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United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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



1. Name of Property

Historic name: Phoenix Motor Company

Other names/site number: Dud R. Day Motor Company, Quebedeaux Chevrolet; Ray Korte Rambler-Jeep.

Name of related multiple property listing:

N/A

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

2. Location

Street & number: 401 West Van Buren Street

City or town: Phoenix State: Arizona County: Maricopa

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X 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 X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide X local

Applicable National Register Criteria:

X A ___ B ___ C ___ D

<u>Kathleen Reveal</u>	<u>19 Sept 2018</u>
Signature of certifying official/Title:	Date
<u>AZ SHPO / Arizona State Parks and Trails</u>	
State or Federal agency/bureau or Tribal Government	

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

_____	_____
Signature of commenting official:	Date
_____	_____
Title : _____	State or Federal agency/bureau or Tribal Government

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)


Signature of the Keeper

11/1/18
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE/Specialty Store

Current Functions

(Enter categories from instructions.)

RECREATION AND CULTURE/music facility

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS/Spanish Colonial Revival

No style (addition)

Materials: (enter categories from instructions.)

Principal exterior materials of the property: stucco, glass, clay tile

Narrative Description

(Describe the historic and current physical appearance and condition of the property.

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

Summary Paragraph

The Phoenix Motor Company is located at 401 West Van Buren Streets in downtown Phoenix, Arizona. Positioned at the eastern end of a one-acre lot, the property consists of a

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

1930 Spanish Colonial Revival building measuring 100' x 142' and a 1939 addition measuring 100' x 100'. The foundation is concrete and the walls are stucco-clad brick supporting wooden bowstring roof trusses. The roofline of the original building is obscured from the street by a corniced storefront parapet, partially topped with clay tiles. Originally designed to display cars, the building has large windows facing Van Buren Street and at the corner with 4th Avenue. While there have been some alterations to the building, the property retains sufficient integrity to convey its historic significance.

Narrative Description

Phoenix Motor Company is located on the southwest corner of 4th Avenue and Van Buren Street (figure 1). Van Buren Street is an east-west arterial street through the city. Prior to the advent of the interstate highway system, the street was the alignment for United States Routes 60, 70, 80, and 89 for much of its length. Hence, businesses at this location historically joined a variety of motels, service stations, and other automobile related industries lining Van Buren Street through Phoenix. Being on a main thoroughfare provided the building significant visibility during its historic period and it continues to do so today.

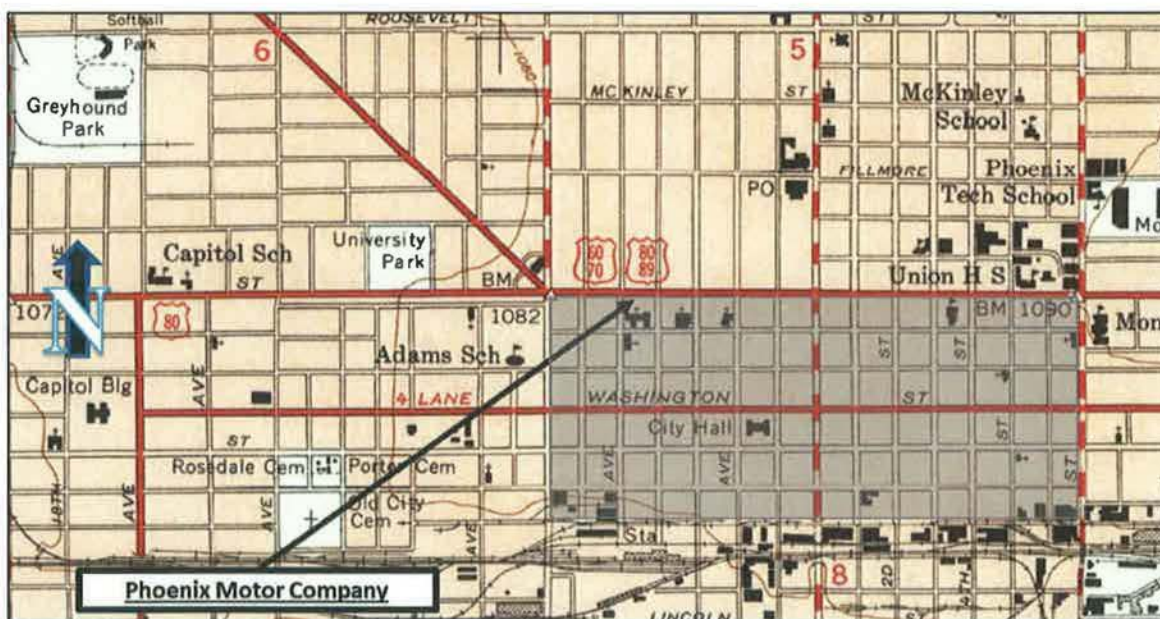


Figure 1. Phoenix Motor Company. The gray area is downtown Phoenix. Edited from *Phoenix Quadrangle*, United States Geological Survey, 1952.

There is one building located on a one-acre lot. It has an L-shaped plan consisting of a main building with an addition and is positioned towards the east end of the property (figure 2). The main building dates to 1930 and measures 100' x 142' and abuts the rights of way for Van Buren Street on the north and 4th Avenue on the east. An alley on the south marks the southern boundary.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

The addition, built in 1939, measures 100' × 100' and adjoins the main building on the west and the alley on the south. An open area in front of the addition extends to Van Buren Street and is partially enclosed by a wrought iron fence. A parking lot is located to the west of the addition and a concrete sidewalk wraps the entire property on three sides.



Figure 2. Aerial of Phoenix Motor Company. Maricopa County Assessor's Office. Edited by Vincent Murray.

The layout of the property is similar to dealerships designs developed by the automotive sales and service industry during the first half of the twentieth century. It was a comparatively large, non-industrial building for its time—initially 14,000 square feet, 24,000 square feet with the addition—built for vehicle display, storage, and service, and placed in an auspicious location. Since traffic within the downtown business section was typically pedestrian based, early dealership designs reflected the best view from the sidewalk. However, the Phoenix Motor Company was along a route that led into the city's downtown business section and was designed for vehicular traffic. The storefront is visible from multiple viewpoints and from an elevation that shows as much of the building as possible (figure 3). It also has an inside lot on the right of the street heading towards the historic business section.¹

¹ *Planning Automobile Dealership Properties* (Detroit: General Motors Corporation, n.d.), 3, 65, and 83.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

The placement of the building on the lot divided the frontage into the four components of the business: new car sales, used car sales, parts and accessories sales, and service. The new car portion of the frontage was the showroom, which was placed in the most prominent position to both distinguish the business and to showcase new cars. This is evidenced by the easternmost portion of the façade, which has two sets of large windows with low, ceramic-tiled bulkheads, and corniced heads, flanking an arched double glass doorway (figure 3).²



Figure 3. The north façade. The Welnick Arcade Market and Liefgreen Seed Company buildings are to the left. Photograph by Elena Leon-Seefeld.

The showroom window configuration continues to the east façade with similar windows and a door in the corner (figure 4). This corner configuration was designed to capture the attention of the vehicular traffic heading west on Van Buren Street, away from the business district. The showroom windows looked into a large interior space dedicated to new car models.

The westernmost portion of the 1930 building was used for sales and management and that portion of façade has three recessed, relieving arched windows with floor level, ceramic-tiled bulkheads. Above these windows are three symmetrically placed fixed multilight windows. While it appears that these latter windows would be for an upper level, according to John Jacquemart, who had visited the building during the Ray Korte years (1955-1965), there was no second floor nor mezzanine. The windows were decorative and provided additional light into the sales and management area.³

Also, on the eastern wall, facing 4th Avenue, are rectangular window openings with fixed multilight windows. Originally, there was a vehicular entrance on the east wall which led into

² Ibid., 83-84.

³ John Jacquemart, Arizona State Historic Sites Meeting, 28 July 2018.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

the dealership service area. The opening was infilled and now has double doors. Also, one window was removed for another door and two modified use for the box office.



Figure 4. The east façade. Photograph by Elena Leon-Seefeld.

The rear wall of the original 1930 building has a series of multilight casement windows, with central awning sashes (figure 5) that, in conjunction with the windows on the east wall, provided sunlight and fresh air for the service area.



Figure 5. Southeast corner. Photograph by Vincent Murray.

In the corner where the 1939 addition joins the original 1930 building is a diagonal wall with a central door flanked by roll down service windows (figures 6 and 7). Historically, this was the parts department for the Phoenix Motor Company and its auto dealership successors. Just

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

left of the service department were two restrooms, still evidenced by their individual entrances and the small sliding windows needed for ventilation. On the remaining portion of the western façade of the main building are a pair of double French doors in an entrance that was once used for entering the sales and management area from the inside lot.



Figure 6. Northern facade and addition. Photograph by Ryan Forbes.



Figure 7. The patio in front of the addition. Photograph by Andrew Pielage.

Fixed glass and single light French doors with cloth awnings fill in what was once a vehicular entrance into the 1939 addition (figure 7). This was originally the automotive repair area and cars would enter from the inside lot. The inside lot is now a courtyard for the music venue. Paved with brick and surrounded by a wrought iron fence, the inside lot is accessible via three low double gates from the parking lot to queue pedestrian traffic into the 1930

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

building (figure 8). The west façade of the addition has five fixed windows and two doors. The rear wall has glass blocks (figure 9).



Figure 8. The addition, facing southeast. Photograph by Andrew Pielage.



Figure 9. Rear (southern facade), facing east. Photograph by Vincent Murray.

Evaluation of Integrity.

Subsequent to the property ceasing to be a car dealership in 1965, it served a number of uses including a bank auction site, federal motor pool lot, transmission service shop, medical supply warehouse. During this time, windows and doorways were infilled and, along with other features, covered with stucco (figures 10 and 11). Because of these changes, the

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

property was considered ineligible for listing on the National Register of Historic Places until recently.⁴



Figure 10. Facing southwest. April 2014. Google, Inc.



Figure 11. Front façade, July 2015, facing southeast. Google, Inc.

According to a City of Phoenix Historic Preservation Office staff report, the current owners began work on the building in late 2016 "...to reverse as many of the modifications as possible." As of March of 2017, the storefront, door and window openings had been uncovered and the steel windows were once again visible. With this essential form and detail

⁴ "Advertisement," *Arizona Republic*, 3 April 1966, CL10 and 28 October 1968, 30; "Civil Action T 46509," *Docket* (Phoenix: Maricopa County Recorder's Office, 1981), 15291: 76-77; "Notice of Tax Lien," (Phoenix: Maricopa County Recorder's Office, 2011), Record 201195909724.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

visible, the property owner was able to reestablish historic features through the replacement of features in kind, and with the same or very similar materials (figures 12 through 15). Unfortunately, efforts to remove the stucco without causing significant damage to the brick underneath were unsuccessful. Never-the-less, the efforts of the property owners to adhere to the Secretary of Interior's *Guidelines for Rehabilitating Historic Buildings* are evident.



Figure 12. Facing southwest, May 1946. "Phoenix Motor Co. Building Exterior," McCulloch Brothers Inc. Photographs, CP MCLMB A2113D. Arizona State University Libraries: Arizona Collection.



Figure 13. Facing southwest, August 2018. Photograph by Vincent Murray.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State



Figure 14. Facing southeast, December 1939. "Phoenix Motor Co. Building Exterior," McCulloch Brothers Inc. Photographs, CP MCLMB A1218A. Arizona State University Libraries: Arizona Collection.



Figure 15. Facing southeast. Photograph by Elena Leon-Seefeld.

Though Van Buren Street is no longer a segment of the national highway system, it is still an arterial street through Phoenix from the city's boundary with Tempe and extending beyond the city's western boundary into adjacent communities. The relationship of the property to this major thoroughfare is an important aspect to the property's historic setting. Most of the historic buildings along Van Buren Street date to between the 1920s and 1960s, including the Welnick Arcade Market and Liefgreen Seed Company buildings, which were built in 1927

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

and recently listed on the National Register of Historic Places. The Presbyterian Church, located directly behind the property, also dates to 1927.

The majority of the building's external design characteristics, representing its form, plan, and design are intact except for the loss of some building fabric, such as the metal awning on the northwest corner of the addition, which was removed in the early 1980s. The Dud R. Day Motor Company-Phoenix Motor Company, while adapted for use as a music venue, conveys through its physical components and defining characteristics, the aesthetic principals of the historic period and the property's association with the development of the automobile sales and service industry during the first half of the twentieth century.

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

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

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1930-1965

Significant Dates

1930 construction of the original building

1939 construction of the addition

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Lescher & Mahoney, architects (1930)

Dave M. Dubach, builder (1930)

H. H. Green, architect (1939)

Del E. Webb Construction Company, builder (1939)

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

The Phoenix Motor Company Building is significant under Criterion A at the local level in the area of commerce. It is one of the few buildings remaining in Phoenix associated with the development of the automobile sales and service industry during the first half of the twentieth century, and the sole remaining building erected as a new car dealership in the historic downtown area. The period of significance for the building begins with its original construction in 1930 and ends in 1965 with the departure of the last automobile dealership to occupy the property.

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

The Phoenix Motor Company Building, located on the southwest corner of 4th Avenue and Van Buren Street in downtown Phoenix, Arizona is significant under Criterion A at the local

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

level for its association with the early development of the automobile sales and service industry in Phoenix. Built as a new car dealership in 1930, a number of dealers operated from the building until 1939 when it was taken over, and substantially expanded, by the Phoenix Motor Company. It is one of a small number of buildings constructed in Phoenix specifically for use in this automobile industry during the first half of the twentieth century, and the only one remaining in the historic downtown area.

Developmental History

The Rise of the Automobile Dealership in Phoenix

The first automobile appeared on the then-dirt streets of Phoenix in 1900, a Locomobile delivered to local school superintendent William Bevington Creager, who won the vehicle in a contest sponsored by the *San Francisco Examiner*. Over the next few years more automobiles appeared in the city and by 1906, so did dealerships.⁵

In the first decade of the twentieth century, car dealerships—commonly referred to as garages—were a novelty. The first dealership in the United States opened in Detroit in 1896 and the unique franchise model that subsequently developed soon gained widespread acceptance. The early success of the industry was propelled by entrepreneurs who frequently had very little experience and made deals with manufacturers with a simple handshake, a small exchange of money, and a simple agreement to sell a couple of cars.⁶

There were no set rules to how to become a dealer and most came to it via a different line of work. According to a 1915 report by Curtis Publishing Company, many dealers were less than competent, and primarily consisted of: wealthy dependents who could retain their gentility and make money without engaging in real labor; men who had failed at other lines of merchandising and had little to lose; and bicycle repairers who knew little about engines, but had experience with ball bearings and rubber tires.⁷

That was not always the case, though. William Dwight Tremaine moved to western Arizona from Massachusetts by way of California around 1908. A mining engineer by trade, “W D” became an automobile dealer in the town of Parker the following year. In 1910, he moved to Phoenix and operated the Pope-Hartford franchise, plying his new trade in a building erected specifically for that purpose by W. H. Nall.⁸

The following year, Tremaine moved to Central Avenue and started the Phoenix Auto Company with J. C. Green. Claiming the largest garage in the city, the new company carried

⁵ *Arizona Silver Belt*, 5 July 1900, 3; “Advertisement,” *Arizona Republican*, 5 April 1906, 2.

⁶ Robert Genat, *American Car Dealership* (Minneapolis: MBI Publishing, 1999), 17;

⁷ James M. Rubenstein, *Making and Selling Cars: innovation and Change in the U. S. Automotive Industry* (JHU Press, 2001), 252-253.

⁸ “Mineral Storehouse Bouse and Vicinity,” *Arizona Republican*, 19 February 1908, 4, “Wickenburg’s Gift to President Taft,” 29 September 1909, 6, “Trip to Roosevelt,” 24 April 1910, 6.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

Pope-Hartfords, Chalmerses, and Hudsons. Like many contemporary dealerships, Phoenix Auto also provided vehicle storage, rental, and repair. By 1913, Tremaine was working solo again, selling Cadillacs at the 7th Avenue and Adams Street. At the end of the decade, he was selling cars in a Los Angeles suburb.⁹

For their part, in order to stay solvent in a new and uncertain industry, automobile dealers would often take on more than one brand and some changed their product lines frequently. For example, in 1907, the Arizona Motor Company of Phoenix began as a dealer in bicycles and motorcycles. The company added Cadillacs and Wintons by 1909. Then in 1910, it switched to Studebakers, E-M-Fs, Flanderses, and Abbott-Detroits.¹⁰

The embryonic automobile industry was anything but predictable. Between 1900 and 1920, there were approximately 600 car manufacturers, but most failed to financially thrive after building one or two cars. Those that survived did so in a transitory state; banks were hesitant to loan money, so dealers were retained to acquire deposits for vehicles and funnel the money to the automobile companies. After 1905, managed payment plans also helped fuel growing industry, by making the cars more affordable to a wider clientele. With a demand continuously higher than supply, the dealerships were also transient, moving periodically and typically leasing properties from owners willing to build to suit.¹¹

One such example was William B. Lount, who established an ice factory in Phoenix with his father in 1879. In 1910, Lount financed the construction of an 8,100 square-foot building to house the Phoenix Garage, which was the largest car dealership in Phoenix at the time. Located at Central Avenue and Van Buren Street, the building included 1,200 square feet of display space for vehicles. That year, Lount also erected a building adjacent to the garage for the Motor Supply Company to provide parts and accessories.¹²

By the time Arizona achieved statehood in 1912, there were a half-dozen dealerships in Phoenix, located primarily on west Washington Street, north Central Avenue, and east and west Adams Streets. Additional business providing support services such rental agencies, storage garages, and automobile liveries spread out around downtown or in close proximity. Each franchise dealership usually had its own automobile manufacturer and a specific sales territory. Selling in another franchise dealer's territory was highly frowned upon since it detrimentally affected the efficiency of the franchise system. For example, in 1912 Phoenix, the Arizona Motor Company carried Brush Runabouts and various motorcycles; the New State Auto Aerial Company carried the Maxwell, Columbia, and Kissel Kar; the Phoenix

⁹ "Advertisement" *Arizona Republican*, 3 June 1911, 2, and 5 January 1913, 3; *Twelfth Census of the United States, 1900* (Washington: National Archives and Records Administration, 1900), T623, 19,10 and *Fourteenth Census of the United States (1920)*, T625_123, 9A.

"Mesa, *Arizona Republican*, 21 May 1907, 8, "Advertisement," 1 January 1909, 13, and 1 November 1911, 2.

¹¹ Robert Genat, *American Car Dealership*, 17.

¹² "Phoenix Garages Credit to the City," *Arizona Republican*, 27 September 1910, 1.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

Garage had an exclusive on the Chalmers-Detroit and Locomobile before taking on the Hupmobile; and Edward Rudolph carried the versatile Ford Model T. In addition to a growing cottage industry of former bicycle mechanics becoming automobile mechanics, blacksmiths and carriage painters soon became proficient in tailoring their services to the horseless carriage, as well.¹³

One of the most successful of the early dealers was Edward "Ed" Rudolph. Rudolph came to Arizona around 1910 and was operating a boarding house near Central Avenue and Adams when he started selling cars in a 960 square-foot building at 419 W. Washington Street. Three years later, he moved the company to a 6,900 Square-foot building at 316 E. Adams Street. In 1918, he quadrupled his operation to become the largest in the West at that time. Rudolph's new building between 3rd and 4th Street on Adams Street measured 27,600 square feet, plus had a "gallery" at the corner with large windows for displaying the vehicles. The dealership also had a gas and oil station, a parts and accessories section, and an indoor repair area with a concrete floor. Prior to construction of the new building, all repair services had been performed in the street, which is where vehicles were also displayed; they were locked inside the building at night. With the new building, everything could be done, quite literally, "in house."¹⁴

While Rudolph's dealership lasted for decades, the transient nature of most dealerships seemed to be an integral component of their lifespan. The Central Garage started around 1906, becoming the exclusive agent for Oldsmobile three years later. Located at 33 E. Adams Street, it also became the local Buick dealer. By 1910, it had moved to 3rd Avenue and Washington Street. As evidence of its prosperity, two years later, it moved into a larger building at 227 N. Central Avenue. By 1918, it was no longer in business and had been replaced by another dealership.¹⁵

The Dud R. Day Motor Company

A rising star in the West Coast automotive industry, in June 1930, Dudley Roderick Day, better known as Dud R. Day, incorporated the Dud R. Day Motor Company. Just a few years earlier Day was handling publicity for Ruckstell Sales and Manufacturing, a California aftermarket automotive accessory company. However, by 1928, Day was a partner in Lawrence & Day, Inc. a Los Angeles Ford dealership. That year, Day, along with fellow car dealers Jack Frost and Frank French of Frost & French, became involved in high-speed testing the then-new Ford Model A Tudor sedan. This type of test was one of the most

¹³ "Phoenix Garages Credit to the City," *Arizona Republican*, 27 September 1910, 1 and 23 January 1911, 4; *Phoenix City and Salt River Valley Directory* (Los Angeles: Arizona Directory Company, 1912), 271-273; Robert Genat, *American Car Dealership*, 19.

¹⁴ "Largest Ford establishment in West will be formally opened this evening," *Arizona Republican*, 2.1-2.

¹⁵ "Oldsmobile Machine Does Big Stunt," *Arizona Republican*, 12 March 1909, 3, "Advertising," 30 December 1909, 8, 23 April 1910, 2.1, and 12 February 1912, 4.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

popular methods for introducing a new car to the public; enter it in a road race, hill climb, or endurance run and then expound on its virtues and successes.¹⁶



The PHOENIX FLYER

Model "A" Ford No. 1283 which shattered Phoenix-Los Angeles road records by 1 hour and 59 minutes. The drivers (reading from left to right) are: "Jack" Frost, Dud Day and Frank French.

THE "PHOENIX FLYER'S" RECORD

A Great Car and a Great Record. From Los Angeles to Phoenix and return—910 miles—at an average speed to Phoenix of 58.26 miles per hour and lowering the running time for the round trip by one hour and fifty-nine minutes. Sealed in high at San Bernardino the Flyer negotiated a distance of 36.2 miles to the entrance of Big Pine Camp, an altitude of 6,862 feet. In one stretch, 5.7 miles in length, is a rise of 3,075 feet, more than 500 feet to the mile. Hyvis Motor Oil used on this run.

Figure 16. From the *Sebastopol Times*, 10 May 1929.

The first test was a record breaking journey in the stock sedan, dubbed "the Phoenix Flyer." Driving from Los Angeles to Phoenix and back, the trio set new records in each direction and made the headlines in newspapers around the country. Not only had the Phoenix Flyer beat previous records, it did so by two hours and with no modifications. The following year, Day, Frost, and French drove a 500-mile marathon and a steep hill climb in the same Ford sedan.

¹⁶ "Articles of Incorporation," *Book of Articles of Incorporation* (Phoenix: Maricopa County Recorder's Office, 1930), 94:239-241; "Many towns to be visited," *Los Angeles Times*, 17 January 1926, 6.9; "New Ford Sedan has speed tests," *Hemet News*, 16 March 1928, 3; "The new Ford Smashes all records between Los Angeles and Phoenix!" *Illinois State Journal*, 12 February 1928, 4.4; Anthony J. Yanik, *Maxwell Motor and the Making of Chrysler Corporation* (Detroit: Wayne State University Press, 2009), 22.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

These well-publicized trials brought national acclaim to both the new Ford and its drivers, especially Dud R. Day, who was already popular in his home state of Arizona.¹⁷

In 1917, Day left the central Arizona town of Prescott to join the British Flying Corps and during World War I was credited with shooting down seven German airplanes. Upon his return to the United States he became a celebrity and was hired on by Ruckseall. Day's promotion of Ford cars began early and he was so fervent in his fondness for the brand that Ed Rudolph stated in 1924, "If you want to start a fight, you don't have to go home to your wife or join the marines, but just tell Dudley Day a Ford won't climb a tree."¹⁸ Considering his combined name recognition and enthusiasm for the brand, when Ford Motor Company decided to open a second dealership in Phoenix, Day was selected for the franchise opportunity.¹⁹

Arriving in Phoenix in June of 1930, Dud R. Day filed the articles of incorporation and set up a temporary location at 428 North Central Avenue. Work began almost immediately on a new dealership building at 4th Avenue and Van Buren Street, a former residential property that had become the one of local Chevrolet dealer Don Gilmore's used car lots.²⁰

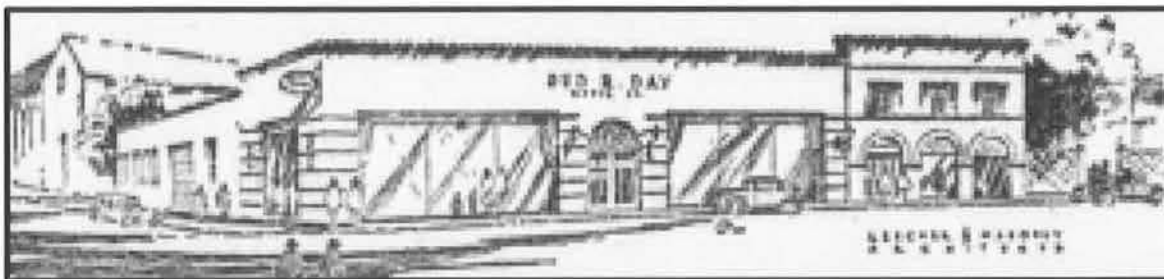


Figure 17. "Proposed Home of New Ford Dealer," *Arizona Republic*, 10 August 1930.

By early October 1930, the Dud R. Day Motor Company was operating out of a new building, the newest of about a dozen car dealerships in, or near, downtown. On its opening day, the local *Arizona Republican* newspaper gave a glimpse into the new \$30,000 building. The building space was divided into sales and office and service and storage. Of the 14,000 square feet of interior space, made possible with 100-foot-long wooden bowstring roof trusses weighing six tons each, 10,000 square feet was dedicated to the service area in the rear; the rest was used for the showroom, offices, parts, and "all the necessary indoor plumbing." Outside of the building was a 100-foot-long grease rack, used for new car inspections and routine maintenance. With four service bays, it was claimed that the rack could accommodate up to 100 cars per day. While the color selection for the Model A was

¹⁷ "The New Ford smashes all records between Los Angeles & Phoenix," *Los Angeles Times*, 29 January 1928, 6.5; "Famous Car Displayed Here," *Sebastopol Times*, 10 May 1929, 5.

¹⁸ "Famous Flyer Visits Valley in Ford Coupe," *Arizona Republican*, 7 December 1924, 4.6

¹⁹ "New Ford Dealer Will Open Temporary Salesroom Friday," *Arizona Republic*, 15 June 1930, 6.

²⁰ "Advertisement," *Arizona Republic*, 24 April 1930, 2.13 and "New Ford Dealer Will Open Temporary Salesroom Friday," 15 June 1930, 6.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

limited to four colors, Dud R. Day Motor Company offered a choice of colors—"painted to suit"—as well as low payments and two-day test drives.²¹

However, fame and fortune were fleeting, and by 1932, the Dud R. Day Motor Company was no longer in business. A new company, Consolidated Motors, purchased all of the Dud R. Day Motor Company's assets and moved to 7th Avenue and Washington Street. The Phoenix Packard Motor Service moved into the building in 1934 followed by Packard Phoenix Motor Company the following year. Both companies specialized in Packards and Hudsons with the latter adding Willys and Overlands.²²

Phoenix Motor Company

In September 1939, the Phoenix Motor Company moved onto the property, changing the automotive offerings to Chevrolets and Buicks. Later that year, the company celebrated its new home with an evening of music featuring the Three Notes and Tony Corral and his Royal Castilians.²³

Incorporated in 1936 with W. Claude Quebedeaux as president, the Phoenix Motor Company made substantial changes to the property before their soft opening. An addition on the west side (figure 17), designed by prominent architect H. H. Green and built by Del E. Webb Construction Company, increased the services available, adding a body shop, "modern" parts department, and towing service. Outside was the "super service station" with four pumps.²⁴



Figure 17. A panoramic rendition of the new home of Phoenix Motor Company. *Arizona Republic*, 16 December 1939.

A native of Texas, Quebedeaux came to Phoenix in 1930 and, after purchasing a local Buick dealership, organized the Phoenix Buick Company. Adding a Chevrolet franchise in 1936, when he incorporated the company, Quebedeaux initially located his dealership three blocks to the south, at 4th Avenue and Washington Street, but needed more space. Quebedeaux acquired the former Dud R. Day Motor Company property in 1939.²⁵

²¹ "Advertisement," *Arizona Republican*, 1 October 1930, 2.8 and 2.11, and "Formal Opening Week For Ford Firm Here Begins Today," 4 October 1930, 11.

²² "Motors Firm Advance Told," *Arizona Republic*, 4 November 1938, 2.4.

²³ "Advertisement," *Arizona Republic*, 16 December 1939, 11.

²⁴ Ibid.; "Articles of Incorporation," (Phoenix: Maricopa County Recorder's Office, 1936),

²⁵ "W. C. Quebedeaux Directs Policies Of Motor Company, 16 December 1939, 11.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

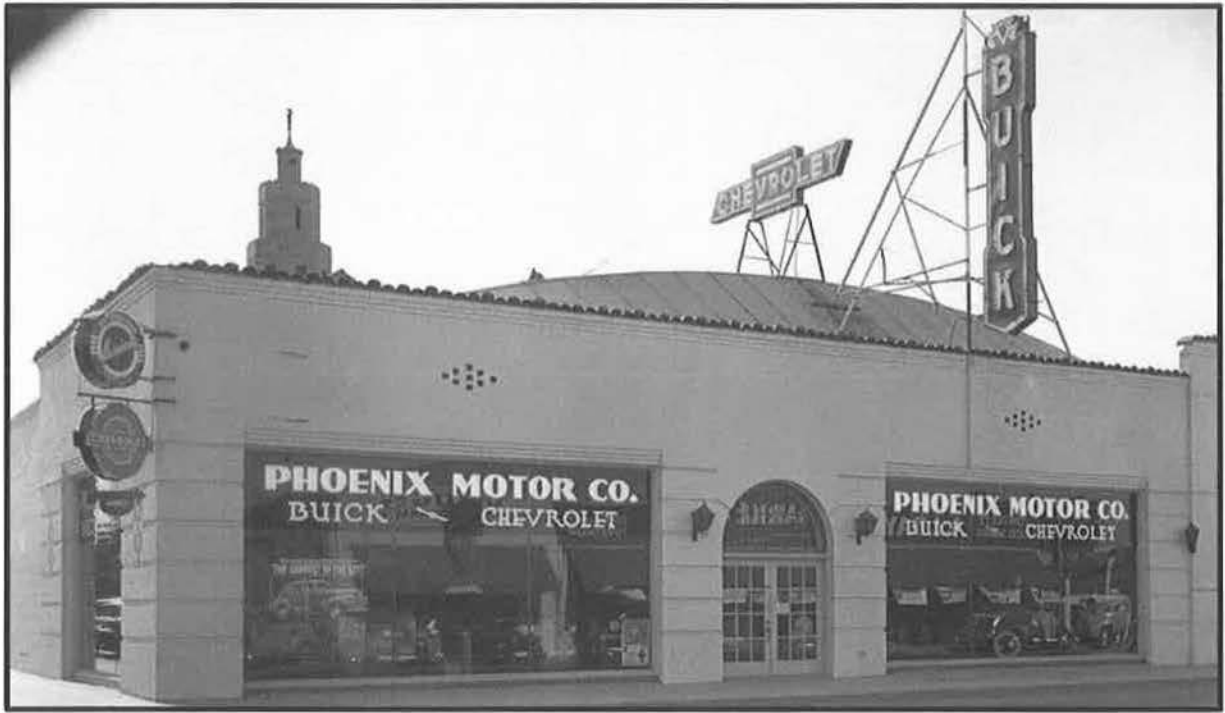


Figure 18. "Phoenix Motor Co. Building Exterior,"(12-13-1939) McCulloch Brothers Inc. Photographs, CP MCLMB A1216C. Arizona State University Libraries: Arizona Collection.



Figure 19. Courtesy of AzCentral.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State



Figure 20. "Phoenix Motor Co. Lot," (12-13-1939) CP MCLMB A1218C.



Figure 19. "Phoenix Motor Co. Building Exterior," (5-17-1946) CP MCLMB A2113C.

Beginning in 1950, with the roll out of the new 1950 Chevrolet, W. Claude Quebedeaux rebranded the dealership, calling it Quebedeaux Chevrolet. However, the brand would be short-lived at 401 W. Van Buren Street. Around July 1954, Quebedeaux acquired a new lot on Grand Avenue, northwest of 7th Avenue and Van Buren Street. A new building at the new

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

location was erected the following year and Quebedeaux departed from the Dud R. Day Motor Company-Phoenix Motor Company property. The property was not vacant for very long; Kaiser-Willys dealer Ray Korte was signing a lease before W. Claude Quebedeaux had vacated the building.²⁶



Figure 22. Quebedeaux Chevrolet, ca. 1950, from Vintage Phoenix, www.vintage-phoenix.blogspot.com.

Ray Korte Rambler – Jeep

Before coming to Arizona from Indiana in 1941, Ray Korte had been in the car business for decades. In Phoenix, he began selling used cars from a lot at 1st Avenue and Van Buren Street. Within a short time, he had expanded his operation to multiple lots, became a Studebaker dealer in 1945 and the following year was the sole dealer for Kaiser-Frazer in Phoenix. After moving into the former Quebedeaux Chevrolet property in February 1955, Korte added 435 W. Van Buren Street as an additional address for the property.²⁷

Two years earlier Kaiser Motors began a merger with Overland-Willys and as the Kaiser-Willys Company transitioned into the larger American Motors Company conglomeration of Rambler, Metropolitan, and Jeep, Ray Korte also changed his dealership's name to conform.

²⁶ "Advertising," *Arizona Republic*, 7 January 1950, "New Building Undertaken," 10 October 1954, "New Lease is Reported," 30 January 1955, 2.15, and "Quebedeaux Chevrolet Sold To Coast Dealer," 1 November 1957, 1.

²⁷ "Advertisement," 17 April 1943, 2.6, 17 January 1945, 6, and 28 April 1946, CL5, and 26 February 1955, 13.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

Over subsequent decade, the franchise was known as Ray Korte Kaiser-Willys (1955-1958), Ray Korte Rambler-Jeep (1959-1965), or simply just as Ray Korte.²⁸



Figure 23. Advertisement from "Arizona Days and Ways Magazine," *Arizona Republic*, ca. 1962.

Ray Korte died at the dealership on October 19, 1964 and his son, Ray Korte, Jr. moved the dealership from the property to Camelback Road near Interstate 10 the following year. Subsequent to the dealership's departure, the property was used for bank auctions and by the U. S. General Services Agency for its interagency motor pool.²⁹



Figure 24. From the *Phoenix Historic Commercial Properties Survey*. Photograph by Jim Garrison.

²⁸ "Advertisement," *Arizona Republic*, 3 May 1955, 29, 24 April 1959, 2.4,

²⁹ "Death Takes Phoenix Car Dealer," *Arizona Republic*, 20 October 1964, 39 and "Advertisement," 16 October 1965, 54 and 13 March 1966, CL11, 28 October 1968, 30, 17 September 1969, C-7,

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

During the 1980s, a transmission service and, later, a medical supply warehouse were located on the property. During that time, the large windows facing Van Buren Street were covered up and some of the windows on the east were removed and the openings made wider. When Jim Garrison evaluated the property under the Historic Commercial Properties Survey in 1984 (figure 24), he deemed it ineligible for listing on the National Register of Historic Places.³⁰

The Phoenix Motor Company building remained relatively unchanged until the present owners adapted building for use as a music venue. This adaptive reuse is similar to the way the other National Register listed, automobile-related buildings in Phoenix are used. The C. P. Stephens DeSoto Six Motorcars building (listed in 2013), is currently the DeSoto Central Market, a downtown food court. The Knights of Pythias Building (listed in 1985), the first floor of which was used by Curtis Motor Company, is now an office building, and the A. E. England Motors Building is currently used as civic space for Arizona State University's downtown campus.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Arizona Republican (*Arizona Republic* after November 11, 1930).

Arizona Silver Belt.

Book of Articles of Incorporation. Phoenix: Maricopa County Recorder's Office, 1930.

Fourteenth Census of the United States, 1920. Washington: National Archives and Records Administration, 1920.

Genat, Robert Genat. *American Car Dealership*. Minneapolis: MBI Publishing, 1999.

Historic Commercial Properties Survey and Nomination to the National Register of Historic Places. Phoenix: Junior League of Phoenix, 1984.

Illinois State Journal.

Los Angeles Times.

Phoenix City and Salt River Valley Directory. Los Angeles: Arizona Directory Company, 1912.

Planning Automobile Dealership Properties. Detroit: General Motors Corporation, n.d.

Rubenstein, James M. *Making and Selling Cars: Innovation and Change in the U. S. Automotive Industry*. JHU Press, 2001.

³⁰ "Federal Tax Lien" *Docket* (Phoenix: Maricopa County Recorder's Office, 1981), 15253:177 and *Record* (1981), 86-440336; *Historic Commercial Properties Survey and Nomination to the National Register of Historic Places* (Phoenix: Junior League of Phoenix, 1984), Survey Site 46-11.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

Sebastopol Times.

Twelfth Census of the United States, 1900. Washington: National Archives and Records Administration, 1900.

Yanik, Anthony J. *Maxwell Motor and the Making of Chrysler Corporation.* Detroit: Wayne State University Press, 2009.

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): Historic Commercial Properties in Central Phoenix, site 46-11

10. Geographical Data

Acreage of Property 1 acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|-------------------------------|-------------------------------|
| 1. Latitude: <u>33.451110</u> | Longitude: <u>-112.079445</u> |
| 2. Latitude: _____ | Longitude: _____ |
| 3. Latitude: _____ | Longitude: _____ |
| 4. Latitude: _____ | Longitude: _____ |

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

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

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

The boundary of the property is legally defined as the northern half of Block 96, City of Phoenix.

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the property is the original boundary of the property from the time of initial construction.

11. Form Prepared By

name/title: Vincent Murray, Architectural Historian
organization: Arizona Historical Research
street & number: 1155 East Bishop Drive
city or town: Tempe state: Arizona zip code: 85282
e-mail vince@azhistory.net
telephone: (480) 829-0267
date: September 14, 2018

Additional Documentation

Submit the following items with the completed form:

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

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.



- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

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

Photo Log

Name of Property: Phoenix Motor Company
City or Vicinity: Phoenix
County: Maricopa State: Arizona

Photograph 1 of 8. Alley and rear façade, facing east.
Photographer: Vincent Murray
Date Photographed: May 9, 2018

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State

Photograph 2 of 8. Parking lot, east façade of addition, and inside lot. Facing east.

Photographer: Elena Leon-Seefeld

Date Photographed: April 13, 2018

Photograph 3 of 8. Addition front façade and inside lot. Facing southeast.

Photographer: Andrew Pielage

Date Photographed: August 27, 2017.

Photograph 4 of 8. Front façade and inside lot. Facing southeast.

Photographer: Elena Leon-Seefeld

Date Photographed: April 13, 2018

Photograph 5 of 8. Front façade. Facing south.

Photographer: Vincent Murray

Date Photographed: April 13, 2018

Photograph 6 of 8. East façade. Facing southwest.

Photographer: Elena Leon-Seefeld

Date Photographed: September 1, 2018

Photograph 7 of 8. Southeast corner. Facing northwest.

Photographer: Vincent Murray

Date Photographed: May 9, 2018

Photograph 8 of 8. Alley and rear façade. Facing west.

Photographer: Vincent Murray

Date Photographed: May 9, 2018

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State



Photograph 1. Alley and rear façade. Facing east.



Photograph 2. East façade of addition and inside lot. Facing east.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State



Photograph 3. Addition front façade and inside lot. Facing southeast.



Photograph 4. Front façade and inside lot. Facing southeast.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State



Photograph 5. Front façade. Facing south.



Photograph 6. East façade. Facing west.

Phoenix Motor Company
Name of Property

Maricopa County, Arizona
County and State



Photograph 7. Southeast corner. Facing northwest.



Photograph 8. Alley and rear façade. Facing west.





THE
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VAN BUREN
ENTRANCE

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401

BOX OFFICE

P.A.C.P.
FIRE
RISER



BOX OFFICE



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 9/21/2018 Date of Pending List: 10/17/2018 Date of 16th Day: 11/1/2018 Date of 45th Day: 11/5/2018 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

Accept Return Reject 11/1/2018 Date

Abstract/Summary
Comments:

Recommendation/
Criteria

Reviewer Roger Reed  Discipline Historian

Telephone (202)354-2278 Date 4/11/18

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

**ARIZONA STATE HISTORIC PRESERVATION OFFICE (SHPO)
NATIONAL REGISTER NOMINATION
TRANSMITTAL FORM
FEDERAL EXPRESS**

DATE: September 19, 2018

TO:

**Joy Beasley
National Register of Historic Places
1849 C Street NW, Mail Stop 7228
Washington, D.C. 20240**

FROM:

**William Collins
National Register Coordinator
State Historic Preservation Office
1100 West Washington Street
Phoenix AZ 85007**

Two National Register Submittals:

**Phoenix Motor Company
Phoenix, Maricopa County**

**Campus Vista Historic District (Amendment)
Phoenix, Maricopa County**

**Should you have any questions or concerns, please contact me at
wcollins@azstateparks.gov or 602.542.7159.**

