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(Expires 5/31/2012)



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. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

### 1. Name of Property

historic name Springfield Motors Buick Dealership

other names/site number \_\_\_\_\_

### 2. Location

street & number 702 North A Street  not for publication

city or town Springfield  vicinity

state Oregon code OR county Lane code 039 zip code 97477

### 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

4-13-11  
Date

Signature of certifying official/Title  
Oregon SHPO  
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 \_\_\_\_\_

### 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) \_\_\_\_\_

6.1.11  
Date of Action

Springfield Motors Buick Dealership  
Name of Property

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County and State

**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	
1		buildings
		district
		site
		structure
		object
1	0	<b>Total</b>

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

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions.)

COMMERCE: specialty store  
TRANSPORTATION: road-related (vehicular)

**Current Functions**  
(Enter categories from instructions.)

COMMERCE: specialty store  
TRANSPORTATION: road-related (vehicular)

**7. Description**

**Architectural Classification**  
(Enter categories from instructions.)

MODERN MOVEMENT: Moderne, Streamlined  
Moderne

**Materials**  
(Enter categories from instructions.)

foundation: CONCRETE  
walls: STUCCO; CONCRETE  
roof: SYNTHETICS: Rubber  
other:

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### **Narrative Description**

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

### **Summary Paragraph**

Built in 1949, the one-story Springfield Motors Buick Dealership meets National Register Criterion C for its distinctive architecture in the Streamline Moderne style and Criterion A for its relation with the local development of transportation during the immediate post-World War II era. It is located at 702 North A Street, on the northeast corner of 7th and North A Streets, Springfield, Lane County, Oregon. The building is divided into two main use areas: the showroom and the service area, both of which can be accessed from A and 7<sup>th</sup> streets. The floor plan is an L-shape form with a bowed roof on the showroom section and a flat roof on the service area of the "L" extension. The dealership layout was based on the guidelines in *Buick Building Layout Guide*, published by Buick in 1944, and *Planning Automobile Dealer Properties*, published by General Motors in 1948. The design was an adaptation from Building 100A, from the Buick manual, which fits the site and the necessities of the dealership. The original building was a rectangular section with a curved storefront on the southwest corner, where the showroom is located. In circa 1952, soon after the original construction, an addition that completed the "L" shape form was built as an extension of the automobile services section.

The Springfield Motors Buick Dealership was constructed using an innovative wood bow-string truss construction system, supported by columns of reinforced concrete masonry units (CMUs), to cover the large span and to free the floor space for the showroom and the service areas.<sup>1</sup> The organization and ornamentation of the building's exterior reflect the Streamline Moderne style used in many commercial buildings during the mid-20th century. This style was characterized by a curved corner with large areas of glass along the main facade and a lack of ornamentation. The original neon sign from 1949, still indicating the business's name, is located above the curved glass storefront. The building is in good condition, and most of the original windows have been retained. Today, the dealership remains in the Scherer family, who inherited it from their father, Clarence L. Scherer, and it continues to be a Buick dealership. It retains its original integrity of design, location, setting, materials, workmanship, feeling, and association, and it represents an excellent example of the post-World War II Streamline Moderne style in the city of Springfield.

### **Narrative Description**

The Springfield Motors Buick Dealership is located at 702 North A Street, on the northeast corner of 7<sup>th</sup> and North A streets in Springfield, Lane County, Oregon. It is situated on a flat area in the downtown commercial district, one block east of Springfield City Hall and one street north of Main Street.

The tax lot measures 127 feet on the east and west sides and 107.5 feet on the north and south sides. The building is surrounded by paved parking lots and sits in the southwest corner of the block, set back from 7<sup>th</sup> Street, allowing parking space at the front, on the west side. The lots located at the north and east of the building are paved parking areas that are owned by Scherer Investments, which also owns Buick Springfield Motors; however, the north and east parking lots and the building are taxed as separate areas. The main building entrances are located on A Street, although the largest portion of the building is parallel to 7<sup>th</sup> Street, with the service area addition, which is perpendicular to this street.

### **Landscape Description**

There is no vegetation on the Springfield Motors Buick Building tax lot. The building has a driveway, with accesses/exits on two of the streets and the former alley that faces the paved parking lot on the north side. The area in the southwest corner that is enclosed by the building is paved and is used to park the automobiles for sale. In the exact southwest corner of the lot, at a 45-degree angle from both streets and closing the triangle, is a concrete base for a large steel-post sign that announces the dealership. The quadrangular sign built in steel frame reads in the lighted Plexiglas: "Buick," at the top and "Springfield Mtrs" at the bottom; a small rectangular sign underneath the large quadrangular, also in Plexiglas, reads "GM" (Figure 1).

<sup>1</sup> Robert Scherer, "Interview with author," Personal Interview, April 25, 2009.



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### General Characteristics

The Springfield Motors Buick Dealership is one-story, and was designed in the Streamline Moderne style, which emphasized the horizontal plane in its architecture. It was originally a rectangular structure, with a low bowed roof and a curved glass showroom set back about 30 feet from 7<sup>th</sup> Street and about 5 feet from A Street. The 1952 aerial photograph (Figure 5) shows a garage/service-bay addition built on the northwest end of the building, forming the "L" shaped building that is standing today. The one-story dealership sits on a poured concrete foundation. At the northern end of the showroom is a mezzanine level with office areas. The later addition is one-story and is used only for garage/repairs. The exterior of the edifice is treated with white stucco, with brick-colored paint on the CMU columns, at the cap of the parapet, and in the recessed area, where the garage door is located at the south facade (Photo 5).

The floor plan was designed by adapting the layout of *Building 100A* from the *Buick Building Layout Guide*.<sup>2</sup> The current owner, Robert Scherer, who inherited the building from his father, Clarence Scherer, believes the floor plans were drawn by his father because of the handwriting in the drawings (see Figures 8 to 13). The two main uses are clearly identified on the building exterior: the showroom and offices are located on the southwestern corner, with pedestrian access through both streets, and a curved aluminum storefront allowing the light to illuminate the showroom, which can be observed from both streets. The service area forms an "L" shape encompassing the showroom and offices on the east and north sides of the building, with pedestrian access through a storefront on A Street, and vehicular entry on the south, east and north facades.

### Exterior Description

This Streamline Moderne style commercial building sits on a poured concrete foundation and has exterior walls built of concrete masonry units (CMUs aka *concrete block*) covered with stucco. The partition wall between the showroom and the service area is wood studs with finished gypsum board. The roof consists of arched wood trusses, supported by reinforced CMU columns, some of which are expressed on the west facade as pilasters. There is a parapet wall approximately 3 feet high all around the building, with no ornamentation except a metal cap painted in brick color. This wall reinforces the horizontality of the building and partially hides the roof shape from the street (Photo 1).

As indicated above, a curve aluminum storefront, is not actually curved but it is segmented into a curve, wraps the south and west facades. This is a character-defining feature of the building, giving natural light to the showroom, and reflects the Streamline Modern style. The storefront sits on a low wall, about 2 feet from the ground, with glass panes that are about 8 feet in height. At the top of the storefront, a projected structural horizontal member runs from the wall at the west facade, through the curve, to the east; this beam is projected about 3 inches in the inside of the building. Above the curved storefront corner are the neon signs, also character-defining, with the name of the building: the word "BUICK" is located on top of the parapet wall in script font, and below it are the signs for "SPRINGFIELD" (cursive font) "MOTORS" (script font), one on top of the other (Photo 2). These signs have not been changed since their installation in 1949. There are two entry doors at each end of the aluminum storefront, providing access into the showroom.

The south facade on A Street is divided into three bays: two aluminum storefronts and one with the overhead garage door that provides access to the service area. The corner storefront, described above is located in the western bay; the one in the middle has, in its center, an overhead garage door for vehicle entry to the service area. Above the garage door is a non-original lighted sign made of opaque Plexiglas, indicating the service area entrance. The third bay has an aluminum storefront with an access door on the western side (Photo 5). These garage doors were replaced in the 1970s, and the storefronts and entry doors were changed in 2001, using the existing openings and fenestration pattern with a minimal impact on overall appearance and historic integrity.<sup>3</sup>

All exterior windows are original (except the storefronts), industrial-type, multi-paned steel sash, and the sills are about 4 to 5 feet above the grade level. Operability is variable, with some sashes entirely fixed and others including both fixed and operable sections within the large industrial frames. The rectangular addition on the west facade has windows at the same level as the rest of the building; however, all of them are fixed, but with similar design as the other windows. All windows are original.

In the original section of the building where the showroom is located, there are four overhead metal garage doors (Photo 1, 3 and 5). All of these doors have the same industrial-style design, with horizontal glass panels in their center, and were

<sup>2</sup> "New Home of Springfield Motors," *The Springfield News*, April 14, 1949. 32

<sup>3</sup> Robert Scherer, "Interview with author."



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installed in the 1970s to replace the deteriorated overhead wooden doors that were in the original design. There are two more overhead garage doors in the later 1952 addition that are similar in design to the originals that were replaced (Photo 3). They are made of wood with a row of glass panels in the center, but are more rectangular in design, with less of the architecture's horizontal emphasis. These doors are facing north, with access through the former alley from 7<sup>th</sup> Street.

### **Interior Description**

The interior of the Springfield Motors Buick Dealership building is divided into two main areas: the showroom and office, and the service area. These two main spaces are well-defined and separated by a stud partition wall that runs longitudinally on the building and covers the full height. Between the years 1999 and 2001 the owners made improvements to the buildings, including re-plastering the interior, and the replacement of the counter on the service parts area that was deteriorated, all these changes were accomplished with compatible materials and design, similar to the original.

### **Showroom and Office Areas**

The showroom and office areas are located at the southwest corner of the building. The dimensions of the showroom are about 36 feet on the west and east sides, and 25 feet on the north and south sides. The showroom can be accessed from the street through two doors at each end of the curved storefront. Inside is a wooden garage door between the service area and the showroom, which has a counterweighted lift to give automobiles access to the exhibition showroom area. Beside this door, at the northern side, a wooden door with glass is used as a pedestrian access from the service area. South of the garage door is a large rectangular fixed window to permit viewing of the automobiles in the service area (Photo 8). The office space measures about 32 feet on its west and east sides, and 25 feet on its north and south edges. It is just north of the showroom, and can be accessed from the showroom as well as from the service areas (see floor plans in Figures 8 and 9). The mezzanine level where the owner's office and some storage areas are located can be accessed by two different staircases. It appears the mezzanine was built during the original construction, as suggested by the floor plans (see floor plans in Figures 8 and 9). The attic, which serves as storage space, can also be accessed from the mezzanine.

The office area on the lower level is divided in two by a corridor that runs north to south. At the west is the sales office. This space is accessed by an original wooden door with glass that opens to the hallway, and is chamfered on the northeastern corner to give space to the corridor where it turns west. There is a small sliding wooden window in the center of the south wall facing the showroom, with the sill about 4 feet from the finished floor. A metal exterior window illuminates the interior of the office. Opposite, on the east side, is the general office, with a large wooden counter window facing the showroom, and an entrance wooden door with glass on the hallway side (Historic Photo 6 and Photo 7). This office also communicates to the parts area on the north wall, through a rectangular cashier window on the eastern side, and an original wooden door with decorated glass on the west (Photo 7 and 9). The corridor leads to the restrooms and the stair to the mezzanine. Men's and women's restrooms display new fixtures (see floor plans in Figures 8 and 9).

The parts area is at the northeast of this lower office space, and was renovated in 2009 (See floor plans in Figures 8 and 9). The deteriorated straight-run wooden counter was replaced by two "L"-shaped counters (Photo 10). On the northeast, beside the counters is a room access through a door from the driveway of the service area. There are also two original doors on the north wall, one is a wood sliding door, located in front of the stair that communicate to the mezzanine, and the other is a metal door that opens to the driveway area on the north, on the "L" side.

At the mezzanine level are two offices, at the east and west side, sharing a wall, as well as kitchen and storage areas. The floors are finished with industrial carpet. Another narrow staircase, placed on the middle of the space and aligned at the north of the other staircase, is finished with wood boards, and connects the parts area and the storage. On the east wall, facing the service area is a wooden door that is kept mostly closed used to move heavy and large automobile parts directly to the service area, without using the stair. On the northern wall is a stair with a hatch door that accesses the attic, where the air-conditioning unit is located, as well as the heating system. The wooden trusses can be observed inside this attic, as well as the counterweight for the garage door on the showroom. Part of the attic is also used as storage for documents (Photo 13).

### **Service Area**

The main entry to the service area, which is used for repairs, painting and service, was established on A Street through a centrally-placed garage door. The automobiles circulate north and can exit on the opposite side in the north facade through the former alley, which today is a paved parking area to the north of the building, on a separate tax lot that is not

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included in this nomination (see floor plans in Figures 8 and 9). The driveway and the spaces used for vehicles are L-shaped and continue along the northwest side with the addition. The concrete finished floor drains to the center axis north-south.

At the northeastern corner of the building is the mechanics' locker room. The locker units are located at the center of the south wall. On the east side of the unit is the original large washing fixture, and at the east end, along the east wall, is the toilet protected by a wooden division and door. It is finished with gypsum boards and concrete floor. The space was renovated in 2001, following the same layout but with new lockers and finishes.

The driveway turns west and exits through a metal overhead garage door on the west elevation; this area is also used as working space for at least one vehicle, because the vehicles usually exit through the northern garage door. There is a metal sliding door on the north side of the west wall that accesses the addition. This 1952 addition used to serve as the paint shop, however that service is no longer provided by the dealership and the spaces is used today as parking. The addition is finished with concrete floors and can accommodate two vehicles (Photo 12).

### **Alterations and Additions**

The building was originally rectangular in plan. According to the aerial photograph of 1952, a second rectangular addition was added on the northern end of the west facade, for a garage/service area with garage doors allowing access through the north elevation on the former alley.<sup>4</sup> This new construction matches the original 1949 building, continuing at the same floor to ceiling height, and following the simplicity of the Streamline Moderne style. However, the windows in the 1952 portion have no projecting sill and are in a slightly different style. This addition has a flat, rather than bowed roof.

In 2001, according to Robert Scherer, the original curved wooden storefront windows were replaced with an aluminum system, including the wooden doors with glass that previously existed for pedestrian access to the showroom. Door and window changes occurred within existing openings, on the same fenestration pattern with minimal impact on overall appearance and historic integrity. In addition to the extant neon sign at the southwest entry, there was originally a canopy and neon signage above the pedestrian door on A Street that was replaced in 1960s when General Motors required all dealerships to install the post sign in the corner of the lot.

In 2001, a large interior renovation was done to improve the mechanics' locker room, as well as to update some spaces in the office area, including the counter of the Parts area. However, the overall integrity to the building's original design and feeling has not been compromised.<sup>5</sup>

Despite the changes to this building over time, the dealership has retained its integrity of design, location, setting, materials, workmanship, feeling, and association, and has been well-maintained. The building still has the historical character of a mid-20<sup>th</sup> century Streamline Moderne commercial building.

### **Conclusion**

The Springfield Motors Buick Dealership is an excellent example of Streamline Moderne style in the city of Springfield. It retains its architectural integrity, especially pertaining to design and materials, despite the 60 years of its continuous use and the renovations the building has undergone. The fact that the edifice has always been owned by the same family is a major reason this great modern building has been so well preserved.

<sup>4</sup> "Aerial Photography Collection" (Knight Library, Aerial Photography Collection: University of Oregon, Willamette Valley Project, 4M Project 1944, LC1 Project 1952, DBQ Project 1960, DBQ Project 1968, C-BPA Project 1979, 1986, O-90-AEC Project 1990, NAPP Project 2000 1936)

<sup>5</sup> Robert Scherer, "Interview with author."

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**8. Statement of Significance**

**Applicable National Register Criteria**

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

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

**Criteria Considerations**

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

Property is:

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

**Areas of Significance**

(Enter categories from instructions.)

ARCHITECTURE

TRANSPORTATION

**Period of Significance**

1949-1952

**Significant Dates**

1949, date of construction

c.1952, date of last major addition

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

DeVos, Gustave J., builder

**Period of Significance (justification)**

The period of significance for the Springfield Motors Buick Dealership begins in 1949 with the construction of the original building, and ends in 1952, the date of the last major addition.

**Criteria Considerations (explanation, if necessary)**

N/A



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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Springfield Motors Buick Dealership was built in 1949, and is locally significant under National Register Criterion C for its distinctive architecture in the Streamline Moderne style. It also has local significance under Criterion A for its association with the development of transportation during the years immediately following World War II in Springfield. It is located on the northeast corner of North A Street and 7<sup>th</sup> Street, at 702 North A Street, Springfield, Lane County, Oregon. Built by Gustave J. DeVos, this automobile dealership was leased long-term to Clarence L. Scherer, manager, as the first new Buick automobile franchise in the City of Springfield.<sup>6</sup> Contextually, the building relates to the architecture of automobile sales commerce during the immediate post-World War II era, and secondarily to the development of transportation in the Springfield, Oregon area.

To conceive the building, Mr. DeVos followed the design ideas of the manager and later owner Clarence L. Scherer. The dealership was designed using pattern books published by Buick<sup>7</sup> and General Motors<sup>8</sup> during the late 1940s. The edifice is clad with white stucco. It was constructed using a "new" wood truss construction system supported by columns of reinforced Concrete Masonry Units (CMU), to cover the large span, and to free the floor space for the automobile showroom and the service areas. The period of significance for the building is 1949-1952, and is determined by the date of construction and the last major addition to the building. Today, the dealership remains in the Scherer family. The building maintains its original use as a Buick dealership. It retains integrity of design, location, setting, materials, workmanship, feeling, and association, and represents an excellent local example of the immediate post-World War II Streamline Moderne style in the City of Springfield.

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

The Springfield Motors Buick Dealership is Springfield's best and most well-preserved example of Streamline Moderne commercial architecture. This dealership was the first new automobile franchise built in Springfield during the post-World War II era, and appears to be the only example in Springfield in which automaker's guidebooks were used to design the building. The construction was carried out using local materials and labor, as the newspaper announced, helping to improve the economy of the area. Only two historic auto dealerships built immediately after World War II in the Streamline Moderne style remain today in the Springfield area. This fact makes the Springfield Buick Motors Dealership building a rare example, locally important for its architecture in the commerce of automobile sales in Springfield during the postwar era.

The Springfield Motors Buick Dealership was also part of the development of transportation in the city of Springfield during the immediate post-World War II era. The opening of this dealership as well as its construction, were a consequence of the changes in American society after World War II. The need for new ways to communicate, as well as the response to a renovated architecture building type related to the commerce of the automobile were part of the changes in America that reached Springfield, Oregon. The use of pattern books published by Buick and General Motors is illustrative of how far the changes in the transportation system were heading in the country and how standardized the automobile industry was becoming. The Springfield Motors Buick Dealership is an excellent example in the city of Springfield, of the local impact of changes in transportation after World War II that has been well-preserved and retains integrity of design, location, setting, materials, workmanship, feeling, and association.

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**Developmental history/additional historic context information** (if appropriate)

### The Postwar Transportation Era

During World War II, the automotive industry was converted into the manufacture of tanks, trucks, jeeps, bombs, steel helmets, planes, and small arms ammunition.<sup>9</sup> However, World War II did not cause a fundamental change in the orientation of the global automobile industry as it had evolved from 1914 to 1939. This event ratified the strength and

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<sup>6</sup> "Springfield Motors Now In New Garage Building," *The Springfield News*, April 21, 1949, sec. N/A.

<sup>7</sup> Buick Motor Division, *Buick Building Layout Guide*, Out of Print. (General Motors Corporation., 1944).

<sup>8</sup> General Motors Corporation, *Planning automobile dealer properties*. (Detroit: Service Section General Motors Corp., 1948).

<sup>9</sup> John Alfred Heitmann, *The Automobile and American Life* (Jefferson, North Carolina: McFarland & Company, Inc, 2009), 119.

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dominance of North American companies.<sup>10</sup> World production began its rapid expansion with manufacture in 1946 of three million automobiles, passing the figure of ten million in 1955.<sup>11</sup>

The growth of the automotive industry in America not only benefited the economy but also had a large impact on rural areas, by incorporating them more effectively within industrial capitalism. The automobile and highway improvement strengthened the country, increasing the self-sufficiency of rural areas.<sup>12</sup> The pavement of existing roads and construction of new ones during the postwar era benefitted the automobile industry. Before World War II, in Eugene, Oregon, there were 68 miles of roads with 15 miles still dirt or gravel, and it was not until the early 1950s that most residential streets in urban Eugene and Springfield were paved.<sup>13</sup> The pavement and improvement of streets made the headlines of *The Springfield News* during the immediate postwar years, from widening existing street, building sidewalks, sewer systems to the construction of new entrances to the city.<sup>14</sup>

However, major changes to Eugene-Springfield resulted from the widening of Franklin Boulevard, the main travel corridor between Eugene and Springfield and the route of US Highway 99. This was part of the transformation of US Highway 99 between Eugene and Goshen into a modern four-lane superhighway.<sup>15</sup> By 1946, *The Springfield News* announced on the front page that a "Concrete Pour On Four-Lane Highway" had begun. The route was from Judkins Point to the Springfield junction, with Eugene on the southwest side. This highway was created to allow Eugene-bound traffic coming off the bridge that connects highway 99 and OR126 in Springfield, in order to proceed without stopping. "Southbound traffic on the highway, and northbound traffic onto the bridge will also be able to continue without a stop," indicates the article.<sup>16</sup> All these improvements in the area and in the country in general resulted in growth of automobile sales industry in a society that needed to travel quickly and efficiently between states. In 1949, *The Springfield News* published an official travel survey that reported a 123% increment from 1948 to 1949 in travelers on highways in Oregon, even though that 1948 was considered the peak, by the time, of traveling after the war.<sup>17</sup>

The increase in traffic through downtown Springfield sparked discussions about making Main and A streets one-way thoroughfares in 1946. This debate continued until a plan was approved in 1950 to create a one-way street south of Main Street, known as the South A by-pass, to eliminate some of the heavy truck traffic through the center of downtown. Traffic on the new by-pass would head east and Main Street would become one-way, heading west. Work on the project, however, did not begin until early 1953; South A officially opened in November that year. At that time, a decision was made that a second vehicle bridge across the Willamette River would coincide with the South A by-pass route. The city asked for state assistance to widen the McKenzie Highway from two to four lanes from 19th to 42nd streets in 1952.<sup>18</sup>

The city of Springfield was growing rapidly, with an increased construction rate that was celebrated by *The Springfield News* publishing each month, when they published the number of construction permits that had been issued for that month. An incremental growth on the addition of garages to the houses in the years 1945 to 1951 can be observed, including the construction of the Standard Oil Co. gas station on 8<sup>th</sup> and Main Street in 1951, among other automobile-related buildings.<sup>19</sup>

## Springfield, Oregon

After the end of World War II, the city of Springfield experienced industrial expansion, and residential and commercial development extended beyond the historic city limits into former agricultural areas. The city of Springfield experienced

<sup>10</sup> Jean-Pierre Bardou et al., *The Automobile Revolution: The Impact of an Industry*, trans. James M. Laux (Chapel Hill, North Carolina: University of North Carolina Press, 1982), 167.

<sup>11</sup> *Ibid.*, 171.

<sup>12</sup> Peter J. Ling, *America and the Automobile: Technology, Reform and Social Change: 1893-1923* (Manchester, United Kingdom and New York, New York: Manchester University Press, 1992), 1.

<sup>13</sup> Sally Wright and David Pinyerd, *Eugene modernism : 1935-65*. (Eugene, Oregon: City of Eugene Planning and Development, 2003), 2.2, <http://www.hp-nw.com/modernism.htm>.

<sup>14</sup> "City Acts on Sewers, Streets and Parking," *The Springfield News* (Springfield, Oregon, September 13, 1945), sec. Front Page.; "Citizens Talk City Traffic Re-Route Plan," *The Springfield News* (Springfield, Oregon, August 29, 1948), sec. Front Page.; "Three Projects here will get Official Study," *The Springfield News* (Springfield, Oregon, January 1, 1948).

<sup>15</sup> Wright and Pinyerd, *Eugene Modernism*, 2.2.

<sup>16</sup> "Concrete Poured on Four-Lane Highway," *The Springfield News* (Springfield, Oregon, August 22, 1946), sec. Front Page.

<sup>17</sup> "Tourist Traffic Shows Increase in Hiway Report," *The Springfield News* (Salem, Oregon, August 17, 1949), sec. N/A.

<sup>18</sup> Michelle L. Dennis, *Springfield, Oregon, 1848-1955 : Historic Context Statement*, Revised Edition. (Springfield, Oregon: Springfield Development Services Department, 1999), 41.

<sup>19</sup> "\$2,324,508 In Building Permits Breaks Record," *The Springfield News* (Springfield, Oregon, January 6, 1949), sec. Front page.



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dramatic growth, by 1945 becoming Oregon's fastest growing city according to the Eugene-Springfield Directory.<sup>20</sup> Between 1940 and 1950, the population almost tripled in size from 3,805 to 10,807, and jumped again between 1950 and 1960 to 19,616.<sup>21</sup> The small town surrounded by farms became a sprawling urban setting with shopping centers, sawmill sites, and dense housing development.<sup>22</sup>

A shift in the transportation system from horses to streetcar had already happened in Springfield during its early years. The first automobile arrived in the Eugene-Springfield area in 1904, and by 1906, there were already four automobiles.<sup>23</sup> By 1911, the city of Springfield already had its first automobile dealership, called Gittins and Bally, and by 1928, there were two dealers in the city. The streetcar that started in 1911 was outdated by the 1920s, having been replaced with the automobile for its practicality and efficiency. In 1926, the City Council discontinued the streetcar service in Springfield and instituted a bus service.<sup>24</sup> As a result of the automobile usage, the early streetcar bridge across the Willamette River was replaced in 1929 by a concrete and steel bridge for vehicular use.

The increased use of the automobile, especially in Eugene-Springfield, required drastic improvements to the roads. The Scott Trail that was constructed in 1862 and followed the path of the McKenzie River from Eugene up to the Cascade Range at McKenzie Pass, later became the McKenzie Highway (today's Highway 126 or ORE-126). By 1921, the entire McKenzie Highway from Springfield to Bend became part of the State Highway System. Today this route is the present McKenzie Highway or Highway 126 (Oregon 126). In 1935, the State Highway Commission indicated that Main Street in the City of Springfield was part of the McKenzie Highway.<sup>25</sup> In 1951, the Oregon 126 business route eastbound only,<sup>26</sup> was approved by the Highway Commission going from South A Street in Springfield thence south through Glenwood 2.53 miles to the Pacific Highway US 99.<sup>27</sup> This new designation had a positive effect on business and services along this route, benefitting local commerce and the sales of automobiles. During World War II and the postwar era, the automobile was firmly established as the primary method of transportation. Streets were improved, widened, and paved continuously throughout this period in order to better accommodate the increasing number of autos that were being acquired by the people.<sup>28</sup>

The automobile-related businesses that developed in Springfield during the first half of the 20<sup>th</sup> century was dedicated mainly to auto repair and services, rather than to the sales of new vehicles. The Eugene-Springfield City Directories from 1944 include two dealerships in Springfield, under the section of "Auto Repair and Service:" Brown & Chase Motors Co – Ford Dealer located on 5<sup>th</sup> and A Street, and Nelson's Automotive Service on 2<sup>nd</sup> and Main Street.<sup>29</sup> Already by 1946, the number had increased to eight. However, the only ones that sold new vehicles were Brown & Chase Motors Co. (having changed its name to Simmons Motors Co.), and P & R Auto Sales on 3906 Pacific Highway.<sup>30</sup> The Simmons Motors Co. building was designed in the Streetcar Commercial style and still survives. By 1952, there were seventeen automobile dealerships in Springfield, and five sold new cars.<sup>31</sup> By 1955, the city directory indicated a decreased number of automobile dealerships in Springfield to only eight, and three were selling new cars.<sup>32</sup>

The Springfield Motors Buick dealership opened in 1949. While the construction of the present building located at 702 North A Street, Springfield, was in process, Springfield Motors Buick began operations as a dealership in a c.1945 Streamline Moderne style building, located at 914 Main Street in Springfield. Today, the integrity of this building is

<sup>20</sup> *Eugene - Springfield - Cottage Grove and Lane County Directory* (Eugene, Oregon: T.W. Salisbury, 1945).

<sup>21</sup> Dennis, *Springfield, Oregon, 1848-1955: Historic Context Statement*, 36.

<sup>22</sup> *Ibid.*

<sup>23</sup> Elizabeth Carter and Michelle Dennis, "The Motor Age: 1914 - 1940," in *Eugene area historic context statement* (Eugene, Oregon: Eugene Planning and Development Department, 1996), 2.

<sup>24</sup> Dennis, *Springfield, Oregon, 1848-1955: Historic Context Statement*, 30.

<sup>25</sup> Richard Nathe, "History of State Highways in Oregon" (State of Oregon Department of Transportation. Technical Service Branch. Right of Way Section. Right of Way Engineering Unit, August 18, 1998), 201-203, ODOT, [http://www.puc.state.or.us/ODOT/HWY/ROW/docs/utility\\_forms/miscellaneous\\_forms/history\\_of\\_state\\_hwys.pdf?ga=](http://www.puc.state.or.us/ODOT/HWY/ROW/docs/utility_forms/miscellaneous_forms/history_of_state_hwys.pdf?ga=)

<sup>26</sup> Within the Eugene-Springfield area, Oregon 126 has a business loop. From west to east, Oregon 126 Business route and Highway 99 coincide through Eugene downtown. Past the University of Oregon campus, they split. US Highway 99 joins southbound I-5, while Oregon 126 continues eastbound (this is the route approved in 1951), through the community of Glenwood. It then crosses the Willamette River and enters the city of Springfield. Oregon 126 Business route continues eastbound through downtown Springfield along South A Street, and westbound through Main Street. They rejoin the main stem of Oregon 126 in the Thurston neighborhood of the city's east end.

<sup>27</sup> Nathe, "History of State Highways in Oregon," 510.

<sup>28</sup> Dennis, *Springfield, Oregon, 1848-1955: Historic Context Statement*, 41.

<sup>29</sup> *Eugene and Lane County Directory* (Eugene, Oregon: Valley Printing & Stationery Co., 1944).

<sup>30</sup> *Eugene and Vicinity Telephone Directory* (Eugene, Oregon: The Pacific Telephone & Telegraph Company, 1946).

<sup>31</sup> *Eugene Springfield (Oregon) City Directory* (Colorado Springs, Colorado: The Johnson Publishing Co., 1952).

<sup>32</sup> *Eugene - Springfield - Lane County, Oregon Directory* (Colorado Springs, Colorado: Johnson Publishing Co., 1955).



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compromised because of the alterations over the years, mainly the service bay built in 1979; however, it is used still as a dealership by Toyota Trucks, Service & Repairs. When construction of the present building was completed, the dealership moved to their intended location at 702 North A Street.<sup>33</sup>

### Streamline Moderne

The term "Streamline Moderne," also known as Art Moderne, was a reaction to Art Deco verticality and heavy ornamentation of the c. 1920-1935 styles. The Streamline Moderne style was commonly employed from 1930 to 1955.<sup>34</sup> The architecture of the postwar era was also adapting to societal changes, and new building types devoted to automobiles started to appear in the cities. By 1949, the Eugene Drive-in Theatre was announcing its movies in *The Springfield News*.<sup>35</sup> Drive-in restaurants and other buildings that relied on the automobile started to develop in Springfield and vicinities. The architecture of most of these new edifices was characterized by the combination of functionalism and the idea of rejecting historical design concepts and forms.<sup>36</sup>

Industrial designers were committed to finding practical solutions to everyday problems. The Bauhaus in Germany, a school of design that opened from 1919 to 1933, was a pioneer in the design of furniture and utensils that were part of daily life. In America, Raymond Loewy, a renowned industrial designer (who was born in France but spent most of his professional life in the United States) popularized the "streamlining" of industrial design, going beyond objects and applying his design skill to signage, marketing, and architecture.<sup>37</sup> His designs included the *Shell* logo, the *Lucky Strike* package, the *Greyhound* bus, and the *S-1* locomotive. The term "Streamline" did not refer only to the modern spirit. It also reflected a search for "reduction of complexity to simple, easy-flowing shapes for the benefit of beholders and users in every aspect of life – machines, buildings, furniture."<sup>38</sup> "Streamlining" designs helped overcome depressed economies by reducing cost on the ornamentation, and also showing that even exposed steel-cage construction or factory-made materials could be attractive to users.<sup>39</sup> The Streamline Moderne style is characterized by horizontal elements, rounded corners, flat roofs, parapet walls, glass blocks, smooth walls, windows that wrap around corners without posts, and usually with asymmetrical massing.<sup>40</sup>

### Auto Showrooms

The modernization process begun in the 1930s was temporarily frozen by World War II. Due to war-time rationing and labor shortages, automobile production ceased. Drivers were forced to keep their old cars and repair them, increasing the demand for spare parts and mechanical work. As soon as the war ended, a new era of opportunity opened up for the automobile industry. As a response to the pent-up need and desire for new cars, automobile companies and their dealers were pushing for showrooms that were more attractive, and the ability to compete on the market.<sup>41</sup> The companies tried a powerful and less expensive means of influencing their agents. Instead of building model showrooms, as was done in the past, they began to publish written guidebooks or manuals that outlined steps to improve existing showrooms and/or built new dealerships.<sup>42</sup> In 1944, General Motors (GM) held a "Design Competition for Dealer Establishments" with an extensive list of architects. GM also produced a large engineering study on the building type, which was later published in the book *Planning Automobile Dealer Properties*, along with some of the designs from the competition.<sup>43</sup> Buick also published a manual in 1944, during war times, for the construction of its dealerships, *Buick Building Layout Guide*, which presented not only the proposed layout but also the specifications for the construction. This manual was used alongside GM's book in the design of the Springfield Motors Buick.

A number of factors influenced the design of dealership buildings. The automakers exhorted dealers to locate the buildings in lots farther out of town where there would be room for parking, with buildings not higher than one-story. They studied the time a person would spend looking at a display and preferred sites where an intersection and traffic light would force

<sup>33</sup> Oregon Inventory of Historic Properties, "Historic Resource Survey Form of 914 Main Street, Springfield" (City of Springfield, Oregon, January 30, 2001).

<sup>34</sup> Ernest E. Burden, *Illustrated Dictionary of Architecture*, 2nd ed. (New York: McGraw-Hill, 2002), 210.

<sup>35</sup> "Eugene's Newest Miracle of Entertainment! The Eugene Drive-In Theatre," *The Springfield News*, April 21, 1949.

<sup>36</sup> Burden, *Illustrated Dictionary of Architecture*, 210.

<sup>37</sup> Alan Gowans, *Styles and Types of North American Architecture: Social Function and Cultural Expression* (New York, NY: HarperCollins Publishers, 1992), 251.0

<sup>38</sup> *Ibid.*

<sup>39</sup> *Ibid.*

<sup>40</sup> Burden, *Illustrated Dictionary of Architecture*, 27.

<sup>41</sup> Chester H. Liebs, *Main street to Miracle Mile*, 2nd ed. (Baltimore, Maryland: The Johns Hopkins University Press, 1995), 87.

<sup>42</sup> *Ibid.*, 86.

<sup>43</sup> *Ibid.*, 89.

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drivers to contemplate the buildings and the cars within. After determining the ideal location, the exterior treatment was determined. The resulting architecture had to be instantly communicative to passing motorists and easy to understand at a glance. The focal point was the new-car display, a large glass window where the car was presented at its most flattering angle. The service wing, usually the largest part of the building, was designed with broad driveways leading to the service bays to send the message of priority, usually with neon signs identifying the areas.<sup>44</sup>

Because of the horizontality, rounded corners, asymmetrical massing among other character-defining features previously described, the Streamline Moderne style fit perfectly into the functional and aesthetic design of auto showrooms, and became the most commonly used style for dealerships in the postwar era up to the late 1950s. Rounded corners and oval windows with simple decoration were dominating the automobile industry, both in cars and showrooms design. The buildings reflected the advances of the automobile industry, with aerodynamic forms indicating the modern age.<sup>45</sup> The Springfield Motors Buick dealership presents all these characteristics that follow the Streamline Moderne style, emphasizing the horizontality and very simple details such as the rounded corner with wrap-around storefront. The as-built floor plans for this building were found inside the manual published by Buick, along with the GM's book and are today in possession of the Scherer family. The design chosen by Mr. DeVos and Mr. Scherer in the construction of Springfield Motors was *Building 100A*.

### **History of the Springfield Motors Buick Dealership**

The lot on which the Springfield Motors Buick Dealership is located was acquired by Gustave J. and Eleanor A. DeVos, in 1947, from W. J. Burden and his wife, Ida B. Burden, who had purchase it from the city in 1944.<sup>46</sup> The area was close to the downtown, one street north of Main Street; however, it was at that time still a residential neighborhood as the aerial photograph from 1944 illustrates.<sup>47</sup> Just a few years later, businesses began to move into this area, including the new Springfield City Hall, which moved one block west of the Springfield Motors building.

The edifice was built by Gustave DeVos, who was the manager of the Fibre Flax Plant in Springfield at the time, and the layout was chosen by Clarence L. Scherer, the manager of the dealership, who followed the design guidelines suggested by Buick its book *Buick Building Layout Guide*.<sup>48</sup> The proposed design "Building 100A" found in the book, is a perfect match to the existing Springfield Motors edifice, adapted to the lot size, with some reduction of the dimensions. The layout includes a corner sales room, which "provides a marvelous display for new cars."<sup>49</sup>

*The Springfield News* announced on April 14, 1949, that the new home of Springfield Motors would open its doors to the public on April 23 and 24.<sup>50</sup> Two weeks later, the newspaper published a "thank you" note from Springfield Motors, dedicated to the community for their support of the open house. This was the beginning of the long trajectory of a successful business, and one that today remains open under the same family ownership.

Clarence L. Scherer, the manager of the dealership, and his wife Dorothy E. Scherer, purchased the property from Gustave J. and Eleanor A. DeVos in 1965. In 1990, Scherer Investment Co., owned by Nancy Scherer, Carol Scherer, Susan Scherer, Robert Scherer, and Richard Scherer, the Clarence Scherer's descendants, acquired the building and some other properties, including the vacant lots at the north and east side of the dealership.<sup>51</sup>

The Scherer family has a long connection with the Buick Motor Company. Otto E. Scherer (father of Clarence Scherer), was a friend of company founder David Dunbar Buick, and by 1910, he was selling Buick automobiles in his dealership in Wisconsin, according to Robert Scherer, Clarence Scherer's son and current manager and owner.<sup>52</sup> At the time Clarence

<sup>44</sup> Ibid., 88-89.

<sup>45</sup> Ibid., 90.

<sup>46</sup> "City Sells Corner Lot at Seventh and A St.," *The Springfield News* (Springfield, Oregon, January 13, 1944), sec. Front page.

<sup>47</sup> "Aerial Photography Collection" (Knight Library, Aerial Photography Collection: University of Oregon, Willamette Valley Project, 4M Project 1944, LC1 Project 1952, DBQ Project 1960, DBQ Project 1968, C-BPA Project 1979, 1986, O-90-AEC Project 1990, NAPP Project 2000 1936).

<sup>48</sup> Robert Scherer, Personal Interview with author. April 25, 2009

<sup>49</sup> Buick Motor Division, *Buick Building Layout Guide*, 38. General Motors Corporation, 1944. This guidebook, as well as, the General Motors publication were found in the personal belongings of Clarence L. Scherer, along with the floor plans of the Springfield Motors building. In addition, a magazine clip with pictures of a new dealerships, including the New Ford dealership in Oregon (it does not specify the location), and the Pacific Motors building in Oceanlake, Oregon by Cliff Shiell and Associates. These buildings and the book are a clear reference to the architecture of the subject building.

<sup>50</sup> "New Home of Springfield Motors."

<sup>51</sup> Lane County Deeds and Records Department, "Lane County, Oregon. Office of County Assessor," n.d., #R1490/8746369.

<sup>52</sup> Robert Scherer, Personal Interview with author. April 25, 2009.



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L. Scherer partnered with Gustave DeVos to build Springfield Motors in 1949, his brother Gerald O. Scherer was the owner of the only Buick agency in the Eugene-Springfield area, then located at 942 Olive Street, Eugene, Oregon. In the spring of 1951, Gustave DeVos requested a building permit for an \$8,000 addition to his business.<sup>53</sup> By 1952, the addition to the Springfield Motors Buick Dealership, which housed expanded service areas, was already built on the northwestern corner of the building, as an indication of the successful business. In the 1953 city directory, the two brothers are listed as partners of Springfield Motors.

### **Comparative Analysis**

The Oregon State Historic Preservation Office's Historic Sites Database indicates only one identified building in the Springfield city limits that can be compared with the Springfield Motors Buick Dealership, built during 1945-1955 in the Streamline Moderne style. What is known today as Toyota Trucks, Service & Repairs is located at 914 Main Street, Springfield, Lane County, Oregon (Figure 19). Coincidentally Springfield Motors Buick Dealership was formerly located in this building. That building was surveyed in 2001 and is listed in the database, with a circa 1945 construction date.<sup>54</sup> While it was built in the Streamline Moderne style, it does not appear to follow the pattern books as the Buick Springfield Motors does. The 914 Main St. building is located on the northeast corner of 9<sup>th</sup> and Main Street. A single story, it has a flat roof, simple architecture, and minimal ornamentation. The rounded corner has been modified, and is today chamfered where the main entry door is located. The upper part of the building continues the curve creating a canopy; however, there is no showroom inside the building. Additional service bays were built in 1979, as the survey form indicates. Moreover, the automobile entrance on Main Street, east of the entry door has been filled-in. These changes are reversible but its integrity of design, workmanship, and feeling are compromised (Figure 19).

The Springfield Motors Buick Dealership is Springfield's best and most well-preserved example of Streamline Moderne commercial architecture. It housed the first new automobile franchise built in Springfield during the postwar era. It appears to be the only example remaining in Springfield, in which automakers' guidebooks were used to design the building. The construction was carried out using local materials and labor, helping to improve the economy of the area. The fact that only two historic dealerships were built after World War II in the Streamline Moderne style in the Springfield area, makes the Springfield Motors Buick Dealership building an important and rare example. It is locally important for its architecture in the theme of commerce (automobile sales), and for its relation to the development of transportation in Springfield during the postwar era.

### **Conclusion**

The Springfield Motors Buick Dealership is locally significant under Criterion C, for its distinctive architecture in the Streamline Moderne style and also under Criterion A for its association with the development of local transportation during the years immediately following World War II. Since 1949, the dealership has remained open and functioning as a Buick franchise. The same family has run the business for sixty years, helping the building retain its integrity in design, location, and use. The edifice was slightly altered in 2000 when the owners invested in renovating the office spaces. Though it has been altered since its construction in 1949, none of the renovations has had a major effect on integrity, as the building still retains most of its original or historic architectural elements. This building is unique and an excellent example of a postwar automobile showroom in the city of Springfield.

<sup>53</sup> "Spring Building[s] Shows April Total of \$193,635," *The Springfield News* (Springfield, Oregon, May 3, 1951), sec. Front page.

<sup>54</sup> Oregon Inventory of Historic Properties, "Historic Resource Survey Form of 914 Main Street, Springfield" (City of Springfield, Oregon, January 30, 2001).



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#### 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: Owner's personal archives

Historic Resources Survey Number (if assigned): N/A





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**Photographs:**

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

**Name of Property:** Springfield Motors Buick Dealership

**City or Vicinity:** Springfield

**County:** Lane **State:** Oregon

**Photographer:** Ernestina Fuenmayor, nomination preparer

**Date Photographed:** Exterior photographs, April 2009; Interior photographs, January and June 2010

**Description of Photograph(s) and number:**

- 1 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0001.tif)  
Exterior View: South and west facades, corner of A and 7th Street.
- 2 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0002.tif)  
Exterior View: Detail of sign at the southwest corner with aluminum storefront and neon sign.
- 3 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0003.tif)  
Exterior View: North and west facade from 7th Street.
- 4 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0004.tif)  
Exterior View: East facade, looking south.
- 5 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0005.tif)  
Exterior View: South and east facades from A Street, looking northwest.
- 6 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0006.tif)  
Interior View: Showroom from the mezzanine
- 7 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0007.tif)  
Interior View: General office counter window from the showroom
- 8 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0008.tif)  
Interior View: Fixed window, counterweight lift garage door and pedestrian door of the showroom view from the service area
- 9 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0009.tif)  
Interior View: Office area corridor, at left the sales office door and right the general office
- 10 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0010.tif)  
Interior View: Parts area counters. View from the service area, beyond are the garage door for the showroom and the windows for the office spaces
- 11 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0011.tif)  
Interior View: Service area looking south. Beyond is A North Street
- 12 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0012.tif)  
Interior View: Paint Shop at the 1951 addition. View from east to west
- 13 of 13:** (OR\_LaneCounty\_SpringfieldMotorsBuick\_0013.tif)  
Interior View: Wood Trusses at attic

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**Property Owner:** (Complete this item at the request of the SHPO or FPO.)

name Scherer Investments Co.  
street & number P.O. Box 87 telephone (541) 393-2855  
city or town Springfield state Oregon zip code 97477

**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.).

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

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N/A

Name of multiple listing (if applicable)

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- Figure 13. *Buick Building Layout Guide*, published in 1944. Design layout *Building 100A*.
- Figure 14. *The Springfield News*, Thursday, April 14, 1949
- Figure 15. *The Springfield News*, Thursday, April 21, 1949. Full page.
- Figure 16. *The Springfield News*, Thursday, April 21, 1949. Article in a full page on Figure 15.
- Figure 17. *The Springfield News*, Thursday, April 28, 1949
- Figure 18. *The Springfield News*, Thursday, April 7, 1949. Springfield Motors while construction of the actual edifice, was using the building at 914 Main Street, Springfield, Oregon.
- Figure 19. Example of a Streamline Moderne style dealership in Springfield, Oregon. *Toyota Trucks, Service & Repairs Building*. Located at 914 Main Street, Springfield, Lane Co., Oregon.



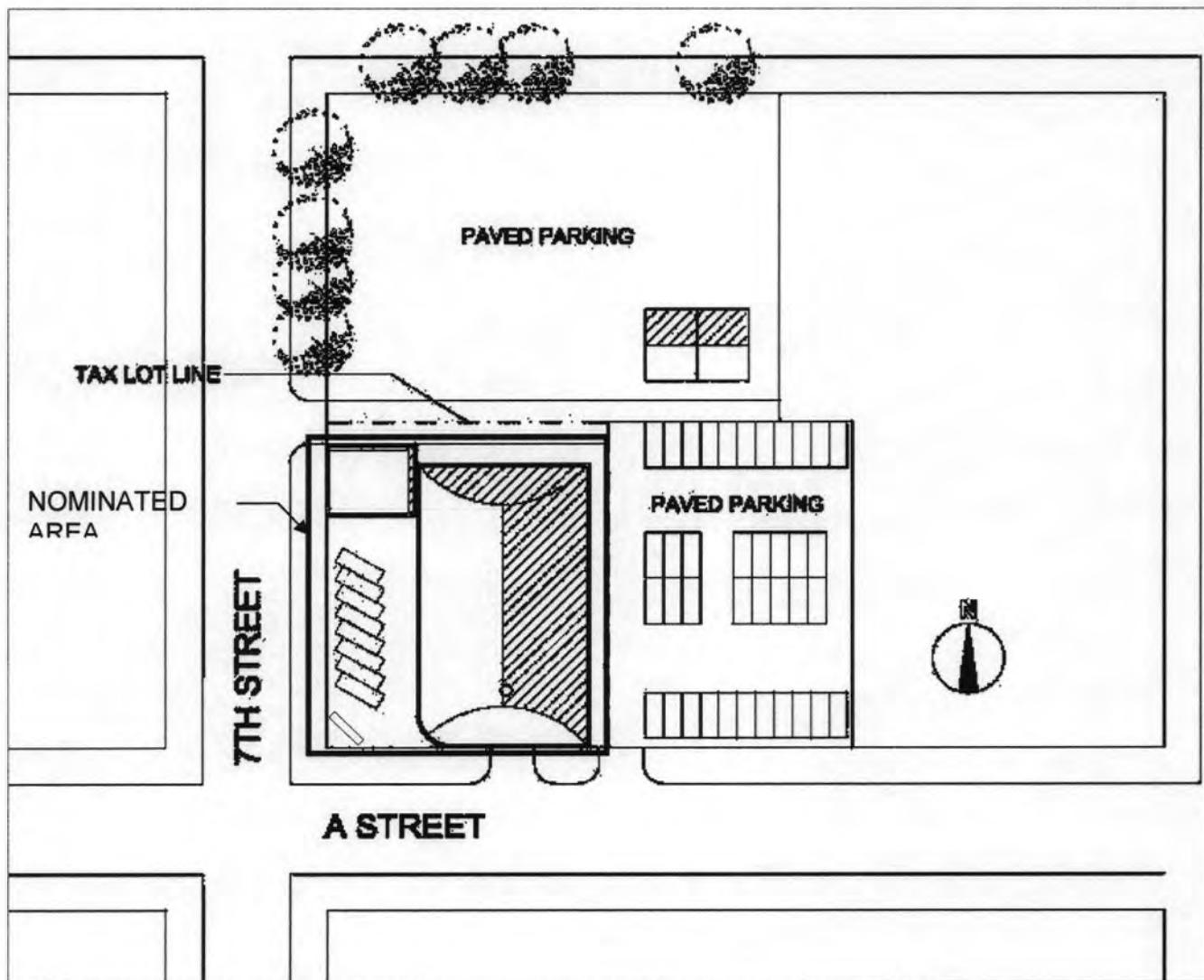
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Supplemental Documentation Page 2

Figure 1. Site plan for Springfield Motors Buick Dealership, Springfield, Oregon.





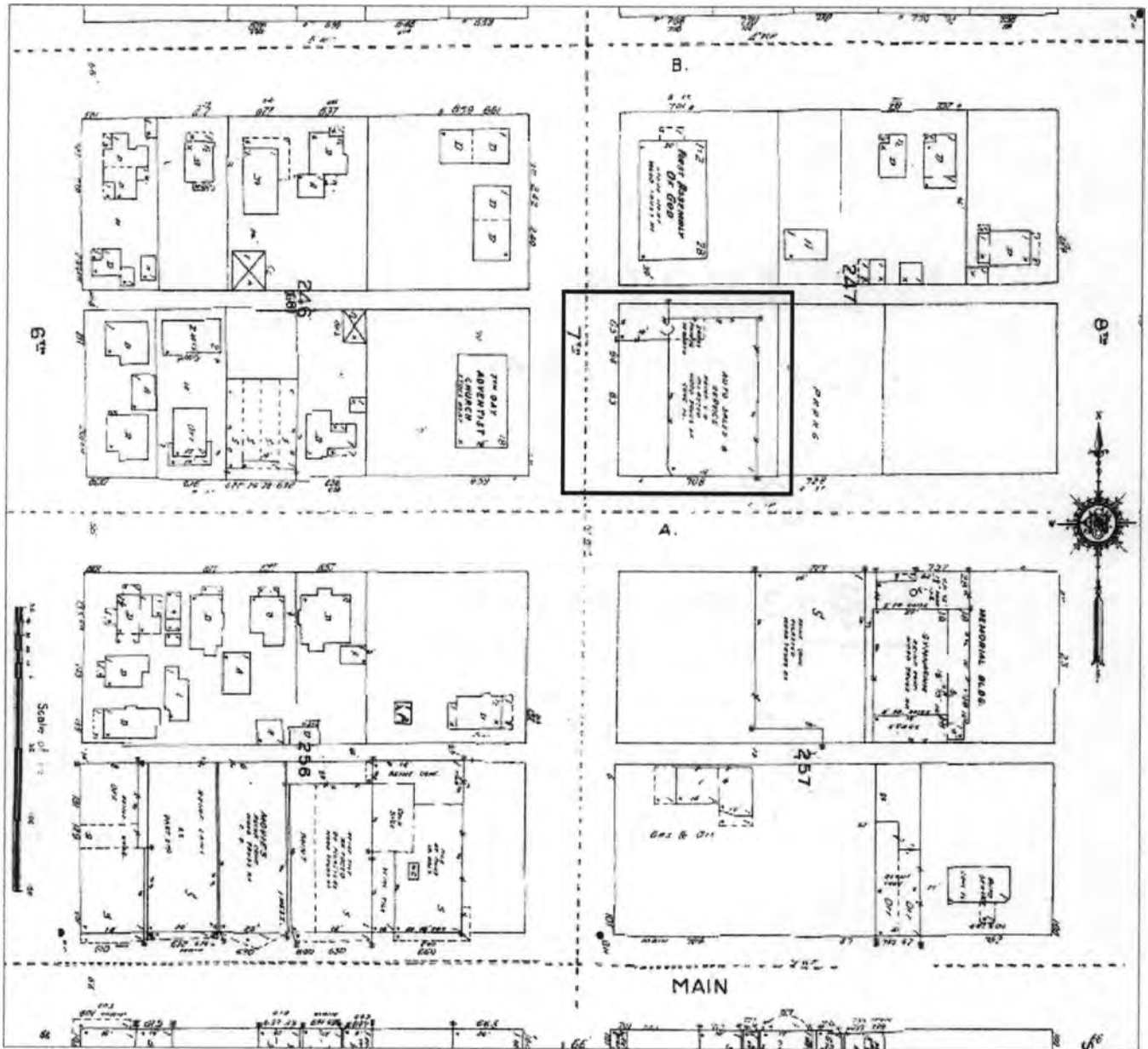
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Supplemental Documentation Page 4

Figure 3. 1960 Sanborn Insurance Map





United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Supplemental Documentation Page 5

Figure 4. Aerial Photography 1944, Project 4M, Agency USA COE



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Supplemental Documentation Page 6

Figure 5. Aerial Photography 1952, Project LC1, Agency Cascade Aerial Photography.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
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Section number Supplemental Documentation Page 7

Figure 6. Aerial Photography 1960, Project DBQ, Agency ASCS.





United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Supplemental Documentation Page 8

Figure 7. Aerial Photography 1968, Project DBQ, Agency ASCS.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Supplemental Documentation Page 9

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

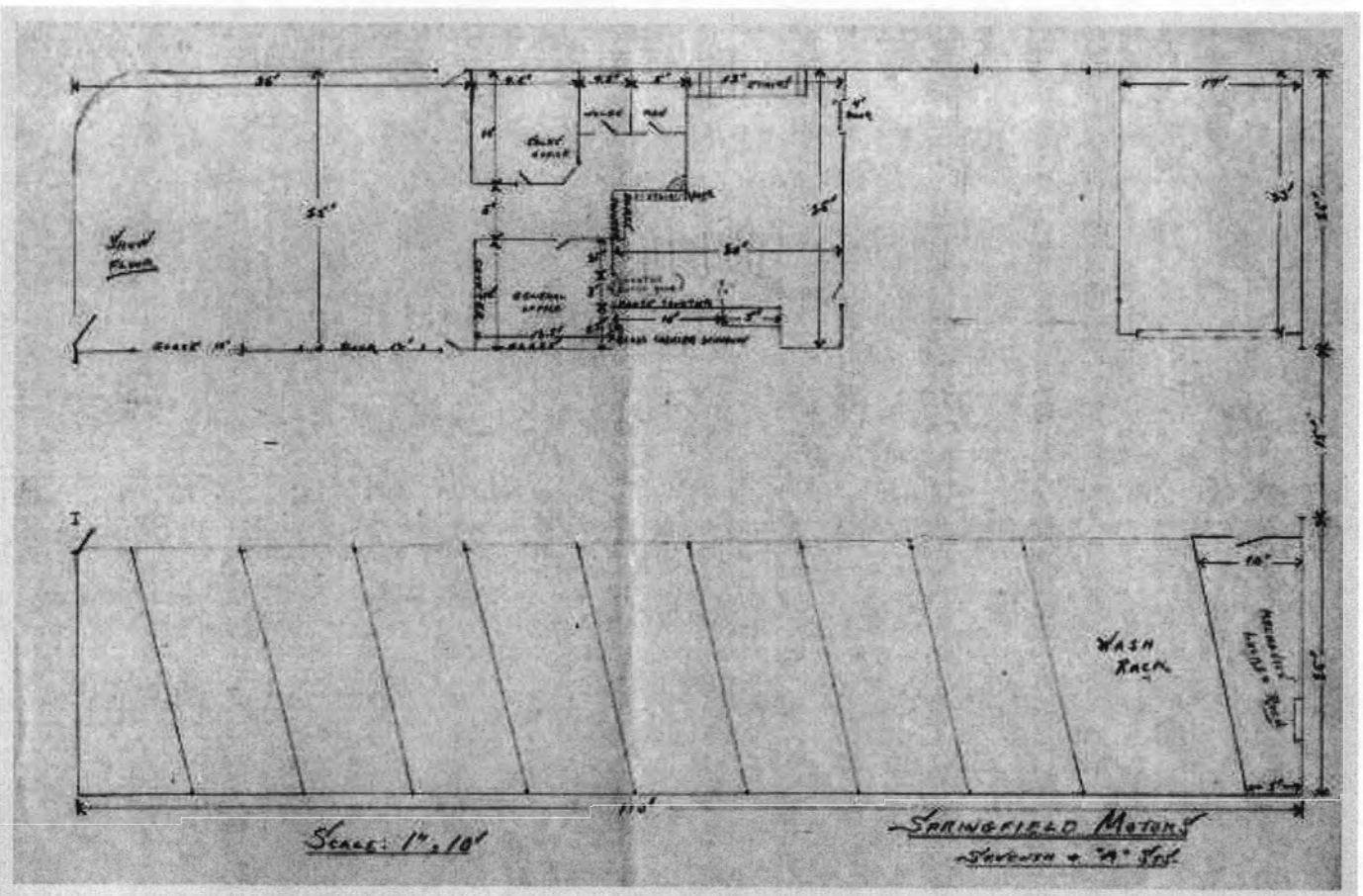


Figure 8. Ground Floor Plan. Probably drawn by Clarence L. Scherer

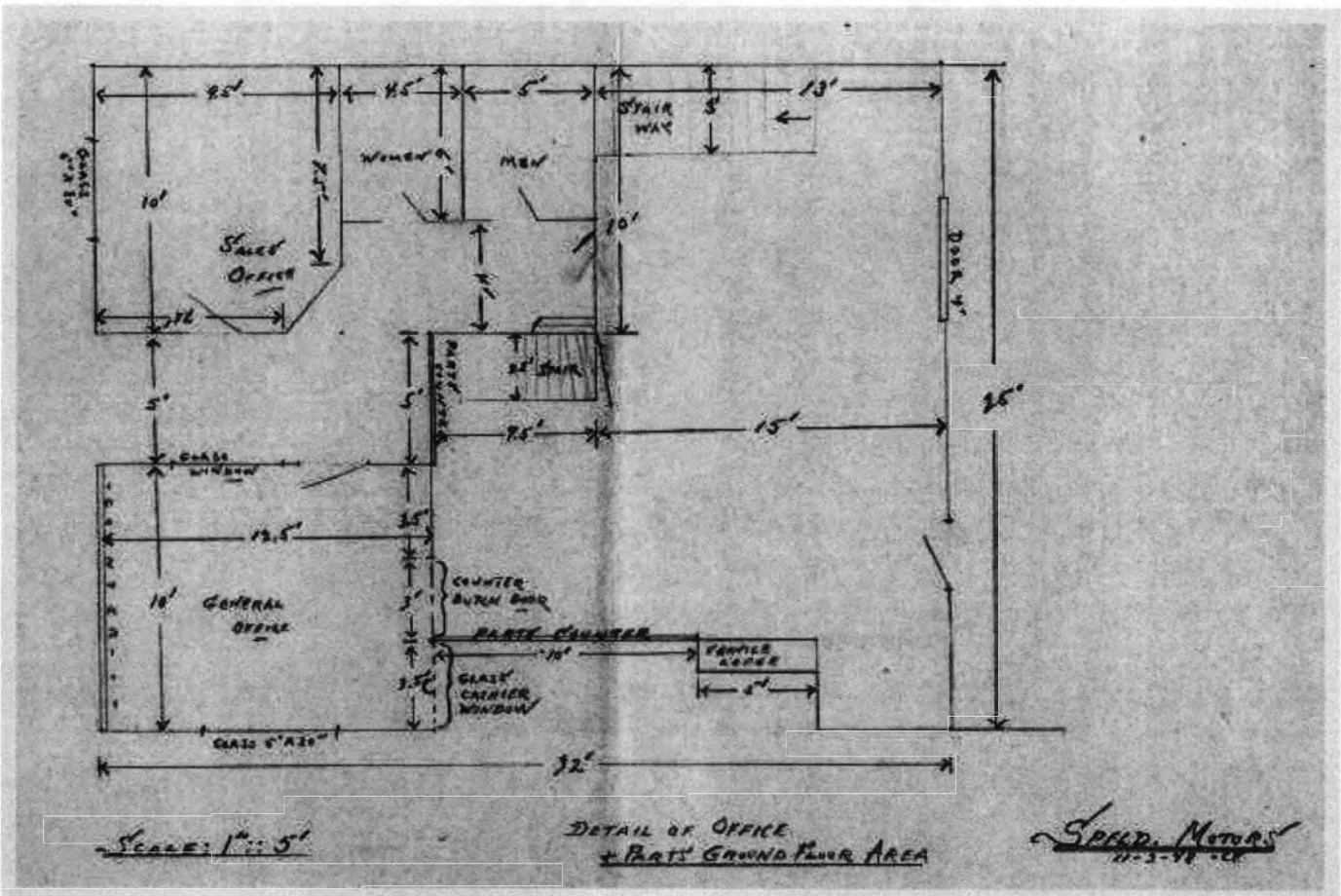
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Supplemental Documentation Page 10

Name of Property	Springfield Motors Buick Dealership
Lane County, Oregon	
County and State	
N/A	
Name of multiple listing (if applicable)	

Figure 9. Floor Plan: Detail of Office and Parts Ground Floor Area. Probably drawn by Clarence L. Scherer.





United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number \_\_\_\_\_ Supplemental Documentation \_\_\_\_\_ Page 11

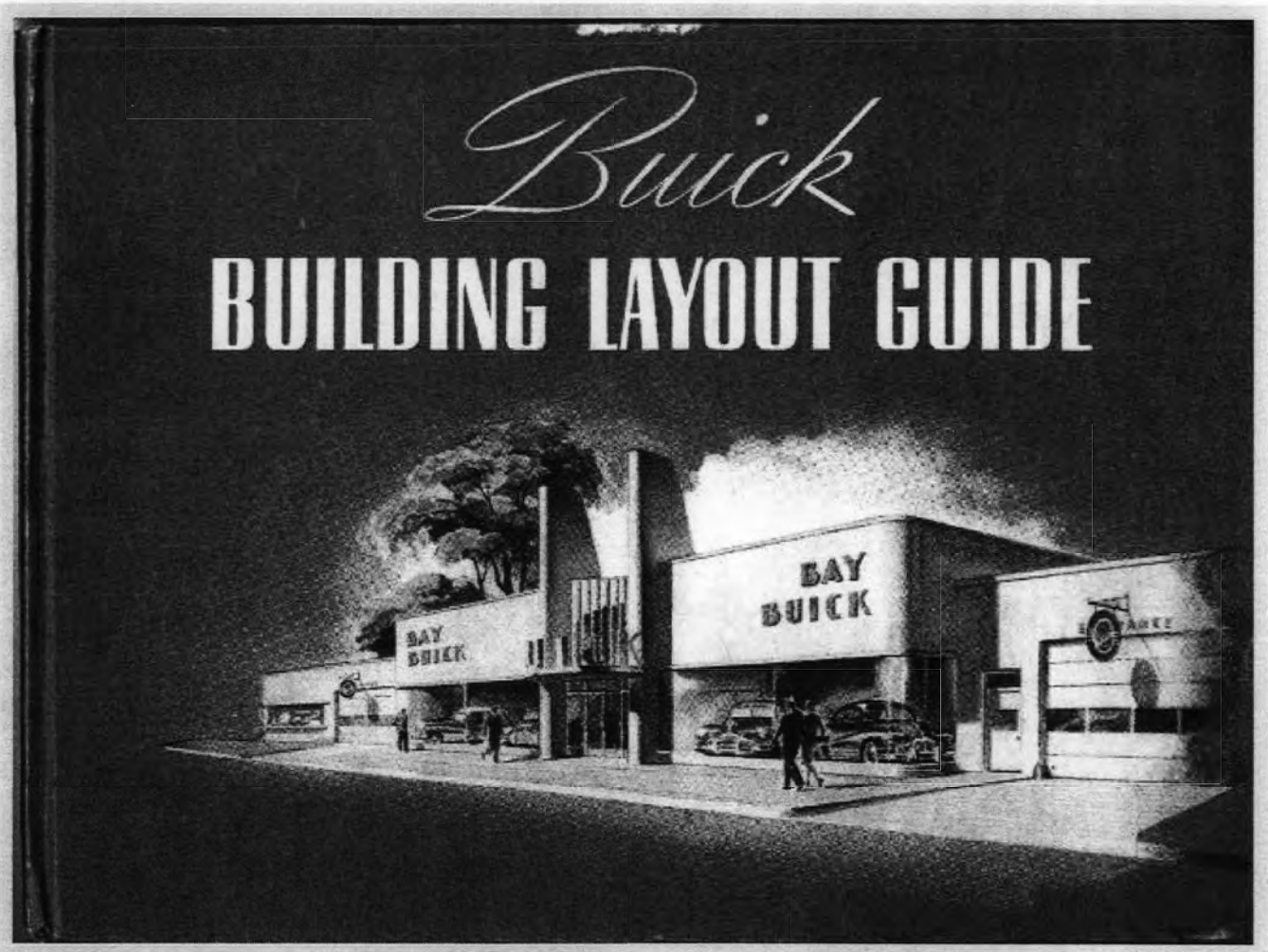
Springfield Motors Buick Dealership  
Name of Property \_\_\_\_\_

Lane County, Oregon  
County and State \_\_\_\_\_

N/A

Name of multiple listing (if applicable) \_\_\_\_\_

Figure 10. Buick Building Layout Guide, published in 1944



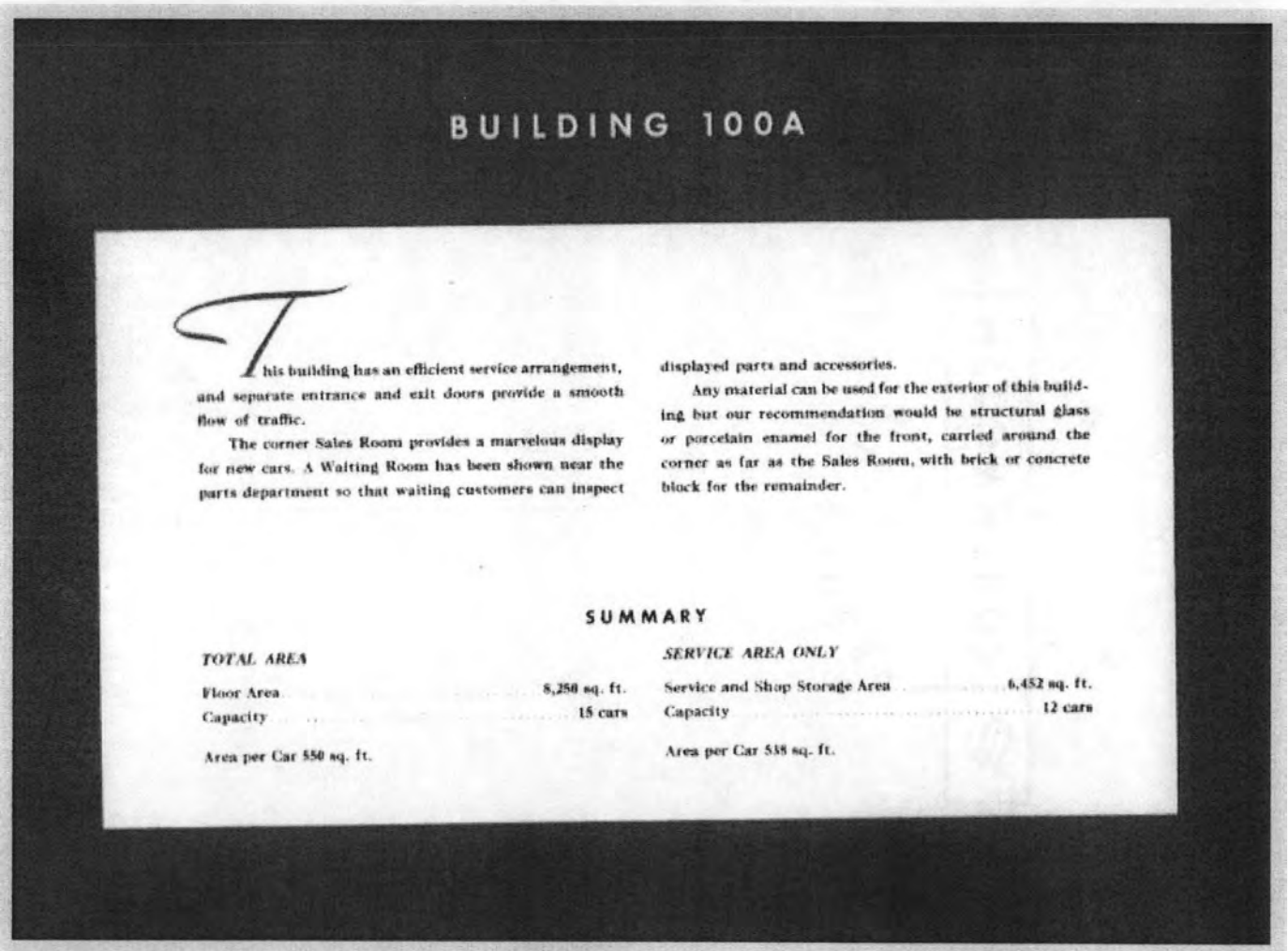
United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number \_\_\_\_\_ Supplemental Documentation \_\_\_\_\_ Page 12

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Figure 11. Buick Building Layout Guide, published in 1944. Design layout Building 100A.



United States Department of the Interior  
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# National Register of Historic Places Continuation Sheet

Section number \_\_\_\_\_ Supplemental Documentation Page 13

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

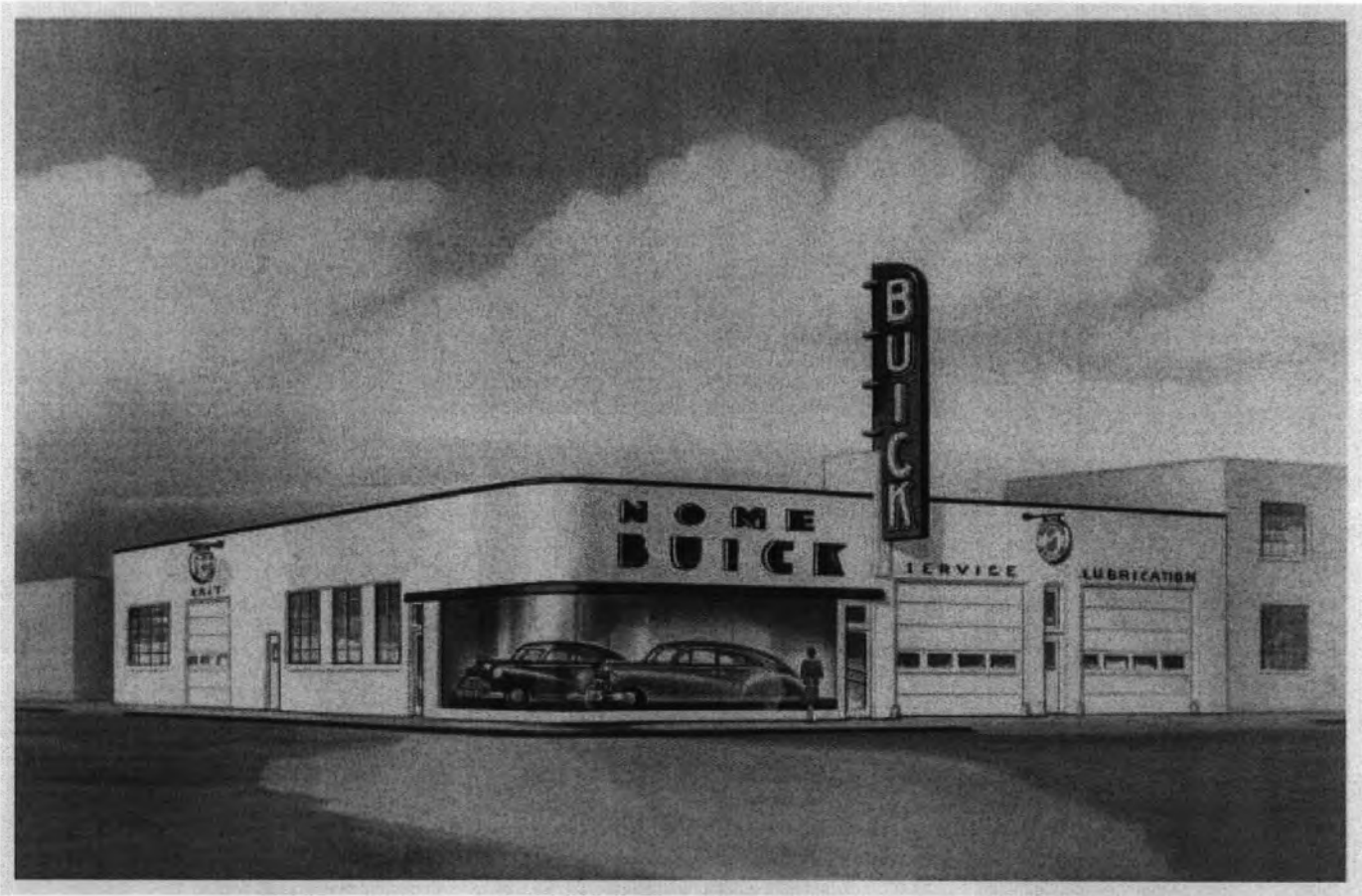


Figure 12. Buick Building Layout Guide, published in 1944. Design layout Building 100A.



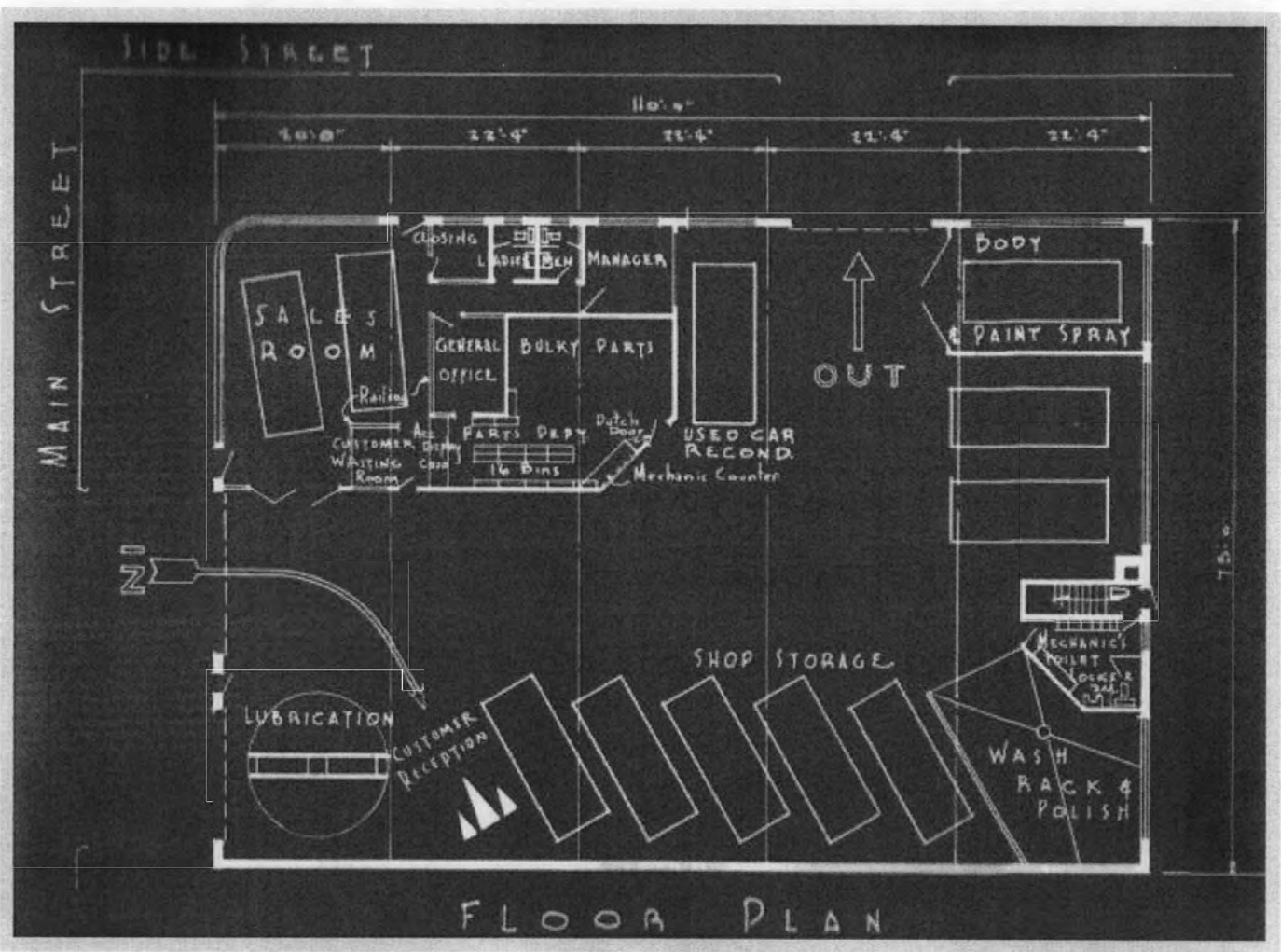
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Supplemental Documentation Page 14

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Figure 13. Buick Building Layout Guide, published in 1944. Design layout Building 100A.



# THE SPRINGFIELD

SPRINGFIELD, LANE COUNTY, OREGON, THURSDAY, APR. 14, 1949

## New Home of Springfield Motors



Here is the new home of Springfield Motors, Springfield's own Buick dealership, located at 7th and A streets, which will open to the public April 23 and 24.

Gus DeVos is owner and builder of this new and modern structure which is under long term lease to Springfield Motors. Clarence Scherer, manager. The one story concrete building is 65 by 110 feet in dimension.

The building, of concrete and pumice stone has the truss type of roof, with no supporting pillars inside. There is a fine show room, parts department, modern repair shop, etc. Buick sales and service and parts will of course be featured but Scherer states there will be complete automotive service for all makes of cars.

## Mrs. Bryan Given 50-Year Jewel

Fifty years of service in the Juvenile Rebekah lodge in Springfield was rewarded Tuesday when a 50-year jewel was awarded Mrs. Maude...

## Fall Terms Of School Opens

On Sept. 12

## Track Team Wins Another Meet

By Clyde Fahlman  
Springfield High Coach Ken...  
ual Buhler's cinder aggregation registered, number three in the...

## Budgeteers May Make 10 Mill Cut In 1949 City Levy

The final meeting of the city budget committee has been called for Thursday evening when it is expected figures will be complete. The committee met Tuesday evening and have tentatively agreed on expense estimates that would call for about a 10 mill drop in city taxes. Salaries of city employees have not been raised, except in the lower brackets so far, committeemen said.

**Cut Street Dept.**  
A cut of \$30,000 over last year has been made in the street department. This was accomplished by buying less equipment, cutting the personnel from 11 to nine men, and eliminating road oiling at city expense. What oiling that is done by the city this year must be paid for by the individual property owners according to the budget planning, and the recommendation of the city council.

**Meat Inspection**  
City milk and meat inspection is being provided for in the budget. At present the state only inspects dairy barns but there is nothing to prevent poor grade milk being sold in Springfield. The committee interviewed Dr. L. G. Hetterline, the Eugene inspector, and he has agreed to furnish the same inspection of milk and meats as he is doing in Eugene. The county health department in cooperation with the city now inspects restaurants and food stores.

## COMMUNAL FORUM

Parks, chamber of commerce Wednesday Lunch. The forum and sports parks; Art J. Sanders, pres.

## Many V Appear

These appear pay fines in Municipal court: Frank McFadden, \$1.00; one year; Roger S. Jesse, \$10.00; Jesse Sho Bullington, \$10.00; Westley Brooks Wayne McCrae intersection, \$5.00; blocking intersection, \$1.00; Robert Ree Hazel Arnold, \$1.00; Edna Hogue, \$1.00; Thom rule, \$20.00; Dale A \$15.00; Martin Bad \$12.00.

Leon Bender M. Richards, L. Johnson, Charl Thomas, Bob P for jay-walking caused Joseph Sage, Roy Rides,

Springfield Motors Buick Dealership  
 Name of Property  
 Lane County, Oregon  
 County and State  
 N/A  
 Name of multiple listing (if applicable)

United States Department of the Interior  
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# National Register of Historic Places Continuation Sheet

Section number Supplemental Documentation Page 16

Springfield Motors Buick Dealership  
Name of Property  
Lane County, Oregon  
County and State  
N/A  
Name of multiple listing (if applicable)

Figure 15. *The Springfield News*, Thursday, April 21, 1949. Full page.

Announcing . . .

# GRAND OPENING

Saturday and Sunday, April 23 and 24

There's a big welcome mat at the door of your new Buick Dealership and we hope you will walk.

Put you will step up with an organization built on craftsmanship, industry and the kind of determination you like to have shown to you.

It's an organization headed up by men who have seen a lot of things and know the tried and true way to do them.



It's an organization with a most complete stock of Buick service parts, and with specialists skilled in factory methods.

And, of course, it's your store by place to see the new Indianapolis Buicks that match superb beauty with the greatest engineering advances of the year - including the V8 Six-Cylinder job, and the fabulous new Drafting Buick.

This organization has an absolute commitment to serve you well. We hope you'll drop in soon and say hello.

**SPRINGFIELD'S OWN BUICK DEALERSHIP**

SALES — SERVICE — PARTS

*Complete Automotive Service for All Makes of Cars*

## Springfield Motors

7th and A Street Springfield, Oregon

**"When Better Automobiles are Built BUICK Will Build Them"**

**Springfield Motors Now in New Garage Building**

The Springfield Buick Dealership has moved to its new garage building at 7th and A streets. The new building is a modern structure with ample room for the display of Buick automobiles and for the service of Buick customers. The new building is a fine example of modern garage architecture and is a credit to the Springfield Buick Dealership.

**U. S. Bank Deposits Now \$4,576,557**

The United States National Bank of Portland, Oregon, reports that its deposits for the first quarter of 1949 total \$4,576,557. This is an increase of \$1,100,000 over the same quarter of 1948. The bank's deposits are made up of savings deposits, time deposits, and checking accounts. The bank's assets are also up, and it reports a net income of \$100,000 for the first quarter of 1949.

**Driver's License SR Expires End of April**

Every Oregon driver's license expires at the end of April. The Department of Transportation is reminding drivers to renew their licenses before they expire. Drivers who do not renew their licenses before they expire will be considered as unlicensed drivers and will be subject to a fine of \$10.00. Drivers who do not renew their licenses before they expire will also be subject to a suspension of their licenses for 30 days. Drivers who do not renew their licenses before they expire will also be subject to a suspension of their licenses for 30 days.

**KINGPIN - that's you!**



It happens every year, during spring cleaning. These dreary days, water and leveling and frequent wild frosts, when the winter winds are still like a hawk - and you're suddenly stronger than you feel.

Look, champion who put the handsome carriage in power by that means.

It's not a bad idea, is it? You're a Roadmaster - and you're a Kingpin. You're a Kingpin - and you're a Roadmaster. You're a Kingpin - and you're a Roadmaster. You're a Kingpin - and you're a Roadmaster.

It's not a bad idea, is it? You're a Roadmaster - and you're a Kingpin. You're a Kingpin - and you're a Roadmaster. You're a Kingpin - and you're a Roadmaster.

It's not a bad idea, is it? You're a Roadmaster - and you're a Kingpin. You're a Kingpin - and you're a Roadmaster. You're a Kingpin - and you're a Roadmaster.

**BUICK**

**Roadmaster**

THE BUICK WAY



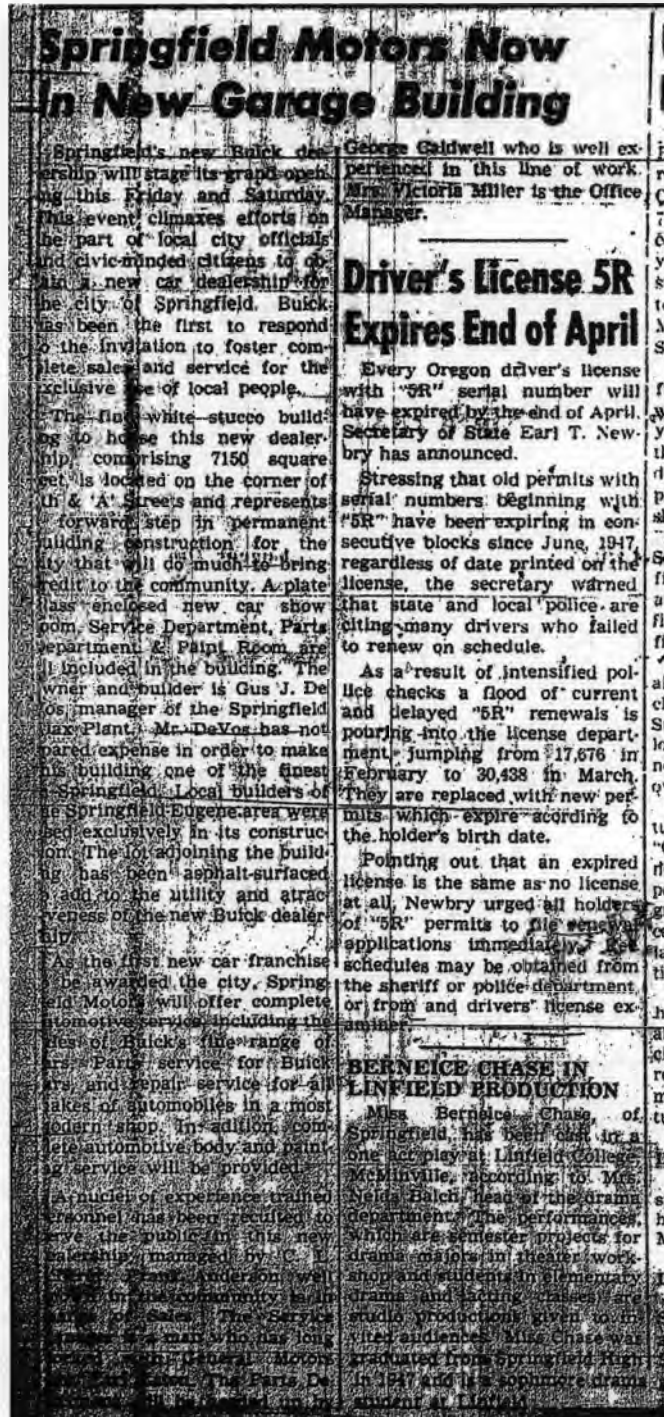
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Supplemental Documentation Page 17

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Figure 16. *The Springfield News*, Thursday, April 21, 1949. Article in a full page on Figure 15.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane County, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Supplemental Documentation Page 18

Figure 17. *The Springfield News*, Thursday, April 28, 1949

Coburg

THANK YOU!  
SPRINGFIELD!

FOR THE GRACIOUS WELCOME, AFFORDED US ON  
THE OCCASION OF OUR OPEN HOUSE APR. 22 - 24

We pledge our best efforts to care for all of your automotive needs  
including New and Used Car Sales, Parts, and Service for All Makes of  
Cars.

Your patronage will be appreciated.



SPRINGFIELD MOTORS  
"Springfield's Own Buick Dealership"  
7th & A Streets Telephone 316

United States Department of the Interior  
National Park Service

Springfield Motors Buick Dealership

Name of Property

Lane County, Oregon

County and State

N/A

Name of multiple listing (if applicable)

# National Register of Historic Places Continuation Sheet

Section number Supplemental Documentation Page 19

Figure 18. *The Springfield News*, Thursday, April 7, 1949.

Springfield Motors while construction of the actual edifice, was using the building at 914 Main Street, Springfield, Oregon.

and must be shaped and sized

AT YOUR FAVORITE DEALERS

*Folks are calling it*  
**The "BUY" in Big Cars**

When better automobiles are built, let it be a Buick.



**BUICK**  
**Roadmaster**  
WITH STANLEY DRIVE  
THE BUY IN BIG CARS

**BUICK alone has all these features**  
 58-horsepower DYNAFLOW DRIVE • FULL VIEW VISION • POWER-STEERED  
 steering wheel • SWING-EASY DRIVE • 100 MPH • "DIVINE  
 SPACE" INTERIORS with 100 lbs. of storage space • 100 lbs. of  
 QUADRUPEL COIL SPRINGING • 100 lbs. of "STEERING BY AIR"  
 POWER with SELF-SETTING VALVE IN LINE • 100 lbs. of ENGINE  
 MOUNTING • 100 lbs. of PROTECTIVE COATING • 100 lbs. of  
 SAFETY-SEE BUICK • SUPER BRAKING • 100 lbs. of BODY BY BUICK

**N**ot much question about it now.  
 Folks have had time to look them all over, size them all up, match respective merits — and the verdict still stands: It's ROADMASTER!

For here's the size and bearing and comfort that make you Mr. Big wherever you go.

Here's a ride so firm and soft and level you begin to understand why it sets standards others strive to equal.

Here's the quite unmatched silkiness of Dynaflow Drive, with never a hulk or jerk

or break of stride in your forward going.

Above all, here are the things you want more than anything in an automobile. Life-lift—a swift and soaring eagerness waiting only your toe-touch to put you in command of any highway situation.

We'd like to prove all this to you by putting you behind a ROADMASTER wheel. Like to prove, with a hard-boiled matching of figures, that your dollars do their biggest job of the times right here in ROADMASTER.

Drop in, any time. We're ready always to take your order with or without a car in trade.

**Springfield** **SPRINGFIELD MOTORS** 914 Main St.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership

Name of Property

Lane County, Oregon

County and State

N/A

Name of multiple listing (if applicable)

Section number Supplemental Documentation Page 20

Figure 19. Example of a Streamline Moderne style dealership in Springfield, Oregon.  
*Toyota Trucks, Service & Repairs Building,*  
located at 914 Main Street, Springfield, Lane Co., Oregon.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership

Name of Property

Lane, Oregon

County and State

N/A

Name of multiple listing (if applicable)

Section number Historic Photographs Page 1

### List of Historic Photographs

- Historic Photograph 1. South and west facades, corner of A and 7<sup>th</sup> Street, April 1949
- Historic Photograph 2. Showroom at the opening day in April 1949, looking south. Opening Day.
- Historic Photograph 3. South and west facades, corner of A and 7<sup>th</sup> Street, 1959.
- Historic Photograph 4. South and west facades, corner of A and 7<sup>th</sup> Street, 1959.
- Historic Photograph 5. Clarence L. Scherer in his office on the Mezzanine, 1959.
- Historic Photograph 6. Mildred Wildman, the Secretary on the General office, 1959.
- Historic Photograph 7. Gay Caldwell on the Parts counter area, 1959.
- Historic Photograph 8. Phil Parson on the Parts counter area, 1959.
- Historic Photograph 9. Clarence Scherer at far left with the personnel at the Service Area, 1959.
- Historic Photograph 10. Showroom of the Scherer Motor Company a Buick dealership owned by Gerald O. Scherer, brother of Clarence Scherer and later co-owner of Buick Springfield Motors, c. 1930.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Historic Photographs Page 2

Springfield Motors Buick Dealership

Name of Property

Lane, Oregon

County and State

N/A

Name of multiple listing (if applicable)

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1949

**Location of Digital Archive:** Springfield Motors Buick Dealership

Exterior View: South and west facades, corner of A and 7<sup>th</sup> Street. Opening Day. April 1949





United States Department of the Interior  
National Park Service

Springfield Motors Buick Dealership
Name of Property
Lane, Oregon
County and State
N/A
Name of multiple listing (if applicable)

# National Register of Historic Places Continuation Sheet

Section number Historic Photographs Page 3

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1949

**Location of Digital Archive:** Springfield Motors Buick Dealership

Interior View: Showroom at the opening day in April 1949, looking south. Opening Day.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Historic Photographs Page 4

Springfield Motors Buick Dealership

Name of Property

Lane, Oregon

County and State

N/A

Name of multiple listing (if applicable)

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1959

**Location of Digital Archive:** Springfield Motors Buick Dealership

Exterior View: South and west facades, corner of A and 7<sup>th</sup> Street. The picture was taken on the 10<sup>th</sup> year Anniversary in 1959. From left to right are Frank Anderson, Don Briody and Clarence Scherer.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Historic Photographs Page 5

Springfield Motors Buick Dealership

Name of Property

Lane, Oregon

County and State

N/A

Name of multiple listing (if applicable)

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1959

**Location of Digital Archive:** Springfield Motors Buick Dealership

Exterior View: South and west facades, corner of A and 7<sup>th</sup> Street. The picture was taken on the 10<sup>th</sup> year Anniversary in 1959.





United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Historic Photographs Page 6

Springfield Motors Buick Dealership

Name of Property

Lane, Oregon

County and State

N/A

Name of multiple listing (if applicable)

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1959

**Location of Digital Archive:** Springfield Motors Buick Dealership

Interior View: Clarence L. Scherer in his office on the Mezzanine. The picture was taken on the 10<sup>th</sup> year Anniversary in 1959.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Historic Photographs Page 7

Springfield Motors Buick Dealership

Name of Property

Lane, Oregon

County and State

N/A

Name of multiple listing (if applicable)

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1959

**Location of Digital Archive:** Springfield Motors Buick Dealership

Interior View: Mildred Wildman, the Secretary on the General office. The picture was taken on the 10<sup>th</sup> year Anniversary in 1959.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane, Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Historic Photographs Page 8

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1959

**Location of Digital Archive:** Springfield Motors Buick Dealership

Interior View: Gay Caldwell on the Parts counter area. The picture was taken on the 10<sup>th</sup> year Anniversary in 1959.





United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Historic Photographs Page 9

Springfield Motors Buick Dealership

Name of Property

Lane, Oregon

County and State

N/A

Name of multiple listing (if applicable)

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1959

**Location of Digital Archive:** Springfield Motors Buick Dealership

Interior View: Phil Parson on the Parts counter area. The picture was taken on the 10<sup>th</sup> year Anniversary in 1959.



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# National Register of Historic Places Continuation Sheet

Springfield Motors Buick Dealership
Name of Property
Lane, Oregon
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N/A
Name of multiple listing (if applicable)

Section number Historic Photographs Page 10

**Name of Property:** Springfield Motors Buick Dealership

**Location of Property:** 702 North A Street,  
Springfield, Lane County, Oregon

**Photographer:** Moderne Studio, Springfield, Oregon

**Date of Photographs:** April 1959

**Location of Digital Archive:** SPRINGFIELD MOTORS BUICK. 702 North A Street, Springfield, Lane Co., Oregon

Interior View: Clarence Scherer at far left with the personnel at the Service Area. The picture was taken on the 10<sup>th</sup> year Anniversary in 1959.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Historic Photographs Page 11

Springfield Motors Buick Dealership

Name of Property

Lane, Oregon

County and State

N/A

Name of multiple listing (if applicable)

**Name of Property:** Scherer Motor Company

**Location of Property:** 242 Olive Street,  
Eugene, Lane County, Oregon

**Photographer:** Unknown

**Date of Photographs:** Unknown

**Location of Digital Archive:** Springfield Motors Buick Dealership 702 North A Street, Springfield, Lane Co.,  
Oregon

Interior View: Showroom of the Scherer Motor Company a Buick dealership owned by Gerald O. Scherer, brother of Clarence Scherer and later co-owner of Buick Springfield Motors. The picture was taken c. 1930.





UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Springfield Motors Buick Dealership

MULTIPLE NAME:

STATE & COUNTY: OREGON, Lane

DATE RECEIVED: 4/21/11      DATE OF PENDING LIST: 5/11/11  
DATE OF 16TH DAY: 5/26/11      DATE OF 45TH DAY: 6/06/11  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 11000328

REASONS FOR REVIEW:

APPEAL: N    DATA PROBLEM: N    LANDSCAPE: N    LESS THAN 50 YEARS: N  
OTHER: N    PDIL: N    PERIOD: N    PROGRAM UNAPPROVED: N  
REQUEST: N    SAMPLE: N    SLR DRAFT: N    NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    6.1.11 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in  
The National Register  
of  
Historic Places**

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



**BUICK**

*Springfield*  
**MOTORS**

**PARTS  
SERVICE**

**SALE**

total analysis

SALES



SPRINGFIELD MOTORS BUICK

LANE CO., OR

1 of 13

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# BUICK

*Springfield*  
MOTORS

ANNIVERSARY  
**S**  
**A**  
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**E**  
★

GMC

total confidence

gmconfidence.com





SPRINGFIELD MOTORS BUICK

LANE CO., OR

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SPRINGFIELD MOTORS BUICK

LANE Co., OR

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SPRINGFIELD MOTORS BUICK  
LANE CO., OR  
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PARTS-SERVICE

SPRINGFIELD MOTORS

1950-1978-2002

SALES

Springfield Motors Buick  
Lane Co., OR  
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SPRINGFIELD MOTORS Buick  
LANE Co., OR  
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<> 10/06/10





SPRINGFIELD MOTORS BUICK  
LANE CO., OR

8 OF 13

10/06/10 <

0544002006104 5/27 < > (ORL., u1ck008.jf9)



RESTROOMS



CHEVROLET MALIBU 9,887  
CHEVROLET COBALT 9,985  
CHEVROLET AVEO 11,982  
CHEVROLET SPARK 8,877  
CHEVROLET HHR 7,896  
CHEVROLET EQUINOX 4,876



SPRINGFIELD MOTORS BUICK  
LANE CO., OR

9 OF 13

< 10/06/10

0544002006104 7/27 < > (ORL..uick009.jfs)

SINCE 1949



SPRINGFIELD MOTORS BUICK  
LANE CO., OR

10 of 13

0544002006104 9/27 <> <ORL..uick010.jpg>

<> 10/06/10





SPRINGFIELD MOTORS BUICK

LANE CO., OR

11 OF 13

0544002006104 11/27 <> <ORL..wick011.jft

<> 10/06/10



SPRINGFIELD MOTORS BUICK

LANE Co., OR

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0544002006104 13/27 <> <ORL..uick012.jft

<> 10/06/10





SPRINGFIELD MOTORS BUICK

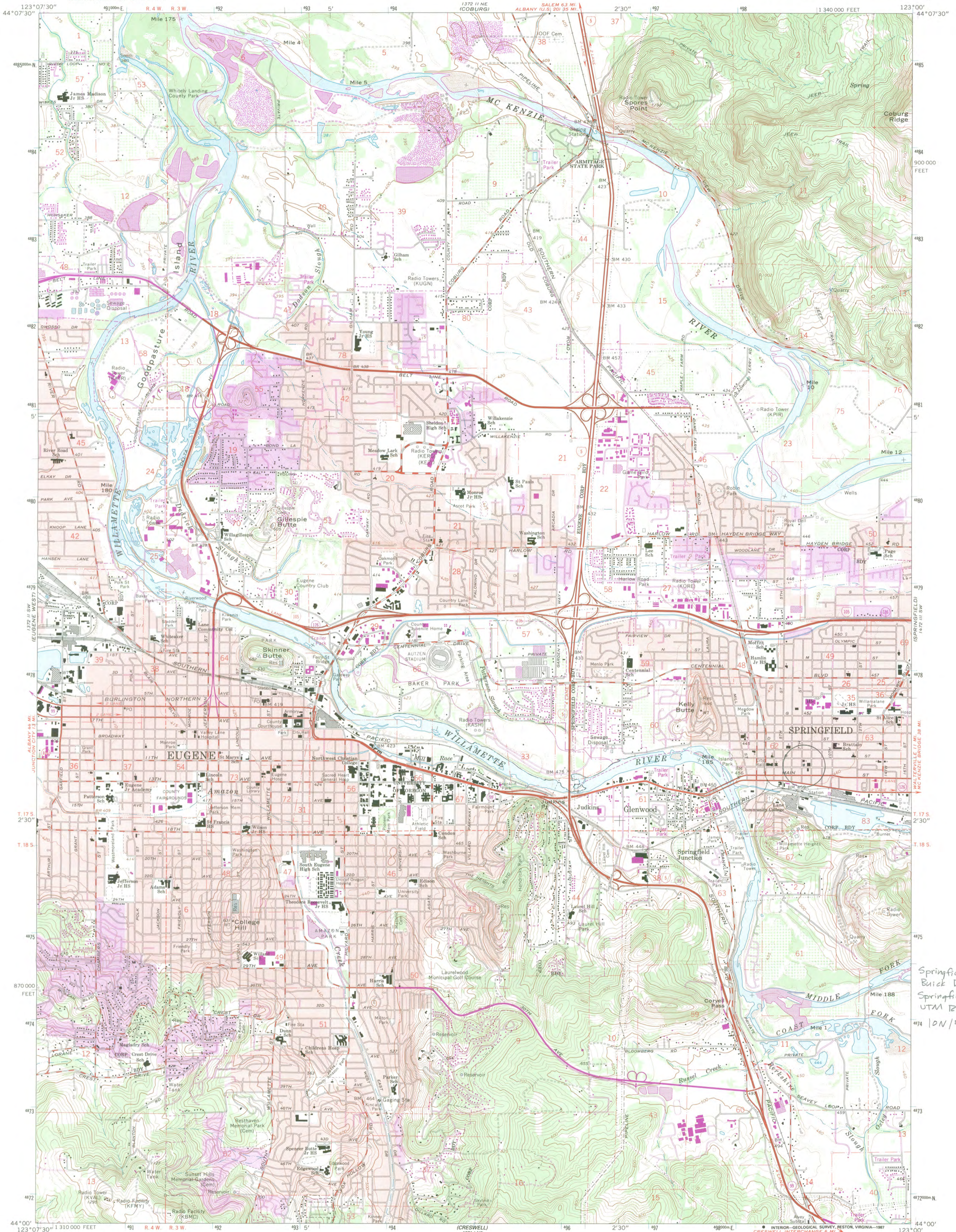
LANE Co., OR

13 OF 13

0544002006104 15/27 (>) <ORL..uick013.jft

<> 10/06/10





Mapped, edited, and published by the Geological Survey  
Control by USGS, NOS/NOAA, and State of Oregon  
Topography by photogrammetric methods from aerial  
photographs taken 1965. Field checked 1967  
Polyconic projection. 1927 North American datum  
10,000-foot grid based on Oregon coordinate system,  
south zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 10, shown in blue  
To place on the predicted North American Datum 1983,  
move the projection lines 22 meters north and  
95 meters east as shown by dashed corner ticks  
Red tint indicates areas in which only landmark buildings are shown  
Purple tint indicates extension of urban areas

SCALE 1:24,000  
1 1000 2000 3000 4000 5000 6000 7000 FEET  
1 1 2 3 4 5 6 7 8 9 10 KILOMETER  
CONTOUR INTERVAL 20 FEET  
DOTTED LINES REPRESENT 5-FOOT CONTOURS  
NATIONAL GEODETIC VERTICAL DATUM OF 1929  
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION  
Heavy-duty — Light-duty  
Medium-duty — Unimproved dirt  
Interstate Route U.S. Route State Route  
EUGENE EAST, OREG.  
44123-A1-TF-024  
1967  
PHOTOREVISED 1986  
DMA 1372 II SE-SERIES V892

Springfield Motors  
Buick Dealership  
Springfield, Lane Co., OR  
UTM Reference:  
10N/498766/4876916







# Oregon

John A. Kitzhaber, MD, Governor

## Parks and Recreation Department

State Historic Preservation Office

725 Summer St NE, Ste C

RECEIVED 2280 Salem, OR 97301-1266

(503) 986-0671

Fax (503) 986-0793

www.oregonheritage.org

APR 21 2011

NAT. REGISTER OF HISTORIC PLACES  
NATIONAL PARK SERVICE



Nature  
HISTORY  
Discovery

April 13, 2011

Ms. Carol Shull  
National Register of Historic Places  
USDOI National Park Service - Cultural Resources  
1201 "Eye" Street NW, 8th Floor  
Washington, D.C. 20005

Re: National Register Nominations

Dear Ms. Shull:

At the recommendation of the Oregon State Advisory Committee on Historic Preservation, I hereby nominate the following historic properties to the National Register of Historic Places:

**LEW WILLIAMS CHEVROLET DEALERSHIP**  
2020 FRANKLIN BLVD  
EUGENE, LANE COUNTY

**SPRINGFIELD MOTORS BUICK DEALERSHIP**  
702 N A ST  
SPRINGFIELD, LANE COUNTY

We appreciate your consideration of these nominations. If questions arise, please contact Cara Kaser, National Register & Survey Coordinator, at (503) 986-0784.

Sincerely,

Roger Roper  
Deputy State Historic Preservation Officer

Encl.

