State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 3CS
Other Listings _____
Review Code _____ Reviewer _____ Date _____

 *Resource Name or #: (Assigned by recorder) 1301-1305 Van Ness Avenue

P1. Historic name of building (if any): Goodyear tire store/Velie-Jordan-Nash auto showroom
P2. Location: *a: County San Francisco ☐ Not for Publication ■ Unrestricted
*b. USGS 7.5' Quad _____ Date _____ T ___; R ___; ____¼ of ____¼ of Sec ____; _____B.M.
c. Address 1301-1305 Van Ness Avenue City San Francisco Zip 94109
d. UTM: Zone _____; _____mE/ _____ mN *e. Assessor's parcel #: Block 671, lot 2

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This two-story, reinforced concrete building fills its 120' by 167'-3" lot. It is bounded on the east by Van Ness Avenue, on the south by Sutter Street, and on the north by Fern Street. The principle façade faces Van Ness, while secondary façades face Sutter and Fern. The surface of the building is covered with stucco that has been lightly scored to resemble masonry. Ornament is concentrated on the Van Ness façade, and is mainly Art Nouveau in style. A cornice wraps around the full length of the Sutter and Van Ness facades and along three bays of the Fern Street façade. It is wooden, and is supported by carved brackets that are essentially Craftsman in style. On the Van Ness side, the roofline has a gently curved middle section flanked by square parapets; this roof profile is evocative of the Mission Revival style.

(See Continuation Sheet, page 2.)

*P3b Resource Attributes: HP6 – commercial building; HP8 – industrial building

*P4. Resources Present: ■ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other

P5b. Description of Photo: (View, date, accession #)
View looking west
June 2009

*P6. Date Constructed/Age and Source: ■ Historic ☐ Prehistoric ☐ Both
1911-1912; published building notice

*P7. Owner and Address:
WALL-VANNESS FAM LTD PTNSHP
306 AVILA RD
SAN MATEO CA 94402

*P8. Recorded by: (Name, affiliation, and address)
William Kostura
P. O. Box 60211
Palo Alto, CA 94306

*P9. Date Recorded: January 2010

*P10. Survey Type: (Describe) intensive

P11. Report Citation*: (Cite survey report.) William Kostura. *Van Ness Auto Row Support Structures*. San Francisco Department of City Planning, 2009.

*Attachments: ☐ NONE ☐ Location Map ☐ Sketch Map ■ Continuation Sheet ■ Building, Structure and Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other (List)

Description (continued):

In composition, the Van Ness façade is symmetrical, and is divided into five pavilions or bays. The second and fourth bays (counting from Sutter Street) are where the primary entrances are found. Each of these bays is bounded by end piers with Art Nouveau shields and drips at the top. At the top of each of these bays is a blank panel, were ornament once was, flanked by vertical lines. A long awning, added after 1964, drops from the panel and terminates at the marquee above the entrance in each of these bays.

The third, or middle, bay (or pavilion) in the Van Ness façade is the widest of the five, and is divided into four parts by deeply fluted piers. Each of these piers is decorated at the top by an Art Nouveau cartouche or sconce. The first and fifth bays on the Van Ness side are the narrowest, and serve to bound the composition.

Both the Sutter Street and Fern Street sides are divided into eight bays. On each side, the four bays closer to Van Ness are slightly narrower than the four bays to the west. Vehicle entrances can be found in the two westernmost bays of the Sutter Street side – one leading into the main story, and another up a ramp to the second story.

Spandrels at the second floor level vary in treatment. Those in the middle pavilion facing Van Ness Avenue are paneled, while those in the outer bays of the Van Ness façade, and those facing Sutter and Fern streets, are plain, save for the scoring of the stucco.

Most but not all of the windows in this building have original sash or frames. They vary in composition and structure and can be described as follows:

On the Van Ness Avenue side, second story:

> All windows have wooden frames, mullions, and transom bars. The windows in the middle pavilion are divided by mullions into three parts, while those in the outer bays are divided into four parts. All of the lights above the transom bars have (presumably) original wooden sash; while below the transom bars, fourteen of twenty lights (70%) have original wooden sash and the balance have replacement aluminum sliders.

On the Van Ness Avenue side, first story:

> In the storefront windows, steel I-beams form the transom bars. All of the lights above these I-beams, in the transom area, have what appear to be original steel sash or frames. Most of these lights are divided by steel dividers into three parts, but some are so divided into two parts. It is possible that prism glass once filled these transom windows, as is still the case in part of the Fern Street façade; this is not possible to discern in the available grainy historic photos of this building. Below the I-beams, in the storefront area, half of the windows have their original molded steel sash, and half have replacement aluminum sash.

(Continued next page.)

Description (continued):

On the Sutter Street side, second story:

All second story windows are divided by wooden mullions and transom bars. The windows in the four bays closer to Van Ness Avenue are divided by mullions into four parts, while those in the four western bays are slightly wider, having five parts. All lights above the transom bars seem to have original wooden sash. Below the transom bar, two-thirds of the lights have original wooden sash, and one-third have replacement aluminum sash.

On the Sutter Street side, first story:

Windows in the four bays closer to Van Ness are larger than those to the west, and are divided by steel I-beam transom bars. Most or all of the lights above the I-beams have replacement aluminum sash. The lights below these I-beams, and the windows in the four bays to the west, all have replacement aluminum sash or frames.

On the Fern Street side, second story:

These windows are the same as in the second story of the Sutter Street side. To repeat, all have wooden mullions and transom bars. Windows in the four bays to the east are divided into four parts, while those to the west are wider, with five parts. Some of the lights below the transom bar have replacement aluminum sash.

On the Fern Street side, first story:

Windows in the three eastern bays, closer to Van Ness, have molded transom bars, with original prism glass above the transom, and sheet glass in original molded metal frames below. In the five bays to the west, all windows have original six-over-six double-hung wood sash, with wooden muntins.

Although the great majority of the windows in this building have their original mullions, transoms, sash, frames, and muntins, variously of steel and wood, the two pedestrian entrances on Van Ness have replacement doors.

Top photo: Central pavilion and flanking bays. Bottom photo: Detail of cornice and ornament.

Top photo: Sutter Street façade. Bottom photo: Fern Street façade.

Prism glass (top photo) and other windows, Fern Street side.

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CS

***Resource Name or #** (Assigned by recorder) 1301-1305 Van Ness Avenue

B1. Historic Name: Goodyear tire store/Velie-Jordan-Nash showroom
B2. Common Name: _____
B3. Original Use: tires store and auto showroom B4. Present Use: retail stores
***B5. Architectural Style:** Blend of Art Nouveau, Craftsman, and Mission Revival
***B6. Construction History:** (Construction date, alterations, and date of alterations)
Built in 1911-1912. Panel ornament at the top of the second and fourth bays was removed before 1964. Awnings were added after 1964.

***B7. Moved?** ■ No ☐ Yes ☐ Unknown **Date:** _____ **Original Location:** _____
***B8. Related Features:**
none

B9a. Architects: Cunningham and Politeo b. Builder: unknown
***B10. Significance: Theme** automobile industry **Area** San Francisco
Period of Significance 1911-1964 **Property Type** auto showroom **Applicable Criteria** 1, 3
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

History – Design, construction, and architects

This building was built in 1911-1912 as an investment for owner Isaac Kohn, to designs by architects Cunningham and Politeo. According to a newspaper article (S. F. *Chronicle*, November 18, 1911) this building was designed to meet the needs of its first lessee, Goodyear Tire and Rubber Company. The building was designed in August 1911, and excavation of the lot began in October. The first tenant occupied the building in June 1912, indicating the length of construction.

The architects, Harry L. Cunningham and M. V. Politeo, worked in San Francisco from 1901 until the former's death in 1919. They specialized in commercial work, and became well known for their Art Nouveau buildings, beginning with the short-lived Dana Building on Stockton Street, facing Union Square (1904). Other large buildings by them, besides 1301-1315 Van Ness, include the Hotel Stewart at 347-373 Geary (1907 plus additions), the Bancroft Building at 725-731 Market (1908), the West End Hotel at 141 Eddy (1908), the Beck Apartments at 660 Bush (1909), the Hotel Barclay at 235-243 O'Farrell (1910), 113-133 Powell (1910), the Colonial Hotel at 650 Bush (1912), and the Garcia and Maggini Warehouse at 128-136 King (1913).

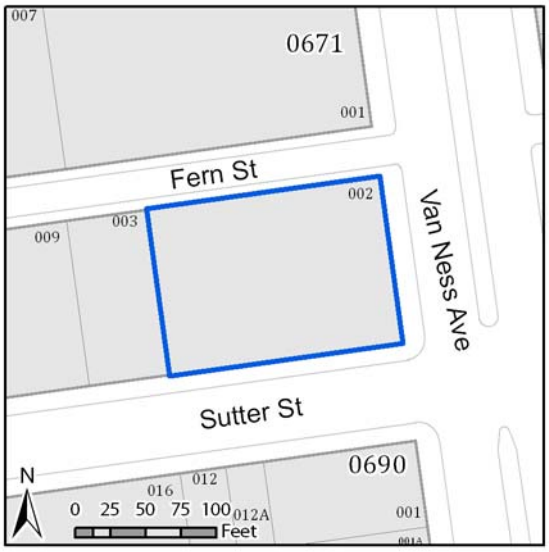
B11. Additional Resource Attributes: (List attributes and codes) _____

***B12. References:**
Building and Industrial News, August 15, 1911, 5:3; and October 17, 1911, 12:1 (excavations begun)
SF *Chronicle*, November 18, 1911 (plans complete, grading begun)
Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1912-1964
1913 Sanborn insurance map (Goodyear at #1301-1315 plus in all of second story; autos sales at #1319-1321 and #1325)
1936 Sanborn map (auto sales at #1301-1315 and #1319-1325)

B13. Remarks:
***B14. Evaluator:** William Kostura
Date of Evaluation: January 2010

(This space reserved for official comments.)

(Sketch map with north arrow required)



History – Occupants – Goodyear Tire and Rubber Company

This building was designed to meet the needs of its first lessee, the Goodyear Tire and Rubber Company, of Akron, Ohio. Goodyear had sold tires from its stores on Golden Gate Avenue since 1908, but now desired a shop many times larger than the ones they had previously had. According to the *San Francisco Chronicle* (November 18, 1911), the site at 1301-1305 Van Ness had been "selected by the Goodyear Tire and Rubber Company only after a prolonged canvas of the city for a central location for its Pacific Coast headquarters, and it was finally taken as the permanent office of the company here." Goodyear acquired a ten-year lease for the entire building, intending to occupy the southern half of the first story – i.e., the storefront at #1301 – and all of the second story; and to lease out the balance of the first story to auto dealerships.

This company had been founded in 1898 in Akron as a maker of tires for bicycles and carriages, and soon began making tires for automobiles as well. It was named after Charles Goodyear, who had invented vulcanized rubber in 1839. A number of automobile makers began using Goodyear tires for their newly-built autos, such as Ford, for its Model Ts, in 1908. At various times in its history Goodyear has been the largest rubber company in the United States or in the world.

Goodyear moved into the building in July 1912. The sales offices for the San Francisco branch of Goodyear were in the front of the first story and finished in high wainscoting of light oak. A fifteen-foot wide staircase of gray stone and Venetian design led up to the second story, where offices devoted to Goodyear branches outside of San Francisco were located and finished in like manner. The service department was located in the rear of the first story, and an equipment storage room was in the rear of the second story. On July 27th Goodyear held a celebratory opening in the building, with a vaudeville program and moving pictures of the Indianapolis 500 and other auto races.

For the next four years this building was the primary, but not the only, place in San Francisco to buy Goodyear tires. Goodyear also established Goodyear Service Centers at auto repair shops and auto dealers, where their tires could be purchased and installed. In August 1914 there were fifteen such service centers in San Francisco, and in April 1915 there were twenty-six.

Why Goodyear left 1301-1305 Van Ness Avenue after only four years here is uncertain. Perhaps the service centers were so successful that this large headquarters building became unnecessary. At any rate, Goodyear vacated the first floor of this building in October 1916, and vacated the second floor in about June 1917. Goodyear then moved to 1563-1565 Mission Street, but did not apparently serve the general public there. That building may have been only a distribution warehouse for Goodyear Service Centers in San Francisco. Goodyear remained there for the next six years.

History – Occupants – Automobile dealerships

Upon completion of the building, the northern half of the first story was divided into two storefronts, #1319 and #1325 Van Ness. Later these two storefronts were merged as one, and later still the entire building became a single store. All of the known occupants of this building through the year 1964 (except for Goodyear) were auto dealerships. They are listed below:

(Continued next page.)

History – Occupants – Automobile dealerships

1912-1916: Simplex and Mercer Pacific Coast Agency. This firm occupied the storefront at 1319 Van Ness and sold two brands of automobiles, the Simplex and the Mercer, each in a different price range.

The Simplex brand was founded in 1904 as S & M Simplex. It soon went bankrupt, but then reorganized in 1907 as the Simplex Automobile Company, with a factory in New York City.[1] This car was entered in many auto races in 1908 and 1909 for the purpose of demonstrating its speed and endurance, but was afterward marketed as a luxury auto. In 1915 it was redesigned as a very high-end car, the Crane-Mercer, sold only to the wealthy. The brand came to an end in about 1920.

The Simplex was first sold in San Francisco in 1910 by short-lived dealerships. In January 1911 the Simplex agency for all of the west coast except southern California passed to the Simplex Pacific Coast Agency, owned principally by George R. Bentel. With his manager John N. Burge he opened a small sales room at 124-126 Van Ness Avenue, where they sold five models known variously as a toy tonneau, a touring car, and (beginning in August) a limousine. In February the company named a new general manager, Rene J. Marx, a French military officer and former head of Renault Freres' San Francisco agency. Marx would head the Simplex agency during its occupancy of 1319 Van Ness.

In April 1912 the Simplex Pacific Coast Agency added the Mercer automobile to its line of cars, making this auto available for the first time in San Francisco. With the Mercer in its line-up, the company, now renamed the Simplex and Mercer Pacific Coast Agency, needed a larger storefront, and so moved into 1319 Van Ness in June 1912. Like the Goodyear sales office, Simplex and Mercer's showroom was finished in high oak wainscoting. Rene Marx's and other offices were to the rear of the showroom, and shops and storerooms were located behind these. A month after they moved in, Marx announced, and the *San Francisco Chronicle* obligingly reported, that wealthy San Franciscan James L. Flood had just purchased his fourth Simplex auto from the firm.

Despite the cachet of the Simplex, the dealership now emphasized the Mercer brand in their advertising, and probably sold more of that car than they did the Simplex. Mercer was founded in 1909 in Mercer County, New Jersey, by a son and grandson of the famous engineer and bridge-builder, John A. Roebling, and a wealthy brewery owner. The Mercer was a mid-range car that was entered in numerous "light class" auto races, with spectacular success. The company ended its racing activities after a fatal accident in 1914, however. Mercer production continued until 1925.

Rene J. Marx frequently advertised Mercer's racing success in San Francisco newspapers, implying that Ralph de Palma's experience as a Mercer racer would be shared by the average driver. "You will be a booster, not a curser, if you drive the speedy Mercer," predicted one ad (S F. *Chronicle*, March 9, 1913, p. 47).

The Simplex and Mercer Pacific Coast Agency continued to sell Mercers at 1319 Van Ness through mid-1915, but after that date the fortunes of the company declined. The company sold used cars at 1319 Van Ness in October 1915, and remained open into 1916, before going out of business.

[1] This brand was no relation to the less well-known American Simplex (or Amplex) automobile, of Indiana.

History – Occupants – Automobile dealerships

1912-1914: Bonnheim-Moore Motor Company. This firm occupied the smallest storefront in this building, numbered 1325 Van Ness, and sold two low-priced brands here, the Henderson and the Maxwell.

Edward Bonnheim and Harry Moore formed their company for the purpose of bringing the Henderson automobile to San Francisco. Bonnheim had been the treasurer of a large dry goods firm in San Francisco, while Moore had been involved in the auto business in Chicago. They moved their business into 1325 Van Ness in September 1912.

Although the Henderson they sold was "popular priced," it was also apparently marketed for "speedsters," and so the car had added safety features. By any measure this was an obscure brand; the twelve months it was sold here seems to have been the only time it was ever sold in San Francisco.

In October 1913 Bonnheim-Moore dropped the Henderson line and brought in the Maxwell auto. This brand had been founded in 1904, and after some growing pains it reorganized in Detroit in 1913, dropped its larger models, and focused on its lowest-cost model, which it sold for $695. Thanks to this car, Maxwell became one of the most successful auto makers in the United States during the 1910s. Bonnheim-Moore sold this car in its showroom and acted as the Bay Area distributor of Maxwell to dealerships in Oakland, San Mateo, Napa, and other cities. For unknown reasons the company could not take advantage of Maxwell's popularity, and it went out of business in mid-1914.

1916-1930: Logan-Cadwalader, Cadwalader-Chase, Chase-Morrill, and Day-Morrill companies. This firm, whose cast of partners changed with some frequency, occupied the storefront at 1301 Van Ness plus the second floor of the building after Goodyear Tire and Rubber Company vacated those spaces. It sold seven different brands of automobiles over these years, most prominently the Velie (during 1916-1922) and Jordan (1922-1929).

The founding partners were William C. Logan, who had previously sold electric automobiles, and George Cadwalader, a former real estate dealer. They joined to acquire the Velie auto distributorship for northern California and in December 1915 opened for business at 1201-1203 Van Ness Avenue, at the corner of Post Street. Velie had previously been sold in San Francisco at 550 Van Ness by William L. Hughson (1909-1910) and at 1525 Van Ness by the Reliance Automobile Company (1914-1915). Neither of these businesses seemed very committed to the Velie. Logan-Cadwalader, however, was, and clearly did well with the brand for several years.

The Velie company originally made buggies and wagons in Moline, Kansas, but in 1908 its founder, Willard Velie, began manufacturing automobiles. His was a mid-priced car, and he reportedly made all of the parts instead of merely assembling them from those of other manufacturers. He made and sold the Velie until his death in 1928, when the Velie company was discontinued. There is a Velie Register which keeps track of surviving Velies; it reports that 230 examples of this car still exist.

(Continued on next page.)

History – Occupants – Automobile dealerships

Ten months after opening for business, Logan-Cadwalader acquired a second auto brand, the Dort. The Dort Motor Car Company also began (in 1884) as a wagon and carriage making firm, founded by Josiah Dort and William C. Durant. Dort later became an officer at Chevrolet, and with this experience he began making autos in 1915, in Flint, Michigan. His car was briefly popular, but was fading by the time of Dort's death in 1923, and the brand was discontinued then.

With both Velie and Dort cars to sell, Logan-Cadwalader needed more space, and in October 1916 they moved to 1301 Van Ness. Instead of 4,500 square feet, they now had more than twice that. Their showroom featured a raised platform for the display of automobiles. Offices were to the rear of the showroom, and the service department was behind the offices.

When they acquired the second story in June 1917, they had a total of 31,000 square feet of space. They arranged their departments so that the showroom for new cars was in the front of the ground floor, the used car sales room was at the rear, and the service and repair department was in the second story. Offices for the "country dealers" – presumably auto dealers in other northern California cities that received their Velies or Dorts through Logan-Cadwalader – were also in the second story, perhaps in the same rooms that Goodyear had once devoted to its branch dealers.

A February 1917 advertisement had drawings of the eight models of Velie that were sold here then. Cars that were called a roadster, coupe, sedan, touring car, and brougham were priced from $1,225 to $2,350. The choice was wide, and about this time, or a little later, Logan-Cadwalader dropped the Dort from its line of autos.

In 1919 William Logan left to take a dealership "in the south" (probably meaning southern California) and his place was taken by Seth H. Chase, formerly Velie's factory representative in the west. In 1921 George Cadwalader's widow sold her share of the firm to Harry Morrill, who had been a salesman for Don Lee and than for Cadwalader-Chase. As Chase-Morrill, the firm brought in a new auto, the Jordan, in 1922.

The Jordan Motor Car Company was founded in 1916 in Cleveland, Ohio by Edward "Ned" Jordan, a former advertising executive for the Thomas B. Jeffrey automaker. What he lacked in mechanical expertise he made up with flair and gift for promotion. His cars, including the bodies, were assembled from the parts of other auto makers, a practice that did not have much respect within the industry or among aficionados. However, they were stylish in appearance, came in many colors, and had fine detailing and extra features. This brand continued in existence through 1931. Chase-Morrill, and the successor firm at 1301 Van Ness, offered the Jordan during 1922-1929. It also briefly offered the Knight-Falcon in 1928.

The final make-up of this firm, the Day-Morrill Company, was at 1301 Van Ness during 1929-1930. It sold Jordan (1929), Peerless (1929), and Oldsmobile (1930) cars before going out of business.

History – Occupants – Automobile dealerships

1927-1930: Western Motors Company. This firm occupied the storefront at 1319 Van Ness as a branch of their main showroom at 1600 Van Ness Avenue, where they sold Oakland and Pontiac autos. They also had a service branch at 1299 Franklin Street, and branches on Mission, Geary, and Market streets in 1929. 1319 Van Ness was their used car sales room in 1927, and may have been during the next three years as well.

1932: Jeff R. Townsend, used cars. This used car sales room also occupied 1319 Van Ness.

1936-1941: Pacific Nash Motor Company; and 1942-1954: James Motors. These two firms sold the Nash automobile at 1301 Van Ness, and seem to have occupied the entire building.

The Nash brand came into existence in 1916 when former General Motors president Charles W. Nash purchased the Thomas B. Jeffrey Company of Kenosha, Wisconsin and renamed its cars after himself. The company name was Nash Motors during 1916-1938. Nash then became the automotive division of Nash-Kelvinator, when the auto company merged with the refrigerator maker. In 1954 Nash and Hudson merged, forming American Motors Corporation (AMC).

During its entire existence Nash was a mid-priced car. According to its entry in Wikipedia, Nash's slogan was "Give the customer more than he has paid for," and the company "largely lived up" to that ideal. Nash cars were technologically advanced, thanks in part to Nash's engineer Nils Erik Wahlberg, who used wind tunnels in the design process, and to its partnership with Kelvinator, which resulted in superior air conditioning as an optional feature. Nash cars had streamlined bodies (beginning in 1939) and light-weight unibody construction (1941), resulting in lower wind resistance and higher gas mileage, as well as many other innovations. In 1950 Nash re-introduced the Rambler name, which had once been used by the Thomas B. Jeffrey Company, for its semi-luxurious compact car. It became very popular, helping Nash to enjoy its highest level of sales during 1949-1951. In 1957 the Nash name was phased out, and Rambler became the only major brand produced by AMC.

For the first 24 years of the Nash brand's existence, from 1917 to 1941, this car was sold in San Francisco by a local distributor named the Pacific Nash Motor Company. As its name implies, this company formed for the specific purpose of bringing the new Nash brand to northern California, Utah, and southern Idaho. After occupying two other buildings, Pacific Nash Motor Company moved to 1301 Van Ness Avenue in 1936, where (as mentioned above) it apparently occupied the entire building.

Pacific Nash remained here for five years, until 1941, then went out of business. Nash autos continued to be sold here afterward, during 1942-1954, by another company, James Motors. In all, Nash autos were sold at 1301 Van Ness for about 19 years.

For purposes of comparison, the list of four buildings where this important brand was sold in San Francisco is given below (using current addresses). This list does not include buildings were Nash's predecessor, Thomas B. Jeffrey's, cars were briefly sold.

(Continued next page.)

History – Occupants – Automobile dealerships

1936-1954: Nash (continued):

1917-1921: 1525 Van Ness Avenue. This was the first home of the Pacific Nash Motor Company. This moderate-sized building has only fair integrity.

1921-1935: 1835-1849 Van Ness Avenue. This large building, whose total area was variously reported as 58,000 and 75,000 square feet, was built during 1920-1921 for owner L. D. Allen and was designed especially for the needs of the Pacific Nash Motor Company. This building has generally good integrity.

1936-1954: 1301-1305 Van Ness Avenue – the building being evaluated here. Nash was sold here, first by the Pacific Nash Motor Company, and then by James Motors. These include the peak years of Nash's popularity (1949-1951). This building has the highest integrity of the four.

1955-1957: 550 Van Ness Avenue. Nash was sold here by Harvey Motors for the last few years of its existence.

Two of the above buildings, 1835-1849 Van Ness and 1301-1305 Van Ness, are clearly the most important, for they account for the bulk of the years Nash was in existence.

1955-1957: Ansel J. Schloss. This dealer sold Studebakers here during 1955-1956, and Lincoln, Mercury, and Continental autos in 1957.

1958-1964+: Jim Wessman, Inc. This dealer continued to sell Lincoln, the luxury brand of Ford Motor Company, during these years.

In sum, this building held new automobile showrooms for at least 47 years through the year 1964 (the end year of the period being studied). Of the brands sold here, the most important in the building's history was Nash (for 19 years). Several other brands that were once well-known but are now largely forgotten, e.g. Simplex, Mercer, Maxwell, Velie, Dort, Jordan, and Peerless, were sold here for briefer periods during the 1910s-1920s. Still other major brands (Studebaker, Lincoln, and Mercury) were sold here late in the building's history.

Integrity

Alterations to this building include the addition of awnings, the removal of ornament from the tops of the second and fourth bays, and the alteration of roughly a third of the window sash. Most ornament, the remaining window sash, and the general composition of the building remain intact. On the whole, this building retains integrity of location, design, materials, workmanship, setting, feeling, and association.

Evaluation

This is one of more than 100 buildings along the Van Ness Avenue corridor that have a history as automobile support structures, and that are being evaluated for possible historic significance according to the criteria of the California Register of Historical Resources. With a few exceptions, these buildings were auto showrooms, public garages, auto repair shops, auto parts and supplies stores, and auto painting shops. The time period that is being studied is from the initial years of the automobile industry in San Francisco through 1964. Among the factors that have been considered when evaluating a building are its date of construction, its longevity of auto-related use, the importance of its occupants in local auto industry history, integrity, and architectural quality. These factors, and how they apply to evaluations of buildings, are discussed in a cover report, *Van Ness Auto Row Support Structures, 1908-1964*.

Completed in 1912, this is one of the earliest examples of an automobile showroom in San Francisco. With 47 known years of such use in its history, it has excellent longevity in this use. Additionally, this building served a s a showroom for the sale of many once-important but now largely forgotten auto brands (principally Simplex, Mercer, Maxwell, Velie, Jordan, and Peerless) and is one of the two most important buildings where Nash was sold (for 19 years). For these reasons, this building appears to be eligible for the California Register of Historical Resources under Criterion 1, at the local level, for its use as an automobile showroom. The Period of Significance under this criterion is 1912-1964, the years the building had this use.

This building was also home to the Goodyear Tire and Rubber Company during 1912-1916. This was a very early date, and Goodyear was (and is) a very important company, but its occupancy of this building was brief. Therefore, this building does not appear to be eligible for the California Register for its association with Goodyear.

None of the proprietors of businesses here is known to have been individually important in his field. Accordingly, this building does not appear to be eligible for the California Register under Criterion 2.

Architecturally, this building is one of the best remaining Art Nouveau style buildings by Cunningham and Politeo, an important firm noted for their work in this style. Although ornament has been removed from the top of two bays, the rest of the ornament on this building survives, and the building retains generally high integrity. For this reason, this building appears to be eligible for the California Register under Criterion 3. The Period of Significance under this criterion is 19111-1912, the year of construction.

Character defining features

The character defining features of this building are its height, width, and depth, the stucco coating with its scored surface, the Mission Revival roofline, the cornice with its brackets, the plain piers that mark the division of bays, fluted piers in the middle pavilion on the Van Ness side, all ornament, and all early or original window frames, sash, mullions, transom bars, and muntins.

References (continued)

Goodyear Tire and Rubber Company

San Francisco Chronicle, November 8, 1911 (article re: opening of this building)
San Francisco Chronicle, July 26, 1912, p. 13. L. W. Wigmore, "Goodyear Company in New Home."
San Francisco Chronicle, August 30, 1914, p. 50; and April 18, 1915, p. 57 (display ads)

Simplex and Mercer Pacific Coast Agency

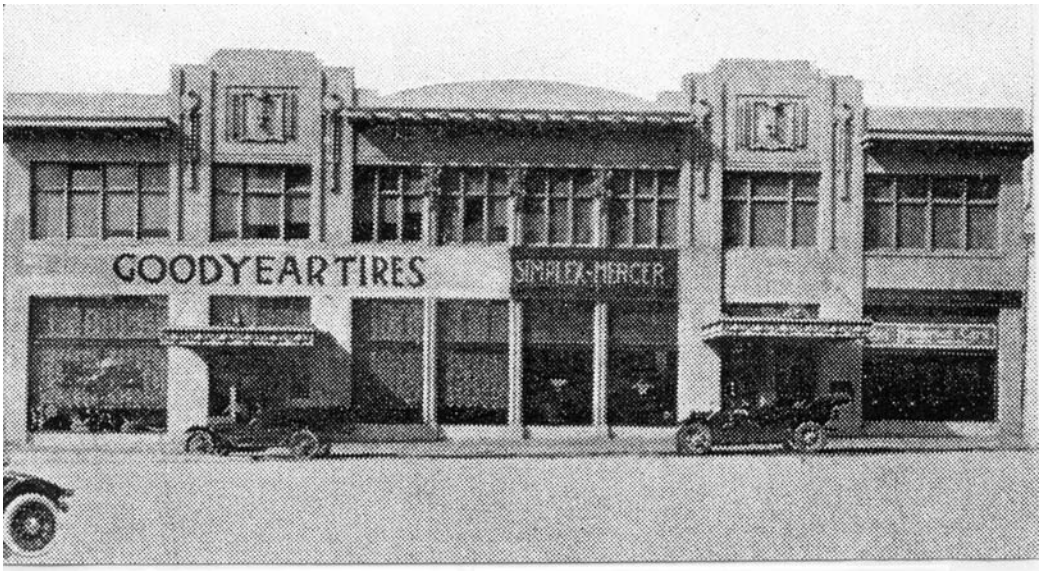
San Francisco Chronicle, Jan. 15, 1911, p. 37. "Simplex Car Is in New Hands in this City."
San Francisco Chronicle, Feb. 18, 1912, p. 43. "Marx Transfers His Allegiance to Simplex."
San Francisco Chronicle, April 10, 1912, p. 5. "Two New Cars in Local Auto Field."
San Francisco Chronicle, June 13, 1912, p. 11. "One More Agency on Upper Van Ness."
San Francisco Chronicle, July 21, 1912, p. 43. "James L. Flood buys Fourth Simplex Car."
San Francisco Chronicle, Sept. 29, 1912, p. 45. "Simplex Firm Now Controls State."
San Francisco Chronicle, March 9, 1913, p. 47. Display ad.

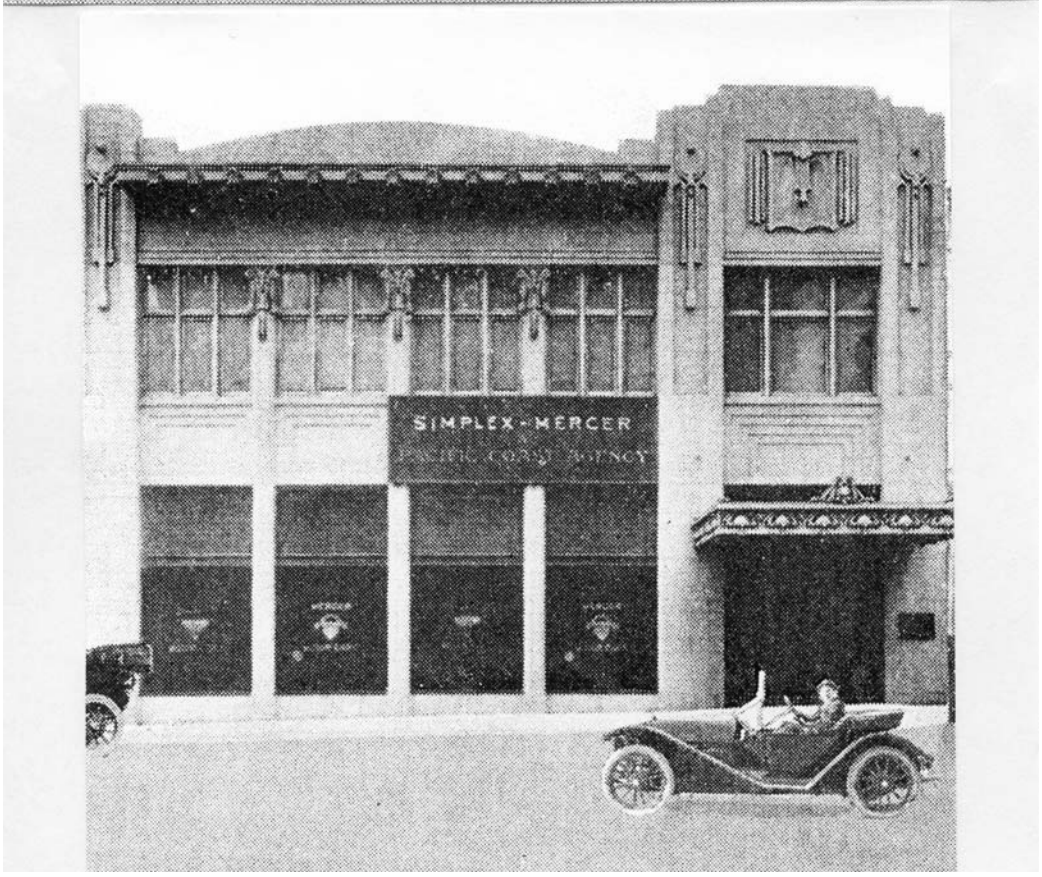
Bonnheim-Moore Motor Car Company

San Francisco Chronicle, July 14, 1912, p. 40. "Henderson Car Latest in Field."
San Francisco Chronicle, Sept. 15, 1912, p. 42. "Henderson Cars on Exhibition Today."
San Francisco Chronicle, October 2, 1913. This firm chosen as a Maxwell distributor.

Logan-Cadwalader, etc.

San Francisco Chronicle, December 15, 1915, p. 50. "Popular Auto Men Chosen Velie Distributor."
San Francisco Chronicle, October 22, 1916, p. 48. "Logan-Cadwalader In New Quarters."
San Francisco Chronicle, October 29, 1916, p. 43. "New Salesrooms Show Prosperity."
San Francisco Chronicle, June 17, 1917, p. A-2. "Velie Agency Is Forced to Expand."
San Francisco Chronicle, Sept. 21, 1919, p. A-5. "New Velie Six Holds Spotlight on Row."





Two views of 1301-1305 Van ness Avenue from the *San Francisco Newsletter*, Christmas edition, 1913. The signage in the top photo was retouched by the magazine. Visible in the lower photo is the ornament at the top of bay #4 that has since been removed.

Top: Ads by the Simplex and Mercer Pacific Coast Agency. From the *San Francisco Chronicle*, December 18, 1912, p. 5 (at left) and September 1, 1912, p. 42 (at right).

Bottom: Ads by Logan-Cadwalader Co. and Cadwalader-Chase Co. From the *San Francisco Chronicle*, Feb. 11, 1917, p. 19-A (at left) and the 1920 city directory, p. 24 (at right).