VAN NESS AUTO ROW
SUPPORT STRUCTURES

A Survey of Automobile-Related Buildings
along the Van Ness Avenue Corridor

Interior of Don Lee's Cadillac showroom, 1000 Van Ness Avenue

by

William Kostura, Architectural Historian
P. O. Box 60211
Palo Alto, CA 94306

for

The Department of City Planning
1650 Mission Street, Suite 400
San Francisco, CA 94103

Draft February 2010

Table of Contents

Interior of Earle C. Anthony's Packard showroom, 901 Van Ness Avenue, built in 1926-1926 and designed by Bernard Maybeck and Powers & Ahnden, associated architects. SFPL photo AAD-4660.

INTRODUCTION TO THIS SURVEY

Theme of survey

This report is an architectural survey of buildings along the Van Ness Avenue corridor that have a history related to the automobile industry in San Francisco. It has been commissioned by San Francisco's Department of City Planning as part of its ongoing effort to survey historic buildings in the city.

The Van Ness Avenue corridor has been the center of San Francisco's automobile industry since before the earthquake and fire of 1906, and was known as the city's "Auto Row" from the 1910s through the 1980s. The building types that represent this industry include auto showrooms; public garages; auto repair shops; auto supplies stores; shops that offered specialized services such as tire and battery sales, auto tops and trimming, auto painting, and electrical systems servicing; and multiple-use buildings that held three or more of the above kinds of businesses at a given time.

Almost all of San Francisco's older auto showrooms can be found within the study area of this report, and a disproportionately large number of the other building types can be also.

Goals of this survey

Many of the buildings in this survey date to the first decades of the history of the automobile industry in San Francisco. No such buildings from the pre-1906 period survive, but a large number from the period 1909-1920s survive, and these represent the early history of the automobile in this city. This survey seeks to identify the buildings that best represent various aspects of that history.

The first step of this survey has been to identify all of the surviving buildings of each type mentioned above (e.g., auto showrooms, public garages, auto repair shops, auto supplies stores, etc.) that still stand in the study area, and to research their histories. This survey then will identify: the oldest examples of each type, the buildings that had the greatest longevity of such uses, those with the most distinguished architecture, and those that have the highest level of integrity. Other considerations such as the capacity or size of each building, a building's association with important businesses, and a building's association with important persons (usually, the proprietors of auto-related businesses), are also noted.

Once these buildings have been so identified, they will be evaluated for possible historic significance according to the California Register of Historical Resources. Those that are eligible for the California Register are those that have been found to best represent important aspects of the automobile industry in the study area.

On rare occasion, buildings in the study area may also relate to themes in areas other than automobile-related history. Buildings may be evaluated for these themes as well.

Boundaries of the study area, and time period studied

The boundaries of the study area are Pacific Avenue on the north (including buildings on the north side of that street), Larkin Street on the east (including buildings on the east side of, or very close to, Larkin), Gough Street on the west, and Market Street on the south; plus, in the South-of-Market area, the area bounded by Market, the south side of Mission, Eleventh, and Gough.

The time period being studied is from the origins of the automobile industry in San Francisco, ca. 1900, through 1964, the latter being an arbitrary cut-off date. As far as extant buildings are concerned, the oldest dates to 1909, and the latest dates to 1947. The auto-related history of all buildings in the survey has been studied through 1964.

Evaluation

As mentioned above, all buildings in the survey are evaluated for possible historic significance according to the criteria of the California Register of Historical Resources. The forms used for these evaluations are State of California Department of Parks and Recreation DPR 523 forms, usually referred to as DPR 523 forms. Status codes are also entered onto these forms that take into account a building's possible significance under National Register criteria.

The findings in this study are preliminary. Upon completion, this study will be submitted to San Francisco's Historic Preservation Commission for review and possible ratification.

SUMMARY OF FINDINGS

DRAFT: 115 buildings in the study area of this report were formally evaluated on DPR 523 forms. At this writing, about 67 buildings appear to be eligible for the California Register, about 44 buildings do not appear to be eligible, and four remain uncertain.

FIELD AND RESEARCH METHODS

Identification of auto-related buildings

The first step was to identify those buildings that have a substantial automobile-related history. The most useful source toward this end was four sets of Sanborn insurance maps, which labeled the uses of buildings. The available sets of Sanborn maps include:

1913, at the San Francisco History Center, Main Library (SFPL)
1928-1936, at the California Historical Society (CHS)
1948-1951, at SFPL
1964, at CHS

A site survey was then conducted to note which buildings still stand with good or better integrity, which buildings have been thoroughly altered in appearance, and which have been demolished. A few more automobile-related buildings were discovered in the course of this site survey.

Subsequent site survey

A more careful site survey was performed later, in order to note the materials, compositions, and details of building facades, to note alterations, and to take photographs. Most of this survey was conducted in June 2009, although many further visits were made in later months. In general, attention was given only to the exterior of a building. The interiors of buildings were not considered, except for those aspects that could readily be viewed from the sidewalk.

Archival research

Once identified, the histories of buildings were researched using archival sources. Building permits available at the Department of City Planning documented the dates of construction, the first owners, the architects, the contractors, the structural type, and often alterations of buildings. Architectural periodicals also revealed some of this information; most useful was *Building and Industrial News* (later, *Building and Engineering News*). *Architect and Engineer* supplied early photographs of some buildings.

Many more historical photographs were available from the SFPL. Many are available at low resolution from the library's website. Assessor's photographs of the late 1940s to early 1960s are also available at the library, though not on-line. Many more photographs were taken by the Department of City Planning for its 1976 survey of historic buildings and for its Van Ness Avenue Plan of the 1980s. Finally, a photo montage of dozens of auto showrooms was published in the Christmas 1913 issue of the *San Francisco Newsletter* (available at CHS). These historic photos were carefully compared with extant buildings in order to determine what alterations have been made to the buildings.

The most useful source for the names of occupants of buildings was the Crocker-Langley City Directory for San Francisco (later known as Polk's Crocker Langley). By scanning the classified section of various years under the headings Automobiles, Automobile Dealers, Garages, Automobile Garages, Automobile Repair, Automobile Supplies, and so forth, one can find the occupants of these buildings. Because addresses have sometimes changed, it was important to compare the addresses given in city directories with the addresses of buildings given in the Sanborn maps. Cross-directories by address for intermittent years (1927, 1933, 1940, and 1946) and for all years after 1953 are available at the SFPL and CHS, and were also very useful. Finally the yellow pages of PT&T telephone books from the 1930s onward were also useful, and sometimes yielded more information than the Polk's Crocker-Langley directories did. Once occupants were identified for a cross-section of years, further city directory and yellow pages research

was performed to fill the gaps, and to create a fairly complete list of occupants for each building through 1964.

The daily newspapers were also a rich source of information. Newspaper clippings regarding many buildings in the study area are available at the Foundation for San Francisco's Architectural Heritage. Most of the San Francisco Chronicle through 1922 has now been scanned and indexed, and can be viewed online through the ProQuest website (accessible through the SFPL website). The San Francisco Call has also been scanned and indexed, and is available through two websites.

Finally, background information on the automobile industry and on automobile and tire brands was gleaned from entries in Wikipedia. In a few instances minor discrepancies were found among various Wikipedia entries. Due to time constraints it was not possible to check this information against other sources.

All of the above information, gathered through archival sources and site surveys, was considered and collated for the historic context statement presented below.

Creation of hierarchies: business types, dates of use, longevity, integrity

In order to judge which buildings have significance under the criteria of the California Register, these buildings must be compared against each other, and also looked at in the context of the history of the automobile industry in San Francisco.

Toward that end, lists were made of all auto-related business types in the study area, and of every building that is an example of that type. Buildings of each type (e.g., auto showroom, public garage, auto repair shop, etc.) were compared to each other in terms of these qualities:

- early date of this use,
- longevity of this use,
- capacity, and
- degree of integrity,

with the idea that older examples are usually more important than later ones; buildings that had a certain use for many years are usually more important than those that had such use only briefly; buildings that had a great capacity were usually more important than small buildings; and buildings with high integrity can convey such importance more clearly than highly altered buildings can.

The above statements may seem obvious, but in practice judging the most important examples of buildings was not always easy. Sometimes the oldest examples of a building type are also the smallest examples. Older examples have usually undergone more alterations than later ones have. Very often, buildings underwent changes of use over the years. A building built as a public garage often became an auto repair shop in later years, and a showroom for new automobiles might have later become a used car salesroom.

Many buildings held two or more uses simultaneously; a public garage and an auto repair shop (with each use on a different floor) is the most common example of this pattern. In general, the aim was to identify the oldest, longest-term, largest, and most intact examples of each building type.

Hierarchies for different patterns of history were established. These hierarchies will help to establish the relative importance of a given building (compared to other buildings) and aid in evaluating that building according to California Register criteria.

Hierarchies of building and business types

Regarding building types, the most important is:

- Automobile showrooms selling major brands of new automobiles. This includes brands that were very popular at the time, but that are now little-remembered. The auto showroom was the building type that was most concentrated in the study area, and was the one that served as a magnet for all of the other building types (listed below). Auto showrooms selling major brands also tended to be the most imposing, or showy, in their general appearance.

The second most important group of buildings types include:

- Public garages. Several services that were vital to automobile owners were offered in these buildings before World War II. They also tended to be imposing in appearance, although not as much so as auto showrooms.

- Multiple-use buildings. These buildings were constructed to hold three or more auto-related businesses simultaneously. Uses found in these buildings included auto showrooms, garages, auto repair shops, auto painting shops, and other specialized services. Only a few buildings of this type stand in the study area.

- Automobile engineering college. At this college (Heald's), students learned to design and repair automobiles, among other skills. There is only one example of this building type left standing in the study area.

The next most important group of buildings types are:

- General auto repair shops. These shops preformed major repairs on automobiles.

- Auto accessories, parts, and supplies stores.

- Tire shops selling well-known national brands. These buildings sometimes had a large capacity and were conspicuous features of the study area.

- Auto showrooms selling brands that were considered minor or obscure at the time.

The next most important group of buildings types are:

- Shop and stores offering specialized services such as body building and repair shops, machinists of auto parts, auto painting, auto tops and trimmings, springs, brakes, batteries, radiators, fenders, wheel aligning, and tires of minor or unknown brands.

- Auto showrooms selling unknown brands of new cars, and used car salesrooms.

The least important building or business type in this hierarchy is:

- Auto finance and insurance offices.

Hierarchies of date

The oldest examples of a building type, or of an automotive use, are more important than later ones because they represent the origins of the industry. A hierarchy has been established for this study, as follows:

- Early date of a given use or building type: 1909-1910s
- Moderately early date of a given use or building type: 1920s
- Moderately late date of a given use or building type: 1930s
- Late date of a given use or building type: 1940s-1960s

This hierarchy by decades is not as arbitrary as it may seem. Many buildings in the study area were constructed in the year 1920. It seems to have been a peak year of auto-related construction, and is thus a useful dividing line between "early" and "moderately early." The onset of the Great Depression is another useful dividing line.

Although only a few buildings in the survey were built in the 1930s, and only one was built after that decade, it is worth distinguishing between the 1930s and 1940s. Most buildings in the survey continued to have automobile uses into the 1940s-1960s, and for this reason, a 1930s date of auto use should be considered as "moderately late," and an auto-related use during the 1940s-1960s would be "late."

Hierarchies of longevity

Buildings that held an automobile-related use for many years will naturally be more important examples of this building or business type than one that held such use for only a few years. A hierarchy has, therefore, also been established for longevity of use. This hierarchy is considered for both overall auto-related use, and for specific uses (such as public garages or auto repair). The years that buildings had these uses are counted only through 1964, the end year of the period being studied.

Excellent longevity of a certain use: 30 years are longer

Good longevity of a certain use: 20 to 29 years
Moderate longevity of a certain use: 10 to 19 years
Fair longevity of a certain use: seven to nine years
Brief longevity of a certain use: one to six years.

In general, a building should have at least fifteen or twenty years of total auto-related use to be considered a solid example of an auto-related building.

Other hierarchies

Individual business proprietors who worked in the automotive industry in San Francisco beginning at an early date, and continued to do so for many years, may be considered to have been important in their field. Buildings that are large in their area, and that had a great capacity, are usually more important than buildings that had a smaller capacity and thus served fewer people. Finally, and very importantly, buildings that have higher integrity are better able to evoke their history than do buildings with lower integrity.

Summation

The purpose of establishing these hierarchies is to clarify which buildings in the study area best evoke the history of the automobile industry, and to aid us in evaluating them according to California Register criteria. Some aspects of automotive history are more important than others, and some buildings exemplify these aspects better than others do. For example: because auto showrooms, public garages, and multi-use buildings are so important as building types, examples with only fair integrity might still be considered significant, whereas used car salesrooms or fender repair shops with the same level of integrity would not be. Similarly, an auto repair shop that is one of the oldest in the study area, and that has excellent longevity in this use, might be considered significant even though its integrity is only fair, whereas a later example with the same level of integrity would not be.

The methodology employed in this study, then, is to consider all of the factors outlined above in an attempt to identify those buildings which best illustrate the history of the automobile industry in the study area.

HISTORICAL OVERVIEW

Introduction

Van Ness Avenue, from its beginning at Market Street to just north of Pacific Avenue, was the premier auto showroom district in San Francisco from shortly after the earthquake and fire of 1906 until the 1980s. Although only a few active auto dealerships remain on the Avenue, many buildings that were built as auto showrooms and that have undergone adaptive reuse survive to the present day. In addition, many early garages, auto repair shops, and other automotive support buildings still stand within a two-block

radius of Van Ness. This corridor, about 22 blocks in length and slightly over three blocks in width, contains by far the largest concentration of auto-related buildings in San Francisco.

Although many of these buildings now have other uses, their auto-related origins are often evident from their architectural appearance. The larger auto showrooms typically have wide expanses of glass in the lower and upper stories, a monumental scale, and sometimes lavish ornamentation to advertise their products. Garages used for automobile storage and auto repair shops possess wide portals for auto entrance and egress, and often the width of these bays is repeated across the entire façade. Showrooms and garages are usually built of reinforced concrete, a material that facilitated large window areas and the storage of autos on upper stories. The distinctive appearance of these buildings is clearly derived from their original uses, and thus one can find a close tie between the history and architecture of these buildings.

These buildings proved useful as auto showrooms, garages, and repair shops for many decades. Although over 90% were built during the period 1909-1929 (and nearly 100% by 1938), dozens of these buildings continued to serve these uses into the 1980s. After 1909, it was almost never economical to tear down an existing automotive building in order to replace it with a newer one, regardless of changing technologies, new styles, and a growing population. A few of these buildings maintain their original use almost 100 years after they were constructed.

At least 250, and probably closer to 300, auto-related buildings were built within the study area between 1906 and 1938. A large number of these have been demolished since the 1960s, and others have been heavily altered, but over 100 still stand and retain most of their architectural integrity.

Van Ness Avenue before 1906

Van Ness Avenue was surveyed as a city street during 1855-1856 by John T. Hoff, the City Surveyor, as part of his survey of the Western Addition. The Avenue, along with other streets, cut through existing pre-emption claims such the Hayes and Beideman tracts[1]. Once these land claims were confirmed by the Van Ness Ordinance of 1855, and the streets and blocks of the Western Addition were surveyed by Hoff, the land could be sold in small lots, usually to builders of houses.

Van Ness Avenue was platted wider than any of the other north-south streets in the city. The reason for this is obscure, but it seems likely that Hoff intended for Van Ness to become an important boulevard because it is relatively flat, passing as it does between Nob and Russian Hills to the east and Pacific Heights to the west.

[1] Van Ness Avenue between Fell and McAllister, passed through the eastern end of the Hayes Tract. Van Ness between McAllister and Bush passed through the Beideman Tract. The next nine blocks of Van Ness, between Bush and Vallejo, passed through pre-emption claims that remain unknown. North of Vallejo Street, Van Ness Avenue passed through the Laguna Survey and the Rickett's Claim.

A few decades would pass before Van Ness Avenue reached its potential as a boulevard. Home-seekers began to build along Van Ness in noticeable numbers during the 1860s, the city beautified the avenue with tree plantings in 1876, and many "fine residences" were built there during the 1870s-1890s. A few of these were palatial in scale. Several institutions located on Van Ness during the period 1864-1891, including churches (St. Brigid's, First Presbyterian, St. Luke's Episcopal, and St. Mary's), a men's club (Concordia-Argonaut) and a membership library (Mercantile). In the 1890s several residence hotels of some distinction were also built on the avenue. Some of these contained ground floor shops and offices, and thus Van Ness Avenue began to take on a slightly commercial character.

Looking south along Van Ness from Sutter Street, some time between 1901 and 1906. At left is St. Dunstan's Hotel for bachelors, built in 1901. The large building one block to its south, with the tower, is the Concordia-Argonaut Club. Across the avenue is the tower of St. Mary's Cathedral.

To summarize, Van Ness Avenue at the beginning of the 20th century was filled with fine residences (mainly north of Sutter Street), churches and other institutions, hotels (mainly between Sutter and Ellis), and rowhouses (especially in the more southerly blocks). The hotels portended an eventual commercialization of the Avenue, a process that was greatly speeded up by the earthquake and fire of 1906.

The earthquake and fire of 1906 destroyed most of the buildings on Van Ness. Every building on the east side of Van Ness south of Filbert Street was dynamited in order to create a fire break. In addition, fires also destroyed the west side of Van Ness between Sutter and Clay (a stretch of four blocks) and the west side of Van Ness south of Golden Gate Avenue (a stretch of six blocks). Most of the buildings on the west side of Van Ness and south of Broadway that survived the fire were destroyed at an early date, usually to make room for automobile showrooms and other commercial buildings.[2]

[2] The only pre-1906 survivors south of Broadway are portions of St. Brigid's Roman Catholic Church, and the first story of the Martinet Hotel, at the southwest corner of Broadway and Van Ness, now known as Tommy's Joynt. A few post-1906 buildings recall their 19th century predecessors on the same sites:

Beginnings of an Auto Row: Golden Gate Avenue before 1906

Meanwhile, an automobile industry was beginning to emerge in San Francisco along Golden Gate Avenue near Van Ness.

A machinist named John Albert Meyer was the first person to build an automobile in San Francisco, in his Noe Valley house in 1896.[3] In 1898 there were still fewer than half a dozen autos in the city, according to Frederick A. Marriott, writing at the end of 1903. In 1900 there were 25 autos in the city, he said, but by 1903 there were over 500.[4] Suddenly, autos had become a common sight in San Francisco.

San Francisco city directories first listed "Automobiles" in its classified section in 1900, when there were two sellers of the vehicles. The next year, in 1901, there were nine auto dealers, of which four were in or very near the study area of this report.[5] In 1902 there were twelve auto dealers in the city, and in 1905 there were 26. In the latter year about half of the dealers were located in the area adjacent to and immediately west of City Hall, and one street in that area, Golden Gate Avenue, was home to four auto dealers. Those dealers were the seed for San Francisco's first auto row.

R. R. l'Hommedieu chronicled the rise of automobile dealerships in San Francisco in his 1913 article, "The Evolution of Auto Row."[6] He said that auto dealers first gravitated to Golden Gate Avenue in 1905 because it was the preferred route from downtown to Golden Gate Park, and was thus a good street to be on if you wanted to catch the eye of "those who were in a position to buy automobiles," i.e., carriage owners who worked downtown.

A few automobile dealers actually opened on Golden Gate Avenue before 1905. The first – and also the first on Van Ness Avenue – was the Mobile Company of America, which leased the first story and basement of the struggling Mercantile Library at the northeast corner of Golden Gate and Van Ness during 1902-1903. In 1904 the building was remodeled for two new auto dealerships[7], those of Benjamin B. Stanley, with an address of 596 Golden Gate, and the Middleton Motor Car Company, at 606 Van Ness.

---

namely, the Richelieu Hotel, the Concordia-Argonaut Club, St. Luke's Episcopal Church, and the First Presbyterian Church ("Old First").

[3] This car still exists, and is on display at the Oakland Museum.

[4] F. A. Marriott, "The Automobile," *San Francisco Newsletter*, Christmas Number, 1903 (at California Historical Society).

[5] One, the Sunset Automobile Company, at 1814 Market Street, near Van Ness, was managed by Dorville Libby, Jr., who later co-owned an auto repair shop at 1415 Van Ness (extant). The others included Locomobile of the Pacific, at 1255 Market, between 8th and 9th; the California Automobile Co., at 346 McAllister; and the California Auto-Traction Co., at 110 McAllister.

[6] In the *San Francisco Newsletter*, Christmas Number, 1913. At CHS.

[7] *Edward's Abstracts from Records*, February 24, 1904.

Stanley had formerly been a salesman. William Middleton, age 23 in 1904, was backed by his father, a lumber dealer, and sold Columbia Motor Cars.[8]

Mercantile Library, northeast corner of Van Ness and McAllister, built 1890-1891. Its first floor and basement became devoted to auto showrooms during 1902-1906.

The eastern and western boundaries of the emerging auto row on Golden Gate Avenue were defined in 1903, when two new auto dealers moved to the avenue. At the eastern end was the National Automobile Company, which sold Rambler, Knox, and Haynes-Apperson autos at 134-148 Golden Gate Avenue. At the western end was the Pioneer Automobile Company, at 901-925 Golden Gate Avenue, corner of Octavia, opposite Jefferson Square. Pioneer sold Winton, Olds, and Locomobile autos in 1903; and Winton, Olds, and Stevens-Duryea in 1905.[9]

For the most part, auto dealers before 1906 opened for business in small storefronts within larger buildings. They probably had a small showroom at the front of the store and a small repair shop in the rear. There is no record of how they got their automobiles into these small spaces. By contrast, at least two buildings on Golden Gate Avenue were

[8] During the three-day fire of 1906 Middleton and his employees gathered 22 automobiles from his showroom and from recent customers and drove fire department officials around in the fulfillment of their duties, including dynamiting the east side of Van Ness Avenue. Reportedly, he so impressed the city that it later purchased 100 autos from him. After the fire Middleton reopened at 550 Golden Gate Avenue. He remained in business until 1911, then briefly became an auto salesman for H. O. Harrison. Sources: Bill Middleton, letter dates Nov. 20, 1952, at CHS. Junior League file for 1960 Jones Street, at the S.F. History Center, Main Library.

[9] The Pioneer Automobile Company remained at this location until 1909, then moved two blocks to the east, to 724 Golden Gate. In about 1911 it moved again, to 519-529 Van Ness Avenue, where it continued in business for a few years.

built specifically for automobile use before 1906. Both were wood-frame in construction. The first was an auto showroom built at the beginning of 1904 at the northeast corner of Golden Gate and Gough, to designs by the Reid Brothers, architects, for the Mobile Carriage Company, which sold Pierce-Arrow cars.[10] The second was built in 1905 at the northwest corner of Golden Gate and Van Ness for the Auto Livery Company, which seems to have sold cars and served as a garage. [11] Both buildings survived the earthquake and fire of 1906 and have since been demolished.

The first Auto Row: Golden Gate Avenue after 1906

After the earthquake and fire Golden Gate Avenue was quickly rebuilt with one-story wood-framed commercial buildings. In a continuance of the pattern begun before 1906, many of these were devoted to small auto showrooms, and Golden Gate Avenue became the primary location for auto dealers in the city. In 1907 there were 65 auto dealers in the city, and 32 of them were on Golden Gate Avenue between Leavenworth and Gough.

These wood-framed buildings did not last long. Six of them burned in 1907, when a man in the Howard Automobile Company's building on Golden Gate near Larkin was filling the tank of his car with oil, and his cigarette fell from his lips. An employee and a policeman were both hurt trying to remove valuable autos from the burning building. A large building containing the Standard Motor Car Company's Ford storefront, a garage, the Fly Trap restaurant, and several other businesses burned in 1908, when a fire started in the restaurant.

The rest of these wooden buildings were demolished within a few years and replaced by more permanent brick buildings of one to three stories in height, usually with classically-derived ornament. Although they were intended to be attractive, they were, nevertheless, essentially utilitarian in appearance. They did not receive the level of architectural treatment that fine clothing or jewelry shops in the city's fashionable shopping districts received. Most of the automobiles that were sold in these buildings were themselves fairly primitive, for few true luxury automobiles were made in these early years. There was, then, some correspondence between the architecture of these first auto showrooms and the autos that were sold in them.

The number of auto dealers on Golden Gate held steady through 1910, and at least one new auto salesroom was built on the avenue as late as 1911. Already, however, Van Ness Avenue was in the process of supplanting Golden Gate Avenue as the city's auto row. The simple fact that Van Ness was wider, and thus afforded passers-by better views of the showroom display windows, gave it an advantage over Golden Gate. In addition, lots or parcels of land were usually larger on upper Van Ness, and thus the difficulty of assembling lots for construction of larger buildings – a necessity by 1911 – was avoided there.

---

[10] *Edwards Abstracts from Records*, January 9, 1904, "Builders' Contracts". The Mobile Carriage Company remained here through 1908. Its relationship to the earlier Mobile Company of America is unknown.

[11] *San Francisco Chronicle*, September 1, 1905, p. 16, col. 6, "Builders' Contracts"

Numerous automobile support businesses were also located on Golden Gate Avenue, between Hyde and Gough, amid the auto showrooms. These included auto repair shops, automobile supplies stores, tire shops, automobile tops and trimmings shops, and garages. There were seven such businesses along this stretch of Golden Gate Avenue in 1908, and seventeen in 1910. After that year, as mentioned above, the more important automobile dealers increasingly chose to locate on Van Ness Avenue, and Golden Gate Avenue became devoted to smaller automobile dealers and support businesses. Over thirty of these support businesses could be found on Golden Gate Avenue in 1914.

For the period from 1906 through the 1910s at least 46 buildings on Golden Gate Avenue between Hyde and Gough were devoted mostly or entirely to automobile-related businesses. About thirty of these buildings were on the 400 and 500 blocks (between Larkin and Van Ness); next in importance was the 600 block, with nine such buildings; while the 300 and 700 blocks were of least importance. These five blocks continued to be devoted to intensive automobile support into the 1950s. In that decade, however, the expansion of the San Francisco Civic Center with new state and federal buildings displaced numerous auto-related buildings. More demolitions followed in later decades.

Looking east on Golden Gate Avenue from Van Ness in 1913. To the right is the building now numbered 550 Van Ness, then occupied by William L. Hughson's Standard Motor Car Company.

Today, only one of the early auto showrooms on Golden Gate Avenue still stands with good integrity. That is 550 Van Ness Avenue, at the southeast corner of Golden Gate Avenue. It was built in 1908-1909 to designs by Frederick H. Meyer. Its original address was 583 Golden Gate, which suggests that it was considered at the time to be part of the Golden Gate Avenue auto row, rather than as part of a future row along Van Ness. All of its window and door openings have been altered with new sash and frames, but the exterior brick walls and the cornice are essentially unchanged. Several other Golden Gate Avenue auto buildings still stand, but they have been completely altered in appearance. The most notable of these was 500 Golden Gate (built in 1910).[12]

Van Ness Avenue, San Francisco's temporary downtown, 1906-1908

After the fires of April 18-21, 1906 were extinguished, Van Ness Avenue became largely commercial in its character. The east side of the street had been cleared by dynamite, and ten blocks on the west side of the street had burned. These blocks were quickly built up with commercial buildings, and surviving mansions on the west side of Van Ness were converted into shops as well, sometimes with low, wood-frame storefronts attached to the fronts. Thus, Van Ness Avenue became a temporary downtown during the period that the real downtown rebuilt.[13] Major dry goods and department stores such as the White House, the City of Paris, the Emporium, Davis-Schonwasser, D. Samuel's Lace House, and Newman and Levison; Roos Bros. men's clothing; Andrews' Diamond Palace and Shreve's (among other jewelry shops); the Anglo-Californian Bank and the Bank of California; Paul Elder and A. M. Robertson's book shops; stationers; restaurants; tailors and milliners were some of the businesses that located here.

The City of Paris' store in a former mansion and temporary storefront at the southwest corner of Van Ness Avenue and Washington Street, 1906. From an old post card.

[12] East of Hyde Street, one early garage still stands, at 64 Golden Gate Avenue, rather outside the study area of this report. It was built in 1910 to designs by Crim and Scott for the Auto Service Company.
[13] Fillmore Street, already devoted to retail, also became a city-wide shopping street during these years.

Today, only one of these "temporary" commercial buildings still stands on Van Ness Avenue. That is 1415 Van Ness, which was built in 1906 for Roos Brothers, clothiers. It later became an auto repair shop and then an auto showroom. Another small, wood-framed building of 1906, intended at the time as temporary, survives at 1545 Pine Street, just east of Van Ness. It was originally a restaurant, and was later devoted to automobile-related uses.

1415 Van Ness Avenue, built in 1906 as a temporary store for Roos Brothers. This building was subsequently devoted to auto use, including the auto repair shop of Eugene S. Miner (1910-1916), new auto sales (1917-1922), and used car sales (1920s-1970s). Photo: DCP 1976 survey of historic buildings.

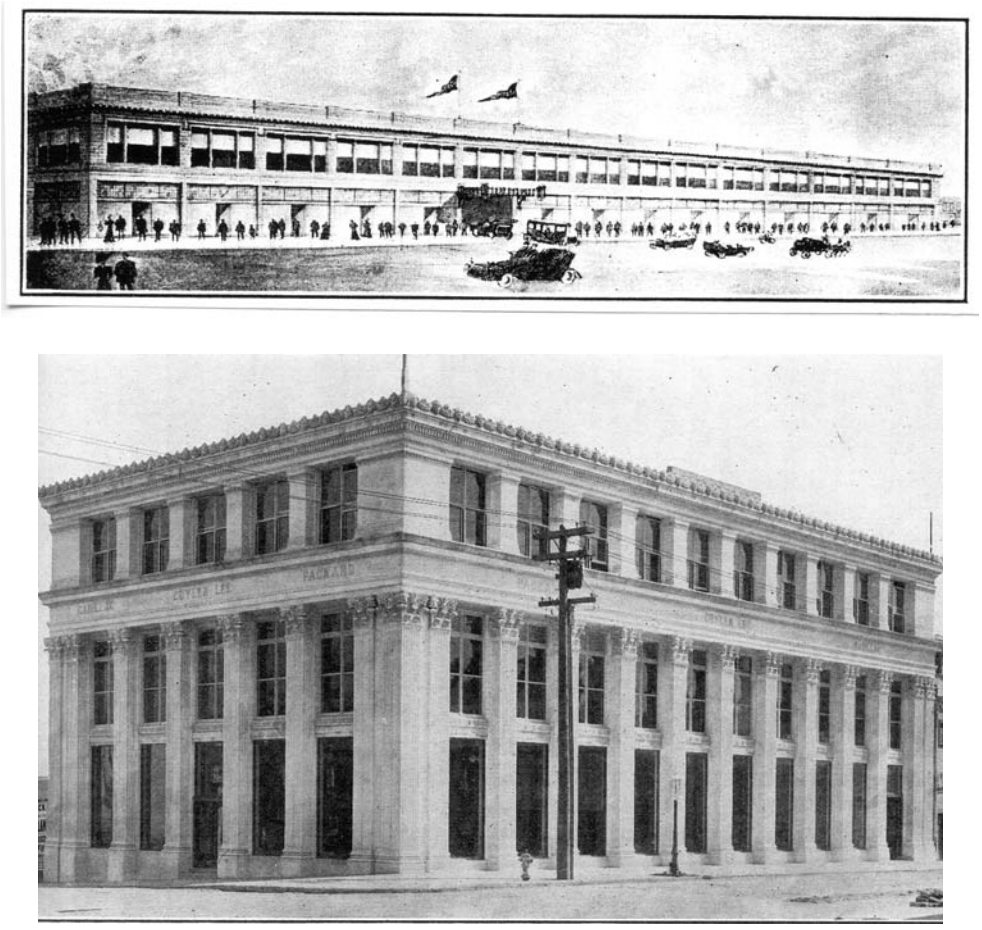
Development of Van Ness Avenue as an "Auto Row"

Automobile showroom construction through the 1910s

After downtown was re-built, these merchants deserted Van Ness Avenue, leaving a void. Gradually, it was filled by automobile showrooms. From four such uses in 1908, the number increased to eleven in 1909, to twenty-three in 1910, thirty-six in 1912, thirty-four in 1917, and fifty in 1921. The number of auto showrooms on Van Ness dropped to thirty-seven in 1924, but increased again, to forty-nine, in 1927. During the 1920s a substantial number of these dealers, though less than a third, sold used cars; the rest sold new cars.

Through 1910, nearly all of the auto dealers on Van Ness (20 out of 23) located south of Turk Street. This was probably due to an initial desire to stay close to the original auto row in Golden Gate Avenue. 550 Van Ness, as mentioned above, was located at the southwest corner of Golden Gate Avenue. The largest auto showroom was for the White

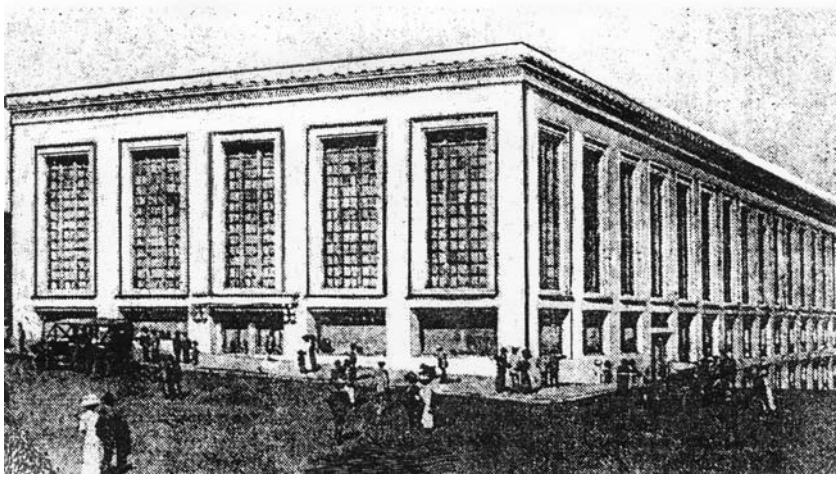
Company, which occupied all of the east side of Van Ness between Market and Fell (MacDonald and Applegarth, 1908). The finest showroom, architecturally, was Cuyler Lee's Packard showroom (D. H. Burnham and Co., 1909-1910). Geographically, it was an anomaly for this period, being located at the northeast corner of Van Ness and Jackson, far north of any of the other showrooms in the city.[14]



Two early showrooms at the opposite ends of Van Ness Avenue. Top: The White Garage and showroom, at the northeast corner of Van Ness and Market, built in 1908. From *Architect and Engineer*, October 1908. Bottom: Cuyler Lee's Packard showroom, 2000 Van Ness, built in 1909. From *Architect and Engineer*, April 1911. Both buildings have been altered through the addition of extra stories.

Two or three factors led numerous other auto dealers to move north after 1910. One was the availability of numerous commercial locations along the northern stretch of Van Ness after major businesses deserted the Avenue to move back downtown. This released many sites for new commercial uses. The wood frame houses and temporary storefronts that had housed businesses after the earthquake and fire were inadequate for housing auto showrooms or other permanent structures, and nearly all of them were demolished.

[14] The White Company showroom at Van Ness and Market has had three stories added and has been completely remodeled. Cuyler Lee's showroom at 2000 Van Ness was altered for use as medical offices, with the addition of four new stories, in 1927.



H. O. Everett's showroom at 1200 Van Ness, at the corner of Post Street, by MacDonald and Applegarth, architects. From the S.F. *Examiner*, January 8, 1911. This was the first large showroom to be built in the middle stretch of Van Ness Avenue. The buildings still stands, but has been thoroughly altered.

Another factor was the taking by eminent domain and demolition of two blocks to make room for City Hall in 1912. Twelve automobile showrooms, most on Van Ness Avenue, and several buildings housing auto support businesses were displaced by this event. The more prominent of these businesses had to go somewhere, and it was clear by 1912 that the trend would be to go north on Van Ness, rather than south. During 1912-1913 seven new buildings were constructed on Van Ness Avenue between Geary and Sacramento to house these displaced businesses.

1100 Van Ness Avenue, at the corner of Geary, built in 1912-1913 as a salesroom for Stevens-Duryea and Maxwell autos, to designs by architect C. A. Meussdorffer. The building still stands but has been thoroughly altered. Photo: SFPL AAD-4651.

Finally, it is worth noting that by 1912 the automobile industry was maturing. The era when small firms could build automobiles for sale to the public, and expect to prosper, was coming to an end. A few dozen automobile companies were emerging as nationally

prominent by this date, leaving hundreds to fade from the scene. These major auto manufacturers could now insist that the dealers that sold their cars in major cities such as San Francisco be better capitalized and better managed than had been the case in the past. Local dealers would also have to advertise widely and to persuade newspapers to run articles touting the power, durability, up-to-date technology, and stylish lines of the auto brands they sold. They might even be expected to inform the public of the auto races their brand had recently won, and to infer that such prowess would translate into better value for the car buyer. Although the demand for automobiles was huge, and some of the major national manufacturers could sell all the cars their factories could produce, competition was still fierce. New auto makers were emerging all the time, and old ones that had gone bankrupt were being reorganized with new investors. Brands that were popular today might easily be passé tomorrow, and local dealers had to do their part to persuade the public that their brand was the best for the price.

Many San Francisco auto dealers were expected not just to sell cars in San Francisco, but to act as agencies, or distributors, for a "territory" that they would be assigned. That territory might be northern California, the entire state, or several western states. San Francisco agencies were expected to form affiliations with small dealerships elsewhere in this territory, and to distribute cars for them to sell. A high degree of organization was needed by San Francisco dealers in order to fulfill this role.

Besides engaging in advertising and distribution, San Francisco dealers had to offer skilled service for the cars they sold. Some dealers went so far as to establish service and repair affiliates across California. Potential buyers were thus assured that they could get their cars fixed when something went wrong with it, as would probably happen sooner rather than later.

These multiple roles were demanding of San Francisco auto dealers. The major national brands could expect these roles to be fulfilled, however. As great as the competition was between brands, the competition among would be auto dealers was just as great. Many San Franciscans of means were eager to get into the business, and manufacturers chose the most energetic and promising of them.

Besides showing an ability to promote the brands they sold, local dealers had to show that they could build, or move into, a substantial building that would serve multiple functions. It would have to include an auto showroom that was attractively finished. It would have to have a well-equipped service department. Because many buyers would wish to trade in their old car when buying a new one, it should ideally have room for used car sales. If a local dealer was also a regional distributor, the building would have to have sufficient storage space to hold cars for future sales to local buyers as well as dealer affiliates. More space was needed for a parts department and for an auto painting shop.

In short, a multi-story building was generally required for auto showrooms by 1912. Typically, the showroom would be in the front of the first story, while some or all of the other departments – used car sales, new car storage, service, parts storage, and auto painting – would be in the rear of the first story and in the upper floor or floors. By 1912,

reinforced concrete construction was routine for larger auto showrooms. Buildings of this construction type could take the load of stored automobiles and would also permit wide expanses of windows, which were necessary for display of autos and allowing natural light for working on cars.

These buildings did not require huge lots of land, but they did require larger lots than was usually available on lower Van Ness Avenue, where rowhouse construction had been the norm before 1906. Larger lots were more common on upper Van Ness Avenue, i.e., north of Geary Street, where larger houses had once stood. This was still another reason that auto showrooms tended to be built along the more northern stretches of Van Ness Avenue after 1912 and during the 1920s.

Rarely, an automobile dealer would build his own showroom building. Such a course of action was risky. An auto dealer might see the brand that he sold go bankrupt and cease production. Just as likely, the national auto manufacturer might yank the agency away from a dealer once their contract was up, and award it to another dealer who was more aggressive in marketing the brand. With such possibilities in mind, local dealers almost invariably leased buildings instead of building their own showrooms. It was very common for a prospective dealer to negotiate with a developer, who would hire an architect to design a showroom according to the prospective dealer's needs. Once this was done, the prospective dealer would use this arrangement to finalize an agreement between himself and an auto manufacturer. The manufacturer and the dealer would sign a contract, guaranteeing the dealer rights to market the brand in a certain territory, and the dealer and the developer would enter into a long-term lease for the showroom, typically for ten years. Only then would construction of the showroom commence. This arrangement was meant to minimize the risk for all parties, especially the dealer and the developer, but there was still considerable risk. Often, the dealer failed after only a year or two. If he could not find a sub-lessee, the developer had to hope the market remained strong and that a new lessee could be found.

The above paragraphs describe how the larger auto showrooms were built for the most prestigious or popular brands of autos, which were typically sold in San Francisco by the best-capitalized dealers, or those with an established track record. Of course, many brands of autos that were less well known, or that had passed their peak of popularity, continued to be made in the northern states through the 1910s and into the 1920s; and these companies did not have much leverage when negotiating with prospective dealers. They were eager, if not desperate, to have their brands represented in the big cities, and often had to settle for less established dealers who could only afford to lease modest showrooms. These smaller showrooms were usually less advantageously located than the larger ones were. After the mid-1910s they might be located at the far northern end of the auto row on Van Ness (north of Washington Street), at the southern end (south of Eddy Street), or on one of the east-west streets, usually within a block of Van Ness. Some buildings on these side streets were designed to look like public garages, in the generally valid expectation of their owners that the dealerships that initially occupied them would soon fail, and that the buildings would soon revert to use as a garage or auto repair shop. This pattern will be discussed further below.

When Charles S. Howard's Buick showroom at 1595 Van Ness (at the corner of California Street) was completed in 1913, a reporter for the *Call* newspaper wrote, "Steadily the north end of Van Ness avenue is becoming the center of the automobile industry in San Francisco. One by one the leading firms in the local trade have been moving from the old 'row' into new and elaborate quarters in the upper end of the boulevard and the city today easily has one of the most attractive automobile districts in any part of the country." The writer cited Howard's "elaborate and spacious showroom" as the latest in the trend. (SF *Call*, May 11, 1913, p. 49.)

Charles S. Howard's Buick showroom, 1595 Van Ness Avenue, designed by M. J. Lyon, 1913 (extant). Photo: *San Francisco Newsletter*, Christmas number, 1913.

At the end of 1913 the local auto industry writer R. R. l'Hommedieu agreed that the city's "Automobile Row" was now located in the more northern stretch of Van Ness. He added that the new buildings were "monuments worthy of the commercial importance of the automobile trade, and today we have along upper Van Ness avenue some of the finest buildings in the West."[15]

Six auto showrooms built during the mid-to-late 1910s vividly illustrate the preference auto dealers had formed for the more northern blocks of Van Ness. 214 Van Ness, near City Hall, was a small building occupied by a modest Ford dealership. 700 Van Ness, at the corner of Turk, though an attractive building with a ground floor arcade that was

[15] l'Hommedieu, *San Francisco Newsletter*, Christmas number, 1913, p. 64. There was a great deal of hyperbole and booster-ism in many of the auto industry articles of the period, but it is true that the industry was booming, and lent itself to hyperbole.

perfect for showing off autos, was a new autos showroom for only a year, then "filtered down" to use as a used cars sales room. Buildings to the north had much more success. 1560 Van Ness, though modest in size, was a showroom for Hupmobile and then Pontiac autos. 1700 Van Ness was a showroom for Chandler, Cleveland, Chevrolet, and Oldsmobile. 1701 Van Ness was a showroom for Oldsmobile and Ford autos. The finest showroom of this period was 1699 Van Ness, which became the showroom for the Paige (later, Graham-Paige) luxury auto. (Of these buildings, only 700 Van Ness and 1699 Van Ness still stand with good integrity.)

Automobile showrooms were also built in places close to, but not quite on, Van Ness Avenue. The most prominent of these by far was the Pierce-Arrow showroom at 1001 Polk Street, at the corner of Geary, built in 1912-1913 (extant). It remained an auto showroom for this brand and for Reo into the 1930s. Also impressive was the Haynes brand showroom at 601 Turk Street, at the corner of Polk (1913, altered). Most showrooms that were not on Van Ness, however, were, as mentioned above, less pretentious in appearance, and more nearly resembled public garages. Their history as a place of auto sales almost never lasted for more than a decade. Examples, all extant, include a showroom for the Jeffrey Auto Sales Company, makers of Rambler, at 68 Twelfth Street (built in 1912); 1062 Geary, where Mercedes, Bugatti, and other brands were sold for eight years (1913); 1745 Clay, which was briefly a Renault showroom, and was afterward known as the Clay Street Garage (1914); and 1670 Pine, which was a Ford salesroom for five years, and afterward an auto repair shop (1917).

The Pierce-Arrow showroom, designed by John Galen Howard and built 1912-1913 (extant). This was by far the finest of the showrooms at locations other than on Van Ness Avenue.

Surviving early auto showrooms of 1908-1919

The oldest auto showrooms in the study area (i.e. those built through 1913) are listed below, in order of construction date, and with notes regarding their use and integrity. These are probably the oldest auto sales buildings in San Francisco as well as in the study area. Several buildings that have been completely altered in appearance are omitted from this list.

550 Van Ness. Built 1908-1909. This moderately-sized showroom (which first housed Ford and Velie brands) is the oldest in the city. The brick walls and ornament remain intact while the window sash has been altered.

2000 Van Ness. Built 1909-1910. This Packard showroom has lost integrity due to alterations and major additions of 1927.

690 Van Ness. Built 1910. A small showroom with only a few years of use as a new auto showroom; its integrity is fair at best.

1301-1305 Van Ness. Built 1911-1912. This large building has good integrity, but during its first five years its main use was as a tire dealership (Goodyear); its auto showroom use was secondary. Later in the 1910s the entire building became devoted to use as an auto showroom.

1525 Van Ness. Built 1912. This moderately-sized building has only fair integrity.

1430-1480 Van Ness. Built 1912. This building had early, but brief, use as an auto showroom. Window openings have been altered.

68 Twelfth Street. Built 1912. This moderate-sized building had brief use as a Rambler showroom. Its façade has been lightly altered and the window sash has been replaced.

1001 Polk Street. Built 1912-1913. A large showroom built for the Pierce-Arrow brand. Its window sash has been removed, but the integrity of this building is otherwise high.

1400 Van Ness. Built 1912-1913. A large showroom with high integrity. Reo, Packard, Chevrolet, and Ford brands were sold here over the years.

1412-1420 Van Ness. Built 1912-1913. During this building's early years one of its two storefronts was used as an Oldsmobile showroom, and the other was a Firestone tires shop. Integrity is good.

1350 Van Ness. Built in 1912-1913. The cornice of this small showroom, built to house Stutz autos, has been removed.

1595 Van Ness. Built in 1913. A large showroom built for Buick sales. Windows have been altered, but integrity is otherwise good.

1600 Van Ness. Built in 1913. Large grilles cover the windows, diminishing the integrity.

2050 Van Ness. Built in 1913. A moderately-sized showroom with fifteen years of such use. Four its first four years this building was a showroom and garage for electric cars.

1062 Geary. Built in 1913. This small building had only brief use as an auto showroom, and has fair integrity.

1745 Clay. Built in 1914. This building had brief use as a Renault showroom, and then became a garage. It has good integrity.

1670 Pine. Built in 1917. This was a Ford auto showroom through 1922, and then an auto repair shop. Integrity is high.

1699 Van Ness. Built in 1919 and expanded in 1923. A large showroom with high integrity; it was principally a showroom for the Paige brand of autos.

The best of these, in terms of integrity, longevity of use as an auto showroom, and size or capacity are 1400 Van Ness, 1001 Polk, 1595 Van Ness, and 1301-1305 Van Ness. Each of these four also served as showrooms for major brands. The next best examples include 1412-1420 Van Ness, 1350 Van Ness, 2050 Van Ness, and 68 Twelfth.

1400 Van Ness Avenue, designed by Herman Barth and built in 1912-1913 (extant). Photo: DCP 1976 survey of historic buildings.

Many showrooms from this period have been demolished or heavily altered. Some of the finest were: 1200 Van Ness (1911); 601 Turk (1912); 1100-1128 Van Ness (1912-1913); 1601 Van Ness (1912-1913); and 1111-1157 Van Ness (1913).

Later auto showrooms, 1920-1937

A burst of construction activity occurred in the study area during 1920. Fourteen auto showrooms were completed or begun in the study area during this year, and many garages, auto repair shops, and related buildings were also built. Nationally, auto manufacturers who had been selling every car they could make expanded their factories and absorbed lesser companies. It was not a good time for such expansion, for a major recession or depression hit the country immediately afterward, resulting in a shakeout of auto manufacturers. In San Francisco, construction of auto-related buildings all but halted for several years. Even during the mid-to-late-1920s, when the economy bounced back, and tremendous numbers of apartment buildings and office buildings were built in San Francisco, construction of auto showrooms resumed in only a modest way.

Two auto showrooms of the 1920s stand out from the rest. This was Don Lee's Cadillac showroom at 1000 Van Ness, at the corner of O'Farrell (1920-1921). It pulled the center of auto showroom gravity back to the south by some blocks, but the building was so monumental in scale and luxurious in its details, and Lee was such a well-known figure, that it could do so. The same descriptions held equally true for Earle C. Anthony and his Packard showroom (1926-1927), one block further south at 901 Van Ness. These buildings have always since been the best known of Auto Row's showrooms. Both were designated official City Landmarks in the 1980s.

Don Lee's Cadillac showroom, 1000 Van Ness (extant). Weeks and Day, 1921. (The interior is shown on the front cover of this report.) Photo: SFPL photo AAD-4657.

Only one auto showroom was built in the study area during the 1930s, but it was a major building on a level of the above two. This was Ernest Ingold's Chevrolet showroom at 999 Van Ness (1937). When the building was completed, Van Ness Avenue from the

Civic Center to Broadway was solidly developed with numerous auto showrooms and other auto-related buildings, several churches, and several large apartment buildings, much of this being monumental in scale, and nearly all of it richly detailed.

The best auto showrooms of the 1920s-1930s, in terms of integrity, longevity of use for new auto sales, and major brands sold, include:

1625 Van Ness. Built 1920. A large building with mostly good integrity. It was occupied by several auto dealers, each for relatively brief periods, during 1920-1938.

1835-1849 Van Ness. Built 1920 and 1926. Plaster ornament at the top of the piers has been removed, the ground floor has been remodeled, and the window sash has been replaced in-kind. Overall, integrity is good. The building held major brands – first Nash, then Dodge and Plymouth – through at least 1960.

1946-1960 Van Ness. Built 1920. Oakland and Duesenberg autos, among other brands, were sold here from 1920 to 1930. Integrity is high.

1000 Van Ness. Built 1920-1921. This was Don Lee Cadillac, and then other Cadillac dealerships, through the 1960s. Integrity is high, even after conversion into a movie theater.

901 Van Ness. Built 1926-1927. This was a Earle C. Anthony's Packard showroom into the 1960s, and remains an auto showroom. Some alterations have occurred, but integrity is still generally high.

999 Van Ness. Built 1937. This was Ernest Ingold's Chevrolet dealership into the 1960s, and then George Olsen Chevrolet. Integrity is high.

Public garages

History of their development

Public garages, also called commercial garages, were the 20th century version of a livery stable. They had several uses for motorists, most obviously for overnight storage of their cars. During the early 20th century few automobile owners had a private garage underneath or adjacent to their houses, and street parking was problematical, for automobiles then had open or canvas tops, and some had wooden bodies, and were vulnerable to rainy weather. Many auto owners, then, kept their cars in public garages overnight. Garages advertised nightly and monthly rates, the latter being attractive to those who used garages close to their residence on a regular basis.

Garages kept gasoline on the premises for the purpose of refueling their customers' cars. They also performed servicing of vehicles and light repairs. Some garages were better equipped with machine shops and other equipment than others were, and could perform heavier repairs. Some garages were able to recharge the batteries of electric cars, an auto type that remained common into the 1920s. During the first few decades of the 20th century, then, public garages were an essential feature of the automotive landscape. They provided many more services than the parking garages of today do.

Four early garages, all made of brick, with symmetrical facades. In the top photo are 1) at right, the Alaska Garage, 1349 Larkin Street, by architects Ward and Blohme, 1909-1910; and 2) at left (partially visible), the Graystone Garage, 1335 Larkin, by John H. Powers, 1913-1914 (both extant). In the center photo is the Crown Garage, 1650 Jackson, 1910 (demolished). At bottom is the Pine Garage, 1461 Pine, 1911 (altered).

Because garages performed light repairs on autos, and some garages performed heavier repairs, the distinction between garages and auto repair shops sometimes became blurred. Some buildings that were built as garages later became repair shops; some buildings went back and forth between these two business types. It seems that some proprietors attempted to position themselves as offering both services. Frequently, a building that looked like a garage from the outside actually had two businesses in it: a garage on one floor (usually the first), and an auto repair shop on the other. Some buildings were built with this dual use, and others, at some point in time, were modified to allow them both.

The very earliest garages were one story in height and were often constructed of wood. By the end of the first decade of the 1900s, and into the early 1910s, they were usually constructed of brick, and many were two stories in height. Brick was a huge improvement over wood, but as a construction type it was quickly replaced by reinforced concrete. By the early or mid-1910s, garages took on a form that became almost standard. Most were reinforced concrete in construction, two stories in height, two or three bays in width, and symmetrical in composition. Often the bays were of equal width. One or two of the bays were devoted to vehicle entrances, and in the latter case, one led onto the ground floor and the other led up a ramp to the second floor. The capacity of garages varied. Among extant garages in the study area of this report, the smallest (that is known) was the Greeneisch Garage at 364 Hayes, which held 30 cars. The largest were the Jackson Garage, at 1641 Jackson; the Kern Garage, at 1700-1710 Pine; and the Admiral Garage, at 550 Turk; all of which had capacities of 120 to 125 cars. Most garages in the study area held at least 75 automobiles.

One of the early reinforced concrete garages in the study area: the Jackson Garage, at 1641 Jackson Street, 1914 (extant). Sanborn maps give its capacity as 125 cars. Its architects, the O'Brien Brothers, were the most prolific designers of public garages in San Francisco. This building retains its wood-framed windows, including those in the monumental arch. Photo: Dept. of City Planning Van Ness Avenue Plan, 1980s.

Public garages could be found in many if not most San Francisco neighborhoods. They were most common in the neighborhoods closest to downtown, where the population density was greatest. The general downtown area, Lower Nob Hill, the Tenderloin, the Van Ness Avenue corridor, and the Western Addition all had numerous garages.

The earliest known garages in San Francisco were located in the study area of this report, i.e., along the Van Ness corridor. The first was the White Garage, which opened in 1903 at the corner of Market and Franklin streets. It was operated by the White Sewing Machine Company, a national firm that also manufactured and sold automobiles. The second that is known was the Auto Livery Company, which was built in 1905 at the northwest corner of Golden Gate and Van Ness. This business also sold cars while offering garage services.

After 1906, the Van Ness Avenue corridor continued to have a larger share of garages than almost any other part of San Francisco. In 1908 the study area had 36% of all of the garages in San Francisco. That percentage quickly lessened as new garages were built around the city: to 28% in 1910, 20% in 1914, and 12% or 13% during 1918-1929. This was still a considerable share, considering the study area is only four blocks wide. In 1929, the study area had 30 public garages, out of 236 in San Francisco.

Presently, nineteen buildings that were once used as public garages still stand in the study area and have at least fair integrity. Another seventeen garage buildings that once stood in the study area have been demolished or severely altered. In sum, roughly half of the garages that have ever stood in the study area survive to illustrate the building type to us today.

Not counting one that has been thoroughly altered[16], the oldest survivor is the Alaska Garage, 1349 Larkin, built during 1909-1910. It is also the oldest known garage building in San Francisco. However, it originally served as a private garage, and only became a public garage in 1913. The building in the study area whose earliest use was as a public garage is the Pine Garage, at 1461 Pine, built in 1911. Its integrity is fair at best.

Surviving examples of public garages

The oldest examples of public garages in the study area, with notes regarding date of construction, longevity of use (counted through 1964), and integrity, are:

> The Alaska Garage, 1349 Larkin Street. Built 1909-1910. Years of use as a public garage: 14 (beginning in 1913). During most of its years of garage use it was joined with its next-door neighbor at 1335 Larkin as a single garage. Its integrity is high.
>
> The Pine Garage, 1461 Pine Street. Built 1911. Years of public garage use: 28. Its integrity has been harmed by the sandblasting of its brick façade and the installation of modern metal windows.

[16] That is the Jerome Garage, at the northwest corner of Jackson and Polk, built in 1908. A few buildings that were originally stables but might have later been used as garages also survive in San Francisco.

Graystone Garage, 1335 Larkin Street. Built 1913-1914. Years of public garage use: 27. Integrity is high.

The Jackson Garage, 1641 Jackson Street. Built 1914. Years of public garage use: 31. Integrity is high.

Clay Street Garage, 1745 Clay Street. Built 1914. Years of public garage use: 33, beginning in 1917. Its windows have been altered, but otherwise integrity is high.

Marine View Garage, 2020 Van Ness Avenue. Built 1914. Years of public garage use: 18. Its initial use as a garage was brief (1914-1915); its main garage use was during 1924-1940. Integrity is high.

Inverness Garage #2, 1267 Bush Street. Built 1917-1918. Years of public garage use: 27. Integrity is high.

Patrick J. Kelly garage, 731-799 Van Ness Avenue. Built 1916-1917. Years of public garage use: 24 (beginning in 1919). This building was simultaneously occupied by an auto painting shop and an auto repair shop, and so is also discussed under multiple-use buildings, below. Its integrity is high.

To summarize, all of these are excellent examples of early garages except for 1461 Pine, which has been fairly extensively altered, and 2020 Van Ness, which was mainly used as a garage in the 1920s and later.[17]

Garages in the study area from the 1920s, with notes regarding date of construction, years of garage use (counted through 1964), and integrity, include:

The Greeneisch Garage, 364 Hayes Street. Built 1920. Years of public garage use: 30. Integrity is good.

Sequoia Garage, 730 Ellis Street. Built 1920. Years of public garage use: 23. Integrity is good.

Kay's Garage, 1650-1660 Pacific Avenue. Built 1921. Years of public garage use: 20. Window sash has been altered, and integrity is otherwise high.

Hub Garage, 1661-1667 Market Street. Built 1920-1921. Years of public garage use: 12 (beginning in 1922). Integrity is good.

Van Ness Garage, 2100 Van Ness. Built 1919. Years of public garage use: 13 (beginning in 1922). Integrity is fair at best.

[17] Outside of the study area, only six other San Francisco public garages from the 1910s are known of. They include 618-634 Stanyan (1911), 1419 Pacific Avenue (1914), 1776 Green (1914), 2405 Bush (1916), 3536 Sacramento (1917), and 651-675 Post (1918). It is probable that a few others may someday be identified.

Inverness Garage #1, 1565 Bush Street. Built 1923. Years of public garage use: 18. Integrity is high.

Marius Bosc Garage, 1725 Sacramento Street. Built 1923. Years of public garage use: 25. Integrity is high.

Grand Central Garage, 66 Page Street. Built 1924. Years of public garage use: 13. Integrity is good to high.

Marine View Garage, 2020 Van Ness Avenue. This building is repeated from the list above, as its main garage use began in 1924.

Kern Garage, 1700-1710 Pine Street. Built 1925. Years of public garage use: 33. Integrity is high.

Admiral Garage, 550 Turk Street. Built 1924. Years of public garage use: 23 (beginning in 1926). Integrity is high.

All of these are good or fine examples of public garages except for 2100 Van Ness, which has fair integrity at best.

The nineteenth garage building in the study area is at 1101 Sutter Street. It was originally built as Heald's automobile engineering school, and became a garage (for 29 years) beginning in 1936. This building is better discussed under a separate category, below.

The Clay Street Garage, 1745 Clay Street, by architect James R. Miller, 1914. The window sash has been altered, but this brick masonry garage is otherwise intact. Photo: SFPL Assessor's negatives.

The Marius Bosc Garage, 1725 Sacramento Street, by architect Arthur S. Bugbee, 1923. This symmetrically-designed reinforced concrete garage still stands with all of its industrial steel sash windows intact. Photo: SFPL Assessor's negatives.

Multiple-use buildings

A few buildings in the study area were divided so that they could hold three or more auto-related businesses at a given time. The best examples of these were:

731-799 Van Ness Avenue. Built in 1917, and added to in 1925, it held three different businesses in its early years. They included auto repair shops (1917-1925, 1933-1937, 1939-1940, 1944-1954), an auto painting shop (1918-1932), and a public garage (1919-1942). Later the entire building was used as the service shop of an auto dealer. Integrity is high.

1575-1595 Bush Street. Built in 1923 to hold multiple auto-related shops. They included auto tops and trimming shops, auto painting shops, auto repair shops, a wheel alignment shop, and a carburetor shop. Ground floor windows have been altered; those above are intact.

824 Ellis Street. Built in 1920. It is uncertain how often this building held two businesses, and how often it held three businesses, at a given time. Occupants included auto repair shops (1920-1936), auto body and auto tops and trimming shops (1920-1929), a piston rings shop (1927-1929), an auto painting and bodywork shop (1938-1940), a used autos wholesaler (1938-1964), and a body and fender work shop (1946-1964).

Buildings of this type with lesser integrity include:

1430-1480 Van Ness Avenue. Built in 1912. This building held new auto dealers, used auto dealers, tire shops, auto supplies stores, and auto finance shops. Window sash has been altered.

1600-1630 Van Ness Avenue. Built in 1913. This building held auto showrooms, used car salesrooms, the auto body building shop of Larkins and Company, and auto supplies and tires shops. The large window openings in this building have been covered with modern grilles.

731-799 Van Ness Avenue. The first story of this reinforced concrete multiple-use building was built in 1916-1917 to designs of Willis Polk and Co., and the second story was added by the same firm in 1925, a year after Polk's death. Occupants through the early 1940s included auto repair shops, auto painting shops, and the Patrick J. Kelly Garage. Photo: Department of City Planning Van Ness Avenue Plan, 1980s.

Automobile engineering schools

An automobile engineering school was one that trained people to design, repair, and build automobiles, and to machine replacement parts for them. Only one business that lasted for more than a few years in San Francisco belonged to this category. That was Heald's, which occupied three buildings within the study area during the three decades after 1906.

Heald's College was founded in 1863 as a business college. Shortly before 1906 it added a department of mining engineering. After its old location was destroyed in the earthquake and fire, Heald's rebuilt at 425 McAllister, close to the city's new auto row, and added an automobile engineering school to its curriculum. Its new building was taken by eminent domain in 1912, for the Civic Center, and Heald's then moved to the northwest corner of Post and Van Ness, where it continued to teach business, engineering, and automobile engineering. (That building has been demolished.) In 1920 Heald's moved its auto engineering school a new building at 1101 Sutter (extant). It remained here for fifteen years before moving to 915 North Point Street.

Other automobile-related schools besides Heald's existed in San Francisco before World War II, but none of them lasted more than a few years, and none compared with Heald's in their range of courses.

Automobile repair shops

History of their development

In the very early years, to sell automobiles in San Francisco probably meant taking on a second role, that of being an auto repairman. The first automobiles were notoriously unreliable, and since auto repair shops had not yet sprung up, if you needed work done on your car, you probably drove it, if it would still run, back to where you bought it.

Machine shops also, in all likelihood, found themselves doubling as auto repair shops. Wagon building shops and even bicycle shops may have also been pressed into service by desperate car owners. Anyone with tools and mechanical ability might do in a pinch.

The first business to advertise in city directories under the heading of "automobile repair" was, in fact, a bicycle shop, and it was located within the study area of this report. This was the shop of Leavitt and Bill, owned by John W. Leavitt and John T. Bill, at 307-309 Larkin Street. These two men imported several brands of bicycles to sell, and in 1904 they also began to sell Reo automobiles and to offer general auto repair services. In that year they had a staff of at least one, a machinist named George H. Woodward. John W. Leavitt went on to become an important automobile dealer in San Francisco, selling Oldsmobile, Oakland, Willys, and other major brands through the 1920s. Woodward later worked in auto repair and opened his own auto parts machine shop in the study area.

Many other machinists and auto repairmen who worked in San Francisco when the auto industry was in its infancy became proprietors of auto repair shops and remained in business for many years. Some whose auto repair shops still stand include:

> Eugene S. Miner. He began working as a machinist in 1901 for Dorville Libby, Jr., at the latter's Sunset Automobile Co. In 1910 he and Libby opened an auto repair shop at 1415 Van Ness (extant), where he remained under various partnerships through 1916. Miner continued to own auto repair shops in San Francisco until his death in 1943, most notably at 1540 Bush (extant). His son then continued the business.
>
> Harry M. Nicolson. He worked in bicycle repair in 1901, was a machinist in 1908, became the foreman of George H. Woodward's auto repair shop in 1910, and opened his own machine shop before 1914. In 1915 he opened an auto repair shop at 155 Grove, where he remained until 1937. This building is the oldest auto repair shop that remains standing in the study area.
>
> John Blausef. He had an auto repair and machinist shop at 81 City Hall Avenue from 1905 to 1920, then moved his shop to 845 Polk Street (extant), where he remained to 1927.
>
> Ernest Hanni. A native of Switzerland, he came to San Francisco in 1905, owned an auto repair shop on Fulton Street during 1906-1910, then worked for the Jerome Garage as the manager of its service department and machine shop. Under its auspices he wrote several articles for the *Chronicle* newspaper on auto repair and maintenance. He next worked for Charles S. Howard's Buick dealership, where he was the foreman of the "mechanical

department," and in 1917 he opened Hanni Auto Repair Company, at 1630 Franklin Street (demolished). In 1921 he moved to his own building at 1765 California, where he remained in partnership with Andrew P. Girerd, as Hanni and Girerd, through 1935. This building is extant and is the largest auto repair shop building in the study area. He split with Girerd and opened a new shop with his son, Ernest A. Hanni, at 895 O'Farrell, where he retired in 1943. Hanni died in 1956, and his son continued the business of Hanni and Company at 1641 Jackson Street into the 1980s.

Earl E. Robbins. He owned auto repair shops in the study area from 1917-1943, first at 129 Grove (demolished), then at 55 Oak (extant). His successor in this business, Robert J. Francoz, continued the business at 55 Oak until 1962.

Surviving automobile repair shops

The following discussion is a comparative study of buildings in the study area that have held auto repair shops. The comparison will be made in terms of buildings' earliest date of auto repair use, longevity of auto repair use, their, and occasionally size or capacity.

Over 40 surviving buildings in the study area were occupied by auto repair shops for at least seven years (through 1964). This category includes shops that did general auto repair and body rebuilding. It does not include specialty service shops such as electrical, batteries, brakes, tires, auto tops and trimming, fender, and radiator shops, as those are considered separate categories.

1465 Pine Street, built in 1917 and one of the oldest auto repair shops in the study area. Although only 25 feet in width, it is still used as an auto repair shop. Photo: Department of City Planning 1976 survey.

Of these forty-plus buildings, some have poor integrity, and many held auto repair shops for relatively brief periods of time. The best examples are listed below.

Four buildings held auto repair shops beginning in the 1910s, for periods of over 20 years (counting through the year 1964), and have at least good integrity. They qualify as the oldest good examples of auto repair shops in the study area:

155 Grove Street. Harry M. Nicolson's shop. This is the oldest building in the study area that was built (in 1915) as an auto repair shop. Integrity is good.

731-799 Van Ness Avenue. Auto repair use beginning in 1917, for 28 years. Integrity is high. This was a large multi-use building; it held a public garage and an auto painting shop in addition to an auto repair shop.

1465 Pine Street. Auto repair use beginning in 1917, for at least 30 years. Integrity is good.

1644 Pine Street. Auto repair use beginning in 1917, for 45 years. Integrity is high.

Seven buildings held auto repair shops beginning in the 1920s, had over 30 years of such use (counting through 1964), and retain high integrity. These are exceptional examples of this building type, even though they are not as old as those dating to the 1910s. They include:

300 Grove Street. Built in 1920, it held auto repair shops for 38 years. The brick façade is exceptional, and almost all of the wooden windows remain in place.

650, 843, and 845 Polk Street. All built in 1920. These held auto repair shops for 40, 44, and 38 years, respectively. The latter was John Blausef's shop. These are small buildings on the scale of 1465 Pine.

824 Ellis Street. Auto repair use beginning in 1920, for 35 years. This was one of the larger and more architecturally distinguished auto repair shops in the study area.

1765 California Street. Hanni and Girerd's shop. Auto repair use beginning in 1921, for 43 years. This was the largest auto repair shop in the study area.

55 Oak Street. Earl E. Robbins' shop. Auto repair use beginning in 1929, for 35 years.

Other auto repair shop buildings in the study area are of interest in other ways. They include:

1415 Van Ness Avenue. This is the earliest auto repair shop building in the study area. It was not built for such use, however, but rather as a clothing store, in 1906. Eugene S. Miner's auto repair shop was here during 1910-1916. Auto showrooms were here afterward.

1575-1595 Bush. This building held multiple auto-related uses, including repair shops, upon it completion in 1923.

550 Turk Street. Built as a garage, this building also held an auto repair shop for 21 years.

1540 Bush Street. This was built as a battery shop. Eugene S. Miner's auto repair shop was here from 1927-1941.

1522-1524 Bush Street. Built as an auto supplies store, this building held an auto repair shop for 34 years beginning in 1931.

730 Ellis Street. After long use as a garage, this held an auto repair shop for 29 years beginning in 1936.

300 Grove Street, a brick auto repair shop built in 1920 to designs by architect A. Lacy Worswick

Hanni and Girerd's reinforced concrete auto repair shop, the largest in the study area, at 1765 California Street. The western wing was built first, in 1921, by architect T. Paterson Ross. The ornamental central pavilion and east wing were added in 1927 by Hyman and Appleton. This building's recent conversion to a grocery store retained the original steel sash windows.

Automobile parts and supplies stores

History of their development

The first business that advertised in city directory classified as selling auto parts was C. W. Marwedel, a general machinists' supply house on First Street, in 1901. Leavitt and Bill, at 307-309 Larkin, also began to sell auto supplies in 1904, and they were the first to do so in the study area. The number of businesses of this type in the city sharply rose after 1906.

Sellers of auto parts and supplies in San Francisco tended to congregate in the study area, close to the auto showrooms. 36% of such businesses were in the study area in 1908. This percentage rose to an all-time high of 76% in 1911. Thereafter it fluctuated: for example, 53% in 1918, and 63% in 1929. In the latter year, there were 75 such businesses in the study area alone.

These figures are a little misleading, for most of the large automobile dealers in the study area sold auto supplies, and advertised as doing so. Subtract the auto dealers, and the percentage of San Francisco's auto parts stores that were in the study area would be less dramatic. Nevertheless, the study area was clearly the primary neighborhood where auto parts stores, especially the larger ones, could be found.

Chanslor and Lyon's wholesale auto parts and supplies store, 730 Polk Street. Built in 1922 to designs by W. L. Schmolle. Integrity is high.

One auto supply business dominated the field in San Francisco: Chanslor and Lyon. It had been founded in Los Angeles, and was already an established business there by the time it opened a branch store in San Francisco, in 1906. During its first sixteen years here C&L occupied four leased buildings in the study area, all now demolished. In 1922 they built 730 Polk Street (extant) to house their wholesale auto supplies and tires store. The *San Francisco Examiner* called it "the largest on the Pacific Coast devoted exclusively to housing automotive equipment." Chanslor and Lyon remained in this building until 1966. Both Walter Chanslor and Philip Lyon remained officers in this business (president and vice-president) through 1948.

Surviving automobile supply stores

In terms of early date, longevity of this use (through 1964), and integrity, the best examples of auto supplies stores in the study area include:

1430-1480 Van Ness Avenue. Built in 1912. Years of auto supply use: 18. Integrity is fair.

1522-1524 Bush Street. Built in 1920. Years of auto supply use: 12. Integrity is good to high.

1033-1037 Polk Street. Built in 1920. Years of auto supply use: 13. Integrity is high.

730 Polk Street (Chanslor and Lyon). Built in 1922. Years of auto supply use: 42 years. Integrity is high.

Tires stores

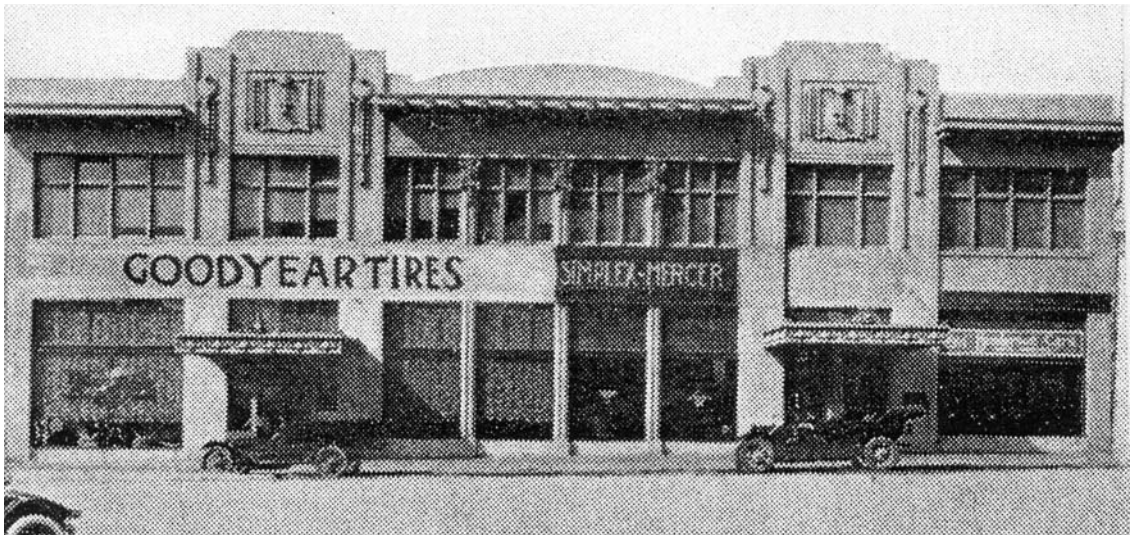
This category could have also been included with Specialty Services (below), but it seems important enough to be discussed separately.

Businesses that made rubber goods began to make solid tires for carriages, wagons, and bicycles, and then pneumatic tires for bicycles and automobiles as the market for such developed. National businesses devoted primarily or entirely to manufacturing automobile tires emerged in the early 20th century.

A few such had outlets in San Francisco as early as 1905. In 1906, after the earthquake and fire, three out of four tires dealers in the city were in the study area. In 1914, there were 37 tires dealers in the city, and 76% of them were in the study area. The percentage dipped as the numbers of dealers increased; for example, in 1929, 37% of the city's 100 tires dealers were in the study area.

The country's major tires manufacturers, Goodyear and Firestone, both based in Akron, Ohio, vacillated between having their own factory branch stores in San Francisco and selling tires only through local dealers. Each opened a factory branch in San Francisco, and in each case the tire companies are known to have negotiated with the building owners regarding their needs before the building was designed and built. In the case of

Firestone, the plans were approved by H. S. Firestone in Akron before a lease was signed. Michelin and other tire manufacturers also opened factory branches in the study area, and other tire dealers were represented by local dealers.



1301-1305 Van Ness Avenue, built in 1912 for the Goodyear Tire and Rubber Company, to designs by Cunningham and Politeo. Goodyear occupied half of the ground floor and all of the second floor for five years, leaving in 1917. The building still stands with good to high integrity. Photo (with retouched signage) from *S.F. Newsletter*, Christmas number, 1913.

1412-1420 Van Ness Avenue, built in 1913 for Firestone Tire and Rubber Company, which occupied half of this building for ten years. The building still stands, with good to high integrity. This photo, from the late 1920s, shows the building as an auto showroom. SFPL photo AAD-4672.

Seven buildings that held tire stores beginning in the 1910s still stand in the study area. They include:

1301-1305 Van Ness Avenue. This was Goodyear Tire and Rubber Company's factory branch for five years, from 1912-1917. Here, Goodyear had spacious quarters encompassing half of the first story plus the entire second story. The rest of the building was divided into small auto showrooms. Goodyear sold tires directly to the public from this building, but at the same time also distributed through local dealers, such as auto dealerships and small tire shops. After 1917, Goodyear elected to leave 1301-1305 Van Ness and to sell only through these dealers. Goodyear's next location in San Francisco, at 1563-1565 Mission Street (extant), from 1917 to 1923, may have been used primarily as a warehouse from which to supply these dealers, although this is uncertain.

1412-1420 Van Ness Avenue. This was Firestone's factory branch for ten years, 1913-1923. Firestone occupied half of this two-story-plus-basement building, the rest of which was occupied by an auto showroom. Firestone's space was smaller than Goodyear's, but it stayed here for twice as long as Goodyear had stayed at its first site.

1644 Pine Street. The entire building was occupied during 1913-1919 by the Michelin factory branch at 1644 Pine Street (extant).

1233-1237 Van Ness Avenue. This building originally had three storefronts, two of which were occupied by tire companies upon its completion in 1914. One storefront in this building held the Tansey-Crowe Company, a local business that acted as a tires distributor for the Pennsylvania Rubber Company, of Pennsylvania and Wisconsin. The other tire company in this building was a factory branch, that of the Federal Rubber Manufacturing Company, of Milwaukee, Wisconsin. Vehicular access to the building for tire installation was via an entrance on the alley now named Daniel Burnham Court. These tire companies remained here for ten and eight years, respectively. Integrity is food.

1430-1480 Van Ness Avenue. Among this building's three storefronts, tire shops were present from 1915-1924 and in 1927. This building also held many other auto-related businesses. Integrity is fair.

1650 Pine Street. This building was occupied for ten years, 1917-1927, by the Superior Tire and Repair Company, which sold tires and performed vulcanizing. Superior then moved two doors to the west, to 1660 Pine (also extant), were it did business for another six years.

1563-1565 Mission Street. As mentioned above, this building was occupied by Goodyear Tire and Rubber Company during 1917-1923, perhaps as a warehouse from which to supply local tire shops.

Of the many tire stores from that period that have been demolished, two are worth mentioning here, if only because they slightly predated all of the above buildings, continued to stand into the 1980s, possessed some architectural interest, and because photographs of them are available. The U. S. Tire Company, at 636 Van Ness, and the Fisk Rubber Company, at 1431 Van Ness, each preceded Goodyear by a year, opening in 1911. U. S. Tire's store looked like a small classical banking temple. Fisk's building had a restrained Italian Renaissance appearance, and a storefront finished with mahogany, grained leather, and hand-painted upper walls and ceiling. It also had a service and

shipping department (behind the storefront), a warehouse in the basement, and a vulcanizing plant in the second story.

Some of the buildings in the study area that held tire shops beginning in the 1920s and 1930s include:

1441 Bush Street. Tire shops performed vulcanizing and retread work here for almost thirty years, from 1922-1951. They were Sherman Braxton (during 1922-1925) and Gene Valla (1927-1951). Integrity is good.

1501-1517 Mission Street. The Gurley-Lord Tire Company occupied this building from 1928 through at least 1964. The building was built in two parts, one of brick (#1517, in 1927), and the other in Art Deco style, and faced in stucco (#1501, in 1930). Gurley-Lord is known to have sold Goodyear tires in 1940. This is currently a Firestone shop.

1601 Bush Street. This building was built in 1930 and has been occupied by tire dealers for most, and perhaps all of its existence. Its history has been difficult to research. Tire dealers were definitely here during 1932-1937, 1941-1942, and 1951-1964. Brands sold included Firestone (1951-1953) and Goodyear (1954-1964). The integrity of this building is uncertain.

1601 Mission Street. The Tire Service Company of Los Angeles sold Firestone tires here from this building's completion in 1931 through at least 1964. This building has not been formally evaluated in this study due to a loss of integrity.

500 Turk Street. This building has been occupied by Kahn and Keville from its construction in 1935 to the present. They have always sold Goodyear tires, as well as, at times, batteries, radios, and household appliances. Integrity is high.

As one can see from the two lists above, the earlier buildings, from the 1910s, were occupied by tire dealers for ten years or less, while buildings from the 1920s-1930s had much greater longevity of use as tire shops.

1644 Pine Street, built in 1912-1913 and home to the Michelin Tire Company for six years, to 1919.

Specialized services

In addition to general auto repair shops, there were many shops in the study area that offered specialized services. These services included auto painting, auto body building and repair, auto tops and trimming, batteries sales and service, electrical service, auto parts machining, radiators and fenders, brakes, springs, and auto upholstery. Most of these businesses can be considered minor in the larger context of the study area's history, but a few were notable.

Some of the best examples of buildings where specialized services were offered are listed below. (Buildings already mentioned above under multiple-use buildings are not included.)

1455 Bush Street. Built 1913. This was the machine shop of George H. Woodward, who made parts for autos here 1913-1946. Woodward had worked as a machinist in San Francisco since 1902. He also worked for Leavitt and Bill in 1904, sold autos on his own in 1907-1908, and owned an auto repair shop in 1910. Integrity is good.

1430-1444 Bush Street. Built 1913. This held the Western Radiator and Fender shop from 1913-1923, an auto painting shop during 1927-1930, Schwerin Brake Service from 1932-1964 (and currently, per signage), and also a muffler shop during 1953-1964. Integrity is harmed by new window sash but is otherwise good.

1540 Bush Street. Built 1916. This building held the Pacific Coast Branch of the Electric Storage Battery Company, of Philadelphia, makers of Exide batteries, from 1916-1926. Exide then moved this branch to the Bayview district. It remains in business today as a worldwide battery manufacturer. This is the most important building in the study area with a history as a battery shop, along with 500 Turk (built much later, in 1935). Integrity is high.

1660 Pine Street. Built 1917. During 1917-1927 this building held the Gould Storage Battery Company, which shared this building with a tires shop.

930-980 Van Ness Avenue. Built 1920. An electrical servicing company, the Automotive Service Company, occupied part of this building from 1920-1941. Its president at first was Ernest Ingold, later an important Chevrolet dealer. The window sash of this building has been altered.

1656 Pine Street. Built 1917. An auto tops and trimming shop was here from 1921 to at least 1929.

42 Twelfth Street. Built 1919. After an earlier use as an auto repair shop, this building was home to Hal Metzel, the Auto Tailor, an auto upholstery business, from 1938 to the present. This building has much better integrity than does another building, 1133 Post, which also held an upholstery business for a similar period.

159 Fell Street. Built 1926. This building held wheel aligning and brake shops and an auto parts manufacturing shop for at least 26 years during the period 1926-1961.

Two brick masonry specialty services buildings from the 1910s, both extant. Top photo: 1455 Bush Street, built in 1913 by George H. Woodward as his auto parts machine shop. He remained in business here through 1946. Bottom photo: 1540 Bush Street, built in 1916 for the Electric Storage Battery Co. of Philadelphia, which sold their Exide automobile batteries here through 1926.

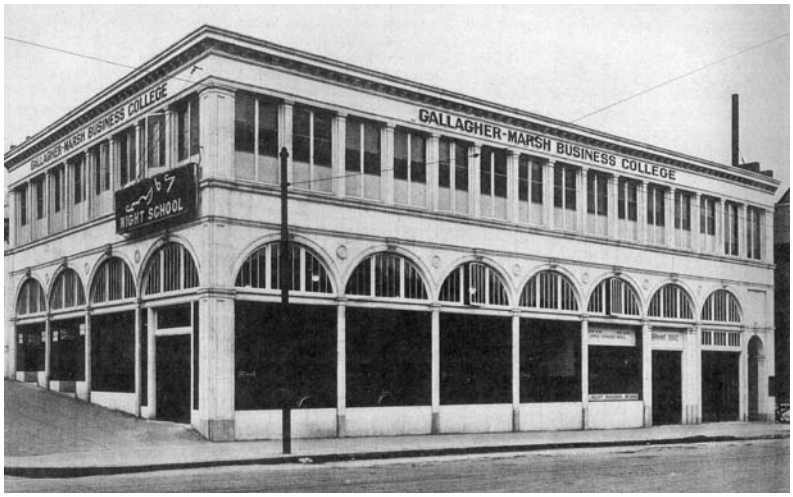
Used automobile salesrooms

Numerous buildings in the southern end of the study area had extensive use as salesrooms for new automobiles, and some buildings toward the northern end had some such use, especially during the Depression. In addition, many showrooms where new autos were sold also devoted some of their space to used car sales. The buildings in the study area that had the longest history of this use were:

850 Van Ness Avenue. Built 1919. From that date through at least 1964 this building was occupied by used car sales rooms. It is the only building in the study area that was so occupied for many years from the beginning of its history. Two of the dealers here, J. E. French (1927-1936) and Don Gilmore (1937-1938, 1941-1944, 1953), had showrooms for new autos elsewhere in the study area. This building has lost its cornice or pent roof and original window sash on the Van Ness side, and retains these features on its Ellis Street side.

700-710 Van Ness Avenue. Built 1915. After very brief use as a new car showroom, the ground floor of this building was a used car salesroom for over 35 years (1919-1964+). The one long-term occupant was Bank Chevrolet, which sold used cars here 1938-1960. The second floor was first a business college, and later the physical culture and yoga studio of Walt Baptiste (1952-1962). Because its integrity is high, this is the best example of a used car salesroom in the study area.

1415 Van Ness Avenue. Built in 1906 as a clothing store, and devoted to auto uses from 1910 onward. Used car salesrooms occupied this building during 1927-1964. The most interesting was that of William L. Hughson, who was also the city's pre-eminent Ford dealer.



Top photo: 850 Van Ness Avenue (1919). Bottom photo: 700-710 Van Ness Avenue (William Knowles, architect, 1915); from *The Architect*, March 1916.

The decline of automobile uses in the Van Ness Avenue corridor

Ernest Ingold's Chevrolet showroom of 1937, at 999 Van Ness, was the last showroom for new automobiles built in the study area. After that date, showrooms continued to be built in San Francisco, but they were located elsewhere, in the city's more outlying districts.

This trend had begun in the 1920s. At the beginning of that decade, automobiles were sold in only a very few places west of the study area or south of the Inner Mission district. By 1929, however, approximately seventeen auto sales rooms had been established outside of these boundaries. They were on Market Street west of Octavia, on Mission Street just south of 24th, on outer Mission Street near Geneva, on outer Geary Street, and on Potrero Avenue. Several of these were branches of dealerships whose headquarters were on Van Ness.

During the 1940s and 1950s, all of those locales became home to new auto dealerships. There was no sense, then, that the auto row along Van Ness Avenue was fading, but the city had grown, and it was natural for the industry to disperse somewhat. After all, by this time many customers for cars already had cars, and it was easy for them to drive to these places.

In 1977, an article in a business monthly (Steve Gelman, "A New Day Dawns for Auto Row," *San Francisco Business*, September 1977) indicated that things had begun to change. Marie Brooks, widow of Ellis Brooks, and still the owner of Ellis Brooks Chevrolet, stated that eighteen dealerships had either closed, merged, or moved to San Jose or Marin City over the past nine years. "You'd have to be a fool to start a dealership on Van Ness now," she said. The article outlined the reasons for this decline. The salesmen in San Francisco had higher commissions and base pay than did salesmen in nearby cities. Rents were higher, and San Francisco had a payroll tax. Steve Snow of the Northern California Motor Car Dealers Association thought that the old auto showrooms were problematical. "Customers," he said, "are naturally more impressed with big, open, well-lighted showrooms. Ancient showrooms where you have to go up a floor to look at cars indoors are less appealing." Martin Swig, a dealer in Japanese and European makes, thought "Van Ness Avenue is horrible – it's congested, there's no parking, and the unions are almost making us uncompetitive." The article emphasized that sales along the avenue remained good, but relative to other cities, San Francisco was losing a competitive edge.

The loss of auto dealerships along Van Ness became rapid during 1981-1984. Real estate values in San Francisco boomed then, and Van Ness became one of the districts, along with downtown, that became attractive to developers of office and apartment highrises. Several old auto showrooms were torn down then, including Heald's College of 1913 at the northwest corner Post and Van Ness (with an auto showroom in the ground floor), the Bancroft Building of 1912 at the southeast corner of Sutter and Van Ness (for many years one of H. O. Harrison's showrooms), and Don Lee's early Cadillac showroom, of 1913, at the northwest corner of California and Van Ness. The Fisk Rubber Company's tire shop at 1431 Van Ness (1911), the St. Francis Garage at 1240 Post (1916), and Kelly's

Stables at 1623-1631 Pine (two large brick stables of the 1890s later used as garages) were also torn down then. All of these were handsome buildings by major architects, e.g. MacDonald and Applegarth, Sylvain Schnaittacher, the O'Brien Brothers, and M. J. Lyon.

Two adjacent buildings, each designed by Sylvain Schnaittacher, and demolished in 1983. Top photo: Heald's College, 1201-1215 Van Ness, built in 1913 for Heald's College (upper stories) and auto uses (first story); from *The Architect*, April 1913. Bottom photo: St. Francis Garage, 1240 Post Street, built in 1916; photo by William Kostura, 1983. Each of these buildings was still being used for their original purposes and still had high integrity when they were demolished.

A new "Auto Center" was developed at 16th and Bryant streets, where Seals Stadium had once stood. This center did not last long, but while it did, it gave dealers a place to move to, and hastened the departure of dealerships from Van Ness Avenue. Today, only a few

auto dealers remain on the Avenue. Ellis Brooks Chevrolet recently dropped its General Motors dealership and now sells only used cars. A Ford dealership has moved back into Charles Howard's former Buick showroom at 1395 Van Ness, slightly reversing the trend.

The garages and auto repair shops in the study area have proved to be more tenacious. Many of these buildings, a few only 25 or 30 feet in width, retain their original use ninety or more years after they were built.

Many other buildings, former auto showrooms as well as garages, repair shops, and auto supplies stores, have found adaptive reuse as restaurants, stores or offices.

Architecture, structure, and planning of automobile-related buildings

This subject encompasses buildings of several different types over a period of about four decades (beginning in 1909). The buildings in the survey accordingly have a variety of structural systems, compositions, architectural styles, window treatments, and other aspects. Nevertheless, some strong trends can be identified, and these will be described below.

Automobile showrooms

The earliest auto showrooms were of wood frame or brick masonry construction, and were modest in their proportions and in their ornamental schemes. They were nevertheless intended to be attractive. The earliest surviving example is 550 Van Ness Avenue, which was built in 1908-1909. Though perhaps a little larger than other pre-1910 showrooms, it was typical in other ways, in that it is made of brick and is decorated with a fairly elaborate cornice, keystones, and voussoirs in the flat arch above the original main entrance. Another building of the same period, 690 Van Ness (1910) is similarly decorated with brick ornament.

The automobile showrooms of 1911-1914 varied in their size, shape, structure, and ornamental schemes, but certain trends can be seen in them, and these trends held true for the showrooms that followed. Typically, the buildings were two or more – usually more – stories in height. The multiple stories allowed an auto dealer to incorporate several departments, each vital to his business, into one building on a compact lot, and to segregate those departments efficiently. The showroom for new automobiles was always in the first story and faced the street; it typically had a high level of finish, with wooden wainscoting and tile floors. The offices for the business were either at the rear of the showroom, in the mezzanine level (attained by a beautifully-detailed staircase), or both. Behind the showroom and offices, in the rear of the first story, was an unfinished or lightly finished area devoted to either the service or used car departments. The upper story or stories were almost always reached via concrete ramps, although in one known instance, at 1412-1420 Van Ness (extant), vehicles were moved between stories by two elevators. Elevators were also used at 1395 Van Ness (extant; altered). The interiors of the upper stories were also unfinished or lightly finished, and were devoted to service,

used car sales, heavier repairs, auto storage, parts storage, and auto painting. For this segregation of departments to work efficiently for auto dealers, careful planning was required before construction began. This planning appears to have involved discussion between the architect for the owner and the first lessee of the building.

These larger, multi-story showrooms were almost always reinforced concrete in construction, with reinforced concrete piers, floors, and roofs. Some also had steel frames behind the piers. The exterior facades never left the concrete material exposed, but instead usually covered the concrete with a coating of stucco. At least one building was clad with a veneer of brick, namely 1625 Van Ness (1920; extant). Windows were large, and rectangular, and were usually filled with industrial steel sash, which added considerable texture to the façade.

Vehicle entrances required large openings, and these were usually deemphasized by placing them in side or secondary elevations. This was easily accomplished for most showrooms, which occupied corner lots and thus fronted on two streets. For mid-block showrooms such as 1350 Van Ness and 1625 Van Ness, ells were built that extended to side streets, and these ells were devoted to vehicle entry.

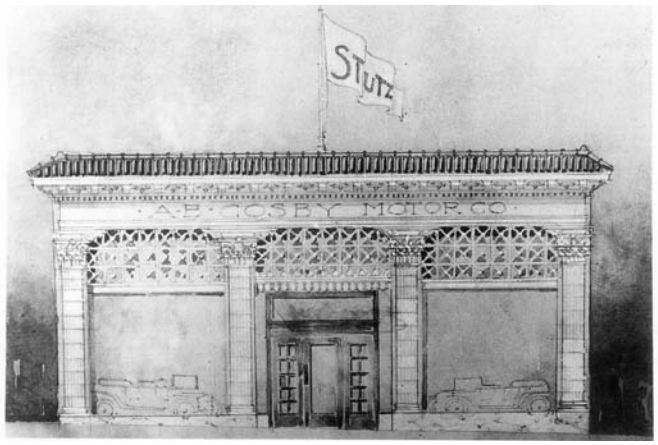
Architecturally, the larger auto showrooms varied in their appearances. Several were relatively plain, and in these buildings expression of the skeletal concrete construction was emphasized over ornament. Examples of such buildings included 1200 Van Ness (1911; heavily altered); 1240-1268 Van Ness (1913; demolished); 1600 Van Ness (913; extant, altered with grilles over the windows); 1601 Van Ness (1913; demolished); 1700 Van Ness (1919; demolished); 1835-1849 Van Ness (1920, 1926; extant; lightly altered); and 1946-1960 Van Ness (1920; extant). Each of these buildings was nevertheless made attractive with a cornice, moldings, and a light scoring of the stucco surface for added texture. In some of them the piers were expressed as classical pilasters to add an additional element of beauty.

1700 Van Ness Avenue, built in 1919 by MacDonald and Kahn, engineers and contractors, as a showroom for Chandler and Cleveland automobiles. The skeletal construction was lightly decorated with a cornice, profiled belt courses, and classical pilasters. SFPL photo AAD-4652.

Most auto showrooms were more elaborately decorated. 601 Turk (1913; extensively altered) exhibited some aspects of a classical banking temple. Many others were also heavily ornamented, and classical in style. Examples include 1001 Polk (1913; extant); 901 Van Ness (1927; extant); 1000 Van Ness (1921; extant); 1201 Van Ness (1913; demolished); 1400 Van Ness (1913; extant); 1699 Van Ness (1919, 1923; extant). Most of these were monumental in their feeling. 1699 Van Ness, by architect Sylvain Schnaittacher, featured a tall ground floor arcade. 901 Van Ness, by Bernard Maybeck and Powers and Ahnden, associated architects, was the most theatrical of these buildings. That building and 1000 Van Ness, by Weeks and Day, had the most elaborate interiors.

Two views of 1699 Van Ness Avenue, by Sylvain Schnaittacher. Its ground floor arcade hearkens to the Italian Renaissance. The northern three bays were built in 1919, and the southern two were added in 1923. Top photo: ca. 1953, SFPL Assessor's negatives. Bottom photo: ca. 1930, SFPL photo AAC-6822.

One showroom at 1350 Van Ness (1913; its cornice has removed, and the frieze covered) is small, and lacked the monumental feeling of the above showrooms, but expressed classical beauty as well as most of them did.



1350 Van Ness Avenue, George Applegarth, architect, 1913. Courtesy of Dr. J. Jerrold Applegarth.

Two large showrooms were designed in styles other than classical. 1301-1305 Van Ness (1913; extant; originally devoted mainly to tire sales, and secondarily to auto sales, but later used entirely as an auto showroom) was designed in architects Cunningham and Politeo's preferred Art Nouveau style. 999 Van Ness (1937; extant), by John E. Dinwiddie, followed the Art Deco and Streamlined Moderne styles of the period.

Ernest Ingold showroom, 999 Van Ness. John E. Dinwiddie, 1937. Photo: SFPL AAD-4670.

Large or small, concrete or brick, decorated or spare, classical or otherwise, these buildings were intended to show off to their best advantage an expensive product that almost everyone with financial means wanted, the automobile. They did so by imparting either a sense of monumentality or of beauty, and often of both. At the same time, these buildings had to house less glamorous departments such as service, repair, and auto storage, and these departments were to some degree hidden or disguised in the buildings' upper stories, behind the imposing facades.

Public garages

The oldest surviving examples are brick masonry in construction, and the rest, built from the mid-1910s onward, are of reinforced concrete. In these buildings, the vehicle entrance or entrances are the most prominent element of the façade, and the rest of the façade was, to a large degree, designed around these openings.

The facades are usually two or three bays in width, and symmetrical. Ornamentation is usually classical in style, and is sometimes elaborate. Openings often have arched or segmental arched tops. While the effect is restrained compared to that of auto showrooms, the design of public garages nevertheless had a showy aspect to them, one that corresponded to the fact that owners were being asked to entrust to the proprietors the care and housing of their expensive vehicles.

Most public garages are two stories in height. In such buildings, one of the vehicle entrances leads to a concrete ramp that rises to the second story. A one-story-plus-basement garage, at 1641 Jackson (1914; extant), has a ramp that descends to the basement.

The Admiral Garage, 550 Turk Street. Joseph Pasqualetti, builder, 1924.

Kay's Garage, 1650-1660 Pacific Avenue. O'Brien Brothers, architects, 1921. This three-bay, two-story, reinforced concrete, Tudor Revival-style garage is similar to another garage by the same architects at 66 Page Street (1924). In this building, the original industrial steel sash windows have been replaced.

Auto repair and specialty service shops

Auto repair and specialty services shops were almost always made of brick through 1919, a much later date than was the case with public garages or auto showrooms. In 1920, most repair and specialty service shops were still made of brick, but some were built of reinforced concrete. After 1920 construction was always of reinforced concrete. Like garages, auto repair shops featured one or more vehicle entrances prominently in the façade.

The original windows in these buildings are typically divided into many lights; either of wood sash, as at 1540 Bush (1916) and 300 Grove (1920); or of steel sash, as at 1765 California and 55 Oak (1929). 1522-1524 Bush (1916), originally an auto parts store but later devoted to auto repair, has now-rare pivoting wooden windows in the second story. 42 Twelfth Street (1919) has wooden mezzanine windows divided into many lights.

1522-1524 Bush Street: pivoting windows

As far as ornament is concerned, the feeling in these buildings is usually more utilitarian than it is in public garages, but no examples are absolutely plain and some are highly attractive. Cornices and moldings are almost universal decorative features. 1455 Bush (1913) has a profiled cornice and wall panels formed of recessed brick. 155 Grove Street (1915), has a pent roof covered with imitation clay tiles. 1465 Pine (1917) has a shallow Romanesque cornice formed of bricks. 1644 Pine (1917) has a cornice and paneled pilasters. 1660 Pine has a profiled cornice and wall panels of brick in a herringbone pattern. 300 Grove has arched openings defined by courses of bricks and a cornice of corbelled bricks. At 1765 California (1921, 1927; extant), which was the largest auto repair shop in the study area (if not in San Francisco), an elaborately decorated central pavilion is flanked by severe wings. 843 and 845 Polk (each 1920) are the plainest of these buildings, but each has a fairly prominent shaped parapet reminiscent of the Mission Revival style.

Multiple-use buildings

These buildings are larger than most auto repair shops or public garages and are made of reinforced concrete. The decorative schemes and window sash are most similar to those in garages. Most notable, architecturally, is 731-799 Van Ness, by Willis Polk and Company (1917, 1925), with its profiled cornices, a chamfered corner at Van Ness and Eddy, and a wooden classical entrance in this cornice. 1575-1595 Bush Street, by Meyer and Johnson (1923), has a profiled cornice with moldings, impressions of arches in its frieze, and paired Corinthian pilasters. A series of pineapples, that have since decayed and been removed, once topped its cornice. 824 Ellis (1920) has restrained ornament applied to a three-bay composition.

1575-1595 Bush Street (1923), detail of Bush street side, with original industrial steel sash windows

Automobile parts and supplies stores

The largest and finest of these is 730 Polk, by architect W. L. Schmolle (1922), is brick masonry in construction, with wooden piers, joists, and girders. It derives its architectural feeling primarily from its tan and buff-colored brick cladding, which has an exceptionally warm tone, and surrounds industrial steel sash windows. Ornament includes a somewhat heavy cornice, a profiled belt course, and shields emblazoned with the letters C&L, for the first occupant, Chanslor and Lyon.

1033-1037 Polk (1920) is reinforced concrete in construction, and has a liberal amount of classical ornament applied to bays of equal width. 1522-1524 Bush (1916) is made of brick and is notable for its row of wooden, pivoting windows in the second story, a feature that has become rare.

"CL" shield decorations and profiled belt course, Chanslor and Lyon store, 730 Polk Street

Alterations and integrity

No automobile-related building in the study area retains 100% integrity; every building has undergone at least some alterations. This section will discuss the most common alterations that have occurred, and what kind of integrity is needed for a building to be able to convey its historic significance.

The most common alteration to buildings, by far, has been the replacement of original vehicle entrance doors by modern roll-up metal doors. The loss of original vehicle doors has been almost universal. Only two buildings retain their original doors. One of them is 1565 Bush Street (1923), which has paired metal doors with full-length glazing in the center of the first story. The other building is 731-799 Van Ness Avenue (1917). It has two different kinds of paired wooden vehicle doors at and near the Van Ness and Larch corner. It may be that one of these doors is original and the other one an early replacement. The three old doors in these two buildings appear to be the only ones in the

study area that pre-date World-War II. (Both of these buildings also have other vehicle entrances with replacement doors.)

Paired metal vehicle doors with full-length glazing, at 1565 Bush Street. These doors, plus two pairs of wooden doors at 731-799 Van Ness, are the last original (or early) vehicle entrance doors in the study area. Nearly all other vehicle entrances in the study area have replacement roll-up doors.

The next most common type of alteration has been the replacement of original window sash with modern metal sash. Such replacements are harmful to integrity because most windows were originally divided by muntins into many lights, providing welcome texture to large window openings. Much of this texture has now been lost. Storefront windows often had prism glass in the transom area, and such prism glass has almost universally vanished. One building, 1301-1305 Van Ness, still has a long expanse of prism glass on its Fern Street side; this is one of the last places one can go to get a sense of what original storefront windows looked like.

Only a small proportion of the auto-related buildings in the study area retain all or almost all of their original window sash. If a building (e.g., 1575-1595 Bush) has lost all of its original sash in the first story, but retains all of its original window sash in the upper stories, it has better than average integrity as far as windows are concerned.

In the past year or two, two buildings in the study area (66 Page and 1831-1849 Van Ness) have removed their original industrial steel window sash, but have replaced that sash with new metal sash that has the same pattern and proportion of lights as the original. The profile and reveal of the new metal sash may not be identical to that of the original, but it is very close. These buildings should be considered to have good integrity after such replacement.

Many buildings have lost varying degrees of ornament. Ornament was an important part of building design before the 1940s, and the loss of any ornament in older buildings is

unfortunate. In some buildings this issue is however less important than it is in others. 1831-1849 Van Ness, for example, is a reinforced concrete building whose ornament was originally restricted to the tops of two piers on the Van Ness Avenue side, and a keystone in the main entrance. The skeletal design of this building was its most important aspect, and that remains despite the loss of this ornament. The integrity of this building should be considered to still be good, albeit not high.

1350 Van Ness (built 1912-1913) is an example of a building where ornament was a very important part of the original design, and where a considerable amount of that ornament has been removed. Here, the cornice has been removed, the frieze has been covered up, and the original pedestrian entrance has been altered. Balanced against these losses are the survival of the fluted Corinthian pilasters and the clathri screen in the transom area, and the relative high integrity of the plain service wings facing Bush and Fern streets. In spite of its alterations, this building appears to be eligible for the California Register because it is one of the oldest auto showrooms left standing in the study area, because the brands of autos that were sold here, particularly Stutz, were once nationally popular, and because enough of the building survives to convey its early auto showroom use. In a building that was less old than this one, or where the brands sold were less interesting, the alterations to this building would have resulted in its not being eligible.

Many factors must be considered when one considers the integrity of a building, and whether a building can be eligible for the California Register despite a certain level of alterations. An early date of construction, the presence of important auto-related uses in its history, and the longevity of such uses can offset the alterations to a building, up to a certain point. The building should also be compared against other surviving buildings with a similar history. The main question should be: does this building still have the ability to convey its important history? If it does not, even a building that has a compelling history should be considered "not eligible" for the California Register.

AUTO-RELATED BUILDINGS IN THE STUDY AREA THAT HAVE NOT BEEN FORMALLY EVALUATED IN THIS STUDY

Certain buildings in this study area with a history of automobile use have not been formally evaluated on DPR 523 forms for various reasons. Some buildings had an auto-related history that was very brief, or was tangential to the themes discussed in this report. Others have suffered a loss of integrity so great that they have no potential for eligibility to the California Register. The buildings that have been considered but were not evaluated are listed below:

Address	Year built	Architect (or builder)	Notes
60 Brady	1925	Axel L. Thulin, bldr	auto use (painting) 1927-1928 only
1600 Bush	1925	A. H. Knoll	Kahn & Keville here 1925-1935, late discvy
1523-25 Franklin	1928	unknown	auto repairs, windshields; about 50% altered
1020-1022 Geary	unknown	unknown	auto use (supplies) 1918-1921 only
1028-1030 Geary	unknown	unknown	auto use (electrical) 1914, 1924-1927 only
1037 Geary	1957	Bruce Heiser	private garage for adjacent Richelieu Hotel
1040-1052 Geary	1920	Joseph L. Stewart	minimal or no auto use; altered

500 Golden Gate	1910	Theo. W. Lenzen	early auto showroom; altered
530 Golden Gate	1911-1912	unknown	originally two bldgs; merged and altered
544 Golden Gate	1911-1912	David C. Coleman	early auto showroom; altered
555 Golden Gate	pre-1912	unknown	early auto showroom; altered
150 Hayes	1967-1968	Albert Roller	CSAA annex; late construction date
157/167 Hayes	1958-1959	Albert Roller	CSAA garage; see also 150 Van Ness
1610 Jackson	1908	unknown	Jerome (later Sherwood) Garage; altered
1530-40 Market	1920	Reid Brothers	Clydesdale trucks, Olds; altered or replaced
1563-65 Mission	1916-1917	MacDonald and Kahn	Goodyear Tire Co. here 1917-1923 only
1601 Mission	1931	engin'r'g dept of owner	Tire Service Co. here 1931-1964. Altered.
150 Oak	1948	unknown	Division of Highways HQ (tangential use)
895 O'Farrell	1924	unknown	E. Hanni and Co. auto repair; altered
30-32 Otis	1931	E. H. Denke	auto use (repairs) in 1934 only
50-60 Otis	unknown	unknown	auto use (garage, tires) 1924-1927 only
1544-46 Pacific	1925	J. C. Hladik	auto use (radiators) 1927-1933 only; altered
1454-1466 Pine	unknown	unknown	auto use beg. 1937; altered
1470 Pine	1921	MacDonald and Kahn	auto repair use 1921-1936; altered
601 Turk	1913	Hladik and Thayer	early auto showroom; altered
90-98 Twelfth St.	unknown	unknown	altered
30 Van Ness	1908	MacDonald & Applegarth	White Garage and showroom, altered 1964
150 Van Ness	1925	George Kelham	CSAA; altered 1969; see 150 & 157 Hayes
214 Van Ness	1917	MacDonald and Kahn	early Ford showroom; altered
234 Van Ness	1911	none	early motorcycle showroom; altered 1963
540 Van Ness	ca. 1908	unknown	early auto showroom (Lozier, etc.); altered
1100 Van Ness	1912-1913	C. A. Meussdorffer	early auto showroom (Reo, etc.); altered
1200 Van Ness	1911	MacDonald & Applegarth	auto showroom for H. O. Harrison; altered
1243-5 Van Ness	1913-1914	David C. Coleman	brief auto use only; a pair with #1233-1237
1560 Van Ness	1917	unknown	early Hupmobile showroom; altered
1701 Van Ness	1917	MacDonald and Kahn	early Oldsmobile showroom; altered
1801 Van Ness	1919-1920	Samuel L. Hyman	auto showroom to 1927; altered or replaced
1920 Van Ness	1918	Rousseau and Rousseau	two old auto buildings merged and altered
1930 Van Ness	1922	Samuel L. Hyman	early Duesenberg showroom; altered
2001 Van Ness	1919-1920	MacDonald and Kahn	early Lincoln showroom; altered
256 Willow	1932	Charles E. J. Rogers	has a history of use as a private garage only

CONCLUSIONS AND FINDINGS

The following buildings appear to be eligible for the California Register of Historical Resources, with a proposed Status Code of 3CS, under the following criteria:

Address	Block/lot	Construction date	Property type	Criteria	Existing designations

BIBLIOGRAPHY