

United States Department of the Interior  
National Park Service

**National Register of Historic Places Registration Form**

**1. Name of Property**

Historic Name: Buick Motor Company

Other name/site number: Marcus H. Clark Motor Company; Jack Brosseau, Inc.; Kinsel-Robinson

Company; Ledlow-Adams Motor Company; Charles Dill Motors; Jack Ammann Photogrammetric Engineers

Name of related multiple property listing: NA

**2. Location**

Street & number: 931 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Not for publication: ☐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 ☒ local

Applicable National Register Criteria: ☒ A ☐ B ☐ C ☐ D

  
Signature of certifying official / Title

Deputy State Historic Preservation Officer

Date

9/4/2025

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

Buick 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: NA

## 6. Function or Use

**Historic Functions:** COMMERCE/TRADE: Specialty Store

**Current Functions:** VACANT/NOT IN USE

## 7. Description

**Architectural Classification:** LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY AMERICAN MOVEMENTS: COMMERCIAL STYLE

**Principal Exterior Materials:** Brick, Concrete, Glass

**Narrative Description** (see continuation sheets 7-6 through 7-9)

Buick Motor Company, San Antonio, Bexar County, Texas

## 8. Statement of Significance

**Applicable National Register Criteria:** A

**Criteria Considerations:** NA

**Areas of Significance:** Commerce (*local level of significance*)

**Period of Significance:** 1927-1952

**Significant Dates:** 1927 (construction)

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

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

**Architect/Builder:** Adams and Adams, Architects; Thrailkill, William C. Contractor

**Narrative Statement of Significance** (see continuation sheets 8-10 through 8-17)

## 9. Major Bibliographic References

**Bibliography** (see continuation sheets 9-18 through 9-20)

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

☒ preliminary determination of individual listing (36 CFR 67) has been requested. *Part 1 approved September 11, 2024 (Project # 48300).*

- ☐ 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 BX-1527;  
National Register Survey Card 1979 NRS 79-20054

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## 10. Geographical Data

**Acreage of Property:** Less than one acre (approximately 0.33 acres)

### Coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 29.434411°N Longitude: -98.481119°W

**Verbal Boundary Description:** The nominated boundary includes less than one acre (approximately 0.33 acres), specifically the eastern part of the legal parcel identified as NCB 455 BLK 33, LOT 17 & 18 SAWCO SUBD (Property ID: 104483), San Antonio, Bexar County, Texas, as recorded in the Bexar Appraisal District. Data accessed June 12, 2024 (See Map 3).

**Boundary Justification:** The nominated boundary closely follows the building footprint and includes approximately 0.33 acres of the larger 0.7659 acre legal parcel identified as NCB 455 BLK 33 LOT 17 & 18 SAWCO SUBD. The boundary includes most of the historic property associated with the building. It excludes the parking lot to the southwest.

## 11. Form Prepared By

Name/title: Megan Warley McDonald, MHP, MA; Kate Singleton, MPA; Charlotte Adams, MA  
Organization: Post Oak Preservation Solutions  
Street & number: 2506 Little John Lane  
City or Town: Austin State: Texas Zip Code: 78704  
Email: Megan@postoakpreservation.com  
Telephone: 814-397-2359  
Date: April 19, 2024

## Additional Documentation

**Maps** (see continuation sheets MAP-21 through MAP-26)

**Additional items** (see continuation sheets FIGURE-27 through FIGURE-44)

**Photographs** (see continuation sheets PHOTO-45 through PHOTO-63)

**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.



Buick Motor Company, San Antonio, Bexar County, Texas

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## Photograph Log

Name of Property: Buick Motor Company  
City or Vicinity: San Antonio  
County: Bexar  
State: Texas  
Photographer: Irene Allender  
Date: February 21, 2024

*All photographs accurately depict property conditions at the date of NPS submittal. No changes nor significant deterioration has occurred since the photos were taken in February 2024.*

Photo 1 (TX\_BexarCounty\_BuickMotorCompany\_0001)  
Oblique view of primary (southeast) and northeast elevations. View west.

Photo 2 (TX\_BexarCounty\_BuickMotorCompany\_0002)  
Primary (southeast) elevation, view northwest.

Photo 3 (TX\_BexarCounty\_BuickMotorCompany\_0003)  
Oblique, primary (southeast) and northeast elevations, view northwest.

Photo 4 (TX\_BexarCounty\_BuickMotorCompany\_0004)  
Northwest elevation, view southwest.

Photo 5 (TX\_BexarCounty\_BuickMotorCompany\_0005)  
Southwest elevation, view southeast.

Photo 6 (TX\_BexarCounty\_BuickMotorCompany\_0006)  
Masonry and parapet detail on primary (southeast) elevation, view north.

Photo 7 (TX\_BexarCounty\_BuickMotorCompany\_0007)  
Canopy bracket and tie rod detail with "B" for Buick, view west.

Photo 8 (TX\_BexarCounty\_BuickMotorCompany\_0008)  
First floor, view southeast.

Photo 9 (TX\_BexarCounty\_BuickMotorCompany\_0009)  
First Floor, view west.

Photo 10 (TX\_BexarCounty\_BuickMotorCompany\_0010)  
First floor, view southwest.

Photo 11 (TX\_BexarCounty\_BuickMotorCompany\_0011)  
Mezzanine, view northeast.

Photo 12 (TX\_BexarCounty\_BuickMotorCompany\_0012)  
Stair to mezzanine, view northwest.

Photo 13 (TX\_BexarCounty\_BuickMotorCompany\_0013)  
First floor warehouse space, view west.

Photo 14 (TX\_BexarCounty\_BuickMotorCompany\_0014)  
First floor warehouse space showing loading bay, view east.

Photo 15 (TX\_BexarCounty\_BuickMotorCompany\_0015)  
Second floor, view southeast.

Photo 16 (TX\_BexarCounty\_BuickMotorCompany\_0016)  
Second floor, view northeast.

Photo 17 (TX\_BexarCounty\_BuickMotorCompany\_0017)  
Second floor plaster ceiling detail.

Photo 18 (TX\_BexarCounty\_BuickMotorCompany\_0018)  
Third floor, view southeast.

Photo 19 (TX\_BexarCounty\_BuickMotorCompany\_0019)  
Third floor, view northwest.

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## Narrative Description

The Buick Motor Company at 931 Broadway Street in San Antonio, Texas was constructed in 1927. The building primarily functioned as a factory branch of the Buick Motor Company supplying Buick dealerships in south and southwest Texas with vehicles and parts. Designed by architects Adams and Adams, the three-story Commercial Style building consists of a reinforced concrete frame with a red brick veneer along the southeast and northeast elevations. The concrete frame and masonry infill remains exposed on the northwest and southwest elevations. The original tie rod canopy shelters the main entrance, supported by ornate metal brackets that were specifically fabricated to incorporate branding of the Buick Company through the letter “B.” Cast concrete accents adorn the southeast and northeast elevations. While some openings have been infilled or covered, many of the original wood and metal hopper windows are intact on the upper floors. The interior is characterized by an ornate automobile showroom with a mezzanine, as well as second and third floor utilitarian spaces that likely housed additional inventory, parts, and service repair areas. Intact finishes include plaster ceilings, pilasters, wood columns, wainscoting, and terrazzo and tile flooring. Despite some modifications, the Buick Motor Company building retains integrity to convey its historic significance.

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## Setting

The Buick Motor Company building is in a dense urban area at the northwest corner of Broadway and 10<sup>th</sup> Street in central San Antonio, Texas.<sup>1</sup> Broadway is a major commercial street that leads from downtown to suburban areas to the northeast of the city, and was incorporated into the Meridian Highway (US 81) by 1916. Buildings in the vicinity are generally one- to two- story commercial buildings. The historic setting which included a dense concentration of commercial structures (many of which served an automotive function), has been altered over time by the addition of surface parking lots and mixed-use developments. However, numerous buildings historically associated with Broadway’s identity as “Automobile Row” remain intact, as documented by the Meridian Highway Survey Report. Nearby examples include the Poe Motor Company (NRHP 2018) at Broadway and 9<sup>th</sup> Street and several contributing buildings in the San Antonio Downtown and River Walk Historic District (NRHP 2018) which ends three blocks southwest of the property. A large, multi-story, non-historic apartment complex is now situated across 10<sup>th</sup> Street from the subject property, and Maverick Park is located to the southeast, occupying an entire city block (Maps 1-7).

## Site

Buick Motor Company is on a rectangular lot bound by 10<sup>th</sup> Street to the northeast, Broadway to the southeast, a parking lot to the southwest, and an unnamed alley to the northwest (Maps 2-5). The building’s primary (southeast) elevation is oriented towards Broadway. The parking lot adjacent to the southwest elevation of the building was where additional cars were displayed. The parking lot was occupied by a non-historic addition that was demolished in 2023. A large concrete warehouse abuts the rear (northwest) elevation of the property, approximately 20 feet from the subject building. The subject building has little setback from the adjacent streets, separated from the road by sidewalks along Broadway and 10<sup>th</sup> Street. The site does not have any landscape features.

## Exterior

The Buick Motor Company is three stories tall with a basement and flat roof with moderate slope for drainage. It is constructed of a reinforced concrete frame with masonry infill, and a red combed brick veneer along the southeast and northeast elevations (Figures 2, 4-5, 7, 11; Photos 1-7). The concrete frame and masonry infill, which consists of both brick and structural clay tile, remain exposed on the northwest elevation and painted red on the southwest elevation.

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<sup>1</sup> The building was inventoried in the Meridian Highway Survey Report (Site BX-1527, 2016) and identified as individually eligible and contributing to the potential San Antonio North Downtown Auto-Related Historic District.

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The primary (southeast) elevation faces Broadway Street (Photos 1-2). It is symmetrical and three equal bays wide, delineated by four pilasters with decorative cast concrete caps that extend the height of the building. The three primary bays are subdivided by narrower brick pilasters that extend to the top of the windows on the third floor, topped with simple cast concrete cops. These smaller pilasters divide the windows on each floor.

The first-floor center bay features the primary entrance, which consists of a red painted wood frame, infilled with a modern bronze anodized aluminum storefront system. The original tie rod canopy shelters the entrance, supported by ornate metal brackets that were specifically fabricated to incorporate branding of the Buick Company through the letter "B" (Photo 7). The first-floor windows were originally large single pane display windows; they now have glass block infill in the left bay and glass blocks on top of fixed aluminum glazing below in the right bay. Both the storefront entry and first-floor windows have transom windows above, which are covered with metal louvers but are extant on the interior. Paired windows flank the narrow pilasters on either side in each bay on the second and third floors. Most of the original three-over-one wood sash windows are intact, though all but one are covered with metal louvers on the exterior. Cast concrete is prominently featured on the facade, used along the building's base, windowsills, lintels, parapet cap, and a decorative inset tile centered beneath the pedimented parapet (Photo 6). The square, decorative tile features a botanical motif with an inset octagonal frame. The lintels are most prominent above the first-floor windows, then reduced in length at successive levels, with the third-floor windows only having their upper corners accented by small blocks. The first floor is delineated from the upper floors by a series of header courses in a stack bond configuration. Historic photographs indicate that the original Buick projecting blade sign was centered on the primary facade between the upper story windows (Figures 2, 4). Remnants of the anchors appear to be in place. The Buick sign was removed around 1934 when it became a Pontiac dealership and was replaced with a Pontiac sign (Figure 5). The blade sign was removed (possibly for good) when it changed to a Lincoln (Ford) dealership in 1937.<sup>2</sup>

The northeast elevation has five bays. The southernmost two bays (closest to Broadway), have the same cast concrete and brick detailing, window configuration, and metal louvers that are on the Broadway elevation. The windows in the first two bays (southeastern-most) on the first floor were replaced with glass blocks and fixed aluminum windows. The central (third) bay's historic window openings have all been infilled with glass blocks and structural clay tile. The center bay has a secondary entrance on the first floor with a non-historic, hollow metal door. The entrance is sheltered by a small awning and a transom window infilled with glass blocks. A corrugated metal awning covers a single window in the center bay. The northeastern-most two bays (closest to the alley), retain historic steel frame hopper windows on the second and third floors; although one window was partially altered to include three, one-over-one windows. Several alterations to the first-floor openings in the fourth bay are evident: brick has infilled what was likely once an overhead door, as evidenced by a curb cut and a symmetrical arrangement with the final bay. In addition, there is structural clay tile infill where there were likely originally steel hopper windows the last two bays on the first floor.

The rear (northwest) elevation of the building faces the alley and is utilitarian (Photo 4). The reinforced concrete frame is visible on this elevation and divides the façade into a grid of three bays and three floors. The westernmost bay is occupied by the elevator shaft and retains historic brick exterior walls, except for two small areas of the second and third floor that are infilled with structural clay tile. Though historic photographs of the rear elevation have not been found, many of the openings in the remaining two bays appear altered. The easternmost bay of the first floor was infilled with structural clay tile, while the center bay was infilled with both brick and structural clay tile. Both bays have shutter-mount exhaust fans punctuating the wall. The second and third floors of the easternmost bays historically featured hopper windows, which are largely intact on the second floor. Part of the easternmost window on the second floor was infilled with one-over-one windows and a shutter vent. Metal awnings shade the centermost windows on the second floor, likely a 1952 alteration. Part of the windows in the easternmost bay of the third floor were infilled with brick and structural clay tile, while the windows in the center bay of the third floor were infilled with metal louvered

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<sup>2</sup> "Advertisement," *San Antonio Light*, September 12, 1937, 51; "Dealers are Saying," *San Antonio Express*, September 8, 1935, 41.

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vents. Two metal scuppers and drainage pipes are present in the center and easternmost bays, and a brick chimney extends above the roofline in the center bay. A double slant terracotta parapet cap runs along the roofline.

The southwest elevation faces a parking lot (Photo 5). The concrete framing was painted red and white, and the concrete frame divides the wall into four vertical bays and delineates the floors. This elevation was previously partially obscured by a non-historic addition that was removed in 2023. To facilitate the construction of the addition, many of the original openings were covered or infilled, except for original hopper windows at the north and south ends of the wall on the second and third floors. The second-floor hopper windows were covered by CMUs on the exterior; they are intact on the interior of the building and could be restored. Metal awnings sit above three of the southern windows. A double slant terracotta parapet cap runs along the roofline. An elevator penthouse is located at the northwest corner of the building. On the ground floor of the northernmost bay there is a non-historic overhead door and a single metal entrance door.

The roof is a single-ply membrane. The membrane runs up the back of the parapet walls and ends at termination bars just below the cast concrete or double slant terracotta parapet caps. Drainage is provided by a thru-wall scupper at the rear of the building with drainage corrections provided by tapered insulation, presumably added when the roof was installed. The brick elevator penthouse extends above the roofline with a metal door and metal stairs that open onto the roof. A metal scupper and drainage pipe are adjacent to the door. The roof of the tower is flat with a single-ply membrane and a metal cornice cap. A ventilation stack is adjacent to the tower and is red brick.

## **Interior**

The first floor is divided into two spaces: the former automobile showroom that faced Broadway and a utilitarian area at the rear (north) (Figure 13). The showroom was the most public facing portion of the building and is therefore the most ornate interior space featuring high ceilings, pilasters, wrapped columns, wood wainscoting and trim, and ceiling beams, throughout the large open room (Figure 6; Photos 8-10). Curved plaster ceilings and original terrazzo floors are largely intact though the ceiling has several small perforations. The back (northwest) wall of the showroom consists of partial height panel walls on either side of a central landing, with an enclosed mezzanine above. The panel walls are punctuated with a series of doorways and openings, including a large opening near the west end of the room where cars may have been transported into the showroom from the rear of the building. The central landing consists of two shallow steps covered with terrazzo flooring flanked by two wood columns. Behind the mezzanine and to the rear (northwest) of the showroom is a utilitarian area characterized by concrete floors, concrete framing with brick walls, and equally spaced columns. A ramp with overhead door provides access to 10<sup>th</sup> Street at the northeast corner, and access to the automobile elevator is at the northwest corner (Photo 14).

The mezzanine is in the central, upper portion of the first floor (Figure 14; Photo 11). It is accessed by a single flight of stairs along the rear wall of the showroom (Photo 12). Currently a long, open corridor, the mezzanine may originally have been partitioned into offices, or open to the showroom below. Original black and white tile floors are extant, as are the ornamental pilasters and plaster walls and ceilings. The southeast wall appears to have been altered and was likely unenclosed or featured windows originally, allowing a view of the showroom, below.

The second and third floors are large, open, utilitarian spaces with concrete floors, exposed reinforced concrete framing, and equally spaced columns (Figures 15-16). While occupied by Buick and five subsequent car dealerships, these floors likely housed additional inventory, parts storage, and service repair areas. The second floor (Photos 15-16) appears to have served at least a partially public-facing function, possibly as offices for high level personnel, as evidenced by intact decorative plasterwork along the front (southeast) half of the floor. Some original plaster ceilings and walls in varying condition are located along the southeast wall, and two sections of egg and dart plaster molding are present on the ceiling at the southwest corner (Photo 17). The southwest interior wall of the second floor contains

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original steel hopper frame windows that have been covered with CMU on the exterior (Photo 15). Some of the wood sash windows on the southeast elevation are boarded on the interior, though appear to be intact beneath.

The third floor is similar to the second, consisting of a large open room with concrete floors and columns (Photos 18-19). A large CMU storage room is on the southwest wall and the automobile elevator is adjacent to it in the northwest corner. Several wood frame windows on the primary elevations are boarded on the interior, though appear to be intact beneath. A small restroom is immediately adjacent to the stairwell along the northeast wall.

Vertical circulation consists of a stairwell centered along the northeast wall of the building, connecting the basement all the way to the roof. The large vehicle elevator is in the northwest corner of the building and features wide openings for the movement of automobiles in and out of the elevator car. A secondary stairwell is adjacent to the elevator. The basement area is open with a concrete floor, exposed ceiling beams and concrete columns (Figure 14).

### Alterations

Alterations to the exterior of the building largely consist of infilled windows and doors, though the original size, shape, and configuration of the openings is typically discernible. These openings were infilled with structural clay tile, brick, and glass block. Some hopper windows are intact on the interior of the second floor and were merely covered with CMUs; these could likely be reopened and restored. The main entrance was replaced with aluminum doors and sidelights, and the first-floor windows on the primary (southeast) elevation were infilled with glass blocks and aluminum fixed windows. The transom windows on the first floor and wooden sash windows on the upper floors are covered with metal louvers, though they are intact beneath. The louvers were likely added in 1952 when the Jack Ammann Photogrammetric Engineering Company moved into the building. The company processed large quantities of photographic film and therefore required a measure of control over interior lighting. Ammann may also have added corrugated metal awnings present along the northwest and southwest elevations for the same reason (Figure 11). The non-historic addition was demolished in 2023 exposing the original southwest elevation. The southwest elevation was painted red and white at an unknown date. Though the first-floor showroom was reconfigured into office spaces during the 1980s and 1990s with non-original partition walls, acoustical tile ceilings, and non-historic floor treatments, these alterations were removed in 2023. Upon removal of non-historic materials, it was discovered that the original showroom finishes were largely intact, including plaster walls and ceilings, terrazzo floors, and monumental wrapped columns and pilasters throughout the room.

### Integrity

The Buick Motor Company remains in its original *location*. Although the historic *setting* along Broadway Street has been somewhat compromised by the intrusion of modern infill and parking lots, many historic auto-related buildings remain reflecting its role as “Automobile Row.” Integrity of *design*, *materials*, and *workmanship* is visible in the intact the three story reinforced concrete form and massing, red brick veneer and cast stone ornament, flat roof, fenestration pattern, original wood sash and steel-frame hopper windows on the upper floors—some of which remain covered, and the original tie rod canopy with stylized “B” brackets. The interior retains the original layout consisting of an ornate showroom, mezzanine, and warehouse space on the first floor, and large open spaces on the second and third floors. The showroom retains historic plaster walls and ceilings, wainscoting, tile and terrazzo floors, and monumental pilasters and wood columns. Although no longer occupied by an automobile-related business, the showroom, utilitarian spaces, automobile elevator, loading bays, ramps, and wide doorways clearly convey its historic function. Combined, these aspects convey the *feeling* of a late 1920s Buick factory branch along “Automobile Row” in San Antonio. It is no longer *associated* with the Buick Motor Company or any of the subsequent automobile dealerships.

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## Statement of Significance

The 1927 Buick Motor Company at 931 Broadway Street was designed by architects Adams and Adams to serve as the San Antonio factory branch of the Buick Motor Company. From the 1920s through the 1960s, the 300-1100 blocks of Broadway developed as the hub of automobile-related commercial activity, and the area was referred to as “Automobile Row.” This identity was fostered, in part, by Broadway’s inclusion in the Meridian Highway (US 81), an early and significant transcontinental highway. Between 1927 and 1934, Buick Motor Company functioned as a factory branch of the company supplying vehicles and parts to Buick dealerships in south and southwest Texas, including supporting operations of the local Buick dealership at 501 Broadway. Between 1934 and 1952 it housed several local automobile dealerships that sold prominent brands such as Pontiac, Lincoln, and Mercury directly to motorists. 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 growth of San Antonio’s automobile industry along Broadway. The period of significance extends from 1927, the build date, until 1952, when the building no longer housed an automobile-related business.

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### Criterion A: Commerce

#### *Broadway: San Antonio’s “Automobile Row”*

The Buick Motor Company faces Broadway Street, a major corridor in San Antonio. Originally known as Avenue C, Broadway had a streetcar route and served as a primary thoroughfare from downtown to Fort Sam Houston and the affluent Alamo Heights suburb.<sup>3</sup> The name was changed to Broadway by the 1920s. Much of Broadway was residential in character in the early 20<sup>th</sup> century, though the growth and expansion of San Antonio’s downtown core, coupled with the proliferation of the automobile, led to its rapid commercial development beginning in the 1910s. Newspaper articles touted Broadway as an easy link between downtown and the newly developed suburbs.<sup>4</sup>

In the 1910s, Broadway Street was incorporated into the Meridian Highway, one of the earliest and most significant transcontinental highways in North America extending north to south from Winnipeg, Manitoba, Canada to Monterrey, Nuevo Leon, Mexico. In Texas, the Meridian Highway generally followed the Chisholm Trail, a route historically used for overland cattle drives. San Antonio’s status as one of the largest cities in Texas at the time, its identity as a tourist destination, and the presence of the Fort Sam Houston military installation all made the city a logical choice to include along the route (Maps 6-7). By 1916, the Meridian Highway passed through San Antonio from Austin and then southward to Laredo. It was designated State Highway 2 in 1917 and was redesignated US-81 following the adoption of the federal highway numbering system in 1926.<sup>5</sup> In San Antonio, the Meridian Highway followed a section of Broadway into downtown. Though the path would be expanded and rerouted in subsequent decades, Broadway remained a key section of the San Antonio route until 1960 when the Meridian Highway was realigned and absorbed into I-35.<sup>6</sup>

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<sup>3</sup> “Streetcars in San Antonio,” Texas Transportation Museum, accessed April 19, 2024, <https://www.txtransportationmuseum.org/history-streetcars>.

<sup>4</sup> Sanborn Fire Insurance Company, “Sanborn Fire Insurance Map from San Antonio, Bexar County, Texas, 1904,” [https://www.loc.gov/resource/g4034sm.g4034sm\\_g08740190402](https://www.loc.gov/resource/g4034sm.g4034sm_g08740190402), accessed April 19, 2024; “Motorcar Linking City with Country,” *San Antonio Express*, February 18, 1923, 2A.

<sup>5</sup> David Moore, Martha Freeman, Tara Dudley, PhD., et. al, “The Meridian Highway in Texas.” Prepared for the Texas Historical Commission, May 27, 2016, 27-43, 210.

<sup>6</sup> David Moore, Martha Freeman, Tara Dudley, PhD., et. al. “The Meridian Highway in Texas.” Prepared for the Texas Historical Commission, May 27, 2016, 200, 143.

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With the exponential increase in auto ownership, dealerships proliferated throughout the country between the 1920s through the 1940s, creating commercial areas dedicated to the sale and service of cars, often referred to as “Automobile Row” or “Automobile Alley.”<sup>7</sup> Typically located along major thoroughfares, these concentrations of auto-related enterprises featured buildings purpose-built for various national car brands. In San Antonio, Broadway’s strategic location just north of downtown along the Meridian Highway made it an ideal location for car dealerships and other automobile related development. During the 1920s and 1930s, numerous auto-related businesses were established along the 300-1100 blocks of Broadway, later extending up to the 1900 block.<sup>8</sup> A 1927 advertisement stated that: “Broadway is the ‘street of the hour’ and presents right now some very fine locations that particularly appeal to automobile dealers and the automobile fraternity. Already Broadway is ‘Automobile Row,’ soon to have the addition of the completed Sanderson Motor Company and the Buick Motor Company Buildings.”<sup>9</sup> (Figure 3)

Broadway carried 20,000 cars per day by the 1940s and was home to half of the new car dealerships and a third of the used car lots in the city.<sup>10</sup> In the immediate post-war years, “Automobile Row” expanded north to the 2700 block of Broadway Street. New car dealerships increased from 10 to 17, and used car dealerships increased from 19 to 59.<sup>11</sup> By the 1950s, however, many automobile dealerships began moving to suburban areas where cheap and abundant land was available for displaying larger numbers of vehicles.<sup>12</sup> Though automobile-related businesses remained active on Broadway through the 1960s, their numbers declined over time, particularly following the completion of I-35, which diverted many travelers from Broadway to the interstate.<sup>13</sup>

### *The Buick Motor Company*

The Buick Motor Company originated in 1899 in Jackson, Michigan as the Buick Auto-Vim and Power Company, an internal combustion engine and motor-car manufacturer. In 1903, David Dunbar Buick incorporated the company as the Buick Motor Company in Detroit, Michigan, along with Walter Marr, James Whiting, George Walker, and William Ballenger.<sup>14</sup> In the first year, the company built 16 cars, which were mainly experimental, growing to 37 cars the following year.<sup>15</sup> William Durant was brought in to manage the company in 1904. Four years later, Durant created General Motors (GM), an automotive holding company, with Buick as the first brand. By the early 1920s, GM had acquired more than twenty companies including five major car brands: Cadillac, Buick, Pontiac, Oldsmobile, and Chevrolet. Durant wanted each General Motors brand to target one type of buyer; Buick was just below the prestigious Cadillac brand. The typical Buick customer would be comfortably well-off, upper middle class, and in the market for a car that was more luxurious than a standard vehicle.<sup>16</sup> By 1929, GM surpassed Ford Motor Company to become the leading American passenger-car manufacturer.<sup>17</sup>

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<sup>7</sup> John Calhoun and Scott, Todd. “Automobile Alley, Oklahoma City, Oklahoma County, Oklahoma. National Register of Historic Places Registration Form”, Oklahoma City, Oklahoma, 1999, NRIS 9000315.

<sup>8</sup> “Broadway Street Hazards,” *San Antonio Light*, July 26, 1940, 9; Vlieger, Mike. *List of San Antonio Dealerships from 1931, 1944, and 1957 San Antonio phone books*. No date, no page. Available at the San Antonio Conservation Society Archives.

<sup>9</sup> “Here Are 3 Live Propositions for 3 Live Automobile Concerns,” *San Antonio Light*, January 9, 1927, 31.

<sup>10</sup> “Broadway Street Hazards,” *San Antonio Light*, July 26, 1940, 9; Vlieger, Mike. *List of San Antonio Dealerships from 1931, 1944, and 1957 San Antonio phone books*. No date, no page. Available at the San Antonio Conservation Society Archives.

<sup>11</sup> Davenport, “History of Broadway Street,” 9.

<sup>12</sup> “‘It’s thrifter to own a Mercury,’” *San Antonio Light*, August 30, 1949; “Dollar Value Sale,” *San Antonio Express*, December 31, 1951; John A. Jackle and Keith A. Sculle, *Motoring: The Highway Experience in America*, (Athens, Georgia: University of Georgia Press, 2008), 90-92.

<sup>13</sup> David Moore, Martha Freeman, Tara Dudley, PhD., et. al. “The Meridian Highway in Texas.” Prepared for the Texas Historical Commission, May 27, 2016, 200, 143.

<sup>14</sup> George H. Maines, *Men, a City and a Buick: 1903-1953* (Flint, Michigan: Advertisers Press, 1953), 3.

<sup>15</sup> General Motors, Buick Motor Division, *Buick’s First Half-Century* (Flint, Michigan: General Motors, 1953), 18.

<sup>16</sup> “September 16, 1908-The birth of General Motors,” This Day in Automotive History, accessed August 8, 2021, <https://automotivehistory.org/september-16-1908-the-birth-of-general-motors/>; “History of Buick,” Long Island Buick Club, accessed August 8, 2021, <https://www.libuickclub.org/history-of-buick>.

<sup>17</sup> Ibid.

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Under the General Motors umbrella, Buick became a highly successful company. Buick was the first automotive company to have showrooms around the county, a practice they began in 1907-1908.<sup>18</sup> During World War I, Buick produced 115,000 cars while also supporting the war effort by making tanks and aircraft engines.<sup>19</sup> By 1923, the company produced its millionth car and was producing over 200,000 cars per year. The company sold its two-millionth car in 1927 and was producing 250,000 automobiles a year by 1928.<sup>20</sup> During World War II, the company had 30 separate war production operations to build tanks and aircraft engines. They built Pratt and Whitney aircraft engines and the Hellcat tank destroyers.<sup>21</sup>

*Buick Sales in San Antonio*

The Staacke Brothers Company, a former carriage business credited with selling the first automobile in San Antonio, appears to have been one of the earliest retailers to sell Buick automobiles in the city. A 1908 newspaper ad for the company announced: "The New Buick Automobiles Are Here," stating they could be viewed at their store at 309 E. Commerce Street (extant, Individual NRHP 1980; contributing building in San Antonio Downtown and Riverwalk Historic District, NRHP 2018).<sup>22</sup> In 1910, however, the Buick Automobile Company entered the local market, opening a factory branch of the company in San Antonio to handle both regional sales and direct local sales of Buick automobiles (Figure 1, 17).

Factory branches were common in the late 19th and early 20<sup>th</sup> centuries and were owned and operated by an automobile manufacturing company (i.e. Buick) as opposed to a locally owned, independent franchise. Factory branches typically maintained a large staff who were paid a salary by the manufacturer. While factory branches could and did sell directly to local consumers, most of their efforts were focused on distributing automobiles to dealerships in a prescribed region or "zone." In fact, the Buick Motor Company was also referred to as the "San Antonio Zone Office" in some official correspondence.<sup>23</sup> Most Buick factory branches were multi-story structures with ample warehouse space to store vehicles. Factory branches also played a critical role in the repair of Buick vehicles and the distribution of parts.<sup>24</sup>

When the new Buick Motor Company factory branch opened in San Antonio in 1910, it was initially responsible for both local direct sales to customers as well as the large scale distribution of Buick automobiles to dealerships throughout the region. The new branch originally consisted of a warehouse and temporary salesroom at the corner of Lamar and N. Cherry Streets, though by 1912, the salesroom had relocated to 201-203 Avenue C (later renamed Broadway).<sup>25</sup>

In 1916, the local and factory operations were split up when the San Antonio Buick Company was formed as a separate, locally owned dealership to handle local Buick sales. Meanwhile, the manufacturer-owned-and-operated Buick Motor Company office focused on factory distribution in the region.<sup>26</sup> Despite the fact that they were now distinct entities with separate oversight, the San Antonio Buick Company and the Buick Motor Company factory branch continued to operate from the same building for several years. In 1917, both companies moved to 300-302

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<sup>18</sup> Maines, *Men, a City and a Buick: 1903-1953*, 17.

<sup>19</sup> General Motors, *Buick's First Half-Century*, 28.

<sup>20</sup> *Ibid*, 70, 28.

<sup>21</sup> *Ibid*, 40.

<sup>22</sup> "The New Buick Automobiles Are Here," *San Antonio Gazette*, April 18, 1908, 2; Lynn Osborne Bobbitt, "Staacke Brothers Building, San Antonio, Texas National Register of Historic Places Registration Form," San Antonio, Texas, 1980.

<sup>23</sup> Letter from B.R. Webb to Mr. Harral Ayres, December 16, 1929. St Mary's Old Spanish Trail Association Records.

<sup>24</sup> Robert Genat, *The American Car Dealership*, (St. Paul, MN: Motorbooks International, 2004), 17-20.

<sup>25</sup> "Buick Changes Announce," *San Antonio Light*, July 9, 1916, 27.; "Buick," *San Antonio Express*, September 4, 1910, 14.

<sup>26</sup> "Buick Changes Announce," *San Antonio Light*, July 9, 1916, 27.



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Broadway, a new building designed by architect H.A. Reuter (extant; contributing building in San Antonio Downtown and River Walk Historic District, NRHP 2018).<sup>27</sup> In 1921, however, the San Antonio Buick Company relocated to a remodeled building at 446-456 Main Avenue while the Buick Motor Company factory branch remained at 300-302 Broadway until 1927 (Figure 17).<sup>28</sup> The San Antonio Buick Company constructed a new building designed by architects Adams and Adams in 1924 at 501 Broadway (extant, contributing building in San Antonio Downtown and River Walk Historic District, NRHP 2018).<sup>29</sup> Shortly afterward, the company constructed a used car showroom with service and painting departments across from the new building at 310 Fifth Street.<sup>30</sup>

The 1920s were a profitable decade for Buick in San Antonio, and both the San Antonio Buick Company dealership and the factory branch of the Buick Motor Company routinely had high annual sales. In 1925, alone, the San Antonio Buick Company sold over \$1.1 million in cars and trucks, increasing to \$1.35 million the following year.<sup>31</sup> To keep up with demand and to provide adequate facilities for the growing brand, the Buick Motor Company announced plans to construct a new building in 1927 to house the factory branch.

*Buick Motor Company Factory Branch (1927-1934)*

The subject building was constructed in 1927 as the new location of the San Antonio factory branch of the Buick Motor Company (Maps 4-5; Figures 2, 4, 17). It primarily functioned as a supplier of Buick automobiles to dealerships in south and southwest Texas, and also distributed parts and offered repair services.<sup>32</sup> The building was financed by the Central Improvement and Investment Company (a group of local investors, including Buick Motor Company branch manager, B.R. Webb), which leased the building to the Buick Motor Company.<sup>33</sup> The deed stated the use of the building as follows: "Premises so demised are to be used for an automobile showroom and/or service station and/or warehouse and/or garage and/or general automobile, tractor implements, aeroplane, or truck business or accessories.... for a term of 10 years."<sup>34</sup>

Construction was announced in September 1926. The \$127,000 structure would be three stories with a basement and constructed of brick, hollow tile, reinforced concrete, and cast stone.<sup>35</sup> The building was designed by architects Adams and Adams, who designed several notable buildings in San Antonio, Dallas, and other cities in Texas. The contractor was William Thraikill who often worked with the prominent architects in San Antonio and around the state. The brick contractors for the building were the Cotter Brothers, who had also completed the brick work for the Sanderson Motor Company Building on Broadway.<sup>36</sup>

Like other automobile-related businesses, the building was designed to showcase automobiles while also housing utilitarian areas for the repair of vehicles and parts. The first floor contained large display windows and open interior

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<sup>27</sup> "Into New Quarters," *San Antonio Light*, April 10, 1917, 6; "Building Being Added to 'Automobile Row,'" *San Antonio Light*, January 14, 1917, 30; 300 Broadway is identified as "Herweck's Art Supplies & Picture Framing" in the nomination.

<sup>28</sup> "Buick Dealer to Occupy New Home on Main Avenue," *San Antonio Light*, May 1, 1921, 28.

<sup>29</sup> "New Home of San Antonio Buick Co.," *San Antonio Express*, April 27, 1924, 29; "Buick Motor Co. Building," Service Bulletin of the San Antonio Builders Exchange, September 14, 1926, 363.

<sup>30</sup> "Buick Company Plans Still Another Building," *San Antonio Express*, July 13, 1924, 27.

<sup>31</sup> "S.A. Buick Co. Sell \$1,168,000 Worth of Cars in '25," *San Antonio Express*, January 10, 1926, 61; "S.A. Buick Breaks All Records for Volume of Business," *San Antonio Express*, June 21, 1927, 71.

<sup>32</sup> S.A. Automobile Homes, *San Antonio Express*, March 11, 1928, 33; "B.R. Webb Resigns Buick Position," *San Antonio Express*, April 14, 1932, 18.

<sup>33</sup> "Corner Brings Record Price," *San Antonio Express*, October 9, 1927, 33.

<sup>34</sup> Deed, Bexar County, Texas Deed Records, Volume 969, July 19, 1927, 139-145.

<sup>35</sup> "Corner Brings Record Price," *San Antonio Express*, October 9, 1927, 33; "Broadway Gets 2 New 3-Story Buildings at a Cost of \$189,000," *San Antonio Light*, September 19, 1926, 86.

<sup>36</sup> "Cotter Brothers Complete New Mortar Plant," *San Antonio Light*, April 2, 1927.

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spaces. The first floor showroom was the site of several events that spotlighted new Buick models for dealers. For example, each year new Buick models were debuted, an event that typically packed the building.<sup>37</sup> In addition, the showroom often featured special displays, such as a Buick outfitted with camping supplies, and salesmen hoping to capitalize on the 1920s auto camping craze.<sup>38</sup> Overhead doors and large openings were included in the design to facilitate the movement of cars throughout the building, as well as a large automobile elevator to transport cars and large parts to the upper floors. The upper stories were used for parts and servicing cars and may also have been used to store showroom models. The presence of egg and dart molding on a portion of the second-floor ceiling may also indicate that office spaces were located there at one time.

The Buick Motor Company is one of three extant early 20<sup>th</sup> century structures on Broadway Street constructed to house Buick operations. As previously discussed, and further outlined in Table 1 (Figure 17), 300 Broadway was constructed in 1917 to house both the Buick Motor Company factory branch and the locally owned San Antonio Buick Company dealership. 501 Broadway (Renamed Spires Buick in 1957; Renamed Spires-Douglas Buick in 1976) was subsequently constructed in 1924 as the new headquarters of the San Antonio Buick Company (the local dealership). Similar to the subject building, both 300 and 501 Broadway are Commercial style structures, and 501 Broadway also embodies elements of Spanish Eclectic architecture.<sup>39</sup> The design of the Buick Motor Company (subject building) is the most modest of the three with the least amount of exterior ornament. Since it primarily functioned as a factory branch of the company, this restrained use of ornament compared to the local dealership at 501 Broadway is unsurprising.

The Buick Motor Company appears to have vacated 931 Broadway in 1934. Though documentation about the closure of the factory branch has not yet been found, the company was experiencing the economic impact of the Great Depression, as demand for new cars plummeted nationwide. In a December 1929 letter, B.R. Webb, manager of the factory branch, lamented the specific financial conditions: "The automobile business, of which I am most vitally concerned in, is entering upon its dull season under normal conditions and since the recent stock debacle, conditions have been hard with the industry and our organization is straining its credit limits in order to hold on during the winter."<sup>40</sup> It does not appear that a new factory branch was opened in San Antonio to replace the one at 931 Broadway.

*Marcus H. Clark Motor Company (1934-1937)*

In 1934, the Marcus H. Clark Motor Company moved into the subject building and began selling Pontiac vehicles, another General Motors brand (Figure 5). General Motors acquired Oakland Motors in 1909 and in 1926 renamed the brand Pontiac. Pontiacs were modestly priced and quickly became popular amidst the challenging economic conditions of the 1930s.<sup>41</sup> Marcus Clark was an experienced automobile dealer who had "built up the largest individual motor car business in this city," which he sold prior to opening the Pontiac dealership at 931 Broadway.<sup>42</sup> Shortly after opening the dealership, Clark hosted a weekend-long open house in which hundreds of people "pack[ed] the show rooms of the new dealership in the spacious building." (Figure 6).<sup>43</sup> In addition to automobile sales, the Clark Motor Company retained a service department and stock of parts in the building.<sup>44</sup>

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<sup>37</sup> "Buick Gets Big Reception Here," *San Antonio Express*, August 4, 1929, 4B; "New Buick Gets Great Reception," *San Antonio Express*, November 22, 1931.

<sup>38</sup> "For Campers," *Motor Age* 49, No. 14, (April 8, 1926): 21.

<sup>39</sup> Cory Edwards, Jenny Hay, Claudia Guerra, Gregory Smith, "San Antonio Downtown and River Walk Historic District, San Antonio, Texas National Register of Historic Places Nomination Form." San Antonio, Texas, 2018.

<sup>40</sup> Letter from B.R. Webb to Mr. Harral Ayres, December 16, 1929. St Mary's Old Spanish Trail Association Records.

<sup>41</sup> "An Illustrated History of Pontiac: Part I-1926 to 1970," The Truth about Cars, accessed April 7, 2022,

<https://www.thetruthaboutcars.com/2010/03/an-illustrated-history-of-pontiac-part-i-birth-to-1970/>.

<sup>42</sup> "Marcus H. Clark Pontiac Dealer," *San Antonio Express*, December 30, 1934, 11.

<sup>43</sup> "Marcus Clark New Dealer Pontiac Exclusive Line," *San Antonio Express*, January 6, 1935, 23; "Crowds Throng Clark Motor Company's New Display Room," *San Antonio Express*, January 13, 1935, 20.

<sup>44</sup> "Crowds Throng Clark Motor Company's New Display Room," *San Antonio Express*, January 13, 1935, 20.

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*Jack Brosseau, Inc. (1937-1939)*

Jack Brosseau, Inc. moved into the building by September of 1937 (Figure 8). Between 1937 and 1939, the building functioned as a Ford dealership that sold the Lincoln, Zephyr, and Mercury brands.<sup>45</sup> As had been the case with both Buick and the Clark Motor Company, Brosseau dedicated much of the building to a “large service department and parts section.”<sup>46</sup> During the Depression years of the 1930s, Edsel Ford realized the luxury automobile market was declining and introduced the mid-priced Lincoln-Zephyr in 1935.<sup>47</sup> An article in the *San Antonio Light* noted that Lincoln-Zephyr was “fast becoming the outstanding car in the middle-priced group and is gaining in popularity amongst motorists daily.”<sup>48</sup> Brosseau dedicated much of his local advertising to the Lincoln-Zephyr, and was quoted in the *San Antonio Light* as saying, “The modern styling and 12 cylinder power and performance with the economy of a small car, makes the Zephyr appeal to every car owner.” Brosseau also sold used cars at the dealership.<sup>49</sup>

*Kinsel-Robinson Company (1940-1944)*

Brosseau was succeeded by the Kinsel-Robinson Company, a retail and wholesale dealer of Mercury and Lincoln vehicles and the exclusive distributor of the Mercury 8 and the Lincoln-Zephyr V-12 in San Antonio (Figure 7). The dealership opened in the building in March of 1940 and was overseen by general manager Ernest Kinsel, who had “wide experience in the retail auto business in San Antonio, Hebbronville and Corpus Christi...”<sup>50</sup> As was the case with previous occupants of the building, Kinsel-Robinson continued to maintain a service department in the building.<sup>51</sup>

*Ledlow-Adams Motor Company (1944-1949)*

The Kinsel-Robinson company was succeeded by the Ledlow-Adams Company as San Antonio distributors of Lincoln-Mercury automobiles in early 1944 (Figure 9). The company was owned by P.J. Adams and J.H. Ledlow, Jr.<sup>52</sup> The Ledlow-Adams Company also had a building at 918 Broadway which they used for parts and service.<sup>53</sup> The firm appears to have occupied the building until 1949, at which time it was succeeded by another Lincoln-Mercury dealership, Charles Dill Motors.

*Charles Dill Motors (1949-1952)*

Charles Dill Motors was a Lincoln-Mercury dealership that operated out of 931 Broadway from 1949 to 1952. Advertisements for the company emphasized the presence of “TWO BIG LOTS” with over 70 cars to choose from. This focus on the number of vehicles on display in outdoor lots reflected post-war advertising trends, where there were fewer indoor showroom displays and more large outdoor lots.<sup>54</sup> Dill Motors was the last automobile-related company

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<sup>45</sup> John Worley, *San Antonio City Directory, 1934, 1936, 1940* (Dallas, Texas: Worley Publishing, 1934), 1139; 1936, 1139; 1940, 1014; 1942, 1508; 1948, 1245. “Advertisement,” *San Antonio Light*, September 12, 1937, 51. “Make it a Mercury Christmas,” *San Antonio Express*, November 27, 1938, 24.

<sup>46</sup> “New Lincoln-Zephyrs are Displayed,” *San Antonio Light*, August 8, 1937, 8.

<sup>47</sup> Ibid.

<sup>48</sup> “Motorists Turn to Lincoln-Zephyr Car,” *San Antonio Light*, August 15, 1937, 10.

<sup>49</sup> “Brosseau Has Select Stock,” *San Antonio Light*, September 19, 1937, 10.

<sup>50</sup> “Lincoln-Zephyr and Mercury Distributorship Opened,” *San Antonio Express*, March 17, 1940, 46.

<sup>51</sup> “Kinsel-Robinson Co. Open on Broadway,” *San Antonio Light*, March 17, 1940, 13.

<sup>52</sup> John Worley, *San Antonio City Directory, 1934, 1936, 1940*. Dallas, Texas: Worley Publishing, 1934, p.1139; 1936, 1139; 1940, 1014; 1942, 1508; 1948, 1245. “Only exclusively Lincoln-Mercury Dealer in Southwest Texas,” *San Antonio Express*, January 30, 1944, 42; “Ledlow-Adams Backed by Experience,” *San Antonio Light*, March 25, 1944, 10.

<sup>53</sup> “Advertisement,” *San Antonio Light*, April 8, 1944, 10.

<sup>54</sup> “It’s thrifter to own a Mercury,” *San Antonio Light*, August 30, 1949; “Dollar Value Sale,” *San Antonio Express*, December 31, 1951; John

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to occupy the subject building. During the post-war era, many dealerships began to relocate to suburban areas where larger, cheaper tracts of land were available for displaying vehicles.<sup>55</sup>

### **Additional Historic Context**

#### *Jack Ammann Photogrammetric Engineers and other Tenants*

In 1952, the property was purchased by Jack Ammann to house his aerial survey and mapping company: Jack Ammann Photogrammetric Engineers (Figure 10). The company performed aerial photographic surveys and produced large-scale maps for a wide range of clients, including national defense maps for the U.S. Army and the Department of Defense, aerial maps for the City of San Antonio to aid in infrastructure and regional planning, and maps for real estate developers. At the time that the company moved into the subject building, Jack Amman Photogrammetric Engineers was one of the four largest aerial survey and mapping companies in the United States.<sup>56</sup> The firm was first established as Kargl Aerial Surveys Ltd. in 1936 and was located at 829 N. St. Mary's Street in San Antonio. Ammann was originally Secretary-Treasurer of the company and later bought out his partners. The firm was renamed Jack Amman Photogrammetric Engineers in the 1940s.<sup>57</sup>

It is likely that the exterior metal louvers and awnings were added to the windows of the subject building upon acquisition by Ammann. The company developed large quantities of film to produce their photographic maps, and therefore required control over the amount of light that entered the building. Other changes to the building under Ammann's ownership included the installation of air conditioning and unspecified "remodeling."<sup>58</sup>

Following Ammann's death in 1961, the company merged with Geotechnics and Resources, Inc. headquartered in New York, and the "Ammann Division" continued to operate at 931 Broadway. Though the company had been highly successful prior to the merger, Geotechnics and Resources declared bankruptcy and laid off the company's 90 San Antonio employees in 1963.<sup>59</sup>

The Banker's Investment Company had begun leasing space in 1961 and occupied the building until at least 1975.<sup>60</sup> In the mid-1980s, the building was converted into a storage facility, and was used for that purpose until the recent sale of the building (Figure 11).

#### *Adams and Adams Architects*

Buick Motor Company was designed by prominent San Antonio architecture firm Adams and Adams, who had also designed the 1924 San Antonio Buick Company building at 501 Broadway. Established in 1910 by Carleton Adams

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A. Jackle and Keith A. Sculle, *Motoring: The Highway Experience in America*, (Athens, Georgia: University of Georgia Press, 2008), 90-92.

<sup>55</sup> "It's thriftier to own a Mercury," *San Antonio Light*, August 30, 1949; "Dollar Value Sale," *San Antonio Express*, December 31, 1951; John A. Jackle and Keith A. Sculle, *Motoring: The Highway Experience in America*, (Athens, Georgia: University of Georgia Press, 2008), 90-92.

<sup>56</sup> "Approval of Council to be Requested," *San Antonio Express*, November 26, 1944, 21; "Local Firm Makes Maps for Defense," *San Antonio Express*, February 22, 1953, 83; "Jack Ammann Given Contract for Survey," *San Antonio Express*, November 22, 1941, 18; "Largest Aerial Map Contract Let," *San Antonio Light*, March 17, 1947, 10.

<sup>57</sup> Pliny Gale, "Photogrammetric Pioneers: The Texas Story 1925 and Beyond," American Society for Photogrammetry and Remote Sensing, accessed April 17, 2024, [https://www.asprs.org/wp-content/uploads/pers/1984journal/sep/1984\\_sep\\_1297-1300.pdf](https://www.asprs.org/wp-content/uploads/pers/1984journal/sep/1984_sep_1297-1300.pdf); "Head of Aerial Map Firm Dies," *San Antonio Express*, June 15, 1961, 42.

<sup>58</sup> "New Headquarters," *San Antonio Express*, August 3, 1952, 54.

<sup>59</sup> "Head of Aerial Map Firm Dies," *San Antonio Express*, June 15, 1961, 42; "Ammann Merger in Agreement," *San Antonio Express and News*, November 11, 1961, 12; "90 Workers Jobless as Map Firm Closes," *San Antonio Light*, November 1, 1963, 8.

<sup>60</sup> "A Special Message from...Nelson D. Miller and Company, Inc.," *San Antonio Express and News*, January 15, 1961, 42; "Bankers Investment Co.," *San Antonio Express*, March 24, 1975, 33.

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and his uncle Carl C. Adams, the firm worked on commissions across the state of Texas. Adams and Adams designed several significant buildings in San Antonio including the San Antonio Drug Company Building (1919, NRHP 1994), the San Antonio National Bank of Commerce, Thomas Jefferson High School (1929-1932, NRHP 1983), and the Great American Life Insurance Building (1925). They also produced significant works outside of San Antonio, contributing to the designs of the 1933 Texas State Highway Building (NRHP 1997) and the Hall of State at Fair Park in Dallas (Fair Park - Texas Centennial Exposition Buildings (1936-1937), NHL 1986).<sup>61</sup>

*William Thrailkill (1890-1949)*

The property was constructed by local general contractor William C. Thrailkill. He oversaw the construction of numerous buildings in San Antonio and the surrounding area and worked with many notable architects in San Antonio including Adams and Adams, and Morris, Noonan and Travis. In San Antonio, he was the general contractor for the Oakland Arms Apartments, Mary Catherine Hall at Westmoorland College, the Fox Company Building on Broadway, Monkey Island and the Bear enclosure at the San Antonio Zoo, two buildings on Alamo Plaza, and numerous houses.<sup>62</sup>

**Conclusion**

The Buick Motor Company was built in 1927 to house the San Antonio factory branch of the company, supplying Buick automobiles to the greater south and southwestern Texas region. Designed by Adams and Adams, it was constructed during a period of unprecedented sales for the company, just prior to the onset of the Great Depression. The building functioned as the Buick factory branch until 1934 and was subsequently occupied by five local automobile dealerships. 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 growth of the automobile industry along Broadway, also known as the Meridian Highway and San Antonio's "Automobile Row." The period of significance is 1927-1952, encapsulating the period in which the building was occupied by automobile-related businesses.

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<sup>61</sup> Gregory Smith. "1918 State Office Building and 1933 State Highway Building, Austin, Texas National Register of Historic Places Nomination Form." Austin, Texas, 1997. NRIS 97001625, 8-28 to 8-38; Christopher Long, "Adams."

<sup>62</sup> "Two Buildings on Alamo Plaza," *San Antonio Light*, May 22, 1921, 31. "\$45,000 Building Brings Apartment Innovations," *San Antonio Light*, October 4, 1925, 57. "A Significant Accomplishment," *San Antonio Express*, March 19, 1925, 15. "Fox Company Gets Permit," *San Antonio Light*, February 21, 1929, 10.

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- "\$250,000 Buick Building for Dallas Zone Opened." March 31, 1929, 1-2.
- "Advertisement." June 15, 1951, 13.
- "A Job Well Done." January 28, 1951, 7.

### *San Antonio Express*

- "Advertisement." January 13, 1939, 16.
- "Aerial Photo Firm Gets B'Way Building." August 3, 1952, 54.
- "Ammann Merger in Agreement." November 11, 1961, 12.
- "Approval of Council to be Requested." November 26, 1944, 21.
- "A Significant Accomplishment." March 19, 1925, 15.
- "Buick Adopts Smart Sports Features." October 16, 1927, 73.
- "Buick Company Plans Still Another Building." July 13, 1924, 27.
- "Corner Brings Record Price." October 9, 1927, 33.
- "Dealers are Saying." September 8, 1935, 41
- "Head of Aerial Map Firm Dies." June 15, 1961, 42.

Buick Motor Company, San Antonio, Bexar County, Texas

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- "Jack Ammann Given Contract for Survey." November 22, 1941, 18.
- "Lincoln-Zephyr and Mercury Distributorship Opened." March 17, 1940, 46.
- "Local Firm Makes Maps for Defense." February 22, 1953, 83.
- "Modern Apartments Nearing Completion." January 25, 1925, 3A
- "Motorcar Linking City with Country." February 18, 1923, 2A.
- "New Headquarters." August 3, 1952, 54.
- "New Home of San Antonio Buick Co." April 27, 1924, 29.
- "Over 250,000 Buicks Marketed in One Year." November 16, 1927, 78.
- "Prizes Offered in Economy Run." April 26, 1936, 17.
- "SA Automobile Homes." March 11, 1928, 33.
- "S.A. Buick Breaks All Records for Volume of Business." June 21, 1927, 71.
- "S.A. Buick Co. Sell \$1,168,000 Worth of Cars in '25." January 10, 1926, 61.
- "Strauder Nelson Dies at Age of 78." July 27, 1972, 33.
- "Webb to Depart on Extensive Trip North." January 24, 1926, 61.

*San Antonio Light*

- "\$45,000 Building Brings Apartment Innovations." October 4, 1925, 57.
- "90 Workers Jobless as Map Firm Closes." November 1, 1963, 8.
- "Advertisement." April 8, 1944, 10.
- "Advertisement." September 12, 1937, 51.
- "Broadway Gets 2 New 3-Story Buildings at a Cost of \$189,000." September 19, 1926, 86.
- "Broadway Gets Fine Auto Building." August 14, 1927, 56.
- "Broadway Street Hazards." July 26, 1940, 9.
- "Brousseau Has Select Stock." September 19, 1937, 10.
- "Building Being Added to "Automobile Row." January 14, 1917, 30.
- "Clark is Honored by Governor." February 6, 1938, 22.
- "Cotter Brothers Complete New Mortar Plant." April 2, 1927, 12.
- "Ford Sells Over a Million Cars Cites Jordan." January 24, 1936, 9.
- "Fox Company Gets Permit." February 21, 1929, 10.
- "Here Are 3 Live Propositions for 3 Live Automobile Concerns." January 9, 1927, 31.
- "Jarratt Mortgage Co. Capital Increased; Texas Gets Boost." May 1, 1927, 58.
- "Largest Aerial Map Contract Let." March 17, 1947, 10.
- "Motorists Turn to Lincoln-Zephyr Car." August 15, 1937, 10.
- "They Wanted America's Smartest Car and Naturally, They Chose Buick." October 21, 1928, 6.
- "Thraikill Awarded \$38,678 Contract." March 29, 1925, 46.
- "Two Buildings on Alamo Plaza." May 22, 1921, 31.

*Other Newspapers*

- "Kerr County Courthouse Contract Let Monday to W.C. Thraikill for \$61,356." *Hill View Times*, July 15, 1926, 1.
- "Kerrville Enters Million Dollar Class in Building." *Kerrville Mountain Sun*, June 17, 1926, 3.
- "New Home of Buick Agents." *Fort Worth Star Telegram*, October 25, 1914, 27.



Buick Motor Company, San Antonio, Bexar County, Texas

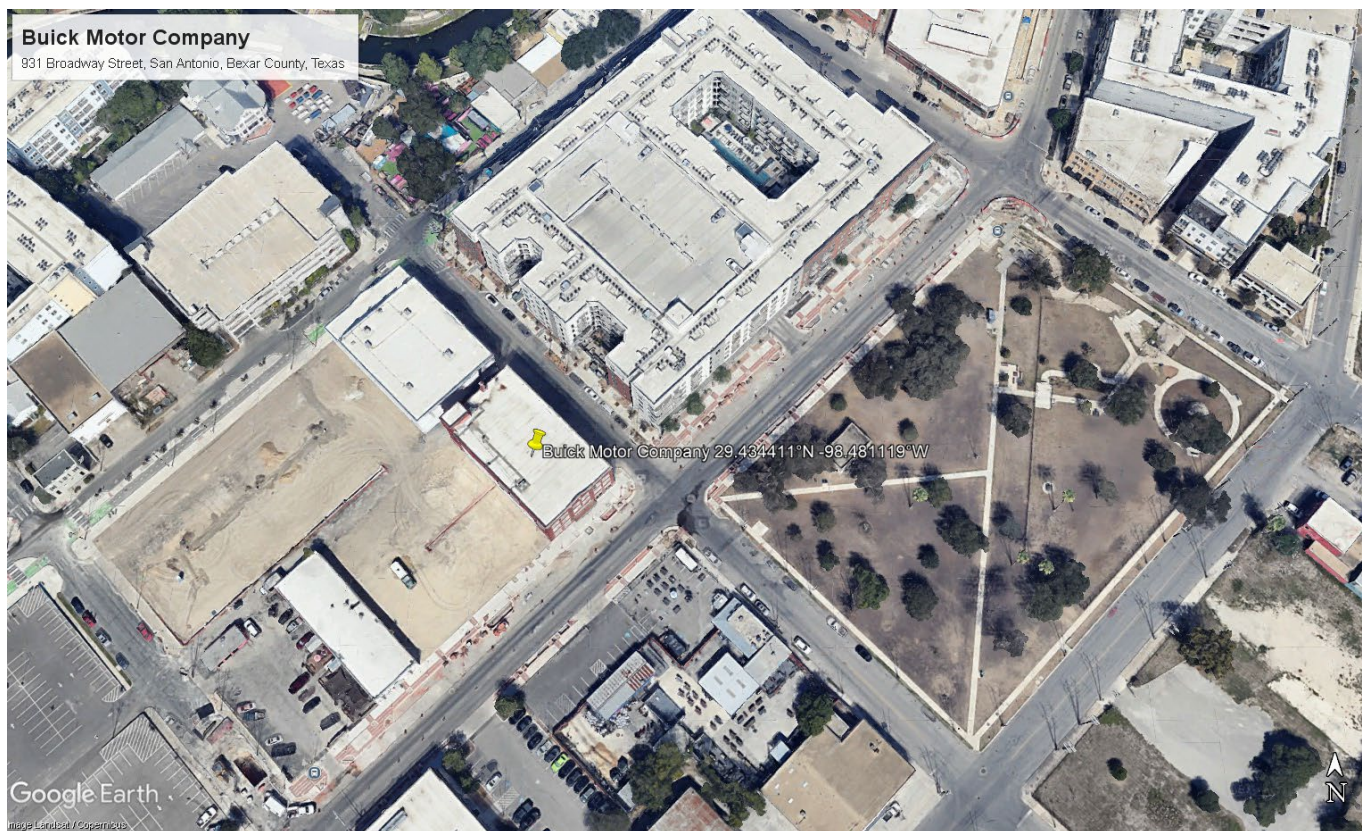
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## MAPS

Map 1: Bexar County, Texas.



Map 2: Buick Motor Company, Google Earth (2024), accessed November 1, 2024.





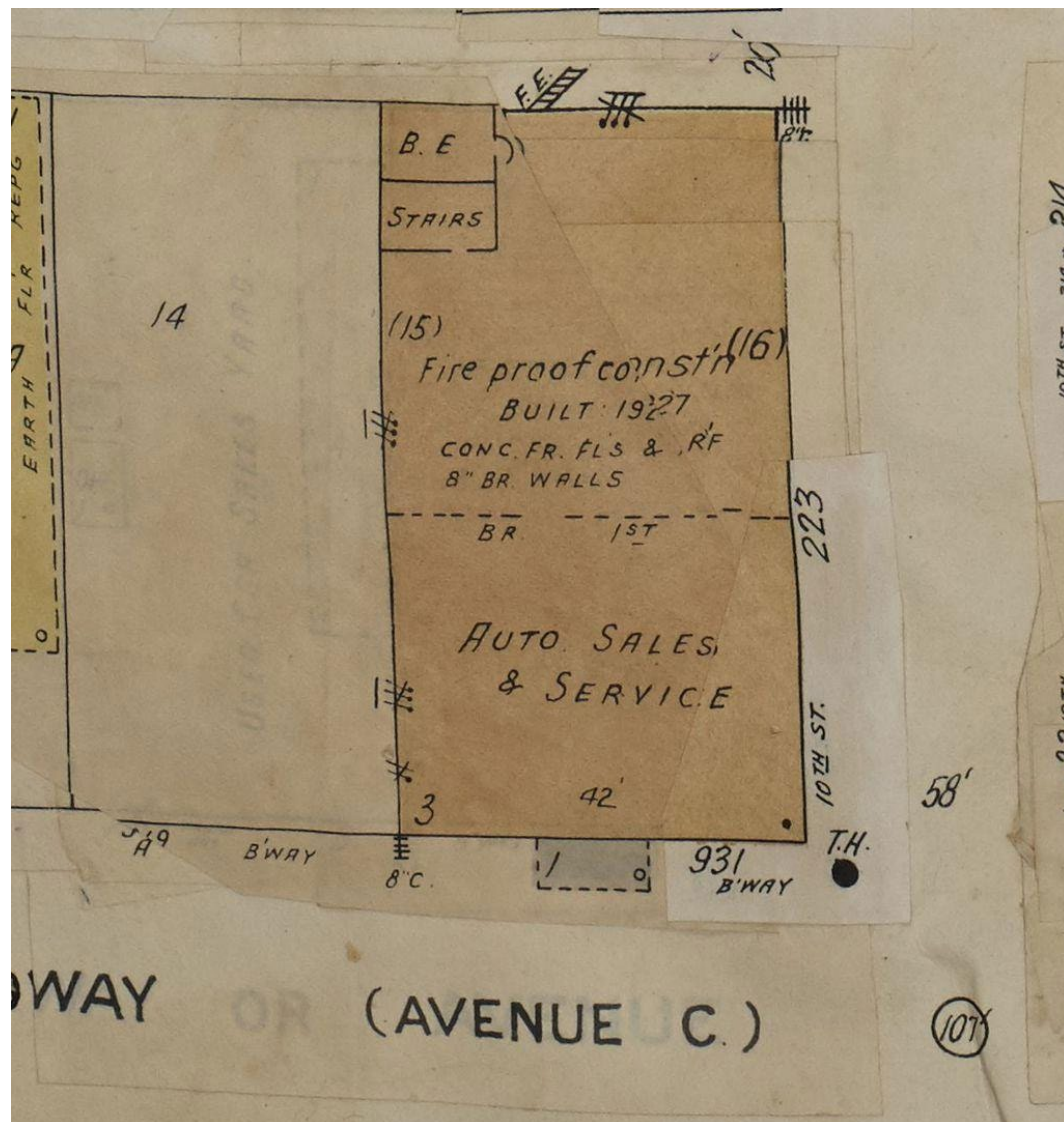
Buick Motor Company, San Antonio, Bexar County, Texas

Map 3: Map showing nominated boundary in red. Google Earth (2024). The nominated boundary includes less than one acre (approximately 0.33 acres), specifically the eastern part of the legal parcel identified as NCB 455 BLK 33, LOT 17 & 18 SAWCO SUBD (Property ID: 104483), San Antonio, Bexar County, Texas, as recorded in the Bexar Appraisal District. Data accessed June 12, 2024. The nominated boundary closely follows the building footprint and includes approximately 0.33 acres of the larger 0.7659 acre legal parcel identified as NCB 455 BLK 33 LOT 17 & 18 SAWCO SUBD. The boundary includes most of the historic property associated with the building. It excludes the parking lot to the southwest.



Buick Motor Company, San Antonio, Bexar County, Texas

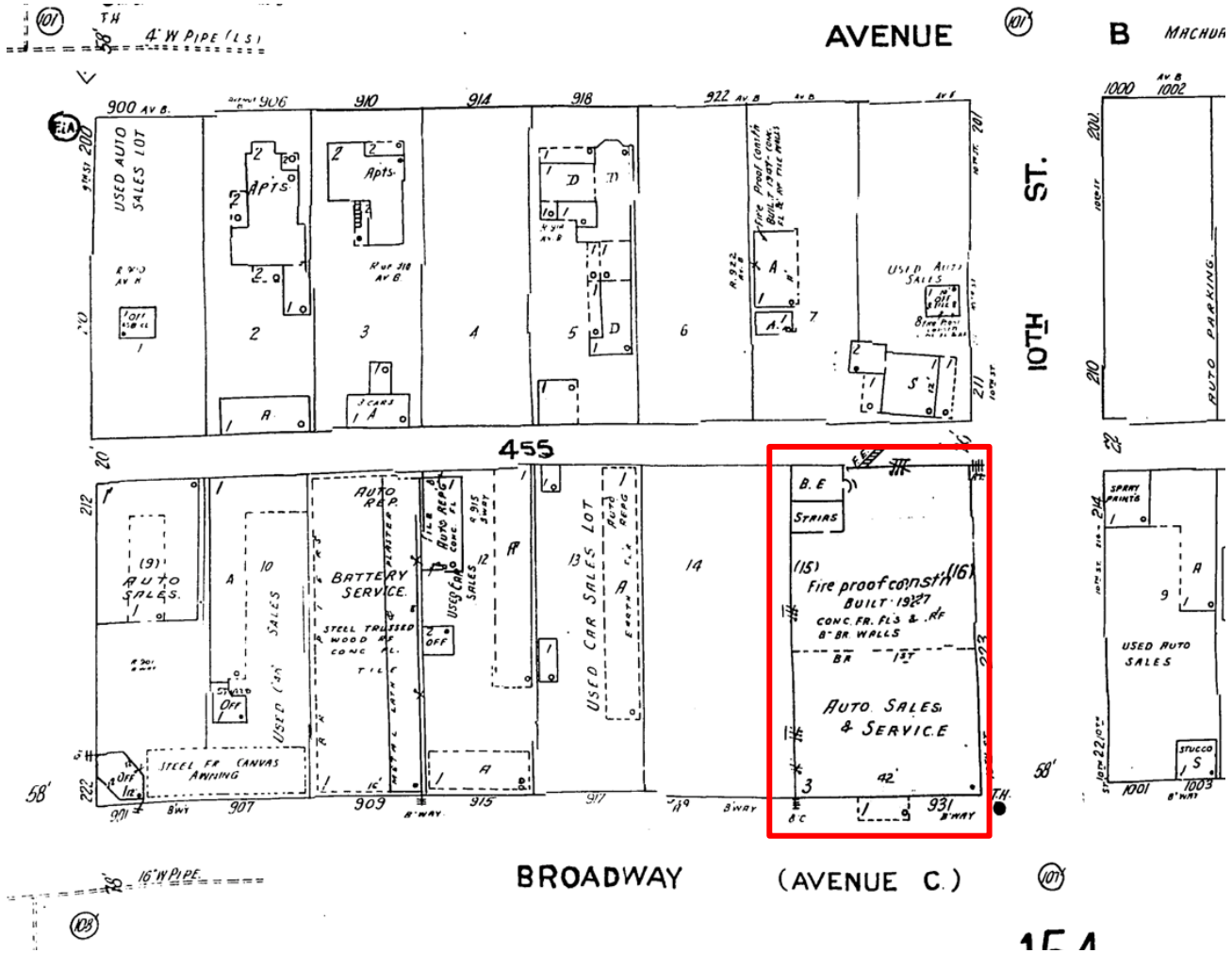
Map 4: 931 Broadway Sanborn Fire Insurance Map, San Antonio, 1912, corrected to 1951, V.2, p.152





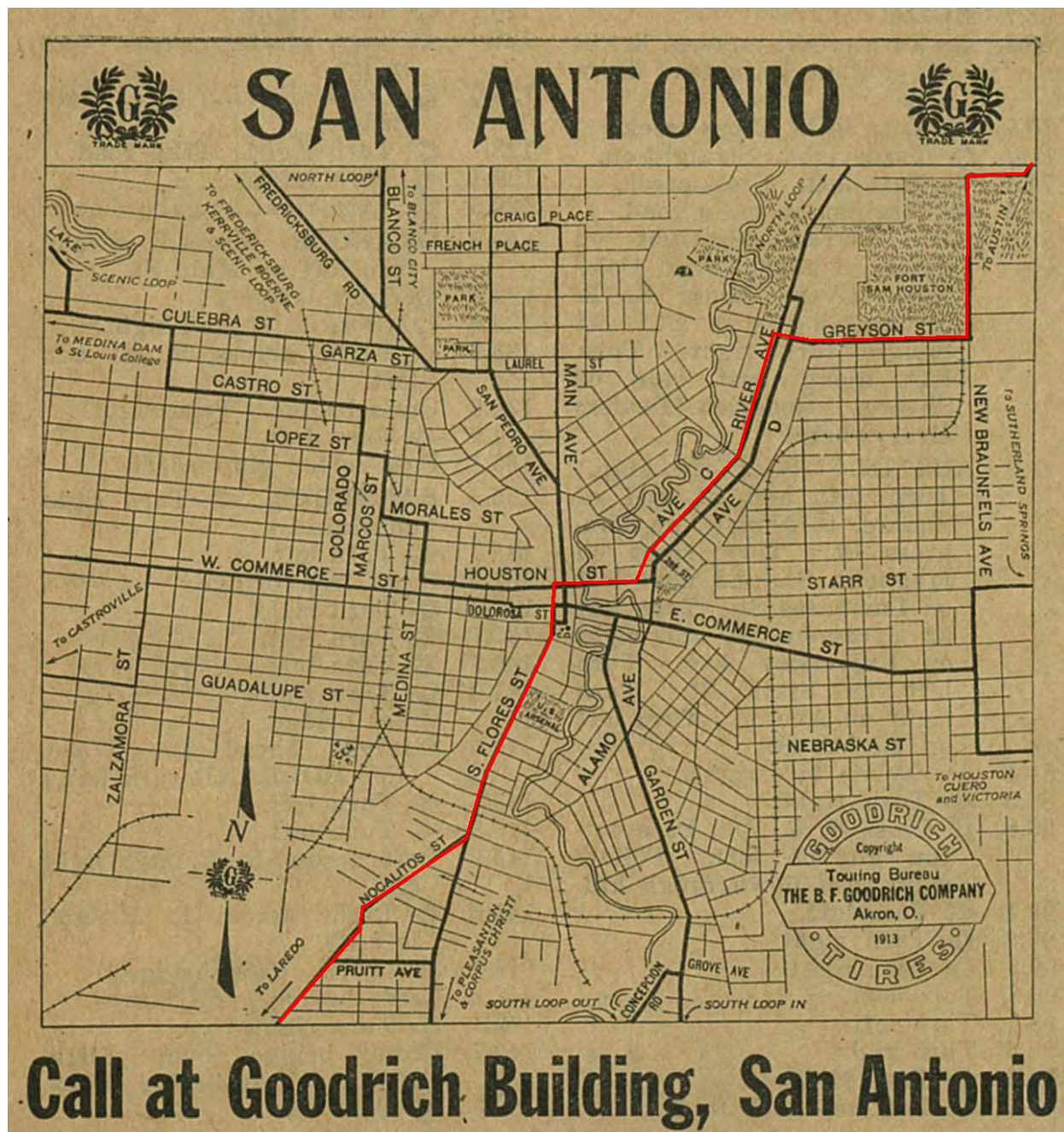
Buick Motor Company, San Antonio, Bexar County, Texas

Map 5: Sanborn Fire Insurance Map, San Antonio 1911-Mar. 1951 vol. 2, 1912-Jan. 1951, Sheet 152. Buick Motor Company identified as "Auto Sales & Service."



Buick Motor Company, San Antonio, Bexar County, Texas

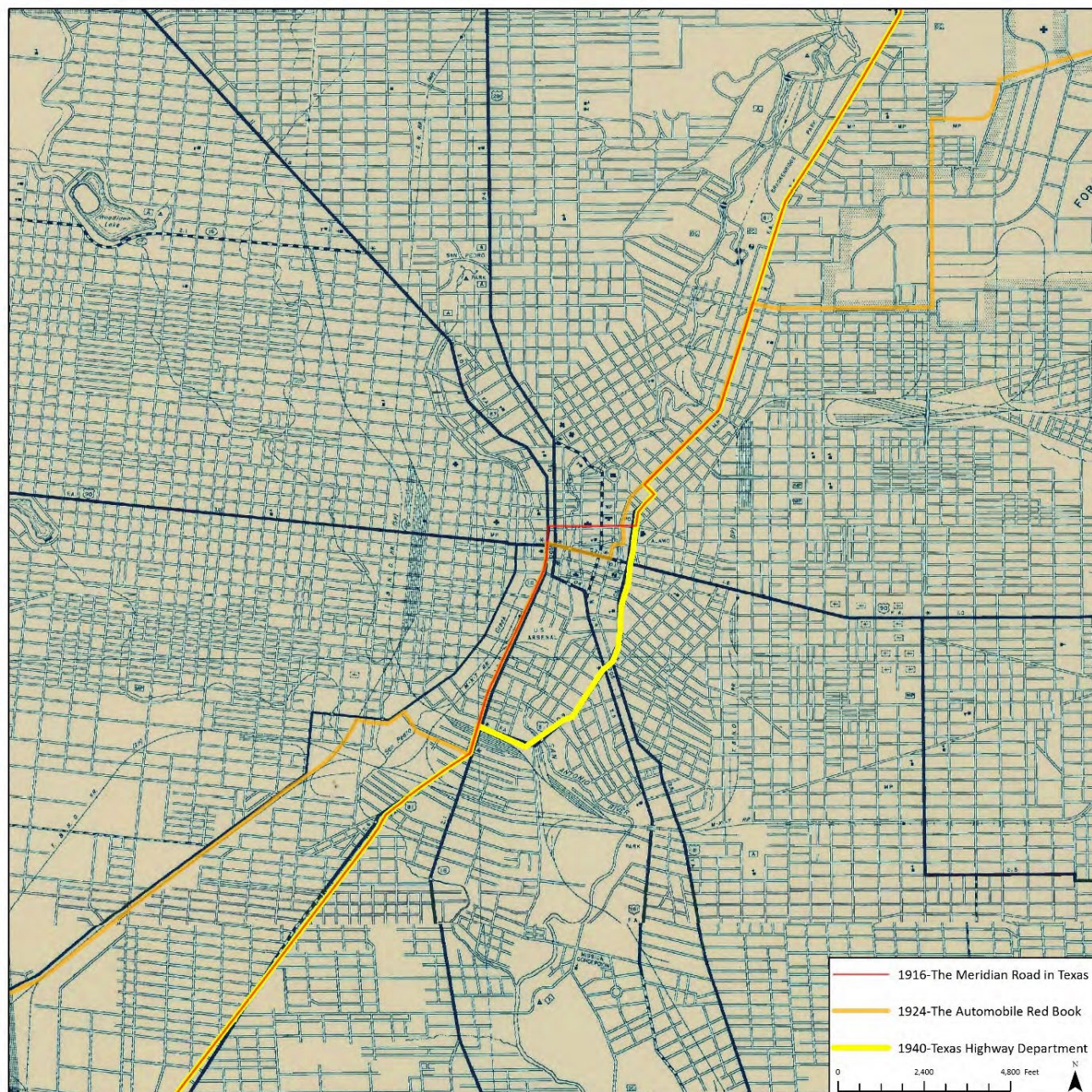
Map 6: San Antonio City Map, B. F. Goodrich Tire Company, 1915. This map shows major roads servicing San Antonio in 1915. The Meridian Highway and other historic auto trails are not identified by name, but the route (noted in red) generally conformed to later travel guides promoting the Meridian Highway. Moore, David; Martha Freeman, Tara Dudley, PhD., et. al. "The Meridian Highway in Texas." Prepared for the Texas Historical Commission, May 27, 2016, 204.





Buick Motor Company, San Antonio, Bexar County, Texas

Map 7: Detail of General Highway Map of Bexar County, 1936 (updated 1940). This map depicts the alignment shifts of the Meridian Highway through San Antonio. Source: Moore, David; Martha Freeman, Tara Dudley, PhD., et. al. "The Meridian Highway in Texas." Prepared for the Texas Historical Commission, May 27, 2016, 211.





Buick Motor Company, San Antonio, Bexar County, Texas

## FIGURES

Figure 1: 1910 newspaper advertisement announcing the establishment of a Buick Automobile Co. branch in San Antonio. Source: *San Antonio Express*, September 4, 1910.



**A Direct  
Wholesale and Retail Branch  
of the  
Buick Automobile Company  
is now Established in San Antonio**

Buick Automobiles will hereafter be retailed in San Antonio and Bexar County and distributed to South and Southwest Texas dealers direct by the Buick Automobile Company from their San Antonio branch.

The location of our retail salesroom has not yet been decided upon, but our complete line of cars, ranging from \$600.00 to \$1750.00, will be displayed temporarily at our warehouse, *corner of Lamar and Cherry Streets*, and our friends and prospective purchasers are cordially invited to call upon us at their convenience.

Cars are now in stock and we are prepared to make prompt deliveries and are also prepared to supply repair parts promptly to Buick owners. Phone us at our warehouse, or until further notice write us care Gunter Hotel.

**BUICK AUTOMOBILE CO.**

Southwestern Phone No. 1781 San Antonio, Texas

Buick Motor Company, San Antonio, Bexar County, Texas

Figure 2: Buick Motor Company, 931 Broadway, *San Antonio Light*, August 14, 1927, 56.





Buick Motor Company, San Antonio, Bexar County, Texas

Figure 3: "Automobile Row" Advertisement San Antonio Light, January 9, 1927, p. 31.

## Here Are 3 Live Propositions For 3 Live Automobile Concerns—

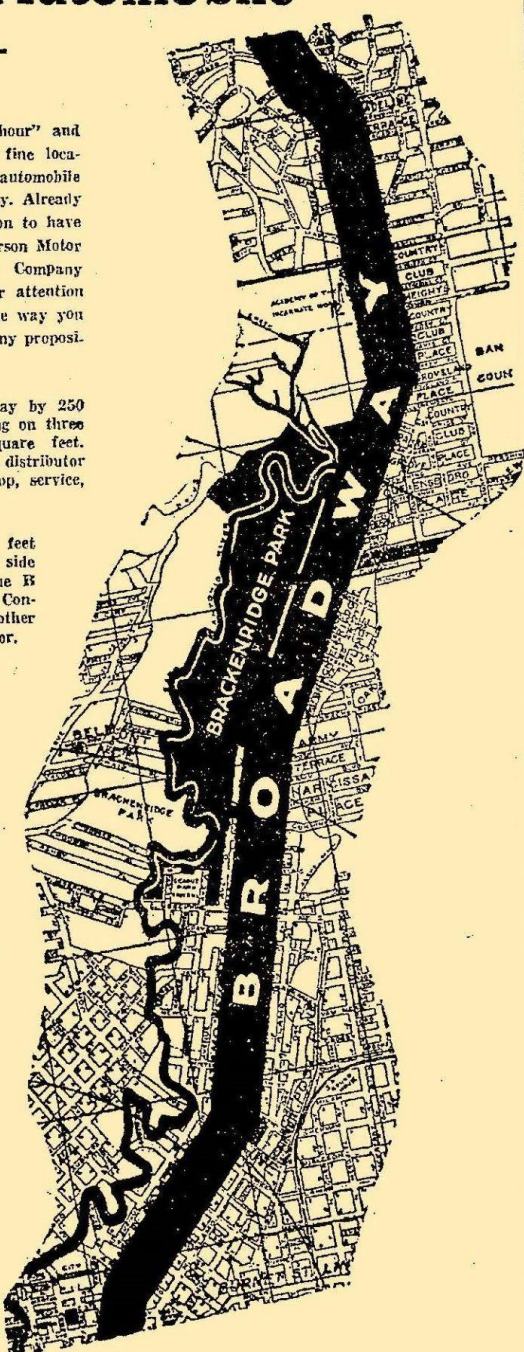
Broadway is the "street of the hour" and presents **RIGHT NOW** some very fine locations that particularly appeal to automobile dealers and the automotive fraternity. Already Broadway is "Automobile Row," soon to have the addition of the completed Sanderson Motor Company and the Buick Motor Company buildings. Broadway demands your attention if you are not located now just the way you should be; and here are three of many propositions we want you to consider.

- 1 A corner 350 feet on Broadway by 250 feet deep on Avenue B, fronting on three streets, containing 87,500 square feet. Splendidly located for a **REAL** distributor or dealer plant, for show room, shop, service, parking, etc.
- 2 Another corner, fronting 150 feet on Broadway, 225 feet on side street, running back to Avenue B and fronting 225 feet there. Contains 33,750 square feet; and another fine corner for a dealer or distributor.
- 3 Another corner 100 feet on Broadway, 225 feet on side street, 100 feet on Avenue B. Contains 22,500 square feet. Just as good as either of the other two locations, only smaller.

**YOU** take stock of your present location and handicaps, then look ahead to getting on Broadway. Think over how much room you need and how fine a building, then ring—

MRS. RENE C. JACOBS  
Representing

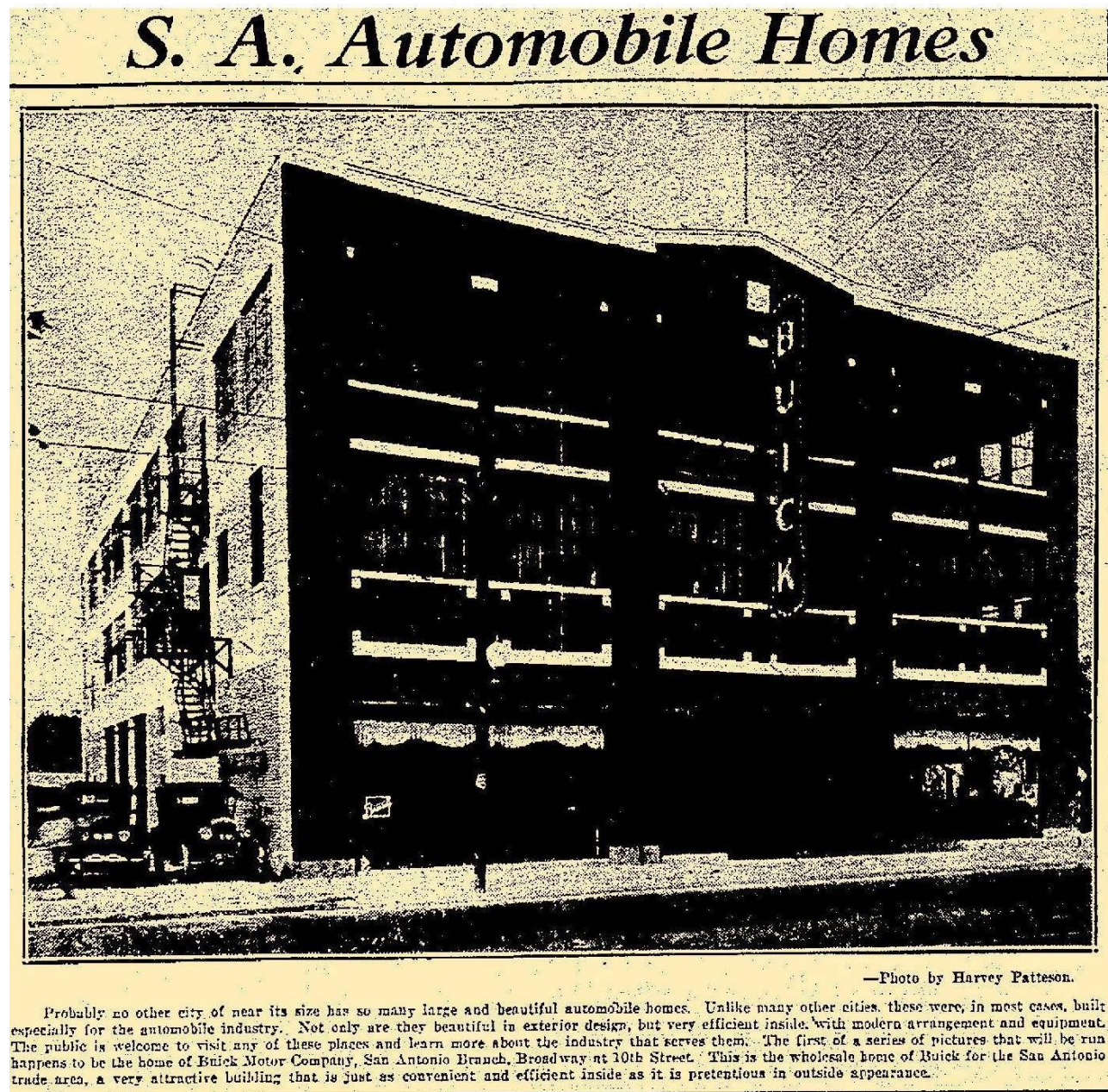
**H. C.  
Thorman  
Company**  
Travis Building  
Crockett 3443.





Buick Motor Company, San Antonio, Bexar County, Texas

Figure 4: Subject Building in 1928. "SA Automobile Homes," *San Antonio Express*, March 11, 1928, 33.



Buick Motor Company, San Antonio, Bexar County, Texas

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Figure 5. Circa 1935 photograph depicting exterior of the subject building while occupied by the Clark Motor Company. Source: UTSA.





Buick Motor Company, San Antonio, Bexar County, Texas

Figure 6. 1935 photo depicting first floor showroom shortly after the Clark Motor Company moved into the building. Source: "Crowds Throng Clark Motor Company's New Display Rooms," *San Antonio Express*, January 13, 1935, 20.

*Crowds Throng Clark Motor Company's New Display Rooms*



—Masterson photo.

Buick Motor Company, San Antonio, Bexar County, Texas

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Figure 7: Kinsel-Robinson Lincoln-Zephyr and Mercury dealership, 931 Broadway. *San Antonio Express*, March 17, 1940, 17.





Buick Motor Company, San Antonio, Bexar County, Texas

Figure 8: Advertisement Jack Brosseau Lincoln-Zephyr. Source: *San Antonio Light*, November 3, 1937, 8.

## ANNOUNCING THE 1938 LINCOLN-ZEPHYR V-12



### The modern "twelve" at medium price

IN THE ANNUAL, fashionable parade of model after model, improvements, changes, refinements are to be observed on every hand. But how seldom the whole car departs from traditional ways.

The LINCOLN-ZEPHYR V-12 during 1936 and 1937 did — and still does. The car for 1938 does even more. Truly it can be said: It breaks with tradition again!

Graceful streamlines that gave the LINCOLN-ZEPHYR a distinction of its own in two years previous are even more pronounced this year. If the bold front of this new car reminds you of the nose of some great air-liner, it is made that way for the same basic reason. Principles of functional design, rather than mere style, dictate the car's modern form. Thus the low and horizontal radiator grille, aside from its beauty, increases cooling efficiency.

This new car breaks with the usual, too, in its modern power-plant. The V-type 12-cylinder engine, used and approved by more than 45,000 enthusiastic LINCOLN-ZEPHYR owners during 1936 and 1937, has been refined to give an even smoother performance. And new-type valve lifters, with oil cushions, bring even quieter operation. . . . Developing 110 horsepower, the engine gives 14 to 18 miles to the gallon — twelve thrifty cylinders!

The basic construction of this car is a definite break with tradition. In closed types, body and frame are not two separate units, but one unit, a steel framework, all members welded together. To this rigid framework, steel top, sides and flooring are welded. You ride surrounded by steel — and view road and landscape through wide windshield and windows of safety glass.

The new LINCOLN-ZEPHYR is bigger inside, bigger outside. The wheelbase is lengthened to 125 inches. Great comfort results from the placing of car weight and passenger weight toward the middle. Prove this on your favorite back road!

This year, a new Convertible Sedan and a new Convertible Coupe bring to six the number of LINCOLN-ZEPHYR body types from which you may choose.

This modern "twelve" is still the only car of its kind at any price! Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr V-12 motor cars.



ON DISPLAY TODAY, IN DEALERS' SHOWROOMS

931 BROADWAY

## JACK BROSSAU, INC.

DISTRIBUTOR

GARFIELD 4201

Buick Motor Company, San Antonio, Bexar County, Texas

Figure 9: Ad for Ledlow Adams Lincoln-Mercury. *San Antonio Express*, April 9, 1947, 4.



***Now* FASTER, FINER SERVICE  
FOR LINCOLN AND MERCURY  
OWNERS IN SAN ANTONIO**

WE'RE pretty proud of our up-to-date service facilities. We've made a big investment in time and effort to bring Lincoln and Mercury owners of this city the kind of service they have a right to expect . . . service that is courteous, fast and trustworthy. It's our way of making friends—to serve your every motoring need in a manner that will always make you glad to deal with us.

***P.S.*** TOURING DAYS are coming fast. Why not bring your car in soon for a service check-up? Fix the little troubles now, before they grow into big ones. Then you'll drive with confidence, get more real motoring satisfaction every day.

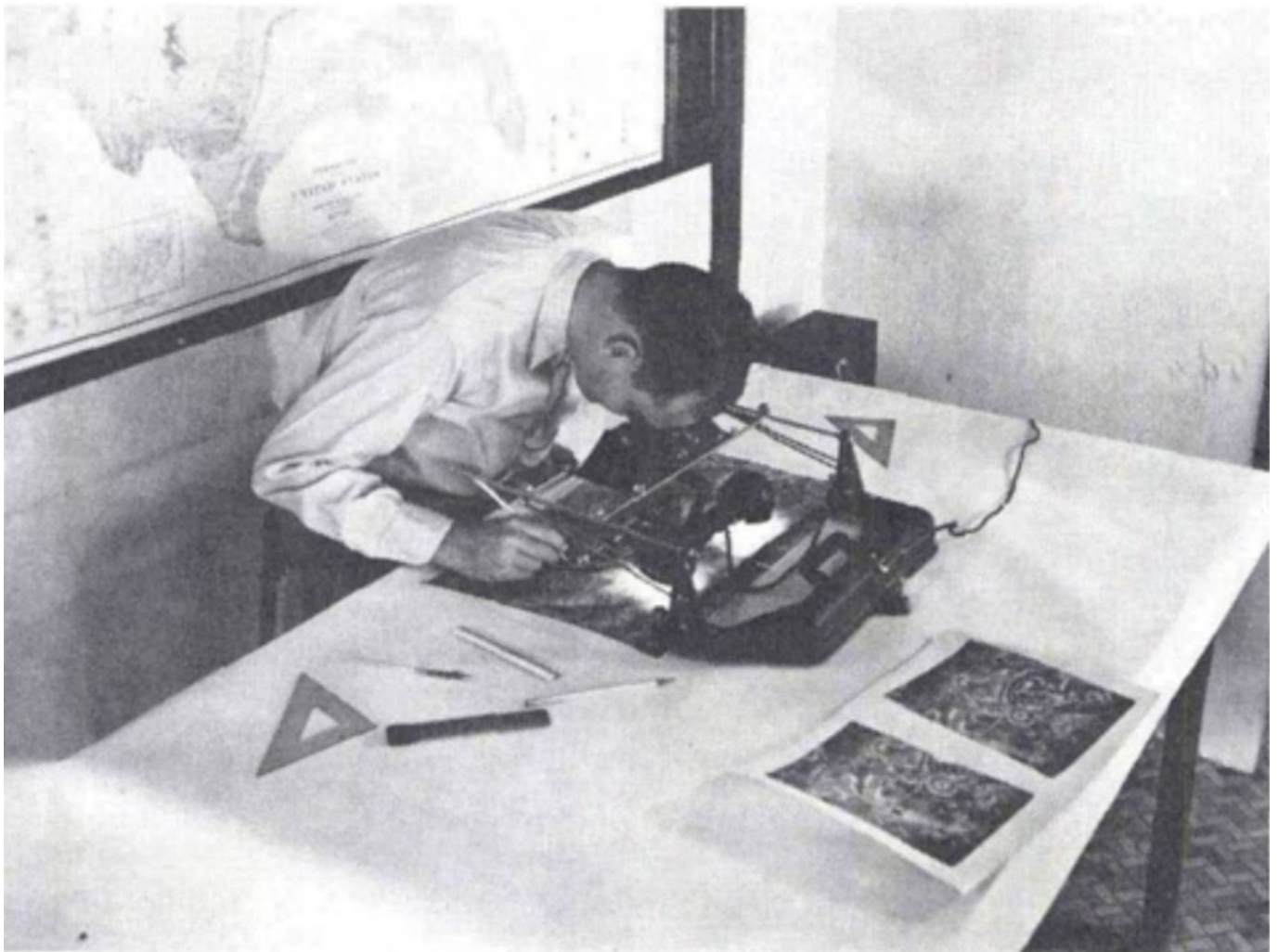
**LEDLOW-ADAMS MOTOR CO.**  
931 BROADWAY GARFIELD 1271

IT'S OUR WAY OF MAKING FRIENDS

Buick Motor Company, San Antonio, Bexar County, Texas

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Figure 10: Jack Ammann using a stereoscope to view an aerial image negative, ca. 1938. Source: Pliny Gale, "Photogrammetric Pioneers: The Texas Story 1925 and Beyond," American Society for Photogrammetry and Remote Sensing.





Buick Motor Company, San Antonio, Bexar County, Texas

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Figure 11: 1982 image of Buick Motor Company. Source: Photo by J. Clark from San Antonio Historic Resource Survey, 1981-1982.



Buick Motor Company, San Antonio, Bexar County, Texas

Figure 12: Elevation Drawings (Studio 8 Architecture & Interiors, 2020).



Studio8  
Architecture & Interiors

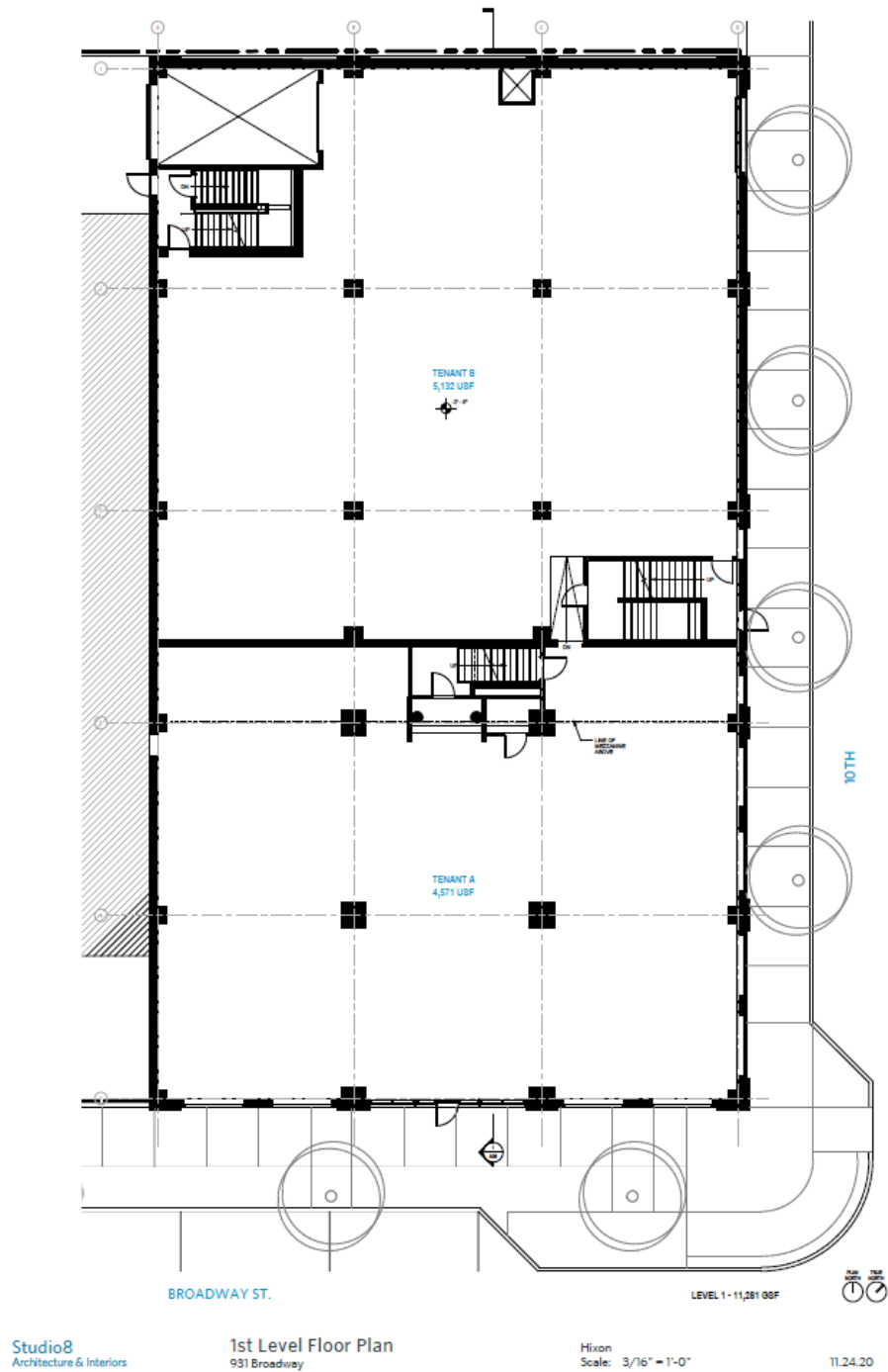
Exterior Elevations  
931 Broadway

Hixon  
Scale: 3/32" = 1'-0"

11.24.20

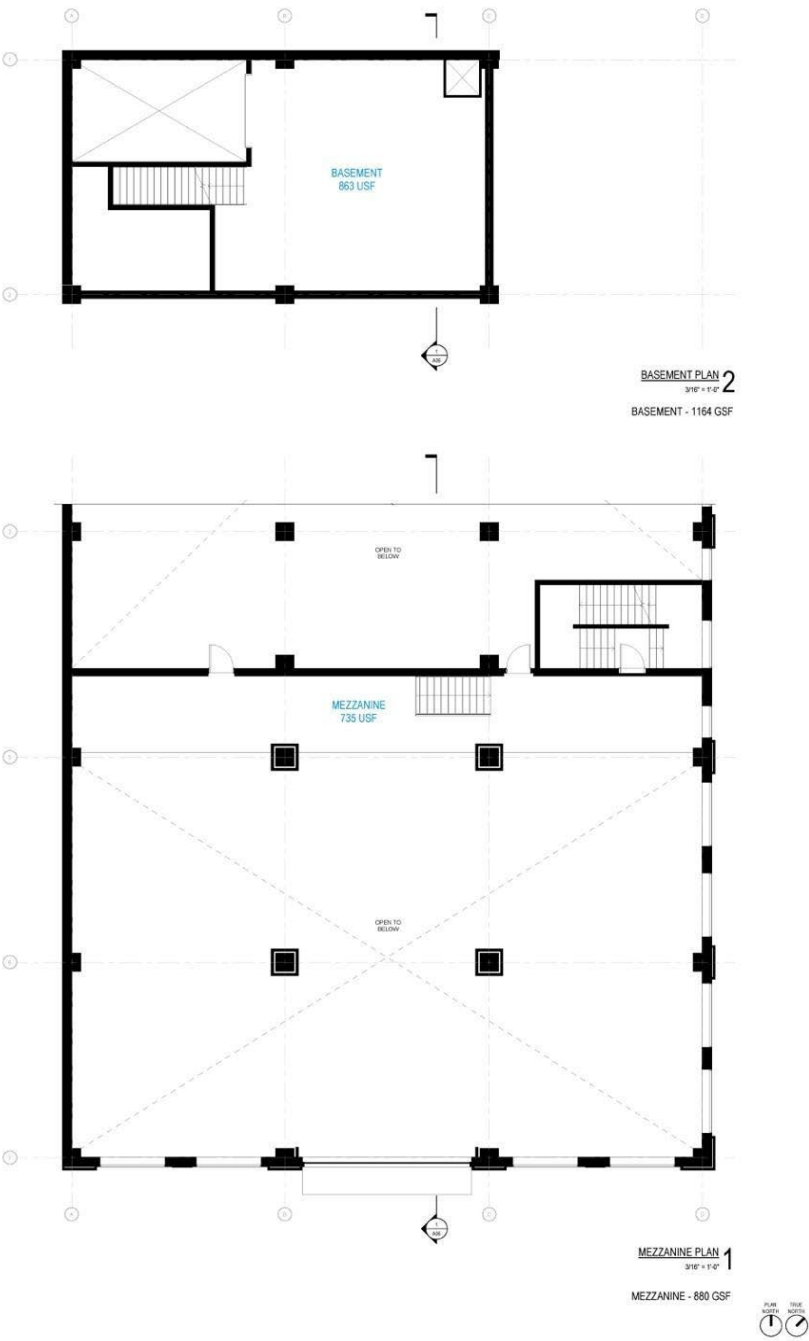
Buick Motor Company, San Antonio, Bexar County, Texas

Figure 13: Buick Motor Company first floor as-built plans (Studio 8 Architecture & Interiors, 2020).



Buick Motor Company, San Antonio, Bexar County, Texas

Figure 14: Buick Motor Company mezzanine and basement as-built plans (Studio 8 Architecture & Interiors, 2020).



Studio8  
Architecture & Interiors

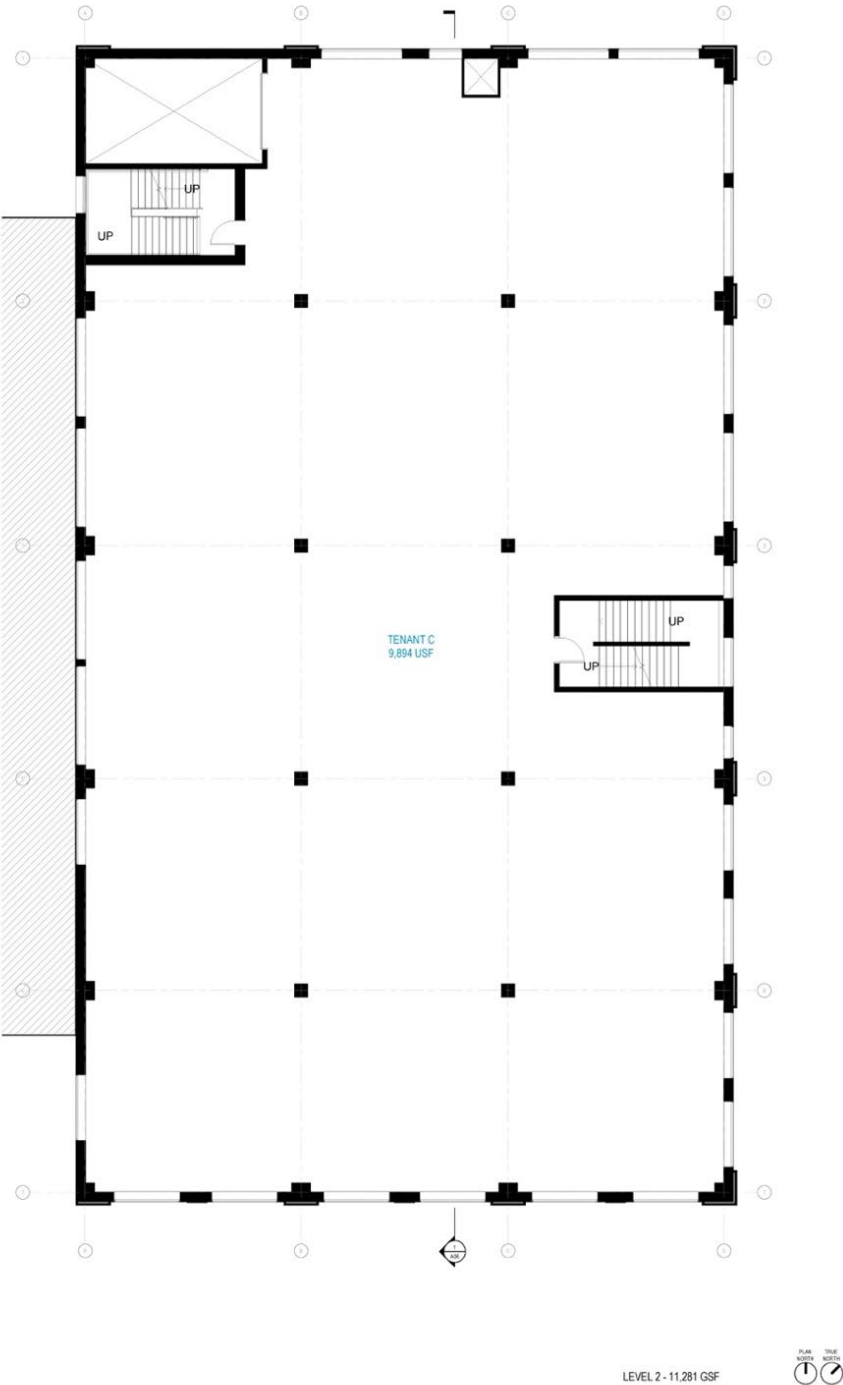
Mezzanine & Basement  
931 Broadway

Hixon  
Scale: 3/16" = 1'-0"

11.24.20

Buick Motor Company, San Antonio, Bexar County, Texas

Figure 15: Buick Motor Company second floor as-built plans (Studio 8 Architecture & Interiors, 2020).



Studio8  
Architecture & Interiors

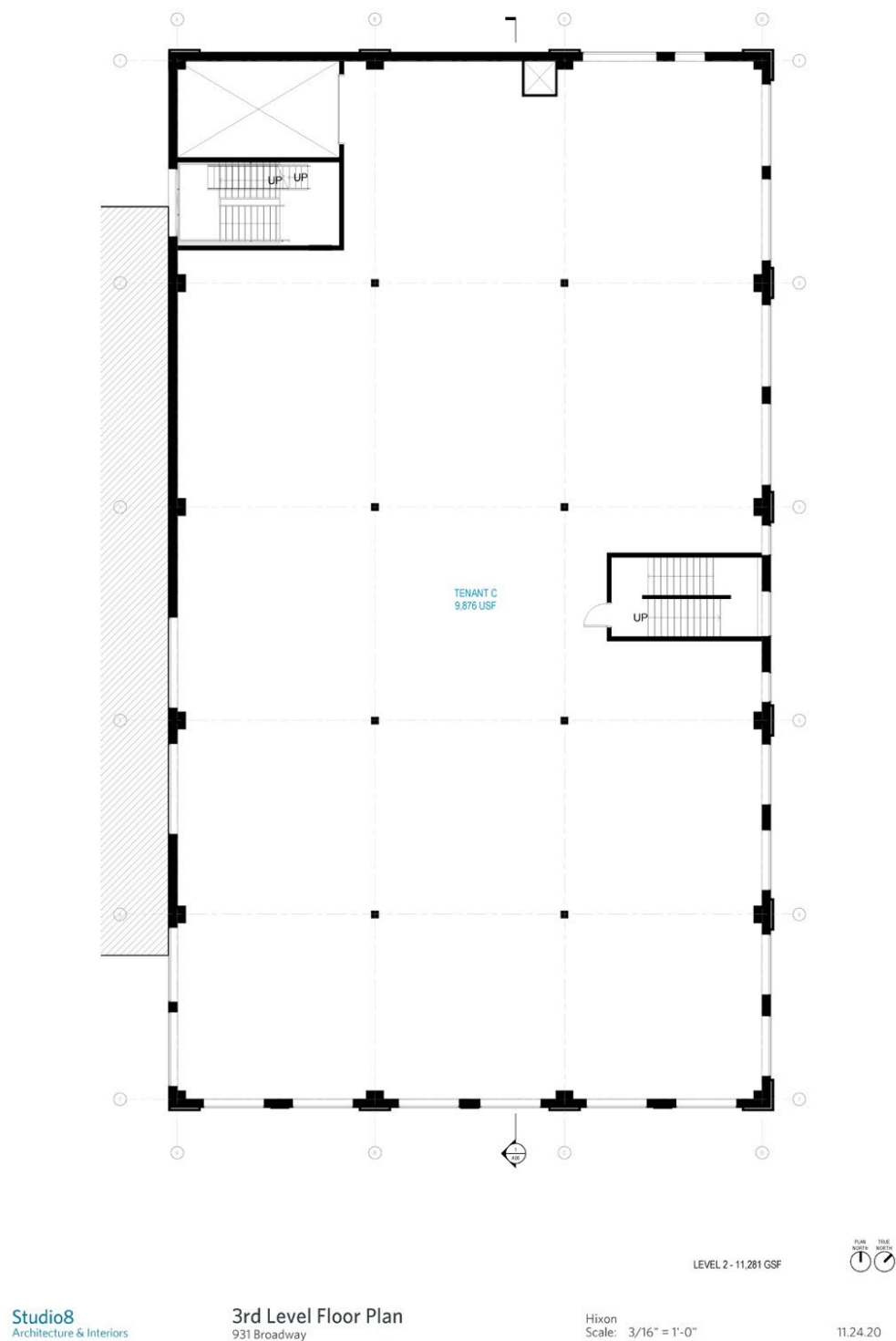
2nd Level Floor Plan  
931 Broadway

Hixon  
Scale: 3/16" = 1'-0"

11.24.20



Buick Motor Company, San Antonio, Bexar County, Texas

Figure 16: Buick Motor Company third floor as-built plans (Studio 8 Architecture & Interiors, 2020).






Buick Motor Company, San Antonio, Bexar County, Texas

Figure 17: Table 1. San Antonio buildings occupied by the Buick Motor Company and/or the San Antonio Buick Company.

Name	Address	Years Occupied	Photograph (if available)	Extant
Buick Company warehouse	Corner of Lamar and N. Cherry Street	Ca. 1910-unknown		No
Buick Automobile Co. salesroom	232 Avenue C/Broadway	1910-ca. 1912		No
Buick Company salesroom  San Antonio Buick Company (formed in 1916)	201-3 Avenue C/Broadway	Ca. 1912-1917		No
Buick Motor Company/ San Antonio Buick Company (SA later moved out to Main Ave)  <b>NRHP 2018</b>  Architect: H.A. Reuter	300-302 Broadway	1917-1927		Yes
San Antonio Buick Company salesroom and parts department  (remodeled a pre-existing building)	446-456 Main Ave	1921-1924		No

Buick Motor Company, San Antonio, Bexar County, Texas

Name	Address	Years Occupied	Photograph (if available)	Extant
San Antonio Buick Company Renamed Spires Buick in 1957 Renamed Spires-Douglas Buick in 1976  <b>NRHP 2018</b>  Architect: Adams and Adams	501 Broadway	1924-at least 1977		Yes
San Antonio Buick Company used cars department	310 Fifth Street	1924-unknown		No
Buick Motor Company (subject building)	931 Broadway	1927-1934		Yes



Buick Motor Company, San Antonio, Bexar County, Texas

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## Photographs

*All photographs accurately depict property conditions at the date of NPS submittal. No changes nor significant deterioration has occurred since the photos were taken in February 2024.*

Photo 1: Oblique view of primary (southeast) and northeast elevations. View west.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 2: Primary (southeast) elevation, view northwest.





Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 3: Oblique, primary (southeast) and northeast elevations, view northwest.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 4: Northwest elevation, view southwest.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 5: Southwest elevation, view southeast.





Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 6: Masonry and parapet detail on primary (southeast) elevation, view north.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 7: Canopy bracket and tie rod detail with “B” for Buick, view west.





Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 8: First floor, view southeast.





Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 9: First floor, view west.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 10: First floor, view southwest



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 11: Mezzanine, view northeast.





Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 12: Stair to mezzanine, view northwest.





Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 13: First floor warehouse space, view west.



Buick Motor Company, San Antonio, Bexar County, Texas

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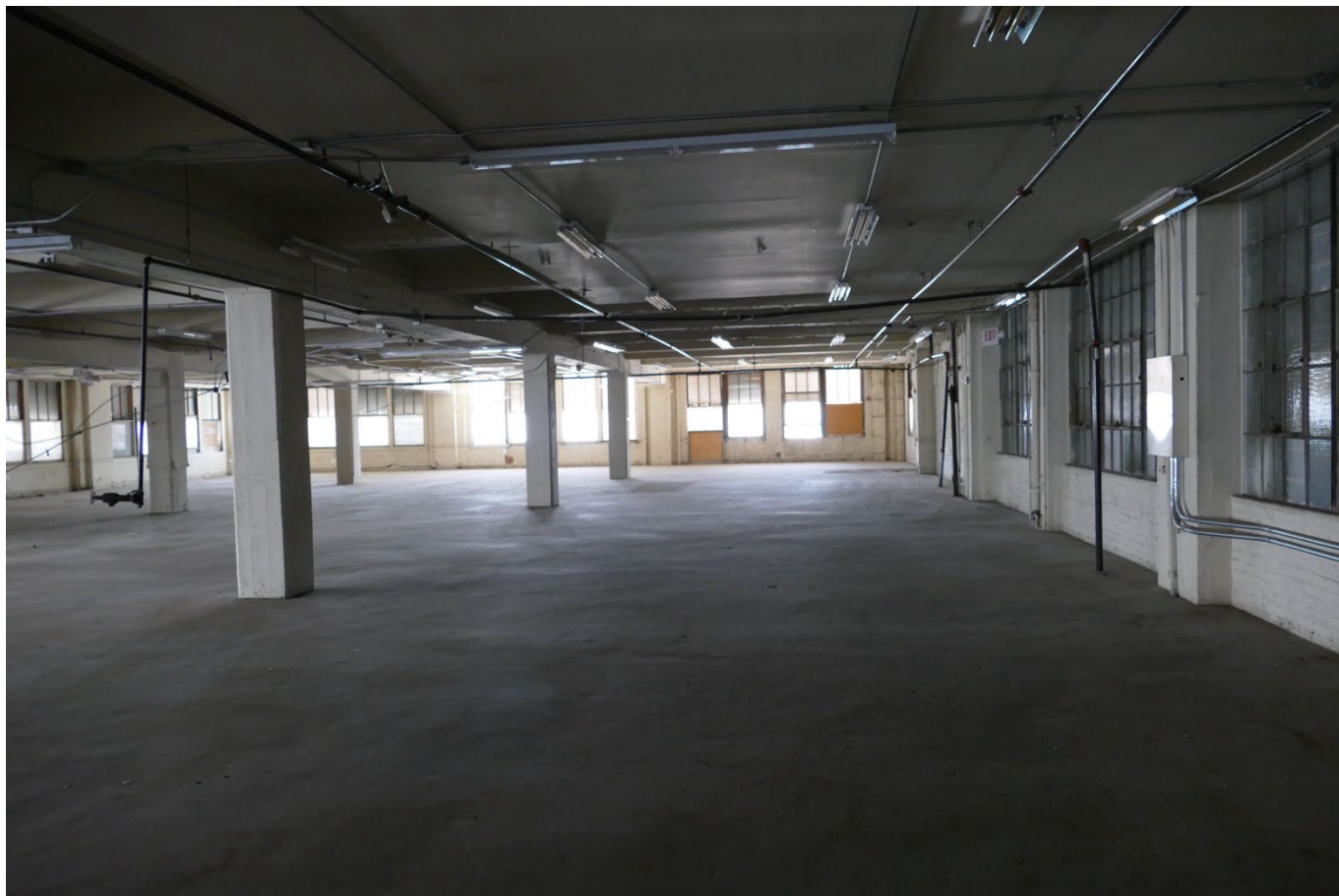
Photo 14: First floor warehouse space showing loading bay, view east.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 15: Second floor, view southeast.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 16: Second floor, view northeast.





Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 17: Second floor plaster ceiling detail.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 18: Third floor, view southeast.



Buick Motor Company, San Antonio, Bexar County, Texas

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Photo 19: Third floor, view northwest.

