

4138



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name Nebraska Buick Auto Company
Other names/site number Redfield Printing and Lithograph/ DO09:0122-034
Name of related multiple property listing Historic and Architectural Resources of the Lincoln Highway in Nebraska
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & Number 1901 Howard Street
City or town Omaha State Nebraska County Douglas
Not for publication Vicinity

3. State/Federal Agency Certification

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

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

Applicable National Register Criteria: A B C D

SHPO/Director

5/22/19

Date

Signature of certifying official/Title:

Nebraska State Historical Society

State or Federal agency/bureau or Tribal Government

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

Signature of Commenting Official

Date

Title

State of Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:

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

Signature of Keeper

6-27-2019

Date of Action

Nebraska Buick Auto Company
Name of Property

Douglas County, Nebraska
County and State

5. Classification

Ownership of Property (Check as many boxes as apply)

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

Category of Property (Check only **one** box)

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

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

Contributing	Noncontributing	
1		Buildings
		Sites
		Structures
		Objects
1	0	Total

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

6. Function or Use

Historic Functions (Enter categories from instructions.)

COMMERCE/TRADE: Specialty Store

Current Functions (Enter categories from instructions.)

VACANT/NOT IN USE

7. Description

Architectural Classification (Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style

Materials (enter categories from instructions.)

Principal exterior materials of the property: CONCRETE, TERRA COTTA, GRANITE, BRICK, METAL

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

Description

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

The Nebraska Buick Auto Company is a four story, plus basement, granite and glazed terra cotta building on the northeast corner of 19th and Howard Streets in Omaha, Nebraska. It was designed by Chicago architect Paul V. Hyland with local consulting architect J.G. McArthur in 1919. The main floor housed 9,775 square feet of automobile show room with comfortable restroom facilities for men and women. Overall, the building retains sufficient physical historic integrity to convey its significance related to the development of the automotive industry in Omaha. Located in the commercial and governmental core of the city, the building is surrounded by mostly dense urban, multi-story buildings. Its 19th and Howard Street location places it two blocks south of the historic route of the Lincoln Highway through Omaha. It meets the registration requirements identified in the “Historic and Architectural Resources of the Lincoln Highway in Nebraska” multiple property document (MPD), under Criterion A, as a representative example of the Automobile Agencies, Garages and Dealerships property type.

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

Overview

The corner building boasted a formal embellished terra cotta façade rising from pink granite foundation walls. Its’ location on the northeast corner of Howard and 19th Streets in Omaha, neighbored other automotive resources, as well as hotels, the public library, and the county courthouse. Automotive resources within the historic setting of the area included a Hudson dealership immediately adjacent to the south of the building and an auto garage across the street to the north. There are several National Register listed properties in the vicinity of the building including the Omaha Public Library (NPS #78001696), the Flatiron Hotel (NPS #78003403), and the Standard Oil Company Building (NPS #79001443).

The four-story building housed the company’s main Buick showroom, with business offices on the first floor, truck and tractor display on the second floor, storage on the third floor, and the mechanic’s shop on the fourth floor. Each of these floors were accessed by a large automobile elevator as well as a person elevator in the southwest corner of the floorplan.

The physical setting and feeling of the surrounding area retain a high degree of physical integrity. The two-story brick building that shares the south wall was a Hudson dealer, while buildings across Howard Street to the north served as auto service areas and garages. Surface parking in the lots northeast, east, and north of building contribute to the setting’s integrity and feeling as well. Historic images from 1924 and 1943 show the surrounding surface parking that likely contributed not only to servicing the Nebraska Buick Auto Company, but other neighboring businesses and resources.

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State



“Sidles Company” 19th and Howard Street 6 June 1924, Photo thumbnail courtesy of Durham Museum photo archive from the Bostwick-Frohardt Collection



“Sidles Company” 19th and Howard Street, 6 April 1943. Photo thumbnail courtesy of Durham Museum photo archive from the Bostwick-Frohardt Collection

Exterior

Elevations vary greatly in this area with steep slopes and hilly streets. The slope of Howard Street between 19th and 21st Streets is reflected in the building’s elevation. The building accommodates the rise in elevation with a raised pink granite foundation at the east façade that diminishes as the hill rises on the north façade. Full height windows in the foundation wall are located on the east facade, while the foundation gradually decreases in height going north. Slivers of the basement windows change in size as the pink granite raised foundation blocks decrease. These windows terminate into the main entrance to the building. Pedestrian doors are located at both the 19th Street and the Howard Street facades leading into a corner vestibule. Granite blocks at the corner have the street names in relief at both the east and north facades. The north façade has full height window in the first bay west of the entrance doors, with openings greatly decreasing in size to the west. The granite foundation provides a solid contrast to the white terra cotta clad walls.

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property**County and State**

The entirety of the north and east facades is clad with white glazed terra cotta with patterned molding and trim across the expanse of the elevations. An ornate projecting pressed-metal cornice line extends the length of the east and north facades. Historic images indicate that projecting acanthus leaf details also extended across the length of these facades but are no longer extant. The simple rectangular plan of the building retains its main pedestrian entrance with identical entrances cornered on the north and east facades, with the address (primary entrance) on the north façade.¹ The entry is marked by the street names carved in the granite at the corners and a cast aluminum sign identifying the last tenant and stating, "REDFIELD & COMPANY, LITHOGRAPHY, PRINTING, BUSINESS FORMS." The glass entry is housed within the pink granite foundation blocks. The simple south and west elevations are common brick painted white, with the terracotta and pressed-metal cornice wrapping around to the first bay of the west façade. The openings on this façade are altered and accommodate exhaust vents from the 4th floor former mechanic space

Fenestration throughout the building is the most notable change from the historic period. The large windows were originally multi-paned industrial steel units. Although the date is not exactly known, changes in ownership indicate that the windows were removed and replaced with the current windows sometime in the 1980s. The window openings and size on the two main facades have been retained. The new window units are four divided vertical panes with a dark tint. Fenestration on the common brick west elevation remains largely intact. Aside from several brick infilled openings on the second and fourth floors, the original industrial steel windows remain. An open metal fire escape is located along this façade as well as the projecting elevator penthouse.

The west façade is unique in that the sloped terrain exposes only the second, third and fourth stories. The terracotta façade wraps around to the west façade one bay deep, however the windows within the terracotta bay on this elevation have been infilled with brick, along with the garage opening. An open metal fire escape is located along this façade as well as the projecting elevator penthouse. A small shed roofed loading dock clad with corrugated sheet metal projects from the west elevation. This bump-out has an overhead automotive/truck door providing entry to the space. The south façade is partially covered by the neighboring two-story building. The wall above the neighboring building is a simple common brick that has been painted white, with five window openings with original windows on the fourth floor. These are the only windows visible, because the Hudson building shares the first two stories of the south wall.

Historic photographs show that the second-floor windows were a different configuration than the industrial multi-light steel windows at the third and fourth floors. Narrow banded windows along the top of the opening had infill below that housed painted and applied advertising signs. Newspaper accounts describe the second floor as a "rich tapestry adorns the huge display windows covering the whole of the Nineteenth and Howard Street sides."² Also, historically a large lit Buick sign projected from the rounded terra cotta corner.

¹ After construction the building's address was identified as 502 South 19th Street. It was not until the automotive use of the building changed and the Western Electric Company occupied the space in 1954 did the address change to 1901 Howard Street. Various years Omaha City Directories document the address change.

² Ibid.

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property**County and State****Interior**

The main showroom space was housed on the first floor with 9,775 square feet of automobile display area. Offices with mahogany wood finish were on the Howard Street side but are no longer extant. It appears through differing floor materials that the offices accommodated a space at the northwest corner of the first floor. Also, in this corner is a stair along the north wall at the west corner that leads to a simple landing. There is no exterior door here, so this may have been a viewing platform to look from the offices into the showroom space. However, this element is not discussed in historic accounts of the interior space. A men's and women's public restroom were on this floor and were immediately adjacent to the passenger elevator on the west wall. The floors here are covered with the original vitreous gray granite tiles with seven-foot wainscoting in gray granite tiles. The floors and walls retain a colorful tan and blue tile border. The newspaper account describes "huge lights, designed in conformity with the general tone of the building," that hung five feet from the ceiling.³ No other description of the lights is provided, but they were noteworthy enough to warrant an individual description. These fixtures are no longer extant. At the southeast corner of the floorplan is a partition wall that divided the showroom space from the stock room. New offices were added along the east wall during the 1996 renovation. These offices include a reception desk and working spaces that separate the main entrance from the former automobile showroom space. A stair was added along the north wall that accessed the office space on the second floor.

Prior to the construction of the neighboring building, and according to newspaper accounts, a concrete driveway lead from the 19th Street side to the second floor where trucks and tractors were displayed. However, there is no longer any evidence of this ramp. The third floor was used for storage while the fourth housed the Buick shops. Roof ventilators on the fourth floor provided circulation for the mechanics who worked in the space with 18-foot ceilings.

The second floor was used for truck and tractor showroom. Most of the second floor has been converted to modern office space. The finished offices are located along the 19th Street side of the building. Modern demising walls, office dividers, carpet, file cabinets, and closets occupy most of the space on this floor. Offices utilize the exterior walls with natural light through the windows, while the interior space was utilized for reception, filing cabinets and storage rooms. Within the new office space is a corridor with two restrooms that retain their historic doors. Outside the office space are the elevator lobby and a large store room that remain in their original, non-finished state. This office space consumes a portion of the original show room floor and while the demising wall separating the spaces detracts from the original integrity of this floor it is a non-permanent alteration which will be reversed.

The third and fourth floors retain their open floor plan. The industrial type spaces have concrete floors and tulip cap concrete columns evenly spaced throughout. Both floors have dropped lay-in panel ceilings that cover the column capitals. A concrete block room has been carved out of floor space along the west wall on the fourth floor and connects to a corridor with restrooms. Exposed ductwork, electrical conduit, and systems units are scattered throughout these upper levels and attached to the ceiling. A temporary plywood divider wall separates an expanse of space along the south elevation on the third floor. The fourth floor retains the 18-foot ceilings that helped to vent the exhaust from the former garage space. The dropped lay-in ceiling panels cover the ceiling, but where these ceiling tiles have been removed, the full ceiling height along with the column capitals is visible.

³ Ibid.

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

The basement has a combination of square and circular columns. The furnace room for the building is housed in the northwest corner at this level. Here the concrete floors, columns, and ceiling are all exposed. Light wells are evident in the sidewalk on the Howard Street or north elevation. The framework remains, but the lights have been enclosed.

Vertical transportation is provided for both people and automobiles in the building. A stair tower, person elevator, and auto elevator share vertical space on the southern half of the west elevation. The concrete stair with pipe rail extends from the basement to the fourth floor. The automotive elevator is huge with a length of 28 feet and a capacity of 12,000 pounds. The open elevator shaft has a wood plank deck and exposed counterweights and pullies. Though well outside of current code requirements, the elevator remains in working order today. A second stair tower is located in the southeast corner of the building.

The Nebraska Buick Auto Company is a representative example of the Automobile Agencies, Garages and Dealerships property type in the “Historic and Architectural Resources of the Lincoln Highway in Nebraska” MPD. As identified in the document, early dealerships appeared across Nebraska as automobile sales soared throughout the late 1910s and into the 1920s. They offered not only sales, but parts and repairs as well. Dealerships were defined by display areas to show new automobiles, separate parts rooms and multiple indoor bays for repairs and storage. Dealerships in larger cities were designed to be larger than the typical one-story brick buildings found in smaller communities and more fashionable and elegant. Many were often multiple stories with elevators large enough to carry automobiles to the upper floors.⁴

Overall, the Nebraska Buick Auto Company retains its physical integrity from the historic period. The window replacement and second floor office renovation from the 1980s and the first-floor office renovation in 1996 are the most notable alterations to the historic features both inside and outside. The contemporary office spaces on the first floor occupy former showroom space, and though newly imposed in the space, the sense of the auto showroom is not diminished and still expresses that historic use. Although the changes in fenestration are not historically appropriate, the remaining integrity of location, feeling, setting, design, materials, association and craftsmanship remain clearly evident and expressed throughout the building.

⁴ Christina, Slattery (et.al.) *Historic and Architectural Resources of the Lincoln Highway in Nebraska* Multiple Property Documentation Form. United States Department of the Interior, Washington, D.C. August 2002 and January 2007. P. F7

Nebraska Buick Auto Company
Name of Property

Douglas County, Nebraska
County and State

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1919-1954

Significant Dates

1930: Buick buys out dealership

Significant Person

(Complete if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Paul V. Hyland (architect)

J.C. McArthur (architect)

Stiles Construction Company (builder)

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

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

The Nebraska Buick Auto Company is significant at the local level under Criterion A for its association with Omaha's second phase of automobile development and commerce. It contributed to the development of the automotive industry in the city. The building represents the pioneering spirit of local investors Lee Huff and H.E. Sidles who opened Omaha's first Buick distributorship. The company started in 1908 and was in another building at 19th and Farnam Streets (two blocks north). Huff and Sidles operated in a Vice-President and President professional relationship. Their success with the Buick brand lead to the construction of their second and larger building at 1901 Howard Street. Here, their business thrived for the next thirty-five years where it contributed to the lucrative automotive industry in Omaha. It remained a car dealership through 1954 when its doors closed and it ceased to serve the automotive economy of Omaha. In addition, the Nebraska Buick Auto Company meets the significant contexts identified in the "Historic and Architectural Resources of the Lincoln Highway in Nebraska" Multiple Property Document Form (MPD). It represents the Automobile Agencies, Garages and Dealerships property type in the context. The period of significance begins in 1919 when the building was constructed and extends to 1954 when the last automotive related business left the building.

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

Historic Overview

Constructed in 1919 by Lee Huff for the Nebraska Buick Auto Company, the building contributes to the physical landscape surrounding the rise of automobile commerce in Omaha. The building was designed by Chicago Architect Paul V. Hyland with local architect J.G. McArthur. Hyland was known for bank designs throughout Illinois and Iowa and utilized his professional relationship with Lincoln, Nebraska colleague J.G. McArthur to complete this project in Nebraska. This building is the second building constructed by and for the Nebraska Buick Auto Company. The first was on Farnam Street between 19th and 20th and along the routes of the Detroit-Lincoln-Denver (DLD) and Lincoln Highways. When Huff managed the successful business right out of their smaller building, he commissioned the impressive four-story terra cotta building to house the largest Buick dealership in the state as a showroom for the powerful and reliable brand.⁵ Though the new building was not located directly along the route of either highway, its proximity (within two blocks) served the local public and those traveling the highways looking for service or supplies.

This dealership dates to the earliest years of automobile dealers in Omaha where its citizens participated fully in the popularity of the new automobile. While variations of an internal combustion engine were developed across Europe and America in the late 1800s, it was not until 1901 when Mercedes created what many automobile historians consider to be the first modern motorcar.⁶ Close on the heels of Mercedes was Ransom E. Olds and the 1901 one-cylinder, three-horsepower Oldsmobile that looked much like a motorized horse carriage. The Oldsmobile was priced at \$650, which made it affordable to many middle-class Americans. However, Henry Ford and William Durant were the first to combine both the advanced design of the Mercedes and the affordability of the Oldsmobile in the American market. Competition in the automobile market was fierce with thirty American manufacturers producing 2,500

⁵ "Huff Tells Record of Buick Company." Omaha World Herald, Omaha, Nebraska. 2 February 1926. P 53

⁶ "When Were Cars Invented?" www.history.com/topics/inventions/automobiles, accessed 16 February 2019.

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

motor vehicles by 1899, but the mass success came in 1908 when Henry Ford first introduced the Model T and William Durant founded General Motors.⁷

Buick Motor Division was founded by David Dunbar Buick in Detroit, Michigan. Buick was building gasoline engines as early as 1899, and together with his lead engineer, Walter L. Marr, they built their first experimental automobile that same year. In 1901 their “horseless carriage” was referred to as the Buick automobile for the first time. Between 1899 and 1903, the company also produced small engines for power boats and other fixed uses. Though a success, Buick relied on his financial backers to continue developing automobiles. One of those investors was Benjamin Brisco who sold his interest in the company to a group of wagon makers in Flint, Michigan. James Whiting who managed the Flint Wagon Works, then announced their plan to move the company and employees, including Buick from Detroit to their home town of Flint.⁸ The company formally incorporated after their move to Flint in 1903. The company faced near-bankruptcy in 1904 but fought back to become the leading automobile producer in the country by 1908. Buick production and sales exceeded the combined production of both Ford and Cadillac, which were considered its closest competitors.⁹

Buick’s son, Thomas, and lead engineer, Marr, took a Buick on its first major test drive between Detroit and Flint in July 1904. It proved a wild success and the company produced thirty-seven cars by the end of 1904. They hit financial difficulties that same year, however, and turned to William C. “Billy” Durant for help. Durant was considered Flint’s carriage king. He owned the Durant-Dort Carriage Company which was the largest horse-drawn vehicle company in the country, and though he was involved in the automobile industry with Henry Ford, the success of the Buick and its power to chug up hills and trudge through mud, convinced Durant that the automotive industry had a solid future and would be a good investment. The following year, Durant went to the 1905 New York Auto Show and sold orders for 1,000 Buicks before the company had built their fortieth car.¹⁰ Durant successfully promoted the company at Indianapolis Motor Speedway, through cross-country races, and international races. Buick’s powerful motor design and its ability to climb hills and go fast brought support and success to the company. Durant ingeniously shifted from the country’s largest buggy seller to the country’s largest automobile seller, with his investment in Buick producing 8,000 vehicles in 1908. In part due to Buick’s success, Durant created his holding company called General Motors (GM). Durant first incorporated Buick, then Oldsmobile, into the company. These were soon followed by Cadillac and Pontiac. He added more than thirty companies to GM, which became the conglomerate it is today.¹¹

The same year Durant created GM as the holding company for Buick, Lee Huff and H. E. Sidles established the first Buick distributor in Omaha. Huff was the General Manager of the Nebraska Buick Auto Company in Omaha, and Sidles was the state of Nebraska Buick dealership manager, located in Lincoln. The two started the business with not much more than desk space in the Defiance Starch Company located in the Bachelors’ Hotel at 2020 Farnam Street and rented storage room in a barn at 18th and Davenport Streets. Their business grew quickly and in 1910 Huff moved the Omaha dealership into a new building at 1912 Farnam Street that accommodated a one-story showroom and garage. His

⁷ Ibid.

⁸ Lawrence R. Gustin. “BMD-A Brief History.” Buick Motor Club of America, <https://www.buickclub.org/bmd-a-brief-history/>, accessed 12 February 2019.

⁹ Ibid.

¹⁰ Ibid.

¹¹ Ibid.

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

business had grown so fast and the company was so busy that no formal opening was held. Rather, newspaper accounts invited the public to visit the building to see the exciting growth of the company. Huff's new building was noted as one of the largest garages in Omaha with a footprint of 75 x 100 feet allowing him to consolidate his resources and display 100 cars in his new showroom.¹²

Huff aggressively built and grew the Nebraska Buick Auto Company. His business savvy and the reliability and popularity of the Buick brand built a successful and profitable enterprise. In 1913 Huff sold and delivered 2,725 Buick cars valued at more than three million dollars. He expanded to manage branches in Lincoln, Nebraska and Sioux City, Iowa. The company distributed only in Nebraska, western Iowa and southern South Dakota. Huff accelerated his goals every year and with the success of 1913, he anticipated putting 4,000 Buicks on the road within the territory in 1914. Concurrently, the Buick Motor Company anticipated increasing their manufacturing output from 32,000 cars in 1913 to 48,000 cars during 1914. Huff anticipated this increase would assist his agents' problem of car shortages and long wait periods for purchasers of Buicks. Huff stated that, "the Nebraska Buick Auto Company takes great pride, not only in the record sales of Buick cars to date, but in their abiding faith in the wonderful, inexhaustible resources of Nebraska, Iowa and South Dakota, where sunshine and rain all make possible the record-breaking crops of corn, hogs, cattle and alfalfa."¹³

Huff and Sidles traveled to automotive shows in New York and Chicago and regularly had one of the largest displays at the Nebraska Auto Show. Growth continued even through the economically tight years during World War I. In part this was due to the increased agricultural output in Nebraska where corn, wheat, and alfalfa yields were up which, according to Sidles meant a growth of \$75 million in the state's economy for 1915 alone. That extra money meant more liquidity to purchase cars, and Sidles traveled to Buick's headquarters in Flint, Michigan to place an order for 1,700 cars valued at \$1 million, a single-order record for Nebraska Buick Auto Company.¹⁴

Business at 1901 Howard Street

Over the next ten years the company grew out of its space at 19th and Farnam Streets. Huff engaged Chicago architect Paul V. Hyland to design a new building two blocks south at 1901 Howard Street. Having worked for various architects during the first-decade of the 1900s, Hyland's stature as a prominent member of the Chicago Architectural Club grew and he established his own design practice in 1908.¹⁵ Hyland had projects in Chicago and extended his practice to Lincoln, Nebraska with his partner and "representative architect" Joseph G. McArthur. Hyland designed many banks throughout Illinois and Iowa, with J.G. McArthur adding properties in Lincoln and Omaha with similar stylistic expressions utilizing glazed terra cotta.

This time when his new building was completed, Huff planned a formal opening and reception to celebrate his "acme of perfection as an automobile home."¹⁶ Constructed at the southwest corner of 19th and Howard Streets the four story with basement building clad with glazed terra cotta along Omaha's

¹² "Nebraska Buick Co. In New Garage." *Omaha World Herald*, Omaha, Nebraska. 4 April 1910. P. 22

¹³ "Nebraska Buick Company Tells of 1913 Business." *Omaha World Herald*, Omaha, Nebraska. 29 June 1913. P. 33

¹⁴ "Two of the Biggest Automobile Dealers in the West." *Omaha World Herald*, Omaha, Nebraska. 21 February 1915. P. 26

¹⁵ "Paul V. Hyland (1876-1966), Architect." Article from Place Makers of Nebraska: The Architects profiles at www.e-nebraskahistory.org, accessed 13 February 2019.

¹⁶ "Buick Soon to Occupy Splendid New Building; Illustrates Substantial Growth of Industry." *Omaha World Herald*. Omaha, Nebraska. 19 January 1919. P. 31

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

secondary Automobile Row. Omaha's primary automobile row was located along Farnam Street, just two blocks north of Howard Street. The Lincoln Highway, the nation's first east to west transcontinental automobile road, was routed through Omaha along Farnam Street. The sizable building was 88 by 136 feet with a pink granite base and ornamental metal panels. The first floor was the showroom space with 9775 square feet of display space. Of note was not only the size of this building, but the mammoth automobile elevator at the southwest corner of the floorplan. Newspaper articles identified it as the only one of its kind west of Chicago.¹⁷ Construction of this building punctuated the significant growth of the company that was established in 1908 with capital of \$50,000 to 1919 when the capital totaled more than \$1 million.

Following the construction of one of the largest automotive buildings in Omaha, Lee Huff branched out and became a director of the Bricston Manufacturing Company in Omaha and was involved in radio sales and technology. His son Lee Huff, Jr. took over to manage the day to day operations of the Buick business, while his father dabbled in his other business interests. Huff, Jr., had been involved in the company for his entire professional career and easily stepped in to help his father as the new manager of the company.¹⁸ Huff, Sr. remained associated with the business and did not relinquish his partnership, just stepped away from some of the day-to-day operations that consumed so much time. Because the demand for their automobile was so great, the Huffs occasionally struggled to maintain their available retail stock and to continuously address the issue of providing sufficient selection and available Buicks to the public. They often traveled to Flint, Michigan to directly place their orders and received train loads of Buicks every month. In 1922, their plan was to receive a train load of cars every week for the entire year.¹⁹

For eight years running, starting in 1918, the National Automobile Chamber of Commerce recognized Buick as the top selling car in the United States. Huff credited the public for making the choice to invest in a Buick and the company for making a reliable, powerful, and safe car. The company consistently improved their principles of design, manufacturing, and merchandising. In 1923 Buick produced 20,000 cars every month and planned for a \$2 million increase in capacity to produce 1,200 cars a day with more than 300,000 cars per year in production.²⁰

Huff was an innovator for Buick accessories as well as an excellent manager of the Buick dealership at 19th and Howard. He conceived of the idea of Buick chevrons. He had so many repeat customers and customers that were multiple Buick owners that he developed a chevron of ownership. The chevrons had a shield-like framework with a number in the center field. The number identified the number of Buicks the owner of the car purchased or owned. The chevron was then mounted directly on the car. The idea was developed by Lee Huff in 1926 and quickly picked up by other dealers. The chevrons became a nationwide success and were soon copyrighted and patented exclusively for the Buick line of cars.²¹ Mrs. S.R. McKelvie, the wife of a former Nebraska governor, proudly pointed out her new Buick chevron of ownership that was mounted on the door for her first car.²²

¹⁷ Ibid.

¹⁸ "Lee Huff, Jr. To Manage Buick Sales." *Omaha World Herald*, Omaha, Nebraska. 22 January 1922. P. 55

¹⁹ "Carload of Cars a Week." *Omaha World Herald*, Omaha, Nebraska. 8 October 1922. P. 45.

²⁰ "Huff Tells Record of Buick Company." *Omaha World Herald*, Omaha, Nebraska. 21 February 1926. P. 53

²¹ "Buick Ownership Chevron." *Omaha World Herald*, Omaha, Nebraska. 31 October 1926. P. 19

²² "Proud of Her New Buick." *Omaha World Herald*, Omaha, Nebraska. 19 December 1926. P. 37

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

In 1929, Buick introduced a new companion car called the Marquette which was meant to appeal to a more medium-priced market. Buick's national marketing strategy and the large number of people viewing the model cars in Omaha led Huff and Sidles to believe that the Marquette was assured success.²³ As part of Huff's continuing efforts to get people into the showroom, he advertised that all were welcome to hear the radio broadcast of all Nebraska football games in the showroom of the dealership. He cross-marketed the Crosley radios they sold with the automobiles to keep people flowing through the building.²⁴ By 1930, Huff was promoting Buicks among women drivers as being one of the easiest cars to manipulate, whether at high speed on open roads or through concrete city streets. At this time though, there was no boasting of huge sales or Buick production.²⁵ The introduction of the new Marquette and expanded advertising was meant to help maintain business and prevent losses as a result of the stock market crash in 1929.

With the stock crash and the following economic depression, the automotive industry suffered. News articles from early 1930 documented the relative success of the New York automobile show. However, following New York, the show shifted to Chicago, and rather than boasting of huge sales and exciting new car models, the expectation was that orders might compare with the show from the previous year. The show claimed that the manufacturers had confidence in the 1930 market because American social life had been built around easy access to automotive transportation. Show promoters claimed that, "American business moves on rubber tires."²⁶ Throughout the show, automotive leaders directed their talks toward sales directors of local dealerships in an attempt to encourage dealers that, despite the deflation of the stock market, the American public was so accustomed to their high standard of living that they would not change their habits and would continue to purchase new cars. Despite this encouragement, they recognized that 1930 would not be a year where profits were easily earned as in past years, but that the existing economy of the dealers could at least be maintained. Huff and his dealership continued to market heavily to Omahans and pushed the easy driving Buick to women in attempts to expand and stabilize their market.²⁷

During the 1920s, Huff and Sidles formed a professional relationship with Powell Crosley, expanding the automotive business in the building to sell Crosley radios. Working with Crosley they eliminated static on radios and, by 1930, had a solid retail business devoted to the static free Crosley radio.²⁸ Mass-produced, Crosley radios were available to the masses and grew to one of the largest radio companies in the United States. The radios' low cost made them extremely popular during the cash-strapped Great Depression.²⁹ Crosley not only built radios but broadcasted, as well, and in the early 1930s the company developed one of the first car radios. This put Huff and Sidles, along with Crosley, as sellers of two of the most popular items in the country at the time. A majority of the population now had an automobile and a radio, and both could be purchased through the Nebraska Buick Auto Company at 1901 Howard

²³ "Wins National Acclaim." *Omaha World Herald*, Omaha, Nebraska. 30 June 1929. P. 45

²⁴ Advertisement. Nebraska Buick Auto Company in *Omaha World Herald*, Omaha, Nebraska. 6 October 1929. P. 12

²⁵ "Huff Cites Buick's Prominent Features." *Omaha World Herald*, Omaha, Nebraska. 12 January 1930. P. 45

²⁶ "Success of N.Y. Show Viewed as Good Omen." *Omaha World Herald*, Omaha, Nebraska 12 January 1930. P. 45

²⁷ Ibid.

²⁸ "Have Won their Battle with Static." *Omaha World Herald*, Omaha, Nebraska. 15 October 1929.

²⁹ "Powel Crosley Jr. And 'The Nation's Radio Station'" <https://www.wshu.org/post/powel-crosley-jr-and-nations-radio-station#stream/0> (accessed 14 March 2019).

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

Street. The Crosley Radio brand was discontinued in 1956.³⁰ In addition to the Crosley radios, in April 1930 the Nebraska Buick Auto Company was advertising as the exclusive distributor of RCA Radiola radio sets.³¹

At the same time they began an advertising push for service, repairs, and maintenance of existing automobiles to continue to grow that side of their business. If people were not purchasing new cars, then they should utilize their car repair services. The downturn in sales lead the Buick Motor Company of Flint, Michigan, to purchase the distributorship of Nebraska Buick Auto Company in May 1930, bringing an end to the sale of new Buick automobiles at 19th and Howard Street. Huff stated that, "it is in line with the policy of the Buick Motor Company to itself take over the business in territory formerly handled by its distributors, and the distributorship in this territory is one of the last to be so transferred."³² Huff and Sidles were no longer part of the Buick parent company, but ownership of the building. No longer legally organized Buick dealers, they separated as business partners, but each remained professionally associated with one another. Huff created the Union Holding Corporation as a stopgap for his new business ventures and Sidles retained ownership of the wholesale automotive accessory and radio business that were part of Nebraska Buick. This meant that the former Buick distributor became an auto supply and radio distributor operating out of the building at 19th and Howard. Huff continued to operate and manage the retail business in Omaha with Sidles.³³

The economically challenging years of the 1930s resulted in the complete restructuring of the businesses operated by Sidles and Huff out of 19th and Howard Street. While working with Sidles, Huff took the next year to restructure his part of the business through his new Union Holding Corporation. By November 1931 he had a new business plan and became an automobile dealer specializing in Buicks under the name Leff Huff, Inc. The new company was a continuation of the old Nebraska Buick Auto Company. He retained all his former employees and service men. The new company focused on Buick service, but also operated a used car department. The used cars were a valuable income source during the suppressed economy and kept the business going. Huff continued operating his sales and service business out of the building he built for Nebraska Buick.³⁴ Huff and Sidles shared the space for Sidles' wholesale automotive accessory and radio business, and Huff's used car and repair business. Huff managed to hold on to the business even though profits were low. In 1933 his sales staff were absorbed by the Greenlease-Lied Motor Company at 26th and Farnam Streets. Sidles continued to offer wholesale auto parts in the building and new tenants, including Newville and Thiessen Auto Tanners, were brought in to share the space. Huff and Sidles offered office space to the Omaha Auto Trade Association and the Nebraska Auto Dealers Association in their building through the 1930s while they continued to sell cars and auto parts out of the venue.³⁵ By 1940, Huff was out of the business while Sidles continued his wholesale auto parts with another new tenant, selling Tucker and Baldwin vacuum cleaners. Sidles expanded into air conditioning services in 1949, eventually closing in 1954. The building ceased its contribution to the Omaha automotive market at this time. The building was vacant with no businesses

³⁰ "Collection of Historical Scientific Instruments, Harvard University: Crosley Radio Corporation 1921-1956" <http://waywiser.fas.harvard.edu/people/702/crosley-radio-corporation;jsessionid=545FAD23AD01504F37E1E0269191ACA9> (accessed 13 February 2019).

³¹ Advertisement. Nebraska Buick Auto Company in *Omaha World Herald*, Omaha, Nebraska. 27 April 1930. P. 53

³² "Buick Motor Company Buys Nebraska Buick." *Omaha World Herald*. Omaha, Nebraska 20 May 1930. P. 7.

³³ Ibid.

³⁴ "Lee Huff Rejoins Buick Family, Omaha." *Omaha World Herald*. Omaha, Nebraska 15 November 1931. P. 26

³⁵ Omaha City Directories 1931 – 1940.

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

noted in City Directories through 1957. In 1958 Western Electric Company temporarily moved in while they had a new building under construction. After the short-term occupancy of the Western Electric Company, the building was sold to the Redfield Printing Company, who ran their printing and lithograph business from the building. Redfield provided commercial printing services from this location until their move to modern industrial office space in west Omaha in 2018.³⁶

Nebraska Buick Auto Company and Historic Highways

Omaha's early automobile industry was concentrated primarily along Farnam Street between 18th and 27th Streets. Farnam proved to be an ideal location for these early auto dealers and accessory shops because the first major planned automobile route, the Lincoln Highway, was routed through Omaha along Farnam Street in this area. As the auto industry began to sweep the nation, the need for standard, signed and maintained automobile routes was necessary. The Lincoln Highway became the first transcontinental interstate highway system connecting New York City to San Francisco. The Lincoln Highway Association was formed in 1913 and began the process of connecting a collective 3,300 miles of country roads, downtown streets, and bridges to create the highway. Leaders from the automobile, tire, and Portland cement industries joined the association to promote the highway and mark it with standardized red, white, and blue signs with a capital L.³⁷

In Omaha, the Lincoln Highway began at the Missouri River on Douglas Street, continued west to 18th Street, turning south to connect with Farnam Street, and continued west along Farnam to 40th Street. At this point the highway shifted north to Dodge Street and continued on Dodge out of the city limits. The Lincoln Highway was rerouted in 1921 to travel outside of the main downtown core in Omaha primarily in response to increased traffic and the growing commercialization along the route. However, the years spent along Farnam Street constituted years of immense growth for the automobile and accessory industry. This strip was known as Omaha's Automobile Row and housed not only automobile dealerships, repair shops, and retail outlets, but support businesses like restaurants, barbers, and general goods stores that a highway traveler might need during a short stop.

The Nebraska Buick Auto Company building represents the property type Automobile Agencies, Garages and Dealerships as identified in the Historic and Architectural Resources of the Lincoln Highway in Nebraska multiple property listing. The company's second building was not directly on the route of the highway, but was only two blocks removed and easily close enough to be associated with the highway. It maintained significance through the period of the Lincoln Highway along Farnam Street and the DLD along Dodge Street. According to the property type context established in the multiple property listing, automobile sales and repair dealerships soared in the 1920s and offered new automobiles along with an expanded line of parts and services. Construction methods of early dealerships resembled commercial buildings of the period and were usually constructed of brick. These buildings were exclusive to the sale and/or servicing of automobiles. The Nebraska Buick Auto Company meets the registration requirements identified in the multiple property document under Criterion A as it was located on or within close proximity to the historic alignments of the Lincoln Highway and the DLD Highway and marketed products and services for the traveling public.³⁸

³⁶ "Printer Buys Nash Building." *Omaha World Herald*. Omaha, Nebraska 15 September 1959. (clipping)

³⁷ Mead and Hunt. *Reconnaissance Survey of Downtown and Columbus Park Neighborhoods*, Omaha, Nebraska. 7

³⁸ L. Robert Puschendorf. *Historic and Architectural Resources of the Lincoln Highway in Nebraska*, Multiple Property Listing, May 2007. And *Historic and Architectural Resources of the Detroit-Lincoln-Denver Highway in Nebraska* Multiple Property Listing, March 2014.

Nebraska Buick Auto Company
Name of Property

Douglas County, Nebraska
County and State

The Nebraska Buick Auto Company is significant under National Register Criterion A as a significant contributor to automobile commerce in Omaha, Nebraska. The building represents the second phase of the major early growth of the industry, as well as the sustained desire for automobiles, accessories, and the need for repairs and maintenance. The building is significant at the local level and the period of significance begins in 1919, its construction date, and extends to 1954 when the last automotive resource dealership in the building closed. The building remained a car dealership throughout the period of significance and served as home to not only the biggest Buick dealership in the state, but also the independent used dealerships of its managers.

Nebraska Buick Auto Company
Name of Property

Douglas County, Nebraska
County and State

9. Major Bibliographic References

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

Advertisement. Nebraska Buick Auto Company, *Omaha World Herald*, Omaha, Nebraska. 6 October 1929.

Advertisement. Nebraska Buick Auto Company, *Omaha World Herald*, Omaha, Nebraska. 27 April 1930.

“Buick Motor Company Buys Nebraska Buick.” *Omaha World Herald*, Omaha, Nebraska. 29 May 1930.

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“Carload of Cars a Week.” *Omaha World Herald*, Omaha, Nebraska. 8 October 1922.

“Collection of Historical Scientific Instruments, Harvard University: Crosley Radio Corporation 1921-1956.” www.waywiser.fas.harvard.edu, accessed 13 February 2019.

Gustin, Lawrence R. “BMD-A Brief History.” Buick Motor Club of America, accessed at www.buickclub.org, 12 February 2019.

“Have Won Their Battle With Static.” *Omaha World Herald*, Omaha, Nebraska. 15 October 1929.

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“Huff Tells Record of Buick Company.” *Omaha World Herald*, Omaha, Nebraska. 21 February 1926.

“Lee Huff, Jr. To Manage Buick Sales.” *Omaha World Herald*, Omaha, Nebraska. 22 January 1922.

“Lee Huff Rejoins Buick Family, Omaha.” *Omaha World Herald*, Omaha, Nebraska. 15 November 1931.

“Nebraska Buick Co. In New Garage.” *Omaha World Herald*, Omaha, Nebraska. 4 April 1910.

“Nebraska Buick Company Tells of 1913 Business.” *Omaha World Herald*, Omaha, Nebraska. 29 June 1913.

Omaha City Directories 1931-1940.

“Paul V. Hyland (1876-1966), Architect.” Article from Place Makers of Nebraska: The Architects Profiles at www.e-nebraskahistory.org, accessed 13 February 2019.

Nebraska Buick Auto Company
Name of Property

Douglas County, Nebraska
County and State

“Powel Crosley Jr. And 'The Nation's Radio Station'” <https://www.wshu.org/post/powel-crosley-jr-and-nations-radio-station#stream/0>, accessed March 14, 2019.

“Proud of Her New Buick.” *Omaha World Herald*, Omaha, Nebraska. 19 December 1926.

Puschendorf, L. Robert. *Historic and Architectural Resources of the Lincoln Highway in Nebraska*, Multiple Property Documentation Form. United States Department of the Interior, Washington, D.C., May 2007.

Mead and Hunt. *Reconnaissance Survey of Downtown and Columbus Park Neighborhoods, Omaha, Nebraska*. Nebraska State Historic Preservation Office.

“Success of N.Y. Show Viewed as Good Omen.” *Omaha World Herald*, Omaha, Nebraska. 12 January 1930.

“Two of the Biggest Automobile Dealers in the West.” *Omaha World Herald*, Omaha, Nebraska. 21 February 1915.

“When Were Cars Invented?” www.history.com/topics/inventions/automobiles, accessed 16 February 2019.

“Wins National Acclaim.” *Omaha World Herald*, Omaha, Nebraska. 30 June 1929.

Nebraska Buick Auto Company
Name of Property

Douglas County, Nebraska
County and State

Previous documentation on file (NPS):

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

Primary location of additional data:

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

Historic Resources Survey Number (if assigned): DO09:0122-034

10. Geographical Data

Acreage of property Less than one USGS Quadrangle Omaha

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

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

- | | | | | |
|----|----------|------------------|-----------|-------------------|
| 1. | Latitude | <u>41.255548</u> | Longitude | <u>-95.940843</u> |
| 2. | Latitude | _____ | Longitude | _____ |
| 3. | Latitude | _____ | Longitude | _____ |
| 4. | Latitude | _____ | Longitude | _____ |

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

The Nebraska Buick Auto Company Building resides on the southwest corner of 19th and Howard Streets in Omaha, Nebraska. The boundary of the property includes the footprint of the building itself with no associated land. The property lies in the Kountze-E-Reserve Replat Lot 7 Block 0, and is bounded by 19th Street on the east, Howard Street on the north, an alley on the west, and the two-story brick former Hudson building on the south.

Boundary Justification (Explain why the boundaries were selected.)

The property boundary was selected because this building is in an urban environment with no set back and no associated land. The property boundary includes the lot legally associated with the property.

11. Form Prepared By

name/title Melissa Dirr Gengler
organization Historic Resources Group, Inc. date 16 February 2019

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State

street & number 2840 Calvert Street

telephone 402-770-5877

city or town Lincoln

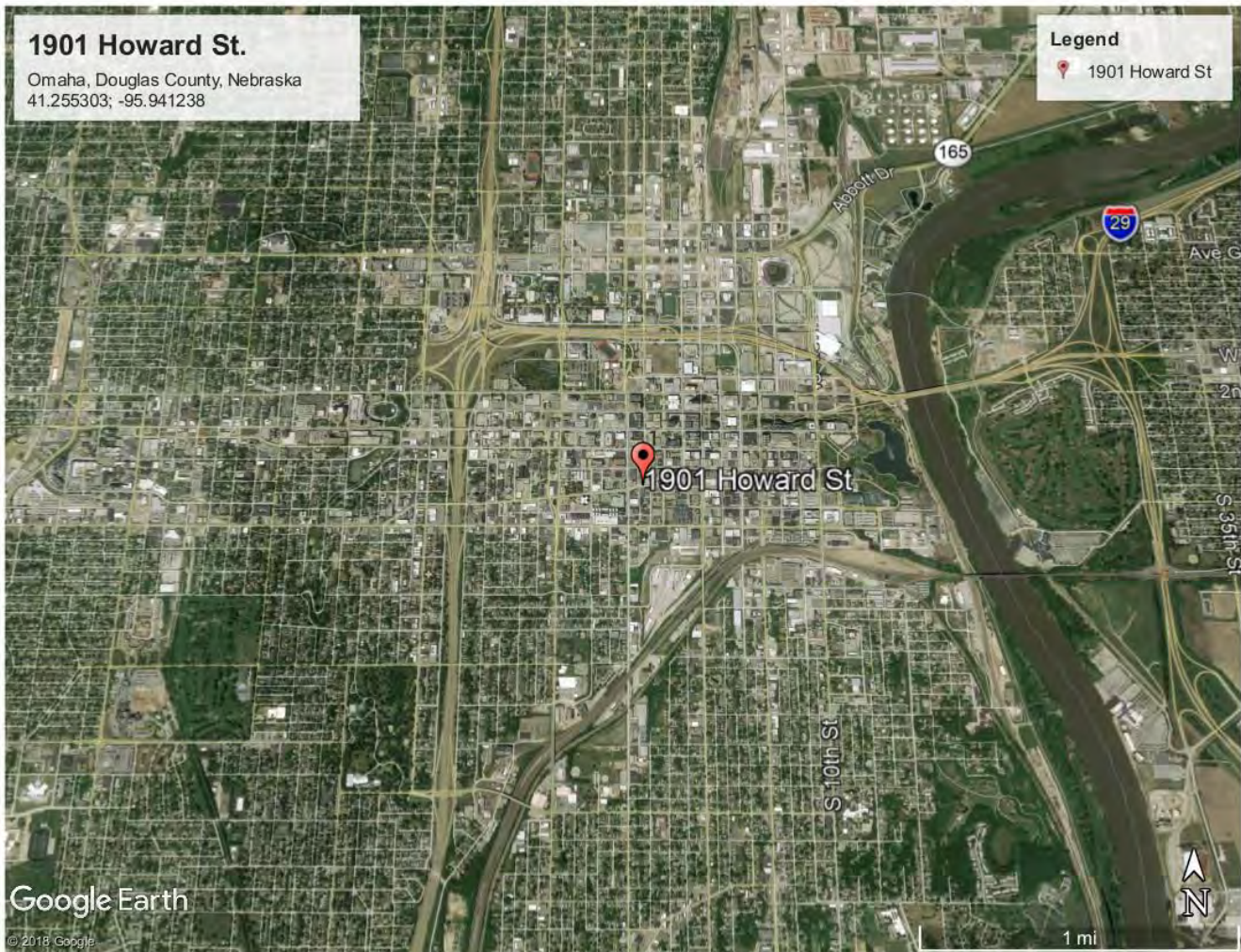
state NE zip code 68502

email melissa@hrg-nebraska.com

Additional Documentation

Submit the following items with the completed form:

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



Nebraska Buick Auto Company

Douglas County, Nebraska

Nebraska Buick Auto Company, 1901 Howard Street, Omaha, Douglas Co., NE



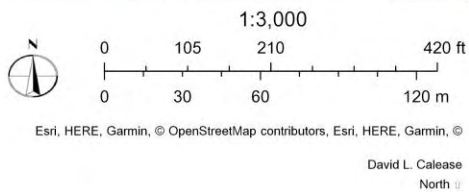
3/25/2019, 11:16:03 AM



Nebraska Buick Auto Company



National Register Listed Properties



Nebraska Buick Auto Company
Name of Property

Douglas County, Nebraska
County and State



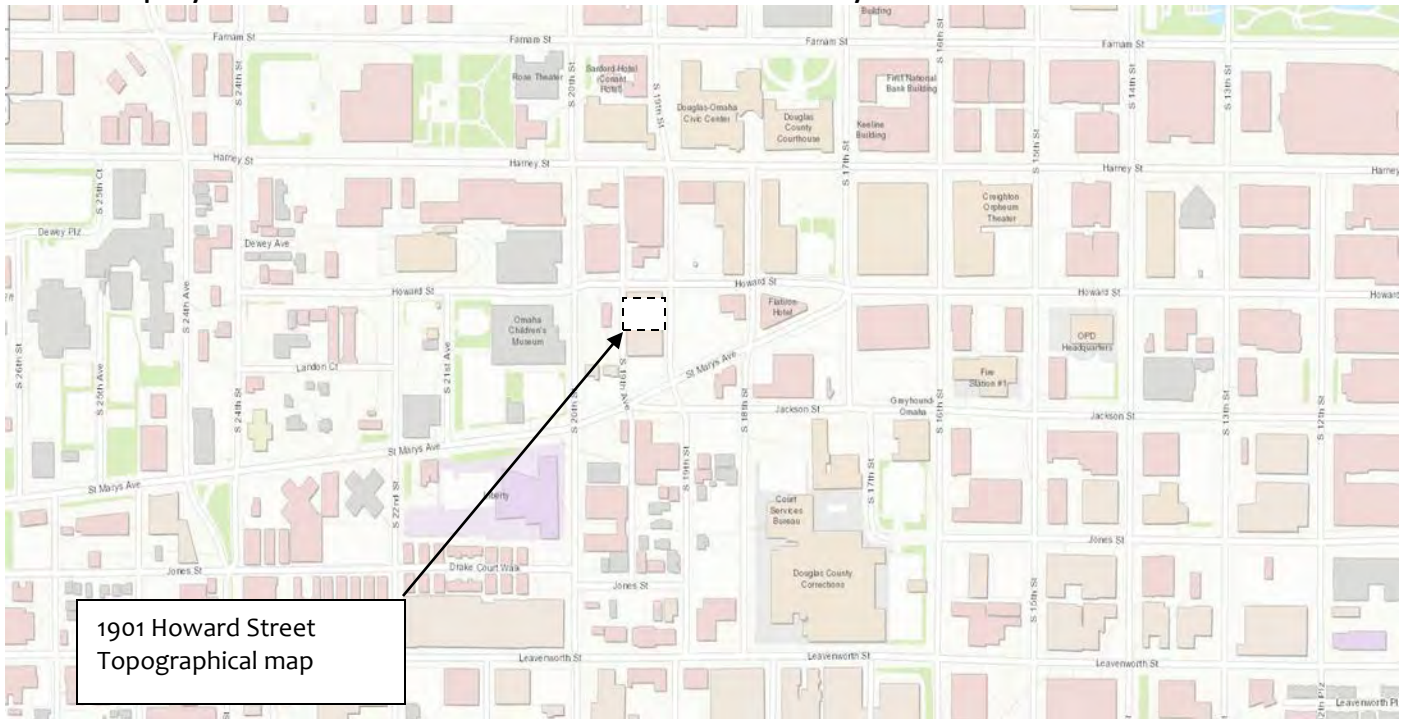
Google Earth aerial imaging. Yellow pin and black arrow identify property location within Omaha. Map also identifies location of the three nearby National Register listed properties which include the Flatiron Building, the Standard Oil Company Building, and the Omaha Public Library.

Nebraska Buick Auto Company

Douglas County, Nebraska

Name of Property

County and State



1901 Howard Street
Topographical map

Nebraska Buick Auto Company
Name of Property

Douglas County, Nebraska
County and State

Photographs

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

Photo Log

Name of Property Nebraska Buick Auto Company
City or Vicinity Omaha County Douglas State Nebraska
Photographer Melissa Dirr Gengler Date Photographed February 2019

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

1. View toward northwest looking at east and portions of south façade
2. View looking west at east façade
3. View toward southwest showing north and east facades
4. View toward southeast showing portion of north and west facades
5. View looking up at terra cotta detail on east façade
6. Interior view of main floor former showroom space looking east
7. Interior view of main floor modern office subdivision looking south and east
8. View of main floor former showroom space looking south and east showing tile floor, tile walls and concrete columns
9. View toward east from second floor remodeled office space
10. View toward southeast on third floor showing open space, columns, and modern systems
11. View looking north from third floor
12. View toward northeast on fourth floor showing concrete masonry unit and corrugated metal covered room
13. View looking up from center of floor plan at concrete column and 18-foot-tall ceiling on fourth floor
14. View toward south and east in basement

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.





The main building is a four-story structure with a light-colored facade, possibly limestone or marble. It features a prominent cornice with a row of decorative elements. The facade is characterized by large, multi-paned windows arranged in a grid pattern, separated by decorative pilasters. The ground floor has a darker, possibly stone-clad base. A tall, thin flagpole is positioned on the roof. To the left, a lower, brick building is visible, and to the right, a street with parked cars and a stop sign is shown.

The foreground shows a street scene with several parked cars, including a dark sedan in the center. A few pedestrians are visible on the sidewalk. A utility pole stands near the center. The ground is partially covered with snow, suggesting a winter setting. The sky is clear and blue.

STOP

WHEELER & COMPANY



The building is a grand, multi-story structure with a classical architectural style. It features a prominent cornice with decorative elements and a facade composed of a grid of large, dark-framed windows. The windows are arranged in vertical columns, with some larger windows on the ground floor. The building's exterior is light-colored, possibly stone or concrete, and shows signs of weathering. A tall, thin antenna or spire extends from the roofline. The building is situated on a city street corner, with a sidewalk and a road in the foreground.

In the background, to the right, there is a smaller, darker building with a red sign that reads "AVIS". Above it, a taller building has a red sign that reads "NEW YORK".

Several cars are visible on the street. A white car is parked on the left side of the street, and a dark car is parked next to it. A white car is driving on the street, and another white car is parked on the right side of the street.

A black street lamp with a white globe is positioned on the sidewalk in front of the building.

A black street lamp with a white globe is positioned on the sidewalk in front of the building.

A black signpost with a white sign is positioned on the sidewalk in front of the building.

Two yellow poles are positioned on the sidewalk in front of the building.



Howard

AVIS





















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Nebraska Buick Auto Company

Multiple Name: Lincoln Highway in Nebraska MPS

State & County: NEBRASKA, Douglas

Date Received: 5/24/2019 Date of Pending List: 6/11/2019 Date of 16th Day: 6/26/2019 Date of 45th Day: 7/8/2019 Date of Weekly List:

Reference number: MP100004138

Nominator: SHPO

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 6/27/2019 Date

Abstract/Summary Comments: The building meets the registration requirements of the MPS as a significant example of the "Automobile Agencies, Garages, and Dealerships" property type under criterion A, with Commerce as the area of significance. It must be emphasized that it retains eligibility DESPITE the replacement windows, which drastically alter the overall character of the building.

Recommendation/ Criteria: Accept / A

Reviewer Jim Gabbert Discipline Historian

Telephone (202)354-2275 Date _____

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

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

May 22, 2019

Jim Gabbert
NPS-National Register of Historic Places
1849 C Street, NW
Mail Stop 7228
Washington, DC 20240



Re: Nebraska Buick Auto Company, Omaha, Douglas County, NE

Dear Mr. Gabbert,

Enclosed is the complete nomination packet for the Nebraska Buick Auto Company, in Omaha, Douglas County, Nebraska. The enclosed contents are as follows:

- The signed first page of the Nebraska Buick Auto Company nomination;
- One (1) archival disc with the true and correct copy of the nomination for the Nebraska Buick Auto Company to the National Register of Historic Places in PDF format; and
- One (1) archival disc with the photographs for the Nebraska Buick Auto Company nomination.

If you have any questions regarding the submitted materials, feel free to contact me at the phone number or email address below.

Sincerely,



David L. Calease
National Register Coordinator
Nebraska State Historic Preservation Office

Phone: 402-471-4775
david.calease@nebraska.gov

Enclosures (3): Signed National Register nomination cover sheet
1 disc with Nomination
1 disc with National Register Photographs

1500 R Street
Lincoln, NE 68508-1651
P: 402.471.3270
P: 800.833.6747
F: 402.471.3100
history.nebraska.gov