a combination steel/aluminum storefront system. The knee wall below the window system and the remaining pilasters was clad in red quarry tile. On-site investigation before the rehabilitation revealed that beneath the signage band, the art-glass transom windows were in place, although most were missing lites where the signage band was tied into the building for stability and where wiring for electricity entered the building. It is unclear if it was at this time or later that the garage door in bay seven was replaced with a plain, flat panel steel garage door.

Also in the 1940s, at the 161 building storefront, the center brick pilaster was removed and replaced with a steel column inside the building. All of the display windows were replaced by a combination steel/aluminum storefront system. The knee wall below the window system and the remaining pilasters was clad in red quarry tile. On the interior, it was likely at this point that a stair was constructed in the 161 West Broadway building to connect the first and second floors of the 1923 addition, creating a small second floor room over 161 West Broadway. Also at this point, it appears that the initial mezzanine was constructed over the rear of the 161 West Broadway building and connected to the mezzanine in the 1923 addition.

1940-1980

At a later, undetermined time, the owner of the original 1917 building covered the original transoms with a shingled, shed roof awning that extended the length of the building. Below this awning, the masonry piers were clad with painted wood vertical siding panels. The original wood trimmed display windows were also removed and replaced with a mid-century combination aluminum/steel storefront system. In the original garage door openings, a wood knee wall was constructed and the same storefront and paneling systems were extended across the facades of these bays as well. Site investigation indicated that this work was reversible and that both the masonry piers and the center three prism glass transoms were in good to fair condition underneath. Under the shed roofing material on the exterior, these prism glass panels had been covered by a metal panel and painted on the interior. The prism glass panels over the original garage door opening were removed at an unknown date – likely prior to this work.

It is unclear if the mid-century metal slipcover over the upper half of the front façade of the original 1917 building was installed concurrently with the work above, or at a later date. When the slipcover was installed, the bell-shaped wall gables at either end of the original building were removed as well as the quarter-sphere stone corbels at the top of the center first floor pilasters.

A series of exterior alterations occurred somewhere between 1940 and 1980. The masonry openings on the rear façade of the 1923 addition were modified. The masonry opening in bay nine became a pedestrian door inset in a surround of unknown construction and a wood garage door appears to have replaced a window in bay ten. All of the openings in bays 7-10 were united by a wood surround. Additionally, the second floor addition to 161 West Broadway was expanded to the North. Furthermore, on the East façade, all of the windows on the first floor were in-filled, as well as two windows on the North end of East façade at the second floor. In addition, a pedestrian door was added at the first floor towards the rear of this façade.

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1980-2010

After the dealership moved out in the mid-1980s, the building at 161 West Broadway and the 1923 addition became an appliance store. At approximately the same time, the original building became a thrift store. Both new tenants modified the first floor of the building, adding interior partitions, lay-in ceilings and floor coverings.

On the first floor in the 1917 building, the wall dividing the show room from the repair area was removed. Throughout this space the columns and walls were clad with imitation wood paneling, the floor was covered in carpet and tile samples and a lay-in ceiling was installed. Selective demolition revealed mosaic tile flooring and remnants of a plaster ceiling in the original show room area, with exposed brick and concrete floors in the remainder of the floor.

On the first floor of the 1923 addition, the show room and the rear repair area were divided by the original partition wall and the connecting interior doors were still in place. The show room had been modernized for its current use as an appliance dealership. The floor has been covered in vinyl composition tile, partition walls have been installed and a lay-in ceiling has been added. In the rear, the repair area retained its original unfinished appearance, with exposed brick exterior walls, wood columns and concrete floor.

The interior of 161 West Broadway was modernized over the years, including the addition of vinyl composition tile in the show room area, carpet and imitation wood paneling in the offices and a lay-in ceiling in all public spaces. In the rear storage room (historic vault), finishes consisted of exposed concrete floors, painted brick walls and failing Masonite ceilings.

The second floor of all three buildings remained relatively unchanged and was used during this period as open storage space for both tenants.

Several changes also took place on the exterior during this period. On the rear façade of the 1917 building, within the monumental door surround, an historic wood garage door with an inset pedestrian door no longer worked and the garage door was held together primarily by metal strapping on the interior. At the second floor level on the West façade of the 1923 addition, three window openings towards the front façade were covered in plywood on the exterior, although some window remnants remained on the interior. Finally, at some point on the 161 West Broadway building, the West façade of the first floor and the South half of its second floor were covered in a stucco system.

2010 Rehabilitation

The 2010 rehabilitation project was undertaken as a Federal and State Historic Tax Credit project. Plans were reviewed at both the state and federal levels. Part 3s were awarded for the work at both the state and federal levels. Overall, work for the rehabilitation included removing the slipcovers and restoring the primary façade to its original appearance, repairing the brick and stucco work, repainting areas that had been previously painted, restoring the transom windows, installing new windows on the side and rear facades, and installing new aluminum storefront systems in the previous garage door and display window openings. On the interior, work included restoring the mosaic tile floor, preserving the exposed masonry walls, recreating the volume of the original show room space and refinishing the wood and concrete floors.

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Integrity

Because the buildings are being nominated under both Criteria A & C, all seven aspects of historic integrity are important. Although the list of alterations above is long, many were small changes and others gained historic significance over time. Overall the building retains a fair amount of all seven aspects of historic integrity:

1. They have maintained their location on the property and relative position to the adjacent streets.
2. The overall neighborhood setting, as evidenced by the nomination of the 100 West Broadway Historic District, has been well maintained. However, the loss of adjacent buildings and their replacement by surface parking lots has somewhat diminished this aspect of integrity.
- 3 & 4. The design of the building and workmanship used to carry it out are generally intact and represent the form and finishes commonly found in branch sales and service buildings during this time period.
- 5 & 6. Removal of the storefront alterations revealed that the original materials both inside and out are in fairly good condition and help to convey the feeling of the property's place in history.
7. In conclusion, because of their integrity the buildings still convey their association with the development of automobile commerce.

A historical contemporary would be able to recognize the buildings as automobile branch sales and service buildings on a thriving West Broadway Street in the 1920s.

Future Plans

Tenants are currently being sought for the open commercial spaces on the first floor.

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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.
- 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

Architecture

Period of Significance

1917-1959

Significant Dates

1917

1923

Significant Person

(Complete if Criterion B is marked above.)

N/A

Cultural Affiliation

Architect/Builder

Jensen, Jocheis Chris

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: Council Bluffs Main Public Library

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8. Statement of Significance

Summary of Significance

The Hughes-Irons Motor Company buildings are locally significant under Criterion A for their role in the development of automobile commerce and travel as they housed a number of automobile sales and service businesses over the years. They are also significant under Criterion C as a rare local example of a type of building utilized by the automotive industry – the branch sales and service building. As a building associated with automobile commerce, its Mission style elements helped it to stand out from its adjacent Victorian commercial building neighbors and attract business.

The National Development of the Automobile and its Commerce

1890-1910

At the turn of the last century, the development of the automobile began to quickly revolutionize our world. Combining the freedom of the bicycle with the ability to cover longer distances, the automobile gave Americans a sense of personal freedom. They were no longer reliant on how far they could walk or where the railroad tracks were laid. During this early period there were thousands of automobile manufacturers. Bicycle manufacturers, implement manufacturers and general mechanics all tried their hand at building the next best automobile. More than 500 models saw some amount of production. Thousands more were limited to a single unit, making it one of the riskiest businesses to invest in.

During this period, no one drove off the lot with a brand new car, as is the common practice today. Instead, a model or two may have been available for the patron to look at, but then the automobile had to be ordered from the factory through the local sales office. Salesmen soon recognized that to maintain happy customers, they needed to also provide repair service and parts to keep the new vehicles running through the frequent breakdowns due to poor road conditions. Most sales and service businesses were located in existing buildings, making do with the space available.

At this time, bicyclists began lobbying state and federal government entities for funding for road improvements in what became known as the Good Roads Movement. Additionally, the advent of Rural Free Delivery in 1896 brought increased awareness of the need for good roads to those who had not previously considered the issue, especially when some were denied delivery due to poor road conditions. By 1902 there were a large number of Good Road associations; however, by 1904 there were still only 154,000 miles of improved roads.

1910-1930

Automobile Commerce

The second decade of the 20th century brought significant developments in the automotive world. These included the first named trans-continental road, mass production, and buildings that catered to the special demands of automobiles. In the automotive field itself, cars became easier to operate with electric starters, electric ignition, independent suspension and four-wheel brakes. This ease of operation made them less intimidating and helped them gain popularity.

Furthermore, as automobile mass production was developed, vehicles became more available and less of a unique luxury item. With lower prices, they became something the average person could afford to own. As the numbers of automobile owners climbed, they began having a significant effect on the design of our roads. Steeply sloped roads were re-graded so that the automobiles could traverse them. Road paving became a hot topic with the material choice and expenses constantly evolving as new ideas were tried.

Automobile mass production in turn led to the consolidation of the automobile industry. Of the thousands of models produced in the early part of the century, a small number rose to the top – often combining the best features from a

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number of different models. This process continued through the Great Depression, which served as a natural selection period for the most innovative and popular models produced by the most efficient and shrewdly led companies.

The Lincoln Highway

In a self-perpetuating cycle, the growing number of cars needed good roads to drive on, and better roads made driving cars more popular. Although the Good Roads Movement was started by bicyclists, drivers quickly joined their ranks. The Good Roads Movement popularized driving and successfully promoted the development of paved roads that were safer and easier to drive on. Sample sections of road were constructed to show people how much better driving would be if the entire road were paved.

Another result of this movement was our early system of named highways. The Lincoln Highway was the first named trans-continental automobile route. Established in 1913 its success rapidly led to the establishment of other named routes. Like most of the early routes, it was designated, promoted and improved by private citizens. Many of those involved with the Lincoln Highway were also involved in the early automobile business, including the founder of the Prest-O-Lite Company and the president of Packard Motor Company. In towns across the nation, "Automobile Rows" sprang up along-side these named highways, providing service to broken vehicles and promoting the sale of new and used vehicles.

The Development of Automobile Commerce in Council Bluffs

Automobile commerce in Council Bluffs followed much the same pattern as the rest of the country. Early dealerships were just as likely to be local mechanics assembling cars themselves as sales agents buying cars from other manufacturers. During the second decade of the twentieth century, however, this began to change as more and more dealerships began to advertise the sale of better-known brands of cars. Many of these are now defunct, or were merged into other automobile lines, such as Jackson and Marion. Additionally, beginning in 1917, several dealerships began to advertise more than one brand of car – spreading their appeal and price point to attract more buyers. The closer the date is to the 1930s, the more likely the company was to advertise like this.

The Lincoln Highway in Council Bluffs

During the early days of automobile commerce in Council Bluffs, sales and service buildings were equally likely to be located along any of the three major streets through town: West Broadway, South Main or 4th Street. When the Lincoln Highway was developed in 1913, it followed a route that approximates today's U.S. 30 to the village of Missouri Valley, where it turned South to Council Bluffs on County Road L20. In Council Bluffs, it ran down West Broadway and crossed the Missouri River to Omaha, Nebraska via the Douglas Street Bridge, later rebuilt and known as the Ak-Sar-Ben Bridge. As the highway grew in popularity between 1910 and 1920, sites along West Broadway became more popular. The Hughes-Irons dealership and repair garage was constructed in 1917 along this highway. It was one of many automobile-related businesses to take advantage of this location and in fact, for a short time, advertised one bay of this building as a "Tourist Garage" for repairing automobiles of tourists on the Lincoln Highway.

The Hughes-Irons Building in the Local Development of Automobile Commerce

The Hughes-Irons Company was one of the rare sales and service business models to last beyond its first year. This may have been due in part to the fact that in addition to Ford cars, they sold Fordson tractors, thus appealing to a wider consumer group. Floyd Hughes and George Irons remained partners for three years before Irons left the company and was replaced by Parmer. This company, too, lasted more than a year, but in 1923, it split into the Parmer Motor Company and the Hughes Motor Company. Just before their separation, the company constructed a matching addition to the building. Each new business continued to follow the sales and service branch company business model, which was reflected in their individual portions of the building with separate show rooms and repair areas. The Hughes Motor

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Company took possession of the new addition, selling Chevrolets, while the Parmer Motor Company continued to operate in the original building and continued to sell Ford cars and tractors while adding Lincolns to its line.

By 1930, several local enterprises that had been sales and service companies decided to end one side of the business and concentrate on the other. The business in the original 1917 portion of the building reflected this trend well. In 1930, the Parmer Motor Company was replaced by the Atlantic Auto Company, which specialized in automobile repair and the sale of replacement parts and accessories. It became the first in an ever-changing line of automobile repair shops and dealerships occupying the original portion of the building. Also in 1930, the Hughes Motor Company became the only company left in Council Bluffs that advertised as both a sales and service center. This singular status did not last long as companies began recognizing once again that it was important to take care of their customers to maintain their long-term business. Shortly thereafter other companies once again began offering both sales and service. The Hughes Motor Company continued to occupy the 1923 addition as a sales and service center until 1979, when it moved to a new location along Interstate 80.

Physically, most branch sales and service buildings in Council Bluffs were located along the major "Y" that is the defining feature of Council Bluff's street grid system formed by West Broadway and South Main / South 4th Street.^[1] Several addresses were the sites of revolving businesses, where one business would fail and another would start up in its place the following year. Over the period studied (1909-1932), 69 branch sales and service businesses were located at 40 different sites. The following 14 buildings still stand:

1. 600 South 4th Street
2. 1001 South 6th Street
3. 35 South Main
4. 229 South Main
5. 612 South Main
6. 1000 South Main
7. 1226 South Main
8. 111 West Broadway
9. 142 West Broadway
10. 148 West Broadway
11. 158 West Broadway
12. 1806 West Broadway
13. 113-115 West Broadway
14. 149-153 West Broadway

Of these, six buildings – 600 South 4th Street, 1001 South 6th Street, 1000 South Main, 111 West Broadway, 113-115 West Broadway and 149-153 West Broadway – were possibly constructed for the businesses which they housed. However, 1001 South 6th Street and 1000 South Main were primarily farm implement dealerships. Of the remaining four, 149-153 West Broadway has the highest level of integrity. Although all four have retained their location and setting, slipcovers, storefront alterations and other material changes have altered the design and workmanship of the other buildings such that there is no longer a strong feeling or association with their original use.

^[1] See Additional Documentation, Figure 10.

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The Development of Sales and Service Buildings for Automobiles

As automobile sales increased during the early 1900s, different business models began to appear, including assembly plants, district sales headquarters, central sales and service businesses, and branch sales and service businesses. These business types were then expressed as different building types when salesmen and repairmen began to demand buildings that better fit the distinctive needs of the automobile. The show room became a backdrop for the automobile – a place to show it to its best advantage. The repair area began to conform to the turning radius and spacing requirements of early cars. The buildings themselves became eye-catching structures designed to attract customers and get local businesses noticed.

At this point architects began to recognize that there were a variety of different types of automobile-oriented buildings. The typology, architectural character and planning principals of these buildings became a frequent point of discussion in architectural trade journals. As developments were achieved in automobile production and service, its ripple effects were quickly documented in architectural journals. This attention continued through the nineteen-twenties until the Great Depression when there was a general halt in construction.

According to the office of Albert Kahn, an early architectural innovator in this building type, early automobile sales and service buildings can be separated into four business model/architectural typology categories: the assembly plant, the district sales headquarters, the central sales and service building, and the small branch sales and service building.

- **Assembly Plant:** The assembly plant's main concern was the construction of automobiles. These were typically large, multi-story buildings where assembly occurred as a path along multiple floors. A small show room and repair area were often included on the ground floor to highlight the company's product and assist local owners, but few sales or repairs were made there.
- **District Sales Headquarters:** At the other extreme was the district sales headquarters, which concentrated on serving local dealerships and not individual owners. They too, may have a model or two on display, but most of their business was conducted over the phone, through correspondence or in small offices – filling the orders of local dealerships and answering their questions.
- **Central Sales and Service Building:** The two most common building types were the central sales and service building, and the smaller branch sales and service buildings. In the central sales building, the repair area and the show room were almost equal in size and importance. These were typically larger structures as well, servicing both owners and other, smaller dealers in outlying areas.
- **Branch Sales and Service Buildings:** Finally, in the branch sales and service buildings, the service portion of the building dominates the floor plan behind a show room that typically fronts the building along the street. They predominately served local owners and were concerned with customer satisfaction as well as making the sale.^[2]

Over the second and third decades of the twentieth century, the branch sales and service building developed certain distinct features. Since the sale of vehicles was the ultimate objective, the show room was considered the most important part of the building. In an article by a member of Albert Kahn's office, entitled, "The Planning of Automobile Sales and Service Buildings," the ideal show room was described as follows:

"The best display can be made when the room is large and high. The automobile, being an outdoor vehicle, will not look its best when shown in a low or other-wise cramped room... [I]t is evident that the

^[2] F.A. Fairbrother, "The Planning of Automobile Sales and Service Buildings," *The Architectural Forum*, Vol. 33, No. 2, August, 1920.

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room should be so arranged, whenever possible, that large windows would be sufficient in width to allow a car to stand reasonably close to them and for the whole car to be seen when one is standing directly in front of the building...The sills of the windows should be low... Certain features are essential in the arrangement of a satisfactory sales room. Among them we might mention the need of a large door from the garage or service portion of the building for bringing cars into the sales room... Access should also be planned to the parts and accessories sales department from the sales room... Here also should be a space for salesmen's desks... It will be found desirable to have a customers' room and perhaps a retiring room for women in some convenient location adjacent to the sales room."^[3]

It was also important to have a separate access to the repair area so that customers did not have to go through the sales room. The repair area was to have "a public space with a counter, opening into the stock room, and also a cashier's office."^[4] On the exterior, in the nineteen-teens, with the exception of the large first floor windows, many of these buildings retained the look of a typical commercial building, using prism glass, double-hung windows on the upper floors, and a minimum of well-placed decorative details.

Automobile Sales and Service Buildings in Council Bluffs

Branch sales and service buildings in Council Bluffs were identified by listings in the city directories. Before 1906, only one company was listed in the Council Bluffs city directories as an automobile dealer. The city directories are unavailable from 1906-1908; however, between 1909 and 1932 the directories list branch sales and service buildings as a unique category. By 1932, the Great Depression had forced the consolidation of many automobile manufacturers and dealerships. Listings were no longer given specifically for sales and service companies. Instead, separate listings were provided for dealerships and repair shops, repeating the names of companies who were associated with both.

In the 1909 city directory there were nine companies that fell into the category "Automobile Manufacturers, Dealers and Repairers". Most advertised as both selling and repairing cars: the functions of a branch sales and service company. Additionally, several companies also manufactured cars. Over the next 20 years, there were 69 companies that both sold and repaired automobiles. 48 of them (70%) did not last more than one year in business. Only four lasted more than 10 years.^[5]

The Hughes-Irons Building as a Branch Sales and Service Building

As a reflection of its business model, the 1917 building and 1923 addition are good examples of the branch sales and service type of building, still containing many of the character-defining features of this type as outlined in the article by Albert Kahn's office. On the ground floor of the primary façade of the original 1917 building are the distinctive 10'-2" wide, low-silled windows that are large enough to see the length of a car. The wall is only 6" wide, which allowed cars to be parked very close to the display window. On the interior, there was a large, high show room. Extending 48' across the front of the building and 32' deep, the 12'-6" tall space was finished with a mosaic tile floor, plaster walls and a plaster ceiling. As recommended in the article, behind the front display room were several offices or space for salesmen's desks and space for customers. It is unclear in the original building how cars were brought into the sales room or where the parts and accessories sales and storage areas were located.

^[3] F.A. Fairbrother, "The Planning of Automobile Sales and Service Buildings," *The Architectural Forum*, Vol. 33, No. 2, August, 1920, p.42.

^[4] F.A. Fairbrother, "The Planning of Automobile Sales and Service Buildings," *The Architectural Forum*, Vol. 33, No. 2, August, 1920, p.44.

^[5] See Additional Documentation, Figure 8 and Figure 9.

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Similarly, in the 1923 addition, 10'-10" wide display windows revealed the required tall, open showroom floor that could once again allow the length of a car to be seen from the exterior. The interior showroom space spanned 40' along the front of the building and was 24' deep and 12'-6" high. This large volume was historically finished with wood tongue and groove flooring, plaster walls and a plaster ceiling. Again, as advocated by Kahn's office, the repair garage was directly adjacent to the show room. A pair of bi-fold doors provided access between the two. Additionally, as in the magazine examples, a parts department appears to have been accessible through a rear door of the show room at the front of the repair area.

Within the repair areas of both the original building and the addition, structural bays were wide enough for a drive aisle and work bays according to standards of the day. The change in elevation around the building allowed on-grade entrances to the second level repair spaces. On the interior, the rear repair area of the first floor and the repair area on the second floor were historically finished with exposed brick perimeter and demising walls, a concrete floor on the first floor and a wood floor on the second floor.

Overall, the building was a good representation of an automobile branch sales and service center. It displayed the character-defining features of this building type as described in trade journals of the nineteen-twenties.

Commercial Style Architecture

As the design requirements for various automobile buildings became established, architectural styles were changing to meet new and emerging needs. Speed of construction, new construction methods and new functions led to a new design aesthetic. Known as the Commercial Style, buildings typically featured steel skeleton framing, multiple stories, regularly spaced large, rectangular windows, pilasters, spandrel panels and little or no ornament.

The style is also known sometimes as the Chicago Style because of the number of buildings in that city which used this form. Many of these also feature the distinctive "Chicago window." Divided vertically into three parts, the center featured a large fixed unit. This was flanked by narrower double-hung units.

Mission Revival Architecture as a Popular Architectural Style for Automobile Buildings Nationally

Between 1890 and 1920, the Mission Revival style of architecture also became popular. Beginning in California with several architects advocating its use, the style spread East, especially after the Santa Fe and Southern Pacific railways adopted the style for their depots and resort hotels.^[6] The style quickly spread beyond buildings associated with the railroad.

The style's rise in popularity aligned with the development and rise in popularity of the automobile. As noted in the National Register Multiple Property Documentation Form for Historic Auto-Related Resources in St. Louis, some dealerships in the early twentieth century would use flamboyant and distinct architectural styles such as the Mission Style to "distinguish their business, hoping to create a sense of grandeur and luxury that would correlate to the product."^[7] They would often employ such features as wall gables, ironwork, decorative terra cotta, half-timbering, and Greek temple fronts to give their buildings and thus their products a sense of the exotic and glamorous. The use of Mission Revival style architecture also effectively set these buildings apart from one another as well as the other Victorian and vernacular commercial buildings in their areas.

^[6] Virginia and Lee McAlester, *A Field Guide to American Architecture*, New York: Alfred A. Knopf, 1984, p. 410.

^[7] National Register Multiple Property Documentation Form for Historic Auto-related Resources, City of St. Louis, 1880-1955, Section F, page 33.

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Correspondingly, *Architectural Forum's* March 1927 issue was devoted to various automobile-related buildings, including an article on "Architecture and Decoration of Automobile Show Rooms" which used many examples of Mission style architecture to promote the good design of dealerships. In general, the design concept was to provide a gallery space for the automobiles. Tiled floors, ironwork covered niches, profiled beams painted with Spanish-styled motifs and plain walls provided a salon that acted as a wonderful backdrop, highlighting and not overplaying the automobiles.

Although not the only architectural style used for automobile buildings, the Mission Revival style of architecture became a popular style for automobile buildings of this period. Across the nation dealerships used this style to call attention to their businesses. It's distinctive appearance set these buildings apart from their Victorian neighbors.

The Hughes-Irons Building as an Example of Commercial Style Architecture with Mission Revival Elements

The Hughes-Irons Building is a commendable example of Commercial style architecture with Mission Style elements commonly used for automobile buildings during both the period of its original design in 1917 and its 1923 addition. It is unclear how or why these architectural styles were chosen for this building, but it is possible that the Mission Style elements were selected because of that style's growing association with the automobile industry.

Like many of the buildings studied in the St. Louis MPD, the combined use of Commercial and Mission architectural styles for this building would also make the 1917 building stand out along this portion of the Lincoln Highway. Among the Italianate cornices, balconettes, Gothic window openings, and stone window hoodmolds of its Victorian and vernacular two-part commercial block neighbors, the 1917 building's Commercial style simplicity and Mission style features would have looked new and exciting. The 1917 building and 1923 addition both exhibit brick pilasters and minimal wall surface ornamentation typical of Commercial Style architecture, in addition to the curvilinear wall gables and minimal decoration common in Mission style architecture and illustrated in the *Architectural Forum's* March 1927 issue.

Of the extant buildings along the Lincoln Highway in Council Bluffs, only two others exhibit some elements of Mission Style architecture. Both are small (one and two bay lot wide) two-part commercial blocks which have significantly altered storefronts, but retain Spanish-style visor roofs and iron balconettes in their upper stories. Both also are painted to blend in with their neighboring buildings. In comparison, the Hughes-Irons Building is a substantial and prominent representation of this style. As a ten-bay, two-part commercial block flanked by parking lots, it has a noticeable presence on the street. The Hughes-Irons buildings is also the only building to combine both the Commercial Style with Mission style elements.

Little material remains to indicate if the Mission Style was carried into the building. In the original building, mosaic tile floor is extant under the carpet. However, original wall and ceiling finishes are non-extant. In the 1923 addition, remnants of the wood floor and plaster walls and ceiling are extant under the modern finishes in the show room space.

The Hughes-Irons Building as an Example of the work of Jocheis Chris Jensen

The Hughes-Irons Building is a good example of the work of Jocheis Chris Jensen, a Dane who immigrated to Council Bluffs with his family in 1881, when he was 8 years old. After graduating from High School in Council Bluffs, he trained as an architect by apprenticeship and appears to have had no formal architectural training. From 1894-1895 he worked in Omaha under Charles Driscoll. Then after several years working for others in San Jose and Oakland, California, he came back to Iowa and formed a sole proprietorship in Council Bluffs in 1900. He was registered by exemption in 1927 and worked locally until the early 1940s. He passed away August 22, 1946. In addition to his architectural practice, Jensen ran a construction firm and was active in the community as a member of the Council Bluffs Water-Works board for 21

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years, the State board of architectural examiners and the Council Bluffs Elks Club. He was also a director of both the Citizens Power Company and the Council Bluffs Gas Company.

This building represents the mid-point of his career, in which he designed a wide variety of buildings, generally concentrated in Council Bluffs. Known works include the Kontinental Kompound Co building, the Council Bluffs YMCA pool and Gym addition, Thomas Jefferson High School, "Jennie Edmundson hospital, Bloomer school, most of the stores and offices in Council Bluffs, the water works, and finally his last great triumph the new city hall."^[8] In addition to a wide variety of building types, his work included a wide variety of styles, ranging from Italianate to Second Renaissance Revival through Art Deco. The styles of the buildings reflect the general trends in the architectural field in the period in which they were designed and constructed, making each building appear modern when it was completed.

Typical of his known work, the Hughes-Irons Building was completed in a style that was a common trend for automobile buildings in that period. It was also thoughtfully laid out with the owner's needs in mind and took advantage of its location and surrounding topography. Finally, given his work as a contractor, it appears that he may have designed the structural system himself. The roof truss system had to be specifically designed for the bay spacing, parapet height and roof slope of this building. The column bracing system is also not something commonly found in this area and appears to have been custom designed for this application.

Conclusion

In conclusion, the Hughes-Irons Building is significant under Criterion A for the building's role in the development of automobile commerce and travel. It represents the many branch sales and service companies that were active in Council Bluffs in the early twentieth century. Its long association with the Hughes and Parmer Motor Companies enhances this connection. This building is a solid representation of those companies that took advantage of the Lincoln Highway and located their businesses along popular automobile routes.

Furthermore, the Hughes-Irons Building is significant under Criterion C as a clear example of the branch sales and service type of automobile building: an automobile building that reflected a business model geared towards selling automobiles to local owners and maintaining their loyalty through good automobile maintenance and service. Its design in the Mission style allowed it to stand out from the adjacent structures and attract business. Driving by today, it is easy to see the keys to this building type, including the low window sills and garage door openings on the first floor and minimal detailing that made this building an attractive model of functionality.

^[8] "J. Chris Jensen Looks at Life: Has Had an Active Career in City," *Council Bluffs Nonpareil*, Sept. 23, 1944.

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10. Geographical Data

Acreage of property Less than one

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

	Zone	Easting	Northing		Zone	Easting	Northing
1.	15	263699	4633319	3.			
2.				4.			

[] See continuation sheet

Verbal Boundary Description
(See continuation sheet)

Boundary Justification
(See continuation sheet)

11. Form Prepared By

name/title	<u>Jennifer Honebrink, AIA, LEED AP</u>	e-mail	<u>jhonebrink@alleypoyner.com</u>
organization	<u>Alley Poyner Macchietto Architecture P.C.</u>	date	<u>March 2011</u>
street & number	<u>1516 Cuming Street</u>	telephone	<u>(402) 341-1544</u>
city or town	<u>Omaha</u>	state	<u>Nebraska</u> zip code <u>68102</u>

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	<u>Hughes-Irons Building, LLC</u>	telephone	<u>(712) 325-1000</u>
street & number	<u>149 West Broadway</u>	state	<u>Iowa</u> zip code <u>51501</u>
city or town	<u>Council Bluffs</u>		

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Verbal Boundary Description

The property includes all of lots 140, 142, 145 through 147 and the front half of lot 149 of the original plat of Council Bluffs.

Boundary Justification

The nominated property includes the parcels associated with the Hughes-Irons Motor Company building since it attained its present footprint in 1944.

Photographs

DESCRIPTION

The following information is common to all the photographs:

Property Name:	Hughes-Irons Motor Company
City:	Council Bluffs
County and State:	Pottawattamie County, IA (Council Bluffs)
Photographer:	Jennifer Honebrink
Date Photographed:	(See individual photographs)
Location of digital file:	CD-R #245
Location of Original Digital Files:	Alley Poyner Macchietto Architecture, P.C. 1516 Cuming St, Omaha NE 68102
If digital, type of digital ink and paper used:	Commercially Printed; Fujicolor Crystal Archive

For clarity, in the photo list below facades were labeled with cardinal directions, although the street grid is actually rotated 45 degrees counter-clock-wise. Thus, the North (Primary) Façade, is truly the Northwest façade.

PHOTOGRAPHS

Photo #1 (IA_PottawattamieCounty_HughesIrons_001)
Street View along West Broadway looking East; 09/22/2010

Photo #2 (IA_PottawattamieCounty_HughesIrons_002)
North (Primary) Façade looking Southeast; 11/05/2010

Photo #3 (IA_PottawattamieCounty_HughesIrons_003)
West (Side) Façade; 11/05/2010

Photo #4 (IA_PottawattamieCounty_HughesIrons_004)
South (Secondary) Façade Looking Northeast; 11/05/2010

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

**National Register of Historic Places
Continuation Sheet**

Hughes-Irons Motor Company

Name of Property

Pottawattamie, Iowa

County and State

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East (Side) Façade looking ; 11/05/2010

Photo #6 (IA_PottawattamieCounty_HughesIrons_006)

East Tenant Space; Front Lobby Looking North; 11/05/2010

Photo #7 (IA_PottawattamieCounty_HughesIrons_007)

East Tenant Space; Detail of Original Mosaic tile Floor; 11/05/2010

Photo #8 (IA_PottawattamieCounty_HughesIrons_008)

East Tenant Space; Rear Hallway Looking East; 11/05/2010

Photo #9 (IA_PottawattamieCounty_HughesIrons_009)

Central Tenant Space; "White Box" Space Looking North; 1/11/2011

Photo #10 (IA_PottawattamieCounty_HughesIrons_010)

West Tenant Space; "White Box Space Looking South; 1/11/2011

Photo #11 (IA_PottawattamieCounty_HughesIrons_011)

East Garage Looking East; 11/05/2010

Photo #12 (IA_PottawattamieCounty_HughesIrons_012)

Central Garage Looking South; 11/05/2010

Photo #13 (IA_PottawattamieCounty_HughesIrons_013)

Second Floor; Apartment Entry Hall Looking North; 11/05/2010

Photo #14 (IA_PottawattamieCounty_HughesIrons_014)

Apartment Kitchen in Unit 211 along North Wall Looking North; 11/05/2010

Photo #15 (IA_PottawattamieCounty_HughesIrons_015)

Apartment Living Room in Unit 212 Looking Northeast; 11/05/2010

Photo #16 (IA_PottawattamieCounty_HughesIrons_016)

Apartment Bedroom in Unit 213 Looking Southeast; 11/05/2010

United States Department of the Interior
National Park Service

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Figure 10: Locations of Automobile Branch Sales and Service Companies from 1909-1932 and Highlighting the Original Route of the Lincoln Highway; Note that some existed outside of the area shown on this map. (Map by the author based on Council Bluffs City Directory Listings from 1909-1932, August 2008)..... 31

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National Park Service

National Register of Historic Places
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Hughes-Irons Motor Company
Name of Property

Pottawattamie, Iowa
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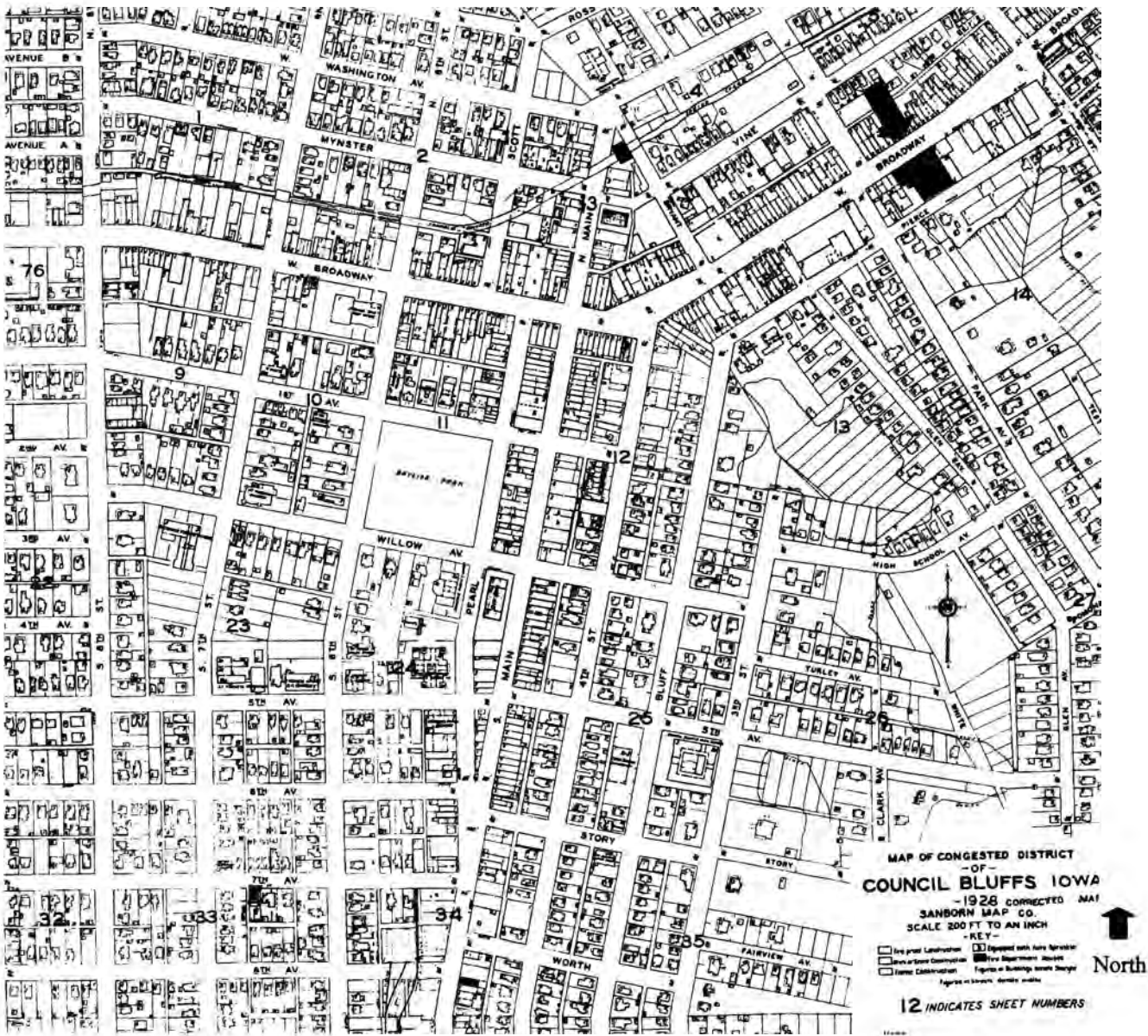


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United States Department of the Interior
National Park Service

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Hughes-Irons Motor Company
Name of Property

Pottawattamie, Iowa
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Section Additional
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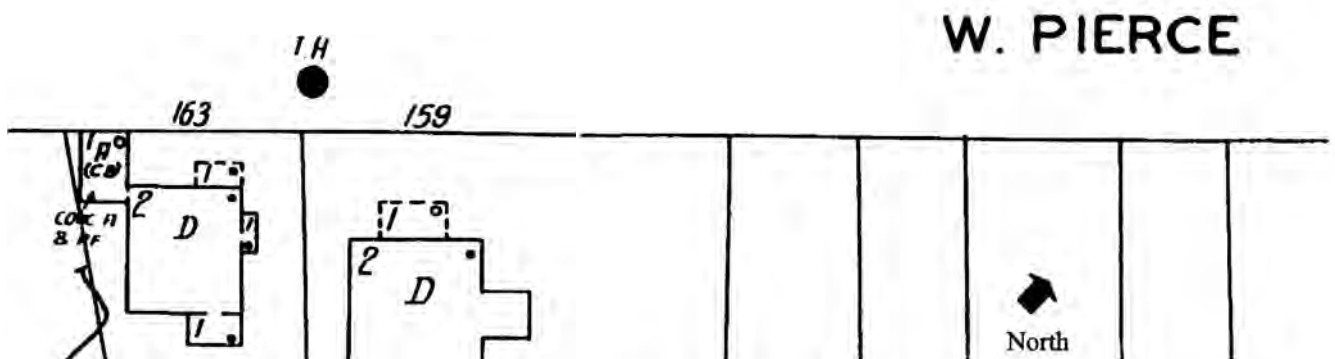
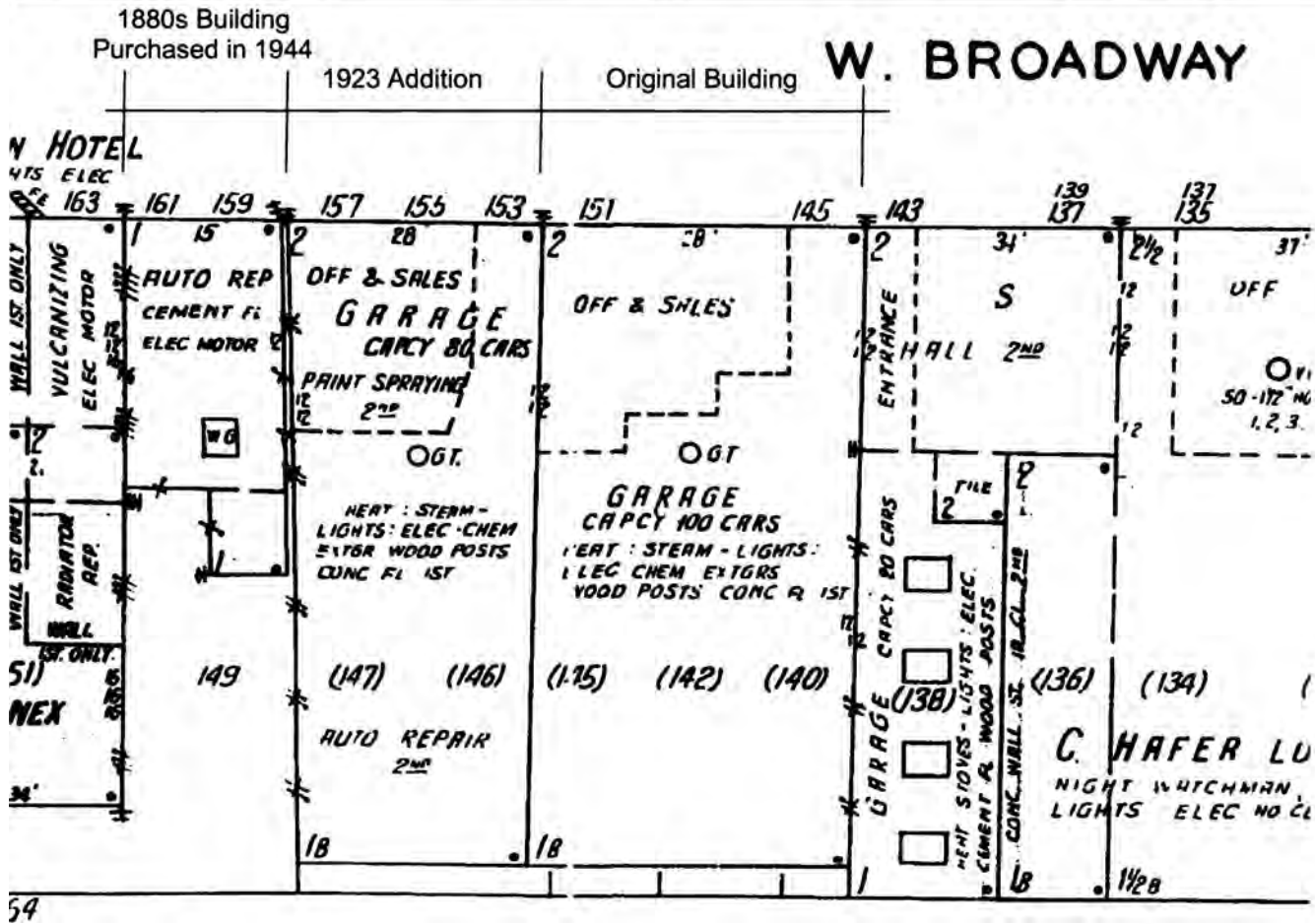


Figure 2: Partial Copy of page 14 of the 1928 Sanborn Map for Council Bluffs Illustrating the Location of the Hughes-Irons Building- Not to Scale

United States Department of the Interior
National Park Service

National Register of Historic Places
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Hughes-Irons Motor Company
Name of Property

Pottawattamie, Iowa
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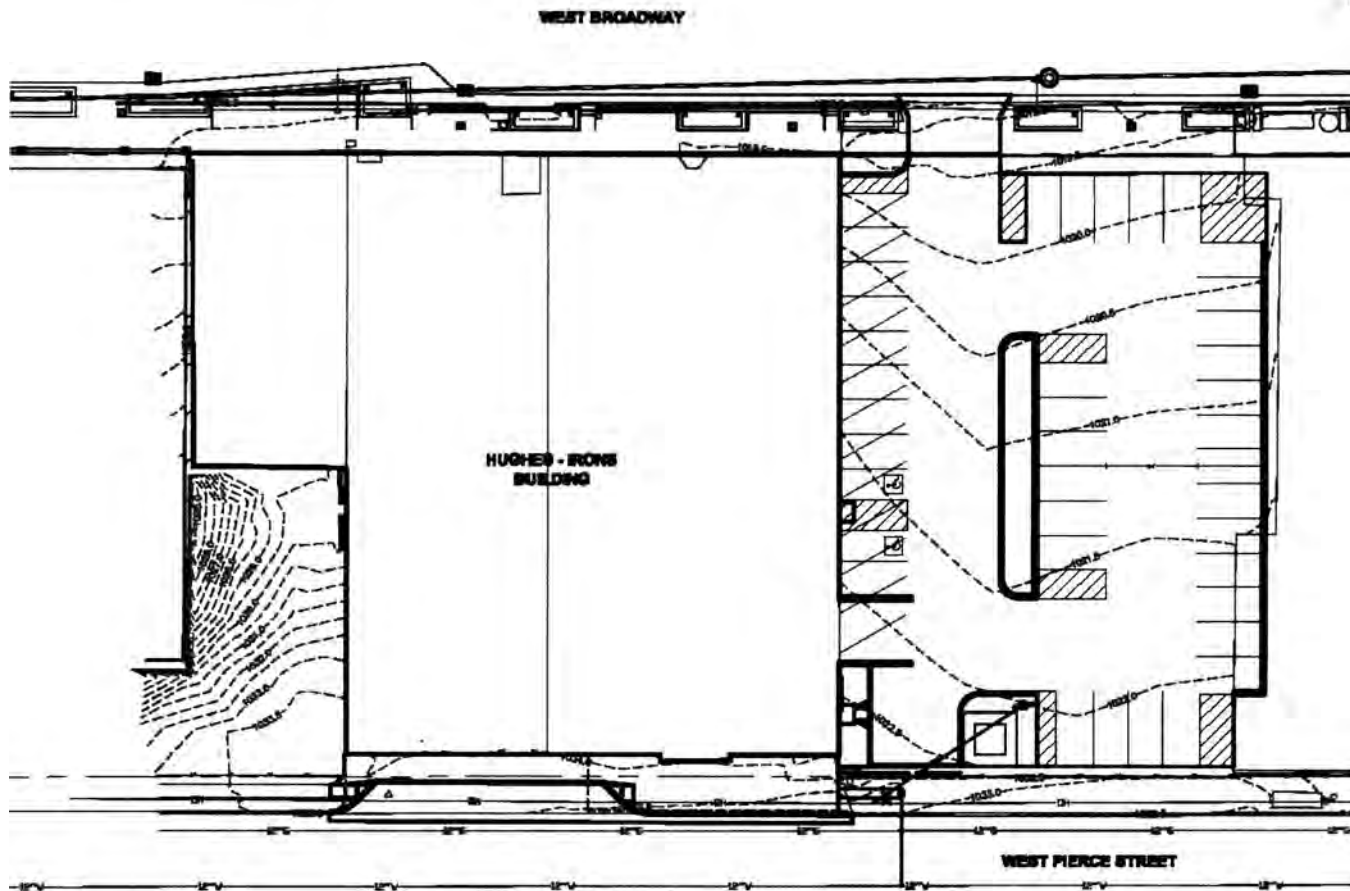


Figure 3: Hughes-Irons Building Site Plan – Drawing By HGM Associates Inc, - March 2011 – Not To Scale



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United States Department of the Interior
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Hughes-Irons Motor Company
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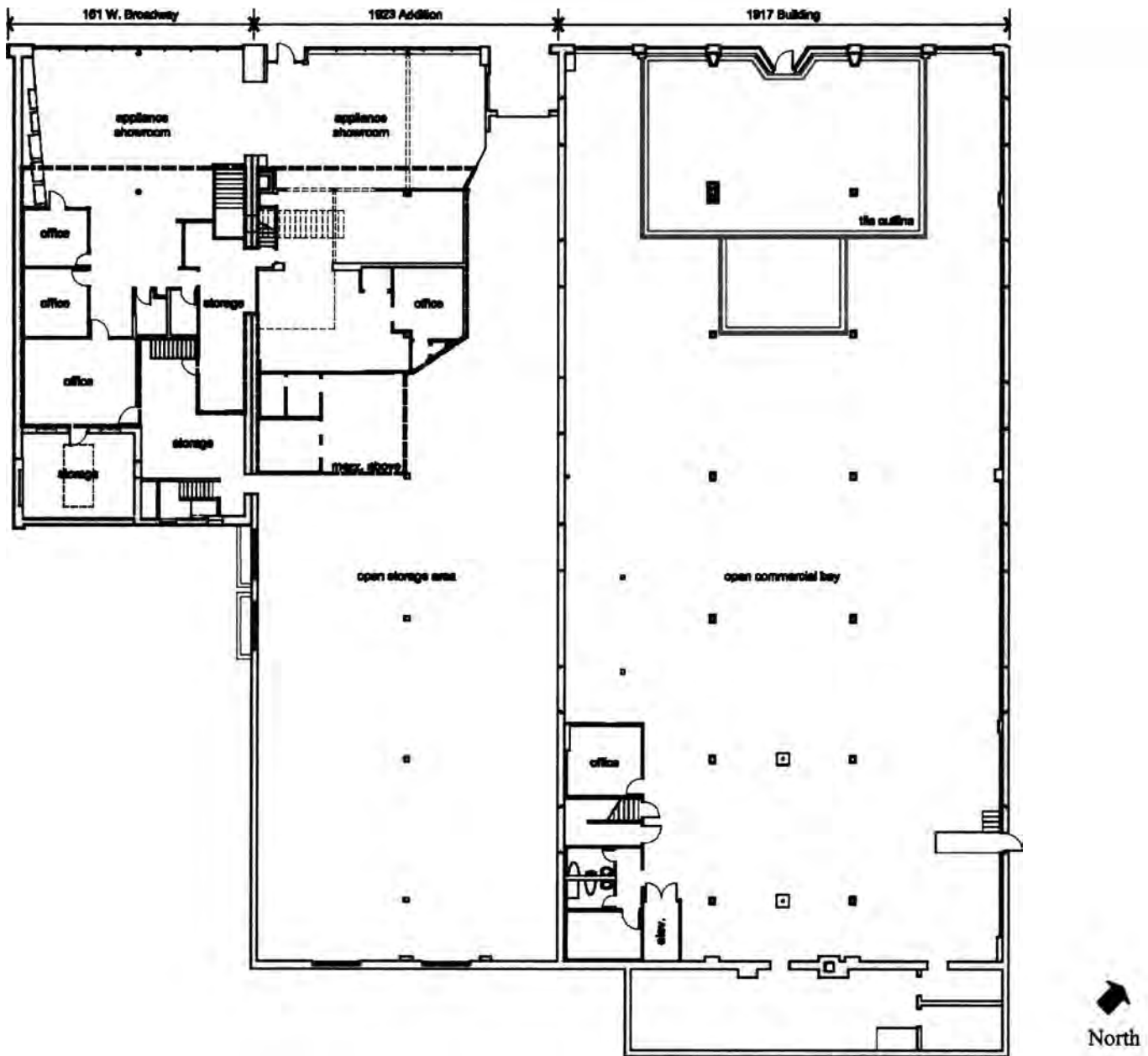


Figure 4: First Floor Plan - Pre-Rehabilitation – Drawing by Alley Poyner Macchietto Architecture, P.C. (APMA) (June 5th, 2009) - Not to Scale

United States Department of the Interior
National Park Service

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Hughes-Irons Motor Company
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County and State

Section Additional
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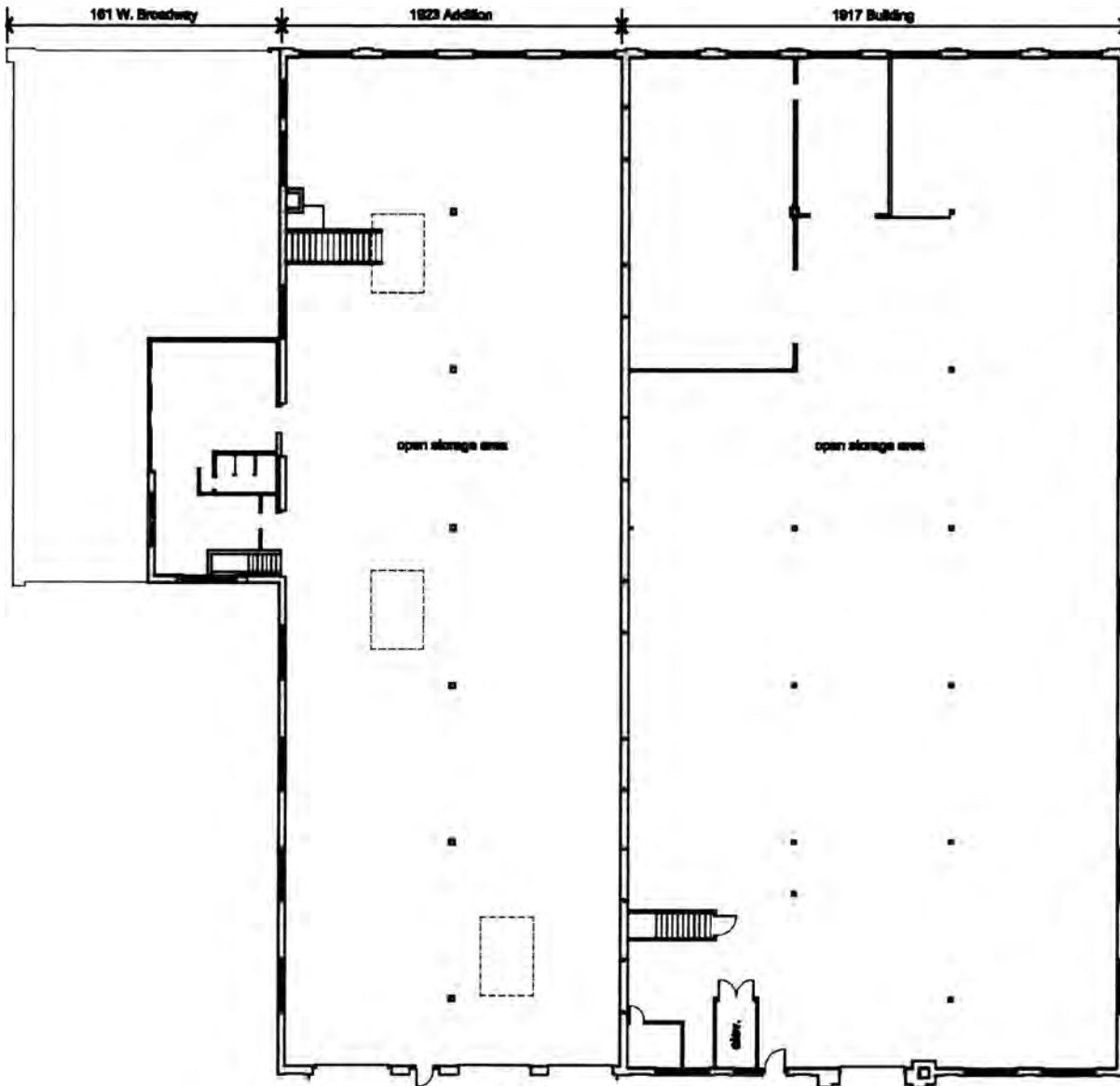


Figure 5: Second Floor Plan - Pre-Rehabilitation – Drawing by APMA (June 5th, 2009) - Not to Scale



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Hughes-Irons Motor Company

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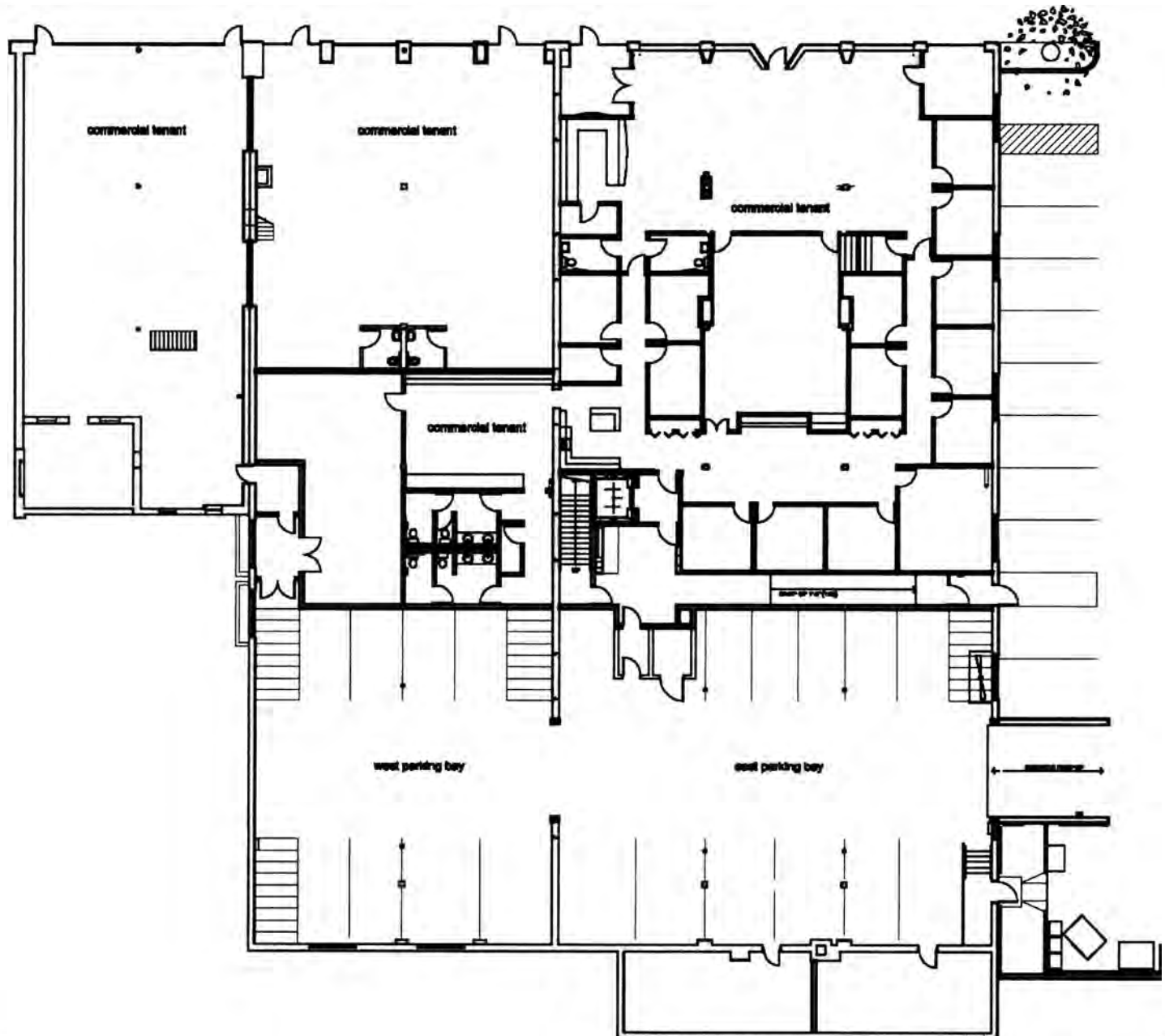


Figure 6: First Floor Plan - Post-Rehabilitation - Drawing by APMA (November 5th, 2009) - Not to Scale



United States Department of the Interior
National Park Service

National Register of Historic Places
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Hughes-Irons Motor Company
Name of Property

Pottawattamie, Iowa
County and State

Section Additional
Documentation Page 28

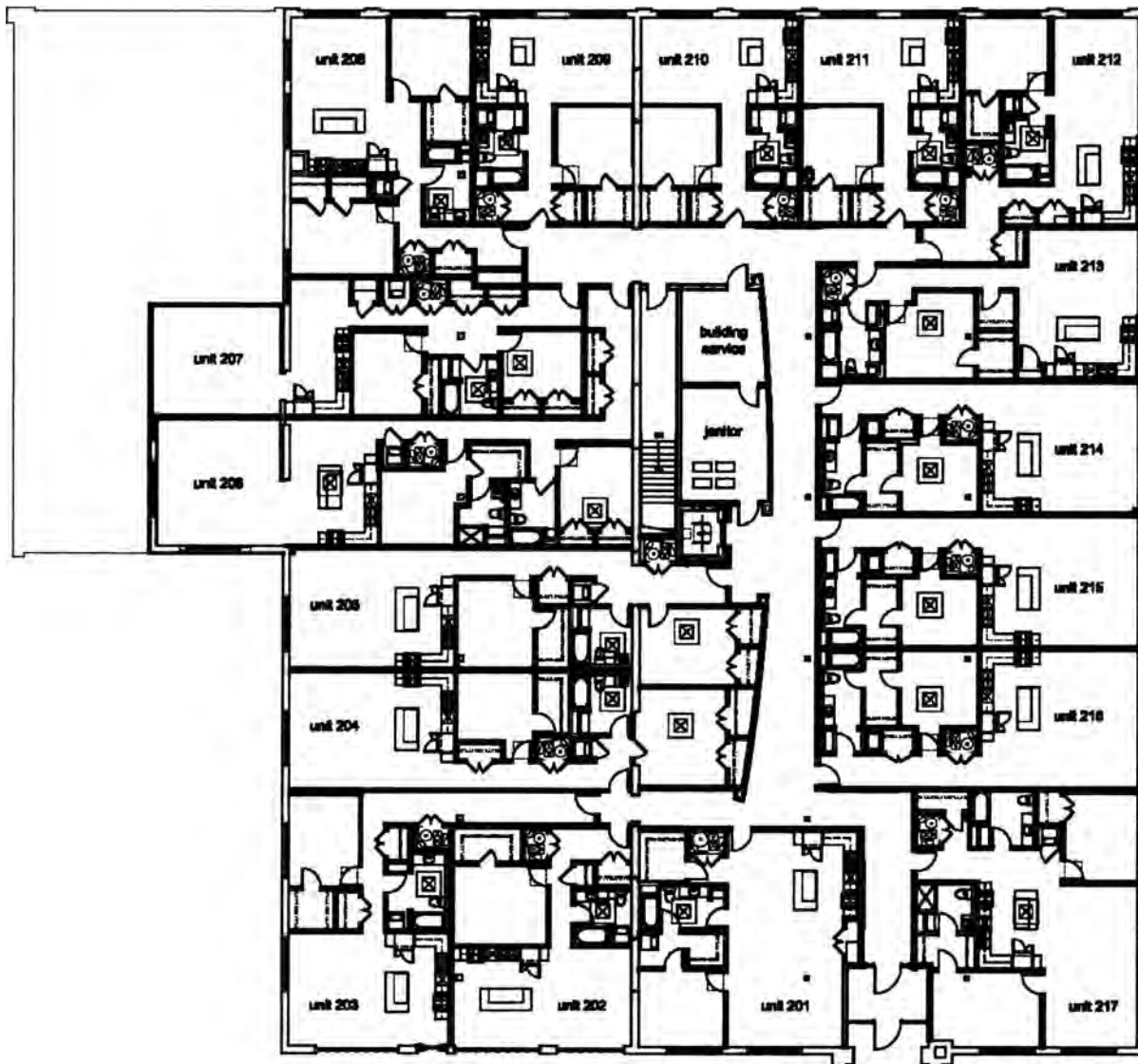


Figure 7: Second Floor Plan - Post-Rehabilitation – Drawing by APMA (November 5th, 2009) - Not to Scale



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National Park Service

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Hughes-Irons Motor Company

Name of Property

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County and State

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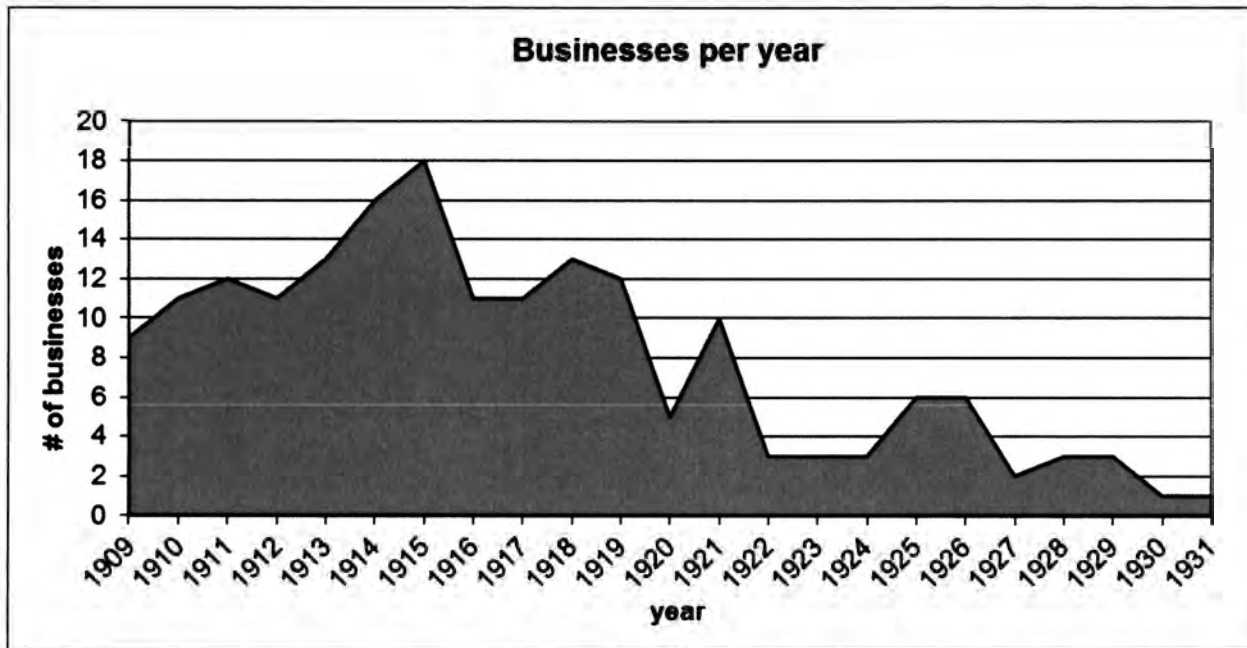


Figure 8: Number of Branch Sales and Service Businesses in Council Bluffs per Year based on listings in the Council Bluffs City Directories for years 1909-1932 for businesses that both sold and serviced automobiles. (Graph by the author, August 2008)

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National Park Service

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Hughes-Irons Motor Company

Name of Property

Pottawattamie, Iowa

County and State

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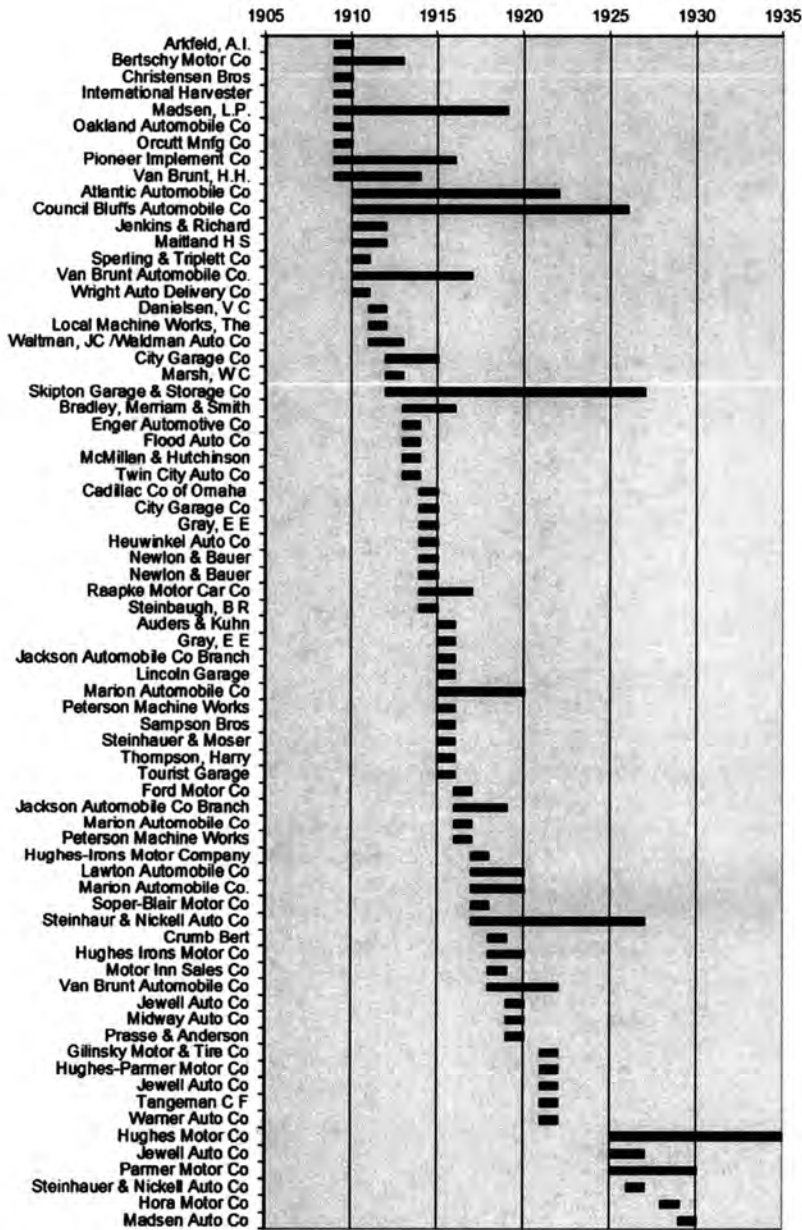


Figure 9: Years in Business of each Branch Sales and Service Company in Council Bluffs based on listings in the Council Bluffs City Directories for years 1909-1932 for businesses that both sold and serviced automobiles. (graph by the author, August 2008)

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National Park Service

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County and State

Section Additional
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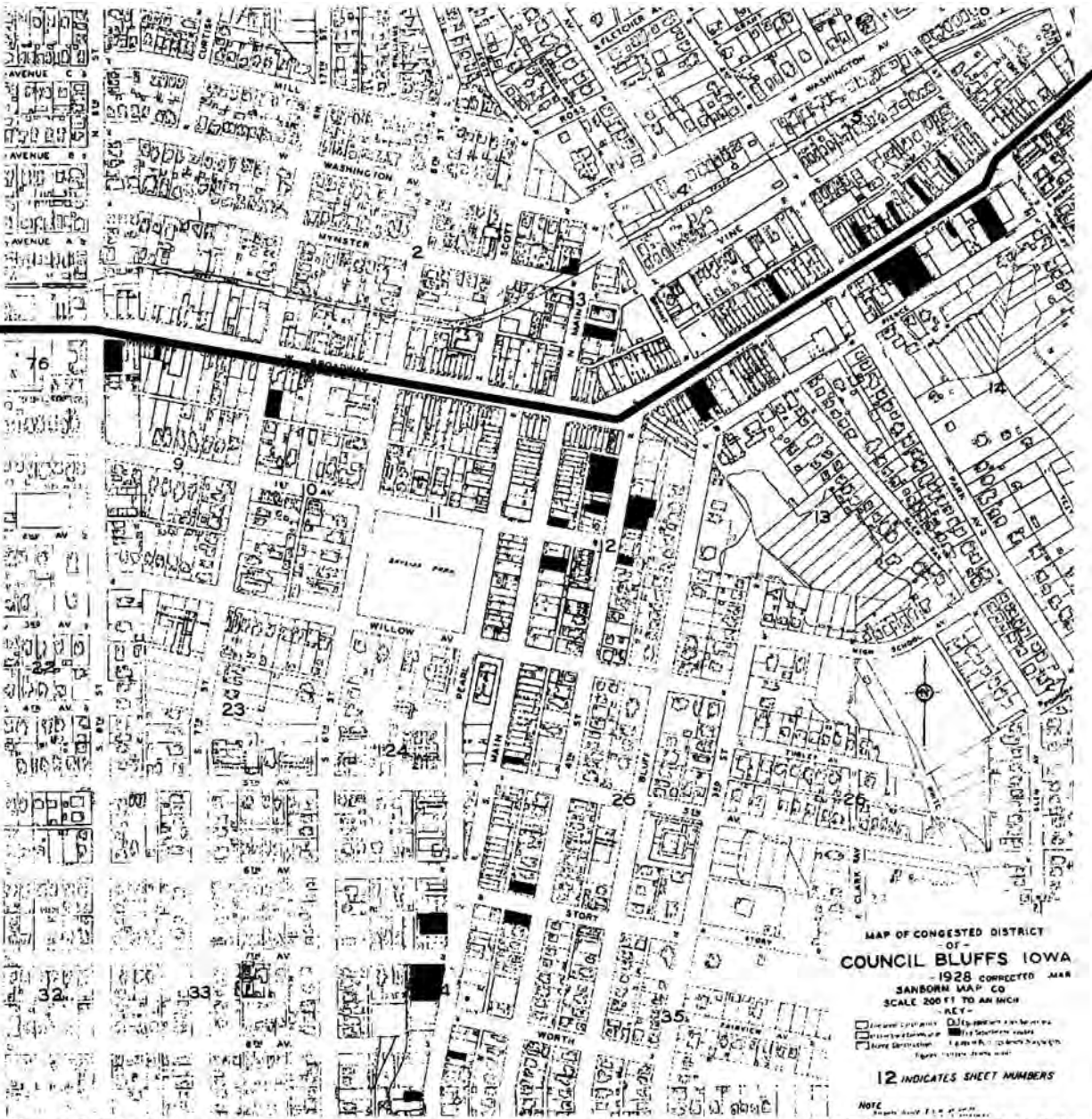


Figure 10: Locations of Automobile Branch Sales and Service Companies from 1909-1932 and Highlighting the Original Route of the Lincoln Highway; Note that some existed outside of the area shown on this map. (Map by the author based on Council Bluffs City Directory Listings from 1909-1932, August 2008)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Hughes--Irons Motor Company

MULTIPLE
NAME:

STATE & COUNTY: IOWA, Pottawattamie

DATE RECEIVED: 5/13/11 DATE OF PENDING LIST: 6/08/11
DATE OF 16TH DAY: 6/23/11 DATE OF 45TH DAY: 6/28/11
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 11000392

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 6.23.11 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in
The National Register
of
Historic Places**

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



IA - Pottawatomie County - Hughes Trans 001

02/06/2009



1A - Potawatamie County - Hughes Irons 002 0210612009



694073883

40268004

353

00-353

Watergreens 6962

10/01/18

1A - Pottawattamie County - Hughes Irons 003 04/20/2009



Master J'S SMOKE SHOP



IA- Pottawattamie County - Hughes Iron S005

02/06/2009



NOV 10 2008

See other windows

NOV 10 2008

5-7-08

1A- Pottawattamie County - Hughes Irons 006

02/06/2009



Watseens 6962 <> 10/01/10

1A - Pottawattamie County - Hughes/rons007 05/20/2009



IA - Pottawattamie County - Hughes/Irons008 09/22/2010



1A - Pottawattamie County - Hughes Irons 009 09/22/2010



IA - Bottawattamie County - Hughes Irons 010 09/22/2010



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IA - Pottawattamie County - Hughes Irons Oil

09/22/2010



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1A Pottawattamie County - Hughes Irons 012

09/22/2010



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1A - Pottawattamie County - Hughes Irons 013

09/22/2010



IA - Pottawattamie County - Hughes Irons 01A

05/19/2009



IA- Pottawattamie County - Hughes / rans 015

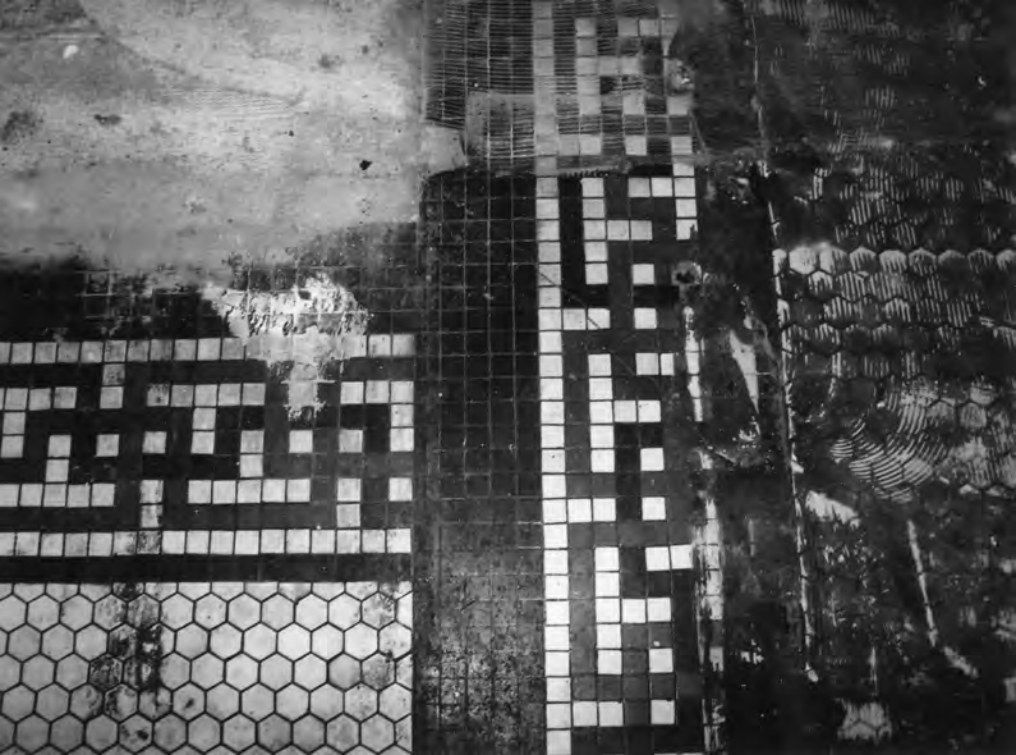
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IA_Pottawattamie County - Hughes trans 016

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IA-Pottawattamie County-Hughes Irons 018

09/22/2010



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Walgreens 6962 © 10/31/10

IA_Pottawattamie County-Hughes Irons 019

09/22/2010



IA- Pottawattamie County - Hughes Irons 020

09/22/2010



1A- Pottawattamie County - Hughes Irons 021

09/22/2010

EXIT

Customer

Customer

EXIT



IA - Polk County - Hughes Irons 022

05/14/2009



IA - Pottawattamie County - Hughes/Krons 023

09/22/2010



1A-Pottawatomie County - Hughes Irons 02A

09/22/2010



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IA - Pottawattamie County - Hughes Irons 025 09/22/2010



IA_ Pottawa Hamie County - Hoehes Irons 026

01/01/2004



691273200 20050001 000 1 00 000

Walgreens 6952 © 10/01/10

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01/01/2004



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4/20/2009



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09/22/2010

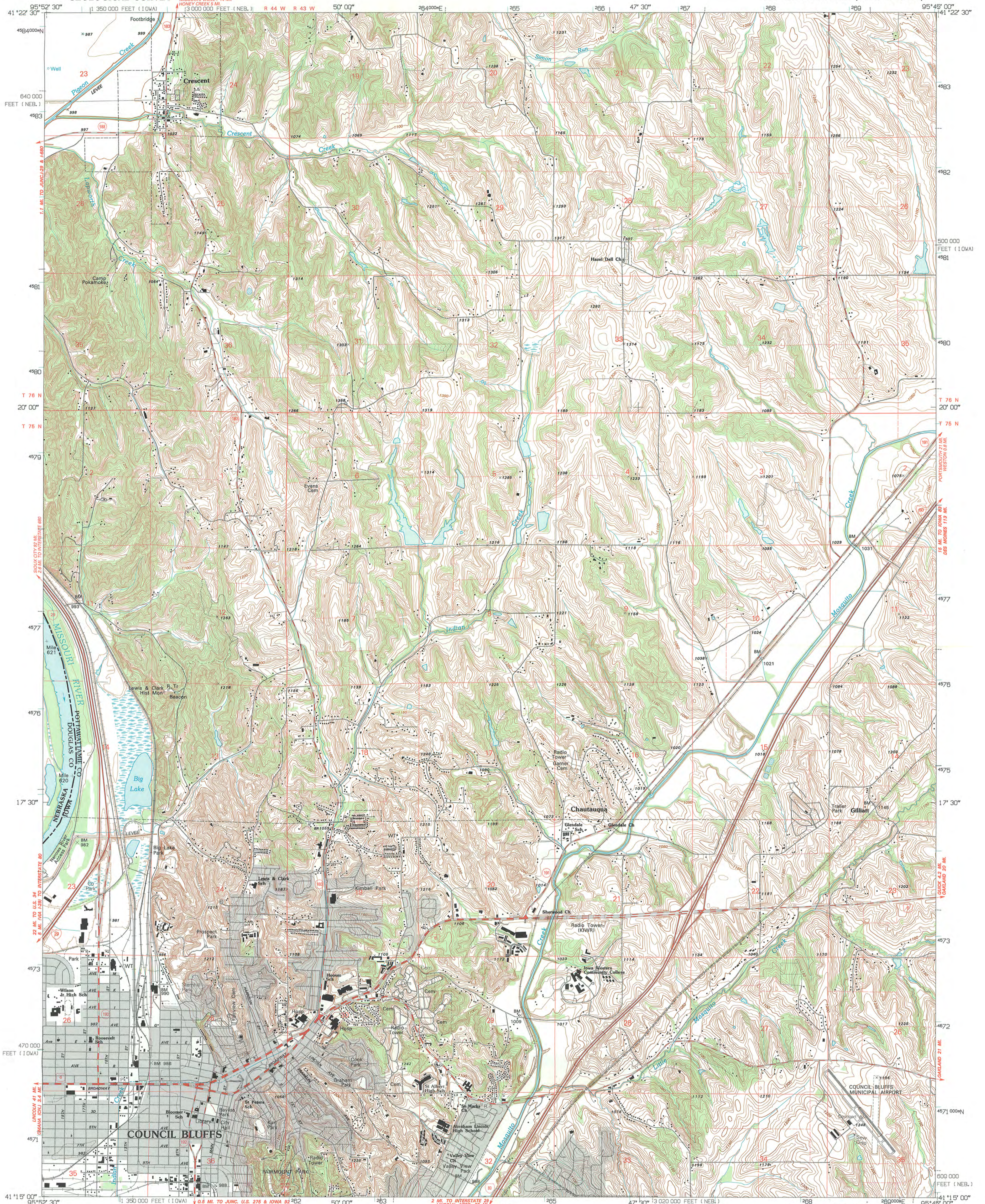


1A - Pottawatomie County - Hughes Irons 031 09/22/2010



1A - Pottawattamie County - Hughes Irons 032

09/22/2010



Produced by the United States Geological Survey
Control by USGS, NOS/NOAA, and USCE

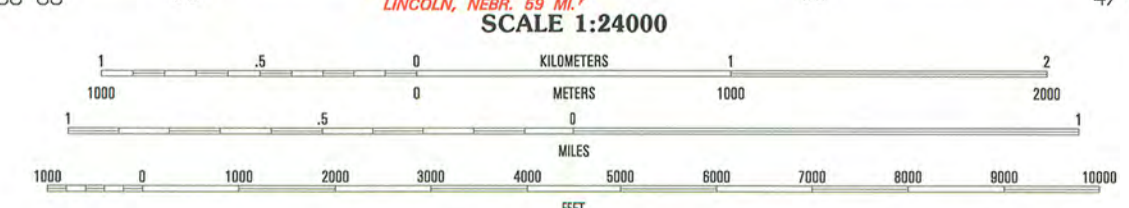
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North American Datum of 1983 (NAD 83) is shown by dashed corner ticks. The values of the shift between NAD 27 and NAD 83 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Gray tint indicates areas in which only landmark buildings are shown visible on aerial photographs

Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is un-checked



CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929



ROAD CLASSIFICATION

Primary highway hard surface	Light-duty road, hard or improved surface
Secondary highway hard surface	Unimproved road
Interstate Route	U.S. Route
	State Route

1	2	3	1 Loveland
4	5	6	2 Honey Creek
7	8	7	3 Underwood
		8	4 Omaha North
			5 McClelland
			6 Omaha South
			7 Council Bluffs South
			8 Mineola

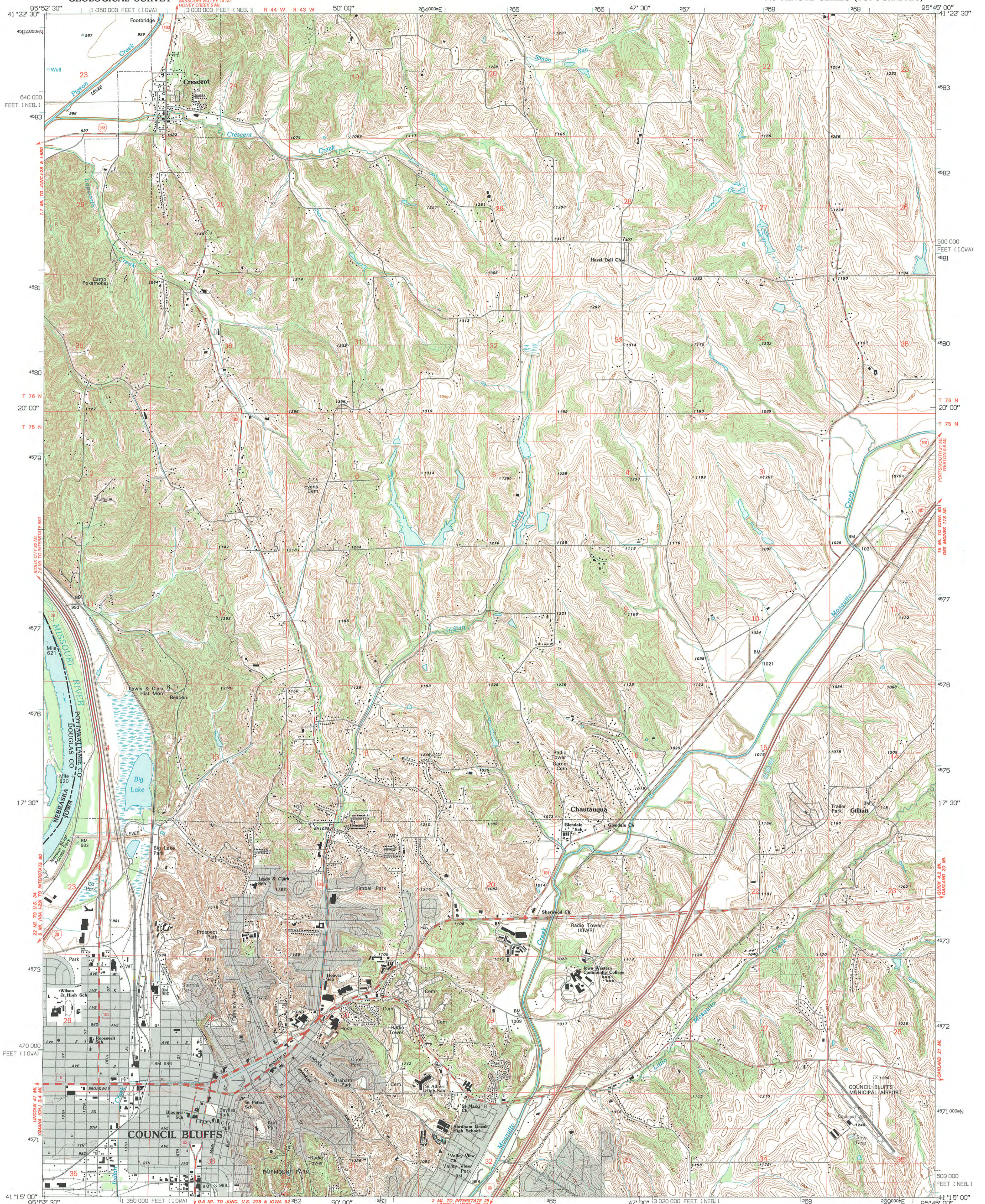
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41095-C7-TF-024

1994

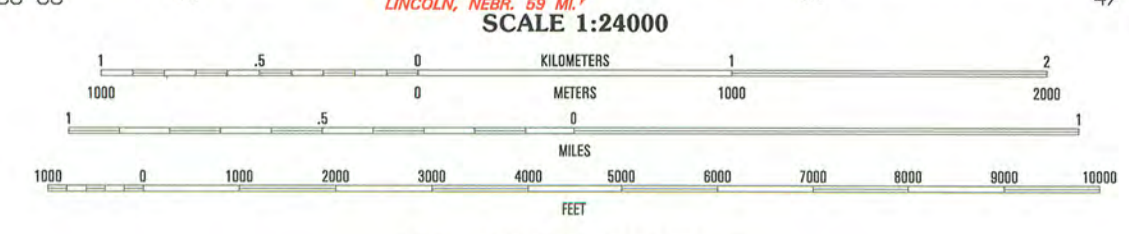
DMA 6866 IV SE-SERIES V876

Complies with U.S. Geological Survey Standards for Spatial Accuracy - Class 2
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ADJOINING 7.5' QUADRANGLE NAMES



Produced by the United States Geological Survey
Control by USGS, NOS/NOAA, and USCE
Topography by photogrammetric methods from aerial photographs taken 1952. Field checked 1956. Revised from aerial photographs taken 1990. Field checked 1992. Map edited 1994
North American Datum of 1927 (NAD 27). Projection and blue 1000-meter ticks: Universal Transverse Mercator, zone 15 10,000-foot grid ticks: Iowa coordinate system and Nebraska coordinate system, south zones
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ROAD CLASSIFICATION

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Secondary highway hard surface	Unimproved road
Interstate Route	U.S. Route
	State Route

QUADRANGLE LOCATION

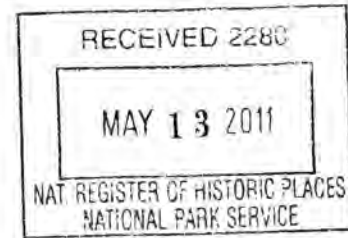
1	2	3
4	5	6
7	8	

COUNCIL BLUFFS NORTH, IOWA-NEBR.
41095-C7-TF-024
1994
DMA 6866 IV SE-SERIES Y876

Complies with U.S. Geological Survey Standards for Spatial Accuracy - Class 2
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
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STATE
HISTORICAL
SOCIETY of
IOWA

A Division of the Iowa Department of Cultural Affairs



May 9, 2011

Carol Shull, Chief
National Park Service
National Register of Historic Places
1201 Eye Street, N.W.-- 8th Floor
Washington, D.C. 20005

Dear Ms. Shull:

The following National Register nomination(s) are enclosed for your review and listed if acceptable.

- I.O.O.F. Hall, Dunlap, Harrison County, Iowa
- Hughes-Irons Motor Company, 149-161 W. Broadway, Council Bluffs, Pottawattamie County, Iowa
- Hoosier Row School, 15246 R63 HWY, Indianola vicinity, Warren County, Iowa

Sincerely,

Elizabeth Foster Hill

Elizabeth Foster Hill
Tax Incentive Programs Manager/
National Register Coordinator