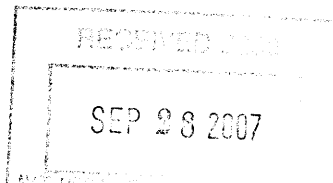


United States Department of the Interior National Park Service National Register of Historic Places Registration Form



1149

This form is for use in nominating or requesting determination for individual properties and districts. See instruction in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Hudson, Sim, Motor Company

other names/site number Golden Belt Garage; Vince's GM Center; 5KC.46

2. Location

street & number 1332 Senter Ave. [N/A] not for publication

city or town Burlington [N/A] vicinity

state Colorado code CO county Kit Carson code 063 zip code 80807-1615

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Mark Wolfe Deputy State Historic Preservation Officer 9/25/07
Signature of certifying official/Title Date

Office of Archaeology and Historic Preservation, Colorado Historical Society
State or Federal agency and bureau

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

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register
 - See continuation sheet.
- determined eligible for the National Register
 - See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register
 - See continuation sheet.
- other, explain
 - See continuation sheet.

for Signature of the Keeper Date of Action
Edson H. Beall 11-7-07

Hudson, Sim, Motor Company
Name of Property

Kit Carson County, Colorado
County/State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

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

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

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	0	Total

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

N/A

Number of contributing resources previously listed in the National Register.

0

6. Function or Use

Historic Function

(Enter categories from instructions)

Commerce/Trade: specialty store

Current Functions

(Enter categories from instructions)

Not in use

7. Description

Architectural Classification

(Enter categories from instructions)

Art Deco

Materials

(Enter categories from instructions)

foundation	Concrete
walls	Stucco
	Concrete
roof	Asphalt
other	

Narrative Description

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

**National Register of Historic Places
Continuation Sheet****United States Department of the Interior
National Park Service**Hudson, Sim, Motor Company
Kit Carson County, ColoradoSection number 7 Page 1**DESCRIPTION**

The Sim Hudson Motor Company stands on the northwest corner of the intersection of 14th Street and Senter Avenue in the historic commercial district of Burlington. The two buildings occupy most of a segment of Block 21 that is bound on the west and north by alleys. The buildings front south onto Senter Avenue. The alleys abut the main building on the west and north. To the east is an asphalt paved parking lot that at its north end contains the former Hudson Motor Company body shop.

The one-story, rectangular (100' x 130') main building is composed of concrete, brick and structural tile sheathed in stucco. The western half of the building has a flat roof and the eastern has a barrel roof, both covered with asphalt. An A-frame skylight pierces the flat roof near the north wall.

The facade along Senter Avenue consists of a series of irregular bays delineated by pilasters that rise above the parapet wall. (See photos 1 and 2.) The western-most bay contains a pair of aluminum frame windows resting on a low kick plate. The same height kick plate runs the full width of the building. The wall above the windows rises to form a tall parapet with narrow vertical cutouts near each pilaster. The upper wall contains a slightly projecting sign panel with concave corners. This panel design is repeated in each facade bay. The upper third of the western pilaster has chamfered corners and contains two long narrow deeply recessed channels. A 1932 deco light fixture is attached at the center of the pilaster level with the top of the display window. (See photo 10.) This pilaster design repeats at the east corner of the facade. The other facade pilasters have only a single recessed channel. The second bay matches the first except for the unequal size display windows and a higher parapet. The other facade parapets match this one in height except for those over the showroom and auto service bay entrances. The third bay contains the main pedestrian entry to the showroom. An aluminum frame door with transom is accessed from a one-step concrete stoop. Above the door is a double-projecting stepped pendant with a short recessed channel similar to those on the pilasters. (See photo 11.) The next two bays repeat the pattern of the second bay. The vehicular entry bay contains a multi-light rollup door. The entry is surrounded by a projecting frame with stepped corners. The torch light fixture is missing from each side of the door. The space between the pilasters above the entry projects to form a smooth panel rising to match the height of the pilasters. The pediment contains two sets of three short vertical recessed channels. The final eastern-most bay contains a pair of display windows and a half-light steel door.

At the curb along Senter Avenue stand three square battered pylons. (See photo 12.) Each side of the top contains a reduced version of the double-projecting stepped pendant over the showroom entry. The pylons once illuminated and protected the gasoline pumps.

The Art Deco motif wraps around to the southern half of the west side. (See photos 3 and 4.) The first bay from the south contains a stucco covered display window opening. The next bay contains two partially infilled window openings with multi-light steel casement windows and a pedestrian entry with a steel door and infilled transom. A projecting vehicular door surround steps in above the door and rises above the adjacent parapet. The projection contains a series of seven short recessed vertical channels flanked by a pair of longer channels on each side. The remainder of the west side concrete wall contains three multi-light steel casements and a metal rollup vehicular door.

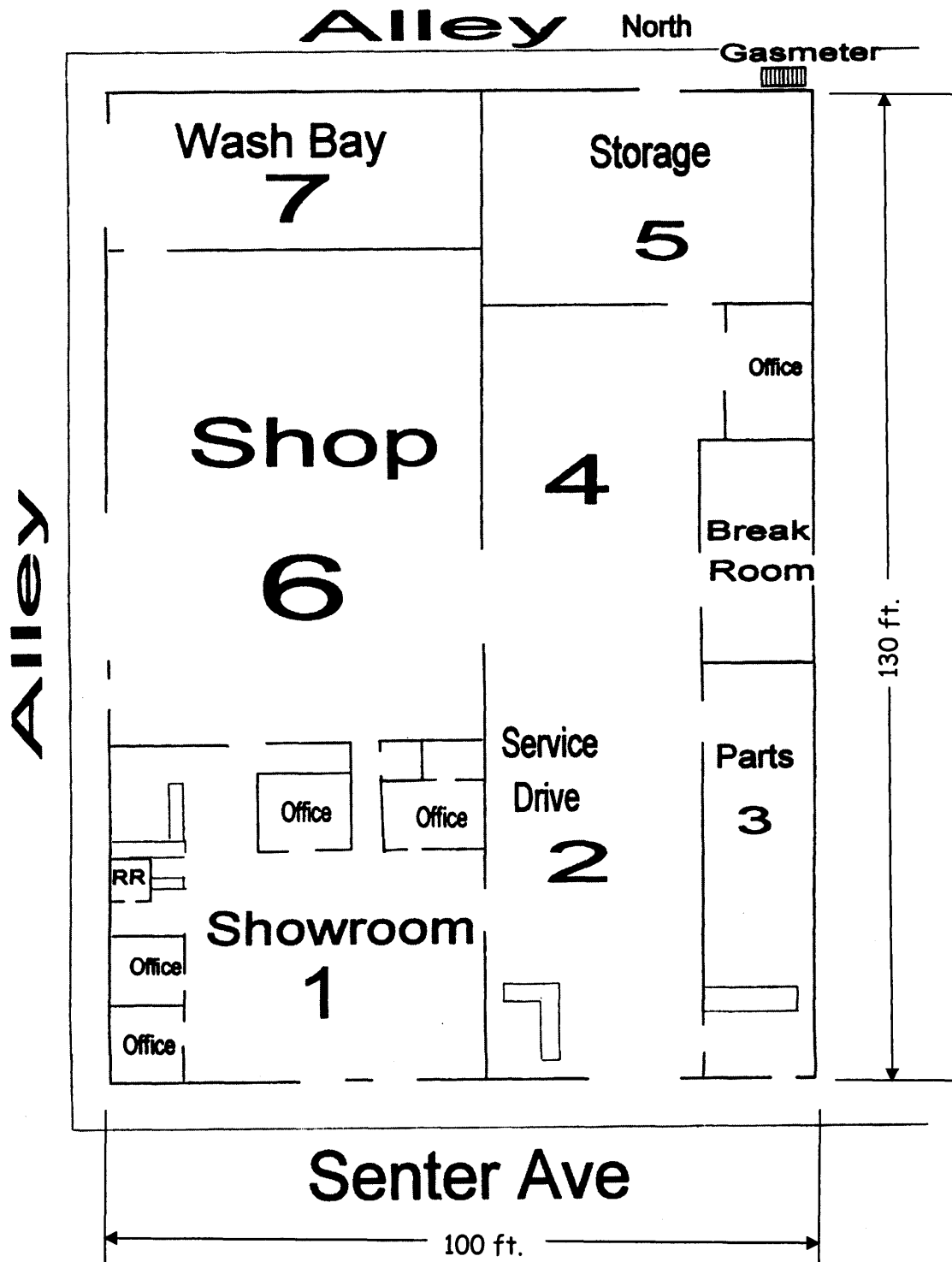
National Register of Historic Places Continuation Sheet

United States Department of the Interior
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Figure 1. **MAIN BUILDING FLOOR PLAN**
Based on Fire Evacuation Plan Ca. 2000
Not to scale



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Continuation Sheet****United States Department of the Interior
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Kit Carson County, ColoradoSection number 7 Page 3

The west half of the north side contains two one-over-one aluminum frame sash and a single one-over-one double-hung wood frame sash. (See photo 6.) A fourth window opening appears to be infilled with concrete. A partially infilled vehicular entry contains three single-light windows. The eastern portion of the wall below the barrel roof contains four window openings infilled with wood panels, a two-light window centered just below the eave, and a partially infilled vehicular opening with a metal rollup door. (See photo 7.)

The east wall is partially obscured by the adjacent building. Two air conditioning units hang from the wall. (See photo 8.)

The interior of the main building consists of a series of rooms and work areas divided by lath and plaster walls or vertical wood panels. In the service area, the track that carried the chain hoist in the machine shop remains present. The showroom and office area contains the most elaborately finished spaces, with decorative plaster walls, stepped arches, and a wide Art Deco wood crown molding with corner festoons. (See photos 17 and 18.) A local builder by the name of Dickinson created the plaster finish. The sales counter and cash register show in pictures of the 1932 grand opening are still in the same locations. (See figure 19.) Just inside the main entry is a large fish pond made of cobblestone. (See photo 20.) A similar fish pond exists in the former Chevrolet dealerships in Holyoke, Colorado, and Hoxie, Kansas. These buildings along with the dealership in Greeley have showroom areas that share similar design characteristics. Each was remodeled in the 1930s. It is possible that the same architect designed all four projects. The only plans found to date are for the Hoxie building. These are stamped by the firm of McKinstry and Nichols.

The circa 1950 body shop is a one-story, rectangular plan (50' x 50') concrete and stucco building with a barrel roof covered with asphalt. The facade contains two multi-light steel casement windows with concrete sills flanking an off-center sliding wood vehicular door with a pedestrian entry. Above the door is a multi-light steel casement. The stepped parapet is a simplified version of the pattern on the main building. The east and west sides of the body shop building each contain four multi-light steel casements. (See photos 14 and 15.) The north wall contains two multi-light steel casement windows plus a partially infilled pedestrian entry and a small casement window in the upper wall. (See photo 16.) The interior is open.

Alterations

The main building existed in its full 100' x 130' size by 1920, as evidenced by the Sanborn map of that year. The earlier Sanborn map of 1913 indicates other buildings on the site that apparently were demolished for the construction of what initially was the Golden Belt Garage. The building's physical qualities suggest that it was constructed in two phases. The first was the 50' wide and 100' long flat-roofed section on lots 13 and 14. Figure 5 shows the flat trusses as they appeared in the 1920s. The first section was followed quickly by the barrel-roofed 50' wide section on the east covering lots 11 and 12. The bowstring trusses are evident in Figure 6. A 30' rear addition to the original building likely occurred at the time of the larger addition. The resulting building is shown in Figure 2.

Under Sim Hudson's ownership, the building facade took on a changed appearance in the 1920s with the addition of a canopy extending over the new curbside gasoline pumps, as well as with the relocation and addition of vehicular doors and the replacement of some of the original multi-light casement windows with large display windows. The central curvilinear parapet was removed during this period. (See Figs. 3 and 4.)

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The biggest change to the building's appearance came in 1932 with the completion of the new Art Deco style facade and showroom/office area. (See Figs. 7 and 24.) In addition to the stylistic changes, the new facade design reconfigured the entries and expanded the number of display windows.

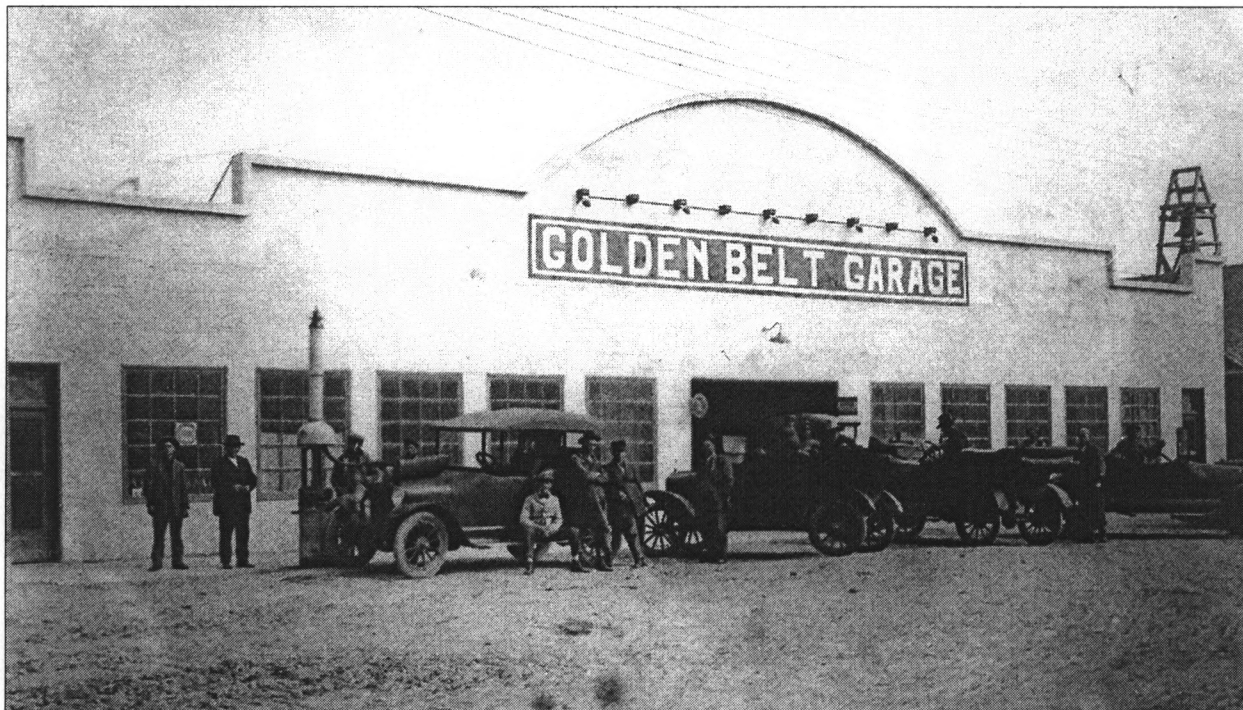


Figure 2. *Golden Belt Garage in about 1920. E.J. Eicher stands at the far left next to Ed E. Hoskin. The curbside gas pump stands next to the first car on the left. Source: Old Town Burlington.*

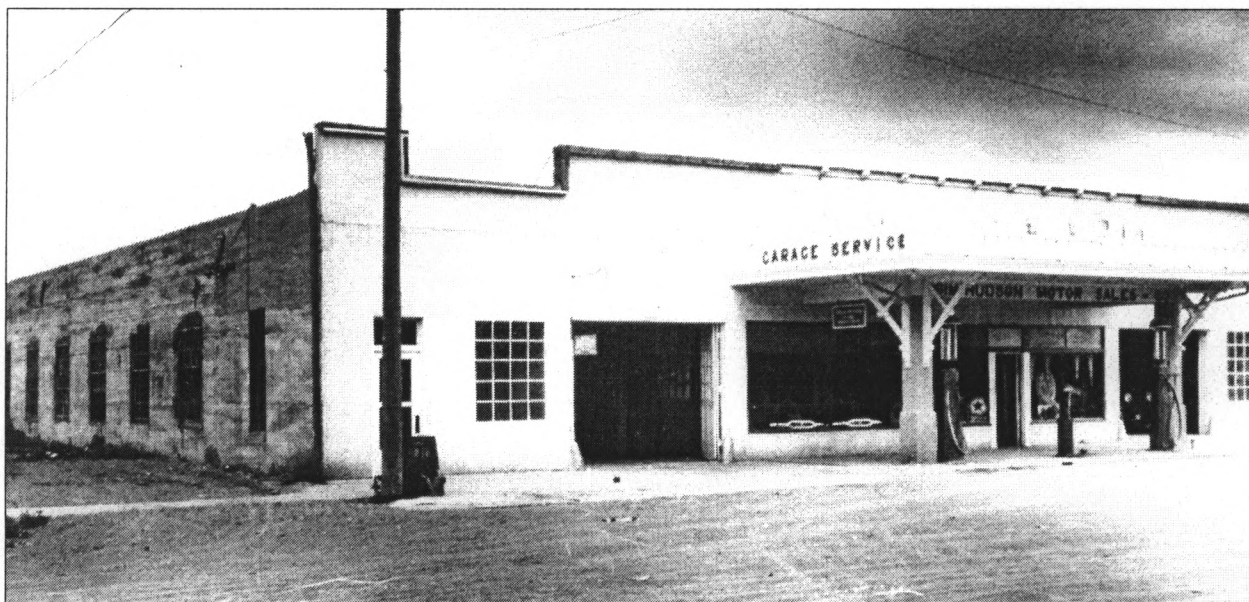


Figure 3. *Golden Belt Garage about 1927. The star in the window beside the gas pump indicates the business sold Texas Company (Texaco) petroleum products. Source: Old Town Burlington*

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Figure 4. *Sim Hudson Motor Company in about 1927.*

The corner fire department hose house and fire bell are no longer standing. The presence of the large roof sign indicates the photo was probably taken after Figure 3. Source: Old Town Burlington

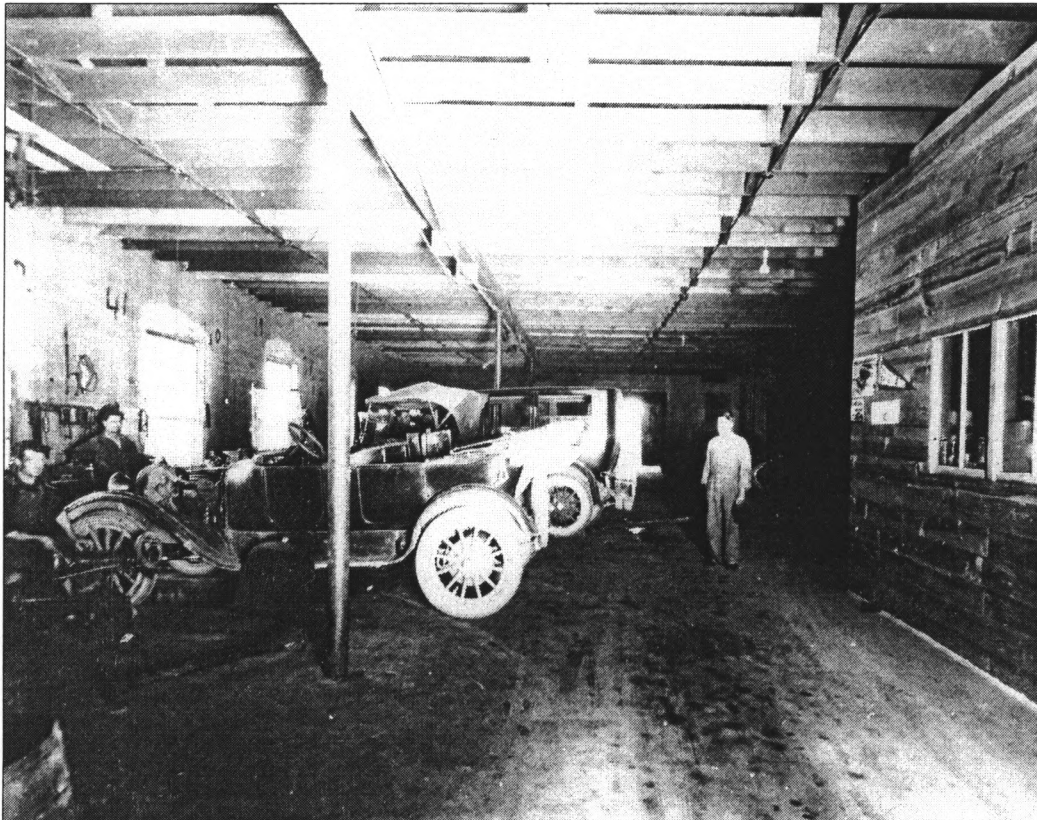


Figure 5. *The auto repair area of the Hudson Motor Company in the early 1920s. Sim Hudson is standing on the right. Source: Old Town Burlington*

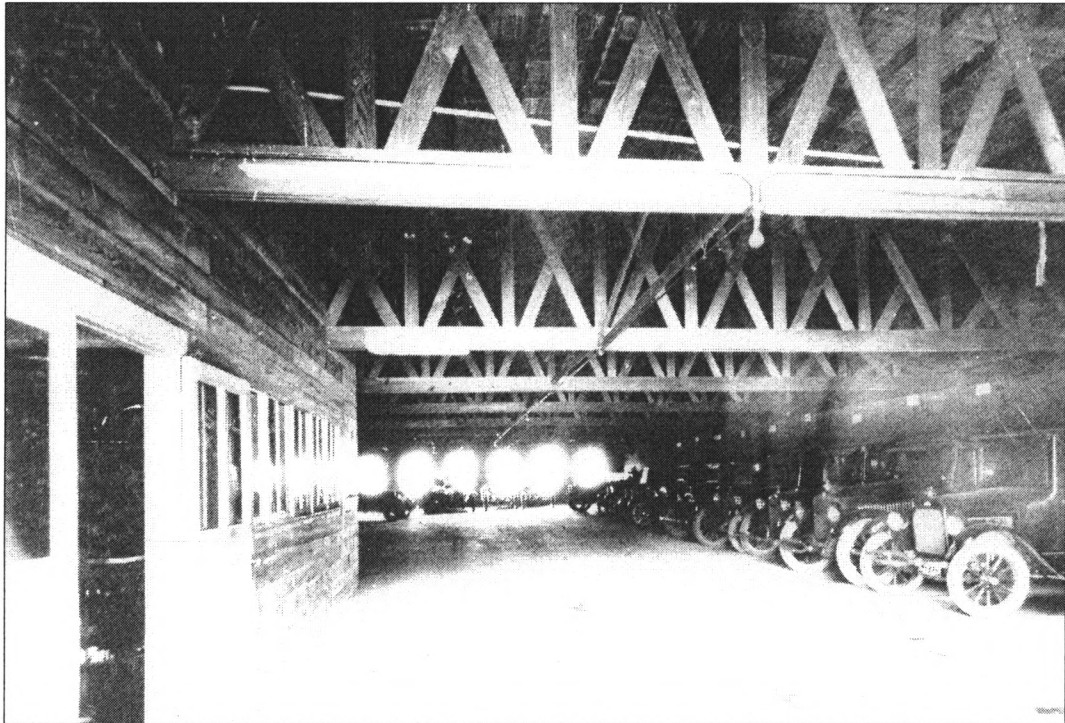
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Figure 6. *Hudson Motor Company in about 1924-26 with stored cars standing along the east wall beneath numbered signs. Source: Old Town Burlington*

Other changes occurred to the main building over time. A number of window openings have been infilled, particularly on the north side. Interior rooms and work areas have been modified, added or removed to fit changing business needs. Most all of these changes appear to have been made during the period of significance.

The addition of the body shop is another alteration to the property. This building was added during the period of significance as part of the property's function as an automobile dealership.

The main building has undergone significant change since its original construction. However, this change occurred primarily within the period of significance and reflects the functional and architectural evolution of the building to meet the business needs of an automobile dealership. The main building and the property at large retain a high degree of integrity in respect to the long period of significance.

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Figure 7. *The newly remodeled Sim Hudson Motors at night in 1932.*
Source: *Old Town Burlington*

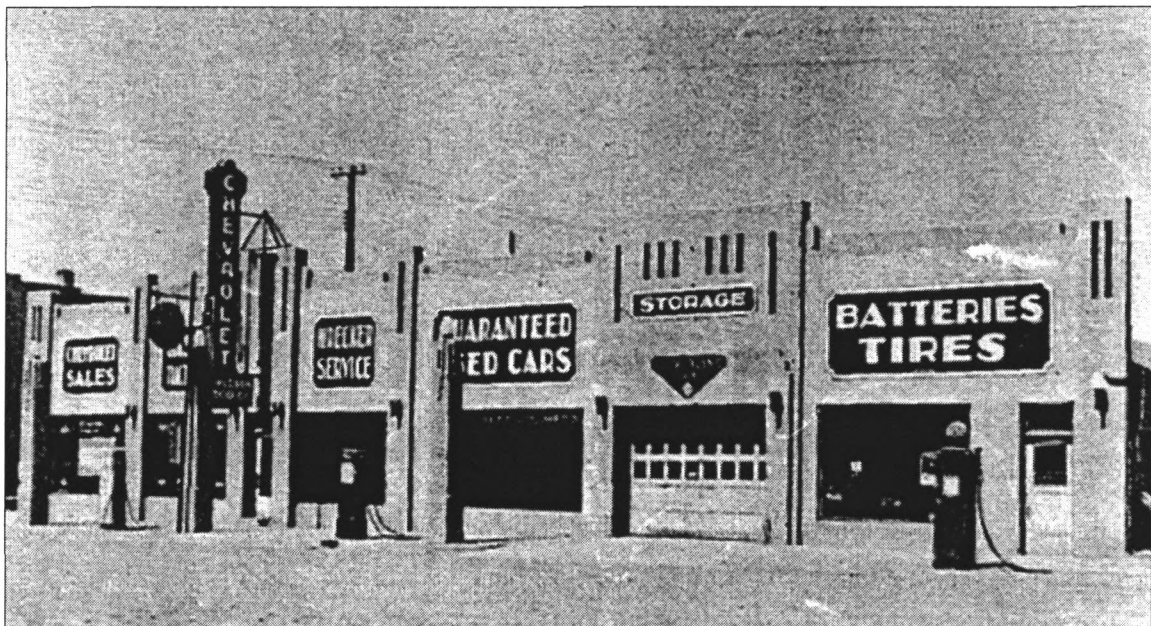


Figure 8. *Hudson Motors in about 1950.* Source: *Old Town Burlington*

Hudson, Sim, Motor Company
Name of Property

Kit Carson County, Colorado
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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

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

- recorded by Historic American Engineering Record

Areas of Significance

(Enter categories from instructions)

Commerce

Architecture

Periods of Significance

1920-1960

Significant Dates

1932

1960

Significant Person(s)

(Complete if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository:

Colorado Historical Society

**National Register of Historic Places
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Kit Carson County, ColoradoSection number 8 Page 8**SIGNIFICANCE**

The Sim Hudson Motor Company is eligible for the National Register under Criterion A, in the area of **commerce**, for its important association with the development of automobile sales and service in Burlington, Colorado. The period of significance begins in 1920 with the completion of the Hudson Motor Company predecessor, the Golden Belt Garage. During Sim Hudson's ownership of the property, his dealership sold and serviced Chevrolets, to which he later added Cadillacs. His facility also sold auto parts, dispensed gasoline through curbside pumps, and stored automobiles for customers without garages. He commissioned a new Art Deco facade that, when completed in 1932, gave the dealership a modern eye-catching appearance. The period of significance ends in 1960 with Sim Hudson's death. Criteria Consideration G does not apply as the three-year extension into the less-than-fifty-year period constitutes only a small percentage of the overall period of significance and because the 1960 closing date represents an important point in the significance of the property.

The Sim Hudson Motor Company is also eligible for the National Register under Criterion C for architectural significance. The main building is a good example of an important twentieth-century building type – the automobile dealership. The dealership shares some design characteristics with general urban retail storefronts. However, the specialized nature of the product and services sold dictated a special building form. The Hudson Motor Company exemplifies the dealership type developed in the first half of the twentieth century that combined sales, service, storage and fueling in a one-story building at the street edge. This contrasts with late twentieth-century dealerships characterized by one or more buildings set back from the street surrounded by an extensive parking lot for new and used autos. These newer facilities are almost always located at the edge of town or in the suburbs where large expanses of land could be obtained more inexpensively than in older commercial districts. The Hudson building exemplifies the architectural evolution of the classic pre-World War II automobile dealership.

Developing a Commercial Automobile Infrastructure

The early automobiles of the late nineteenth century were little more than expensive toys for the wealthy, far beyond the means of the average wage earner. However, with Ransom Old's 1900 development of his practical and inexpensive "curved-dash" Oldsmobile, the automobile suddenly attracted a larger market. Olds sold 2,500 of his cars in 1902 alone. With Henry Ford's introduction of his Model T in 1908, a significant portion of the auto industry adapted the business strategy of mass production for mass consumption. Such an anticipated level of auto use could not have occurred without the development of a nationwide commercial infrastructure to sell, fuel, service, and store the automobile. Individual merchants often combined multiple auto-related services at a single location.

Local blacksmiths, livery stable owners, farm implement dealers, and wagon retailers rang up the first auto sales. Such entrepreneurs often bought a car or two as much out of curiosity rather than a vision to participate in a new business opportunity. As public interest grew and prices dropped, business managers took a more serious interest in marketing the new autos. Many devoted more space in their existing business facility or opened a new space specifically devoted to car sales. They usually entered into formal agreements with one or more auto manufactures to be their exclusive sales agents in a geographic region. The sales space could take a variety of forms, but it had to be large enough to hold at least one display auto and be accessible for vehicle delivery from the street or alley. A big storefront window to effectively display a model car was a definite plus.

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A new car owner immediately experienced a need to purchase gasoline. Gasoline originally constituted a waste product in the petroleum distillation process that refineries routinely burned off. With the development of the internal combustion engine, gasoline suddenly became a marketable commodity. Hardware, general and drug stores first sold gasoline in five-gallon cans. Bulk oil distributors began selling gasoline to motorists from elevated gravity-fed tanks. The development of an effective gas pump permitted storage tanks to be buried in front of stores with gasoline dispensed to motorists parked at the curb. Hardware stores, general stores and livery stables often installed curbside gasoline pumps. The danger of a pump being hit by a passing car or wagon, along with the general street congestion caused by cars waiting to refuel, soon led to the development of the special purpose gas station with pumps positioned off the street, often protected by an overhead canopy extending from the office. Gas stations became a common roadside institution by the early 1920s.

Early cars required regular service and breakdowns were common. Some auto owners performed their own repairs but many preferred to let a skilled professional handle the task. Individuals began offering auto maintenance and repair services either as part of an existing business, like a blacksmith, livery or farm implement dealer, or developed special purpose auto service garages. Maintenance and repairs often required replacement parts. Many commercial garages stocked parts for their own needs and sold additional parts to motorists willing to make their own repairs.

The early autos were strictly fair-weather friends. Open sides and the lack of heating devices made winter driving an unpleasant experience. Few paved roads existed before 1920. Rain and snow quickly turned passable lanes into bottomless quagmires capable of trapping the unwary motorist. Many car owners simply stored their cars each winter. Even in summer, an automobile might not be used on a daily basis. Those with barns or carriage houses might set aside some space for a car. Those living in towns or cities needed a storage facility outside the home property. Livery stables most often first stepped up to offer automobile storage. This function complemented their role as the holders of horses and buggies. So common was the practice that many early commercial automobile storage facilities were called automobile liveryes. As cars became more popular at the expense of equestrians travel, the livery owner could simply retract horse and buggy storage and expand auto storage. As was the case with traditional liveryes, the new auto liveryes might rent cars as well as store privately-owned autos. By the 1920s new residential construction commonly included a garage. The owners of older residences often built a new garage to shelter the family car. Long-term auto storage facilities declined with the increasing numbers of home garages.

Auto sales, fuel and lubrication retailing, mechanical repairs and maintenance, and long-term storage never constituted mutually exclusive activities. Those who sold cars often provided repair services and parts. Auto liveryes hired mechanics to service cars in storage and some added new car sales to take advantage of their captive audience. Gas station owners and managers soon found that adding auto service and parts to their product mix helped their profitability in the extremely competitive gasoline business. Gas sales offered an easy way for garages and auto dealers to bring potential customers to their facilities on a regular basis, and perhaps entice them into considering an additional purchase of services, parts or perhaps even a brand new car.

As part of trading up to a new car, an existing car owner needed to dispose of the old car. A friend or neighborhood might be enticed to buy, but as the volume of new car sales increased, and thus the pool of used cars deepened, a new entrepreneurial group, used car dealers, stepped into the business spotlight and forever assumed a special identity in popular culture. Most used car dealers operated independently of new car retailers. However, some new car dealers found it convenient to be able to

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close a new car sale by purchasing a perspective customer's existing car. The dealer then either resold the used car in his own lot or wholesaled it to a used car dealer for resale.

The Automobile Comes to Burlington

A 1910 state business directory shows Burlington as a town with a population of 750. Several business establishments catered to the horse-centered trade of farm and town dwellers as well as the traveling public. Hargis & Landers operated the Cement Block Livery Barn, advertising themselves as the place to go for "good rigs." A Mr. Boyles competed with a livery of his own. George S. Danforth operated the Commercial Hotel and likely directed guests who arrived by wagon or buggy to one of the local liveries. Ed Hoskin and his son operated a blacksmith shop where wagon repairs and other metal-shaping services could be obtained. Automobiles may have been present in Burlington in 1910, but their existence failed to be reflected in the business directory.

By 1913 things began to change. George Danforth now operated the Burlington City Garage. His business directory listing described an auto livery selling, storing and repairing automobiles. He also sold gasoline, oil, auto supplies, castings, and inner tubes for tires. Unfortunately, the directory does not provide a street address for the garage to identify its exact location. Ed Hoskin and Son continued general blacksmithing but now advertised their auto repair service and garage.

The 1913 Sanborn Fire Insurance Map for Burlington shows several horse-based and at least two auto-related businesses. (See Fig. 9.) Three traditional livery stables are present—one at 232 14th Street, another at 313 13th Street, and a livery for the Foster Lumber Company behind their lumber yard at 13th and Martin. (Current street numbers and names in Burlington differ from those before 1937.) A commercial auto garage is shown on Martin Avenue at the alley between 13th and 14th streets. Another commercial garage is shown a block south at 615 Center (later Senter) Avenue. This is the Hoskin garage and future location of the Golden Belt Garage.

Sanborn maps are particularly useful for identifying properties servicing automobiles because of the presence of gasoline. Fire insurance companies used the Sanborn maps to assist in the setting of fire insurance rates based on the type of building construction, the form of heating used, the existence of a fire suppression system, and the presence of volatile materials. Buildings filled with gasoline-powered cars or containing buried gas tanks were sure to be of interest to any issuer of fire insurance. Sanborn maps routinely note the existence of gasoline tanks and indicate a garage's car storage capacity. The 1913 Sanborn map of Burlington indicates that the garage at 615 Center maintained a 125-gallon gas tank buried just in front of the building to supply a curbside pump. (See Fig. 10.)

Ed Hoskin and his son operated a blacksmith shop on the 13th and Center block for many years. The 1907 Sanborn map shows the shop at the southeast corner of the block fronting onto 13th Street. (See Fig. 11.) The rest of the block contains a hide house, a large hay barn and a small house in the northeast corner. The 1913 map reveals considerable change on the block. The 13th Avenue shop is gone and the business relocated to the front of the hay barn. The commercial garage replaced the hide house and a related oil house now occupies the adjacent lot.

George Danforth's Burlington City Garage seems to be absent on the 1913 Sanborn map. The lag time between the collection and publication of both business directories and insurance maps can cause them to be slightly behind actual conditions and to be out of sync with each other.

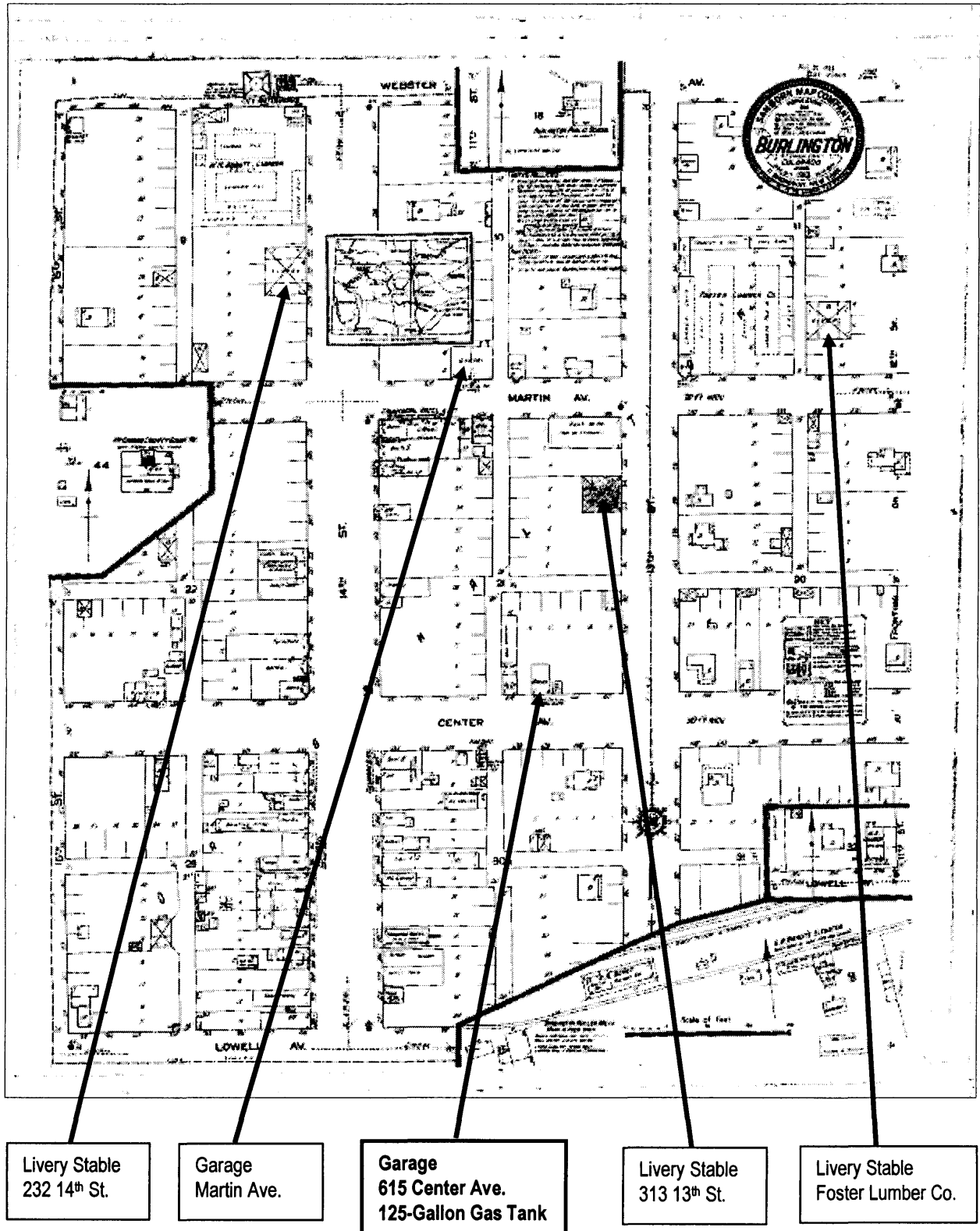
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Figure 9. Commercial Automobile Facilities in Burlington by 1913
Sanborn Fire Insurance Map June 1913



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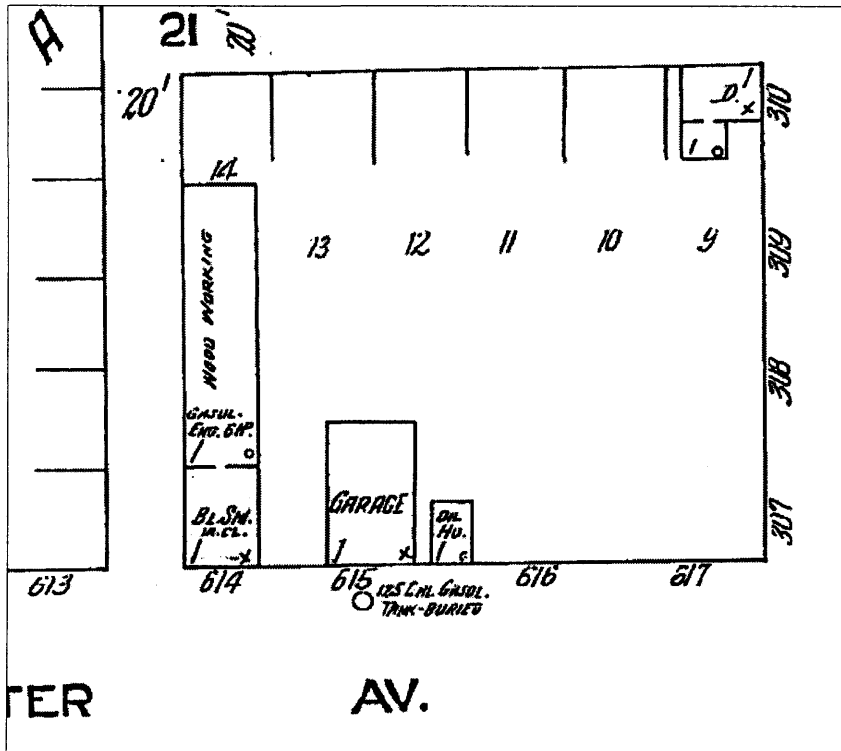


Figure 10. Sanborn Fire Insurance Map, June 1913

By 1920 the impact of automobile-related commercial development in Burlington is much in evidence. The Sanborn map of that year reveals five commercial automobile garages. (See Fig. 12.) The small garage on Martin Avenue in 1913 is gone but a new one appears just to the west. Two large garages operate on 14th Street. The facility at 223-234 14th Street has a capacity for 80 cars and pumps gas from a 400-gallon tank. The two-story garage at 242 14th Street has a hundred-car capacity and a 550-gallon gas tank. The growing number of garages coincided with a declining number of livery. By 1920 the former livery at 313 13th Street became a small garage with gasoline sales. This is the garage purchased by Sim Hudson in 1920. The former livery at 232 14th Street appears to have been demolished and replaced by a farm implement dealer. A new property type appears for the first time in the form of the gas station on the corner of 14th and Webster.

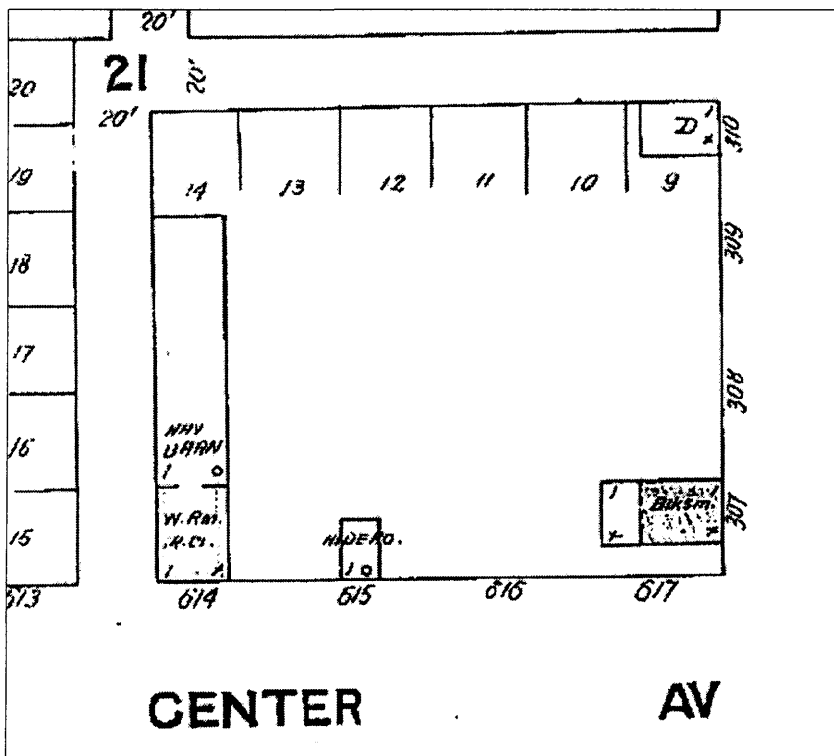


Figure 11. Sanborn Fire Insurance Map, July 1907

The garage at 615 Center and its surrounding block underwent significant change between 1913 and 1920. (See Fig. 13.) The garage building itself, along with the hay barn/blacksmith shop and the oil house all came down to be replaced by a large one-story 60-car garage with a curbside gas pump and a 400-gallon buried tank. In 1920, a new blacksmith shop stands adjacent to the garage and a hose house for the fire department's cart occupies the southeast corner. A tower with the fire bell stands behind the hose house. This is the building pattern depicted in a historic photograph of the Golden Belt Garage. (See Fig. 2.)

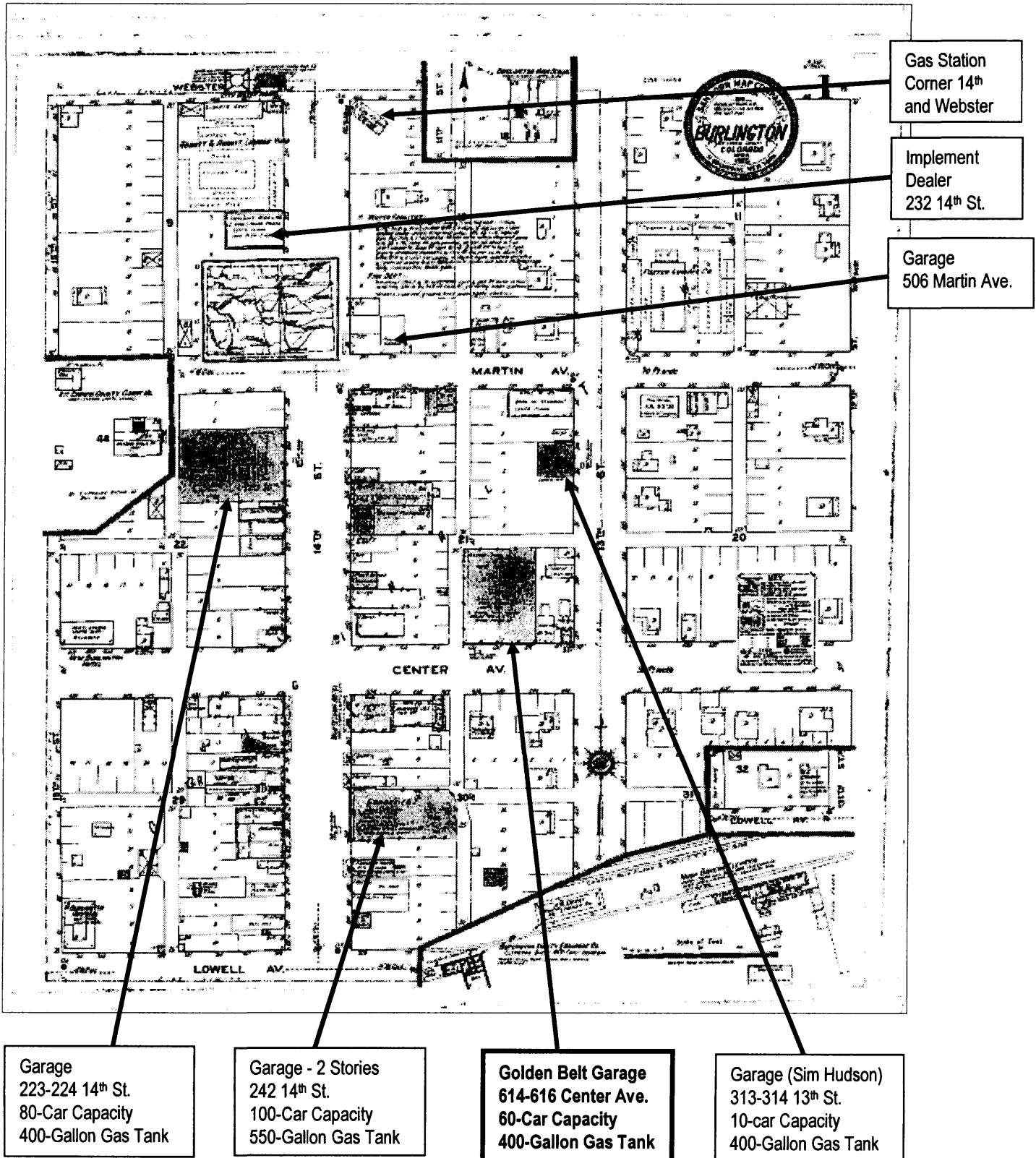
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Figure 12. Commercial Automobile Facilities in Burlington by 1920
Sanborn Fire Insurance Map April 1920



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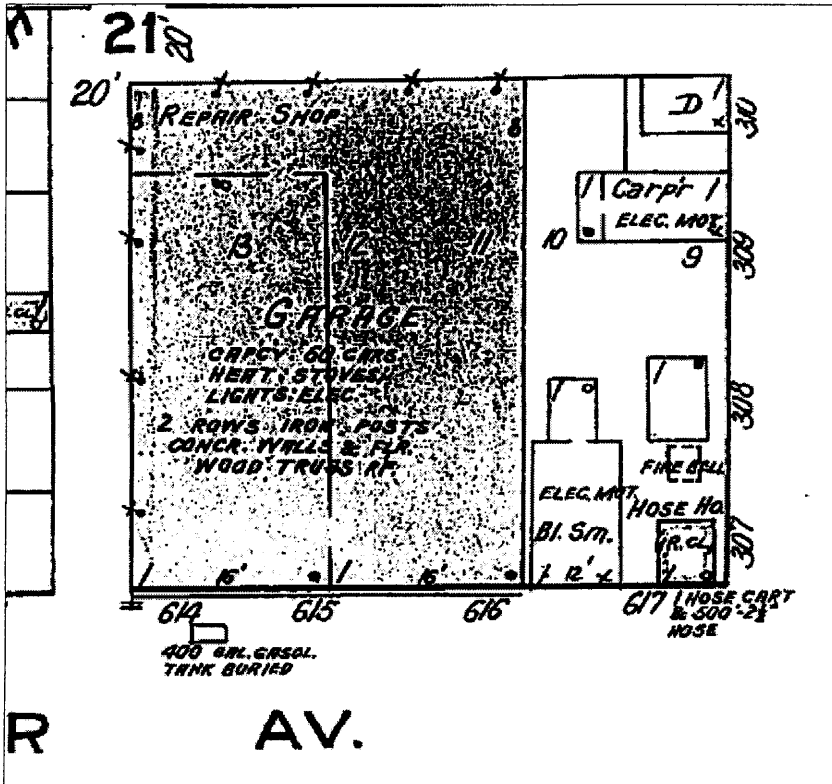


Figure 13. Sanborn Fire Insurance Map, April 1920

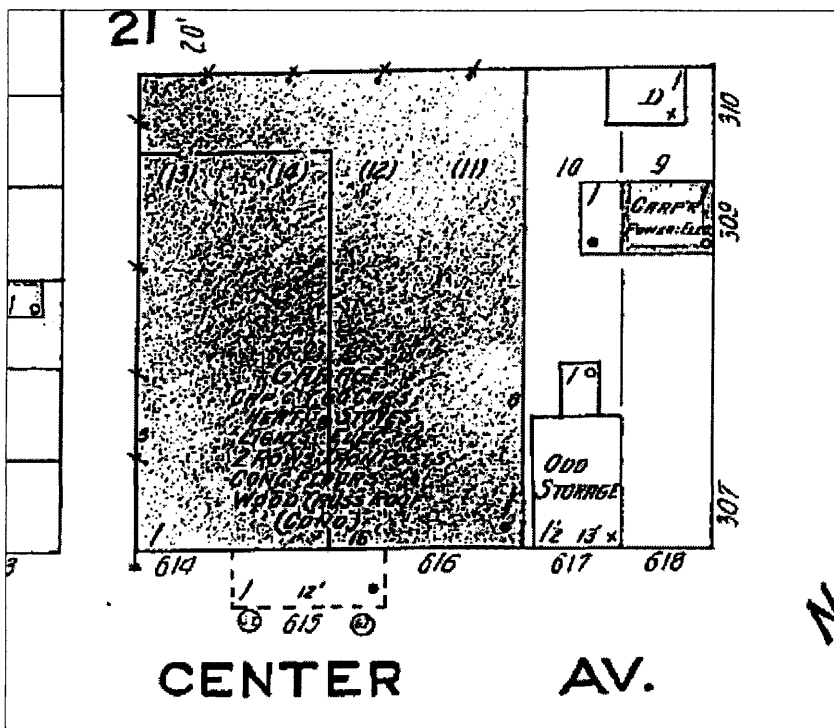


Figure 14. Sanborn Fire Insurance Map, September 1926

The 1926 business directory indicates a growing community whose population has risen from 700 to 1,200 in six years. The Sanborn maps convey a similar story as the one-page map sufficient in past editions has grown to two pages. (See Figs. 15 and 16.) Additional garages now appear, joined by a couple of auto service facilities and an additional corner gas station. By this time the Golden Belt Garage building is the home of Sim Hudson Motor Company, selling Chevrolet cars and offering repair service and auto storage.

The state business directory for 1926 indicates that Sim Hudson has competition in the new car market. The Burlington Motor Car Company is selling Chrysler and Dodge Brothers motor cars and Graham Brothers trucks. Reed Motor Co. offers for sale Lincoln automobiles, Ford cars and trucks, and Fordson tractors. Directories from 1920 through 1925 included Anderson Motor Company, retailers of Buick and Cadillac cars, and Republic and GMC trucks.

The 1926 map also reveals some changes to the Hudson Motors building and the surrounding block. The single gas pump at the west edge of the property has been replaced by two pumps with tanks beneath a canopy extending into the Center Avenue right-of-way. This is the building shown in several historic photos. (See Figs. 3, 4 and 21.) The blacksmith building remains but its use is indicated as storage. Gone is the fire department's corner hose house. The garage at 223 14th Street is shown as the location of the fire department. The 1926 directory

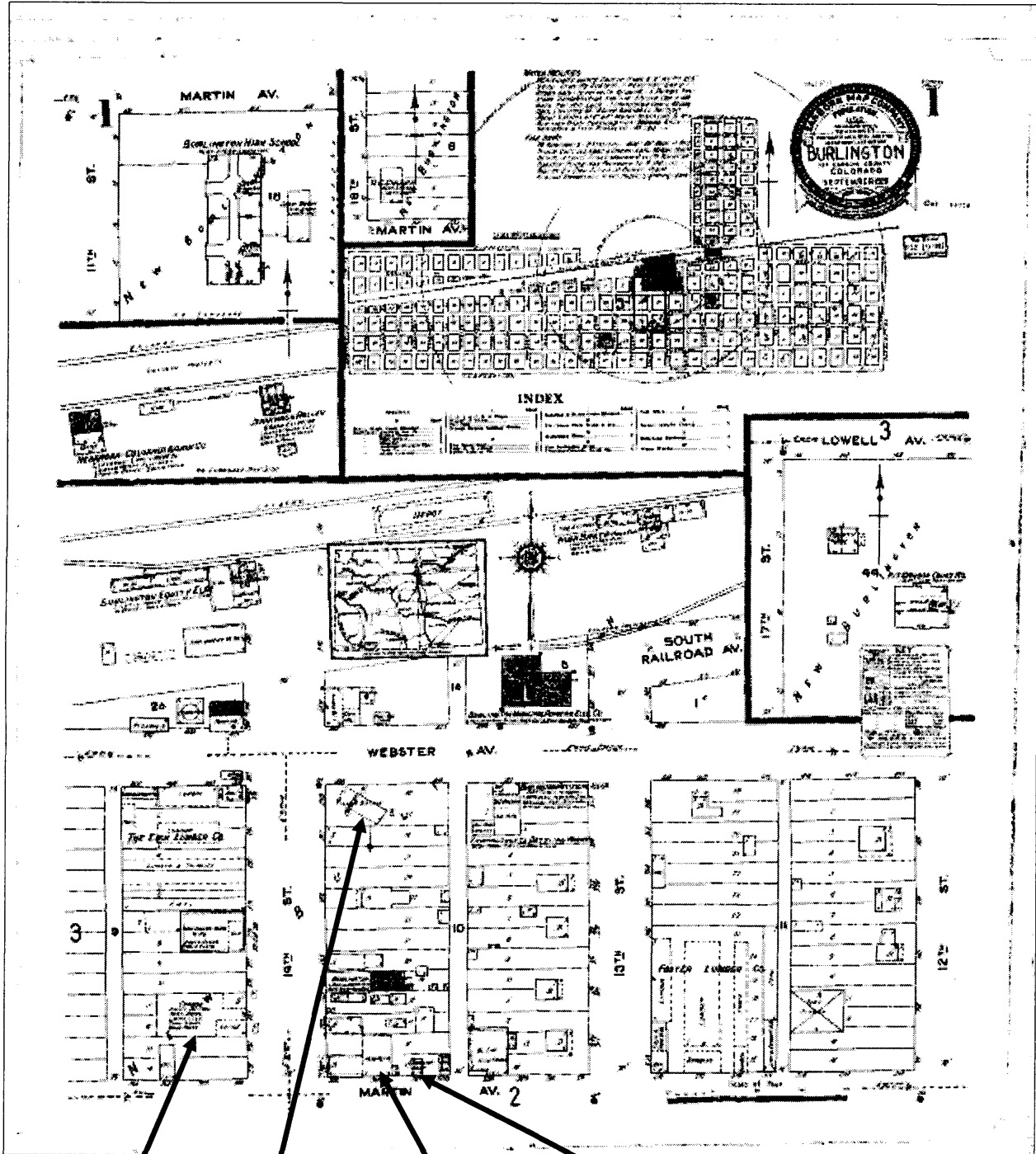
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Kit Carson County, Colorado

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Figure 15. Commercial Automobile Facilities in Burlington by 1926
Sanborn Fire Insurance Map September 1926 – Map1 of 2



Garage
275 14th St.
20-Car Capacity
Two Gas Tanks

Gas Station
Corner 14th
and Webster

Auto Repair
506 Martin Ave.

Radiator Shop
507 Martin Ave.

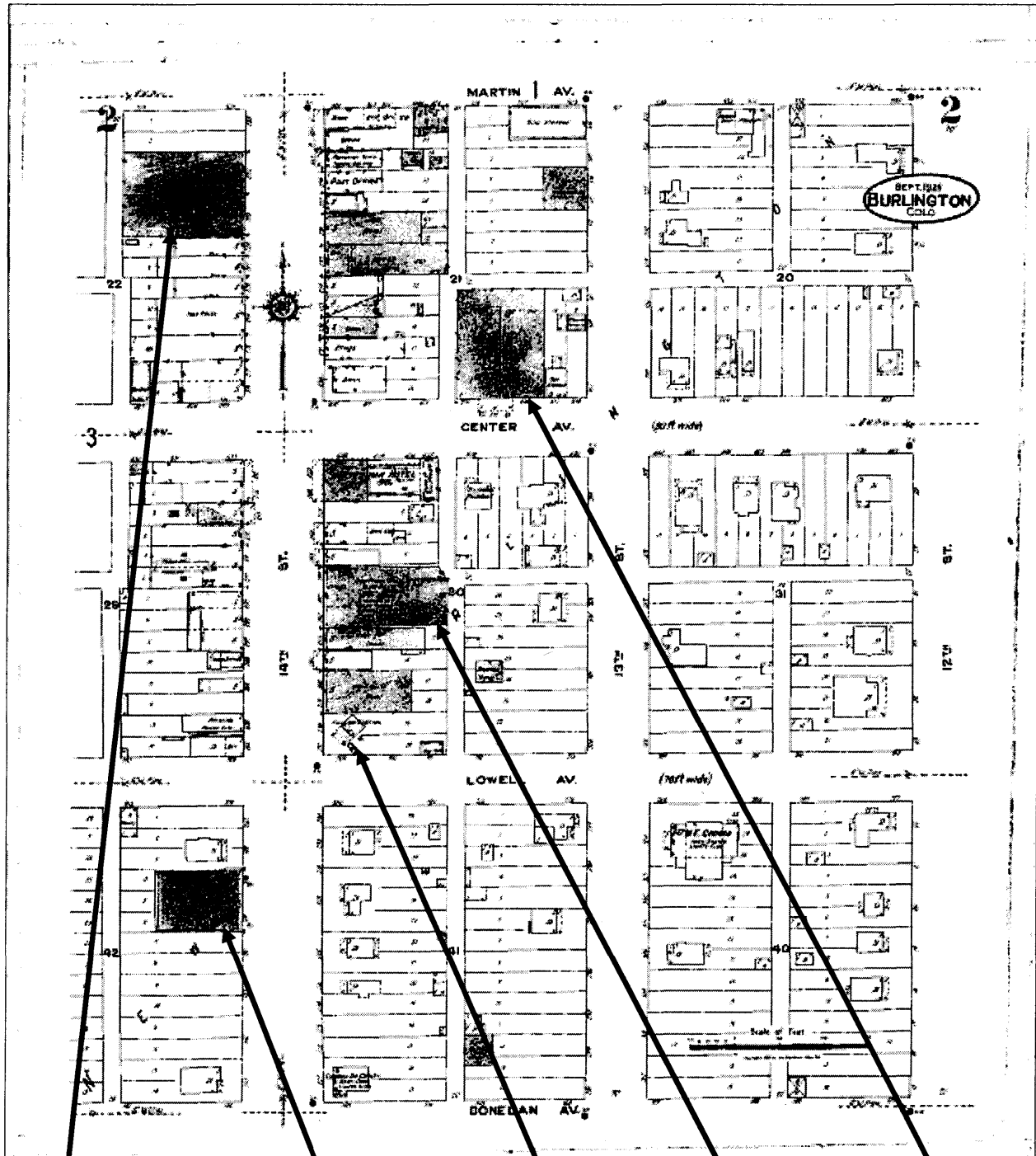
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Figure 16. Commercial Automobile Facilities in Burlington by 1926
Sanborn Fire Insurance Map September 1926 – Map 2 of 2



Garage and Fire Dept.
223-224 14th St.
80-Car Capacity
No Gas Tanks

Garage
197-198 14th St.
25-Car Capacity
Two Gas Tanks

Gas Station
Corner 14th
and Lowell

Garage - 2 Stories
242 14th St.
85-Car Capacity
Reo Fire Truck
Stationed Here
No Gas Tanks

Hudson Motor Co.
614-616 Center Ave.
60-Car Capacity
Two Gas Tanks

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indicates that garage owner and tractor dealer Jack Chalfant also served as chief of the fire department. It is likely that the 223 14th Street garage was the location of his business. The town stationed an additional Reo fire truck in the garage at 242 14th Street.

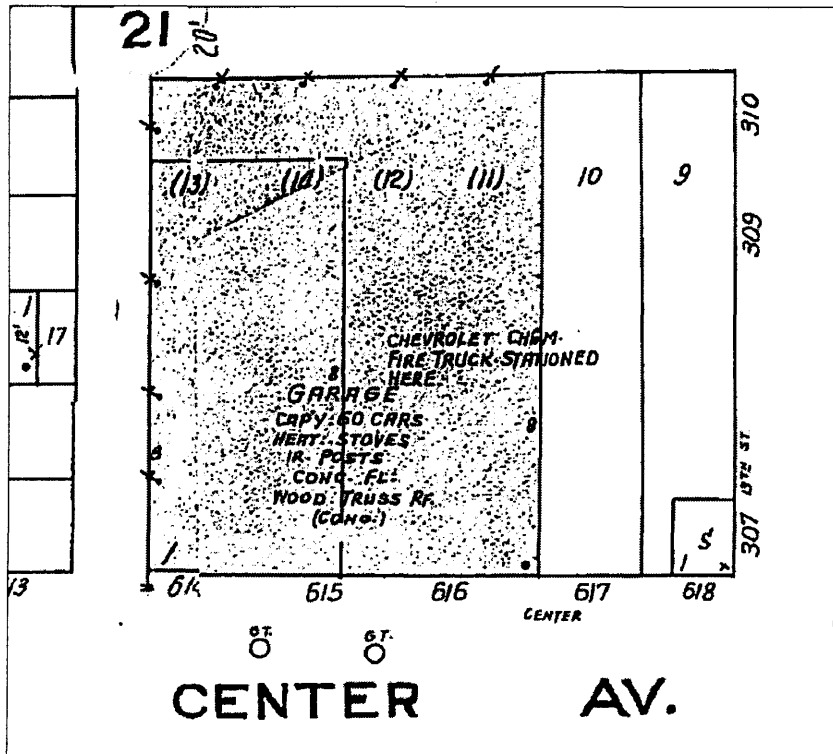


Figure 17. *Sanborn Fire Insurance Map, September 1926 updated to April 1937*

The 1937 Sanborn maps, the last set produced of Burlington, shows only minor changes to the town's commercial automobile infrastructure. The Hudson Motor Company building retains its curbside gas pumps but now without the canopy. The two lots immediately east of the dealership have changed significantly. Gone is the former blacksmith shop as well as the northeast corner residence and carpentry shop. A small store building of unspecified use now stands at the southeast corner. The map also indicates that the town's Chevrolet chemical fire truck is stationed in the Hudson building.

The 1937 business directory indicates that Sim Hudson's competitors continue to be Burlington Motors and the Reed Motor Company, along with the Dunn Motor Company, the dealer of an unspecified make of autos.

The Golden Belt Garage and the Sim Hudson Motor Company

In 1926, the highway running east-west through Burlington became US Highway 40 North (US40N), a designation later changed to US24. Prior to its US highway designation, the multi-state route through Burlington formed part of both the Victory Highway and the Golden Belt Highway. It is most likely that the original 1919 proprietors of the Golden Belt Garage (H.E. Mitchel and E.J. Eicher) copied the highway name for their new automobile-dependent business. The 1923 business directory contains a large ad for the Golden Belt Garage (then operated by W.H. and F.E. Evans) indicating that in addition to general auto and machine repairs, the 13,000-square-foot facility provided battery and ignition service, vulcanizing, cylinder grinding, and crank shaft grinding. The firm modestly promises, "We get any part for any car." The garage also sold Dort and Oakland motor cars and the short-lived Nebraska-manufactured Patriot brand of trucks.

Sim Hudson borrowed \$500 and started his own service station at 313 13th Street (now 463 13th) where he worked as a mechanic and sold Whippet automobiles. The Hudson name first appears in the 1919 business directory as "Hudson Bros., garage." In 1922 Sim purchased the Golden Belt Garage from Ed E. Hoskin and soon secured the Chevrolet dealership in Burlington. The apparent ownership confusion in the 1923 directory is likely the result of the ad being ordered before the change in ownership.

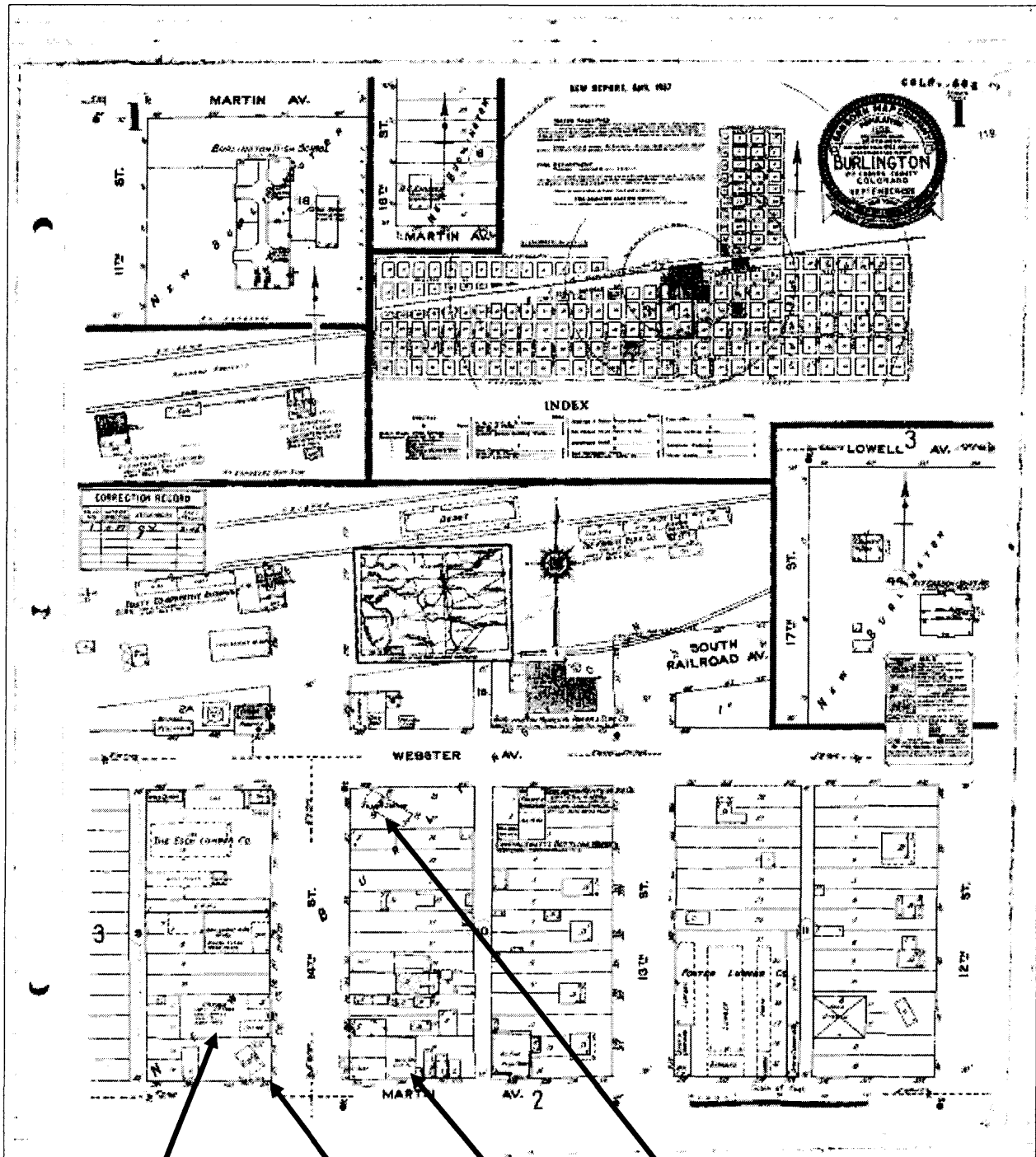
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Figure 18. Commercial Automobile Facilities in Burlington by 1937
Sanborn Fire Insurance Map September 1926, Updated to April 1937— Map 1 of 2



Garage
275 14th St.
20-Car Capacity
Two Gas Tanks

Gas Station
Corner 14th
and Martin

Auto Repair
506 Martin Ave.

Gas Station
Corner 14th
and Webster

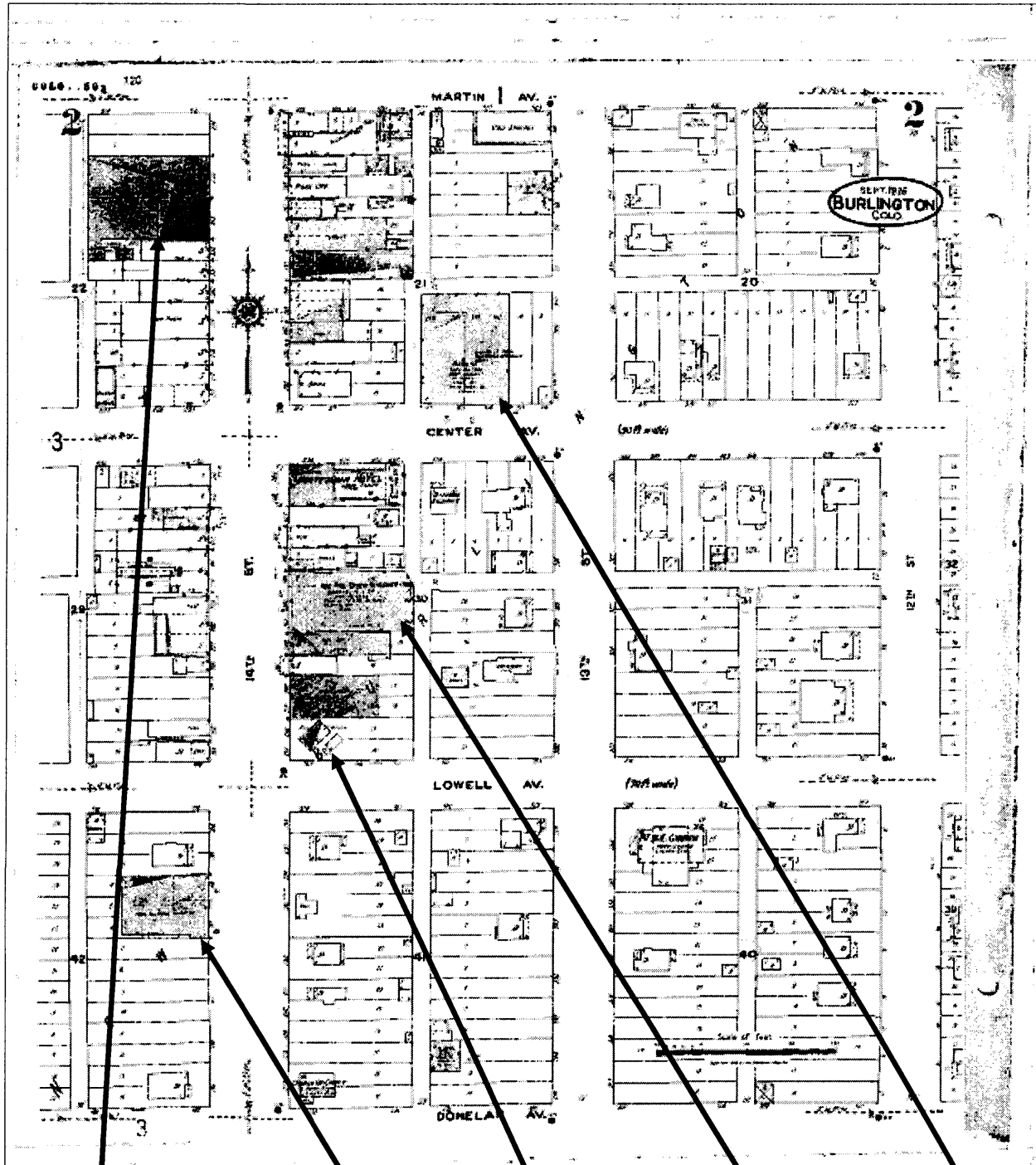
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Figure 19. Commercial Automobile Facilities in Burlington by 1937
Sanborn Fire Insurance Map September 1926, Updated to April 1937— Map 2 of 2



Garage and Fire Dept.
223-224 14th St.
80-Car Capacity
No Gas Tanks

Garage
197-198 14th St.
25-Car Capacity
Two Gas Tanks

Gas Station
Corner 14th
and Lowell

Garage - 2 Stories
242 14th St.
85-Car Capacity
Reo Fire Truck
Stationed Here
No Gas Tanks

Hudson Motor Co.
614-616 Center Ave.
60-Car Capacity
Chevrolet Chemical Fire
Truck Stationed Here
Two Gas Tanks

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Hudson Motors as it evolved from the Golden Belt Garage provided the mix of services typical of a pre-World War II automobile dealership. In addition to selling cars and trucks, Sim Hudson and his staff repaired and stored cars, sold parts to the public inside the building, and pumped gas and topped off oil crankcases at the curb. As an independent gas and oil retailer, Hudson Motors could enter into simultaneous agreements with more than one petroleum company and could change those affiliations over time. Figure 21 shows the dealership displaying signage for two brands of oil—City Services and Mobil. The brand of gasoline sold might have been either of these or yet another variety. In Figure 3, also around 1927, the window sign indicates the availability of petroleum products by the Texas Company (Texaco). The 1934 view of the dealership in Figure 25 includes Conoco (Continental Oil Company) gasoline signs.

Automobile parts constituted a significant part of a dealer's inventory and sales. Dealer mechanics used the parts in the repair of customer autos and additional parts were sold to the public. Figure 22 shows the Hudson parts department sometime in the 1920s. The



CHEVROLET
for Successful Transportation

An Entirely New Conception of "Quality at Low Cost"



Oh, My! Beautiful Chevrolet in Chevrolet History!

Reduced Prices!
The COACH
\$595

The Touring or Roadster	\$525
The Coupe	\$625
The Sedan	\$695
Sport Cabriolet	\$715
The Landau	\$745
1-Ton Truck (Closed Only)	\$495
1/2-Ton Truck (Closed Only)	\$395

Because it carries the lowest prices ever placed on a truly fine automobile, the Most Beautiful Chevrolet brings into existence an entirely new conception of "Quality at Low Cost."

Never before! Chevrolet's amazingly reduced prices has any manufacturer provided so many fine car features, so many marks of distinction and so many mechanical improvements. These are typified by new bodies by Fisher finished in Duco colors, full-crown one-piece fenders, bullet-type lamps, AC oil filter, AC air cleaner, improved transmission, larger radiator and many others.

You need only to see these supremely beautiful cars to realize why all America is proclaiming them as the greatest sensation of America's greatest industry! You need only to compare them with the finest the market affords to see that they represent the biggest dollar-for-dollar value ever offered! Come in today and get a demonstration!

SIM HUDSON MOTOR CO.
Burlington, Colorado

QUALITY AT LOW COST

All prices f. o. b. Pitts, Mich.

Figure 20. 1927 Newspaper Ad



Figure 21. Sim Hudson Motors in about 1927. Source: Old Town Burlington

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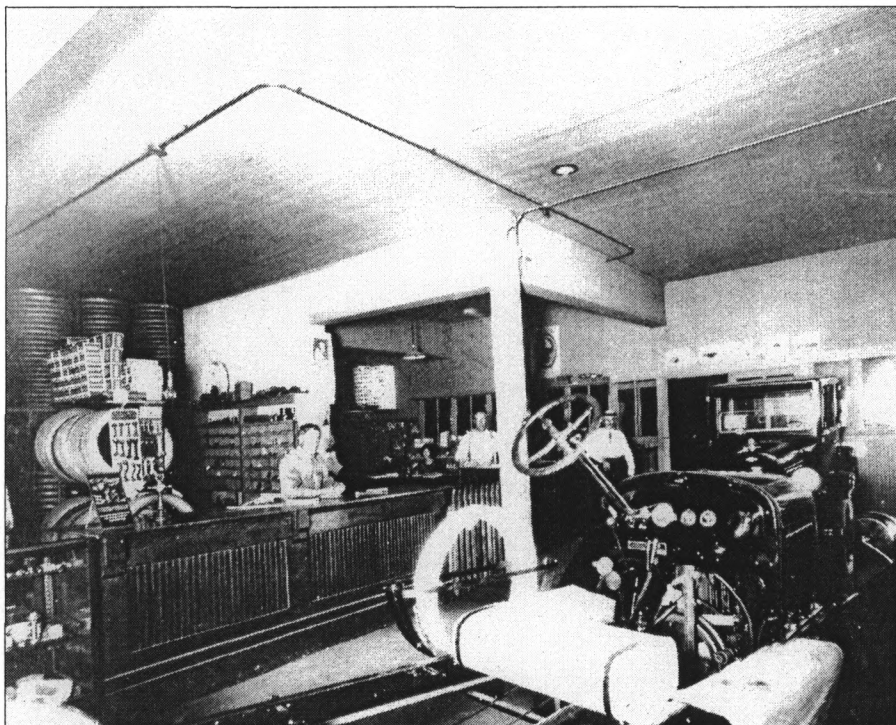


Figure 22. *Sim Hudson Motor Company parts department in the 1920s. Source: Old Town Burlington*

department was usually placed close to the mechanical service area to be convenient for mechanics. Many dealers located their parts departments adjacent or even behind the showroom so that parts customers would be exposed to the new car models. The photo of the Hudson parts department shows a partially assembled vehicle on display as a customer attraction and a road-ready new car model to the rear.

Not every worn part needed to be replaced with new. Often older parts could be remachined and reinstalled to deliver additional trouble-free miles of travel. Dealerships generally included a machine shop capable of repairing worn and damaged parts. Some dealers took in additional machine shop work as an extra source of income. Figure 23 shows the Hudson machine shop area in the late 1920s or early 1930s.

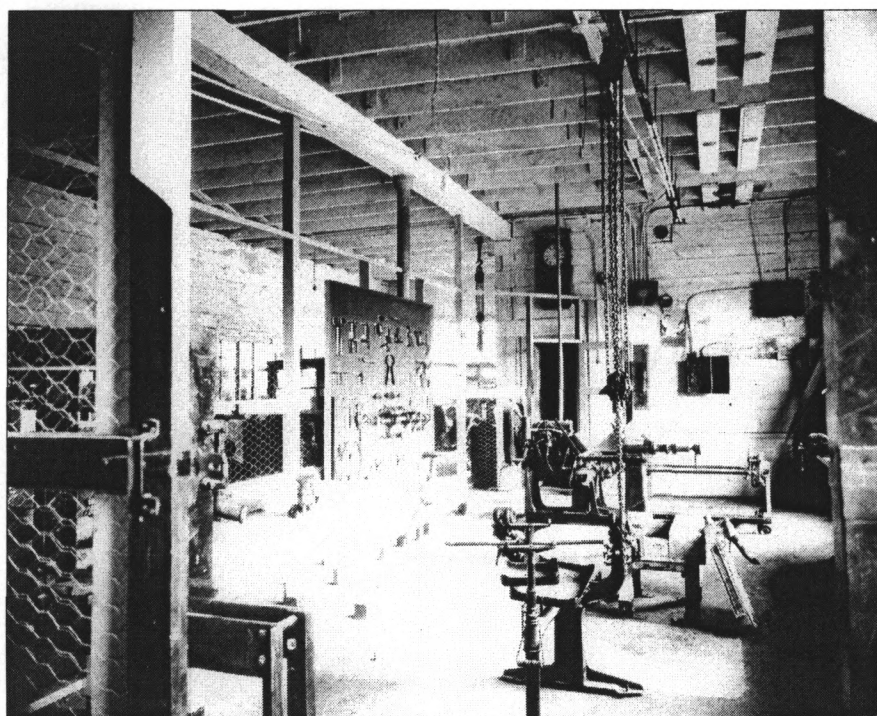


Figure 23. *Sim Hudson Motor Company in the late 1920s or early 1930s. Source: Old Town Burlington*

Just as the automobile manufacturers changed the design and styling of their cars regularly to stimulate customer interest while sowing the seeds of dissatisfaction with older "outdated" models, dealers found it advisable to occasionally upgrade the appearance of their buildings. Though the old Golden Belt Garage building had

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served well with its expansion and some facade alterations, it was a utilitarian building calling attention to itself more by location and size rather than through distinctive architectural styling.

Sim Hudson commissioned a major remodeling of his building in 1932. The entire facade received an Art Deco makeover. It is likely the showroom-office area received its Art Deco style finish at the same time. The result was a building unlike any other in Burlington. Such a major investment in the midst of the Great Depression indicated Hudson's confidence in his community and in his own ability to sell and service automobiles.

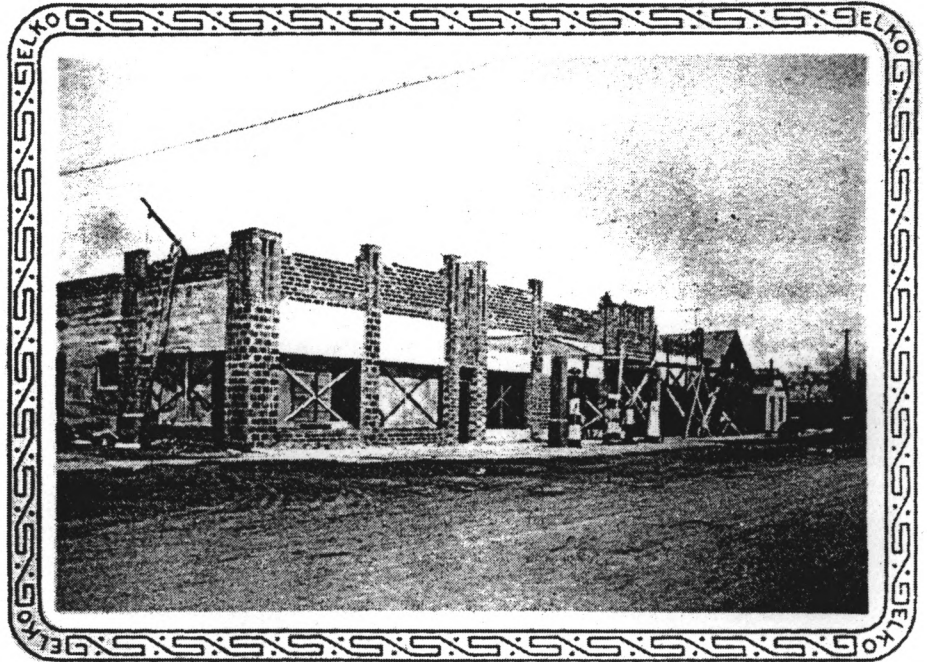


Figure 24. *Sim Hudson Motor Company undergoing a major facade change in 1932. Source: Old Town Burlington*



Figure 25. *Hudson Motor Company in 1934. Sim Hudson sits atop a horse to promote the new "knee action" suspension system of the 1934 Chevrolets. Source: Old Town Burlington*

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Many area residents came to see the remodeled building and participate in the festivities at the grand reopening in June 1932. Chief Manitou of Colorado Springs, Chief Morning Cloud of Taos, New Mexico, and Mel Berdelman headed the list of entertainers. The Jimmy Carlos Band provided music for the free dance that night. Chevrolet dealers from the entire area attended the grand opening, along with General Motors officials out of Denver.

Sim Hudson seldom missed an opportunity to stage a sales promotion. When the 1934 Chevrolets debuted with their new "knee action" suspension, Sim mounted a horse to demonstrate a little knee action of his own. (See figure 25.) His showroom window kept passersby informed of his sales in relation to the neighboring Ford dealer. A photo shows Sim on a horse holding a "knee action" banner while in the background the showroom window announces car registrations: 37 Chevrolets and 17 Fords.

Hudson added Cadillac to his product mix in the 1950s. Having a trade-up model made good business sense. This allowed him to retain a customer whose rising social status or improved financial condition no longer matched the image of a typical Chevrolet owner.

Sim Hudson died in 1960. His nearly four-decade long career as an automobile dealer demonstrates the success of his business strategy and performance. The dealership survived the tough economic conditions of the Great Depression and the following war years when new cars were virtually nonexistent. Sim's widow, Hazel, and Eldon Snowbarger (hired by Sim in 1948) continued operating the dealership until 1983. They sold the business but not the buildings to Vince and Jane Schreivogel who operated the dealership as Vince's Chev-Olds-Cad Inc. The dealership continued to sell and service autos until 2001. Hazel Hudson retained ownership of the property until her death.

The Automobile Dealership as a Building Type

For all the overlapping of service and products, by the 1920s the gas station, the commercial garage, and the automobile dealer, new and used, all established a market niche that held firm through the first half of the twentieth century. Each developed a particular building or type suited to its product and service mix.

The first dealers used existing businesses or buildings for car sales. As volume and services increased, dealers extensively modified existing buildings or constructed new facilities specifically designed for auto sales and service. Most such buildings were much larger than the typical retail store in order to accommodate the large size and maneuvering requirements of automobiles. Car display, repair and storage all required large amounts of floor space.

Cars could also be maneuvered easier if the interior space contained as few structural obstacles as possible. Roof trusses were generally designed to provide long column-free interiors. Barrel roofs with bowstring trusses were the most common type, first in wood and later in steel. Most dealerships occupied one-story buildings. This eliminated the need to build vehicular ramps to upper floors and avoided large columns on the first floor to support an upper level. Multi-story dealer buildings are found in the commercial cores of larger urban areas where higher land prices made building up an attractive economic alternative to building out.

Auto dealer buildings before the 1950s usually stood at the street edge like other commercial buildings of the period. As dealers began to carry larger new car inventories or included a used car sales

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operation, a paved parking lot at the building side most often provided sufficient space. Rectangular floor plans are common, but many dealerships used an L-shaped plan that provided a small open lot at the street edge to allow cars to pull in and park before entering the service garage or to accommodate a gasoline pump.

Dealer buildings contain numerous vehicular doors to permit the flow of new cars and cars arriving for service and storage. Vehicular doors are commonly found on multiple sides of the building. Pedestrian doors are less prevalent along the street elevation than would be typical for a general retail storefront of similar length. This is because of the building being occupied by a single business and because of the high percentage of customers who arrive by auto rather than on foot. Display windows along the street are generally numerous and large, often with a low kick plates to permit passersby to best see the automobiles on display. Numerous windows on secondary elevations are common in older dealerships to illuminate service and storage areas. Skylights were sometimes used to better illuminate the large interior spaces.

The interior of the dealership building is generally divided by function. The new auto showroom is always at the front of the building for best visibility. Offices for sales staff, administrative support and the dealership owner are most often clustered around the showroom. The service area is usually accessed by a vehicular door off the frontage street or a side street if the dealer is on a corner. The service area itself may actually be at the rear of the building. The parts department may be positioned in a variety of locations. It may be adjacent to the service area or near the service entry or even off the showroom. The parts department may have its own exterior entry to accommodate sales to the public. The savvy dealer seeks to be accommodating while letting no opportunity slip by for an extra sale. A customer stopping in for a parts purchase should be encouraged to travel close by the new car showroom. Similarly, the customer dropping off or picking up a car for service should also be exposed to the new car models. The thought of a new car is seldom more appealing then at that moment when the mechanic presents the repair bill. Similarly, the customer waiting room is most often positioned near the showroom.

Stylistically, the earliest auto dealerships tended to be of utilitarian design similar to other storefronts. As dealers built special purpose buildings or remodeled and expanded older facilities, distinctive architectural styling became a matter of importance. The building should attract prospective customers and provide an attractive showcase for the autos on display. Revisionist styles were popular, including Mission Revival, Tudor Revival and Late Gothic Revival. The more expensive autos tended to be sold in buildings of higher architectural and artistic quality. In the late 1920s and 1930s, Art Moderne and Art Deco style dealerships became popular. Moderne, sometimes called Streamline Moderne, fit well with the industrial design trend of the period that advocated streamlining products. Longer, lower, and leaner autos came off the designers tables and into the showrooms. Aerodynamic styling became the hallmark of the 1930s. Many dealers wanted their buildings to convey the same modernity. Moderne designs with their strong horizontal orientation, rounded corners, and minimal ornamentation coordinated well with the new car designs. Art Deco features a vertical orientation and bolder geometrical ornamentation than does Moderne. Though not as similar to 1930s new car styling as Moderne, Art Deco conveyed the sense of newness and modern design sought by many dealers.

The Hudson Motor Company epitomizes many of the defining characteristics of the pre-World War II automobile dealership building type. Its large one-story rectangular plan fronting onto the street at the sidewalk is a typical design trait. The concrete and stucco structure reveals its evolutionary nature from the 1920 facility to its mid-century configuration. The original section utilizes flat trusses with supporting columns that provide adequate if not ideal space for automobiles. The addition utilizes bowstring

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trusses affording clear column-free spans. This greatly facilitates the movement of cars and lessens the potential for damage to both the vehicles and the building.

The interior space arrangement of the main Hudson building typifies that found in dealerships of its period. The showroom occupies the primary spot at the front of the building. Surrounding offices provide space for sales and administrative functions. The service entrance is accessed directly off the street. The parts department along the east wall provides convenient access for both the dealer mechanics and the public. Service functions occur at the rear of the building with additional vehicle doors opening onto the side alley.

Stylistically, the Hudson building perfectly conveys its period of operation. The original utilitarian garage building exhibited design elements suggesting Pueblo and Mission revivals. The removal of the large central curvilinear parapet, the addition of the off-centered gas pump island and canopy and the addition of new entries and windows left the building with a less pleasing appearance. The 1932 addition of the Art Deco styling gave the building a modern appearance while unifying the asymmetrical facade.

One of the unusual and important aspects of the Hudson building is the survival of the Art Deco curbside gas pump island. The danger of the curbside pump and the long-term problems of its occupancy of the public right-of-way generally led to its disappearance in the 1940s. Not only did the curbside Hudson pumps survive the 1932 remodeling, they continued to function into the 1950s and the continued existence of the protective pylons conveys an important aspect of prewar dealer operations.

In total, the Sid Hudson Motor Company is an excellent intact example of the pre-World War II automotive dealership building type.

Hudson, Sim, Motor Company
Name of Property

Kit Carson County, Colorado
County/State

10. Geographical Data

Acreage of Property less than one

UTM References

(Place additional UTM references on a continuation sheet.)

1. 13 735692 4353966 (NAD27)
Zone Easting Northing

2. Zone Easting Northing

3. Zone Easting Northing

4. Zone Easting Northing

See continuation sheet

The UTM reference point was derived from heads up digitization on Digital Raster Graphic (DRG) maps provided to OAHP by the U.S. Bureau of Land Management.

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Frank Lund

organization _____ date March 3, 2007

street & number 6466 Independence St. telephone 303-431-9789

city or town Arvada state CO zip code 80004

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional Items

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

Property Owner

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

name see continuation sheet

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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

Estimated Burden Statement: Public reporting burden for this form is estimated to range from approximately 18 hours to 36 hours depending on several factors including, but not limited to, how much documentation may already exist on the type of property being nominated and whether the property is being nominated as part of a Multiple Property Documentation Form. In most cases, it is estimated to average 36 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form to meet minimum National Register documentation requirements. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, 1849 C St., NW, Washington, DC 20240.

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Kit Carson County, ColoradoSection number 10 Page 26**BIBLIOGRAPHY***Burlington Call*
Clipped articles*Burlington Record*
Clipped articlesGenat, Robert. *The American Car Dealership*. Osceola, WI: Motorbooks International, 1999.Jakle, John A. and Keith A. Sculle. *The Gas Station in America*. Baltimore: Johns Hopkins University Press, 1994.

Old Town Burlington historical files and photograph collection.

Rubenstein, James M. *Making and Selling Cars: Innovation and Change in the U.S. Automotive Industry*. Baltimore: Johns Hopkins University Press, 2001.*Sanborn Fire Insurance Maps*, Burlington, Colorado. Special Collection, Denver Public Library
July 1907
June 1913
April 1920
September 1926
September 1926, updated April 1937*State Business Directory*. Denver: Gazetteer Publishing and Printing Co.
1910, Vol. 36
1913-1926, Vols. 39-53
1937, Vol. 63

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GEOGRAPHICAL DATA

VERBAL BOUNDARY DESCRIPTION

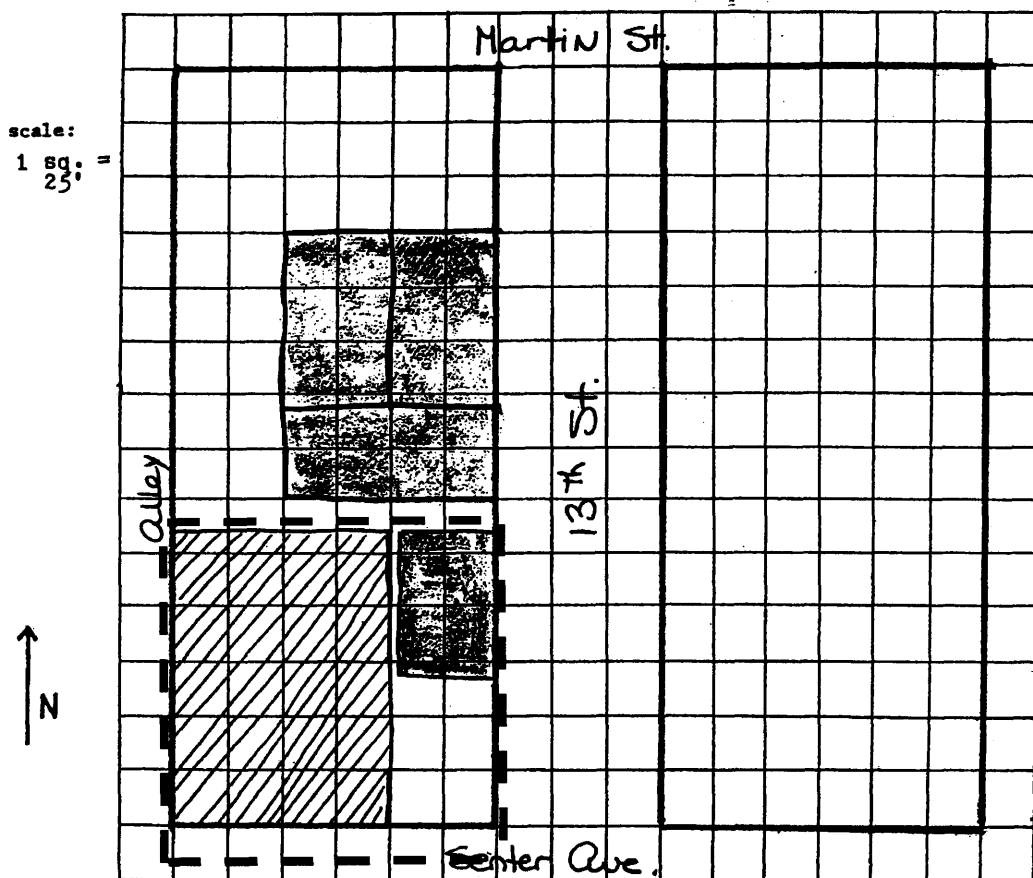
The nominated land includes Lots 9-14 inclusive, Block 21, New Burlington Addition, Burlington, Kit Carson County, Colorado. The south boundary extends six feet past the curb to include the curbside pylons.

BOUNDARY JUSTIFICATION

The nomination includes all the land historically associated with the Sim Hudson Motor Company during the 1920-1960 period of significance.

Figure 26 Site Sketch Map

Approximate Nomination Boundary - - - - -



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Figure 27.

USGS TOPOGRAPHIC MAP

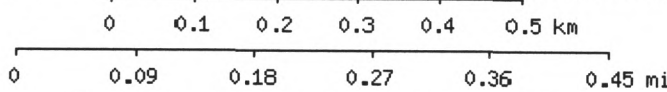
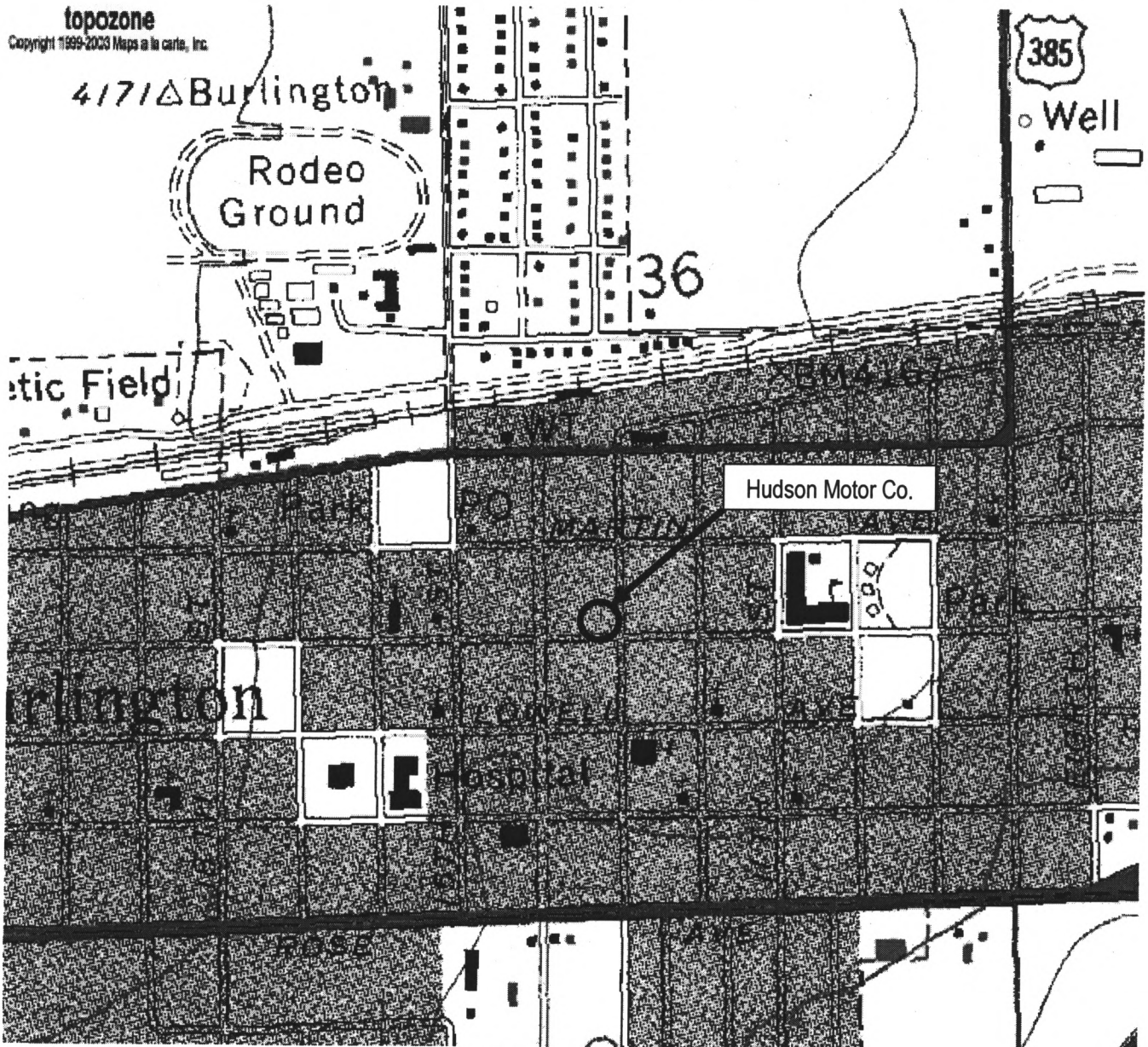
Burlington Quadrangle, Colorado, 1984
7.5 Minute Series, enlarged

UTM: Zone 13 / 735692E / 4353966N (NAD27)

PLSS: 6th PM, T8S, R48W, Sec. 36 SE¹/₄ SW¹/₄ NW¹/₄ SE¹/₄

Elevation: 4,160 feet

Site Number: 5KC.46



Burlington, USGS Burlington (CO) Quadrangle
Projection is UTM Zone 13 NAD83 Datum



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The following information pertains to photograph numbers 1-20:

Photographer: Terry Blevins
 Date of Photographs: February 20, 2007
 Location of Negatives: Digital image files included with nomination
 Print Specifications: Epson UltraChrome pigmented inks of Epson Enhanced Matte Paper

Photo No.	Photographic Information	Digital File
1	Facade (Senter Ave. frontage); view to the northwest.	CO_KitCarsonCounty_Hudson1.tif
2	Facade; view to the northeast.	CO_KitCarsonCounty_Hudson2.tif
3	West side and facade; view to the northeast.	CO_KitCarsonCounty_Hudson3.tif
4	West side, southern portion; view to the Southeast.	CO_KitCarsonCounty_Hudson4.tif
5	West side, northern portion; view to the southeast.	CO_KitCarsonCounty_Hudson5.tif
6	North side, western portion; view to the southeast.	CO_KitCarsonCounty_Hudson6.tif
7	North side, eastern portion; view to the southeast.	CO_KitCarsonCounty_Hudson7.tif
8	East side, visible southern portion; view to the northwest.	CO_KitCarsonCounty_Hudson8.tif
9	Facade torch lights.	CO_KitCarsonCounty_Hudson9.tif
10	Facade parapet detail; view to the north.	CO_KitCarsonCounty_Hudson10.tif
11	South side of adjacent former body shop; view to the north.	CO_KitCarsonCounty_Hudson11.tif
12	East side of adjacent former body shop; view to the northwest.	CO_KitCarsonCounty_Hudson12.tif
13	East side of adjacent former body shop; view to the southwest.	CO_KitCarsonCounty_Hudson13.tif
14	North side of adjacent former body shop; view to the west.	CO_KitCarsonCounty_Hudson14.tif
15	Facade detail at pedestrian entry; view to the north.	CO_KitCarsonCounty_Hudson15.tif
16	Curbside pylons; view to the east.	CO_KitCarsonCounty_Hudson16.tif
17	Interior office arches.	CO_KitCarsonCounty_Hudson17.tif
18	Interior office upper wall detail.	CO_KitCarsonCounty_Hudson18.tif
19	Interior office cabinets.	CO_KitCarsonCounty_Hudson19.tif
20	Interior fish pond.	CO_KitCarsonCounty_Hudson20.tif

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PROPERTY OWNERS

Lots 9-14 inclusive, Block 21, New Burlington Addition, Burlington, Kit Carson County, Colorado.

Frank and Venita Lund
6466 Independence St.
Arvada, CO 80004

The land south of south Lots 9-14 inclusive extending six feet past the curb on the north side of Senter Avenue to include the curbside pylons.

City of Burlington
415 15th Street
(PO Box 388)
Burlington, CO 80807