

United States Department of the Interior
National Park Service

AUG 24 2012

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National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in 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. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Manweiler-Maupin Chevrolet
other names/site number khri 009-113

2. Location

street & number 271 S. Main Street not for publication
city or town Hoisington vicinity
state Kansas code KS county Barton code 009 zip code 67544

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

Patrick Zethner 8-16-12
Signature of certifying official Date
DSHPO
Title 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

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:)

Edson H. Beall 10-9-12
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

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

Contributing	Noncontributing	
1	1	buildings
		district
		site
	1	structure
		object
1	2	Total

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

Number of contributing resources previously listed in the National Register

Roadside Kansas

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE: specialty store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: specialty store

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT: Moderne

Materials
(Enter categories from instructions)

foundation: Concrete

walls: Brick

roof: Rubber

other: Neon Sign

Narrative Description

Summary

Manweiler Chevrolet is a fourth-generation family-owned business located in Hoisington's Main Street district. Constructed in 1944, the Chevrolet dealership is a rare WWII example of a Streamline Art Moderne building pre-dating the more common modern dealerships of the post-war era. The one-story blond brick building features a curved showroom with plate glass windows that accommodates a single display vehicle. Horizontal banding extends around the showroom and service bay, and a curved corner window features glass block, features characteristic of the Streamline style. Reflecting the Depression-era emphasis on auto service over sales, the 1944 dealership was built with Phillips 66 gas pumps and a garage/auto shop; the business offered complete automotive service. The garage/service area featured steel trusses and bar joists for the roof which is rare with war-time materials shortages but the oversized windows were multi-light wood units (since replaced), a departure from the typical multi-light steel windows common in dealerships of the 1930s. A neon sign featuring Chevrolet's famous "bowtie" insignia was installed shortly after the buildings' construction and remains a trademark of the family dealership. The business survived the war years and clearly experienced the post-war boom seen in the auto industry nationwide. In 1947, the dealership expanded with the addition of a second service bay, recessed on the north side of the original building at the rear of the car lot. The addition features buff brick, masonry detailing, and glass block at the window openings, similar to the original building. The building continues to function as the local Chevrolet dealership and is an excellent representative of a Streamline Art Moderne building, clearly reflecting its original design and function.

Elaboration

Site

Manweiler Chevrolet is located at the south end of Hoisington's downtown business district on the northwest corner of South Main Street and Railroad Avenue. The property is comprised of five lots in a typical downtown historic commercial setting. The building is recessed on the east and south with concrete sidewalks along S. Main Street and Railroad Avenue. Angled parking is located on Railroad Avenue along the south side of the building. A rear alley defines the west border of the site and provides rear access to the service bays.

The dealership also owns a surface lot across S. Main Street to the east which is used for the display of cars. The east surface lot was not historically associated with the dealership property and is not included in the nomination.

The corner building is free-standing and fronts S. Main Street which is U.S. Highway 281. The original building has a recessed bay on the southeast corner where two gas pumps were located when the dealership built the existing building in 1944 (removed in late 1970s). This paved area has access off of Main Street and provides entry into the service bay comprising the south half of the building and into the showroom through a garage bay on the south. A second service bay is located at the west end of the north facade with vehicular access from the rear alley on the west side of the property. A paved car lot is located north of the original building, framed on the west by the north service bay and on the south, by the showroom. The car lot has two flat metal canopies that form an 'L' shape along the north and east edges of the lot. A small free-standing storage building is located at the SE corner of the car lot. The canopy and storage building are non-contributing structures.

Exterior

The Manweiler Chevrolet building is irregular in plan form with a rounded showroom bay projecting on the north half of the front/east facade, on the original building. The projecting bay forms an L-shaped plan; the gasoline pumps were originally located in the void of the 'L' at the southeast corner of the original building. The 1947 addition forms an ell on the west third of the north facade, framing the car lot north of the original building.

Steel trusses and bar joists form a vaulted roof over the shop area. Due to the scarcity of plywood in 1944, four layers of gypsum board were used as the roof substrate, with an asphalt coating. The gypsum roof

remains visible from the interior of the shop and a rubber membrane roof has been installed. The roof form is obscured from exterior view by the parapet on the east and south facades.

The one-story building is load-bearing masonry construction. Exterior walls are buff brick with concrete bands at the parapet cap and window lintels. Characteristic of the Streamline Art Moderne style, the concrete banding extends around the corners of the building suggesting fluidity and movement and emphasizing the horizontal orientation of the building form. The parapet features subtle brick corbelling, a detail that is repeated around the curved showroom, above the storefront lintel.

The rounded showroom bay is a distinguishing feature of the building with aluminum-framed large display windows and a concrete base. The primary building entrance is located at the front/east end of the showroom, framed by brick piers with concrete bases. A second single door is located on the north facade, accessing the car lot north of the building. A wood-framed garage door is located on the south side of the showroom, providing vehicular access into the showroom. This door has six glass lights and a two-light transom. The rounded form of the showroom is emphasized by neon signs on the parapet. Over the entrance, the notable Chevrolet blue "bowtie" insignia projects from the top of the building, framed by three running neon stripes. Letters spelling the name of the dealership "MANWEILER" are located on each side of the center neon sign on top of the parapet, following the curve of the showroom. The original neon sign was restored in 1998 and remains a prominent historic feature of the dealership.

The showroom makes up the north half of the east/front facade of the original building. The south half of the east facade is recessed and is comprised of two garage bays. These doors provide access into the service area/garage, originally located behind gas pumps at the southeast corner of the site. The existing overhead doors are contemporary replacements. The original doors were wood-framed multi-light doors, differing in style from the smaller garage door into the showroom. A single door was originally located north of the garage bays, providing exterior access to a women's restroom. This opening is evident but has been infilled with brick. The southeast corner of the building, south of the garage bays, is rounded with a curved glass block window.

The south facade faces Railroad Avenue. The facade is asymmetrical, five bays in width. A single door is located at the east end, just west of the curved corner. This door is a replacement metal door with a tall, single glass light transom over the door. Three-quarters height projecting brick pilasters frame the bays. From the east, bays two and three are comprised of paired windows; bays one and five have single windows. Bay four is an overhead garage door that provides exterior access to the rear of the garage/service area and allows vehicular access through the shop. Atypical of the Streamline Moderne style, the original shop windows were multi-light triple-hung wood units. The existing aluminum windows on the south and west facades were installed in the 1960s. The rear/west facade is also comprised of five bays, each with a single window matching those on the south facade. The west facade is red brick with a concrete foundation/base.

As originally designed, the building was free-standing and the north facade was exposed. The north facade is the buff brick, matching the brick on the east and south facades. The dealership expanded shortly after its original construction, following the end of WW II. The north addition was constructed in 1947, compatible in design to the original structure. The north facade of the original building is visible east of the addition, and on the interior of the addition. Some window openings on the north facade, fronting the car lot, have been infilled with brick and one has a contemporary replacement window but the original openings are clearly distinguishable. Three of the original multi-light wood windows remain in place and are visible on the north wall of the shop. An original wood door is also extant on the north wall of the shop, now providing access into the north addition. The door is a two-light over one-panel wood door with a tall three-light transom.

The north addition is a rectangular footprint, extending from the north facade of the original building, at the west end. The addition is recessed slightly from the alley. The west/rear facade is red brick and features two garage bays with vehicular access off the alley. The front/east facade of the addition is buff brick, resembling the brick on the original building. The addition is slightly taller than the original building, accommodating a mezzanine level for parts storage. The mezzanine is delineated on the front facade by horizontal slot windows with glass block. The east facade is four bays wide with a large glass block windows in each bay. The bays are defined by brick pilasters that extend just above the first floor.

Despite the replacement windows and garage doors, the exterior of the building retains a high level of historic integrity. Character-defining features, including the overall form of the building with the rounded showroom, the brick and concrete detailing, the original display windows on the showroom and one remaining wood garage door, the original window openings, the original glass block at the curved corner window of the original building, and the glass block windows in the north addition, combine to clearly portray the original design.

Interior The interior of the Manweiler-Maupin Chevrolet building retains a significant degree of historic integrity. The building retains its original configuration including the rounded showroom and original garage, and the early addition with the expansion of the shop area in 1947. The primary modifications to the interior of the building occurred in a 1970s remodeling when the existing paneling was added in the showroom and offices, and a suspended ceiling was installed.

The primary building entrance is at the front of the showroom on the east. The showroom retains its original configuration, storefront and south garage door. The showroom accommodates one display car and a small sales area. At the rear of the showroom is the parts department consisting of a sales counter and parts storage. A stair is located on the north wall, west of the north door to the car lot. The stair accesses an enclosed mezzanine over the parts area. Believed to have been built at the time the building was constructed in 1944, documentation of the 1947 expansion includes a reference to finishing the 2nd floor offices. Windows on the east wall of the mezzanine overlook the showroom. Existing finishes in the showroom and offices are contemporary replacements, dating to the 1970s remodeling and include wood paneling, VCT flooring, and a suspended acoustical tile ceiling.

A small restroom, located at the junction of the shop and showroom, was originally accessed from the exterior. Former security issues dictated infill of the exterior restroom access; the restroom is now accessible from the interior. A second restroom is located in the northeast corner of the original shop.

The garage/service area retains its original open plan configuration and finishes. The shop has a concrete floor, exposed steel joists at the roof, and exposed brick walls with a painted finish. The original wash bay is in place in the northwest corner and continues to serve that function. A canted garage door provides vehicular access into the 1947 shop addition. As noted above, original windows and doors remain intact in the north wall of the shop, which is now a shared wall with the 1947 north addition. A single door provides access from the shop into the north addition which is used as an auto paint bay. The 1947 addition has a mezzanine accessed from a stairway along the south wall. The mezzanine has a wood floor, exposed trusses at the ceiling, and exposed brick walls. The mezzanine was designed for parts storage and continues that function today.

The primary interior character-defining features are the showroom and the open plan of the garage and service area (in the original shop and north addition) with exposed structure and utilitarian finishes. Despite contemporary finishes in the showroom and offices, the interior of the building continues to convey the building's original function as a car dealership.

The Manweiler-Maupin Chevrolet Dealership building retains a significant degree of historic integrity and is an excellent example of a Streamline Art Moderne Auto Dealership/Showroom. The building reflects its original form and early expansion. Former exterior alterations include removal of gas pumps, replacement windows and garage doors, and infill of select openings. Character-defining features include the building form with rounded showroom, masonry detailing, the multiple garage bays and one original garage door, the glass block windows, and neon sign. The interior retains key features of the building's continued function as an auto dealership, namely the rounded showroom and the open plan configuration and exposed utilitarian finishes throughout the shop and service areas.

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.

Areas of Significance

(Enter categories from instructions)

Commerce

Architecture

Period of Significance

1944-1962

Significant Dates

1944

1947

Significant Person

(Complete only if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Mann & Co., Hutchinson – Architects

Jacob Manweiler, Hoisington - Builder

Criteria Considerations

(Mark "x" in all the boxes that apply)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or 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.

Period of Significance (justification)

The period of significance begins with the construction of the building in 1944 and ends in 1962 with the 50-year cutoff date established by the NPS to provide sufficient passage of time to allow objective evaluation of significance at the time of listing.

Criteria Considerations (justification)

N/A

Narrative Statement of Significance

Summary

The Manweiler-Maupin Chevrolet Dealership in downtown Hoisington is being nominated to the National Register of Historic Places under the multiple property documentation form (MPDF) *Roadside Kansas* as a representative of the *Auto Showrooms and Dealerships* property type. The building is significant on a local level under Criterion A in the area of Commerce, as a fourth-generation family-owned auto company that remains a prominent local business in downtown Hoisington's commercial area. The building is also an excellent representative of a Streamline Art Moderne Auto Dealership/Showroom and a rare example of an auto dealership constructed during in WWII, significant in the area of Architecture under Criterion C.

Constructed in 1944, the Manweiler-Maupin Chevrolet Dealership at 271 S. Main was the third location of Hoisington's Chevrolet dealership and continues to serve as home to Manweiler Chevrolet. The family-owned auto company is owned and operated by Gene Manweiler, great-grandson of J.B. Slade who founded the company in 1928. The building's period of significance spans from the building's construction in 1944 to 1962, reflecting its original function and ongoing use as an auto dealership (through the fifty-year threshold for eligibility).

The Manweiler-Maupin Chevrolet Dealership is an excellent example of the *Auto Showrooms and Dealerships* property type and meets the registration requirements set forth in the multiple property documentation form, *Roadside Kansas*. The building retains integrity of location, setting, design, materials, workmanship, association, and feeling, reflecting its original design and character.

Elaboration

Downtown Hoisington and the emergence of the automobile

Located in central Kansas, northwest of Wichita, Barton County was established in 1872 when the area was one of the finest grazing lands for the buffalo on the American continent. Early pioneers who settled in Barton County enticed the Kansas and Colorado Railroad Company by supporting bond issues. Some grading on the main line was done in the area in 1885, but it was not until the fall of 1886 that the first work-train arrived. The story of Hoisington is the story of the Missouri-Pacific Railroad in Central Kansas. The town of Monon was established about 1888 as the first rail station in the area. It became the division point because Chivington, Colorado, failed to yield the required water. Lake Barton was constructed to provide water for the trains and shops.¹ A post office had been established a mile and a half south of Monon at Buena Vista in 1879. In April 1887, the name of the post office was changed to Hoisington, in honor of Andrew Jackson Hoisington. By 1889, the station at Monon was moved to a new rail line which went through Hoisington.²

By the turn of the century, Hoisington was the second largest town of Barton county. Hoisington was located on the Missouri Pacific Railroad eleven miles north of Great Bend, the county seat. By 1912, Hoisington was a growing town with a population of 1,975. The town boasted a variety of local businesses including 2 banks, a weekly newspaper, mills and elevators, electric lights, good hotels, well-stocked mercantile establishments, 4 churches, a public library and an automobile livery.³

By the first decade of the twentieth century, motor cars were being manufactured and sold by a variety of companies but the cars were not widely available or affordable to the masses. "Henry Ford's introduction of the mass-produced Model T in 1913 signaled the transformation of the automobile from a rich person's toy into

¹ When the railroad industry changed from steam to diesel, Lake Barton was converted to a recreational area.

² City of Hoisington, Kansas website - <http://www.hoisingtonks.org/history-of-hoisington.htm> accessed April 30, 2012.

³ Frank W. Blackmar ed., *Kansas: a cyclopedia of state history, embracing events, institutions, industries, counties, cities, towns, prominent persons, etc.* (Chicago: Standard Pub. Co., 1912) vol 1.

a dominant form of transportation that would shape American society. With a price tag of \$528, the Model T was a vehicle built for 'Everyman'.⁴

The *Roadside Kansas MDF* discusses the emergence of the automobile and its impact on cities and the state. The period 1900-1917 is deemed the pioneering automobile period, during which Kansas roads remained primitive (mostly dirt) and not conducive to motor vehicle transportation. During this time, car ownership in Kansas grew at a rapid pace. After a brief delay during WWI, road improvements, auto transportation, and tourism took off in Kansas during the period from 1918 to 1929. The Depression slowed but did not stop Kansas from adopting the automobile as the primary mode of individual transportation. Kansans continued to drive and New Deal work relief programs supported the construction of all-weather highways statewide. Preparation for the war in 1940 began to limit personnel and materials available for road construction and road building soon halted completely as resources were turned to the war effort.⁵

The rising popularity of the automobile impacted not only the economy, but the physical appearance of cities and towns across Kansas and the nation. Although initially, autos were sold and serviced by existing businesses such as livery stables and carriage shops, the popularity of the automobile resulted in a new trend of purpose-built auto dealerships.⁶ The first auto showrooms and dealerships were generally constructed in downtown commercial districts and reflected the style and character of traditional commercial buildings. However, by 1930, car dealerships evolved as a property type distinguished from traditional commercial buildings by the functional requirements for the display and selling of cars.⁷

According to the *Roadside Kansas MPDF*, the most significant advance in the business of automotive sales was defined by the development of the independent car dealership. By offering franchise opportunities to local businessmen, automobile manufacturers soon developed vast retail networks. In exchange for selling rights, the franchise contract required the dealer to provide an appropriate sales and service facility with proper signage, a stock of spare parts, and repair service for the cars sold.⁸

As motor vehicles became more common, traffic congestion became a local concern within business districts. Downtowns became a less than ideal location for dealerships and a new type of commercial district – “automobile row” gained favor in cities in the late 1920s and 1930s. Following setbacks due to the Great Depression and WWII, auto production resumed after the war and prospered as the industry responded to a great surge in pent-up demand from American consumers. As the volume of sales and the number of auto dealers increased, dealerships moved even further out from downtown to areas along newly-constructed highways.⁹

The development trends resulting from the rise of the automobile were experienced on a smaller scale in rural communities like Hoisington. Hoisington did not see the advent of an “auto row” like larger cities but the selection of Chevrolet’s new site on the south edge of Hoisington’s downtown follows the nationwide trend of moving auto dealerships to the edge of business districts. Hoisington’s Main Street is U.S. Highway 281. The S. Main Street location placed the dealership on the highway where travelers would approach the dealership as they came into town from Great Bend.

Hoisington experienced an increase in the number of auto-related businesses corresponding to the rising popularity of the automobile. In 1920, a single gas station was located on the SW corner of 2nd and N. Main

⁴ James J. Flink, *America Adopts the Automobile, 1895-1910* (Cambridge, MA: MIT Press, 1970), 50. Ford Motor Company, “The Model T Put the World on Wheels,” as cited in Elizabeth Rosin and Dale Nimz, “*Roadside Kansas Multiple Property Nomination to the National Register*” (May, 2011).

⁵ Rosin, *Roadside Kansas*, 12.

⁶ *Ibid*, 19.

⁷ Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Boston, MA: Little, Brown, and Company, 1985), 75-76 cited in Rosin, *Roadside Kansas*, 20.

⁸ Robert Genat, *The American Car Dealership* (Osceola: WI: MBI Publishing, Company, 1999) 17-19 cited in Rosin, *Roadside Kansas*, 20.

⁹ Rosin, *Roadside Kansas*, 20-21.

Street with two auto-related businesses in the area. By 1928, gas-stations and corresponding car dealers and/or garages were located on three of the four corners of 2nd and N. Main Street and an additional gas station was located in the 200 block of S. Main. Numerous auto-related businesses were in place along Main Street and a 75-car garage had been constructed at 263 S. Main, north of the Railroad YMCA (later to become site of Manweiler Chevrolet). The gas station on the NE corner of 2nd and N. Main became the second home to Manweiler Chevrolet in 1932 when it outgrew its original location at 167 W. 1st Street. Although many auto-related businesses nationwide were short-lived with the Great Depression following less than a decade after the auto gained wide favor among the masses, there were only minor changes in the configuration of Hoisington's auto-related business in the 1940s, compared to 1928. The garage and dealership at 204 N. Main became a tractor and implement dealership when Manweiler and Maupin built their new dealership on S. Main in 1944.¹⁰

Following the founding of the town, the railroad continued to play a prominent role in Hoisington. In 1902, the railroad agreed to furnish \$5000 if the town would supply \$2500 for construction of a YMCA building. The building was located at the south end of Main Street, just north of the rail line and northwest of the depot. The YMCA building provided temporary housing for many men working for the railroad. The Railroad YMCA building was struck by a tornado that hit the southern section of Hoisington in 1919 damaging the roof and second floor. Later repaired, the YMCA served the community until it closed in 1943. August Manweiler and Wayne Maupin bought the property at 271 S. Main in 1944 for construction of their new Chevrolet Dealership.¹¹

Manweiler-Maupin Chevrolet Co. – The Business and the Building

The origins of Manweiler Chevrolet date to 1928 when Slade Chevrolet was founded. F.B. Slade, great-grandfather of current owner Gene Manweiler, established the family business at 167 West 1st Street in downtown Hoisington in 1928. The business not only survived The Great Depression but outgrew its original location and relocated to 204 North Main Street in 1932. Slade sold the business to his two son-in-laws, August Manweiler and Wayne Maupin in 1937 and the name of the business was changed to Manweiler-Maupin Chevrolet Co.

It was during WWII that the two partners decided to build a new facility, with the approval of Chevrolet Motor Division. The existing dealership site at 271 S. Main was selected as the location and the property was purchased from the Missouri-Pacific Railroad for the price of \$2,250.

Albert Johnson, an excavating contractor was hired to clear the site and prepare it for construction of the new building. In February 1944, August Manweiler and Wayne Maupin entered into an agreement with Jacob Manweiler¹² to build "a garage in as short of time possible at the least cost possible."¹³ The following month E.E. Glasscock of Hutchinson issued a bond in the amount of \$18,000 to provide for completion of the building.¹⁴ Plans and specifications were provided by Mann and Company, Architects and Engineers of Hutchinson. Sub-contractors involved in construction of the new building included: Albert Johnson and Perry & Walker Excavation Contractors, French Electric Co., Harry Dobson Sheet Metal and Roofing, and Elmer E. Gordon, Painter.¹⁵ Consistent with the auto industry nationwide at the time, the new dealership focused on service and was designed with two gas pumps on the corner of the site and the garage/auto shop comprised a majority of the new building.

¹⁰ Sanborn Maps 1920, 1928, 1928 with 1943 update.

¹¹ Virginia Tombaugh, "YMCA" from *Hoisington Centennial 1886 – 1896* (Great Bend, KS: Barton County Community College, 1986), 84.

¹² Jacob Manweiler was August's father. F.B. Slade was August and Wayne's father-in-law.

¹³ Personal files provided by Gene and Paula Manweiler include 1944 contract with Jacob Manweiler for construction of building.

¹⁴ The precise role of E.E. Glasscock is unknown; his letterhead did not identify a profession. Glasscock underwrote the loan for construction of the building, a mortgage that was paid in full in 1952.

¹⁵ Personal files provided by Gene and Paula Manweiler (containing title and abstract and original invoices on construction of dealership).

An article and advertisement in the local paper on June 29, 1944 announced that Manweiler-Maupin Chevrolet would be moving to their new location at 271 S. Main in the next two days. A distinguishing feature of the dealership is the neon Chevrolet sign, thought to have been installed the following year. An estimate from Claude Neon Federal Company Southwest of Wichita was dated April 25, 1945 and quoted a price of \$1,731.08 for the neon sign – a substantial investment reflecting 10% of the total cost of the building.¹⁶ A photo of the new dealership, without the neon sign, is included in the Manweiler-Maupin ad in the 1945 Telephone directory (published in February of 1945). As WWII drew to a close, Manweiler-Maupin Chevrolet Co. prospered. By 1947, the dealership expanded with the addition of a new service area off the north side of the original building and finishing of the offices on the 2nd floor at the rear of the showroom.

August Manweiler purchased Wayne Maupin's interest in the business in 1953 and renamed the business Manweiler Chevrolet. It has operated under this name since that time and will celebrate sixty years in 2013. August's son, Larry joined the staff in 1953. Larry became the dealer operator in 1965 and his father August slowly retired from the business. Gene Manweiler, Larry's son joined the business in 1976. Gene took over the business in 1998 and continues to own and operate the business today. Established in 1928 as Slade Chevrolet, the four-generation family business will celebrate its 85th anniversary in 2013. This family-owned company is a prominent business in Hoisington; its continued growth and success inexorably tied to the local community of Hoisington.¹⁷

A Rare WWII Auto Dealership

Following the 2009 U.S. government bailout of financially-struggling American auto-makers, General Motors restructured and changed business practices resulting in a lean, customer-driven corporate culture. The restructuring included closure of hundreds of local dealerships when GM withdrew franchise agreements. Manweiler Chevrolet survived the General Motors corporate cuts and multi-generation loyal customers remain a vital component of the business's success and perseverance. Local family-owned auto dealerships, particularly in small rural communities, are becoming rare in the landscape of today's auto industry. Manweiler Chevrolet has signed a contract with the new retooled General Motors and is looking forward to their 85th anniversary next year. One of the most notable facts about this family-owned business is that the existing dealership was even built as the country was in the throes of WWII.

The popularity of the automobile exploded in the 1920s following the end of WWI and Ford's introduction of the Model-T in 1913. By 1920, American automobile firms led an incredible growth industry with annual production increasing from 4,200 in 1900 to 187,000 in 1910 and 2,227,000 in 1920.¹⁸ In the early 1920s purpose-built dealerships were constructed in towns across the country.

The *Roadside Kansas* MPDF summarizes the impact of the Great Depression and WWII on auto dealerships in the state - In 1930 car sales dropped sharply because of the nationwide economic depression. To attract customers, dealers emphasized the reliability of the vehicles and the service they provided customers. Showrooms became less glamorous as service departments strengthened. During WWII, new car production ceased completely. Auto dealers were limited to providing repairs, maintenance, and spare parts for vehicles already on the road. By that time, many Americans perceived owning an automobile as a necessity rather than a luxury. When automobile production resumed at the end of the war, there was a tremendous surge in the number of new vehicles purchased. Existing automobiles were beginning to age, and when new vehicles became available, dealers were overwhelmed by the public's pent-up demand for new models.¹⁹

Published histories of the auto industry document the fact that civilian automobile production ceased during WWII and logically, the construction of new dealerships was put on hold. In his book, *The American Car Dealership*, Robert Genat states, "With no new cars available to sell, building a new dealership was out of the

¹⁶ Ibid.

¹⁷ Manweiler personal files.

¹⁸ Michael W.R. Davis, *Images of Motoring-General Motors, A Photographic History* (Chapelton, S.C.: Arcadia Publishing, 1999), 32.

¹⁹ Rosin, *Roadside Kansas*, 20-21.

question...the only new buildings being designed and built were commercial buildings for defense production.²⁰ But there are clearly exceptions - two brothers in Hoisington, Kansas embarked on construction of a new auto dealership in 1944. The Manweiler-Maupin Chevrolet Company is a rare example of a WWII-era auto dealership.

Most automobile manufacturers were already involved in the aviation and rail industry and with the advent of WWII, auto production ceased as factories were diverted to defense production. General Motors was no different. From the mid-1930s, GM had been developing high performance aircraft through its control of North American Aviation, the producer of AT-6 training planes, P-51 fighters, and B-25 bombers. GM supplied one-fourth of all the aircraft engines America produced for the war effort. Civilian car production was halted as factories were converted to military production however; thousands of 1941 and 1942 model passenger sedans were purchased by the military for use as staff cars.²¹

After the war, there was a huge, pent-up demand for cars and trucks due to the years of missed production, vehicles that were worn out or lost in the war, and the accumulated cash available to make purchases. Though hindered by severe material shortages and governmental controls, factories switched quickly to civilian vehicles when the war ended. GM's first vehicle produced post-war, on August 20, 1945, was a 1946 Chevrolet truck. GM presented its first new post-war design – the Cadillac Sixty Special, just over two years later, in 1948.²²

GM had a peak of 17,360 domestic car and truck dealers in 1941 with average dealership sales of 107 new vehicles annually. After WWII, the trend was to fewer, but larger, dealerships. Dealer sales averaged 222 new units in 1955 and nearly 300 by the early 1960s.²³

The demand for cars after the war ultimately stimulated the construction industry and new dealerships were emerging in cities and towns across the nation. By the late 1940s, car manufacturers provided dealers with architectural planning guides for dealer properties. General Motors, *Planning Automobile Dealer Properties*, published in 1948, was one of the most comprehensive guidebooks. General Motors sponsored a design competition for automobile dealerships approved by the American Institute of Architects and the Royal Architectural Institute of Canada. The GM guide became an important tool to any franchise holder looking to build a new facility or remodel an existing building.²⁴ The Manweiler-Maupin Chevrolet Co., built in 1944, is more reminiscent of the Streamline Art Moderne dealerships of the 1930s than the modern dealerships featured in the post-war guidebook. With less intricate detailing than their Art Deco counterparts, Art Moderne dealerships were still designed for slower-moving traffic. The intricate patterns of the Art Deco era gave way to flowing lines and continuous moldings in the Streamline Art Moderne designs. In the late 1940s, lines gave way to mass as the force needed to attract and impress faster-moving vehicles became greater.²⁵

The auto industry guidebooks clearly post date the Hoisington Chevrolet dealership but GM could have provided some input through franchise agreements, prior to 1948. The Hoisington dealership was designed by Hutchinson architects Mann and Company, a prominent regional firm with an expansive resume of commissions during this era. Several schools designed by Mann and Company in the 1930s and 1940s through the Public Works Administration feature curved bays, rounded corners, and use of glass block, stylistic components embodied in the Manweiler-Maupin Chevrolet Co. One other known dealership in Kansas closely resembles the 1944 dealership in Hoisington. A similar dealership was constructed in Lyons, Kansas in 1949, designed by architects Glen Thomas and A.B. Harris of Wichita. The similarity in the design of these dealerships could suggest corporate influence or a standardized design but the fact that both buildings are documented architect-designed structures suggest that the stylistic features of the building likely reflect popular

²⁰ Robert Genat, *The American Car Dealership* (Osceola, WI: MBI Publishing, 1999), 42-43.

²¹ Davis, 46, 59 and 61.

²² Davis, 64-65 and 68.

²³ Davis, 56.

²⁴ Genat, 43-44.

²⁵ Genat, 48.

architectural detailing visible on private and public buildings throughout this period rather than a corporate standardized design.

Auto Showrooms and Dealerships Property Type

The *Roadside Kansas* MPDF notes that the first-generation of purpose-built dealerships mimicked the designs of traditional Main Street commercial blocks and that by the 1920s, dealerships began moving to the outskirts of commercial districts where land for used car lots was more plentiful and affordable.²⁶ The issue of traffic and parking congestion around dealerships influenced the design of dealerships as well as their location. In addition to showcasing/displaying vehicles for sale, service was an important factor. Because of the poor reliability of early vehicles, availability of good service was a vital aspect of the market. Many of the first dealerships grew out of early liverys. During the challenging economic times of the 1930 and 1940s when new car sales were scarce or non-existent, service was the mainstay of many dealerships. New dealerships typically included at least one garage bay for servicing vehicles, typically configured to allow cars to be driven through the building, in one side and out the other. New automotive sales and service buildings were designed to address the specific requirements of the products they sold and the needs of their customers. Oversized-display windows showcased their oversized products and most of the buildings had enhanced structural systems to accommodate the heavy loads.²⁷

The *Roadside Kansas MPDF* describes the Auto Showrooms and Dealerships Property type and provides registration requirements. "...Auto dealerships typically featured large plate glass windows at the showroom and vehicular bays on one or more elevations. Primary building materials were fireproof, including brick, hollow clay tile, concrete, and steel and the design often featured a unique structural system, such as barrel vaulted trusses that accommodated a wide, column-free expanse. Abundant windows, typically multi-light industrial metal sashes, brought light into service areas and featured operable pivot sashes to expel fumes."²⁸

By the 1930s, auto dealers used Streamline Art Moderne architecture to attract buyers, using the architecture to express the inherent thrill of movement associated with riding in an automobile. While dealers maintained a traditional building layout, specifically a front showroom and rear service area, by the mid to late-1930s, new dealerships featured curved corners and banded trim that expressed the action and modernism of the auto age.²⁹ The glass showroom was a distinguishing feature of the 1930s dealerships, compared to their more traditional Main Street predecessors. Wood mutins and transoms at the storefront were replaced by thinner metal frames making the glass windows as inconspicuous as possible targeting faster-moving vehicular traffic on the street.

Hoisington's Chevrolet dealership building exemplifies the Streamline Art Moderne style with the curved showroom, rounded corner, use of glass block and horizontal banding around the building. The Manweiler-Maupin Chevrolet Co. at 271 S. Main Street in downtown Hoisington is consistent with the parameters of the property type outlined above. Constructed in 1944, the building reflects the second generation of purpose-built auto dealerships and showrooms, designed and built to feature their product and effectively service the cars sold.

One of the most unique aspects of the building's history is the timing of its construction during WWII. Auto production came to halt during the war years as production shifted to the war effort. In addition to economic challenges during war time, building materials were in scarce supply. Construction of the new building by August's father, Jacob Manweiler who was a local builder, may have made the project feasible but it is unknown how scarce components such as steel roof trusses were obtained during the war. Some features of the building, such as gypsum board at the roof and the original wood windows in lieu of the more common industrial steel windows, illustrate the impact of war-time material shortages. At a time when auto sales were

²⁶ Rosin, *Roadside Kansas*, 43.

²⁷ Ibid.

²⁸ Ibid, 42.

²⁹ Ibid, 43-44.

few and most dealerships survived on service and used car sales, August Manweiler and Wayne Maupin took a leap of faith in the future of their town and the auto industry and built the building that continues to house the dealership today.

The Manweiler-Maupin Chevrolet Dealership building maintains its original rounded showroom and storefront configuration, as well as the original service bays. The building also retains one of the original oversized wood garage doors and all original openings for vehicular access in and out of the building, and the curved glass block corner window. Expanded just three years after its original construction, the north addition also maintains its original openings and glass block windows. The interior of the dealership retains character-defining features including the rounded form of the auto showroom and the open plan configuration and exposed, utilitarian finishes in the shop and service areas.

Manweiler-Maupin Chevrolet Co. is an excellent example of a Streamline Art Moderne representative of the *Auto Showrooms and Dealerships* property type. It is a rare example of a WWII-era auto dealership and stands as a fourth-generation family business that continues to operate in downtown Hoisington.

9. Major Bibliographical References

Blackmar, Frank W. ed. Kansas: a cyclopedia of state history, embracing events, institutions, industries, counties, cities, towns, prominent persons, etc. Chicago: Standard Pub. Co., 1912.

"Celebrate Hoisington" The Hoisington Centennial 1886 – 1986. Barton County Community College (The Hoisington 50s Plus Class), 1886.

Davis, Michael W.R. Images of Motoring – General Motors, A Photographic History. Charleston, South Carolina: Arcadia Publishing, 1999.

Flammang, James M. 100 Years of the American Auto: Millennium Edition. Lincolnwood, IL: Publications International, Ltd., 1999

Genat, Robert. The American Car Dealership. Osceola, WI: MBI Publishing, 1999.

General Motors Corporation. Planning Automobile Dealer Properties. Detroit, MI: Service Section General Motors Corp., 1948 (Digitized version accessed online at <http://www.archive.org/details/planningautomobiOOgene>).

Hoisington, Kansas website: <http://www.hoisingtonks.org/history-of-hoisington.htm>.

The Hoisington Dispatch.

Hoisington Diamond Jubilee 1886 – 1961 and Kansas Centennial – Our History in Review. 1961.

Liebs, Chester. Main Street to Miracle Mile: American Roadside Architecture. Baltimore, MD: Johns Hopkins University Press, 1995.

Southwestern Bell Telephone Co. City of Hoisington Telephone Directories. Southwestern Bell Telephone Co. February, 1944 – 1949.

Manweiler personal files and records including photographs, invoices for original building construction, neon sign, addition, and history of family business. Provided by Gene and Paula Manweiler, April 2012.

Rosin, Elizabeth and Dale Nimz. "Roadside Kansas, National Register Nomination", May 2011.

Sanborn Fire Insurance Co. Maps for Hoisington, Barton County Kansas, 1928 with September 1943 update.

Previous documentation on file (NPS):

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

Primary location of additional data:

State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: **Kansas Historical Society**

Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property Less than one
(Do not include previously listed resource acreage)

UTM References
(Place additional UTM references on a continuation sheet)

1	<u>14</u>	<u>519388</u>	<u>4262324</u>	3	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u> </u>	<u> </u>	<u> </u>	4	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing

Verbal Boundary Description (describe the boundaries of the property)
Site is comprised of Lots 8, 9, 10, 11, and 12, Block 44 in the City of Hoisington.

Boundary Justification (explain why the boundaries were selected)
The boundary reflects the site on which the building is located (the original property purchased by Manweiler and Maupin for construction of the dealership in 1944) and is described by the legal description above.

11. Form Prepared By

name/title Brenda R. Spencer
organization Spencer Preservation date 30 April, 2012
street & number 10150 Onaga Road telephone 785-456-9857
city or town Wamego state KS zip code 66547
e-mail spencer@wamego.net

Additional Documentation

Submit the following items with the completed form:

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

Photographs:

Photographer: Brenda R. Spencer
Date: April 4, 2012
Original Files: Original digital image files provided on disc with nomination.

<u>Photo #</u>	<u>Camera Direction</u>	<u>Description</u>
1	NW	Manweiler-Maupin Chevrolet Dealership from SE
2	W	Front/east facade
3	NW	Curved showroom display bay with neon sign from south
4	SW	Front/east facade with recessed addition on north end. Car lot in foreground of north addition with small storage shed and metal canopy
5	SW	Curved showroom display bay with neon sign from north with metal canopy in foreground
6	W	North addition (1947) recessed from west facade; looking west along north side of curved display bay
7	SE	Rear/west facade; garage bays on west facade of north addition
8	NE	West and south facades from SW
9	W	Rounded glass block window on SE corner of building, looking West along South facade
10	N	South side of curved showroom bay with original garage bays on L
11	N	Location of gas pumps at original construction
12	N	Original opening with replacement aluminum window installed in 1960s (typical on south and west facades)
13	N	Original wood-framed overhead door on south side of showroom bay
14	E	Interior view of showroom
15	W	Interior view of showroom, looking W from front door with parts counter with mezzanine office above
16	E	Interior view of original garage/service area looking E toward garage bays on front of bay
17	E	Detail of metal trusses and bar joists exposed at garage ceiling
18	SW	Interior view of original garage/service area looking W toward rear
19	W	Original wash bay in NW corner of original garage
20	N	Original wood-framed multi-light windows extant on north facade of original building (became interior windows with the north addition in 1947)
21	N	Original door with transom now provides interior access into north addition
22	E	Parts storage on mezzanine level of 1947 north addition with original horizontal windows with glass block
23	NE	1947 north addition used as paint bay, with original glass block along East/front wall
24	NW	Twilight view of front (east) facade with neon sign on curved showroom
25	NW	Twilight view of neon sign on showroom bay (restored in 1998)
26	NW	Detail of neon sign on showroom bay after dark (restored in 1998)

Property Owner:

(complete this item at the request of the SHPO or FPO)

name Gene and Paula Manweiler (and Larry and Ruby Manweiler)

street & number P.O. Box 36 telephone 620-653-2121 (dealership)

city or town Hoisington state KS zip code 67544

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 18 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.

Additional Documentation

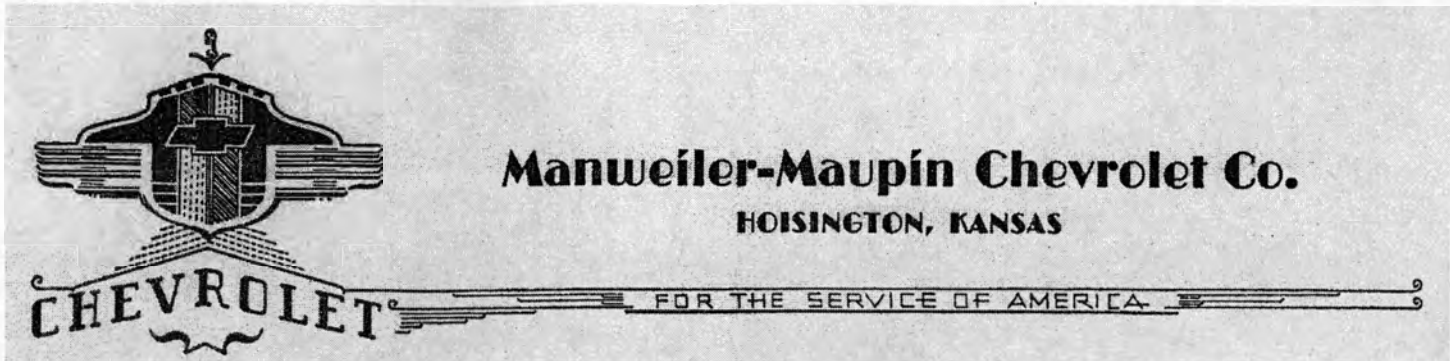
Historic Documentation: Except where noted, the following items were provided by Gene and Paula Manweiler, owners of Manweiler Chevrolet.



c. 1940s photos

Upper – Handing over keys to new 1948 "Fleetmaster" 4-door sedan. South side of showroom visible in background

Lower – Interior view of garage/shop area, looking west. (likely dating to shortly after building construction – most cars in photo date to 1930s)



1944 Logo



Advertisement in City of Hoisington 1945 SW Bell Telephone Directory published in February 1945 (photograph of building shortly after construction prior to installation of neon sign). Phones books accessed at KSHS Research Library.



Advertisement in 1956 City of Hoisington Telephone Directory (image of building with neon sign on showroom) Phone book available at Hoisington City Library.

See the U.S.A. in your Chevrolet
"The Only Fine Cars Priced So Low"

CHEVROLET

MANWEILER CHEVROLET COMPANY

271 South Main

Phone 500

Hoisington, Kansas



Advertisement in Hoisington High School 1956 Yearbook with photo of building with gas pumps and neon sign.
Year book available at Hoisington City Library.



c.1960s photos from Manweiler personal files.

Upper- 1967 Chevrolet on display in showroom. Interior view with north wall of showroom visible in background

Lower- Car lot with canopy on north side of building (newest car visible in photo is 1964 Mustang on left); 1947 addition with glass block visible in rear

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Manweiler--Maupin Chevrolet

MULTIPLE NAME: Roadside Kansas MPS

STATE & COUNTY: KANSAS, Barton

DATE RECEIVED: 8/24/12 DATE OF PENDING LIST: 9/17/12
DATE OF 16TH DAY: 10/02/12 DATE OF 45TH DAY: 10/10/12
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000842

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 10.9.12 DATE

ABSTRACT/SUMMARY COMMENTS:

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

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

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

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



Manweiler · Maupin Chevrolet, Hoisington, Barton Co., KS



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Manweiler - Maupin Chevrolet, Hoisington, Barton Co., KS



Manweiler - Maupin Chevrolet, Hoisington, Barton Co. Ks 009



Manweiler-Maupin Chevrolet, Hoisington, Barton Co., KS



Manweiler · Maupin Chevrolet, Hoisington, Barton Co. KS 011



Manweiler - Maupin Chevrolet, Hoisington, Barton Co. Ks 012



Manweiler-Maupin Chevrolet, Hoisington, Barton Co., KS



Manweiler- Maupin Chevrolet, Hoisington, Barton Co , KS



Manweiler - Maupin Chevrolet. Hoisington, Barton Co , K-S



Manweiler - Maupin Chevrolet, Hoisington, Barton Co., KS



Manweiler - Maupin Chevrolet, Hoisington, Barton Co. KS



Manweiler-Maupin Chevrolet, Hoisington, Barton Co., KS



Manweiler - Maupin Chevrolet, Hoisington, Barton Co., KS



Manweiler - Maupin Chevrolet, Hoisington, Barton Co. KS 020



Manweiler- Maupin Chevrolet, Hoisington, Barton Co., KS



Manweiler-Maupin Chevrolet, Hoisington, Barton Co., KS



Manweiler-Maupin Chevrolet, Hoisington, Barton Co., KS



MANWEILER

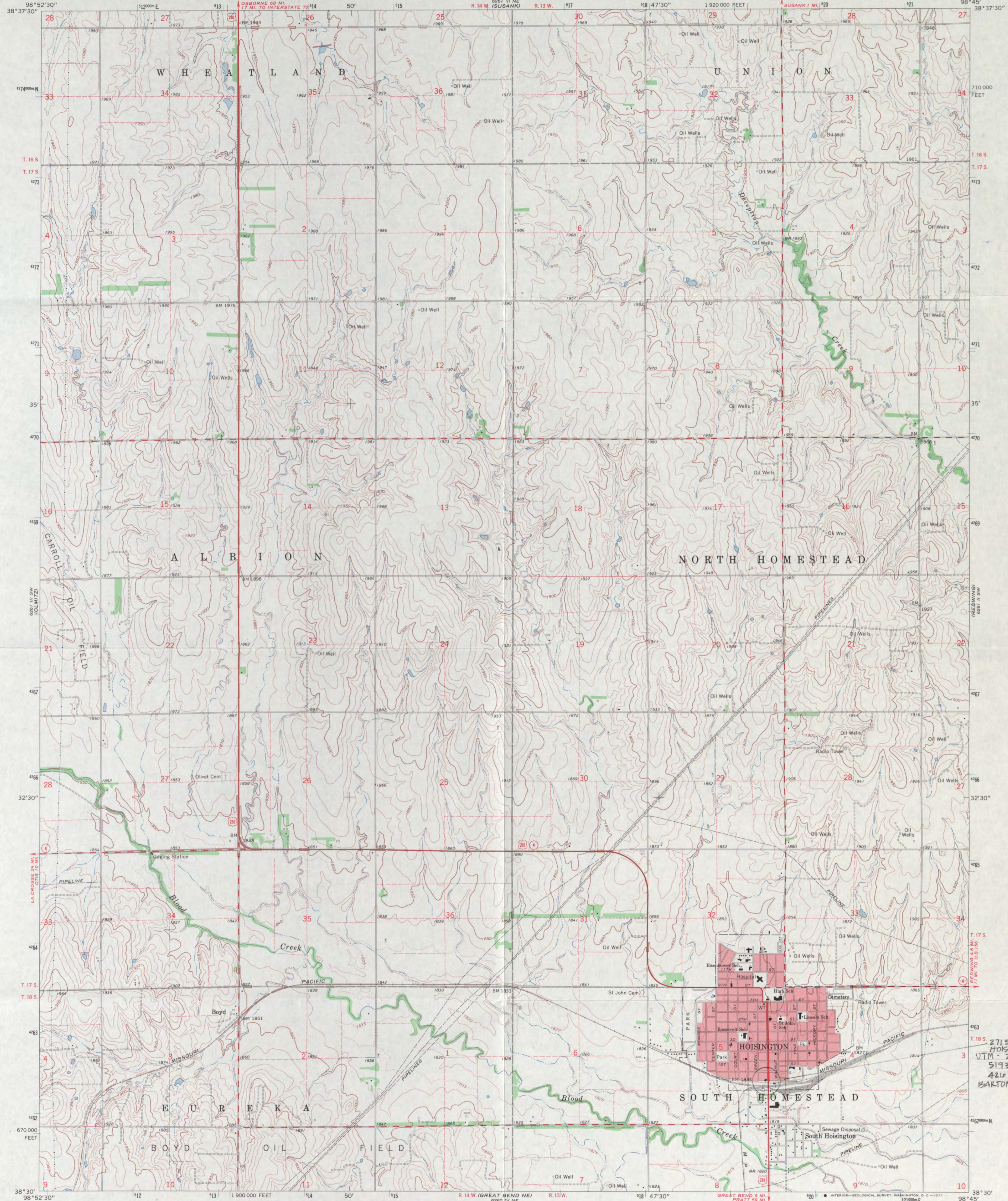
CHEVROLET

CHEVY
TRUCK
MONTH

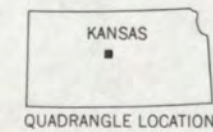
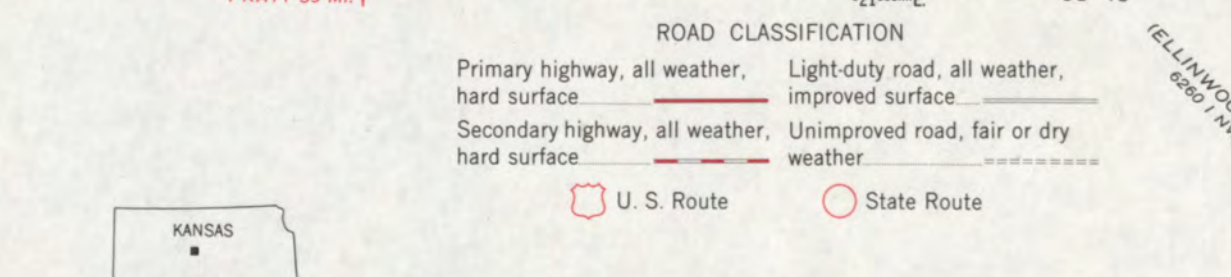
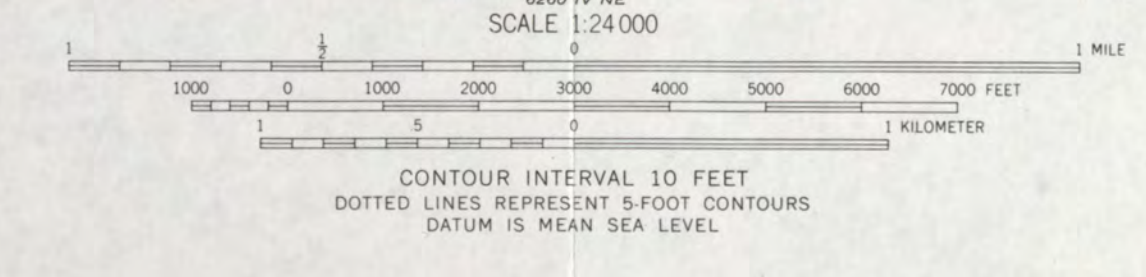
Manweiler - Maupin Chevrolet, Hoisington, Barton Co. KS



Manweiler-Maupin Chevrolet, Hoisington, Barton Co., KS



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Control by USGS and USC&GS
Topography by photogrammetric methods from aerial photographs taken 1967. Field checked 1969
Polyconic projection. 1927 North American datum 10,000-foot grid based on Kansas coordinate system, south zone 1000-meter Universal Transverse Mercator grid ticks, zone 14, shown in blue
Red tint indicates area in which only landmark buildings are shown
Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is unchecked



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HOISINGTON, KANS.
N3830-W9845/7.5

1969
AMS 6261 III SE-SERIES V878

2715 MAIN STREET
HOISINGTON
UTM - ZONE 14
519388 E
4262324 N
BARTON CO., KS

6425 SW 6th Avenue
Topeka, KS 66615



Kansas Historical Society



August 20, 2012

Carol Shull
National Register of Historic Places
National Park Service
1201 Eye Street, N. W.
8th Floor (MS 2280)
Washington, DC 20005

Dear Ms. Shull:

Please find enclosed the following National Register documents:

- Manweiler-Maupin Chevrolet – Hoisington, Barton County, KS (new nomination)
- French, Charles & Elizabeth Haskell, House – Lawrence, Douglas County, KS (new nomination)
- Bethany Brethren Church – Hamlin, Brown County, KS (new nomination)
- Peabody Downtown Historic District – Peabody, Marion County, KS (amendment)

Please do not hesitate to contact me if you have any questions. I may be reached at 785-272-8681 ext. 216 or smartin@kshs.org.

Sincerely yours,

Sarah J. Martin
National Register Coordinator

Enclosures