

## HISTORIC AND DESIGN REVIEW COMMISSION

December 20, 2017

**HDRC CASE NO:** 2017-650  
**COMMON NAME:** Poe Motor Company  
**ADDRESS:** 900 BROADWAY  
**LEGAL DESCRIPTION:** NCB 454 BLK 32 LOT 1&2  
**ZONING:** FBZ T6-1,HS  
**CITY COUNCIL DIST.:** 1  
**LANDMARK:** Barbera Sporting Goods  
**APPLICANT:** Office of Historic Preservation  
**OWNER:** 900 Broadway LTD  
**TYPE OF WORK:** Review of National Register Nomination  
**REQUEST:**

The applicant is requesting review and recommendation regarding the draft nomination of the Poe Motor Company building at 900 Broadway Street to the National Register of Historic Places.

### APPLICABLE CITATIONS:

*Unified Development Code Sec. 35-803. - Historic and Design Review Commission.*

(b) Duties and Functions. The commission shall serve to assist in an advisory capacity to the City of San Antonio directors of parks and recreation, planning and community development, development services, code enforcement services, public works, arts and cultural affairs, office of historic preservation and other appropriate heads of municipal departments, in accordance with Section 49 of the City Charter, and to the city manager. The commission shall have no authority to bind the City of San Antonio by contract or otherwise. The commission shall have the following duties and functions:

(9) To review all proposed National Register nominations within the City of San Antonio upon recommendation of the city's historic preservation officer;

### FINDINGS:

- a. The City of San Antonio is a Certified Local Government (CLG) and is responsible for providing comment on proposed nominations for individual properties or districts within the City limits of San Antonio for listing on the National Register for Historic Places. Listing in the National Register provides national recognition of a property's historical or architectural significance, denotes that it is worthy of preservation, and provides basic eligibility for financial incentives, including federal and state tax credits for the rehabilitation of historic buildings.
- b. OHP received notification of the proposed nomination from the Texas Historical Commission. The THC administers the CLG program and the review of National Register nominations and will forward the nomination with this recommendation to the State Review Board in Austin on January 20, 2018, for consideration.
- c. As noted in the draft nomination, the Poe Motor Company is associated with the growth of San Antonio after the introduction of the automobile in the early 20th century, as it was constructed as an automobile dealership in the earliest segment of the city's "Automobile Row." The structure is a symmetrical, two-story plus basement, reinforced concrete brick veneer commercial building built to function as an automobile dealership. Constructed in 1926, the commercial building has both Spanish Colonial Revival and Mission style ornamentation. These features are seen in the low parapet wall with cast stone cap, central Mission style parapet, and small urns on the front portion of the building that surround the flat roof. Other intact architectural elements include decorative cast stone Churrigueresque detailing, clay tile at the cornice, and some original multi-pane windows. The period of significance is 1926 through 1968. Despite modifications to replace the storefronts, doors, some windows, changes to interior finishes, and infilled storefronts on the secondary (southwest) elevation, the building retains historic integrity. The district is nominated under the National Register Criteria A and C.

### RECOMMENDATION:

Staff recommends support of the nomination and the listing of the Poe Motor Company building at 900 Broadway Street to the National Register of Historic Places.

**CASE MANAGER:**

Lauren Sage



## Flex Viewer

Powered by ArcGIS Server

Printed: Dec 12, 2017

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# TEXAS HISTORICAL COMMISSION

*real places telling real stories*

November 21, 2017

The Honorable Ron Nirenberg  
Mayor  
City of San Antonio  
P.O. Box 839966  
San Antonio, Texas 78283

Re: Nomination to the National Register of Historic Places, San Antonio, Bexar County, Texas

**Poe Motor Company, 900 Broadway Street**

**St. John's Seminary, 222 East Mitchell Street**

**Trinity University, One Trinity Place**

Dear Mayor Nirenberg:

We are pleased to inform you that a National Register of Historic Places nomination for the above-referenced properties was recently submitted for review by our office. This letter serves as formal notice of the nomination from the State Historic Preservation Officer, the Executive Director of the Texas Historical Commission (THC), which is also the state agency responsible for administering the Texas Certified Local Government Program (CLG) program under state and federal legislation.

Our staff has reviewed the nominations and will forward them to the State Board of Review for their consideration and possible action at its meeting in Austin, on January 20, 2018. The National Register is the federal government's official list of historic properties worthy of preservation pursuant to the National Preservation Act of 1966, in the support of public and private efforts to identify evaluate and protect America's historic resources.

As a participant in the CLG program, the local historic preservation review commission, board, or committee, and the chief elected official for the City of San Antonio are required to separately notify both the THC's National Register program and CLG program their opinions in regard to the nominations no later than January 19, 2018.

A copy of the draft nominations is posted on the THC website: <http://www.thc.state.tx.us/sbrmeeting>. We request the CLG representative to coordinate review by the landmark board in advance of the State Board of Review meeting. Compliance with the provisions of the CLG program is a state and federal obligation that could jeopardize the city's CLG status if compliance is not met.

Should you have any questions concerning this letter or if we can be of further assistance, please contact Gregory W. Smith, National Register Coordinator, at (512) 463-6013. For questions regarding the CLG program, please contact Madeline Clites at (512) 463-9063. Thank you for your cooperation and participation in this federal process.

Sincerely,

  
for Gregory Smith  
National Register Coordinator  
History Programs Division

✓ cc: Shanon Shea Miller, CLG Representative, City of San Antonio



# SBR Draft

## National Register of Historic Places Registration Form

### 1. Name of Property

Historic Name: Poe Motor Company

Other name/site number: San Antonio Overland Company, Willys-Knight Overland Company, Murray-Winerich Motor Company, Murray Motor Sales, Baker Motor Company, Marcus H. Clark Motor Company, Rieger Motors, Inc., Superior Pontiac Paint and Body Shop, Ace Automotive Inc., Barbara Sporting Goods  
Name of related multiple property listing: NA

### 2. Location

Street &amp; number: 900 Broadway Street

City or town: San Antonio

State: Texas

County: Bexar

Not for publication: ☐Vicinity: ☐

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this

☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:

☐ national ☐ statewide ☒ localApplicable National Register Criteria: ☒ A ☐ B ☒ C ☐ D\_\_\_\_\_  
State Historic Preservation Officer

Signature of certifying official / Title

\_\_\_\_\_  
Date\_\_\_\_\_  
Texas Historical Commission

State or Federal agency / bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.\_\_\_\_\_  
Signature of commenting or other official\_\_\_\_\_  
Date\_\_\_\_\_  
State or Federal agency / bureau or Tribal Government

### 4. National Park Service Certification

I hereby certify that the property is:

☐ entered in the National Register☐ determined eligible for the National Register☐ determined not eligible for the National Register.☐ removed from the National Register☐ other, explain: \_\_\_\_\_\_\_\_\_\_  
Signature of the Keeper\_\_\_\_\_  
Date of Action

**SBR Draft**

Poe Motor Company, San Antonio, Bexar County, Texas

## 5. Classification

### Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

### Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

### Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: 0

## 6. Function or Use

**Historic Functions:** COMMERCE/TRADE: specialty store; auto showroom

**Current Functions:** COMMERCE/TRADE: business; VACANT/NOT IN USE; WORK IN PROGRESS

## 7. Description

**Architectural Classification:** LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS: Mission/Spanish Colonial Revival

**Principal Exterior Materials:** Brick, Cast Stone, Concrete

**Narrative Description** (see continuation sheets 7-# through 7-#)

Poe Motor Company, San Antonio, Bexar County, Texas

## 8. Statement of Significance

**Applicable National Register Criteria:** A, C

**Criteria Considerations:** NA

**Areas of Significance:** Commerce, Architecture

**Period of Significance:** 1926 - 1968

**Significant Dates:** 1926

**Significant Person** (only if criterion b is marked): NA

**Cultural Affiliation** (only if criterion d is marked): NA

**Architect/Builder:** Unknown

**Narrative Statement of Significance** (see continuation sheets 8-# through 8-#)

## 9. Major Bibliographic References

**Bibliography** (see continuation sheets 9-# through 9-#)

**Previous documentation on file (NPS):**

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

**Primary location of additional data:**

- ☒ State historic preservation office (*Texas Historical Commission, Austin*)
- ☐ Other state agency
- ☐ Federal agency
- ☒ Local government
- ☐ University
- ☒ Other -- Specify Repository: San Antonio Conservation Society

**Historic Resources Survey Number** (if assigned): Historic Highways Survey – Meridian Highway Resource 669; unknown survey resource NRS79-20052

SBR Draft

Poe Motor Company, San Antonio, Bexar County, Texas

## 10. Geographical Data

**Acreage of Property:** 0.32 acres

### Coordinates

Latitude/Longitude Coordinates (use decimal degree format)

Datum if other than WGS84: N/A

1. Latitude: 29.433388° N Longitude: -98.481252° W

**Verbal Boundary Description:** Lots 1 and 2 of Block 32 according to the New City Block Red Tax Plat Map 454 for the City of San Antonio, Bexar County, Texas.

**Boundary Justification:** The boundaries include the two lots historically associated with the building.

## 11. Form Prepared By

Name/title: Victoria Myers, Anna Mod, and Hannah Curry-Shearouse / Historic Preservation Specialists

Organization: SWCA Environmental Consultants

Address: 4407 Monterey Oaks Boulevard

City or Town: Austin State: Texas Zip Code: 78749

Email: [vmyers@swca.com](mailto:vmyers@swca.com); [amod@swca.com](mailto:amod@swca.com)

Telephone: (512) 476-0891

Date: September 2017

## Additional Documentation

**Maps** (see continuation sheet Map-# through Map-#)

**Additional items** (see continuation sheets Figure-# through Figure-#)

**Photographs** (see continuation sheet Photo-# through Photo-#)

Poe Motor Company, San Antonio, Bexar County, Texas

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## Photographs

Poe Motor Company  
San Antonio, Bexar County, Texas  
Photographed by SWCA Environmental Consultants  
March, April, and July 2017

Northwest and southwest elevations, view east  
Photo 1

Northwest elevation, view southeast  
Photo 2

Southwest elevation, view east  
Photo 3

Northeast elevation, view southwest  
Photo 4

Southeast elevation, view west  
Photo 5

Interior, first floor  
Photo 6

Interior, vehicular ramp, view from second floor  
Photo 7

Interior, second floor  
Photo 8

Interior, second floor, skylight detail  
Photo 9

Interior, basement  
Photo 10

Northwest elevation entry detail, view southeast  
Photo 11

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Poe Motor Company, San Antonio, Bexar County, Texas

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## Narrative Description

Located at 900 Broadway Street in northeast downtown San Antonio, Bexar County, Texas, the Poe Motor Company is a symmetrical, two-story plus basement, reinforced concrete brick veneer commercial building built to function as an automobile dealership. Constructed in 1926, the commercial building has both Spanish Colonial Revival and Mission style ornamentation. These features are seen in the low parapet wall with cast stone cap, central Mission style parapet, and small urns on the front portion of the building that surround the flat roof. Other intact architectural elements include decorative cast stone Churrigueresque detailing, clay tile at the cornice, and some original multi-pane windows. Despite modifications to replace the storefronts, doors, some windows, changes to interior finishes, and infilled storefronts on the secondary (southwest) elevation, the building retains historic integrity.

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## Location and Setting

The Poe Motor Company building's primary façade faces northwest onto Broadway Street. Located on a 0.32 acre commercial lot bordered by Broadway to the northwest, Ninth Street to the southwest, a surface parking lot to the northeast, and an alley in the rear or southeast (Photo 1). The building is approximately 13,464 square feet in size. The two-story (with basement), symmetrical, reinforced concrete commercial building has a brick veneer, and a rectangular form and flat roof with parapet. Gold brick covers the Broadway and Ninth Street elevations while beige brick covers the remaining elevations. The surrounding area is urban with perimeter sidewalks. Buildings in the vicinity are one- and two-story commercial buildings as well as four- to six-story infill mixed use projects. National Register of Historic Places (NRHP) properties in the area include the Gustav Uhl House and Store (NRHP 2002) two blocks to the south and the Old Lone Star Brewery (NRHP 1979), two blocks to the north.

## Primary (Northwest) Façade

The primary façade is five bays wide (Photo 2). The center bay features cast stone Churrigueresque ornamentation (Photo 11), typical of the Spanish Colonial Revival style, surrounding the central replacement paired glass and metal doors with transom. It serves as the primary entrance from Broadway Street. The first floor of the portal has smooth, coursed cast stone and an arch surrounds the entry doors. The portal has an entablature with a carved stone cornice, inspired in design by the Misión San Antonio de Valero, more commonly known as The Alamo, located approximately one-half mile south-southwest. A central cartouche fills the frieze and engages with the lowest dentil course of the cornice above and partially into the architrave below. The frieze is modestly detailed with regularly spaced unornamented panels. The modest architrave has a simple Classical molding. On the outer ends, the cornice and architrave project slightly and there are two small urns atop the architrave. Below are small, engaged Solomonic columns atop corbels. The columns and corbels end just below the arch spring line. The upper floor of the center bay has a single window set in a segmental arched opening and flanked with paired, engaged *estipite* columns.<sup>1</sup> Above the *estipites* is a projecting cornice with paired finials, a repetition of the detailing below. Above the window is a small *nicho* (niche) with *coquillage* (shell) carving flanked by engaged columns and small finials. A Mission style parapet above the *nicho* rises above the otherwise flat parapet. Behind the entirety of the second floor portal is more cast stone detailing that resembles the façade of a Baroque church featuring a Mission style arch at the top and flared buttressed base.

Beyond the elaborate central bay, the first floor has replacement metal storefront windows with replacement wood transoms. There is an ovolo cast stone stringcourse that also serves the second-floor window sills. The windows flanking the central bay are arranged in groups of four on the far left and far right and paired windows to either side of center bay.

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<sup>1</sup> Type of column specific to the Churrigueresque style square on top and tapering downward, like a reverse obelisk.

Upper level windows are replacement metal sash units with horizontal divides in a 3/2 pattern. Through at least 1948, the upper level windows were metal casement units.

The cornice has two primary elements: a cast stone stringcourse set atop regularly spaced corbels and terracotta mission tiles above and the paneled brick parapet. The stringcourse spans the main façade stopping short of the outer ends of the building and is interrupted by the decorative central portal. Four brick bases project slightly from the building plane and are detailed with cast stone urns (one urn is missing). Other decorative elements at this cornice level include engaged columns and two cast stone shields, inset cast stone panels, and small brick pilasters with cast stone capitals.

## **Secondary (Southwest) Façade**

The secondary façade faces southwest onto Ninth Street and is six bays wide on both stories (Photo 3). The first bay continues the replacement, fixed storefront window with divided wood transom as seen on the primary façade. The second bay storefront has been replaced by paired, metal and glass entry doors in the center of the bay flanked by painted plywood infill. An offset, single leaf, glass entry door and concrete infill make up the third bay. Stucco infill with glass blocks make up the fourth bay. The final two bays are both metal, rolling overhead garage doors – one double-wide and one single. The single garage door in the sixth bay opens to a ramp leading to the basement level.

The upper level bays all feature windows. The front bay windows are metal sash units with a horizontal 3/2 pattern with brick-infill to resize the opening. Like the Broadway Street windows, these are likely 1950s replacements. The cornice details found on the primary elevation repeat only on the first bay of this side elevation. The cornice on the remaining bays is more modest with only a cast stone coping cap. The upper floor windows on this elevation are four sets of triplet grouped original multi-light steel industrial type windows with central hopper sashes and a similar multi-light single steel window above the sixth bay single garage door.

Historic photographs reveal that both the primary and secondary façades original contained a mix of signage types that changed depending on the building's name at the time (Figures 9-10, 12). There is one remaining blade sign on the primary façade; no other signs remain.

## **Tertiary Façades**

The northeast elevation currently faces a surface parking area (Photo 4). Historic photographs from the 1940s show that the lot originally had a one-story commercial building (Figure 12). Since the neighboring building obscured the elevation from the public, builders used the lighter brick for the façade. Also due to the neighboring building, this elevation has an irregular bay composition. The right bay, closest to Broadway Street, is the only one on this elevation that continues the storefront with transom, upper floor window and decorative cornice of the primary façade. Similar to the other elevations, the storefront window is not original, but it is likely that the multi-light transom is. There is a single multi-light steel window and three additional windows at this level closest to the alley. Further back on the lower elevation is a horizontal multi-light steel window.

The southeast (rear) elevation faces an alley, with three bays on the lower level and six bays on the upper level (Photo 5). Like the northeast elevation, the rear of the building was not meant to be seen by the public and was clad in the lighter, likely cheaper, brick. The center of the elevation has a window opening, likely steel multi-light industrial style windows that are obscured by metal screening. To the right of the window is a modern panel single leaf entry door. Around the door is concrete block, indicating a modification. Finally, there is a single metal overhead garage door. The upper level bays feature three sets of triple steal casement windows, two bays of single steal casement windows, and a flush metal door leading to an attached metal fire escape.

## Interior

The first floor interior is predominantly an open showroom with a concrete floor, exposed ceiling beams and regularly spaced square columns (Photo 6, Figure 4). There are two small restrooms centered on the southwest wall, most likely later additions. The southeast wall also has built out space with an additional restroom and a small office. The office and restroom walls are drywall; however, a concrete block wall extends from the office to the southwest wall between the double garage door and the single garage door. This wall connects to the basement ramp via a modern, flush, metal, single-leaf door near the top of the ramp. Part of the northeast section of the first floor has been built out with concrete block and a sliding metal garage door for a concrete vehicular ramp leading to the second story (Photo 7). Stairs to the basement level are under the ramp, with access from a flush metal door.

Like the first floor, the second floor is predominantly open space with a concrete floor, exposed ceiling beams, and regularly spaced square columns (Photo 8, Figure 5). It was likely used either as additional showroom space or as the service department. A drain toward the southeast wall indicates that the space was a carwash, suggesting the use of the floor for service. There is a small restroom on the southeast wall. The east corner has a small raised concrete section with lipped curbing. The center of the room has two rectangular skylights, which appear to be original (Photo 9).

The basement is open with a concrete floor, exposed ceiling beams, and regularly spaced columns (Photo 10, Figure 3). Some of the columns have extended buttresses. Near the ceiling on the northwest and southwest walls are casement vents leading to metal grates in the sidewalk. One of the early dealerships used the basement for their Used Car Department showroom (Figure 8), and it is likely that other dealerships used the basement for additional showroom or service department space as needed.

## Integrity

The Poe Motor Company building in good condition and has integrity of location, setting, feeling, and association. Located on the corner of Broadway Street and 9<sup>th</sup> Street, the building remains along an urban commercial corridor just outside of the core of downtown San Antonio. The setting on the 900 block has been somewhat comprised due to the loss of adjacent commercial buildings for parking lots and new construction; however, eight other auto dealership buildings and two automobile parts and repair shop building are still extant along Broadway Street. Additionally, limited infill encouraged the preservation of the built environment adjacent to the street and historic setbacks. These properties along with 900 Broadway Street convey feeling and association to its early twentieth century use as “Automobile Row.”<sup>2</sup>

The building also retains integrity of design and workmanship. The extant Churrigueresque door surround and straight barrel tile roofing on the cornice show the Spanish Colonial Revival influence on the building’s design while the arched details on the front elevation, including the Alamo inspired parapet reflect the Mission style. Some of the original windows are intact as well. The interior also retains original, board formed concrete automobile ramps to the basement and second-story levels included in the design for the building’s function as a dealership. The open space on all three floors retain its character as a showroom. While some of Ninth Street elevation storefronts have been in-filled and there are replacement materials, the building still retains the look and feel of a 1920s commercial building.

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<sup>2</sup> Moore, Freeman, Dudley, et. al., Appendix C, pp. 3-4.

Poe Motor Company, San Antonio, Bexar County, Texas

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The loss of integrity is due to replacement materials. The Broadway elevation storefronts, including the transoms, have been replaced, as has the entry door. As noted above, most of the storefronts facing Ninth Street have been replaced with garage doors or in-fill materials. The second-story windows are replacements, but appear to be historic age modifications. Based on a 1937 newspaper photograph (Figure 10), interior flooring on the first level appears to have been tile, although the material is unclear. Currently, all three levels have the concrete subfloor functioning as the flooring. Exterior signs with the dealership names and brands sold have been removed (Figures 9, 10 & 12).

Poe Motor Company, San Antonio, Bexar County, Texas

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## Statement of Significance

Like other city's nationwide, the arrival of the automobile encouraged growth and modernization in twentieth century San Antonio. Demand for road improvements to accommodate the new mode of transportation led to street paving and maintenance efforts by the city. Automobiles transformed the nature of urban development creating new commercial opportunities. Early growth expanded the city north-northeast of downtown, toward neighboring communities such as Alamo Heights and the U.S. Army post Fort Sam Houston.<sup>3</sup> The Poe Motor Company was part of this growth. Constructed as an automobile dealership in the earliest segment of the city's "Automobile Row," it was a direct result of the rising consumer interest in car ownership, leisure, and travel in the early twentieth century. The property is nominated to the National Register of Historic Places under Criterion A in the area of Commerce at the local level of significance for its association with the rise of the auto industry in San Antonio. Additionally, the Poe Motor Company is architecturally significant as the most intact and ornate early twentieth century automobile dealership featuring both Spanish Colonial Revival and Mission influences along "Automobile Row" in San Antonio. The Period of Significance for this property spans from its build date in 1926 to 1968 adhering to the 50-year cutoff. The building gets its name from the Poe Motor Company, which owned and occupied the building longest, from 1938 to 1955.

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## Broadway Street

The Poe Motor Company building is in a commercial neighborhood with other historic-age buildings and some modern infill. The street was originally known as Avenue C / River Avenue until the J.H. Kirkpatrick Company, developer of Alamo Heights, urged renaming the street Broadway in the early 1900s because it was one of San Antonio's only wide thoroughfares and "one of the finest" streets in the city.<sup>4</sup> The urging worked, and early 1920s San Antonio City Directories noted the change in their street listings.

Broadway Street from Houston Street north was the major north-south thoroughfare between downtown San Antonio Alamo Heights, an affluent neighborhood that was just outside the city limits in the early twentieth century. As downtown grew, businesses along this stretch benefited from larger lots and lower costs than those located within the commercial core, while also benefiting from the downtown location. An early selling point of the Alamo Heights development was the access to regular streetcar service along Broadway Street between the residential area and Houston Street on a twenty-minute ride.<sup>5</sup> Passengers could also easily hop off to shop in one of the businesses lining the route – including buying a car from one of the dealerships along Broadway. Besides Alamo Heights, this expanded downtown area was easily accessible from Monte Vista, another affluent neighborhood, and Fort Sam Houston.<sup>6</sup>

In addition to the proximity to local consumers, Broadway Street north of Houston Street benefited from the establishment of the Meridian Highway in 1911. This major north-south corridor was one of the nation's early interstate automobile trails in the United States. According to a recent study on the history of the Meridian Highway, the route "was among the earliest, if not the very first, interstate auto trail" through San Antonio.<sup>7</sup> The alignment through San Antonio arrived from northern communities such as Solms, Comal, Selma, and Fratt, through Fort Sam

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<sup>3</sup> Moore, David; Martha Freeman, Tara Dudley, PhD., et. al. "The Meridian Highway in Texas." Prepared for the Texas Historical Commission, May 27, 2016, p. 200.

<sup>4</sup> Davenport, Brian. "History of Broadway Street: A Research Paper". Page 1. Unpublished, no date. Available at the San Antonio Conservation Society Archives.

<sup>5</sup> *San Antonio Express* "Just Far Enough: Rapid Transit Brings the Most Desirable Residence Property of Alamo Heights Close, But Not Too Close" November 29, 1908, Page 13.

<sup>6</sup> Davenport, p. 9.

<sup>7</sup> Moore, Freeman, Dudley, et. al., page 200.

Poe Motor Company, San Antonio, Bexar County, Texas

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Houston and onto Broadway Street before following Houston Street downtown and then continuing south towards Laredo, Texas.<sup>8</sup>

## **“Automobile Row”**

The automobile had a significant impact on American culture. Cars were more than “just another transportation mode” to Americans, they were symbols of wealth, leisure, and freedom.<sup>9</sup> Rapidly changing technology in the early twentieth century, such as interchangeable parts and Henry Ford’s assembly line, allow manufacturers to produce more affordable vehicles for the growing middle class. The automobile, therefore, became “the epitome of possessions” in the expanded economic growth of the Progressive Era.<sup>10</sup>

The automobile’s new status is visible through both public and private efforts. The growing popularity of the automobile caused the Texas legislature to pass automotive registration requirements in 1907, to create a department for managing highways in 1917, and to give the highway department authority to “construct and maintain a connected system of highways” in 1925.<sup>11</sup> With high consumer demand for automobiles, businessmen sought to open sales rooms to distribute models from various national manufacturers. In many cities, early dealerships were located on major roadways near the downtown core. San Antonio’s automobile row is one example of this response to demand, although there are other examples in the United States of similar districts – such as Oklahoma City’s Automobile Alley (NRHP 1999) and Norfolk’s Auto Row (NRHP 2014).

The strategic location combined with the rise of the automobile industry, made Broadway Street ideal for early automobile dealerships in San Antonio. Early dealerships were concentrated on the 300 -1100 blocks, locally known as “automobile row.” As automobile ownership rose in popularity in San Antonio, stores along Broadway celebrated automobile events, such as racing, with decorations and parades.<sup>12</sup> By 1940, automobile row was home to half of the new car dealerships and a third of the used car dealerships in San Antonio. Increased demand for cars after World War II lead to the expansion of automobile row north, all the way to the 2700 block.<sup>13</sup> After the initial post-war boom, dealerships began to move from automobile row following the growth along the new and expanding interstate highway system. Development of new affluent suburban neighborhoods outside of downtown meant that automobile row was no longer a convenient location and dealers followed customers to locations along the interstate.<sup>14</sup>

Despite the increase in the number of dealerships on San Antonio’s automobile row in the early 1920s, property turnover was common, as seen at 900 Broadway Street. The property changed names eight times between 1926 and 1938. This was due to changes in ownership, but distributing models from the same manufacturers remained constant. In 1926, the San Antonio Overland Company moved from 300 Broadway to 900 Broadway with Frank A. Winerich as president. Soon after relocating, the company changed their name to the Willys-Knight-Overland Company. They were a local dealer for Willys-Knight-Overland manufacturers, owned by John Willys since 1908. Willys-Knight-Overland

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<sup>8</sup> Ibid. p. 200

<sup>9</sup> McShane, Clay, *Down the Asphalt Path: The Automobile and the American City*, Columbia University Press: New York, 1994; page 125.

<sup>10</sup> Ibid.

<sup>11</sup> Cocke, Stephanie Hetos, “Clarendon Motor Company Building National Register of Historic Places Nomination,” United States Department of the Interior, National Park Service, August 1994, pg. 8-11. Accessed September 13, 2017 <https://atlas.thc.state.tx.us/NR/pdfs/94001309/94001309.pdf>.

<sup>12</sup> *San Antonio Express* “Activity in Motor Sports: Many Contest for Coming Season That Attract Attention” and “Automobiling is Now General in San Antonio”, April 5, 1908, page 23.

<sup>13</sup> Davenport, p. 9; Vlieger, Mike. List of San Antonio dealerships from 1931, 1944, and 1957 San Antonio phone books. No date. Available at the San Antonio Conservation Society Archives.

<sup>14</sup> Davenport, p. 10.

Poe Motor Company, San Antonio, Bexar County, Texas

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was one of the United States' largest automobile producers from 1912 to 1918 – second only to the Ford Motor Company.<sup>15</sup>

Winerich also owned the Winerich Motor Sales Company, which remained on the 300 block of Broadway after the 900 Broadway showroom opened. In 1927, Winerich teamed with new general manager J. Roy Murray to rename the business at 900 Broadway the Murray-Winerich Motor Company. While the focus was on new car sales, in 1930 Murray-Winerich Motor Company advertised “San Antonio’s first and only used car bargain basement” in their 900 Broadway location.<sup>16</sup> The company explained that having the used car department in their 900 Broadway building cut overhead costs of a separate building – savings they would pass onto their customers.<sup>17</sup> Customers only had to “walk down one flight of stairs” to the building’s basement where they had “conveniently arranged” cars for potential buyers to inspect.<sup>18</sup> Newspapers from the era have listings for used cars at various dealerships, however, they were just written listings, taking up very little space. Larger ads covering more column inches or even over multiple columns were reserved for dealers to showcase the newest models and features offered by the brands they sold. It is likely that this two column block ad for Murray-Winerich Motor Company’s Bargain Basement was the first in San Antonio drawing special attention to used car sales.

During the Great Depression, San Antonio’s economic reliance on their military installations, light manufacturing, tourism, and a consumer economy began to weaken. The city’s leaders actively resisted efforts from Ford Motor Company to construct a manufacturing facility within Bexar County.<sup>19</sup> Downsizing of the military following World War I and resulting decreases in federal spending, coupled with San Antonio losing its status as Texas’ largest city, the 1930 census revealed that San Antonio had an unemployment rate twice the statewide average. San Antonio continued to lead Texas’ cities in unemployment and required relief efforts through the 1930s.<sup>20</sup> The financial insecurities of the Great Depression likely sparked the Murray-Winerich Motor Company’s advertisement for the Bargain Basement.

In 1931, Murray stepped into the role of president and changed the name to Murray Motor Company. The *San Antonio Express* stated the need for the name change because of public confusion between the Murray-Winerich Motor Company (900 Broadway) and the Winerich Motor Company (300 Broadway). Both men were “optimistic as to the future of the automobile business in general” as the business showed “considerable signs of marked improvement” that they both believed would “permanently continue.”<sup>21</sup> Murray relocated to Corpus Christi, Texas in 1933, taking the Murray Motor Company with him.<sup>22</sup> The 900 Broadway showroom changed hands to the Baker Motor Company, listed in the 1934 City Directory as used car dealership but also sold new Dodge models.<sup>23</sup> Within a couple of years, the building changed hands again when the Marcus H. Clark Motor Company took over. In 1937, when the Marcus H. Clark Motor Company operated in the building, a driver lost control of his car and crashed into a plate glass window on the front of the building.<sup>24</sup> Mission City Pontiac succeeded Marcus H. Clark, however, they quickly moved into a building on the southeast corner of Broadway and Ninth and sold the building to A.B. Poe Motor Company, Chrysler and Plymouth dealers.<sup>25</sup>

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<sup>15</sup> <http://myautoworld.com/chrysler/jeep/history/jeep-company-history/jeep-company-history.html>; accessed June 14, 2017.

<sup>16</sup> *San Antonio Express*, Murray-Winerich Motor Company advertisement, September 24, 1930, page 19.

<sup>17</sup> Ibid.

<sup>18</sup> Ibid.; *San Antonio Light*, Murray-Winerich Motor Company advertisement, October 5, 1930, page 6.

<sup>19</sup> L. Patrick Hughes, “Beyond Denial: Glimpses of Depression-Era San Antonio,” Austin Community College. Accessed September 13, 2017 <http://www2.austin.cc.tx.us/lpatrick/denial.htm>

<sup>20</sup> Ibid.

<sup>21</sup> *San Antonio Express*, “Firm President Up From Bottom: Murray Started in Business As File Clerk”, May 10, 1931, page A7.

<sup>22</sup> *The Corpus Christi Caller*, “Roy Murray is Appointed Ford Dealer for Corpus Christi Territory”, September 19, 1934, page 8.

<sup>23</sup> *San Antonio Light*, “Baker Motor Displays New Dodge Sixes” and advertisement, March 5, 1933, page 8.

<sup>24</sup> *San Antonio Light*, “Auto Crashes into Window”, October 14, 1937, page 16-A.

<sup>25</sup> *San Antonio Light*, “Pontiac Firm in New Home”, Sunday January 9, 1938, page 12.

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The A.B. Poe Motor Company began in El Paso, Texas when an alderman took over a Chrysler dealership in the city in 1928.<sup>26</sup> The company was a family venture with A.B. Poe and his son A. B. Poe, Jr. In 1937, the company expanded its operations to San Antonio when it took over Southern Motors, Inc. with Edgar A. Poe as general manager. A year later, the company, already praised by the newspaper for giving San Antonio “one of the finest automotive distributorships in the Southwest,” had done so well they launched an “expansion program.” This expansion meant a move to 900 Broadway, which was larger than their previous location, and they held “a formal opening” for the public to see the “modern, convenient” showroom the company “spent several thousands of dollars” to update.<sup>27</sup> There is no mention of what upgrades the A.B. Poe Motor Company did, however, Mission City Pontiac’s upgrades to their new building across the street included upgrades to the service department and showroom lighting and it is likely that the 900 Broadway location had similar updates.<sup>28</sup> By 1951, the business was known as Poe Motor Company. Combined, these two variants of the name occupied 900 Broadway for 17 years, the longest stent for any dealership in the building.

In 1955, Jack Rieger purchased the company from Edgar Poe and renamed the property Rieger Motors, Inc. Rieger had moved to San Antonio from Decatur, Texas in 1951, but had been in the automobile industry since 1935.<sup>29</sup> The new company continued selling Chrysler and Plymouth cars until 1965, the second longest occupant of the building. When Rieger Motors moved in 1965, it was to a new location on San Pedro Avenue and Basse Road about three times larger than the 900 Broadway location. The company also changed to Jack Rieger Chrysler Plymouth so customers would “know instantly” that the dealership handled products from that manufacturer.<sup>30</sup>

San Pedro Avenue was, in the 1960s, the new automobile row in San Antonio, with property owners advertising parcels with 150 feet fronting the road.<sup>31</sup> Dealerships on San Pedro Avenue jointly advertised the street as “San Antonio’s Most Convenient Automobile Row” with “plenty of parking.”<sup>32</sup> Though the advertisement did not directly mention Broadway Street, it speaks to the parking shortages for dealerships on Broadway Street. In addition, the development of the nearby Interstate 35 and Interstate 37 exchange changed traffic patterns as the design did not include entrance and exit ramps to feed Broadway Street traffic.<sup>33</sup> Since San Antonio’s residential population had begun to expand the city horizontally, automobile dealerships followed other businesses to locations closer to suburban neighborhoods, abandoning their downtown locations for locations more convenient for consumers. In addition to following the customer base, manufacturers often suggested dealers relocate to accommodate for various models sold under one maker after companies merged and/or purchased smaller companies.<sup>34</sup>

Although some dealerships began to relocate in the 1960s, others remained along Broadway’s automobile row until the 1970s saw the start of the final exodus of dealerships leaving automobile row.<sup>35</sup> Superior Pontiac Paint and Body Shop and Ace Automotive Inc. were the last auto industry related businesses at 900 Broadway. The Pontiac dealer moved

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<sup>26</sup> *El Paso Evening Post*, “Alderman Pie Goes Into New Business: Sells Interest in Tri-State Co. and City Service”, February 15, 1928, page 1.

<sup>27</sup> *San Antonio Light*, “A.B. Poe Motor Co. In New Location”, Sunday January 9, 1938, page 12.

<sup>28</sup> *San Antonio Light*, “Pontiac Firm in New Home”.

<sup>29</sup> *Wise County Messenger*, “Jack Rieger Buys Auto Agency in San Antonio”, July 21, 1955, page 11.

<sup>30</sup> *San Antonio Express and News*, “Rieger Motors to Move”, September 12, 1965, Page 7-B.

<sup>31</sup> *San Antonio Express and News*, March 22, 1964, page 34; *San Antonio Express*, July 12, 1964, page 39 and July 13, 1964 page 24.

<sup>32</sup> *San Antonio Express and News*, Classified Page, July 23, 1966.

<sup>33</sup> Davenport, Page 10.

<sup>34</sup> *San Antonio Express-News*, “Downtown will lose a landmark: Cavender leaving,” March 8, 2013.

<sup>35</sup> *Ibid*.

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out of both its 900 Broadway and 711 Broadway locations in 1976 - leaving Ace Automotive as the sole tenant.<sup>36</sup> Since then, 900 Broadway has been a retail sporting goods store then an antique shop. Building ownership is in transition, with the antique shop vacating and the new owners planning to adapt the building for office use.

The building's primary historic use has been as an automobile dealership under various names before use for other retail. A 1981-82 survey by J.S. Clark recorded the building as Superior Pontiac/Ace Automotive, although the dealership had relocated a few years prior to the survey. The Meridian Highway Survey completed in 2016 used San Antonio Overland Company as the building name, even though the company changed names soon after the 1926 move to the location.<sup>37</sup> In 1988, the City of San Antonio designated 900 Broadway Street as a "Historic Significant Landmark" under the business name Barbara Sporting Goods, reflecting the building's tenant and use at the time.<sup>38</sup> It is most fitting to call 900 Broadway the Poe Motor Company as Poe's dealership operated out of the building the longest.

The building, referred to as the San Antonio Overland Company, is one of three 1920s dealerships (Cavender Cadillac and Sanderson Motor Company, both also constructed in 1926) included as stops on the San Antonio Conservation Society's "Roadside Treasures: Buildings of the Automotive Era" driving tour brochure. Other stops on the tour include 1940s and 1960s era dealerships, restaurants, parks, gas stations, and motels. The Italianate building at 801 Broadway was originally home to REO Motor Car Company before Cavender Olds took over in 1939. In 1997, Cavender made the building their Cadillac dealership until it was the last dealership to leave automobile row in 2014.<sup>39</sup> The Sanderson Motor Company opened at 1100 Broadway in 1926, however the Gothic Revival influenced building is most associated with the Southern Music Company after it took over the building in 1950. Southern Music remained in the building until relocating in 2000.<sup>40</sup>

## Architectural Significance

The 1912 Sanborn map shows residential buildings on the block (Figure 1) while the 1951 map shows a commercial block and lists 1927 as the construction date for 900 Broadway (Figure 2). Bexar County Appraisal District records lists the date of construction as 1935, although an image of the building in a 1931 advertisement disputes this information (Figure 9). Two separate surveys that included the block recorded different construction dates for the building – one listing circa 1930 and the other listing circa 1925. Since the first dealership opened at the address in September 1926 (Figure 8), it is most likely that the building was constructed earlier that year.

The building is typical of an automobile dealership subtype that developed during the period of the early highway system from 1917-1933.<sup>41</sup> Character defining features of this subtype are two-part, masonry buildings that are

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<sup>36</sup> The City Directory in 1968 has Superior Pontiac Paint and Body Shop at 900 Broadway while in 1974 it was Ace Automotive. The *San Antonio Express*, May 14, 1976 had an advertisement for a moving sale for Superior Pontiac at both their Broadway locations.

<sup>37</sup> Texas Historical Commission Historic Sites Atlas, <https://atlas.thc.state.tx.us/> accessed 1 June 2017.

<sup>38</sup> City of San Antonio. "Ordinance 68210 Amending Chapter 35 of the City Code that constitutes the comprehensive zoning ordinance of the City of San Antonio by changing the classification and rezoning of certain property described herein." Pass and approve October 27, 1988.

<sup>39</sup> *San Antonio Express-News*, "Downtown will lose a landmark: Cavender leaving"

<sup>40</sup> *Handbook of Texas Online*, Lawrence J. Jasinski, "Southern Music Company," accessed August 03, 2017, <http://www.tshaonline.org/handbook/online/articles/xas04>.

<sup>41</sup> Hardy-Heck-Moore, "The Development of Highways in Texas: A Historic Context of the Bankhead Highway and Other Historic Named Highways", page 499. Available at <http://www.thc.texas.gov/public/upload/preserve/highways/auto%20businesses%20updated%20pictoral%20table%20property%20types-4.pdf>

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similar to typical commercial forms of the period with decorative parapets obscuring a flat roof. Found in commercial areas, many are on corner lots with large, fixed windows along the front and side and vehicle bay openings on the secondary façades, providing access to the service department typically located at the rear near the office. Poe Motor Company, retains its original two-part structure with a clear base and shaft as well as a decorative parapet around the flat roof. It is typical of the subtype in location on a corner in a commercial area. Although the storefronts have been modified, they still retain the appearance of large, fixed windows on the primary elevation and vehicle bays on the secondary elevation. It is not clear where the original service department was located in 900 Broadway, although it appears to have been the second floor with entry from the rear alley.

The building represents a blend of Mission and Spanish Colonial Revival stylistic detailing from the 1910s and 1920s. These styles were most prevalent in the southwest, such as California and Texas, as well as in Florida – all locations once under Spanish rule and influence.<sup>42</sup> Mission style buildings vary between symmetrical and asymmetrical subtypes, but have dormers or parapets mimicking the shapes of missions dating to the Spanish Colonial period. Patterned tiles, carved stonework, and/or small surface ornaments are typically the only decorative detailing for the style, instead favoring the more simplistic approach of the original missions that served as inspiration.<sup>43</sup> In 1915, the Panama-California Exposition showcased more elaborate Spanish examples, sparking the shift to the more ornate Spanish Revival style.<sup>44</sup> Carved stone details found on these buildings became more intricate, typically Pateresque or Churrigueresque. Arched windows and decorative grilles were common, particularly for dwellings. While tile roofing is found on Mission style buildings, it became much more common in Spanish Revival design with multiple types and layouts common.<sup>45</sup>

Typically, Mission and Spanish Colonial Revival architecture was not generally associated with traditional commercial buildings. Outside of its use in residential design, this style was more typically associated with train depots in the southwest as well as institutional and civic buildings. A couple of the other 1920s automobile dealerships still extant along Broadway retain Spanish Revival influences, such as Spanish tile roofing and floral details. The former Sanderson Motor Company building at 1100 Broadway, included in the Meridian Highway Survey with a 1926 construction date has minimal details, particularly on the pilasters, but is overall less ornate than 900 Broadway. At 501 Broadway, formerly the San Antonio Buick Company (now KLRN, San Antonio's PBS affiliate) is an example of the floral string course and tile detail on the parapet wall. This building, also included in the Meridian Highway Survey, was constructed circa 1925 and has simplified, two-story Solomonic (spiraled) columns flanking paired windows and a course of decorative stucco swags visually divide the first floor from the upper two floors. While both have been converted for new uses, the Sanderson Motor Company building retains the look of a former dealership while the San Antonio Buick Company building does not. Both have elements of Spanish Colonial Revival style, however, 900 Broadway has primary façade details, such as the Churrigueresque cast stone entry, that are more ornate than the other buildings. The Poe Motor Company Building is also the only automobile row building with overtly Mission style details, specifically the parapet influenced by the Alamo.

## Summary

The Poe Motor Company is the most intact and stylized early twentieth century automobile dealership with Mission and Spanish Colonial Revival architectural features remaining along "Automobile Row" in San Antonio. Built as an auto showroom, the building demonstrates the importance of the automobile in an era prior to the interstate system.

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<sup>42</sup> McAlester, Virginia Savage., *A Field Guide to American Houses*, 2<sup>nd</sup> Edition, Knopf: New York, 2013, pages 511 – 518; 521 - 534

<sup>43</sup> McAlester, page 511.

<sup>44</sup> McAlester, page 522.

<sup>45</sup> McAlester, page 521-523.

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It is representative of a type of commercial development built in what was then the outer fringes of the urban core and strategically located to serve motorists as they left downtown to their new houses in the newer neighborhoods. The building is nominated to the National Register of Historic Places at the local level under Criterion A in the area of Commerce and under Criterion C as the most intact and predominate example of its type along “Automobile Row.” The building retains a high degree of integrity from its original 1926 construction date including the brick veneer, cast stone detailing, multi-light steel industrial windows, exposed concrete interior structural columns, and the interior circulation ramps. The Period of Significance is 1926 to 1968.

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Available at the San Antonio Conservation Society Archives.

*Wise County Messenger*, "Jack Rieger Buys Auto Agency in San Antonio", July 21, 1955, page 11.

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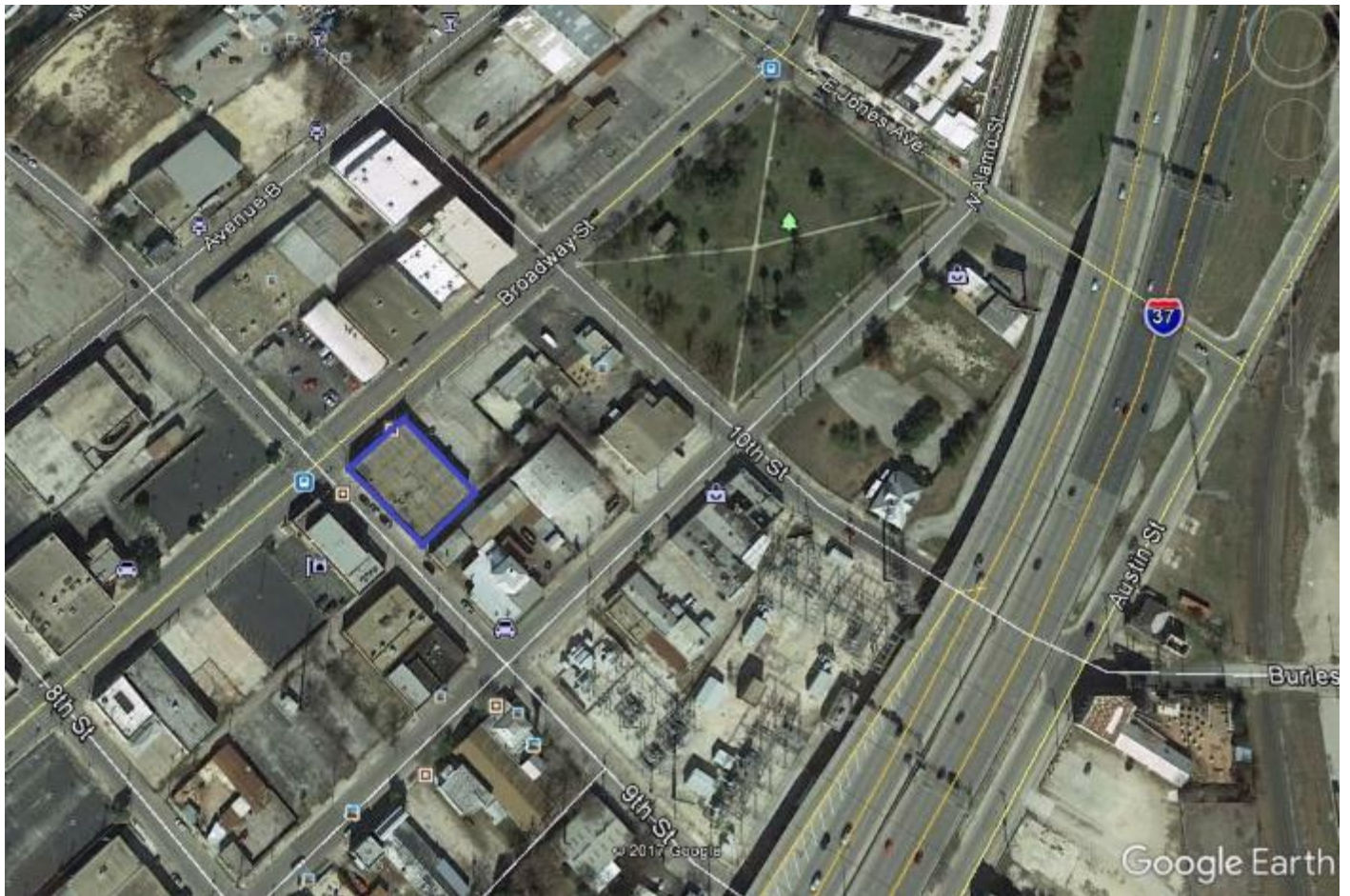
Map 1: Bexar County, Texas



Map 2: Google Earth, Accessed June 26, 2017

# SBR Draft

Poe Motor Company, San Antonio, Bexar County, Texas



Map 3: Aerial map; property outlined in blue.

# SBR Draft

Poe Motor Company, San Antonio, Bexar County, Texas

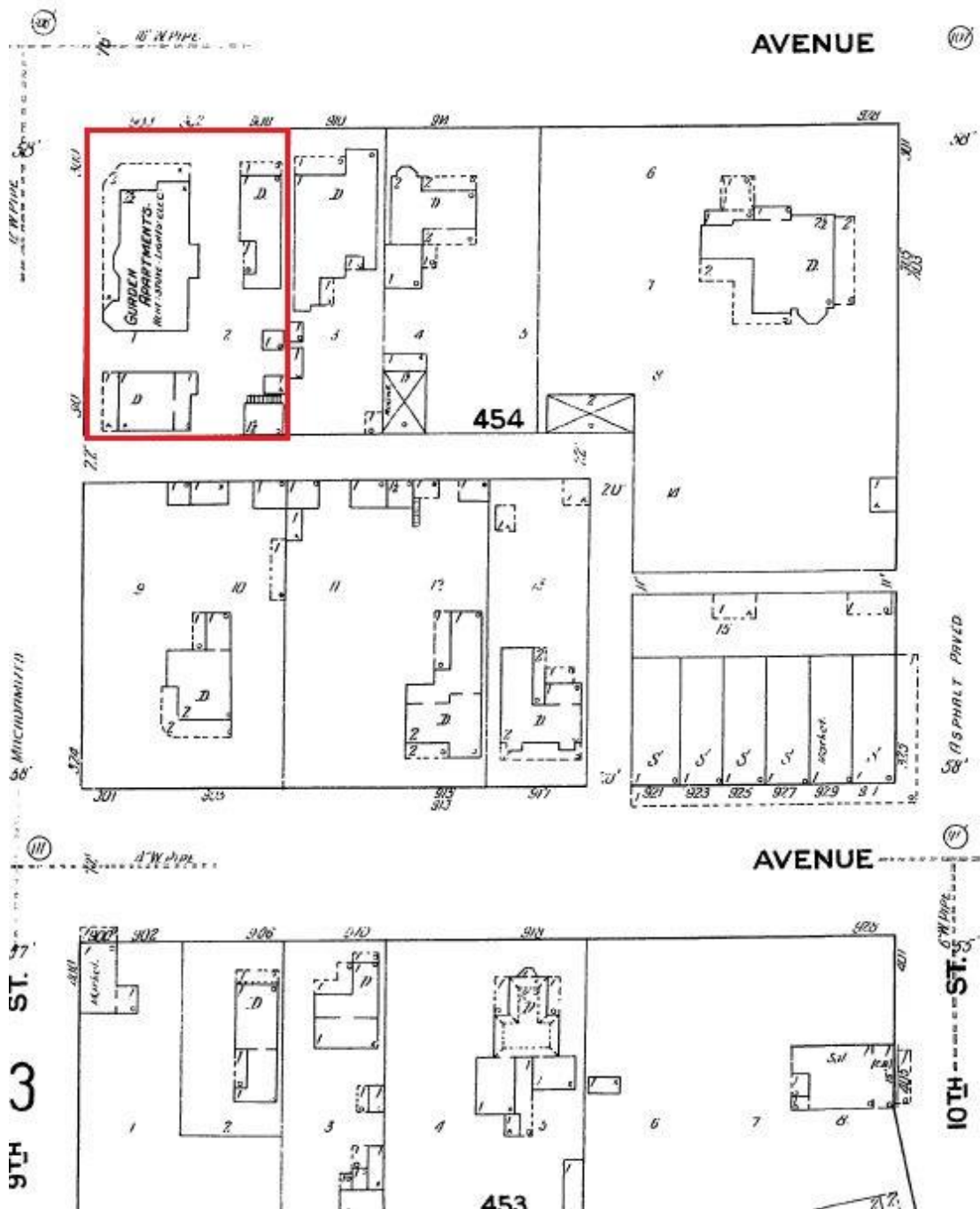


Figure 1: Sanborn Map, San Antonio, Volume 2, 1912 Sheet 154

# SBR Draft

Poe Motor Company, San Antonio, Bexar County, Texas

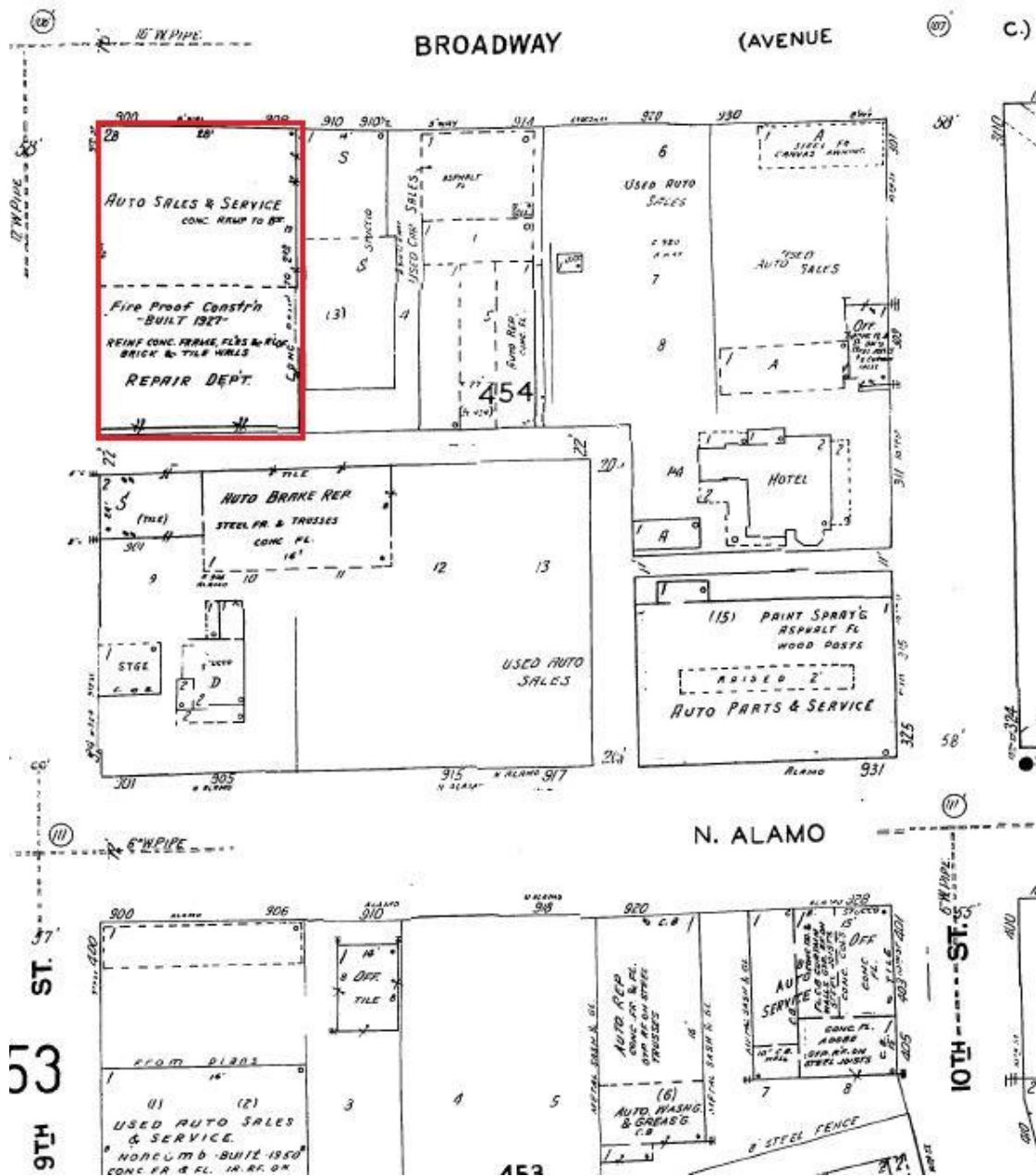


Figure 2: Sanborn Map, San Antonio, Volume 2, 1912-January 1951 Sheet 154

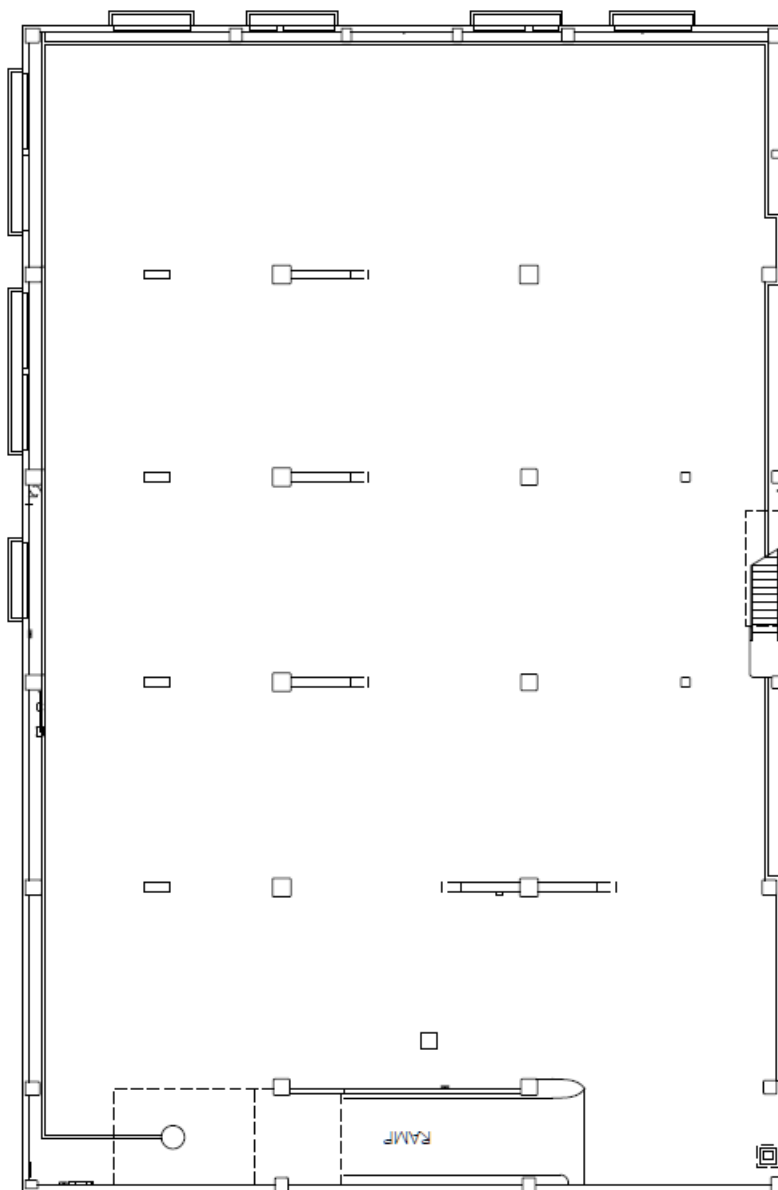


Figure 3: Existing Basement Plan. Courtesy of Open Studio Architecture. N ↑

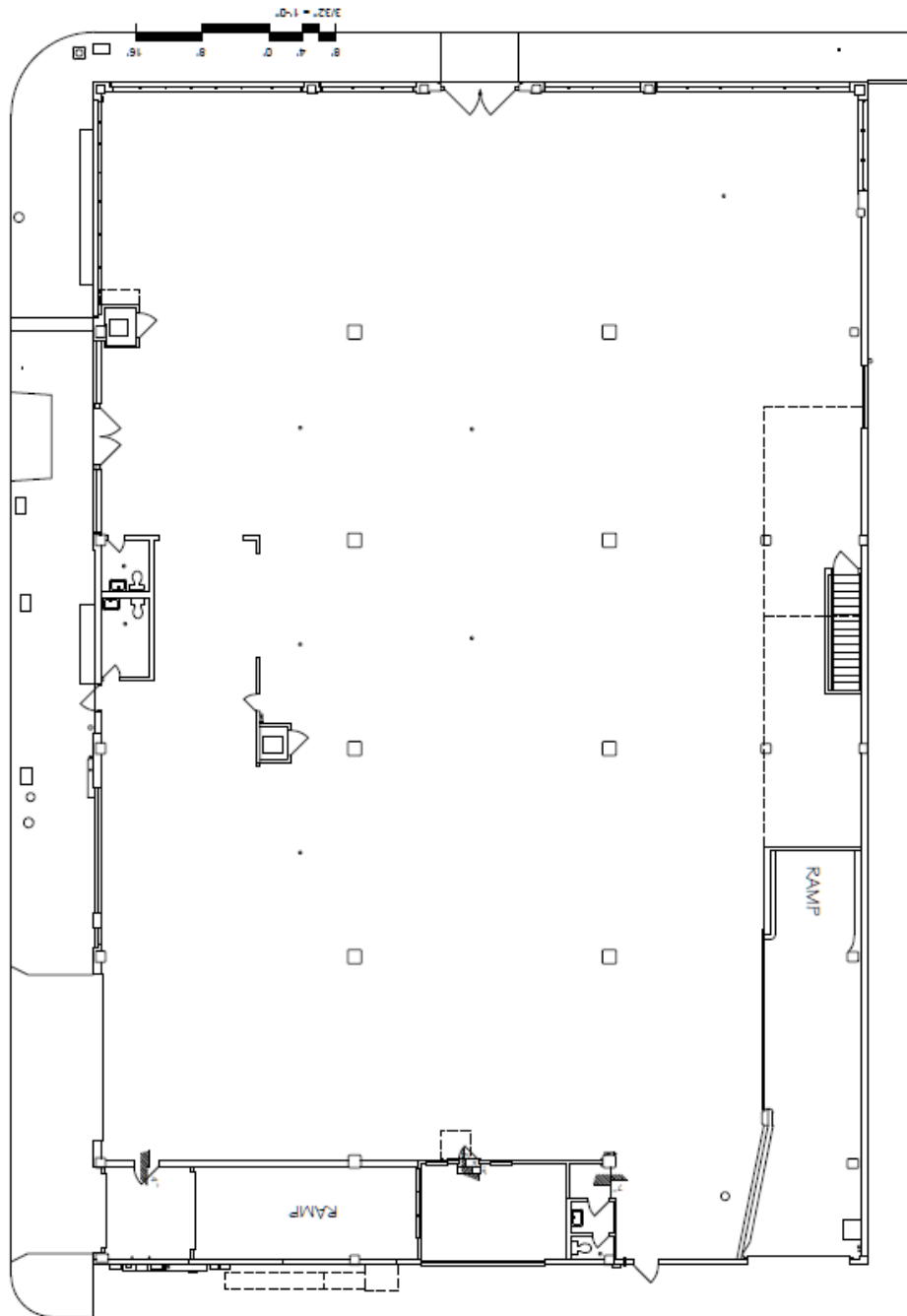


Figure 4: Existing First Floor Plan. Courtesy of Open Studio Architecture. N ↑

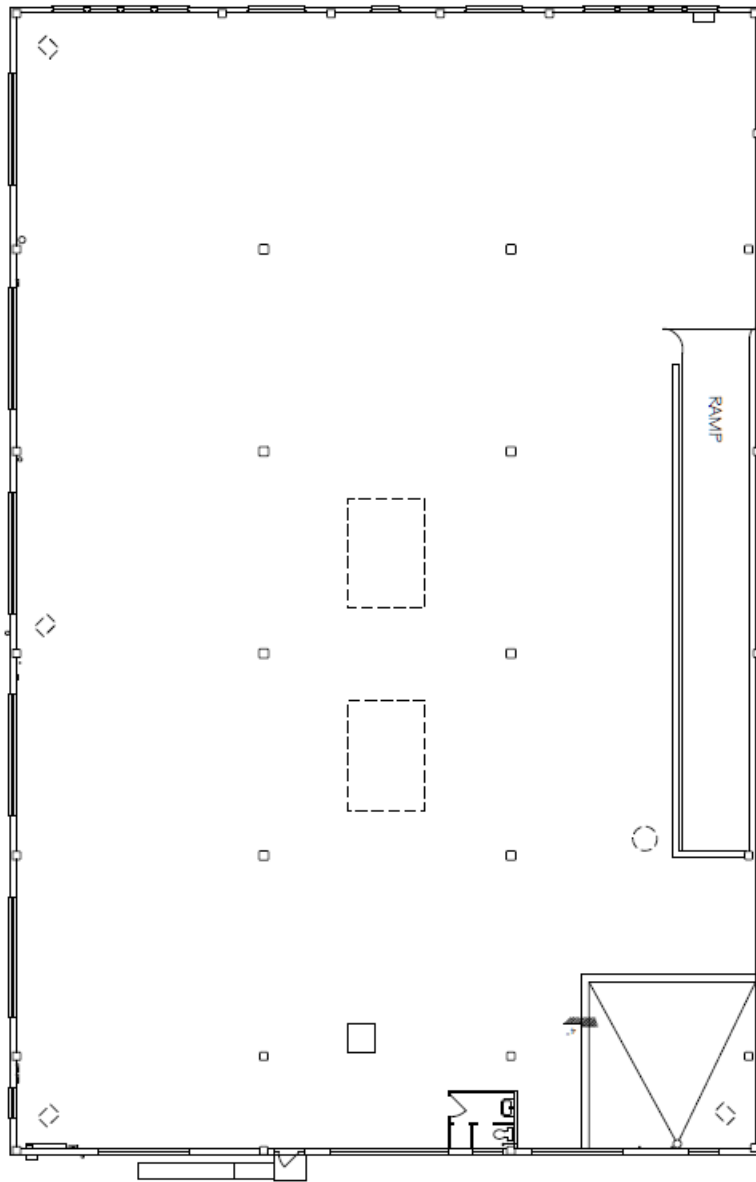


Figure 5: Existing 2<sup>nd</sup> Floor Plan. Courtesy of Open Studio Architecture. N ↑

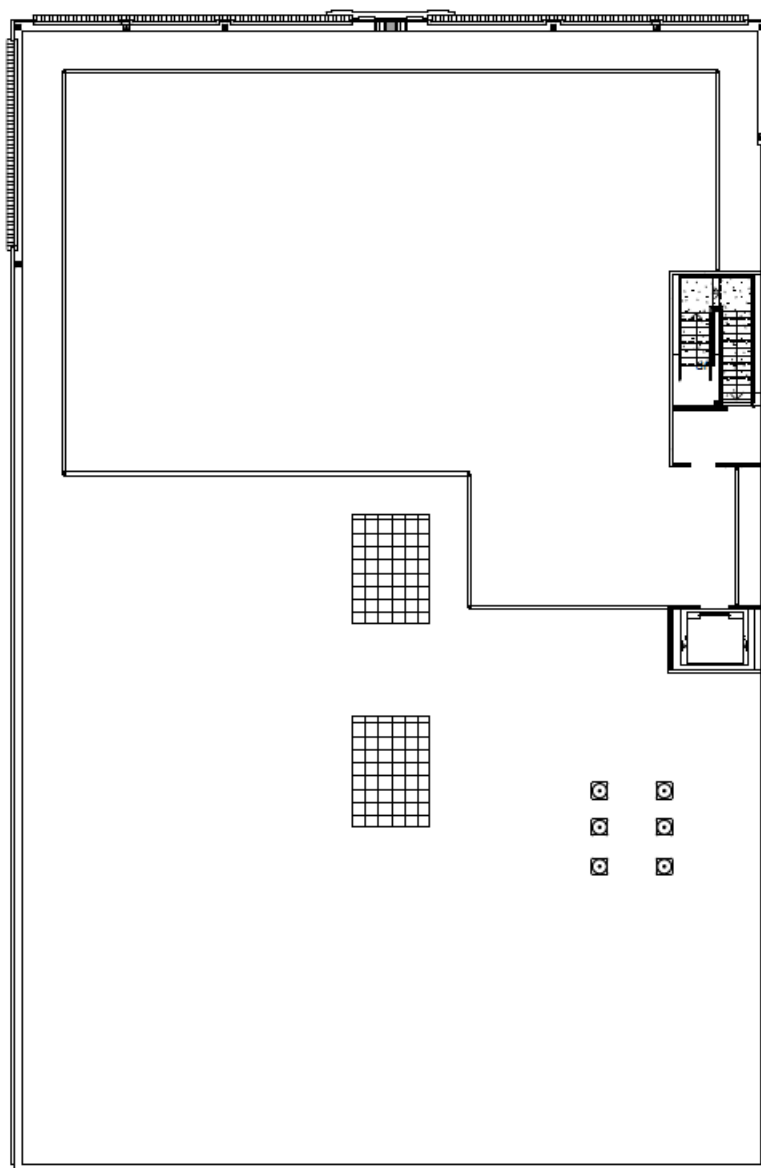


Figure 6: Existing Roof Plan. Courtesy of Open Studio Architecture. N ↑

Poe Motor Company, San Antonio, Bexar County, Texas

# An Apology

The management of the San Antonio Overland Co. wish to publicly give expression of regret on account of our inability to serve promptly and efficiently the thousands of our friends and patrons who visited our store for the first showing of Willys-Overland's latest and greatest creation

## The Whippet

The personnel of our sales organization has been increased and strengthened to care for the unprecedented demand for this most unusual new type automobile.

Any who were disappointed in securing full information or a demonstration are invited to phone Cr. 1425 and a courteous salesman will call at your office or home at the earliest possible moment.

### San Antonio Overland Co.

305 Broadway  
Frank A. Winerich, Pres. I. D. McKee, Mgr.  
New Home 900 Broadway After Sept. 1st.

Figure 7: San Antonio Overland Company advertisement, *San Antonio Light*, July 19, 1926, page 5.

**SBR Draft**

Poe Motor Company, San Antonio, Bexar County, Texas

**Opening Evenings and Sunday**

BARGAIN  
BIGGER
BASEMENT  
BARGAINS

Every car marked with plain figures and at Bargain Prices. You be the judge of their real value and then consult the price tag. Cars conveniently arranged, so that they can be easily inspected from every detail.

1920 Chevrolet Sport Coupe 1920 Whippet 4 Coupe 1920 Willys 6 Sport Roadster 1927 Buick Standard Coupe 1920 Essex 6 Coach 1920 Whippet 6 4-door Sedan 1928 Willys-Knight Great 6 Roadster 1924 Overland Touring	1928 Oldsmobile Coach 1920 Whippet 6 Coupe 1920 Willys-Knight 70B Sedan 1926 Chrysler 70 Coach 1928 Willys-Knight 56 Sedan 1920 Whippet 6 Coach 1924 Ford Coupe 1928 Whippet 6 Sport Roadster
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MANY OTHERS TO SELECT FROM

Don't Forget the BARGAIN BASEMENT

900 Broadway

(Corner Broadway and 9th)

MURRAY-WINERICH MOTOR CO.

Willys-Knight and Whippet Distributors

Phone Crockett 2214

Open Sunday
Open Evenings

Figure 8: Murray-Winerich Motor Company used car advertisement, *San Antonio Light*, October 5, 1930, page 6.

Poe Motor Company, San Antonio, Bexar County, Texas

**SEE THE NEW WILLYS CARS**  
*Price Reductions \$700.00 to \$1,000.00*

Not just an automobile agency, but a Motorists' Department Store with an automobile for every purse and purpose. \$20,000 worth of Willys parts, tires, accessories.

Painting expertly done—body repairs, fenders straightened.

Our crew of factory-trained mechanics will extend you prompt and courteous treatment.

If it's something you need for an automobile, see Murray.

**MURRAY MOTOR SALES CO.**  
J. ROY MURRAY, President  
900 BROADWAY  
SAN ANTONIO, TEXAS  
CROCKETT 2244

**WILLYS & WILLYS-KNIGHT DEALERS, SAN ANTONIO TERRITORY, AS OF APRIL 13, 1931:**

Barton Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio
Boyle Motor Co.	San Antonio	W. V. Robinson	San Antonio	W. V. Robinson	San Antonio

Figure 9: Murray Motor Sales Company Advertisement, *San Antonio Light* May 17, 1931 Page 12. Courtesy University of Texas at San Antonio Special Collections.

Poe Motor Company, San Antonio, Bexar County, Texas

## AUTO CRASHES INTO WINDOW

O. J. Bihn, 703 West French place, was injured by flying glass and several other persons narrowly escaped serious injury when a car driven by Bihn got out of control and crashed through a plate glass window at the Marcus Clark Motors company, 900 Broadway.

Bihn was attempting to avoid collision with another automobile when his own car got out of control, jumped the curb and passed through the window and onto the demonstration floor.

Bihn, an employee of the San Antonio Motors company, 801 Broadway, was taken to the Nix hospital.

### Farmers Cheered by General Rain

Farmers over a wide area around San Antonio Thursday were rejoicing over the heavy rain of Wednesday. Bandera reported nearly two inches of precipitation.

Other communities reporting were: New Braunfels, 1.66; Devine, 1.50; Lytle, over 2 inches; Temple, 1.46; Gonzales and Lagrange, 1.31; Alice, Austin and Duval, .92; Carrizo Springs, .54; Columbus, 1.41; Corpus Christi, .26; Cuero, 1.30; Marble Falls, .95, and Kerrville, .92.

Del Rio reported the rain did not reach there.

### Hondo Girl Named Art Club President

Annette Rothe of Hondo Thursday had been elected president of the Dramatic Art club, Delta Alpha Kappa, of Our Lady of the Lake college. Other officers named were:

## AND THE GLASS FLEW



**POLICEMAN SURVEYS DAMAGE TO WINDOW AT MARCUS CLARK MOTORS**  
Man injured as car crashes through window at 900 Broadway avoiding collision.

Figure 10: San Antonio Light October 14, 1937 Page 16-A.

SBR Draft

Poe Motor Company, San Antonio, Bexar County, Texas

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Figure 11: *Shiner Gazette* (Shiner, Texas), Thursday, Mar 22, 1945, Page 7

Poe Motor Company, San Antonio, Bexar County, Texas



Z-0908-A-4

900 block Broadway 1948

Figure 12: 900 Block of Broadway, 1948, view northwest. Courtesy University of Texas at San Antonio Special Collections.

Poe Motor Company, San Antonio, Bexar County, Texas

**LOOK! LOOK!**  
**VALIANT**  
START AT  
**\$1898**

**PLYMOUTH**  
START AT  
**\$2048**

**CHRYSLER**  
START AT  
**\$2964**  
For A  
Sedan  
4-Door

36 MONTH OR  
35,000 MILE WARRANTY

**RIEGER MOTORS**  
SAN ANTONIO'S OLDEST CHRYSLER PLYMOUTH DEALER  
900 BROADWAY CA 6-9354  
OPEN 'TIL 8 NITES

Figure 13: Rieger Motors advertisement, *San Antonio Express and News*, April 21, 1962, Page 35.

# SBR Draft

Poe Motor Company, San Antonio, Bexar County, Texas

## Superior Pontiac

### \$200 to \$300 BELOW SAN ANTONIO MARKET SALE! \$250,000 INVENTORY

<p>'71 Pontiac Grand Prix. The every known piece of equipment. \$3995</p> <p>'70 Oldsmobile, new engine. Two-1 standard shift the other automatic. \$2495</p> <p>'70 Buick Wildcat 4-door. \$3495</p> <p>'68 Buick Wildcat. The best, one \$1895</p> <p>'69 Buick Wildcat. The best, fully equipped. \$2795</p> <p>'68 Buick Wildcat. The best, one \$1795</p>	<p>'69 Buick Wildcat. The best, one \$2595</p> <p>'71 Chevrolet Vega. \$2895</p> <p>'70 Buick Wildcat. The best, one \$2595</p> <p>'69 Buick Wildcat. The best, one \$2095</p> <p>'67 Buick Wildcat. The best, one \$1295</p> <p>'70 Buick Wildcat. The best, one \$1550</p>
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'71 Buick Wildcat. The best, one \$2195

**NOW HEAR THIS** I've got \$150,000 worth of cars NOT mentioned in this ad on sale.

'71 60HP EVANRUDE with 1100cc engine or 1100 cc engine if you want. \$1995

Open til 9 P.M. **227-5046** \$20. Holds any car

**WHOLE BLOCK—900 BROADWAY**

YOU HAVE TRIED THE REST NOW  
P.S. TRY THE BEST. SIGNED: DAVE CLARK

Figure 14: Superior Pontiac advertisement, *San Antonio Express and News*, September 26, 1971, Page 52.

Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 1: Poe Motor Company, northwest and southwest elevations, view east

# SBR Draft

Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 2: Poe Motor Company, northwest elevation, view southeast

Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 3: Poe Motor Company, southwest elevation, view east

Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 4: Poe Motor Company, northeast elevation, view southwest

# SBR Draft

Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 5: Poe Motor Company, southeast elevation, view west

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Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 6: Poe Motor Company, interior, first floor

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Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 7: Poe Motor Company, interior, vehicular ramp, view from second floor

Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 8: Poe Motor Company, interior, second floor



Photo 9: Poe Motor Company, interior, second floor, skylight detail

Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 10: Poe Motor Company, interior, basement

Poe Motor Company, San Antonio, Bexar County, Texas

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Photo 11: Poe Motor Company, northwest elevation entry detail, view southeast