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United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

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Nat. Register of Historic Places
National Park Service

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 an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Studebaker Corporation Branch Office Building

other names/site number Iowa Truck and Tractor Co., Apperson Iowa Motor Car Co., Sears Auto Co., Sanders Motor Co.

2. Location

street & number 1436-42 Locust Street [N/A] not for publication

city or town Des Moines [N/A] vicinity

state Iowa code IA county Polk code 153 zip code 50309

3. State/Federal Agency Certification

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

Steve Kij 26 OCT 2015
Signature of certifying official/Title Date
STATE HISTORICAL SOCIETY OF IOWA

State or Federal agency and bureau

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

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

- I hereby certify that the property is:
 entered in the National Register.
 See continuation sheet.
- determined eligible for the National Register.
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

Signature of the Keeper Patrick Andrews Date of Action 12/15/2015

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	
2	0	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
2	0	Total

Name of related multiple property listing

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

Number of contributing resources previously listed in the National Register

The Architectural Legacy of Proudfoot & Bird in Iowa, 1882-1940 _____ 0 _____

6. Function or Use

Historic Functions

(Enter categories from instructions)

Current Functions

(Enter categories from instructions)

<p>Transportation/road-related _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Commerce/Trade/business _____</p> <p>Commerce/Trade/Specialty store _____</p> <p>Domestic/multiple dwelling _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th and Early 20th Century American Movements _____

Materials

(Enter categories from instructions)

foundation Concrete

walls Brick

roof Synthetics/Rubber

other _____

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

A Property is associated with events that have made a significant contribution to the broad patterns of our history.

B Property is associated with the lives of persons significant in our past.

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

A owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance

(Enter categories from instructions)

Commerce/Transportation

Architecture

Period of Significance

1918-1965

Significant Dates

1918

1922

ca.1948

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Proudfoot, Bird and Rawson

Primary location of additional data:

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: #Property Owner

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 5
Studebaker Corporation Branch Office Building

Polk County Iowa

7. Narrative Description:

The Studebaker Corporation Branch Office building is a highly visible three-story commercial building that is prominently located on the southeast corner of West Walnut and West 15th streets in the west end of the Des Moines downtown. Once a part of a Auto Row part of the downtown, of mostly one and two-story automobile-related garages and commercial buildings, this building survives with other similar buildings on its elongated block, but is notable for its height, its design and its corner location. It was designed by Iowa's premier historical architects, Proudfoot, Bird and Rawson of Des Moines and was built at the height of World War I. The building's size reflects its exceptional origin as a district office and distribution point for the Studebaker Automobile Company. While the association with that particular company was brief, being typical of the highly volatile nature of the automobile sales dynamic, this company was long associated with automobile and truck dealerships throughout its period of significance. This nomination includes two adjacent commercial buildings.

The adjacent brick two-story commercial building (1436 Locust Street) was acquired by the owners of 1442 Locust Street in 1937 and it was physically and functionally incorporated ca. 1948 into this building over time and the two buildings are presented as a unified National Register of Historic Places listing, but are counted as two buildings, 1432 Locust Street being treated much as an addition would be treated. Consequently this application includes two co-joined buildings that were functionally and historically interlinked for a substantial period of time prior to 1965, the 50-year programmatic cutoff date for determining historical significance. Each building is separately described. Today the buildings are all the more prominent given their fronting on the city's Sculpture Park to the immediate north.

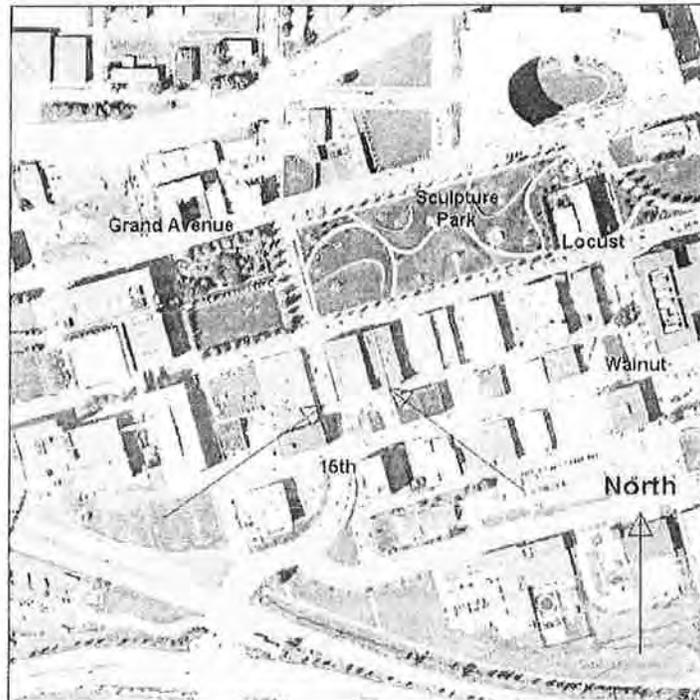


Figure 1: Building location-arrows mark the southwest and southeast corners (Iowa Geographic Map Server, 2014 base map, annotated)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 6
Studebaker Corporation Branch Office Building

Polk County Iowa



Figure 2: 1436 (left) and 1442 (right) Locust Street, looking southeast (Jacobsen, 2015)

1442 Locust Street:

Exterior Description:

This building occupies a corner parcel and has a footprint that measures 100 feet in width and 169 feet in depth. The overall massing is that of a broad rectangle, fully infilled. It is a three-story brick and tile wall building. The load-bearing perimeter wall construction is unusual in that the lower two stories are wholly of brick construction, veneer and sub wall, while the third floor walls employ a tile sub wall but with brick rowlock courses between the tile, and the brick veneer. The whole building is brick veneered, the façade having two fronts, the principal façade fronting north on Locust Street, the secondary 15th Street façade fronting west. The exterior brick is a lighter brown in color. The common brick used on the other two walls is a slightly darker brown color.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 7

Studebaker Corporation Branch Office Building

Polk County Iowa

The principal façade is plainly executed save for a large triangular pediment that is largely incorporated into the front parapet wall. A circular recessed panel, presumably evocative of an automobile wheel, is ornamented with four nine-tile square panels of red tile. The pediment is framed in brick and its front is bricked in stack bond/header courses. Otherwise the only brick ornamentation on the façade consists of two belt courses of soldier brick, and these are located below the second floor sill level and along the parapet base. No architectural style apart from the vague references to the Classical Revival or the "commercial" style are inferred for these buildings.

The building design features a primary north façade and a secondary west one. The north façade fenestration is full and symmetrical, with three even-sized bays being infilled with twin rows of five windows each. Slightly broader wall surfaces demark the three bays. Each double-hung sash window has a flat rowlock brick lintel and a stone sill. The parapet front similarly is divided into three sections, with the afore-mentioned pediment being flanked by two plain recessed brick panels. These were used historically for painted signage displays. The original storefront consisted of a narrow transom that capped a fairly broad support beam. A centered single-door entry was also capped with a triangular pediment, mirroring the parapet pediment form. The storefront was wrapped around the west side for two bays. The brickwork on the north façade is two-toned, with the storefront level brick being a light brown, while that on the upper façade is a black-gray tint. The west façade is noteworthy given its use of two colors of brick, that to the north matching the brickwork of the primary façade, while the south two-thirds is veneered with a darker brown brick. This brick wraps around the south wall of the building for half a bay. Another unusual feature is a break in the stone cornice, above the transition point in the brick color. The rear part of the cornice is slightly elevated. These two design effects make for a more complex secondary façade design and in many cases would be interpreted as two different construction phases. Here there was but one unified design and construction phase however. Figure #2 illustrates these points. It is also curious that the ground level brick color found on the primary façade is carried across the west façade as well, to there are actually three brick tones on this frontage. Fenestration on the west wall is full and also symmetrical, with window sets of two or three windows occupying each bay. On the ground level, a garage door is located in the fourth bay from the north end, but the display window or band of windows was continuous. The present storefront column system has been altered by the addition of four flat steel columns and the storefront infill is all new construction. There is a garage door entrance left of center with an enlarged transom and a pedestrian entrance to the right

The south or rear wall has an adjacent alleyway to the south. It too is generously fenestrated to the west of the stairwell/freight elevator bays. There are even two large windows in the former freight elevator shaft, and two windows, offset at the stairwell landing levels. Otherwise each of the upper floors has six full-sized window openings and these are vertically aligned with five windows on the ground floor. All rear windows are new and consist of industrial metal sash. Each opening has a central hopper sash. The former elevator shipping door void remains as does an adjacent pedestrian door (rear exit). Another west end pedestrian door and a later-date centered rear overhead door have been bricked in. The elevator penthouse projects above the parapet level in the southeast corner of the plan. There is no indication that the east wall had any fenestration. It is of solid brick construction, four bricks in thickness, with water vapor gaps in between the outermost layer of brick.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 7 Page 8Studebaker Corporation Branch Office BuildingPolk County Iowa**Interior Description:**

The overall building layout was that of an open plan on all of the third floor and much of the second floor, with a freight elevator (cab removed, shaft infilled) and penthouse, and an adjacent brick-enclosed stairwell (removed) being located in the southeast corner. Offices occupied the front of the first and second floors and there was a stairway in the northeast corner of the plan. The building had skylights. The chimney (removed) was centered on the rear wall. A small basement extended west from the stairwell and included the original Kewanee furnace and a range of tanks. The roof is flat and is drained internally inside the south wall. There is a high parapet wall on three sides of the plan.

The interior structural support system consists of steel columns and beams on the lower two floors, and wooden columns on the third floor. The steel components are composition (multiple riveted plates and panels) as opposed to being single cast pieces. This is in keeping with comparable period commercial building construction in the city. The columns are arranged in two rows of seven columns each, and orient north/south. Three resulting bays are of equal width. The most interesting element of the interior support system is the use of inverted tension trusses to support the roof system. The size and makeup of the principal beams (oriented east/west) differ across the plan, but are more substantial along the westernmost bay. The several floors/ceilings are framed with closely spaced wooden joists and lighter steel beams, oriented north/south, stabilize the principal column/beam sets.

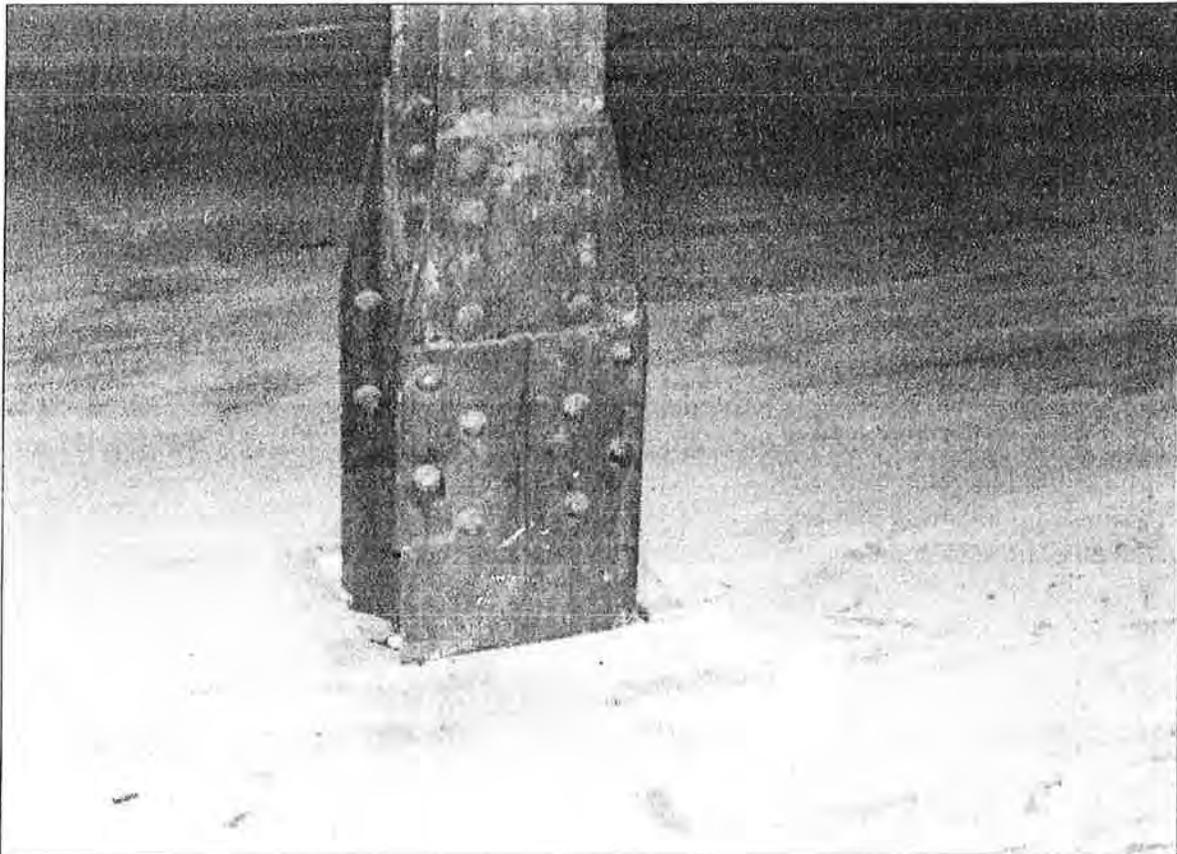


Figure 3: Column connection and demising point (Jacobsen, 2008)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 9

Studebaker Corporation Branch Office Building

Polk County Iowa

Figure 3 illustrates an unusual method of connecting and at the same time downsizing steel columns above the floor level. This technique appears to have been favored by the building's architects. Figure 4 depicts a range of relieving trusses that run under the roof on the third floor. These components were preserved in the building's rehabilitation.

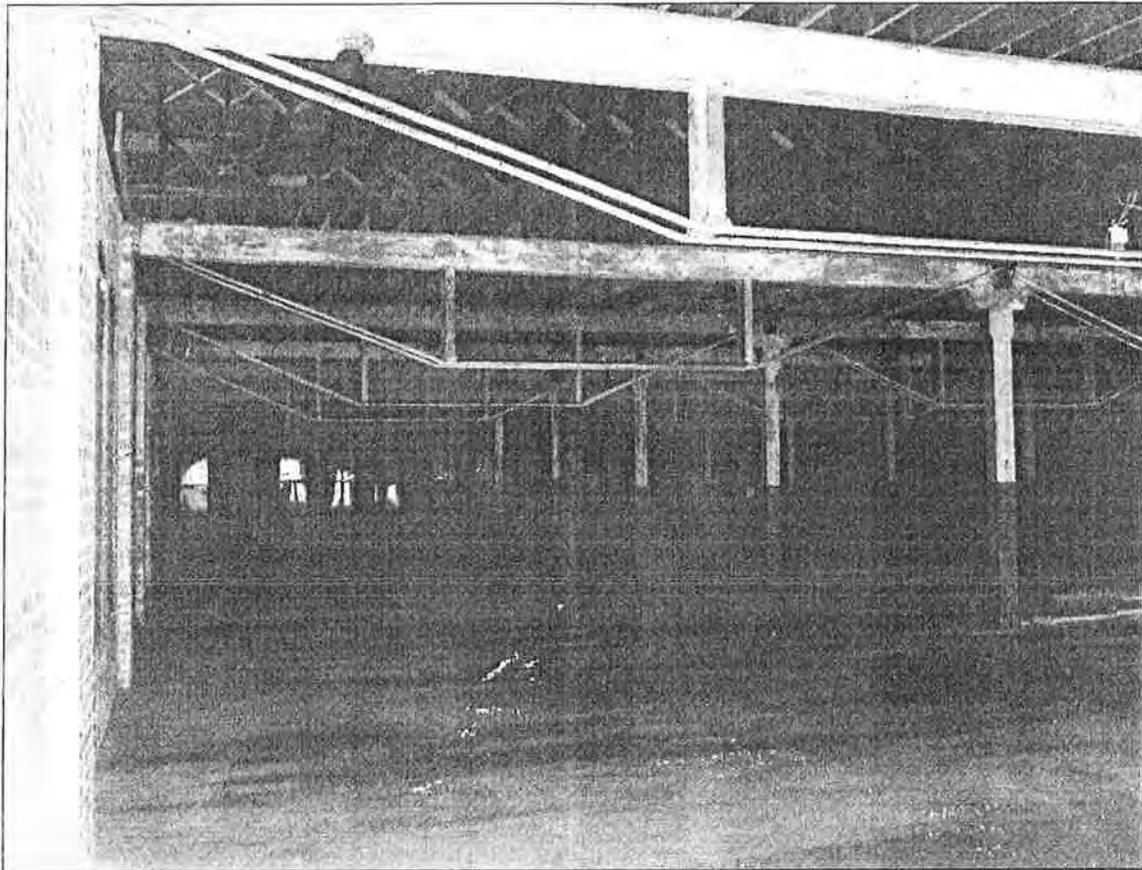


Figure 4: Relieving (tension) arches on the third floor, looking north (Jacobsen, 2008)

On the ground floor, a one-inch square black/white tile covers the front two storefront bays. A centered tile floor section denotes the former passageway where automobiles were brought into the storefront for display. This part of the building has been rebuilt as two retail/office spaces (see alterations). The ground floor is concrete, cast in four-foot wide square sections.

The upper floors have been converted into 37 one and two-bedroom apartments. Plastered or bare perimeter brick walls remain as found. Floors have been fireproofed with a concrete covering atop the original floors. Steel columns remain exposed. Beamed unfinished ceilings remain in place. Otherwise these floors are laid out using all new materials with new corridors, walls and floor plans. There is a principal west (Locust Street) entrance and corridor that leads to a passenger elevator and stairs and there is a secondary rear centered stairway and rear alley exit.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 10

Studebaker Corporation Branch Office Building

Polk County Iowa

1436 Locust Street:

Exterior Description:

This two-story building has been functionally and historically subsumed within the Studebaker building since 1937-48. The building was constructed using the pre-existing sidewalls of 1420 and 1442 Locust Street to the east and west respectively. End walls consist of an intermixing of tile and brick and joists necessarily bear on the party walls. The internal support system is the interesting feature. There is but one offset row of columns, seven in number, and the columns are wood. On the ground floor beams link only the west wall and the columns and are not continued across the shorter east bay. Twin oversized steel beams, not extending the full width of the plan, are located three bays back from the front, and obviously represent a heavier live load above that point. On the second floor, roof beams necessarily extend fully across the plan. Steel beams are composite as opposed to single unit cast I-beams and several are inscribed, most notably, one marking proudly reads "Made by Des Moines Steel Co."

The rectangular plan measures 50 feet in width by 169 feet in length. The façade is plainly executed in what is best categorized as a Commercial style and was designed by undetermined architects. The façade brickwork is of a redder brown color and contrasts with that of 1442 Locust to the west. There is a low square-cut raised pediment and the parapet front is adorned with a broad narrow rectangular panel that is framed with a white brick. The same color brick traces the pediment capstone and pediment. The façade is divided into three bays, a broader central bay and two half-sized side bays, a division that is reflective of the interior support column layout. The second story front is solidly infilled with continuous window bands, three windows in each side bay and six in the central one. These windows have Craftsman style upper sash. The window openings are capped on top with a continuous band of soldier bricks and the sills consist of rowlock courses. These are interrupted by plain wall surfaces between the bays. Below the windows, a long and very narrow recessed brick panel, laid up in rowlock/stack bond, features inserted corner stones. The storefront transom level is capped with another continuous band of soldier bricks. The storefront itself is of all new construction. There are two round steel columns supporting the building front.

Interior Description:

There was a freight elevator in the southwest corner of the plan. Its shaft remains but the cab has been removed and the shaft capped off. A partial basement was originally accessed via a rear external stairway (now infilled). An infilled rectangle and infilled joist holes along the east wall towards the front of the plan locate what was a mezzanine and stairway. Inch-square brown and white tile cover the front two storefront bays in a checkerboard design.

The side walls are largely not visible due to adjacent buildings but the interior wall of the building's west wall is now part of the parking garage and the same wall that separates that garage has two original (ca. 1948) connecting garage doors. The rear (south) wall had a large centered garage door opening (bricked in) with four rectangular transom lights. The former freight elevator exterior door remains open and has a screen enclosure. Two elongated industrial sash windows are located to the east of the garage door and reflect the higher ground floor ceiling height. The brickwork utilized a darker rowlock brick so a banding effect is the result. There are five shorter upper level

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 11
Studebaker Corporation Branch Office Building

Polk County Iowa

industrial sash windows and these are aligned with the ground level fenestration, one window being set into the elevator shaft, two windows being set above the garage door.

Alterations, 1442 Locust Street:

The two buildings were rehabilitated 2010-14 in accordance with the Secretary of the Interiors Standards and Guidelines for Historic Rehabilitation. This work was approved at the parts one through three levels and successfully received state and federal historic rehabilitation tax credits.

This building has a higher proportion of preserved components due to its more substantial massing. It lost its 1970s storefront and its interior front stairway and like 1436 Locust, the exterior was long-covered with a metal panel slipscreen (Figure 5). The rear two-thirds of the ground floor retain the open plan that was original to the building, while the upper floors are redeveloped for residential use. Key structural and other components, including the freight elevator penthouse, were retained in this rehabilitation and columns and trusses remain exposed in the living units and hallways. All building windows were replaced but replicate the originals. A broad darker brick beltcourse that projects below the upper sill level on both facades was abbreviated to a single-brick thickness on the west façade where the brick color change occurred. When a slipscreen was applied in the 1970s, this thinner beltcourse feature was cut back and eliminated. All original windows were replaced in the building rehabilitation with similar windows to the originals.

Permit Date	Permit Recipient	Work/cost description
September 17, 1948	Sanders Motor Company	\$20,000, no description-probable unification of the two buildings, closing off of basement access and heating plant, elimination of freight elevator, removal of radiators, stairway and mezzanine
1970	Mitchell Transmission	New metal slip screen storefront
2008	Hubbell Realty Company	Storefront demolition
2014	Hubbell Realty Company	Building rehabilitation

Alterations, 1436 Locust Street:

Externally this building has a good overall level of historical integrity. There is no indication that, after ca. 1948 this building retained any original office area, but rather simply functioned as an adjunct parking area on both levels. The most substantial loss was its 1970's storefront but this was a replacement of an earlier one and for many years a metal panel slipscreen covered the storefront area (Figure 5). The chimney was previously removed. A short elevator penthouse was removed as a part of the rehabilitation project and the conversion of the second story for residential use. Any interior partition walls or staircases were removed when the two buildings were linked by the cutting of doors in the party wall. All building windows were replaced but replicate the originals.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 12

Studebaker Corporation Branch Office Building

Polk County Iowa



Figure 5: Pre-rehabilitation photograph, looking southeast (Jacobsen, 2008)



Figure 6: Pre-rehabilitation photograph, looking southeast (Jacobsen, 2008)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 13
Studebaker Corporation Branch Office Building

Polk County Iowa



Figure 7: Pre-rehabilitation photograph, west façade/wall, 1442 Locust Street, looking southeast (Jacobsen, 2008)

Permit Date	Permit Recipient	Work/cost description
January 17, 1918	F. C. Hubbell	Original construction, \$50,000 (as 1438-42 Locust)
September 17, 1948	Sanders Motor Company	\$20,000, no description-probable unification of the two buildings, closing off of basement access and heating plant, elimination of freight elevator, removal of radiators, stairway and mezzanine
1972	Mitchell Transmission	Furnace converted to fuel oil, (<i>Des Moines Register</i> , December 14, 1972)
Unknown		Chimney removal
Unknown		Removal of west side fire escape
1970	Mitchell Transmission	New metal slip screen storefront
2008	Hubbell Realty Company	Storefront demolition
2014	Hubbell Realty Company	Building rehabilitation

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 14
Studebaker Corporation Branch Office Building

Polk County Iowa

Integrity Evaluation and Summary:

Both buildings maintain a good and overall level of historical integrity. The smaller east building (1436 Locust Street) is necessarily treated like a building addition and is a more functional design and construction. The use of the ground floor of both buildings, including the openings cut in the intervening wall to link the buildings preserves the automotive sales and servicing heart of the buildings as an open space, with structural columns, floor and wall surfaces as well as overhead doors to the west remain functional.

Integrity of location is retained by the fact that the buildings remain in place, still accompanied to the east, west and south by commercial buildings that have a common automotive historical association. Locust Street remains one of two main downtown arterials (and is one-way heading east). The rated level of historical integrity under this aspect is excellent.

Integrity of design is retained by the survival of the building shell, ornamentation, cladding, fenestration patterns and the interior structural components previously described. The rated level of historical integrity under this aspect is good.

Integrity of setting is vested in the retention of downtown characteristics previously cited. Two important traffic arterials flank the buildings to the north and west. The sculpture park green space has replaced lost commercial buildings to the north but also makes these buildings more visible and prominent. The rated level of historical integrity under this aspect is fair to good.

Integrity of materials includes the exterior brick shell, brick and tile sub walls, structural materials, and the freight elevator shaft materials. The rated level of historical integrity under this aspect is good.

Integrity of workmanship rests on the perimeter wall construction, the structural assemblage, and the building design. The rated level of historical integrity under this aspect is good.

Integrity of feeling rests upon the continued association of these buildings with surviving comparable auto-related buildings, the principal streets, and the retention of garage use on the ground level floors. The rated level of historical integrity under this aspect is fair to good.

Integrity of association rests in the distinctive design and massing of the principal building as well as its prominent corner location relative to "Auto Row." The rated level of historical integrity under this aspect is good.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 15
Studebaker Corporation Branch Office Building

Polk County Iowa

8. Statement of Significance:

The Studebaker Corporation Branch Office building and the adjacent 1436 Locust Street building are locally significant for its association with historical events (Criterion A, Commerce/Transportation) and its architectural merit (Criterion C, Architecture). Its substantial scale, design and prominent location as part of Des Moines' "Auto Row" reflects its construction, 1917-18 to house the branch office of the Studebaker Corporation of America. While other period auto-related buildings housed simple garages or auto dealerships or combinations thereof, this three-story edifice added substantial corporate offices to that mix. The Studebaker Corporation had selected Des Moines "as one of its most important headquarters in the Midwest" in mid-1916. The building, the largest low-profile garage/auto building in the city, was specially scaled and designed to house auto parts on its upper two floors. The branch office was intended to eventually serve the entire state. The *Des Moines Magazine* noted "With the Herring Motor Company, and the Clemens Automobile Company, the Studebaker Corporation now gives evidence of the importance of distribution of motor cars in Des Moines, the great distribution center." These other building examples, smaller in footprint but taller, were "high-rise automotive department stores, while the Studebaker Building evidenced the growing tendency in automotive design to emphasize a lower overall building profile. As such, its three-story design was the largest building of its type on Auto Row. Its over-built scale reflected the hubris of the fast-growing and fast-consolidating automotive market. This over-built scale coupled with the significance of its designers, Des Moines architects, Proudfoot, Bird and Rawson, make this building architecturally significant. The period of significance for 1442 Locust Street is 1918-1965 with key dates of 1918 and 1948. The period of significance begins with the building's in-service date, and concludes with the 50-year significance cutoff point for the National Register program. The years 1918-65 cover an uninterrupted building usage by auto and truck dealerships as opposed to its use as a garage. The key dates are the building completion dates (1918, 1922) and the presumed physical integration of 1436 and 1441 Locust as a single functional building which is believed to have been done ca.1948 (*Des Moines Magazine*, May 1916, p. 8).

The building located at 1436 Locust Street is included by virtue of its lengthy historical and functional relationship with 1442 Locust Street (1948-1965+). Built between two pre-existing buildings, it has only party walls and has had no separate heating plant or elevator/stair system since 1948 and it is structurally dependent for its "west wall" on 1442 Locust Street. The key years 1922 and 1948 speak to its construction and its unification with 1442 Locust Street. It was acquired in 1937 and from that point onwards a single tenant entity has occupied both buildings. A 1948 building permit is assumed to date the opening of the east wall of 1442 Locust Street to fully integrate the two buildings on the first floor level (refer to the pre-1948 history of 1436 Locust Street below).

The Architects And The Associated Multiple Property Document:

The Des Moines architectural firm of Proudfoot [William Thomas], Bird [George Washington] and Rawson [Harry Dustan] is credited by architectural historian Wesley Shank as being "Iowa's preeminent early-twentieth-century architectural firm." The firm is exceptionally well documented and evaluated in Ms. Barbara Beving Long's MPDF titled "The Architectural Legacy of Proudfoot & Bird in Iowa, 1882-1940." The MPDF tallied 17 surviving Des Moines auto-related commercial designs by the firm and notes that most had been altered. A large number of buildings designed by this architectural firm have been listed on the National Register of Historical Places either individually or as contributing buildings within listed historic districts. The following buildings are commercial properties similar in function, scale or automotive association that are either also listed in Iowa.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 16

Studebaker Corporation Branch Office Building

Polk County Iowa

Herring Motor Car Company (1912), 110 10th Street, Des Moines, Polk County. This is classed as an automotive "department store" and was expanded from four to six stories. Listed NRHP December 6, 2004.

Standard Paint and Glass Company, 112 10th Street, Des Moines, Polk County.
The Grinnell Herald Building, 813 5th Avenue, Grinnell, Poweshiek County. This is a two-story newspaper plant. Listed NRHP January 17, 1991.

The MPDF was reliant both on a sampling strategy statewide and due to resource constraints was overly dependent upon a reliance on Des Moines commissions. It is also true that Des Moines was a key focal point of the architects' work. The MPDF also relied more on the major designs, these being institutional, industrial and major office buildings.

The MPDF also notes a strong client-designer association with the Hubbell family and the subject building has that historical association. Garages are cited as being an added building type to the firms design range. Design characteristics that were cited in the study and which apply to the subject building include a base-capital-shaft design arrangement and an "airy cornice treatment," with the common usage of terra cotta as an ornamental material. Decorative diamond inserts are commonly associated with their auto-related building designs as are contrasting materials uses. Under the MPDF registration requirements, the subject building meets those requirements in terms of designer attribution, commercial building type, time period and historical integrity. Under the latter the MPDF allows for ground level alterations "especially for prominent buildings." The latter emphasis presumably applies to larger and more ornate designs that are prominently located (Long, pp. E1-F-4; Shank, pp. 25-26, 127-132, 138-139.

It is safe to suggest that lesser automotive sales buildings that were designed by these architects either do not survive, have been considerably altered, or have not been listed in the National Register. In the case of single-story buildings a great many have been demolished in Des Moines where the majority of the "Auto Row" was once located. The distinctive ornamental feature in the subject building is its pediment design insert. The MPDF notes that this feature was commonly associated with these architects as it relates to lesser buildings but such a treatment was also common in single-story automotive buildings generally. The architects also favored stone balustrade inserts in parapet fronts. This is the only substantial design by these architects to present this parapet feature.

Des Moines and The Automotive Revolution:

The City of Des Moines, as noted, first emerged beginning in the early 1890s as Iowa's principal industrial, jobbing, and retail center. The automotive phenomena caught the city by surprise, as it did every American community. Firms and partnerships flourished or perished in meteoric fashion, distributorships changed and market areas fluctuated wildly. An automotive architecture was soon needed as growing retail and service firms outgrew their inadequate leased quarters. In Des Moines, this architecture assumed two distinct forms, the first, a four or even six-story high automotive department store, located along the western edge of the existing downtown, or a one or two-story garage form. The latter tended to locate to the west of the downtown proper, principally along Locust Street, but also along Walnut Street (a block south) or Grand Avenue (a block north). These building sites were residential up to this point. The first of these were being built by 1911. The Studebaker building was somewhat of a compromise between the two extremes. It also became the western "gateway" building for Auto Row as it emerged.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 17
Studebaker Corporation Branch Office BuildingPolk County Iowa

The Studebaker Corporation, being heavily lobbied and induced by the Des Moines Chamber of Commerce, selected that city as a branch office in mid-May 1916 and it found temporary quarters in the Schee Building at 5th Street and Court Avenue. This company was notable for being the sole major wagon manufacturer that was able to evolve successfully into being similarly successful in the automobile manufacturing trade. Its rapid expansion as an auto maker came with a price and in early 1916 it suffered what was likely the first major "recall" embarrassment nationally. In Des Moines, the company announced plans to erect a five-story building that would serve as the focal point for repairing an estimated \$50,000 in annual revenue in its Iowa market alone. The large building would also house an auto assembly plant. War-related exigencies doubtless ended that planned construction. The subject building location was not that of this larger building, but this building was its downsized postwar equivalent. The parts inventory totaled \$250,000 from the start, and as noted, the original sales district was expected to grow to at least the entire state. Immediately, plans were announced to purchase an entire quarter-block, whereupon a "great building" would be erected. The times, apparently, were not propitious for such an undertaking. Europe was at war, building costs were high, and America's entry into the conflict in April 1917 resulted in restrictions on new construction. Despite these limitations, the year 1917 was a substantial one for new construction in Des Moines, and the construction of the Studebaker building coincided with the building of the Ford Company Automobile Assembly Plant. Billed as the second largest such plant in the country, its construction marked the high-water mark of Des Moines' dominance in all things automotive (*Des Moines Magazine*, November 1917, p. 24; *Automotive Industries*, May 18, 1916, pp. 922).

The Studebaker Corporation was already 65 years old when its Des Moines branch building was built. The firm originated in 1852 at South Bend, Indiana, as a wagon-making business. John M. Studebaker spent five years in California during the Gold Rush. Funded by the construction of a wagon, he saved \$8,000 by producing wheelbarrows for the miners in lieu of mining himself. Returning home, he substantially reorganized and increased the family business. The firm became the world's largest producer of horse-drawn vehicles and in 1902, started to produce electric trucks and runabouts. Automobiles, built in Detroit (until 1919) followed in 1904 and by mid-1911 the company claimed to be the world's largest automobile manufacturer. By late 1909 the company had at least 28 branch managers who gathered for an annual weeklong convention in South Bend. The value of the company's production had soared from \$2 million to \$40 million during the previous year. A production level of 40,000 vehicles would meet but half of the public demand. The country's largest new automobile plant was built in 1919 to meet the rising demand. The company was known for its fast and powerful-mid-priced makes (*Iowa Homestead*, May 2, 1918; *Des Moines News*, July 29, 1911; *Des Moines Capital*, May 2, 1920; *New York Times*, October 3, 1909).

By early 1910 the local firm of Patton and Van Vliet had the Studebaker distributorship. Within three years the Des Moines Motor Car Company was the Studebaker dealer in Des Moines. In 1916 the Des Moines Chamber of Commerce worked for and secured a branch Studebaker office for the city. The branch office role was to provide parts to dealers and company customers across the state and initially had 15 employees, would stock a parts inventory valued at \$100,000, and would handle 5,000 new cars through its facility annually. J. A. Haskell was the first branch manager, and was succeeded by George E. Willis and then Custer Ransby. Ransby occupied the new building at 1442 Locust Street, but was soon replaced by A. J. Brechtel. W. H. Conrad was manager by 1920, as was R. F. Lynn the following year, by which time Des Moines's branch office was located at 927 Locust Street. By mid-1916, the branch office brought 50 branch dealers to the city to attend a dinner and speedway races (*Des Moines News*, March 6, 1910).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 18

Studebaker Corporation Branch Office Building

Polk County Iowa

April 6, June 18, 28, 1916; *Des Moines Capital*, October 10, 1913; *Des Moines Magazine*, November 1917; *Fort Wayne Journal-Gazette*, June 19, 1916; *Des Moines City Directories*).

There is no explanation as to what caused an apparent down-sizing of the Des Moines Studebaker branch office. There were no national difficulties within the company during the years 1919-21 and the company continued to produce automobiles until 1963 in South Bend, and 1966 in Canada (www.studebakerhistory.com; www.studebakermuseum.org/history.asp).

1442 Locust Street-Building Planning and Construction:

It was with some considerable pride that the *Des Moines Register* could claim that “Notwithstanding war, influenza, and restrictions imposed on building operations by the council of national defense, the total of building valuations for the year 1918 in Des Moines far exceeds that of any previous year and sets a stiff pace for the future.” The annual municipal building totals were \$1,987,000 for 1914; \$1,373,000 for 1915; \$3,338,000 for 1916; \$2,640,000 for 1917 and \$4,100,000 for 1918. A listing of 20 of the largest building projects included 1442 Locust Street (*Des Moines Register*, December 29, 1918).

The site history section (see below) recounts how the Frederick C. Hubbell/Hubbell Building Company acquired all three lots (9-11) by late November 1916. The Hubbell family played a leading role in the up-building of Des Moines and continues in that same role today as the Hubbell Realty Company. The company rarely sold its real estate outright, but would acquire and build before negotiating a long-term lease with a lessee. A November 1917 District Court ruling quieted the ownership status of the two eastern lots (Lots 9-10) of the subject property and the Hubbell entity proceeded to obtain the necessary mortgage to build the building at 1442 Locust Street. /Hubbell Building Company was issued a \$50,000 building permit for 1438-42 Locust Street on January 17, 1918 [historic address reference]. The Register listed the permit the following July, as part of a list of larger buildings for which permits had been issued during the year. The building was curiously described as for “stores and apartments” (*Des Moines Register*, July 28, 1918; Des Moines building permits).

The Hubbell Building Company signed a ten-year lease with the Studebaker Corporation of America and the lease had an effective date of March 15, 1918. The Studebaker firm occupied its new building that same day.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 19

Studebaker Corporation Branch Office Building

Polk County Iowa

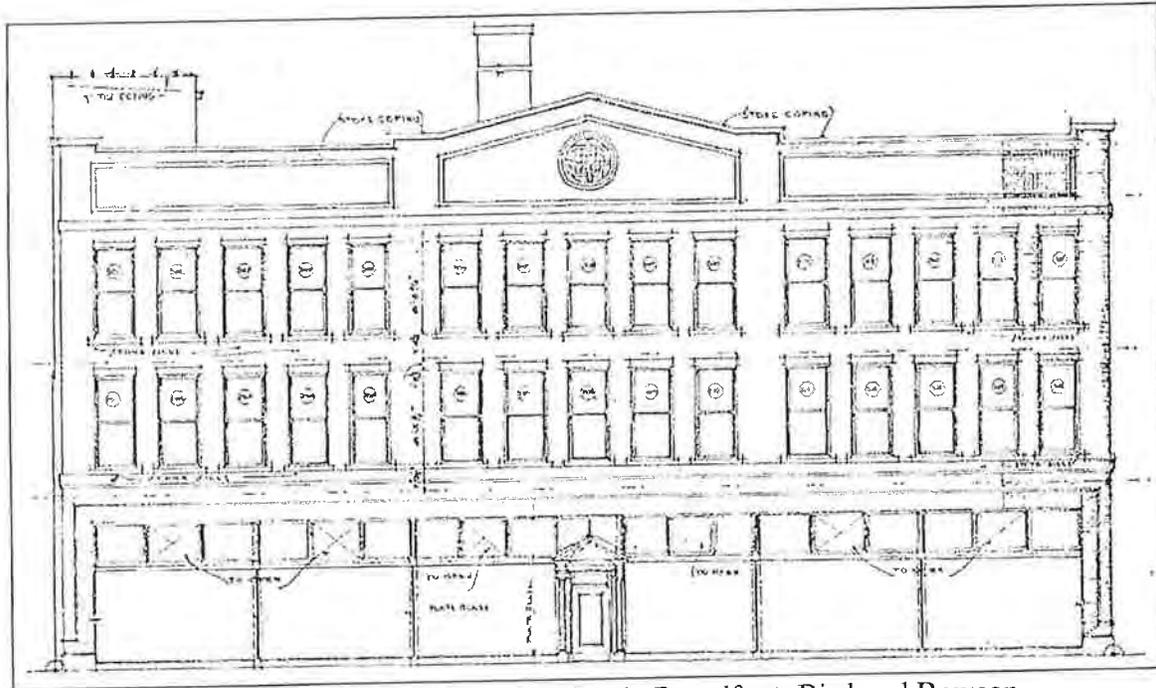


Figure 8: Architects' elevation sketch, Proudfoot, Bird and Rawson
(*Des Moines Magazine*, November 1917, p. 24)

The *Des Moines Magazine* announced that the Studebaker branch officers were “looking forward with keen anticipation to [occupying] their new headquarters” the following spring. It added “The building will be devoted to three purposes—to the branch house offices; to the retail house and showroom; and to the service station” (*Des Moines Magazine*, November 1917, p. 24).

The Studebaker Corporation was reported as moving from its old location, at 17th Street and Grand Avenue, to their “handsome new building” as of mid-March 1918. It was reported that the local Studebaker dealer, Glass & Patton, would occupy the ground floor of the building. The *Daily News* noted “the remainder of the building will be reserved for a service station and the wholesale department of the Studebaker Corporation. The salesroom is the latest thing in its line and the whole building is a credit to the company and an ornament to Auto Row” (*Des Moines Daily News*, March 17, 1918).

In late April 1918 the Studebaker Corporation successfully challenged a \$55,000 assessment on its unfinished new building. The company sued the City of Des Moines and argued that while the building construction had predated January 1, 1918 (the date of the assessment), the building had not been completed until “long after that time.” The court ruled in favor of the company on June 12, 1919 (Property Abstract).

Several weeks later the same source observed that the new building “is probably the largest building devoted exclusively to auto business on Auto Row, and is both attractive and well arranged for its purpose.” The storefront claimed 144 feet of plate glass windows. The *Daily News* offered this interior description of the new building:

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 20
Studebaker Corporation Branch Office Building

Polk County Iowa

On the west side of the salesroom are some nicely finished offices and to the rear is a large service station, one of the best equipped west of Chicago.

On the second floor are the state offices of the Studebaker Corporation, where General Manager Custer Ramsey and his assistants conduct the wholesale business of the company. This floor also contains a wholesale display room and a stock room, the latter containing 50,000 parts for the Studebaker car.

The third floor is a store house for the wholesale cars, a large number of which are packed away row on row, each car protected by a canvas cover. A few of the 1918 cars have just arrived the past week.

The Studebaker tenure in the new building appears to have been extremely short-lived. One high-point was the receipt of the first "Big Six" model in late April 1918 to reach Iowa. Glass and Patton put the new seven-passenger vehicle on display. One clear indication of managerial instability was the arrival of a new branch manager, straight from South Bend, Indiana. A. J. Brechtel, the new manager, arrived in Des Moines in early May, just a month after the new building was occupied. His assistant, Harold C. Gelnow, was a six-state company veteran of the Iowa territory. Manager Brechtel's first task was to apologize to his customers for delays in getting the company's new makes into the state. The problem was Federal curtailments in automobile production. By mid-July 1918 the local distributorship was transferred to the De Brown Auto Sales Company, and that firm replaced Glass & Patton on the ground floor. The De Brown firm had moved to Des Moines only recently and first sold the Cole Car, adding the Chandler and now the Studebaker makes. A second indication of a suddenly empty building was the announcement in early November 1918 that the Ford Assembly plant would occupy 1430 Locust [historic address reference], "the Studebaker building on Locust Street." The new plant was finished but Henry Ford had donated its use as a military reconstruction hospital. These plans necessarily disintegrated when the war ended abruptly just a week later (Des Moines *Daily News*, April 7, 28, May 12, October 23, 24, November 9, 1918).

1442 Locust Street Building History:

By late February 1919 an agreement was finalized that completely replaced the previous tenant firms and apparently continued occupancy under the terms of the original Studebaker Corporation lease, which was due to expire on March 24, 1928. The Iowa Truck and Tractor Company was the principal leased tenant, effective April 1, 1919. That firm now had the Studebaker distribution for several Iowa counties. Subsidiaries of the company, also to be housed in the same building, were the Apperson Iowa Motor Car Company and the Motor Equipage Company. The Apperson firm was the distributor for the Apperson and Elgin automobiles and the Sterling, Rainer and Panhard truck makes. The *Daily News* announced "the company will establish in the building one of the largest and most modernly equipped automobile paint shops in the state, an up-to-date machine shop, an efficient electrical department and a modern automobile repair shop (Des Moines *Daily News*, February 28, 1919).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 21

Studebaker Corporation Branch Office Building

Polk County Iowa

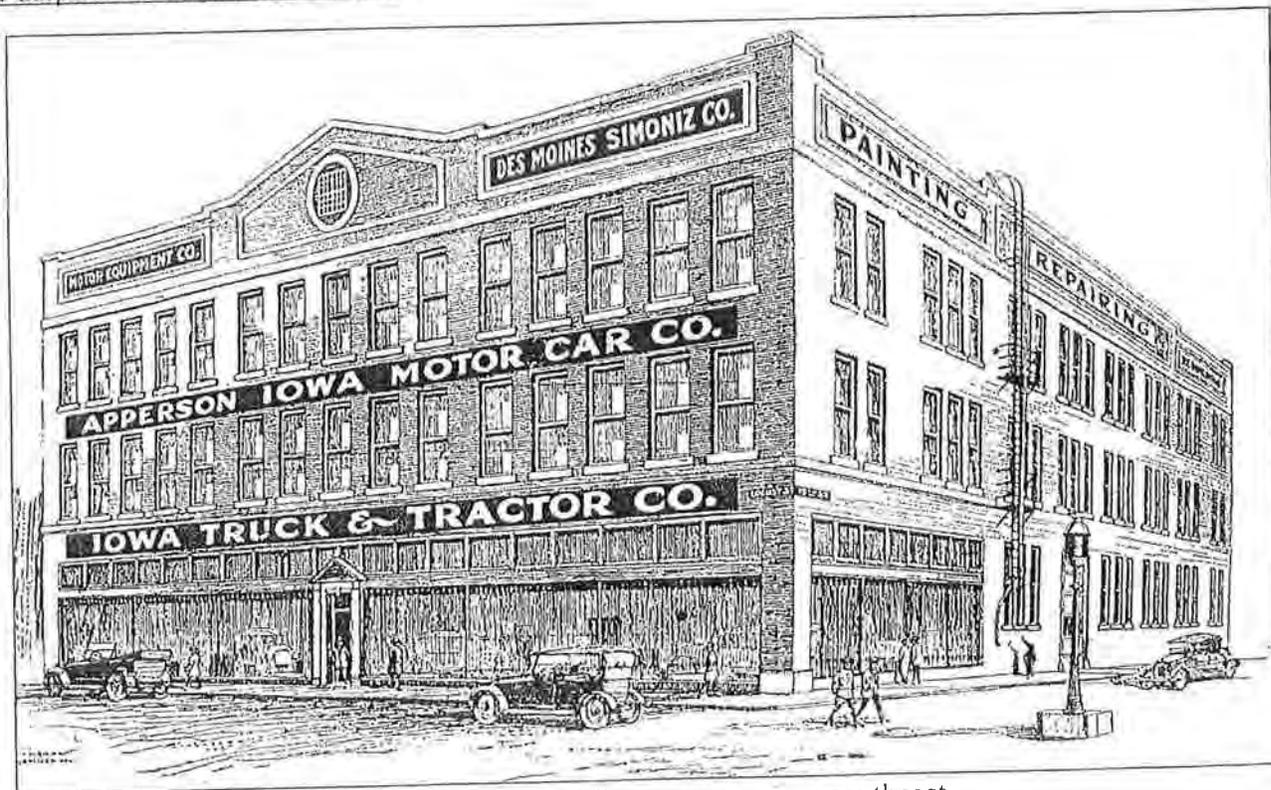


Figure 9: new building tenants, view southeast
(Des Moines *Capital*, April 6, 1919)

Figure 9 nicely describes the newly adorned building, replete with recently painted advertising signage. The only additional tenant firm with illustrated signage in this image was the Des Moines Simoniz Company.¹ The same figure depicts the original storefront and depicts the original west façade, complete with a fire escape. The Apperson company was organized in the fall of 1918 with a capitalization of \$50,000 and was a subsidiary of the Iowa Truck and Tractor Company. In early June 1920 the Apperson Company became the statewide distributor for the Anderson Automobile, that was produced in Rock Hill, South Carolina (Des Moines *Capital*, April 6, 13, 27, 1919; Des Moines *Daily News*, August 26, September 8, 1918; June 9, 1920).

¹ In 1921 George Simons trademarked a car polish that became a commonplace term for producing a high sheen on an automobile (<http://www.dictionary.reference.com/browse/simonize>).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 22
Studebaker Corporation Branch Office Building

Polk County Iowa

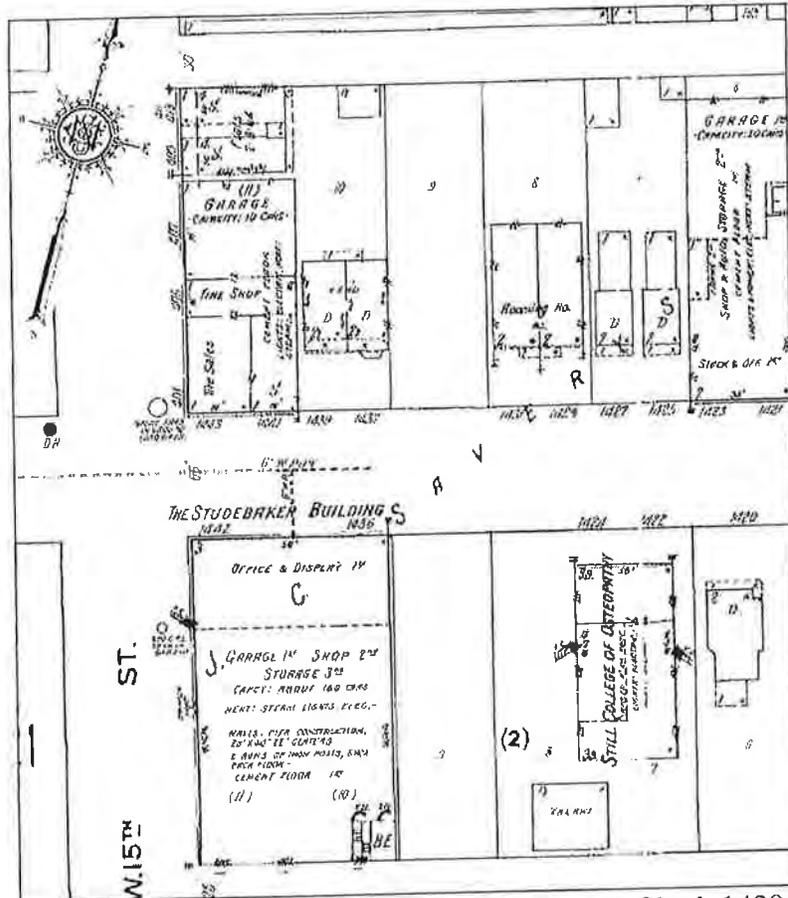


Figure 10: Detail, 1920 Sanborn Fire Insurance Map (note the absence of both 1420 and 1436 Locust Street)²

The 1920 Des Moines City Directory continued to list the Studebaker branch office as being located on the second floor at 1430 Locust Street [historic address reference] but the local dealership was located elsewhere. The firm of McCurnin-Blair Motor Company, at 1124 Locust Street, by then had the exclusive local distributorship. By State Fair time, August 1921, the firm was re-titled the Sheriff-Blair Motor Company, and by 1924 it was the Sherriff Motor Company (Des Moines *Capital*, May 30, 1920; August 21, 1921; September 14, 1924; Des Moines city directories).

Figure 10 attests that the building retained the Studebaker name even after its namesake company had departed from the building. The building site for 1436 Locust Street, to be built that very year is still shown as a vacant lot to the east of the building. The image also shows that the subject building and the garage across the street had “leaped” westward to secure coveted corner locations on 15th Street. The intervening lots on both sides of Locust Street as of 1920 were still occupied by homes, duplexes, flats and the Still College of Osteopathy.

² 1420 Locust is the next building to the east of 1436 Locust Street and is not included in this nomination, but is used as a reference point.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 23
Studebaker Corporation Branch Office Building

Polk County Iowa

\$100,000 WORTH OF APPERSONS

Apperson Iowa Motor Car Co.
Personal Service

APPERSON

The Eight With Eighty Less Parts

The Eight With Eighty Less Parts

APPERSON IOWA MOTOR CAR CO.
1440 Locust Street Des Moines, Iowa

Figure 11: Apperson Iowa Motor Car Company Advertisement
(Des Moines Capital, May 15, 1920)

The Apperson automobile was first sold by the Strong Motor Car Company in the Des Moines market in 1910. By 1914 the dealership was held by the Hawkeye Auto Company. The Apperson Iowa Motor Car Company had the distributorship by early 1914. The symbol of the automobile make was the jackrabbit and Apperson automobiles were prized for their power, simplicity and durability (Des Moines Capital, May 27, 1910; Des Moines News, March 6, 1914).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 24
Studebaker Corporation Branch Office Building

Polk County Iowa

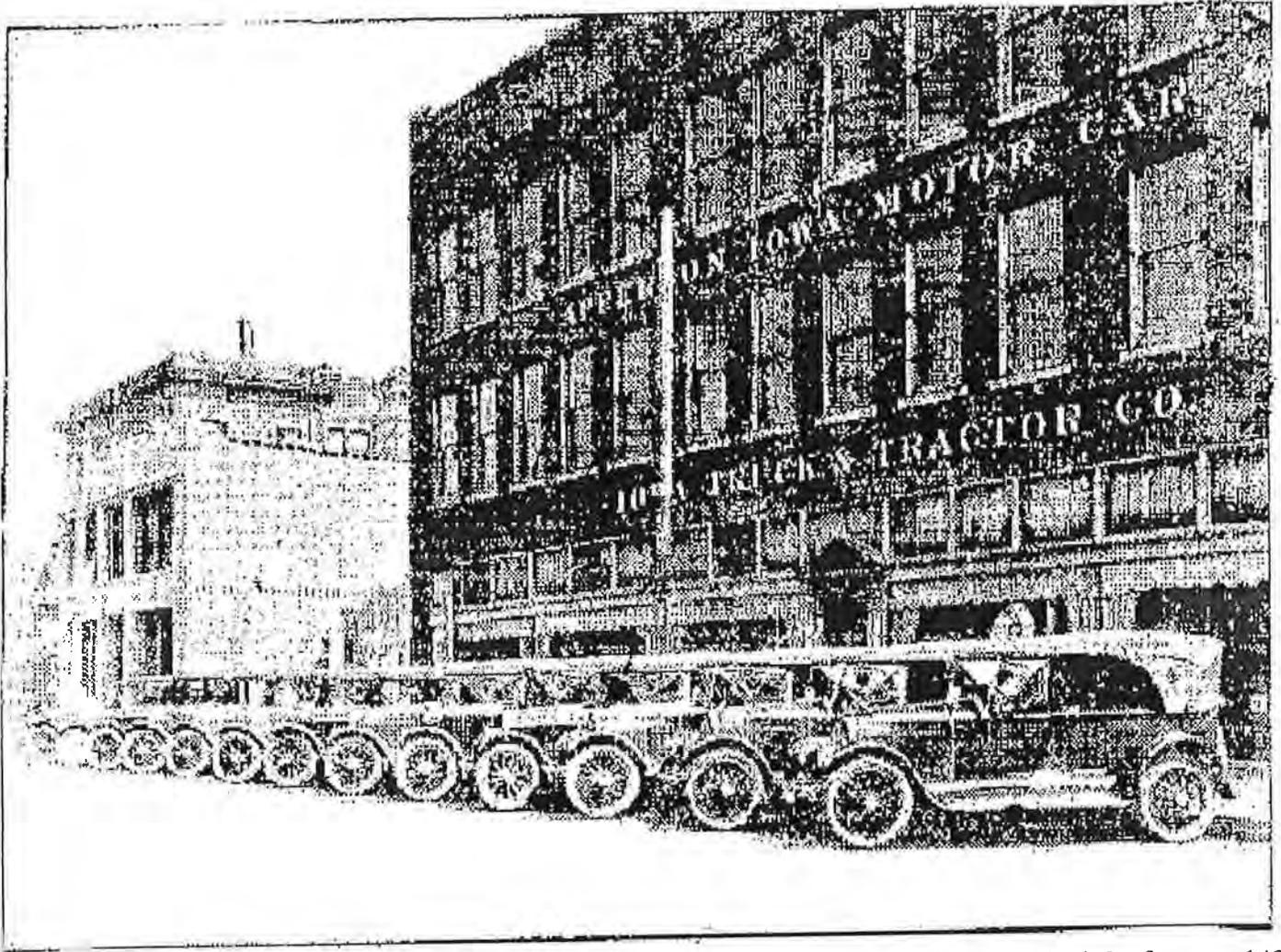


Figure 11a: Detail of Figure 4, view southeast, a not yet constructed 1436 Locust Street to the left of center; 1420 Locust Street is under construction, Still College visible at far left (Des Moines *Capital*, May 15, 1920)

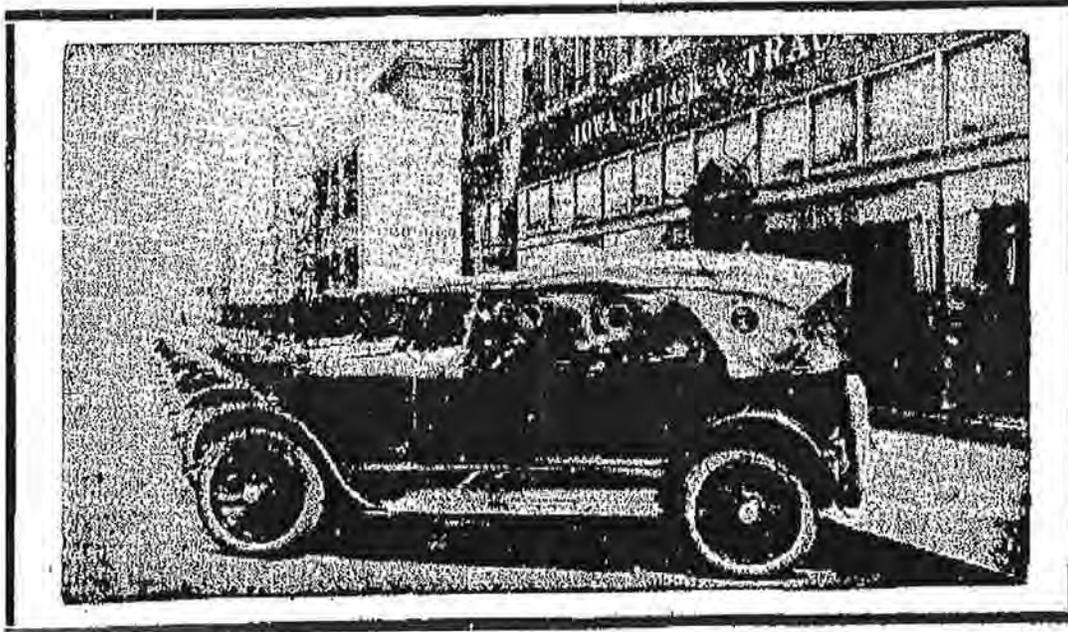
United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 25
Studebaker Corporation Branch Office BuildingPolk County Iowa

Figure 11b: Detail of Figure 4, view southeast, 1430 Locust Street to the left; note the draperies in the display windows (Des Moines *Capital*, May 15, 1920)

Curiously, the longevity of the second wave (1921) of building tenants was shorter than that of the original ones. The Apperson Iowa Motor Car Company was relocated to 1420 Locust by late March 1921 and the Sears Automobile Company, with William M. Sears as president, and C. O. Hart as vice president and manager, occupied 1436 Locust Street. Tenant firm stability finally was achieved and the Sears firm remained through 1930. The company styled itself as "Iowa Oldest [Auto] Dealers" and sold Dodge automobiles (Des Moines *Capital*, March 27, 1921; April 18, 1924 Des Moines city directories).

Harter Motor Company, Inc. occupied 1442 Locust Street as of 1931, remaining just one year. Hugh I. Harter was president and the firm sold Dodge and Plymouth automobiles and Dodge trucks. Sanders Motor Company, Inc., owned by Ben Sanders, occupied the building as of 1933 and remained through 1959, and it too sold Dodge cars and trucks. As early as 1940 it was rated as being "one of the largest automobile agencies in the state." Ben and his wife Eva Sanders, Frank and Golda Sanders purchased the property by contract for \$80,000, on August 1, 1944. The company had incorporated on August 10, 1944. The contract purchase was assigned to Sanders Building Company on September 13, 1947 and a warranty deed was issued on February 6, 1952. During the contract purchase period, the company expended \$20,000 on the two buildings in 1948. Throughout its lengthy occupation of the buildings, the company also operated a used car department that was variously located in 1436 Locust to the east (1937-46), at 1443-45 Locust Street (1941), or at 1501 Locust Street (1955-early 1960s). City directories locate a paint and body shop at 1443-45 Locust Street (directly across the street, 1944-1950) and on the third floor of 1442 Locust Street (1952-59). Ben Sanders was deceased by 1960 and his widow continued to operate the used car lot. In mid-1949 400 city auto mechanics (Local 254 of the International Association of Machinists) went on strike against Sanders Motor Company and a local Buick dealer, those firms having been selected as symbolic targets by the union. Another notable event of that same year occurred when car owner Leland Embee, outraged at being charged \$1.50 for an examination of a

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 26
Studebaker Corporation Branch Office Building

Polk County Iowa

gearshift, drove his car out of the building without waiting for the garage door to open. Embee's vehicle suffered \$300 in damages and the garage door didn't fare too well either (Des Moines Building Permits; Property Abstract; Council Bluffs *Nonpareil*, June 3 1949; July 17, 1949; Cedar Rapids *Gazette*, June 2, 194; Terrill *Record*, January 11, 1940).

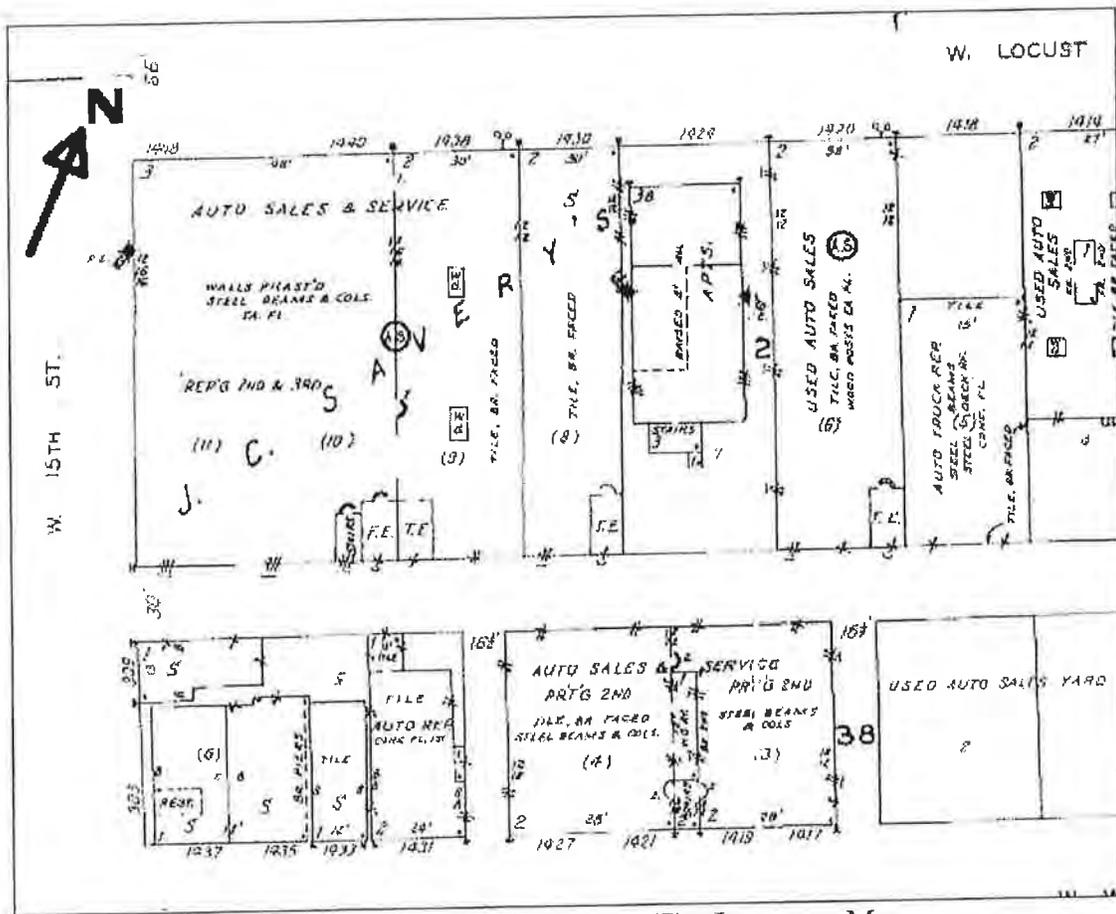


Figure 12: Detail, 1950 Sanborn Fire Insurance Map

Figure 12 shows the two subject buildings as being interconnected and occupied by a single tenant. Two skylights are present in 1438 Locust, but none are shown on 1436. The west side fire escape remains on the latter building.

Cars Inc., a new car dealership that sold Volkswagens and was headed by Gene Cushman, president, occupied the building as of 1960 and 1965. By 1968 it was the state's largest dealer in Volkswagen sales. Lee Merton Mitchell, owner of Mitchell Transmission Company, entered into a contract purchase of the buildings from Sanders, et al, on February 27, 1970, and a warranty deed for the property was secured on May 4, 1972. Mitchell died March 8, 2005 and his wife died just a week later on March 12, 2005. Curiously the Lee M. Mitchell Trust sold the property back to the Hubbell Realty Company on October 28, 2005. The Mitchell Transmission Company continued to occupy the building until 2008 (Des Moines *Register*, February 11, 1964; February 21, 1968; Property Abstract; Des Moines city directories).

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 27
Studebaker Corporation Branch Office Building

Polk County Iowa

1436 Locust Street Building History:

The construction of this building had to await the completion of 1420 Locust Street to the east as it would simply infill between the party walls of that building and 1442 Locust Street. The 1920 photographs (Figures 11a-11b) show 1420 Locust Street nearly completed and it was occupied in early June 1920 while the 1920 Sanborn map, shows neither building, 1420 or 1436 Locust Street as being present. No building permit has been found for the subject building. Given the delay in its appearance in local directories, a 1922 construction date is assumed. City directories first list this building as of 1923, at which time Graben-Sharpnack Company, distributors of the Durant automobile, occupied what was termed 1436-38 Locust Street [historic address reference]. Figure 9 documents the move of the company into this building in August 1922 (Des Moines *Daily News*, June 8, 1920; Des Moines building permits; Des Moines *Capital*, August 23, 1922).



Figure 13: Graben Motor Company occupies its new home at 1436-38 Locust Street [historic address reference] (Des Moines *Capital*, August 23, 1922)

The local sales branch of the Durant Automobile Company was established in Des Moines in 1918 and successfully marketed a range of high-range automobile makes. The Durant automobile make literally exploded on the scene in August of 1921 and the company was made Des Moines and Central Iowa dealer for that make within six months. The firm's principal partners, by the time the company was at this address, were Augustus G. Graben and T. P. Sharpnack. The company had a five-year lease with the Hubbell Building Company, which was effective August 1, 1922 and terminated in June 1925. The firm departed the building with the expiration of that lease. By 1926 the Means-Oldsmobile Sales Company, headed by George Means, occupied the building (Des Moines *Capital*, February 22, 1922; Des Moines city directories; Jacobsen, p. 117; Property Abstract).

George Mean's company was established in late 1909 and first sold Moline and De Tamble automobiles. Within a year they expanded to sell trucks as well and by early 1912 were located on 12th Street near Locust Street. In 1914 they added Regal and Kit automobiles to their line. By 1926 they were the sole area distributors for Oldsmobile

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 28
Studebaker Corporation Branch Office Building

Polk County Iowa

makes. By late 1929 the firm had the district distributorship and this building housed all of its operations. The Means Company were the last separate tenants to occupy this building, remaining here until 1936, when it moved directly across Locust Street. The 1936 city directory lists this address as vacant (*Horseless Carriage*, January 26, September 21, 1910; March 20, 1912; July 15, 1914; Des Moines city directories; *Mason City Globe Gazette*, November 16, 1929).

Beginning in 1937 the Sanders Motor Company, Inc. used this address to sell their used cars. That same firm had occupied 1442 Locust, to the west, since 1933, and now expanded their operations to the two adjacent buildings. The new car sales and other services were located next door at 1436 Locust Street. By 1940 the used car business was supplemented by a sales lot on the northwest corner of Locust and 15th streets, diagonally opposite 1430 Locust Street. It appears that the two buildings were initially operated separately interconnections and having separate heating plants and stair/elevator systems. The physical linking and consolidation of the two buildings likely dated to 1948 when a \$20,000 building permit was issued to the company. The company began the contract purchase of both buildings in August 1944 and obtained title in early 1952. It appears that the two buildings were formally interconnected and the elevator and stairs in 1436 Locust were removed (and the heating plant and basement shut down and closed off). Logically, these building changes post-dated the initial contract purchase. From this point forward, the history of this building is nearly identical with that of 1442 Locust Street. The buildings history appears to diverge between 1953 and 1955 when the Allied Motor Parks Company, occupied 1436 Locust. But this firm was a subsidiary of Sanders Motor Company, established in 1945. The building was vacant as of 1957-58 and Handler Motors, dealers in Plymouth, Dodge, Studebaker, Hillman, and Mercedes Benz briefly occupied it during 1960. The building was vacant as of 1965 and is not listed individually thereafter (Des Moines building permits; Property Abstract).

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 9 Page 29

Studebaker Corporation Branch Office Building

Polk County Iowa

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 30
Studebaker Corporation Branch Office Building

Polk County Iowa

10. Geographical Data:

Verbal Boundary Description:

The property consists of Lots 9 (except the east 7 feet), 10 and 11, Block 2, J. C. Savery's Park Addition.

Boundary Justification:

This parcel is completely occupied by the two subject buildings and is the location of the architectural and historical associations cited in this application;

Map:

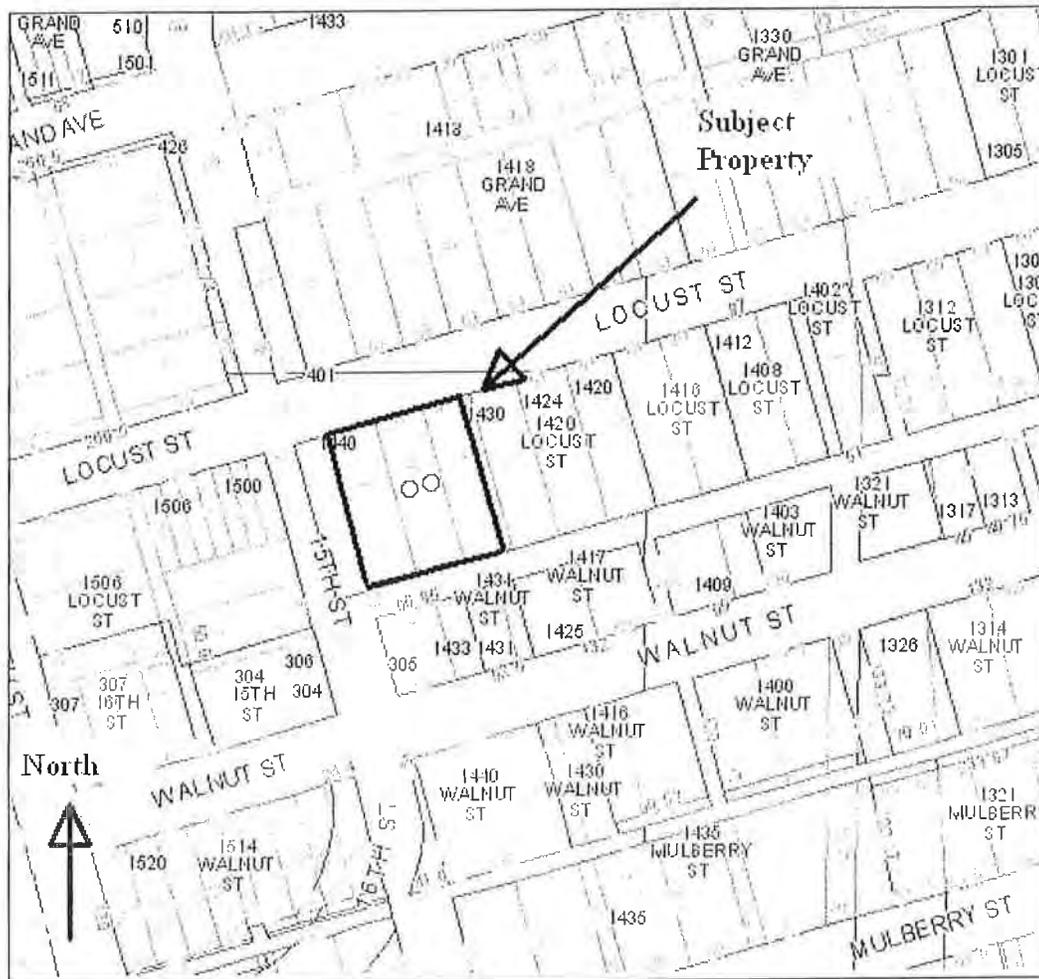
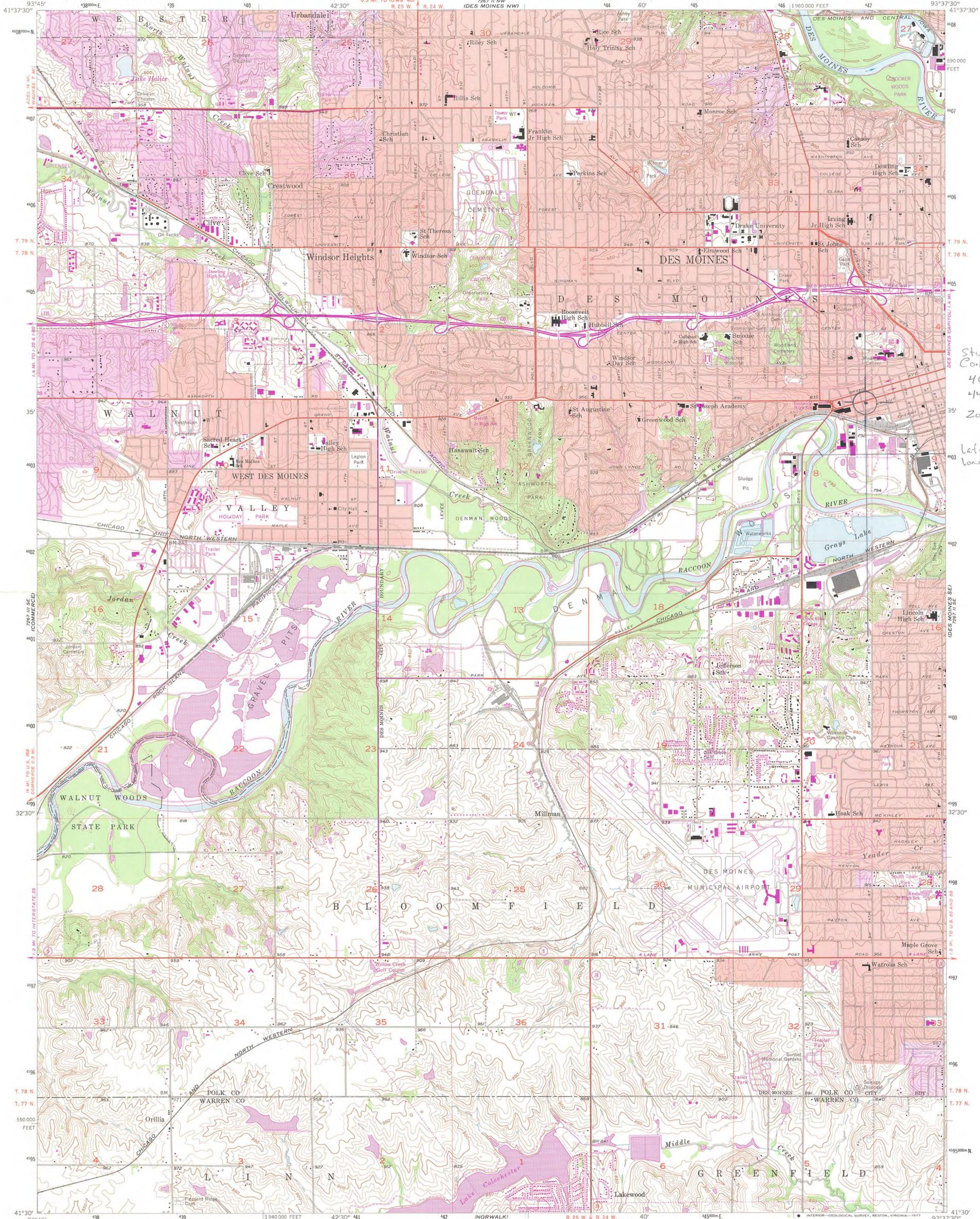
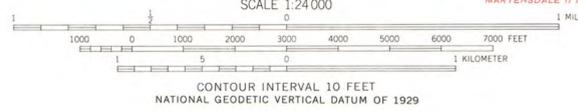
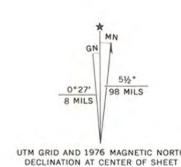


Figure 14: Parcel map (Polk County Assessor, 2015)

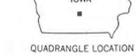


Studebaker
Corporation Branch
4603 600
447 000
Zone 15
Latitude -41.584675
Longitude -93.635003

Mapped, edited, and published by the Geological Survey in cooperation with Polk County and City of Des Moines
Control by USGS, USC&GS, and Iowa Geodetic Survey
Topography from aerial photographs by Kelsch plotters
Aerial photographs taken 1956. Field check 1956
Polyconic projection. 1927 North American datum
10,000-foot grid based on Iowa coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue
Red tint indicates areas in which only landmark buildings are shown
City boundaries of Des Moines, West Des Moines, Clive, Urbandale, and Windsor Heights are in litigation
Revisions shown in purple compiled from aerial photographs taken 1967, 1971, and 1976. This information not field checked
Purple tint indicates extension of urban areas



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



DES MOINES SW, IOWA
SW/4 DES MOINES 15' QUADRANGLE
N4130—W9337.5/7.5
1956
PHOTOREVISED 1967, 1971, AND 1976
AMS 7267 II SW—SERIES V876





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