

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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

1. Name of Property

Historic name: Warren Motor Car Company Building

Other names/site number: Lincoln Motor Car Company Building, Grosse Pointe Quality Food Company, Metro Groceries Inc.

Name of related multiple property listing:

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

2. Location

Street & number: 1331 Holden Street

City or town: Detroit State: MI County: Wayne

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

 national statewide X local

Applicable National Register Criteria:

 X A B C D

<p>_____ Signature of certifying official/Title:</p> <p>_____ State or Federal agency/bureau or Tribal Government</p>	<p>_____ Date</p>
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In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: _____ **Date** _____

Title : _____ **State or Federal agency/bureau or Tribal Government** _____

4. National Park Service Certification

I hereby certify that this property is:
___ entered in the National Register
___ determined eligible for the National Register
___ determined not eligible for the National Register
___ removed from the National Register
___ other (explain:) _____

Signature of the Keeper

Date of Action

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

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Structure
Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>5</u>	<u>6</u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>5</u>	<u>6</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/manufacturing facility

Current Functions

(Enter categories from instructions.)

OTHER/recycling center

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: steel, concrete, brick, cast stone

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Warren Motor Car Company Building is located at 1331 Holden Street in Detroit, Michigan, four miles north of downtown Detroit. The building occupies 4.67 acres situated along Holden Street, Lincoln Street, and the Grand Trunk Western railroad. The Grand Trunk Western railroad right-of-way is at the south side of the property and runs in a northeastern angle defining the east side of the property line. There are five contributing buildings in total: the office building, the original factory, and three factory additions. This building, like many other automobile manufacturing complexes and factories in Detroit, illustrates the progression of the industry as it developed over time and how changes were made to incorporate emerging technology and other advances in the field. Therefore, some of the buildings have been modified or added onto in an ad hoc fashion, resulting in an array of contrasting building materials and architectural styles. The two-story office building is designed in a Commercial Style that includes classical detailing. The factory buildings are also two-stories tall and of timber-frame (on the west side of the site) and reinforced-concrete (on the east side of the site) construction including steel factory windows and brick piers that reflect its industrial functions. All five contributing buildings possess a high degree of historic integrity. They are in their original locations and retain their original materials and workmanship. Later non-contributing additions and related buildings are on the site. Overall, the condition of the contributing industrial buildings varies considerably,

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with some of the buildings in good condition while others are in poor condition due to lack of maintenance and a steady infiltration of water through the deterioration of roofing material. The planned removal of the non-contributing buildings will enhance the historic integrity of the historic buildings by restoring to some extent the aspects of feeling, setting, and association.

Narrative Description

Setting

The Warren Motor Car Company Building encompasses most of a three-block area located in a light industrial and warehouse section of Detroit, four miles north of downtown, just a few blocks southwest of the New Center area. For this nomination, cardinal directions will be used to describe the building site. The site of the Warren Motor Car Company building follows Holden Street from Lincoln Street to the Grand Trunk railroad tracks; from the Grand Trunk Western railroad tracks, the longest side of the property, runs from Holden Street south to Lincoln Street. Along Lincoln Street, the property boundary continues to the northern boundary of the building at 5984 Lincoln Street; the boundary continues to include the parking lot at the corner of Holden Street and Lincoln Street. The topography of the site inclines upwards towards the Grand Trunk Western railroad tracks which rise above grade level on the east side of the site. The Warren Motor Car Company Building is near the intersection of West Grand Boulevard and the Michigan 10 (M-10) freeway, also known as the John C. Lodge Freeway. The Warren Motor Car Company Building contains an office building at the north, facing Holden Street, and a series of three industrial factory buildings constructed near Lincoln Street at the west as well as several additions. The western boarder of the site is the property line which runs parallel to Lincoln Street. Lincoln Street makes a turn to the west at its intersection with Marquette Avenue and continues to the north past Marquette Avenue as Lincoln Street, while the street south of Marquette Avenue continues as Trumbull Avenue.

The eastern border of the site is defined by the Grand Trunk Western's (GTW), mainline railroad right-of-way. Today that rail line is used by a passenger line (Amtrak), and freight line (Canadian National or CN North America) that runs in several different routes from Detroit. The Amtrak passenger line runs through Detroit connecting to Chicago, Illinois to the west, and Port Huron, Michigan to the northeast. The CN North America freight line runs along the Lake Erie border from the state of Ohio through to the northeast through Michigan to the Blue Water Bridge in Port Huron into the eastern rail lines in Canada. CN North America has become known as a major hauler of parts and automobiles from manufacturing plants in the Detroit area and across Michigan.

The Warren Motor Car Company Building is situated in an urban industrial setting. Many surrounding lots are vacant. Directly north of the property on Holden Street, is a vacant dirt lot, and two connected red brick one-story former commercial buildings, renovated with new aluminum doors and windows, but vacant. East of the commercial red brick buildings on Holden Street is the rear parking lot and storage yard of Wayne State University's Shipping and Receiving and mail distribution center. West of Lincoln Street, at the northwest corner of Lincoln and Holden Streets (1400 Holden), is a two-story red brick former commercial building,

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now vacant. At the southwest corner of Lincoln and Holden Streets (1411 Holden) is a new one-and-a-half story building constructed of concrete block and brick that is set adjacent to a two-story (1900-era) commercial building (the former Weider hardware wholesaler) that faces Holden Street. South of Holden Street, the property on Lincoln Street is vacant, some parcels are dirt parking lots, and some are grass. A parcel at the southwest corner of Trumbull Avenue and Lincoln Street, west of the Warren Motor Car Company site, contains a cellular phone tower base station and brick utility building, surrounded by an aluminum chain-link fence. A large parcel at the west side of Trumbull Avenue and Marquette Street is occupied by a considerable two-and-a-half story industrial building for Commonwealth Industries, a manufacturer of air conditioning cooling fans. Most of the surrounding area is vacant land.

To the southeast of the Warren Motor Car Company Building is a large industrial site once used by Caraco Pharmaceuticals (1150 Elijah McCoy Drive), now vacant. Near the Caraco site are the McCoy Townhouses, 1311 Elijah McCoy Drive (1978), and a turn-of-the-century industrial building renovated and now known as the Universal Lofts. There are several warehouses to the north of the Warren Motor Car Company site, and to the north, many lots have been cleared for a new development under construction by Henry Ford Health System. Detroit's main street, Woodward Avenue, is six blocks to the east of the Warren Motor Car Company Building. The surrounding streets, Holden, Lincoln, and Trumbull Avenue are all paved concrete, approximately sixty feet wide with sidewalks on each side. Lincoln Street has street trees planted on several blocks of Holden Street. There is vegetation and native (as well as invasive varieties) trees that have grown over the vacant land areas such as property adjacent to the railroad tracks.

Holden Street declines in elevation to allow for pedestrian and vehicle traffic to travel underneath the Grand Trunk Western train viaduct. The reinforced concrete railroad bridge viaduct spans Holden Street (running north-south), and currently there are concrete barriers preventing vehicle traffic from traveling underneath the railroad bridge. For pedestrians, a sidewalk with metal railings is on each side of Holden Street. The sidewalks, and the embankments are in poor condition. The railroad bridge is in poor condition, with exposed rebar and spalled concrete throughout.

Architectural Style and Relationships

The general character of the Warren Motor Car Company Building is industrial, setting it apart from the New Center area to the north at West Grand Boulevard, and from residential streets several blocks to the west. This site, like many other manufacturing sites, shows the progression of industrial architecture as it developed over time and how changes were made to incorporate emerging technology and advances in the field. Therefore, many of the buildings have been modified or added onto in an ad hoc fashion, resulting in an array of contrasting building materials and architectural styles.

The Warren Motor Car Company Building consists of five contributing buildings constructed between circa 1910 and 1917, and six non-contributing buildings constructed in the 1950s, 1960s and 1970s for a grocery warehouse firm. The contributing buildings are typical of early automotive factory construction: heavy timber and load bearing masonry, then later additions are

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steel framed with reinforced concrete slabs and non-loadbearing masonry exterior wall construction, as well as a 1917 building of cast-in-place reinforced concrete.

The site is roughly triangular in shape with the longest side facing Lincoln Street to the west, followed by the side facing the Grand Trunk Railroad line to the east, and the shortest side facing Holden Street to the north. The western boundary of the property abuts several adjacent industrial buildings that were constructed after the Period of Significance, for a separate owner, and are not functionally related to the history of the Holden Street site. Additionally, these buildings have separate systems and points of ingress and egress. These buildings, therefore, do not relate to the significance of the Warren Motor Car Company Building, and the western boundary has been drawn to include only the fullest extent of the Warren Motor Car Company property.

Starting at the northwest corner of the site at Holden Street and Lincoln Street is a gravel surface parking lot that is surrounded with an aluminum chain link fence. There are small street trees planted near the curb in the sidewalk line west of the parking lot. The Warren Motor Car Company Building has a variety of vegetation on the parking lot edges and at the railroad tracks. To the east of the parking lot is the Warren Motor Car Company office building (Building #1). Constructed in late 1910, the office building held the administrative offices for the automotive factory that was constructed earlier to the south. The two-story office building is designed in a Commercial Style that includes classical detailing.

The adjacent factory buildings (Buildings #2 and #3) were constructed in early 1910 (City of Detroit permit #277) and existed prior to the office building (Building #1) constructed in August 1910. In 1911, an addition (Building #3) was constructed to the south in a similar size and scale, and the buildings were connected on each floor level.

In 1911 a third manufacturing building was constructed (Building #4) and its southern end is adjacent to the Grand Trunk Western railroad tracks. This allowed for fuel and materials to be directly loaded and unloaded at grade level to the train cars. As manufacturing increased, a large smokestack and boiler building were constructed at the southern side of the site adjacent to the railroad tracks.

To the east is an additional automotive factory building constructed by the Lincoln Motor Company in 1917 (Building #5). The two-story addition is connected to Building #3 via two second floor bridges at the north and south corners of the building. Building #5 is joined to the earlier buildings (Buildings #2 and #3) on both the first and second floors. Building #8 is between these early buildings. Other various industrial warehouse buildings are on the eastern half of the site and are considered non-contributing to the historic building.

There is an additional non-contributing building at the western edge of the site, constructed approximately twenty-five years after the Period of Significance (Building #11). Additionally, there are other later buildings, loading docks, and vacant land surrounding the site. The Warren Motor Car Building site is longest on the western side of the property line near Lincoln Street, and the two shorter sides are at Holden Street and the Grand Trunk Western railroad tracks. The

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buildings are numbered for the purpose of this nomination, and do not reflect a historic number reference.

Building #1, Office Building - contributing

c. 1910; Rogers and MacFarlane, architects

The Office Building (today the offices for Recycle Here!) is located at the northwest corner of the site and faces north toward Holden Street. It has a trapezoid-shaped plan (approximately seventy-two feet by sixty-seven feet) that is adjacent to the earlier factory building to the south. The two-story office building is designed in a Commercial Style that includes classical detailing. The building is two-stories tall, and of timber-frame and masonry-bearing wall construction with dark red brick and cast stone. The brick is laid in a running bond pattern. The main entrance is centered on the façade, accessed by four concrete stairs. A brick knee wall with a cast stone base is at each side of the main entrance doors. At some point in the mid-century era, the original entry doors were replaced with aluminum and glass double doors with a sidelight to the west and transom windows above. The original cast stone door surround is in place. A backlit sign with a metal surround dating from the mid-century era is over the doorway.

The façade of the Office Building faces north toward Holden Street and is comprised of five bays. The main entry is centered in the middle bay of the first story. There are two window bays on each side of the front entry door. There are red brick piers between the window bays, and the piers are defined with raised brick rectangles designed to resemble quoins, laid between the windows. The windows have a cast stone sill, and the base of the building is brick. A stepped brick cornice divides the first and second floors. The second floor of the north façade is divided into five bays of windows.

On the first and second stories, the windows in each bay are grouped in sets of three double-hung windows with a horizontal transom above each window. The windows appear to be wood that has been painted various colors over the years. The windows of the first story have metal security screens over each double-hung window. The transom windows have been infilled with a brown-painted metal or wood panel. The second-story windows are in the same configuration. The three central windows of the second story are covered with a painted panel. The two end bays have original windows, arranged in a group of three double-hung windows with a transom above. The transom windows have their original four vertical divided panes. Some of the transom windows have a storm window placed over the original window. There is a cast stone sill at each window bay.

The Office Building has a brick parapet wall that rises above the roofline, and the parapet wall is capped with brown terra cotta coping. A cornice consisting of brick corbels and a slightly projecting brick band above, sits above a brick frieze containing a diamond-shaped raised brick decorative design. The second story has five window bays on the north façade, and two bays on both the west and east elevations. The second story bays are all highlighted with recessed cast stone panels at the piers between the windows. Above the windows are rectangular transom-shapes that have cast stone panels. Cast stone panels run vertically between the second-story window bays.

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The east elevation of the Office Building is identical in materials and design of the north façade. The east elevation has two bays of windows: the southern-most bay with similar windows to the north façade; a group of four double-hung windows and a transom above. The northern-most bay has a pair of double-hung windows with a transom above. Historically, these windows were the same on each story. Today the second-story windows are boarded, and the double-hung window at the southern side is entirely bricked in with red brick. There are metal security screens over the windows of the first story.

At the western edge of the facade, there is a short, chamfered corner that is one double-hung window in width. The chamfered corner has identical materials and styling of the façade. It contains a double-hung window and transom at the second level, although today they are boarded over. At the first story, brickwork formed to resemble decorative quoins run from the ground-level to the second story.

The western elevation of the Office Building was originally facing residential properties, and therefore is less detailed. The western facade is comprised of six bays of windows. The façade is comprised of common brick laid in common bond. The cornice continues from the façade. The window arrangement on the western façade is different from the main façade. A single double-hung window bay is at the northern end, followed by a grouped triple window (identical to those of the primary facade), two single double-hung windows, and finally two triple windows. The arrangement is the same at the first and second story of each bay. There are cast stone window sills at each window. All of the windows on the west façade have been boarded, and the entire facade was painted dark orange. There are two painted murals on the western façade, one in the lower northern bay, and one in the upper (second story) center of the façade.

The Office Building has one bay of windows on the south façade at the southwest corner leading to the factory building. Windows of the first and second story are single double-hung windows that have a cast stone sill. Today, the first-story window is boarded, but the second-story window is in place, although it has a storm window. The roof is flat. The Office Building retains a high degree of integrity. Its exterior is largely intact, although some of the windows have been infilled or boarded.

Interior

The interior of the Office Building is in use as administrative offices today. The first floor was remodeled in 1954 (City of Detroit Permit #23784) outside of the Period of Significance. At that time, the first floor was entirely redesigned with a new plan and interior finishes. Entering from the north façade is a large main entry lobby with a staircase at the south side. There are offices on each side of the main entry lobby. The 1954 staircase in the main lobby does not appear to be original. East of the staircase is entry to a hallway that leads to the factory buildings. The rooms and hallway of the first floor are paneled with light-colored wood paneling. A drop ceiling with recessed lighting is in the main lobby and hallway, while the offices have an earlier white ceiling tile with mid-century era fluorescent fixtures hung in the ceiling. All of the floors in the Office

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Building's first floor are carpeted. At the end of the hallway is the entry to the connecting factory building, Building #2 through steel doors.

The second-story offices were not renovated, and their appearance reflects their original design and is within the Period of Significance. Offices are arranged surrounding the staircase and staircase hallway. At the top of the staircase, surrounding the stair are the original staircase banisters and railings. The banisters and railings reflect the classically designed wood-turned railings of the 1910-era of construction. Original wainscot of dark-stained wood, wood panel and glass insert doors and door surrounds are in place. The second-story interior walls are of plaster and wood pilasters are at the center of the staircase hallway. The ceiling is finished with plaster and dark wood beams. Most of the offices have plaster walls, although many of the plaster ceilings have water damage. Floors of the stairway hall are carpeted, but the offices are finished with a square vinyl tile. Some of the offices have a divided transom above the doors, and the eastern office has a three-over-three window at its western wall. Some offices have the same dark-stained wood wainscot that is in the hallway. The second-story ceiling of the Office Building was tiled with white mid-century-era square tiles. Exposed utilities are throughout the second story as the systems were upgraded over the decades. Today, the second story is mainly used as storage. The second-story interior retains integrity of design, materials, workmanship, feeling, and association.

Building #2, First Manufacturing Building - contributing

1910; Building #2

City of Detroit Permit #227

Rogers and MacFarlane, architects

To the south of the Holden Street office building is the Warren Motor Car Company's first manufacturing plant, constructed circa 1910. There are two consecutive joined factory buildings that together comprise the first Warren Motor Car Company manufacturing plant (Buildings #2 and #3). Building #2 is rectangular in shape and approximately 159 feet in length and approximately 60 feet in width. The factory building is of timber-frame construction with masonry-bearing walls. This design was known as "Slow Burn Construction." The manufacturing plant joins the office building to the north, and it joins an additional manufacturing building (Building #3) to the south. Therefore, both the south and north facades are no longer visible. Iron tie-rod end bolts are visible at the top of the first story for the entire length of the building (on both the interior and exterior).

The two-story manufacturing plant is faced in common brick, laid in common bond. The window arrangement is different on each story of both the east and west facades. The windows of the second story are larger, constructed for multi-paned steel factory windows. The first-story level windows are single double-hung window openings. Today, all of the windows have been boarded although two of the center-bay windows have glass block inserted to create two window openings. There is a cast stone sill at each window of the second story. A pedestrian entrance is at the northern-most edge of the western side of the building. The entrance has a newer steel

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industrial door. The original corbeled brick cornice is intact, and the brown terra cotta coping is intact at the roofline.

The eastern side of Building #2 is identical in design and materials as the western elevation, but today, an adjoining later one-story building on the eastern side blocks most of the elevation. The first bay of Building #2's east elevation is visible today, although all the windows are boarded. The first-story window openings are for single, double-hung windows. At the second story, a group of three double-hung windows were once in place; today all of the windows are boarded. There are brick sills below each window. The second-story roofline's brown coping and brick cornice is visible the length of the factory's eastern façade. The roof is flat; however, photographic evidence indicates a monitor ran the length of each building, centered in each roof. These were likely in place circa 1920 and removed circa 1940. There is an elevator penthouse on the roof.

Today, Buildings #2 and #3 combined retain a high degree of integrity. Their exterior is largely intact, although the windows have been infilled or boarded.

Building #3, Second Manufacturing Building - contributing

c. 1910; Building #3

Rogers and MacFarlane, architects

To the south of Building #2 is Warren Motor Car Company's addition to its manufacturing plant (circa 1910), Building #3. These two consecutive joined factory buildings together comprise the first Warren Motor Car Company manufacturing plant (Buildings #2 and #3). Building #3 is rectangular in shape and approximately 118 feet in length by approximately 60 feet in width. The factory building is of timber-frame construction with masonry-bearing walls, a construction technique known as "Slow Burn Construction." The manufacturing plant joins Building #2 to the north, and it joins an additional manufacturing/factory building (Building #4) to the south. Therefore, both the south and north facades are no longer visible. Iron tie-rod ends (anchor bolts) are visible at the top of the first story for the entire length of the building. This is the same development history of Building #2.

The two-story manufacturing plant is faced in common brick, laid in common bond. The window arrangement is different on each story of both the east and west facades. The windows of the second story are larger, constructed for multi-paned steel factory windows. There is one narrow double-hung window at the western side of the second story where Building #3 joins Building #2. The first-story level windows are single double-hung window openings. Today, all the windows have been boarded. There is a cast stone sill at each window of the second story. The original corbeled brick cornice is intact, and the brown terra cotta coping is intact at the roofline. The roof is flat. The 1951 Sanborn Map shows that at one time a monitor ran the length of this building, centered in the roof. The monitor was likely in place from approximately 1920 until about 1940.

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Building #3 was originally used for automotive assembly. These combined manufacturing and factory buildings retain a high degree of integrity. Their exterior is largely intact, although the windows have been infilled or boarded.

Building #4 Third Manufacturing Building - contributing

c. 1911; Building #4

Rogers and MacFarlane, architects

Building #4 is the third manufacturing building constructed at the Warren Motor Car Company Building in approximately 1911. Building #4 was constructed as a consecutive addition to the two combined buildings (Buildings #2 and #3), attaching directly to the southern end of Building #3. Building #4 is a rectangular factory building that had an addition placed at the southern side, likely at the time of construction in 1911. The trapezoidal addition is one-story tall, faced in brick and has tall chimney at its western façade. The addition has no windows. The southern façade of Building #4's addition is at grade level to the Grand Trunk railroad tracks, thus providing access for loading and unloading materials.

Building #4 is constructed of timber-frame construction with masonry-bearing walls. This building is rectangular and measures sixty-seven feet by approximately two-hundred and fifteen feet. Its design is almost identical to that of the earlier buildings: red common brick, laid in common bond. The building is two-stories in height and was constructed for the testing, repair, and blacksmith departments of the Warren Motor Car Company¹. The building's west facade has twelve bays of windows, both the upper and lower story windows being the same size and type of steel factory-style windows (now boarded). At the first story, the northern-most bays of the west façade are adjacent to a building to the west, and not visible. There are cast stone lintels at each of the windows, and a brick cornice is at the roofline. Much of the brown terra cotta coping has been removed from this area. The eastern façade is adjacent to Building #9 and is not visible.

The interior of this building is mostly inaccessible due to the severe water damage and roof collapse. The second-story structural timbers have collapsed and large-scale roof collapse has compromised the building. At the south end of the factory/manufacturing building is a trapezoidal-shaped one-story boiler room. The building is brick with a flat roof and has no window or door openings today. The chimney rises approximately twenty feet higher than the factory building. The trapezoid shape is defined by its location adjacent to the Grand Trunk Western railroad tracks, likely to accommodate fuel transfer. A rectangular chimney/smokestack faced in the same dark red brick. This manufacturing/factory building retains a high degree of integrity. Its exterior is largely intact, although some of the windows have been infilled or boarded.

Building #5, Fourth Manufacturing Building - contributing

1917

¹ Benson Ford Research Center, reading room file, advertisement. *Warren-Detroit '30.' New Plant of the Warren Motor Car Company*, undated.

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Building #5 is a factory building of reinforced concrete construction (1917) designed for the Lincoln Motor Car Company. This two-story rectangular factory is an addition to Building #3 and is located to the east of that portion of the main building. Today, Building #5 is completely surrounded by other additions to the building. This building was originally “c” shaped with a rectangular light court at the west end. Building #5 measures 153 feet long by 87 feet wide. Today, the space of the “c” has been infilled (Building #8), although it is in poor condition. Building #5 is faced with common brick on the curtain walls. The dark red brick is laid in common bond, and the building has a flat roof. Today there is an approximately twelve-foot portion of this building that rises above the roofline of the buildings on the north and east (Buildings #7 and #10). There is graffiti mural artwork on that area today.

The interior of this building features the reinforced column building similar to many automotive factory designs of that era. There is a double row of steel-reinforced concrete columns through the interior of the building. The “mushroom” columns’ design include banding at the top of the capital, to bear a resemblance to the Doric order classical column capital. Building #5 has a reinforced concrete floor and ceiling above. Multi-pane steel factory windows are in place at the former exterior walls. Building #5, a factory building, retains a high degree of integrity. Its interior is largely intact, and the original factory windows are visible on the interior walls, although some have been infilled or boarded.

Building #6 - non-contributing

This two-story building is a loading-dock that was built for the grocery wholesale and warehouse business that once occupied the Warren Motor Car Company building. Building #6 is an addition from an unknown date during middle of the twentieth century. It is rectangular and approximately twenty-four feet by one-hundred feet in size. The building is constructed of concrete masonry unit (CMU) blocks and is directly attached to Building #2 on the west façade. It is directly attached to Building #7 on the south façade. Building #6 has six exterior pilasters supporting the eastern exterior wall. The rooftop parapet rises higher on the north and south façades. There is a steel roll-down loading door on the north façade, and a wide freight door on the east façade. Today there is graffiti mural artwork on both the north and east facades. The roof is flat. Because this mid-century era building was added after the period of significance, it is considered non-contributing.

Building #7 - non-contributing

1965

This one-story L-shaped loading-dock was built for the grocery wholesale and warehouse business that once occupied the Warren Motor Car Company building. Building #7 connects to existing buildings (Buildings #6, #2, #5 and #10) on the west and to the south. Only a short portion of the east façade wall is exposed. Building #7 measures one-hundred and twenty-three feet wide by sixty feet long. The east façade wall is constructed of concrete masonry unit (CMU) blocks, and there is a pedestrian door in the center. This building is a loading dock for semi-trucks to back into and to receive and unload goods. There are seven loading dock bays in the north facade. Two smaller loading docks are at the western side of the north façade. The building

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is faced with brown brick, and a concrete foundation. A pent roof sheds over the truck bays and a square addition with a glass block window is over the roof on the west side of the building. There is graffiti mural artwork on the building as well as the rooftop addition. The 1989 Sanborn map dates this building at 1965, and it is considered non-contributing.

Building #8 - non-contributing

This rectangular-shaped, steel-framed building is an infill building between Buildings #3 and #5. The building is approximately twenty-one feet wide by one-hundred and eight feet long and has no doors or windows to the exterior. Building #8 is constructed with steel beams set in concrete and it has a metal roof deck. This infill building was constructed in order to provide additional square footage between Buildings #3 and #5, and it is wrapped by Building #5 on the north, east, and south sides. This building is two-stories in height and has a flat roof. Because this addition was added in the mid-twentieth century, it is considered non-contributing.

Building #9 - non-contributing

Building #9 is a two-story, steel-frame and masonry concrete-block building. Because the building is constructed along the railroad track boundary, it is trapezoidal in shape, with the angled side at the railroad boundary. Building #9 is constructed with a steel frame set in concrete. The floors are of reinforced concrete and adjacent brick party walls are at the north side. The building measures eighty-seven feet in width and one-hundred and fifty-eight feet long. This building is adjacent to Buildings #4, #5 and #10 at the west, north and east facades. The south façade is adjacent to the Grand Trunk railroad tracks, and it has several large loading doors to accommodate the transfer of materials. There is also a window with steel security bars and steel grating at the railroad (south) façade. The interior of this building has exposed steel columns and is a clear span with no interior partition walls. There is a concrete staircase at the western side. The metal roof deck is flat. Because this building was an addition that dates to the mid-twentieth century, it is considered non-contributing.

Building #10 - non-contributing

1962

Building #10 is a two-story, steel-frame-and-masonry, concrete-block, trapezoid-shaped building with steel columns, beams, and joists set in a concrete floor. This large two-story building is adjacent to Buildings #5, and #9 to the west, and to Building #7 at the northwest. A portion of the north façade is adjacent to Holden Street, and other parts of the north façade set back in order to accommodate a very large loading door, and a large raised loading door at the western side of the north façade. This building is adjacent to the Grand Trunk railroad tracks and the south façade has two angled sides at both the west and north. At the north façade is a loading dock with a roll-down steel door near Holden Street. Building #10 measures two-hundred and fifty-five feet across at its widest point and two-hundred and seventy-eight feet in length at its longest point. There is corrugated metal at the roofline above the large-scale loading dock. The Holden Street façade (north façade) and the rail line-adjacent wall (south façade) are constructed of concrete masonry unit (CMU) blocks. There are seven window openings in the upper portion of

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the Holden Street façade at the eastern half of the building. The building has a flat roof. Building #10 is two-stories tall and has an open-space interior that can accommodate shipping containers and large-scale deliveries. There is graffiti mural artwork on each visible interior and exterior façade. This large warehouse building was built in 1962 according to the 1989 Sanborn map and it is considered non-contributing.

Building #11 – non-contributing

5984 Lincoln Street
1965

This addition is a tall one-story brick building approximately sixty by one-hundred feet in size. The building is constructed of CMU bricks and has brown terra cotta coping at the roofline. There are two large access doors at Lincoln Street, once used by trucks, as it was designed for loading materials during the era when Metro Grocery, Inc. occupied the building. Today this building has a black and white mural covering the Lincoln Street façade, and a large colorful mural on its south facade. The roof is flat. The 1989 Sanborn map dates this building to 1965. There is a one-story connecting passage that leads from Building #3 to Building #11. The passage connects to the south end of the first story of the Building #3, the original factory building. The one-story connecting passage is constructed of concrete masonry unit (CMU) bricks.

Art Park – non-contributing

To the west of the factory buildings and south of Building #11 is a parcel that has large-scale sculptural artwork installed, and a stage for outdoor performances. The Art Park runs along Lincoln Street to the Grand Trunk Western railroad tracks at the south. 1910 Sanborn Maps show single-family homes on this site, facing Lincoln Street. By the time of publication of the 1951 Sanborn Map, this parcel was vacant.

Analysis of Integrity

The Warren Motor Car Company Building retains historical integrity. Most significant is the Holden Street façade of the office building, as well as the western and southern facades of Buildings #2, #3, and #4. These properties are virtually unchanged from its appearance at the date of construction in 1910. The Holden Street façade of the office building (Building #1) is largely intact and retains the original materials, design, and feeling. Buildings #2, #3, and #4 retain the original 1910-1911 scale, materials, and workmanship. Although many of the original windows are now boarded or infilled, the fenestration remains intact and most of the original factory windows still exist on the interior. Most of the buildings have graffiti-style murals on the exterior and interior walls. Additions to the original building on the eastern side of the building mainly occurred in the mid-century timeframe and do not contribute to the historical significance of the property. These large storage buildings were constructed for a later grocery warehouse business. The non-contributing resources will be removed, and the Warren Motor Car Company factory building will be returned to its appearance as it existed during the Period of Significance. The adaptive reuse of the building interiors into loft apartments and artist studio space will

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reflect the industrial character of the buildings with its exposed brick, columns, and concrete floors.

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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

- 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 building
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

Industry

Period of Significance

1910-1927

Significant Dates

1910, 1917

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Rogers & MacFarlane

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Warren Motor Car Company Building is significant under National Register Criterion A in the area of Industry for its association with the early design and manufacture of automobiles in the city of Detroit. Startup automobile companies like Warren, Chalmers, Hudson, and Packard—while no longer in existence like their contemporaries Ford and Dodge—helped establish the city of Detroit as the automobile capital of the United States, and, for a time, the world. These companies employed thousands of workers and helped fuel the expanding economy in Detroit during the city’s most significant period of growth and prosperity. This building is also significant as the very first factory associated with the Lincoln Motor Company. The Lincoln Motor Company was established by Henry Leland during World War I with the help of Leland’s son, Wilfred. The Lelands founded the company in order to build airplane engines for the United States government during the first World War. Called “Liberty Motors” the factory building at 1331 Holden was the location where the very first Lincoln-produced Liberty prototype was made.² The Warren Motor Car Company Building is significant at the local level of significance.

The Period of Significance begins in 1910 when the Warren Motor Car Company first occupied these buildings and extends to 1927 when the Ford Motor Company ceased manufacturing activities at these buildings. The period encompasses the early, “highly speculative” years of the automobile industry in Detroit when numerous automobile companies, like the Warren Motor Car Company, were established only to meet their demise or to be acquired shortly thereafter. The eventual elimination or consolidation of small automobile manufacturers into larger, stable, and profitable companies, like Ford Motor Company and its counterparts General Motors and Chrysler Corporation – what are today known as the Detroit 3.

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

Early History of Detroit

Southeast Michigan was settled by Paleo-Indian people at least 11,000 years ago. Mound building tribes also lived in the area with evidence of mounds being found at Fort Wayne and in what is now the Delray neighborhood in Detroit.³ In the 17th century Huron, Odawa, and Potawatomi occupied the area but later fled in the face of raiding parties of Iroquois.⁴ The city

² *How A Great Manufacturing Plant Was Built and Equipped in Five Months*. Detroit Public Library, unknown date and publication source.

³ Paul Sewick, “The Mound Builders,” Detroit Urbanism, December 21, 2015, accessed April 25, 2019, <http://detroiturbanism.blogspot.com/2015/12/the-mound-builders.html>.

⁴ Guillaume Teasdale, “Old Friends and New Foes: French Settlers and Indians in the Detroit River Border Region,” *Michigan Historical Review* 38, No. 2 (Fall 2012): 39.

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that would become known as Detroit was founded in 1701 by a French trader by the name of Antoine Laumet de la Mothe, Sieur de Cadillac, who built a fort on the banks of the river.⁵ During the French and Indian War (1756-1763) Fort Detroit was expanded and reinforced due to repeated attacks on the fort by the British. Ultimately, the French surrendered Fort Detroit to the British in 1763 when the Treaty of Paris formally transferred both Fort Detroit and all French lands east of the Mississippi to the British.

Throughout the eighteenth century the population fluctuated with 2,000 people and 300 buildings counted in 1760; 1,367 people counted in 1773; and 2,191 inhabitants by 1782.⁶ Eventually, in 1783, the territory of Michigan becomes a part of the United States on September 3rd of that year. Due to Detroit's strategic position on the banks of the Detroit River these early city inhabitants were able to easily access goods from more established cities and could also ship their own products via the river. These early shipping routes were important to the development of Detroit as navigating overland during this time, when roads were nearly non-existent, was arduous and slow.

Early Industry in Detroit

As the fur trade began to decline in the early 1800s—due to overhunting of beaver and fox—Detroit became a hub of railroad car manufacturing as the river provided vital transportation for raw material. The rail car industry reached its peak in 1907 when it employed over nine thousand men.⁷ Cooking stoves and ranges became a huge industry during this era as well with five manufacturers producing a large portion of the stoves, ranges, furnaces, and heaters produced in the country: the Michigan Stove Company, the Detroit Stove Works, Peninsular Stove Company, Detroit Vapor Stove Company, and the Art Stove Company. And, by the 1890s, the lumber industry was reaching its peak in the state as the upper peninsula white pine areas were being extensively logged.⁸ During this same period, lead, iron, and copper foundries and smelting works were common in the city and they shipped products like wheels, springs, architectural iron work, boilers, and agricultural instruments all over the United States.⁹

With the proliferation of industries, the average wages for workers in Detroit also flourished. In the 1880s the average skilled tradesman (machinists and printers, specifically) in Detroit earned, on average, \$2.25 per day while the average unskilled worked netted just \$1.33 per day, on average.¹⁰ By 1913 the average wage for all classes of workers was up to \$2.60 but by 1919 it had more than doubled to an extraordinary \$5.30 per day.¹¹ This astonishing pay raise gave rise to a new middle class in the city and, in turn, fueled the growth of the automobile industry as the average employee—making the famous “five dollars a day” offered by Henry Ford in 1914—

⁵ Teasdale, 39.

⁶ Clarence Monroe Burton, *City of Detroit, Michigan, 1701-1922* (Detroit, MI: S.J. Clarke Pub. Co., 1922) 1:203.

⁷ Burton, 538.

⁸ Bert Hudgins, *Michigan: Geographic Backgrounds in the Development of the Commonwealth* (Detroit, MI: Edward Brothers, 1953), 64.

⁹ Silas Farmer, *History of Detroit and Wayne County and Early Michigan*. (Detroit, MI: Gale Research Company, 1969), 804-817.

¹⁰ Steve Babson, *Working Detroit: The Making of a Union Town*, (Detroit, MI: Adama Books, 1984), 7.

¹¹ Burton, 533.

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could actually afford to buy the very product he was building. These wages also supported significant growth in the housing industry and resulted in a long period of annexation, subdivision, and development. Consequently, a remarkable demand for housing occurred in the city between 1910 and 1930. To meet demand, houses were built at a furious pace with total building permits—across all sectors—worth 184 million dollars issued in 1926 alone.¹² This trend continued into 1929 – the year of the stock market crash and the beginning of the Great Depression. That year, the City of Detroit issued building permits worth \$100.5 million.¹³

With the rapidly rising wages and affordable homes, rural residents from around the country began flocking to Detroit in pursuit of the well-paying jobs offered by the city’s manufacturers. In 1890 the population of Detroit was 205,876, making it the fifteenth largest city in the country.¹⁴ By 1900 it was 285,704 and by 1910 it had increased to 465,766.¹⁵ This population growth was due, in large part, to the automobile industry which gained steam as the twentieth century progressed. By 1930 the population of Detroit exploded to 1.6 million.¹⁶

Early Detroit Auto Industry

At the turn of the twentieth century, with numerous foundry and machine shops thriving in Detroit, the lumber trade flourishing, and with railcar manufacturing and all its ancillary suppliers like wheelwrights and metalsmithing companies prospering, the city was well positioned to both handle and capitalize on a new manufacturing industry. Beginning in the late nineteenth and early twentieth century innovative men like Henry Ford, Ransom E. Olds, and George B. Selden pioneered the self-propelled automobile. Due to the robust stove and metal foundry industries already present in Detroit, talented engineers and draftsman were abundant in the city and this wealth and availability of talented people undoubtedly contributed to the success of the auto industry. Noted Detroit historian Clarence Monroe Burton observed:

Although not the birthplace of the first automobile, Detroit was the foster-mother of the infant industry and nurtured it through the first months of tribulation. However, this same infant was a husky one, a prodigy, and quickly grew to maturity. The rise of the automobile industry is one of the romances of modern business and in Detroit it found its best expression.¹⁷

The very beginnings of the auto industry in the United States have their origins in Rochester New York, where George Shelden developed a “road-engine” in 1879; in Springfield, Massachusetts, where brothers James and Charles Duryea founded America’s first automobile manufacturing company, the Duryea Motor Wagon Company in 1895; in Pittsburg,

¹² Robert Lynn Fuller, *Phantom of Fear: The Banking Panic of 1933*, (Jefferson, NC: McFarland, 2011), 116.

¹³ *Ibid.*

¹⁴ The Detroit Historical Society, “Industrial Detroit 1860-1900,” accessed April 27, 2019, <https://detroithistorical.org/learn/timeline-detroit/industrial-detroit-1860-1900>.

¹⁵ World Population Review, accessed April 27, 2019, <http://worldpopulationreview.com/us-cities/detroit-population/>

¹⁶ Thomas Sugrue, “Automobile and American Life in Society,” *Autolife*, accessed April 28, 2019, http://www.autolife.umd.umich.edu/Race/R_Overview/R_Overview2.htm

¹⁷ Burton, 562.

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Pennsylvania, where the Autocar Company was founded in 1897; and in Lansing, Michigan, where Ransom E. Olds developed the first automobile production line in 1901.

Introduced in 1901, the Oldsmobile Curved Dash was the first-mass produced car, and this, along with Henry Ford's Model T, introduced in 1908, helped establish Michigan as the center of automobile manufacturing operations nationwide. Because Ford, based in Detroit and Highland Park, soon dominated the market with his affordable-to-the-masses Model T, the city became synonymous with this industry.

By the turn of the century there were at least fifty-seven companies producing or attempting to produce automobiles,¹⁸ and the number of such companies only expanded as the years went on. Between 1900 and 1905, forty-two firms entered the automobile manufacturing business annually, on average. By 1904 the annual total output was 21,692 vehicles. By 1907 more than 240 automobile manufacturing firms existed in the United States.¹⁹

Today names like Ford, Chrysler, Cadillac, and Lincoln are household names but at the dawn of the auto industry there were dozens of small automobile manufacturers operating in the city in what amounted to a wild-west-like atmosphere of the "still highly speculative American automobile industry."²⁰

In the first two decades of the twentieth century companies like Abbott, Aerocar, Anderson Electric, Briggs-Detroit, Brush, Columbia, Day, E-M-F, Hammer, Lozier, Paige-Detroit, Regal, Saxon, and others were established in Detroit. The streets of Detroit were crowded with all manner of automobiles although many of these firms only lasted for a few years. Many of these startup companies faced immediate issues: The capital required to finance automobile manufacturing was significant and many companies did not have adequate reserves. Even if a nascent motor company did have their finances sorted out, other problems plagued these early businesses: many did not develop adequate distribution plans and, thereby, marketed dozens of different models or their product was too lightly built to withstand the primitive roads of the era, or they could not compete with the mass production techniques perfected by Olds, Ford, and other large manufacturers. Indeed, in roughly the first decade of the twentieth century, the top ten companies accounted for seventy-five percent of all production.²¹

In these early days of automobile manufacturing there were legitimate questions that needed to be solved in order to standardize the product. Steam, electricity, and gasoline were all viable power sources in these early years, and steering was accomplished by rudder or by wheel. With such a variety of engines and designs, many automobile manufacturers entered the market but quickly folded, in part based upon the sheer newness and unproven nature of the product they produced, but also because of the nature of the business itself in its nascent years. Automotive

¹⁸ Robert Paul Thomas, *An Analysis of the Pattern of Growth of the Automobile Industry*, (New York, NY: Arno Press 1977), 41.

¹⁹ Edward Renehan. *The Life of Charles Stewart Mott: Industrialist, Philanthropist, Mr. Flint*. (Ann Arbor, MI: University of Michigan Press, 2019), 65.

²⁰ Ibid.

²¹ Edward Renehan. *The Life of Charles Stewart Mott: Industrialist, Philanthropist, Mr. Flint*. (Ann Arbor, MI: University of Michigan Press, 2019), 65.

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scholar Robert Paul Thomas noted, “the evolution of a standard design substantially reduced the product uncertainty within the industry.”²²

By 1908 a “measure of order” was brought to the automobile industry through both consolidation and standardization. The standard automobile design that we all recognize today (gasoline engine situated at the front of the chassis with passenger seats situated behind the engine and a wheeled steering mechanism) was settled, and a new era of automotive assembly began.²³ The total output of the auto industry from 1907 to 1909 shows that 1908 was indeed a turning point. The total number of units produced increased through the first decade of twentieth century with a significant jump from 1908 to 1909: 49,952 to 114,891 by one account.²⁴ By 1910 it had nearly doubled to 200,000 total units.²⁵

Henry Ford more than any other Detroit auto man had solved a crucial problem: how to bring down the cost of the automobile so that the average citizen could afford one. He did this by harnessing the philosophy of “economies of scale.” Simply put, the more units an auto manufacturer could produce, the lower the cost, per unit, the product would be. But how could these nascent manufacturers produce more cars? The answer was the moving assembly line which Henry Ford and his team perfected between 1908 and 1913.²⁶ Ford’s achievement’s in refining the assembly line led to significant increases in output that had profound impacts on Detroit. The emphasis on the method and mode of production was one of the primary reasons Ford succeeded where other manufacturers had failed.²⁷ In addition, a direct result of this innovative method of building automobiles, Ford lowered the price of the Model T almost annually between 1914 and 1918 as the company’s manufacturing capacity increased.²⁸

To meet demand, automotive assembly and the ancillary parts manufacturing firms soon proliferated throughout the city. In order to staff the expanding factories, thousands of immigrants flocked to Detroit, lured by relatively steady and high paying jobs. The city’s boundaries expanded outward to accommodate the growing population. Waves of immigrants, predominantly from Eastern and Southern Europe, settled in Detroit in the last decades of nineteenth century and the first decades of the twentieth century.²⁹ There were also sizable Jewish communities in the city and African Americans began their great migration to the north seeking relief from poverty, oppression, and discrimination in the rural south.

The effect of the automotive industry in Detroit cannot be overstated. A 1917 report by the Michigan commissioner of labor reported that there were a total of twenty-three companies in the metropolitan area that assembled cars, and employed 92,772 people.³⁰ There were an additional

²² Thomas, 65.

²³ Thomas, 66, 89, 142.

²⁴ John A. Heitmann, *The Automobile and American Life* (Jefferson, NC: McFarland & Company, 2009), 19.

²⁵ *Ibid.*

²⁶ “Henry Ford Changes the World, 1908,” EyeWitness to History, accessed August 2, 2019, www.eyewitnesstohistory.com/ford.htm.

²⁷ “Henry Ford,” *Entrepreneur*, accessed August 2, 2019, <https://www.entrepreneur.com/article/197524>.

²⁸ Thomas, 168.

²⁹ Neala Burkowski, “Detroit’s Culture and Growth Shaped By Immigrant Communities,” *Michigan Daily*, February 1, 2015, accessed August 2, 2019, <https://www.michigandaily.com/news/detroits-immigration>.

³⁰ Burton, 566.

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132 companies that produced automobile parts and accessories and further employed 43,804 individuals.³¹ By 1919 annual production of cars in Detroit had grown to 1,100,000 vehicles with a value of \$880,000,000. A figure that dwarfed those from 1908, when the value of all units produced was \$22,600,000.³² Some of the growth between 1917 and 1919 was caused by World War I, as many automobile manufacturers switched to the production of trucks, ambulances, and messenger cars to support the allied war effort. The growth of the automobile industry was instrumental in the larger prosperity of the Detroit metro region as relatively well-paid auto workers purchased houses, bought more groceries, consumed more leisure services and goods, and flocked to the city's entertainment venues.

It was within this historical context that the Warren Motor Car Company was founded.

Warren Motor Car Company

The Warren Motor Car Company was founded in the fall of 1909 by Homer Warren.³³ Warren, the "dean of Detroit real estate,"³⁴ had amassed a fortune in real estate and had been involved in some of the most notable real estate deals in the city,³⁵ and served as postmaster of Detroit from 1906, when he was appointed by President Theodore Roosevelt, through 1913.³⁶

The Warren Motor Car Company held the first meeting of its stockholders in September 1909, with several prominent Detroit auto men as principal investors, including John G. Bayerline formerly of Oldsmobile and W.H. Radford from the Hudson Car Company, among others.³⁷ Radford, a graduate of the University of Michigan, served as the designing engineer for the company and Bayerline served as the company's general manager.³⁸

The company first occupied a factory building at 88 Isabella Avenue,³⁹ on the west side of the city, along Michigan Avenue, which, according to Sanborn Fire Insurance Company maps is now 22nd Street. The building, a two-story brick industrial building, shown in the 1921 Sanborn map as 2600 Isabella Avenue appears in Google Street View imagery as of May 2019.

Originally capitalized at \$100,000, Warren produced its first vehicles in 1910,⁴⁰ and reportedly produced one thousand cars its first year in production.⁴¹

³¹ Ibid.

³² Burton, 570.

³³ Minutes of First Meeting of Stockholders of the Warren Motor Car Company, September 15, 1909, Detroit Public Library National Automotive History Collection.

³⁴ "He is Recognized Dean of Detroit Realty Business." *Detroit Free Press*. December 12, 1926.

³⁵ Burton, 89. It is interesting to note that Homer Warren's large write-up does not mention the Warren Motor Car Company at all despite the fact that great detail is given to his real estate endeavors, his personal life, and his social activities.

³⁶ Burton, 90.

³⁷ Minutes of First Meeting of Stockholders of the Warren Motor Car Company, September 15, 1909, Detroit Public Library National Automotive History Collection.

³⁸ "Trade Personals," *Horseless Age*, July 17, 1912, 93.

³⁹ "Federal Company Gets New Plant," *Horseless Age*, January 25, 1911, 227.

⁴⁰ "Detroit to Have New Auto Firm," *Detroit Free Press*, September 17, 1909.

⁴¹ "New Plant of the Warren Motor Car Co. Detroit-Output Increased to 5,000 Cars," *Spokesman*, May 1910, 206.

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In early 1910 the Warren Motor Car Company purchased about two acres of land with a partially constructed building at the corner of Lincoln and Holden Avenue from the Detroit Column & Manufacturing Company.⁴² The Detroit Column & Manufacturing Company was the first known commercial occupant of this property.⁴³ Organized by Edwin Evarts, the Detroit Column & Manufacturing Company produced wooden columns and capitals for architectural applications. When the Detroit Column and Manufacturing Company sold the property at 1331 Holden to the Warren Motor Car Company in 1910 it was reported in the *Detroit Free Press* that a partially completed building was located on the property. Detroit Column & Manufacturing Company owned a factory to the east of the railroad tracks, at the corner of Hobart Avenue and Gage Street, so it seems likely that the property at 1331 Holden was a subsidiary site and the partially completed building on the site was initially started by the column manufacturers.⁴⁴

The Warren Motor Car Company planned to build a very large factory on the property but those exact plans never came to fruition despite the fact that a contract was awarded to Rogers and MacFarlane to design a four-story, 60-by-600-foot building on the site.⁴⁵ The 1910 April-June edition of the *American Contractor* reported that the architect was receiving bids for this building and that the building would include “stock brick, Bedford stone, composition roof, struct. iron, electric fixtures, lavatories, water closets.”⁴⁶ Rogers and MacFarlane indeed produced drawings for this addition, but it appears that it was never constructed, as there is nothing matching a “four story 60 x 600” building on the site nor have any historical photographs been found that match this description.

By the time the next edition of the *American Contractor* was published, Rogers and MacFarlane were awarded a contract for a series of much smaller buildings for the Warren Motor Car Company: a two story, 69-by-176-foot building, a 52-by-68-foot building, and a 280-by-69-foot.⁴⁷ Although these measurements do not exactly match the buildings currently found at the site, they are closer than the four-story, 60-by-600-foot building cited in the earlier article.

In the early days of the company, multiple news sources reported that the 60-by-600-foot building was already underway, but Sanborn maps and photographs from the era indicate that such a building was never realized.⁴⁸ Presumably Rogers and MacFarlane furnished drawings for the revised program, and because there was a partially built building on the site when Warren bought it, it is possible that the wood-frame main factory building was constructed for or finished for the Warren Motor Car Company in 1910 based upon Rogers and MacFarlane drawings.

⁴² “New Motor Co. Site,” *Michigan Manufacturer*, Volume 2, March 26, 1910, 4.

⁴³ “New Michigan Corporations,” *The Detroit Free Press*, February 25, 1901, 3.

⁴⁴ 1910 Sanborn map, Detroit Public Library.

⁴⁵ “Special Building Reports,” *American Contractor* 31, April 9, 1910, 26.

⁴⁶ “Special Building Reports,” *American Contractor* 31, April 9, 1910, 56.

⁴⁷ “Special Building Reports,” *American Contractor* 31, August 20, 1910, 32.

⁴⁸ *The Spokesman and Harness World*, May 1910, 206; *The Iron Trade Review* 46, June 30, 1910, 736; *Bookkeeper Detroit* 24, Jan-July 1910, 519.

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Photo courtesy of the Detroit Public Library.

Despite the fact that the buildings were not completed as advertised, the Warren Motor Car Company began producing vehicles in 1910 and enjoyed early success in racing their cars, including a win at Jacksonville beach.⁴⁹ Participating in races and “durability drives” were common in these early automotive years to help prove to an unknowing, and perhaps skeptical public, how reliable a car could be. In 1911 Warren placed an advertisement in *Harper’s Weekly* that proclaimed “The Warren Wins Again! Breaks World’s Record in 24-Hour Race at Los Angeles.”⁵⁰ Additionally, a Warren automobile competed in a “non-stop” contest whereby the car wasn’t shut off for the duration of the drive—after 12,404.9 miles the contest concluded with Warren certified as the recordholder by the American Automobile Association.⁵¹ By driving the Warren non-stop for over twelve thousand miles, the Warren Motor Car Company made a shrewd business move to advertise their automobile on a more intimate level. Amongst these advertisements, brochures, and newspaper articles there is a palpable sense that companies like the Warren Motor Car Company tried to persuade the public that replacing their horse and buggy was a wise decision and a good investment.

It was not just the Warren Motor Car Company that participated in stunts, races, and publicity drives. Henry Ford and his famous friends Thomas Edison, and Harvey Firestone often organized long road trips in a convoy of Model Ts to, presumably, enjoy the nascent adventure of road tripping. That being said, these trips had an ancillary purpose in that they created significant publicity and captivated the public when these travelers rolled into town.

As late as April 1911 the Warren Motor Car Company established an export department.⁵² It is possible the numerous races – and victories – publicized in a number of newspapers and magazines created some global interest in Warren automobiles and the company sought to capitalize on this interest.

⁴⁹ *Automobile Topics* 36, December 12, 1914, 344.

⁵⁰ *Harper’s Weekly*, Advertisement, 1911.

⁵¹ *Automobile Journal*, Pawtucket R.I., Vol. 33, May 10, 1912, 98.

⁵² “Warren After Export Trade,” *Horseless Age* 11, April 19, 1911, 683.

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Despite the early success and international appeal of Warren automobiles, the Warren Motor Car Company did not seem to have a firm grasp on the developing automobile market, failed to develop a niche of its own, lacked a coherent marketing and manufacturing plan, and suffered from numerous changes in company management.

Between 1907 and 1916 “a great upswing in demand for moderately priced vehicles” was happening in the automobile industry.⁵³ This change in the automobile market was reflected a shift from the wealthy to the middle class as the core demographic of the industry.⁵⁴ In 1907 sales of “less expensive” automobiles accounted for about thirty percent of all sales.⁵⁵ By 1916, however, such cars made up ninety percent of automobile sales.⁵⁶

In 1910, the Warren Motor Car Company offered eight models of the Warren-Detroit 30, ranging in price from 1,200 dollars to 1,750 dollars.⁵⁷ The Ford Motor Company, by contrast, offered two versions of the Model T in 1911, with the lowest priced model at half that of the least expensive Warren-Detroit model.⁵⁸

During all four years of its production history (1910-1913) the vehicle lineup changed every year, and the expense of constantly redesigning and introducing new products to the market likely took a toll on the company.

In November 1912 the company was reorganized, notes and obligations were extended, and six representatives from the company’s creditors were named to the board of directors⁵⁹ but the company was not on firm footing. Perhaps because of this tenuous position, numerous managers left the company, and while replaced these departures likely contributed to the company’s instability. By April 1913 the company’s directors again discussed a refinancing plan but this was a last ditch effort, as several creditors of the company threatened to make an application for a receiver to be appointed.⁶⁰ On April 23, 1912, the Bosch Magneto Company, one of Warren Motor Car Company’s creditors, followed through on the threat and filed a petition to appoint a receiver in federal court in Grand Rapids, Michigan.⁶¹ The court obliged and appointed the Detroit Trust Company as the receiver for the company.⁶² The Detroit Trust Company was authorized to continue the business of the company, but with mounting debt and no good production or distribution plan, the Warren Motor Car Company teetered on the edge of insolvency. By June 1913 the company was bankrupt and later that year the facilities at 1331 Holden were sold at auction.

⁵³ Edward Renehan. *The Life of Charles Stewart Mott: Industrialist, Philanthropist, Mr. Flint*. Ann Arbor, MI: University of Michigan Press, 2019, p. 68.

⁵⁴ Ibid.

⁵⁵ Ibid.

⁵⁶ Ibid.

⁵⁷ “1911 Models Warren-Detroit 30.” *Detroit Free Press*, August 7, 1910.

⁵⁸ “When Ford Speaks the World Listens.” *Detroit Free Press*, November 6, 1910.

⁵⁹ “Reorganization of the Warren Motor Car Co.” *Horseless Age*. November 27, 1912, 800.

⁶⁰ Minutes of Directors’ Meeting, Warren Motor Car Company, held April 12, 1913, Detroit Public Library National Automotive History Collection.

⁶¹ “Receiver Takes Over Warren Co.” *Horseless Age*. April 30, 1912.

⁶² Ibid.

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Rands Manufacturing, 1913-1916

William C. Rands of Rands Manufacturing Company purchased the 1331 Holden property via public auction in the summer of 1913⁶³ for a final price of \$120,000.⁶⁴ Rands purchased this facility to increase the company's capacity for supplying automobile equipment. The purchase would, in the estimation of Rands, provide the manufacturing capacity to make the Rands the largest automobile accessory maker in the world.⁶⁵ The main factory for Rands Manufacturing Company was located at 69-89 East Fort Street.

In 1916 the Rands Manufacturing Company was merged with four other organizations which included Vanguard Manufacturing, Diamond Manufacturing, University Metal company, and the Superior Manufacturing company into the newly formed Motor Products company.⁶⁶ This newly conglomerated corporation produced automobile parts including metal moldings, trim, and stampings. After this merger, a larger manufacturing space was needed. Consequently, the newly formed Motor Products company struck a deal with the Lozier Motor Company which was in dire financial straits but owned a large factory on Mack Avenue. Motor Products company bought the Lozier factory on Mack and began moving into it while Lozier, in turn, moved to the factory at 1331 Holden Avenue.

Lozier Motor Company, 1916-1917

Thus, in 1916 Lozier began the move from their Mack Avenue plant to the old Warren Motor Car Company facility at 1331 Holden. Lozier appears to have occupied the property at 1331 Holden Avenue for less than a year as notable Detroit auto man Henry Leland bought the property in August 1917.

The Lozier Motor Company was founded in 1905 in Plattsburg, New York, by Henry Lozier who previously had manufactured bicycles and marine engines. Lozier built very high quality, but exorbitantly expensive, cars and, almost immediately, faced stiff competition from Packard and Cadillac. In 1910 the Lozier Motor Company hired architect Albert Kahn to build a large factory and administration building on Mack Avenue in Detroit. Lozier's production peaked in 1912 with six hundred cars. After this peak the business declined and, by 1915, Lozier declared bankruptcy. The business was reorganized after this bankruptcy as the Lozier name was a prestigious brand. In fact, Lozier would be reorganized in various forms throughout the 1910s as a succession of investors sought to capitalize on the Lozier name. The Lozier brand ceased production for the last time in 1918 with a total output, spanning 1905 to 1918, of 3,570 automobiles.⁶⁷

Lincolns, Cadillacs, and Liberty, 1917-1921

⁶³ "Auto Accessory Plant to Be World's Largest," *The Detroit Free Press*, June 29, 1913, page 74.

⁶⁴ "Rands Again Secures Warren Co." *Horseless Age*. August 13, 1913, 248.

⁶⁵ *Ibid.*

⁶⁶ "Million Dollar Auto Deal Made," *Essex Morning Press*, January 13, 1916, 2.

⁶⁷ Beverly Rae Kimes and Henry Austin Clark, Jr., *Standard Catalogue of American Cars*, (Iola, WI: Krause Publications, 1996), 904.

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Henry Martyn Leland is one of the titans of the early automobile industry in Detroit, although his name is not as widely recognized as Henry Ford or the Dodge brothers. Born on a farm in Vermont, Leland's early life was spent working in various machine shops, eventually finding employment with the firearms manufacturer Colt before the outbreak of the Civil War.⁶⁸ Later, in New York, Leland was employed by the firm of Brown and Sharpe, one of the world's leading manufacturers of precision measuring devices.⁶⁹ These experiences would prove critical to Leland's future in the automobile industry, as they taught him the importance of precision manufacturing and introduced him to the concept of interchangeable parts.⁷⁰

Leland moved to Detroit in the 1890 and established a machine shop which was soon renowned for its precision tooling.⁷¹ In a strange twist of fate that would be inverted nearly twenty years later, Leland was called in to advise the stockholders and the founder of the failing, eponymously named Henry Ford Company. Henry Ford left the company in disgust shortly after Leland joined as an advisor. Seeing an opportunity, Leland suggested that, rather than liquidating the company, the stockholders change the name of the company and manufacture automobiles utilizing an engine that Leland had designed for the Olds Motor Works that was never deployed by that firm. The stockholders agreed and the Cadillac Automobile Company was established in 1902. Leland's precision tooling firm—by then known as Leland and Faulconer—supplied engines and transmissions to the fledgling Cadillac company.⁷² The Leland and Faulconer firm was also responsible for the early prototype models. The interchangeable parts inherent in Leland's design for these first Cadillac models were revolutionary because most cars of the day required custom parts or parts that required laborious hand filing and fitting. In fact, "it was years before the industry as a whole matched the manufacturing tolerances of the 1903 Cadillac Model A."⁷³

Leland struggled to simultaneously run both his tooling company, Leland and Faulconer, and Cadillac so, in 1904, the Cadillac Automobile Company and the Leland and Faulconer Manufacturing Company were folded into the newly organized Cadillac Motor Car Company.⁷⁴ At the helm of Cadillac after this merger, Leland contributed another notable achievement: winning the prestigious British Dewar Trophy in 1908 after three Cadillac automobiles were completely disassembled and then reassembled and driven without any filing or hand-tooling.⁷⁵ This accomplishment was notable as the very idea of interchangeable parts (and whether interchangeability was a worthwhile endeavor) was still being debated within the automotive industry.⁷⁶

⁶⁸ "Henry Leland, Pioneer Auto Builder, Dead," *The Detroit Free Press*, March 27, 1932, 1-2.

⁶⁹ Thomas Bonsall, *The Lincoln Motorcar: The Complete History of an American Classic*, (Baltimore, MD: Stony Run Press, 1980), 10.

⁷⁰ "Henry M. Leland," *Invent*, accessed July 30, 2019, <https://www.invent.org/inductees/henry-m-leland/>; "Henry M. Leland," *Hemmings*, accessed July 30, 2019, <https://www.hemmings.com/blog/article/henry-m-leland/>; "Henry M. Leland," *Automotive Hall of Fame*, accessed July 30, 2019, <https://www.automotivehalloffame.org/honoree/henry-m-leland/>.

⁷¹ Bonsall, 10.

⁷² Bonsall, 10-11.

⁷³ Bonsall, 11.

⁷⁴ George S. May, ed., *Encyclopedia of American Business History and Biography: The Automobile Industry 1896-1920* (New York, NY: Brucoli Clark Layman, 1990), 298.

⁷⁵ *Ibid.*

⁷⁶ May, 299.

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In 1909, William C. Durant, who was assembling the conglomerate General Motors, bought Cadillac for \$4.5 million. Leland had some success with General Motors: Cadillac won a second Dewar Trophy in 1912 and Leland was instrumental in rolling out the first car equipped with a mass produced V8 engine in 1914.⁷⁷ But the triumph was short-lived as the United States entered World War I in 1917. Henry Leland and his son Wilfred (who was also involved in Cadillac) were strident patriots and they had a bitter disagreement with Durant in 1917 over Durant's refusal to make General Motor's manufacturing capabilities available for the war effort. Durant was a pacifist and wanted no part in manufacturing products for the war so the Lelands resigned in protest.

The United States declared war on Germany in August 1917 and, almost immediately, the United States War Department established a specialized team to create drawings for an engine that could be mass produced. After perfecting the drawings and producing a prototype the War Department placed an order of 22,500 engines with the contract being distributed among automobile manufacturers Buick, Ford, Cadillac, Lincoln, Marmon, and Packard. Combined, these firms eventually produced 20,478 engines in total.⁷⁸

In August 1917 the Lelands formed the Lincoln Motor Company with the express goal of manufacturing airplane engines—patriotically called “Liberty” motors—for the war effort. The speed at which the Lincoln Motor Company was formed, bought an existing factory, acquired new property, built a new factory, and began producing these engines is astonishing. Leland purchased the factory at 1331 Holden in August 1917 and signed a contract with the federal government to produce Liberty engines that same month. Initially, the company was to produce six thousand engines, which were to be delivered within eight months, but that number was greatly increased a short time later.⁷⁹

Realizing almost immediately that the factory at 1331 Holden would be inadequate to produce the quantity of engines needed by the federal government, Leland began looking for a new site. A large plot of land at the corner of Warren Avenue and Livernois, some three miles to the west of the property at 1331 Holden, was purchased and ground was broken in September of 1917 for the massive new factory. The building was completed by February 1918, just six months after the company was founded. After the construction of the factory on Warren Avenue and Livernois, the Holden Avenue factory was used primarily for machining operations.⁸⁰

⁷⁷ “The First American Factory-Made Car with a V8: 1914 Cadillac Type 51,” *History Garage*, accessed August 2, 2019, <https://historygarage.com/first-american-car-v8-factory-1914-cadillac/>.

⁷⁸ “Liberty 12 Model A (Ford) V-12 Engine,” Smithsonian National Air and Space Museum, accessed May 10, 2019, <https://airandspace.si.edu/collection-objects/liberty-12-model-ford-v-12-engine>.

⁷⁹ Allan Nevins with the collaboration of Frank Ernest Hill, *Ford: Expansion and Challenge, 1915-1933*, (New York, NY: Charles Scribner's Sons, 1958), 174; Mark Tierney, “To Destroy our Teutonic Foes: The Lincoln Motor Company and the Manufacture of the Liberty Aircraft Motor,” (master's thesis, Wayne State University, 2001), page 20

⁸⁰ “Old Lincoln Building Used in Body Making,” *Automotive Industries*, May 3, 1923, 997.

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Photo courtesy of the Detroit Public Library.

World War I was in many ways the first “modern” war and the innovations of this era changed warcraft, and the world, in fundamental ways. The introduction of airplanes, submarines, tanks, and chemical weapons laid waste to the European continent and would reverberate through subsequent hostilities worldwide for decades to come. The design and manufacture of the Liberty engine was one of America’s most important contributions to World War I.⁸¹ Conceived as an American display of technological might and mass production superiority, the Liberty motor proved valuable not necessarily as an engine of war—only 169 Liberty-powered DH-4 planes were deployed in active combat units as of late 1918—but rather as a basis upon which great advances in civil air transportation and aeronautical engineering were based.⁸²

The history of the plant at 1331 Holden is significant in many ways, but perhaps most notably as it was the first factory Leland acquired when he first signed on to make the Liberty engines. Additionally, it was in the factory at 1331 Holden where the first prototype of the Liberty motor was produced by the Lincoln Motor Company.⁸³ Ancillary to this, based on a series of compelling photographs, Lincoln appears to have hired a great number of women during World War I as the demand for munitions workers far outpaced the supply being that over 2.8 million men were drafted with an additional 2.1 million volunteering to serve.⁸⁴ It appears that many of these women were employed in the factory at 1331 Holden Avenue.

Ultimately, the war proved too short for Lincoln as, almost as soon as the company was firing on all cylinders, the cessation of hostilities occurred in 1918. With the armistice, all war contracts were terminated in January 1919.⁸⁵ In the years immediately after World War I, Lincoln struggled as the American economy went into recession. Without a government contract, the Lelands shifted manufacturing from airplane engines to automobiles. As of 1920 this process

⁸¹ Liberty 12 Model A (Ford) V-12 Engine,” Smithsonian National Air and Space Museum, accessed May 10, 2019, <https://airandspace.si.edu/collection-objects/liberty-12-model-ford-v-12-engine>.

⁸² Paul Dempsey, “Notes on the Liberty Aircraft Engine,” Engine History, accessed August 2, 2019, <https://www.enginehistory.org/Piston/Before1925/Liberty/LibertyNotes.shtml>.

⁸³ *How A Great Manufacturing Plant Was Built and Equipped in Five Months*. Detroit Public Library, unknown date and publication source.

⁸⁴ Selective Service System, “Induction Statistics,” accessed August 2, 2019, <https://www.sss.gov/About/History-And-Records/Induction-Statistics>.

⁸⁵ Bonsall, 11.

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was well underway but persistent monetary troubles plagued the company. Despite excellent mechanics the stodgy styling of the company's products and the woefully flat economy, sales were disappointing in their first year of production. By 1921 Wilfred Leland had arranged additional financing but a tax bill levied by the federal government in 1921 halted the investment. By November 1921 the Lincoln Motor Company was forced into receivership.⁸⁶

Ford Motor Company, 1921-1927

Born in 1863 in Dearborn, Michigan, about seven miles west of Detroit, Henry Ford had completed his first rudimentary automobile by the late 1890s. With two failed companies behind him (the Detroit Automobile Company, organized in 1899 and the Henry Ford Company, organized in 1901 and later re-named Cadillac Automobile Company) it was Ford's third endeavor, the Ford Motor Company, organized in 1903, that went on to change the course of modern history.⁸⁷ The successful Model A and the wildly successful Model T—combined with productive early partnerships with James Couzens on the financial side and C. Harold Wills on the engineering and metallurgy side—established Henry Ford's place in history. The Model T has been widely credited for opening automobile ownership and wider travel to the middle class.

Henry and Wilfred Leland had first approached Henry Ford for bailout money as early as July 1921. This idea of owning a luxury car manufacturer interested Edsel Ford, son of Henry Ford, who wanted to make a car with higher styling than the Model T, but Henry Ford declined. After additional persuasion, Henry Ford came around to the idea and purchased Lincoln Motor Company in February 1922 for eight million dollars – a valuation provided by the judge who oversaw the receivership proceedings.⁸⁸ Conflict between the Lelands and Fords began almost immediately. The Lelands assumed they would have autonomy in running the company, but this was not the case.⁸⁹ By June 1922 the conflicts came to a head as Wilfred Leland was escorted from the plant and Henry Leland resigned immediately in protest.⁹⁰

When Ford acquired the Lincoln Motor Company it was reported that the facility at 1331 Holden would be sold.⁹¹ This did not immediately occur as an extensive article with photographs in the *Ford News* announced that the facility on Holden Avenue was fully retrofitted and was actively producing 2-door Model T's as of April 1, 1923.⁹² Model T's were indeed produced at the 1331 Holden plant although when exactly they ceased production at this facility has not been determined. In general, Model T's were produced through May of 1927 so that may be the year that the factories at 1331 Holden Avenue ceased production as well.⁹³

⁸⁶ Bonsall, 18.

⁸⁷ Bonsall, 13-14.

⁸⁸ Bonsall, 18.

⁸⁹ May, 304.

⁹⁰ May, 305.

⁹¹ "Lincoln Sales Plan Includes Elimination of Distributor," *Motor Age*, March 2, 1922, 30.

⁹² "Holden Avenue Body Plant, Detroit, Begins Production on 2-Door Sedan," *Ford News*, April 1, 1923, 3.

⁹³ "Last Day of Model T Production at Ford," *History*, accessed August 2, 2019, <https://www.history.com/this-day-in-history/last-day-of-model-t-production-at-ford>.

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Photo courtesy of the Detroit Public Library.

Subsequent History

Dietrich Inc. was probably the next occupant of the factory at 1331 Holden Avenue although the exact dates of their tenure at this property are not known. Dietrich was an automobile design and manufacturing firm founded by Raymond Dietrich in 1925. Dietrich Inc. performed styling work for Packard and Franklin as well as producing semi-custom bodies for the Lincoln automobile lines. Raymond Dietrich's designs were credited with perpetuating the elegance of brands such as Cadillac, Lincoln, Pierce-Arrow, and Packard.⁹⁴ Beyond one advertisement for a "first class detail draftsman" from 1929 there is scant information about Dietrich Incorporated's tenure at this property. Because Dietrich performed body styling for Lincoln it seems probable that, after the cessation of Model T production in 1927, Dietrich either leased or bought the facility at 1331 Holden to concentrate on their designing tasks. The 1928-1929 *Polk Directory* lists Dietrich, Inc. as the occupant of 1331 Holden Avenue.

The next series of occupants at the 1331 Holden factory are all owned by Dallas E. Winslow. Durant Motor Car Company—not to be confused with Durant Motor Company founded by William "Billy" Durant of General Motors—was owned by Dallas E. Winslow, a notorious corporate raider who bought ailing companies, liquidated divisions, and sold off assets. Winslow owned many different types of companies including an automatic washing machine manufacturer, auto dealerships, an auto parts supplier, and a refrigeration company.

Winslow's Durant Motor Car Company had bought the entire stock of Durant and Star automotive parts from the National Parts company when Durant Motor Company went out of business in 1931. It was reported that the Durant Motor Car Company moved their entire auto parts stock from Lansing to the factory at 1331 Holden in 1934.⁹⁵ Reportedly, once relocated to the factory on Holden, the Durant Motor Car Company intended to continue servicing Star and Durant cars.

⁹⁴ "Raymond Dietrich Dies at 86; he designed celebrities' cars," *Fort Lauderdale News*, March 21, 1980, 15.

⁹⁵ "Move Durant Parts Business to Detroit," *The Detroit Free Press*, November 21, 1934, 16.

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That being said, it was also reported that the Winslow-owned Copeland Refrigeration Corporation moved its manufacturing business from Mount Clemens, Michigan, into the factory at 1331 Holden in 1934 as well. Copeland Refrigeration Co. was owned by parent company Winslow, Baker, Mayering Co. which was headed by Dallas E. Winslow. Winslow also operated the Trupar Manufacturing Co. out of Dayton, Ohio, which manufactured “Mayflower” refrigerators. Dallas E. Winslow moved the manufacturing concerns of Trupar into the 1331 Holden property in 1934 as well, combining both of his refrigeration companies into the same factory.⁹⁶

Beginning in 1946 Grosse Pointe Quality Foods was operating out of the facility located at 1331 Holden Avenue according to City of Detroit Building Permit #17338. Sanborn maps from 1977 show Grosse Pointe Quality Foods still occupying the site at 1331 Holden Avenue. A 1989 Sanborn map shows another grocery firm, “Metro Groceries, Inc.” occupied the facility at 1331 Holden Avenue. No other information has been found about this firm. Today the site is used as a recycling center, artist studio, and public art gallery.

Building Construction and Design

The main factory building at 1331 Holden Avenue was designed by Rogers and MacFarlane, a Detroit firm active from 1885 to 1910.⁹⁷ As it currently sits, the main office building fronts on Holden Avenue with a long factory following directly behind it.

A 1910 *Detroit Free Press* article shows a sketch of the proposed Warren Motor Car Company addition. As discussed above, this large, four-story factory building was never built but a smaller factory building was constructed at 1331 Holden Avenue in 1910. It may be that as the Warren Motor Car Company continued to face financial difficulties, almost from the inception of the company, that the plans were reworked to produce a smaller building, that resulted in the building that occupies the site today.⁹⁸

The smaller building, to the east of the main factory building, was designed by an unknown architect and Sanborn maps indicate that it was constructed in 1917. No historical documentation has been found to validate whether it was constructed for Lozier or Lincoln—the two entities who occupied this property in 1917— or who designed it but, given the severe downturn in business and financial issues Lozier experienced in 1917, it is likely that the Lincoln Motor Company was responsible for the construction of this addition. With the breakneck pace at which the Lelands prepared to produce Liberty motors, the construction of additional assembly space seems like a logical move. This building borrows from Albert Kahn’s structural design vocabulary in that the reinforced concrete mushroom columns are similar to those employed by

⁹⁶ “Copeland Moves Its Plant to Detroit,” *The Detroit Free Press*, November 3, 1934, 4.

⁹⁷ Burton, 9.

⁹⁸ Warren Motor Car Company corporate minutes, April 12, 1913, referencing “Whereas negotiations are still pending with several parties looking to the refinancing of the company to such an extent that will allow the continuance of the business and discharge its obligations...”; and corporate minutes from January 28, 1913, referencing “Whereas negotiations are now pending with Joseph W. Boyer looking to the re-financing of the Company to an extent which will permit it to continue the business vigorously and to discharge its obligations...” Detroit Public Library, National Automotive History Collection.

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Kahn in other buildings. However, no documentation has been found that identifies the architect or firm responsible for the design.

Architectural Firm

The architectural firm Rogers & MacFarlane was founded in 1885 by James S. Rogers, Jr. and Walter MacFarlane.⁹⁹ James Rogers was educated at the Massachusetts Institute of Technology while Walter MacFarlane was a student at the United States Military Academy at West Point. After his graduation from West Point, MacFarlane moved to Detroit and trained under Gordon W. Lloyd.

In the last years of the nineteenth century the firm designed a number of residences, apartment buildings, and commercial and industrial buildings. By the turn of the century, however, the firm had designed many notable buildings—approximately two hundred in all, according to one source.¹⁰⁰ Among their most notable projects are the Michigan Central Railroad Depot in Battle Creek, the Samuel L. Smith House on Woodward Avenue in Detroit, the L. B. King and Company Building in Detroit, the Crescent Brass and Pin Company Building on Trumbull Avenue in Detroit, and the James S. Rogers House on Seminole Avenue, all listed individually or in historic districts in the National Register of Historic Places. Other notable works by the firm include the Iroquois Hotel in Sault Ste. Marie, and the Morgan & Wright Bicycle Tire Company (later Uniroyal Tire Plant, demolished in 1985) in Detroit.

It appears that the firm designed their first automobile factory in 1903 for the Cadillac Automobile Company at 2nd and Buchanan Streets.¹⁰¹

Although the firm designed numerous buildings very few remain standing today. The fact that the factory at 1331 Holden Avenue still exists makes it significant merely for surviving although it is undoubtedly significant for many other reasons. Moreover, while many of the houses designed by Rogers & MacFarlane's remain standing, the factory at 1331 Holden is one of the few remaining industrial buildings designed by this firm that remain in the city.

Ultimately, the firm Rogers & MacFarlane was dissolved in 1910 when Walter MacFarlane suffered a nervous breakdown that same year.¹⁰² James Rogers went on partner with Harrie W. Bonnah to form the Rogers & Bonnah firm in Detroit.¹⁰³ Because the commission from the Warren Motor Car Company for the factory buildings at 1331 Holden was given to Rogers and MacFarlane in 1910 it seems very likely that this factory was one of the very last—if not *the* last—industrial buildings they designed together.

⁹⁹ Burton, 9.

¹⁰⁰ National Register of Historic Places, L. B. King and Co. Building, Detroit, Wayne County, Michigan, National Register #87000927.

¹⁰¹ "An Automobile Factory." *Detroit Free Press*, March 1, 1903.

¹⁰² Burton, 9.

¹⁰³ Albert Nelson Marquis, *The Book of Detroiters: A Biographical Dictionary of Leading Living Men of the City of Detroit* (Chicago, IL: A.N. Marquis & Co., 1914), 416.

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Warren Motor Car Company Building

Name of Property

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Warren Motor Car Company Building
Name of Property

Wayne County, MI
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Warren Motor Car Company Building
Name of Property

Wayne County, MI
County and State

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Previous documentation on file (NPS):

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

Primary location of additional data:

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

Warren Motor Car Company Building _____

Wayne County, MI _____

Name of Property

County and State

____ Other

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 3.794

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 42.362854 | Longitude: -83.083015 |
| 2. Latitude: 42.361654 | Longitude: -83.082026 |
| 3. Latitude: 42.362640 | Longitude: -83.081280 |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

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

Warren Motor Car Company Building
Name of Property

Wayne County, MI
County and State

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

Commencing at the east of Lincoln Street at the corner of Holden Street, city of Detroit, Wayne County, Michigan, then west to the Grand Trunk Western railroad tracks 563 feet; thence south to a point on Lincoln Street 586 feet; thence northwest 376 feet; thence east 102 feet; thence north 234 feet; thence west 124 feet; and thence northeast 136 feet returning to the place of beginning.

Boundary Justification (Explain why the boundaries were selected.)

The boundary encompasses the parcels on which the Warren Motor Car Company factory buildings are situated and represent the extent of the surviving historic buildings formally associated with the automotive history of the site over the last 110 years. Buildings within these boundaries reflect the historic extent of the buildings during the period of significance.

11. Form Prepared By

name/title: Cassandra Talley and Rebecca Binno Savage
organization: Kraemer Design Group
street & number: 1420 Broadway
city or town: Detroit state: MI zip code: 48226
e-mail rebecca.savage@thekraemeredge.com
telephone: (313) 965-3399
date: 2019

Additional Documentation

Submit the following items with the completed form:

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

Warren Motor Car Company Building
Name of Property

Wayne County, MI
County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Warren Motor Car Company

City or Vicinity: Detroit

County: Wayne State: Michigan

Photographer: All photographs are by Kraemer Design Group

0001 of 0045

Date Photographed: April 2, 2019
North elevation of Building #1 looking south.

0002 of 0045

Date Photographed: April 2, 2019
Main entrance on the north elevation of Building #1 looking south.

0003 of 0045

Date Photographed: April 2, 2019
West elevation of Building #1 and Building #2, looking east.

0004 of 0045

Date Photographed: April 2, 2019
West elevation of Building #2; looking southeast.

0005 of 0045

Date Photographed: April 2, 2019
West elevation and south elevation of Building #1, west elevation of Building #4, looking east.

Warren Motor Car Company Building
Name of Property

Wayne County, MI
County and State

0006 of 0045

Date Photographed: April 2, 2019

West elevation of Building #4 and Art Park, looking east.

0007 of 0045

Date Photographed: April 2, 2019

South elevation of Building #11, west and south elevation of Building #4, and Art Park, looking north.

0008 of 0045

Date Photographed: April 2, 2019

South elevation of Building #9 along the Grand Trunk railroad tracks, looking northeast.

0009 of 0045

Date Photographed: April 2, 2019

Gap between Grand Trunk Railway viaduct and Building #10, looking southwest.

0010 of 0045

Date Photographed: April 2, 2019

Freight entry door and north façade of Building #10, looking east along Holden Street.

0011 of 0045

Date Photographed: April 2, 2019

Freight entry door of Building #10, looking southeast.

0012 of 0045

Date Photographed: April 2, 2019

Loading dock and east elevation of Building #6 looking south.

0013 of 0045

Date Photographed: April 2, 2019

East elevation of Buildings #1 and #2, looking west.

0014 of 0045

Date Photographed: April 3, 2019

Drone photo of all buildings on the Warren Motor Car Company site, looking south.

0015 of 0045

Date Photographed: April 2, 2019

Interior of first floor office lobby of Building #1, looking south.

Warren Motor Car Company Building

Wayne County, MI
County and State

Name of Property

0016 of 0045

Date Photographed: April 2, 2019

Interior office staircase of Building #1, looking west.

0017 of 0045

Date Photographed: April 2, 2019

Interior of first floor office lobby of Building #1, looking northwest.

0018 of 0045

Date Photographed: April 2, 2019

Interior of Building #2 first floor, looking south.

0019 of 0045

Date Photographed: April 2, 2019

Interior of Building #3 first floor, looking south.

0020 of 0045

Date Photographed: April 2, 2019

Interior of Building #11 first floor looking into Building #4, looking west.

0021 of 0045

Date Photographed: April 2, 2019

Interior of Building #3 first floor, looking southeast into Building #8.

0022 of 0045

Date Photographed: April 2, 2019

Interior of Building #5 first floor, looking into Building #3, looking west.

0023 of 0045

Date Photographed: April 2, 2019

Interior of Building #9 first floor, looking south.

0024 of 0045

Date Photographed: April 2, 2019

Interior of Building #9 first floor, looking south.

0025 of 0045

Date Photographed: April 2, 2019

Interior of Building #6, looking northwest.

0026 of 0045

Warren Motor Car Company Building
Name of Property

Wayne County, MI
County and State

Date Photographed: April 2, 2019

Interior of Building #5 staircase to the second floor, looking south.

0027 of 0045

Date Photographed: April 2, 2019

Interior of Building #5, first floor, looking southwest.

0028 of 0045

Date Photographed: April 2, 2019

Interior of Building #10, looking northeast.

0029 of 0045

Date Photographed: April 2, 2019

Interior of Building #10, looking north.

0030 of 0045

Date Photographed: April 2, 2019

Interior of Building #10, looking southeast.

0031 of 0045

Date Photographed: April 2, 2019

Building #1 second floor interior at staircase, looking west.

0032 of 0045

Date Photographed: April 2, 2019

Building #1 second floor interior looking southeast.

0033 of 0045

Date Photographed: April 2, 2019

Building #1 second floor interior looking west.

0034 of 0045

Date Photographed: April 2, 2019

Building #2, second floor interior looking north.

0035 of 0045

Date Photographed: April 2, 2019

Building #2 second floor interior, looking northwest.

Warren Motor Car Company Building

Wayne County, MI
County and State

Name of Property

0036 of 0045

Date Photographed: April 2, 2019

Building #3 second floor interior, looking north.

0037 of 0045

Date Photographed: April 2, 2019

Building #3 second floor interior, looking southwest.

0038 of 0045

Date Photographed: April 2, 2019

Building #8, second floor interior staircase, looking north.

0039 of 0045

Date Photographed: April 2, 2019

Building #8 second floor interior, looking north.

0040 of 0045

Date Photographed: April 2, 2019

Building #9 second floor interior looking northwest.

0041 of 0045

Date Photographed: April 2, 2019

Building #9 second floor interior looking south.

0042 of 0045

Date Photographed: April 2, 2019

Building #9 second floor; looking northwest.

0043 of 0045

Date Photographed: April 2, 2019

Building #9 second floor interior looking southwest.

0044 of 0045

Date Photographed: April 2, 2019

Building #5 second floor view looking northeast.

0045 of 0045

Date Photographed: April 2, 2019

Building #5 second floor interior looking southeast.

Warren Motor Car Company Building
Name of Property

Wayne County, MI
County and State

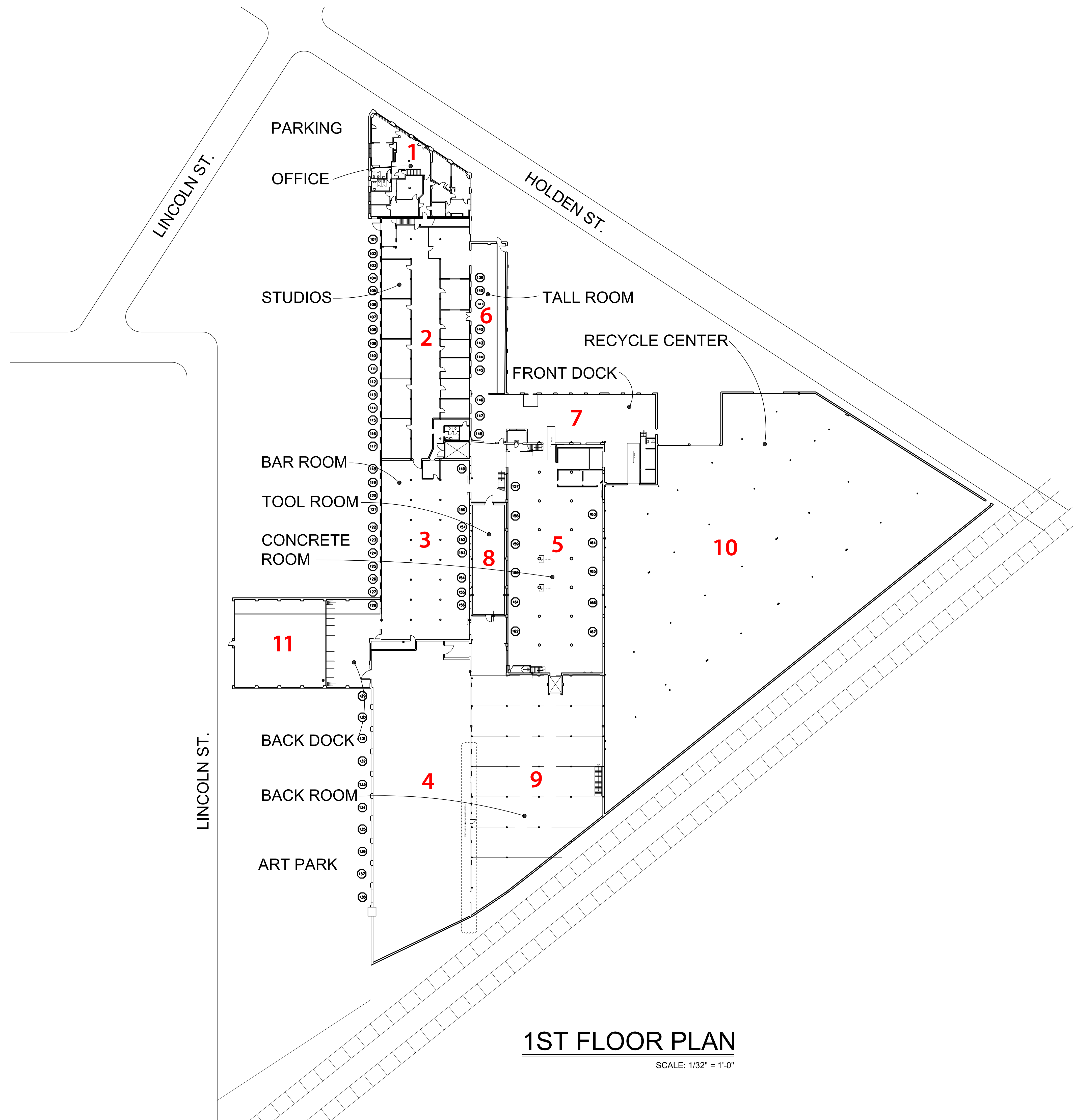
Paperwork Reduction Act Statement: This information is being collected for nominations to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

Warren Motor Car Company
1331 Holden Street
Detroit, Wayne County, Michigan



1ST FLOOR PLAN

SCALE: 1/32" = 1'-0"

1331 HOLDEN STREET

1331 HOLDEN STREET
DETROIT, MI 48208

ISSUED FOR:
03-25-29

SEAL:

SHEET# A-1
DATE: 04-27-18
JOB# 1750

Warren Motor Car Company
1331 Holden Street
Detroit, Wayne County, Michigan



1331 HOLDEN STREET

1331 HOLDEN STREET
DETROIT, MI 48208

ISSUED FOR:
03-25-29

SEAL:

SHEET# A-2
DATE: 04-27-18
JOB# 1750

Warren Motor Car Company
1331 Holden Street
Detroit, Wayne County, Michigan

Contributing Buildings:
1, 2, 3, 4, 5

Non-Contributing Buildings:
6, 7, 8, 9, 10, 11

Coordinates

- 1. Latitude: 42.362854 / Longitude: -83.083015
- 2. Latitude: 42.361654 / Longitude: -83.082026
- 3. Latitude: 42.362640 / Longitude: -83.081280

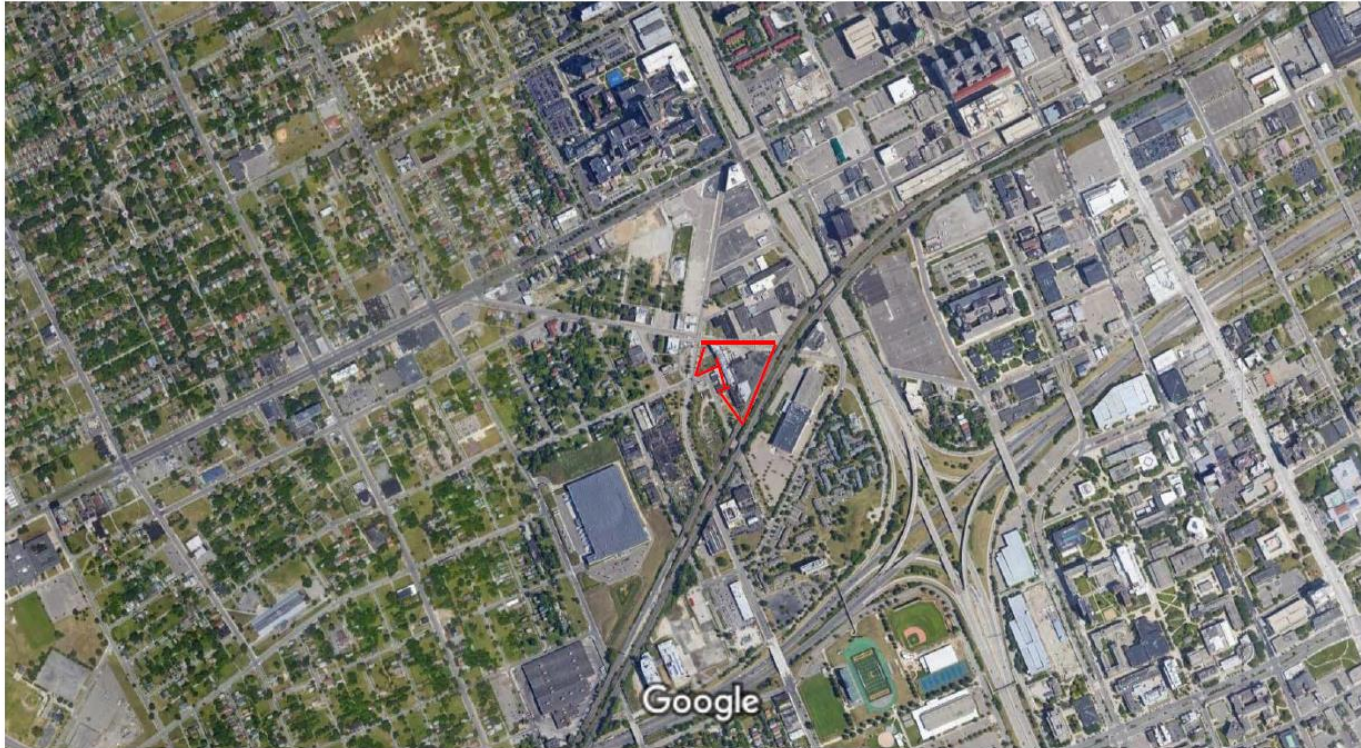
Proposed National Registry Boundary



Warren Motor Car Company Building
Name of Property

Wayne County, MI
County and State

Google Maps 1331 Holden



Imagery ©2019 CNES / Airbus, First Base Solutions, Maxar Technologies, Sanborn, U.S. Geological Survey, USDA Farm Service Agency, 500 ft
Map data ©2019

Warren Motor Car Company

1331 Holden Street, Detroit, Wayne County, Michigan

- 1) Lat./Long.: 42.362854; -83.083015
- 2) Lat./Long.: 42.361654; -83.082026
- 3) Lat./Long.: 42.362640; -83.081280





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Make Art Work

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Make Art Work

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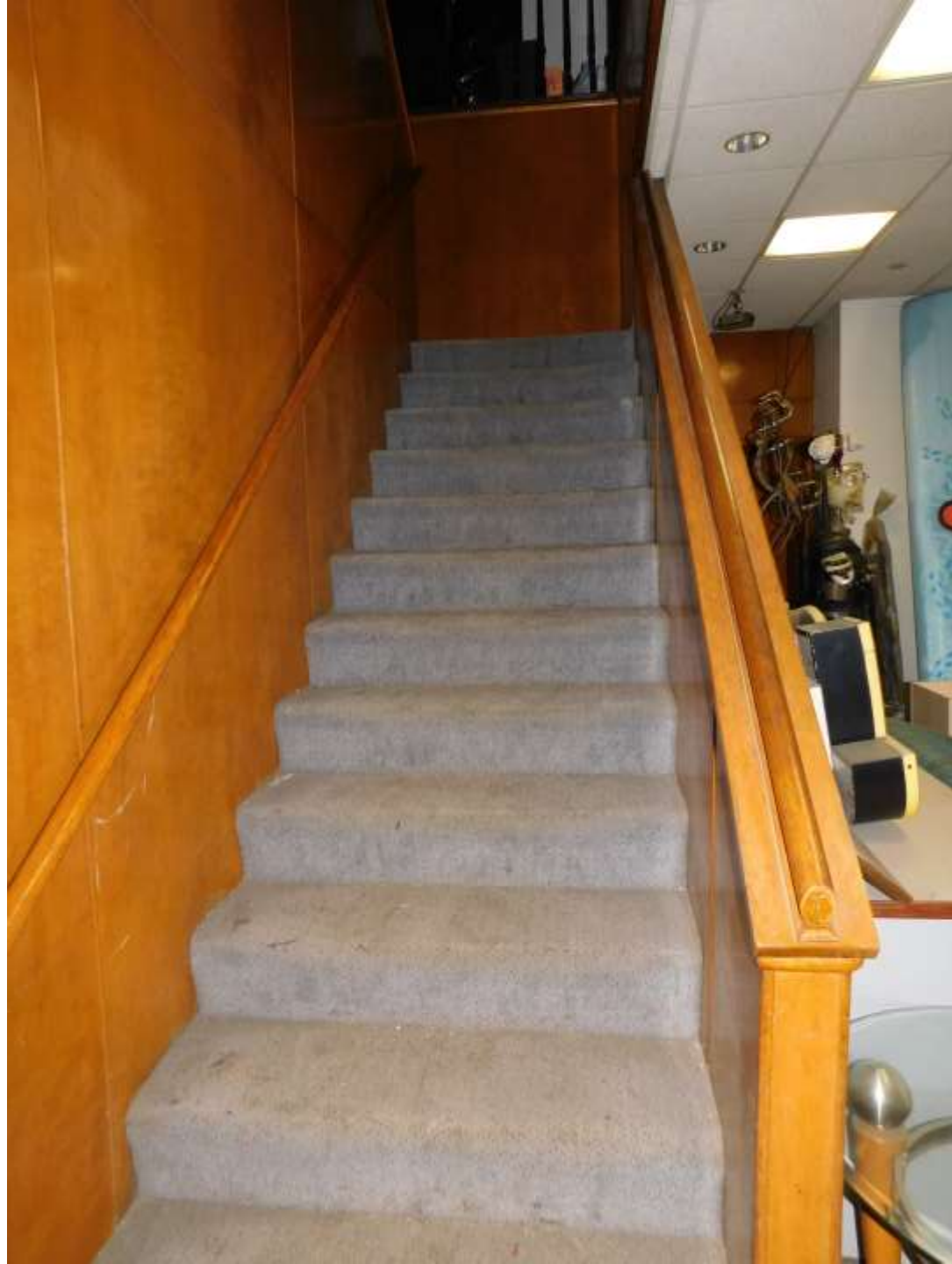






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EXIT





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33052

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Put your body
to the test.

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