

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form



329

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

### 1. Name of Property

historic name KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM

other names/site number THE OLD SEED STORE

### 2. Location

street & number 12198 STATE ROUTE 9N  not for publication

city or town UPPER JAY  vicinity

state NEW YORK code NY county ESSEX code 031 zip code 12987

### 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

Ruth A. Purpant DBHPO 4/1/13  
Signature of certifying official/Title Date

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

### 4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register  determined eligible for the National Register

determined not eligible for the National Register  removed from the National Register

other (explain):

for Edson H. Beall 5.28.13  
Signature of the Keeper Date of Action

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

County and State

**5. Classification**

**Ownership of Property**  
 (Check as many boxes as apply.)

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

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

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

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

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

N/A

**Number of contributing resources previously listed in the National Register**

N/A

**6. Function or Use**

**Historic Functions**  
 (Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION:

manufacturing facility

COMMERCE/TRADE: specialty store

**Current Functions**  
 (Enter categories from instructions.)

COMMERCE/TRADE: business

RECREATION & CULTURE

**7. Description**

**Architectural Classification**  
 (Enter categories from instructions.)

OTHER

**Materials**  
 (Enter categories from instructions.)

foundation: CONCRETE

walls: WOOD, STUCCO

roof: METAL, ASPHALT

other: GLASS

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

County and State

---

**Narrative Description**

---

**Summary Paragraph**

The former Keith & Branch Ford Motors Factory & Showroom is located in Upper Jay, Essex County, New York. The three-story building was erected with a light frame of dimensional lumber above a poured concrete foundation. It is six bays wide by four bays deep and covered by a low roof, nearly flat, which slopes downwards towards the rear of the edifice. The building's exterior, which is covered with stucco applied to wood lath, is largely devoid of ornamentation; the transition between the wall surfaces and roof is marked by a projecting wood cornice and plain fascia. Window openings are all of the same scale and fitted with original two-over-two wood sash. The interior includes a basement level which is accessible from grade by means of a concrete ramp and inward-swinging double leaf doors, the size of this aperture conceived for period automobiles. This lower level is partially exposed on the rear and portions of the side elevations. The first-floor fenestration on the façade, which is oriented to face northwesterly towards Route 9N, includes a central vehicle bay with overhead door, in addition to two large showroom-type windows. The original interior was composed of the basement, the primary floor—which contained the showroom—and two additional upper floors, an office having been maintained for a time on the second floor (ca. 1945). Non-historic interior spaces added to the building include a basement music studio, a second-floor apartment, and a third-floor professional office, all created by the insertion of new partitioning in what were previously open areas. Prominent among the remaining historic interior features is a manually operated freight elevator, or dumbwaiter, constructed by the Energy Elevator Company of Philadelphia; it allowed for communication between the building's four levels, and remains operational. The building's light framing is largely visible within and includes a system of trusses employed to support the roof and create free-span interior space; these are of laminate construction.

---

**Narrative Description**

LOCATION & SETTING The nominated building is located in the hamlet of Upper Jay and is situated on a parcel the boundary of which is partially defined by Route 9N and the east branch of the Ausable River, east of the former road's intersection with County Route 12; it was oriented with its primary elevation facing Route 9N. A short distance to the south is the bridge which conveys Route 9N over the Ausable River, the rear elevation of the building rising in close proximity to that water course. A number of large deciduous trees grow on the narrow and rock-strewn strip of land situated between the building's foundation and the river. The parcel is largely flat, with minimal landscape embellishment, and includes parking areas located adjacent to either side elevation. Directly across Route 9N are two buildings, one of which is a Methodist church; to the west, across County Route 12, is a motor lodge.

EXTERIOR The building is a light-frame construct built on a rectangular plan with a poured concrete foundation. Fenestration on the six-bay façade features a large bay with overhead door, centrally placed, in addition to two large showroom windows and an entrance, and six windows at both the second and third story level. This fenestration is symmetrically arranged, save for the entrance situated between the center bay and easternmost showroom window. There is additionally a pair of double-leaf doors situated at the base of a concrete ramp, which provided direct access to the basement level from grade; the doors are formed of diagonally aligned wood boards with applied rails and stiles. The ramp, meanwhile, was grooved to provide traction. Window openings have plain wood casings with simple drip caps. The building's stucco exterior is formed of two coats; the scratch coat is pure lime or gypsum plaster, while the outer finish coat, which is thicker, has Portland cement content. It presents a grayish-pink cast and has a textured, or slap-dash, surface. The stucco was applied to wood lath with tar paper behind, with only the depth of the lath providing for

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

County and State

keying. The building's cornice projects prominently from the wall plane and is boxed with applied moulding. These are, like the soffit and fascia, formed of wood. A suspended Ford sign at one time adorned the façade, as per historic images, and was centered on that elevation at second-story level.

The northeast and southwest side elevations were similarly conceived, with both being four bays deep; the former has a total of 12 windows, four each at first, second and third-floor level, while the opposite elevation has 10 windows in addition to a door at second and third-floor level, accessed via an exterior wood stair with second-story porch and third-story landing. The stair and porch are non-historic replacements of an earlier stair feature, which is partially visible, as a ghost, on the surface of the wall. There are, in addition to those already described, two windows which bring light into the basement, where that level is exposed from grade on the side elevations. Also expressed on the exterior, on the side walls, are metal anchor plates that correspond with the lower chords of the truss system which supports the roof.

The rear elevation has fenestration arranged as it is on the opposite façade, with six windows apiece at basement, first, second and third-story level.

The roof was originally covered with asphalt shingle but is now clad with membrane, which was laid over the original and a later layer of asphalt.

INTERIOR The building's platform frame is largely exposed to view on the interior. In the unfinished basement is visible the framing that supports the first floor above, consisting of a system of circular-sawn pine joists, laminated girders, and laminated uprights. Among the other features which survive in the basement is what appears to be the original coal-burning furnace, a Lennox Torrid Zone convection model, along with some associated period duct work. Adjacent to the furnace is a brick chimney to which the furnace was originally attached and which now receives the pipe of a wood stove. The manual elevator, which rises from basement to third story level, is centered against the rear wall. There is a coal bin in the northeast corner of the basement and an associated metal door on the façade, near the northwest corner of the building. The floor is poured concrete.

The first floor is largely open and currently functions as the staging area for an upholstery repair business operated from the building and also as an assembly space for public programs. Most of the current finish work, such as the wainscot, wall covering and moulded window casings on the southwest wall, is not original and has been added more recently. The ceiling is not finished and instead the second floor joists are open to view. There is a raised platform in the northeast corner that is believed to have corresponded with an office at one time, as per anecdotal accounts. In the opposite southwest corner is an area of concrete flooring associated with the operation of a kiln during the building's use as a seed factory and a small bathroom. Flooring is variegated with the original material being medium-width wood board. A staircase against the northeast wall provides for communication between the first, second and third floors, while the basement is accessed from the first floor by a stair against the southwest wall.

The second floor, which was largely open originally, now includes an apartment as well as a small work area for the upholstery business. The upper floor has an office inserted into it but is otherwise open and is largely used for storage. Flooring there is medium-width hemlock or pine boards, well worn in some areas.

A series of parallel chord trusses sustain the roof and help deal with the winter snow loads, while additionally functioning to allow the second-floor plan to be opened up. Tension rods extend downwards to second-floor

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

Name of Property

**ESSEX COUNTY, NEW YORK**

County and State

level from these trusses, and rods were also employed from side wall to side wall to allow for lateral stability, these being arranged parallel with the lower chord of the trusses and anchored into the metal wall plates. The roof decking is laid on rafters, which are sistered where they pass over the upper chord of the trusses. The upper housing and gears for the elevator are exposed at this level. There is evidence, at second-floor level, that the elevator well was originally wider.

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

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.

**Areas of Significance**

(Enter categories from instructions.)

**ARCHITECTURE**

**INDUSTRY**

**TRANSPORTATION**

**Period of Significance**

ca. 1920- ca. 1945

**Significant Dates**

ca. 1920

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Unknown

**Criteria Considerations**

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

Property is:

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

**Period of Significance (justification)**

The period of significance for this nomination, ca. 1920- ca. 1945, is initiated with the construction of the building; the terminal date, ca. 1945, indicates the last known reference to the operation of the facility in association with Ford automobile sales.

**Criteria Considerations (explanation, if necessary)**

N/A

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

County and State

**Statement of Significance Summary Paragraph**

Built ca. 1920, the Keith & Branch Ford Motors Factory & Showroom in Upper Jay, Essex County, is a somewhat rare and early example of automobile-related architecture in New York's Adirondack region. The building was conceived and erected to accommodate the partial assembly and local sale of Ford Motors Model T automobiles, generally acknowledged as the first car widely accessible to American consumers. The business partnership of Keith & Branch, formed by local residents Earl Keith and Robert Branch in 1910, established a Ford Motors franchise in Upper Jay in 1914 and subsequently built the nominated building and an automobile service station, known as the Central Garage. These two buildings, of which only the nominated edifice survives, were important local indicators of the advent of the automobile age and the changing landscape of personal transportation in the between-war period. The factory & showroom was erected at a time when small, locally owned Ford Motors franchises served rural populations; unpretentious in conception and largely devoid of architectural elaboration, it was erected with a platform frame and clad on the exterior with stucco. Prominent among its interior features is the original non-motorized freight elevator, manufactured by the Energy Elevator Company of Philadelphia, which allowed for internal communication from the basement to the upper floor. The building is being nominated at the local significance level, in association with Criterion A, in the areas of Industry and Transportation, as a representative example of a small manufacturing facility and for its direct association with period automobile sales. It is additionally being nominated under Criterion C, in the area of architecture, as an example of a purpose-built, automobile-related structure.

**Narrative Statement of Significance**

The Town of Jay, set off from adjacent Willsborough in 1798, was originally named for settler Nathaniel Mallory and bore the name "Mallory's Bush." The present name was taken for John Jay. It was later enlarged, in 1822, with the addition of lands formerly contained within Peru, Clinton County, and Chateaugay, Franklin County. Settlement began in earnest in the early nineteenth century, particularly in the low-lying areas flanking the Ausable River. Lumbering and the extraction and processing of iron ore were important early industries, as were agricultural pursuits. The hamlet of Jay was the first area within the town to be densely developed and it was there that early milling operations and forges were established. Lumbering constituted the principal pursuit at an early juncture, as the region's abundant timber supply was harvested and transported for shipment to distant markets via Lake Champlain. Development in the hamlet of AuSable Forks followed a similar pattern, centering as it did on the lumber and iron trades.<sup>1</sup> The town's three principal hamlets of Jay, Upper Jay and AuSable Forks—the latter where the two branches of the river converge—were developed along the banks of the Ausable River, the headwaters of which are in the Adirondack High Peaks. The East Branch of the Ausable, adjacent to which are Upper Jay and Jay, courses through the town on a northeasterly route before emptying into Lake Champlain at Plattsburgh. By 1876 the hamlet of Upper Jay featured a concentration of houses, in addition to a hotel, a Congregational church, and the A.S. Prime & Company store, a school, and a carding mill. The site of the nominated building was occupied by a blacksmith shop, one of two present in the hamlet at that date.<sup>2</sup>

The business partnership Keith & Branch was established in Upper Jay in 1910. At that time the two partners, Earl W. Keith and Robert L. Branch, purchased the general store and granary which had been erected immediately after the Civil War by Ashley S. Prime, a business noted in the 1940s as "a historic landmark" for the area.<sup>3</sup> Keith (1869-1946) had previously worked and gained experience in this field in the employ of the Boomhower Wholesale Grocery Company of Plattsburgh; Branch (1878-1942), a native of

<sup>1</sup> H.P. Smith, *History of Essex County* (Syracuse: D. Mason & Company, 1885).

<sup>2</sup> Inset map of Upper Jay hamlet included in the 1876 Essex County atlas by D.W. Gray & Son, Philadelphia.

<sup>3</sup> "Roberts Brothers Purchase General Store, Upper Jay," *Essex County Republican*, 6 July 1945, vol. CXXV, 15, no. 3095.

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

County and State

Keene, was formerly occupied as a bookkeeper for Prime Brothers before beginning his business association with Keith. In 1914 Keith & Branch began operating a Ford Motors franchise and the following year erected the Central Garage, an automobile service station in Upper Jay. In 1920, buoyed by the success of these various enterprises, the firm contracted for the construction of the nominated building to serve as both a car showroom and storage garage.<sup>4</sup> At the time of the 1920 Federal census E.W. Keith noted himself as a general merchant and store owner, as did Robert Branch. Both were prominent in the contemporary affairs of Upper Jay; at the time of his death, Branch was noted as a successful local businessman and “a symbol of the sturdy character which developed upstate New York.”<sup>5</sup> In 1945, three years after the death of R.L. Branch, Roberts Brothers bought out Keith & Branch’s interest in the general store built by Ashley in 1867; Keith & Branch did, however, continue to operate the Central Garage and the Ford sales and storage building after the purchase of the store by the Roberts brothers.<sup>6</sup> The general store is no longer extant, having burned ca. 1996.

The nominated building functioned as a Ford assembly facility and showroom and also as an automobile storage facility. Keith & Branch had purchased a Ford franchise to assemble and offer for sale, to local consumers, Model T automobiles, which were in production from 1908 until 1927, and which are now widely regarded by historians as the first car accessible, price-wise, to middle-class American consumers. The mostly assembled vehicles were shipped via railroad from distant Ford manufacturing centers to Ausable Forks, the chassis being stacked on end; the vehicles were then operated under their own power, driven to the nominated building where they were completed and sold. Arto Monaco, a longtime resident of Upper Jay who was born in Ausable Forks in 1913, recalled that those of lesser means would buy stripped down versions of the automobiles, often times without fenders, tail lights, running boards, or windshield wipers. One drive on muddy roads would often leave the new owners to reconsider the need for fenders.<sup>7</sup>

The Model T remains among the enduring legacies of American automobile pioneer Henry Ford (1863-1947) and the Ford Motor Company, which he founded in June 1903 in Detroit, Michigan. When the car debuted in 1908 its production cost placed it out of the price range of many American consumers, compelling Ford to find ways to build it at more reasonable cost. From this problem arose two significant manufacturing solutions which made this vehicle more affordable and which had far-reaching consequences for manufacturing, the use of a moving assembly line and the standardization of parts to make them interchangeable, thus making repair and maintenance less expensive. Ford also pioneered the use of local franchises, of which Keith & Branch was one, and the shipping of partially assembled cars from manufacturing plants to distant assembly locations, which became a standard practice. It was found that by shipping the cars partially assembled to more localized assembly facilities further savings could be garnered. By Monaco’s account, area high school boys were enlisted by Keith & Branch, on a volunteer basis, to sit on the gas tanks of the steel frames and drive the cars, in essence bare-boned, to the Upper Jay facility constructed by Keith & Branch. In 1927, in the face of greater demand for automobiles by the American public, the Model T gave way to the Model A, which was in production in the period 1928 to 1931.

Keith & Branch advertised their Ford automobiles, along with other consumer products they offered for sale, in area newspapers. They shared a 1923 advertisement with an Ausable Forks Ford franchise in *The Record-Post* (Ausable Forks) for Ford’s new Model T sedan, which had features that were considered to make it a

<sup>4</sup> Ibid

<sup>5</sup> “Robert Branch, Upper Jay, Died Suddenly Thurs.,” *The Adirondack Record-Elizabethtown Post*, 8 October 1942, vol. XXXIV, no. 41.

<sup>6</sup> Ibid

<sup>7</sup> Monaco as quoted in Megan Morley, “Cover Boys: The Renderer Brothers Become a Part of the Fabric in Upper Jay,” in *Adirondack Life*, July/August 2003. Monaco, who died in 2005, was well-known in the region; he, along with business partner Kay Cameron, developed the local attraction known as the Land of Makebelieve, an amusement park for children that closed in 1980.

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

County and State

“better-looking, roomier car.” A 1933 advertisement in *The Record-Post* offered an invitation to view “the new Ford V-8 for 1934,” which was a Model B (production years 1932-1934) with a flathead V-8 engine in place of the standard four-cylinder engine. A 1938 advertisement in *The Adirondack Record* (Ausable Forks) noted that Keith & Branch offered for sale home furnishings, food and also animal feed, in addition to “Ford cars for the road.”<sup>8</sup> It is not currently known when the Keith & Branch Ford franchise was discontinued, though it remained in business at least into the mid-1940s. As for Keith & Branch’s Central Garage, nothing is yet known of its operation; by the 1920s at least one other service station and car dealership was operating in Upper Jay, the Monaco Garage, run by L.B. Monaco and sons. In 1930 they offered for sale new Plymouths and Chryslers, in addition to pre-owned Fords and other cars, gasoline, oil, and car accessories.<sup>9</sup>

The advent of the automobile age spurred tourism in the Adirondacks, and present-day Route 9N formed an important route in that era, linking as it did Albany with Montreal, Quebec in the pre-Northway period. Car-related businesses capitalized on the increased vehicular traffic in the region; in addition to the Central Garage and that run by L.B. Monaco, Elmira Leclair’s Twin Elms hotel, also located in Upper Jay, provided a respite for road weary travelers and advertised its services in 1920s travel guides.

The building was in later year operated as a pine cone seed factory by Herbst Brothers, a New York City-based seed company established in the 1880s. A brief news note in a local paper in 1948 noted that “the garage formerly owned by Keith and Branch at Upper Jay has been purchased by Herbst Brothers.”<sup>10</sup> This reference would seem to relate to the former Central Garage building, as an advertisement from the previous year noted that the company was looking to purchase “Red Pine, Norway Cones... as long as there is seed in them,” their address noted as the “Pine Cone Plant” in Upper Jay, presumably the nominated building.<sup>11</sup> “The Old Seed Store,” the name given to a subsequent antiques business which was operated there, recognized this interesting aspect of the building’s history, and some residents in the Upper Jay area still remember it as “the burr factory.” Herbst Brothers sold the building in 1972; in later years they operated their business from a facility in Ausable Forks.<sup>12</sup>

While the nominated building lacks stylistic distinction, it is nevertheless architecturally significant as a purpose-built structure related to the early automobile industry. Its clean lines, symmetrical fenestration and prominent cornice affiliate it, however vaguely, with the revived interest in Neoclassicism which marked the early twentieth century period. As there was no guiding architectural program for Ford franchises in this era the building’s design reflects local means and preferences; early in its history an oval-shaped sign suspended from the façade noted it as a Ford dealership. A photographic survey of Ford dealerships from the pre-Second World War period indicates a broad range of architectural solutions for small local dealerships, which were often times housed within facilities that also functioned as service stations. Both the building’s light platform frame, predicated on the use of dimensional lumber and wire nails, and its stucco exterior portray characteristic building techniques of that era, the platform frame having developed from the balloon frame. Stucco gained broad appeal as an exterior finish in this period, spurred by the popularity of various revival styles, its ability to simulate more expensive treatment, and by offering a measure of fire protection for wood-framed buildings. Distinctive remaining interior features include the manually operated freight elevator, which allowed for the movement of materials between the buildings various levels, and vestiges of the original heating plant.

<sup>8</sup> *The Record-Post*, 4 October 1923 and 21 December 1933; *Adirondack Record*, 18 August 1938.

<sup>9</sup> *The Record-Post*, 18 December 1930.

<sup>10</sup> “Seed Company Buys” in *Lake Placid News*, 9 April 1948.

<sup>11</sup> Advertisement in *Essex County Republican*, 14 November 1947.”

<sup>12</sup> Information on Herbst Brothers and the later use of the building in this capacity was provided by Stephen Longmire.

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

County and State

**Developmental history/additional historic context information (if appropriate)**

N/A

**9. Major Bibliographical References**

**Bibliography**

Gray, O.W. & Son, *New Topographical Atlas of Essex County, New York*. Philadelphia: O.W. Gray & Son, 1876.

Smith, H.P. *History of Essex County*. Syracuse: D. Mason & Company, 1885.

**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): \_\_\_\_\_

**10. Geographical Data**

**Acreage of Property** .77 acres

(Do not include previously listed resource acreage.)

**UTM References**

(Place additional UTM references on a continuation sheet.)

1	<u>18</u>	<u>597636</u>	<u>4909951</u>	3	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing
2	_____	_____	_____	4	_____	_____	_____
	Zone	Easting	Northing		Zone	Easting	Northing

**Verbal Boundary Description**

The boundary for this NRHP nomination is shown on two enclosed maps both of which are entitled "Keith & Branch Ford Motors Factory & Showroom, Upper Jay, Essex Co., NY." The boundary is shown at a scale of 1: 24,000 and 1: 3,000.

**Boundary Justification**

The boundary has been drawn to correspond with the current legal boundary for the property; all of this land is historically associated with the building during the cited period of significance, ca. 1920- ca. 1945.

**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

County and State

**11. Form Prepared By**

name/title William E. Krattinger  
organization NYS Division for Historic Preservation date January 2013  
street & number Post Office Box 189 telephone (518) 237-8643  
city or town Waterford state New York zip code 12188  
e-mail William.Krattinger@parks.ny.gov

**Additional Documentation**

Submit the following items with the completed form:

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

**Photographs:**

Photographs by William E. Krattinger, July 2011 and February 2012, TIFF format

- 0001 Exterior, view looking south showing northeast and northwest elevations
- 0002 Exterior, view looking east showing northwest and southwest elevations
- 0003 Exterior, detail view showing two-coat stucco and wood lath
- 0004 Interior, first floor, view looking towards southwest wall
- 0005 Interior, northeast wall, view showing platform frame construction
- 0006 Interior, upper floor, view showing elevator mechanism
- 0007 Interior, upper floor, view showing trusses and roof framing

**Property Owner:**

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

name Scott Renderer  
street & number 12198 Route 9N telephone 12987  
city or town Upper Jay state New York zip code \_\_\_\_\_

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

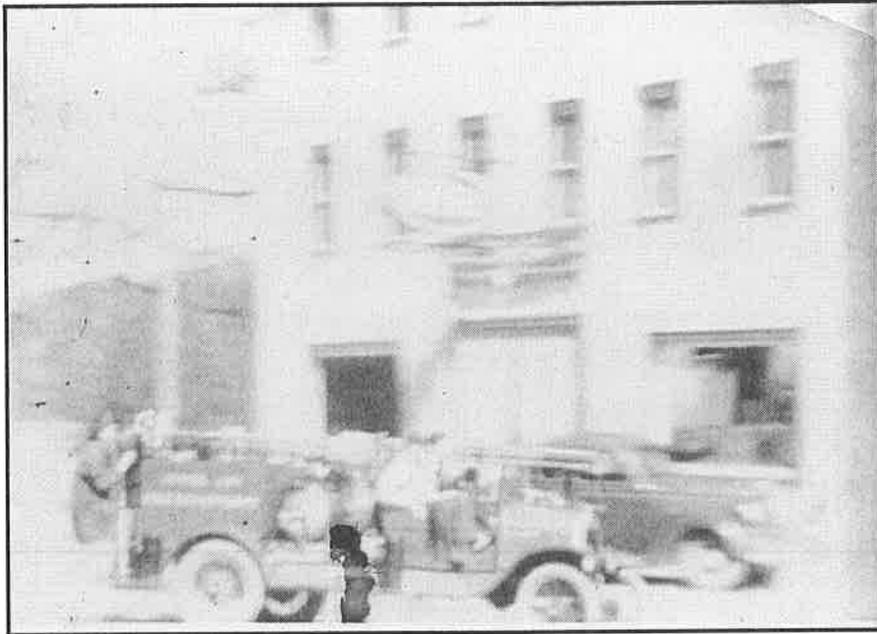
**KEITH & BRANCH FORD MOTORS FACTORY & SHOWROOM**

**ESSEX COUNTY, NEW YORK**

Name of Property

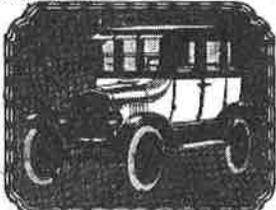
County and State

**APPENDIX: Historic Images**



ABOVE, blurry historic image (ca. 1930s) showing portion of the building's façade; BELOW, left and right, 1920s and 1930s Keith & Branch newspaper advertisements

**Ford**  
THE UNIVERSAL CAR



**New Sedan**

Changes featured in the new Ford Sedan make it a better looking, roomier car.

A higher silhouette with a trim apron at its base lends dignity to the new car. The higher hood and enlarged cowl curve gracefully to the dash grid or stylish canopy to the body line, and afford additional leg room for occupants of the front seat.

All body fittings—window regulators, door grips, door latch levers, door lock, door light—now finished in nickel. The upholstery carries a fine dark line on a soft brown background that does not easily show dirt or wear. The window curtains are furnished for the three rear windows to insure the style of the car and add to the comfort of its passengers. See the new Sedan and other new Ford body styles at our showrooms.

*These cars can be obtained through the Ford Weekly Purchase Plan.*

**Ford**  
CARS · TRUCKS · TRACTORS

**KEITH & BRANCH**  
UPPER JAY, NEW YORK  
**Au Sable Vulcanizing Co.**  
Au Sable Forks, N. Y.

**AN INVITATION**

*You are cordially invited to view  
the initial showing  
of the*

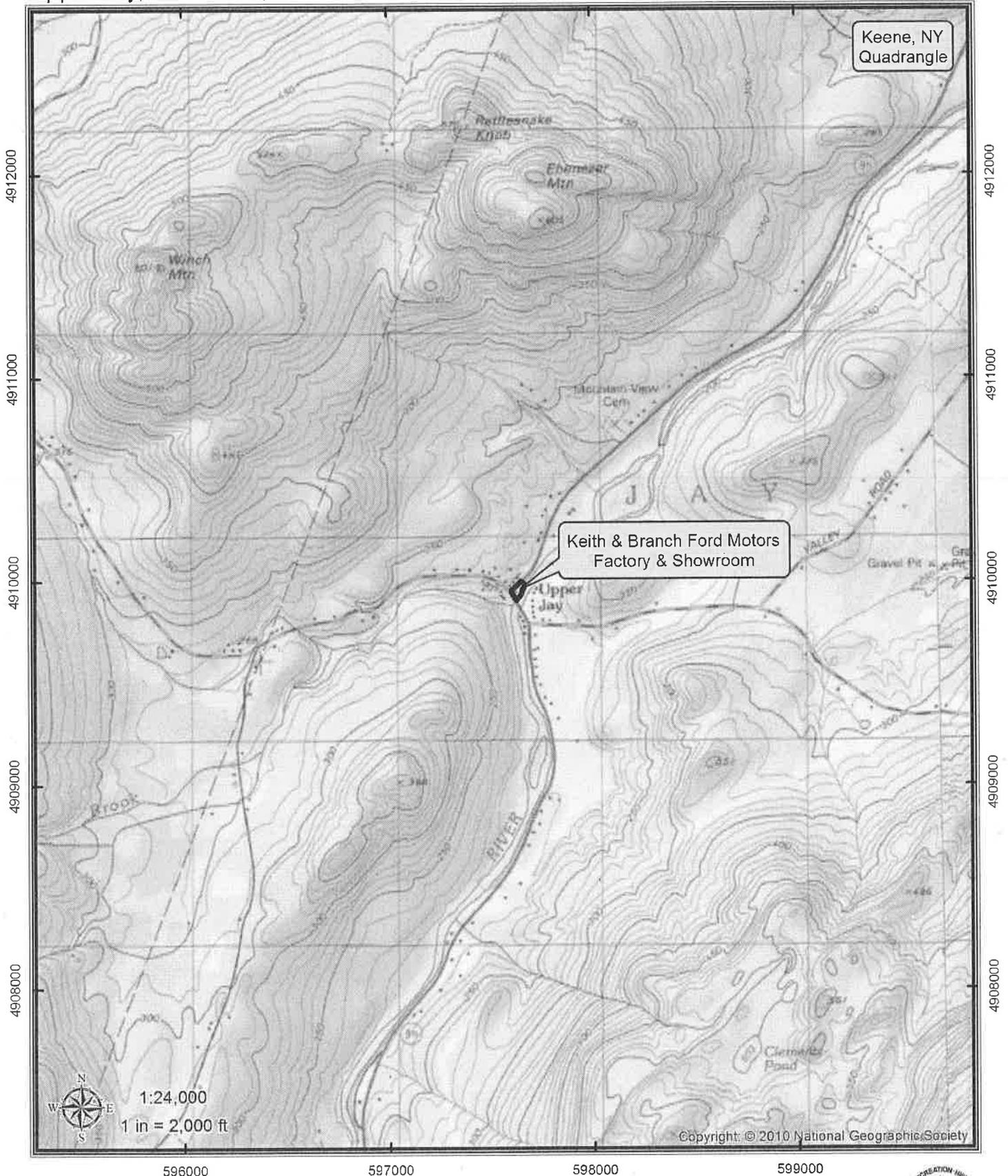
**NEW FORD V-8 FOR 1934**

**NOW ON DISPLAY**

**KEITH & BRANCH**  
UPPER JAY, N. Y.

Keith & Branch Ford Motors Factory & Showroom  
Upper Jay, Essex Co., NY

12198 State Route 9N  
Upper Jay, NY 12987



Keene, NY  
Quadrangle

Keith & Branch Ford Motors  
Factory & Showroom

1:24,000  
1 in = 2,000 ft

Copyright: © 2010 National Geographic Society

Coordinate System: NAD 1983 UTM Zone 18N  
Projection: Transverse Mercator  
Datum: North American 1983  
Units: Meter



Factory & Showroom

Tax Parcel Data:  
Essex Co. RPS  
<http://rpts-imate-web.co.essex.ny.us>

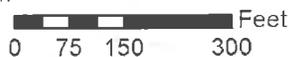


Keith & Branch Ford Motors Factory & Showroom  
Upper Jay, Essex Co., NY

12198 State Route 9N  
Upper Jay, NY 12987



Coordinate System: NAD 1983 UTM Zone 18N  
Projection: Transverse Mercator  
Datum: North American 1983  
Units: Meter



Factory & Showroom

Tax Parcel Data:  
Essex Co. RPS  
<http://rpts-imate-web.co.essex.ny.us>





upper joy upholstery  
Restoration Service



WATER BY WHOLESALE









