

United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

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

1. Name of Property

Historic name Front Street

Other names/site number KH04-113, KH04-114

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

2. Location

Street & Number 519 East First Street

City or town Ogallala State Nebraska County Keith

Not for publication Vicinity

3. State/Federal Agency Certification

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

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

Applicable National Register Criteria: A B C D

Michael J. Smith SHPO/Director
Signature of certifying official/Title:
Nebraska State Historical Society
State or Federal agency/bureau or Tribal Government

11-17-2014
Date

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

Signature of Commenting Official

Title

Date

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): _____

Jim Falkner
Signature of Keeper

1-6-2015
Date of Action

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5. Classification

Ownership of Property (Check as many boxes as apply)

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

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

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

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

Contributing	Noncontributing	
<u>1</u>	<u>1</u>	Buildings
<u>2</u>	<u>0</u>	Sites
<u>1</u>	<u>0</u>	Structures
<u>4</u>	<u>1</u>	Objects
		Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions (Enter categories from instructions.)

COMMERCE/TRADE: specialty store
RECREATION/CULTURE: museum
RECREATION/CULTURE: monument/marker

Current Functions (Enter categories from instructions.)

COMMERCE/TRADE: specialty store
RECREATION/CULTURE: museum
RECREATION/CULTURE: monument/marker

7. Description

Architectural Classification (Enter categories from instructions.)

OTHER/Buckaroo Revival
OTHER/Old West Revival

Materials (enter categories from instructions.)

Principal exterior materials of the property: Wood, Concrete, Stone

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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.)

Front Street is located in Ogallala, Nebraska, the county seat of Keith County. The property is located on all of block 28, just east of downtown Ogallala along the old Lincoln Highway, which is now US Highway 30. Front Street was constructed in 1964 as a Wild West tourist attraction, capitalizing on Ogallala's cowboy past. Although from outward appearances the property looks to be several adjoining buildings dating from the 1870s and 1880s, it is in fact one building constructed of concrete block with numerous applied decorative facades. Small additions were constructed to the west and east sides of the original core, however the additions are minor and are complementary to the historic design. The original core of Front Street exists practically unchanged since 1964 showcasing the facades of the Crystal Palace Saloon, Cowboy's Rest, undertaker, Tonsorial Palace, jail, and Ogallala House General Store. To the north of the building is parking space utilized by staff employees. The area south of the building retains its original gravel parking lot with wooden fence, windmill, trail historical marker, and Front Street's iconic historic sign. Front Street is an excellent representation of the midcentury fascination with the Wild West, which savvy entrepreneurs were happy to utilize to provide historical entertainment.

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

Front Street is a two story, concrete block building with a shed roof and a south facing front facade. The building is constructed in a long rectangular plan with small additions to the east and west, and several entrances along the south primary facade. The entire building measures roughly 269 feet east to west by 50 feet north to south.

Overall Front Street is constructed to appear as a collection of 1870s and 1880s buildings. Generally, Front Street is categorized as belonging to an architectural style sometimes referred to as "Buckaroo Revival" or "Spaghetti Western". This style of architecture developed in the mid-20th century as a modern reimagination and celebration of western pioneer life. Buildings constructed or modified in this style typically exhibit architectural forms, elements, and materials that were common in the mid to late 19th century, and are combined in a rambling manner in an attempt to concentrate and evoke the feeling of the old west.¹ Often this style was pasted onto a preexisting building to make it evoke more of a pioneer feeling. This style can be easily identified by the extensive use of false fronts, rough cut plank or log construction, wood plank roofing or wood shingles. Front Street is an excellent example of this style employing numerous false fronts and building forms that would have been appropriate for the old west, massed together to form a tourist attraction.

Despite outward appearances Front Street is of concrete block construction. The west and north facades are utilitarian in nature and maintain their concrete block appearance. The west facade possesses a staircase leading up to the rear second story exit. The north facade consists of several original one story extensions, another staircase to the second story, and numerous doorways providing access to the bar and restaurant. The east facade is the 2001 addition and is covered in wood panels mimicking board and batten siding.

The front facade of the property consists of several bays with differing treatments giving the appearance of ten different buildings. Entrances are located to the east for the gift shop areas and toward the west for the restaurant and bar. The positioning of these entrances at the ends of the building channels visitors to pass through revenue generating areas before accessing the center portion of the building which serves as the free museum. The designs and names for the buildings painted on the exterior assist in understanding the interior function. Discussion of the facade treatment will be included with the discussion of the interiors.

Crystal Palace Saloon and Cowboy's Rest are two original bays corresponding to the saloon and stage areas on the interior. Both exteriors feature rough cut board and batten siding with original 6 over 6 windows on the second story. A wood plank shed roof protects the boardwalk and the single entrance for the saloon. A wood deck covers the Cowboy's Rest boardwalk

¹ Zollner, Patrick. "Buckaroo Revival: An Unfortunate Architectural Phenomenon", *Kansas Preservation* Vol 29 No 1, 2007

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and a single entrance along the ground level, while the deck above is accessed by a historic door from the second story facade. On the interior the entrances lead to each side of the main bar, which is positioned against the south wall facing across the dining area to the elevated stage located against the north wall. The original wall treatment of exposed board and batten wood, and exposed joists elicits a rustic unfinished look. The area is adorned with western memorabilia and souvenirs collected over the years with original light fixtures illuminating the room. The only alteration in this room is the square opening in the ceiling being enclosed. Originally, a square area of the ceiling was open to the second story saloon so that customers above could hear and watch the stage shows below. Unfortunately, due to liability issues the owners were forced to enclose the opening early in the building's history, thus limiting stage shows to only the first floor patrons. The livery barn façade was constructed as an addition in the 1970s, yet it was compatibly designed as a wood clad barn on the exterior with dining space on the first floor. A stair case inside provides access to a short corridor flanked by two second floor bar areas above the barn, saloon, and restaurant. These second floor spaces are approximately the same size connected by a doorway and are typically utilized as event space featuring large open spaces, drywall, and modern finishes. A large opening is located to the east side of the saloon room and provides access to the exhibit area.

The various exhibits are organized with life-size vignettes on the south portion of the building and exhibits along the north. Moving from west to east, the first vignette corresponds to the one story, wood clapboard undertaker facade. Two large 12 pane fixed wood windows flank a wooden door that is intentionally inoperable. Inside, the original vignette displays an historic hearse and coffin, mannequin undertaker, and other undertaker paraphernalia.

The next vignette is the tonsorial palace, or barber shop. The exterior is clad in rough cut board and batten wood with two large 10 pane wood windows flanking an inoperable wooden door which has a small wood shed roof projecting over it. Inside, the vignette is staged with three mannequins in a barbershop scene accompanied by an array of barbershop appropriate furniture and decorations.

The final vignette is the jail and sheriff's office. The exterior is mortared rough cut stone with an inoperable wooden door and a large 4 pane fixed wood window. On the interior is a jail and sheriff's office scene, complete with a iron jail cell, guns, mannequins, and reward posters. To the north of these vignettes on western life are the original display cases showcasing historic artifacts from Nebraska's pioneer period and beyond. Taxidermied animals and fossils are shown along side of saddles, arrowheads, and guns. Several original display cases highlight local places and people, such as Lake McConaughy, Buffalo Bill, and Boot Hill Cemetery. The room is covered with various wood treatments including board and batten walls and plywood ceilings.

East of the exhibit spaces is a large opening into a series of gift shop areas that are original to Front Street. These spaces have maintained their rounded faux log siding and extensive board and batten ceilings and walls. The exterior of the gift shop consists of two fronts, both of which are covered in unpainted clapboard siding. A wood shed roof and boardwalk extends across the front of the gift shop area and continues along the addition. The non-historic addition is made up of two fronts with wood board and batten siding and panels covering the facades. The interior of the addition is covered in drywall and carpeted throughout the gallery space.

The gravel parking area in front of the building is broken up with an original wood rail fence. In the middle of the parking lot is an original wood windmill. Along the highway is the original iconic Front Street sign depicting a cowboy leaning against a sign post. In the southwest corner of the parking lot is located the 1932 Oregon Trail marker. Toward the northwest corner of the block, behind the building is located a small board and batten building constructed in the early 1990s as a putt-putt office. The putt-putt course extended behind the building, but has since been demolished returning the rear to a gravel parking lot. Although the office area is of a compatible design with the rest of the site its age makes in a non-contributing building.

Although there have been additions to Front Street, these have been minor consisting of only three new facades compared to the original seven facades. Additionally, the site with its original windmill, sign, corral fence, and historical marker assist in creating the western ambiance. The integrity of Front Street is good despite a few alterations it has been forced to make to keep up with the times and safety concerns.

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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions.)

ENTERTAINMENT/RECREATION

Period of Significance

1964

Significant Dates

1964

Significant Person

(Complete if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

A.J. Mears (builder)

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.)

Front Street is eligible at the local level for listing in the National Register of Historic Places under Criterion A and C as an excellent example of a mid-century tourist attraction that contributed to the local economy while entertaining thousands. Although it had a handful of competitors in its day, Front Street outlasted its counterparts and established itself in the community as a preeminent attraction. The period of significance is for the year of Front Street's construction and opening in 1964.

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

Criteria A:

Tourism Demand Develops

In the quickly changing post-war period, Americans found comfort and familiarity in the stories of the old west. The popularity of western Americana was reaching its height in the 1950s and 1960s, especially in part to the numerous television westerns being broadcast across the nation. As families sat down to relax, often they enjoyed western themed shows like *Gunsmoke*, *Wagon Train*, and *Bonanza*. Some westerns such as *Union Pacific* which aired in 1958-1959 and *Pony Express* which aired in 1959-1960, were even set in Nebraska. Indeed the film producers, "in Hollywood used the West to advantage, elaborating on the myths of the frontier to produce a national fantasy."² The fascination with the West and its history lured thousands of people to travel and experience what it was like to be in the West.

As historical geographer John Jakle stated, "Although the tourist's sense of history was often inaccurate, it was usually a well-developed preoccupation in travel."³ Not surprisingly, when mid-century families went on vacation they chose to stop at western themed attractions. Due in part to increased benefits provided by employers, workers could take more vacation time every year to visit attractions. By 1945, union employees, for example reported that, "85 percent of union agreements contained vacation provisions for workers."⁴ Additionally, by 1949, a survey by the US Department of Commerce reported that, "62 percent of all Americans took vacation trips."⁵ This increase in vacation time coupled with the growth in automobile ownership, and the highway network led to the development of the iconic family road trip. As families poured onto the highways the West was frequently their destination.

Tourist Attractions in Ogallala and Nebraska

In January of 1963, Mel Steen, Nebraska State Game Commission Director, addressed an audience stating:

"We must utilize the tools we have: authentic western history, opportunity for restful relaxation, attractive parks, some excellent scenery, and a friendly, considerate people.... With the inherent hospitality that Nebraskans have, and with wise development and management of the exceptional historic, scenic and functional potential, there is no reason that we in Nebraska cannot develop a tourist business that will be a significant boost to our economy and to our national stature."⁶

Steen applauded the few efforts already underway with the refurbishment of Fort Atkinson and Scout's Rest, both notably tied to the days of the Wild West. When asked for successful examples of tourist attractions Steen cited Dodge City's Boot Hill in Kansas, and went on to mention that Ogallala not only had a Boot Hill, but also was the end of a cattle trail. Undeniably, Ogallala was well positioned historically and geographically to develop a successful tourist attraction.

The construction of the Lincoln Highway through Ogallala several decades earlier had benefitted the city by routing an ever increasing amount of traffic through town. The block that would become Front Street was used for many years as a pull off rest area by tourists along the Lincoln Highway. In 1932, Keith County erected a historical marker on Block 28 along the highway commemorating the Oregon Trail. Construction on another attraction began in 1936 with the development of the Kingsley Dam north of Ogallala. When finished in 1941, Kingsley Dam formed Lake McConaughy which spanned 22 miles in length and 4 miles at its widest creating one of the largest lakes on the plains. Although it was constructed to provide irrigation and public power, Lake McConaughy became a major recreational site for fishing and boating in western

² Jakle, John. *The Tourist: Travel in Twentieth-Century North America* (Lincoln, NE: University of Nebraska Press, 1985) 238.

³ *Ibid*, 286

⁴ *Are We There Yet? The Golden Age of American Family Vacations*, University Press of Kansas, 2008, p. 17

⁵ Jakle, John. *The Tourist: Travel in Twentieth-Century North America* (Lincoln, NE: University of Nebraska Press, 1985) 186

⁶ *Omaha World Herald*, January 20, 1963

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Nebraska. During windy, rainy, or cold days many visitors fishing and boating on Lake McConaughy looked for other indoor entertainment options in Ogallala.⁷

Further attractions in the nearby area were developed in subsequent years, most notably, with the construction of the Sioux Indian Trading Post in 1953. The Sioux Indian Trading Post developed into a popular roadside attraction with a large painted Native American head on the sides of its building. The post drew in visitors with Native Americans who worked at the post during the summers performing dances and songs for the public in front of the building. This combination of live performance with gift shops would later be adopted by Front Street.

Although the Sioux Indian Trading Post presented travelers with a healthy dose of Western Americana, it had yet to take complete advantage of Ogallala's tourism potential, relying on its gift shops as the main draw. Little of the local history was incorporated into the post, which focused on purveying Native American kitsch. Ogallala's Boot Hill cemetery and its cowboy past were largely ignored and sat underutilized for several years. Boot Hill was in a state of general disrepair and poor condition when members of the community decided to refurbish it to create a more desirable destination in the early 1960s. It was not until the Front Street venture was well on its way that Boot Hill garnered an official state historical marker in 1964. As Nebraska approached its centennial of statehood several enterprising locals began looking to the future by looking at Ogallala's past.

Creating Front Street

In 1963 several community-minded individuals joined forces and began devising a plan for creating, "a town within a town", with the intention of rebuilding, "Old Ogallala as it looked in the cowboy days, complete with saloons and general stores."⁸ The main group of investors fanned out through the community and stirred up many smaller investors. By the end of 1963, the group consisting of Gary Padley, Darlan Rezac, William Padley, Jack Pollack, and Bill Olson had filed official articles of incorporation for Front Street. The block on which the old Oregon Trail marker existed was selected for the site given its ideal location along the highway and in proximity to other attractions. The design of the property was based upon Dodge City's Boot Hill attraction with its street of historic buildings. The developers revived some of the names of famous buildings known to have existed in Ogallala's past and used their facades as inspiration for the storefronts in collaboration with the builder A.J. Mears.

Construction came to an end in the late summer of 1964 as Front Street's seven facades, windmill, corral parking area, and iconic sign were erected. In addition, the finished site consisted of the stage coach area just west of Crystal Palace Saloon. The stagecoach ran \$1 tours daily from Front Street to the newly refurbished Boot Hill Cemetery. The Crystal Palace Saloon and Cowboy's Rest operated as a restaurant and saloon area. Entertainers and "dance hall girls" were regularly on hand during the evenings performing songs, dances and shoot outs to the accompaniment of a piano. A family could fill their stomachs with buffalo burgers and sarsaparilla, and children could get seats up front close to the stage, where they were deputized by the "sheriff" at the end of the shows. Keeping in mind that many visitors would want to see the Sioux Trading Post's Native American dancers, shows at Front Street were planned not to conflict with its competitor. Within the first three nights of opening an estimated 700 people attended the stage shows.⁹ Over the years people continued to pour into Front Street.

Front Street was a resounding success. By 1966, Ogallala Chamber of Commerce manager, Henry Hagge, referred to Front Street as,

"...the most outstanding thing for a tourist attraction that we could ever have... all of the people who cater to tourism will tell you they had a record year after Front Street was built."¹⁰

During the 1965 summer tourist season the average rate was roughly 70 visitors an hour with the total attendance at approximately 100,000 for the season. The tourists kept coming in the following years as more people became interested in

⁷ Personal correspondence with owner, Darlan Rezac, June 14, 2014

⁸ *Omaha World Herald*, May 5, 1963

⁹ *Omaha World Herald*, August 10, 1964

¹⁰ *Nebraskaland*, February 1966, p 51

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history as part of the Nebraska statehood centennial in 1967. As reported in the *New York Times* there were several reasons why people might want spend some extra time in Nebraska during its centennial celebration of statehood citing numerous attractions including Ogallala's, "Front Street with a 'High Noon' look."¹¹ The word was out, and Front Street was a major attraction. Front Street was even utilized as a backdrop location in several scenes for Francis Ford Coppola's *The Rain People*, released in 1969.

Tourist attractions such as the Sioux Indian Trading Post in Ogallala could not withstand the competition of Front Street with the post closing its doors in 1969. Other Western Americana tourist attractions, such as Fort Cody which opened in 1963 in North Platte managed to survive by relocating from the Lincoln Highway to a new building located along Interstate 80 in 1968. Although Front Street was constructed along the Lincoln Highway, the proprietors knew from the start that the then proposed interstate would shake up business. By the interstate's completion in 1972 Front Street had firmly established itself. One reporter made the observation in 1966 that,

"Only strong attractions will swing the tourist off the high-speed ribbon. So Front Street is drawing on virtually every known method of promotion in an attempt to popularize the site and establish an early nation-wide reputation."¹²

The reputation made by Front Street has served it well over the years necessitating few changes since Front Street began in 1964. Unfortunately, due to the high cost of operation, the stagecoach service had to be discontinued by the 1970s and a new addition, the livery barn cafe, was constructed to provide more family restaurant space. Given that the addition took over the former corral area for the stagecoach, the building was compatibly designed as a livery barn with the restaurant booths fashioned as horse stalls. The upstairs area has continued to operate as special event space since the opening between floors was required to be enclosed. The saloon and stage continue to be a popular attraction for thirsty and hungry visitors on the road in need of some chow and entertainment. The museum has changed the least of all, maintaining the displays of Ogallala's history. The gift shop has changed its merchandise, but has preserved its interior wild west log siding. Even though it was built in 2000, the gallery addition on the east side of the building maintains the spirit of the original Front Street. Indeed all of Front Street has maintained its original purpose and spirit. As Jack Pollock, one of the original owners, stated in 1966,

"We didn't want just a tourist trap...What we tried to build was a true attraction..."¹³

Criteria C:**Mid-century Tourist Entertainment Architecture**

Although Front Street is architecturally unique in Nebraska, it originates from a broader architectural movement of the mid 20th century that revived aspects of the Old West. During the earlier part of the 20th century most tourist stops were at gas stations that exhibited a medley of forms and styles as people pioneered a new avenue of commerce. Ranging from a variety of animals, objects, and historical themes, these roadside stops where meant to catch the eye and imagination. As time passed, more roadside enterprises developed and refined the themes of roadside architecture.

Riding a national wave of interest in the frontier period, roadside attractions from the 1930s to the 1970s adopted historic western themes as a stylistic treatment for roadside architecture, particularly in the western US, but not exclusively. The Longhorn Ranch and Museum of the Old West in Moriarty, New Mexico, constructed circa 1935 along Highway 66 is one of the earliest western themed roadside tourist attractions. Besides providing gas pumps, the site featured a saloon, museum, and gift shop, all taking place within what appeared to be a 1880s wood clapboard store. Although the Longhorn Ranch and Museum of the Old West established itself as an early attraction, it would take a couple decades and the national obsession with the west to spur further development of similarly formatted attractions.

By the mid 1950s television and Hollywood movies had stirred up interest in the west and the stage was set for an explosion of western themed attractions. Old West themed attractions sprung up around the country with Frontier Town in North Hudson, NY constructed 1952, Disney's Frontierland in Burbank, CA constructed 1955, Front Street in Dodge City, KS

¹¹ *New York Times*, March 12, 1967

¹² *Nebraskaland*, Feb 1966, p 51

¹³ *Nebraskaland* Feb 1966 p40

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constructed 1958, Frontier City USA in Oklahoma City, OK constructed 1958, Frontier Town in Ocean City, MD constructed 1959, and Old Virginia City in Fairfax, VA constructed 1961. All of these western attractions featured extensive use of historic building forms while also creatively using the buildings for modern uses of entertainment and tourist services. Notably tourist attractions from this period moved beyond providing gas pumps to focus on tourist entertainment, food, and shopping. These western attractions, while individually different, all utilized western themes while providing live entertainment, food, and gift shops.

Simultaneously, as people adopted historic themes for their tourist attractions, people in downtown businesses began applying historic treatments to their storefronts despite the age of their building's construction. The applied rustic treatments often harkened back to the pioneer periods with the use of rough cut board and batten siding, wood shingles, and even log construction. Today these buildings are often referred to as belonging with the "Buckaroo Revival" or "Old West Revival" style.¹⁴ This style was embraced by numerous anachronistic buildings constructed or altered with a rustic flair as the nation became enamored with the Old West. Some examples of Buckaroo Revival buildings can be seen in the non-extant Ranch House Restaurant in San Francisco, CA constructed in 1953 or the Dalton Gang Hideout & Country Store in Meade, KS constructed in 1951.

In Nebraska, only a few western tourist attractions were constructed during the 1950s and 1960s. The 1953 Sioux Indian Trading Post in Ogallala was constructed with exaggerated side facades, shaped and painted as a large Native American head with full headdress. In North Platte the 1963 Fort Cody was constructed as a rough cut wooden stockade-shaped building. Its successor, the 1968 Fort Cody building was larger, but maintained the stockade building form. The 1968 Fort Cody offers a gift shop and display area in the front while at the rear of the stockade possesses an open yard area where events and photo opportunities are available. Front Street presents many of the same entertainment services and conveniences as the local counterparts with a restaurant, museum area, and gift shop.

The entertainment and tourist services provided at Front Street fall in line with the entertainment and services provided by many of its national counterparts as well. Dodge City's Front Street was the model for Ogallala's Front Street and as such it is the most similar. Both complexes held staged shoot outs along their streets and offered up exhibits inside the buildings. Jay Price aptly describes an Old West Revival complex as "false fronted buildings made out of rough, often unpainted wood," and goes on to even describe the "lettering of signs...with oversized and exaggerated serifs and a narrow/vertical appearance."¹⁵ Price's description perfectly fits Front Street with its false fronts and even the fonts of the signage. Hitching posts, stockades, teepees, and "Indian" items are also identified as being typical of Old West Revival buildings and can describe Front Street's regional competitors. Despite their accoutrements for luring in tourists, competition and changes in national interests were on the horizon for many of these western tourist attractions.

Across the nation western themed attractions struggled over the years with many of the attractions either expanding to become modern theme parks or closing during the late 20th century. With the introduction of Interstate 80 the Sioux Indian Trading Post in Ogallala closed in 1969. Fort Cody in North Platte managed to survive by relocating to the interstate in 1968 where it continues in business. Uniquely, Front Street survives in its original location and largely without many alterations, providing its same array of entertainment and conveniences to tourists.

Front Street is significant under Criteria A for its role in providing entertainment and recreation to thousands of visitors. The local economy in Ogallala has benefited by Front Street's establishment as thousands of visitors have poured fresh money into the community. One attraction out of many that once spread along the highways, Front Street has survived which is a testament to its success in entertaining. Additionally, Front Street is significant under Criteria C for its architecture as an excellent example of a mid-century tourist attraction. Capitalizing on western heritage, Front Street emerged as one of the many western themed tourist attractions during the mid 20th century and is one of the few to survive.

¹⁴ Zollner, Patrick. "Buckaroo Revival: An Unfortunate Architectural Phenomenon", *Kansas Preservation* Vol 29 No 1, 2007; Jay Price, "Making the West Look Western," in *Preserving Western History*, ed. Andrew Gulliford, 310-327, (Albuquerque: University of New Mexico Press, 2005) 310

¹⁵ Jay Price, "Making the West Look Western," in *Preserving Western History*, ed. Andrew Gulliford, 310-327, (Albuquerque: University of New Mexico Press, 2005) 310

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9. Major Bibliographic References

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

Newspapers: Keith County News, 1963-1965
New York Times, 1967
Omaha World Herald, 1963-1983

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Jakle, John and Keith Sculle. *Remembering Roadside America*. Knoxville, TN: University of Tennessee Press, 2011.

Jones, Karen and John Wills. *The American West: Competing Visions*. Edinburgh, UK: Edinburgh University Press, 2009.

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Ogallala Youth Council. *How the West was Lost: A History of Ogallala and Keith County*. Ogallala, NE: Campbell Printing, 1965.

Rugh, Susan Sessions. *Are We There Yet? The Golden Age of American Family Vacations*. University Press of Kansas, 2008.

Wishart, David. ed. *Encyclopedia of the Great Plains*. Lincoln, NE: University of Nebraska Press, 2004.

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)
- Front Street
-

Historic Resources Survey Number (if assigned): KH04-113, KH04-114

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10. Geographical Data

Acreage of property 1.5 acres USGS Quadrangle Ogallala

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

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

- | | | | | |
|----|----------|------------------|-----------|--------------------|
| 1. | Latitude | <u>41.125838</u> | Longitude | <u>-101.713833</u> |
| 2. | Latitude | _____ | Longitude | _____ |
| 3. | Latitude | _____ | Longitude | _____ |
| 4. | Latitude | _____ | Longitude | _____ |

OR

UTM References

Datum (indicated on USGS map): _____

___ NAD 1927 or ___ NAD 1983

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

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

All of Block 28, Original Town, City of Ogallala, Keith County, Nebraska.

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the historic property includes all of Block 28 which was historically developed as Front Street.

11. Form Prepared By

name/title Patrick Haynes, Survey and Inventory Coordinator
organization NSHS date August 30, 2014
street & number 1500 R Street telephone _____
city or town Lincoln state NE zip code 68510
email _____

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.)

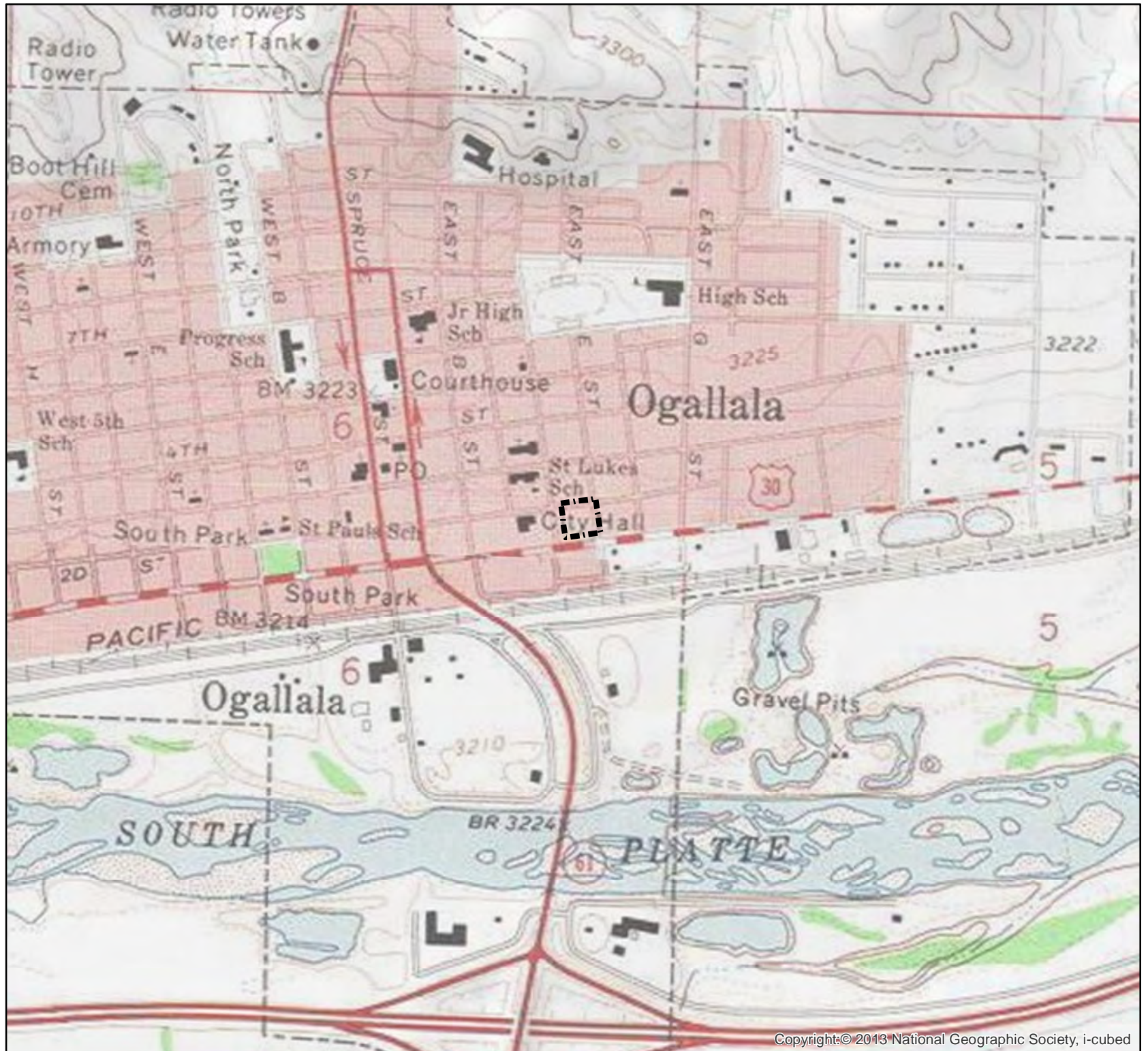
Front Street

**519 East First St.,
Ogallala, Keith Co.,
Nebraska**

Latitude/Longitude Coordinates:

41.125838, -101.713833

Datum: WGS84



Legend

 Property Boundary

0 235 470 940 1,410 1,880
Feet

1:12,000



Front Street

**519 East First St.,
Ogallala, Keith Co.,
Nebraska**


Latitude/Longitude Coordinates:

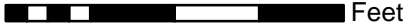
41.125838, -101.713833

Datum: WGS84



Legend

 Property Boundary

0 55 110 220 330 440
 Feet

1:3,000



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community, Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors

Front Street _____

Keith County, Nebraska _____

Name of Property

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 Front Street

City or Vicinity Ogallala County Keith State Nebraska

Photographer Patrick Haynes Date Photographed June 13 and 14, 2014

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

1. Overview facing northeast
2. Rear façade facing east
3. Interior of saloon facing northwest
4. Interior of museum space facing south
5. Interior of gift shop facing north
6. Exterior of south and east facades facing west
7. Front Street sign facing northwest

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.

Front Street
Name of Property

Keith County, Nebraska
County and State



Figure 1. Undated postcard which utilized the proposed rendering of Front Street from 1963-1964.

Front Street

Keith County, Nebraska

Name of Property

County and State



Figure 2. Front Street with Boot Hill Stagecoach and dance hall girls. C. 1964

Front Street
Name of Property

Keith County, Nebraska
County and State



Figure 3. Cattle drive to Front Street as part of the 1967 Nebraska statehood centennial celebration.

Front Street
Name of Property

Keith County, Nebraska
County and State



Figure 4. A posse of children getting sworn in on stage. C. 1965

Front Street
Name of Property

Keith County, Nebraska
County and State



Figure 5. Undated postcard. C. 1970

Front Street
Name of Property

Keith County, Nebraska
County and State



Figure 6. The non-extant Sioux Trading Post is remembered at Fort Cody with an exhibit and photographs.

Front Street
Name of Property

Keith County, Nebraska
County and State



Figure 7. Fort Cody, North Platte, Nebraska. Photograph taken June 14, 2014 by Patrick Haynes.

LIVERY
BARN
CAFE

NEBRASKA
BYWAY
APPROVED
FRONT
STREET
Home of Old West

OPEN
SUNDAYS
10 TO 2

RESTAURANT

CRYSTAL PALACE
SALOON

COLD BEER

FRONT
STREET

BOY'S REST

TONSORIAL
PALACE

JAIL

GOALLALA
HOUSE

GENERAL STORE







CRYSTAL PALACE SALOON

Stalder's
Cigalala
Law Office
Jason Z...
Veterinarian
County News
Amber's Sign Co.
Draucker
PINNA BANK

NOW AVAILABLE







LIVERY
BARN
CAFE

FRONT
STREET
SALOON

FRONT
STREET

MONSIEUR
PALACE

JAIL

GENERAL STORE

OGALLALA
HOUSE



FRONT STREET
CAFE
FREE MUSEUM
GIFT SHOP



LIVERY BARN CAFE
CRYSTAL PALACE SALOON
FRONT STREET
COWBOY'S REST
RESTAURANT
GOLD BEER
UNDER



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Front Street
NAME:

MULTIPLE
NAME:

STATE & COUNTY: NEBRASKA, Keith

DATE RECEIVED: 11/21/14 DATE OF PENDING LIST: 1-6
DATE OF 16TH DAY: DATE OF 45TH DAY: 1/07/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14001128

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 1-6-2015 DATE

ABSTRACT/SUMMARY COMMENTS:

interesting "old west" tourist stop, built to capitalize
on western history & popular music

RECOM./CRITERIA Accept AJC

REVIEWER J. Gilbert DISCIPLINE _____

TELEPHONE _____ DATE _____

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

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

Nebraska
STATE HISTORICAL SOCIETY



November
~~September~~ 18, 2014

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

RE: Front Street
Ogallala, Keith County, Nebraska

Dear Mr. Loether:

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "L. Robert Puschendorf".

L. Robert Puschendorf
Deputy State Historic Preservation Officer

Enclosure

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PO Box 82554
Lincoln, NE 68501-2554
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f: (402) 471-3100
www.nebraskahistory.org