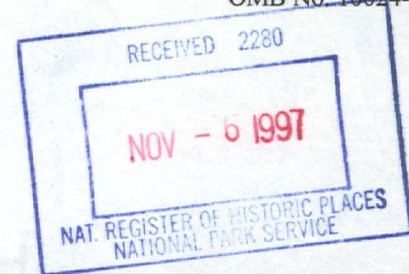


United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM



1530

1. NAME OF PROPERTY

HISTORIC NAME: Goad Motor Company Building  
OTHER NAME/SITE NUMBER: Goad-Riata Cadillac Company

2. LOCATION

STREET & NUMBER: 317 Lexington Avenue  
CITY OR TOWN: San Antonio  
STATE: Texas CODE: TX COUNTY: Bexar CODE: 029  
NOT FOR PUBLICATION: N/A  
VICINITY: N/A  
ZIP CODE: 78205

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x nomination  
request for determination of eligibility meets the documentation standards for registering properties in the National Register of  
Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  
x meets does not meet the National Register criteria. I recommend that this property be considered significant    nationally  
   statewide x locally. (See continuation sheet for additional comments.)

  
Signature of certifying official

10-27-97  
Date

State Historic Preservation Officer, Texas Historical Commission

State or Federal agency and bureau

In my opinion, the property    meets    does not meet the National Register criteria.  
(See continuation sheet for additional comments.)

Signature of commenting or other official

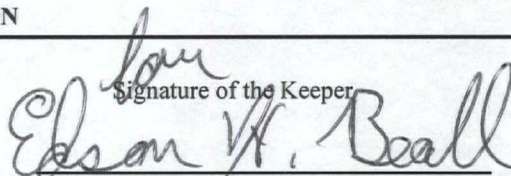
Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

- ☒ entered in the National Register  
See continuation sheet.  
☐ determined eligible for the National Register  
See continuation sheet.  
☐ determined not eligible for the National Register  
☐ removed from the National Register  
☐ other (explain):

  
Signature of the Keeper

Date of Action

12/8/97



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**5. CLASSIFICATION**

---

**OWNERSHIP OF PROPERTY:** Building

**CATEGORY OF PROPERTY:** Private

<b>NUMBER OF RESOURCES WITHIN PROPERTY:</b>	<b>CONTRIBUTING</b>	<b>NONCONTRIBUTING</b>
	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

**NAME OF RELATED MULTIPLE PROPERTY LISTING:** N/A

---

**6. FUNCTION OR USE**

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**HISTORIC FUNCTIONS:** COMMERCE/TRADE: specialty store

**CURRENT FUNCTIONS:** VACANT/NOT IN USE

---

**7. DESCRIPTION**

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**ARCHITECTURAL CLASSIFICATION:** LATE 19TH AND 20TH CENTURY REVIVALS: Classical Revival

**MATERIALS:** FOUNDATION CONCRETE  
WALLS BRICK  
ROOF ASPHALT  
OTHER STONE; WOOD; GLASS

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-14).



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 5

Goad Motor Company Building  
San Antonio, Bexar County, Texas

### DESCRIPTION

The 1927 Goad Motor Company Building faces Lexington Avenue between Augusta and Dallas Streets, encompassing an entire city block in San Antonio. The 3-story reinforced concrete, masonry and cast stone building displays a flat built-up roof. Originally square and 2-story, the building expanded to three stories by 1934. A major addition added in 1951 to the east side changed the building to its current rectangular plan. The south elevation takes its irregular shape from a small 1951 addition and later additions that post-date 1971. The north, west and east elevations are clad in brick, while the south elevation is painted building tile. Cast stone detailing including fluted pilasters and capitals, medallions, and inset panels decorate the facade. Cast stone Georgian detailing surround the main entry. A wide brick spandrel separates the first and second stories, and a simple molded cornice tops the building. In the 1927 building, original single pane show windows have been replaced with multi-pane, aluminum frame windows and original doors and awnings have also been replaced. In the large 1951 addition, built as an open-air used car showroom, original wood overhead garage doors remain intact. Multi-panel steel sash windows with operable panels dominate all elevations on the second and third stories. The main showroom has been extensively remodeled, and only traces of the original tile and iron work remain. The service additions to the south, and second and third story work areas are utilitarian with no notable detail. Automobile ramps connect all floors. The building is in excellent condition having been used until July 1996 as a Cadillac dealership, retaining a high degree of historic and architectural integrity.

The Goad Motor Company Building (1927/1951 and post-1971) is a 3-story reinforced concrete, masonry and cast stone building with a flat built-up roof. It is one of several multi-story automobile dealerships constructed in San Antonio immediately prior to the Depression, but unlike other extant examples, was continually used for its original function until July 1996. The commercial/industrial building with mild Classical Revival and Georgian detailing was the first building in the city constructed to house a Cadillac dealership, and conveys the same substantial quality as the product sold there for 69 years.

Lexington Avenue on the north (the primary elevation), by Augusta Street on the east, Richmond Avenue on the south, and Dallas Street and Madison Square on the west form the boundaries of the building site. Situated on the north half of the block, the building measures 339' on the Lexington Avenue facade, 106' on Augusta Street, and 237' on Dallas Street. Its south facade, 339' in length, is irregularly shaped due to service area additions made in 1951 and after 1971.

The building was originally square (167' x 165') and two stories tall until c. 1934 when a third story was added (see Photo 1). The third story appears on a Sanborn Fire Insurance map updated to 1934 (Institute of Texan Cultures). In 1950-51, a 3-story rectangular addition measuring approximately 120' x 174' was constructed along Lexington Avenue abutting the original building (see Figure 7-1).



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National Park Service

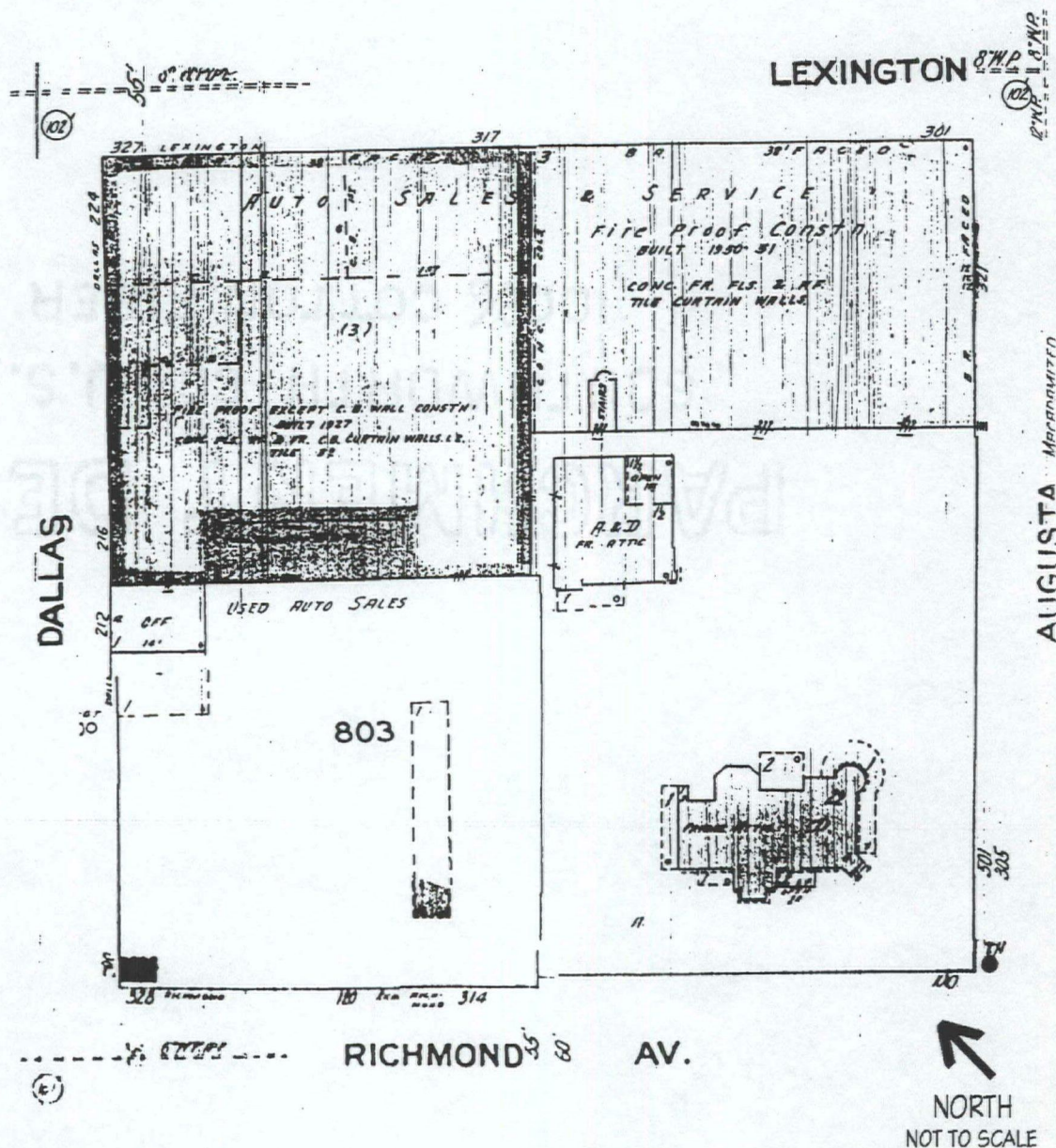
National Register of Historic Places  
Continuation Sheet

Section 7 Page 6

Goad Motor Company Building  
San Antonio, Bexar County, Texas

FIGURE 7-1

Detail, Sanborn Fire Insurance Map, 1911 updated to December 1950





United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 7

Goad Motor Company Building  
San Antonio, Bexar County, Texas

A building permit for this addition, which is virtually indistinguishable from the original construction, was issued on June 23, 1951 (San Antonio Builders Exchange records). Also in 1951, a small service addition was added to the southwest corner of the original building. A Sanborn map updated to August 1971 shows only the 1951 additions, indicating that other additions post-date that time (see Figure 7-2).

The 1927 Goad Motor Company Building is of reinforced flat slab concrete construction with brick veneer, while the post-1951 additions are of clay tile that has been plastered and/or painted. Cast stone detailing including fluted pilasters and capitals, medallions, and inset panels centered under each second story window decorate the building. Multi-panel steel sash windows dominate all elevations, and the center panel of each window is operable. The building has a flat roof with low parapet.

The north elevation (Lexington Avenue) of the building is divided into fourteen bays--seven each in the 1927 and 1951 portions (see Photo 2). Bays range from 23'1" to 24'6" wide. In the older building, three bays flank each side of the central entry bay. Fluted pilasters that support a flat arch spanning the doorway flank the decorative cast stone entrance. A cast stone swag and rosettes, and surmounted by the Cadillac emblem resting on a simple molded cornice decorate the entryway. The original suspended entry canopy was removed many years ago, and a contemporary canvas awning obscures some of this decoration. A decorative cast stone ornament tops the entry arch (see Photo 6). On the original north and west elevations (and possibly the original east elevation), a decorative cartouche topped the parapet of the 2-story building. This was later raised (c. 1934) to top the new third story parapet (see Figures 7-3 & 7-4).

A 3'10" brick spandrel decorated with inset cast-stone panels separates the first and second stories of the building on its north, east and west elevations (see Photos 2 & 7). An entablature consisting of a plain frieze about 1'10" tall decorated with cast stone medallions over each pilaster, and a simple molded cornice originally topped the 2-story building. This detail was used to unify the 1927 building with the 1951 addition, and encompasses all but the south side of the building (see Photo 1 & 2).

On the north, east and west elevations, applied cast stone pilasters extend from the first floor to the entablature capping the second floor. Smaller applied pilasters rise from the projecting cornice that separates the second and third floors. Original single-pane show windows on the first floor have been replaced by multi-pane windows set in aluminum frames, and transoms have been removed. Industrial steel sash windows dominate the north, east and west elevations and are multi-paned with operable center-pivot casements in the center of each panel. Commonly used in warehouses of the period, these windows appear in other San Antonio buildings of the late teens and 1920s, including remaining automotive dealerships (see Photos 2, 5, & 6).



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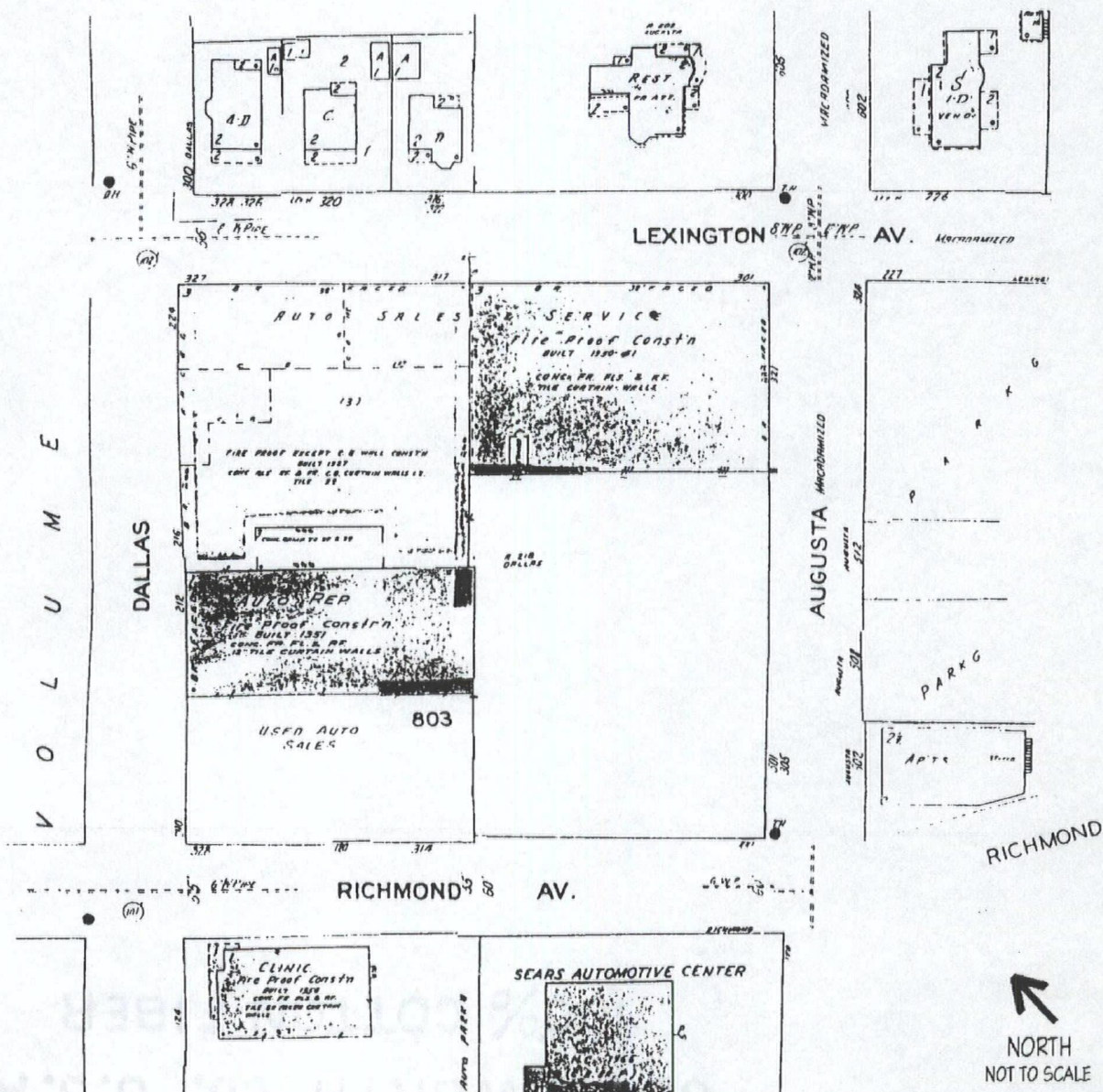
National Register of Historic Places  
Continuation Sheet

Section 7 Page 8

Goad Motor Company Building  
San Antonio, Bexar County, Texas

FIGURE 7-2

Detail, Sanborn's Fire Insurance Map, 1952 updated to August 1971





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National Park Service

## National Register of Historic Places Continuation Sheet

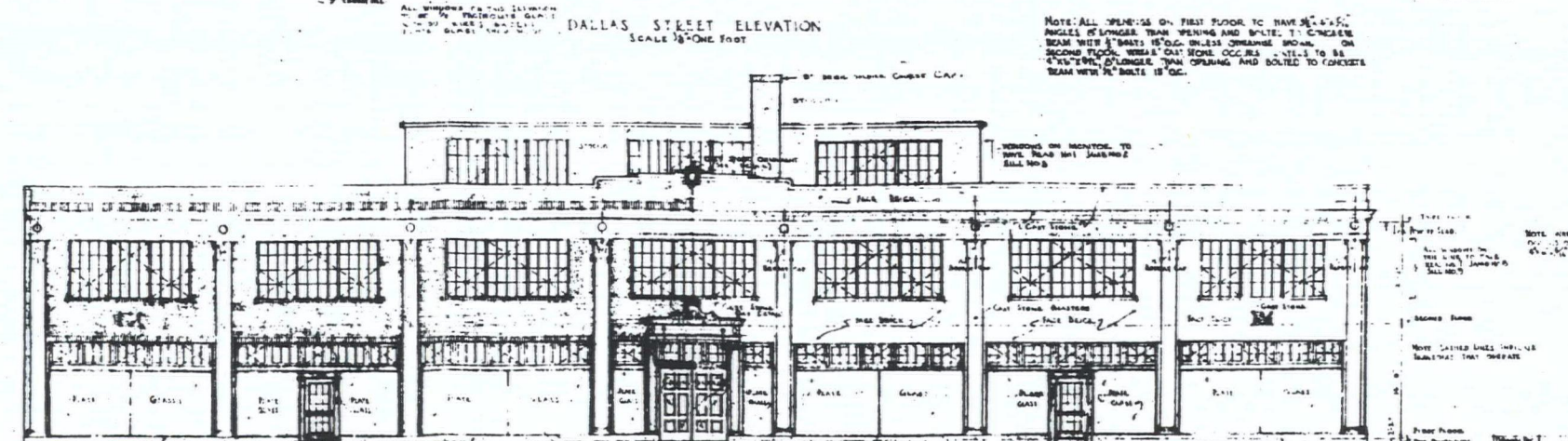
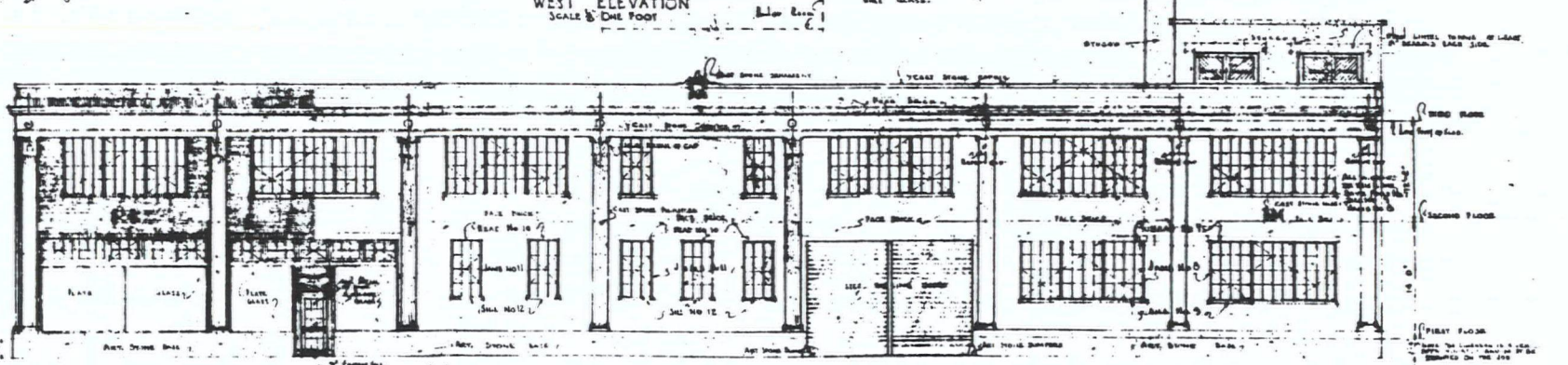
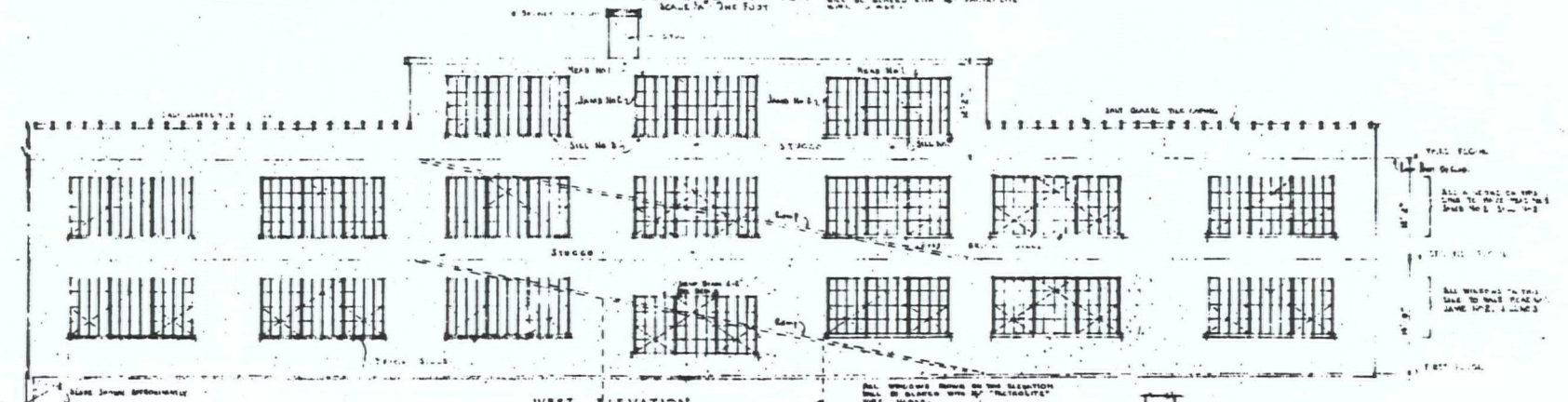
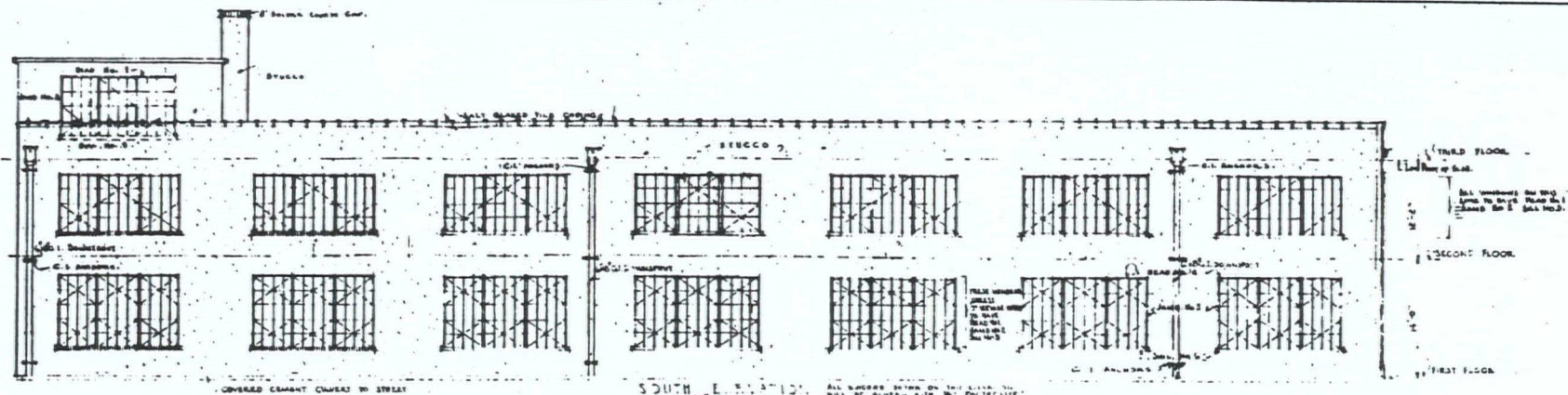
Section 7 Page 9

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Goad Motor Company Building  
San Antonio, Bexar County, Texas

FIGURE 7-3 (see reverse)  
Goad Motor Company, original elevations, 1927





THIRD FLOOR  
SECOND FLOOR  
FIRST FLOOR

THIRD FLOOR  
SECOND FLOOR  
FIRST FLOOR

THIRD FLOOR  
SECOND FLOOR  
FIRST FLOOR

THIRD FLOOR  
SECOND FLOOR  
FIRST FLOOR

NOTE: ALL WINDOWS ON FIRST FLOOR TO HAVE 12\"/>

NOTE: ALL WINDOWS ON FIRST FLOOR TO HAVE 12\"/>

DESIGNED BY T. J. S. M.  
SALES SERVICE BLD.  
GOOD MOTOR CO.  
SAN ANTONIO, TEXAS  
HABERY P. SMITH, AIA.  
ARCHITECT  
SAN ANTONIO, TEXAS  
1927



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

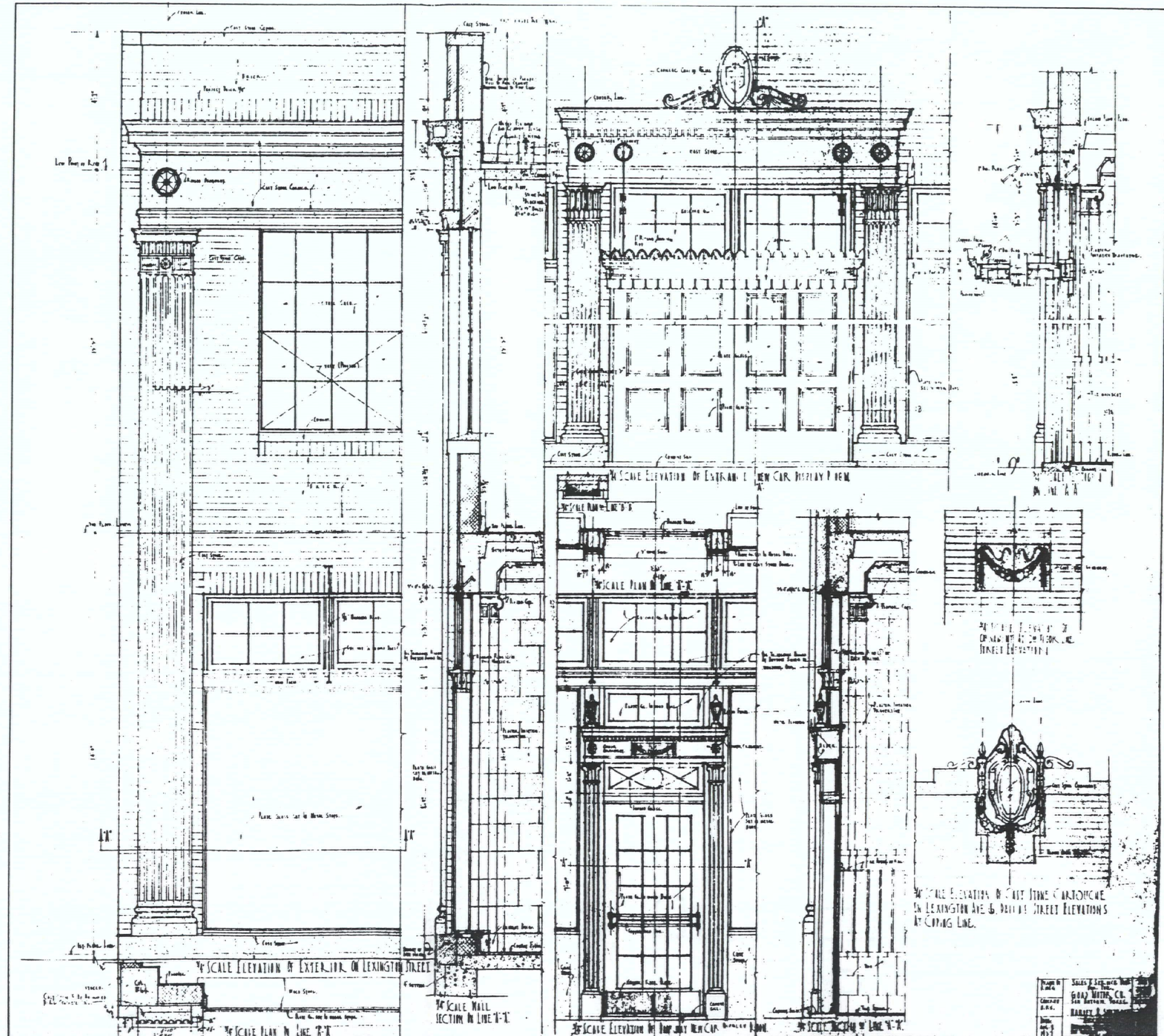
Section 7 Page 10

Goad Motor Company Building  
San Antonio, Bexar County, Texas

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**FIGURE 7-4** (see reverse)  
Goad Motor Company, original details, 1927







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## National Register of Historic Places Continuation Sheet

Section 7 Page 11

Goad Motor Company Building  
San Antonio, Bexar County, Texas

The east elevation on Augusta Street contains five bays that, together with the adjoining seven bays on Lexington Avenue, feature original wooden overhead garage doors. The area functioned as an open-air sales room. Steel sash windows on the second and third floors are intact. The only alterations are pipe railings spanning the ground floor bays and fire escapes on both the north and east elevations of the 1951 building (see Photo 7).

The west elevation contains seven bays. On the ground floor, proceeding south from Lexington Avenue along Dallas Street, the first two bays contain show windows for the automobile sales area and a side entry door. The next two bays contain two and three steel sash windows respectively. The fifth bay, once a drive-in entrance, has been partially blocked, and its wooden garage door is fixed in the upper portion of the opening. Original roll-up doors in the last two bays have been replaced with multi-panel show windows. The original wood and glass side entry door has been replaced with an aluminum frame door. Transoms over bays one and two and six and seven remain intact, as do all steel sash windows on the second and third floors.

A 1-story, 2-bay building that adjoined the southwest corner of Goad Motor Company at 212 Dallas Street was constructed in 1927 to house Jack Conoway's service station and electrical business, a separately owned enterprise. The 167' long drive-in service station was distinguished from the Goad building in height and by its crenellated parapet (*San Antonio Light*, March 25, 1928). The building was demolished between 1939 and 1951. It appears on a 1939 Sanborn Fire Insurance Map, but a 1951 version of the map illustrates a small office and vacant lot designated as "used auto sales" on this site (see Figure 7-1).

The oldest service addition constructed abutting the south elevation was built in 1951 (Sanborn Fire Insurance Map, San Antonio Public Library). On its west (Dallas Street) facade, a central drive-in bay is flanked on each side by a multi-pane show window. The entire 7-bay south facade has overhead garage doors. The west facade of the addition is of brick and cast stone to match the original building, and its south and east facades are of clay tile. The south facade has been plastered and painted to match the south wall of the 1927/1951 building (see Photo 3; Figure 7-2).

The south elevation of the 1927/1951 building has been altered further by the addition of various service areas that do not appear on the Sanborn map updated to August 1971 (see Figure 7-2). A 2-bay addition to the south wall of the 1951 building is constructed of painted building tile. Roll-up doors on Augusta Street are aluminum. A smaller addition with adjoining metal awning protrudes from this building (see Photo 4).

Functional purposes divide the interior, with the first floor used for a new automobile showroom, used car sales, and service. The main showroom still contains cream color glazed ceramic tile on the bases, wainscoting and window surrounds (see Photo 8; Figures 7-5 & 7-6). Smooth plaster and acoustical tile replaced other decorative tile and plaster detailing original to the 1927 building. Original octagonal



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## National Register of Historic Places Continuation Sheet

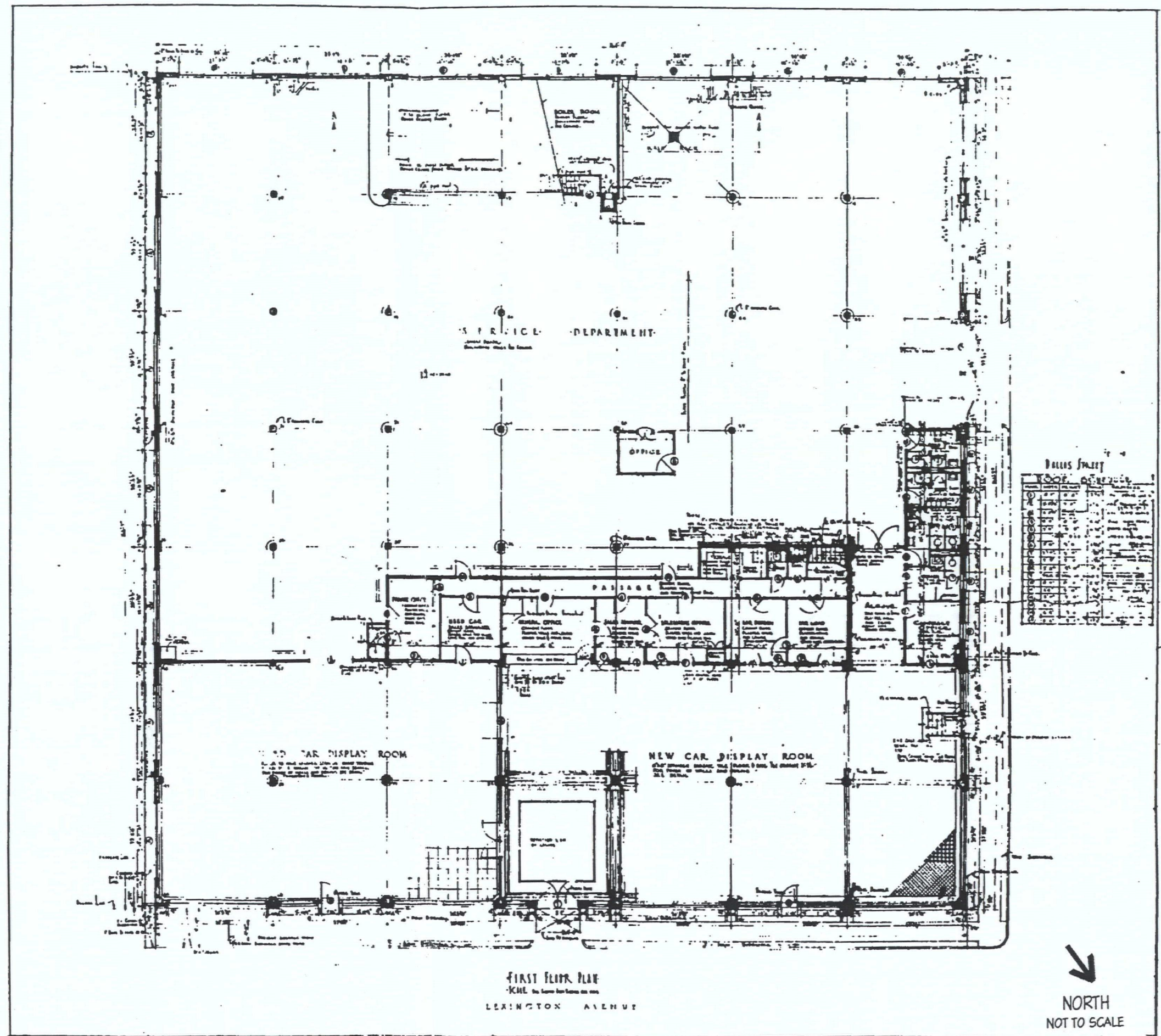
Section 7 Page 12

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Goad Motor Company Building  
San Antonio, Bexar County, Texas

**FIGURE 7-5** (see reverse)  
Goad Motor Company, original floorplan, 1927





FIRST FLOOR PLAN  
KNEE THE FLOOR PLAN FOR THE NEW  
LEXINGTON AVENUE



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

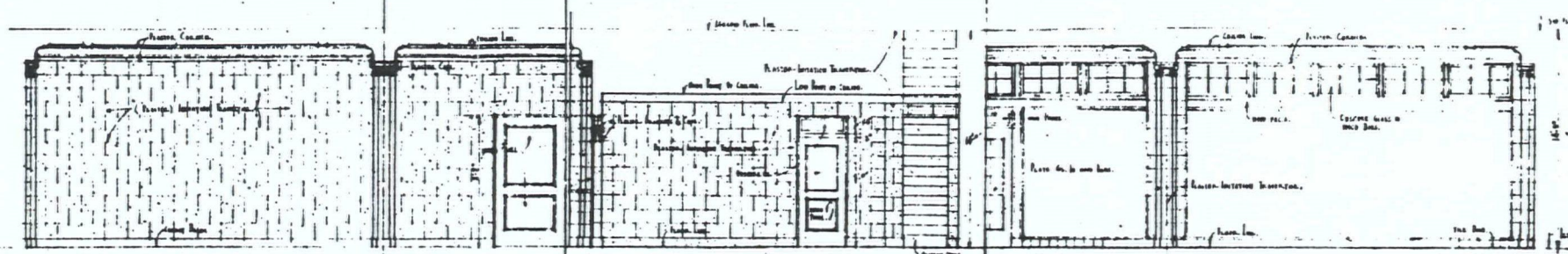
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Goad Motor Company Building  
San Antonio, Bexar County, Texas

**FIGURE 7-6** (see reverse)

Goad Motor Company, original interior detailing, 1927

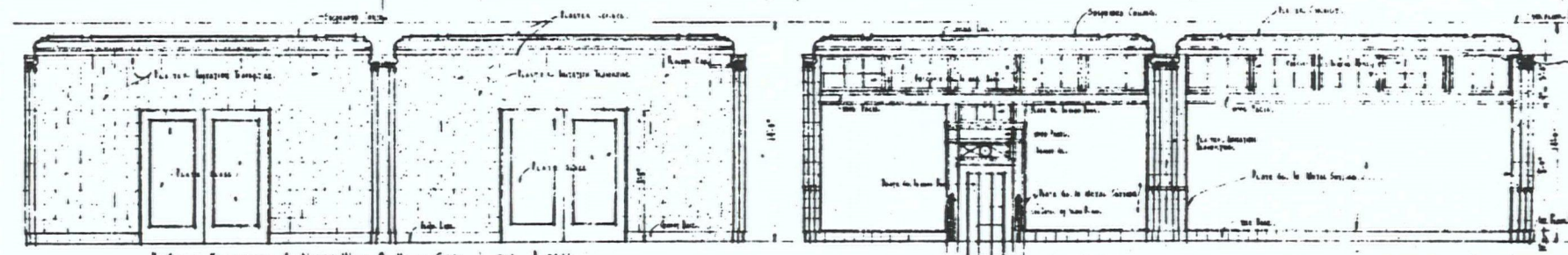




1/4" SCALE ELEVATION OF WEST WALL OF USED CAR DISPLAY ROOM.

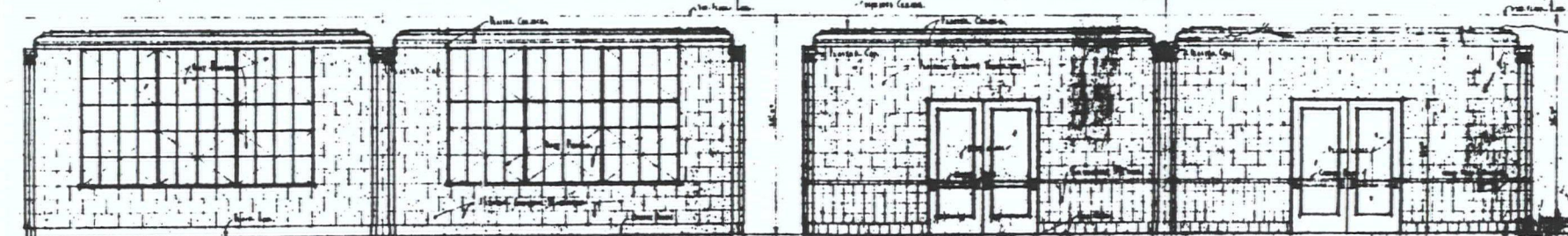
1/4" SCALE ELEVATION OF SOUTH WALL IN ALCOVE.

1/4" SCALE ELEVATION OF NORTH WALL OF USED CAR DISPLAY ROOM.



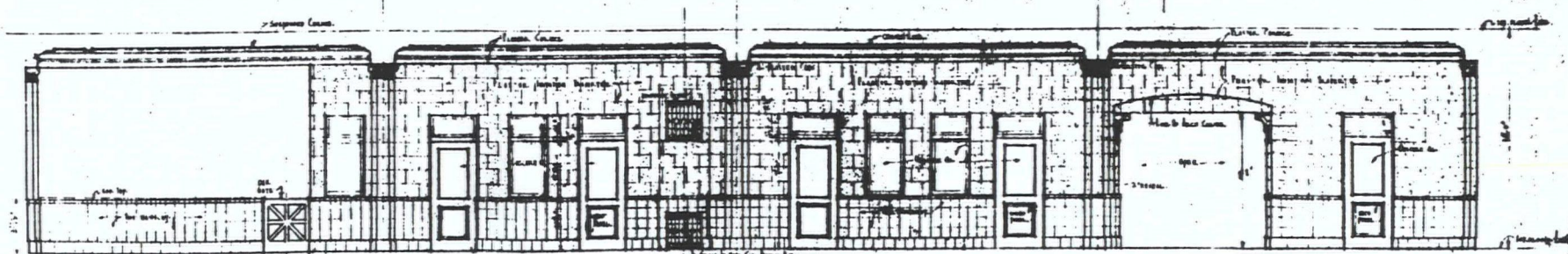
1/4" SCALE ELEVATION OF NORTH WALL OF USED CAR DISPLAY ROOM.

1/4" SCALE ELEVATION OF NORTH WALL IN NEW CAR DISPLAY ROOM.

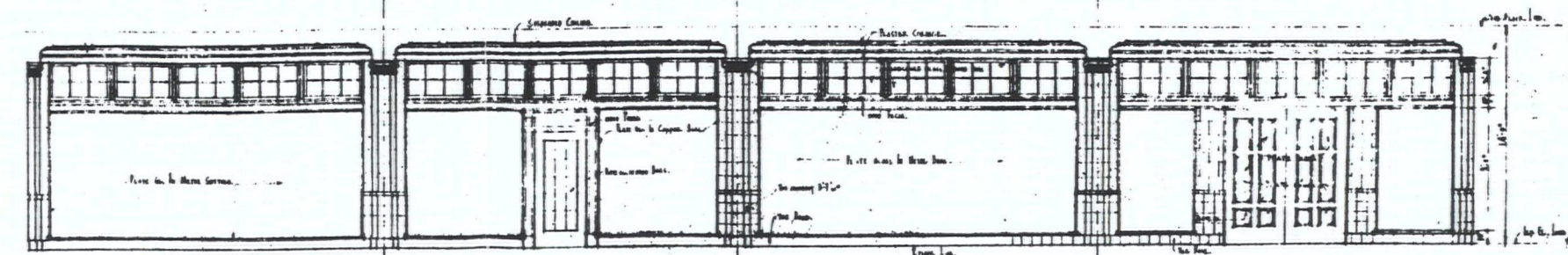


1/4" SCALE ELEVATION OF SOUTH WALL IN USED CAR DISPLAY ROOM.

1/4" SCALE ELEVATION OF SOUTH WALL IN NEW CAR DISPLAY ROOM.



1/4" SCALE ELEVATION OF NEW CAR DISPLAY ROOM LINKING TOWARDS OFFICES.



1/4" SCALE ELEVATION OF NEW CAR DISPLAY ROOM LINKING TOWARDS LEXINGTON AVE.



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 14

Goad Motor Company Building  
San Antonio, Bexar County, Texas

columns with Corinthian capitals remain intact. A wrought iron handrail at the side entrance appears to be original, though other ironwork no longer remains. It is not known if the original tile floor remains under the present vinyl flooring.

Small offices have been partitioned on the main showroom floor using aluminum, glass, and wood paneling. Floor-to-floor height for the first floor is 14'0" and 12'2" for the second and third floors. The ground floor slab measures 5" and the second and third floor slabs 2 1/2". Reinforced concrete columns are octagonal in shape. Concrete automobile ramps connect the first, second and third floors and roof, all of which were used for auto service and storage and have no detailing of note. There are no out-buildings or dependencies associated with the building.

The building is on the eastern edge of Madison Square just north of the city's Central Business District in an area originally called Upper San Antonio. Developed as a residential neighborhood, the area today is dominated by the Baptist Memorial Hospital and related medical facilities, though it retains a mix of older residential buildings converted to commercial use, and contemporary low-rise offices. The Goad Motor Company Building is located one block north of the Ursuline Convent (Southwest Craft Center) (NR 1969) and three blocks west of the Municipal Auditorium (NR 1981).

The Goad Motor Company Building stands in excellent condition, retaining a high degree of integrity. The building is an excellent example of its type and is unique for the fact that it was used continually from 1927 until 1996 as the city's oldest Cadillac dealership. Planned redevelopment will convert the building to residential use.



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**8. STATEMENT OF SIGNIFICANCE**

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**APPLICABLE NATIONAL REGISTER CRITERIA**

- ☐ **A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- ☐ **B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- ☒ **C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- ☐ **D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

**CRITERIA CONSIDERATIONS: G****AREAS OF SIGNIFICANCE:** Architecture**PERIOD OF SIGNIFICANCE:** 1927; c. 1934; 1951**SIGNIFICANT DATES:** 1927; c. 1934; 1951**SIGNIFICANT PERSON:** N/A**CULTURAL AFFILIATION:** N/A**ARCHITECT/BUILDER:** Smith, Harvey P.**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-15 through 8-21).

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**9. MAJOR BIBLIOGRAPHIC REFERENCES**

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**BIBLIOGRAPHY** (see continuation sheet 9-22 through 9-23).**PREVIOUS DOCUMENTATION ON FILE (NPS):** N/A

- ☐ 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*)
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☒ Other -- Specify Repository: San Antonio Public Library, Institute of Texan Cultures, Goad Family



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 15

Goad Motor Company Building  
San Antonio, Bexar County, Texas

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**STATEMENT OF SIGNIFICANCE**

Pioneer Texas automobile dealer Thomas Jefferson Goad constructed the 1927 Goad Motor Company Building to house his Cadillac-LaSalle dealership established in San Antonio in 1924. Goad entered the automobile business in Mineral Wells about 1908, expanding to adjacent counties before relocating to San Antonio where he controlled a 52-county area of South Texas. San Antonio architect Harvey Partridge Smith designed the Goad building during the era of elaborate, architect-designed automobile showrooms. The building is one of two San Antonio dealerships known to have been designed by Smith, who is noted for his residential and institutional design as well as his restoration of San Antonio's Spanish colonial architecture including San Jose Mission and the Spanish Governor's Palace. The main showroom featured decorative Spanish tile, wrought iron grills, wood-paneled doors and imitation travertine pilasters, creating an opulent effect befitting the quality product sold by Goad. As the number of cars in San Antonio increased, both Goad's business and his building grew. A third story was added by 1934, and in 1951, the building more than doubled in size to accommodate a covered area for the growing used car market and service department. This 1-story addition, compatible with the materials and style of the original building, represents the company's response to the growing demand for used car sales, therefore meeting Criterion Consideration G as a property with non-contiguous Periods of Significance, one of which is less than 50 years old. Though Goad sold his business in 1964, the building continued to house the city's leading Cadillac dealership until 1996 when it was vacated. An excellent representative example of early 20th century commercial architecture as well as of the work of locally prominent architect Harvey P. Smith, the Goad Motor Company Building meets Criterion C in the area of Architecture at the local level of significance.

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Thomas Jefferson Goad (1887-1970), an early dealer of automobiles in Texas, was born in Tennessee and later moved with his family to Arkansas and finally to Mineral Wells, Texas. He received early salesmanship training as a general store clerk in Arkansas, and his later pursuits included picking cotton and working in coal mines. In Mineral Wells, he worked in a dry goods store, sold life insurance, worked as a mail clerk, owned a grocery store, and finally, about 1908, became a broker of Ford automobiles. In 1912, he took over the Mineral Wells Dodge agency, later trading that for the Buick agency. He entered the Cadillac business in 1917, and in 1921, during the prosperity of the oil boom, Mr. Goad opened Cadillac dealerships in Breckenridge and Ranger. In 1924, Goad moved to San Antonio to take advantage of a growing market and became the Cadillac dealer for the surrounding 52-county "southwest territory" (Interview, Mrs. Leon Camp; unpublished biographical sketch of T.J. Goad; *The New Encyclopedia of Texas*: 2516).

Mr. Goad was a relative late-comer to the automobile business in San Antonio, and in 1924 he found a competitive, growing market in the city. In 1924-25 there were 47 companies dealing in automobiles in San Antonio, as well as numerous automotive-related businesses featuring products including batteries, carburetors, insurance, radiators, seat covers and tops. In addition, auto laundries, garages, and paint shops serviced the



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National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 16

Goad Motor Company Building  
San Antonio, Bexar County, Texas

city's growing number of cars. By 1926, there were an estimated 30,000 cars in Bexar County (*San Antonio Express*, September 19, 1926).

Mr. Goad appears to have been the city's sole Cadillac dealer, filling a void left by the San Antonio Cadillac Company which operated from 1919 to 1922 at 411 North Main Avenue, about five blocks from this site (San Antonio City Directories). No Cadillac dealer appeared in the 1922-23 City Directory. The Goad Motor Company, "distributor of Cadillac Motor Cars," opened in 1924 at the corner of East Romana and Augusta Streets, two blocks from this location. Mr. Goad, who lived in the Robert E. Lee Hotel (NR 1995) and the St. Anthony Hotel (NR 1986) before moving to a suburban house, evidently experienced quick success in marketing Cadillacs. By 1927, Goad had retained prominent architect, Harvey Partridge Smith (1899-1964) to design a new building for his company.

Goad selected a site at the southeast corner of Lexington and Dallas Streets, just north of the city's central business district in the area named Upper San Antonio by its developers I.A. Paschal and Nat Lewis (BCDR V1:142) (see Figure 8-1). The building site adjoined a small city park known as Madison Square that was surrounded by professionally designed houses including those by prominent residential and courthouse architect James Riely Gordon (*The Sketchbook of James Riely Gordon*) (see Figure 8-1). Nearby frame houses at 204 Dallas Street and 124 Richmond Avenue were demolished between 1932 and 1939. The R.G. Piper house, a more elaborate residence, remained on the southeast corner of the site at 501 Augusta Street as late as 1951. On the western edge of the park, stood the 1883 Madison Square Presbyterian Church (RTHL 1977). Physicians and Surgeons Hospital and Medical and Surgical Hospital had just opened just south of the park in 1902 and 1924 respectively on the site of today's Baptist Memorial Hospital (founded in 1948). Three blocks south of the Goad site stood the 1852 Ursuline Convent (NR 1969).

The building site was some six blocks away from Broadway where most of San Antonio's automobile dealers located their businesses. There appears to be no explanation for this site except its proximity to Goad's first location. A few other dealers chose to locate away from Broadway including the earlier Cadillac dealership, Neal Motor Sales nearby at 207 Augusta (Ayres and Ayres, c. 1925; demolished), and the Guarantee Motor Company at 711 San Pedro Avenue (Harvey P. Smith, c. 1928; standing).

For the most part, Broadway, the major north/south thoroughfare leading to the new and prosperous suburbs of Alamo Heights and Terrell Hills, became the city's "automobile row." It retained this distinction well into the 1980s, and in 1997, several dealers and automotive-related businesses still remain, including Cavender Cadillac, successor to Goad Motor Company, which relocated to Broadway in late July 1996. Remaining buildings constructed to house automobile dealerships in the 1920s are the Winerich Motor Company, formerly the Woodward Carriage Company (Broadway and Third; c. 1910), San Antonio Buick Company (931 Broadway, 1928), and the Knight-Overland Company (910 Broadway, 1928). None of these buildings has housed an automobile dealership for decades.



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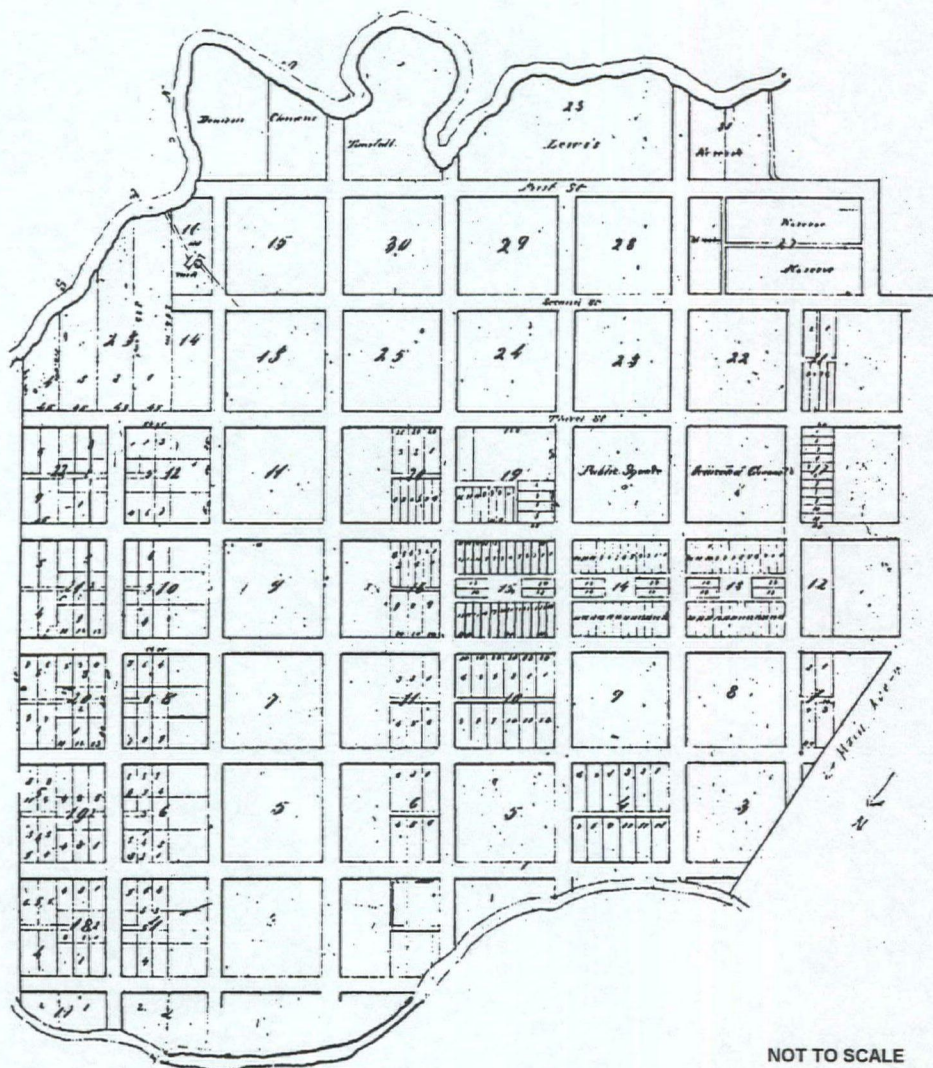
# National Register of Historic Places Continuation Sheet

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Goad Motor Company Building  
San Antonio, Bexar County, Texas

## FIGURE 8-1

Plat for Upper San Antonio, Bexar County Deed Records, V1:142



NOT TO SCALE



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

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Goad Motor Company Building  
San Antonio, Bexar County, Texas

Local newspapers described the completed \$150,000 Goad Motor Company building as:

one of the finest and largest auto sales and service buildings in the South. The building is of monolithic reinforced concrete construction, and is designed to carry an additional story...The two exterior street elevations are finished in face brick, in delicate tones of ivory, cream, pink, buff, tan, etc., and is trimmed in artificial stone of the color and texture of Indiana limestone, the entire design being carried out in the Georgian colonial style (*San Antonio Light*, March 4, 1928; see Figure 8-2).

Mr. Goad was quoted as saying:

Our new home is entirely in keeping with the beautiful cars we sell. We are very proud of it, and know that it will enable us to better serve Cadillac and LaSalle owners.

Prior to Goad Motor Company opening on March 17, 1928, the building was used from March 5 to March 10 for the 1928 San Antonio Auto Trades Association show, about which the newspaper wrote:

Realizing the unusual interest in motor car development at this time, San Antonio dealers plan to make the 1928 show the best ever held here. More new models will be shown this year than ever before at one time in San Antonio (*San Antonio Light* March 5, 1928).

The show, previously held in the Municipal Auditorium (NR 1981), was moved to the Goad Building which offered the 78,000 square feet required to display over 120 cars and trucks (*San Antonio Light*, February 19, 1928). The highlight of the show was the appearance of Captain E.V. ("Eddie") Rickenbacker, World War I flying ace, who had recently been appointed assistant sales manager for the Cadillac Motor Car Company (*San Antonio Light*, February 26, 1928).

As originally constructed, two new and used car display rooms some 50 feet deep occupied the first floor of the building on the Lexington Avenue side. Behind these were the business, sales and managerial offices and ladies' rest rooms. To the rear were the service department and wash rack. The first and second floors were connected by ramps. On the second floor was the main shop, machine room, parts department, shower and rest room for mechanics, another wash rack, and grease pit. The roof, topped with asphalt, was used for parking cars and testing brakes and motors. A steam boiler heated the entire building.

The interior of the Goad Motor Company was in keeping with the national trend of elaborate, architect-designed showrooms. The new and used car sales rooms were decorated with tile wainscoting, wrought iron grills, wood-paneled doors with opaque glass, and plaster imitation travertine pilasters. The floor of the new car sales room was 8" x 8" Spanish mosaic tile, and the used car sales room had a concrete, Keramik stained floor



United States Department of the Interior  
National Park Service

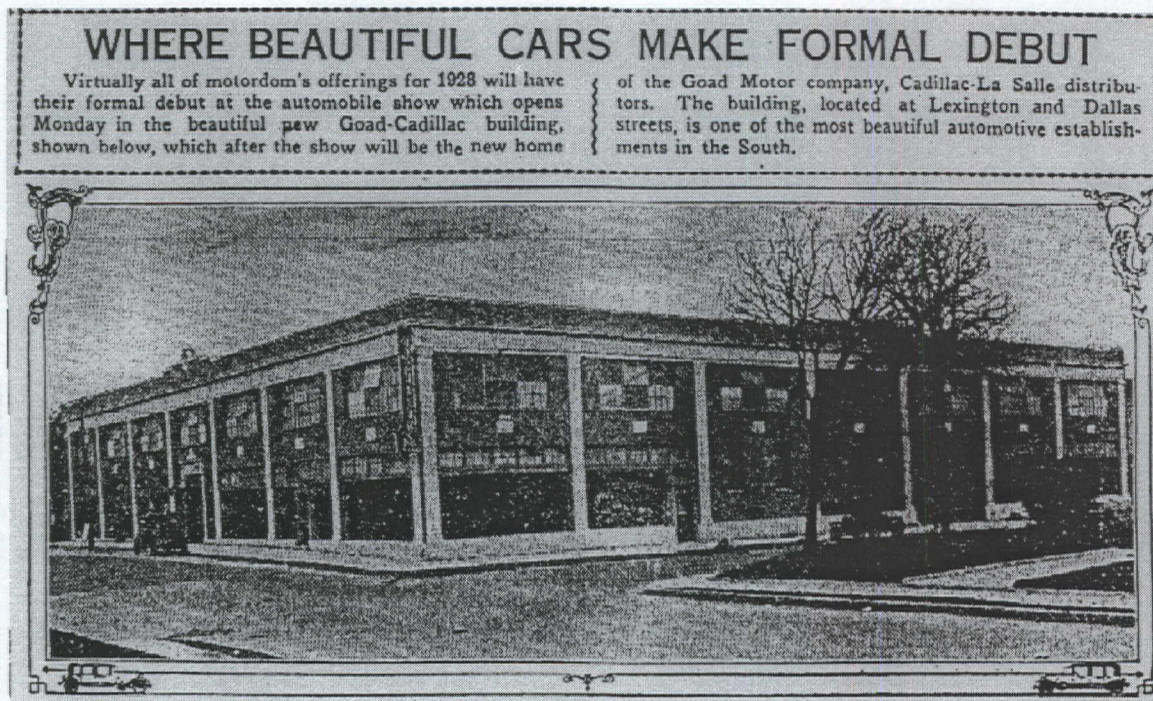
# National Register of Historic Places Continuation Sheet

Section 8 Page 19

Goad Motor Company Building  
San Antonio, Bexar County, Texas

## FIGURE 8-2

*San Antonio Light*, March 4, 1928





**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 20

Goad Motor Company Building  
San Antonio, Bexar County, Texas

(Original plans, W.E. Simpson Company). The original showrooms have been repeatedly remodeled, and with the exception of some tile trim and one wrought iron railing, none of this detailing remains.

The exterior of the building was decorated with cast stone detailing manufactured by the Southern Cement Products Company owned by San Antonian Harvey Perrin (Institute of Texan Cultures Photographic Archives). A catalogue of the company's work indicates that the firm decorated many prominent buildings including San Antonio's City Hall (1891/1927), the Plaza Hotel (1927), and the San Antonio Casino Club (1927) (NR 1980).

Used cars became an important part of the evolving automobile business, and to accommodate their sale, it was common to construct new buildings or to enlarge old buildings using similar architectural treatment for both the new and used car areas (SCA Journal, Spring-Summer 1993). The Goad Building was no exception, as evidenced in the 1951 addition which doubled the building's size and is virtually indistinguishable from the original design. The 1951 addition was built by W.R. Davidson Construction Company at a cost of \$17,500 (San Antonio Builders Exchange, June 23, 1950). The Goad used car sales area appear unique among its San Antonio counterparts, occupying the entire ground floor of the 1951 addition. The entire area could be opened on the north and east sides by raising wooden overhead doors, while used car facilities at other dealerships were typically flat surface lots.

The Goad Motor Company Building is one of two local automobile showrooms known to have been designed by Harvey Partridge Smith (1889-1964), the other being the Guarantee Motor Company at 700 San Pedro Avenue (still standing). Harvey Smith was born in Minneapolis, Minnesota on April 1, 1889. His mother, Carrie Barnum Smith, died in childbirth. Smith's father, H. Jay Smith was a well-known art collector and dealer. After specializing in art at the Chicago Art Institute and Northwestern University from 1910 to 1912, Smith trained with an unidentified architectural firm. He later studied at the University of Arizona for a year and a half, and went to Oakland, California where he worked under John J. Donavon, a prolific architect noted for his school design whose work, like Smith's, included the Classical Revival and Spanish colonial styles (*New Encyclopedia of Texas*: 733; Texas Historical Commission staff). In Oakland, Smith also worked with the firm of and Stone and Smith--comprised of Louis S. Stone and Henry O. Smith.

Harvey P. Smith came to San Antonio in 1916, and was first employed as job supervisor and draftsman for San Antonio architectural firm Ayres and Ayres. In 1916-17, he was chief job supervisor and draftsman for Ralph Cameron. Smith practiced alone from 1918 to 1922, and then formed the partnership of Smith and Kelly with Robert B. Kelley who later formed the Kelwood Company.

Smith is perhaps best known for his restoration of San Antonio's Spanish colonial landmarks such as the Spanish Governor's Palace (1930-31) and San Jose Mission (1933-34). Smith's second San Antonio automobile dealership, the 3-story Guarantee Motor Company, is also constructed of brick with a reinforced



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National Park Service

## National Register of Historic Places Continuation Sheet

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Goad Motor Company Building  
San Antonio, Bexar County, Texas

concrete structure and decorative cast stone detailing. In contrast to the Goad building, the Guarantee building retains original tile and iron work in its old lobby which today is the sales and showroom for an electronics parts business. Smith's other San Antonio buildings include the Myer Myers residence; the Sunken Garden theater; the Officers' Club at Randolph Field; the home of San Antonio's Siamese Twins, the Misses Violet and Daisy Hilton; the Boy Scout Home at San Antonio (demolished); and Alamo Heights High School (today Cambridge Elementary School).

Additional Smith designs found throughout Texas include buildings at Sul Ross State Teachers College, Alpine and Southwest Texas State Teachers College, San Marcos; St. Mark's Lutheran Church of Cuero; the First Presbyterian Church of El Paso; the Robert S. Yantis home at San Benito; and McAllen's 11-story Nelson Hotel, Carrall College buildings, and Municipal Hospital (*New Encyclopedia of Texas*:733; *American Architects Directory* 1962:653; *Southwest Texans*: 154).

The Goad Motor Company operated successfully at this site for 64 years. During that period, T.J. Goad expanded his business, opening new dealerships in both Austin and Corpus Christi in 1951. In 1964, at age 77, Goad sold his business to H.P. Riley of Wichita Falls and Frank M. Late of San Angelo, and the business was renamed Riata Motor Company (*San Antonio News* August 4, 1964). Riley moved with his family to San Antonio, and served as general manager of the company, and Late remained in San Angelo as company vice president. At that time, Riley and Late had been in the automobile business for 20 and 30 years respectively. Frank Late subsequently became a successful Chevrolet dealer in the Dallas area (Interview, Mrs. Leon Camp).

In 1979, when H.P. Riley became ill and wanted to sell the company, he approached William Cavender, Sr., owner of a successful San Antonio Oldsmobile dealership at 801 Broadway. Cavender's father, James M. Cavender, Jr., had entered the automobile business by working for T.J. Goad, and met his wife, a Cadillac owner, in Goad's service department (Interview, William Cavender, Sr.).

Cavender and his twin sons retained the Oldsmobile dealership on Broadway, and operated the Lexington Avenue location as Cavender's Riata Cadillac until July 25, 1996. Because they never owned the Lexington Avenue location (it remained in the Goad family), and had recently moved their Oldsmobile business to a suburban location, the decision was made to relocate the Cadillac company (today called Cavender Cadillac) to the family-owned Broadway site (Interview, William Cavender, Sr.). With that move, the 69-year automotive history of the Lexington Avenue building came to an end.

The Goad Motor Company Building is significant under Criterion C at the local level as an outstanding example of an early 20th century automobile showroom that evolved together with San Antonio's growing automotive business, and as one of the few surviving local examples of the commercial work of noted architect Harvey P. Smith.



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National Park Service

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Continuation Sheet

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Goad Motor Company Building  
San Antonio, Bexar County, Texas

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**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 9 Page 23

Goad Motor Company Building  
San Antonio, Bexar County, Texas

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Trinity University Vertical Files



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**10. GEOGRAPHICAL DATA**

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**ACREAGE OF PROPERTY:** less than one acre

UTM REFERENCES	Zone	Easting	Northing
1	14	549440	3255940

**VERBAL BOUNDARY DESCRIPTION:** The site is comprised of NCB 803, San Antonio, Bexar County, Texas. It is bounded on the north by Lexington Avenue, on the south by Richmond Avenue, on the east by Augusta Street and on the west by Dallas Street and Madison Square.

**BOUNDARY JUSTIFICATION:** The boundaries encompass all property historically associated with the building since the 1950s.

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**11. FORM PREPARED BY** (with assistance from Dwayne Jones and Mary Dillman, THC)

---

**NAME/TITLE:** Maria Watson Pfieffer

**ORGANIZATION:** ReSearch

**DATE:** January/October 1997

**STREET & NUMBER:** 213 Washington Street

**TELEPHONE:** 210-222-1586

**CITY OR TOWN:** San Antonio

**STATE:** TX

**ZIP CODE:** 78204

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS**

**MAPS**

**PHOTOGRAPHS** (see continuation sheet Photo-24)

**ADDITIONAL ITEMS**

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**PROPERTY OWNER**

---

**NAME:** Liberty Properties, James G. Lifshutz, Managing Partner

**STREET & NUMBER:** 215 West Travis Street

**TELEPHONE:** 210-225-6742

**CITY OR TOWN:** San Antonio

**STATE:** TX

**ZIP CODE:** 78205



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

Section PHOTO Page 24

Goad Motor Company Building  
San Antonio, Bexar County, Texas

**PHOTO LOG**

Goad Motor Company Building  
317 Lexington Avenue  
San Antonio, Bexar County, Texas  
Photographed by James Lifshutz, 1996, unless otherwise noted  
Negative held by Liberty Properties, unless otherwise noted

- Photo 1 of 8 Northwest elevation, 1927  
Camera facing southeast from corner of Lexington and Dallas Streets  
Original on file with the Institute of Texan Cultures
- Photo 2 of 8 Southeast elevation  
Camera facing northwest
- Photo 3 of 8 West elevation and 1951 addition  
Camera facing southeast from Dallas Street
- Photo 4 of 8 South elevation, showing 1951 and post-1971 additions  
Camera facing north
- Photo 5 of 8 Northwest corner, c. 1927  
Camera facing northeast  
Original in collection of Mrs. Leon Camp
- Photo 6 of 8 North elevation  
Camera southwest
- Photo 7 of 8 East elevation (1951)  
Camera facing west
- Photo 8 of 8 Showroom  
Camera facing west



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Goad Motor Company Building  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: TEXAS, Bexar

DATE RECEIVED: 11/06/97 DATE OF PENDING LIST: 11/18/97  
DATE OF 16TH DAY: 12/04/97 DATE OF 45TH DAY: 12/21/97  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 97001530

NOMINATOR: STATE

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 12/8/97 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the  
National Register

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

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

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

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



Goad Motor Bldg  
San Antonio





GOAD MOTOR COMPANY BUILDING  
317 LEXINGTON AVENUE  
SAN ANTONIO, BEXAR CO., TEXAS  
PHOTOGRAPH 1 of 8







GOAD MOTOR COMPANY BUILDING  
317 LEXINGTON AVENUE  
SAN ANTONIO, BEXAR CO., TEXAS  
PHOTOGRAPH 2 of 8







GOAD MOTOR COMPANY BUILDING  
317 LEXINGTON AVENUE  
SAN ANTONIO, BEXAR CO., TEXAS  
PHOTOGRAPH 3 of 8







GOAD MOTOR COMPANY BUILDING  
317 LEXINGTON AVENUE  
SAN ANTONIO, BEXAR CO., TEXAS

PHOTOGRAPH 4 of 8







GOAD MOTOR COMPANY BUILDING  
317 LEXINGTON AVENUE  
SAN ANTONIO, BEXAR CO., TEXAS

PHOTOGRAPH 5 of 8







GOAD MOTOR COMPANY BUILDING  
317 LEXINGTON AVENUE  
SAN ANTONIO, BEXAR CO., TEXAS

PHOTOGRAPH 6 of 8







GOAD MOTOR COMPANY BUILDING  
317 LEXINGTON AVENUE  
SAN ANTONIO, BEXAR CO., TEXAS  
PHOTOGRAPH 7 of 8



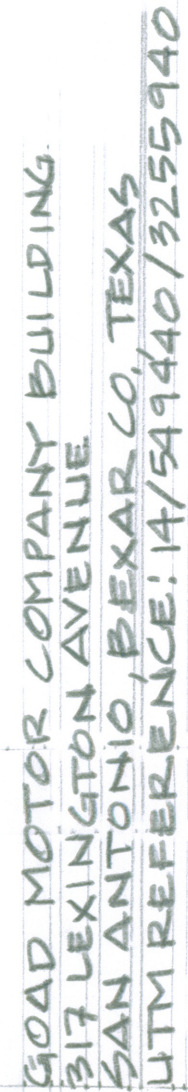




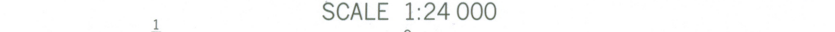
GOAD MOTOR COMPANY BUILDING  
317 LEXINGTON AVENUE  
SAN ANTONIO, BEXAR CO., TEXAS  
PHOTOGRAPH 8 of 8



SAN ANTONIO EAST QUADRANGLE  
TEXAS-BEXAR CO.  
7.5 MINUTE SERIES TOPOGRAPHIC



North American Datum of 1927 (NAD 27). Projection and 10 000-foot grid ticks: Texas Coordinate System, south central zone (Lambert Conformal Conic) 1000-meter Universal Transverse Mercator grid, zone 14. The difference between NAD 27 and North American Datum of 1983 (NAD 83) for 7.5 minute intersections is given in USGS Bulletin 1875. The NAD 83 is shown by dashed corner ticks. There may be private inholdings within the boundaries of the National or State reservations shown on this map. Red tint indicates areas in which only landmark buildings are shown.

A.B. IVIX TEX. LOOP (3) 3.4  
 6342 1 V SW  
 SCALE 1:24 000  
  
 1 MILE  
 0 1000 2000 3000 4000 5000 6000 7000 FEET  
 1 0.5 0 1 KILOMETER  
 CONTOUR INTERVAL 10 FEET  
 NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION

Primary highway, hard surface	Light-duty road, hard or improved surface
Secondary highway, hard surface	Unimproved road
Interstate Route	U. S. Route
	State Route

SAN ANTONIO EAST, TEX.  
29098-D4-TF-024

DMA 6342 IV NW-SERIES V882

2998-133