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

1. Name of Property

historic name The Farley-Loetscher Company Building
other names/site number Dakota Auto Parts, The Watson-Hurd Building

2. Location

street & number 701-705 East Eighth Street not for publication N/A
city or town Sioux Falls vicinity N/A
state South Dakota code SD county Minnehaha code 099 zip code 57103

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property x meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide x locally. (See continuation sheet for additional comments.)

Jay D. Vogt
Signature of certifying official

12-08-2000
Date

SD SHPO
State or Federal agency and bureau

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

Signature of commenting or other official

Date

The Farley-Loetscher Building
Name of Property

Minnehaha County, South Dakota
County and State

4. National Park Service Certification

I hereby certify that the property is:

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

(explain:)

Done

Signature of the Keeper: Edson H. Beall Date of Action: 1-26-01

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

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

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

8. Statement of Significance

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

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

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

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

Areas of Significance (Enter categories from instructions)

Industry/Commerce _____
 Architecture _____

Period of Significance

1915-1950 _____

The Farley-Loetscher Building
Name of Property

Minnehaha County, South Dakota
County and State

Significant Dates 1915
 1917

Significant Person (Complete if Criterion B is marked above)
 N/A

Cultural Affiliation N/A

Architect/Builder J. C. Chapman - Architect, T & Ross - Builders

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

See Continuation Sheets

9. Major Bibliographical References

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

See Continuation Sheets

Previous documentation on file (NPS)

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

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Minnehaha County Siouxland Heritage Museum – Old Courthouse.

10. Geographical Data

Acreage of Property 1.8 acres

UTM References

(place additional UTM references on a continuation sheet.)

1	<u>14</u>	<u>684354</u>	<u>4824011</u>	3	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u> </u>	<u> </u>	<u> </u>	4	<u> </u>	<u> </u>	<u> </u>
					<input type="checkbox"/> See continuation sheet		

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

See Continuation Sheet

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

See Continuation Sheet

11. Form Prepared By

name/title Scott Norberg, AIA and Carol Martin Mashek
organization Architectural Interiors date October 5, 2000
street & number 229 West 39th Street, Suite 200 telephone (605) 335-6080
city or town Sioux Falls state SD zip code 57105

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative **black and white photographs** of the property.

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

The Farley-Loetscher Building
Name of Property

Minnehaha County, South Dakota
County and State

Property Owner

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

name Great Northern Partners, LLC
street & number 229 West 39th Street telephone 605-339-7230
city or town Sioux Falls state SD zip code 57105

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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NARRATIVE DESCRIPTION

The Farley-Loetscher Company building is a three-story, flat roofed, brick and quartzite structure that is an example of early 20th Century commercial/industrial/warehouse architecture. It is an excellent example of Commercial Architecture utilizing Sioux Quartzite stone as a building material. The Farley-Loetscher Company building, constructed from 1915-1917, continues to serve the Sioux Falls community as a commercial enterprise.

Built in the early 20th Century Commercial style, this front façade (north elevation) is a rectangular, three-story, eleven bay structure of dark gray-brown pressed brick and a Sioux Quartzite foundation. Brick pilasters, culminating in stepped and flared capitals with concrete caps separate the eleven bays. The parapet and cornice are also stepped, with a narrow concrete frieze and straight-line concrete cap. The first floor windows are three, one-over-one windows in each bay. The northeast bay has an altered entry with a single entry door, sidelights and three fixed panes of glass above the door. The eighth bay from the northeast corner has a single entry door with the transom filled in with a wood panel. The second floor windows have had wood applied over the exterior. They consist of three, one-over-one windows in each of the eleven bays. The third floor windows have been filled in with glass block and brick.

The east elevation is divided into three sections with the middle section being recessed. The first section is five bays deep with the northeast corner (first bay) being a continuation of the façade design. It has a one-over-one window on the second and third floors. The back four bays of the first section is constructed of Sioux Quartzite. The first floor of the remainder of the first section has three windows covered with wood paneling and an altered entryway at the fourth bay. The entry has a modern glass door with glass surrounds. The second and third floors have a one-over-one window in each bay, with the third floor windows being bricked in. Each window has a stone sill. The middle section is four stories tall, two bays wide and houses the elevator shaft. The first floor has a loading dock with a wide entry door. The second through fourth floors each have two one-over-one double hung windows. The southeast section of this east façade drops to a four bay one and one-half story level. There are glass block windows in the lower level bays and four forty paned windows on the upper level bays. The windows have stone sills and steel beam lintels.

The south elevation, a Sioux Quartzite rubble wall with flush mortar joints, is one and one-half stories high and eleven bays wide, with cut block quoins in the southwest and southeast corners. The lower level windows are glass block while the upper level windows are "typical" or "classic" warehouse windows with metal framed divided lights and operable swing-out awning panes for ventilation. There is a retrofitted concrete vehicle apron and ramp into the basement through the lower bay at the southwest corner.

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Farley-Loetscher Building, Minnehaha County, SD

The west elevation is divided into two sections. All of the openings on this elevation have been covered with wood paneling. The northwest section is seven bays deep and three stories high. The first bay is a continuation of the façade design. It has a one-over-one double hung window on the second and third floors. The remainder of the northwest section is built of Sioux Quartzite. The fourth and seventh bays of the first floor have loading doors. The openings on the first floor are larger fixed paned windows. The second and third floors have a one-over-one double hung window in each bay. The southwest section of the west elevation drops to a one and one-half story building. There are glass block windows in the lower level bays. The upper level bays have two forty paned windows, a loading door and another forty paned window, all of which have been covered with wood paneling. The openings have stone sills and steel beam lintels. There are cut block quoins made of Sioux Quartzite at the southwest corner.

Interior

The upper two floors and basement are finished as warehouse/industrial space, characterized by exposed, rusticated heavy timber columns and beams. Cast-iron side braces were used in the one and one-half story addition to the south.

The floors, with the exception of the concrete basement floor, were constructed with 2" x 6" fir planks laid on the two inch edge, side by side (face to face), then covered with the finest grade of tongue and groove maple flooring. This was considered to be the most resistant flooring available in the pre-World War I building period.

Ceilings in the original structure, including the basement, are a lath-quality cladding over the joists above. The interior wall of the front façade is exposed dark pressed brick, and the interior walls of all other facades are exposed Sioux Quartzite rubble. Recent remodeling into commercial storefront office and "modern" warehouse space has obscured the first floor characteristics.

NARRATIVE STATEMENT OF SIGNIFICANCE

The Farley-Loetscher Company building is eligible for the National Register of Historic Places under Criterion A for the company's economic and business role in the city of Sioux Falls.

Company Background

The Farley-Loetscher Company was founded in Dubuque, Iowa in 1875. The Sioux Falls, South Dakota, affiliate opened in 1906 under the supervision of one of the company's salespeople, Harry Hurd. Hurd worked sixteen hours a day, seven days a week to make the first expansion of the company a great success. The parent company then opened similar branches based on this prototype in Des Moines, Iowa and Chicago,

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Farley-Loetscher Building, Minnehaha County, SD

Illinois. In addition, the company opened twenty-nine Midwest Lumber Yards throughout the Midwestern United States.

The Sioux Falls branch/affiliate of the company began in a rented building at 322 East Eighth Street that was owned by Samuel Hirst. The site proved to be not ideal as the business expanded since railroad access was limited and there was no room for expansion.

The Sioux Falls Company was established for the purpose of manufacturing the following items: window and door sashes, woodwork and paneling, moulding and brackets, wooden window blinds, as well as fine custom-made interior finishes for homes, businesses, schools, hospitals, churches, and government facilities. The custom made finished millwork began to be used in some of the finest homes being built across the region. The interior finish products were used in businesses, schools, hospitals, churches and government facilities. At one time this facility attempted to enter the office furniture industry but because it was unsuccessful, it was discontinued. The company's year-round focus became millwork and special interiors.

The Farley-Loetscher Company of Sioux Falls was the major warehouse and wholesale millwork outlet for a five state area during the most significant building period in the history of the American west. The company is associated with the construction of many significant buildings that are listed on the National Register of Historic Places in South Dakota, Wyoming, Montana, North Dakota, and Minnesota. Former workers of the company name significant buildings in Sioux Falls that are made with millwork or special interiors manufactured by Farley-Loetscher, Sioux Falls. This list includes the following buildings: Sioux Valley Hospital, McKennan Hospital, Glidden Hall - University of Sioux Falls, the Coliseum, City Hall, First Baptist Church, First Lutheran Church, St. Joseph Cathedral, the YMCA, Columbus College, Augustana College, as well as public schools constructed between 1915 and 1949.

Communities across the state of South Dakota – Mitchell, Brookings, Watertown, Aberdeen, Huron, Chamberlain, Pierre, Winner, and Rapid City – have buildings containing millwork from Farley-Loetscher. One of the most significant special interior orders includes the Alex Johnson Hotel in Rapid City, South Dakota. The builder ordered worm-infested chestnut woodwork for all the downstairs public rooms because the owner liked the look of this wood. When Farley-Loetscher's supply was depleted, employees were instructed to "make" worm holes in chestnut wood. The company spent weeks heating hot wires while workers burned holes in the lumber, one by one, until the order was filled.

Building History

In 1913, the 701-705 East Eighth Street site was purchased from the Franklin Investment Company of Ramsey County, Minnesota. A small building and lumber sheds were built for manufacturing operations. The offices and the warehouse remained at the 322 East Eighth Street address.

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In 1915, the two three-story buildings that face east Eighth Street were added. In 1917, the entire operation moved to this site, and the finish work on the building was completed at a cost of \$60,000. The southern most half was designed as a three story and basement structure, however; due to the lack of funds, only the one story and basement were completed. The plan was to finish the final story at a later date, but the space was not needed, so the third floor was not added.

The new site had access to all major railroad lines coming into Sioux Falls. The building has loading areas on two sides. This was crucial to the company's expansion into the western states since all millwork was shipped via L.C. Railroad Express. This was especially important to the western position of South Dakota after the railroad bridge was constructed across the Missouri River at Chamberlain, linking the eastern and western sides of the state.

In addition, this new location favored truck transportation. While truck transportation was not a major form of long distance shipping until 1950-1960, allowing easy access for local builders and local lumberyards was important. Deed search shows that Eighth Street was the first street in Sioux Falls to have access to the bridge over the Sioux River (constructed by R.F. Pettigrew in 1876) as well as access to the Tenth Street bridge and viaduct via Reid Street. The company made sure the alleys on all sides of the building remained permanent access routes through agreements with neighboring properties in 1913, 1920, and 1927.

The success of the Sioux Falls facility is attributed to two men, Harris ("Harry") A. Hurd and Harris J. Watson. Mr. Hurd ran the facility from its onset in 1906 to his retirement and death in 1952. In 1902, at the age of twenty-five, Mr. Hurd came to Sioux Falls to sell Farley-Loetscher millwork to local lumberyards. Four years later, he was running the Sioux Falls subsidiary and orchestrating the construction of the 701-705 buildings. With assets less than \$40,000 and a dozen employees, Hurd built the business into a million-dollar operation with seventy-five warehouse employees, an office staff and an outside sales force. In addition to his business dedication, Mr. Hurd was dedicated to the well being of the community. His social commitments include the following organizations: member and potentate of the El Riad Shrine, charter member of the Sioux Falls Rotary Club, fifty year member of the Unity Lodge No. 130 AF & AM, member of the Sioux Falls Consistory, member of the Minnehaha Country Club, and life long member of the Sioux Falls Chamber of Commerce and its many activities.

Mr. Harris Watson, the other outstanding influence, was Harry Hurd's nephew and namesake. Watson came to Sioux Falls, South Dakota from Alta, Iowa after his high school graduation in 1923. At the age of seventeen, he began working at Farley-Loetscher as an errand boy in the warehouse and factory. He worked in all areas, eventually learning the business completely. In 1927, he became a member of the office staff and progressed within this environment, too. He began running the order desk, moved to drafting and estimating, and finally

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Farley-Loetscher Building, Minnehaha County, SD

selling to contractors and local lumberyards. By 1940, Watson was sales manager and troubleshooter. In 1942 when his uncle began vacationing in California during the winter months and considering retirement, Harris Watson was appointed Treasurer and Assist Manager of the Sioux Falls facility. At the death of Harry Hurd in 1952, Watson became general manager. Even though the company was a multimillion-dollar corporation, the parent company decided to liquidate its assets and sell its subsidiaries. After the liquidation of the Sioux Falls affiliate was completed, the land and buildings were sold to Jordan Millwork (a lifelong competitor) for \$55,000. Harris Watson possessed the same business savvy and management skills his Uncle Harry Hurd possessed, which was essential to the company's success in its last ten years.

The Farley-Loetscher building exhibits many of the details of the commercial style as found in South Dakota. Commercial style is identified generally by multiple stories; mostly constructed of masonry; having multiple bays with large storefront windows and an entryway; found on main streets. Most Commercial buildings have been altered, particularly the storefronts and interior areas. This building does include alteration to the storefront including two changed entries and covered storefront windows.

The Farley-Loetscher Company Building is eligible for the National Register under Criterion A as it was an important supplier of woodwork throughout a five state region and played an important role in the commerce of Sioux Falls.

MAJOR BIBLIOGRAPHICAL REFERENCE

Argus Leader Newspaper, Sioux Falls, South Dakota; September 6, 1952. Obituary Section, page 1, columns 6-7, Hurd, Harry.

Argus Leader Newspaper, Sioux Falls, South Dakota; September 9, 1952. Personals Section, page 6, column 3.

Recorder of Deeds Office, Minnehaha County Administration Building, 415 North Dakota Avenue, South Falls, South Dakota. Deeds related to 701-705 East Eighth Street under related Legal Description from Office of Equalization.

Sanborn Insurance Maps: Sandborn Map and Publishing Company; New York, NY. 1911, pages 2 and 6; 1916, pages 6 and 11; and 1924, page 72.

Sioux Falls City Directories: 1904, 1905, 1907, 1912, 1916, 1917, 1918, 1927, 1928, 1948, and 1952.

Sioux Falls City Directories, 1917. Page 5, Inside advertising pages.

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Sioux Falls City Hall, Office of Building Permits and Engineering. Building remodeling plans dating from 1989 to the present.

Sioux Falls Public Library, Caille Room Historical Collections, 201 North Main Avenue, Sioux Falls, South Dakota.

Smith, Charles A. A Comprehensive History of Minnehaha County, South Dakota – Its Background, Her Pioneers, Their Records of Achievement and Development. Educator Supply Company: Mitchell, South Dakota.

Interviews with Mr. Harris J. Watson, former treasurer and general manager of the Farley-Loetscher Company, Sioux Falls, South Dakota; 608 Wiswall Place, Sioux Falls, South Dakota. July 19 – 21, 1999. (Two personal interviews and one telephone conversation).

VERBAL BOUNDARY DESCRIPTION

North 160' of Lot C and all of Lot D, (excluding the South 122.7' of the West 172.3' of Lot D), and all of Lot A of the replat of Lots A and B of Franklin Investment Company Subdivision (except the South 201' and except the East 70' of the North 120', and except the West 26' of the East 96' of the North 60'), all in Franklin Investment Company Subdivision of Tract 3 of the Southeast quarter of Section 16, Township 101 North, Range 49 West, 5th P.M., Sioux Falls, Minnehaha County, South Dakota, according to the recorded plat thereof.

BOUNDARY JUSTIFICATION

This parcel is bound on the north by East 8th Street and beyond by commercial businesses – Ahlers Pro Body Shop (620 E. 8th Street), Polo's Mexican Store (704 E. 8th Street), and Sehr Performance Machine (722 E. 8th Street); to the east by an alley and beyond by an apparent gas line substation, McDonald's office building (721 E 8th Street) and Formatop Co. (105 S. Franklin Avenue) and beyond by South Franklin Avenue; to the South by Formatop Co. (101 S. Franklin Avenue) and beyond by additional Formatop Co. buildings and beyond by East 10th street; and to the west by a rail spur and beyond by Midwest Oil Company (615 E. 8th Street), Monick Pipe & Supply (storage shed/yard), and Burlington Northern & Santa Fe roundhouse (503 E. 8th Street) and beyond by railroad tracks.