



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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name Hupmobile Building

Other names/site number Sterling Manufacturing Co.; DO09:0209-035

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

2. Location

Street & Number 2523-2525 Farnam Street

City or town Omaha State Nebraska County Douglas

Not for publication Vicinity

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: national statewide local

Applicable National Register Criteria: A B C D

Michael J. Smith
Signature of certifying official/Title:

SHPO/Director

09-18-2014
Date

Nebraska State Historical Society

State or Federal agency/bureau or Tribal Government

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

Signature of Commenting Official

Date

Title

State of Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:

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

James G. ...
Signature of Keeper

11-12-2014
Date of Action

Hupmobile Building
Name of Property

Douglas County, Nebraska
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	
<u>1</u>	<u>0</u>	Buildings
<u> </u>	<u> </u>	Sites
<u> </u>	<u> </u>	Structures
<u> </u>	<u> </u>	Objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions (Enter categories from instructions.)

COMMERCE/TRADE: Specialty Store

Current Functions (Enter categories from instructions.)

COMMERCE/TRADE: Work in Progress

7. Description

Architectural Classification (Enter categories from instructions.)

Late 19th and Early 20th Century Movements: Renaissance/Commercial Style

Materials (enter categories from instructions.)
Principal exterior materials of the property:

Foundation: Concrete and brick; Walls: brick masonry;
Roof: Wood-truss framing; Other: cast-in-place concrete floors

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Name of Property**County and State****Description**

Summary Paragraph (Briefly describe the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

The Hupmobile Building is a two story mid-sized commercial use building located on the south side of Farnam Street between 24th and 26th Streets, west of downtown and east of midtown Omaha. The Hupmobile Building was constructed as part of Omaha's "Automobile Row," a mixed residential and commercial strip catering to automobile owners.

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

The Hupmobile Building was constructed in 1916 and 1917 by the Hupp Motor Car Corporation for use as a dealership, service shop and factory branch for Hupmobile automobiles. At the time of its construction, it boasted the largest expanse of plate glass of any building in Omaha.¹ The first-floor showroom—roughly the front half of the building—featured golden oak trim and tile flooring. The rest of the main floor housed offices and parts storage. Cars were serviced in the rear of the second floor, while there was an additional showroom for used cars in the front. The basement was used primarily for storage. A service elevator, still intact, allowed for easy transport of cars from one floor to another. Overall, the Hupmobile Building is in good condition and remains an excellent example of an early 20th century automotive retail and service structure. Later fabrication type uses for the building have not significantly altered the structure and have left many of the original interior and exterior details intact.

The adjacent buildings in this neighborhood range in use from commercial offices, to retail and some multi-family residential. Most of the structures immediately adjacent to the Hupmobile Building were built during the same period and are cited on properties ranging in size from one quarter-block to one eighth-block lots. The buildings vary in height from one-story to four-story structures.

The building's exterior walls are constructed in plan as a 57 foot by 131 foot rectangle and face each property line without setback. The primary façade faces north towards Farnam Street, which slopes gently to the east. The rear façade faces south towards a level alley that splits the block between Farnam and Harney Street. The west wall of the building faces a parking lot that is approached from Farnam Street and slopes slightly up the full depth of the property back to a retaining wall along the alley. The east wall faces an unpaved vacant lot that also runs the full depth of the property and terraces up to the alley elevation, which is approximately 10 feet higher than Farnam Street. The primary (north) façade is constructed of dark brown-face brick, limestone ornamental units and painted cast-concrete. The secondary walls are constructed of common red brick, except for the southern 20-foot portion of the building along the alley, which is painted concrete block. The concrete block walls are 1-½ stories tall and have been added above the floor of the loading dock. The additional structure encloses the dock area with a roof and extends up above the adjacent roof to the north. The loading dock had a ramp (as evidenced in the exposed floor structure from below) that connected the alley to the upper level of the building. This portion of the building will be referred to in this nomination as the "dock addition." The main level of the building, which aligns with Farnam Street, continues the full depth of the property below the loading dock to a foundation wall against the alley.

¹ "New Home of the Hupmobile Completed," *Omaha World-Herald*, April 15, 1917

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The primary façade is fenestrated in three distinct bays, divided by major articulated brick/limestone columns; the center bay containing the main entrance off Farnam Street. The center bay has a pair of wood and glass doors with a three-lite overhead transom, flanked by wood mullions continuing from the ground to the top of the fenestration opening. The door opening has large side-lites, topped by a triple-lite transom. The symmetrical side bays along the street level have one large window set on a knee wall with an eight-lite transom window overhead. The large main level windows have been replaced with newer aluminum storefront framing with several original wood transoms extant. The knee wall/sill is approximately 12 to 18 inches above the sidewalk and is constructed of painted cast-concrete. The upper level fenestration follows similar patterns below, with the addition of minor recessed brick/limestone columns that divide each opening into triple window/transom sets. The wider centered picture window is flanked and separated by the secondary brick columns and center-pivot operating wood window sashes. The upper level windows are set directly on the concrete floor structure, which is exposed to the exterior as a painted limestone band patterned with recessed flat panel rectangles, aligning with each window and interrupted by each major column. The upper level transom windows have been replaced with new window sashes that do not follow the original patterns, evidenced in the early photos taken of the building.

The primary façade is detailed with carved limestone at each brick column (major and minor) with ornamentation found at the base and capitols. The pair of major column capitols is presented with generic crests and each minor column capitol depicts a small hanging wreath. Superimposing each major column is a half-height pilaster topped by a tapered limestone cap, which also has a "shoulder" cap, drilled for electrical wall sconce lights (non-extant). Centered above the upper level windows is a rectangular mosaic tile inlay bordered in face brick. The field of smooth white ceramic tiles surround similar navy-blue tiles cut to form the word "Hupmobile". The parapet is embossed with a ribbon of slightly corbeled soldier-laid brick banding that runs horizontally to tie the two outermost columns into and above the center tile inlay. The banding forms the base of a two-part limestone wall cap; the bottom course coves up into the overlapping top course.

The west wall has no fenestration and has been covered in its entirety with a layer of non-historic insulated stucco (EIFS). The parapet steps down with the slope of the roof towards the dock addition. Clay tile parapet caps run the entire length of the wall. Note: Attached to the west wall are remnants of the structure that once stood directly to the west, including one column from the removed building's façade and a pilaster support column centered on the wall. These items are not on the Hupmobile Building's property and not included in this nomination.

The east wall is fenestrated with a series of multi-lite industrial steel windows and a few smaller wood double hung windows (one over one). The random fenestration begins approximately 1/3 the distance back from Farnam Street. Each steel window has 16 divided panes (four wide x four high). The center two rows operate as a hopper sash that pivot horizontally at the center of the window frame. There are two taller steel double hung windows (two over two) within the concrete block addition towards the rear of the building. A brick chimney is flush with the east wall and has been coated with stucco. The parapet steps down with the slope of the roof towards the dock addition. Clay tile parapet caps run the entire length of the wall, except where interrupted by the chimney. Note: Remnants of the structure that once stood directly to the east include a fenestrated foundation wall. This wall is not on the Hupmobile Building's property and is not included in this nomination.

The rear (alley) wall is constructed of painted concrete block and is fenestrated with two rows of double hung steel windows (two over two). There is one pedestrian door centered on the back wall and a sliding steel loading door towards the south / east corner. A continuous gutter rims the top of the wall.

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The low-sloping roof is a built-up membrane material sealed at the seams with asphalt/tar sealer. The membrane wraps up the back side of each parapet and terminates below the wall caps. The roof material is grayish-black in color with only a portion of the parapets viewable from the exterior of the building.

The interior of the main level is accessed from Farnam Street and is divided into two large rooms. The room that faces Farnam Street spans the full width of the building and is three bays deep by three bays wide. Square concrete columns support the upper level floor structure and align with the equally divided north façade. The northern-most bay has one column centered on the main entrance. The ceiling is finished with a semi-smooth plaster coating over the concrete pan joists. Dropped rectangular beams between each column are also finished in painted plaster. All exterior walls are finished in plaster except for the west wall, which is exposed brick. The floor is finished with smooth, white mosaic ceramic hex-tiles bordered in similar sized square navy-blue tiles. The field of white hex-tiles is patterned with one blue hex tile for every 12 tiles in each direction. The third bay in from the front entrance has a tiled center aisle with unfinished concrete on each side. The dividing wall between the front and rear of the building is fenestrated with one large sliding wood door centered on the main entrance. The sliding door has a small pedestrian door contained in the middle of the assembly with equally divided side-lites. A transom opening above the door is open (missing glass or other materials). There is one small window with undivided translucent glass off to one side.

The second room contains two small restrooms lining the east wall, a freight sized elevator shaft and narrow wood stair along the west wall. The stair is enclosed with thin wood paneled walls. The elevator shaft contains a hoist platform and related equipment. The remaining portion of the room is unobstructed except for four concrete columns. The floors and ceiling structure are of unfinished concrete with all exterior walls of exposed common brick.

The upper level is one large room obstructed by the elevator shaft, stair enclosure, and a more recently added restroom next to a small storage closet along the east wall. The walls of the elevator shaft are constructed with brittle "pyroblocks," some of which are cracked or missing. There are two large steel framed skylights extant towards the center of the floor plate near the elevator shaft. Round steel columns support the roof structure and align with the equally divided north façade. The northernmost bay has one column centered on the main window. There are four heavy timber trusses that run between the east and west walls and span from wall to column, column to column, and column to wall. Lighter wood roof rafters span between each truss in the north/south direction. Thin wood roof deck boards span across the rafters in the east/west direction. The roof decking slopes from north to south towards the dock addition and two large interior roof drains collect water in cast-iron storm pipes.

A removed ceiling is evidenced by ceiling joists that are connected to the bottom of each truss and span in the north/south direction. The exterior walls are exposed common brick and the floor is of unfinished concrete. There is a large opening centered in the rear brick wall that separates the dock addition from the main room. The opening can be closed off with two large sliding fire doors, one of which has a small pedestrian door for egress. Prior to the dock addition being built, this wall was the former southern exterior wall of the building as evidenced by exterior graphics painted on the wall. There are beam pockets in the walls of the dock addition and upper windows that suggest a mezzanine was removed, leaving only two steel beams that span in the east / west direction. The roof structure of the dock addition is exposed and constructed of dimensional wood joists spanning in the east / west direction.

A partial basement is located below the northern three bays of the building and can be accessed from the interior at the stair adjacent to the elevator shaft. The brick elevator shaft extends to the basement and is enclosed with a sliding door. The basement is completely unfinished, constructed of brick walls, concrete floors,

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unobstructed and extends several feet below the sidewalk on Farnam Street at coal drops that have been in-filled with concrete and steel plating. There is one storage room and one boiler room depressed by several feet. From the boiler room there is a closed-off exit door and stair leading up to the sidewalk on Farnam Street; the opening covered by a steel plate.

Transitions between tile and concrete flooring suggest the location smaller offices toward the back of the main retail space. Other areas of the building including the basement show patterns wear for service and light fabrication throughout. The alley ramp, now converted into a raised dock would have been the only access point for vehicles entering and exiting the building. The sizable elevator was an ideal amenity that moved cars from floor to floor for display and service. Based on the condition, finishes and location of each interior space, the original use of the building as an auto dealership and service shop is evident.

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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions.)

Architecture

Commerce

Period of Significance

1917 - 1940

Significant Dates

1917

Significant Person

(Complete if Criterion B is marked above.)

NA

Cultural Affiliation

NA

Architect/Builder

Unknown

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Hupmobile Building is significant under Criteria A for its association with Omaha's early automobile commerce and the development of "Automobile Row" along Farnam Street between 1917 and 1940. It remains one of the few structures of historic integrity along the former row of buildings dedicated to the automobile industry. The building also qualifies under Criteria C, as it embodies the distinctive characteristics of an automobile dealership and repair shop of the early 20th century.

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Name of Property**County and State****Narrative Statement of Significance** (Provide at least one paragraph for each area of significance.)

Constructed in 1917, the Hupmobile Building is associated with the early rise of automobile commerce and its effect on the built environment. It is emblematic of the many dealerships, repair shops and parts stores that located along Farnam Street, which became Omaha's "automobile row" during the first half of the twentieth century.

From their earliest days, automobiles generated excitement among many Americans who were drawn by the power, speed and independence they afforded. As the Peerless Motor Company National Register nomination states, "The *Standard Catalogue of American Cars, 1805-1942* documents more than 5,000 U.S. makes of automobiles. Many of these were one-of-a kind, but perhaps several hundred or more saw serious production. All but a few of these automakers disappeared or were absorbed in a natural consolidation of the industry during the 1920s and the ensuing Great Depression."²

In Omaha, a few local inventors and entrepreneurs contributed to the production of automobiles—mostly of the one-off variety—but Omaha's main association with the industry came with the buying, selling and servicing of automobiles. The first automobile dealerships were listed in the 1904 Omaha city directory. By 1910, this number had grown to 31,³ and by 1918 there were 129 automobile manufacturer's dealers and repairers in Omaha. This rapid expansion was caused in part by the mass production of automobiles, an increase in working-class wages and by America's infatuation with the automobile. The earliest auto dealers, mechanics and liveries were concentrated in the downtown area.

By 1909 many automobile dealers had located along Farnam Street, primarily between 18th and 20th Streets. Whether steam, gas or electric models, nearly all of the automobiles in the *Omaha World Herald's* June 27, 1909 "Automobile Directory of Automobiles, Motorcycles, Repairs and Supplies" were sold by dealers on Farnam Street. Along with Ford and Cadillac were many now-defunct brands, such as Rambler, Detroit Electric, Pierce and Peerless. The Hupmobile first hit the streets of Omaha in 1909 when W. L. Huffman began selling the four-cylinder, 20-horse power Model 20 Runabout at his dealership at 1824 Farnam St. The Hupp Motor Company introduced its first model to the public at the Detroit Auto Show in February 1909. Robert C. Hupp started the company in 1908, after gaining experience at Olds, Ford and Regal motor companies. The company's philosophy was to build a car in the workingman's price range. That idea, along with a strong commitment to quality and workmanship, produced many years of dependable, tough and durable machines. The company produced 500,000 cars during its 31 years of production, assembling 53,000 in its peak year of 1928.⁴

The company participated in endurance races and other events to showcase the durability and reliability of the Hupmobile. The book *Three Men in a Hupp: 1910 - 1912* recalls the exploits of a trio and their around-the-world trip in a Hupmobile. In 1916, the company earned publicity by sending a Hupmobile to every state capital in the land. A 13-year-old McCook, Nebr. girl won praise for herself and her Hupmobile by driving from Omaha to McCook through heavy rain and along muddy roads.⁵

² Standard Catalogue of American Cars, Peerless Motor Company NRHP nomination

³ Peerless Motor Company, NRHP nomination

⁴ The Hupmobile Club <http://clubs.hemmings.com/hupmobile/index.html>

⁵ "Nebraska Miss Is a Real Motorist," *Sunday World-Herald*, July 2, 1916

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The growth of Farnam Street as Omaha's auto row was only enhanced by the Lincoln Highway. With the number of automobile owners skyrocketing, the nation invested in its first interstate highway system. The Lincoln Highway, a 3,300-mile long road stretching across the United States from New York City to San Francisco, began in 1914 as a collection of country roads, downtown streets and revamped trails. Executives from the automobile, tire, and Portland cement industries banded together to create the highway, using patriotic appeal and mass marketing to mastermind a national 'good roads' campaign. It was distinguished by the familiar red, white and blue graphic with a large "L" marking the way.⁶

Originally, the Lincoln Highway came into Omaha from Iowa across the Ak-Sar-Ben or Douglas Street bridge, ran east to 15th Street, down a block to Farnam Street, along Farnam to 40th Street, up to Dodge, and out Dodge to Elkhorn. In 1921, the Lincoln Highway was officially rerouted outside of downtown Omaha, but its work had been done. The traffic of the early years spurred the development of "Auto Row" on Farnam Street here in Omaha and many other "Auto Rows" across the nation.⁷ The row wasn't necessarily a straight line—dealerships and ancillary businesses spilled onto side streets and along Harney Street.

"Automobile Row", which was concentrated along Farnam street between 18th and 27th Street, then developed into a heavy commercial corridor. In 1918, 55 out of 129 (43%) of the city's dealerships called Farnam Street home.⁸ An analysis of businesses located along Farnam Street between 18th and 27th Street from 1918 to 1945 shows that some two-thirds were engaged in business related to the automobile industry. Aside from dealerships, there were garages, auto painters, repair shops, and businesses that specialized in tires, batteries, radiators, and other auto parts. Allbrite Auto Laundry, a precursor of the modern car wash, and two "automobile schools" were also located along Farnam Street. Despite a heavy focus on automobiles, the corridor was also home to a number of unrelated businesses, which were attracted by the commercial success of the area. In 1918, "Automobile Row" was home a variety of retail businesses, including a butcher, a cigar shop, many furniture stores, several doctors, numerous restaurants and hotels, and even a theater.

The Hupmobile Building began to take shape at 2523 Farnam St. in 1916. This followed the incorporation of the Nebraska Hupmobile Company by J.A.C. Kennedy, Oliver Hutchinson, J. Walter Drake and Edward Denby.⁹ Kennedy was a local attorney and businessman, while the others were executives of the Hupp Motor Company. While the new headquarters was being constructed, Hupmobiles were sold at the McShane Motor Company at 2050 Farnam St.

"This is the fourth branch established by the Hupp Company," said Hutchinson in March 1916. "We believe this territory is large enough to warrant such a move and we know it will greatly facilitate handling of cars."¹⁰ Hutchinson appointed George Houlston as manager to handle wholesale distribution in the territory.

The Hupmobile Building was constructed for use as a dealership, service shop and factory branch for Hupmobile automobiles. With its iconic blue and white mosaic tile "Hupmobile" sign, it served as a Hupmobile dealership until 1925.

⁶ Peerless Motor Company NRHP nomination, Lincoln Highway Special Resource Study," Department of the Interior, National Park Service, Midwest Regional Office, July 5, 2007.

⁷ Ibid.

⁸ 1918 City Directory

⁹ "Auto Firm Incorporates," *Omaha Sunday Bee*, March 2, 1916

¹⁰ "M'Shane Has the Hupmobile Agency," *Omaha World-Herald*, March 5, 1916

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At the time of its construction, it boasted the largest expanse of plate glass of any building in Omaha.¹¹ The first-floor showroom—roughly the front half of the building—featured golden oak trim and tile flooring. The rest of the main floor housed offices and parts storage. Cars were serviced in the rear of the second floor, while there was an additional showroom for used cars in the front. The basement was used primarily for storage. A service elevator allowed for easy transport of cars from one floor to another. In addition to the large first-floor windows, transoms and skylights on the second floor helped illuminate the showrooms and enhance window-shopping.

An article in the Feb. 17, 1917 *Omaha World-Herald* called the building “as handsome and commodious showroom as can be found in the middle west.” Local distributor F. J. McShane, a former Douglas County sheriff, noted that Hupmobile sales justified the “best possible setting” for his new showroom.

When the building officially opened in April 1917, the *Omaha World-Herald* noted that “too much cannot be said in terms of its artistic arrangement and complete equipment for all requirements.” The newspaper continued its praise: “The addition of this building to the growing number of auto establishments that are extending the row to the west is but one more evidence of the city’s rapid expansion. It is a credit to the company who placed it there and a credit to the city’s business section.”¹²

The building doubled as temporary quarters for three Mercer racecar drivers entered in the Omaha Speedway’s 150-mile race on July 4, 1917. As guests of McShane, the drivers used the shop to tune up their racecars.¹³

J.T. Stewart, a long-time Omaha auto dealer, took over the dealership from George Houliston in 1921. He continued to emphasize the value and reliability of Hupmobile models. In 1925, he moved to a larger building at 20th and Harney Streets, in part to offer “day storage” to his customers.

From 1925 through 1940, the Hupmobile Building housed several other automobile dealerships, including the Brandes-Campbell Motor Co., which sold Willys Knight, Terraplane and Hudson car brands, among others, during its last decade serving the auto industry.

From 1941 to 1943, the building housed the Frye Aircraft Company, a flight school. Its most notable accomplishment may have come in September 1942, when the display airplane atop its roof was donated to the scrap metal drive of World War II. Afterwards, the Sterling Manufacturing Company occupied the building from 1943 until 2003. Makers of immersion water heaters and a variety of other devices, the company was pressed into service during World War II to manufacture coffins, ships parts, defrosting nozzles, and its signature water heaters.

Along with the Hupmobile, auto brands like Hudson, Essex and Cole were defunct by the end of World War II. A relative few automobile manufacturers survived the Great Depression. Buildings along “Automobile Row” changed hands frequently, and consolidations were common. As many of these companies began to close, “Automobile Row” also began to decline. High rents forced many dealerships to side streets or further out west, and many of the buildings were taken over by used car dealers as they left.

¹¹ “New Home of the Hupmobile Completed,” *Omaha World-Herald*, April 15, 1917

¹² *Ibid.*

¹³ “Mercer Drivers Arrive for Speedway Races,” *Omaha World-Herald*, June 19, 1917

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Criteria C

The Hupmobile Building's location along Omaha's former "automobile row," along with its design, materials and workmanship exemplify a typical automobile sales and service facility. The building opened to much fanfare in 1917 to serve as a dealership, service shop and factory branch for the Hupp Motor Company of Nebraska. Both a local distributor for sales and service and a regional director for wholesale operations and dealer recruitment were housed in the building.

The building could hold about 125 cars on its three floors, according to early estimates. At the time of its construction, it contained the second largest automobile showroom in the city and one of the finest in materials and workmanship. George H. Houliston told the Omaha Daily Examiner upon its opening that the building "is modern in every sense of the word and sets a new mark in the design of an automobile home."¹⁴ Jerry Robinson, a past president of the Hupmobile Club, said the building appears to have been built to higher design specifications than other Hupmobile branches he has seen in Illinois and Texas.¹⁵

Though there have been some modifications to the large plate glass windows on the first floor, the building maintains much of its historic integrity. It is not difficult to imagine the showroom filled with gleaming new Hupmobiles and interested shoppers. The blue and white hexagonal tile flooring in the showroom area and the mosaic "Hupmobile" sign of similar materials remain intact.

Neighboring buildings that were built to house dealerships for Studebaker, Cadillac, Oldsmobile and Peerless automobiles remain intact in the former auto row, although they were converted to new uses beginning in the 1940s. Today, only 17 buildings built before 1940 remain on "Automobile Row." Of those, only four remain that were designed for automotive purposes. All of these automotive buildings are located on the 25th block of Farnam and include the former Studebaker building, as well as the original Firestone Tire building. However, the Hupmobile building is the only remaining automotive building that has not been heavily remodeled or converted into office space.¹⁶

The Hupmobile Building remains an excellent example of an early 20th century automotive sales and service structure.

¹⁴ "Hupmobile Moves Into Its New Home," Omaha Daily Examiner, April 15, 1917

¹⁵ Interview with Jerry Robinson, July 1, 2014

¹⁶ Douglas County Assessor, July 30, 2014

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9. Major Bibliographic References

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

Newspapers

“Automobile Directory of Automobiles, Motorcycles, Repairs and Supplies,” *Sunday World-Herald*, June 27, 1909

“Auto Firm Incorporates,” *Omaha Daily Bee*, March 2, 1916

“M’Shane Has the Hupmobile Agency,” *Omaha World-Herald*, March 5, 1916

“G.H. Houliston to Be Manager of Hupp Branch House Here,” *Omaha Daily Bee*, March 25, 1916

“Hupp Sales Are Good,” *Omaha World-Herald*, April 9, 1916

“Hupmobile Announces Moving to New Location,” *Omaha World-Herald*, February 25, 1917

“Hupmobile in New Quarters,” *Omaha World-Herald*, March 18, 1917

“New Home of the Hupmobile on Auto Row in This City,” *Omaha Daily Bee*, April 15, 1917

“New Home of the Hupmobile Completed,” *Omaha World-Herald*, April 15, 1917

Advertisement, “Hupmobile: Buyers Should Know ... Dealers Should Know,” *Omaha Daily Bee*, April 15, 1917

“Hupmobile Moves Into Its New Home,” *Omaha Daily Examiner*, April 15, 1917

“Mercer Drivers Arrive for Speedway Races,” *Omaha World-Herald*, June 19, 1917

“Economy Includes More Than Gas Mileage,” *Omaha World-Herald*, March 7, 1920

“J.T. Stewart to Handle Hupmobile Cars Here,” *Omaha World-Herald*, January 30, 1921

“Hupp Dealership Changes Location,” *Omaha World-Herald*, March 8, 1925

“Report Five Leases,” *Omaha World-Herald*, March 3, 1929

Advertisement: Brandes-Campbell Motor Co.: “32 Years of experience back this organization,” *Omaha World-Herald* September 29, 1929

Advertisement, “Now You Can Take Frye’s Nationally Known Aircraft Training for Only \$10 Down,” *Omaha World-Herald*, September 4, 1941

“Onto the Scrap Heap,” *Omaha World-Herald*, September 25, 1942

“Sterling Firm to Get Army-Navy E Award,” *Omaha World-Herald*, September 21, 1945

“Firm Gets Added \$500,000 for Job,” *Omaha World-Herald*, January 6, 1950

“Sterling Gets Contract for Immersion Heaters,” *Omaha World-Herald*, November 24, 1950

“The Men Who Meet the Payrolls: Hot Water Is Their Business,” *Sunday World-Herald Magazine*, date unknown

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Websites

The Hupmobile Club - <http://clubs.hemmings.com/hupmobile/index.html>

Douglas Country Assessor - <http://www.dcassessor.org/home>

Other

Peerless Motor Co. National Register of Historic Places Nomination

Books

Omaha City Directory, 1904 – 2003

Interview

Telephone Interview with Jerry Robinson, past president of The Hupmobile Club, July 1, 2014

Previous documentation on file (NPS):

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

Primary location of additional data:

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

Historic Resources Survey Number (if assigned): _____

Hupmobile Building
Name of Property

Douglas County, Nebraska
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10. Geographical Data

Acreage of property Less than one USGS Quadrangle _____

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

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

- | | | | | |
|----|----------|------------------|-----------|-------------------|
| 1. | Latitude | <u>41.257344</u> | Longitude | <u>-95.949349</u> |
| 2. | Latitude | _____ | Longitude | _____ |
| 3. | Latitude | _____ | Longitude | _____ |
| 4. | Latitude | _____ | Longitude | _____ |

OR

UTM References

Datum (indicated on USGS map): _____

___ NAD 1927 or ___ NAD 1983

- | | | | | | | |
|----|------|-------|---------|-------|----------|-------|
| 1. | Zone | _____ | Easting | _____ | Northing | _____ |
| 2. | Zone | _____ | Easting | _____ | Northing | _____ |
| 3. | Zone | _____ | Easting | _____ | Northing | _____ |
| 4. | Zone | _____ | Easting | _____ | Northing | _____ |

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

The Hupmobile Building is built to the full extents of Capitol Addition, Lot 6, Block 0, W 57 FT Sublot 3 & OF Lots 5 & 6 & E 57 W 147 FT Sublot 10, 57 X 152

Boundary Justification (Explain why the boundaries were selected.)

This includes all of the property historically associated with the Hupmobile Building and its successors.

Hupmobile Building

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Sanborn Map, Omaha, Nebraska, 1934



Hupmobile Building
Name of Property

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11. Form Prepared By

name/title	Gregg May, Paul Nelson, Gary Rosenberg		
organization	Restoration Exchange Omaha	date	July 9, 2014
street & number	3902 Davenport St.	telephone	(402) 679-5854
city or town	Omaha	state	NE zip code 68131
email	info@restorationexchange.org		

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to map.
- **Additional items:** (Check with the SHPO for any additional items.)

Historic Images

1. Liberty Parade Band, The Liberty Parade Band near 25th and Farnam Street during World War One activities. Photograph by Louis Bostwick, April 6, 1918. From the Bostwick-Frohardt Collection, owned by KM3TV and on permanent loan to The Durham Museum.
2. Liberty Band Parade near 26th and Farnam Streets. Image 1 was enhanced to highlight the Hupmobile building.
3. Omaha Street View — Farnam Street. Looking at the southeast corner of 26th Avenue and Farnam Street. (The Hupmobile Building is to the far left with a vertical sign advertising the "Terraplane" automobile.) Photograph by Louis Bostwick, April 11, 1934. From the Bostwick-Frohardt Collection, owned by KM3TV and on permanent loan to The Durham Museum.
4. Omaha Street View — Farnam Street. Looking at the southeast corner of 26th Avenue and Farnam Street. Image 3 was enhanced to highlight the Hupmobile building.
5. Omaha Street Views — 26th and Farnam Streets. Looking east at the entrance of the Kountze Lutheran Church just off of 26th & Farnam Street. Directly behind is a Cadillac dealership and across the street is the Omaha Flint Motors Co. (The Hupmobile Building is to the far left.) Photograph by Louis Bostwick, May 16, 1924. From the Bostwick-Frohardt Collection, owned by KM3TV and on permanent loan to The Durham Museum.
6. Omaha Street Views — 26th and Farnam Streets. Looking east at the entrance of the Kountze Lutheran Church just off of 26th & Farnam Street. Image 5 was enhanced to highlight the Hupmobile building.
7. Postcard "Automobile Row on Farnam Street, Omaha, Nebraska, Neb." C. 1920s. From the private collection of David Edwards.
8. Auto Row on Farnam Street looking West from 25th Street showing the Studebaker and Firestone Companies, April 28, 1927. From the Bostwick-Frohardt Collection, owned by KM3TV and on permanent loan to The Durham Museum.
9. Midwest Oldsmobile Car Dealer Building located on the northeast side of 28th and Farnam Streets, June 22, 1944. From the Bostwick-Frohardt Collection, owned by KM3TV and on permanent loan to The Durham Museum.

Hupmobile Building

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10. Inside the Packard Dealership at 2025 Harney St. in 1930. From the private collection of Tom J. Kohoutek.
11. Inside an Omaha automobile repair shop, April 22, 1936. From the Bostwick-Frohardt Collection, owned by KM3TV and on permanent loan to The Durham Museum.
12. Inside a Hubmobile Showroom. Photograph given to the previous owners of the Hupmobile building.
13. Hupmobile logo from radiator shell 1917, from <http://clubs.hemmings.com/hupmobile/emblems-badges.html>
14. Advertisement with photographs of the Hupmobile Building, Felix J. McShane and George Houliston. *Omaha World-Herald*, April 15, 1917.
15. Advertisement with photograph of Hupmobile 1917 five-passenger touring car. *Omaha World-Herald*, April 29, 1917.
16. Advertisement with Hupmobile's 1922 selection of automobiles. *Omaha World-Herald*, March 12, 1922.
17. Advertisement promoting the quality of Hupmobile parts and their display case at the Hupmobile show room. *Omaha World-Herald*, April 6, 1924.

Hupmobile Building

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property Hupmobile Building

City or Vicinity Omaha County Douglas State Nebraska

Photographer Paul Nelson, Kristine Gerber Date Photographed June 2014

1. Hupmobile Building, north elevation facing Farnam Street. Photographed by Paul Nelson, June 20, 2014.
2. Hupmobile Building, Hupmobile mosaic sign. Photographed by Paul Nelson, June 20, 2014.
3. Hupmobile Building, Eastern wall and adjacent (vacant) lot. Photographed by Paul Nelson, June 20, 2014.
4. Hupmobile Building, Western wall and parking lot. Photographed by Paul Nelson, June 20, 2014.
5. Hupmobile Building, Rear wall and alleyway. Photographed by Paul Nelson, June 20, 2014.
6. Hupmobile Building, Main level, showroom, facing Farnam Street, featuring front windows. Photographed by Paul Nelson, June 20, 2014.
7. Hupmobile Building, Main level, showroom, tile floors. Photographed by Kristine Gerber, June 20, 2014.
8. Hupmobile Building, Main level, showroom, facing southeast, featuring sliding doors. Photographed by Kristine Gerber, June 20, 2014.
9. Hupmobile Building, Main level, second room, elevator shaft and staircase. Photographed by Paul Nelson, June 20, 2014.
10. Hupmobile Building, Main level, second room. Photographed by Paul Nelson, June 20, 2014.
11. Hupmobile Building, Upper level, facing north towards Farnam Street. Photographed by Paul Nelson, June 20, 2014.
12. Hupmobile Building, Upper level, facing south towards Harney Street. Photographed by Kristine Gerber, June 20, 2014.
13. Hupmobile Building, Upper level, skylight and ceiling joints. Photographed by Paul Nelson, June 20, 2014.
14. Hupmobile Building, Upper level, skylight. Photographed by Kristine Gerber, June 20, 2014.
15. Hupmobile Building, Upper level, center-pivot operating wood window sashes overlooking Farnam Street. Photographed by Kristine Gerber, June 20, 2014.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Hupmobile Building
Name of Property

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Fig. 1. Liberty Band Parade near 26th and Farnam Streets. April 6, 1918.

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Fig. 2. Liberty Band Parade near 26th and Farnam Streets. Previous photograph was enhanced to highlight the Hupmobile building. April 6, 1918.

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Fig. 3. Omaha Street View — Farnam Street. Looking at the southeast corner of 26th Avenue and Farnam Street. April 11, 1934.

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Fig. 4. Omaha Street View — Farnam Street. Previous photograph was enhanced to highlight the Hupmobile building, located on the far left. At the time of this photo the building was owned by the Brandes-Campbell Motor Co., which sold Willys Knight, Terraplane and Hudson car brands. April 11, 1934.

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Fig. 5. Omaha Street Views — 26th and Farnam Streets. Looking east at the entrance of the Kountze Lutheran Church just off of 26th & Farnam Street. May 16, 1924.

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Fig. 6. Omaha Street Views — 26th and Farnam Streets. Previous photo is enhanced to highlight the Hupmobile building, located on the far left. May 16, 1924.

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Fig. 7. Postcard, "Automobile Row on Farnam Street, Omaha, Neb." C. 1920s.

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Fig. 8. Auto Row on Farnam Street looking West from 25th Street showing the Studebaker and Firestone Companies, April 28, 1927.

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Fig. 9. Midwest Oldsmobile Car Dealer Building located on the northeast side of 28th and Farnam Streets, June 22, 1944.

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Fig. 10. Inside the Packard Dealership at 2025 Harney St. in 1930.



Fig. 11. Inside an Omaha automobile repair shop, April 22, 1936.

Hupmobile Building
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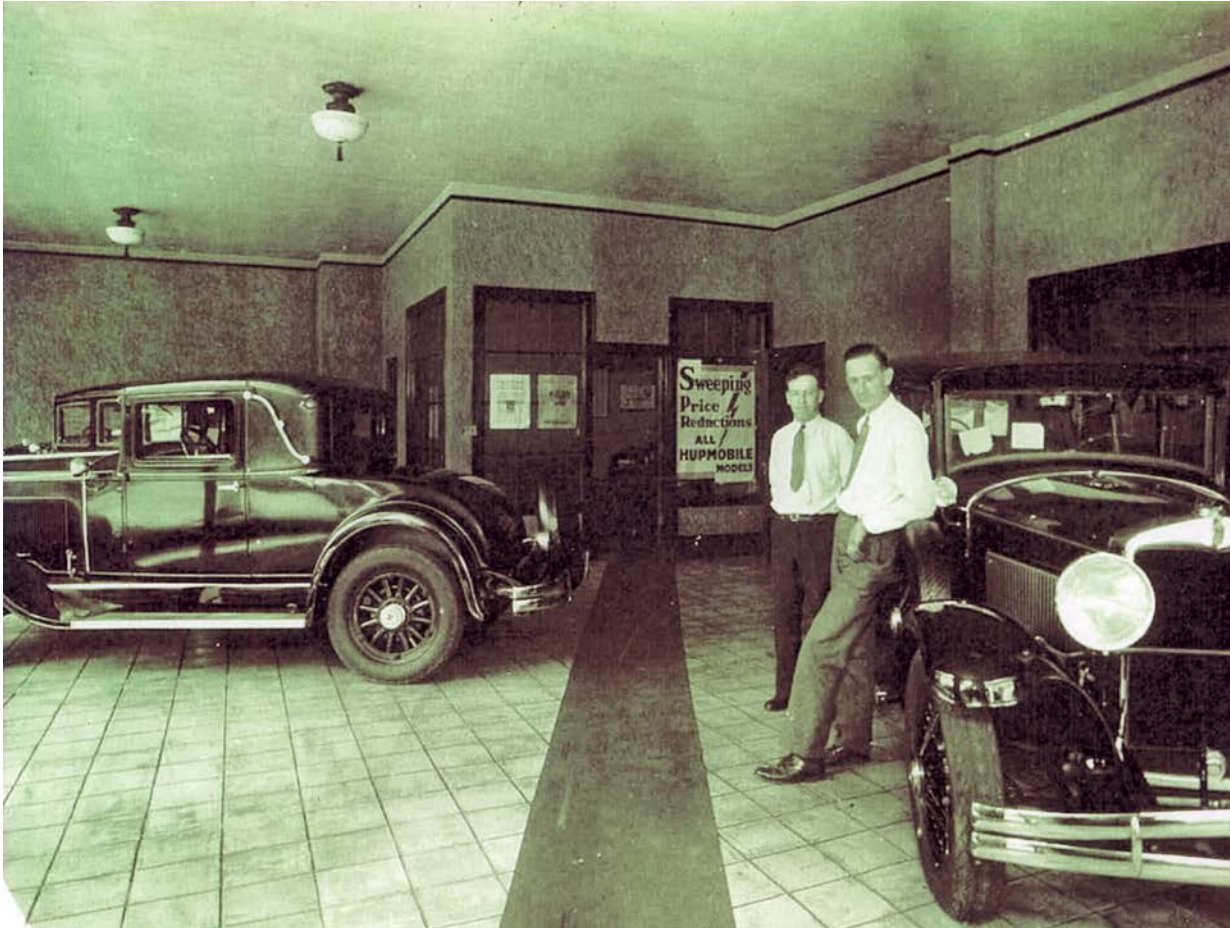


Fig. 12. Inside a Hupmobile Showroom.

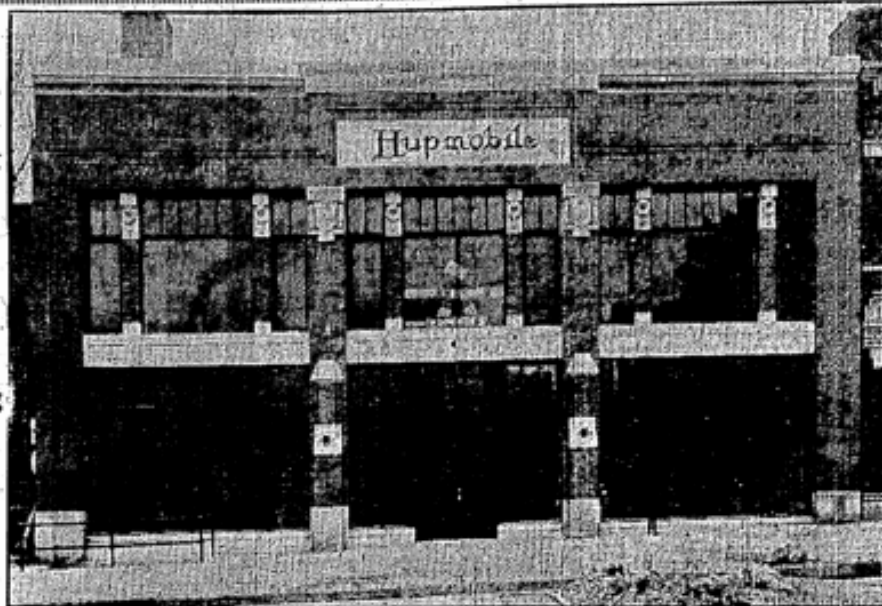


Fig. 8. Hupmobile logo from radiator shell, 1917

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D-HERALD: OMAHA, APRIL 15, 1917.

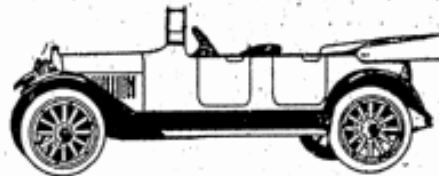


The Mark of Superior Motor Car Service



The Mark of Superior Motor Car Service

HUPMOBILE



Five-Passenger Touring Car—Wheel Base 119 inches



FELIX J. McSHANE, JR.
 Service to Owners.

The sales of the Hupmobile in the local territory have increased so rapidly as to demand a better Service Department for our car owners. In the new plant we can offer every facility for prompt and satisfactory attention to your requirements.

Local Distributors
McSHANE MOTOR CO.
 Douglas 6486.



G. H. HOULISTON.
 Service to Dealers.

In the accommodations afforded dealers in our new plant we have transported part of the factory here to your very floor. We have the opportunity now of giving you the same attention you would obtain if dealing direct with the factory.

Buy the Hupmobile for its beauty. It is a year ahead in style, in refinement.

Buy it for performance. It is not excelled by other fours or by multi-cylinder types.

Buy it for quality. It is sound value—maintaining the reputation it has held for years.

See the Hupmobile. Ride in it. Compare it. Then you will know.

Five-passenger Touring Car	•••	\$1285
Seven-passenger Touring Car	•••	1440
Two-passenger Roadster	•••	1285
Five-passenger Sedan	•••	1725
<i>Prices F. O. B. Detroit</i>		

We Will Be Pleased to Show Visitors the New Home of the

Hupmobile

2523-2525 Farnam St., Omaha.

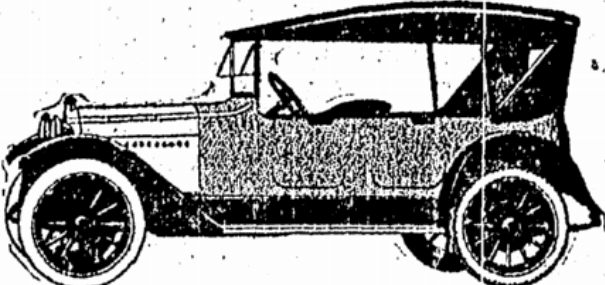
Factory Branch
THE HUPMOBILE CO. OF NEBRASKA
 Douglas 6486.

Fig. 9. Advertisement, Omaha World-Herald, April 15, 1917

Hupmobile Building
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Hupmobile



Five-Passenger Touring Car—Wheel Base 119 inches

There are several good reasons for the marked increase in Hupmobile sales.

One is its year-ahead beauty. One is its wonderful four-cylinder performance.

One is its very evident value, as gauged by its beauty, its performance, and its reputation for quality.


We should be glad to have you call on us for a demonstration.

<i>Five-passenger Touring Car</i>	-	-	\$1285
<i>Seven-passenger Touring Car</i>	-	-	1440
<i>Two-passenger Roadster</i>	-	-	1285
<i>Five-passenger Sedan</i>	-	-	1735

Prices F. O. B. Detroit

The Hupmobile Co. McShane Motor Co.

of Nebraska,
Factory Branch.
Phone
Douglas 8483.



Local Distributors,
Phone Douglas
6486.

*The Mark of Superior
Motor Car Service*

2523-25 Farnam St., Omaha, Neb.

Fig. 10. Advertisement, *Omaha World-Herald*, April 29, 1917

Hupmobile Building
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Hupmobile

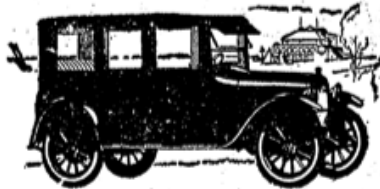
All Prices at Rock-Bottom

The new, low Hupmobile prices, including the most recent reductions on the Sedan and on the Coupe, make these fine cars the outstanding values of all motordom today. See them at the Automobile Show, and take advantage of the price-savings which they present.

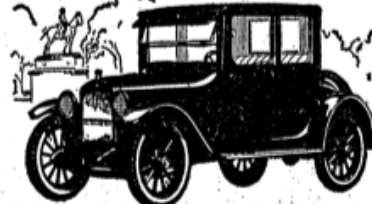
STEWART MOTOR COMPANY

2523 Farnam Street, Omaha

Douglas 8433

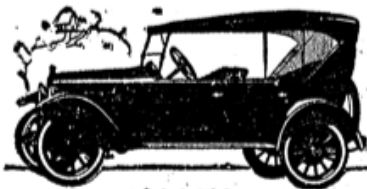


'1935



'1835

F. O. B. Detroit, Revenue Tax additional



'1250



'1250



'1485

Fig. 11: Advertisement, *Omaha World-Herald*, March 12, 1922.

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Parts You Never See

They Are The Heart And Soul Of Hupmobile Goodness

Behind the Hupmobile parts display on view in our salesroom lies the story of Hupmobile owner satisfaction.

These parts—which look no different from parts of lesser quality but actually are vastly different—are the heart and soul of all the good you hear about the Hupmobile.

In them is bound up the long life of the car—all its virtues of low costs and few replacements, of superior performance and high running economy.

You may never see them throughout the years that you would own a Hupmobile.

That, it seems to us, is the highest kind of superiority.

The Hupp factory could use materials of lesser quality, it could manufacture them into parts at lower cost, if it chose.

But if that were to be done, the Hupmobile would sink to the dead level of motor cars, instead of being the superior automobile it is widely acknowledged to be.

Camshaft

Drop forged steel, case hardened, double heat treated. Cams integral with shaft. Extremely large bearing surface. Shaft is unusually large, designed to give maximum power and quiet valve action. Mounted in three large removable bronze bushings. A less expensive construction involves operation of the camshaft in the crankcase casting; this method eliminates bushings. Also a smaller camshaft is less expensive. A new oversize camshaft is usually required after short service.

Stewart Motor Company

2523 Farnam

Atlantic 5242

Fig 12: Advertisement, *Omaha World-Herald*, April 6, 1924.

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Photo 1: North elevation facing Farnam Street.



Photo 2: Hupmobile mosaic sign and façade designs.

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Photo 3: East facing wall.



Photo 4: West facing wall and parking lot.

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Photo 5: Rear facing south, alley leads to Harney Street.



Photo 6: Main level showroom, facing Farnam Street.

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Photo 7: Main level, showroom, tile floor.



Photo 8: Main level, showroom facing southeast.

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Photo 9: Main level, second room, freight elevator and staircase.



Photo 10: Main level, second room.

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Photo 11: Upper level, facing north towards Farnam Street.



Photo 12: Upper level, facing south towards Harney Street.

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Photo 13: Upper level, skylight and ceiling joints



Photo 14: Upper level, skylight.

Hupmobile Building
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Photo 15: Upper level, center-pivot operating wood window sashes overlooking Farnam Street.



Hupmobile









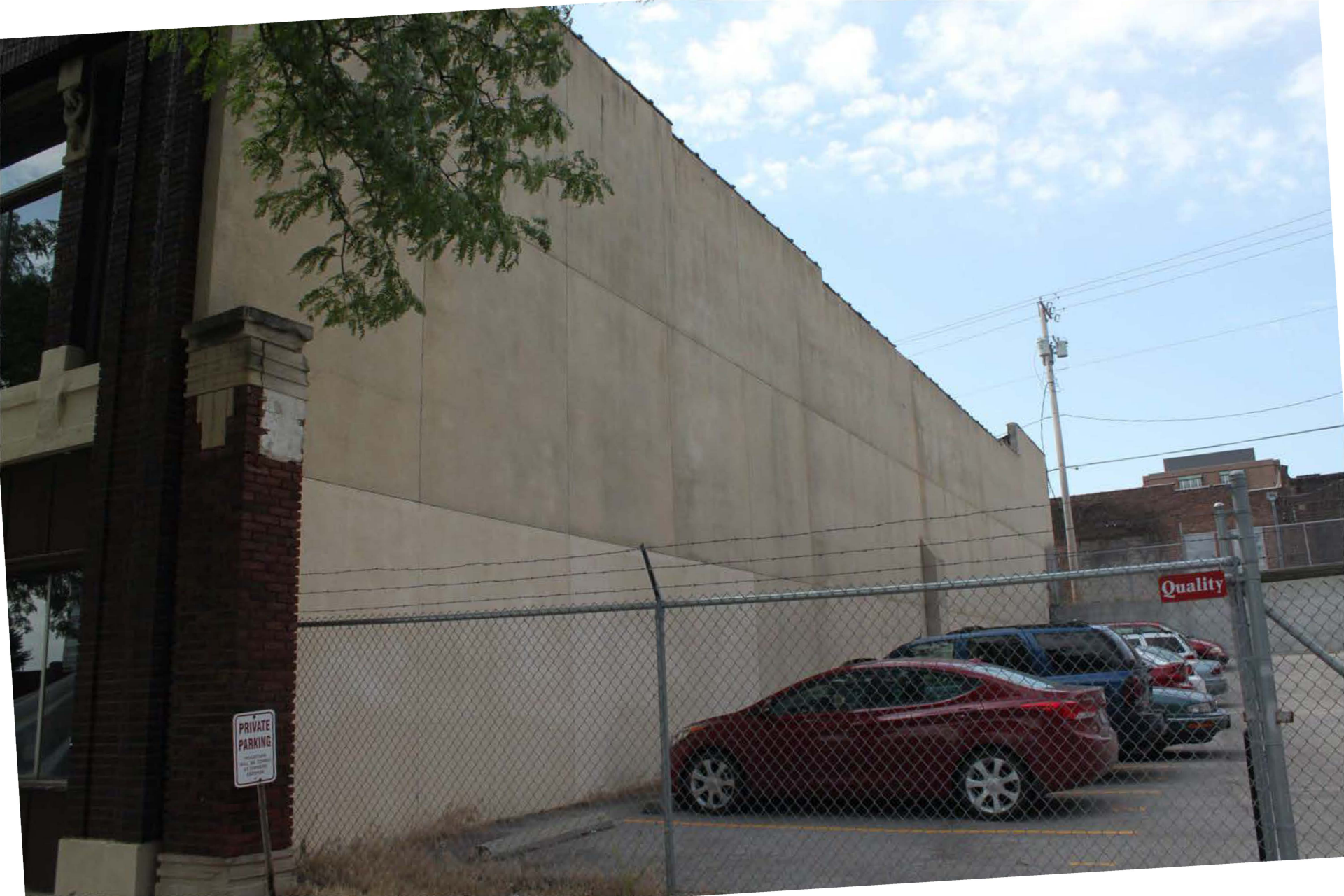






• Hupmobile •





PRIVATE
PARKING

Quality











EXIT

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Hupmobile Building

MULTIPLE NAME:

STATE & COUNTY: NEBRASKA, Douglas

DATE RECEIVED: 9/26/14 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 11/12/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000909

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: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 11-12-2014 DATE

ABSTRACT/SUMMARY COMMENTS:

one of the early entrants in Omaha's "Automobile Row"
And one of the few survivors that retains historic
integrity.

RECOM./CRITERIA Accept A & C

REVIEWER J. Gabbard 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.



September 18, 2014

J. Paul Loether
National Register—National Historic Landmarks Programs
National Park Service
1201 "I" Street NW, 8th Floor
Washington, DC 20005

RE: Hupmobile Building
Omaha, Douglas County, Nebraska

Dear Mr. Loether:

The enclosed disk contains the true and correct copy of the nomination for the above referenced property to the National Register of Historic Places. This form has met all notification and other requirements as established in 36 CFR 60.

If you have any questions concerning this nomination, please let me know.

Sincerely,

A handwritten signature in blue ink that reads "Bob Puschendorf".

L. Robert Puschendorf
Deputy State Historic Preservation Officer

Enclosure

1500 R Street
PO Box 82554
Lincoln, NE 68501-2554
p: (800) 833-6747
(402) 471-3270
f: (402) 471-3100
www.nebraskahistory.org