

1478

RECEIVED

DEC 06 1993

NATIONAL REGISTER

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Pence Automobile Company Warehouse

other names/site number Richtman's Printing (32CS1857)

2. Location

street & number 301 N. P. Avenue N/A not for publication

city or town Fargo N/A vicinity

state North Dakota code ND county Cass code 017 zip code 58107

3. State/Federal Agency Certification

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

James E. Sperry
Signature of certifying official/Title

November 30, 1993
Date

State Historic Preservation Officer (North Dakota)

State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register. See continuation sheet.
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain): _____

Entered in the
National Register

for Signature of the Keeper *Keuper Lapsley* Date of Action 1/7/94

Name of Property

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

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

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing 1	Noncontributing 0	
		buildings
		sites
		structures
		objects
1	0	Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade

Current Functions

(Enter categories from instructions)

Commerce/Trade

7. Description

Architectural Classification

(Enter categories from instructions)

Classical Revival

Materials

(Enter categories from instructions)

foundation concrete

walls brick

roof asphalt

other terra cotta

Narrative Description

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

See continuation sheets.

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is: N/A

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

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1920

Significant Dates

1920

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Long, Lamoreaux, & Long, Minneapolis

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS): N/A

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

Primary location of additional data:

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

Name of repository:

State Historical Society of North Dakota

Pence Automobile Company Warehouse
Name of Property

Cass County, North Dakota
County and State

10. Geographical Data

Acreage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	4	6	6	8	9	8	0	5	1	9	3	5	8	0
Zone	Easting				Northing									

3

Zone	Easting				Northing									

See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Dr. Norene Roberts

organization Historical Research, Inc. date July 20, 1992

street & number 7800 Tessman Drive telephone (612)560-4348

city or town Minneapolis state MN zip code 55445-2734

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

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

Additional items

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

Property Owner

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

name William and Susan Engelhardt

street & number 404 4th Avenue North telephone (701)235-7548

city or town Fargo state ND zip code 58103

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 1

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

DESCRIPTION:

The Pence Automobile Company Warehouse (32CS1857) is a commercial building of three stories decorated with cream-colored brick and glazed terra cotta trim located on Northern Pacific Avenue just east of the retail district in downtown Fargo. It is set back from the streets by the width of the sidewalk at the northwest corner of N.P. Avenue and Third Street N. facing south on N.P. Avenue. This is a single building nomination.

Designed in 1918 by the Minneapolis firm of Long, Lamoreaux, and Long, the building is essentially Classical Revival in style. It is rectangular and approximately 75 feet wide along N.P. Avenue by 140 feet 2 inches along Third Street North, the north-south axis. The south side has three equal bays separated by brick wall surfaces in the form of piers. On the second and third stories each bay is composed of two sets of double 6-over-6 wooden single-hung windows comprising four windows per bay. The east facade facing Third Street N. has six similar bays on the top two floors. The second story windows have continuous stone sills and lintels running the width of each bay. The third story has sills which tie together each of the two window sets in each bay, but the lintels are actually decorated with molded and glazed terra cotta blocks with cartouches positioned between the brick piers dividing the bays and at the corner piers of the building.

The roof is flat with a plain brick parapet and metal flashing. There is an elevator penthouse toward the rear of the building in the northeast corner which served as a car elevator. This elevator penthouse is visible from the intersection of N.P. Avenue and Third Street. Toward the south end of the roof is a pump room penthouse which serves the six cylinder press with air and vacuum. This was added by the current owner and is not visible from the street. Below the parapet and above the terra cotta band above the third story windows is a prominent metal cornice with molding and large consoles.

Adding to the horizontal emphasis of the building are large display windows on the first floor whose size corresponded to the bays above. At the top of the transom area of the original display

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 2

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

window openings is another band of wider terra cotta decorating the piers between the bays. Above this feature is a plain frieze and another projecting band of glazed terra cotta forming the demarcation between the first and second stories. This banding, too, is set off with a wider band of glazed terra cotta at the base of the second story piers.

The base of the piers at grade is polished granite forming plinths. This granite is carried around the south and east principle facades to form a sill on which the display windows rest.

The storefronts at the first story had been updated at least twice, in the early 1950s and again in the 1960s, at which times several changes were made. When the current owner purchased the building in 1990, the original windows had been replaced and several changes to storefronts had already occurred. Originally, transoms were four-light and original display windows were divided into two plates of glass with a narrow division strip. The display windows covered the entire area of each bay on the ground floor. The exception to this was a garage entrance on the second to northernmost bay on the east facade. According to undated historical photographs, the original display windows and transoms remained in place until after World War II. From 1920 until around 1948 the east side windows along Third Street North continued to have canvas awnings which could be folded up against the building when not in use.

Another older photograph from around 1952 indicates that the use of the building changed over time from cars and farm machinery to household appliances and automobile supplies. In ca. 1952, the three middle bays which are entirely bricked up on the east facade were covered with removable wooden billboards put up in front of the display windows. Some time around the mid-1960s, the original display windows and transoms were removed and replaced with corrugated aqua panels in the transoms and aluminum and glass display windows and front entry doors. The westernmost bay of the south facade facing N.P. Avenue was converted to an overhead garage door. The canvas awnings were removed.

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 3

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

Given the fact that the available older photographs were not sufficiently clear to use as a model for new windows in the 1991 tax certification project and there were no original blueprints, the new owners have installed new plate glass display windows and frames with five light transoms.

The interior of the building is poured concrete construction with exposed concrete floor slabs and ceilings with brick infill on the interior. Piers are cylindrical poured concrete. The floor spaces were originally open except for offices and a showroom on the first floor. Prior to 1991, first floor offices had been installed at the front of the building. In 1991 the first floor was redivided into offices. The building originally housed an automobile showroom on the ground floor with automobile service on the second and automobile storage on the third floor. The building retains its original marble staircase with metal balustrade and wood banister along the west wall from the first to the second floor. The first floor has been rehabbed into new offices, but the upper floors have been repainted and re-electrified and sprinkled for printing operations and storage with no major alterations to their original fabric.

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is: N/A

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

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1920

Significant Dates

1920

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Long, Lamoreaux, & Long, Minneapolis

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS): N/A

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

Primary location of additional data:

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

Name of repository:

State Historical Society of North Dakota

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 4

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

SIGNIFICANCE:

The Pence Automobile Company Warehouse is individually eligible under Criterion C as an outstanding example of early twentieth century warehouse design in Fargo. It is one of two architecturally outstanding buildings left in an area east of downtown along Northern Pacific Avenue which was traditionally devoted to large wholesale and distribution firms, but especially automobile and farm machinery concerns. The other building is the J. I. Case building designed in 1903 by Fargo architect Milton Earle Beebe. Most of the fine buildings of these concerns have been razed so that the Pence Warehouse was not nominated in 1982 as part of the downtown historic district located a few blocks to the west and north. The Pence Automobile Company Warehouse was designed by the architectural firm of Long, Lamoreaux and Long of Minneapolis in 1918 and completed in 1920.

The Pence Automobile Company planned the building in 1918 and completed it in 1920. Costing over \$175,000, it was designed to be "the best automobile sales and service building in the Northwest, according to the first Fargo branch manager, W. A. McMillan (Fargo Forum, May 18, 1920, p. 2). The basement was only large enough for a heating plant. The first floor was used for offices and sales rooms, the second floor for service, and the third for storage, according to the same article. The Improvement Bulletin, March 23, 1918, page 29, noted that sketches had been made for a warehouse and garage for the Pence Auto Company, H. E. Pence, president of the firm [in Minneapolis], and W. A. McMillan, manager [in Fargo], by the architects, Long, Lamoreaux, and Long.

Originally, the Pence Company was the major regional distributor of Buick automobiles and General Motors Corporation trucks (Fargo Forum, May 18, 1920, p. 2; August 14, 1920). Pence occupied the building until some time between 1931-1946. It was designed with a car and truck showroom on the ground floor and service and storage above. The large automobile elevator at the northeast corner of the building allowed vehicles to be brought inside and sent up to the second or third story via an entry at the northeast corner of the building. A service stairway accessed three floors next to the automobile elevator. The original showroom was at the

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 5

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

south end of the ground floor and still retains its marble stairway with metal balustrade and wooden banister and inlaid slate flooring. The upper floors were open, unheated, and interrupted only by the cylindrical concrete posts which supported the ceiling above. It was described a decade after its construction as a "modern building that functions as the headquarters of the company in Fargo" and as "thoroughly metropolitan in design, equipment and service facilities (Crawford 2: 641)."

The Pence Automobile Company Warehouse was designed by the Minneapolis architectural firm of Long, Lamoreaux, and Long who also designed other Pence buildings in the Twin Cities around the same time. The 1913 Pence Automobile Company building in Minneapolis, designed by John Wunder Co., is extant in the Minneapolis Warehouse Historic District at 801 Washington Avenue N., but lacks the integrity of the company warehouse in Fargo (R. Anderson, NRHP nomination, 1987). The principles in the architectural firm were Franklin Bidwell Long, Lowell A. Lamoreaux, and Louis L. Long. Franklin Bidwell Long (1842-1912) was an architect for the Milwaukee railroad from 1877-1881, and was practicing with partner Frederick Kees from 1884-1898. In 1898 Louis Long, a son, joined the firm. Lowell Lamoreaux (1861-1922) became a full partner in 1909 and the firm became known as Long, Lamoreaux and Long. In the Northwest Architectural Archives F. B. Long is noted as the "first example of the businessman architect." Lowell Lamoreaux continued in the firm after Frank B. Long died and Lamoreaux practiced with Louis L. Long under the name Long, Lamoreaux and Long until 1925. Then the firm took the name of Long and Thorshov which it kept until 1950. Lamoreaux was a co-designer of the Minneapolis Public Library in 1885, the Hennepin County Courthouse in Minneapolis in 1889, the Minneapolis Y.M.C.A., Eitel Hospital in Minneapolis and several major business blocks. Under Long, Lamoreaux and Long, he also designed the Minneapolis buildings such as the Chamber of Commerce Annex (1909), the Minneapolis Gas and Light Company Building (1910-11), and the Badger Building (1909), as well as the Civic Auditorium in Red Wing Minnesota (1904).

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 6

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

It is not known how long the Pence Automobile Company sold cars and trucks in the building, but it was at least until sometime after 1931 (Polk's Fargo Street and Avenue Guide, 1928, p. 625; Crawford, 1931, vol. 2: p. 641). Then, they appear to have converted to Pence Realty Company. The next owner of the building was J. A. Fleck Company. This firm was operating in the building in the late 1940s just after World War II. Fleck was a wholesale and retail business which carried the Allis-Chalmers line of tractors and machinery and provided service (historic photograph, ca. 1948). The original Allis-Chalmers building was directly across N.P. Avenue to the south of the Pence Warehouse at 302-308 N.P. Avenue (Roberts, Fargo NRHP survey, 1982). As postwar prosperity began, the Reinhard Brothers, Inc. moved into the building around 1952. They sold automotive supplies and household appliances. By 1982, Reinhard's was across the street in the old Allis-Chalmers building and Central Auto Supply, Inc. was in the Pence Warehouse. In 1990 when the current owner purchased the building, it was vacant.

At the time the Pence Automobile Company Warehouse was erected, there were several other automotive dealerships in Fargo whose business covered a wide area of eastern North Dakota and northwestern Minnesota. The Pence Company was among a group of automotive dealers in the city who sponsored a "Ship by Truck-Good Roads Tour" from Fargo to Casselton in May of 1920. Beside the Pence company, other Fargo dealerships on the tour included: McCormick Dray Line, Northwestern Motor Sales Company, Harrison Motor Company, White Motor Sales Company, C. W. Walker Motor Company, Horton Motor Company, Oakland Motor Sales Company, J. D. Grant Company, and Nash-Lewis Company (Fargo Forum, May 18, 1920, p. 2).

By 1920, the era of the "Good Roads" movement had arrived, promoted by Commercial Clubs, forerunners of today's Chambers of Commerce organizations. North Dakota cities were no exception. The "Ship by Truck-Good Roads Tour" in May, 1920, was one of many promotions to encourage use of roads and vehicles, and thus promote the sale of automobiles. It happened to come at a time of a severe rail car shortage in North Dakota and the "Ship by Truck" slogan was no accident. In order to sell automobiles to the American public,

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

these commercial clubs banded into state organizations to promote good roads. In June, 1920, Streicher of the North Dakota Good Roads Association predicted what he admitted "seemed like a dream"--

Within a decade or two there will be hard-surfaced roads running lengthwise across the state and . . . these highways will be lighted at night and . . . a direct appropriation toward their construction will be forthcoming from congress (Fargo Forum, June 29, 1920, p. 5).

In the August 14, 1920, Fargo Forum, an article on the building boom noted that N.P. Avenue was "fast becoming the automobile and farm machinery avenue of the city." One contemporary source noted that there were sixteen automobile agencies in Fargo (Trinka, 1920, p. 15). This growth occurred in the context of the post-World War I economic boom of the 1920s and suggests that both car manufacturing and sales were one of the important postwar growth industries in the United States. In 1920, along with the Pence Warehouse, N.P. Avenue saw the beginnings of construction of two threshing machine distributors: the Advance-Rumley Company and the Avery Company, as well as the Goodyear Rubber and Tire Company's building nearby on Fifth St. N. By 1928, a year before the stock market crash brought on the Great Depression, N. P. Avenue itself contained the majority of the automobile and machinery dealerships and related businesses in Fargo, including: J. I. Case Threshing Machine Company at 117 N.P.; Earl Armstrong agricultural implements and Western Harvester Farm Implements, Inc. at 201; Grant-Dadey Company, wholesale auto supplies at 209; Huber Company Manufacturing, farm implements at 218; Smith Motor Company automobile sales at 219; Super Oil Company at 221; Pence Automobile Company at 301; Advance-Rumley Thresher Company at 302; McGeehan Motors Company, automobiles at 309; Murphy Motor Company at 310; Henry Neumann, autos at 313; Minneapolis Threshing Machine Company at 314; United States Tire Company at 320; M. S. Parries, autos at 324; Gamble Auto Supply Company at 403; J. H. Holes, auto tires at 404; and J. C. Vincent, Inc. autos at 414. All of these businesses

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 8

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

were located east of Broadway and the retail district of downtown and close to the Northern Pacific Railroad tracks and spurs. In fact, a 1938 source claimed that in 1927 Fargo was "the world's third largest farm machinery distributing point, and although it undoubtedly does not retain this position, as a shipping point it has become even more significant (Federal Writers' Project, 1938, p. 129.)"

The early history of the Pence Automobile Company in Fargo is associated with its district manager, William A. McMillan, who was described in 1931 as:

one of the prominent and influential representatives of the automotive business in the City of Fargo, where he is manager of the local branch of the Pence Automobile Company, distributors of the popular Buick motor cars (Crawford (1931), p. 641).

McMillan was a native of Minneapolis. After college, he worked as a traveling salesman for Shredded Wheat Biscuits and then joined Johns-Manville Company selling asbestos products to farmers and agricultural firms. He began at Pence as a salesman and "was advanced to the office of assistant sales manager at the Minneapolis headquarters." In 1917, he became manager of the company's branch in Fargo and promoted Pence interests in that region of the state. By 1928, he was serving as president of the Fargo Chamber of Commerce (Crawford, vol. 2, p. 641-42).

The period of significance of the nominated property does not extend beyond its date of construction in 1920.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 9 Page 9

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

BIBLIOGRAPHY

Anderson, Rolf. The Minneapolis Warehouse Historic District.
National Register nomination on file at the Minnesota
Historical Society, St. Paul.

Correspondence with Alan K. Lathrop, Northwest Architectural
Archives, Minneapolis, Minnesota and Robert A. Mitchell,
Historical Architect, State Historical Society of North
Dakota, September, 1990, regarding the original blueprints for
the Pence Warehouse by Long, Lamoreaux, and Long.

Crawford, Lewis F. History of North Dakota. Chicago: The American
Historical Society, 1931. Vol. 2: 641-642.

"Fargo Truck Tourists Get Big Reception." Fargo Forum,
May 18, 1920, p. 2.

Federal Writers' Project of the Works Progress Administration.
North Dakota: A Guide to the Northern Prairie State. Fargo:
Knight Printing Company, 1938.

Historic photos of the Pence Warehouse. On file with current
owner, Richtman's Printing, ca. 1924-29; ca. 1948; ca. 1952;
and 1982 Fargo survey.

The Improvement Bulletin, March 23, 1918, p. 29. On file:
Minnesota Historical Society, St. Paul, Minnesota.

Long, Lamoreaux and Long files [under Lamoreaux, Lowell A. and
Long, Franklin Bidwell]. Northwest Architectural Archives,
University of Minnesota, St. Paul.

"New Building is Booming in Fargo; More to be Done." Fargo Forum,
August 14, 1920, p. 12.

Polk, R. L & Co. Polk's Fargo Street and Avenue Guide and
Directory of Householders. R. L. Polk Company, 1928.

"Predicts Time When Hard surfaced and Lighted Roads Will Stretch
Across State." Fargo Forum, June 29, 1920, p. 5.

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

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 10

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

Roberts, Norene. Fargo's Heritage. Fargo Heritage Society, 1983.

Roberts, Norene. Fargo National Register survey, 1982. On file:
North Dakota State Historical Society, Bismarck.

Sanborn Insurance Map of Fargo. Sanborn Map Company, Chicago,
Illinois, 1922.

Special Resource Management, Inc. "Environmental Property
Assessment: Richtman's Printing, Central Auto Building, n
Fargo, North Dakota. SRM Project No. 34.3238.01. December 17,
1990.

Trinka, Zena Irma. North Dakota of Today. St. Paul: Louis F. Dow
Co., 1920.

Pence Automobile Company Warehouse
Name of Property

Cass County, North Dakota
County and State

10. Geographical Data

Acreage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	4	6	6	8	9	8	0	5	1	9	3	5	8	0
Zone		Easting						Northing						

3

Zone		Easting						Northing						

2

Zone		Easting						Northing						

4

Zone		Easting						Northing						

See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Dr. Norene Roberts

organization Historical Research, Inc. date July 20, 1992

street & number 7800 Tessman Drive telephone (612)560-4348

city or town Minneapolis state MN zip code 55445-2734

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

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

Additional items

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

Property Owner

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

name William and Susan Engelhardt

street & number 404 4th Avenue North telephone (701)235-7548

city or town Fargo state ND zip code 58103

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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

**National Register of Historic Places
Continuation Sheet**

Section number 10 Page 11

Pence Automobile Company Warehouse
301 NP Avenue
Fargo, Cass County, North Dakota

GEOGRAPHICAL DATA

Verbal Boundary Description:

Lots 10, 11, and 12, Block 3, Keeney and Devitt's Addition to the City of Fargo, situate in the County of Cass and the State of North Dakota.

Boundary Justification:

The nominated property contains the inclusive legal description which has been associated historically with the building.

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

**National Register of Historic Places
Continuation Sheet**

Section number Photos Page 12

1.
Pence Automobile Company Warehouse
301 NP Avenue, Fargo, Cass County, North Dakota
by Norene Roberts
15 February 1993
Negative: State Historical Society of North Dakota, Bismarck, ND
South and east facades, camera facing northwest
Photo No. 1

2.
Pence Automobile Company Warehouse
301 NP Avenue, Fargo, Cass County, North Dakota
by Norene Roberts
15 February 1993
Negative: State Historical Society of North Dakota, Bismarck, ND
South and east facades, camera facing west along NP Avenue
Photo No. 2

3.
Pence Automobile Company Warehouse
301 NP Avenue, Fargo, Cass County, North Dakota
by Norene Roberts
15 February 1993
Negative: State Historical Society of North Dakota, Bismarck, ND
View of southeast corner looking northwest showing terra cotta
details between first and second floors.
Photo No. 3

4.
Pence Automobile Company Warehouse
301 NP Avenue, Fargo, Cass County, North Dakota
by Norene Roberts
15 February 1993
Negative: State Historical Society of North Dakota, Bismarck, ND
View of southwest corner of southern main facade showing terra
cotta details.
Photo No. 4