

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Franklin Springfield Motor Co. Building (preferred)

other names/site number Proctor Motor Co., Indiana Trucks, Inc., The White Motor Co.

2. Location

street & number 312-314 East Olive Street [n/a] not for publication

city or town Springfield [n/a] vicinity

state Missouri code MO county Greene code 077 zip code 65802

3. State/Federal Agency Certification

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

Mark A. Miles

27 Sept 2006

Signature of certifying official/Title Mark A. Miles, Deputy SHPO

Date

Missouri Department of Natural Resources
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

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
See continuation sheet [].

Signature of the Keeper

Date

USDI/NPS NRHP Registration Form

**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	<u> 1 </u>	<u> 0 </u> buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district		
<input type="checkbox"/> public-State	<input type="checkbox"/> site		<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		<u> </u> structures
	<input type="checkbox"/> object		<u> </u> objects
		<u> 1 </u>	<u> 0 </u> Total

Name of related multiple property listing.
Historic and Architectural Resources of Springfield, MO

Number of contributing resources previously listed in the National Register.

0

6. Function or Use

Historic Function
COMMERCE/TRADE: specialty store

Current Functions
COMMERCE/TRADE: specialty store

7. Description

Architectural Classification
OTHER: Commercial Block

Materials
foundation limestone

walls brick

roof asphalt

other limestone
glass

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

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8. Statement of Significance

Applicable National Register Criteria

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

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.

Areas of Significance
COMMERCE

Periods of Significance
1925 - 1938

Significant Dates
1925

Significant Person(s)
n/a

Cultural Affiliation
n/a

Architect/Builder
Unknown

Narrative Statement of Significance

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

9. Major Bibliographic 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

Primary location of additional data:

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other: _____

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10. Geographical Data

Acreage of Property Less than 1 acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	474220	4118125			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title see continuation page

organization _____ date _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

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

Additional Items

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

Property Owner

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

name Franklin Motors Redevelopment, LLC Attn: Mr. Scott Tillman

street & number P.O. Box 1139 telephone 417-831-8282

city or town Springfield state MO zip code 65808-1399

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1

**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Summary:

The Franklin Springfield Motor Co. Building (preferred) is located at 312-314 East Olive Street in Springfield, Greene County, Missouri. Originally constructed ca. 1891, the nominated property is a two-story commercial building with a ca. 1925 yellow brick veneer façade with limestone trim. It is representative of the property type "Automobile Related Buildings, ca. 1920-1948" described in the Multiple Property Submission "Historic and Architectural Resources of Springfield, Missouri" within the context "19th and Early 20th Century Commercial Buildings, ca. 1850-1948." The north-facing property has a corbelled brick cornice with a flat limestone band. Three openings containing paired windows span the upper storefront between soldier brick bands. The lower storefront retains its ca. 1925 four-bay configuration, although a former vehicle entrance in the westernmost bay has been converted into a transomed recessed entrance flanked by tall side windows. The two middle bays contain original display windows with transoms and another entrance in the easternmost bay is also transomed. The Franklin Springfield Motor Co. Building has a flat roof and parapet with tile coping. The roof slopes from front to rear. The building rests on a limestone foundation but has no basement. The property was recently rehabilitated under state and federal historic tax credit programs for adaptive commercial use as a hair styling salon. The extant second-story double-hung wood sash windows were installed as part of the rehabilitation, replacing modern metal windows. The historic upper façade decoration and fenestration, storefront design and many interior details are intact. Overall the building retains substantial integrity of design, materials, workmanship, association and location. The building measures 45 feet wide and 100 feet deep and is the only resource on the property.

Elaboration:

The Franklin Springfield Motor Co. Building (preferred) is located approximately two blocks northeast of the public square and one block north of East Park Central Square (originally St. Louis Street and later noted as Route 66). It is situated at a zero-foot setback from the sidewalk at East Olive Street on a .1349-acre lot between Jefferson and Robberson Avenues. Its rear (south) boundary connects with a grouping of three individually listed commercial buildings along historic St. Louis Street: the Gilloiz Theater (*NR listed 7/09/91*), the Netter-Ullman Building (*NR listed 4/18/03*) and the Marx-Hurlburt Building (*NR listed 9/02/03*). The Hotel Sansone (*NR listed 5/05/00*) and Holland Building (*NR listed 11/15/00*) are located within this same block. A service alley along the east side of the property separates it from the back of the Gilloiz Theater. An extension of this alley along the south provides rear access to adjacent properties along St. Louis Street.

Constructed in ca. 1891, the nominated property replaced a smaller warehouse building on the same lot (*See Figures 1 and 2*). Its earliest known use was as a livery and mule sales operation. Later it was used as a warehouse by a hardware company (*See Figures 3-5*). The utilitarian building was remodeled in the 1920s with a more stylized façade to house an automobile sales company.

The primary (north) elevation is constructed of red brick with a yellow brick veneer in a stretcher course bond with light tan mortar. (*See Photos 1, 2 and 7.*) Its flat parapet has tile coping. A horizontal band of flat limestone blocks

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**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

with a corbelled brick table beneath extends across the façade. A separate horizontal band of soldier-bonded brick with limestone quoins serves as the header of the three paired second-story windows. These have limestone sills. The double-hung wood sash windows were installed as part of the recent rehabilitation of the property, replacing modern metal windows. The original wood window frames are intact. A soldier-bonded horizontal band with limestone quoins separates the door and display window bays from the upper story. The transoms above the entry and display windows are intact and have molded ribbed glass. The display windows and transoms are separated by projecting wood cornices. The easternmost display window has its original copper framing and etched copper mullion, while that of the westernmost display window has aluminum replacement framing. Before it was converted into a single-leaf entrance flanked by tall display windows, the garage door opening contained a modern metal overhead door within its original space.

The side (west) elevation has a stepped parapet with tile coping. (*See Photos 6 and 7.*) The brick wall surface has modern sheathing. This elevation was constructed along the east wall of an earlier one-story warehouse building and had no window openings until recently. As part of the rehabilitation, three second floor window openings were created in the front portion of the building and double-hung wood sash were installed.

The side (east) elevation also has a stepped parapet with tile coping. (*See Photos 2 and 3.*) It is constructed of red brick in a seven-course common bond, with a painted surface. Two original square interior brick chimneys rise above the roofline. There are five bays of original single window openings, four with two-course bull header brick segmental arches and one rectangular window opening with a one-course bull header brick flat header. The first two bays contain double-hung 2/2 windows and retain their original iron security grilles. Deteriorated wood window components have been repaired and replaced and the openings toward the front of the building had been infilled with brick until the recent rehabilitation. Also as part of the rehabilitation, three second floor window openings were created in the front portion of the building as on the west.

The rear (south) wall has modern sheathing. (*See Photos 4 and 5.*) A large segmentally arched opening at the center of the elevation—perhaps a former vehicle entrance—contains a single-leaf entrance which is flanked by single-pane windows above molded wood panels. A three-part transom completes the rehabilitated opening. The door itself is a modern but old-style unit with nine lights in the upper half above a paneled bottom. This façade apparently contained additional fenestration at an earlier time but whatever was there has been effectively covered. A square galvanized steel gutter runs along the roofline and is served by round downspouts at both ends.

Inside, the front portion of the building has been converted into a hair styling salon. (*See Figures 8 and 9.* Details of the rafter support system are readily visible above the ventwork and track lighting. Much historic material remains. Two rows of structural beams and square support posts run north-to-south.

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**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Integrity Statement:

Overall, the Franklin Springfield Motor Co. Building retains substantial integrity and fulfills the registration requirements established for "Automobile Related Buildings, ca. 1920-1948" in the Multiple Property Submission cover document, "Historic and Architectural Resources of Springfield, Missouri." Its upper façade details are essentially intact and the storefront configuration reflects its ca. 1925 remodeling with the exception of the recessed westernmost bay where a vehicle entrance has been converted into a single-leaf transomed entrance flanked by tall side windows. There are also several representations of its original ca. 1891 construction, including segmental arched windows on the east elevation. Exterior surfaces of the west and south elevations have modern sheathing. Three windows were recently added at the upper level on both side elevations. The west elevation apparently was without fenestration originally, as it had been adjacent to another building. The south elevation is obscured from pedestrian sightlines. Additional investigation may confirm that the modern sheathing can be reversed without substantial risk to structural viability, although this was not part of the recently completed rehabilitation. The external appearance of the Franklin Springfield Building sufficiently associates it with Springfield's early 20th century automobile-related businesses. As an example of a modest automobile-related commercial block property, it retains a high level of integrity of design, materials, workmanship, association and location.

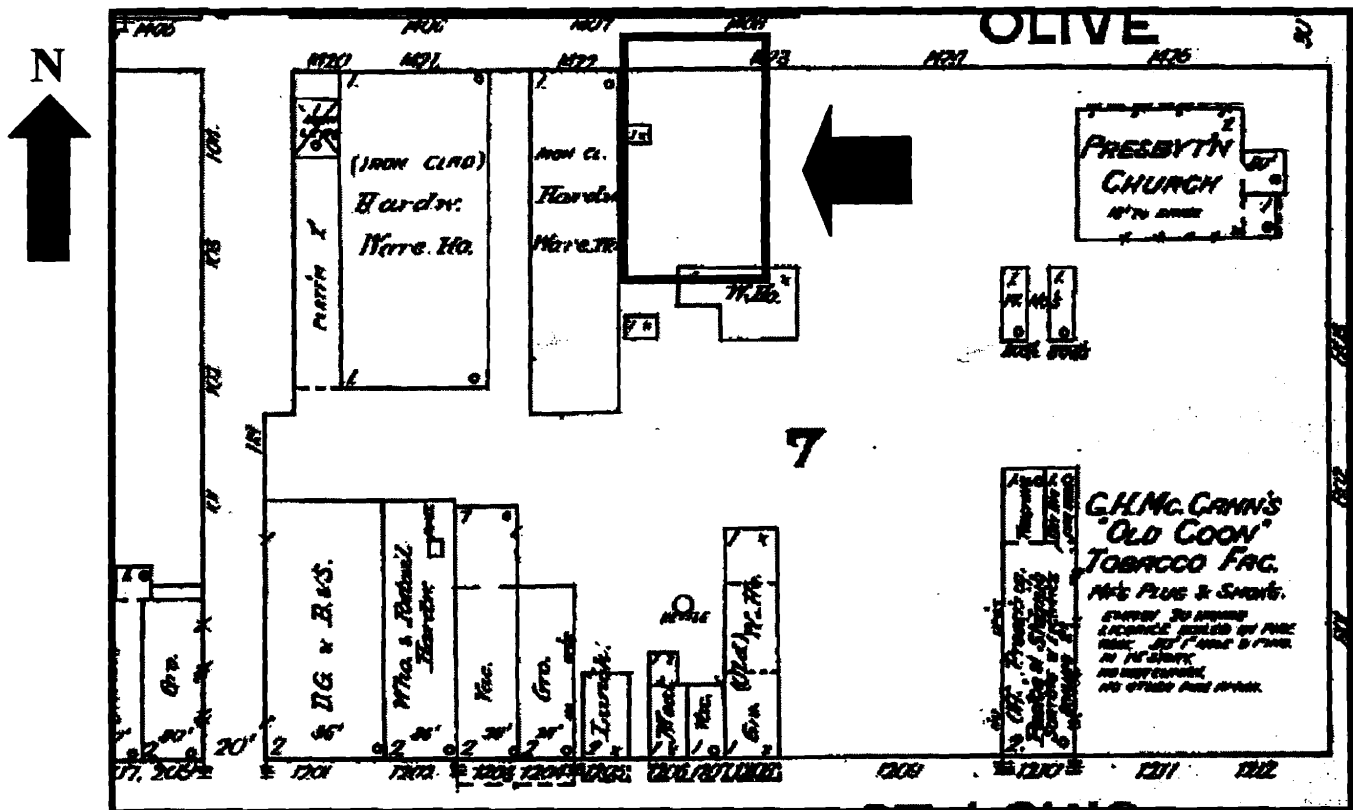
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**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Figure 1: Historic Map. Site of original Springfield Seed Co., where a warehouse was replaced by the subject property. Not to scale. (Map: Sanborn Fire Insurance Maps. 1886)



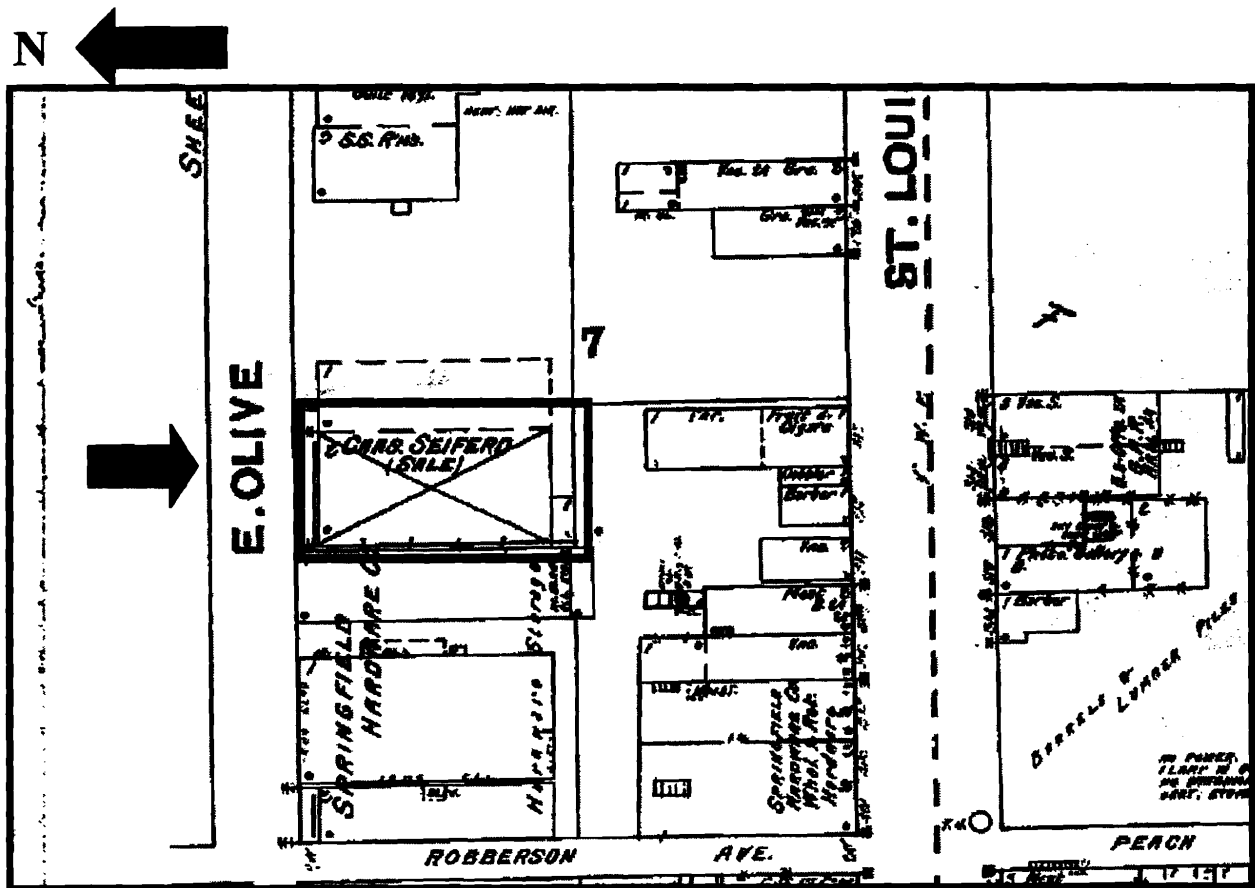
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**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Figure 2: Historic Map. Site of original Springfield Seed Co., where a warehouse was replaced by the subject property. Not to scale. (Map: Sanborn Fire Insurance Maps. 1891)



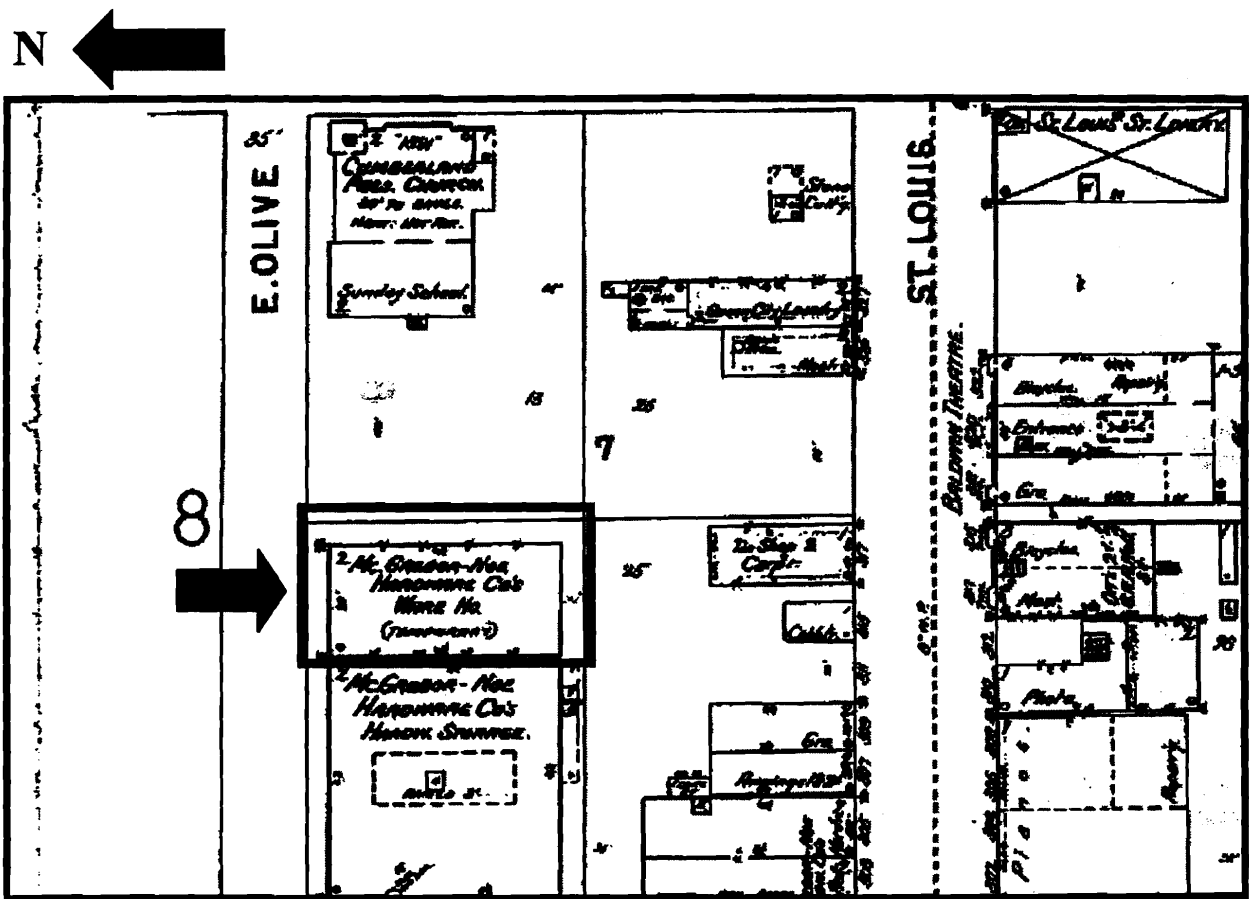
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**Franklin Springfield Motor Co. Building (preferred)
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Figure 3: Historic Map . Site of subject property noted. Not to scale. (Map: Sanborn Fire Insurance Maps. 1896)



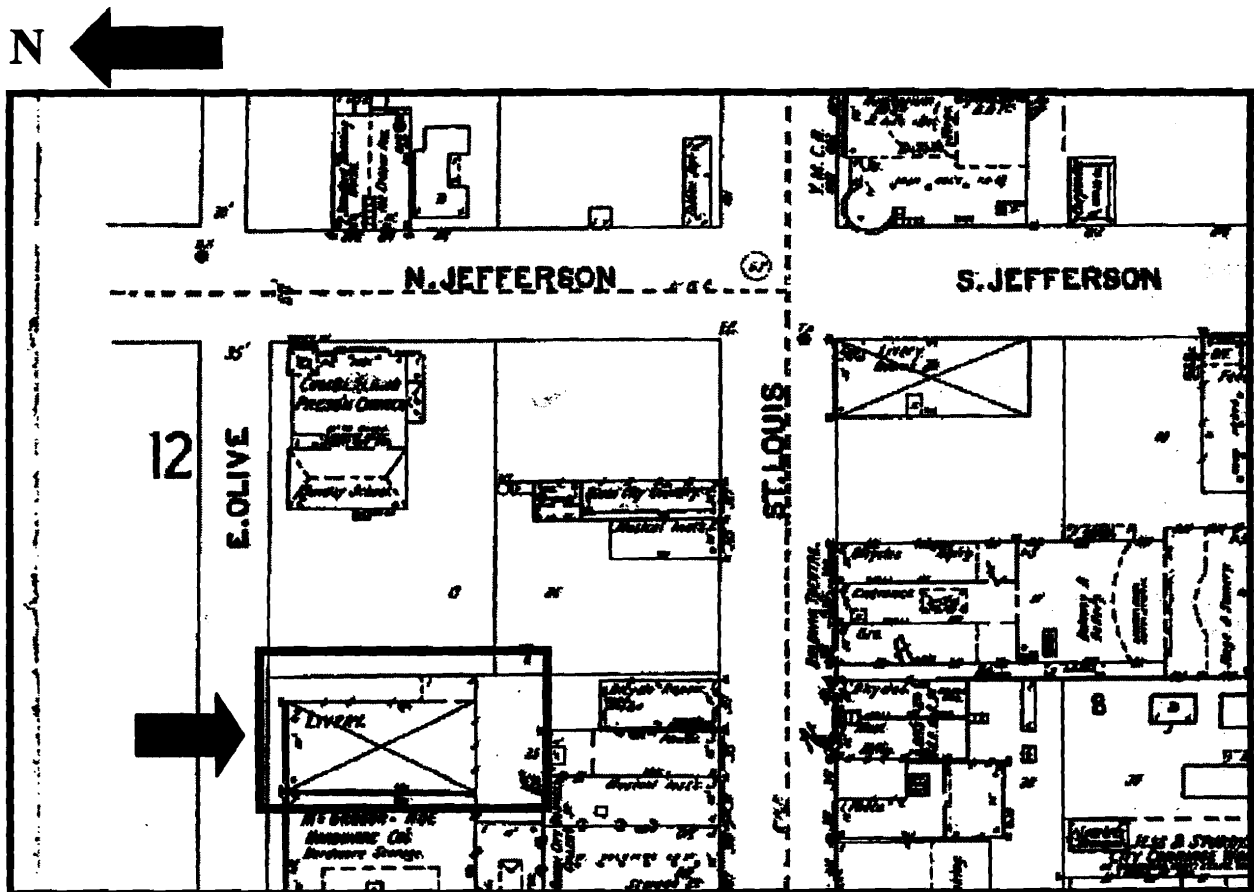
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**Franklin Springfield Motor Co. Building (preferred)
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Historic and Architectural Resources of Springfield, MO**

Figure 4: Historic Map. Site of subject property noted. Not to scale. (Map: Sanborn Fire Insurance Maps. 1902)



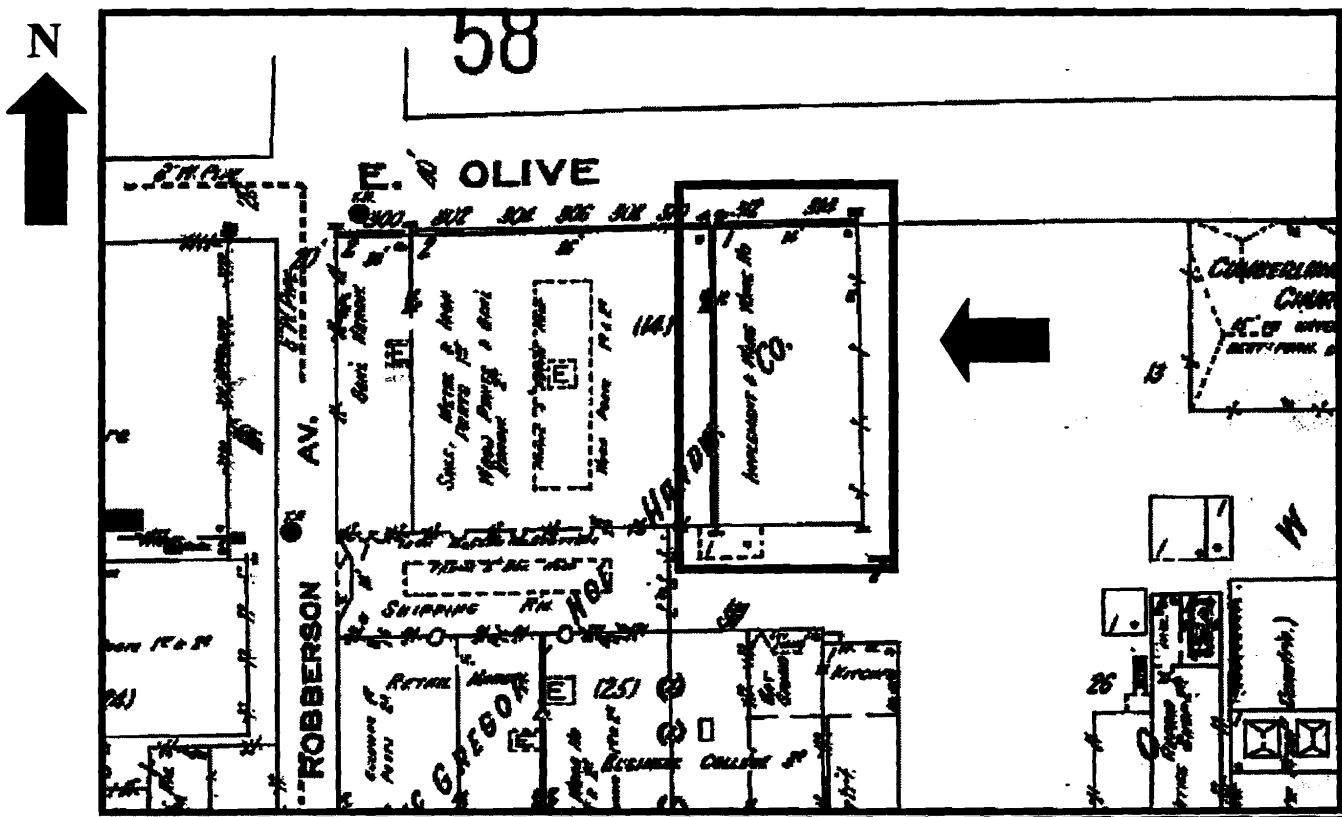
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**Franklin Springfield Motor Co. Building (preferred)
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Figure 5: Historic Map. Site of subject property noted. Not to scale. (Map: Sanborn Fire Insurance Maps. 1910)



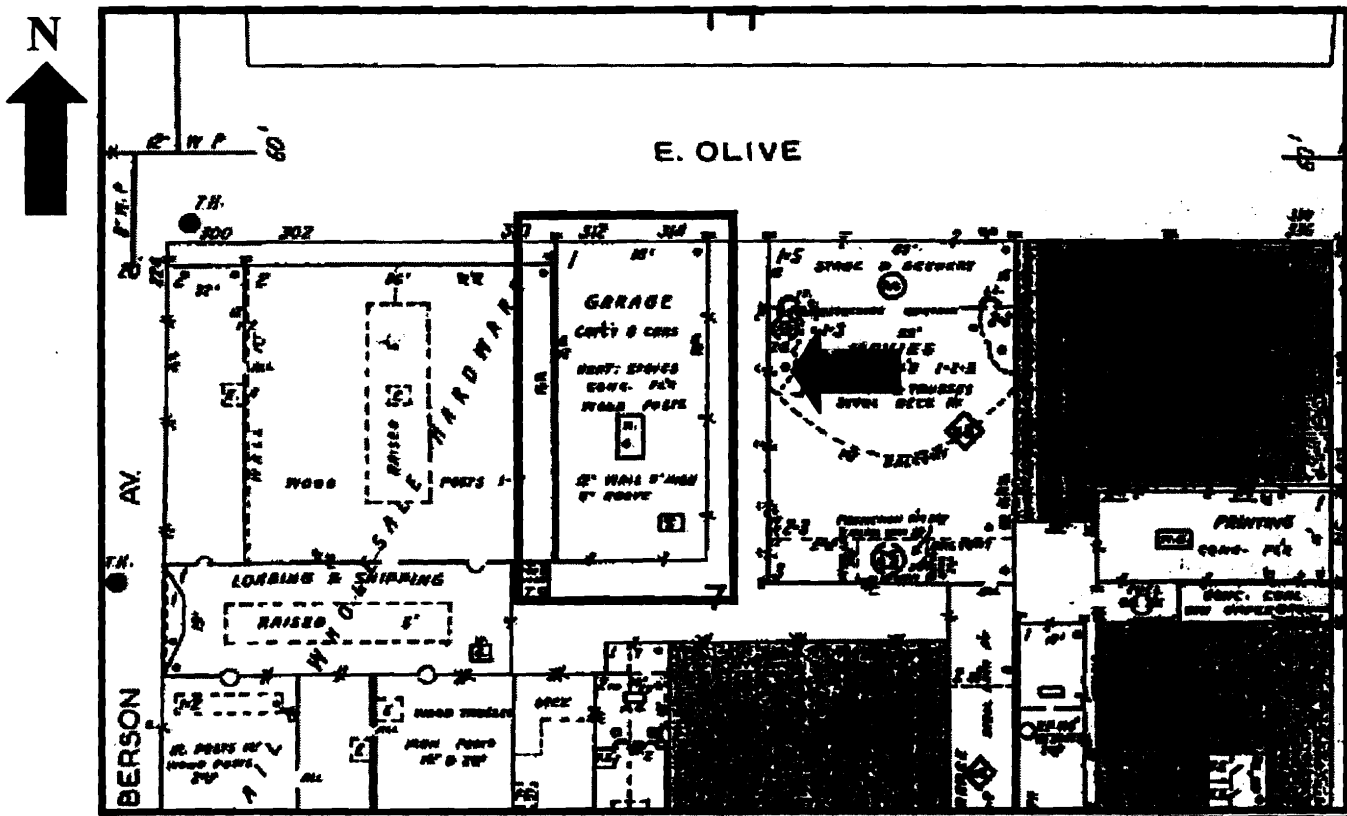
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**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Figure 6: Historic Map. Site of subject property noted. The map incorrectly identifies it as a one-story building. Not to scale. (Map: Sanborn Fire Insurance Maps, 1933)



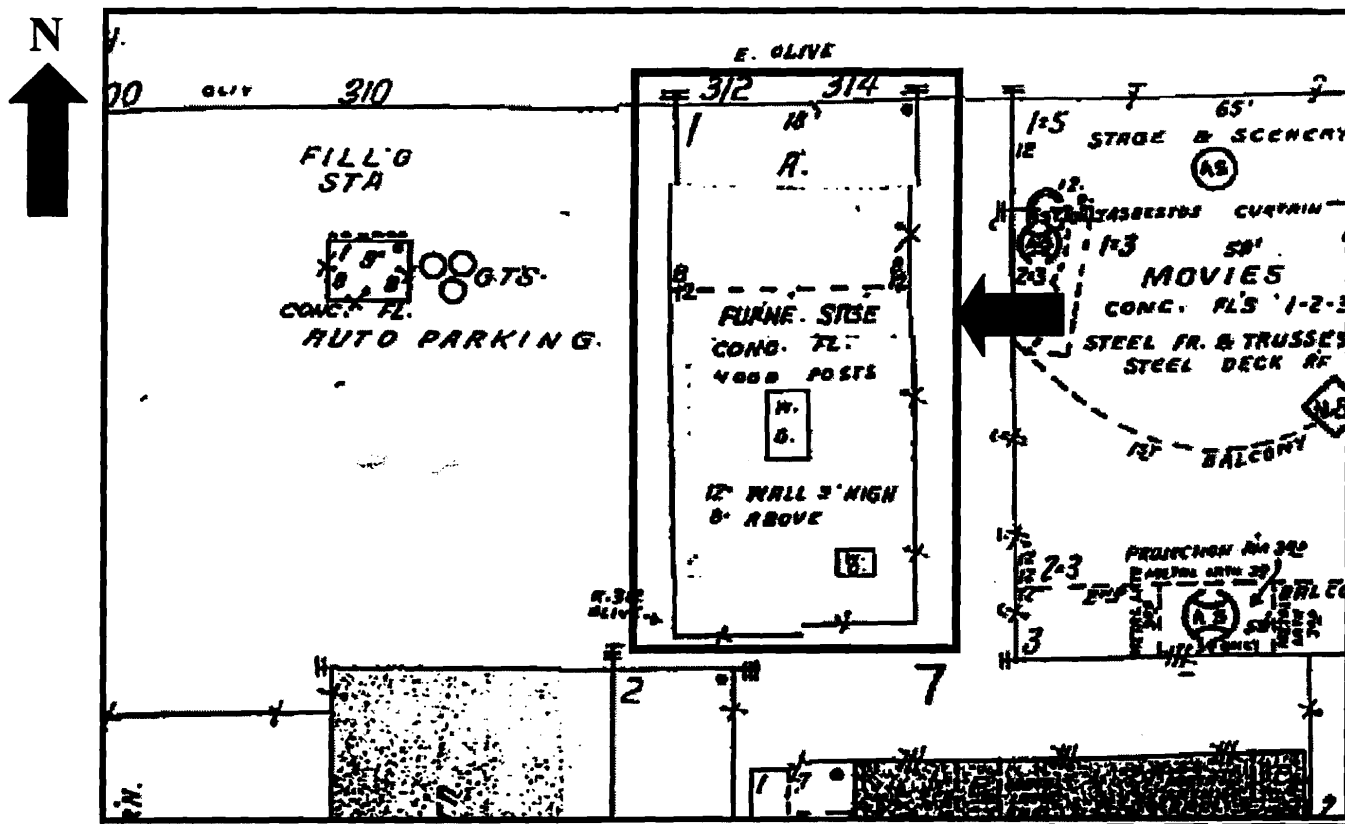
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Figure 7: Historic Map . Site of subject property noted. Not to scale (Map: Sanborn Fire Insurance Maps. 1950)



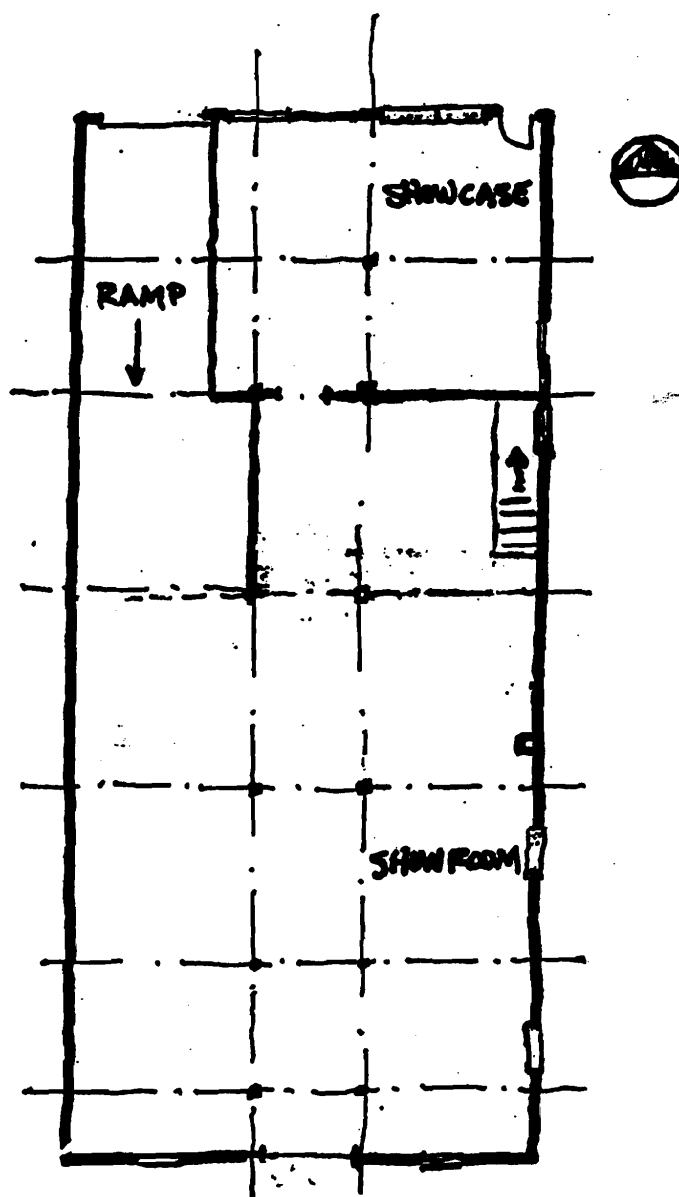
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**Franklin Springfield Motor Co. Building (preferred)
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Figure 8: Sketch Map. First floor plan of Franklin Springfield Building (pre-rehabilitation). Not to scale. (Map: Butler, Rosenbury & Partners, with preparer's notes, 2004)



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**Franklin Springfield Motor Co. Building (preferred)
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Historic and Architectural Resources of Springfield, MO**

Summary:

The Franklin Springfield Motor Co. Building (preferred), located at 312-314 East Olive Street in Springfield, Greene County, Missouri, is locally significant under Criterion A in the area of COMMERCE. It was originally constructed ca. 1891 and variously used over the next 30 years as a warehouse and livery. In ca. 1925, the façade was rebuilt and the interior was remodeled for use as an automobile salesroom. A modest two-story brick commercial block structure, it exemplifies the "Automobile Related Buildings, ca. 1920-1948" property type as described in the Multiple Property Submission cover document entitled "Historic and Architectural Resources of Springfield, Missouri." The building meets the registration requirements established in the MPS, and is associated with the historic context of "19th and Early 20th Century Commercial Buildings, ca. 1850-1948." In the area of COMMERCE, it is significant for its role in the commercial history of Springfield through its association with Franklin Springfield Motor Co. (later Proctor Motor Co.) and subsequent automobile sales and automobile-related businesses. Today it is the only known historic automobile showroom in downtown Springfield. Its association with automobiles dates from when it began housing the city's only Franklin dealership in 1925. Thomas S. Proctor founded the dealership in 1914 at a different location, moved into the nominated property in 1925 upon its remodeling, and remained there until 1928. Over the next decade, the building housed a truck and sales dealership, an auto repair shop and a tire retailer. The 1925-1938 period of significance begins with the opening there of the Franklin Springfield Motor Co. and ends with its last use as an automobile-related property. Although other automobile-related businesses operated in the subject property, the name "Franklin Springfield" was chosen because it was the first and most prominent. The building retains substantial integrity of design, materials, workmanship, association and location.

Background:

The changing and increasing demands in transportation have significantly stimulated Springfield's commercial development. During the first half of the 19th century, the commercial center around the public square was developed by businesses associated with horses and mules—the primary mode of transportation for travel, delivery and agricultural-related activities. Blacksmiths, feed stores, wagon manufacturers, harness and saddle shops and livery stables were an integral part of the local economy. In 1858, the Butterfield Stage began running through Springfield on its route to California. Access to stagecoach transportation expanded the town's capabilities for longer-distance travel and commerce to new markets across the country. The arrival of the railroad in 1870 allowed the easy transport of raw materials to support heavy industry and the distribution of a wide range of manufactured goods for regional and national markets, stimulating a boom economy in Springfield that continued into the early 20th century.¹ It also brought a new mode of transportation in and out of town for businessmen, salesmen, workers and visitors. To accommodate the demand for railroad travel, passenger depots were constructed apart from earlier freight depots on Commercial Street in North Springfield and on Main Avenue in the Town of Springfield. Railroad connections from its central location made Springfield the "Queen City of the Ozarks," the region's manufacturing, trading and distribution hub.

Transportation within Springfield was advanced in 1881 with the introduction of mule-drawn street cars.² This mode

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**Franklin Springfield Motor Co. Building (preferred)
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Historic and Architectural Resources of Springfield, MO**

of transportation became more attractive when electric trolleys were introduced in 1885. Soon electric trolley lines originating from the public square connected the town's commercial center with its expanding residential developments in all directions. The "boom" decade of the 1880s saw Springfield's population grow 235% to 21,850 in 1890. Population growth slowed in the 1890s, reaching 23,267 by 1900 (a 7% increase). However, it accelerated again in the first decade of the 20th century, growing 48% to 35,201 in 1910. This growth created an increasing demand for housing, prompting continued expansion of residential development away from the public square, particularly to the east and south. It also stimulated the need for new modes of transportation for residents in newly platted additions off the trolley line.

Springfield's population growth was comparatively modest in the 1910s, increasing 13% to 39,717 by 1920. At this time, the trolley lines were still a main transportation mode, providing residents ready access to the downtown commercial centers. However, increases in the use and ownership of automobiles provided greater transportation flexibility and convenience for residents and commercial interests. In 1918, approximately 2,100 Springfield residents owned automobiles. Automobile owners grew four-fold to nearly 10,000 by 1928. To support the growth in automobile use and to address the resulting problems of traffic congestion, the local government undertook extensive road construction and improvement programs. By 1923, the city had approximately 60 miles of paved and 88 miles of unpaved roads. Through continued land annexation for platted residential development, the city limits covered approximately 13.6 square miles in 1926, adding to the pressure for new road construction. For three decades, automobiles and trolley lines shared Springfield's roads and thoroughfares (*See Figure 1*). But by the late 1920s, the automobile had supplanted the trolley as the dominant mode of residential transportation. Springfield's last trolley ran in 1937.

The rapid rise of automobile transportation brought about a new commercial segment of automobile and automobile-related businesses and buildings to house them. To support the shift toward automobile transportation for in-city and long-distance travel, sales dealerships, gas stations, repair shops and parts and tire suppliers were established along the perimeter of Springfield's downtown. Initially, existing buildings were converted to meet the operational needs of these new businesses. However, new commercial construction was soon launched to house them, introducing property types specific to the requirements of their product and service offerings.

(For a further discussion on the commercial history of Springfield and the development of its automobile-related segments, reference the Multiple Property Submission, "Historic and Architectural Resources of Springfield, Missouri.")

Early Springfield Automobile Dealerships

The first automobile sales dealership in Springfield was Martin-Howard & Company, which operated in 1903 at 322 South Street (now South Avenue).³ Local oral history, documented in the Springfield MPS, recognizes Walter "Duck" Majors, a prominent African-American, as acquiring the first automobile in the city in 1905 (*See Figure 2*). However, since Martin-Howard was in operation two years earlier, it is likely that other automobile owners were on the road in

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Springfield before Mr. Majors. By 1908, five sales dealerships were in operation, reflecting the increasing demand for automobiles.⁴ These were all centrally located within a two-block area on South Jefferson Avenue, establishing Springfield's automobile sales district east of the public square (*See table below*). These same dealerships were in business in 1912, with only the Wright and Daniel dealership at 431 College Street added to the competition.⁵ The number of dealerships grew to 11 in 1915, the year Springfield Motor Company began its operations.⁶ Of these, only the Western Motor Car Company had been in operation seven years earlier, highlighting the high rate of turnover in dealership businesses during the early history of this commercial segment. By 1926, there were 25 dealerships operating in Springfield.⁷ With few exceptions, these were located in the three block area east of the public square on Jefferson Avenue and Olive, St. Louis, McDaniel and Walnut Streets.

Springfield Automobile Dealerships – 1908

<u>Dealership</u>	<u>Address</u>
J.E. Atkinson	308-312 South Jefferson
Dixon & Dielon	214-216 South Jefferson
Force Motor Car Co.	220 South Jefferson
Ozark Motor Car Co.	219-221 South Jefferson
Western Motor Car Co.	319-327 South Jefferson

Source: Hoye's City Directory

By the mid-1920s, the automobile dealership segment had divided into two distinct groups: associated agencies and independent sales companies.⁸ The six agencies represented the more dominant automobile manufacturers, including Buick, Chevrolet, Dodge Brothers, Ford and Lincoln, Maxwell-Chrysler and Nash-Peerless (*See table below*). Notably, sales of Ford and Lincoln automobiles were strong enough to support two agency dealerships, Fellini Motor Company at 1500-1504 Boonville Avenue and McGregor Motor Company at 428-430 St. Louis Street, which divided the market geographically. The 19 independent companies in 1926 operated as distributors for single or multiple smaller automobile manufacturers. For example, the Franklin Springfield Motor Company offered the Franklin, Cleveland, Chandler and Rollin automobile lines, Quality Motor Company the Studebaker and Pierce-Arrow and Reo Motor Sales Company the Flying Cloud. While few of these smaller lines (mostly of luxury automobiles) are recognized today, the major manufacturers are all, except Nash-Peerless, still in operation over 75 years later.

Springfield Associate Dealership Agencies – 1926

<u>Manufacturer</u>	<u>Agency</u>	<u>Address</u>
Buick	Cowden Buick Co.	307 West Walnut Street
Chevrolet	Standard Motor Co.	468 St. Louis Street
Dodge Brothers	Central Motor Co.	302 East McDaniel Street
Ford & Lincoln	Fellini Motor Co.	1550-1554 Boonville Avenue 428-430 St. Louis Street

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Maxwell-Chrysler	Martin Motor Co.	438 St. Louis Street
Nash-Peerless	L.V. Sherwood Motor Co.	211-213 West Olive Street

Source: Polk's City

The small independent sales companies were for the most part the ventures of entrepreneurial individuals who envisioned the future of the automobile. The high risk inherent in these start-ups was reflected in the rapid turnover in dealerships during the 1910s and 1920s. Unique among the dealerships during this period was the Diffenderfer Motor Car Company, which sold Willys and Knight automobiles.⁹ The Diffenderfer company was founded in the late 19th century as a farm implement supplier. However, recognizing the potential for the automobile (as well as the weakening market for plowshares), it changed its business focus in the mid-1910s and converted its building at the northeast corner of Walnut Street and Market Avenue into an automobile showroom. It is the only example in Springfield of an existing company transitioning into the automobile sales commercial segment. Unfortunately, the Diffenderfer company did not compete successfully nor stay in business for long (*For more information on the Diffenderfer building, see the West Walnut Street Commercial Historic District, NR listed 3/20/02*).

The early automobile salesroom had very defined building characteristics. Prior to the introduction of the outdoor sales lot, a dealer's automobile inventory was stored and displayed indoors under the roof of a large commercial building. These buildings typically had a large, open interior floor plan, high ceilings and exposed structural support beams and posts. The building was generally a two-story brick structure, with office space on the second floor. The storefront had large glass display windows to attract the attention of both pedestrians and vehicular traffic (*See Figures 3 and 4*). A large garage door, usually at the rear elevation, was required to get the inventory in and out of the building. Few of these early salesroom buildings are still intact, the victims of later land clearance for redevelopment.

As discussed below, the Great Depression, coupled with changes in production technologies and market demand, forced the closure of many manufacturers whose automobile lines were represented by the independents. This resulted in a consolidation within Springfield's automobile sales segment and the domination of the agency dealerships. By 1931, the number of dealerships in Springfield had fallen to 14, including all six of the agency dealerships operating in 1926.¹⁰ The decline came from the failure of the independent sales companies.

H.H. Franklin Manufacturing Company

The H.H. Franklin Manufacturing Company was founded in the late 1890s by industrialist Herbert H. Franklin as the country's first metal die-cast operation.¹¹ A strong entrepreneur and marketer, Mr. Franklin coined the term "die-cast." The company's factory was located at 305 Geddes Street in Syracuse, New York. Anticipating the future of automobile manufacture, Mr. Franklin joined forces with engineer John Wilkinson in a restructuring of the company in November 1901 for the production of Wilkinson's automobile designs. Officers in the restructured company were Alexander T. Brown, president, and Herbert H. Franklin, treasurer and general manager. Mr. Wilkinson was the company's chief engineer (*See Figure 5*). The Franklin manufacturing facility was retrofitted to accommodate its automobile operations (*See Figure 6*).

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John Wilkinson began his career designing and racing bicycles, but later channeled his engineering talents into developing a gas-powered horseless carriage. In the summer of 1898, he completed the design for a single-cylinder, air-cooled gasoline engine used in an automobile he first demonstrated on January 1, 1900. Franklin introduced its first automobile, the Franklin Runabout, in 1902, built on Wilkinson's design (*See Figure 7*). From the beginning, the Franklin automobile was considered one of the most innovative motor vehicles of its time and was marketed as a luxury car. Featuring Mr. Wilkinson's air-cooled engine, it was designed to be of lighter weight and consequently more efficient than its heavier-weight luxury car competitors. To that end, a wood frame and light aluminum parts were used. In its early years, the Franklin company was widely recognized as the world's largest user of aluminum.

Borrowing on his earlier experiences in bicycle racing, Mr. Wilkinson understood the potential for automobile racing as a promotion and public relations venue. In 1904, the 24-horsepower Franklin Runabout set a record in the New York to San Francisco "Ocean-to-Ocean" cross-country race (*See Figure 8*). Victories such as this established the company's early reputation as a manufacturer of high-quality, high-performance luxury cars – at once durable, economic and fast over the country's rough roads. Its rivals in the luxury car market, such as Cadillac and Packard, were generally chauffeur-driven. However, the Franklin was particularly conducive to owner-operation because of its pleasant and easy handling and variety of factory and custom-made body styles. Its air-cooled engine provided a particular advantage in cold weather prior to the invention of anti-freeze. For this reason, the Franklin was popular among doctors and other drivers needing an all-weather vehicle.

Franklin maintained its market edge by continuing to introduce engineering innovations. In 1905, the company introduced the world's first automobile with a six-cylinder engine; and, in 1907, the first with automatic spark advance. During its first decade, Franklin targeted the middle- and high-price ranges of the growing automobile market. In 1911, faced with increasing competition from Cadillac and Packard, it introduced a new luxury line with distinctive styling. Franklin also continued to excel in performance racing with vehicles such as its Model M Speed Car, which set a gas mileage record of 86.6 miles per gallon (*See Figure 9*). Over the next several years, Franklin and other luxury car manufacturers experienced increasing sales erosion from cheaper, mass-produced automobiles. In response to this pressure, Franklin made changes in its offerings and by the mid-1910s launched a single-product line of automobiles priced between \$2,300 and \$3,400 (*See Figures 9 and 10*).

The early World War I era saw an escalation of automobile pricing but this was followed by a post-war recession as buyer demand slackened. By 1920 the automobile industry had rebounded, and sales records were set. Changing preferences for "closed cars" at this time caused Franklin and other manufacturers to once again revamp their product lines. In 1923, Franklin produced 10,100 automobiles and 80 percent of them were "closed car" models. Another sales factor in the early 1920s was a demand for lower-priced automobiles. The average price of an American car in 1925 was \$870. The market demand for lower-prices reflected a "massification" of the automobile for the middle-class buyer—and a bellwether for Franklin and other independent luxury car manufacturers. In 1927, Franklin "normalized" its manufacturing operations to 8,000 automobiles, down 21% from its early 1920s levels. The market crash in 1929 and the onset of the Great Depression set the stage for the demise of the Franklin automobile. Franklin achieved 1930 sales of 6,043 automobiles (down 40% from its early 1920s levels) and reported a loss of \$4.2 million.

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Despite its bleak financial performance, Franklin continued to introduce innovations into the automobile market. In 1932, the company offered the Franklin Airman Limited with an air-cooled, 398 cubic inch V12 engine with 150 horsepower (*See Figure 11*). But despite its technological advances, the Airman Limited failed in the country's Depression-era economy. Franklin closed 1933 with sales of only 1,033 automobiles and a financial loss of \$819,000. The company filed for bankruptcy in 1934. Ironically, the 1934 Franklin V12 Sedan was considered the finest automobile in the company's 33-year history (*See Figure 12*). Following the shut-down of its automobile-manufacturing operations, the H.H. Franklin Manufacturing Company continued under new management and ownership as an aero-engine manufacturer, providing engines for numerous light airplanes and most early American-built helicopters. In 1975, the company declared bankruptcy a second time, and the Polish government acquired its aero-engine designs. Poland continues to manufacture aircraft using Franklin's design and technology.

In 1951, a group of loyal Franklin fans (associated with the automobile as former employees, dealers, service personnel and customers) formed the H.H. Franklin Club in celebration of the company's achievements.¹² The club hosted its first "Franklin Trek" in Syracuse, New York, in 1953. Similar national meets remained popular and by the 40th annual meet in 1993, over 400 enthusiasts were in attendance along with nearly a hundred Franklin automobiles of various models. The "Trek" has grown from a two-day event to a week-long non-competitive celebration in mid-August. The failure of the company and the fact that no new Franklins were produced after 1934 have failed to squelch the enthusiast's appreciation of this automotive pioneer.

Franklin Springfield Motor Company

The Springfield Motor Company began sales of the Franklin automobile and other models, including the Cleveland, Chandler and Rollin, in 1914 in a showroom at 317-319 East McDaniel Street, located one-block southeast of Springfield's public square between Robberson and Jefferson Avenues.¹³ Founder Thomas S. Proctor had arrived in Springfield in 1910 at the age of 23 (b. August 29, 1886) and took residence with his wife Beulah in a house on 715 Normal Street. Little is known about Mr. Proctor, as his later fortunes (tied to those of the H.H. Franklin Manufacturing Company) did not raise him to a documented position of social or commercial prominence within the community. However, his later employment as an automobile mechanic with various Springfield interests indicates that he had early experience in this field. He died on January 8, 1950, and was buried with military honors at Springfield National Cemetery (Section 31, Grave 35).¹⁴ Mr. Proctor served as a private in the U.S. Army Medical Department from September 3, 1918, to January 15, 1919. This short leave from his business perhaps had little impact on the Springfield Motor Company's operations.

Returning from military service, Mr. Proctor resumed his career in automobile sales, renaming his business the Franklin Springfield Motor Company, more closely identifying it with this popular luxury car line. In the early 1920s, he would have enjoyed the same success experienced by the automobile industry overall and particularly that of the Franklin manufacturing company. The Franklin Springfield Motor Company relocated from its McDaniel Street showroom in 1925 to a newly remodeled building two blocks north at 312-314 East Olive Street.¹⁵ Originally constructed in 1891, this one-story brick building had previously served as a livery and mule sales stable and more

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recently as a warehouse for the McGregor-Noe Hardware Company.¹⁶

The building's large open floor plan made it well-suited for adaptive use as an automobile sales dealership. In addition, its location placed it in the center of Springfield's automobile sales district in the surrounding area including Walnut Street to the west and Jefferson Avenue and St. Louis to the east. To accommodate the company's sales operations, a new two-story yellow brick veneer façade, with large display windows, garage door opening and higher-style corbelled brick and limestone detailing, was constructed at its primary north elevation. The interior was remodeled to include surfacing the perimeter brick walls with plaster. At the eastern two-thirds of the front north of the building, a second-floor office and bathroom was built over the front display showcase. The rear open showroom provided ample space for the indoor display of the company's automobile inventory (the large outdoor car lot would not become a feature of the automobile sales industry for several decades).

It was in this new facility that Mr. Proctor sold such popular models as the Franklin 10C Sedan and the Franklin 11A Sport Runabout (*See Figure 13*). As noted above, pressures from luxury car competitors such as Cadillac and Packard and from increasing market demand for lower-priced automobiles resulted in a downturn in Franklin sales nationally, and this would have directly impacted Mr. Proctor's local sales of this luxury line. In 1927, he changed his company's name to Proctor Motor Company, perhaps responding to the fall in Franklin sales and hoping to direct attention on other automobile lines as well as the storage and repair services he offered (*See Figure 14*). Within this sales climate, Mr. Proctor continued to offer such luxury automobiles as the Franklin 12A Convertible and the Franklin 12B Victoria Brougham (*See Figure 15*). However, most likely a casualty of the Great Crash, the Proctor Motor Company closed in 1929. As for Mr. Proctor, he hired on as a salesman with the Springfield Storage Battery Company.¹⁷

In 1931, Mr. Proctor resumed operations of his automobile dealership under a new name and at a new location. The new name was Franklin Proctor Motor Company and the new location was 412 South Jefferson Avenue, two blocks south of his earlier showroom and adjacent to the south side of the Marquette Hotel (*NR listed 5/05/00*).¹⁸ Notably, Mr. Proctor's new Franklin showroom placed him just one block northeast of a key luxury car competitor, the Dillon Bros., Inc. Packard Agency in the E.M. Wilhoit Building at the southwest corner of Pershing Street and Jefferson Avenue. He possibly pinned his hopes for a revitalized automobile sales career on the success of Franklin's much-touted Airman Limited V12 in 1932 (*See Figure 11*). But as already noted, this high-style, high-performance luxury car did not fit the Depression-era market and failed to reverse the fortunes of the H.H. Franklin Manufacturing Company – nor that of the Franklin Proctor Motor Company in Springfield. With the bankruptcy of the Franklin Company in 1934, Mr. Proctor closed his automobile dealership and his automobile sales career ended for good.¹⁹

But not his automobile career. Facing what were sure to have been severe financial difficulties, Thomas S. Proctor began a new career as an automobile mechanic. In 1935, he hired on as a mechanic with Shockley-Mace, Inc., an automobile service business at 301-309 East Pershing Street.²⁰ He sold his home at 715 Normal Street that same year and moved into Apartment No. 2, a small apartment at 640 West Walnut Street. Mr. Proctor also by this time had a new wife, June Proctor. The fate of Beulah Proctor, his first wife, was undetermined by the present research. The

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Proctors moved to a new home at 1224 Sherman Avenue in 1936, where Mr. Proctor lived until his death in 1950. In 1937, Mr. Proctor joined the Downtown Garage and worked there as an automobile mechanic for the next four years.²¹ He next hired on as a mechanic for the Springfield Police Department, remaining at that job for five years. In 1946, he went to work for the "Frisco" line.²² Mr. Proctor stayed with the "Frisco" until his retirement. Despite his earlier association with the prestigious Franklin automobile, his 1950 obituary made no mention of his ownership of Springfield's only Franklin automobile sales dealership, but referenced his most recent standing as a retired "Frisco" automobile mechanic.²³

Although not noted in his passing as a successful businessman, Thomas S. Proctor was recognized for his 30-year membership in the Springfield Shrine Patrol.²⁴ At the time of his death, his estate was valued at \$23,500. Having no children, and widowed or divorced at the time, Mr. Proctor bequeathed in his will (*dated December 12, 1949, and probated January 12, 1950*) his automobile mechanic tools and equipment to his brother-in-law Neal J. Freeman. He left his Sherman Avenue home and automobile to Mrs. Mable Stagner, a close friend. Ironically, Mr. Proctor did not own a Franklin automobile, but drove a 1935 Dodge Sedan. The remainder of his estate was bequeathed to the Shriners' Crippled Children's Hospital in St. Louis, Missouri. Mr. Proctor perhaps believed that his own greatest accomplishment and contribution was as a Shriner serving his community.

*(For more information on Springfield's Shriners, see the nomination document for
Abou Ben Adhem Temple - Shrine Mosque, individually listed on the National
Register of Historic Places on September 9, 1992)*

312-314 East Olive Street

Despite the closing of Proctor Motor Company at this location in 1929, the subject property at 312-314 East Olive Street continued to house automobile-related commercial interests for the next nine years. While not as prominent as a Franklin automobile sales dealership, these businesses did serve the transportation needs of the Springfield community. In 1929, Indiana Truck Sales Company occupied the building under the management of Fred D. Boraker until 1932.²⁵ Mr. Boraker renamed the business The White Company in that year, but soon closed his operations. In 1933, Henry W. Baker opened an automobile repair shop and continued at this location for three years.²⁶ The Southwest Welding School, perhaps only indirectly related to the automobile industry, was located in the building for one year in 1937.²⁷ Finally, the Schockley & Hinchsliff Tire Sales Company operated a business here in 1938, but moved to 220 West Olive Street the next year. The Springfield Manufacturing & Supply Company shared the building with the Midwest Neon Company in 1939, marking the end of its association with automobile-related businesses and its significance as an automobile-related property type.²⁸ Montgomery Ward & Company, located one block southwest on St. Louis Street (now East Park Central Square), occupied the building in 1941 and used it as its service and storage facility for the next several decades.²⁹

Criterion A: COMMERCE

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The subject property meets the registration requirements for individual site listing established for the property type "Automobile Related Buildings, ca. 1920-1948" in the Multiple Property Submission "Historic and Architectural Resources of Springfield, MO." Specifically:

In order to be historically significant under National Register Criterion A, a building must be the site of a business of particular importance to the community, exemplify a particular building type or use, or be associated with an important event or occurrence.

Commercial Association

The subject property is significant for its role in the commercial history of Springfield through its association with the automobile sales industry and, subsequently, automobile-related businesses. Founded in 1914 by Thomas S. Proctor, the Franklin Springfield Motor Company (initially Springfield Motor Company and subsequently Franklin Proctor Motor Company) was Springfield's first and only Franklin automobile sales dealership. The Franklin line of luxury automobiles was manufactured from 1902 to 1934 by the H.H. Franklin Manufacturing Company of Syracuse, New York. The combination of Herbert H. Franklin's entrepreneurial and marketing talents and John Wilkinson's engineering genius resulted in numerous world-class innovations, including the first six-cylinder automobile in 1906, the first automobile with automatic spark advance in 1907 and the first air-cooled, 398 cubic inch V12 engine in 1932. Mr. Wilkinson's exceptional design for Franklin's air-cooled engines was a significant advantage in automobile performance before the invention of anti-freeze. The Franklin's wood frame construction and use of light aluminum parts, coupled with its high-style design, made it an easy to handle, durable and economic luxury automobile preferred by owner-drivers. Its consistent achievements in cross-country racing solidified its reputation as one of the country's best-performing automobiles.

Although the Franklin Springfield Motor Company only operated in the subject property for four years, its associations are noteworthy within the broader context of the automobile industry during the first three decades of the 20th century. The automobile industry was founded through the entrepreneurship and innovation of independent manufacturers like the H.H. Franklin Manufacturing Company. Early styles and features were targeted to the middle- and higher-priced luxury markets. With the onset of mass automobile production by the middle 1910s, the market turned to lower-priced lines, manufactured with lower efficiency-driven margins. This market dynamic leading into the post-World War I recession resulted in a fall-out for Franklin and other independent manufacturers. The demand for high-performance luxury automobiles shrank in the 1920s and finally plummeted with the Great Depression in the 1930s. Although in 1932 the Franklin company introduced what was considered its best automobile ever, the Franklin V12 Airman Limited, its unwavering commitment to luxury automobile production and inability to respond to changing market demands led to bankruptcy in 1934.

The subject property reflects this same dynamic locally. Thomas S. Proctor continued to represent the Franklin luxury automobile and failed to adjust his product offerings to the increasing demand for lower-priced lines. In 1925, Mr. Proctor remodeled the subject property and relocated his automobile sales showroom here. It was ideally situated NPS

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within Springfield's automobile sales district and provided a (then) contemporary space for showcasing new models. However, despite the high-quality and reputation of his flagship Franklin automobile line, Mr. Proctor was forced to close his salesroom in 1928 because the luxury automobile was no longer in alignment with changing demand. Even following the market crash interruption of his sales company in 1929, Mr. Proctor did not change his product offerings and resumed his commitment to the Franklin automobile when he reopened in 1931. As such, the Franklin Springfield Motor Company stands as an important lesson in Springfield's commercial and automobile history. Its showroom at 312-314 East Olive Street is one of the only historic automobile sales buildings remaining to reflect the early development of this significant commercial segment.

Representative Architectural Style

The subject property is a good and representative example of the Commercial Block property type designed to house an early 20th century automobile sales showroom and other automobile-related businesses. It is particularly interesting because of its original ca. 1891 construction and use as a livery and mule sales stable. The imposition of the Commercial Block idiom onto its façade, during its ca. 1925 remodel for the Franklin Springfield Motor Company, is a historical case study in the application of changing architectural preferences to existing structures for adaptive commercial purposes.

The configuration of the subject property's façade is clearly reflective of the Commercial Block property type, described by Gottfried and Jennings in *American Vernacular Design, 1870-1940* and referred to as "Brick Front" in the Springfield multiple property listing.³⁰ The typical corbelled brick table is embellished in this example by a flat limestone band above. Its two decorative soldier-bonded brick bands with limestone quoins provide additional texture to the wall surface. The original transoms, largely intact with their molded ribbed glass, are consistent with treatments found in other Commercial Block properties scattered among Springfield's downtown historic districts. The large display windows and new entrance opening (where its vehical door opening had been located) are sufficient to identify the subject property with its automobile-related use. A unique feature of the ca.1925 façade is the use of yellow brick as opposed to the more prevalent red brick in other early 20th century Commercial Block properties in Springfield. The open floor plan reflecting the historic practice of showcasing and storing a dealership's inventory prior to the rise of the outdoor car lot can still be inferred despite the presence of removable hair syling salon partition walls installed as part of the tax credit project.

The modest scale and simple style of the Franklin Springfield Motor Co. Building presents an interesting juxtaposition to the luxury automobiles it was designed to showcase. The subject property still retains substantial integrity of design, materials, workmanship, location and association. Its current rehabilitation brings new attention to a historic resource that in recent years had been somewhat ignored on a secondary corridor into Springfield's Public Square. Its association with Springfield's first and only Franklin automobile dealership and other automobile-related businesses, and its exemplary representation of the Commercial Block property type, make it a significant historic resource to be preserved.

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Chronology:

The following is a selective history and associated history of the Franklin Springfield Motor Company Building from 1886 through 1950:

- 1886* Thomas S. Proctor is born on August 29, 1886.
- 1891* The subject property is constructed at 312 East Olive Street as a one-story brick livery building, later used as warehouse space.
- 1901* H.H. Franklin Manufacturing Company reorganizes in November to produce automobiles. Officers are Alexander T. Brown, president and H.H. Franklin, treasurer and general manager. John Wilkinson is chief engineer.
- 1902* H.H. Franklin Manufacturing Company introduces its first automobile – the 1902 Franklin Runabout.
- 1903* Martin-Howard & Company opens Springfield's first automobile sales dealership at 322 South Street, (now South Avenue).
- 1906* The H.H. Franklin Manufacturing Company introduces the world's first six-cylinder automobile.
- 1907* H.H. Franklin Manufacturing Company introduces the world's first automobile with automatic spark advance.
- 1910* Thomas S. Proctor arrives in Springfield.
- 1914* Thomas S. Proctor opens Springfield Motor Company with sales operations at 317-319 East McDaniel Streets.
- 1918* Thomas S. Proctor enlists as a private with the U.S. Army Medical Department on September 3, 1918. He is discharged on January 25, 1919.
- 1925* Franklin Springfield Motor Company relocates to the subject property following remodeling of the façade and interior.
- 1927* Franklin Springfield Motor Company becomes Proctor Motor Company.
- 1929* Proctor Motor Company discontinues sales operations in the subject property. Thomas S. Proctor takes a job with Springfield Storage Battery Company.
- 1929* Indiana Truck Sales (Fred D. Boraker, Manager) begins sales operations in the subject property.
- 1931* Thomas S. Proctor and his Franklin Proctor Motor Company renew sales operations in a new location at 412-416 South Jefferson Avenue.
- 1932* H.H. Franklin Manufacturing Company introduces the world's first air-cooled, 398 cubic inch V12 engine, installed in the Franklin Airman Limited.

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- 1932 Fred D. Boraker begins operations of The White Company automobile and truck sales dealership in the subject property.
- 1933 Henry W. Baker opens an automobile repair shop in the subject property.
- 1934 H.H. Franklin Manufacturing Company files for bankruptcy and closes operations at its Syracuse, New York, automobile works. The Franklin V12 Sedan is the last model manufactured by the company.
- 1934 Franklin Proctor Motor Company discontinues sales operations at 412-416 South Jefferson Avenue.
- 1937 Southwest Welding School opens in the subject property and operates at this location for a year.
- 1938 Shockley & Hinchliff Tire Sales Company opens in the subject property.
- 1939 Springfield Manufacturing & Supply Company and Midwest Neon Company occupy the subject property, ending its history as an automobile-related resource.
- 1941 Montgomery Ward begins to operate its service center in the subject property and continues here for the next 30 years.
- 1950 Thomas S. Proctor dies on January 8, 1950, at the age of 63. His obituary identifies him as a retired mechanic for the "Frisco" lines. He is buried in Springfield National Cemetery on January 10, 1950.
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End Notes:

1. R.I. Holcombe, ed. A History of Greene County, Missouri. (St. Louis: Western Historical Company, 1883), npa.
2. The following discussion on the rise in population and automobile ownership is documented in the Springfield MPS. Philip Thomason, preparer. Historic and Architectural Resources of Springfield, Missouri. National Register of Historic Places Multiple Property Listing, June 25, 1999.
3. Hoye's Street and Avenue Directory of Springfield, MO. (Kansas City, MO: Hoye's Directory Co., 1903), npa.
4. Hoye's Street and Avenue Directory of Springfield, MO. (Kansas City, MO: Hoye's Directory Co., 1908), npa.
5. Dunham's Springfield City Directory. (Springfield, MO: Dunham Directory Co., Publishers, 1912), npa.
6. Dunham's Springfield City Directory. (Springfield, MO: Dunham Directory Co., Publishers, 1915), npa.
7. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1926), npa.
8. Ibid.
9. Dunham's Springfield City Directory. (Springfield, MO: Dunham Directory Co., Publishers, 1915), npa.
10. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1931), p. 458.

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11. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1925), npa.
12. Sanborn Fire Insurance Maps. "Springfield, Missouri, 1891." (Sanborn Fire Insurance Company, New York).
13. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1929), p. 466.
14. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1931), p. 458.
15. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1935), npa.
16. Ibid.
17. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1937), p. 255.
18. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1946), p. 365.
19. Obituary. "Deaths, Thomas S. Proctor." Springfield Leader-Press. (Springfield, MO. January 9, 1950), npa.
20. _____. "Hospital Gets Man's Estate: Machinist Leaves Money to Shriners." Springfield Leader-Press. (Springfield, MO. January 13, 1950), npa.
21. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1932), p. 305.
22. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1933), p. 383.
23. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1937), p. 430.
24. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1939), p. 427.
25. Polk's Springfield City Directory. (Springfield, MO: R.L. Polk & Co., Publishers, 1941), p. 466.
26. Herbert Gottfried and Jan Jennings. American Vernacular Design, 1870-1940. (New York: Van Nostrand Reinhold Company, 1985).

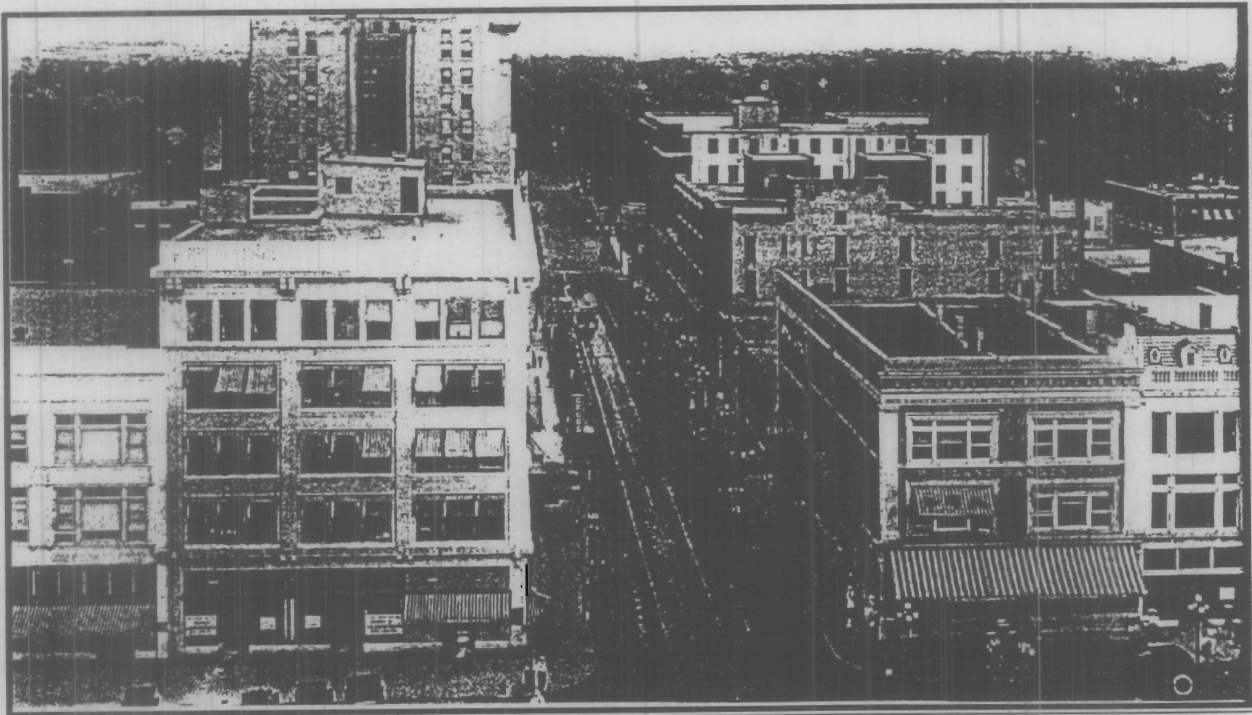
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Figure 1: Historic Photograph. A view from the Springfield Public Square east down St. Louis Street (now East Park Central Square), showing the shared thoroughfare for automobiles and the trolley. The city's automobile sales district was located beyond this block on Jefferson Avenue and Olive, St. Louis, McDaniel and Walnut Streets (Photo: ca. 1915-1920. Local History Room, Springfield-Greene County Library Center. Used with permission)



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Figure 2: Historic Photograph. One of the earliest automobiles in Springfield was owned by Walter L. "Duck" Majors, an African-American. (Photo: ca. 1905. The Katherine Lederer Collection. Special Collections of the Duane C. Meyer Library of Southwest Missouri State University. Used with permission)



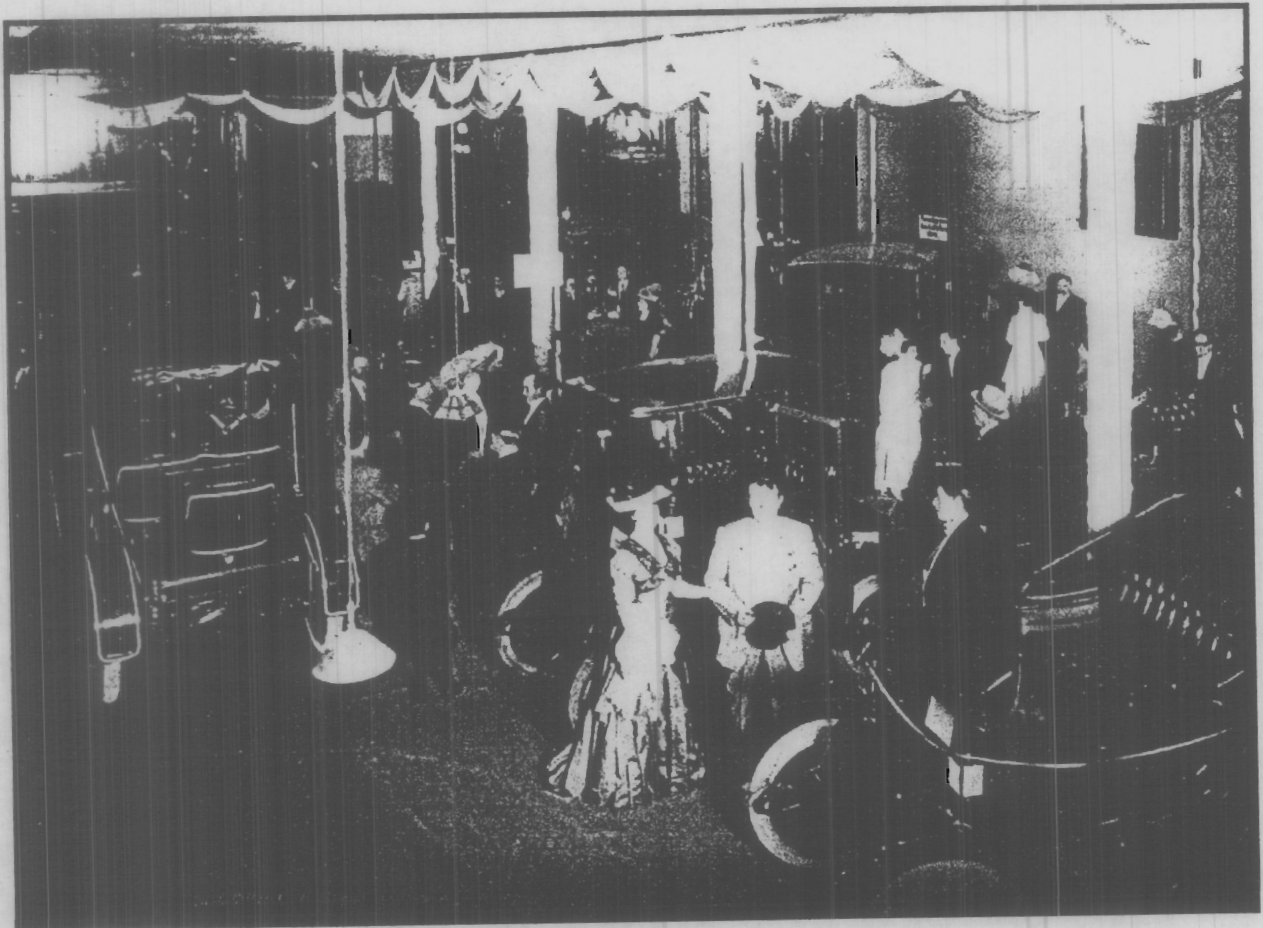
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Figure 3: Historic Photograph. The Colonial Motor Car Company exhibiting its line of Studebaker automobiles in 1910, shortly before going out of business. The Studebaker was later distributed by the Reo Motor Sales Company. (Photo: ca. 1910. Local History Room, Springfield-Greene County Library Center. Used with permission)



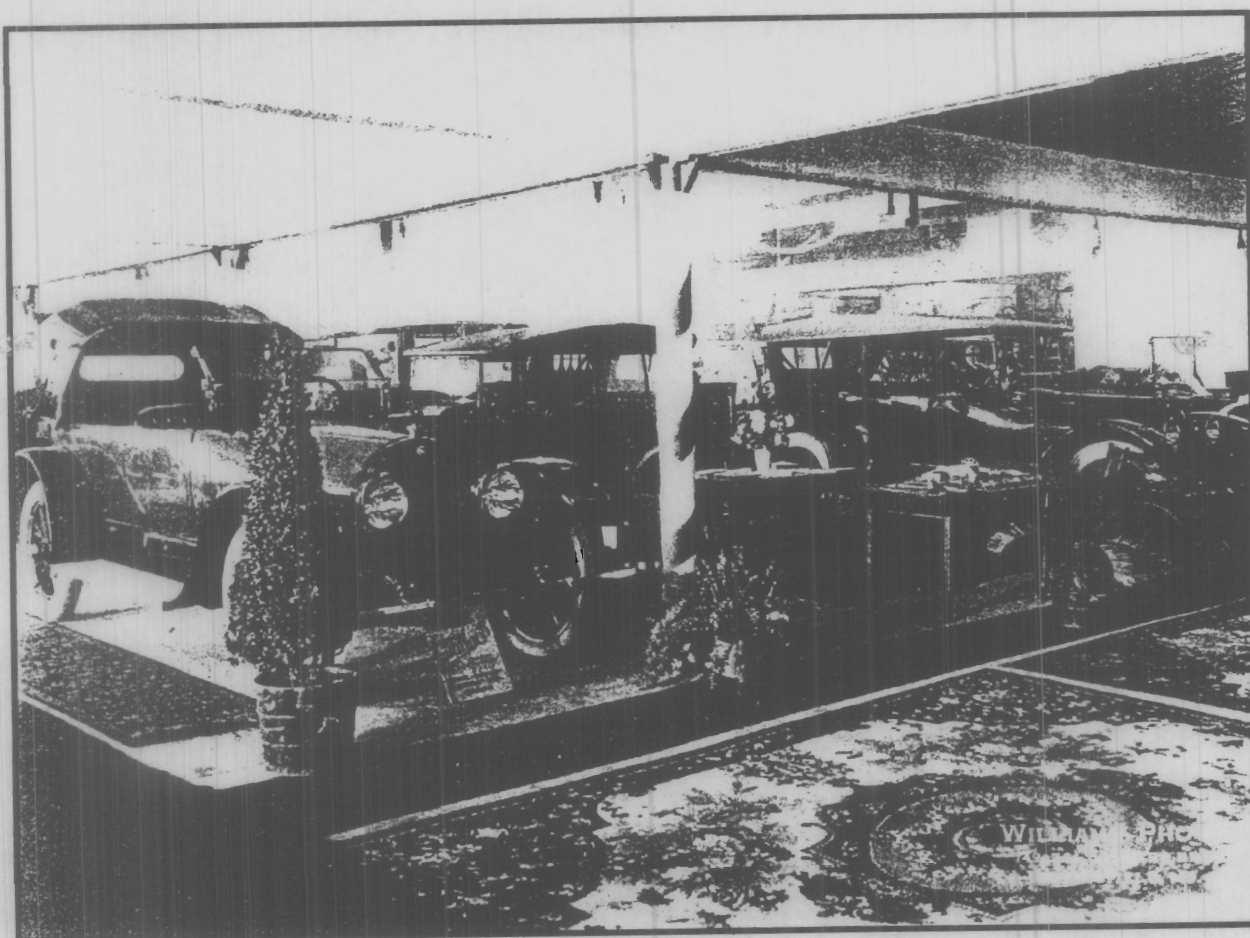
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Figure 4: Historic Photograph. The Ozark Motor & Supply Company salesroom during its grand opening at 308-310 South Jefferson Avenue, in the center of Springfield automobile sales district. This independent sales company distributed the Cadillac line of luxury automobiles. (Photo: ca. 1910-1911. Local History Room, Springfield-Greene County Library Center. Used with permission.)



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Figure 5: Historic Photograph. The H.H. Franklin Manufacturing Company executive team. John Wilkinson is at center and H.H. Franklin is at right. (Photo: ca. 1950. Midwest Region of The H.H. Franklin Club, Inc. © 1998 www.franklincar.org/hhf.htm)



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Figure 6: Historic Postcard. The H.H. Franklin Automobile Works in Syracuse, New York (Postcard: d/n/a. Midwest Region of The H.H. Franklin Club, Inc. © 1998 www.franklinar.org/hhf.htm)



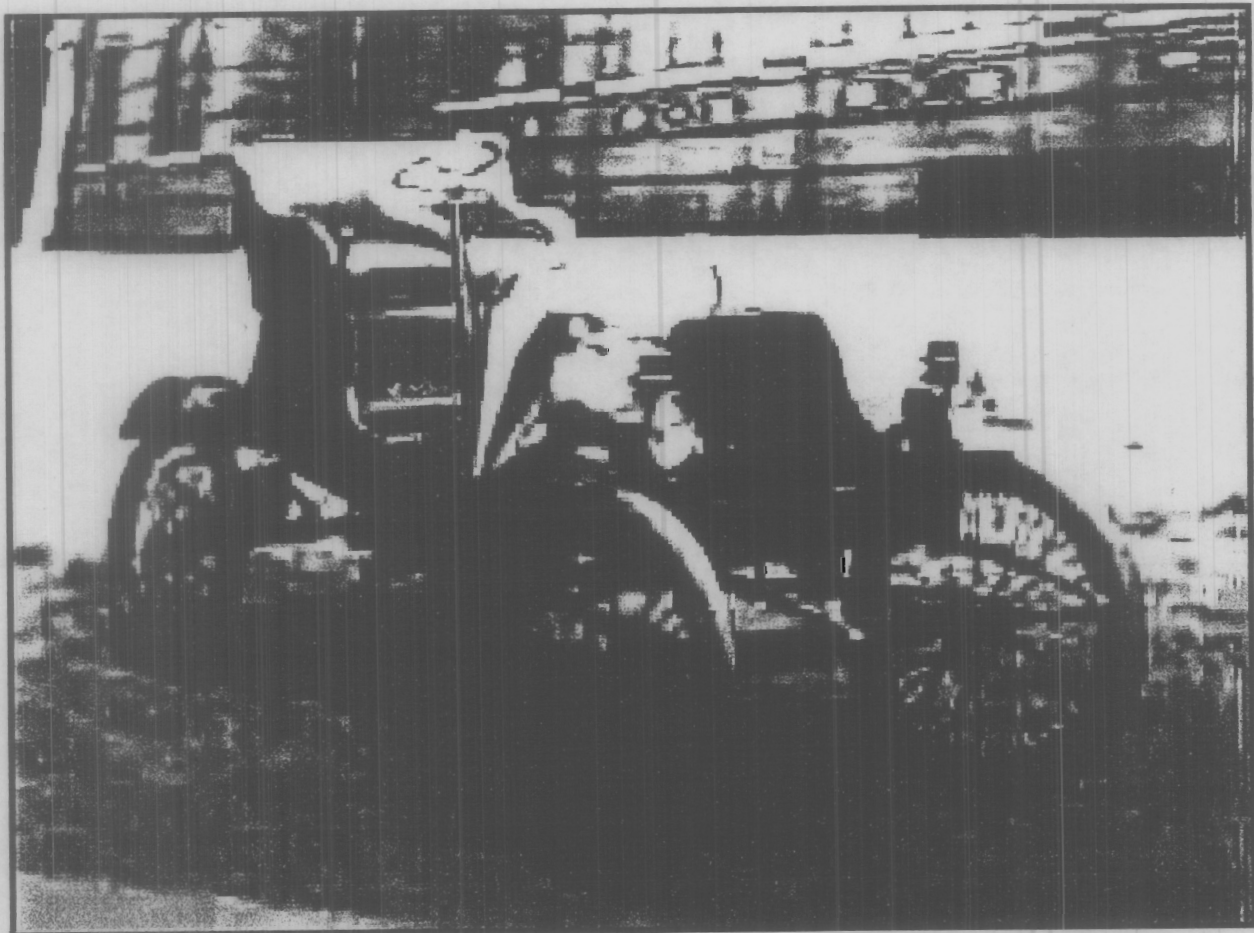
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**Franklin Springfield Motor Co. Building (preferred)
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Figure 7: Historic Photograph. The 1902 Franklin Runabout was the first automobile built by the H.H. Franklin Manufacturing Company. (Photo: 1902. The H.H. Franklin Club, Inc. © 2003 www.franklincar.org)



Franklin Runabout – 1902

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Figure 8: Historic Advertisement. Advertisement for the 1904 Franklin highlights the importance of the cross-country run as a promotion and publicity event for the early 20th century automobile industry. (Ad: 1904. Midwest Region of The H.H. Franklin Club, Inc. © 1998 www.franklinclub.org/hhf.htm)

San Francisco
to
New York
in a

FRANKLIN

Last August, in its famous "Ocean to Ocean" run, the *Franklin* cut the record nearly in halves.

It crossed the blazing sands of the great American desert—the hottest part of the United States in the hottest month—eating up the miles steadily through the bruiling, sizzling days, without stop, break, or hitch, and kept on getting ahead of the record every day.

How's that for air-cooling?

Every test which the *Franklin* has undergone shows that its fascinating and lively flexibility is not a mere showy, temporary matter—a spurt: but it is a solid permanent virtue which can be counted on every time.

In the St. Louis Tour the *Franklin* did 178 miles in 8 hours without stopping the motor; and all through the summer races showed heels to cars of twice its weight and thrice its power.

At every point—speed, touring and endurance—the *Franklin* has settled the air-cooling question forever.

Keep your eyes on the *Franklin*. It isn't a great big lot of machinery and plumbing, but it does go!

Light Car Light Tonneau 24 H.P. Touring Car

Send for catalogue which tells all the facts.

H. H. FRANKLIN MFG. CO., 305 Geddes St., Syracuse, N.Y.
Member Association Licensed Automobile Manufacturers.

1904

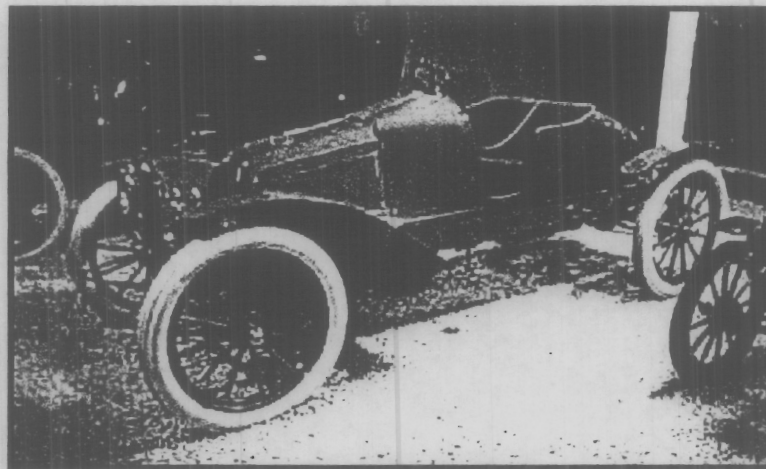
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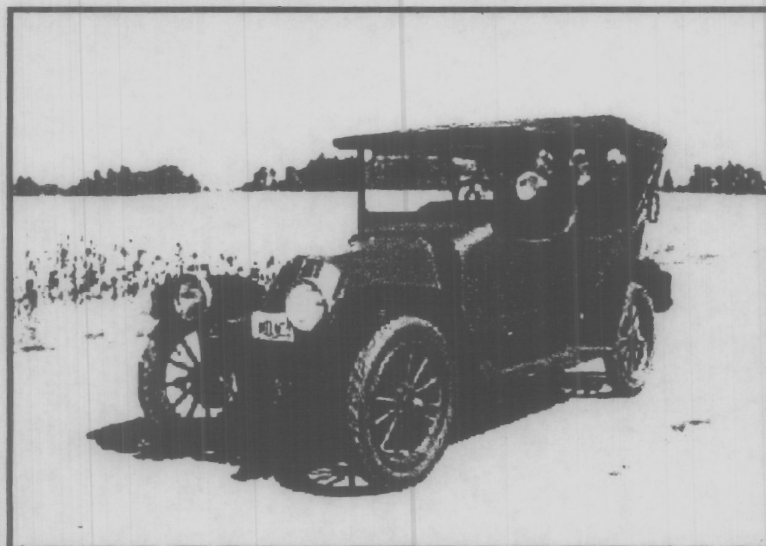
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**Franklin Springfield Motor Co. Building (preferred)
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Figure 9: Historic Automobiles. Contemporary photographs of Franklin automobiles built in the 1910s. (Photos: d/n/a. Midwest Region of The H.H. Franklin Club, Inc. © 1998 www.franklinclub.org)



Franklin Model M Speed Car – 1911



Franklin Series 7 Touring Car – 1915

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Figure 10: Historic Advertisement. An advertisement introducing the Franklin "Little Thirty-six." (Ad: ca. 1915. Midwest Region of The H.H. Franklin Club, Inc. © 1998 ww.franklinclub.org)

Men accustomed to long motor tours of home and abroad, and whose motor
action take them into untraveled sections will be interested in knowing why
Franklin motor cars (1) are low gear, averaging 20% to 35% more mileage
per gallon, (2) use less oil, averaging 400 miles per gallon, without make, (3) use
fewer tires, averaging 8,000 to 10,000 miles per set, the 1911 record, (4) travel
faster in the long run, owners thinking little of making 700, 750, or even 800 miles
and more per day, without fatigue, (5) ride easier, bumping along so smoothly and
comfortably, without jolt or jar that driver and occupants do not realize that
they are readily traveling 30, 35 and 40 miles per hour, (6) and stand up better
under severe and unusual conditions of touring, due to the intelligent, workable
use of carefully selected materials.

There are good technical reasons for each of these facts. They are clearly
defined in an interesting, concise style in a booklet entitled "An Answer to
Franklin Motor Car Construction," recently issued by our engineers.

A copy will gladly be mailed on request in any one wordily thinking of
buying a car of the Franklin type. Kindly address Department N
FRANKLIN AUTOMOBILE CO., Syracuse, New York

A full-powered, light weight "Little Six" operated at low cost.
Sixty, smooth-running, and flexible the only six-cylinder
"Thirty" Built in two types a five-passenger touring
and a two-passenger Victoria-Phaeton. Price, \$2,800.

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**Franklin Springfield Motor Co. Building (preferred)
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Figure 11: Historic Advertisement. An advertisement introducing the 1932 Franklin Airman Limited, the world's first automobile with an air-cooled V12 engine. (Ad: September 18, 1932. Time Magazine. From Midwest Region of The H.H. Franklin Club, Inc. © 1998 www.franklincar.org)

September 18, 1932

TIME

The
**NEW FRANKLIN
AIRMAN**
in Smart New Styling



A new car with a supercharged air-cooled airplane engine that can never leak, freeze or boil

It's generally said Franklin owners tell us that the elimination of worry about water pump in previous cars has justified the higher price of an air-cooled car. To them this assurance about trouble and economy is complete luxury—true enjoyment which now has this new secret of smart styling that is appropriately given with the air-cooled, airplane engine.

The thrilling feel of power and speed expressed in the new lines is alive at your toe tip. The smooth, supercharged, airplane engine carries you over the hills, maintaining an undiminished power flow even when held at wide open throttle all day. The supercharger, with one taking extra power to operate, pushes the fresh charge evenly under pressure into each cylinder, creating in

smooth and livelier performance. Yet everything about this great engine is simple. The cooling turbine and supercharger are keyed direct to the crankshaft so that there can never be anything to replace or repair. There are a hundred fewer parts than in the ordinary water-cooled engine.

Cushioned sliding comfort such as is not possible in any other car has its source in Franklin's ball-bearing springs—rear seat as well as the front. Driving ease and handling in parking or on the curves is a revelation. After an all-day run you appreciate what it means to get out of the car as fresh as when you started.

See this revolutionary car. The luxurious interior with rich upholstery and appointments is designed in the finest taste. The new streamlined styling, a modern mode set by the Franklin Tourer, is in keeping with the progressiveness of the new Airman's engineering principles. Not above all, drive this car. Franklin Automobile Company, Syracuse, New York.

NOW YOU CAN ABANDON WATER-COOLING FOREVER.

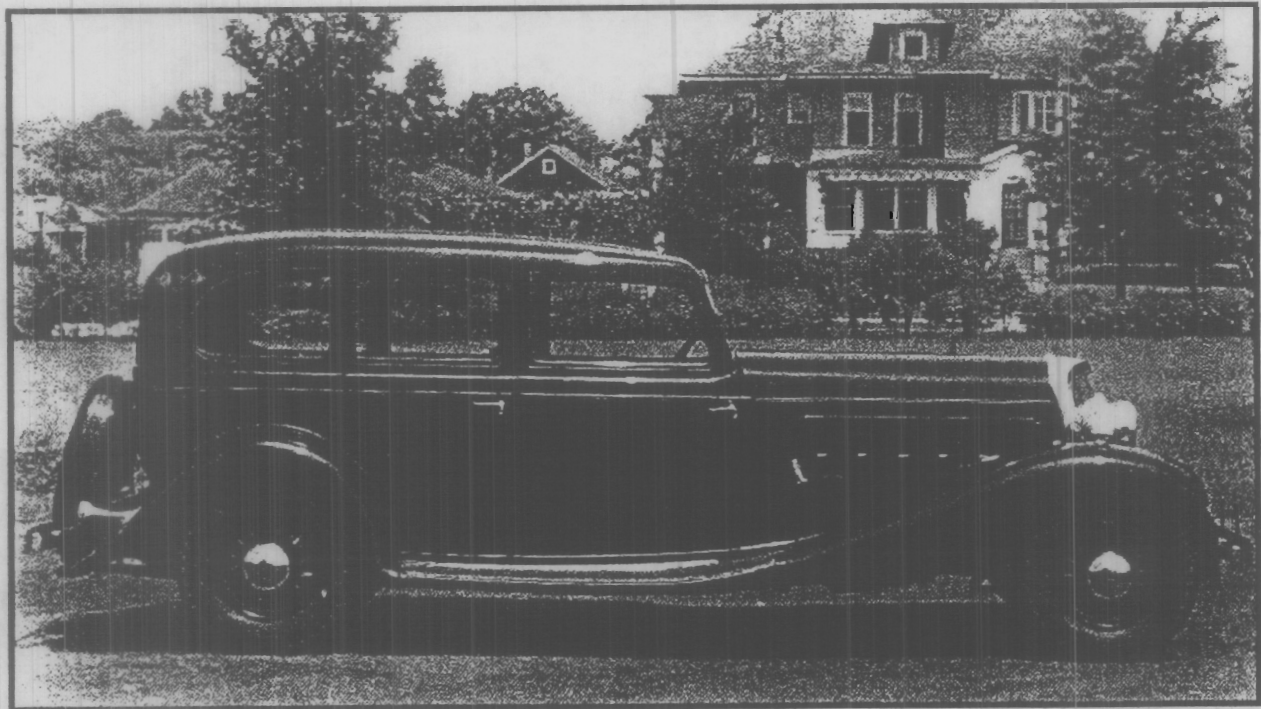
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**Franklin Springfield Motor Co. Building (preferred)
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Figure 12: Historic Automobile. The 1934 Franklin V12 Sedan was the last automobile manufactured by the H.H. Franklin Manufacturing Company. It was believed to be the finest ever produced by the company and had the company's air-cooled V12 engine (Photo: d/n/a. Midwest Region of The H.H. Franklin Club, Inc. © 1998 www.franklincar.org/hhf.htm)



Franklin V12 Sedan – 1934

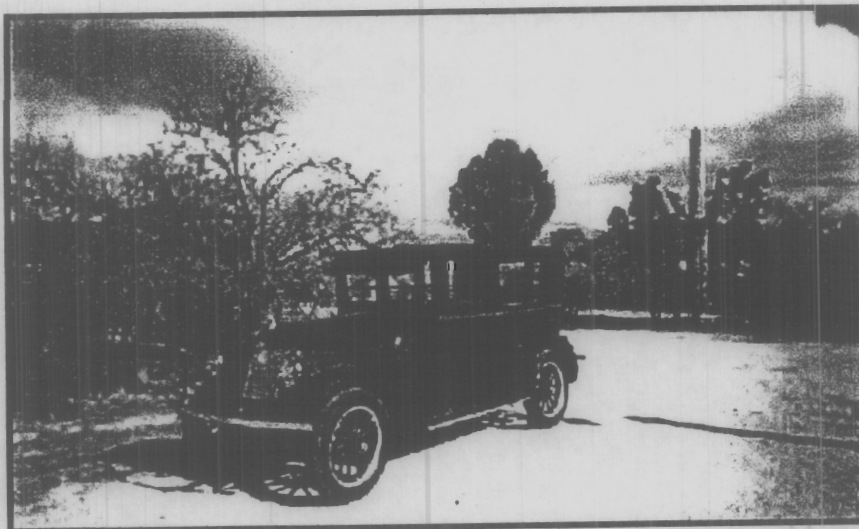
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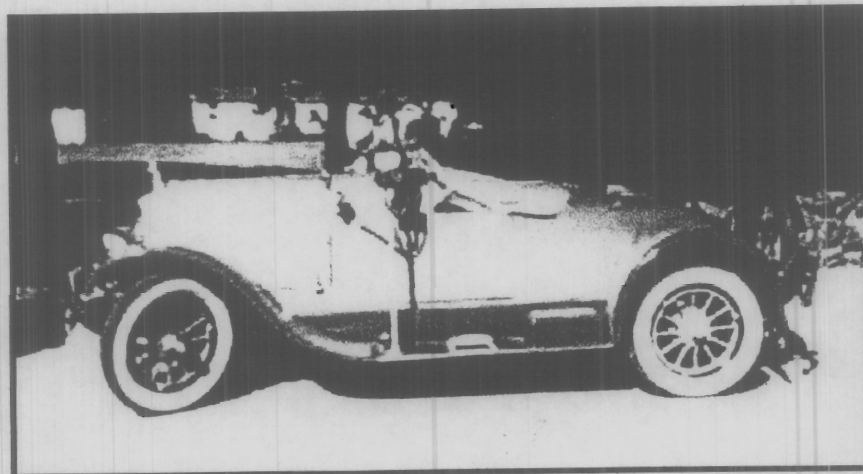
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**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Figure 13: Historic Automobiles. Contemporary photographs of Franklin automobiles sold in 1925 at the time the Franklin Springfield Motor Co. began operations at the subject property. (Photos: 1946. Midwest Region of The H.H. Franklin Club, Inc. © 1998 www.franklincar.org/hhf.htm)



Franklin 10C Sedan - 1925



Franklin 11A Sport Runabout - 1925

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**Franklin Springfield Motor Co. Building (preferred)
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Figure 14: Historic Advertisement. Business listing advertisement for Proctor Motor Company. (Ad: 1927. Polk's Springfield City Directory.)



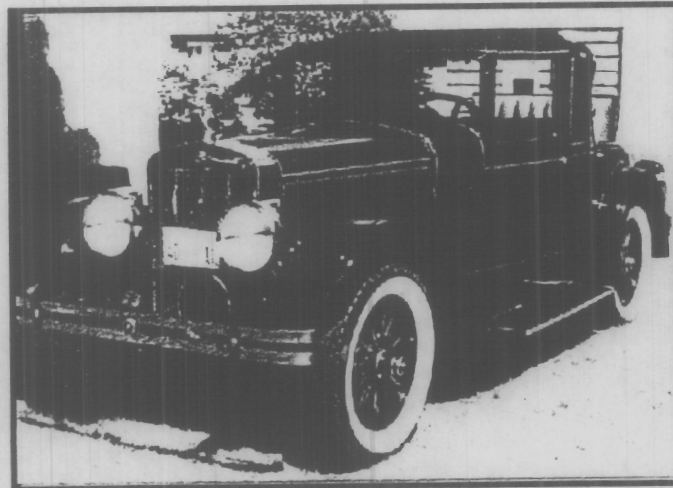
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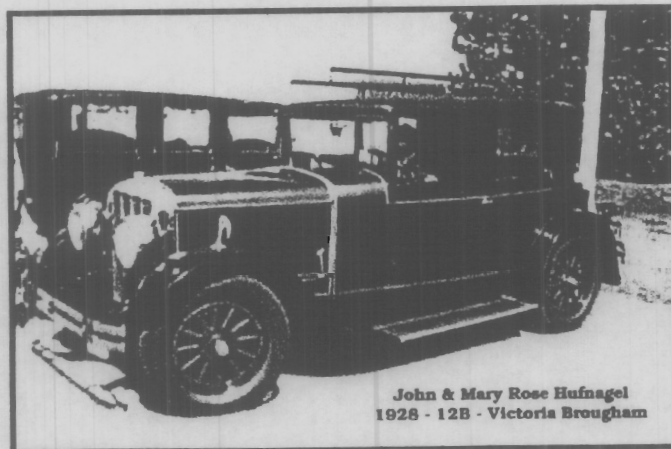
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**Franklin Springfield Motor Co. Building (preferred)
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Historic and Architectural Resources of Springfield, MO**

Figure 15: Historic Automobiles. Contemporary photographs of Franklin automobiles sold in 1928, the last year Proctor Motor Company (previously Franklin Springfield Motor Co.) operated in the subject property. (Photos: d/n/a. Midwest Region of The H.H. Franklin Club, Inc. © 1998 www.franklinclub.org)



Franklin 12A Convertible – 1928



Franklin 12B Victoria Brougham – 1928

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**Franklin Springfield Motor Co. Building (preferred)
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**Franklin Springfield Motor Co. Building (preferred)
Greene County, Missouri
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Verbal Boundary Description:

The boundaries of the subject property are determined by the following legal description for Parcel No. 13-242-34-011 of the Greene County Record, as illustrated in the attached tax map.

BEGINNING AT THE NORTHEAST CORNER OF LOT FOURTEEN (14) IN BLOCK SEVEN (7) OF THE ORIGINAL PLAT OF THE TOWN OF SPRINGFIELD, PROCEEDING SOUTH SIXTY-FIVE (65) FEET, THEN WEST FIFTY (50) FEET, THEN NORTH SIXTY-FIVE (65) FEET, THEN EAST FIFTY (50) FEET TO THE POINT OF BEGINNING.

Book: 02003 **Page:** 01382103

Source: Greene County Recorder's Office
940 Boonville Avenue
Springfield, MO 65802

Boundary Justification:

The selected boundaries encompass all of the land historically associated with the subject property.

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**Franklin Springfield Motor Co. Building (preferred)
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Historic and Architectural Resources of Springfield, MO**

Form Prepared By:

1. Richard Lee Burton/President and Chief Preservation Officer
Historic Springfield, Inc.
P.O. Box 50305
Springfield, MO 65805-0395
(417) 894-8323
February 15, 2004
Original preparer

2. Roger Maserang
State Historic Preservation Office
Missouri Department of Natural Resources
P.O. Box 176
Jefferson City, MO 65102
(573) 522-4641
September 25, 2006
Editor

Editing included redescribing the building. The original nomination, as approved by the SHPO and Missouri Advisory Council on Historic Preservation in 2004, described the building's appearance before the rehabilitation. At that time it still had an overhead door, an open floor plan and fewer windows. The rehabilitation design was approved by the SHPO and the National Park Service as a historic preservation tax credit project, and all of the work has been completed. The submitted photos represent the current appearance of the Franklin Springfield Motor Co. Building.

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Section Photographs Page 43

**Franklin Springfield Motor Co. Building (preferred)
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Historic and Architectural Resources of Springfield, MO**

Photographs:

The same is true for all photographs.

Franklin Springfield Motor Co. Building
312-314 East Olive Street
Springfield, Greene County, Missouri
Photographer: Scott Tillman
Date of all photographs: August 5, 2006
Location of original digital file: 9311 E. Emerald Springs Lane, Strafford, MO

Exterior Photographs

- Photo 1:** North elevation facing south.
Photo 2: East and north elevations, facing southwest.
Photo 3: Detail, replaced windows in east elevation, facing west.
Photo 4: South elevation and south portion of east elevation, facing northwest.
Photo 5: South elevation, facing northeast at rear alley.
Photo 6: West elevation, facing east across parking lot.
Photo 7: North and west elevations, facing southeast.

Interior Photographs

- Photo 8:** First floor interior, facing south from hair salon area.
Photo 9: First floor interior, facing north (Olive Street) from hair salon area

FRANKLIN SPRINGFIELD MOTOR CO BUILDINGS
312-314 EAST OLIVE STREET
SPRINGFIELD, GREENE COUNTY, MISSOURI
UTM REFERENCE: 15/424220/4118125
(1:24K Scale)





NO PARKING
LOADING ZONE
8 AM - 6 PM

FOR LEASE
Call Bob at
894-2096

NO PARKING
LOADING ZONE
8 AM - 6 PM



LET

FOR LEASE
84-2096









RESERVED
14

RESERVED
15



AV
a valentini & c. s.p.a.
BS

No Parking

No Parking



