

SG 28 77

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: Hartman Hotel

Other names/site number: Hartman Building; Hartman Block; Ohio Building

Name of related multiple property listing:

N/A

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

### 2. Location

Street & number: 275 S. 4<sup>th</sup> Street & 150 E. Main Street

City or town: Columbus State: OH County: Franklin

Not For Publication:  n/a

Vicinity:  n/a

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X 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 X 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 X local

Applicable National Register Criteria:

X A X B \_\_\_ C \_\_\_ D

Barbara Pover DSHPO Inventory & Registration July 18, 2018  
 Signature of certifying official/Title: \_\_\_\_\_ Date  
State Historic Preservation Office, Ohio History Connection  
 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 or Federal agency/bureau or Tribal Government

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

**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:)

*L. Sabatini*

9/4/18

Signature of the Keeper

Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

- Private:   
Public – Local   
Public – State   
Public – Federal

**Category of Property**

(Check only **one** box.)

- Building(s)   
District   
Site   
Structure   
Object

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>          </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.)

DOMESTIC: Hotel  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

DOMESTIC: Multiple Dwelling  
COMMERCE: Specialty Store  
COMMERCE: Business  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

---

## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN: Renaissance

---

---

---

---

---

---

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: Brick, Stone, Steel

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes 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.)

---

### Summary Paragraph

The Hartman Hotel is an imposing six-story brick building in downtown Columbus, four blocks from the state capital. It is situated in an area of downtown that retains a cluster of low-rise buildings constructed around 1900. Second Renaissance Revival in style, the Hartman Hotel is characterized by a central entrance bay, which is emphasized by paired arched windows at the 2<sup>nd</sup> floor and a parapet at the roof. Constructed in 1897-98, the building has the tripartite base, shaft, capital configuration typical of the era. The building maintains historic integrity, reflecting its former use as the Hartman Hotel. The hotel was constructed by Dr. Samuel Hartman, founder of the Peruna Drug Manufacturing Co. Hartman's company produced a medicinal tonic called Peruna, which was also known as Pe-Ru-Na. Historic documents show that both spellings of the name were utilized by the company and will be within the nomination.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

---

## Narrative Description

### Setting

The Hartman Hotel is located in downtown Columbus, at the northwest corner of the busy intersection of E. Main and S. 4<sup>th</sup> streets. The building is at the sidewalk line along both of those streets. Parking spaces abut the building at the rear elevation and two large metal carports are behind the Hartman Hotel at the rear of the parcel. A metal picket fence encircles the current rear property line. East Cherry and S. Lazelle streets, both narrow alleys, frame the north and west edges of the property. Several surface parking lots are in the vicinity of the Hartman Hotel. Nearby structures are mostly low-rise early 20<sup>th</sup> century buildings, and the area represents one of downtown Columbus' few remaining pockets of buildings from the era (Photo 1).

### Exterior

The Hartman Hotel was constructed with a steel frame and faced with brick. It features reddish-orange brick at the first and second floors and yellow brick at the upper stories. The red brick base is rusticated with raised courses of alternating brick or stone. Windows throughout the building have been replaced within the original window openings. They are one-over-one aluminum clad wood windows and were installed in 1999, when the building underwent a rehabilitation. Comprised of dressed limestone blocks, a small stone water table is present at the base of the building. Awnings cover the ground level storefront windows and doors.

The primary façade of the Hartman Hotel faces S. 4<sup>th</sup> Street. The symmetrical elevation is twenty-six bays wide. (Photos 2 & 4) The 2<sup>nd</sup> floor windows have a continuous stone sill, with a row of brick dentils just below it. A smooth stone cornice is just below the 3<sup>rd</sup> story windows. The 3<sup>rd</sup> – 5<sup>th</sup> story window openings have sandstone sills. A stone cornice, with an accompanying row of brick dentils just below it, is at the 6<sup>th</sup> floor windows. The building has a shallow eave with large wood dentils.

The façade features paired bays in the center of the building that project forward slightly from the rest of the building. The central bays are distinguished by large arched windows at the 2<sup>nd</sup> floor, four paired arched windows at the 6<sup>th</sup> floor, and a stepped parapet wall. The brick parapet has brick dentils and the Hartman name is spelled out with raised stone letters. Fleur-de-lis in relief are in the nameplate, framing the Hartman name. The 2<sup>nd</sup> floor arched windows have a stone keystone. The arches spring from embedded pilasters, which have implied Doric capitals. The stone capitals have a carved colonnade with a row of egg and dart below. The 3<sup>rd</sup> – 5<sup>th</sup> floor windows are paired within rectangular boxes, which are defined by a raised header course. A brick pilaster, with a Corinthian capital, divides these paired windows. The paired arched windows at the 6<sup>th</sup> floor are emphasized by stepped rowlocks and an Ionic brick pilaster divides the 6<sup>th</sup> floor windows. At the 1<sup>st</sup> floor, the central bays contain the entrance into the former hotel lobby and a storefront window. The right center bay has always contained the lobby entrance,

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

while the left center bay contained storefront windows. Of all the storefront bays on the building, this is the only one that appears to be totally of recent construction, completed c.2000.

On either side of the central bays, there are several storefront openings at the ground level. Historic photos indicate that the storefronts had projecting, angled, full-height display windows. However, they were reconfigured to their current tripartite appearance around 1920 (Attachment B). At this time, the storefront windows were given a brick spandrel, which they retained until the late 20<sup>th</sup> century. They currently have wood spandrels, likely completed c. 2000. The upper portion of the wood storefronts remains intact, reflecting their early 20<sup>th</sup> century design and materials. The storefronts on the north end of the building are separated by fluted pilasters. (Photo 3)

In the northern and southernmost bays, the windows are clustered into three, at the 2<sup>nd</sup> through 6<sup>th</sup> floors. The 2<sup>nd</sup> story windows are separated by two fluted stone Corinthian pilasters. Two brick Corinthian pilasters divide the 3<sup>rd</sup> through 5<sup>th</sup> floors, and these windows are contained within rectangular boxes, matching the central bays. Similarly, the three arched windows at the 6<sup>th</sup> floor match the central ones.

Facing onto E. Main Street, the south elevation serves as a secondary façade. (Photos 4-5) A partially embedded granite Doric column, set on a coffered plinth, is at the corner of the front façade and the south elevation. An angled storefront window was originally recessed behind the column. Historic images indicate that the clipped corner was built out to the building envelope by c.1920 (Attachment B). The south elevation is nine bays wide and contains an entrance bay in the center of the 1<sup>st</sup> floor, with flanking storefront window bays. The entrance bay has a centered doorway with a rectangular transom window, separated by a heavy stone lintel. Decorative panels are on both sides of the door. Each one is framed by a row of header course with stone corner blocks and a stone sill. A square transom is above each panel, and a stone cornice separates them. The decorative elements and fenestration pattern of the main S. 4<sup>th</sup> Street façade are identical on this elevation.

The north elevation is eight bays wide (Photo 2). The façade treatment of cornices, stringcourses, and window surrounds turns the corner into the first bay of this secondary elevation. A recessed storefront window is in the first bay. Facing onto the E. Cherry Street alley, the north elevation is overall less ornate than the main and south elevations. However, the brick dentil rows extend the full width of the elevation. A rear door is at the western corner of the building.

The rear, west facing, elevation is very plain and lacks any of the ornamentation found elsewhere on the building (Photos 5-6). Although now visible, historically it would not have been as neighboring buildings would have been present. The 1<sup>st</sup> and 2<sup>nd</sup> floors have been painted to match the red brick of the rest of the building and the upper floors have been painted yellow.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Each window opening has a stone sill. A glass enclosed emergency stairwell is located slightly off-center on the rear elevation. It was added to the building during the 1999 exterior renovation. Designed by Jonathan Barnes, it won an Award of Merit from the American Institute of Architects (AIA) in 2002. Also, in 1999, some of the window openings were newly created where other buildings previously abutted. An entrance from the parking lot is on the ground level, under the stairwell.

### **Interior**

The interior of the Hartman Hotel presently contains three 1<sup>st</sup> floor commercial spaces and 58 condominium units on the upper floors. The 1<sup>st</sup> floor is divided into three large commercial areas: one to the north of the main entrance and two south of it. All three commercial areas retain the original full height and decorative pressed tin ceiling (Photo 7). In most instances, partitions within the storefronts do not extend all the way to the ceiling. Mechanicals are exposed, including steel I-beams, and the materials are contemporary. Most of the exterior walls are exposed brick.

The northern storefront contains a salon, which is subdivided into smaller areas with low partition walls (Photo 8). The northernmost section is still divided by a full height wall, retaining the original single bay storefront configuration, as indicated on Sanborn maps. The smaller, middle storefront is currently a vacant, unfinished space (Photo 9). Accessed from E. Main Street, the southern storefront contains a title office. It has a combination of full-height and lower partition walls (Photo 10). A set of metal stairs, with wrought iron railings, is within the office. These basement stairs appear to date from c.1950, and potentially were added when the Huntington National Bank took over the space in 1958. The granite corner column is visible on the interior of this area, within a conference room.

Accessing the upper-story residential units, a common lobby is at each floor level. The common areas reflect the building's historic hotel usage, with each level containing two elevators, wood beam ceiling, and original stairs. Between the 1<sup>st</sup> and 2<sup>nd</sup> floors, the stairs are marble and have a decorative metal balustrade with wood railing (Photo 11). At the ground level, the front lobby, off of S. 4<sup>th</sup> Street, has a marble newel post, wood paneled walls, and new marble baseboards and door surrounds (Photo 12). The ceiling is decorative pressed tin, as with the commercial areas. The lobby has a replacement marble floor from c.2000. The 1<sup>st</sup> floor rear lobby, from the parking lot, dates to the 1999 emergency stairwell addition. The rear lobby has exposed brick walls, tile flooring, and a drop ceiling (Photo 13). Above the 2<sup>nd</sup> floor, the main stairs are wood, with simple metal railings and newel posts (Photo 14). The lobby floors on the 2<sup>nd</sup> – 6<sup>th</sup> floors are mosaic tile, with varying patterns and color schemes (Photos 15-16). The stair landing between the 1<sup>st</sup> and 2<sup>nd</sup> floors also has a decorative mosaic tile floor. Elsewhere, the stair landings are wood. The 6<sup>th</sup> floor landing up to the rooftop retains wood baseboards and a wood corner board, with Doric capital.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

When the Hartman Hotel was in operation, it contained approximately 115 sleeping rooms, with each having a private bathroom. In 1921, the building was acquired by the State of Ohio and converted to office use. It is likely that some reconfiguration of the upper floors occurred at that time. In 1999-2000, the building underwent a large renovation project, updating the office spaces. The upper floors were subsequently converted to condominium units between 2005 and 2008. It is unknown to what degree the upper-story floorplans have been reconfigured, since 1921.<sup>1</sup>

Currently, the 2<sup>nd</sup> through 6<sup>th</sup> floors are identical with the same configuration on each floor, with the exception of the 6<sup>th</sup> floor where the former ballroom was located. Because the ballroom was converted to residential units later than the other units were developed, the floorplan arrangement is slightly different in this area. The conversion resulted in the removal of the ballroom's historic materials. Corridors encircle the central lobby area at each floor level, and a corridor extends to the north and south of the lobby, accessing units at each end of the building (Photo 17). A third corridor extends to the west, connecting the lobby and the rear emergency stair addition.

Inside the residential units, the exterior walls are exposed brick and new partition walls are drywall. Throughout various units, steel I-beams and metal columns are sometimes visible (Photo 18). On the 5<sup>th</sup> floor wood posts are present instead of metal columns. On all floor levels, the wood ceiling and beams are intact and exposed (Photo 19). On the southern end of the 2<sup>nd</sup> floor, the wood ceiling is decorative. This area corresponds with the original men's lounge in the Hartman Hotel, and the mahogany ceiling features beading at the corners (Photos 20-23).

The basement is largely utilitarian in character. The central original staircase extends to the basement, where it is the same in materials as the upper floors. Another wood stairwell, which connects to the middle storefront, is present. The southern end of the basement, underneath where the bank was located, retains two large vaults. This portion of the basement has a smooth stone floor that is more finished in appearance than the remainder of the basement. The largest vault has a marble paneled wall and remnants of marble flooring (Photo 24). This area likely held safe deposit boxes and was accessed by the public. The marble wall treatment appears to date from the 1950s, and potentially was added by the Huntington National Bank in 1958. The c.1960 metal stairs from the 1<sup>st</sup> floor office are located in this portion of the basement.

---

<sup>1</sup> Because the building was once a state office, attempts were made to locate architectural drawings. The Ohio History Connection, the State of Ohio Library, and the state architect's office were all contacted, but no floorplans were uncovered.



Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

### Historic Integrity

The Hartman Hotel maintains a basic level of historic integrity. The building largely retains its original appearance on the exterior, as well as retaining historic materials on the exterior and interior. The nominated building is easily recognizable as the former Hartman Hotel.

The Hartman Hotel is in its original location and the setting is mostly intact. Located a few blocks southeast of the state capital, Dr. Samuel Hartman's Peruna complex took up a large portion of the blocks bounded by E. Rich, S. Third, E. Main, and S. Fourth streets by 1910 (Attachment A). Dr. Hartman had been located on S. Fourth, between Rich and Main streets, as early as the 1880s, when his laboratory is indicated on the 1887 Sanborn map. The Hartman Hotel continues to reflect Dr. Hartman's decades-long association with this portion of downtown Columbus.

The setting for the Hartman Hotel maintains some historic character, although the other Peruna/Hartman associated buildings have been demolished. This area of downtown Columbus has a cluster of several late 19<sup>th</sup> and early 20<sup>th</sup> century buildings, which can be seen to the Hartman Hotel's south and west on E. Main Street and along S. Fourth Street on the east side (Photos 1, 2 & 6). The Hartman Hotel anchors the grouping. At six-stories and comprising the entire block, the scale of the Hartman Hotel dominates and contributes to the remaining turn of the 20<sup>th</sup> century streetscape.

The Hartman Hotel reflects its original Second Renaissance Revival architectural style, with the building appearing as it did in artistic renderings from 1897 and 1901 (Attachment B). The building retains key design elements of the style, including the rusticated base, brick quoins, symmetrical façade, rectangular massing, flat roof, and classical details such as dentils, Corinthian capitals, and round arches. On the interior, the grand foyer with the prominent marble staircase is a key design element that is still intact.

Aside from new windows within the original openings, the squared off southeast façade corner, and the rear stairwell, the building has not had any major exterior additions or alterations. Historic photographs show that a large porch was added to the building, likely after 1901 when it was converted to a grand hotel open to the public. The porch roof served as a balcony for the ladies' and gentlemen's 2<sup>nd</sup> floor lounges. A 1906 Peruna publication, with a copyright date of 1905, continues to show the building without the porch. It was removed in the early-to-mid 1900s, under the ownership of the State of Ohio. A 1959 photograph illustrates that by then new canopies over the S. Fourth and E. Main entrances had been installed and the porch removed. The loss of the porch does not detract from the building's overall historic integrity. Although added during the period of significance to serve the hotel function, it does not appear to have been part of the building's original design and its later removal is still in keeping with the building's original appearance and architectural style.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Historic materials are present at the Hartman Hotel. On the exterior, early 20<sup>th</sup> century brick, stone, and wood construction materials are present. The historic exterior materials and the workmanship of the era are readily evident. For example, the upper portion of the wood storefront windows is intact, reflecting both historic materials and workmanship. On the interior, the lobbies at each floor level are intact, illustrating the former hotel function. Intact historic materials in the lobbies include mosaic tile floors, wood stairs with metal railings, wood beamed ceilings, and wood floors at the landings. Also, on the interior, a large portion of the mahogany ceiling from the gentlemen's lounge remains intact, providing some evidence of that former space. The tin ceiling in the storefronts remains in place, and the iron posts, denoted on the 1901 Sanborn Map as being located on the 2<sup>nd</sup> – 5<sup>th</sup> floors, are still present (Photos 18, 20, 23).

With respect to historic integrity of floorplan configuration, some large-scale interior changes to the building were undertaken by Dr. Hartman himself. When completed in 1898, the building had seven storefronts on the first floor and ten up-to-date manufacturing spaces on the upper five floors. Each upper floor was bisected by a central elevator/stairwell lobby, with a manufacturing room on each side. The more industrial nature of the building's history is evident in the upper floor ceilings. (Photo 19) The first example of Dr. Hartman's alterations, during the period of significance, was the 1901-02 conversion of the building from office and manufacturing use to a hotel. The hotel rooms and corridors were constructed within the former manufacturing spaces. Dr. Hartman's second alteration was the eventual removal of the 1<sup>st</sup> floor gymnasium for the expansion of the Market Exchange Bank that he had established c.1898.

The hotel room configuration is unknown at this time, and it is unknown to what degree they were altered in 1921 when converted to offices by the State of Ohio. Given this, it is also unknown to what extent the current corridors and condo layouts reflect the historic floorplan. However, the central stairwell and lobbies are intact, as well as the basic storefront arrangement, including one original dividing wall at the northernmost end of the 1<sup>st</sup> floor.

The Hartman Hotel building maintains an overall sense of time and place. Its combination of late 19<sup>th</sup> century design, materials, and location continues to reflect an association with Dr. Samuel Hartman and his Peruna empire. The Hartman Hotel remains a significant presence on Columbus' downtown streetscape, much as it was when completed. Profiling the new building, the *Ohio State Journal* asserted that it "is one of the finest buildings of its kind in the state of Ohio... It is one of the features of the city, owing to the architectural beauty and modern completeness of the structure."<sup>2</sup>

---

<sup>2</sup> "The Hartman Building," *Ohio State Journal*, May 3, 1899.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

---

## 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.)

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

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

**Areas of Significance**

(Enter categories from instructions.)

Commerce

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1898-1921

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1898

1901-1902

\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

Hartman, Dr. Samuel Brubaker

\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Kremer, Julius A.

Hart, Edgar W.

\_\_\_\_\_  
\_\_\_\_\_

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

**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 Hartman Hotel Building is being submitted for consideration to the National Register of Historic Places under Criteria A and B. Under Criterion A, it reflects the broad pattern of hotel development in downtown Columbus during the early 20<sup>th</sup> century. In the late 1800s and early 1900s, Columbus, Ohio had a number of large-scale grand hotels serving the city's commercial center and the state's seat of government. The Hartman Hotel Building is one of two surviving examples of Columbus' historic downtown hotel development. Under Criterion B, the Hartman Hotel Building is significant for its association with Dr. Samuel Brubaker Hartman. Dr. Hartman was the founder of the Peruna Manufacturing Co. and the inventor of its bestselling product, Peruna (also known as Pe-Ru-Na). The medicinal tonic was one of the most popular and successful patent medicines in the United States, at the turn of the 20<sup>th</sup> century. The Hartman Hotel Building is the last remaining building associated with Dr. Hartman's medicinal creation and his nationally distributed product. The Hartman Hotel Building is being nominated at the local level of significance. The Period of Significance is 1898, when the building was completed, to 1921, when the Hartman Hotel ceased operation.

---

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

**The Hartman Hotel – Background History**

The Hartman Hotel building was constructed in 1897-1898, and was initially known as the Hartman Block. The building was originally intended to be the headquarters of Pe-Ru-Na, containing office and manufacturing space when it opened in late 1898. Months after the building's completion, the *Ohio State Journal* described its layout and noted that the building was the most up-to-date commercial and manufacturing building in the state. The newspaper article also mentioned that of the ten manufacturing rooms on the upper floors six were already rented. These manufacturing rooms were occupied by three different shoe manufacturers, a printer, and an engraver, while a sixth room was utilized as offices.<sup>3</sup>

The Hartman Hotel building was designed by architects Julius A. Kremer and Edgar W. Hart. The spelling of "Kremer & Hart" varies in historical documentation and is sometimes listed as "Kramer & Hart." Other buildings of note designed by Kremer & Hart are the Auglaize County Courthouse in Wapakoneta, Ohio, the Born Brewery building in Columbus, Ohio, and the residential Urlin mansion in Grandview, Ohio (suburb of Columbus). Working with fellow architects Joseph W. Yost and Frank L. Packard, the firm also designed the first phase of the

---

<sup>3</sup> "The Hartman Building," *Ohio State Journal*, May 3, 1899.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Columbus Masonic Temple (now known as the Columbus Athenaeum), opened in 1899, Columbus, Ohio. Julius A. Kremer designed many Columbus mansions, churches, and school buildings including the Franklin County Children's Home. He designed and lived in the iconic German Village mansion, "The Kremer House," at 948 Jaeger Street in Columbus, Ohio. Edgar W. Hart designed homes around Franklin Park and the surrounding neighborhood, also in Columbus, Ohio. There is no evidence to date that either Julius Kremer or Edgar Hart designed any other buildings for Dr. Hartman or the Peruna Drug Manufacturing Company.

The Hartman [Hotel] Block originally housed several administrative and executive offices for the Peruna Drug Manufacturing Company between 1898 and 1900, as well as the leased manufacturing spaces. Among the administrative offices located in the Hartman Hotel building was the newspaper advertising department. In 1901, Dr. Hartman decided to build a different Pe-Ru-Na administrative headquarters building (at the southeast corner of Rich and Third streets). He then lavishly spent a large sum of money to convert the Hartman Block into residential space, for his patients who resided in the smaller Hartman Surgical Hotel next door. However, this change to the Hartman Block appears to have been incremental, occurring during 1901-1902, and the building continued to have a combination of uses until late 1902. The 1901 Sanborn denotes a cigar factory as being on the 4<sup>th</sup> floor, as well as the newspaper room on the 2<sup>nd</sup> floor and sleeping rooms on the 3<sup>rd</sup>. Floor by floor, the Hartman Block was renovated with the same luxury as found in European spas and grand hotels--more hotel than a hospital, with personal valets and lady's maids.

The conversion of the Hartman Block into the Hartman Hotel included a connection between it and the c.1890 Hartman Surgical Hotel, which was located to the north across Cherry Street. A covered walkway connected the two buildings at the 2<sup>nd</sup> and 3<sup>rd</sup> floors. The reputation of the Hartman Surgical Hotel (also later known as the Hartman Sanitarium) had spread and rooms, within it, started to be rented to non-patient guests. This began an evolution from an exclusive hotel for wealthy patients of the surgical hospital to a grand hotel, incorporating both buildings. Dr. Hartman hired the manager of the Neil House Hotel, John G. Dunn, to run the private Hartman Hotel. Dunn was a local celebrity in the business, managing other hotels, such as the Vendome Hotel. The private hotel quickly gained attention for its French cuisine and elegant furnishings. For breakfast alone, guests could choose from a menu of over one hundred different styles of egg dishes. Increasingly, interested visitors started to inquire on staying at the hotel as guests, which the hotel warmly welcomed.

As regular hotel guests started to outnumber patients, the building went from a private retreat for Dr. Hartman's patients to an upgraded grand hotel. Transformation of the building was completed by November 1902, when it fully opened to the general public as a grand hotel. The Hartman Hotel then became a destination for dining and entertainment and a popular gathering place for the wealthy elite, state politicians, tourists, and theater patrons - "the place to see and be

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

seen” and “a favorite place for private dinners.” The hotel also advertised an orchestra concert every evening.

The hotel had many unique features including: a large modern gymnasium on the first floor; a Ladies' Parlor and Gentlemen's Smoking Room shared the second floor; a lavish sixth floor “Gilded Age” grand dining room with hand painted ceiling murals, which offered guests a taste of Europe through its cuisine and elegant furnishings; and the Hartman Sanitarium Baths (the baths were in the Hartman Surgical Hotel, which was connected to the main structure by enclosed walking bridges on the second and third floors over Cherry Street). The entire third, fourth, and fifth floors contained over 106 sleeping rooms. A portion of the third floor housed a private apartment, where Dr. Hartman and his family lived in the winter seasons.

Around 1901, Dr. Hartman amassed such wealth that he expanded his financial empire and opened his own bank, the Market Exchange Bank, in the Hartman Hotel.<sup>4</sup> The hotel gymnasium on the ground floor was closed and replaced by the bank. Naturally, Dr. Hartman served as president of the bank until his death in 1918.

A decade after the building’s conversion to a grand hotel, the *Columbus Dispatch* reported on its continued high profile status. “The hotel was built as the Doctor does everything, and as a result it is more luxuriant and elegantly equipped hotel in Ohio, and ranks well up with any in the United States. An idea as to the way it is equipped is shown by the fact that it contains Oriental rugs the loss of one which would wipe out the profits of the hotel for a month, and that event frames for the outside screen doors are of mahogany.”<sup>5</sup>

#### *The Hartman Hotel Becomes the Ohio Building (1921-1960s)*

In early May of 1921, it was announced that the Hartman Hotel would close permanently to become a state office building. Newspaper accounts recounted the hotel had been the social center of the wealthy elite and state politicians during the hotel's prime. The reason for the sudden closure of the hotel was the result of a deal brokered for the State of Ohio to lease the building for state offices. Shortly after Dr. Hartman’s death, his widow relocated out of state and the family trust intended to sell the establishment to a new owner. State officials learned that the hotel was going to be put up for sale and quickly brokered a deal for the property before another buyer, presumably another hotel operator could.

At the beginning of the twentieth century, Ohio's population and economy grew and so did state government. Additional space outside the Statehouse necessitated either constructing new buildings or renting offices. The idea to construct a new office building first surfaced in 1898, and then again in 1908 and 1913, igniting debates spanning more than 16 years. As state government continued to grow, the discussion shifted from whether to build a new state owned

<sup>4</sup> Kahler, Jean. “The Fabulous Empire of Peruna,” *The Columbus Dispatch*, seven article series, September 1961.

<sup>5</sup> Ibid.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

building to short-term solutions of renting offices until consensus on construction plans for a new state building could be reached. With no consensus for new building construction, state officials set their eyes on the Hartman Hotel as a building that could be quickly converted into a state office building.

An agreement was quickly reached to lease the Hartman Hotel. The state wanted to consolidate scattered state departments under one roof to save taxpayer dollars. Multiple departments were renting office space in various downtown locations for premium rent, because they had outgrown the state owned properties of the Ohio Statehouse and adjacent Judiciary Annex building. The state was paying an estimated \$54,000 per year with rents set to rise in July of 1921 to over \$80,000.<sup>6</sup> Under the direction of Governor Harry L. Davis, Adjutant General George Florence had to act quickly for an alternative plan to protect the state budget.

The lease would save the state an estimated \$62,000 per year. Acting under authority of an emergency bill passed by both houses of the legislature, Adjutant General Florence closed a deal to lease the building which was considered by the *Columbus Dispatch* as “the biggest and most satisfactory” real estate deal of that time in Ohio government.<sup>7</sup> The Market Exchange Bank on the ground floor would remain, paying the state \$5,000 annual rent as reported by the *Columbus Dispatch* in 1921.

The hotel would close on May 31, 1921 and state possession would begin on July 1, 1921.<sup>8</sup> The Hartman Hotel would then be known as the Ohio Building, a state office building. The following state offices were moved to the Ohio Building: the State Industrial Commission, the State Library, Department of Health, Department of Highways, Department of Industrial Relations, Department of Insurance & Securities, and the Commission for the Blind.<sup>9</sup>

Along with the Ohio Statehouse and the Judicial Annex Building (now the Senate Building), the Ohio Building served as the center of Ohio state government administration until the Ohio Departments Building (now the Thomas J. Moyer Ohio Judicial Center and home to the Ohio Supreme Court) was opened in 1933. Although many state agencies were relocated to the Ohio Departments Building after it opened, the Ohio Building continued to house various state government offices throughout the next three decades.

#### *The Hartman Building (1960s-Present)*

In 1958, the Huntington National Bank acquired the Market Exchange Bank, and the Hartman Building became the bank's first branch outside the Huntington Building on Capitol Square. For more than thirty years, this branch would remain on the ground floor. The floors above were

<sup>6</sup> “Hotel to be Leased by State.” *The Columbus Dispatch*, May 14, 1921.

<sup>7</sup> Kahler, “The Fabulous Empire of Peruna.”

<sup>8</sup> Ibid.

<sup>9</sup> *The Portsmouth Daily Times*, June 18, 1921.



Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

filled with various tenants ranging from offices for accountants and private detectives to furniture, clothing, and jewelry shops, along with a few remaining state offices. The Ohio Bureau of Motor Vehicles, which was the last of the state departments to remain, finally vacated the building in the early 1970s. After the state vacated, the building would continue to house an assortment of offices and small shops.

With the 1981 demolition of the Hartman Building on Capitol Square, an office building across from the statehouse on the corner of E. State and S. Third Streets, the Hartman Hotel Building (aka the Ohio Building) inherited the Hartman Building namesake. In 1992, the Huntington Bank branch and the rest of the building were closed. The building remained vacant, fell into disrepair, and many thought the building's days were numbered.

In mid-1999, Larry Rubin, of Plaza Properties, and three other partners purchased the building and began a multi-million dollar renovation for street level retail and office space on the five remaining floors. The building saw yet another rebirth between 2005 and 2008 with residential conversions of floors two through six into the Hartman Condominiums and is now home to over seventy downtown Columbus residents. The ground floor currently houses two businesses: AmeriTitle and Square One Salon & Day Spa.

### **Dr. Samuel Hartman and Pe-Ru-Na**

Samuel Brubaker Hartman was born near Harrisburg, Pennsylvania on April 1, 1830, the son of Christian Hartman and Nancy Brubaker, farmers and immigrants from Switzerland. His father died when Hartman was six months old, and the boy had a peripatetic youth. Speaking only German until the age of fourteen, Hartman had little formal schooling and learned wood chopping from an uncle. Later, while living with a brother in Medway, Ohio, he learned carpentry. At twenty he taught school for a year in Pennsylvania, then toured the countryside selling German-English Bibles.

Having studied medicine for a term in 1852 at Farmers' College near Cincinnati, Hartman undertook a two-year apprenticeship with a Medway physician, then six months of medical study at Cleveland Medical College, the medical department of Western Reserve College. He began practice in Vandalia, Ohio, and moved in 1855 to Tippecanoe City, Ohio. In 1856 he began to attend lectures at Jefferson Medical College in Philadelphia, from which he received an M.D. the next year. For twelve years, Hartman practiced general medicine in Millersville, Pennsylvania, near his boyhood home. In 1860, he married Sallie Ann Martzall of Lancaster, Pennsylvania; the couple had two children.

In 1870 Hartman, who had lost his savings because of unwise investments, launched a twenty-year career as an itinerant physician and surgeon, moving from city to city treating patients recruited through advertising. He specialized in ear and eye afflictions, chronic catarrh

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

(inflammation of the respiratory tract), and orthopedics, especially club feet. His average annual income he estimated at \$50,000 in the early 1870s.<sup>10</sup>

Hartman's signature prescription was a so-called "neutralizing mixture" for the treatment of catarrh that he had begun to use in Millersville and for which he later coined the name "Pe-Ru-Na," a term that had no meaning but was easy to remember. Variant sources ascribe the medication's origin to a formula from a treatise by the eclectic physician, Wooster Beach, and to an "Herb Bitters" made by a Pennsylvania distiller, Benjamin Mishler. Hartman, who continually modified the ingredients, complained that pharmacists could not fill the prescription properly.<sup>11</sup>

To compensate for the inconsistent preparation of his concoction, he began manufacturing the medicine named Pe-Ru-Na himself in 1877, in a small plant in Osborn, Ohio, managed by his brother. In 1883, a larger factory was built in Columbus, and Hartman's manufacturing process was then largely transferred to the city. Additionally, the S.B. Hartman Laboratory was located in Columbus. The 1887 Sanborn map indicates that it was a three-story building on N. Fourth, just south of E. Rich Street. In 1890, Hartman closed the satellite Osborn plant and wholly settled in Columbus, devoting much of his time to the manufacture and promotion of Pe-Ru-Na, for which he received a trademark in 1895. Hartman marketed two other proprietaries, Man-A-Lin, a laxative, in 1877, and La-Cu-Pi-A, a blood purifier, in 1879. These products were produced in Columbus beginning in 1883.<sup>12</sup>

For some years in Columbus, Dr. Hartman also practiced with other physicians in his elaborate Surgical Hotel, a cross between a hospital and a hotel that he had built in 1890. Later, it was expanded and renamed the Hartman Sanitarium. Through the 1890s, he produced a stream of pamphlets to attract patients for the treatment of diseases of the eyes, ears, spine, joints, and feet. He also advertised for the cure of gender specific diseases.<sup>13</sup> He claimed cures for narcotic, liquor, and tobacco habits. Hydrotherapy, electrotherapy, and mechanical massage were among the therapeutic modes employed to treat these ailments.<sup>14</sup> Although Pe-Ru-Na was promoted to cure only catarrh, the millions of brochures and advertising almanacs Dr. Hartman issued and his extensive newspaper advertising defined catarrh as encompassing all ailments known to humanity.<sup>15</sup>

Hartman's promotional efforts owed much to his second in command, Frederick W. Schumacher, a genius at innovative advertising who is known as "the father of the testimonial." Schumacher and Hartman met in 1893. Schumacher relocated to Columbus, marrying Hartman's daughter, Maribel in 1895. He started out as a clerk for the Peruna Drug Manufacturing Company, but was

---

<sup>10</sup> Young, James Harvey. *Dr. Samuel Hartman and Pe-Ru-Na*, historical essay for Emory University, n.d.

<sup>11</sup> *Ibid.*

<sup>12</sup> Kahler, "The Fabulous Empire of Peruna."

<sup>13</sup> Young. *Dr. Samuel Hartman and Pe-Ru-Na*.

<sup>14</sup> *Ibid.*

<sup>15</sup> *Ibid.*

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

a vice president by 1899. By the new century, Pe-Ru-Na was the most widely advertised--at a million dollars a year--and the bestselling proprietary medicine in the nation.<sup>16</sup> Babies were named for it. Agents recruited testimonials and obtained pictures from humble citizens who were paid a quarter for each letter they answered from inquirers about the product's merits. Fees were paid to local dignitaries and to national celebrities to praise the prowess of Pe-Ru-Na. These included former Union and Confederate generals, Spanish-American War admirals, such stage stars as Julia Marlowe, and fifty members of the U.S. Senate and House of Representatives. "Indeed," chided a skeptical member, "Peruna seems to be the favorite Congressional drink."<sup>17</sup>

Pe-Ru-Na was condemned for promising to ward off yellow fever during the major 1905 epidemic in the South, as well as for redefining all dread diseases as catarrh. Pe-Ru-Na was denied status as a medicine by the American Medical Association in 1905 and deemed as a "liquor" with its 27 to 30 percent alcohol content. Cubebs, an aromatic stimulant helped disguise the liquor.

The "Peruna jag," a slight intoxication from drinking the nostrum, became so common a phenomenon, especially in areas dry by temperance laws, druggists had trouble keeping it in stock. Hartman privately defended Pe-Ru-Na but publicly retreated from his advertising claims, adopting other therapeutic medicines popular among leading physicians at the time. He admitted that most drugs, with the possible exception of quinine for malaria, would not cure disease. However, he held that the slight stimulation of Pe-Ru-Na, bolstered by the impact of testimonials and positive thinking, would produce good results.

In 1905, the Office of Indian Affairs banned Pe-Ru-Na from Native American reservations. That same year the Internal Revenue Service decreed that, inasmuch as Hartman's nostrum was not truly a medicine, all retailers who sold it must possess a liquor license. The next year the Food and Drugs Act required that the amount of alcohol in proprietaries must be stated on the label. With these revelations, throughout the nation the availability of Pe-Ru-Na was limited, sales fell sharply toward the end of 1906, and patients addicted to the high alcoholic content tonic suffered badly.

Hartman quickly adapted to new regulatory requirements and stabilized his hemorrhaging profits, but the company would not see the enormous successes of the past. To bring a reversal of the IRS ruling, Hartman, without public announcement, added the medicinal ingredients buckthorn and senna, strong cathartics. He also launched a massive advertising campaign to promote the medicinal benefits he always claimed. By 1916, Hartman had modified the recipe of Pe-Ru-Na multiple times, but began remarketing his original formula, alcohol and all, under a

---

<sup>16</sup> Ibid.

<sup>17</sup> Adams, Samuel Hopkins. *The Great American Fraud: Articles on the Nostrum Evil and Quackery*. Colliers, 1912, p. 3.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

new name that echoed an old message, Ka-Tar-No, acknowledging that it must be sold by outlets with a liquor license.

In spite of his setbacks, Hartman remained the wealthiest man in Columbus and often retained respect locally, due to his philanthropy and wealth.<sup>18</sup> He died in his apartment in the Hartman Hotel on January 31, 1918. Many from all over the city paid their respects at his coffin, where he laid in state in the hotel lobby before his temporary internment at Green Lawn Cemetery (he would be permanently buried in Pennsylvania).

Pe-Ru-Na outlasted its originator by many years and continued to be sold internationally. For several years after Dr. Hartman's death, the Peruna Drug Manufacturing Company still was netting \$250,000 a year, predominantly selling the original formula Peruna in Mexico until it was banned there too. The Peruna Drug Manufacturing Company was sold in 1926 to a Chicago company, thus ending the Columbus dynasty of medicinal tonics. Although slightly revived by radio advertising during the late 1920s and 1930s, the "New Pe-Ru-Na" never regained its lost luster. As late as 1961, the Columbus Dispatch reported that "although Peruna can still be found in drugstores under the name of 'The Genuine New PE-RU-NA,' its Columbus sales, at least, are notable only for their rarity."<sup>19</sup>

### **Medicinal Tonics - General Background History**

The history of patent medicine is part of the story of American folk medicine that proliferated from the mid-19<sup>th</sup> century through World War I, although its popularity can be narrowed from the Civil War through the 1906 Pure Food and Drug Act passed by Congress. Patent medicine, of course, existed prior to the Civil War, often the product of peddlers who frequented rural areas not served by doctors. However, with both the needs of suffering Civil War veterans and the growing popularity of printing (and increased mail service), manufacturing of patent medicines became more common, and cures were promoted by advertising (a new industry in itself). Trading cards, almanacs, newspapers, and magazines became common. Mail-order sales became possible (the Shakers were some of the first to sell their healing herbs through mail-order sales).

In addition to extravagant claims and the promise of relief from pain, patent medicines entered the consumer world at a time when medicine itself was in dispute among a number of schools of thought--the homeopaths who advocated for the use of botanical cures, the eclectics who promoted a holistic approach of "like cures like," and the medical profession (in its infancy) that advocated for scientifically-based outcomes. Many doctors at the time were open to one or more schools of thought. In addition to home remedies, which had always been popular, others who had discovered "Indian" cures, or who claimed they had inside knowledge of such cures entered into the field. Others used rudimentary knowledge of parts of the body to suggest medications and temperaments together must be considered in any treatment.

<sup>18</sup> Kahler, "The Fabulous Empire of Peruna."

<sup>19</sup> Kahler, "The Fabulous Empire of Peruna," October 22, 1961, p.51.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Other factors also affected the nature and popularity of patent medicines. Environment, especially bad air, also contributed to the need for medication. The growing fear of tuberculosis, the still unknown nature of water borne disease like typhoid and cholera, and the unhealthy sanitation of urban areas were factors in the popularity of such medicines. By the end of the 19th century and the spread of printed material regarding symptoms and cures, women's problems became an issue. Repeated child bearing and the so-called secretive nature of organs "peculiar to their sex" created medicines that included pills, ointments, and even corsets and waistbands.

New knowledge of pharmaceuticals led to some patent medicines, such as anodynes to blunt pain; antiperiodics which interrupt natural cycles; emmenagogues which favor the discharge of menses; and stimulants and tonics that increase the vitality of the body. Dr. Hartman's Peruna, based on alcohol but also on mind over matter--belief you will get better, makes you better--was a winning combination of many of the assumptions about health for the time.

It is impossible to estimate just how many patent medicines were manufactured in the U.S. or even Ohio--or the exact type of medicine. Tonics and cure-alls were marketed for human consumption, but testimonials often also referenced them as helping horse colic, pig infections, skin burns, and broken horse legs. City directories are not useful in tracking patent medicine manufacturing as it was often done in garages, basements, or stables. One such business recorded only anecdotally to a location was Dr. J. Schoene who lived in present-day Victorian Village in Columbus. He manufactured Schoene's Household Remedies and Linaments in his garage and then peddled his bottled medicines door-to-door throughout Franklin County.

A study of thirty trade journals, catalogs and almanacs offered by patent medicine companies (c. 1875-1910) at the Ohio History Connection shows that most companies were located in upstate New York, Michigan, or Indiana. One of the largest offerings was from Denver, Colorado (1900) and included over 260 testimonials from unnamed people ("an old lady" or "a prominent citizen"). They had a distributor in Tiffin, Ohio, but less than 20% of the testimonials came from Ohio, and of those, all but two were from very small rural areas.

A study of the largest home-town newspaper, *The Columbus Evening Dispatch*, shows that in a 24 day period (March 7-March 31, 1916), in addition to many large Peruna ads, there were fourteen other products of a similar nature advertised in small ads. Twelve appear to have not been manufactured in Columbus or even in Ohio (Traxo, Papa's Diapepsin, Hyomel, Dr. William's Pink Pills, Fruitola, or Mayr's Household Remedy, etc.) Better known, but also with smaller advertisements, were California Fig Syrup, Swamp Root, and Lydia E. Pinkham's Vegetable Compound.

Large advertisements for products manufactured in Columbus and therefore potential rivals to Peruna were Mykrantz Syrup for Hypophosphites (one ad) and Sweet's Serpentaria Compound

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

(two ads). Mykrantz was a Columbus-based drug store with eight locations. Sweet Laboratories marketed only in Columbus to over forty corner drug stores and three wholesale houses; they also sold Mykrantz products. Sweet's compound advertised itself as 6% alcohol, but no opiates, and sold for \$1 a bottle (as did Peruna). In a second advertisement it was advertised as 59 cents for \$1 worth of compound. Though both the MyKrantz and Sweet companies lasted into the 1930s-1940s, neither was a serious competitor for Peruna's empire, locally or nationally.

While Dr. Samuel Hartman was one of many creating pre-packaged medicinal tonics, his secret proprietary concoction was massively successful nationwide, often copied, and influential within the history of such medicines. By about 1902, Peruna was grossing \$100,000 a day.<sup>20</sup> Naturally, others quickly sought to capitalize on the financial success. Dr. Hartman fought off imitators in court, who were selling similar products with slightly varied names, including P-Ru-Na, Pe-ru-vi-na, and Perina. Despite competition, direct copycats, and growing pushback against the amount of alcohol in the product, Hartman and Peruna remained on top. "One of the heroes of this fabled age was Dr. Samuel Brubaker Hartman, who made Columbus famous as the Peruna city...the Hartman elixir outsold, shortly after the turn of the century, all competing 'proprietarys' dreamed up by the lords of a billion-dollar industry."<sup>21</sup>

### **Columbus Downtown Grand Hotels - General Background History**

In the late nineteenth and early twentieth centuries, Columbus was the crossroads of commerce and government. With its central location and being the state capital, thousands of visitors would travel in and out of Columbus on any given day. With the need for overnight accommodations, many establishments were built to accommodate visitors from many social and economic classes. For the nineteenth and most of the early twentieth centuries, party politics thrived in the post-Civil War era of Northern prosperity. The Statehouse was the hub of power, and this created a special need for hotels. The Neil House, across High Street, had been there since the 1830s.

Railroad service began in Columbus in 1850 when the first train to run on the Columbus and Xenia Railroad departed from Xenia. Because of the National Road and the feeder canal, Columbus became a crossroads city—a place to pass through for the Gold Fields of California, the farms of Nebraska. Yet some stayed--immigrants, entrepreneurs, and investors. With the railroads and the prominence of Ohio in national politics, hotels flourished—grand ones for emerging politicians and industrialists, self-made men used to making deals and small hotels for those who came to make their wealth.

Grand hotels depended on the low-paying jobs they provided, myriads of porters, cleaning ladies, barbers, cooks, maids, waiters, bartenders, flower girls, housekeepers, furnace tenders, carpenters, bellhops, and dishwashers lived on low salaries and tips. These jobs were filled

<sup>20</sup> Kahler, "The Fabulous Empire of Peruna," September 24, 1961, p.32.

<sup>21</sup> Kahler, "The Fabulous Empire of Peruna," October 15, 1961, p.54.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

mostly by African Americans and later by female immigrants, but both were the most vulnerable population in the frequent recessions and depressions of the times.

And there were also less grand hotels in the city—from respectable good hotels to boarding houses and seedy hotels. Some establishments catered to a specific clientele—passengers who needed only a one night stay, temperance-minded travelers who did not want to be in a hotel where others might drink, young men who lived in housekeeping arrangements to accommodate their bachelor status, and the salesmen.

From the post-Civil War to World War I, Columbus was a huge convention city because of the railroads. Columbus was situated within a five hundred mile radius that could be reached by seventy-five million people. The Board of Trade (later renamed the more modern term, Chamber of Commerce) pumped out advertising for the city to reach the millions in this area.

Of all the hotels in Columbus, five stand out as the grand hotels of the Gilded Age: The Neil House Hotel (second hotel built in 1861), The Chittenden Hotel (third hotel built in 1896), The Hartman Hotel (built in 1898), The Great Southern Fireproof Hotel (built in 1897), and the Deshler-Wallick Hotel (built in 1916). These are the grand dames of the golden age of Columbus's historic hotels. (See Attachment B)

In a full page advertisement in the *Old State Journal* on the morning of August 12, 1908, four of Columbus's downtown hotels joined forces to beckon to the well-heeled traveler (the Deshler-Wallick had not been built yet)—“State Fair Visitors Will Find a Welcome and Unexcelled Service at Either of These Four Leading Hotels.” The drawing in the center of the page summed up the service, showing a man ordering from an attentive waiter. There is a tablecloth, bottle of water, and a small artsy lamp. In each corner of the page, one hotel is featured.

- “The most modern up-to-date ‘American Plan’ hotel in the United States”—the Chittenden Hotel
- Excellence, comfort, and enjoyment of rooms at moderate prices. Mid-Air Restaurant (coolest eating place in Columbus) at reduced prices”—the Hartman Hotel
- “Restaurant (Chef De Francais) guaranteed to be the only ‘New York Style’ restaurant at reduced Columbus Prices”—the Neil House
- “Fire proof and modern in all appointments, serving both ‘American’ and ‘European’ plans”—the Southern Hotel

Four elegant options for the Ohio State Fair goer who had slugged through a muggy, humid Columbus summer day among the pig barns, the hucksters, the roasted ears of corn, and the pie competitions to take the streetcar back to a white table cloth world.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

By 1929, over 150 passenger trains a day still came through Columbus and 20,000 cars and trucks were already on eleven highways in Columbus, and a new transcontinental air service in Columbus was just starting at the same time.

Each of Columbus's grand hotels (the Neil House, the Deshler, the Southern, the Chittenden, the Hartman) would face unanticipated threats to their survival in the decades to come. The threats became more visible in retrospect.

Downtown hotels proliferated and thrived in the late 19th and early 20th centuries because of the need for accommodations and meeting rooms to serve a state capital. However, in addition to serving the needs of legislatures and lobbyists, they served others--for instance, those who needed to make connections to other cities, those who were immigrating to Columbus, and those whose business was to travel to make business connections, business salesmen. What was not noticeable at first, but would have profound impact on hotels, were other threats--Prohibition and family ownerships.

By World War I, immigration into the United States and Columbus had slowed due to changes in federal law. Transportation options would within the next few decades change the travel options of the railroad passenger, though railroads would remain important through World War II.

By 1930, the face of downtown Columbus and what is now the Short North was already changing rapidly. Parking lots and filling stations began to appear downtown where retail had once ruled. The Noble House, a turn-of-the-century boutique hotel on South Third Street across from the state capital, became a 24 hour filling station and then parking lot. The automobile trade of the (Near North) North High Street residences and retail were being torn down to build motor sales companies (Mighty Michigan auto dealership, Winders Motor Sales, Ohio Auto Sales Company, the Columbus Automobile Club, Overland and Willys-Knight dealership, Farber Motor Sales, the Tucker Company, and tire dealerships and filling stations). All were designed to attract the North High Street streetcar riders.

To underscore the importance of the railroad and the number of travelling salesmen who passed through and/or organized trade fairs and conventions in Columbus, it should be noted that Columbus was also home to the United Commercial Travelers Headquarters, an international fraternal, social, charitable, and beneficial organization for traveling salesmen (founded 1888).

In addition to the decline of railroad transportation, Prohibition took its toll on the grand hotels in particular. The Deshler, Neil House, Chittenden, and Southern were highly competitive in providing luxury accommodations but needed to attract local residents, clubs, conventions, fraternal groups and others in order to make a profit. Most created lavish restaurants and bars in the years after World War I to accommodate the customers who had discretionary funds for entertaining. Orchestras and leading musical venues became the norm. However with



Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Prohibition, they could not outwardly sell alcohol, only mixes for cocktails. Columbus did not abide by the dictates of the temperance forces. Alcohol was easily obtained and not secretly; however, for the newly outfitted hotel restaurants and lounges, the sales were restricted to the mixes.

The Depression and World War II changed the nature of hiring for hotels. Employees left for more lucrative jobs that provided for more than tipping; hotels were further decimated by the draft.

By the end of the 1940s, downtown grand hotels were already bleeding in debt, often unable to make payroll, changing hands frequently, but keeping up appearances through more attempts at modernization and marketing which they could only gamble would help them. The Neil House tried to convert itself into a motel by providing on-site parking--under the Statehouse--and bore the cost for creating the tunnel under High Street for underground parking--the last historic remnant of the hotel that still exists.

For the hotels that had long become associated with a family name, often dating back to the mid-19<sup>th</sup> century, fewer of the family's descendants entered into the family business and two grand Columbus hotels in particular--the Neil House and the Deshler--had obligations and restrictions from the first generation of family owners to liquidate the property and all holdings if the ventures became unsustainable. Since the real debts of the hotel were known only to a handful of the third or fourth generation of the family, the hotels did not appear to be failing. However, these later family members, themselves often elderly, raised the issue with federal judges who ruled in favor of them and ordered that the hotels be closed.

### **Historic Significance**

The Hartman Hotel Building is significant for its association with patent medicine mogul and developer Dr. Samuel Brubaker Hartman. Dr. Hartman was well known nationwide as the founder of the Peruna Drug Manufacturing Co., which sold the popular "medicinal" tonic. Peruna (aka Pe-Ru-Na) was one of the bestselling patent medicines in the United States throughout the 1890s up until 1906. The Hartman Hotel Building is the sole survivor of a number of buildings that once made up the Peruna Company complex. Under Dr. Hartman's direction, the nominated Peruna administration building was converted to a grand hotel, and it is significant as one of Columbus' extant downtown hotel buildings.

### **Criterion A**

The Hartman Hotel meets Criterion A for its early 20<sup>th</sup> century role in downtown Columbus' broad pattern of large-scale, luxury hotel development. Hotel development, especially grand hotels, was often considered an integral part of a city's image and its commercial health.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Beginning with taverns and inns in the early 1800s, American hotels throughout that century were often the site for a community's social and political gatherings. Other than perhaps a church, there were no central meeting places for citizens of early pioneer settlements. As inns served transient guests from the trail or the canal, they also served as places of assembly for local residents participating in political debates, court room hearings, voting, dancing, and collecting news and mail from distant locations. As settlements expanded into villages and cities, the political and governmental functions of community life were relocated from the inn or hotel into their own dedicated buildings, but the social aspects of a community often continued to be centered in the hotel.

In the book *When the Astors Owned New York*, the author refers to the writings of an 1860s British novelist, Anthony Trollope, who, "noted that American hotels had a more central and expressive function in community life than in any other country he had visited and were built on a scale that seemed to him 'unnecessarily extravagant.'" (Kaplan, p.90-91) It was Trollope's further observation that it was not uncommon for even the most fledgling of settlements to have a multi-story hotel with the amenities of the day.

By the end of the 19<sup>th</sup> century, lavish hotels in American cities were a reflection of wealth and social status. One, or more, extravagant hotels were essentially a requirement for a city to be considered modern. The opulent hotels of the late 1800s through the 1920s were a lush background for the wealthy that frequented such establishments and increasingly were choosing to live there. This high-class, luxurious setting captured the communal imagination of the non-wealthy. The desire of the general public to experience the backdrop of luxury in their lives coincided with the rise of the American middle class and sumptuous urban hotels were able to cater to this desire. "The financiers, architects, and decorators of the great fin de siecle hotels had recognized in the American public a taste for luxury and social spectacle and turned this into a need. Far more than a convenience or commercial venture, the luxury hotel was a visionary attempt to create a world that was materially near-perfect down to its smallest details and workings, flattered the senses, anticipated and satisfied needs, and conferred status on anyone, guest or tourist, who entered its precincts. ....Combining the functions of marketplace and town square, the hotel lobby, only recently evolved from barroom and parlor, became one of the theaters of modern life." (Kaplan, p.90)<sup>22</sup>

Under Criterion A, the Hartman Hotel falls within the broad context of urban hotel development and is a significant remaining example in downtown Columbus. Being located in the state's capital, the Hartman Hotel was an important meeting place for a variety of prominent political activities in the early twentieth century, including suffragette meetings. It also served as a residence for political leadership during the Period of Significance. A 1920 newspaper article

---

<sup>22</sup> Wright, Nathalie. *Hotel Metropole National Register of Historic Places Nomination*, #09000443, 2009.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

that discussed the second floor bar's closing indicated "the Hartman was the residence and meeting place of governors and other high state officials."<sup>23</sup>

There was no official state-owned Ohio governor's residence until 1919. Prior to 1919, Ohio governors were expected to find their own housing and often chose their favorite hotel, purchased a home, or rented quarters to serve as the governor's residence in the capital city, during their term in office. Governor Andrew L. Harris selected the Hartman Hotel to serve as his official residence during his term as Ohio's 44th governor (1906-1909).<sup>24</sup> Harris had been one of the heroes of the Battle of Gettysburg and was the last Civil War general to serve as a state governor in the United States.

The hotel hosted many of the fashionable and famous people of the early twentieth century. Among them was President Theodore Roosevelt on February 21, 1912. The former president was preparing to launch his bid to retake the White house from his successor, William Howard Taft. He traveled to Columbus to address the Ohio Constitutional Convention and gave his famous Charter of Democracy speech.<sup>25</sup> Other hotel guests of note include Roosevelt's socialite daughter, Alice Roosevelt Longworth and her husband, Rep. Nicholas Longworth, who later became Speaker of the U.S. House of Representatives in 1925. They stayed at the hotel on September 14, 1906 as guests of Governor Harris, after Alice, representing her father, dedicated the McKinley Memorial Monument at the Ohio Statehouse.

Author and political activist Harriet Taylor Upton, president of the National American Woman's Suffrage Association, was a hotel guest and held organizing meetings in the second floor hotel parlor in 1914. She played a major role in ratification of the 19th Amendment giving the right to vote to women. Upton later became the first woman to be vice-chairman of the Republican National Committee in 1920. Upton is best remembered as a leading state and national figure in the struggle for women's right to vote. Her home, in Warren, Ohio, is a National Historic Landmark. Upton was inducted into the Ohio Women's Hall of Fame in 1981. In 2010, she was a finalist in a statewide vote for inclusion in Statuary Hall at the United States Capitol to represent Ohio, but lost to Thomas A. Edison.

Of the five Columbus grand hotels of the Gilded Age, all have been demolished except the Great Southern Hotel and the Hartman Hotel building. Completed in 1896, the exotic Mediterranean Revival Chittenden Hotel was an eight-story building, located three blocks north of the state capital. It operated until 1972 and was torn down the following year.

The 1916 Deshler Hotel at its peak contained 1,000 rooms. Cater-corner from the Ohio Statehouse, it initially contained 400 rooms. In the 1920s, as the AIU Citadel (LeVeque Tower)

<sup>23</sup> "Old Hartman Bar Passes into Fond Memory," *The Columbus Dispatch*, September 12, 1920

<sup>24</sup> Columbus City Directory, 1907-1909

<sup>25</sup> Oyster Bay Historical Society, "TR in '1912, The Daily Activities of Theodore Roosevelt"

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

was under construction immediately to the hotel's west, the Deshler Hotel leased 600 rooms in the modern skyscraper, from the 2<sup>nd</sup> through 18<sup>th</sup> floors, in both legs of the L-shaped building. The original hotel was connected to the new skyscraper via an elevated walkway. Dubbed the Venetian Bridge, the enclosed space contained the Pompeian Room, an elaborately themed restaurant. Despite new ownership and management attempts, the Deshler-Wallick Hotel was demolished in the late 1960s.

The 1925 Neil House Hotel began as a family enterprise that had evolved from a 1820s tavern establishment. Directly across High Street from the Ohio Statehouse, it was the third incarnation of the hotel on the site. Like the Hartman Hotel, it also served as residential quarters for politicians. For example, during William McKinley's governorship, 1892-1896, he resided in the hotel. The Neil House survived until 1980 and was demolished the following year.

The last of Columbus' grand hotels still operating as a hotel, the 1897 Great Southern Hotel today is part of the Westin Hotel chain. Like the Hartman Hotel, it maintains historic integrity on the exterior, having minimal alterations, and maintains historic integrity on the interior. The Great Southern Hotel underwent two large interior remodeling campaigns in the 1980s and 1990s. It does retain the double-height Neo-Classical lobby space and a ballroom, as well as some historic materials, such as marble flooring, decorative plaster detailing, and stained glass. The Great Southern Hotel & Theatre was listed in the National Register in 1982 (NRHP #82001458).

### **Criterion B**

Dr. Hartman's contribution to Columbus is largely untold history and most of the general public is unaware of him. Dr. Hartman was the founder of the Peruna Manufacturing Co. and the inventor of its bestselling product, Peruna (also known as Pe-Ru-Na). The medicinal tonic was one of the most popular and successful patent medicines in the United States, at the turn of the twentieth century. Being a leading national producer of tonic medicines, Peruna's contents and the company's advertising tactics were an impetus for passage of the 1906 Pure Food and Drug Act. The Hartman Hotel Building was directly associated with Dr. Hartman, the Peruna Manufacturing Co., and Hartman's role in the broad pattern of late 19<sup>th</sup>-early 20<sup>th</sup> century medicinal tonics.

Dr. Samuel Hartman's Peruna tonic was significant in the history of patent medicine for three reasons. First, it had a widely spread popularity despite many similar products available on the market. Preference for Peruna was undoubtedly linked to its addictive qualities, having a high content of alcohol.<sup>26</sup> Other products at the time also contained alcohol. Lydia Pinkam's tonic had 20%; Burdock's Blood Bitters 25%; Paine's Celery Compound 21%; and Peruna 27%.

---

<sup>26</sup> Young, James Harvey. *America Health Quackery*, p. 237

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Popularity of the alcohol, whether acknowledged in the ingredients or not, was important to both Union and Confederate veterans who continued to suffer from the war. Peruna's popularity was due in part to the company's aggressive and pioneering testimonial advertising schemes and use of elaborate artwork in mass advertising. The company had a budget of \$1 million a year for advertising purposes at the turn of the twentieth century, an unheard of amount of money spent for the promotion of a product nationwide. "For a quarter of a century no patent medicine in the country would use so much newspaper space as Peruna, or to such pertinent effect, much of it being smartly devoted to 'big name' advertising and testimonials."<sup>27</sup>

Secondly, Hartman adopted a product backstory that was easily accepted and very familiar to 19<sup>th</sup> century audiences—Indian tribes used it—though Hartman's version required faith. The 19<sup>th</sup> century was a time of medical competition among traditional medicine; natural cures; the new homeopathy that appealed to intellectuals because it was based on self-help and benefits of positive thinking; and the newest school of hydropathy that used water as medicine for bathing, cleansing wraps, and enemas. The last two schools of thought had been recently imported from Europe--not lost on the German doctor who would later employ both. The public often viewed medicine based on natural cures as having greater veracity.<sup>28</sup> But while other practitioners of natural cures often cited having seen Indian medicine men use mixtures of bark, roots, herbs, or berries, Hartman claimed he received insight from a dream in which an Indian chief gave him the recipe.

Thirdly, while Hartman borrowed tactics from others (alcohol, Indian origin), the culture of American medicine was clearly redirected by his advertising. The first federal laws to curb quackery and patent medicines were passed in 1906 with the passage of the Pure Food and Drug Act. The work of Samuel Hopkins Adams and his investigations of patent medicines, including Hartman's Peruna and its tactical advertising, were instrumental in public awareness and securing passage of this key piece of Progressive-Era legislation.

In uncovering medical fraud during this era, the writer-editor team of Samuel Hopkins Adams and Norman Hapgood investigated for Collier's Magazine, Harper's Weekly, and the New York Tribune. Though they investigated the practice of advertising and the early use of testimonials, they continued to return to exactly how testimonials were used and focused on Hartman.<sup>29</sup> Adams even wrote a novel which focused on an old German proprietor who made Peruna in Columbus, Ohio. American medicine was again changed when others now took up medical muckraking to change the culture of patent medicines based on this new focus.<sup>30</sup> In a series of

---

<sup>27</sup> Kahler, "The Fabulous Empire of Peruna," September 17, 1961, p.40.

<sup>28</sup> Breslaw, Elaine G. *Lotions, Potions, Pills, and Magic: Health Care in Early America*, pp. 56-57

<sup>29</sup> Young, James Harvey. *The Medical Messiahs: A Social History of Health Quackery in Twentieth-Century America*, p.57.

<sup>30</sup> *Ibid.*, p. 52.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

articles published by Collier's Magazine, with help from the newly emerging American Medical Association (1905, 1906, 1907, 1912), Hartman's tactics were revealed.

In an era, in which "heroic medicine was in retreat" and regular medicine was under attack by Thomsonism (eclectic medicine which encouraged patent medicines made from botanical sources), Hartman made a specialty of recruiting those who were most identified with heroic deeds in the Civil War and in politics of which Hartman regularly stated that "... (fifty) high government officials and people in the public eye" endorsed Pe-Ru-Na.<sup>31</sup>

Hartman was quoted as saying, "They see my advertising. They read the testimonials. They are convinced. They have faith in Peruna. It gives them a gentle stimulant so they get well."<sup>32</sup> In this, Hartman acknowledged the growing public acceptance of homeopathy, but Hartman paid for endorsements, keeping letters on file that the person did indeed use the product and their acknowledgement of this could be used in advertising. However, when the half page advertisement using their likeness and testimony were printed, Hartman's victims could, of course, deny and sue, but at the risk of greater damage to their reputations. The testimonials were blackmail. Hartman's popular product was based on faith in the testimonial. Faith was the real cure.

By associating his product with respectable people, Hartman became "respectable." He was cited in "interviews" in otherwise credible Southern newspapers during outbreaks of yellow fever in New Orleans as having endorsed another ineffective product. He sold his own endorsement for money.<sup>33</sup> When Hartman's advertising came under scrutiny by investigative journalists, he paid for endorsements for his product from medical examiners, including Dr. Maley, an Army surgeon and coroner in Hamilton County, Ohio, who cited the effectiveness of the product based on a sole patient, a prisoner in a Dayton jail, who was paid for his endorsement.

The first federal laws to curb quackery and patent medicines were passed in 1906. Hartman's Peruna and its tactical advertising were instrumental in securing this passage, though the law and subsequent revisions were hopelessly inadequate and the regulatory staffing to oversee changes was even more so. Peruna, therefore, could continue to be sold; the matter again reached the White House door in 1915.

#### Other Buildings of the Hartman Empire

Most of the Peruna Company buildings were nondescript with the exception of the Hartman Hotel, the Administration Building, and the Hartman Sanatorium (also known as the Hartman Surgical Hotel). The Administration Building's (also known as Peruna Drug Manufacturing

<sup>31</sup> Janik, Erika. *Marketplace of the Marvelous* p. 188.

<sup>32</sup> Adams, *The Great American Fraud: Articles on the Nostrum Evil and Quackery*. p. 7.

<sup>33</sup> Adams, *The Great American Fraud: Articles on the Nostrum Evil and Quackery*. p. 3.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Building) construction started in 1901 and was finally completed in 1906, after several delays including a devastating fire. This building was added to the National Register of Historic Places in 1974 (#73002288) at 115 E. Rich Street, for its historic significance of architecture and engineering. It was demolished shortly after placement on the register in the same year.

Samuel Hartman's contribution to Columbus is as vast as his legacy. In addition to the Peruna Company buildings, Hartman constructed and owned a vast real estate empire in Columbus that included the Hartman Building on Capitol Square and the Hartman Theater, both demolished. The Hartman family owned a mansion on Town Street, which was the most expensive home in the city, also demolished.<sup>34</sup>

Dr. Hartman spent much time during his declining years on his elegant 5,000-acre establishment south of Columbus, which was stocked with fancy breeds of cattle, horses, and poultry. The Hartman Stock Farm was at the time the largest farm in the world, complete with Columbus's only private streetcar line that Hartman owned so that he could bring guests easily from the city.<sup>35</sup> The farm also had a hotel. The slang name often associated with Columbus today, "Cowntown", is directly attributed to the celebrity of the Hartman Stock Farm. The site (26 buildings, 3,810 acres) was listed on the National Register of Historic Places on October 9, 1974 (#74001492) under the Hartman Stock Farm Historic District. All buildings have been demolished except a small schoolhouse in disrepair.

### **Summary**

The Hartman Hotel building was built in 1898 as the headquarters of the Peruna Drug Manufacturing Co., as well as a private sanatorium for wealthy patients. It is significant to Columbus history for its association with patent medicine mogul Dr. Samuel B. Hartman. Dr. Hartman's "cure-all" tonic, Pe-Ru-Na, was widely popular nationwide, until the scandalous disclosure that it contained over 27% alcohol. Columbus was also known as "Pe-Ru-Na City" in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, during the height of the product's worldwide popularity.

More grand hotel than hospital, the Hartman Hotel was furnished with the same luxury found in European spas and opulent hotels. By 1902, it had opened to the general public, becoming a destination for fine dining and a popular gathering place for the wealthy elite, state politicians, tourists, and theater patrons. Ohio's 44th governor, Andrew L. Harris, made the hotel his official residence during his term.

In his lifetime, Dr. Hartman developed and owned multiple properties that would shape the city of Columbus for years to come, but the Hartman Hotel is the sole remnant of the Hartman

---

<sup>34</sup> Kahler, Jean. "The Fabulous Empire of Peruna,"

<sup>35</sup> Ibid.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Empire.<sup>36</sup> The building remains a significant illustration of Columbus' grand hotel development, as envisioned by Dr. Hartman, and is the best representative of Dr. Hartman's career as a doctor, businessman, and inventor of a nationwide product.

---

<sup>36</sup> With the exception of a small schoolhouse (built for children of farm employees) still standing on the former Hartman Stock Farm site at the intersection of Rathmell Road and S. High Street, Columbus, Ohio.



Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

---

## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

Adams, Samuel Hopkins. *The Great American Fraud: Articles on the Nostrum Evil and Quackery*. Reprinted from Colliers, 1912 (originally). Reprinted 2012 Forgotten Books.

Arter, Bill. *Columbus Vignettes. Vols. I-IV*, Columbus, Ohio: Nida-Eckstein Printing, Inc., 1966-1971.

*Baist Real Estate Atlas*, G. Wm Baist, Philadelphia: 1899, 1910 and 1920.

Betti, Tom and Doreen Uhas Sauer. *Historic Hotels of Columbus, Ohio*: The History Press, 2015.

Breslaw, Elaine G. *Lotions, Potions, Pills, and Magic: Health Care in Early America*. New York University Press, 2012, New York.

Cole, Charles C., Jr. *A Fragile Capital: Identity and the Early Years of Columbus, Ohio*. Columbus: The Ohio State University Press, 2001.

Hardin, Mike. *Columbus Celebrates the Millennium*. Montgomery, AL: Community Communications, Inc., 2000.

Holbroke, Stewart. *The Golden Age of Quackery*. New York: MacMillan, 1959

Hooper, Osman Castle. *History of City of Columbus Ohio. Columbus*: The Memorial Publishing Company, c. 1925.

Janik, Erika. *Marketplace of the Marvelous*. Beacon Press, 2014, Boston.

*Plat Book of Columbus & Vicinity, Franklin Co., Ohio, Vol. 2*, 1937.

Samuelson, Robert, Pasquale Grado, Judith Kitchen, Jeffrey Darbee. *Architecture: Columbus*. Columbus, The Foundation of The Columbus Chapter of the American Institute of Architects, 1976.

*Sanborn Fire Insurance Maps*: 1887, 1891, 1901, 1921, 1951.

Seifert, Myron T. "Columbus Inns, Taverns" and "Columbus Hotels—Grows with the Years in Number and Luxurious Accommodations Provided for Patrons," n.d., File, Columbus Metropolitan Library.

The Denver Medical Chemical Manufacturing Company, Denver, Colorado, 1900.

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

Thomas, Bob. *Columbus Unforgettables, Vols. I-III*, Columbus, Ohio: Bob Thomas, editor and publisher. 1986-1991.

Wright, Nathalie. *Hotel Metropole National Register of Historic Places Nomination*, #09000443, 2009.

Young, James Harvey. *Dr. Samuel Hartman and Pe-Ru-Na*, Historical essay for Emory University. Unknown date.

Young, James Harvey. *American Healing Quackery: Collected Essays*. Princeton University Press, 1992, Princeton, New Jersey.

Young, James Harvey. *Pure Food: Securing the Federal Food and Drugs Act of 1906*. Princeton University Press, 1989, Princeton, New Jersey.

Young, James Harvey. *The Medical Messiahs: A Social History of Health Quackery in Twentieth-Century America*. Princeton University Press, 1967, Princeton, New Jersey

### **Newspaper Articles**

‘Hartman Hotel Built and Furnished by Columbus Firms,’ Source Unknown, November 16, 1902.

‘HUB ACTIVITY: Proposed New Six-Story Business Block To Be Erected by Dr. S.B. Hartman,’ Source Unknown, August 9, 1897.

### ***The Columbus-Citizen Journal***

November 16, 1902

May 14, 1921

October 31, 1923

August 24, 1958

Hayes, Ben. “Hotels,” September 8, 1970.

### ***The Columbus Citizen***

“Grand Reception at the Hartman Sanitarium,” January 26, 1901.

### ***The Columbus Dispatch***

September 26, 1905

September 7, 1907

January 8, 1911

August 27, 1911

July 7, 1912

January 31, 1918

February 7, 1918

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

September 12, 1920  
May 14, 1921  
February 23, 1933

*Columbus Mileposts - Aug. 25, 1925: Last Neil House Opens Downtown, August 25, 2012.*

Jones, Johnny. "Columbus Hotel Lore Reviewed," January 5, 1986.

Kahler, Jean. "The Fabulous Empire of Peruna," *Columbus Dispatch Magazine* seven article series, September 10 through October 22, 1961.

*The Columbus Evening Dispatch*  
March 7 - March 31, 1916

*Ohio State Journal*  
"The Hartman Building," May 3, 1899.

**Archives**

Ohio History Connection – Archives Library

---

**Previous documentation on file (NPS):**

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

**Primary location of additional data:**

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

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

---

### 10. Geographical Data

**Acreeage of Property** .27

Use either the UTM system or latitude/longitude coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |              |            |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

**Or**

#### UTM References

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |             |                 |                   |
|-------------|-----------------|-------------------|
| 1. Zone: 17 | Easting: 329548 | Northing: 4424675 |
| 2. Zone:    | Easting:        | Northing:         |
| 3. Zone:    | Easting:        | Northing:         |
| 4. Zone:    | Easting :       | Northing:         |

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

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

The nominated boundary includes the footprint of the Hartman Hotel building, plus the 1999 emergency stairwell addition. The building's basic rectangular footprint measures approximately 62½' x 187 ½' (see dimensions on 1937 Plat Map). The building is situated at the sidewalk, roughly 8' from the street.

**Boundary Justification** (Explain why the boundaries were selected.)

The boundary includes only the historic Hartman Hotel and has been drawn to exclude the parking lot and carports located on the current property. The land associated with the parking area was not historically associated with the Hartman Hotel (or Peruna) and was a later acquisition.

---

**11. Form Prepared By**

name/title: Nathalie Wright, Tom Betti, and Doreen Uhas Sauer  
organization: Historic Preservation Consultant  
street & number: 1535B Lafayette Dr.  
city or town: Columbus state: OH zip code: 43220  
e-mail: nwright66@yahoo.com  
telephone: 614-447-8832  
date: June 25, 2018

---

**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 this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Hartman Hotel  
Name of Property

Franklin, Ohio  
County and State

## Photographs

Photographer: Nathalie Wright

Date Photographed: August 6, October 27, and November 1, 2017

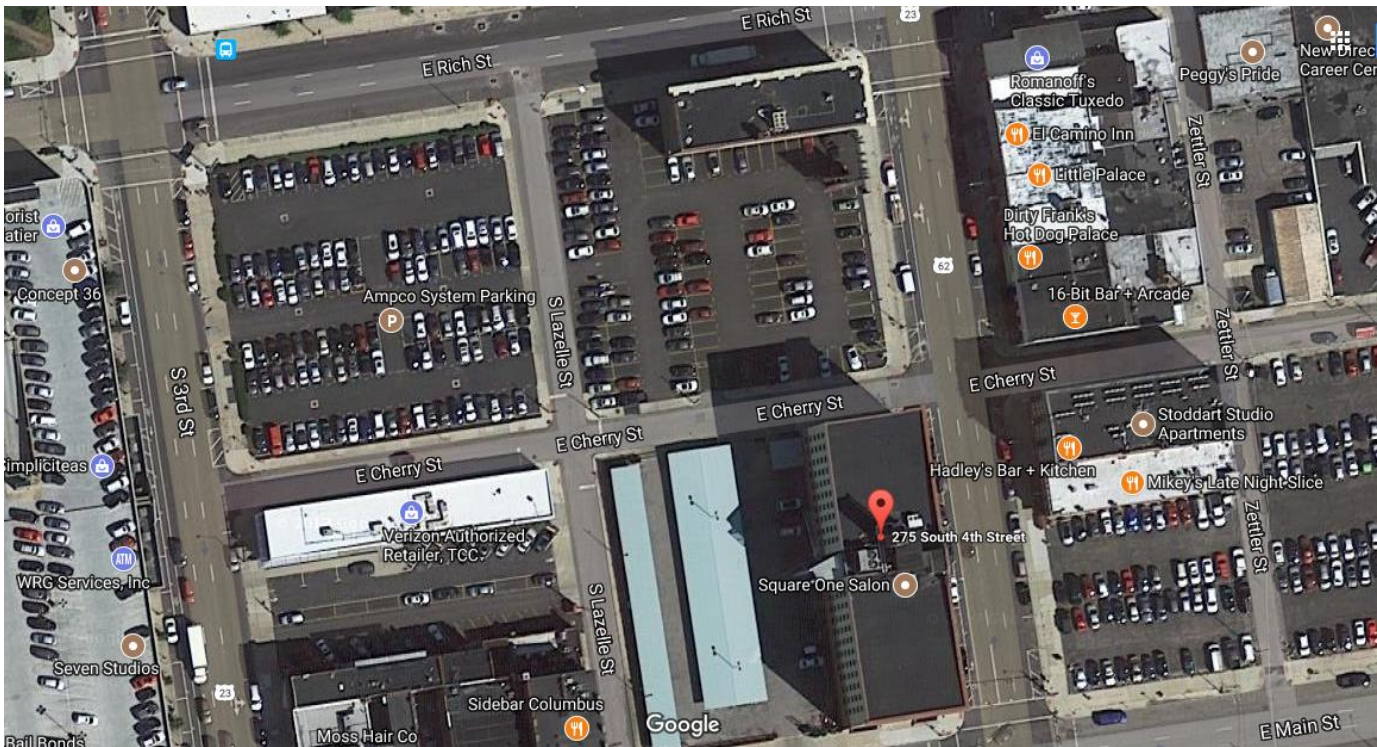
Description of Photograph(s) and number, include description of view indicating direction of camera:

1. Streetscape view, Hartman Hotel on the right, looking south
2. Façade and north elevation, looking southwest
3. Façade, storefront detail, looking south
4. Façade and south elevation, looking northwest
5. South and rear elevation, looking northeast
6. Rear elevation and parking lot, looking southeast
7. Northern storefront, tin ceiling, looking east
8. Northern storefront, looking north
9. Middle storefront, looking north
10. Southern storefront, looking north
11. Lobby, marble stairs, looking west
12. Lobby, looking southwest
13. Rear lobby, looking east
14. 2<sup>nd</sup> floor lobby, looking northwest
15. 3<sup>rd</sup> floor lobby, looking west
16. 6<sup>th</sup> floor lobby, looking northeast
17. 2<sup>nd</sup> floor, typical corridor, looking south
18. 4<sup>th</sup> floor, unit 402, looking northwest
19. 5<sup>th</sup> floor, unit 505, looking west
20. 2<sup>nd</sup> floor, unit 201 ceiling detail, looking west
21. 2<sup>nd</sup> floor, unit 202, looking east
22. 2<sup>nd</sup> floor, unit 204, looking northwest
23. 2<sup>nd</sup> floor, unit 205, looking east
24. Basement, bank vault, looking north

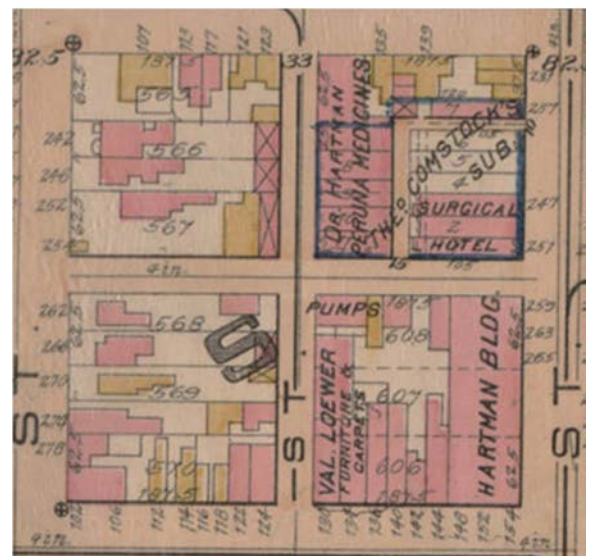
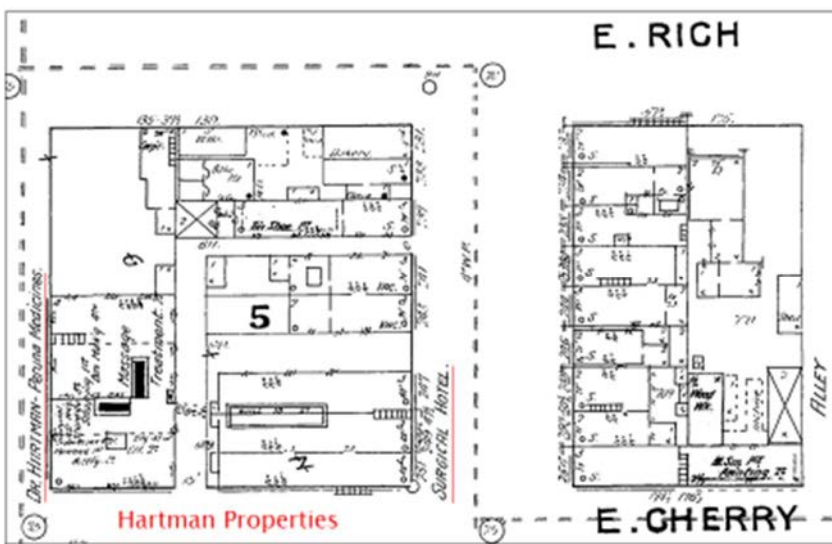
**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to 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.

**Attachment A - Maps**



Hartman Hotel, 275 S. Fourth Street & 150 E. Main Street

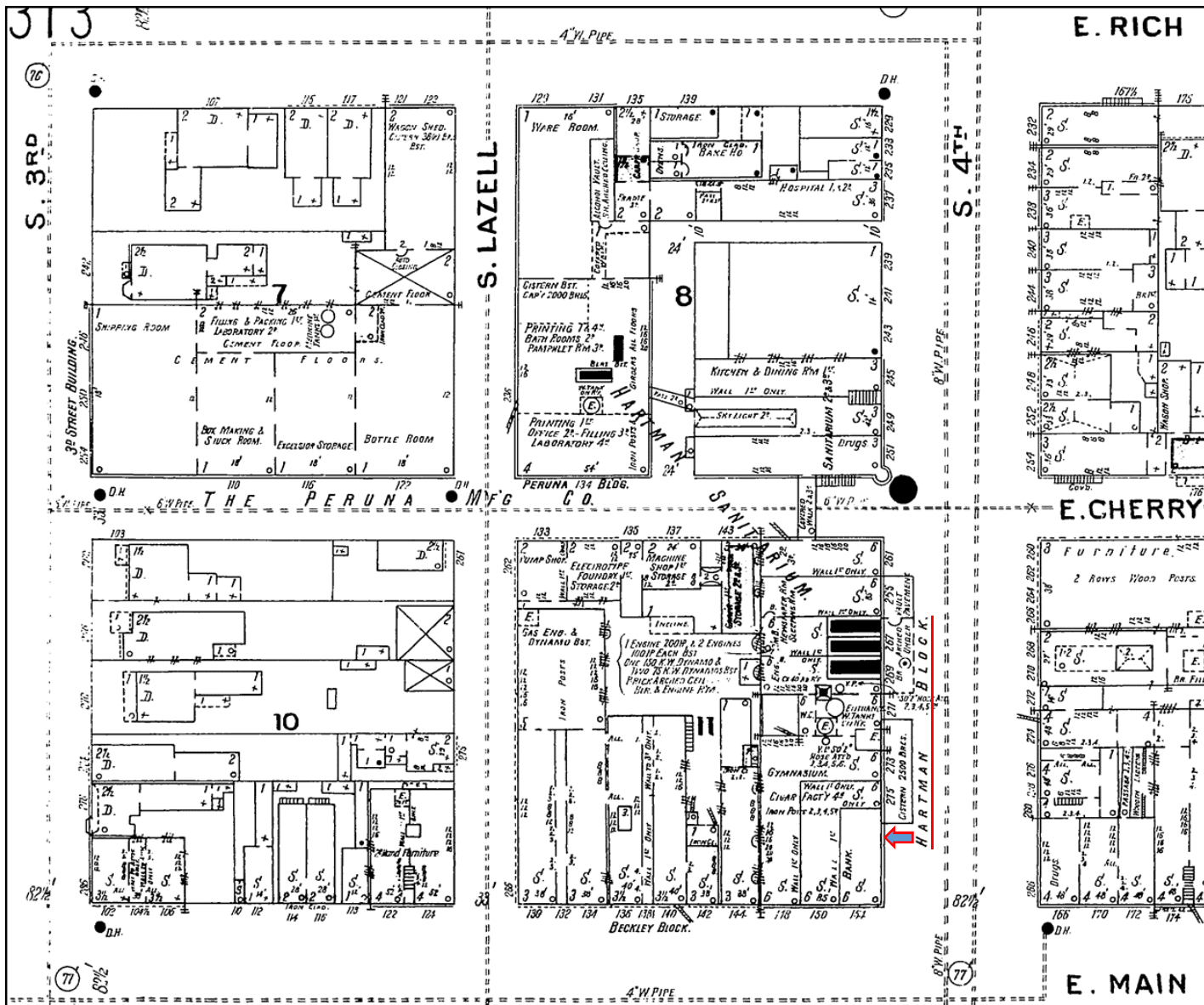


Left: 1891 Sanborn showing the beginning of the Peruna Manufacturing complex on S. Fourth Street.

Right: The 1899 Baist map shows the growth of the Peruna complex with the addition of the Hartman Building on S. Fourth Street.



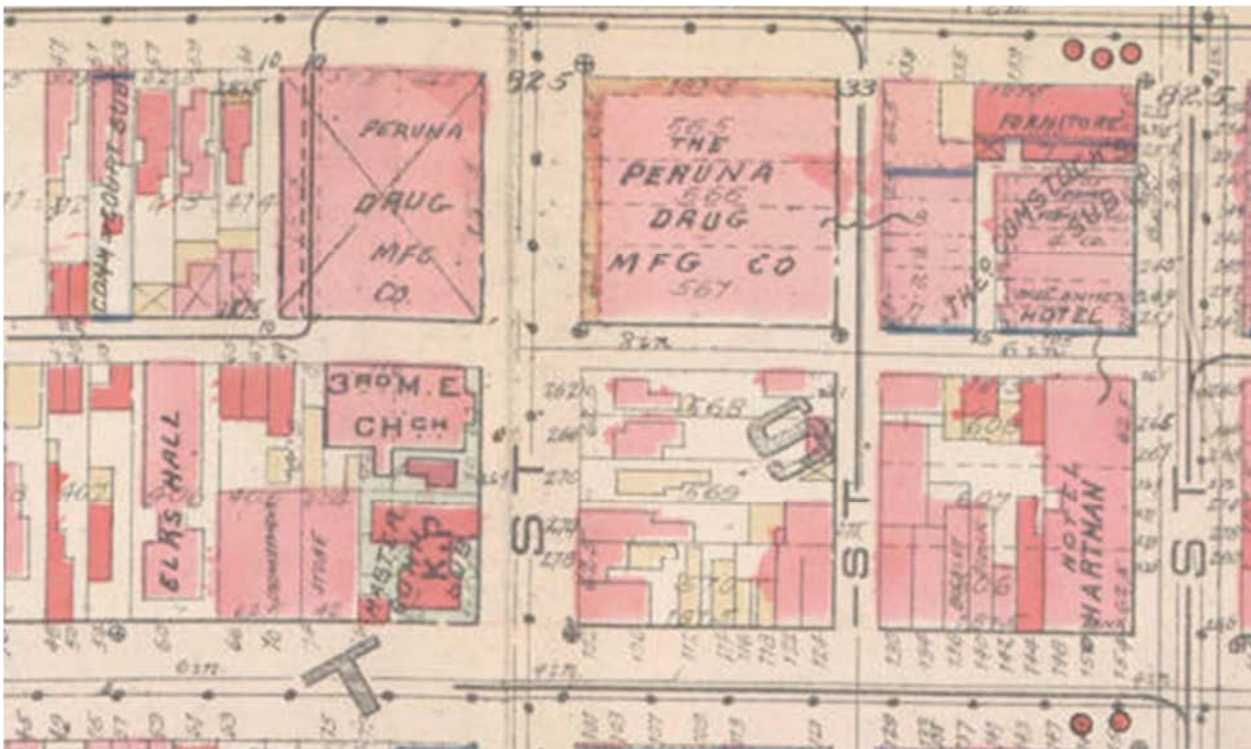
Attachment A - Maps



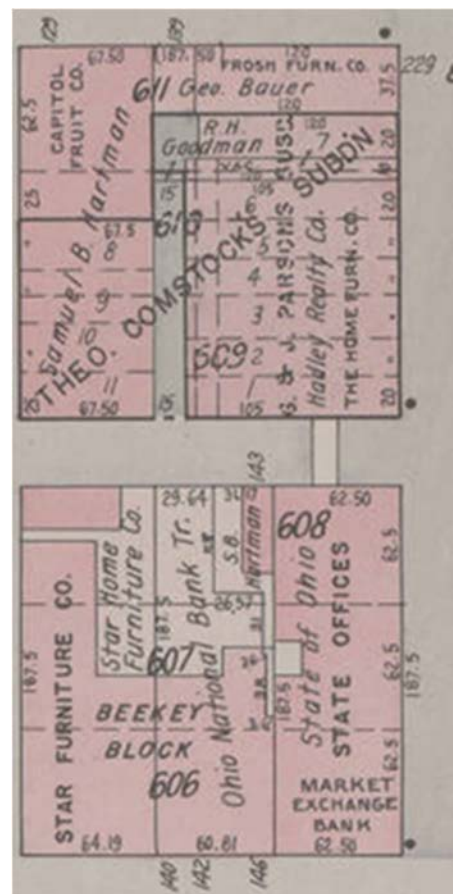
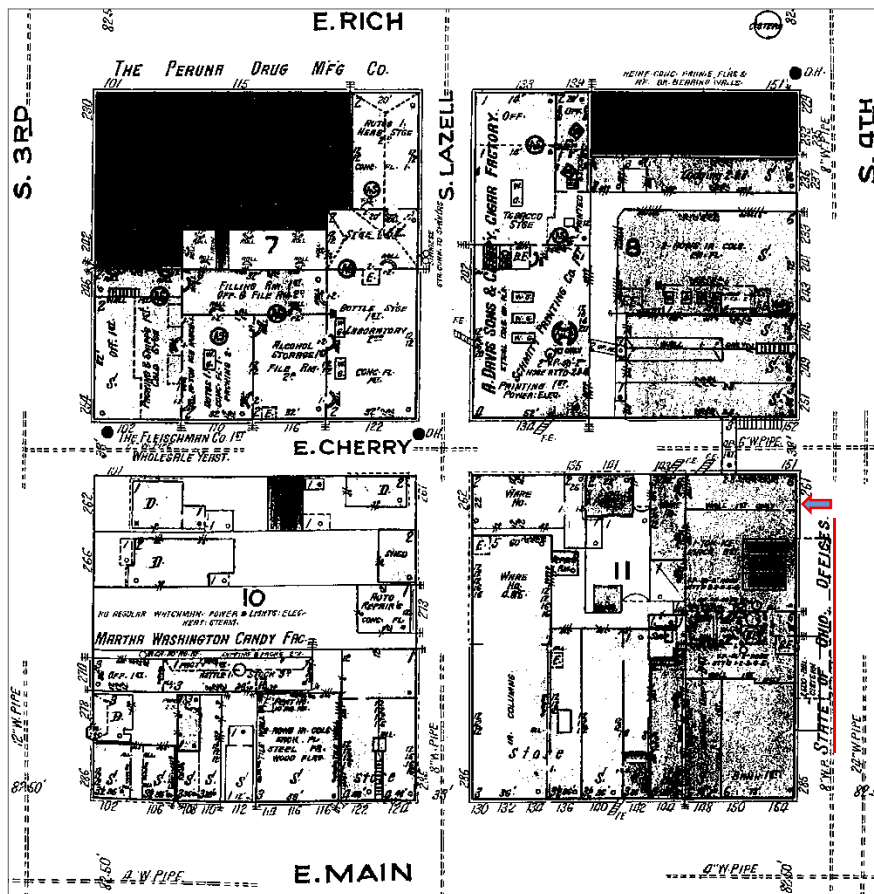
1901 Sanborn indicates that the Peruna Manufacturing Co./ Hartman Sanitarium contained another Peruna building on S. 3<sup>rd</sup> Street, forming an L-shaped complex along 3<sup>rd</sup>, Cherry and 4<sup>th</sup> Streets.



**Attachment A - Maps**



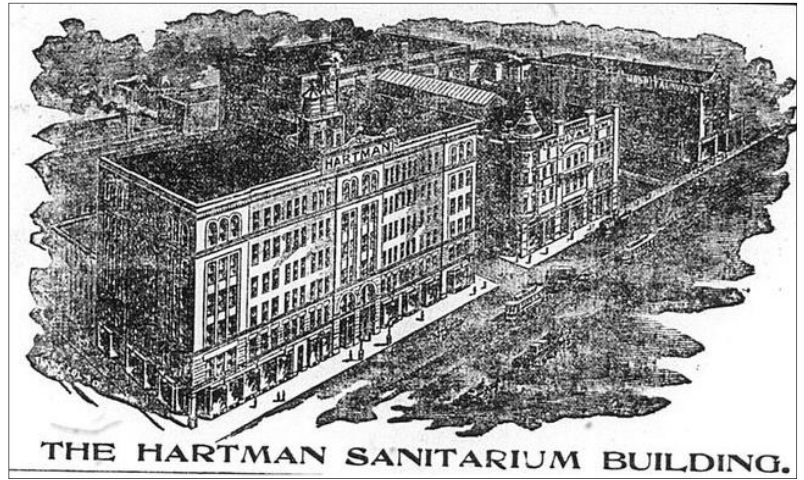
1910 Baist map indicates another Peruna building added on the west side of S. 3<sup>rd</sup> Street.



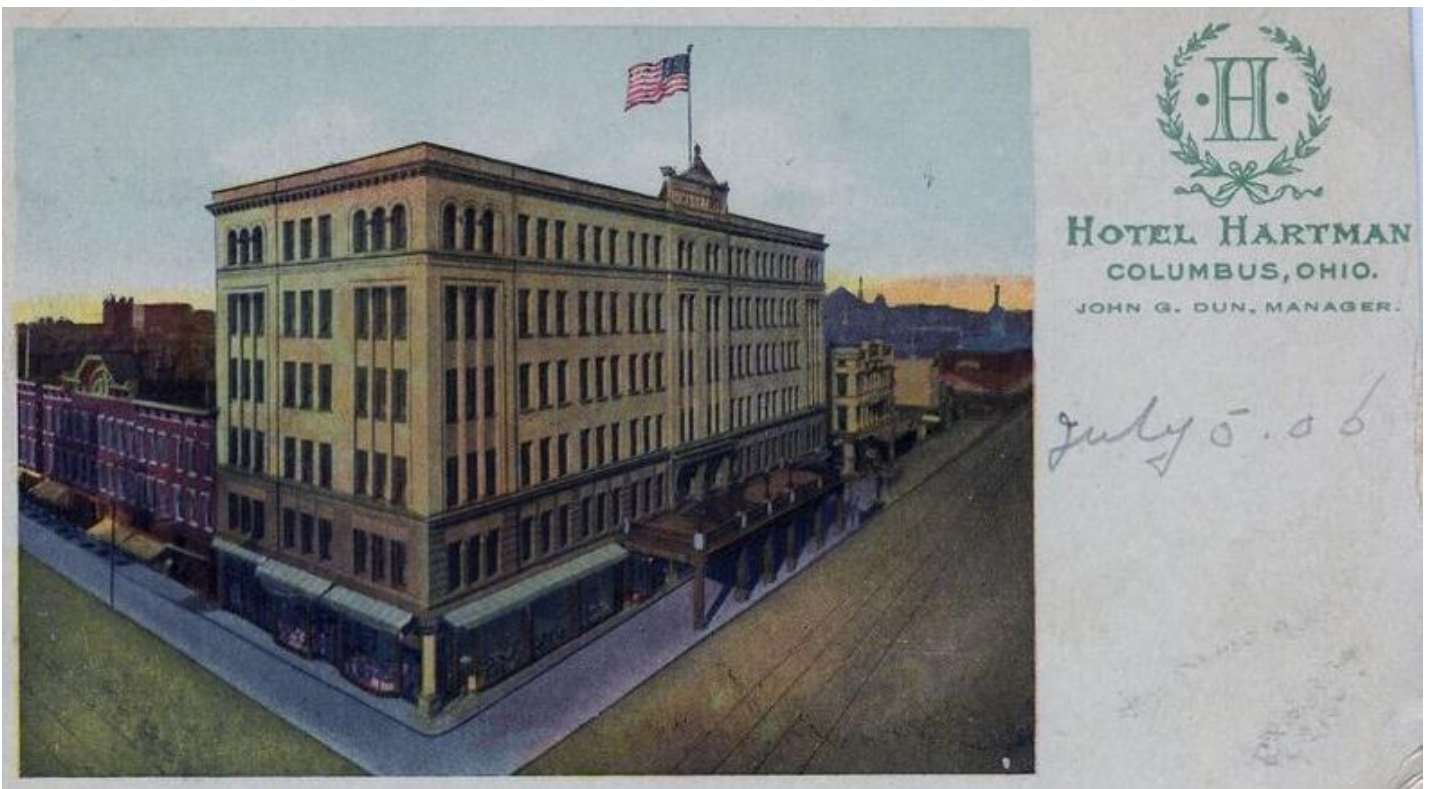
1921 Sanborn (left) and 1937 Plat map (right) indicating the Hartman Hotel's conversion to State of Ohio offices.



**Attachment B – Historic Images**

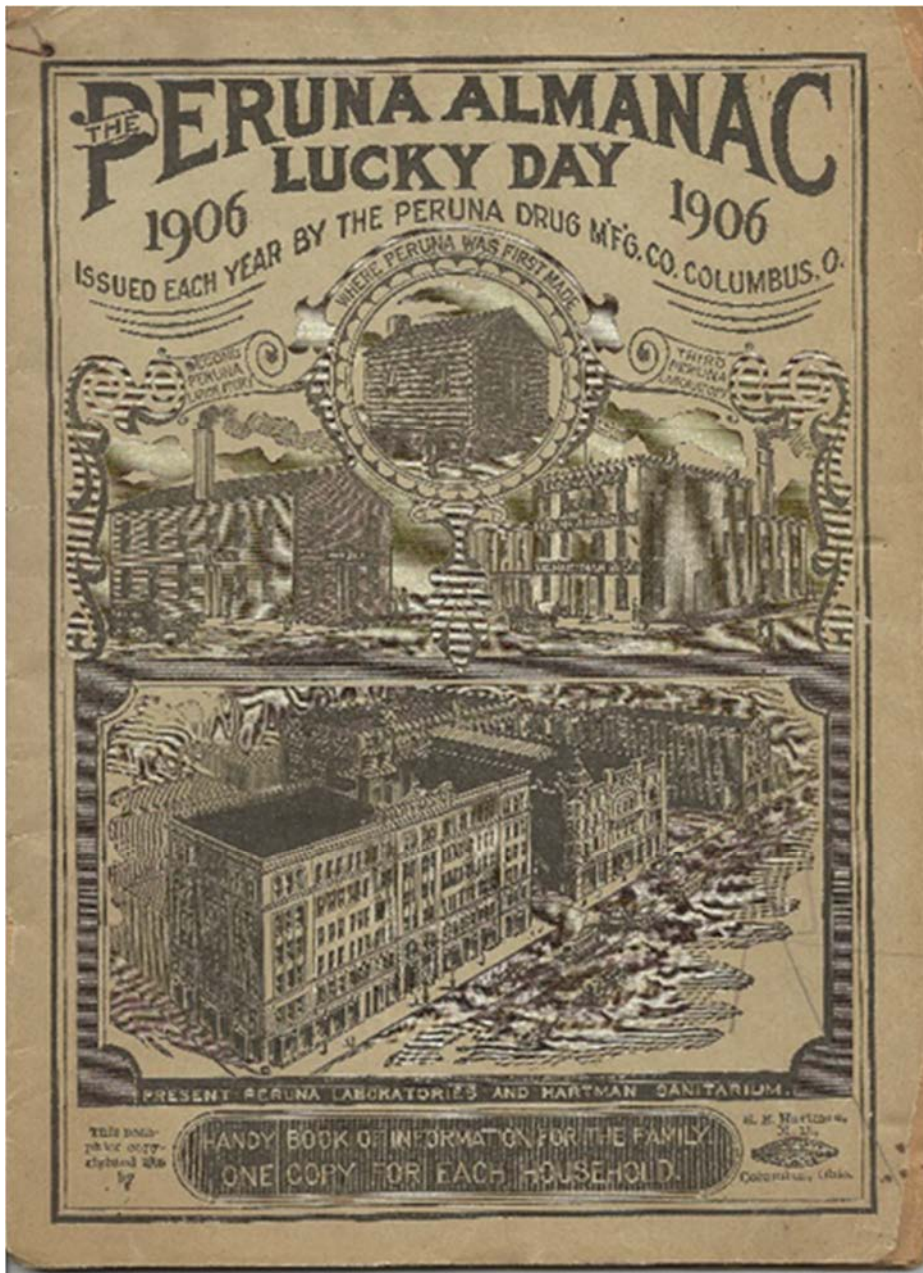


1897 image of the proposed building (left) and 1901 rendering (right) from *The Columbus Citizen*, "Grand Reception at the Hartman Sanitarium." In the earliest images of the building, the porch on the 4<sup>th</sup> Street façade is not indicated.



1906 image showing the added porch.

Attachment B – Historic Images



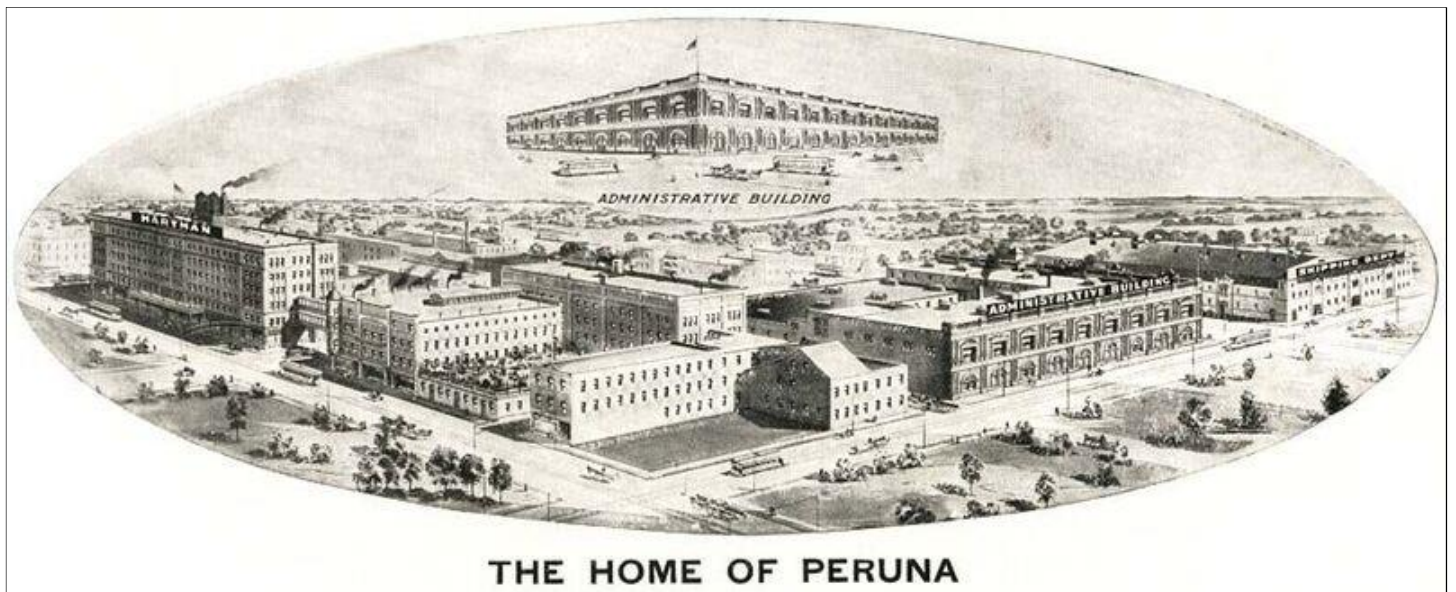
1906 Peruna Almanac



**Attachment B – Historic Images**



1909 Photo. From [digital-collections.columbuslibrary.org](http://digital-collections.columbuslibrary.org)



C.1910 rendering of complete Peruna complex

**Attachment B – Historic Images**



C.1915-20



**Attachment B – Historic Images**



1959

**HOTEL HARTMAN**  
**COLUMBUS, OHIO**

**EUROPEAN PLAN**

New, Modern and complete in its equipment. All rooms provided with lavatory, toilet, telephone and other conveniences. The Restaurant with its superb appointments, superior cooking and service, together with the moderate tariff, is indeed unusual. A visit will convince. Enjoys the best of Commercial, Political, Theatrical and Tourist Patronage.

**AUTOMOBILISTS' HEADQUARTERS**

**RATES** { \$1.50 and \$2.00 per day without private bath  
\$2.00 to \$5.00 per day with private bath

**MAIN STREET CARS DIRECT FROM UNION STATION TO HOTEL**

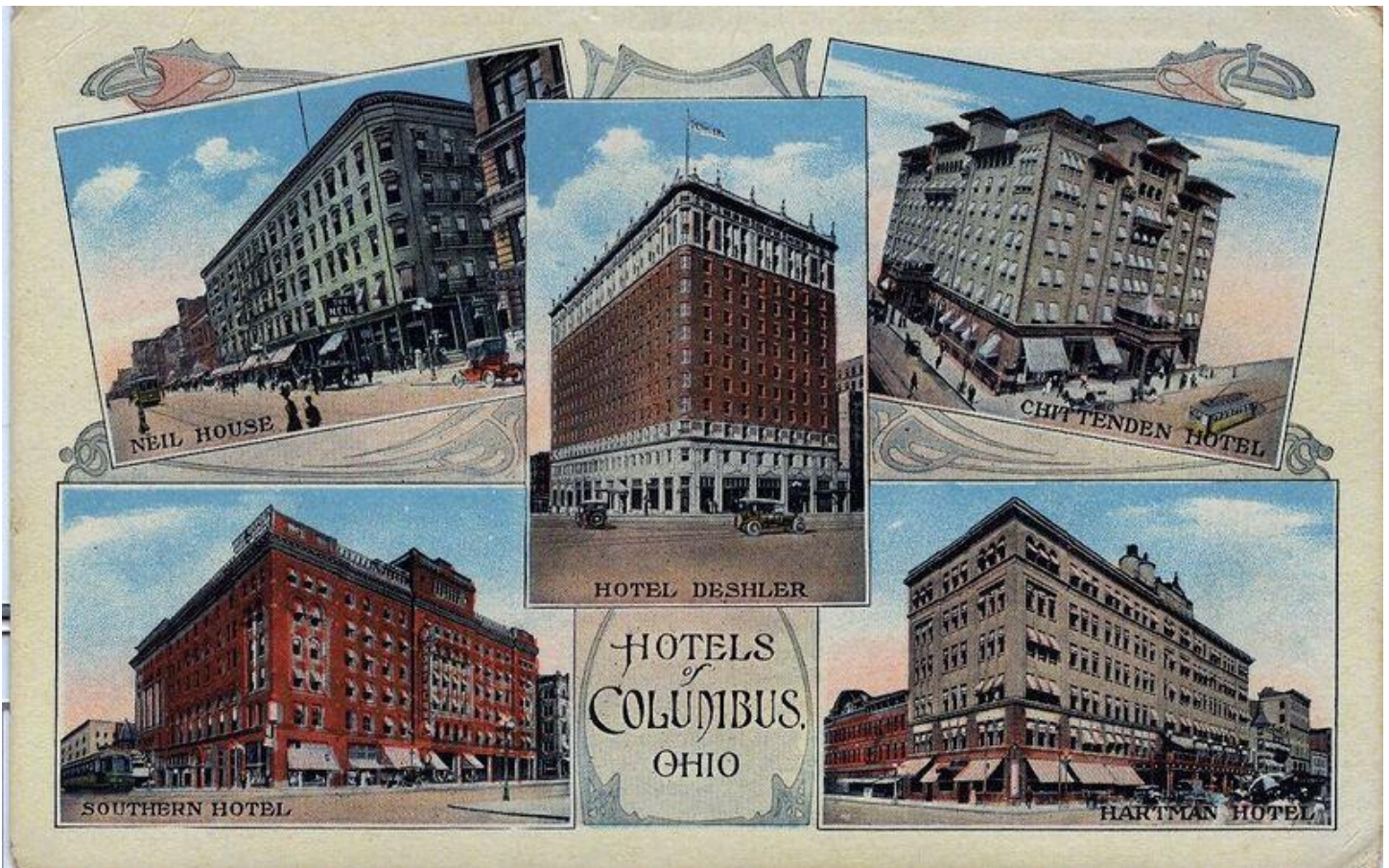
**W. E. KINNEY, MANAGER**

A detailed architectural illustration of the Hotel Hartman building, showing its corner location and multiple stories with many windows. A flag is flying from a pole on the roof. The illustration is framed within the advertisement text.

Hotel advertisement, date unknown



**Attachment B – Historic Images**



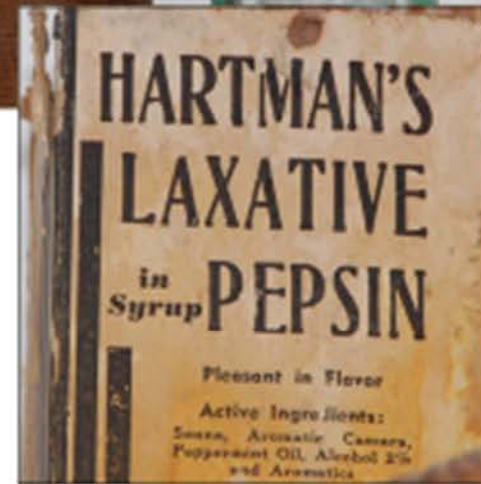
1917 postcard with Columbus' grand hotels. From digital-collections.columbuslibrary.org



Typical Peruna advertisements



**Attachment B – Historic Images**



Peruna and Hartman Hotel objects. From personal collection of Tom Betti.



Photo Key: Exterior



Photo Key: 1<sup>st</sup> Floor

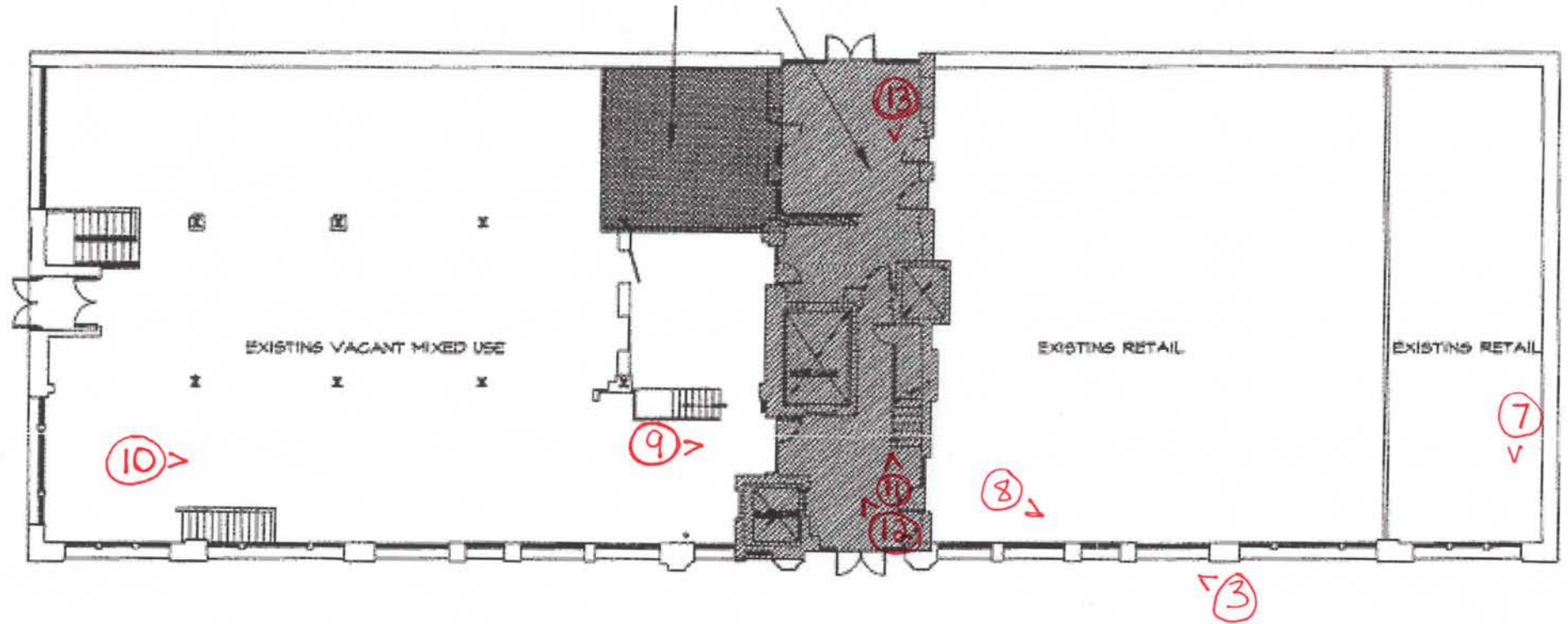
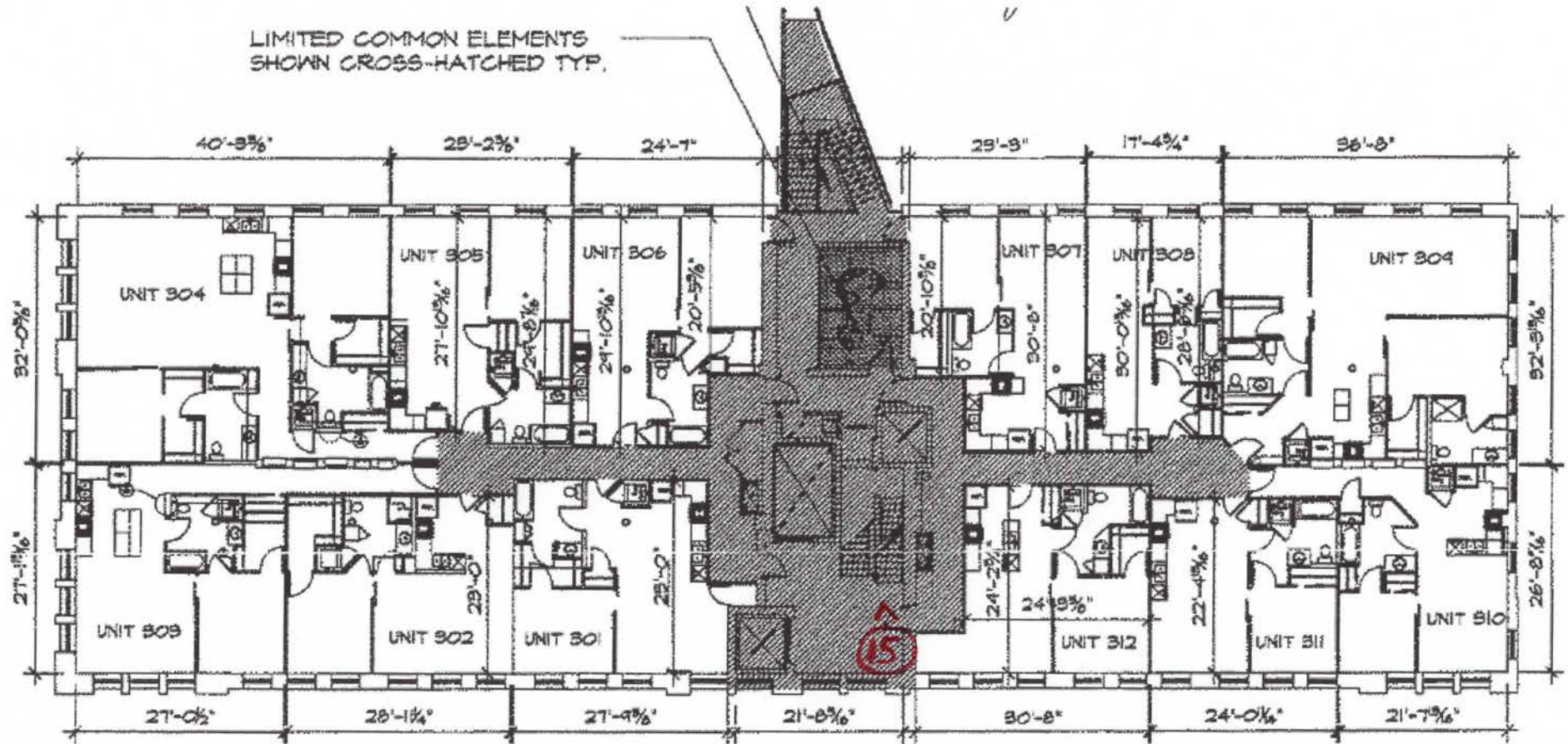






Photo Key: 3<sup>rd</sup> Floor

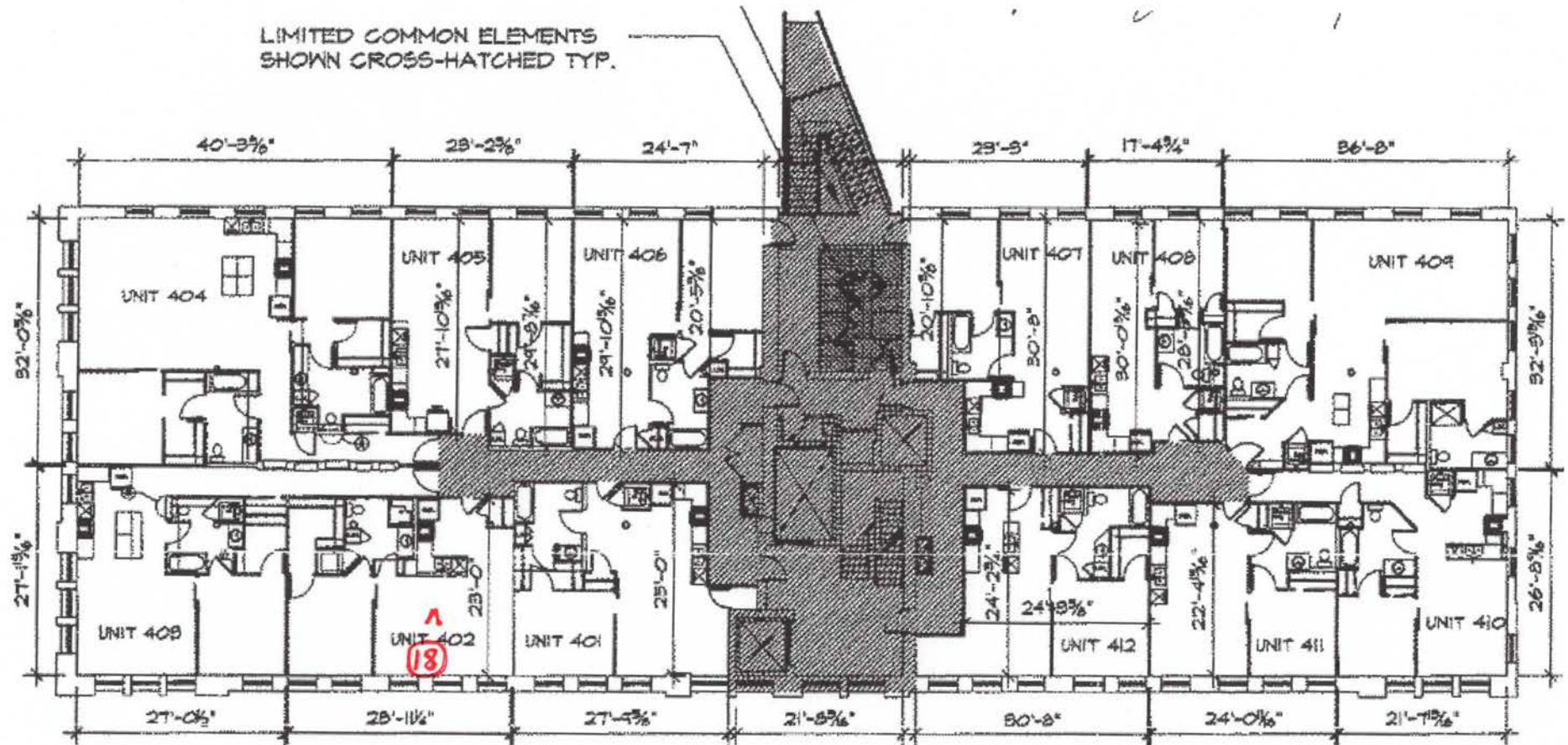


My signature affixed below certifies that this set of drawings of The Hartman Condominium property accurately shows the (i) location of the buildings and other improvements comprising such condominium; (ii) the location and dimensions of all encroachments and appurtenant recorded easements; and (iii) the distances between parcels of land shown on the drawings.

\_\_\_\_\_  
Surveyor/Licensed Professional Engineer



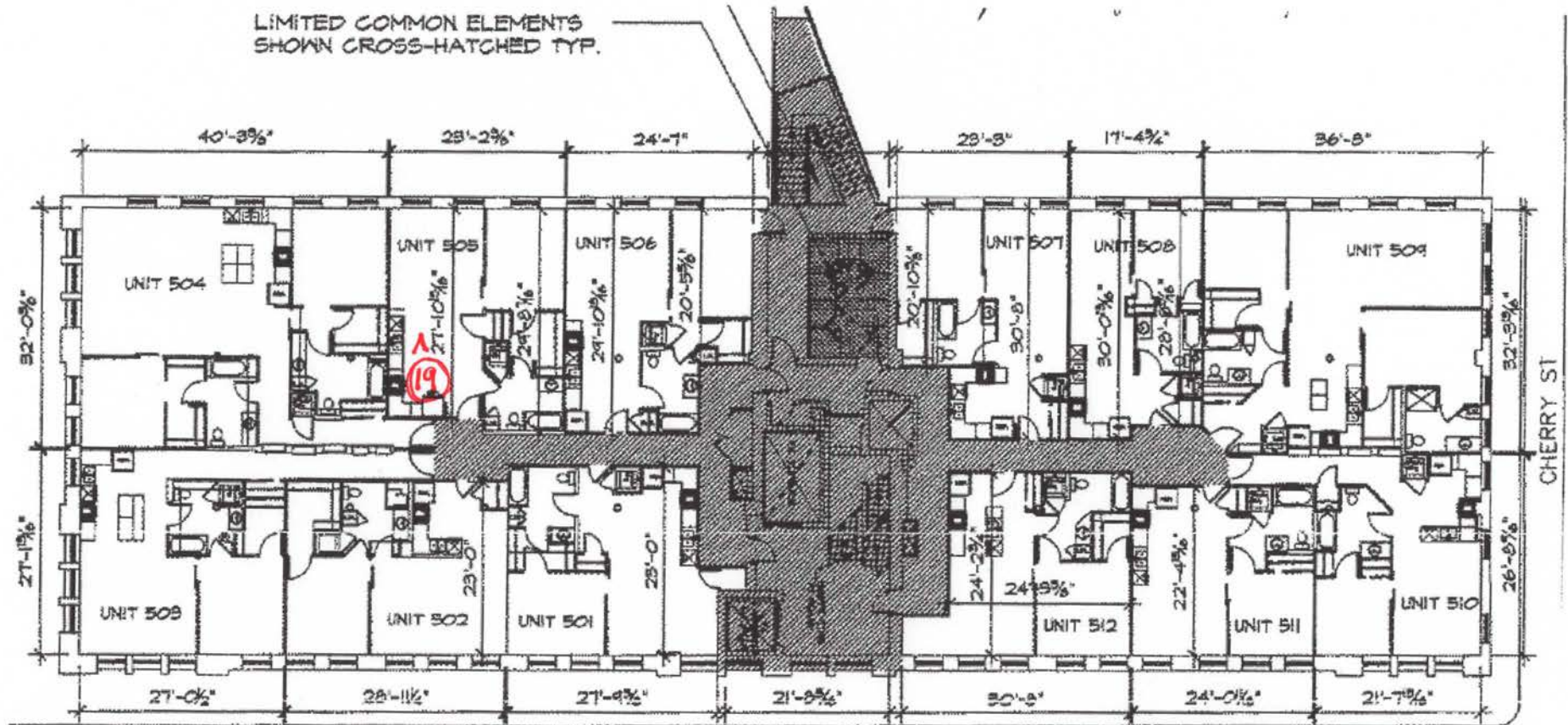
Photo Key: 4<sup>th</sup> Floor



My signature affixed below certifies that this set of drawings of The Hartman Condominium property accurately shows the (i) location of the buildings and other improvements comprising such condominium; (ii) the location and dimensions of all encroachments and appurtenant recorded easements; and (iii) the distances between parcels of land shown on the drawings.

\_\_\_\_\_  
Surveyor/Licensed Professional Engineer

Photo Key: 5<sup>th</sup> Floor



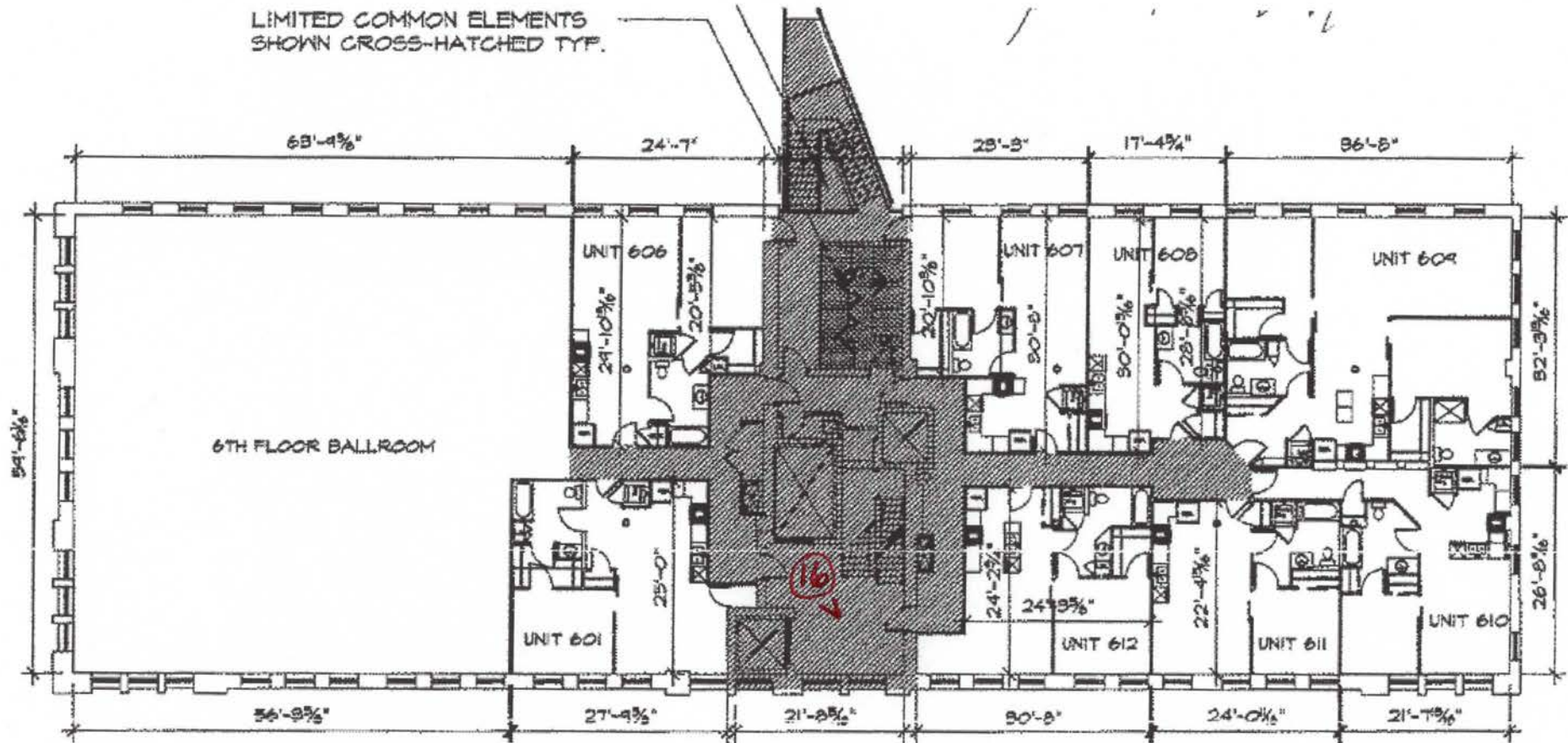
SOUTH FOURTH STREET

My signature affixed below certifies that this set of drawings of The Hartman Condominium property accurately shows the (i) location of the buildings and other improvements comprising such condominium; (ii) the location and dimensions of all encroachments and appurtenant recorded easements; and (iii) the distances between parcels of land shown on the drawings.

Surveyor/Licensed Professional Engineer



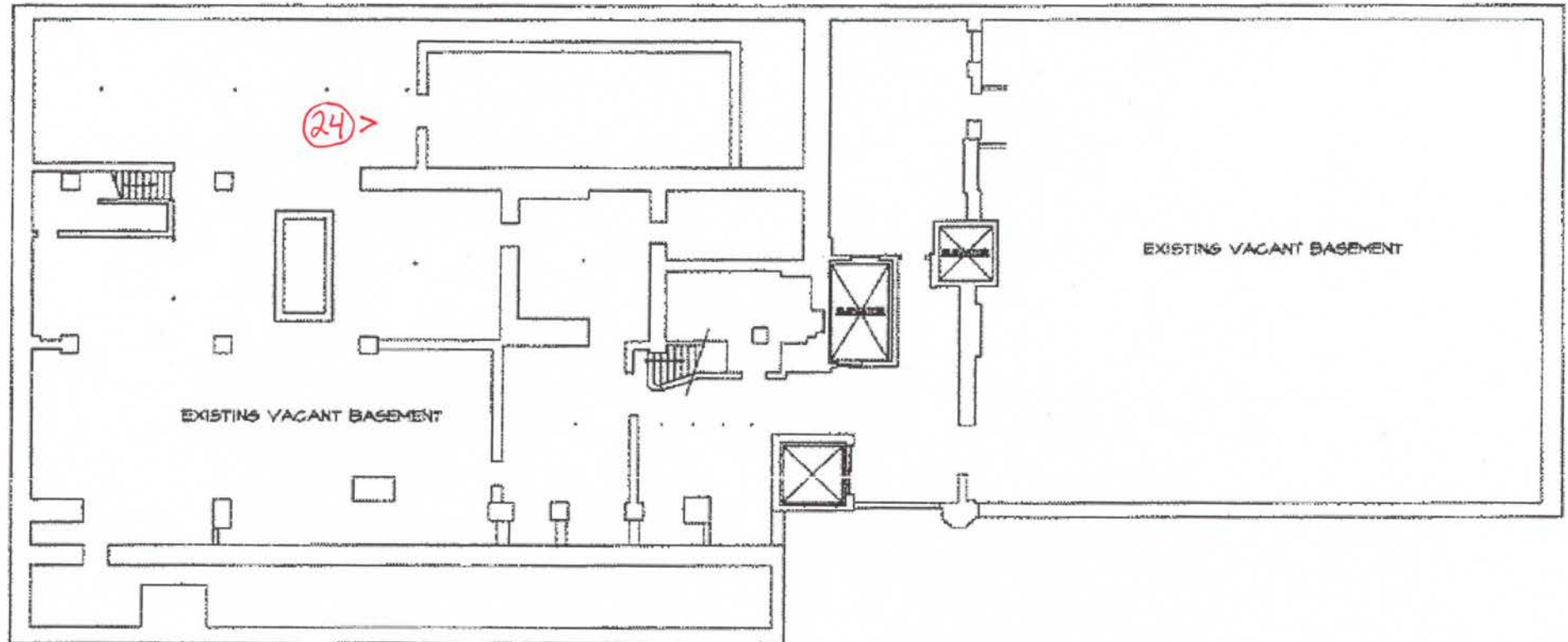
Photo Key: 6<sup>th</sup> Floor



My signature affixed below certifies that this set of drawings of The Hartman Condominium property accurately shows the (i) location of the buildings and other improvements comprising such condominium; (ii) the location and dimensions of all encroachments and appurtenant recorded easements; and (iii) the distances between parcels of land shown on the drawings.

Surveyor/Licensed Professional Engineer

Photo Key: Basement



My signature affixed below certifies that this set of drawings of The Hartman Condominiums property accurately shows the (i) location of the buildings and other improvements comprising such condominium; (ii) the location and dimensions of all encroachments and appurtenant recorded easements; and (iii) the distances between parcels of land shown on the drawings.

\_\_\_\_\_  
Surveyor/Licensed Professional Engineer





Little Bohemian  
Pub & Eatery

Duke's

Duke's

ABM  
PUBLIC PARKING

4th St and 5th St



SAWYER

CHERRY

ABM  
PUBLIC PARKING

SAWYER HOTEL









4th

ONE WAY

LUCKY TURKEY  
\$200,000  
LUCKY TURKEY  
GIVEAWAY  
MEMBER 101  
LUCKY WHEEL  
Prize

AGENTILE

50



GATE 1

AMERITITLE

150

AMERITITLE

4th





NO STOPPING ANY TIME

STOP

W 10th St

1







AVEDA  
INSTANT  
THICKER  
thickening tonic styling spray  
97% NATURALLY DERIVED









AMERITITLE DOWNTOWN







THE  
HARTMAN











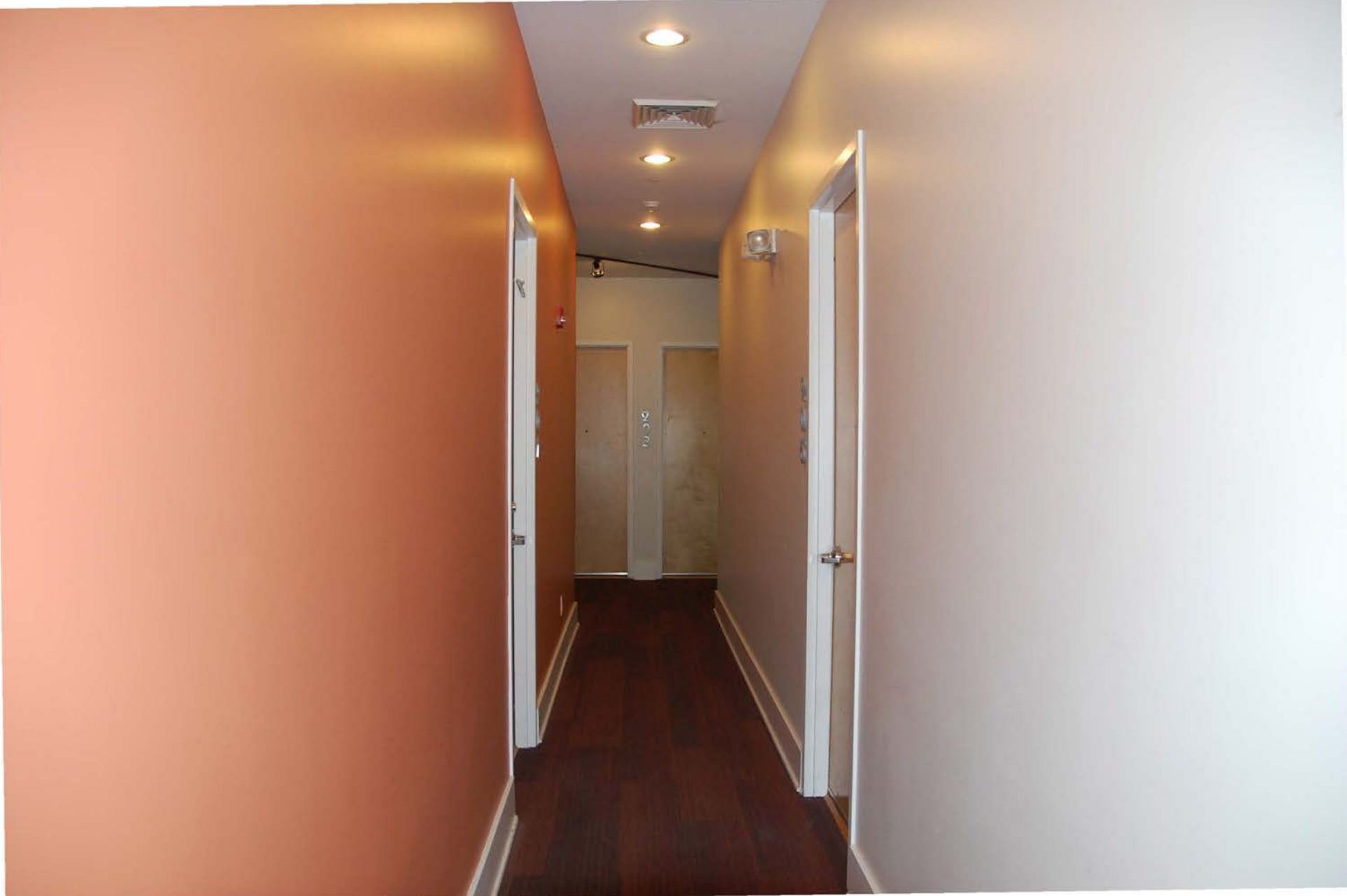




EMERGENCY  
AREA  
PHONE

CAUTION  
WET  
FLOOR





























UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Hartman Hotel

Multiple Name:

State & County: OHIO, Franklin

Date Received: 7/23/2018      Date of Pending List: 8/16/2018      Date of 16th Day: 8/31/2018      Date of 45th Day: 9/6/2018      Date of Weekly List:

Reference number: SG100002877

Nominator: State

Reason For Review:

X Accept       Return       Reject      9/4/2018 Date

Abstract/Summary Comments: POS: 1898, LOS: local, AOS: Commerce. Built as headquarters and private sanatorium for the Peruna Drug Manufacturing Co. Later used as a hotel. Significant for Dr. Samuel Brubaker Hartman and his medicinal tonics: Peruna, Man-A-Lin, and La-Cu-Pi-A.

Recommendation/ Criteria: NR Criteria A and B.

Reviewer Lisa Deline      Discipline Historian

Telephone (202)354-2239      Date 9/4/18

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

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



NATIONAL REGISTER OF HISTORIC PLACES  
NPS TRANSMITTAL CHECK LIST

OHIO HISTORIC PRESERVATION OFFICE  
800 E. 17<sup>th</sup> Avenue  
Columbus, OH 43211  
(614)-298-2000

The following materials are submitted on July 19, 2018  
For nomination of the Hartman Hotel, \_\_\_\_\_ to the National Register of  
Historic Places: Franklin County, OH

- Original National Register of Historic Places nomination form  
 Paper  PDF
- Multiple Property Nomination Cover Document  
 Paper  PDF
- Multiple Property Nomination form  
 Paper  PDF
- Photographs  
 Prints  TIFFs
- CD with electronic images
- Original USGS map(s)  
 Paper  Digital
- Sketch map(s)/Photograph view map(s)/Floor plan(s)  
 Paper  PDF
- Piece(s) of correspondence  
 Paper  PDF
- Other \_\_\_\_\_

COMMENTS:

- Please provide a substantive review of this nomination
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do \_\_\_\_\_ do not \_\_\_\_\_  
Constitute a majority of property owners
- Other: \_\_\_\_\_





July 19, 2018

Julie Ernstein, Acting Chief, National Register of Historic Places  
National Park Service  
National Register of Historic Places  
1849 C Street, NW, Mail Stop 7228  
Washington , DC 20240

Dear Ms. Ernstein:

Enclosed please find seven (7) new National Register nominations for Ohio. All appropriate notification procedures have been followed for the nomination submissions.

NEW NOMINATION

The Astrup Company Building  
Knights of Pythias Hall  
Hartman Hotel  
Provident Savings Bank & Trust Co.  
The Boss Manufacturing Company  
Lavin, Carl and Audrey, House  
Cuyahoga Falls Downtown Historic District

COUNTY

Cuyahoga  
Darke  
Franklin  
Hamilton  
Hancock  
Stark  
Summit

The enclosed disks contain the true and correct copy of the nomination and additional information to the National Register of Historic Places for all of the submissions listed above.

If you have questions or comments about these documents, please contact the National Register staff in the Ohio Historic Preservation Office at (614) 298-2000.

Sincerely,

*for* Lox A. Logan, Jr.  
Executive Director and CEO  
State Historic Preservation Officer  
Ohio History Connection

Enclosures