

Haury Motor Company Garage
Name of Property

Jefferson County, KY
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1	0	buildings
		district
		site
		structure
		object
1	0	Total

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

Number of contributing resources previously listed in the National Register

NA

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

Commerce/Trade: Specialty Store: Auto Showroom

Vacant/Not In Use

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

Late 19th and Early 20th Century Revival: Tudor Revival

foundation: Concrete
walls: Concrete

roof: Concrete
other: Brick

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Narrative Description

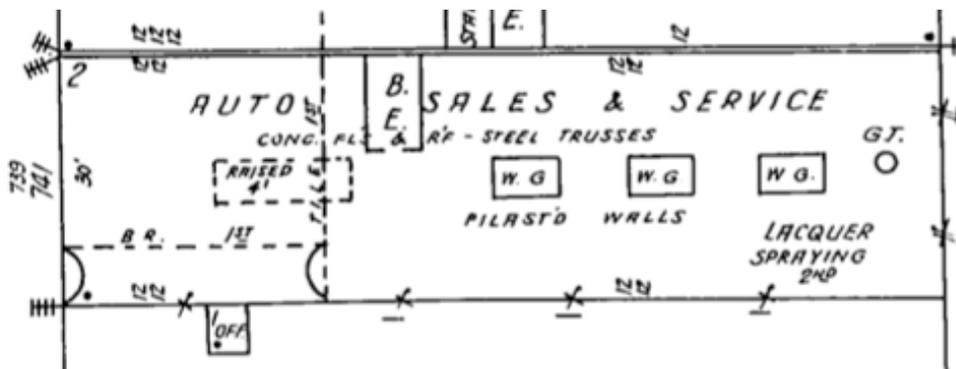
Summary Paragraph

The Haury Motor Company Garage (JFCD-245) was constructed in 1922 and stands at 741 South 3rd Street, in Louisville, Kentucky's largest city. The building resided in an area of Louisville that once hosted numerous instances of Louisville's incipient automobile dealership business. This area was within three or four blocks of South 3rd Street, South 4th Street, and Broadway, and toward the end of the contextual period (1901-1928), dozens of dealerships could be found there. The nominated property is just over one-quarter acre, and includes a single contributing building.

Located on South 3rd Street

Until 1921, the company had occupied a location on South 3rd Street. When it relocated, it chose to remain near that original location, moving one block to the north. The new location placed the dealership in the middle of the most prominent row of auto dealerships in the city. With a new showroom, the Haury Company would be able to advertise and sell even more cars to the wealthy professionals traveling to work each morning and home each evening.

Exterior Description



The front facade was in the Tudor revival style, popular at the time in residential construction, in a commercial manner. The style used some medieval elements within a generally standard commercial facade layout. These elements included small window panes, diamond shaped on occasion, wide banks of windows, stone accents, crenellations, quoins, medieval arches, niches, and steeply peaked gables. The commercial layout of the time dictated large storefront windows, an easily identifiable pedestrian entrance, a vehicle entrance, strong horizontal lines, and complementary styling on the second floor to bring a sense of cohesion to the entire design.

The arrangement of the front facade revealed the interior layout in some measure. The northern three quarters of the space was devoted to plate-glass storefront space with a centered pedestrian entrance, which was a single door with sidelights located between two very large and unobstructed plate-glass windows. These windows would allow sidewalk and street traffic to easily view the vehicles on the showroom floor. Though the pedestrian entrance was prominent, and still stands out architecturally, it is of a small enough scale to avoid significantly obstructing any view of the interior space. Originally the main entrance in the center of the facade had a sharply peaked gable overhang over a single door with sidelights.

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The south quarter of the facade has a single vehicle entrance, which leads to the rear of the building where cars were stored and repairs were performed. The vehicle entrance had a stone surround with a medieval arch. A brick and stone pilaster divides the vehicle entrance and the main storefront. Another matching pilaster is on the north side of the facade, differentiating the building from its neighbor. There is no matching pilaster on the south side of the facade.

The second floor matches the first floor in configuration, with a very wide bank of windows stretching across the entire storefront portion of the building. A smaller set of windows is located above the vehicle entrance, reinforcing the horizontal composition of the facade at the second level.

The second floor windows were double hung, with a transom above, and were arranged in a single large bank, ten wide. Each window sash was four-over-four and the transoms above were all divided into four matching panes. Above the vehicle entrance a set of three windows, with diamond divisions, was installed. These windows were narrower than the other windows and the transoms above these windows were divided into three panes.

A simple stone beltcourse runs above the windows, between the pilasters, and above that a tall brick parapet with stone outlining. The pilasters are each topped with a simple crest. The top of the parapet has a stone lining with vertical indents, giving it a slightly crenelated appearance. In the center a stone shield rises slightly. The south portion of the parapet, above the vehicle entrance, has a similar vertical indent and quoins on either side. In the center is a small stone niche.

Interior Description

In keeping with the standard for construction at the time the new building was proposed and completed as a brick and steel-reinforced concrete structure.¹ The rear two thirds of the first floor was devoted to storage and repair space and the front third was sales space.

To distinguish these spaces the front salesroom had plaster walls and a tiled floor, rather than the concrete floors and block walls that the rest of the building had. The salesroom also had ornate plaster pilasters with large capitals located along the walls to give the room a sense of class and refinement. The ceiling featured deeply coffered beams. Offices were located immediately to the rear and on a mezzanine level overlooking the sales floor. A curved metal staircase accessed the mezzanine from the showroom floor. Of some note, the staircase is rather small and not a particularly prominent feature of the showroom. Other contemporary dealerships featured a massive and ornate staircase, as one of the few features available in such a space to show off craftsmanship and design.

To the south of the salesroom was a narrow vehicle entrance, which allowed vehicles to access the garage space from South 3rd Street without passing through the showroom.

The rear two thirds of the first floor was mostly open garage space, where tools, tanks, machines, and automobiles could be arranged for work and for storage. The floor was exposed concrete and the walls concrete block. The ceiling was concrete supported by large steel trusses, running north to south across the entire building. The depths of trusses limited the usable height of the space, but were necessary to support the garage on the second floor, where cars were being repaired and stored as well. There was a rear door, which accessed

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the alley between South 3rd Street and South 2nd Street, located in the center of the rear wall. Large steel windows along the south façade allowed natural light into the workspace.

Along the north wall, adjacent to the office space and intruding into the garage space, is an enclosed staircase next to an industrial elevator. The staircase allowed people to move between the first and second floor garage spaces without entering the salesroom at the front of the building, thus maintaining the separation between the luxury of buying a vehicle and the work of maintaining one. The elevator is a large industrial type of elevator with a simple wooden gate door system.

The second floor was divided similarly to the first floor. Approximately one third of the space at the front of the building was divided from the rear two thirds. This front area features a raised ventilating roof system to allow fumes, smoke, and other vapors to exit the building in the case of an accident or fire or as work was being performed. The rear two thirds of the second floor featured materials and finishes similar to the first floor. The floor was exposed concrete and the walls were exposed brick. The ceiling was concrete, with a massive steel truss system to support the additional weight. Wire-glass skylights were installed to provide ventilation and natural light to the workspace. The south wall did not feature the same windows as the first floor, instead having a large window system across the entire rear façade, which worked to bring natural light into the space.

Reviewing the entire interior space, it is apparent that although they desired to reflect luxury and comfort, the building needed to be fire resistant. Fires and explosions at neighboring garages had caused significant damage, both to the garage and to neighboring buildings. New construction was designed to prevent this as well as to stand up to the rigors of automobile repair and storage. So much steel and concrete could only be so effectively concealed without compromise.

Prominent Architect and a Refined Interior

Haury Motors Company followed the industry standard for new dealerships in choosing the locally prominent architecture firm of Joseph & Joseph to design the new building. The firm was well known in the region for designing many of the most prominent office and institutional buildings. The firm was well versed in both commercial and industrial architecture and was adept at blending the two in a scaled down setting, such as an automobile dealership.

Changes to the Building Since the Period of Significance

The Haury Motor Company was the first automobile business on the property, but the building continued as an automobile dealer long after Haury Motor Company dissolved. Though the building was only two years old in 1924, it was Haury Motor Company's last year in business. In 1925 the Louisville-Flint Company, managed by R.J. Haury, was listed in the building and no mention was made of Haury Motor Company.ⁱⁱ By 1928 the building was occupied by Fidelity Motor Co., which only lasted through 1929.ⁱⁱⁱ In 1930 the Reo-Spalding Company took over the space and existed in some form until 1941.^{iv} L.J. Hannah, another local auto dealer, took the space for a single year in 1949,^v but generally the space was scarcely used until 1960, when Byers Realty, Inc. bought the land from Ferdinand Kahler and George Byers & Sons moved

ⁱⁱ Caron's City Directory of Louisville, 1925.

ⁱⁱⁱ Caron's City Directory of Louisville, 1928 & 1929.

^{iv} Caron's City Directory of Louisville, 1930.

^v Caron's City Directory of Louisville, 1949.

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into the space.^{vi} By 1966 Derby Chrysler-Plymouth was the operating agency, which lasted until 1972, when Don Corlett Porsche Audi, Inc. moved in.^{vii} Don Corlett moved out in 1979 and that was the last time that the building was truly used as an automobile dealership.

Interestingly, the land and building did not transfer ownership nearly as often as the tenants changed. Ferdinand Kahler, an automobile manufacturer and parts manufacturer in New Albany, Indiana was a partner in the Haury Motor Company, initially acting as president. He owned the land personally and constructed the building for the first agency under a ten-year lease. The original lease was intended to last from 1922 to 1932, but it clearly fell quite short. Kahler continued as owner of the land and building until his death in 1955. After his death his estate transferred the building and land to a new dealership. Even though the original owner was no longer a part of the deal the building was only sold four times after Kahler's death in 1955 and one of the occasions was upon the death of an owner.

Year	Company/Tenant	Address
1922	Haury Motor Company	741 S. 3 rd Street
1925	Louisville-Flint Company	741 S. 3 rd Street
1928	Fidelity Motor Company	741 S. 3 rd Street
1930	Reo-Spalding Company	741 S. 3 rd Street
1949	L.J. Hannah, Inc.	741 S. 3 rd Street
1960	George Byers & Sons, Inc.	741 S. 3 rd Street
1966	Derby Chrysler-Plymouth, Inc.	741 S. 3 rd Street
1972	Don Corlett Porsche Audi, Inc.	741 S. 3 rd Street

After Haury Motor Company moved out the facades were changed. At some point the front façade had the original plate-glass windows removed and replaced with a modern storefront system of smaller glass panes and aluminum frames. The pedestrian entrance was removed and replaced with a similarly modern aluminum double-door entrance. The vehicle entrance was enclosed with a concrete bulkhead and a modern storefront system, matching the rest of the façade. The second story windows were also removed and replaced with a modern storefront system, though the transoms above the windows were made operable.

At some point the first story of the building was painted white. The paint line ends at the bottom of the windowsills of the second floor. This may have been done to roughly match the division of materials on the neighboring building to the north, which features a stone clad street-level façade.

The south façade was originally brick and concrete with large steel windows. The large steel windows were replaced with modern storefront systems featuring larger glass panes and aluminum frames. Though the windows on the front façade and the south façade were altered, the openings are all their original sizes and completely filled with new windows. The scale of the windows was unchanged.

^{vi} Caron's City Directory of Louisville, 1960 and Deed Book 3801 Page 58.

^{vii} Caron's City Directory of Louisville, 1966 and 1972.

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The rear façade was changed in a similar manner. The second floor windows were all replaced with a modern glass and aluminum system. The windows on the first floor were simply blocked in completely and the main rear entrance was also blocked in. In this instance the existing rear entrance is significantly smaller than the original opening, which was likely an overhead door and not a pedestrian scale entrance.

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8. Statement of Significance

Applicable National Register Criteria

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

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

Areas of Significance

(Enter categories from instructions.)

Architecture

Period of Significance

1922

Significant Dates

1922

Significant Person

(Complete only if Criterion B is marked above.)

NA

Cultural Affiliation

NA

Architect/Builder

Joseph and Joseph (architects)

Criteria Considerations

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

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Period of Significance: The Period of Significance chosen is the year of construction, which is a convention in the National Register program for properties that are evaluated as architecturally significant.

Criteria Considerations: NA

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Statement of Significance

Summary Paragraph

The Haury Motor Company Garage (JFCD-245) meets the first term of Criterion C. It is a property that “embodies the distinctive characteristics of a type...of construction”—a historic automobile dealership in Louisville. It is significant as a good example of the first wave of automobile retail architecture in the commercial core in Louisville, Kentucky. It helped to establish Motor Row and reinforced the type of architecture that the industry was coming to embrace at the beginning of the twentieth century. Its design is evaluated within the historic context “Augomobile Showrooms of Louisville, Kentucky, 1901-1928.”

Historic Context: Automobile Showrooms of Louisville, Kentucky, c. 1901-1928

The impact of the automobile on US culture is hard to overstate. Soon after its invention, automobiles became the favored mode of transportation and brought change to the American landscape. Urban streets, interstate highways, city planning concepts, residential development and construction, and significant portions of the economy were revised to supply, manage, maintain, and use automobiles.

The automobile arrived in Louisville relatively early. In 1901, Prince Wells, predominantly a bicycle racer and dealer, began to convert his business from the two wheeled variety to the four wheeled.^{viii} Wells was an agent for Rambler Cars, initially and located his showroom at 718-720 South 4th Street, across from the public library and a block south of Broadway.

By 1906, suspicions regarding the permanency and viability of the automotive industry were vanishing and Louisville was prepared for the industry's full embrace.^{ix} In 1907, Longest Brothers, one of the original dealerships in the city, constructed a magnificent modern automobile showroom in the 700 block of South 3rd Street.^x At the same time the Simpson-Strauss Company reincorporated as the Zorn-Strauss Company under new ownership and moved in to 522 South 3rd Street.^{xi} Within a year they were joined by the Kentucky Automobile Company and L.L. Miles Co. in the 1000 block. These newcomers initially accepted whatever buildings would allow for a showroom, offices, and a repair shop, but quickly discovered the need for their own specialized buildings and followed the early adopters in building new rather than reusing.

Other dealers saw this success and followed him into the automotive business. In 1908 there were a dozen other motor companies in Louisville. Many of them were operating in the same area as Wells' dealership, immediately south of Broadway and the core business district, toward Old Louisville. The Kentucky Automobile Company was located at 1049 South 3rd Street, Longest Brothers Company was at 821-823 South 3rd, McBurnie Automobile Company was at 430 West Broadway, and L.L. Miles was at 1010 South 3rd.^{xii} Other companies were just a little to the north: the American Automobile Company at 214-218 South 2nd Street, J.A. McFerran at 412 South 4th Street, and Zorn-Strauss at 522 South 3rd Street.^{xiii}

^{viii} Universal Car Company Nomination, Section 8, page 2.

^{ix} Improvements in Automobile Business: Radical Changes in Garages as Well as in Construction of Cars, Courier-Journal, Mar 26, 1906, p. 6.

^x Future of Auto in Louisville: Looks Bright to Dealers and Owners, Courier-Journal; Sep 19, 1909; p. C6.

^{xi} Caron's City Directory of Louisville, 1907.

^{xii} Caron's City Directory of Louisville, 1908.

^{xiii} Caron's City Directory of Louisville, 1908.

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In 1909 Miles constructed a new garage on South 3rd, between Broadway and Chestnut.^{xiv} In 1910 Yager Motor Co. built a new garage at 931-933 South 3rd Street.^{xv} The next year Auto Ford Exchange built in the 500 block of South 3rd, and then two years later Southern Motors constructed a new industry standard in the 600 block at a cost of \$200,000.^{xvi} After these buildings were built, the industry continued its construction boom, extending through the 900 block, creating a significant density of dealerships and repair garages. Between 1917 and 1924 at least fourteen new showrooms with repair shops were built within these four blocks. Together these 3rd Street dealerships became known as "Motor Row."^{xvii} The creation and growth of the industry gives strong evidence of Louisville's early embrace of the automobile.

In 1910 there were a total of twenty six automobile agencies in the entire city of Louisville and five automobile repairers.^{xviii} In 1915 there were thirty five agencies and twenty four repairers.^{xix} The directories suggest that most repair work, originally, was performed at the dealerships, who would have had the expertise, experience, and additional parts to handle the work. As the expertise spread, the automobile repair business broke out of the dealerships and migrated into independent repair garages. The 1920 City Directory lists more than eighty total automobile repairers, and in 1925 lists more than 100.^{xx}

Popular Embrace of the Automobile Industry

The sales of automobiles and the growth of dealerships kept pace with each other in the first three decades of the century. In 1903 there were thirty six registered cars in Louisville.^{xxi} Five years later, in 1908, there were 400, and just three years later, there were nearly 3,000 registered automobiles.^{xxii} These cars needed fuel, repairs, oil, tires, and at some point complete replacement. As "Motor Row" expanded, so did the number of citizens buying cars. In 1918, in the middle of the boom in new dealership construction the number of registered cars in Kentucky was 65,870.^{xxiii} Three years later the number had doubled to 127,511.^{xxiv} While not every car in Kentucky was registered or sold in Louisville, a large portion were, and the staggering growth within the city was evidenced by the growing number of repair shops, service stations, and accessory companies.

Aside from the repairing of automobiles moving away from dealerships and into independent businesses, the task of refilling gas tanks and replacing tires was also shifting. The arrival of filling stations is documented in 1920, with a dozen named.^{xxv} In 1925 there are 77 gas stations listed. They were typically independent single stations or one of dozens owned by oil companies, not automobile manufacturers or

^{xiv} Future of Auto in Louisville: Looks Bright to Dealers and Owners, Courier-Journal; Sep 19, 1909; p. C6.

^{xv} New Garage of the Yager Motor Car Company, Courier-Journal, Nov 20, 1910; p. C2.

^{xvi} Southern Motors Company Dedicates New Building, Courier-Journal; Nov 21, 1913; pg. 5.

^{xvii} New Home of the Haury Motor Company, Courier-Journal; July 23, 1922, pg. C2.

^{xviii} Caron's Directory of Louisville, 1910.

^{xix} Caron's Directory of Louisville, 1915.

^{xx} Caron's Louisville Directories, 1920 and 1925.

^{xxi} Automobile Manufacturers, Encyclopedia of Louisville, p. 55.

^{xxii} Automobile Manufacturers, Encyclopedia of Louisville, p. 55. and

^{xxiii} Universal Car Company Nomination, Section 8, Page 2.

^{xxiv} Universal Car Company Nomination, Section 8, Page 2.

^{xxv} Caron's Directory of Louisville, 1920.

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dealerships.^{xxvi} In 1910 there was a single automobile tire supplier listed in the Louisville Directory.^{xxvii} This number grew to fifteen in 1915 and more than fifty by 1920.^{xxviii}

Form & Function: Sales & Service - The New Automobile Dealership in Louisville

Newly constructed dealerships altered their form from the typical commercial type of the time, but retained contemporary styles, helping to blend into the commercial streetscape.^{xxix} Construction was heavily horizontal, with most dealerships only a couple of stories in height. Rooflines were typically flat or slightly rounded. First floor windows were typical of commercial storefronts, with large plate glass and transoms. Modifications were generally minor, such as larger street level windows and an occasional extra-wide side door or front door to drive cars through.^{xxx} These minor modifications differentiated the type most significantly, allowing the entire interior showroom to become visible to passersby in carriages, cars, and trolleys, not just those moving at a more leisurely pedestrian pace.

The interior commercial divisions followed the cues established in existing commercial design vocabulary.^{xxxi} The front of the building was primarily the showroom where new models could be displayed and inspected.^{xxxii} The rear areas were typically garage spaces to hold additional inventory and repair areas.^{xxxiii} Most dealerships contained their own repair shops, which were directly attached to the original salesroom. This created a core of automotive activity in a single building. A customer would become accustomed to visiting the place repeatedly, from initial purchase to eventual trade-in. Second floors, if they were constructed, typically contained offices for company executives and salesmen.

More durable construction materials were necessary for a business model that involved executive offices and public showrooms immediately adjacent to repair and storage spaces. The repair and storage spaces needed to be constructed with sufficient strength to withstand the moving and storage of heavy automobiles, but also to resist the noise and vibrations of lifts, jacks, pumps, drills, and other mechanical tools necessary to repairing vehicles. In addition, there were a number of hazardous materials involved, which needed proper storage.

New garages in Louisville typically were constructed with a brick façade, or concrete and wood, and a structural frame of concrete and steel. In 1910, the Yager Motor Car Company built its new garage, described as "absolutely fireproof, with steel roof and brick walls."^{xxxiv} The Haury Motor Company had its new showroom and garage built of the same in 1922—brick, reinforced concrete, and steel.^{xxxv}

In 1918 the importance of proper storage facilities was experienced in the heart of Motor Row when The Kentucky Motor Sales garage, in the 900 block of South 3rd Street, exploded. Mechanics working in the rear of the garage allowed gasoline to hit a live wire, blowing out the entire north wall of the building. The garage sustained \$4,500 in damage and an additional \$10,000 in damage to the nearby sanatorium.^{xxxvi}

^{xxvi} Caron's Directory of Louisville, 1925.

^{xxvii} Caron's Directory of Louisville, 1910.

^{xxviii} Caron's Directory of Louisville, 1920.

^{xxix} Main Street to Miracle Mile, Chester Liebs, p. 76.

^{xxx} Id.

^{xxxi} Id.

^{xxxii} Id.

^{xxxiii} Id.

^{xxxiv} New Garage of the Yager Motor Car Company, Courier-Journal; Nov 20, 1910; p C2.

^{xxxv} Engineering News-Record, Volume 88, p. 222.

^{xxxvi} Gasoline on Electric Wire Causes Blast, Courier-Journal; May 29, 1918; p. 3.

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The physical appearance of these new dealerships became a powerful form of advertisement, attracting the attention of not just pedestrians passing on the street, but also those passing by in carriages and trolleys. The familiar form of commercial buildings needed modification, so that it displayed this new consumer product in its most positive light. Automobiles were too large to be placed in a storefront display case, and the typical storefront windows were too small to completely show a vehicle located inside a showroom.

New dealerships altered the storefront by expanding the size of the windows and reducing the divisions. The impact was strikingly horizontal, rather than vertical. The windows were no longer equipped with display cases, but were rather designed to turn the showroom inside into a large display case. The larger windows allowed the showroom to become clearly visible all the way to the street, where passing carriages and trolleys carried customers.

Entrances were located in the center of the storefront or on one side, depending on the interior space requirements. Typically, if there was not rear or side access to the building there would be a second entrance on the storefront, typically to one side, which was designed for vehicles to enter and access the repair garage in the rear. These vehicle entrances were typically designed to complement the symmetry of the building and to approximate the pedestrian entrance on the opposing side.

Separating Business and Mechanical areas

New dealerships made the showroom as prominent as possible while creating a separate area for cars needing repair and for storage. In most newly constructed dealerships the repair spaces were moved to the rear of the building or to the second floor. This arrangement allowed for deliveries to the rear and side of the building and kept the mess of repairs away from the clean and more ornate showroom.

When Longest Brothers constructed their new showroom in 1907, the front of the building was entirely showrooms and office space with a garage located in the rear.^{xxxvii} The second floor was dedicated to the repair shop.^{xxxviii} When Yager Motor Car Company built its new showroom in 1910, the total structure was 200 feet deep and the garage and workshop were moved to the rear of the first floor.^{xxxix} The offices and the salesroom were located at the front along South 3rd Street.^{xl} When Mahan-Bowman Co. built their new space in 1920, they located the salesroom and offices at the front, the garage and storage space in the center, and the repair shop at the very rear of the building.^{xli} "We are sparing no expense to make our new building a model of its kind," Mr. Bowman declared at the time.^{xlii}

In situations where the showroom building was not large enough to accommodate a separate repair room and garage, the facilities were often kept elsewhere. In 1910 the Southern Motor Sales Company constructed a new salesroom and office at Breckinridge and South 3rd Street, and constructed a separate garage near Burnett Avenue and South 2nd Street, which contained the repair shop.^{xliii}

^{xxxvii} New Type of Garage and Salesroom at Louisville. *Automotive Industries*, Volume 16, Feb. 14, 1907, p. 337.

^{xxxviii} New Type of Garage and Salesroom at Louisville. *Automotive Industries*, Volume 16, Feb. 14, 1907, p. 337.

^{xxxix} New Garage of the Yager Motor Car Company, *Courier-Journal*; Nov. 20, 1910; p. C2.

^{xl} New Garage of the Yager Motor Car Company, *Courier-Journal*; Nov. 20, 1910; p. C2.

^{xli} Mahan-Bowman Co. to Have New Home, *Courier-Journal*; Feb. 22, 1920; P. E11.

^{xlii} Mahan-Bowman Co. to Have New Home, *Courier-Journal*; Feb. 22, 1920; P. E11.

^{xliii} Handsome Quarters for Automobile Company. *Courier-Journal*; May 19, 1910; p. 2.

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R.C. Rueschaw, sales manager of the Reo Motor Car Company, "an attractive salesroom has just as much to do with the sale of the automobile as any other commodity."^{xliv} The dealership was not a single purpose building where a new car could be purchased. The dealership was intended to act as a permanent advertisement, conveying an automobile brand's class and reliability. To this end dealerships frequently hired nationally, or at least locally, prominent architects with new plans. The dealership had builders construct spacious and clean showrooms, typically used advanced, or at least current, architectural styles, and engaged in an ongoing campaign of one-upmanship.

The prominent Louisville firm, Joseph & Joseph, designed the Haury Motor Company's new building on South 3rd Street in 1922, and a new garage for Kentucky Motor Sales at 628 South 4th Street in 1920.^{xlv} McDonald & Dodd designed one of the first dealerships for the Zorn-Strauss Company in 1906, at the corner of South 2nd Street and Broadway.^{xlvi} Even when the architects were not as prominent as these two firms, the designs were still of a style that reflected careful thought and a desire to embrace modernity.

Reo Sales Manager Reuschaw observed, ". . . automobiles were originally sold in a machine shop. Gradually it became a 'garage,' and it was several years before the owner felt that he could waste a little space in the front and put a plate glass windows in to "show" the cars."^{xlvii} This "waste" of space quickly became the focus of architects, builders, and the rest of the consumer side of the industry.

The Olds Motor Works garage, built in 1910, is a good example of the type. The *Courier-Journal* describes the salesroom as "the crowning feature of the entire structure."^{xlviii} The room had been "transformed into a dreamland of artistic beauty. . . Hanging from the beamed ceiling are fourteen arc lights, while twenty-seven globes of light illuminate the sides of the room. Mission furniture is set in an attractive manner about the room. In the center of the room three artistic columns extend from the ceiling to the white tile floor."^{xlix}

When Prince Wells Co. completed its third building, on South 3rd Street, the "salesroom and offices are finished in mahogany, white and black tile floor, and ornamental beam ceiling."^l The Leyman Motor Company had a similar style when it was remodeled in 1922. The interior was decorated with Mahogany wood, bronze metals, light brown coloring and steel hangings. Ornate marble steps led to a mezzanine floor, opposite the entrance.^{li}

Aside from the ornate decoration, the salesroom needed to be clean. As Mr. Rueschaw noted, "When I think of the conditions under which the customer used to buy his automobile in the early days I marvel at his hardihood. The 'demonstrator' usually stood near the back end of the garage, so as to be close to the exit, and was hedged in on both sides and in front by cars in various stages of disassemblage. Broken parts and grease littered the floor and the atmosphere was conducive to anything but a sale."^{lii}

^{xliv} Sales Manager Says: "A Good Front Helps." *Courier-Journal*; Dec 3, 1916. p. B2.

^{xlv} *The American Contractor*, Volume 41, 1920, p. 78.

^{xlvi} *The Horseless Age: The Automobile Trade Magazine*, Volume 18, No. 6, p. 194.

^{xlvii} Sales Manager Says: "A Good Front Helps." *Courier-Journal*; Dec 3, 1916. p. B2.

^{xlviii} *Garage of Olds Motor Works Is a Handsome Structure.* *Courier-Journal*; Mar 13, 1910; p. E5.

^{xlix} *Garage of Olds Motor Works Is a Handsome Structure.* *Courier-Journal*; Mar 13, 1910; p. E5.

^l New building of the Prince Wells Company is third one erected by Louisville's Oldest automobile dealer. *Courier-Journal*;

^{li} New Buick Salesroom on Broadway. *Courier Journal*; Nov 19, 1922; p. C6.

^{lii} Sales Manager Says: "A Good Front Helps." *Courier-Journal*; Dec 3, 1916. p. B2.

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A good salesroom served many purposes beyond selling a car to a customer. It was important to be able to advertise that a dealership's showroom was superior to other showrooms and thus confer a sense of superiority in the product, particularly as directed at competing dealers. In 1910 Hite D. Bowman had built "One of the most complete automobile salesrooms in the city."^{liii} In 1913 Southern Motors Company erected "[t]he finest building in the South devoted to the automobile industry."^{liv} In 1920 Klein Motor Co. constructed "one of the most modern automotive buildings in the city."^{lv} In 1922, after its remodeling, Leyman Motor Company's garage was the "most complete and best appointed automobile service and selling establishment in the South, and compares favorably to any in the country."^{lvi} To one not familiar with the wider world of automobile architecture it would appear as though Louisville had become an automobile mecca, at least to the south, in the first quarter of the century.

The origins of Louisville's automobile dealerships are clearly concentrated just to the south of the core business district. Most dealerships were originally located on South 3rd Street and South 4th Street, just south of Broadway, though a handful were located north of Broadway. Another popular location was East Broadway. These locations all had clear advantages to the dealerships and the automobile buying public.

South 3rd Street, by 1925, was clearly the most popular location for car dealerships. In that year there were seventeen of them between the five hundred block and the nine hundred block. This significant density earned the street the moniker "Motor Row."

In many instances the existing dealerships had moved into the old showrooms and garages of previous dealerships. The former spaces were either buildings converted for use as automobile garages or were often a company's first foray into purpose built construction for the new industry. As a business succeeded and needed more space or failed and vacated the building, others moved in to take their place. Southern Motors constructed a garage at 615-617 South 3rd Street, only to have Miles Motor Company occupying it within a decade.^{lvii} Kentucky Motor Sales built its garage at 930 South 3rd Street in 1917 and by 1925 Auto Sales Service Co. was operating from the building. The same occurred with Haury Motor Co., which built a fine new building at 741 South 3rd Street and within only five years Reo-Spalding was occupying the building.^{lviii}

The result of the turnover within the industry was that South 3rd Street became an excellent location to experiment, incubate, and expand an automobile dealership, because the existing industry infrastructure was always present.

In addition to the existing buildings and expectation of the business in that location, South 3rd Street led to what is now Old Louisville. At the time this neighborhood was completing its development and was an eminently fashionable place to live. The houses were large and setback from the street. The city's most prominent architects were designing the residences and churches. Many of Louisville's most prominent citizens were residents. The pedestrians and carriage riders that would have passed a dealership on South 3rd Street would have been those most able to afford an automobile and those likely best served by such a purchase. The

^{liii} New Garage and Salesroom of Hite D. Bowman at 1150 South 4th Avenue. Courier-Journal; Oct 16, 1910; p. C3.

^{liv} Southern Motors Company Dedicates New Building. Courier-Journal; Nov 21, 1913; p. 5.

^{lv} Klein Motor Co. to Build New Garage. Courier-Journal; Mar 14, 1920; p. B8.

^{lvi} New Buick Salesroom on Broadway. Courier Journal; Nov 19, 1922; p. C6.

^{lvii} Courier Journal Nov. 16, 1913, Caron's City Directory 1925.

^{lviii} Caron's Directory, 1930 and Courier-Journal "New Home of the Haury Motor Company," 1922.

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carriage houses and house staffs would have ample room to store a vehicle as well as the professional capacity to drive one.

South 4th Street had many of the same advantages as South 3rd Street, except not as many early dealerships. The result of this was that South 4th did not develop in quite such a significant manner. The dealerships on South 4th tended to stay further north, closer to West Broadway and the Central Business District.

The other prime location for a new automobile dealership was East Broadway. Broadway had originally been a residential street with some of the most prominent residences in the city. Around the turn of the twentieth century this began to change. The Highlands and Cherokee Triangle residential areas began to develop rapidly. New street cars carried citizens miles down Bardstown Road, out of the city. These new suburbs were rapidly filling with middle and upper class professionals, eager to escape the noise and filth of the city.

East Broadway offered a wide avenue, larger lots, and a densely traveled artery to downtown out of the suburbs. In many respects East Broadway had the same social advantages as South 3rd Street. By 1925 there were twelve dealerships located on East Broadway, nearly one every block between the Highlands and the Central Business District.

What East Broadway lacked that South 3rd Street did not was the earlier dealerships, which created the original rudimentary architecture for new dealerships looking for a home. The result of this was that most of the dealerships along East Broadway were much larger and more prominent and were operated by dealerships that had started on South 3rd Street or had successfully expanded in their current location. The variety of existing infrastructure suitable for new dealerships was significantly more restricted than in other areas.

The History of the Haury Motor Co.

The Haury Motor Company was founded by Raymond James Haury in 1919. Prior to being a motor man Haury's career had been within the grocery industry, first as a butcher and then as a clerk for what was likely his father's grocery store.^{lix} After leaving he did a year as a salesman for the Louisville Provision Co. and then a year as a clerk for the United States Food Administration.^{lx}

In 1919, after forming Haury Motor Co., the dealership acquired the franchise for the Scripps-Booth car line and opened its first garage at 811-13 South 3rd Street.^{lxi} Two years later, in 1921, the dealership was appointed the territorial distributor for the new Durant line of automobiles.^{lxii}

The Scripps-Booth automobile was a luxury automobile targeted to professionals who drove themselves and sought comfort and dependability. The engine was a sufficiently powerful six-cylinder model, the interior was finely appointed, and the body design was intended to provide comfort and durability when driving through a city.^{lxiii} This meant good shock absorbers to deal with poorly constructed roads, sturdy wheels to avoid blowouts or ruined tires, a low chassis to reduce swaying, and a long enough wheelbase to prevent severe

^{lix} Caron's Directory, 1907 and 1914.

^{lx} Caron's Directory 1918 & 1919.

^{lxi} Motor World for Jobbers, Dealers and Garagemen, Volume 60, p. 32. (August 13, 1919).

^{lxii} Haury Motor Co. to Have New Garage, Courier-Journal, Dec. 18, 1921, p. B11.

^{lxiii} Display Ad 78, Courier-Journal; Dec 14, 1919, p. B9.

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pitching during starts and stops.^{lxiv} By the time that Haury Motor Co. had acquired the Scripps-Booth franchise, the manufacturer had been merged with Sterling Motors and acquired by Chevrolet.

The Durant Motor Company produced cars targeting the mid-range market and intended to compete with Oldsmobile, Buick, and Chevrolet. The company had been founded by William Durant, after he was terminated for the final time as president of General Motors, a company he had assembled. Durant Motors never truly got off the ground and its production ended in 1932.

Though neither the Scripps-Booth line nor the Durant line lasted significantly longer than a decade, business must have been booming for the young dealership, because at the same time that the new Durant distributorship was announced so were plans for a new garage on South 3rd Street.^{lxv}

The Haury Motor Company announced in the *Courier-Journal* in late 1921 that it would construct a new building on its recently purchased site on South 3rd Street between Broadway and York Street.^{lxvi} The initial design was to be a single story brick garage and salesroom, but apparently this was altered very quickly, as a separate article in the *Courier-Journal* from the same date describes the proposed building as two stories in height and lists the architect as Joseph & Joseph.^{lxvii} Unlike previous dealers, who left their old building standing for newer dealers to use, Haury razed theirs, even before the new building was complete.^{lxviii}

Evaluation of the Haury Motor Company's historic Significance within the Context "Automobile Showrooms of Louisville, Kentucky, c. 1901-1928"

The Haury Motor Company garage is significant as an example of the first wave of automobile architecture in the commercial core in Louisville, Kentucky. Like other early dealerships, they began in a small building surrounded by similar industry, notably on South 3rd Street. They succeeded to the point that they were able to build on their own and they did so by constructing a sturdy building of concrete and steel in the same neighborhood as their existing operation. They employed an architectural style popular at the time and in a manner typical of commercial establishments. The building was fashionable and modern at the time, yet comfortable and inviting to the public. Hidden within the somewhat typical commercial plan was the newest realization of automobile dealership design. They embraced the large windows, the vehicle entrance, the symmetry, the strong horizontal visual, and the division of the interior spaces. The Haury Motor Company's garage was at once absolutely typical and also cutting edge.

This newly embraced design helped to establish Motor Row in Louisville, not just as a place of a certain type of business, but also as having an architectural identity new and distinct from other dense pockets of commerce within the city. This new style of architecture signaled to the public not just a commercial enterprise, but a place to buy into and embrace one of the newest and most powerful inventions of the era, the automobile.

^{lxiv} Display Ad 111, *Courier-Journal*; Feb 20, 1921, p. D7.

^{lxv} Haury Motor Co. to Have New Garage, *Courier-Journal*, Dec. 18, 1921, p. B11.

^{lxvi} Haury Motor Co. to Have New Garage, *Courier-Journal*; Dec 18, 1921, p. B11.

^{lxvii} Motor Concern Purchases Site, *Courier-Journal*; Dec 18, 1921, p. B8.

^{lxviii} Haury Motor Co. to Have New Garage, *Courier-Journal*; Dec 18, 1921, p. B11.

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Evaluation of the Integrity between the Significance of the Haury Motor Company Building and its Current Physical Condition

The Haury Motor Company building possesses good integrity. Much of its original existence is still conveyed through the building, though some details have been removed over the last century.

The property possesses integrity of **location**. The building has not moved from its original site. The location was an important feature of early auto sales and repair businesses. Most dealers chose to locate in a narrow area near 3rd Street, 4th Street, and Broadway. Haury Motor Company chose to build their business in this location, which identifies it as one of the leading automobile businesses of the contextual period.

The building possesses most of its original **design**. The front portion is clearly still a salesroom with the original plaster pilasters and large capitols. The floor is tiled and is markedly different than the rest of the building, which is far more industrial in finish and design. The rear of the first floor is still completely open, with a concrete floor and heavy steel trusses above. The second floor is similar, with the original elevator still in place, an open floor plan, uncovered concrete surfaces, and heavy trusses overhead. The original skylights and ventilation windows are also still in their original locations and completely functional.

The building possesses integrity of **setting**. It is still nearly the exact same as when it was originally constructed. To the north is the Prince Wells dealership building, which was constructed one year later. To the south is an open lot, now used for parking, which was used throughout the last century as a used car lot. Across 3rd Street is the public library, which was constructed approximately fifteen years before the Haury Motor Company building. Down 3rd Street there are nearly a dozen auto dealerships still standing and to the north there are still many of the original apartment, civic, and office buildings that existed in the 1920s.

South 3rd Street is still one of the main arteries to Old Louisville, though the area is not as socially prominent as it once was.

The building possesses integrity of **materials**. The existing materials, aside from the windows and the entrances, are all original. The building is still a primarily steel and concrete structure with a brick front facade with stone accents. The benefit of building to withstand automobile repair is that the materials tend to last. Aside from the front facade the rest of the building materials remain nearly perfectly intact.

The **workmanship** of the building is as present today as it was when the building was constructed, with even the wood form imprints still clearly visible in the concrete ceilings.

This building was constructed for a very specific purpose. Because it retains integrity of location, materials, and design, it is able to convey that purpose today, despite the removal of some details and the car selling industry moving beyond its original range. Thus, it has integrity of **feeling**. The division between the salesroom in the front and the industrial space in the rear, as well as the finishes of these two spaces, gives it a strong feeling or mixing both industrial and commercial purposes, just as the original dealership would have had when it was operating. The narrow vehicle entrance, in the front and in the rear, along with the size of the elevator, help to convey the size of automobiles when the building was constructed. The permanence and inflexibility of the building's features also reveal why this particular building would have become obsolete for this specific purpose.

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The existing building is still intact enough to easily convey its original purpose as an early garage for automobile sales, repairs, and storage. That gives it integrity of **association**.

9. Major Bibliographical References

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New Garage and Salesroom of Hite D. Bowman at 1150 South 4th Avenue. Courier-Journal; Oct 16, 1910; p. C3.

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Liebs, Chester, *Main Street to Miracle Mile*

Previous documentation on file (NPS):

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

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____ JFCD-245 _____

10. Geographical Data

Acreage of Property 0.2754 acres _____

(Do not include previously listed resource acreage.)

UTM References

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(Place additional UTM references on a continuation sheet.)

1	<u>16</u> Zone	<u>608776.1</u> Easting	<u>4233676</u> Northing	3	<u>16</u> Zone	<u>608773.9</u> Easting	<u>4233656.9</u> Northing
2	<u>16</u> Zone	<u>608841.9</u> Easting	<u>4233669.8</u> Northing	4	<u>16</u> Zone	<u>608839.1</u> Easting	<u>4233650</u> Northing

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

Starting at the northwest corner of the parcel on the northeast corner of South 3rd Street and York Street the boundary extends 60' to the north, 200' east, 60' south, then 200' west, reconnecting with the starting point. The boundary includes the entire original Haury Motor Company Garage building.

Boundary Justification (Explain why the boundaries were selected.)

The selected boundaries were the original boundaries of the Haury Motor Company Garage as constructed in 1922. This site continues to have integrity of feeling, association, and setting.

11. Form Prepared By

name/title Joseph C. Pierson

organization Pinion Advisors

date September 1, 2016

street & number 1501 Morton Avenue

telephone (517) 862-7333

city or town Louisville

state KY

zip code 40204

e-mail JPierson@PinionAdvisors.com

Photographs:

Same information for all photos:

Name of Property: Haury Motor Company Garage

City or Vicinity: Louisville

County: Jefferson

State: Kentucky

Photographer: Joseph C. Pierson

Date Photographed: 9/1/2016

Description of Photograph(s) and number:

1 of 9: The west (front) façade of the Haury Motor Company Garage.

2 of 9: The south façade of the Haury Motor Company Garage.

3 of 9: The east (rear) façade of the Haury Motor Company Garage.

4 of 9: The salesroom at the front of the Haury Motor Company Garage, facing west.

5 of 9: The salesroom at the front of the Haury Motor Company Garage, facing north.

6 of 9: The first floor storage and repair area of the Haury Motor Company Garage, facing west.

7 of 9: The first floor storage and repair area of the Haury Motor Company Garage, facing east.

8 of 9: The second floor storage and repair area of the Haury Motor Company Garage, facing east.

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9 of 9: The second floor storage and repair area of the Haury Motor Company Garage, facing west.

Property Owner:

name 3rd & York, LLC
street & number 737 S. 3rd Street telephone (502) 585-4181
city or town Louisville state KY zip code 40202