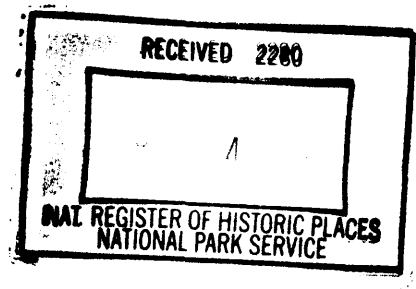


1552

(Oct. 1990)

**United States Department of the Interior  
National Park Service  
NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**



**1. NAME OF PROPERTY**

**HISTORIC NAME:** Lombard Automobile Buildings  
**OTHER NAME/SITE NUMBER:** Overland Automobile Showroom  
Oregon Motor Company Showroom

**2. LOCATION**

**STREET & NUMBER:** 123-35 NW Broadway; 134 NW 8<sup>th</sup> Ave **OT FOR PUBLICATION:** N/A  
**CITY OR TOWN:** Portland **VICINITY:** N/A  
**STATE:** Oregon **CODE:** OR **COUNTY:** Multnomah **CODE:** 51 **ZIP CODE:** 97205

**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    nationally    statewide X locally. (See continuation sheet for additional comments.)

James Hamrick 13 Dec 2005  
Signature of certifying official, Deputy State Historic Preservation Officer Date

Oregon State Historic Preservation Office  
State or Federal agency and bureau

**4. NATIONAL PARK SERVICE CERTIFICATION**

I hereby certify that this property is:

<input checked="" type="checkbox"/> entered in the National Register See continuation sheet.	<u>Ethan H. Beall</u> (Signature of the Keeper)	<u>1.26.06</u> (Date of Action)
<input type="checkbox"/> determined eligible for the National Register See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other (explain):	_____	_____

**5. CLASSIFICATION**

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**OWNERSHIP OF PROPERTY:** Private  
**CATEGORY OF PROPERTY:** Building

**NUMBER OF RESOURCES WITHIN PROPERTY:**

<b>CONTRIBUTING:</b>	<b>NONCONTRIBUTING:</b>	
2	0	<b>BUILDINGS</b>
0	0	<b>SITES</b>
0	0	<b>STRUCTURES</b>
0	0	<b>OBJECTS</b>
2	0	<b>TOTAL</b>

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 0

**NAME OF RELATED MULTIPLE PROPERTY LISTING:**

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**6. FUNCTION OR USE**

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**HISTORIC FUNCTIONS:** Commerce/Trade – Specialty Store  
**CURRENT FUNCTIONS:** Vacant

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**7. DESCRIPTION**

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**ARCHITECTURAL CLASSIFICATION:** LATE 19<sup>th</sup> AND EARLY 20<sup>th</sup> CENTURY  
AMERICAN MOVEMENTS – Commercial Style

**MATERIALS:** **FOUNDATION:** Concrete  
**WALLS:** Brick  
**ROOF:** Asphalt  
**OTHER:**

**NARRATIVE DESCRIPTION:** See Continuation Sheets

# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 7 Page 2

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The Lombard Automobile Buildings are comprised of two interconnected buildings located on Portland's west side in downtown Portland. The first building is the 1915 Overland Automobile Showroom located at 123-35 NW Broadway; specifically, it is located on Lots 5 and 8 of Block 52 in Couch's Addition to the City of Portland. The second building is the 1916 Oregon Motor Company Showroom located at 134 NW 8<sup>th</sup> Avenue; specifically, it is located on lots 6 and 7 of Block 52 in Couch's Addition to the City of Portland.

Setting: The Lombard Automobile Buildings occupy the northern half of a standard Portland city block. The block is bordered by the North Park Blocks on the west and Broadway on the south, by Davis Street on the north and a surface parking lot on the south. The area is just north of Portland's commercial downtown core, southeast of the Pearl neighborhood and west of historic Old Town.

The setting is generally urban yet transitional with numerous new high-rise structures balanced by surface parking lots and low-rise older buildings. The south half of the block is a surface parking lot. Further to the south are low rise buildings and a new affordable housing project. To the north is the Customs House, listed on the National Register and planned for redevelopment under GSA ownership. To the east is a quarterblock parking lot, a dance club with housing beyond. To the west is the North Park Block and low-rise older industrial buildings, many of which have been adapted for modern uses.

Site: The site is rectangular. The Overland Building is located at the northeast corner of Block 52 on a parcel that measures 90 feet by 100 feet. The Oregon Motor Company is located at the northwest corner on a parcel that is 100 by 100 feet. Both parcels are essentially flat with no character-defining landscape features.

## **Overland Building (123-35 NW Broadway)**

Structure: The building is unreinforced red-brick structure with heavy timber columns and beams. It is three-story with enlarged first floor and mezzanine and a below grade boiler room at the northwest corner.

Exterior: The building faces east onto Broadway with a similar secondary façade on Davis Street. The south and west facades are brick utilitarian party walls; the south elevation is fully exposed by the surface parking lot.

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 7 Page 3

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*East Elevation:* The building is designed in an adaptation of the Commercial Style to an automotive function. The building's east façade has strong horizontal definition and may be divided into two components, an enlarged ground floor and an assemblage of the second and third floor. Each component is divided into six bays, though the bay width varies between the ground and upper floors.

The ground floor originally featured traditional storefronts on concrete bulkheads with multi-light transom windows. A stylized metal beltcourse separates the first from the second floors. The series of storefronts was divided into two equal size sets comprised of three bays each. The center bay of each set featured three full-light doors with a pair of multi-light transoms above; flanking the entrance bays was a wider storefront bay with three lights divided by vertical mullions. Above these tripartite storefronts were three-part multi-light transoms, the transom mullions following that of the storefront. Each storefront was separated by a thin cast-stone pilaster mimicking the design of the beltcourse. By the 1980s, this storefront system was modernized. The transom windows were infilled with cementitious plaster and the storefronts were removed and replaced by modern garage-style multi-light aluminum and glass overhead doors in each bay.

The second and third floors are similar to each other in design though the windows are different. At the second and third floor, brick pilasters divide the east elevation into six bays. The four central bays are identical with groupings of three windows. The second floor windows are wood-frame, wood-sash single light topped with multi-light transoms. The windows are taller than the third floor windows. On the third floor, the windows are eight-over-one, double-hung, wood-frame, wood-sash. The four central bays are tied together with a continuous brick sill at the second floor. The two outside bays are proportionately smaller with only paired windows. The second and third floors are essentially intact, as built.

At the roof level is a complex cornice with slight rectilinear brackets at each pilaster supporting a brick band surmounted by a pressed metal band with a winged wheel at each corner. The brick parapet then rises above the metal cornice. Though the paint is peeling on the metal cornice, it is intact.

*North Elevation:* The Davis Street façade is similar in design, but with the variation that the westernmost bay housed an elevator that ran the height of the building. This bay rises above the roofline an additional floor and the fenestration is a single central window on the second and third floors. The third floor window is topped with a round arch. The Davis Street first floor is

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 7 Page 4

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more intact than the Broadway first floor with concrete bulkheads and cast stone pilasters remaining. The three bays of storefronts beginning at Broadway have been altered from three lights to four lights and the fourth bay west of Broadway has an overhead garage door. Originally this bay had a multi-light storefront that slid up to provide access for autos. The fifth bay to the west also had a multi-light sliding window system. It currently has an older non-original storefront. The sixth and westernmost bay appears to be the most intact as it has intact transom windows above the non-original overhead garage door. Originally this bay had a butterfly-style wood door leading to the elevator. The remaining transom windows have been infilled with cementitious plaster. The second and third floor windows are identical to those on the east elevation.

*South and West Elevations:* The southern party wall is painted brick with a lightwell toward the west end. The western party wall is met by the adjacent building; where the party wall rises above, it is unpainted red brick.

Interior: The interior is largely intact as built with a generally open floor plan divided only by a grid of heavy timber columns. The first floor offers an enlarged height with exposed heavy timber structural system and exposed wood joists and rafters. The open floor plan is divided into four bays by a rectilinear grid of columns. Floors are painted concrete. Occupying one bay along the west wall (south of and as deep as the elevator shaft at the northwest corner) is a series of offices with a mezzanine above. The first floor and mezzanine offices are not original in form and have modern finishes with gypsum demising walls with modern wood trim, acoustical dropped tile ceiling and wall-to-wall carpeting on the floor. At the southwest corner is a wood stairwell, dogleg in form, leading to the upper floors.

The second and third floors are similar in form. Open and divided only by the rectilinear grid of columns. The floors are painted wood. The perimeter walls are painted brick. The ceiling is open rafters and joists. The third floor has office spaces along the south wall. These spaces are not original and finishes are modern with gypsum demising walls, modern wood trim and wall-to-wall carpet.

Alterations/Integrity: The building is largely intact with select changes. The primary exterior alteration is the removal of the original storefronts, replaced by modern overhead garage doors, and the covering of the transoms. This was likely done in the 1940s when the building was returned to an automobile showroom.

# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 7 Page 5

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On the interior, the primary alteration relates to the first floor and mezzanine office area. As built, the first floor was divided by a series of offices along a north-south axis bisecting the floor into equal halves. These offices included a mezzanine level that also covered the western portion of the first floor. The east half of the first floor was also bisected into a north and south half by a slight demising wall. In 1916, the mezzanine was remodeled and extended east. The office spaces and mezzanine were again remodeled in 1948, this time removing much of the mezzanine and realigning office functions along the west wall. These office areas were remodeled a final time in 1980.

## **Oregon Motor Company Showroom (134 NW 8<sup>th</sup> Avenue)**

**Structure:** The 1916 Oregon Motor Company Showroom is a two-story reinforced concrete building with enlarged first floor with mezzanine and no basement. An irregular rectilinear grid supports the mezzanine and second floor. The western half of the second floor is clear span with the roof supported by a series of metal tie-rods running east-west at the joists.

**Exterior:** The building faces west onto the North Park Blocks with a secondary façade facing north at Davis Street. The two façades are similar in design and materials, covered with a painted cementitious plaster. The east façade is a party wall with the Overland Automobile Building; the south façade is exposed by the surface parking lot, also painted cementitious plaster.

**West Elevation:** The building is designed in an adaptation of the Commercial Style to an automotive function. The building's façade has a strong horizontal emphasis created by the storefront design, pronounced beltcourse and stylized linear cornice.

The ground floor is divided into five equal size bays. Each features a storefront with multi-light transom above. As designed, the first, third and fifth storefronts featured two plates of glass in a wood frame on concrete bulkheads with wood dividing mullions. The second and fourth storefront featured a pair of wood frame full glass doors flush with the storefront. Though none of these storefronts remain, the transom windows are intact.

The second floor reads as an attic story, defined by the beltcourse at the bottom and a pronounced cornice. Each bay features a grouping of three eight over one, double-hung wood-frame, wood-sash windows. Each grouping is framed by a raised surround.

The north façade is similar in design to the west. The ground floor treatment is slightly different

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 7 Page 6

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with a sixth bay at the east housing an elevator. This bay rises a third story to accommodate the elevator equipment and has a single window on the second and third floors. The third floor window is topped with a round arch. The eastern three storefronts have been changed from the original plan. Originally, the easternmost featured a butterfly-style wood door leading to the elevator; this bay is now used as a trash area and is covered with a metal cage. The two other storefronts along the east façade were multi-light in form and slid horizontally to provide access to the service department.

Interior: The interior is largely as built but with updated finishes. The first floor, particularly on the west and south, is open, divided by an irregular yet rectilinear grid of columns. To the east and north, the floor is divided into non-original work spaces. Finishes here are typically modern with gypsum demising walls. The floor is generally covered with wall-to-wall carpet. The ceiling, where enclosed by the mezzanine, is acoustical dropped tile; where open to the second floor, it is open rafters and joists.

An open non-original stairwell directly east of the main entry provides access to a mezzanine. This mezzanine has been expanded over the years. Originally, the first two bays at the west were open; today, this opening is only a single bay. Similarly, originally, the open area spanned the north-south length of the building; today, the southern one-third has been infilled. Finally, the area at the northeast was open and today is filled. The mezzanine level today is open around the perimeter with a series of enclosed work spaces in the center. These spaces are defined by gypsum walls. Generally, floors are wall-to-wall carpet over concrete; the ceiling varies between open rafters and acoustical tile.

The second floor is open with freestanding partitions defining work areas. Floors are wall-to-wall carpet, the ceiling is open rafters. Some, non-original, office space is located along the north wall, created by gypsum demising walls.

An enclosed wrap around concrete stairwell is located at the center of the building and runs the height of the building.

Alterations: The exterior is largely intact. The only significant change appears to be the storefronts where the size of the openings has been retained but frames and bulkheads have been replaced. This work was perhaps completed when the building shifted from automobile use to an electrical supply house in the 1920s, or perhaps in the 1940s when part of the building was sublet to a printing company. The main entry was originally flush and is now recessed. Original plans

# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

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also show a second entrance on the west elevation in the secondmost southern bay and flush; this entrance is now a storefront and a second entrance is in the southernmost bay and is recessed. On the north façade, the three easternmost storefronts have been modified with new garage doors and infill. Also, the mullion dividing the storefronts and transoms now features decorative gingerbread, installed by the latest tenant in the 1970s.

On the interior, the first floor and mezzanine spaces have experienced notable changes. As built, the first floor originally was more open. A sizable portion of the floor space at the east and west was open the north-south length of the building. The area in the center at the north incorporated offices, toilets and supply space. In 1936, the mezzanine was extended at the northeast, southwest and west infilled. Original partition walls were removed in the process. At the same time, what had been essentially open floor was divided into work space and offices. Fire struck the building in 1947 and the spaces were again remodeled. The most current iteration of the mezzanine, particularly with the elaborate gingerbread and open stair, was created by the most recent tenant in the 1970s.

Developer Intentions: The two adjacent interconnected buildings will be adapted as a historic preservation tax act project. The lower floors will be art gallery space with individual entrances, while the upper floors will be office and exhibit space for artistic related enterprises.



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## 8. STATEMENT OF SIGNIFICANCE

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### APPLICABLE NATIONAL REGISTER CRITERIA:

- 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 VALUE, 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:** N/A

**AREAS OF SIGNIFICANCE:** Transportation

**PERIOD OF SIGNIFICANCE:** 1915-30

**SIGNIFICANT DATES:**

**SIGNIFICANT PERSON:**

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** Joseph Jacobberger, Architect

**NARRATIVE STATEMENT OF SIGNIFICANCE:** See Continuation Sheets

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## 9. MAJOR BIBLIOGRAPHIC REFERENCES

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**BIBLIOGRAPHY:** See Continuation Sheet

### 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 #

### PRIMARY LOCATION OF ADDITIONAL DATA:

- State Historic Preservation Office
- Other state agency
- Federal agency
- Local government: *City of Portland Building Records*
- University
- Other: *Oregon Historical Society*

# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 8 Page 2

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The Lombard Automobile Buildings are comprised of two interconnected buildings located at the north end of Downtown Portland. The first building is the 1915 Overland Automobile Showroom located at 123-35 NW Broadway; specifically, it is located on Lots 5 and 8 of Block 52 in Couch's Addition to the City of Portland. The second building is the 1916 Oregon Motor Company Showroom located at 134 NW 8<sup>th</sup> Avenue; specifically, it is located on lots 6 and 7 of Block 52 in Couch's Addition to the City of Portland. The resources are eligible for listing in the National Register under Criterion "A" for its association with the advent of the automobile and the major changes it brought to the American landscape. Built little more than a decade after the appearance of the automobile in Portland, the Lombard Automobile Buildings appeared just as the surrounding neighborhood developed into a remarkable cluster of auto-related businesses. Eight thousand workers made their living in Portland in the auto industries.

The buildings are listed in the City of Portland's Inventory of Historic Resources. A Historic Preservation Certification Application Part 1 – Evaluation of Significance was approved by the National Park Service on April 25, 2005.

## History of the Resource

On March 7, 1915, the Oregonian announced "Leavitt Company to Have New Home." The Leavitt Company was the San Francisco-based automobile dealer for Overland Automobiles and Willys Utility Trucks.<sup>1</sup>

Overland Automobile was formed in Terra Haute, Indiana in 1903 by Charles Minshall and Claude Cox. Minshall was the President of Standard Wheel and Overland was organized as an automotive division of the wheel company. The prototype was tested on February 12, 1903. A total of twelve were manufactured in that year, followed by 24 in 1904. In 1905, the production plant was moved to a vacant Standard Wheel factory in Indianapolis, Indiana. Shortly after the move, however, Minshall decided against automobile manufacturing. With financial backing from David Parry, the company was reorganized as the independent Overland Automobile Company on March 31, 1906. In that year, John Willys, an automobile dealer in Elmira, New York, contracted for the company's entire output of 47 cars, and with \$10,000 placed an order for 500 cars for 1907. When Parry lost everything in the Panic of 1907, Willys assumed ownership and control of Overland. Building first in a circus tent in Indianapolis, Willys built 465 cars in 1908, followed by an incredible 4,907 cars in 1909. That year, Willys bought an abandoned

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<sup>1</sup> Oregonian, March 21, 1915.

# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 8 Page 3

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factory in Toledo, Ohio, renamed the company Willys-Overland and the following year, production tripled to 15,598. From 1912 through World War I, only Henry Ford produced more cars, reaching 140,111 in 1916.<sup>2</sup>

J. W. Leavitt first arrived in Portland in 1910.<sup>3</sup> At first, the firm opened an automobile dealership and service shop in a two-story brick building at 16<sup>th</sup> Avenue and Washington Street. Rapidly expanding, the firm built a wood frame addition two years later.<sup>4</sup> Continued growth prompted the firm to sign a 10-year lease with property owner Gay Lombard to prompt him to construct a new headquarters to be located at NW Broadway. The need for this new home was driven by Leavitt's continued success and part of a larger expansion effort that included a new \$400,000 6-story, 185,000 square foot home for their operation in San Francisco, as well as substantial new buildings in Los Angeles, Pasadena, Oakland and Sacramento. They had recently completed structures in Seattle, Spokane, San Diego and Fresno. With the completion of the San Francisco office, J. W. Leavitt controlled 436,000 square feet in its operations. In 1914, Leavitt sold 500 automobiles in Oregon. Automobile sales grew 31% between February 1914 and February 1915 and 100% over February 1913.<sup>5</sup>

Gay Lombard was well known as a car-enthusiast living at the corner of 20<sup>th</sup> Avenue and Everett Street in Northwest Portland. In 1915, it was estimated that he had driven over 300,000 miles since 1908, including a 4,400 mile, 30-day tour of the United States in 1912, surpassing his effort the previous year – 2,200 miles in 10-days. He purchased his first automobile in 1906, a Thompson Flyer, and continued to buy a new car yearly. He was also the President of the Portland Grain Company at a time when Portland was the second largest export city for wheat, second only to New York City. Lombard was also a City Councilman and a one-time candidate for mayor in 1913.<sup>6</sup>

The architects of the Leavitt building were the well-known Portland firm of Jacobberger & Smith. Joseph Jacobberger, at the age of 48, was a prominent architect in Portland and particularly noted for his work for the Catholic Church. He was born in Alsace-Lorraine on

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<sup>2</sup> Beverly Rae Kimes and Henry Austin Clark, Jr., Standard Catalog of American Cars, 1805-1942 (Iola, WI: Krause Publications, 1989), pp. 1053-1058, 1498-1504.

<sup>3</sup> Polk's Portland, Oregon City Directory-1910 (Portland, OR: Polks).

<sup>4</sup> Polk's Portland, Oregon City Directory-1910-12 (Portland, OR: Polks); Sanborn Fire Insurance Maps for Portland, Oregon, 1909.

<sup>5</sup> Oregonian, March 21, 1915.

<sup>6</sup> Oregonian, September 5, 1915.

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 8 . Page 4

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March 19, 1867, and came to the United States with his parents at the age of two. He spent his boyhood in Omaha, Nebraska, and attended Creighton University in Omaha. He first practiced architecture in Minneapolis, Minnesota, but in 1890 moved to Portland, working for several years in the office of Whidden & Lewis. For a while, Jacobberger worked in Los Angeles, where his son, Francis, was born in 1898. In 1900, Jacobberger returned to Portland with his family, and proceeded to build his own practice. In addition to a number of noteworthy Arts & Crafts houses, some of Jacobberger's more prominent early commercial works include the Willard Hotel (620 SW Park Avenue; 1907), Nortonia Hotel (407 SW 11<sup>th</sup> Avenue; 1908), the City Water Offices (622 SE Alder Street; 1909) and the Rose City Park School (2334 NE 57<sup>th</sup> Avenue; 1911).<sup>7</sup>

In 1912, he formed a partnership with Alfred H. Smith, and from that time on his practice flourished, and the size and importance of his projects increased. Smith was born about 1865 in Bristol, England, and came to Portland about 1908. Nothing is known about his education or about his work in architecture before coming to Portland. In 1911, he had his own practice, and in 1912 he became a partner of Joseph Jacobberger. The firm remained in business until 1930. In that year, Jacobberger died and Smith left to teach drafting at Benson High School at the age of 65. Smith died in 1958.<sup>8</sup>

The architecture firm was responsible for many notable Portland projects. It was closely aligned with the Catholic Church in Portland and completed a number of ecclesiastic works. Of note are the Church of the Madeleine (demolished; 1912-13); St. Phillip Neri (2408 SE 16<sup>th</sup> Avenue; 1913) along with the Rectory and Assembly Hall (1918), Hibernian Hall (128 NE Russell Street; 1914), Holy Child Academy (5404 NE Alameda; 1914) and Convent (1917); St. Mary's Home for Boys (Beaverton; 1918); St. Clements Parish (7408 N. Smith Street; 1921); Monastery of the Precious Blood (1208 SE 76<sup>th</sup> Avenue; 1923); St. Mary's Cathedral (1715 NW Couch Street; 1925), and an addition to St. Vincent's Hospital (1927-30). Non-ecclesiastical designs include the Portland Hunt Club (1916); Autorest Garage (925-935 SW 10<sup>th</sup> Avenue; 1919; NR), Knights of Columbus (804 Taylor Street-demolished; 1920); the Gardeners' and Ranchers' Building (1302-38 SE Union Street; 1920). In addition, the firm continued to produce a number of quality residential designs, mostly in the Arts & Crafts style. The Overland Building was one of the firm's first commercial projects and its first known effort at an automotive building.<sup>9</sup>

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<sup>7</sup> Ritz, Richard E., FAIA. Architects of Oregon. (Portland, OR: Lair Hill Publishing, 2002), 206-207; Ferriday, Virginia Guest, et. al. Historic Resources Inventory of Portland. (Portland, OR: City of Portland, 1984).

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

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As noted, the property was owned by Gay Lombard and located just south of the historic U. S. Customs House. The parcel consisted of two 5,000 square foot plots. The corner site contained a two-story frame dwelling; south on an interior parcel fronting Broadway was a 5,000 square foot infill building. The site was cleared and construction began. In April, 1915, the foundation was laid and permits taken out for construction. By May, Leavitt was including a notice of their new location among advertisements for the Overland Six. By mid-August, within six months of starting construction, the building was completed and by September, the firm had moved inventory and operations into the space.<sup>10</sup>

The new building was efficient in design. The first floor featured a 2,500 square foot new car show room at the corner of Broadway and Davis; in the 2,500 square feet to the south was the used car showroom. Both offered dramatic high ceiling spaces. Along the west half of the building was the service department. Offices separated the two areas. Above the offices and covering the service area was a mezzanine of executive office spaces and a parts department that housed \$25,000 worth of parts. In the westernmost bay along Davis Street was an automobile elevator that delivered vehicles to the second and third floors; both floors were used for servicing and storage. The second floor housed service facilities and a machine shop, while the third floor had the paint and body shops. In total, J. W. Leavitt was thought to have an investment of nearly a quarter of million dollars in its Portland facilities, inventory and equipment. The building itself was anticipated to cost \$50,000.<sup>11</sup>

Initially, Leavitt was to also have use of 2,500 square feet on a lot adjacent to the building west along Davis Street. However, no sooner did Leavitt move into its new headquarters than the Oregon Motor Car Company announced it had signed a lease with Lombard for the quarter block at NW Davis Street and 8th Avenue. The two-story building was anticipated to cost \$30,000 and was to be designed by architects Jacobberger & Smith.<sup>12</sup>

At the time, Oregon Motor Car Company, the Portland Studebaker dealer, was located at the intersection of Burnside, Alder and Chapman Streets. Studebaker was keen on the Portland

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<sup>10</sup> Oregonian, March 7, 1915; Oregonian, March 21, 1915; Oregonian, August 29, 1915; Oregonian, November 28, 1915;

<sup>11</sup> City of Portland Building Development Services Microform and Card Files; Oregonian, March 7, 1915; Oregonian, March 21, 1915; Oregonian, August 29, 1915; Oregonian, September 19, 1915.

<sup>12</sup> Oregonian, March 21, 1915; Oregonian, August 29, 1915; Oregonian, September 19, 1915; Oregonian, January 23, 1916; Oregonian, March 19, 1916.

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

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market and even contemplated construction of a \$90,000 assembly plant.<sup>13</sup>

The Studebaker Corporation grew from a carriage and wagon builders business in South Bend, Indiana. Providing vehicles to the North in the Civil War and to the British in the Boer War, Studebaker was an enormously profitable and successful enterprise. In 1902, the company built its first automobile, an electric car designed by Thomas A. Edison. In 1904, the company expanded into gasoline-powered vehicles. At first, the products were a joint venture, first with Garford of Elyria, Ohio and then with Everett-Metzger-Flanders of Detroit, Michigan. In 1912, Studebaker ended the joint venture and began manufacturing on their own, producing 35,410 cars. In 1915, with annual profits at \$9 million, Albert Erskine took over control of the Studebaker automotive production and immediately embarked on a major expansion. In 1916, production increased four-fold to 141,554 cars.<sup>14</sup>

Design and construction for the Oregon Motor Car Company building was quick. A sketch of the building appeared in the Oregonian the day after Christmas, 1915. In January, Oregon Motor Car was announcing plans to relocate the following month, and on February 28, 1916 officially opened in the new location. Billed as “the finest automobile establishment on the Coast”, early promotions included appearances by movie stars such as Edna Munsey “The Only Girl”.<sup>15</sup>

The Overland Building remained an automobile-related structure throughout the 20<sup>th</sup> Century, however the Overland Company faced trials in the marketplace. John Willys continued to acquire companies and eventually located his offices in New York City. A strike at the Overland assembly plant in Toledo in 1919 delayed production of Overland’s model intended to compete with Ford’s Model T. By the time it came out, Ford had developed a self-starter, while Overland continued with a manual crank. Sales fell and Willys had to seek financial support from Chase Manhattan Bank. Chase required former Buick president Percy Chrysler be installed as manager. Chrysler demanded and secured a \$1 million salary, and embarked on an aggressive two-year cost cutting program. After two-year tenure, Chrysler left Overland, having had little impact on the car’s place in the market. Willys regained control of his company and repositioned it as an

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<sup>13</sup> Polk’s Portland, Oregon City Directory (Portland, OR: Polks); Sanborn Fire Insurance Maps for Portland, Oregon, 1909.

<sup>14</sup> Beverly Rae Kimes and Henry Austin Clark, Jr., Standard Catalog of American Cars, 1805-1942 (Iola, WI: Krause Publications, 1989), pp. 1362-1394.

<sup>15</sup> Oregonian, December 26, 1915; Oregonian, January 1, 1916, Oregonian, February 28, 1916; Oregonian, March 12, 1916

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 8 Page 7

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upscale model to the Model T. Sales soared from 48,016 cars in 1921 to 215,000 cars in 1925.<sup>16</sup>

In 1928, Alfred Billingsley transformed the Overland Building into a Chrysler showroom, though it only remained for two years at which time Portland Auto Supply occupied it. Five years later, Thompson & Dubey Brake Service located there and remained for a decade. In 1948, the building was remodeled for Burnett Motors who remained until 1980. In that year, Pacific Auto Leasing occupied the building.<sup>17</sup>

In contrast, the Oregon Motor Car Company only remained at the 8<sup>th</sup> Avenue and Davis site for eight years. In 1923, the building housed Fobes Electrical Supply. Fobes remained on site until 1934 when it transformed to Westinghouse Electrical Supply. Westinghouse remained until 1949, though a portion of the building was subleased to Kilham Printing. Eventually Kilham occupied the entire building and remained until 1971 when Daisy Kingdom millinery acquired the building. Daisy Kingdom then owned and occupied the building up to 2005 when it was purchased by the current owner.<sup>18</sup>

### The Automobile Comes to Portland, 1885-1930

Few inventions revolutionized day-to-day life as had the automobile. At first, it was a tinker's toy. Usually the product of wagon makers and bicycle shops, it ran on steam, electricity or gasoline. The first practical car is credited to Gottlieb Daimler and Carl Benz in Germany in 1885. Charles and Frank Duryea of Chicopee, Massachusetts are often credited with the first American gasoline automobile. It was a 1-cylinder, 4-horsepower engine mounted underneath a carriage body. The first outdoor test was run on September 20, 1893 and the car traveled 200 feet.<sup>19</sup>

While Duryea may have built the first functional car, the spark to the American automobile industry was Alexander Winton. Winton emigrated from Scotland in 1884 and settled in Cleveland. In 1891, he established the Winton Bicycle Company and five years later built a 1-

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<sup>16</sup> Polk's Portland, Oregon City Directory. (Portland, OR: Polks); Beverly Rae Kimes and Henry Austin Clark, Jr., Standard Catalog of American Cars, 1805-1942 (Iola, WI: Krause Publications, 1989), pp. 1053-1058, 1498-1504.

<sup>17</sup> Polk's Portland, Oregon City Directory

<sup>18</sup> Polk's Portland, Oregon City Directory

<sup>19</sup> Beverly Rae Kimes and Henry Austin Clark, Jr., Standard Catalog of American Cars, 1805-1942 (Iola, WI: Krause Publications, 1989); Bentley, John. Great American Automobiles. (Englewood Cliff, NJ: Prentice Hall, 1957); Heritage Consulting Group historic Portland research files.

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
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cylinder car. The following year, he organized the Winton Motor Carriage Company and by spring built his second car with a 2-cylinder. On Memorial Day, he drove it at an astonishing speed of 33.64 mph around Cleveland's Glenville Horse Track. That fall, he drove a circuitous 800 mile trip from Cleveland to New York in 38 hours, timing his arrival to coincide with the Automobile Show at Madison Square Garden. Moving into production, by the end of 1898, Winton produced and sold 22 cars. He established a formal production process and the following year manufactured and sold 100 cars. The next year, Winton took another trip to New York and the publicity surrounding the trip solidified the horseless carriage nomenclature as an "automobile." Winton's sales grew steadily to 700 cars in 1901, 850 in 1903 and 1,100 in 1907.<sup>20</sup>

James W. Packard purchased Winton's No. 12, manufactured in 1898, but complained about the quality of the vehicle. "Mr. Winton . . . replied . . . to the effect that the Winton wagon as it stood was the ripened and perfected product of many years of lofty thought, aided by mechanical skills of the highest quality, and could not be improved in any detail, and that if Mr. Packard wanted any of his own cats and dogs worked into a waggon, he had better built it himself, as he, Winton, would not stultify himself by any departure whatever from his own incontestably superior productions." Following Winton's advice, Packard did embark on building his own car, completing it in 1899. Refinements followed and in 1900, Packard produced 49 vehicles. On September 10, 1900, Packard formally organized the Ohio Automobile Company to produce the Packard. In 1902, Ohio Automobile reorganized into the Packard Motor Car Company and relocated to Detroit the following year, moving into Albert Kahn's innovative reinforced concrete factory structure.<sup>21</sup>

Between 1901 and 1910, the automobile became a primary component of American culture. In 1898, there were fifty automobile manufacturers in the country; a decade later, there were five times that. Production rose from 7,000 in 1901 to 181,000 in 1910. By 1916, motorcar production topped 1.2 million, a 50% growth over 1915 sales. In total, by 1915, there were 2.4 million cars registered in the United States against an estimated population of 100 million. By the end of the 1920s, production reached 4 million cars and nationally one in five households owned a car. In Portland by the end of the 1920s, one in four households owned a car.<sup>22</sup>

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<sup>20</sup> Ibid.

<sup>21</sup> Ibid.

<sup>22</sup> Ibid.



## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
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The car that catapulted auto sales in America was Henry Ford's Model T. In 1906, Ford produced 8,000 vehicles – making him the largest auto manufacturer in the country. Two years later, he introduced the Model T, a model that he continued to refine and develop until 1927. In the first year, he produced 1,000 cars. This car featured a 20 horsepower 4-cylinder engine on a 100-inch wheelbase with dogged reliability. It could travel up to 45 mph and get 25 mpg. By 1913, Ford introduced an assembly line production – cutting production time from 12.5 hours to 1.5 hours. Sales prices ever decreased from \$850 to \$290 by 1924. In 1908, Ford had 8% of the marketplace; ten years later, he controlled 48%.<sup>23</sup>

The first car appeared in Oregon and Portland on November 3, 1899. Henry Wemme was a German-born tent and awning merchant who arrived from the east in 1882. Much of his business success was from selling tents to Alaska bound miners. When the Klondike gold rush boom went bust, he was hopelessly overextended with considerable raw material and no market. The sinking of the Maine in February 1898 and the subsequent Spanish American War however prompted an order of 32,000 tents from the federal government.

Wemme ordered himself a car at the end of 1898 and had it shipped by rail through three different railroads from Massachusetts. Upon arrival, he drove it at 10 mph along Sixth Avenue and 5 mph on the cobblestones of Front Avenue. It was a Stanley Steamer, one of 100 produced in Watertown. The Stanley Brothers produced their first functional car in 1897, after a decade of effort. In 1898, they produced three steam-powered cars, selling one to a man from Boston for \$600. Shortly after, they established a formal production run. Wemme's car was from that first year's run. Later that year, the Stanley Brothers sold their operation to John Brisben Walker who renamed the vehicle the Locomobile. Wemme sold his car to a man in Spokane two years later.<sup>24</sup>

In 1906, there were an estimated 40 cars in Portland – including open air buses transporting visitors to the Lewis & Clark Exposition. In 1909, a little more than a decade after the first American car was produced, there were over 250 makes of automobile manufactured in the United States. Portland in 1909 had 9 car dealers. These numbers rose quickly and dramatically. By 1914, the City had 40 and by 1921, the number grew to 60.

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23 Beverly Rae Kimes and Henry Austin Clark, Jr., Standard Catalog of American Cars, 1805-1942 (Iola, WI: Krause Publications, 1989), pp. 559-562.

24 Beverly Rae Kimes and Henry Austin Clark, Jr., Standard Catalog of American Cars, 1805-1942 (Iola, WI: Krause Publications, 1989); Bentley, John. Great American Automobiles. (Englewood Cliff, NJ: Prentice Hall, 1957); Heritage Consulting Group historic Portland research files.

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
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The City government became increasingly automobile aware. In 1913, the City completed the Broadway Bridge to relieve cross-river traffic and contemplated a licensing requirement for cars. At the same time, the City enacted the City's first comprehensive code for automobile and pedestrian traffic. The City had strong roots in the Good Roads Movement and in 1914 under the leadership of John Yeon, Rufus Holman, C. S. Jackson and others, the scenic Columbia Gorge Highway opened. In 1918, Oregon became the first state in the nation to impose a gasoline tax for highway construction. In 1916, automobile registration in Multnomah County was 8,800 in 1916, or one for every 28 residents. Fourteen years later, in 1930 that number rose to 88,000, or one for every four residents. By the late 1920s, Portlanders spent as much on automobiles as they did on food; \$42 million to buy new cars and keep them running, \$100 million on automobile related expenses totally. Eight thousand local workers made their living selling, servicing, or driving cars and trucks. In fact, one 1927 report noted that Oregonians annually consumed more gallons of gasoline per motor vehicle registered than any other northern or western state. By the third decade of the 20<sup>th</sup> century, over 30 percent of the city's land related to automobile uses. New improvements in the road systems in the 1920s promoted automobile usage, notably the reconstruction of the Burnside Bridge and construction of the Sellwood and Ross Island Bridges.<sup>25</sup>

Initially, the dominant location for automobile dealers was along the triangle created by West Burnside and Morrison, near what is now SW 20<sup>th</sup> Avenue. Of the forty Portland dealers in 1914, two-thirds were located here. Another handful was located near West Burnside and 23<sup>rd</sup> Avenue. The other primary location was East Portland at Grand and Burnside. At the time, only five dealers were located the immediate vicinity of the future Lombard Buildings.<sup>26</sup>

Subsequent to the opening of the Broadway Bridge, in 1917, while the number of Portland dealers remained at forty, the cluster shifted from the western end of Burnside to an "L" area between West Burnside and 15<sup>th</sup> to Broadway and Everett. Over half the city's dealers relocated to this area. Constructed in 1915 and 1916, the Lombard Buildings were a part of this second cluster of auto-related buildings.<sup>27</sup>

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<sup>25</sup> Abbott, Carl. Portland. Planning, Politics and Growth in a Twentieth Century City. (Lincoln: University of Nebraska, 1983); MacColl, E. Kimbark. The Growth of a City: Power and Politics in Portland, Oregon 1915-1950. (Portland: The Georgian Press, 1979).

<sup>26</sup> Polk's Portland, Oregon City Directory (Portland, OR: Polks); Sanborn Fire Insurance Maps for Portland, Oregon, 1909.

<sup>27</sup> Ibid.

# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
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By 1921, in the economic boom that followed the Great War, the number of dealers grew to sixty – with the Burnside-Broadway “L” remaining the dominant location with a third located in the six block area around the Lombard buildings.<sup>28</sup>

The number of dealers remained constant throughout the 1920s, but by the end of the decade, locations shifted to outlying areas. The Burnside-Broadway “L” area dropped to 27 dealers with 10 in the immediate vicinity of the Lombard buildings. Dealers moved to East Grand Avenue, Southeast Hawthorne Boulevard, Southeast 82<sup>nd</sup> Avenue, as well as Milwaukie and St. Johns. The gradual decline of this Burnside-Broadway auto area was due to two major factors; the trend to move outward to find cheaper rent and larger facilities and the fact the Depression caught many automobile dealers overextended financially. Very little auto purchasing occurred during World War II and by the time it was over, the heyday of car shopping along Burnside had passed to the outlying regions.<sup>29</sup>

## **Comparative Analysis of Automobile-Related Buildings in Portland in the period before 1920**

The Lombard Automobile Buildings, constructed in 1915 and 1916, represent some of the earliest extant buildings constructed specifically for automobile-related use. Portland’s Inventory of Historic Resources and related sources identify only three extant structures earlier than the Lombard buildings:

*Rose City Garage (120 NW 20<sup>th</sup> Avenue; 1910).* This one-story brick electric automobile showroom was designed by Lewis & Lewis and is listed on the National Register.

*Packard Services Building (121 NW 23<sup>rd</sup> Avenue; 1910).* This two-story brick automotive showroom was designed by William C. Knighton and is listed on the National Register.

*D. P. Thompson Garage (610 SW 12<sup>th</sup> Avenue; 1913).* This one-story brick automotive garage/showroom was designed by A. J. McClure. The building was substantially altered in 1966 for retail occupancy.

In addition, the Inventory identifies six other resources built before 1920, shortly after the

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<sup>28</sup> Ibid.

<sup>29</sup> Ibid.

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
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Lombard buildings. After 1920, the number of resources citywide begins to grow substantially:

*Autorest Garage (925-35 SW 10<sup>th</sup> Avenue; 1917).* This two-story brick structure was designed by Jacobberger & Smith as an automotive showroom for the Stutz and Columbia automobile lines. It is listed on the National Register.

*East Ankeny Garage (104 SE 7<sup>th</sup> Avenue; 1917).* This one story brick utilitarian building was constructed as a garage. It has been substantially altered with the interior modified for occupancy as a church.

*Mitchell Lewis and Staver Auto Showroom (220 NW Broadway; 1919).* This four-story brick utilitarian building was designed by Houghtaling & Dugan. It was substantially altered in 1945, adapting the building for ground floor retail and office use.

*Pacific Kissel Kar (South of 220 NW Broadway; 1916).* This two story brick utilitarian building was constructed by Boyajohn & Arnold. It was substantially altered in 1945, adapting the building for ground floor retail and office use.

*J. M. Llewellyn Garage (6464 N. Greeley Avenue; 1919).* This one-story reinforced concrete structure was designed by W. W. Lucius as an automobile garage. It has a high-degree of integrity.

*E. L. Perry Garage (3149 N. Willamette Blvd.; 1919).* This one-story brick utilitarian structure was designed by its owner as a garage. The garage portion is largely intact, although an unfortunate two-story addition (c. 1950) was added to the front façade.

The Historic Resource Inventory was a City-driven effort with extensive public input. That said, the automobile-related buildings listed represent a minimum. Additional and targeted research may well identify existing resources of the era not previously associated with the automobile dealers.

# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
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# National Register of Historic Places Continuation Sheet

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# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

Section number 9 Page 4

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## **OTHER SOURCES**

City of Portland Building Development Services Microform and Card Files

Heritage Consulting Group historic Portland research files

Multnomah County Tax Assessor Records

The Oregon Journal

The Oregonian

Sanborn Fire Insurance Maps for Portland, Oregon

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**10. GEOGRAPHICAL DATA**

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**ACREAGE OF PROPERTY:** 0.46 acre (20,000 SF)

<b>UTM REFERENCES</b>	<b>Zone</b>	<b>Easting</b>	<b>Northing</b>	<b>Zone</b>	<b>Easting</b>	<b>Northing</b>
1	10	525237	5041042	3		
2				4		

**VERBAL BOUNDARY DESCRIPTION:** The Lombard Automobile Buildings are located on Lots 5-8 of Block 53, Couch's Addition to the City of Portland, Multnomah County, Oregon.

**BOUNDARY JUSTIFICATION:** The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.

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**11. FORM PREPARED BY**

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**NAME/TITLE:** John M. Tess, President

**ORGANIZATION:** Heritage Consulting Group

**DATE:** November 4, 2005

**STREET & NUMBER:** 1120 NW Northrup Street

**TELEPHONE:** (503) 228-0272

**CITY OR TOWN:** Portland

**STATE:** OR

**ZIP CODE:** 97209

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS:**

**MAPS:** See Enclosed

**PHOTOGRAPHS:** See Continuation Sheet

**ADDITIONAL ITEMS:**

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**PROPERTY OWNER**

---

**NAME:** James Winkler, Winkler Development

**STREET & NUMBER:** 210 SW Morrison Street, Ste 600 **TELEPHONE:** (503) 225-0701

**CITY OR TOWN:** Portland

**STATE:** OR

**ZIP CODE:** 97204



# National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
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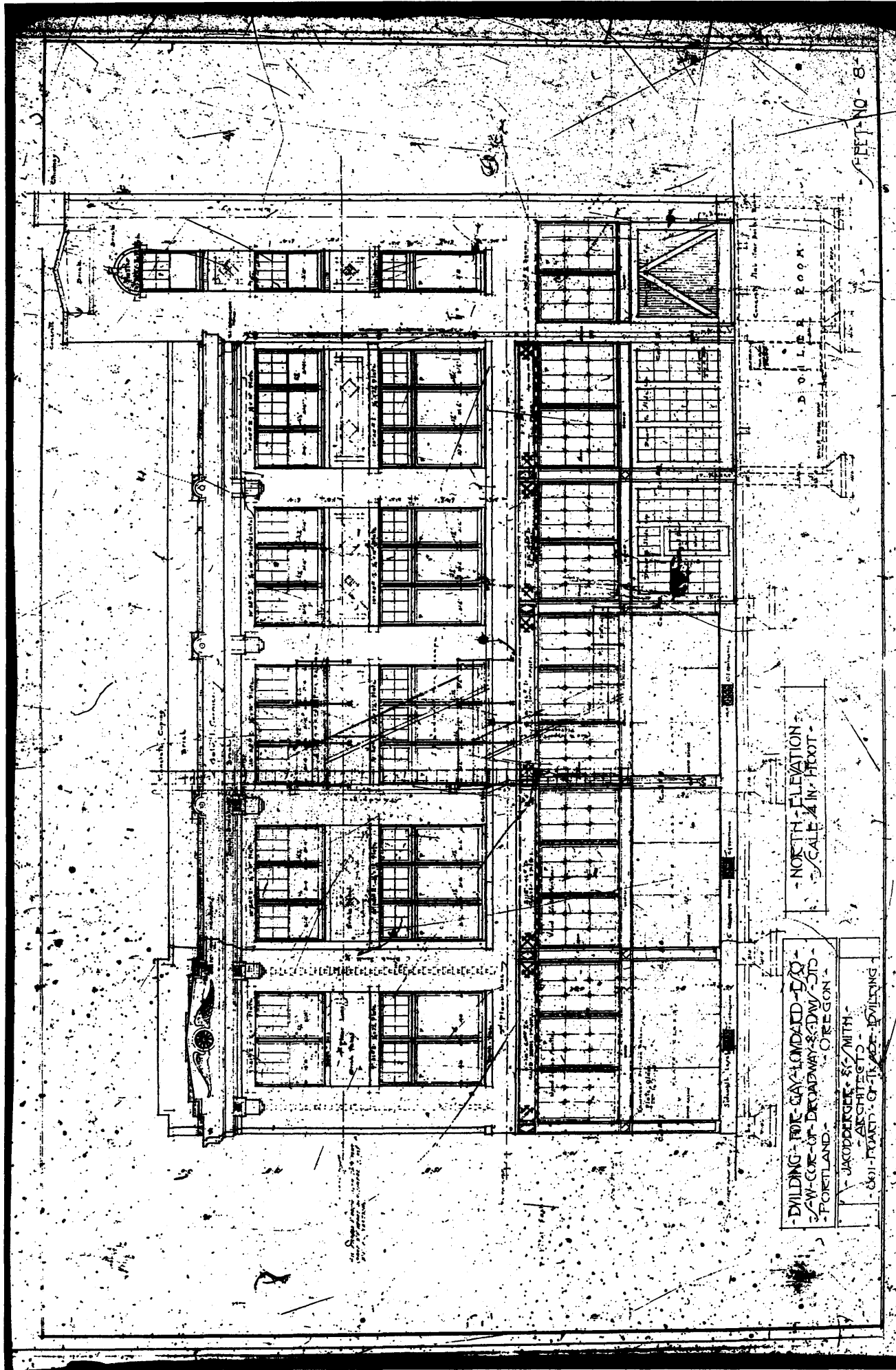
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The Lombard Automobile Buildings are located on Lots 5-8 of Block 52 of Couch's Addition to the City of Portland, Multnomah County, Oregon.

## **BOUNDARY JUSTIFICATION**

The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.

Overland Building  
Original Plans  
North Facade

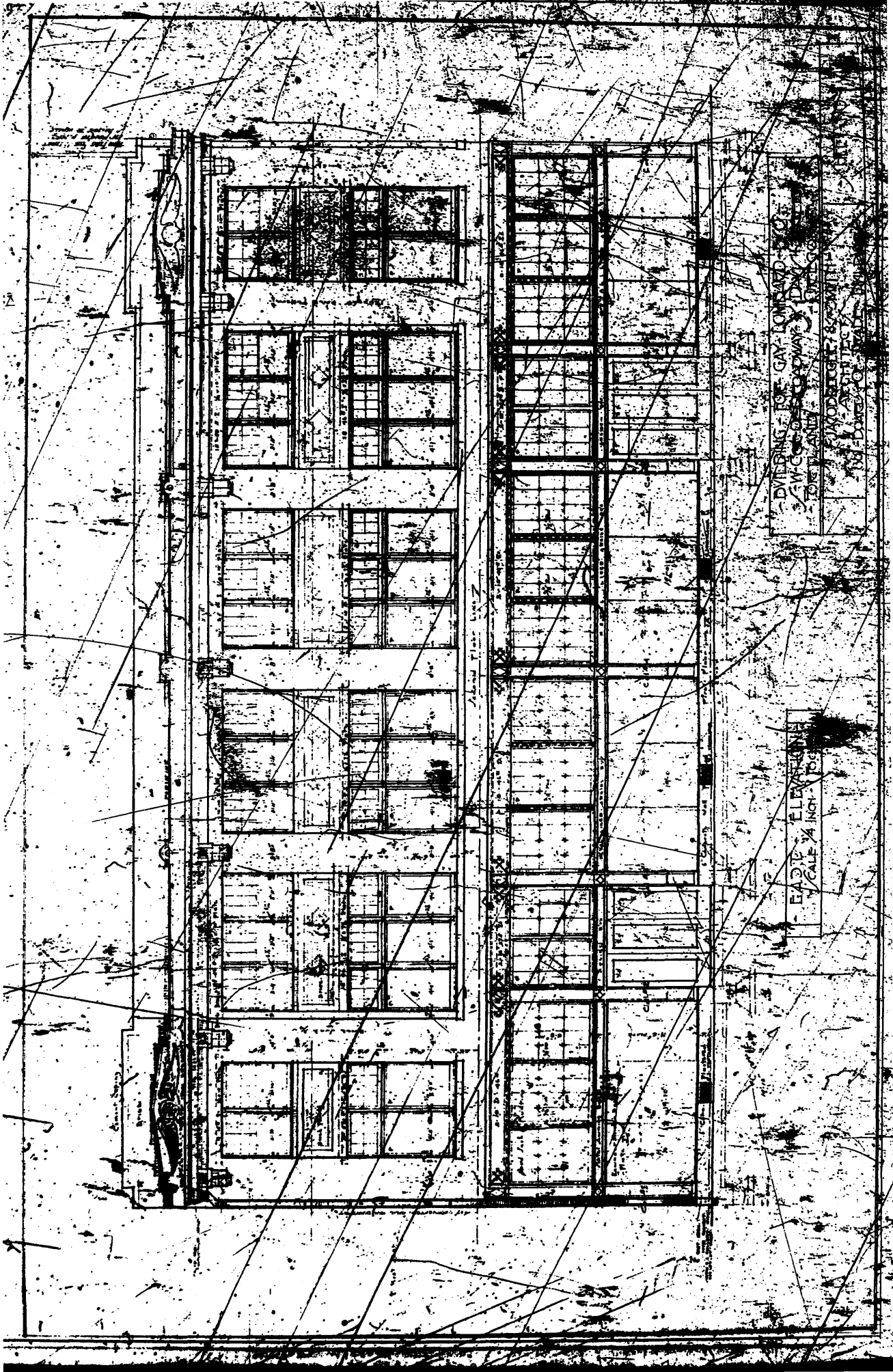


NORTH ELEVATION  
SCALE 1/4" = 1'-0"

BUILDING FOR GAS LINDA ED-DO  
2701-2705 1/2-DR. BROADWAY S. & D.W. STS  
PORTLAND, OREGON  
JACOBBERGER & SMITH  
ARCHITECTS  
6011-10000-CP-TX-1000-BUILDING

SHEET NO - 8

Overland Building  
Original Plans  
East Facade



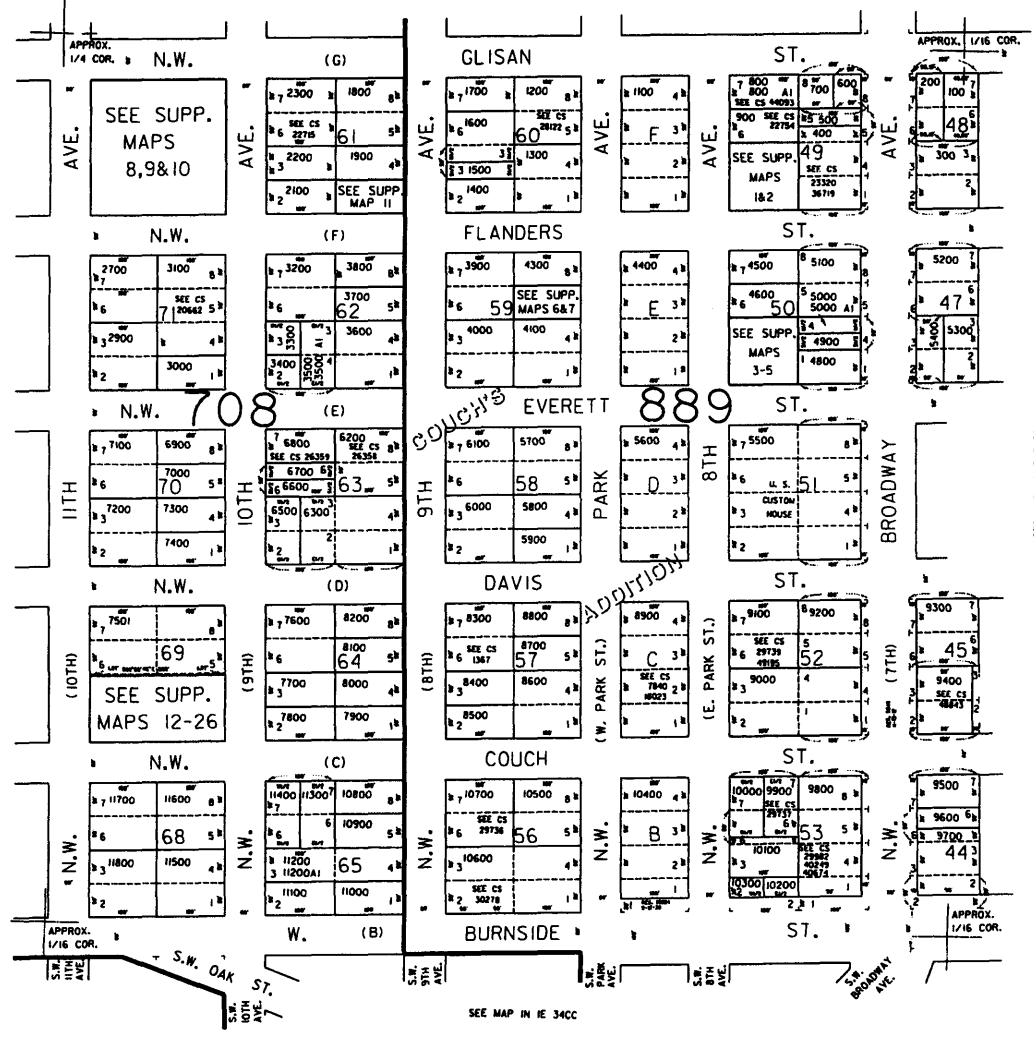
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ASSESSMENT PURPOSE ONLY

NW1/4 SW1/4 SEC. 34 T.1N. R.1E. W.M.  
MULTNOMAH COUNTY  
1" = 100'

IN IE 34CB  
PORTLAND

SEE MAP IN IE 34BC

- CANCELLED NO.
- 1000
  - 2000
  - 2400
  - 2500
  - 2600
  - 2800
  - 4200
  - 4700
  - 6400
  - 7500



SEE MAP IN IE 33DA

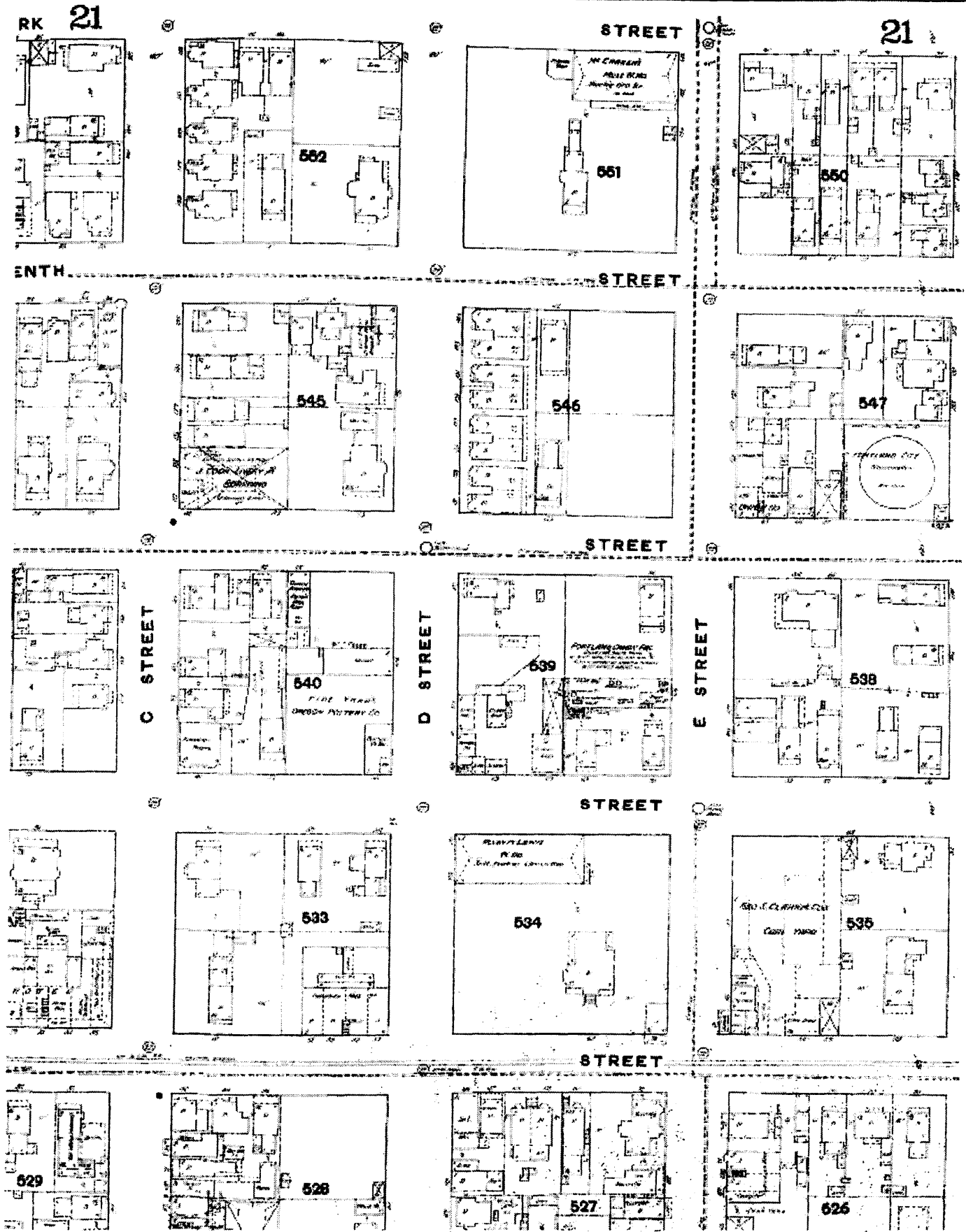
SEE MAP IN IE 34CA

SEE MAP IN IE 34CC

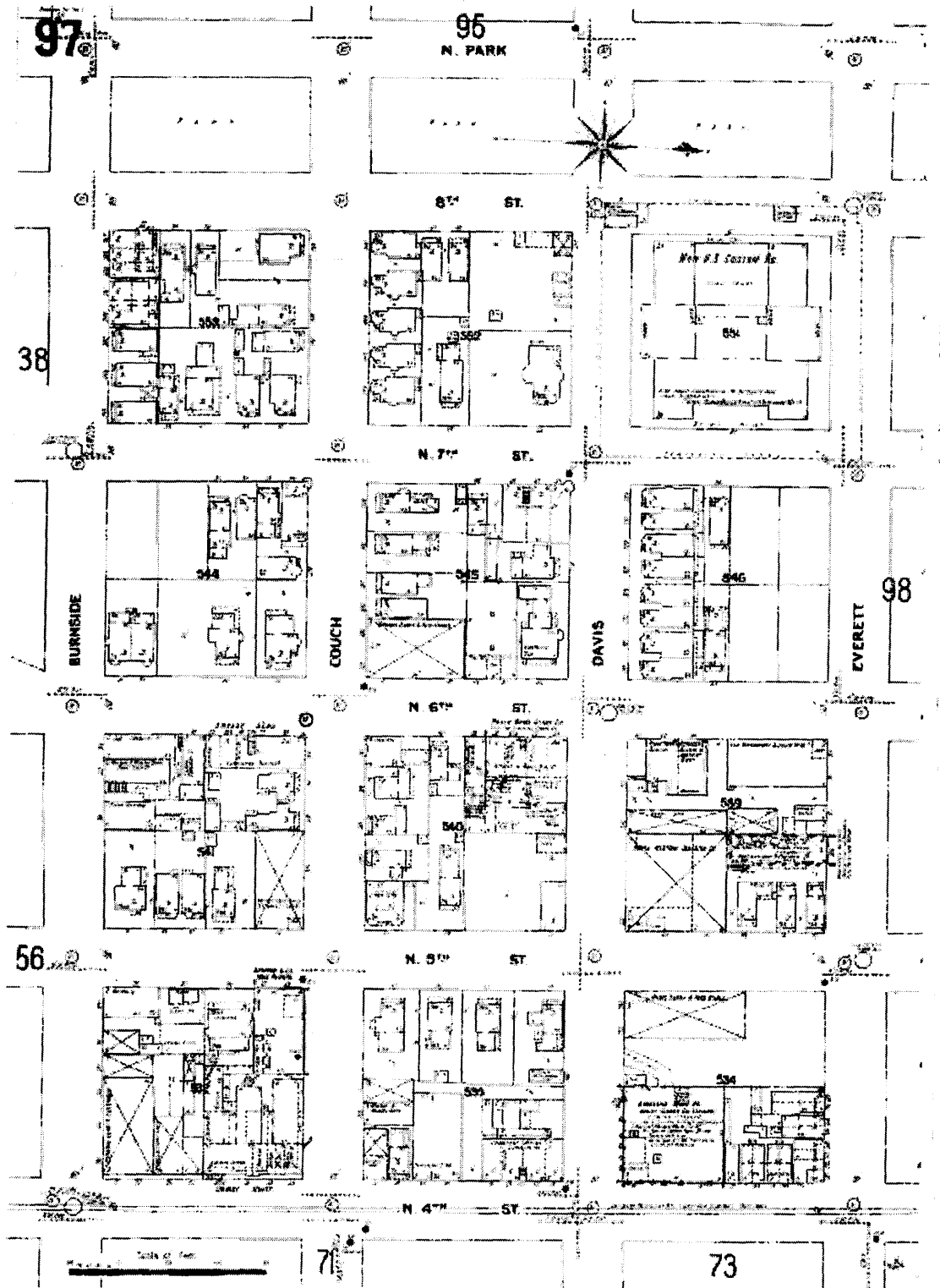
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PORTLAND

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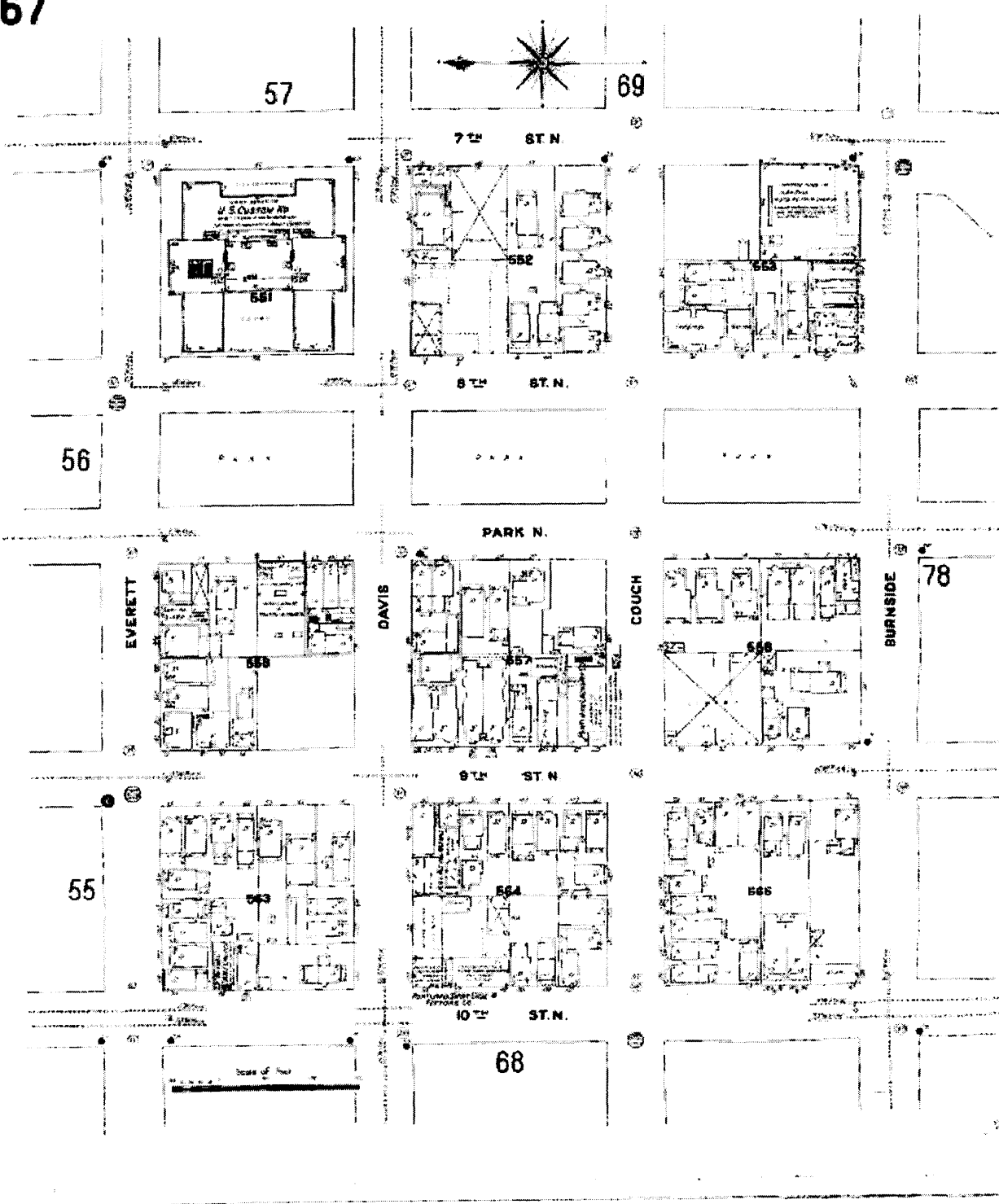
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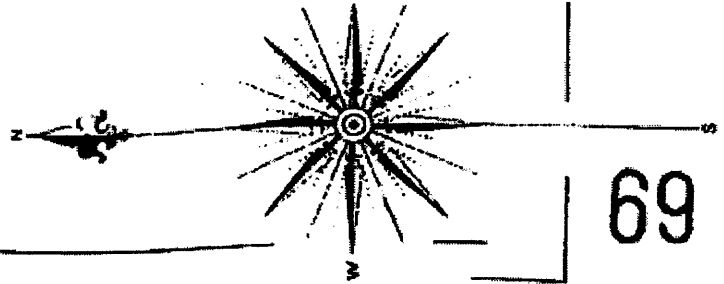


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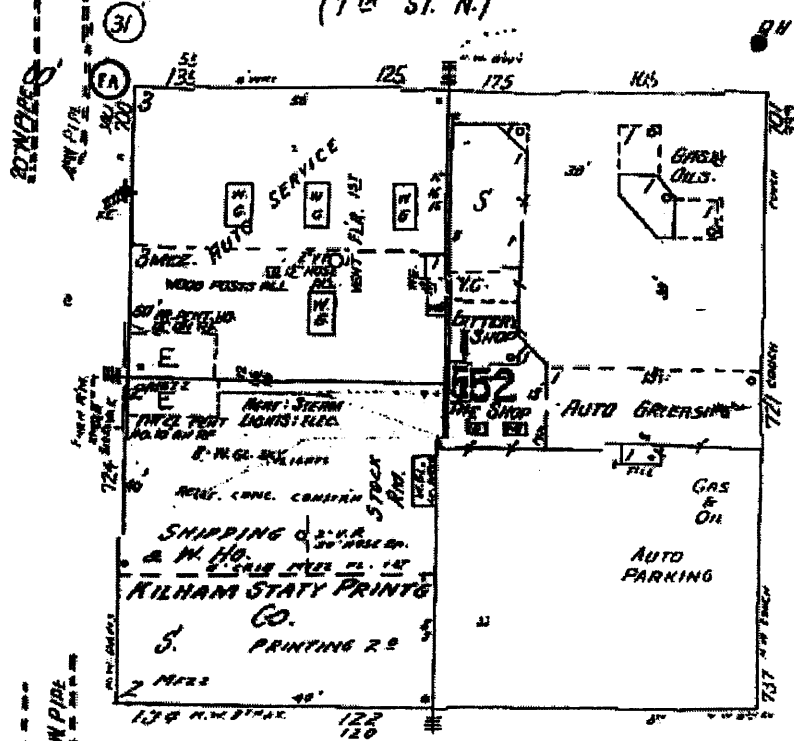
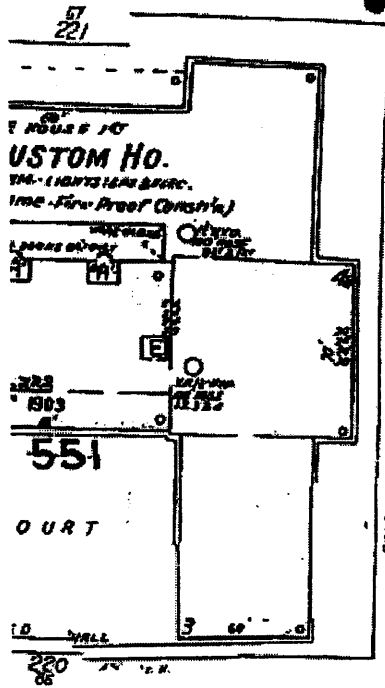
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69



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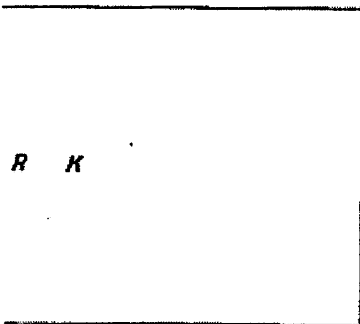
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(7<sup>TH</sup> ST. N.)



60'

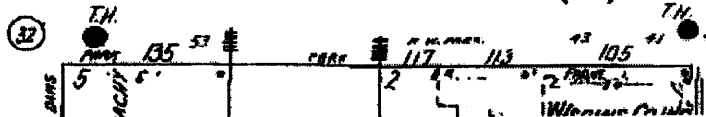
(31) N.W. 8<sup>TH</sup> AV. (ST. N.)

(31)



N. W. PARK AV. (N.)

(33)





**Historic  
Resource  
Inventory**  
CITY OF PORTLAND, OREGON



2-111-00123

123-133 N.W. Broadway

Couch's, Block 52, Lots 5, 8  
QUARTER SECTION MAP #: 2929.5  
Burnside

DATE BUILT: 1915

STYLE: Streetcar Era Commercial

ARCHITECTURAL PLANS BY: Jacobberger and Smith

ORIGINAL OWNER: Lombard, Gay M.

TENANTS: Willis Company, Alfred-Billingsly Motor Company, James Leake Auto  
Top Manufacturer, Brake Service

TAX ASSESSOR'S ACCOUNT #: R-18020-4590 ZONING: C1Z

Rank III

**SPECIAL FEATURES AND MATERIALS:**

Decorative brickwork at cornice, piers and spandrels. Sheet-metal ornament at cornice with winged wheel motif. Interlacement band at belt course above ground floor.

**SPECIAL F/M - ORIGINAL REMOVED:**

Second story nine-light windows with wood muntins. Ground floor windows.

AREAS OF SIGNIFICANCE: Architecture

2-111-00123

**BIBLIOGRAPHY:**

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*Multnomah County Tax Assessor records, microform, automated data files, and card files (Portland, 1980).*

*Portland City Directory (Portland, Oregon).*

*Sanborn Insurance Map, 1908.*

*Jacobberger, Josef, and Smith, A., working drawings, City of Portland Buildings Bureau Microfiche Collection.*

**OLD ADDRESS:** 49-51 Broadway North

**ORIGINAL BUILDING PERMIT #:** 55353

**Present owner as of May 1981:** Jerome Lasselle

**MAILING ADDRESS:** Route 2, Box 742, Aurora, OR 97002

**No Preservation Funding**

**Negative:** 402-12

**Score - Design/Construction:** 11

**Score - Historical:**

**Score - Rarity:**

**Score - Environment:** 4

**Score - Integrity:** 8

**Score - Intrinsic:** 11

**Score - Contextual:** 12

**Score - Total:** 50.5

**Historic  
Resource  
Inventory**  
CITY OF PORTLAND, OREGON.



**3-008-00134**

**134 N.W. Eighth Avenue**

**Couch, Block 52, Lots 6, 7**

**QUARTER SECTION MAP #: 2929.5**

**Burnside**

**ORIGINAL NAME: Gay Lombard Building**

**ORIGINAL FUNCTION: Garage, Warehouse**

**DATE BUILT: 1915**

**STYLE: Streetcar Era Commercial**

**ARCHITECTURAL PLANS BY: Jacobberger, Josef, Smith, Alfred**

**ORIGINAL OWNER: Lombard, Gay**

**TENANTS: Kilham Printing Co.**

**TAX ASSESSOR'S ACCOUNT #: R-18020-4610**

**ZONING: C1Z**

**Rank III**

**SPECIAL FEATURES AND MATERIALS:**

**Decorative cornice. Brick exterior. Large glass storefront.**

**SPECIAL F/M - SIGNIFICANT ALTERATION:**

**Plate glass. Neon sign.**

**AREAS OF SIGNIFICANCE: Architecture**

**BIBLIOGRAPHY:**

*City of Portland Buildings Bureau microform and card files.*

*Multnomah County Tax Assessor records, microform, automated data files, and card files (Portland, 1980).*

*Jacobberger, Josef and Smith, Alfred, working drawings, City of Portland Building Bureau Microfiche Collection.*

**OLD ADDRESS:** 54 Eighth Street North

**ORIGINAL BUILDING PERMIT #:** 57661

**Present owner as of May 1981:** Kilco Investment Co.

**MAILING ADDRESS:** 810 S.W. Vista Avenue #2, Portland 97205

**No Preservation Funding**

**Negative:** 401-27, 401-28

**Score - Design/Construction:** 10

**Score - Historical:**

**Score - Rarity:**

**Score - Environment:** 6

**Score - Integrity:** 10

**Score - Intrinsic:** 10

**Score - Contextual:** 16

**Score - Total:** 51

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

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1. Lombard Automobile Buildings  
(Oregon Motor Company Showroom - 134 NW 8<sup>th</sup> Avenue)  
(Overland Automobile Showroom - 123-35 NW Broadway)
2. Multnomah County, Oregon
3. Heritage Photo
4. April, 2005
5. Heritage Consulting Group (1120 NW Northrup Street, Portland, OR 97209)
6. Direction of view (see Photo List below)
7. Photo # (see photo list below)

### Photographs

1. Exterior View, Overland Automobile Showroom, Looking NW at E façade from SE across Broadway
2. Exterior View, Overland Automobile Showroom, Looking SW at E façade from NE at the SE corner of Broadway and Davis Street
3. Exterior View, Overland Automobile Showroom, Looking SW at N façade from NE at the NE corner of Broadway and Davis Street
4. Exterior View, Overland Automobile Showroom, Looking S at N façade from across Davis Street
5. Exterior Detail, Overland Automobile Showroom, Looking S at N façade, cornice/window, from across Davis Street
6. Exterior View, Overland Automobile Showroom, Looking NW at S façade from NE corner of Broadway and Couch Street
7. Interior View, Overland Automobile Showroom, First Floor, Looking NW from SE corner
8. Interior View, Overland Automobile Showroom, First Floor from Mezzanine, Looking SE from NW
9. Interior View, Overland Automobile Showroom, First Floor from Mezzanine, Looking NE from SW
10. Interior View, Overland Automobile Showroom, Second Floor, Looking NE from SW corner
11. Interior View, Overland Automobile Showroom, Second Floor, Looking S from NE corner
12. Interior View, Overland Automobile Showroom, Second Floor, Looking SW from NE corner

## National Register of Historic Places Continuation Sheet

Lombard Automobile Buildings  
Multnomah County, Oregon

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13. Interior View, Overland Automobile Showroom, Third Floor, Looking NE from SW corner
14. Interior View, Overland Automobile Showroom, Stairwell at SW, Looking SW from SW corner
15. Exterior View, Oregon Motor Company Showroom, Looking S at N façade from SW corner of Park Avenue and Davis Street
16. Exterior View, Oregon Motor Company Showroom, Looking SE at N and W façades from NW corner of Park Avenue and Davis Street
17. Exterior View, Oregon Motor Company Showroom, Looking E at W façade from across Park Avenue
18. Exterior Detail, Oregon Motor Company Showroom, Looking E at W façade, cornice/window, from across Park Avenue
19. Exterior View, Lombard Automobile Buildings, Looking N at S facades from Couch Street
20. Interior View, Oregon Motor Company Showroom, First Floor, Looking S from NW corner
21. Interior View, Oregon Motor Company Showroom, First Floor, Looking N from SW corner
22. Interior View, Oregon Motor Company Showroom, First Floor, Looking E from SW corner
23. Interior View, Oregon Motor Company Showroom, Mezzanine, Looking NW from S-Center
24. Interior View, Oregon Motor Company Showroom, Mezzanine, Looking S from NW corner
25. Interior View, Oregon Motor Company Showroom, Second Floor, Looking S from NW corner
26. Interior View, Oregon Motor Company Showroom, Second Floor, Looking N from SW corner
27. Interior View, Lombard Automobile Buildings, Oregon Motor Company Showroom Mezzanine to Overland Automobile Showroom Mezzanine Interconnection