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NPS Form 10-900
(Rev. 10-90)

OMB No. 1024-0018

RECEIVED 2280

SEP - 4 2015

Nat. Register of Historic Places
National Park Service

United States Department of the Interior
National Park Service

National Register of Historic Places Nomination Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Cedar Rapids 2nd Avenue SE Automobile Row Historic District

other names/site number

2. Location

street & number Roughly, 2nd Ave. SE to 3rd Ave. SE, from 6th to 8th Streets SE not for publication N/A

city or town Cedar Rapids vicinity N/A

state Iowa code IA county Linn code 113 zip code 52401-1306

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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 4 SEPT 2015 Date

STATE HISTORICAL SOCIETY OF IOWA
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:

Signature of Keeper Date of Action

Edson A. Beall 10.23.15

- [x] 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): _____

5. Classification

Ownership of Property
(Check as many boxes as apply)

- ☐ private
- X public-local
- ☐ public-State
- ☐ public-Federal

Category of Property
(Check only one box)

- ☐ building(s)
- X district
- ☐ site
- ☐ structure
- ☐ object

Number of Resources within Property
(do not include previously listed resources in count)

Contributing	Noncontributing	
17	4	buildings
2		sites
	1	structures
		objects
19	5	Total

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

N/A

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

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/specialty store
COMMERCE/restaurant
COMMERCE/TRADE/warehouse
SOCIAL/meeting hall
DOMESTIC/multiple dwelling

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/specialty store
COMMERCE/restaurant
DOMESTIC/multiple dwelling
VACANT/NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions)

LATE VICTORIAN
LATE 19TH & 20TH CENTURY AMERICAN MOVEMENTS
MODERN MOVEMENT/Modern

Materials
(Enter categories from instructions)

foundation BRICK
walls BRICK
CONCRETE
roof ASPHALT
other WOOD

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

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

X **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.

☐ **B** Property is associated with the lives of persons significant in our past.

☐ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ **D** Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations
(Mark "X" in all the boxes that apply.)

Property is:

☐ A owned by a religious institution or used for religious purposes.

☐ B removed from its original location.

☐ C a birthplace or a grave.

☐ D a cemetery.

☐ E a reconstructed building, object, or structure.

☐ F a commemorative property.

☐ G less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

Areas of Significance
(Enter categories from instructions)

TRANSPORTATION
COMMERCE

Period of Significance

1912-1965

Significant Dates

1913
1922
1939

Significant Person
(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

UNKNOWN

9. Major Bibliographical References

Bibliography
(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)

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

Primary Location of Additional Data:

X State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other
Name of repository:

10. Geographical Data

Acreage of Property Approx. 10.63 acres

UTM References
(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
1	15N	610695E	4648511N	3	15N	610729E	4648465N
2	15N	610783E	4648581N	4	15N	610942E	4648631N

X See continuation sheet.

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Alexa McDowell email akaymcd@hotmail.com

organization AKAY Consulting date 03/09/2014

street & number 103 W. Island Avenue telephone 515-491-5432

city or town Minneapolis state MN zip code 55401-1509

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps: A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs: Representative **black and white photographs** of the property.

Additional items
(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name See Attached Table of Property Owners

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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. 470 et seq.).

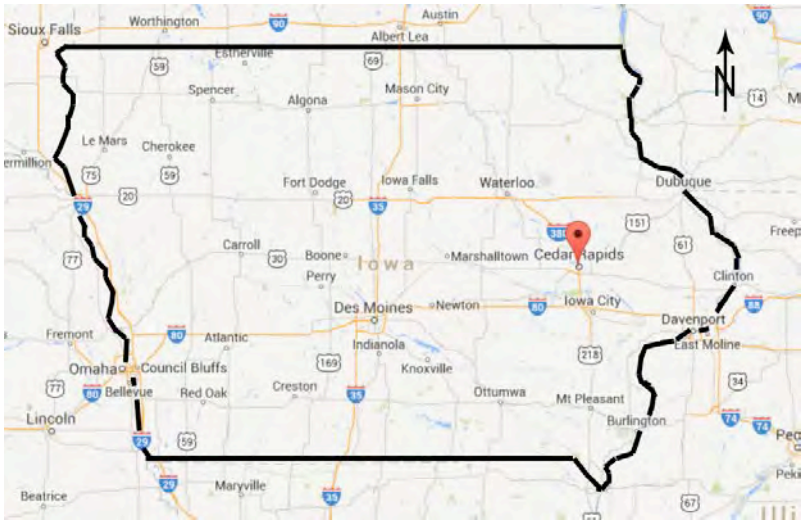
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.0. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

7. Narrative Description

Site Description

The Cedar Rapids 2nd Avenue SE Automobile Row Historic District[1] is located in Cedar Rapids, Linn County, Iowa (Figure 1). Situated in southeast Iowa, Cedar Rapids (pop. 126,326) is the largest city in the southeast quadrant of the state and ranks second among Iowa's cities overall - exceeded only by the state capital at Des Moines with a population of 203,433.[2] Cedar Rapids covers an area of some 70.80 square miles and is bisected by the north-to-south running I-380 and the east-to-west running U.S. Highway 30 (portions of which are part of the historic Lincoln Highway route).[3]

Figure 1. Map of Iowa – 2014



(SOURCE: Base map, https://www.google.com/maps/place/Cedar+Rapids,+IA. Accessed 07/20/2014)

The location of Cedar Rapids, Iowa is indicated.

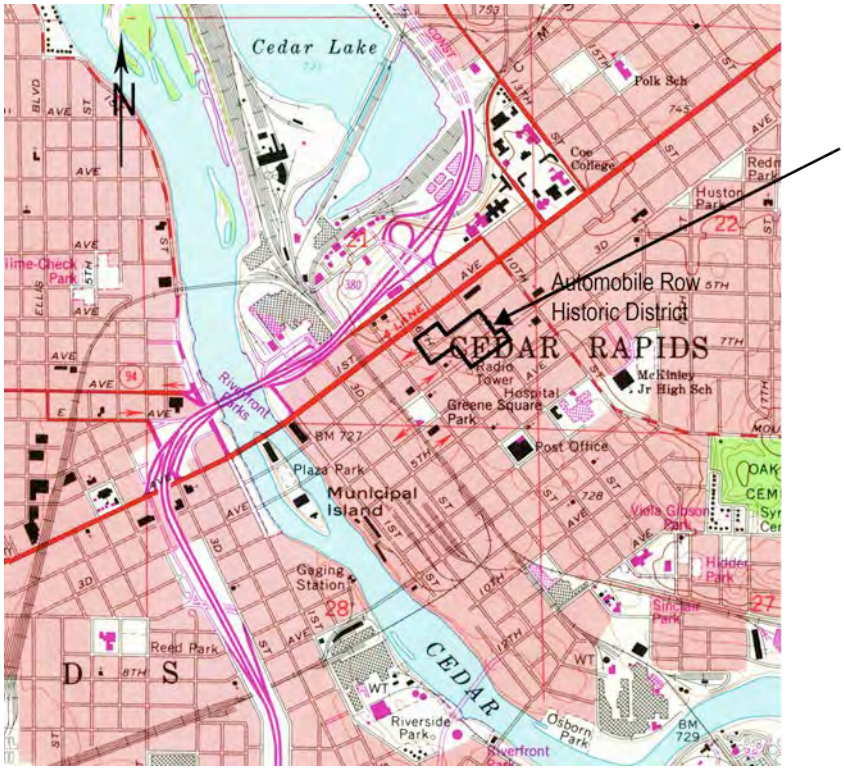
The original town of Cedar Rapids was laid out on the east side of the Cedar River with a gridded plat of just over 60 blocks oriented with its streets running perpendicular to the course of the river. As a result, the street

1 Because multiple concentrations of automobile-related properties existed in Cedar Rapids at various times, the name of this district was chosen for its specificity. For the sake of simplicity, from this point the nomination will refer to the district as the Automobile Row Historic District.
2 "Iowa's Largest Cities," *Quad City Times*, February 10, 2011. Online at http://qctimes.com/iowa-s-largest-cities/article_c5d8850a-3556-11e0-ba3b-001cc4c002e0.html. Accessed 07/25, 2014.
3 http://quickfacts.census.gov/qfd/states/19/1912000.html. Accessed 07/25/2014.

grid is rotated approximately 45 degrees to the cardinal directions. Street names were changed in the early 20th century and today these streets start east of the river with 1st Street, numbering ordinally eastward. Avenues bisect the streets with those south of 1st Avenue numbered ordinally.[4]

Typical of Iowa communities, the city grew outward from the commercial sector, which was initially concentrated along 1st through 3rd Streets SE between 1st and 4th Avenues SE. As the primary thoroughfare between Cedar Rapids and Marion (the original seat of Linn County) to the northeast, 1st Avenue was constructed with a 120-foot width – a characteristic that later proved beneficial for the construction of the 1st Avenue bridge over the Cedar River and for the street railway, which was built along the "boulevard" in 1879.[5]

Figure 2. USGS 7.5 Minute Topographic Map - Cedar Rapids South Quad (1967)

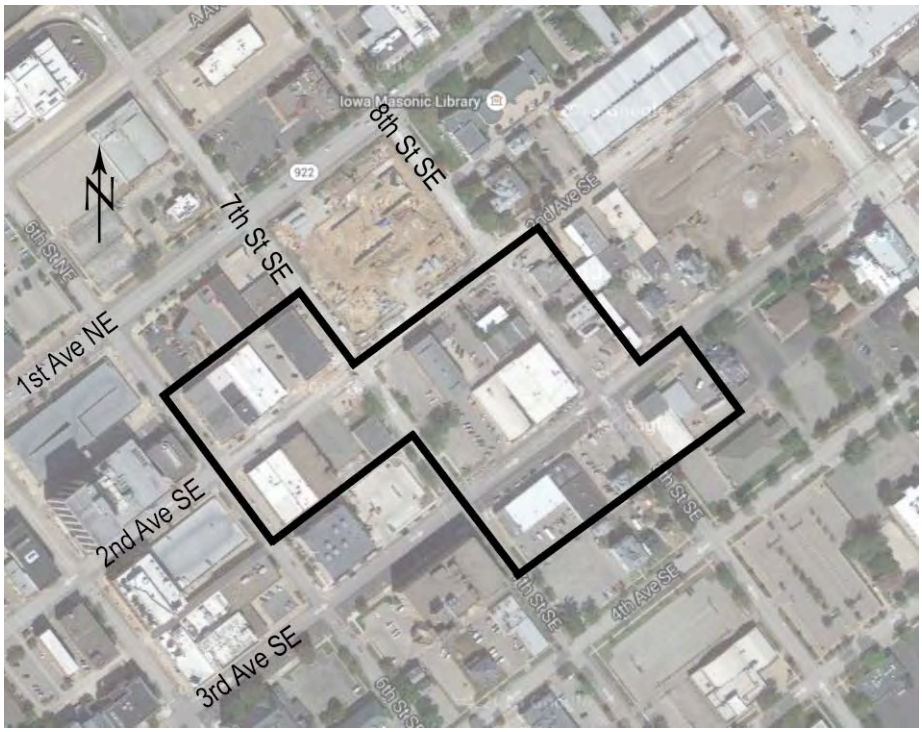


(SOURCE: Base map, USGS 7.5 Minute Topographic Map, Cedar Rapids South Quad, 1967.)

4 Marlys Svendsen, *Historical and Architectural Survey Report for Community Block Grant Neighborhoods, Cedar Rapids, Iowa* (Cedar Rapids: City of Cedar Rapids, 1995), 4.
5 Ibid.

The Automobile Row Historic District is situated south of 1st Avenue, at the eastern fringe of the 19th century commercial core (Figure 2). The district is comprised of two offset sections around 2nd Avenue SE. On the east, resources are located on the north and south sides of 2nd Avenue SE from 6th Street SE to 7th Street SE. From 7th Street SE to the east side of 8th Street SE, district resources are located on the south side of 2nd Avenue SE only. The district boundary extends southeast to include resources on the north and south sides of 3rd Avenue SE from 7th Street SE to the east property lines on the east side of 8th Street SE, from the alley between 3rd and 4th Avenues SE to 2nd Avenue SE (Figure 3).

Figure 3. Automobile Row Historic District Boundary Map – 2014

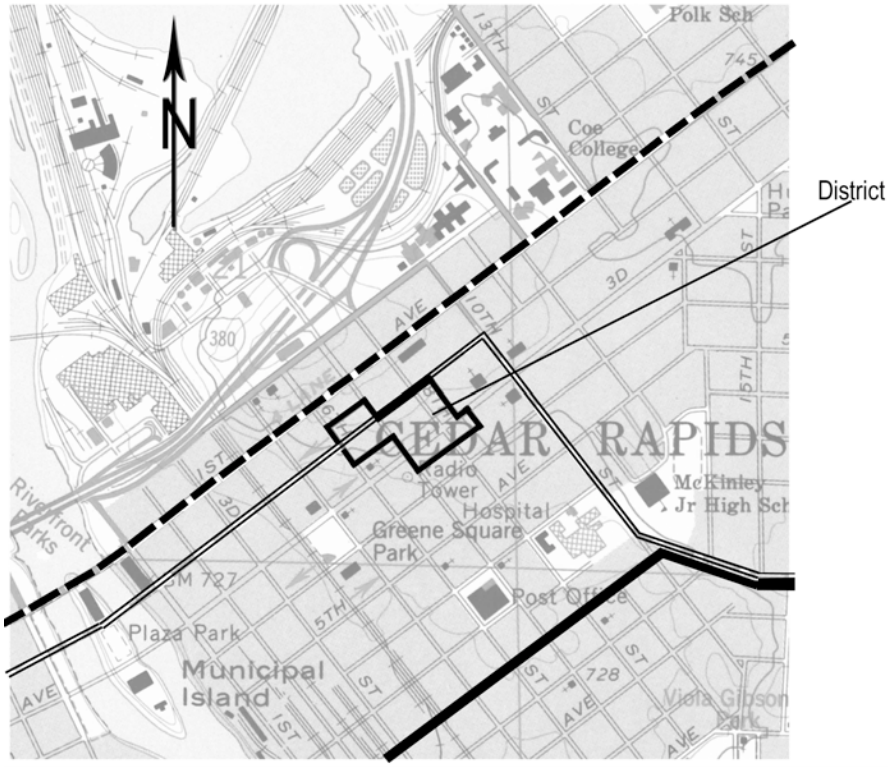


(SOURCE: Base map, https://www.google.com/maps/place/Cedar+Rapids,+IA. Accessed 07/20/2014)

The Lincoln Highway, America's first east to west transcontinental roadway, passed through Cedar Rapids – its route through the city changing multiple times between 1913 and 1986 (Figure 4). From 1913 through 1921, the highway traveled along 1st Avenue just one block north of the Automobile Row Historic District; eight of the district's 21 buildings and the two sites were constructed during that period. From 1922 through 1938, the highway route (which became officially recognized as U.S. 30 in 1925) ran through the historic district along 2nd Avenue SE between 10th Street on the east and the Cedar River on the west. Nine of the district's 21 buildings were constructed during that period.

From 1939 through 1954 the highway's third route left Mt. Vernon Road at 8th Avenue, crossed the river and then jogged briefly on 2nd Street and K Street to 16th Avenue SW, by-passing the historic downtown commercial district and the Automobile Row Historic District completely. Three of the district's 21 auto-related buildings were constructed during this period. This route change signaled the rise of automobile-related businesses on 16th Avenue SW and the beginning of the end of those in the historic Automobile Row Historic District; the final two dealerships (both constructed in 1953) left the district in 1965.[6]

Figure 4. Lincoln Highway Route Map Through Cedar Rapids 2nd Avenue SE Automobile Row HD



(SOURCE: Base map, https://www.google.com/maps/place/Cedar+Rapids,+IA. Accessed 07/20/2014)

The route of the Lincoln Highway changed five times from 1913-1986. In the map above, the routes that directly impacted the development of the businesses in the 2nd Avenue SE Automobile Row Historic District are noted. The broken line indicates the 1913 to 1921 route along 1st Avenue. The double line marks the 1922 to 1938 route that ran from Mt. Vernon Road to 10th Street and along 2nd Avenue SE through the historic district. The solid line marks the 1939 to 1954 route, which by-passed the city's downtown area altogether. The location of the district is indicated.

6 The History Center, Cedar Rapids, Iowa, vertical files.

The topography of the Automobile Row Historic District is flat and devoid of vegetation. The roads themselves are 80-feet wide and asphalt covered. Alleys bisect each block, with buildings either stretching from the street to the alley or with some parking area between the rear of the building and the alley. The roadways have standard curbing and public sidewalks run the perimeter of each block, accommodating pedestrian traffic through the area and providing access to businesses. A number of open lots are located in the historic district (Figure 5). Some of those lots were never commercially developed. Rather, they remained vacant after a residence was removed (typically by the 1940s), several of which had become associated with adjacent buildings. Open lots also mark buildings with functions requiring auto access or parking – gas stations and mid-20th century dealerships are example of those building types. Two used car lots also appeared in the district and open lots mark their historic locations. Only two of the open lots mark the location of non-extant, automobile-related buildings (Figure 5).

The following streetscape images provide a visual overview of the Automobile Row Historic District and are keyed to the photograph map (Figure 8).

Image 1. Streetscape (Position A) – June 2014

View of the north side of 2nd Avenue SE looking northeast from 6th Street.

Image 2. Streetscape (Position A) – June 2014

View of the south side of 2nd Avenue SE looking southeast from 6th Street.

Image 3. Streetscape (Position B) – June 2014

View of the north side of 2nd Avenue SE looking northwest from 7th Street.

Image 4. Streetscape (Position B) – June 2014

View of the south side of 2nd Avenue SE looking southwest from 7th Street, with the low profile of the poured concrete parking ramp structure in view at left.

Image 5. Streetscape (Position B) – June 2014

View of the south side of 2nd Avenue SE looking southeast from 7th Street.

Image 6. Streetscape (Position C) – June 2014

View of the south side of 2nd Avenue SE looking southwest from 8th Street.

Image 7. Streetscape (Position C) – June 2014

View of the southeast corner of the intersection of 2nd Avenue SE and 8th Street SE.

Image 8. Streetscape (Position D) – June 2014

View of the south side of 3rd Avenue SE looking southwest from near 8th Street SE. The district's sole residential resource (309-8th Street SE) is in view at left, behind the commercial buildings.

Image 9. Streetscape (Position D) – June 2014

View of the southeast corner of the intersection of 3rd Avenue SE and 8th Street SE, looking southeast.

Image 10. Streetscape (Position D) – June 2014

View of the northeast corner of the intersection of 3rd Avenue SE and 8th Street SE, looking northeast.

Image 11. Streetscape (Position D) – June 2014

View of the northwest corner of the intersection of 3rd Avenue SE and 8th Street SE, looking northwest.

Image 12. Streetscape (Position D) – June 2014

View of the north side of 3rd Avenue NE looking northwest from 8th Street SE.

Image 13. Streetscape (Position E) – June 2014

View of the south side of 3rd Avenue NE looking southeast from 7th Street SE.

Image 14. Streetscape (Position E) – June 2014

View of the north side of 3rd Avenue NE looking northeast from 7th Street SE. The building is the rear of 611 2d Avenue SE and the parking area is the former site of Culver's Used Auto Lot (Image 15).

Resources of the Automobile Row Historic District

The commercial buildings in the Automobile Row Historic District were constructed between 1912 and 1953, a period during which automobile-related business flourished along and in the vicinity of the Lincoln Highway's route through this area of the city. As would be expected of buildings constructed to accommodate a particular commercial sector, the district's visual character is defined by the building forms that rose in response to the needs of the automobile. Modern broad-fronts, with their large display windows and open interiors, were constructed to serve auto dealers. Auto repair shops were commonly attached to the rear of a dealership or located in their own utilitarian buildings that were readily identified by vehicular bays. Large, two-story warehouses, their fireproof construction designed to protect a large stock of inventory, were built to house auto supply companies. Small gas stations located on corner lots to provide easy vehicular passage through the pumping area. And, in the latter years of the automobile "craze," sales lots were located adjacent to dealerships for the display of a larger number of cars. Other paved lots were dedicated spaces for used auto sales, physically separate from but associated with an established dealer.

Image 15. Historic Image – Culver's Used Auto Lot (704 3rd Avenue SE) – ca.1950

(SOURCE: Courtesy of The History Center, Cedar Rapids, Iowa.)

Culver Motors' new car dealership was located at 601 2nd Avenue SE (Image 24) from 1937-1956. Culver used this lot on the NE corner of 3rd Ave. SE & 7th St. for its used car lot. Although the small structure and signage on the lot are non-extant, the property remains a lot today, functioning as automobile parking rather than an automobile sales lot. Culver Motors was not alone in the use of separate properties for the sale of its new and used autos. Schamberger Motors is a second example of a dealership with a location used to sell new autos (719 3rd Avenue SE) and a lot with a small office building to sell its used autos (800 3rd Avenue SE).

The Automobile Row Historic District retains examples of each of these building types: properties directly associated with the automobile sector. Further, the district includes a small building constructed as a "lubrication shop" in c.1925, but which functioned as Garnet's Sandwich Shop from c.1930-1956. The Lincoln Highway brought commercial development of many kinds to the communities through which it passed – automobile related retailers such as dealerships and gas station are two such business types. The Highway also brought other enterprises that catered to travelers – tourist cabins, hotels, gas stations, and restaurants sprang up along the highway route. Garnet's Sandwich Shop is a very good example of a small business that opened to serve travelers along the Lincoln Highway. The historic district also includes one residential property, a four-plex constructed prior to the neighborhood's transition from residential to auto-related commercial. The house stands an important historical link between those distinct periods. Further, given its proximity to the auto-related businesses, the four-plex may well have housed those employed in those enterprises.

Buildings in the Automobile Row Historic District are predominately brick-faced, the construction methods dominated by steel frame, but also include reinforced concrete and concrete block structures. The district's sole residential resource is also its only building of wood frame construction.

Typical of historic commercial areas, some of the district's buildings are contiguously sited. The presence of sales lots and parking areas adjacent to auto-related businesses disrupts the visual continuity that typifies other commercial areas, but they are a significant factor in the district's historic visual and functional character. As Jakle and Sculle note in *Lots of Parking: Land Use in a Car Culture*, parking lots "appeared initially in some cities as adjunct to other car-related businesses, such as gas stations or body shops."[7] As Jakle's observation underscores, the parking lot is an integral element of a district with historical significance derived from the automobile.

Descriptions of the district's resources follow, with a brief statement addressing historic integrity and contributing status included in the descriptions. More detail about how historic integrity was evaluated can be found on page 53.

7 John A. Jakle and Keith A. Sculle, *Lots of Parking: Land Use in a Car Culture* (University of Virginia Press: Charlottesville, VA, 2005) 47.

Image 16. 600 (602-604)[8] 2nd Avenue SE[9]

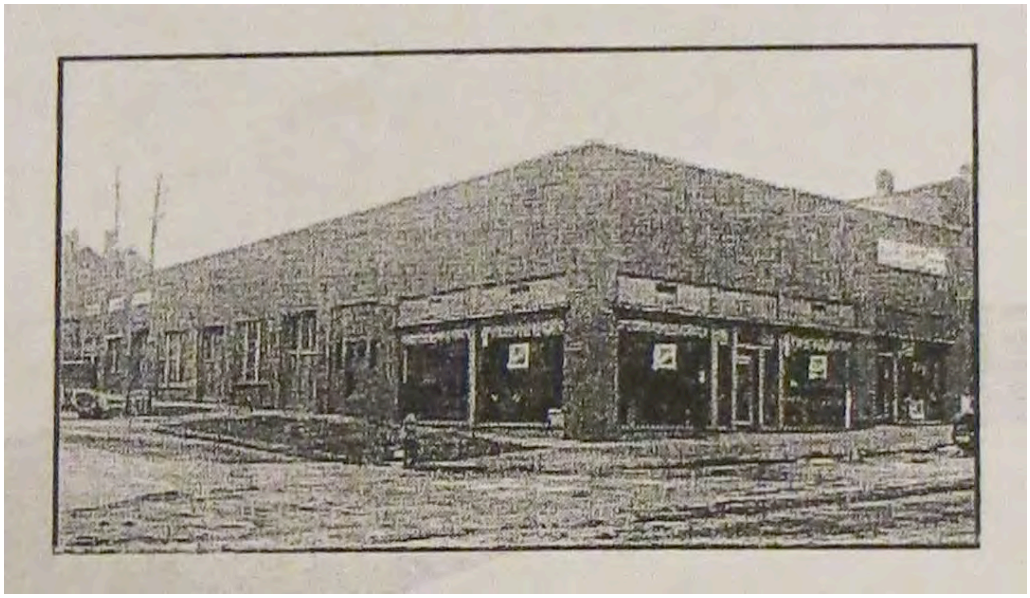
The J.W. Smith/Central Auto Co. building, located at 600 2nd Avenue SE, is counted as a non-contributing resource to the Automobile Row Historic District due to a significant loss of historic materials, specifically the retrofitting of display windows and the nearly wholesale replacement of the upper wall on both the south and west elevations. The property is a one-story, 8,400-square foot, rectangular building constructed with a steel frame and clad in brick.[10]

The building is situated on the northeast corner of the intersection of 2nd Avenue SE and 5th Street SE with its façade facing south. Due to its corner location, the west elevation is considered a secondary façade. The building was constructed in 1917 for the J.W. Smith Auto/Central Auto Co. and, typical of an automobile sales store, the building features large display windows on the primary and secondary facades and vehicular bay entrances (in this case, on the west).

The building was occupied by various automobile-related enterprises from the time of its construction through the district's period of significance. Longtime occupants include Checker Motor Supply/Checker Electric Supply from 1922-1936 and Varns & Hunter Auto Accessories, 1940-1965.

8 Because multiple businesses commonly occupied a single space but utilized a different number for their address, the primary building address is noted with the secondary addresses noted in parentheses.
9 The City of Cedar Rapids Assessor notes the building address as 118 6th Street SE, but historic occupants use the 6th Avenue SE number(s).
10 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014.

Image 17. Historic image – 600 2nd Avenue SE - ca.1919



(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

Image 18. Historic image – Interior of 600 2nd Avenue SE - ca.1919

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The building's visual character rests largely on the elements dictated by its historic function. In addition to the large display windows noted, the building has a generally utilitarian exterior appearance with decorative elements confined to the simple use of soldier brick around the pilasters that frame the window openings. A small addition is located at the rear (north) of the building. Although undated, the addition is visually consistent with the original building, suggesting it was constructed shortly after the original. Fire insurance maps confirm that the addition was in use as an auto repair shop by 1928.[11] The historic interior utilized 8-inch, square steel columns spaced 20-feet on-center to create a large, open space for the display of automobiles.

The building retains a generally fair level of historic integrity, due in large part to the retention of historic form and most of the historic openings. A significant negative impact to historic design and materials occurred with the replacement of the original glazing with inappropriate materials. This impact is mitigated by the retention of the original openings themselves, which remain apparent. Further impact to materials resulted from the 1990 replacement of much of the upper wall on both the primary and secondary elevations.[12] Although the replacement does not impact design (no additional height or details were introduced), the color of the brick is not a sure match to the historic, making its replacement sympathetic, but apparent. Together, the loss of the historic display window glazing and brick of the upper wall, significantly impact integrity of materials, resulting in its status as a non-contributing resource.

19. (606) 608 2nd Avenue SE

11 *Sanborn Company Fire Insurance Map,* 1913, Revised 1930.
12 "Building Repair," *The Cedar Rapids Gazette*, September 8, 1990, p7C.

The Moore Auto Sales Co. building, located at 608 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a 7,585-square foot, rectangular building clad in brick.[13] The building is two-story on the south, transitioning to one-story on the north – the two-story section constituting about one-third of the structure.

The building is situated adjacent to the corner building at the west end of the block, amid a line of contiguous, commercial buildings; the building's façade faces south. The building was constructed in ca.1913 for the Moore Auto Sales Co. and is one of the first two commercial buildings (the other being at 616) constructed on Block 49.[14]

The building was occupied by various automobile-related enterprises from the time of its construction through 1931. Longtime occupants include Carringer Auto Co. from 1916-1924 and Be-Right Service, 1931-1941. From 1941-1965, Elite Chicks, a hatchery, occupied the building.

Image 20. Historic image – 608 2nd Avenue SE - ca. 1928

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

13 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014.
14 *Sanborn Company Fire Insurance Map*, Sheet 14, 1913.

The visual character of the Moore Auto Sales Co. building rests largely on the elements dictated by its historic function. Typical of an automobile sales store, the building features large display windows on the primary elevation and a vehicular bay entrance. Although the building has a generally utilitarian exterior appearance with little applied detail, the curved lined of the Mission parapet is a strong decorative element that both differentiates it from its neighbors (i.e. competitors) and grounds the building in the early 20th century. The historic interior utilized a steel beam roof structure to create a large, open space for the display/storage of up to 26 automobiles.

The Moore Auto Sales Co. building retains a generally good level of historic integrity, due in large part to the retention of historic form. Some negative impact to historic design and materials has occurred with the replacement of the original glazing with inappropriate materials, including infill of a portion of the first floor display window. This impact is mitigated by the retention of most of the original openings themselves, including the vehicular bay, albeit without the historic overhead door. Further negative impact to materials resulted from reconfiguration of the upper story windows – completed after a 1995 fire caused significant damage to the building. Inappropriate repointing of the facade masonry also impacts integrity of materials.

Image 21. 612 (614) 2nd Avenue SE

The Cedar Rapids Exide Battery building, located at 612 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 5,571-square foot, rectangular building constructed with a wood truss roof and is clad in brick.[15]

15 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014.

The building is situated near the middle of its block, amid a line of contiguous, commercial buildings; the building's façade faces south. The building was constructed in 1920 as the Cedar Rapids Exide Battery Station, but by the following year was occupied by an auto sales business. Typical of an automobile related commercial building, the building features large display windows on the primary elevation and a vehicular bay entrance.

The building was occupied by various automobile-related enterprises from the time of its construction through the district's period of significance. Longtime occupants include the Kacena Co. from 1941-1953 and J & D Motors, 1956-1965.

The building's visual character rests largely on the elements dictated by its historic function. In addition to the large display windows noted, the building has a generally utilitarian exterior appearance with decorative elements confined to the simple extension of the façade framing piers through the upper wall (in the form of pilasters) to terminate above the roofline. The result is a decorative device that emphasizes the three-bay façade, adds visual interest to the upper wall, and articulates the roofline.

Image 22. Historic image – 612 2nd Avenue SE - ca. 1975

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The building retains a generally good level of historic integrity, due in large part to the retention of historic form and historic openings. Some negative impact to historic design and materials has occurred with the replacement of the original windows. This impact is mitigated by the retention of the original openings themselves, which remain apparent – the three-part bay façade remaining clearly articulated. The west bay (the vehicular entrance) retains its recessed entrance.

Image 23. 616 2nd Avenue SE

The Barton-Ford Motor Co. building, located at 616 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 4,970-square foot, rectangular building constructed with a steel frame and is clad in brick.[16]

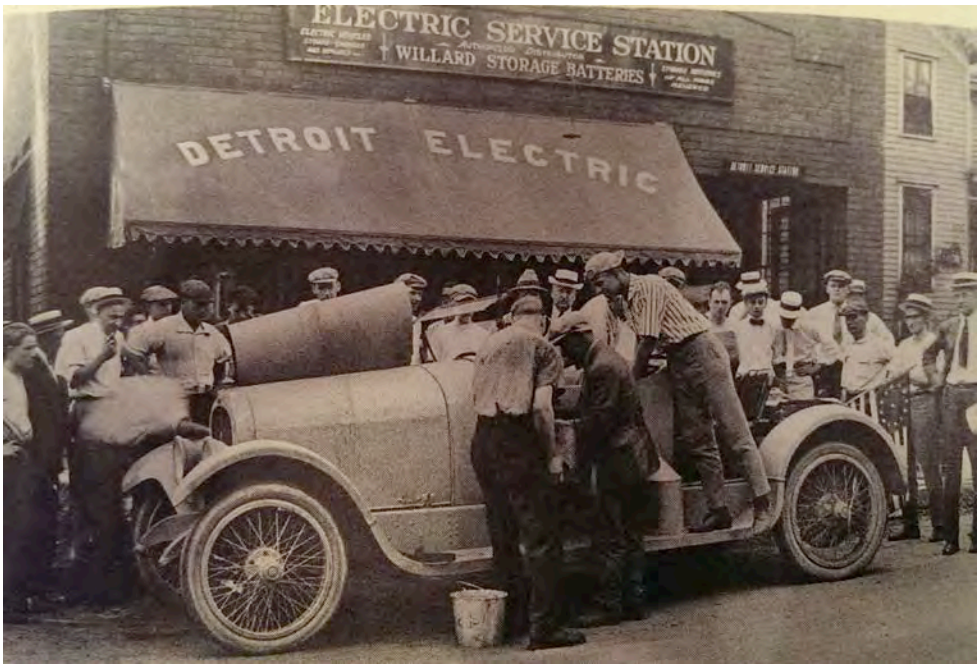
The building is situated near the middle of its block; historically amid a line of contiguous commercial buildings, a vacant lot is now adjacent on the east. The building's façade faces south. The building was constructed in 1912 as the Barton-Ford Motor Co. and was one of the first two commercial buildings (the other being at 608) constructed on Block 49.[17] Typical of an automobile related commercial building, the building featured large display windows on the primary elevation.

The building was occupied by various automobile-related enterprises from the time of its construction through 1938. Few of the many occupants remained in the building for any length of time, but locally recognizable businesses include the P.M. Lattner Sales Co., 1917-1919 and the Kadlec Brothers, 1931-1933.

16 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014.
17 *Sanborn Company Fire Insurance Map*, Sheet 14, 1913.

The building's visual character rests largely on the elements dictated by its historic function. Although the building has a generally utilitarian exterior appearance with little applied detail, the stepped parapet is a strong decorative element that both differentiates it from its neighbors (i.e. competitors) and grounds the building in the early 20th century.

Image 24. Historic Image – 616 2nd Avenue SE - ca. 1915



(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The Barton-Ford Motor Co. building retains a generally good level of historic integrity, due in large part to the retention of the building footprint and the historic parapet. Some negative impact to historic design and materials has occurred with the infill of the display windows and alteration of the pedestrian entrance. However, this impact is mitigated by the retention of the original openings and structural elements that define them. The addition of stucco to the façade likewise negatively impacts integrity of design and materials. The retention of the parapet shape and raised details in the upper wall balances the loss of the historic brick façade. A pending historic rehabilitation will remove the non-historic stucco and return appropriately scaled glazing to the historic openings.

Image 25. 630 2nd Avenue SE

The Russell Cadillac building, located at 630 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 10,360-square foot, steel beam construction with brick cladding.[18]

The building is situated on the northwest corner of the intersection of 2nd Avenue SE and 6th Street SE with its façade facing south. Due to its corner location, the east elevation is considered a secondary façade. The building was constructed in 1917 for Russell Cadillac and, typical of an automobile sales store, the building features large display windows on the primary and secondary facades and vehicular bay entrances (in this case, on the east). A corner pedestrian entrance provides access to the building interior.

The building was occupied by various automobile-related enterprises from the time of its construction through the district's period of significance. From its construction through 1925 occupants were automobile dealers, including Murphy Cadillac/Murphy Motor Car Co., 1918-1919 and the Loomis Motor Co., 1922-1923. The building is best recognized locally as Rapaport Auto Parts, which occupied the property from 1951-2001.

True of many of the district's resources, the Russell Cadillac building's visual character rests largely on the elements dictated by its historic function. In addition to the large display windows noted, the building features three (historically four) vehicular bays in the rear section of the building. The corner entrance and

18 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.

use of a light colored, mottled brick sets the building apart from its neighbors. The use of simple concrete detailing marking the entrance corner and highlighting the storefront cornice adds visual interest and elevates the architectural character of this building above others in the district. The steel beam and iron column structural system created an open interior and flexibility of arrangement.

Image 26. Historic image – 630 2nd Avenue SE - ca. 1920

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The building retains a very good level of historic integrity, due in large part to the retention of historic form, most all of the historic openings, and the historic materials and decorative devices that set it apart from other of the district's resources. Some negative impact to historic design and materials has occurred with the replacement of the original glazing with inappropriate materials. This impact is mitigated by the retention of the original openings themselves, which continue to dominant both the primary and secondary facades. Retention of the decorative elements further elevates historic integrity. An addition to the west (currently under construction) will pose a negative impact to integrity of design. However, because the addition will be sympathetic in scale the historic building will remain visually dominant and the adverse impact will be minimized.

Image 27. 601-605 2nd Avenue SE

The Culver Motors/Rapid Chevrolet building, located at 601 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 12,600-square foot, steel beam construction with brick cladding.[19]

The building is situated on the southeast corner of the intersection of 2nd Avenue SE and 5th Street SE with its façade facing north. Due to its corner location, the west elevation is considered a secondary façade. The building was constructed in 1923 for the Barish Bros. Motor Co. and, typical of an automobile sales store, the building features large display windows on the primary and secondary facades and a vehicular bay entrance (in this case, on the north). Pedestrian entrances provide access to the building interior on the north and the west.

The building was occupied by various automobile-related enterprises from the time of its construction through 1965. The building is generally referred in the community by the names of its two most long-lived occupants, Rapids Chevrolet, which occupied the building from 1924-1951, and Culver Motors, 1937-1956. The final auto sales company located in the building was McGrath Pontiac from 1957-1965.[20]

19 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.
20 The History Center, vertical files.

Image 28. Historic image – 601 2nd Avenue SE - ca. 1928

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The building's visual character rests largely on the elements dictated by its historic function. In addition to the large display windows noted, the building features a single vehicular bay on the primary (north) façade. Similar to the design work seen at 630 2d Avenue SE, simple concrete detailing highlights the turned brick work of the storefront cornice. A steel beam and iron column structural system created an open interior and flexibility of arrangement, which included room for sales and service as well as parts and supplies.

The building retains a very good level of historic integrity, due in large part to the retention of historic form, most all of the historic openings, and the historic materials and decorative devices that set it apart from other of the district's resources. Some negative impact to historic design and materials has occurred with the replacement of the original glazing with inappropriate materials. This impact is mitigated by the retention of the original openings themselves, which continue to dominant both the primary and secondary facades. Retention of the decorative elements further elevates historic integrity.

Image 29. 611 2nd Avenue SE

The Cedar Rapids Auto Supply building, located at 611 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a two-story, 16,800-square foot, reinforced concrete construction with brick curtain walls.[21]

The building is situated mid-block, adjacent to 601 2nd Avenue SE, with its façade facing north. A vacant lot bounds the property on the east. The building was constructed in 1922 for Cedar Rapids Auto Supply, which was the primary occupant from 1923-1965.

The Cedar Rapids Auto Supply building was constructed as a wholesale auto supply business requiring the warehousing of a large inventory and that historic function is reflected in its construction methods and its utilitarian appearance. Fire insurance maps record the property was built in 1922 and note its "fireproof" construction via a reinforced concrete and brick curtain wall structural system. Fire insurance maps also indicate that the interior openings to the staircase and spaces at the rear of the building were fitted with fireproof doors.[22] With the exception of three rooms on the south, the floor plan was open – typical of a warehouse property type.

21 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.
22 Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 27.

Image 30. 611 2nd Avenue SE (rear elevation)

The Cedar Rapids Auto Supply building retains a good level of historic integrity, due in large part to the retention of historic form and its secondary elevations. The insensitive alteration of the façade adversely impacts integrity of design and materials. In cases such as auto sales buildings, retention of façade elements like large display windows are of particular importance when evaluating historic integrity. However, in the case of a warehouse, where function is the driving factor, the façade is subordinate to structure. In this building, the structure remains intact as do the three secondary elevations, complete with window openings and many of the historic, steel frame windows. Further, the vertical piers remain visible on the façade, reinforcing awareness of the building's structure. Retention of these character-defining features result in a good level of historic integrity. As the following image documents, the company's painted signage remains in place on the rear elevation.

Image 31. 611 2nd Avenue SE (rear signage)

Image 32. 709 2nd Avenue SE

The Millsap Motors/VFW building at 611 2nd Avenue SE and, due to a significant loss of integrity as it relates to the building's original function as an auto-related business (Image 33), is counted as a non-contributing resource to the Automobile Row Historic District. The property is a two-story, 16,800-square foot building. The first story is a steel frame construction with brick walls, while the second is concrete block with brick facing.[23]

The building is situated mid-block, adjacent to 715 2nd Avenue SE, with its façade facing north. A vacant lot (never commercially developed) bounds the property on the west. The first story of the building was constructed in 1924 for Millsap Motors (distributor of the Hupmobile), which remained there through 1932. In the late 1930s, the building was used as warehouse space for the Rude Auto Co. and then by the Marak-Steffer Implement Co. In 1942 the Hayes Music Box, a dance hall, occupied the building.

In ca.1944 the Veterans of Foreign Wars, Cedar Rapids Post 788 acquired the one-story building and undertook the addition of a second story. The building's appearance today reflects the alterations made by the VFW. The post occupied the building from 1945 through 1965.[24]

23 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 27.
24 City directories and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 27.

Image 33. Historic Image – 709 2nd Avenue SE – ca.1924

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

In this image of Millsap Motors, the peak of the house that stood behind Garnet's Sandwich Shop (715 2nd Avenue SE) is visible at left. Also note on the right, the west elevation was historically exposed and driveway provided access from the street to a large open lot, which remains today.

The Millsap Motors/VFW building retains a good level of historic integrity reflective of the 1945, second story addition and related functional change made by the VFW. It is unknown if the first story façade was altered at that time, but today it is completely altered, erasing all evidence of the original occupant, Millsap Motors.

However, due in large part to the retention of historic freestanding form, and sense of mass, fenestration in the upper story façade, construction materials, and arched roof, historic integrity is good. The insensitive alteration of the storefront adversely impacts integrity of design and materials, but the degree to which that is true is difficult to accurately gauge due to the lack of a historic image documenting the 1945 alterations. Also, because the building's significance is tied to the VFW's occupation, the importance of the storefront as a defining element of the building is diminished. Because the building, in its post-1945 appearance and function, lacks association with the impact of the Lincoln Highway, it is counted as a non-contributing resource to the Automobile Row Historic District.

Image 34. 709 2nd Avenue SE (rear)

The arched roof of the Millsap Motors/VFW building is unmistakable. See Image 15 for an historic image of this view.

Image 35. 715 2nd Avenue SE

Garnet's Sandwich Shop, located at 715 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 1,600-square foot, concrete block construction with brick cladding on the façade.[25]

The building is situated mid-block, adjacent to 709 2nd Avenue SE, with its façade facing north. A vacant lot bounds the property on the east. The building was constructed in c.1925 for MAKS Lubricating Service & Filling Station. Curiously (although not uncommon in Cedar Rapids), the building was constructed at the front of a lot occupied by a large, 19th century Victorian residence. By 1937 Garnet McLean resided in the house and ran Garnet's Sandwich Shop from the small building at the front of the lot. The shop remained a 2nd Avenue fixture through 1956.

The visual character of Garnet's Sandwich Shop rests on its diminutive scale, flat roof, façade configuration of the façade fenestration, and the Art Deco inspired details over the doorway – all of which remain in place. As a result, the building retains a very good level of historic integrity – the sole significant breach in exterior integrity being the loss of the residence that stood behind it through ca.1960 (Image 36).

Image 36. Historic Image – 715 2nd Avenue SE - ca. 1925

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

25 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.

Image 37. 727 2nd Avenue SE

The Mobilgas building, located at 727 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 1,998-square foot, clay tile block construction with brick cladding.[26]

The building is situated on the southwest corner of the intersection of 2nd Avenue SE and 7th Street SE with a deep setback on the north designed to allow for access to the building's vehicular bays, pass-through traffic across the corner, and customer parking. The setback area is paved, with the paved lot stretching to the building's east side.

The Mobilgas building was constructed in ca.1945 on a site that had been occupied by a filling station since ca.1931 – fire insurance maps record a clear change in footprint between revision maps in 1930 and 1949. Using supporting evidence found in city directories, it appears that the earlier building was replaced by the present in ca.1945. The building was occupied by Mobilgas (aka Mobil Service Station) under a variety of private owners from 1945 through 1965.

26 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.

The building is representative of the "oblong box" form of the service station, typical of the period after 1930.[27] The building's visual character rests largely on the elements dictated by its historic function as a gas station with auto repair services: small scale, oblong form, flat roof, corner site, deep setback with parking/driveway on two sides, and a façade dominated by three service bays.

The building retains a fair level of historic integrity, due in large part to the retention of its oblong form, flat roof, most of the historic openings, and (most significantly) its historic corner site and setback with parking area. Some negative impact to historic design and materials has occurred with the infill of the northeast corner, which was rounded. The squaring of that corner and loss of the original brick poses a negative impact to both design and materials. The loss of the gas pumps present a loss related to integrity of setting. However, given the environmental issues related to gasoline pumps and tanks, that loss is difficult to avoid.

Image 38. 803 2nd Avenue SE

The Shell Service Station, located at 803 2nd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The original section of the property (located at the rear) is a one-story, 3,692-square foot, clay tile block construction, with a 512-square foot addition on the north.[28]

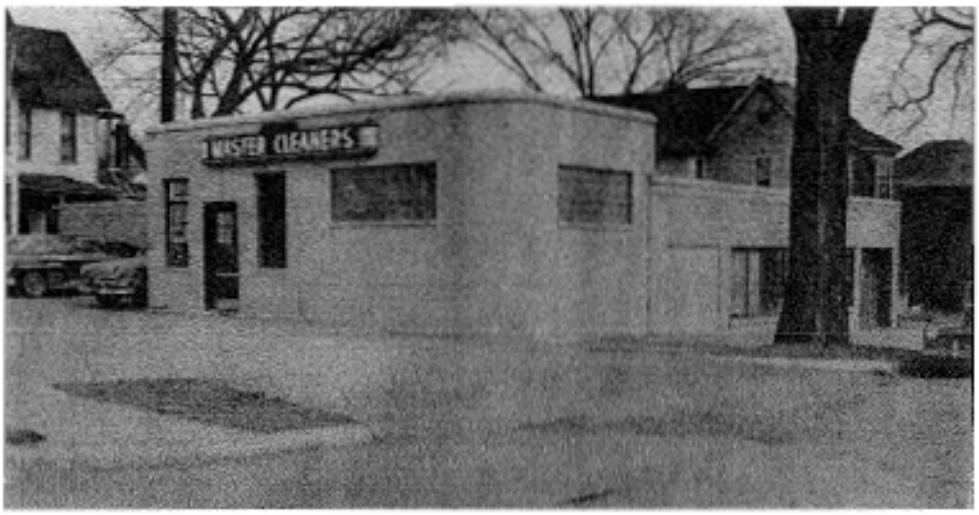
The building is situated on the southeast corner of the intersection of 2nd Avenue SE and 7th Street SE with a deep setback on the north designed to allow for access to the building's vehicular bays, pass-through traffic

27 John A. Jakle and Keith A Sculle, *The Gas Station in America* (The Johns Hopkins University Press: Baltimore, MD, 1994) 150.
28 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.

across the corner, and customer parking on the east. The setback area and east parking lot remains intact

The Shell Service Station was constructed in ca.1929 with an addition made by 1931. Considered the "gas station boom years," it was during this period (1925-1932) in which the design of service stations was elevated with central design themes commonly adopted by major suppliers such as the Shell Company. The flat roof, curved corner, and glass block are indicative of that shift in design approach.[29] The building was occupied by the Shell Petroleum Co. under a variety of private owners through 1938 after which time it continued to function as a filling/service station through ca.1942. By 1949 Master Cleaners was located in the building where they remained through at least 1965.

Image 39. Historic Image – 803 2nd Avenue SE - ca. 1947



(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The building retains a good level of historic integrity, reflective of the building's visual character after the 1931 addition completed by the Shell Service Station. Retention of the historic footprint, flat roof, window and door openings, and (most significantly) its historic corner site and setback with parking area contribute significantly to historic integrity. Some negative impact to historic design and materials occurred with the addition of vertical wood facing on the addition, which diminishes the rounded corners of the addition – a Art Deco inspired design element reflective of the construction period. The loss of the gas pumps present an additional loss related to integrity of setting. However, given the environmental issues related to gasoline pumps and tanks, that loss is difficult to avoid.

29 Michael Karl Witzel, *The American Gas Station: History and Folklore of the Gas Station in American Car Culture* (Motorbooks International: Osceola, WI, 1992) 39.

Image 40. 712 3rd Avenue SE

The Great A&P Tea Co. building, located at 712 3rd Avenue SE, is counted as a non-contributing resource to the Automobile Row Historic District. The property is a freestanding, one-story, 8,400-square foot, steel frame and concrete block construction. The exterior is currently painted, its façade covered in rough-faced concrete block.[30]

The building is situated on the north side of 3rd Avenue SE, mid-block between 7th and 8th Streets SE. The property is sited adjacent to 720 on the east with a large parking area (historically, a used auto lot) situated on the west. The pedestrian entrance is located near the northwest corner.

The building was constructed in ca.1939 for the Great A&P Tea Co. on a site that had previously accommodated a used auto lot. The company moved to this location from a much smaller storefront across the street at 711 3rd Avenue SE, which they occupied in 1929. The A&P Tea Co. was located in the store at 712 through 1956. Later occupants include Hill Bros. Shoes (1960-1962) and Northwestern Bell Telephone (1965).

The building retains a poor level of historic integrity due to the wholesale alteration of the building's storefront, which prevents a reasonable perception of the resource's historic function and visual character.

30 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.

Image 41. 720 3rd Avenue SE

The Cadillac Sales building, located at 720 3rd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 7,700-square foot, rectangular building constructed with tile block and a wood truss roof; the façade is clad in brick.[31]

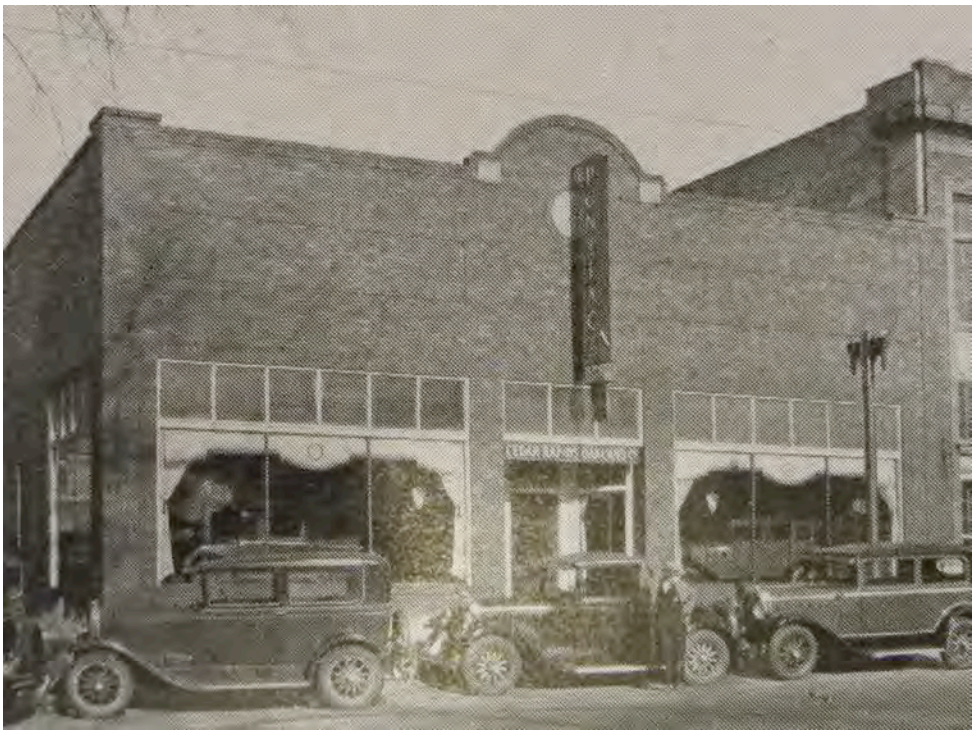
The building is situated adjacent to the corner building at the east end of the block. A freestanding building bounds the building on the west (with a gap of approximately three feet between them) and it is bound on the east by a two-story building of a similar construction date. The building's façade faces south. The building was constructed in 1921 to house the Cadillac Sales Co., which, typical of an automobile related commercial building, featured large display windows on the primary elevation.

The building was occupied by various automobile-related enterprises from the time of its construction through 1939; locally recognizable businesses include the Don Sales Co., 1922-1926 and Cedar Rapids Oakland in 1929. By the early 1940s, the building's occupants had shifted to service companies such as Tait & Wagner, real estate (1941-1965) and Collins Employee Credit Union (1956-1962).

31 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014.

The building's visual character rests largely on the elements dictated by its original function. Although today the building has a generally utilitarian exterior appearance with little applied detail, the historic image reveals that façade was more decorative, with a central, raised parapet being a strong decorative element.

Image 42. Historic Image – 720 3rd Avenue SE - ca. 1928



(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The Cadillac Sales Co. building retains a generally fair level of historic integrity, due in large part to the retention of the building footprint and overall form. The loss of the decorative, central raised parapet poses a negative impact to integrity of historic design, as does the reconfiguration of the façade openings (the entrance being moved from its historic location on-center). However, this impact is mitigated by the retention of some of the original openings (including a display window on the west elevation) and the generally open character of the façade (windows remain large and span the façade). Further, the turned brick of the upper façade wall remains. The addition of paint to the façade likewise negatively impacts integrity of design and materials. Despite the alterations noted, the Cadillac Sales Co. reads as an historic building with a historic function related to the automobile.

Image 43. 724 3rd Avenue SE

The Overland-Doty Co. building, located at 724 3rd Avenue SE, is counted as a non-contributing resource to the Automobile Row Historic District. The property is a two-story, 16,800-square foot, brick-faced over tile wall construction with an iron interior post system and reinforced concrete floors.[32]

The building is situated on the northwest corner of the intersection of 3rd Avenue SE and 8th Street SE. As a corner property, the building has two primary facades – on the south and the east. The property is sited adjacent to 720 on the east. The pedestrian entrance is located on the southeast corner.

The building was constructed in ca.1922 for the Overland-Doty Co. on a site that was previously occupied by the First Baptist Church.[33] The company remained in the building as Overland Wagner Co. through 1929. Various automobile-related businesses followed, most notably Barron Motor Supply, which did business there from 1949-1965.

The building retains a poor level of historic integrity due to the wholesale alteration of the building's exterior, which prevents a reasonable perception of the resource's historic function and visual character.

32 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1930, Block 59, Sheet 27.
33 Sanborn Company Fire Insurance map, 1913, Block 59, sheet 27.

Image 44. Historic Image – 724 3rd Avenue SE - ca. 1928

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

Image 45. 800 3rd Avenue SE

The Sinclair Service Station building, located at 800 3rd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 1,232-square foot brick construction with a small, non-historic, wood frame addition on the south.[34]

The building is situated on the northeast corner of the intersection of 3rd Avenue SE and 8th Street SE with a deep setback on the south and the west designed to allow for access to the building's vehicular bays, pass-through traffic across the corner, and customer parking. The setback area is now paved, with the paved lot stretching to the building's north side.

The building was constructed in ca.1923 on a site that had been occupied by a residence. The building functioned as a service station through ca.1947. Beginning in 1953 the property served as the used car lot and repair shop for Schamberger Motors, which had its main dealership southwest across 3rd Avenue (717 3rd Avenue SE). It is likely during this period when the addition was made to the original building.

The building's visual character rests largely on the elements dictated by its historic function as a gas station with auto repair services: small scale, flat roof, corner site, deep setback with parking/driveway on two sides, angled siting, and pair of service bays.

The building retains a fair level of historic integrity, due in large part to the retention of a flat roof, most of the historic openings, and (most significantly) its historic corner site and setback with parking area. Some negative impact to historic design and materials has occurred with the addition. However, the addition may well date to the building's use by Schamberger Motors, in which case the addition should be considered part of the historic fabric. The loss of the gas pumps present an additional loss related to integrity of design. However, given the environmental issues related to gasoline pumps and tanks, that loss is difficult to avoid.

34 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.

Image 46. 701-713 3rd Avenue SE

The building located at 701-713 3rd Avenue SE is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 9,800-square foot, brick building with seven storefronts (today, each is individually owned).[35] The building is situated on the southeast corner of the intersection of 3rd Avenue SE and 7th Street SE with its façade facing north. Due to its corner location, the west elevation is considered a secondary façade.

The building's visual character rests largely on its long and low profile with multiple storefronts. The building façade is organized into visual groupings: the center grouping (705-707-709) of the building is marked by a raised, flat parapet over 707, which is flanked by storefronts without raised parapets (705 and 709); either end of the building (701-703 on the west and 711-713 on the east) feature a grouping comprised of a storefront with a curved, raised parapet (703 and 711) and a flat parapet (701 and 713). The overall visual effect is an undulated roofline and a sense of order and cohesion. Each storefront features a recessed opening (the placement of which varies) and large display windows with transoms (all now boarded). A minimum of applied decoration has been used in the cornice area, simply consisting of turned brick with corner insets.

35 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014.

The building was constructed in 1923. In that year through c.1935, Iowa Tire & Tube was located in the western storefront (701), after which the Uptown Drug Store occupied the storefront for 15 years or more. A variety of businesses located in the building's remaining storefronts over time. The Piggly Wiggly occupied 703 from 1923-1926. The Great A&P Tea Company was in 711 before relocating in a new building across the street (720) in 1929.[36] Long-term occupants include the Uptown Village Tavern, which located at 705-707 beginning in ca.1938, remaining there through at least 1950. After that time the Uptown Village Café occupied that storefront (1956-c.1960).

Image 47. Historic image – 701-713 2nd Avenue SE - ca.1928

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The building retains a very good level of historic integrity due the retention of historic form, the historic storefront configuration, and the historic materials that set it apart from other of the district's resources. Some negative impact to historic design and materials has occurred with the replacement of the original glazing with inappropriate material (most apparent at 701) and the boarding of all storefront transoms. This impact is mitigated by the retention of the storefront configuration, which continues to dominant the building's visual character.

36 Koehler History Center, vertical files.

Image 48. 719 3rd Avenue SE

The Schamberger Motor Co. building, located at 719 3rd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a one-story, 9,057-square foot, concrete block construction with brick facing on the façade.[37] The building is situated on the south side of 3rd Avenue SE at mid-block. It is adjoined on the west by 701-713 and bounded on the east by a parking lot, which is historically associated with the building's function as an auto dealership.

The building's visual character is driven by its façade, which features ribbon display windows in steel frames and a curved corner, creating a clearly Modern character. The rear of the building is light-industrial in character, with steel frame, multi-paned windows and exposed, painted concrete block. The building was constructed in 1953 for the Schamberger Motor Co., the large expanse of display windows being typical of an automobile sales store. Schamberger also sold used cars on the lot at 800 3rd Avenue SE. The dealership remained in the building through 1965.

The building retains a very good level of historic integrity due to the retention of the historic footprint along with the curved form of the façade, the blond brick, and the large expanse of display windows, which together define the building as a mid-20th century Modern design for an automobile dealership.

37 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.

Image 49. 803 3rd Avenue SE

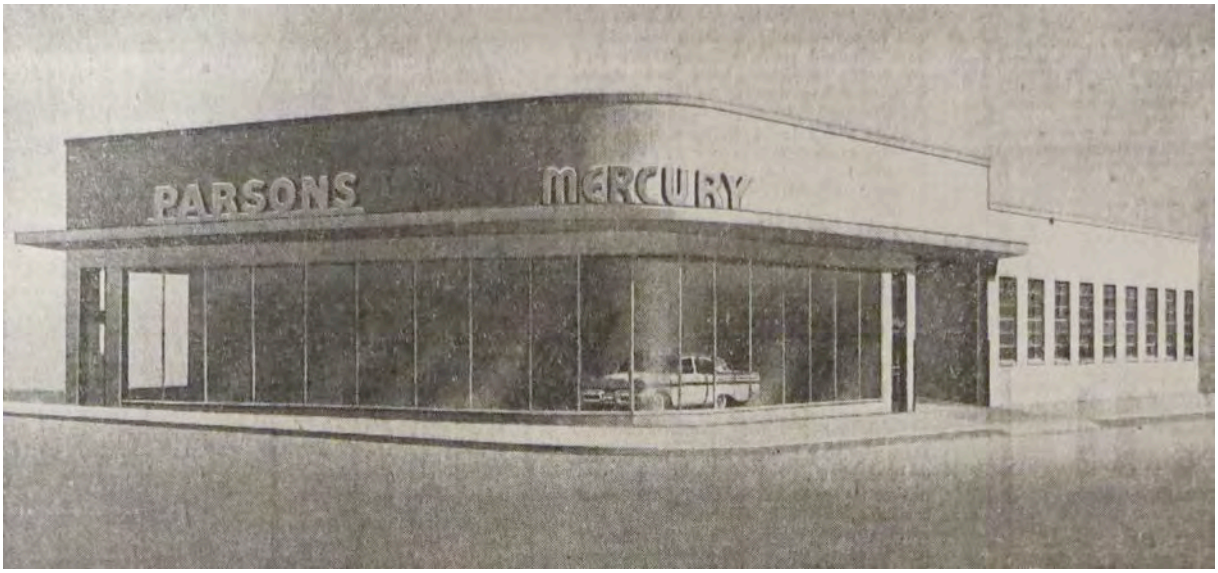
The Kadlec Bros. Autos building, located at 803 3rd Avenue SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a freestanding, one-story, 8,380-square foot, concrete block construction with brick facing. A 3,380-square foot addition was made on the east in 2002.[38]

The building is situated on the southeast corner of the intersection of 3rd Avenue SE and 8th Street SE. It is bounded on the east by a paved lot, which is associated with the property's historic function as an automobile dealership. The building's visual character is driven by its façade, which features ribbon display windows in steel frames and a curved corner, creating a clearly Modern character.

The building was constructed in 1953 for Kadlec Bros. Autos, the large expanse of display windows being typical of an automobile sales store. The dealership remained in the building through 1956 at which time Parsons Motor (a Mercury dealership) assumed occupancy, followed by Mercury City Auto from 1962-1965.

38 City of Cedar Rapids Assessor's record, http://www.cedar-rapids.info/assessor/pmc/appraisal_report.asp?pid=142145100400000. Accessed 10/07/2014 and Sanborn Company Fire Insurance map, 1913, revised 1949, sheet 14.

Image 50. Historic Image - 803 3rd Avenue SE – 1953



(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa.)

The building retains a very good level of historic integrity due to the retention of the curved form of the façade, the blond brick, and the large expanse of display windows, which together define the building as a mid-20th century Modern design in an automobile dealership. Although the substantial addition on the east presents a negative impact to integrity of design, its deep setback on a secondary elevation allows the historic building to retain visual dominance, thus mitigating the adverse effect.

Image 51. 211 8th Street SE

The Auto Radiator Service building, located at 211 8th Street SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a 5,500-square foot, steel beam construction with reinforced concrete floors – exterior, concrete block walls are currently painted. The building is comprised of two primary sections – the front (east) being two-story and the rear being one-story.

The building is located on the west side of 8th Street at mid-block with its façade facing east. It is bounded on the south by the alley and on the north by the property at 727 2nd Avenue SE. The building was constructed in 1947 for the Auto Radiator Service, which was the primary occupant through 1965. The building's visual character is utilitarian in nature, lacking decorative devices safe a raised central parapet. The façade features a pedestrian entrance, two bays of large display windows, and a vehicular bay. The upper story of the façade has four, evenly spaced windows, with one also cut into both the north and south elevations.

The building was constructed as a radiator repair business and that historic function is reflected in its construction methods and its utilitarian appearance. The property first appears on fire insurance maps in 1949, noting the building's footprint and general details much as they appear today.[39] The map also indicates an open interior floor plan – typical of a repair shop property type.

The Auto Radiator Service building retains a good level of historic integrity, due in large part to the retention of historic form and footprint. Lacking historic images to document the façade, the precise appearance of the 1947 building remains unknown. However, it is clear that the first floor openings on the façade remain intact,

39 Sanborn Company Fire Insurance map, 1913, revised 1949, Block 59, sheet 27.

albeit with inappropriate fill. The same is true of the upper story openings, which sport relatively recent window replacements. Despite these changes, the building retains a strong sense of its historic utilitarian character, driven by it original and longtime function as a radiator service business.

Image 52. 216 8th Street SE

The Morgan Krabbenhoft & Morgan building, located at 216 8th Street SE, is counted as a contributing resource to the Automobile Row Historic District. The property is a 2,340-square foot, concrete block construction with cement floors – exterior walls are currently painted.

The building is located on the east side of 8th Street at mid-block with its façade facing west. It is bounded on the south by the alley and on the north by the property at 803 2nd Avenue SE. The building was constructed in ca.1921 for Morgan Krabbenhoft & Morgan, an automotive repair shop, which was the occupant through 1926.

The building's visual character is utilitarian in nature, lacking decorative devices safe a simple, turned brick detail in the upper façade wall. The façade features a pedestrian entrance and a series of undersized windows set into a larger, historic opening.

As noted, the building was constructed as an automotive repair business and that historic function is reflected in its construction methods and its utilitarian appearance. The property first appears on fire insurance maps in

1930, noting the building's footprint and general details much as they appear today.[40] The map also notes an open interior floor plan – typical of a repair shop property type. Following its initial occupation by Morgan Krabbenhoft & Morgan, a series of auto repair businesses were located in the building, including Unzeitig Motor from 1931 to 1934 and John Blaul's & Sons from 1947 to 1954. By the 1960s, retail driven companies were using the space.

The Morgan Krabbenhoft & Morgan building retains a fair level of historic integrity, due in large part to the retention of historic form and footprint. Lacking historic images to document the façade, the precise appearance of the 1921 building remains unknown. However, it is clear that the facade openings remain intact, albeit with inappropriate fill. Despite these changes (and the inappropriate paint), the building retains a strong sense of its historic utilitarian character, driven by it original and longtime function as an automotive repair business.

Image 53. 309 8th Street SE

The multi-family residence, located at 309 8th Street SE, is counted as a contributing resource to the Automobile Row Historic District. Constructed in ca.1905 the four-plex was in place to witness the transition of the neighborhood from residential to auto-related commercial, which resulted from the routing of the Lincoln Highway through the area. As a result, the dwelling is considered significant as a representative of that historical transition. Further, it may well be that persons employed in the auto-related business of the district found housing in this residence creating an additional tie between the property types.

40 Sanborn Company Fire Insurance map, 1913, revised 1949, Block 59, sheet 27.

Integrity Discussion

On the whole, the Automobile Row Historic District retains a good level of all seven aspects of historic integrity: location, design, setting, materials, workmanship, feeling, and association; the district remains intact and a sense of time and place is maintained, created by the retention of a variety of building types and their associated paved lots that together create the fabric of the district. As a collection of automobile-related property types, the Automobile Row Historic District remains a strong and important reference to an era in Cedar Rapids' history that is tied inextricably to the Lincoln Highway. Although individual resources with historic ties to the Lincoln Highway remain scattered along the roadway's various routes through Cedar Rapids, the 2nd Avenue SE Automobile Row Historic District is the sole remaining historic collection of its type in the city.

The Automobile Row Historic District maintains a very good level of integrity as it relates to location, remaining as an intact commercial district representing the impact of the Lincoln Highway in Cedar Rapids from 1912 through 1965. During that period, the route of the Lincoln Highway was established and then twice altered. The resources of the district are specifically representative of the impact of the evolving route and the retention of location is central to that historic association.

The Automobile Row Historic District maintains a very good level of integrity as it relates to setting. In addition to the variety of automobile-related building types, the district retains its historic setbacks, 80-foot roadway, curbs, absence of vegetation, flat topography, and a number of open lots indicative of the area's historical development from residential to automobile-related commercial and the district's association with the automobile. Retention of these elements accounts for integrity of the historic setting.

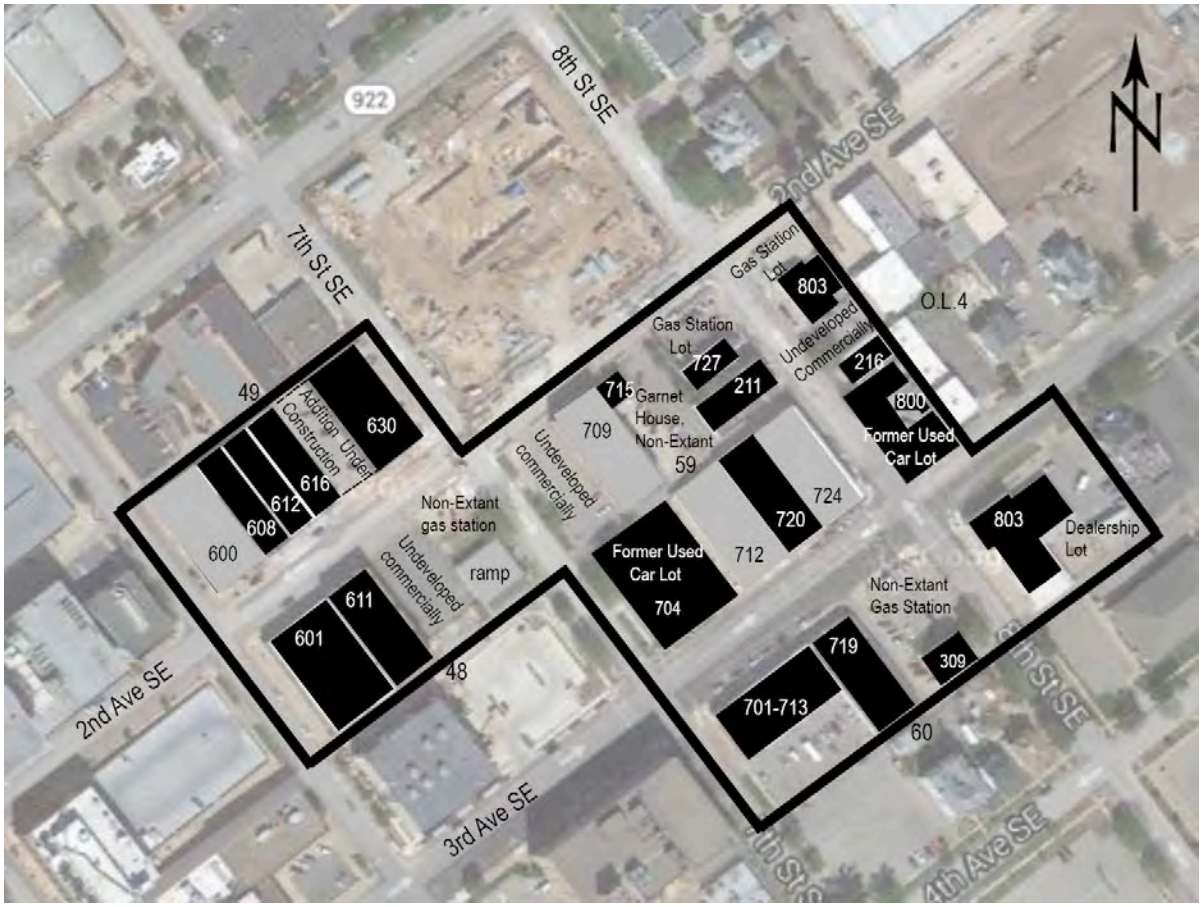
The Automobile Row Historic District maintains a good level of integrity as it relates to association. Although the official route of the Lincoln Highway has long since by-passed the district, the roadways that were once part of the route remain intact. Interest in the history of the Lincoln Highway is strong across the country and in Iowa particularly. As a result, the district and its resources retain a strong and important association with the highway.

The commercial buildings in the Automobile Row Historic District are representative of a variety of automobile-related building types indicative of period technology, functional needs, and consumer demand. Although non-historic alterations found their way into the district, those buildings categorized as contributing resources retain a strong sense of visual character. As a result, the district retains a good level of integrity as it relates to design, materials, and workmanship.

Resource Classification & Count

The Automobile Row Historic District contains a total of 21 buildings, 2 sites, and 1 structure (parking ramp) for a total of 24 resources. Seventeen buildings and the 2 sites are counted as contributing to the district, with 4 buildings and 1 structure counted as non-contributing resources.

Figure 5. Resource Map



(SOURCE: Base map, https://www.google.com/maps/place/Cedar+Rapids,+IA. Accessed 07/20/2014)

KEY: Black = Contributing Resources
Gray = Non-Contributing Resources

NOTE: Open lots are identified and their historical function is characterized as "never developed commercially," "former used car lot," "Non-extant," or in their association with an adjacent building.

Evaluation of historic integrity considered retention of character-defining elements, which varied by building type. In general, building form was the first consideration of historic integrity; additions of any kind were evaluated for their impact on the historic building, as were alterations to roof shape. Properties that historically functioned as automobile dealerships commonly utilized large display windows on the façade and, because that function strongly impacted the building's visual character, integrity of the façade (display windows in particular) was central to determining a resource's ability to contribute to our understanding of the historic function of the individual building and to the district's historic significance.

In contrast, the historic integrity of properties that historically functioned as a warehouse or repair shop is tied less to the façade than the overall building. In the case of a warehouse, construction method (i.e. fireproof, reinforced concrete) is a defining, function-driven characteristic and its retention is far more important to maintaining historic character than a façade. The same is generally true of repair shops.

In the case of filling stations, location and orientation on the site are dominant characteristics. Scale of the building was also considered when considering integrity of this property type; additions to what are generally small buildings typically have a greater, negative impact to historic integrity than is true of larger buildings.

As a historic district comprised of automobile-related properties, consideration of lots was undertaken with great care. Evaluation of fire insurance maps and historic images create an understanding of the evolution of the district from a residential neighborhood to a commercial district of businesses catering to the automobile driving public. Where houses once stood, commercial buildings were sometimes constructed. However, in a number of cases, houses were removed adjacent to commercial buildings, but the lots were never commercially developed. Some became parking areas, some functioned as satellite locations for use by established dealerships as used auto lots. Because the paved lot was critical to the operation of an automobile-related business, they abound in the Automobile Row Historic District.

The following table provides an inventory of the district's resources, organized to indicate historic name, address, construction date, and contributing status (C = Contributing and NC = Non-Contributing).

Table 1. Resources of the Automobile Row Historic District

	ADDRESS	YEAR BUILT	HISTORIC NAME	BUILDING TYPE	STATUS
1	600 2nd Ave. SE	1917	J.W. Smith Auto	Dealership	NC
2	608 2nd Ave. SE	1913	Moore Auto Sales	Dealership	C
3	612 2nd Ave. SE	1920	Cedar Rapids Exide Battery Station	Supply	C
4	616 2nd Ave. SE	1912	Barton-Ford Motors	Dealership	C
5	630 2nd Ave. SE	1917	Russell Cadillac	Dealership	C
6	601 2nd Ave. SE	1923	Barish Bros. Motors	Dealership	C
7	611 2nd Ave. SE	1922	Cedar Rapids Auto Supply	Wholesaler	C
8	709 2nd Ave. SE	1924	VFW Post 788	Non-Auto	NC
9	715 2nd Ave. SE	ca.1925	Garnet's Sandwich Shop	Restaurant	C
10	727 2nd Ave. SE	1945	Mobilgas	Gas Station	C
11	803 2nd Ave. SE	ca.1929	Shell Service Station	Gas Station	C
12	704 3rd Ave. SE	ca.1950	Culver's Used Car Lot	Lot	C
13	712 3rd Ave. SE	1939	Great A&P Tea Co.	Non-Auto	NC
14	720 3rd Ave. SE	1921	Cadillac Sales Co.	Dealership	C
15	724 3rd Ave. SE	1917	Overland-Doty Co.	Dealership	NC
16	701-713 3rd Ave. SE	1923	Iowa Tire & Tube	Supply	C
17	719 3rd Ave. SE	1953	Schamberger Motor	Dealership	C
18	800 3rd Ave. SE	1923	Sinclair Svc. Station	Gas Station	C
19	800 3rd Ave. SE	ca.1953	Schamberger Motor Used Car Lot	Lot	C
20	803 3rd Ave. SE	1953	Kadlec Bros. Autos	Dealership	C
21	211 8th St. SE	1947	Auto Radiator Svc.	Repair	C
22	216 8th St. SE	1921	Morgan Krabbenhoft & Morgan	Repair	C
23	309 8th St. SE	ca.1905	Multi-family Dwelling	Non-Auto	C
24	207 7th Street	ca.2013	Parking Ramp	Ramp	NC

FUTURE PLANS

The completion of this National Register nomination was precipitated by the pending historic rehabilitation of a property (Barton-Ford Motors at 616 2nd Avenue SE) located in the Automobile Row Historic District. It is the hope that, following a successful nomination and the rehabilitation of the Barton-Ford Motors building, other property owners will follow the lead and historic rehabilitation of others of the district's resources will ensue – some interest has already been expressed by owners of recently acquired properties in the district. In addition, the history of the 2nd Avenue SE Automobile Row is held in great regard by state and local historians of the Lincoln Highway. It is hoped that this nomination will support their efforts to document and honor the resources associated with that great roadway.

8. Statement of Significance

The Cedar Rapids 2nd Avenue SE Automobile Row Historic District (hereafter referred to as the Automobile Row Historic District) is eligible for listing in the National Register of Historic Places under Criterion A. The resource is locally significant in association with the history of transportation, specifically as it relates to the development of automobile-related business and the route of the Lincoln Highway through the city of Cedar Rapids.

The automobile had a massive and permanent impact on the American landscape. In a relatively short period of time, the rhythm of daily life and the limits that had existed on access to the larger world were altered. A complex, multi-faceted industry developed to support the new technology. Auto dealerships, gas stations, auto supply stores, and used car lots – all of which are common in today's world – were just beginning to emerge. The battle for good roads was underway and community planning would soon shift to address the multitude of cars plying the city streets and in need of parking.

The impact of the automobile can be understood in part through an examination of the built resources constructed in response to the rise of the automobile; its impact on the city of Cedar Rapids, Iowa is particularly well understood through evaluation of the resources that rose up along and in the immediate vicinity of the route of the Lincoln Highway. America's first east to west transcontinental roadway, the Lincoln Highway crossed Iowa from Clinton on the Mississippi River on the east and the Missouri River on the west at Council Bluffs.

On its way across Iowa, the Lincoln Highway passed through the city of Cedar Rapids – its route changing multiple times between 1913 and 1986 (Figure 4). From 1913 through 1921, the highway entered Cedar Rapids along 1st Avenue from Marion on the east. During this period, buildings to house automobile-related were constructed east of the city's historic downtown, with concentrations forming from 1st Avenue to 4th Avenue SE, between the downtown and 10th Street SE. What had historically been a residential neighborhood dominated by large-scale, Victorian era houses (both single and multiple family), began a transformation to a predominantly commercial area; the district's sole residential resource is representative of that transformation. The first businesses located in the 2nd Avenue SE Automobile Row Historic District were dealerships dating to 1912 and 1913.

In 1922 the route of the Lincoln Highway was altered, then following Mt. Vernon Road from Marion to 10th Street SE where it turned west along 2nd Avenue SE to cross the Cedar River. Businesses in the historic district continued to thrive during this period, with filling stations, repair shops, tire repair shops, and auto parts stores joining the dealerships in the task of servicing the automobile driving public.

With the 1938 construction of a new bridge over the Cedar River at 8th Avenue, the third route was created that left Mt. Vernon Road at 8th Avenue, crossed the river and then jogged briefly on 2nd Street and K Street to 16th Avenue SW. The route by-passed the historic downtown commercial area completely, signaling the rise of automobile-related businesses on 16th Avenue SW and the beginning of the end of those in the 2nd Street SE Automobile Row Historic District. Only two new auto-related resources were constructed in the historic district in the years after the Lincoln Highway by-passed the downtown and the businesses of the 2nd Street SE Automobile Row Historic District.

The history of the Automobile Row Historic District tells the story of a dynamic and fluid commercial district that was associated with an emergent industry. Due to the nature of the fledgling industry, success was difficult and businesses came and went with some rapidity. Conversely, a handful of businesses were successful and lasted for many years, remaining in their original location or moving to a larger facility as time passed and business grew.

Despite shifts in occupancy, the historic district retained automobile-related enterprises throughout its period of significance. Today, the buildings of the Cedar Rapids 2nd Avenue SE Historic District represent the city's only surviving concentration of automobile-related business properties dating to the era in which the Lincoln Highway routed through the city and the district's resources remain strongly associated with the history of the rise of the automobile and the impact (first positive and then negative) of the Lincoln Highway.

The Period of Significance for the Automobile Row Historic District is 1912 through 1965, which marks the period during which the district's automobile-related buildings were constructed. The period covers the years during which development in the historic district was directly impacted by the route of the Lincoln Highway, including the establishment and subsequent business years of the final two automobile dealerships.

Significant Dates for the Automobile Row Historic District are 1913, the year in which the Lincoln Highway first passed through Cedar Rapids along 1st Avenue; 1922, the year in which the Lincoln Highway route was changed, routing it along 2nd Avenue SE and through the heart of the Automobile Row Historic District; and 1939, the year the Highway route was altered to bypass the Cedar Rapids downtown, including the historic district.

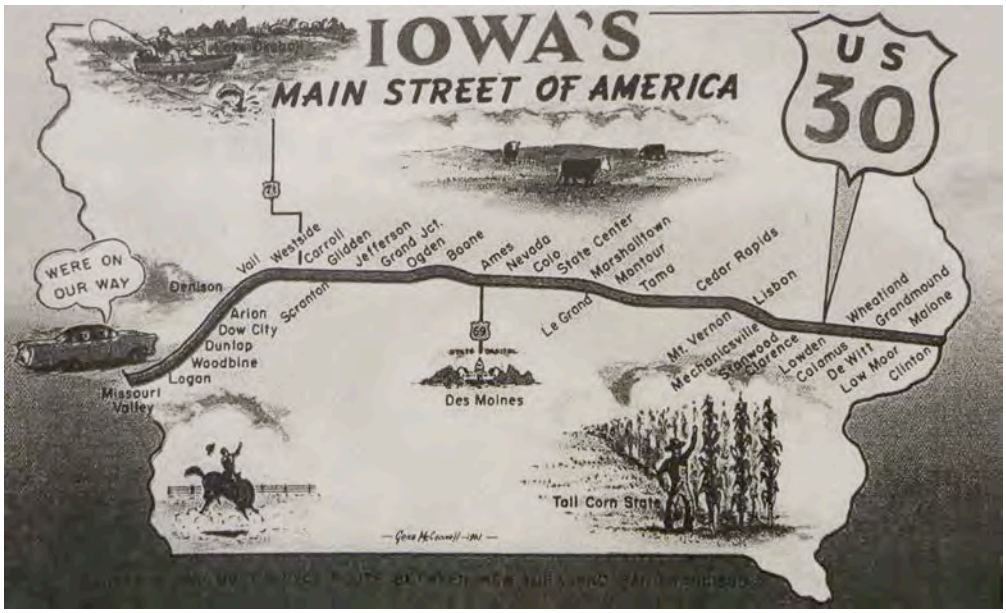
Historical Background

No one would argue that the automobile did not have a monumental and pervasive impact on the American landscape; nearly every aspect of life was affected by its invention and perfection. In a relatively short period of time, social interaction was altered, access to travel enhanced personal mobility, women were empowered, inventors were inspired to perfect the new technology resulting in numerous advances applicable in other

fields, commercial enterprises were created to support and service the automobile, community planning shifted to accommodate the sheer number of cars on the road and to provide parking while they were at rest, and roads in town and threading across the country were planned and constructed.

The impact of the automobile can be understood in part through an examination of the built resources constructed in response to the rise of the automobile. The impact of the automobile on the city of Cedar Rapids, Iowa specifically, is well understood through evaluation of the resources that rose up along the route of the Lincoln Highway. America's first east to west transcontinental roadway, the Lincoln Highway passed through Iowa crossing the Mississippi River on the east at Clinton and the Missouri River on the west at Council Bluffs.

Image 54. Cedar Rapids and the Lincoln Highway – ca.1958



(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa)

On its way across the state, the Lincoln Highway passed through the city of Cedar Rapids – its route changing multiple times between 1913 and 1986 (Figure 4). From 1913 through 1921, the highway entered Cedar Rapids along 1st Avenue from Marion on the east. Crossing the Cedar River on the 1st Avenue Bridge, the highway zigzagged it way west out of the city. Beginning in 1916, that route was altered somewhat, with access over the river then being made on the 2nd Avenue bridge.

In 1922 the route of the Lincoln Highway was altered following the 1919 relocation of the county seat from Marion to Cedar Rapids that drove the completion of a more direct and fully paved roadway between the two cities – Mt. Vernon Road. At first considered an optional route, by 1924 Mt. Vernon Road was the official Lincoln Highway route into Cedar Rapids from the east. Through 1938, that second route continued from Mt. Vernon Road to 10th Street SE where it turned west along 2nd Avenue SE to cross the Cedar River. In late 1925, when legislation required that federal highways be numbered, this route became known as U.S. 30.

The 1938 construction of a new bridge over the Cedar River at 8th Avenue created a shorter route for U.S. 30. From 1939 through 1954 the highway's third route left Mt. Vernon Road at 8th Avenue, crossed the river and then jogged briefly on 2nd Street and K Street to 16th Avenue SW. This route by-passed the downtown commercial district completely, signaling the rise of automobile-related businesses on 16th Avenue SW and the decline of those in the historic Automobile Row Historic District.

The highway's fourth route (1955-1986) began with the creation of a bypass around the city, which remained incomplete until 1986. Until its completion, the highway re-entered Cedar Rapids at 6th Street SW where it turned north to 16th Avenue. Many highway-related businesses established along Mt. Vernon Road Faced drastically reduced patronage when that old road ceased to be the highway's route. The bypass was completed in 1986, marking the fifth (and final?) route of the Lincoln Highway in Cedar Rapids.[41]

The shifting of the Lincoln Highway route in Cedar Rapids, combined with the high demand for the automobile and related products, resulted in the creation of multiple areas where automobile-related enterprises concentrated. Review of local accounts quickly reveals that more than one stretch of roadway became known as "automobile row." At the height of the auto phenomenon, the concentration of auto-related businesses was more accurately described as a multi-block area than a "row." By the 1920s, automobile businesses were concentrated in an area east of the city's downtown from A Avenue on the north to 4th Avenue SE on the south and from 2nd Street SE on the west to 10th Street on the east. The establishment of and subsequent changes to the route of the Lincoln Highway clearly impacted development in the overall area of concentration. Perhaps that impact is most clearly seen after the route change in 1955, which significantly impacted patronage of businesses along the former route and resulted in the shift of "automobile row" to 16th Avenue SW.

Today, the buildings of the Cedar Rapids 2nd Avenue SE Historic District represent the only surviving concentration of historic automobile-related properties in the city.

41 Koehler History Center, vertical files.

Image 55. Cedar Rapids and the Lincoln Highway – ca.1915

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa)

The Automobile Revolution

In the late 19th century and early years of the 20th century, residents of Cedar Rapids and surrounding Linn County relied on horse-drawn carriages and streetcars to move about the city, to transport goods, and to travel from farm to town. Although horses served as a relatively reliable form of transportation for decades and streetcars provided a convenient means of getting from one place in the city to another, the shortcomings of both were met by the automobile's arrival in Cedar Rapids in 1898. By the 1920s, the era of both horse and streetcar transportation was a thing of the past.

In the midst of nationwide feverish experimentation with steam and electric propulsion systems for the "horseless carriage," American inventors Charles and J. Frank Duryea perfected the gasoline engine for use in an automobile in 1892. The following year, the brothers built what is heralded as the first marketable automobile in the country. With that advancement, the floodgates were opened on the industry; a multitude of automobile manufacturers sprang up across the country, lighting the fire on the perfection of the

automobile.[42] In 1898 there were approximately 800 cars in the United States; just two years later that number jumped to 1800.[43]

In 1900, W.G. Haskell, a prominent coal dealer, civic leader and state senator, drove the first "horseless carriage" in Cedar Rapids, Iowa. "I bought it from a fellow coal dealer," Haskell recalled. "[O]ne day he drove it up in front of my office here in Cedar Rapids. It was the queerest darn thing. Later, some of his people urged me to buy it from him because they said the machine was so dangerous they were afraid he might kill somebody some day." His friends and neighbors in Cedar Rapids had never seen anything like it.[44] "The car had to be 'lighted' underneath for half an hour in order to heat the boiler enough to provide steam to propel the car," Haskell reported later. "The only trouble was," he added, "it scared the horses!" The city council proposed a ban on the car throughout the city limits. They feared the car would explode, and they believed that it was driving merchants away, as farmers would hitch their horses outside the city limits and walk in.[45] The ban never passed, and the fascination with Haskell's automobile spread throughout the city.

The city's first gasoline-powered car was owned by Clarence Miller who was the co-publisher of the Cedar Rapids Gazette. A second, gas-powered automobile was delivered a few days later to the house of Colonel William G. Dows of the Cedar Rapids Light Company. Both of these two cars were purchased for $650 from Ransom Olds.[46]

Early automobiles required hardy drivers and passengers as they faced unpaved roads in an open car. Poor road conditions were difficult on the automobile, with deep ruts tough on tires that were not up to the demands of the open road. Tires might need replacement every 2,500 miles – expensive maintenance at $25 to $50 per tire. As tire quality improved, finding gasoline and dealing with leaky radiators became one of a driver's major difficulties. "Home remedies," like putting oatmeal in the radiator to clog leaks and spreading horse manure across the engine to seal holes worked for a while, but as more automobiles plied the roadways, repair services and gas stations became a necessity.[47]

At first a toy for the rich, it was Henry Ford who made the automobile accessible to the masses with the invention of the assembly line. By standardizing his product, cars could be assembled in a linear (assembly

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42 John Margolies, *Pump and Circumstance* (Bullfinch Press: Boston, MA, 1993) 17 and Floyd Clymer, *Treasury of Early American Automobiles, 1877-1925* (New York: Bonanza Books, undated) 4.
43 Ralph Clements, *Tales of the Town: Little Known Anecdotes of Life in Cedar Rapids* (Stamats Publishing, Co.: Cedar Rapids, Iowa, 1967) 56-59.
44 "What Fun There Was in Watching Motor Cars Here in Early Days: Clarence Miller and W.G. Haskell Had Machines When Driving Was a Dangerous Pastime," *Cedar Rapids Evening Gazette*, May 23, 1945, 17.
45 Ibid.
46 Ibid.
47 Kristy Medanic, "Automobile Related Historic and Architectural Resources of Cedar Rapids, Iowa, 1900-1960" (Draft Multiple Property Documentation Form prepared for the City of Cedar Rapids, Iowa, 2012) E-7.

line) fashion, which reduced cost. The downside to that efficiency was that standardization also reduced choice; Ford is commonly quoted for stating that his customers could have a car in the color of their choosing as long as they chose black. It was the birth of the Ford Model T that paved the way for the "everyman" to own an automobile.[48] As auto prices fell, sales boomed. In 1908 the Model T sold for $850, with Ford selling 19,000 cars. By 1913 the Ford plant in Detroit, Michigan manufactured 1,000 cars each day and by 1924, the price for a Ford had dropped to $290.[49]

As fascination with the automobile grew in Cedar Rapids, dealers organized the first-ever Cedar Rapids automobile show in March 1910. Featuring nearly thirty different types of cars available for purchase and delivery - the event drew thousands to the Cedar Rapids City Auditorium. All of the automobile dealers exhibiting at the show reported larger than expected sales.[50] The day after the show, Cedar Rapids dealers returned to their businesses and found still more interested buyers at their doors. The Cedar Rapids Dealer's Association continued to organize this show every year through the 1950s, with each successive year drawing a larger crowd.[51]

In an effort to entice potential buyers, automobile manufacturers were known to undertake dramatic measures to demonstrate what their cars could do. In a fight to alter the belief that the automobile was not good for winter travel, Cedar Rapids dealer P.M. Lattner drove his Waverly electric car to Iowa City in December. Other dealers began to offer free cars to local businesses that agreed to use them for their deliveries and placed advertising on the outside of the car. This type of exposure, they hoped, would promoted greater trust in the cars by associating them with businesses people knew.[52]

Although the nation's first gas stations appeared by 1907, remote locations continued to rely on bicycle repair shops, blacksmith shops, and even grocery stores for gasoline into the 1920s. In the early years, filling a tank was a difficult and dangerous process. Transferred to the automobile from bulk storage containers using a handheld pitcher, the fuel was filtered through a chamois-covered funnel then through a second filtering device balanced on the car's running board.[53] The solution to this unholy process came with the introduction of a gravity-fed tank with a garden hose attached to the base: the country's first "gas station."[54] In urban places, the early curbside pumps were generally located in and around the central business districts.

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48 John B. Rae, *The American Automobile* (University of Chicago Press: Chicago, Illinois, 1965) 34-37.
49 Margolies, 17.
50 "Auto Show Crowds are Flocking to the City Today," *Cedar Rapids Evening Gazette,* March 17, 1910 and "Automobile Show Drew Huge Crowds Yesterday," *Cedar Rapids Evening Gazette,* March 18, 1910.
51 "All Records Broken by Auto Show," *Cedar Rapids Gazette,* March 20, 1915.
52 "Auto Talk Ought to Mean Nice Weather Oughtn'it?" *The Cedar Rapids Evening Gazette,* March 15, 1915.
53 Michael Karl Witzel, *The American Gas Station: History and Folklore of the Gas Station in American Car Culture* (Motorbooks International: Osceola, WI, 1992) 13.
54 Ibid., 17.

After 1920 the oil companies invested heavily in neighborhood "service stations." These stations often intruded first upon the best residential streets where large houses on big lots faced wide, paved thoroughfares. The oil companies sought the large corner lots capable of accommodating the necessary driveways, and accessible to motorists from two streets.[55]

By 1910 Cedar Rapids was home to 15 garages that offered gasoline. It took nearly ten years, however, for the first suction-powered gasoline pumps to be installed on the curbs of these stations.[56] By 1921 there were 12,000 gas stations nationwide. By 1927 that number grew to 116,000 and by 1929 there were 143,000 places to stop for a fill-up.[57]

Image 56. Early Cedar Rapids Pumping Station – 1914

(**SOURCE**: Image courtesy of The History Center, Cedar Rapids, Iowa)

Better access to gasoline and improved tires went a long way toward improving the driving experience, as did improvements in general comfort and safety. Auto dealers began to promote upgrades to the original

55 John A. Jakle and Keith A. Sculle, *The Gas Station in America* (The John Hopkins University Press: Baltimore, MD, 1994) 137-138.
56 "Turn of the Century Brought 'Rich Man's Toys' to C.R. Streets," *Cedar Rapids Gazette, undated.*
57 Margolies, 44.

automobile lines, adding windshields to protect passengers from dirt and gravel, better padding in the upholstery, safer headlights, and sun visors to manage interior heat. To allay buyers concerns about the cost of such upgrades, automobile dealer P.M. Lattner explained, "The difference of a few dollars in first cost between one car and another is no longer the determining factor. Neither is the difference of a few dollars one way or the other in the cost of gasoline or oil … it is the savings in repair expense that is the big important savings." Lattner and many other dealers throughout Cedar Rapids encouraged their buyers to spend a little bit more on the car they wanted, and they would see the benefits grow in the long term.[58]

In most areas of the American economy, the panic of 1920 was little more than a minor bump. Not so for the automobile industry which experienced the collapse of the new car market. Prior to 1920 the growth of the used car market was a concern, but the collapse brought that issue into clear focus for manufacturers and distributors alike. The circumstance was largely responsible for the practice of introducing a new model each year in the hopes of diminishing the desirability of a used car and restoring the new car market. This policy later became known as "planned obsolescence."[59]

By late 1921 the panic was in the rearview mirror. The automobile industry, while changed in composition, returned to its robust trajectory with the number of cars and trucks rising from nine million in 1920 to ten and one-half million in 1921.[60] The issue of the used car market, however, remained in play. After about 1926, a marketplace shift was apparent – due to market saturation, manufacturers were dealing with a buyer's market rather than a seller's market. New car sales plateaued, remaining unchanged on the average, from 1923 through the onset of the Great Depression. Real market growth did not resume until 1949.[61]

In that situation, the motoring public's general acceptance that autos were mechanically sound and reasonably reliable worked against the new car market. Greater speed, enhanced comfort, extra details, and styling became the marketing tools for new car manufacturers and dealerships. Carmakers worked proactively to develop strategies dealing with the market saturation problem. Chrysler espoused the "American doctrine of the multi-car family," while General Motors was a fervent advocate of "planned obsolescence." By the late 1920s the manufacturer had virtually institutionalized the philosophy, which rested on the idea that the consumer would be made so dissatisfied with their current car they would buy new. GM's corporate policy of planned obsolescence replaced Ford's concept of the universal, reliable car that had dominated the culture for nearly two decades. The rising popularity of purchasing on installment offered another avenue to reach a potential new car buyer.[62]

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58 "Auto Talk Ought to Mean Nice Weather Oughtn'it?" *The Cedar Rapids Evening Gazette,* March 15, 1915.
59 John B. Rae, *The American Automobile: A Brief History,* (The University of Chicago Press: Chicago, IL,1965) 80.
60 Ibid., 85.
61 Stephen W. Sears, *The Automobile in America* (American Heritage Publishing Co.: New York, 1977) 179.
62 Ibid., 180.

With the exponential growth of the popularity of the automobile, in the 1920s came a new need for related services including service stations, filling stations, parts shops and other businesses catering to the needs of automobile owners.

Although the Great Depression brought the uptake in auto sales to a grinding halt, the need for maintenance and repair shops became the new focus of auto-minded businessmen in the 1930s.[63] Cedar Rapids' Automobile Row contained a number of examples of these types of spin-off businesses serving automobile owners and drivers.

Just as the popularity of the automobile began to peak, however, the world felt the impacts of World War II on consumer's ability to buy, own, and operate automobiles. Wartime production regulations banned and limited the manufacture of new automobiles from 1942 to 1945; the rationing program put limits on how much gasoline each citizen could purchase in a month; and the rubber previously used to manufacture automobile tires was diverted for military use. In mid-1942, the government offered dealers Reconstruction Finance Corporation (RFC) loans and the option to have the government purchase frozen inventories as ways to relieve the economic pressures placed on the dealers by the restrictions. If dealership liquidated, cars, trucks, and tires could be sold to the RFC at cost plus reasonable charges.

The production freeze was slowly lifted, but automobile sales and gasoline remained restricted throughout the war years. In March of 1943, the restrictions on automobile sales were released and suddenly, selling used vehicles became profitable for dealers as demand went up and new vehicles were not available in the market. Individuals without legitimate businesses increasingly sold used cars, perhaps exacerbating the stereotype of the unscrupulous used car seller. Even after the war parts and new automobiles were hard to get due to the difficulty of converting automobile manufacturing lines back from military production. In addition, acute shortages of materials were still at issue. However, by 1946 dealers began to prepare for the boom in sales that was predicted to follow the end of the war.[64] For the manufacturers, the market outlook was excellent. In fact, the demand for cars was soon outpacing production for the first time since before World War I.[65]

The result was an unparalleled seller's market. Any vehicle that would roll under its own power was salable. As an added attraction to the motoring public, a great boom in highway construction was clearly in the making as projects that had been deferred during the war were revived. When the new cars arrived, there would be new roads for them to use.[66]

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63 Pamela Schoffner, *History of the Iowa Automobile Dealers Association* (Iowa Automobile Association: West Des Moines, Iowa, 2008) 22.
64 Ibid, 35.
65 John B. Rae, *The American Automobile: A Brief History* (The University of Chicago Press: Chicago, IL, 1965) 161.
66 Ibid., 162.

Americans purchased automobiles as well as appliances, houses, and other large-ticket items at unprecedented rates. Historians attribute this "spending spree" to a celebration of freedom after a long period of war and restriction. From the national government in Washington, D.C., to small businesses in Cedar Rapids, Iowa, advertising everywhere encouraged people to spend all the money they couldn't spend during the war. This freedom, they argued, was the reward for a job well done during the war.

As the economic boom continued through the 1950s, people were once again traveling for fun. They needed good roads to go on vacations, to visit family or to just go for a Sunday afternoon drive. A far cry from the task of convincing people that an automobile was safe in the early 20th century, now dealers, mechanics, parts suppliers, and businesses of all kinds knew that the automobile was around to stay.

In Need of Good Roads and the Development of the Lincoln Highway

By 1910, with some 180,000 cars were registered in the United States, the automobile was firmly established, but development of the country's roadways remained inadequate. Drivers took to city streets and ventured onto rural roads when weather allowed, but cars spent much of the winter and rainy seasons in the garage.[67] With some 2.5 million miles of insufficiently improved roads (only seven percent were improved via grading or graveled macadam), motorists were constrained by the inadequacy of the country's roads and the lack of an organized system for efficient travel. Perhaps the most significant undertaking to address the need for good roads was the work to create the Lincoln Highway.

In 1912 Carl G. Fisher, described as "a man of ideas, and big ideas at that," proposed that a coast-to-coast highway be constructed.[68] Fisher saw an opportunity for automotive industry leaders and private investors to come together to create a highway that would encourage travel while increasing auto-related business.[69] At a time when manufacturers could produce more cars than the market could absorb, motorists experienced the unfortunate limits of even the best machines due to roads that were clouds of dust in dry weather and mud when it rained. Fisher recognized that if the public were to see a clear trend toward highway improvement, it would stimulate sales and advance the cause of the automobile everywhere. Clearly, the success of the industry lay not only in better autos but in better roads as well.

Fisher was not the first to conceive of a transcontinental highway, but he was the first with a vision that included both road improvement and a plan to finance that improvement. With an estimated cost of ten-million dollars, creation of a gravel highway between New York City, New York and San Francisco, California was a monumental undertaking. Support for the undertaking came quickly from most of the industry's major players; within 30 minutes of Fisher's announcement of his vision for the highway, Frank

67 Drake Hokanson, *The Lincoln Highway: Main Street Across America* (Iowa City, IA: University of Iowa Press, 1988) 6.
68 Ibid., 5.
69 Lincoln Highway Association, *The Lincoln Highway: The Story of a Crusade* (Dodd, Mead and Co.: New York, NY, 1936) 9-10.

A. Sieberling of Goodyear contributed $300,000 to the project. Others, with the notable exception of Henry Ford, soon followed suit. Along with the automobile manufacturers, financial support came from individual subscription. For a membership fee of $5.00, automobile owners and individuals could claim a piece of the historic undertaking. Within 30 days of the announcement, a million dollars in contributions had been pledged.[70]

In late 1912, Fisher published an *Ocean-to-Ocean Highway Bulletin*, which featured a list of contributors to the highway project. Designed to elicit additional support for the highway, the publication also included a map of the country's existing "roads" – all little more than muddy ruts.[71] The absence of a designated route for the "Coast-to-Coast Rock Highway" on that map served to further arouse public interest and enthusiasm. Leaving the specifics of the route undetermined for many months, Fisher gained support from communities and individuals across the country, each being cognizant of the positive impact the highway would have on their community and so vying to have the road pass by them.

In December of 1912 a letter from Henry B. Joy, president of Packard Motor Car Company, reached Carl Fisher. With his pledge of $150,000 came the suggestion that a more patriotic name for the proposed roadway be adopted for the purpose of elevating its stature in the eyes of the country and gaining political favor that might result in federal funding. Joy's suggestion was quickly adopted and his interested soon grew into active involvement in the project – his role became integral to the ultimate success of the highway. As Hokanson notes, Joy "soon became the spokesman and the spirit of the highway."[72]

The Lincoln Highway Association was officially established on July 1, 1913 at a meeting held in Detroit, Michigan. The organization's proclaimed purpose being, "To procure the establishment of a continuous improved highway from the Atlantic to the Pacific, open to lawful traffic of all description without toll charges: such highway to be known, in memory of Abraham Lincoln, as 'The Lincoln Highway.'" Henry B. Joy was made the association's first president, with Carl Fisher – who was absent from the proceedings - named a vice-president.

Selection of the Lincoln Highway route was top on the association's list, with three priorities established: one, the directness between New York and San Francisco; two, the proximity of population centers and points of scenic interest; and three, the "amount and character" of support by communities along the route.[73]

After considerable debate, the route of the Lincoln Highway, officially announced to the public in September of 1913, began at Times Square, Broadway and 42nd Street, New York City and ended at the Pacific Ocean

70 Hokanson, 6.
71 Ibid., 8.
72 Ibid., 10.
73 Ibid., 12.

in Lincoln Park, California – a route of 3,389 miles that passed through or touched 12 states. From Chicago, the highway traveled directly across Illinois and through Iowa, crossing the Missouri River at Council Bluffs, Iowa-Omaha, Nebraska.

Following the announcement of the route, Fisher's initial plan for a ten million dollar road fund was quietly abandoned – this change in approach due in great part to Henry Ford's refusal to participate in the project. Instead, the association adopted a new plan that focused on marking the entire route, the petitioning of towns, cities, and counties to rename local sections of the road "Lincolnway," and supporting the country in construction of the road in the form of local funding. The association also proposed that the Lincoln Highway be built of concrete rather than gravel as initially proposed – making it a "truly lasting monument to Lincoln."[74]

To implement their plan, the association funded and directed the construction of what Joy called "Seedling Miles." This demonstration paving was meant to encourage contributions for road building in a material, which, at the time, was considered highly experimental. As an object lesson, the Seedling Mile was meant to demonstrate the benefits of paving the country's roadways.[75] Such a demonstration was certainly dramatic for a driver traveling a rural dirt road which transitioned into a mile of paved road, then quickly dropped back to dirt – how could the value of pavement be made any clearer? The donation of millions of barrels of concrete by the Lehigh Portland Cement Company provided a critical boost to the program with the first Seedling Mile of the Lincoln Highway completed near DeKalb, Illinois in autumn of 1914.[76]

The Seedling Mile program, although significantly slowed by the First World War, continued and a mile was completed in Linn County, Iowa between Mount Vernon and Cedar Rapids.[77] Edward Killian and Willis G. Haskell, members of the Lincoln Highway Association, presented the proposal for the Linn County Seedling Mile to the County Board of Supervisors. Both area businessmen, Killian was the owner of a prominent Cedar Rapids department store, while Haskell owned a coal dealership. Further, Haskell was a state senator, which placed him in a position of some influence. Although not the first section of concrete roadway poured in the state, construction of Iowa's Seedling Mile was underway in August of 1918 and, on June 18, 1919, the road opened to traffic. Complaints about the quality of the paving were quickly voiced - a "hump" and visible cracking were easy targets. In the end, the Linn County Seedling Mile contributed to the ultimate goal of demonstrating the significant benefit of paving. As the June 18, 1919 *Mt. Vernon Record* reported, "After pounding along for hours on the dirt either side of the road, to come suddenly and unexpectedly upon this stretch of beautiful white roadway, makes one think of an oasis in the desert …. it looks good to a man

74 Hokanson, 18.
75 Leah D. Rogers and Clare L. Kernek, "The Lincoln Highway Association's 'Object Lesson:' The Seedling Mile in Linn County, Iowa," Sponsored by Linn County, Iowa through agreement with the Iowa Department of Transportation, 2004, 6.
76 Hokanson, 19.
77 Iowa Department of Transportation website, www.iowadot.gov/autotrails/lincolnhighway.html.

longing for a good road."[78]

The Seedling Mile program was ended in 1919 because, by that time, the public no longer needed convincing that good roads were a necessary and achievable goal. At that time, seedling miles had been completed in Ohio, Indiana, Illinois, Iowa and Nebraska.[79] The Lincoln Highway Association then focused its effort on construction in the West.

Determining a route from Chicago to Omaha proved to be a challenge for Henry Joy and the association. Although a number of options were available due to the state's advanced system of railroad lines with parallel roads running in close proximity, all were unimproved and, away from the rail lines, tended to zigzag with random abandon. Ultimately, a route was chosen that paralleled the Chicago and North Western Railway, but it "was by no means a standout among poor options." The decision turned on the fact that the unimproved roadway had been in common use for some time.[80]

The 1916 passage of the Federal Aid Road Act was a key factor in the progress toward America's good roads. The act was the first to provide significant funding for road construction, but it ultimately one of many responsible for taxpayer construction of the country's highway system. With the 1916 legislation, $75 million was earmarked for rural roads that carried mail and required a 50 percent state match. The U.S. entrance into World War 1 delayed the impact of the act.[81]

By that time, the Lincoln Highway was popular and usually passable, but a long way from Joy's vision of a paved highway. Road improvement in Iowa was constrained by multiple issues, not the least of which was the state's legal structure, which assessed adjacent landowners a great portion of road construction costs. As an agricultural state, that structure unfairly burdened the rural farmer, creating a large block of disaffected voters - as long as farmers voted, no road improvement bill would be approved in Iowa.[82]

In the months after the armistice, thoughts returned again to the issue of good roads. On July 7, 1919, Harry C. Ostermann, field secretary of the Lincoln Highway Association, lead the nation's first Army Transcontinental Motor Convoy on a "reliability test" traveling the length of the Lincoln Highway from East Coast to West. The convoy was meant as a test of the Army's vehicles, specifically to determine if the men could maneuver the heavy equipment through the varying conditions that existed along the highway. The convoy consisted of 56 military vehicles, numerous civilian vehicles, 209 officers and enlisted men, and

78 Rogers, 9.
79 Hokanson, 82.
80 Ibid., 52.
81 William H. Thompson, *Transportation in Iowa: A Historical Summary* (Ames, IA: Iowa Department of Transportation, 1989) 73.
82 Hokanson, 77.

dozens of civilians, bringing the total to 72 vehicles and 297 men.[83]

Coming in the months so near the end of the war, the convoy was also an opportunity for Americans to welcome home their troops, which they did in communities all along the route. In Cedar Rapids, Iowa the convoy was greeted by a celebration of speeches followed by dancing. In turn, the troops, with the aid of a local air charter company, staged a mock air attack to demonstrate the effectiveness of using a giant searchlight during such an encounter.[84]

It took 62 days for the convoy to complete the 3,310-mile trip, reaching Lincoln Park in San Francisco on September 7, 1919. The benefit to the cause of the Lincoln Highway was terrific. Not only did the convoy's heavy equipment damage or collapse at least 100 bridges that the troops dutifully reconstructed at the army's expense, but the event demonstrated both the importance of the route and the need for its improvement. The reality that good highways were important to the work of safeguarding the country was made apparent by the convoy and soon the issue of national defense would drive the road to America's paved highways.[85]

By 1921, most of the country's roads were still unimproved despite their being more than nine million cars and trucks on the roadways. However, the battle to convince the public that good roads were necessary was over. In November of 1921, the Federal Highway Act was passed, earmarking $75 million in federal money to be matched with state funds. As opposed to the 1916 act, which focused on rural roads, these funds were to be directed at projects that would facilitate the completion of an interstate system of highways. It was this type of federal legislation that the Lincoln Highway Association had aimed for – funding that would insure the completion of the Lincoln Highway. By 1922 there were nine transcontinental highways. This was the sort of legislation that the Lincoln Highway Association had hoped for. Now they would have the sort of help only the federal government could provide.[86]

What began with the Lincoln Highway in 1913 had exploded into an unruly and often confusing collection of named roads by 1925. With approximately 250 national auto trails, including multiple transcontinental highways and numerous north to south routes threaded through with smaller, interconnecting roadways, the need for order within the system was apparent. A plan for a numbered highway system was completed in the fall of 1925, a system that remains nearly unchanged to this day. Although the numbered system accomplished the goal of creating order from chaos, its implementation marked the end of an era for the Lincoln Highway, which was broken into multiple numbered roads and its signage removed. Henry Joy, who had expended so much in the work to complete the Lincoln Highway, expressed his despondency by saying, "The Lincoln Highway, a memorial to the martyred Lincoln, now known by grace of God and the authority

83 Hokanson, 83.
84 Ibid., 84.
85 Ibid., 85.
86 Ibid., 93.

of the Government of the United States as Federal Route 1, Federal Route 30, Federal Route 30N, Federal Route 30S, Federal Route 530, Federal Route 40, and Federal Route 50." The Lincoln Highway Association ceased its "active and aggressive operations" on December 31,1927.[87]

Despite the significant progress nationally, road improvement in Iowa was still suffering. In 1922 there were only 334 miles of paved road, which accounted for about five percent of the state's total mileage. Good roads proponents continued to argue for concrete paving, making the case for their cost savings due to diminished need for maintenance – dirt roads having to be rebuilt after every rain. The state's property tax structure, which placed an unfair burden on the farmer, continued to prove problematic and the roads remained dirt.[88]

As the Lincoln Highway men predicted, each road improvement along the route brought increased traffic and increased industry to each community. They enjoyed the tourist camps and numerous roadside attractions that made driving fun, but comfort and ease of travel also became a priority. Interest in improved roads continued and businesses such as gas stations and repair shops appeared along the roadway to serve the ever-increasing number of motoring tourists.

Image 57. Lincoln Highway Marker - 2014

This marker was located along the Lincoln Highway, which in 1928 ran along 2nd Avenue SE through Cedar Rapids. The marker stood in front of 800 2nd Avenue SE, but has since been relocated to the 700 block to stand next to a historic marker honoring the historic Lincoln Highway in Cedar Rapids.

87 Hokanson, 109 and Iowa Department of Transportation website, www.iowadot.gov/autotrails/lincolnhighway.html.
88 Hokanson, 99.

"Automobile Row"

The term "automobile row" is commonly used to describe a concentration of automobile related businesses in a community. Over time, use of the phase in Cedar Rapids variously denoted areas of concentration along 4th Avenue, 2nd Avenue SE, and 16th Avenue SW – those shifts an indication of changes in the route of the Lincoln Highway.

Cedar Rapids' first automobile row developed along 4th Avenue, immediately south and east of the proposed historic district. In October of 1909, a new building was commissioned by Paul and Joe Lattner for the Cedar Rapids Auto Company. Local architects Dieman & Fisk were charged with designing the two-story building to be constructed at 212-216 4th Avenue – in "Automobile Row."[89]

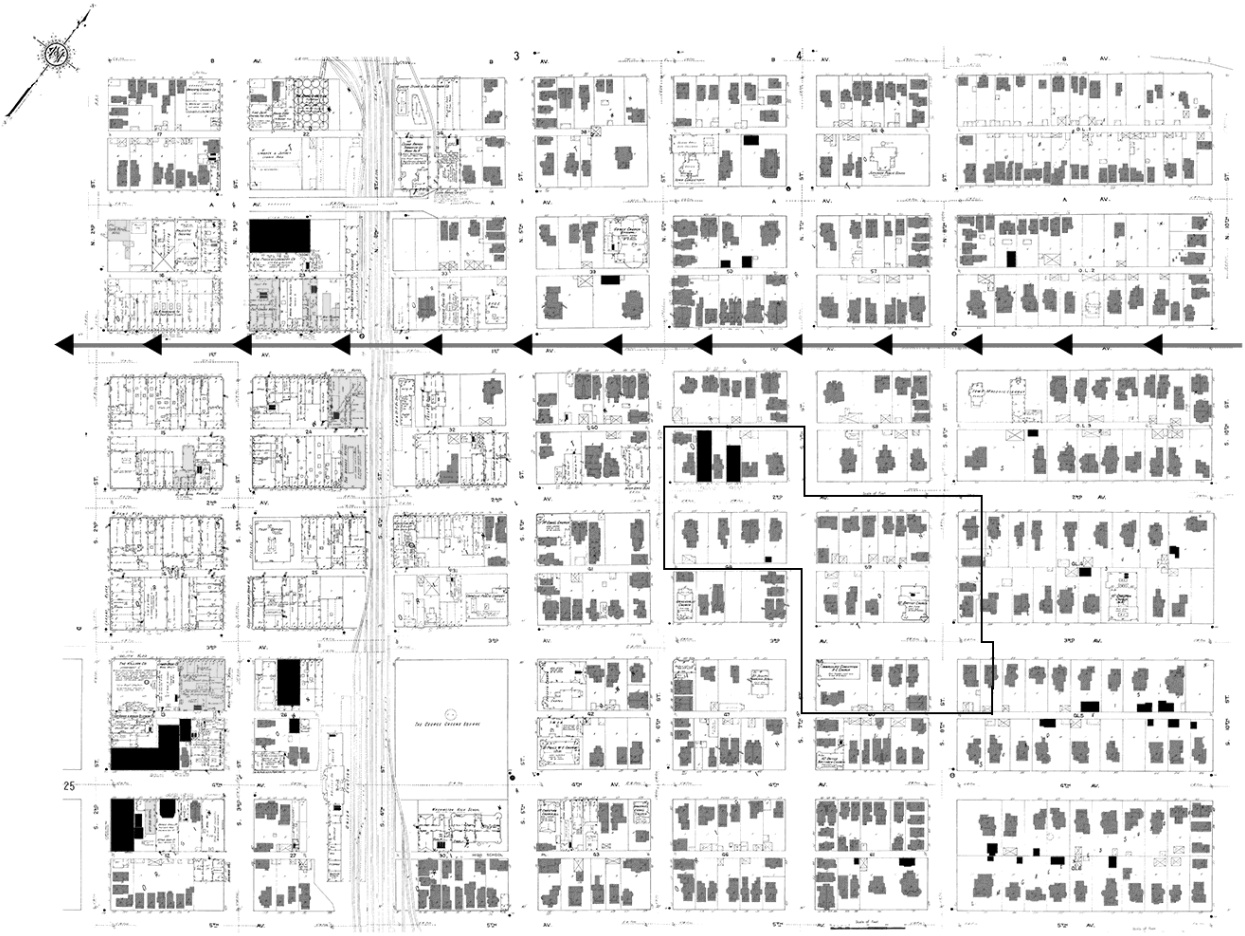
The Cedar Rapids city directory of 1909 lists automobile businesses located along the 300 block of 2nd Avenue, the 300 and 400 blocks of 3rd Avenue SE, and the 200 block of 4th Avenue SE, all outside the proposed district boundaries. In that year, a total of eight automobile-related businesses are noted, including one automobile insurance agency and six automobile dealers. Typical of the industry, the businesses were multi-functioning, with two also advertising as garages and four of which also provided repairs and supplies.[90]

The location of the Cedar Rapids 2nd Avenue SE Automobile Row was driven by a number of factors relating to the city's early layout and subsequent growth. Cedar Rapids developed adjacent to the Cedar River, with the earliest residential neighborhoods growing along the river's banks. At the turn of the 20th century, the main passage across the river was the 1875 iron span bridge over 3rd Avenue. It was the 1906 construction of the 2nd Avenue concrete bridge that created a central transportation artery along 2nd Avenue SE, paving the way for the growth of businesses in what was originally a residential area filled with a variety of residential properties including a number of the city's most impressive mansions.[91] The 1913 fire insurance map (Figure 6) provides an understanding of the early 20th century composition of this portion of the city.

By 1913 there were 20 businesses listed in the Cedar Rapids directory under the automobile and garages category; the list included one electric automobile company, 12 businesses under repairing and supplies, and five tire companies. Those within the 2nd Avenue SE Automobile Row district include the Abbott-Detroit Motor Company at 616 2nd Avenue SE, and Barton Motor Car Company and Moore Auto Company, both listed at 606-608 2nd Avenue SE. These two buildings are the earliest automobile-related properties located in the district.

89 "Fine New Building For Cedar Rapids Auto Co." *Cedar Rapids Gazette*, October 16, 1909, 11.
90 Kristy Medanic, "Automobile Related Historic and Architectural Resources of Cedar Rapids, Iowa, 1900-1960" (Draft Multiple Property Documentation Form prepared for the City of Cedar Rapids, Iowa, 2012).
91 Ibid.

Figure 6. Composition of Cedar Rapids Built Resources - 1913



(Base map: Sanborn Company Fire Insurance Map, 1913)

This digital version of the 1913 fire insurance map illustrates the composition of the properties in this part of Cedar Rapids in that year; the excerpt covers an area bounded by A Avenue on the north, 5th Avenue on the south, 2nd Street on the west, and 10th Street on the east.

Gray = residential (single or multiple) properties. **Black** = automobile related properties.

The boundary of the 2nd Avenue SE Automobile Row Historic District is shown in black outline. Note that two of the city's earliest automobile dealerships are located in the district. The small auto-related properties are mostly private garages associated with large residences. The large auto-related properties in the Cedar Rapids downtown (west edge) are large, commercial garages. The arrowed line indicates the Lincoln Highway, which routed along 1st Avenue beginning in 1913.

With the growing popularity of the automobile and the associated need for cars and related services, automobile row soon spread beyond 4th Avenue. By the time of the 1949 revision of the 1913 fire map, 1st, 2nd, 3rd and 4th Avenues were dominated by auto-related businesses (Figure 7). Because the Cedar River constricted growth to the west, new business overtook existing residential neighborhoods. The fire insurance map documents the retention of the Historic District's only residential resource simultaneously illustrating the loss of many other dwellings. As business moved east from the historic downtown commercial area, old mansions of Cedar Rapids rapidly disappeared from this neighborhood as new houses were built in more fashionable neighborhoods to the north and east. The map also reveals the common practice of adding a small-scale business to the front of large dwellings, particularly seen along 1st Avenue. The Garnet Sandwich Shop, located in the 2nd Avenue SE Automobile Row Historic District, was established in that manner.

Figure 7. Composition of Cedar Rapids Built Resources – 1949

(Base map: Sanborn Company Fire Insurance Map, 1913, Revised 1949)

Gray = residential (single or multiple) properties. **Black** = automobile related properties.

By 1949 the significant redevelopment that resulted from the rise of the automobile is apparent. Note: the Lincoln Highway no longer routed through this area of the city.

Early Dealerships (1900-1917)

The introduction of automobile technology quickly sparked the interest of inventors, mechanical engineers, blacksmiths and entrepreneurs. Across the United States and in the state of Iowa, individuals experimented with the new technology, particularly between the years 1900 and 1915.[92] The result was an initial outburst of small manufacturers and dealerships offering a variety of automobiles with names like the KisselKar, Hupmobile, and the Verlie Motor Car.

The building at 616 2nd Avenue SE is the earliest dealership represented in the Automobile Row Historic District, which was occupied by Barton-Ford Motor Company occupied the building in 1912. The following year Abbott-Detroit Motor Co. was located there. The property at 616 2nd Avenue SE is of interest not only as an early example of an automobile dealership, but as a dealer of electric automobiles and battery services for electric vehicles. Early on, electric cars represented a sizeable portion of automobiles sold. Quieter, more elegant, cleaner, and easier to operate than gasoline-powered vehicles, electric cars had to be charged every 60 to 80 miles. By 1914 an electric service station was established at 616 2nd Avenue SE. Known as the Battery Equipment Company or the Lattner Brothers Electric Service Station, drivers could charge their electric vehicles at service stations like the one operated by the Lattner Brothers.

The Lattner brothers (Joe and Paul) owned the first automobile dealership in Cedar Rapids. Founded in 1902, they set up business at the corner of 4th Avenue SE and 3rd Street SE.[93] In 1919, an advertisement for the Milburn Light Electric appeared; P.M. (Paul) Lattner Sales Co. was doing business from 616 2nd Avenue SE (Image 58).[94] The Lattners moved on by 1920, when the Superior Battery Company was located at 616 2nd Avenue SE. A variety of automobile-related businesses were located in the building through 1938 (Table 2).

The building at (606) 608 (probably under construction in 1912) is the second auto-related business in the historic district. In 1913-1914, Moore Auto Sales/M.V. Carringer occupied the new building. In 1915, advertisements for the KisselKar (Image 59) indicate the auto could be purchased at that location, suggesting that M.V. Carringer was the dealer for that line.[95] Carringer remained in the building through 1924, with the Whitney Motor Co. sharing the space from 1920-1921. Other dealerships and auto repair businesses occupied 606-608 over subsequent years (Table 2). By 1941, the building occupants were no longer auto-related.

92 Bill Jepsen, *Iowa's Automobiles: An Entertaining and Enlightening History*, (Siger Companies: Ames, Iowa, 2007) XIV.
93 "Call of the Open Road Fueled Business," *Cedar Rapids Gazette*, June 27, 1999.
94 Advertisement, *Cedar Rapids Gazette*, February 23, 1919.
95 Advertisement, *Cedar Rapids Gazette*, March 15, 1915.

Image 58. Advertisement for the P.M. Lattner Sales Co. and the Milburn Light Electric – 1919

(SOURCE: Cedar Rapids Gazette, February 23, 1919.)

Image 59. Advertisement for the KisselKar – 1915

GAZETTE, MONDAY, MARCH 15, 1915.

Don't Miss Seeing the New Kisselkars During Show Week

The new KisselKar models will be on exhibition at the Masonic Temple during the Auto Show. Be sure to see them. They represent the year's biggest improvements in automobile design—the **top-notch** of **quality** and **value.**

KISSELKAR

The All-Year Car

One-Compartment Touring Car

The One-Compartment KisselKar has individual forward seats with an ample aisle between and is entered through two spacious doors, one at the rear on either side. This beautifies the lines of the car and promotes unity, sociability and convenience.

Two Superb Models

The KisselKar 36-Four at $1450 and the KisselKar 42-Six at $1650 are the two best values at the show. They are upper class manufactured cars of obviously superior workmanship. The 36-Four with the Detachable Sedan Top is $1800 and the 42-Six, likewise equipped, is $2000. Do not fail to see these cars.

The Detachable Sedan Top

The Detachable Sedan Top converts the One-Compartment touring KisselKar into a smart and snappy Sedan in 30 minutes with but little labor and expense. It is not only the first, but **the only removable top** that affords comfortable all-year driving without sacrificing appearance.

The Detachable Sedan Top

See the New Kisselkar Models at the Masonic Temple Show Week

During the Cedar Rapids Automobile Show, the new Kissel Touring Car and the Detachable Sedan Top will be on exhibition at the Masonic Temple. Come in and inspect these striking new models. DEALERS:—THE KISSELKAR FACTORY REPRESENTATIVE FOR IOWA WILL BE ON HAND TO TALK OVER CONNECTIONS WITH DEALERS.

THE KISSELKAR COMPANY, 606-608 2d Ave. E.

(SOURCE: Cedar Rapids Gazette, March 15, 1915.)

The third of the district's early dealerships is located at 600 (602-604) 2nd Avenue SE. Constructed in 1917, the building was first occupied by J.W. Smith, autos and Central Auto.[96] The building remained a dealership under a variety of names through 1922. It is best known as Varns & Hunter Auto Accessories (1945-2005).[97]

In 1917, Russell Cadillac opened in a newly constructed building at (626-628) 630 2nd Avenue SE. The building was occupied by a variety of dealerships in subsequent years (Table 2). By 1926, Western Auto Parts shared the space. Eventually becoming Rapaport Auto Parts, the business remained in the building through at least 1965.

The Next Wave of Dealerships – 1920s

As the 1920s rolled around, the automobile in Cedar Rapids was increasingly more attainable through a number of automobile dealerships found in Automobile Row. The dealerships in the historic district to survive the frenzied flurry of the early years include 600 2nd Avenue SE, 608 2nd Avenue SE, 616 2nd Avenue SE, and 630 2nd Avenue SE. Although none of this group of buildings housed their original auto dealership, each continued to be occupied by one.

The building at 601-605 (1923) is locally very well-known as an auto dealership (Table 2) – most readily, as the home of Culver Motors. First occupied by the Barish Brothers Motor Company and Western Sales Company, by 1924, Rapids Chevrolet had established itself in the building. Rapids remained in that location through 1951, when it relocated one block north to 1st Avenue at 6th Street SE. Glenn Fletcher founded Rapids Chevrolet in 1924 at 601 2nd Avenue SE. They were one of two of the oldest dealers still operating in 1983 (the other being Allen Motor Company).[98]

Culver Motors took up residency at 601 2nd Avenue SE in 1937, remaining in the building through 1956. The dealer also sold used cars from a lot at the corner of 3rd Avenue and 7th Street SE. Culver sold Pontiac, Star Chief, Super Chief, and Chieftain vehicles, specializing in used cars. A letter dated September 1, 1957 from William C. Culver, President, stated the dealership would be sold and they would be having their final new car sale on Saturday, August 31, 1957. Culver expressed, "My sincere thanks to each of you who have contributed to the success of CULVER MOTORS during the past 21 years. This address – 601 Second Avenue, S.E. – may change its name, but it will continue to be the center of sales and service for the fine PONTIAC motor car."[99] The McGrath family took over until 1973 when they moved their family business to another location.

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96 *Cedar Rapids City Directory* (Rockford, IL: The McCoy Directory Co., 1917).
97 The History Center, clipping from the "History Center Newsletter," November 2005.
98 *Cedar Rapids Gazette*, "Turn of the Century brought Rich Man's Toys to C.R. Streets," Sunday, September 18, 1983.
99 "AN OPEN LETTER, To The Driving Public Of the Cedar Rapids Area," undated clipping, on file at the Koehler History Center, Cedar Rapids, Iowa.

According to a full-page newspaper ad in the June 6, 1924 Cedar Rapids Republican, the building at 709-711 2nd Avenue SE was the new home of the Millsap Motor Company. The dealer was so proud of its new state-of-the-art building they hosted an opening day complete with "an interesting and educational motion picture showing the various steps in the process of manufacturing an automobile." The opening day also featured flowers, instrumental and vocal music, and, of course, "the fine, new Hupmobile and Gray models."[100]

In 1921 a new building was constructed at 720 (718-720-722) for the Cadillac Sales Co. By the following year and through 1926, Don Sales Co occupied the building. A number of dealerships were located there through 1938 (Table 2).

The Overland-Doty Co. opened at 724 (726-728) in 1922. The building was subsequently occupied by Overland Wagner/Wagner Motor Co., but by 1942 stood vacant. Barron Motor Supply was the long-lived occupant – 1949-1965 (Table 2).

Automotive Related Services

With the exponential growth of the popularity of the automobile, in the 1920s came a new need for related services including service stations, filling stations, parts shops and other businesses catering to the needs of automobile owners. Although the Great Depression brought the growth in auto sales to a grinding halt, the need for maintenance and repair shops became the new focus of auto-minded businessmen in the 1930s.8 Cedar Rapids' Automobile Row contained a number of examples of these types of ancillary businesses serving automobile owners and drivers.[101]

Cedar Rapids' own Sinclair Oil Service Company was established at 800 3rd Avenue SE by A.C. Sinclair in 1924. By the mid-1920s public outcry had forced city governments to deal with unregulated placement of curbside pumps, which were considered a dangerous nuisance. With the banning of curbside pumps, most public outlets selling gasoline were located in a building on a dedicated lot with multiple pumps able to service cars simultaneously.[102] This station (which had no affiliation with nationally known Sinclair Oil), which offered off-street, full-service pumps for motorists is an example of that early form. By 1937 the facility was run by Daywitt H. Service Station. The building remained in use as a service station under various names through ca.1950 (Table 2). From 1953 through at least 1965, the building and associated paved lot was used by Schamberger Motor Co. as a used car lot and auto repair shop.

In 1931 the Shell Petroleum Company expanded an existing (ca.1929) gas station building at (801) 803 2nd

100 Untitled clipping, *Cedar Rapids Republican,* June 6, 1924, on file at the Koehler History Center, Cedar Rapids, Iowa.
101 Medanic.
102 Witzel, 36-37.

Avenue SE. Considered the "gas station boom years," it was during this period (1925-1932) in which the design of service stations was elevated, with central design themes commonly adopted by major suppliers such as the Shell Company. The flat roof, curved corner, and glass block are indicative of that approach.[103] The station operated as a Shell Station through 1938, then under other names through 1942. In 1949, the building became Master Cleaners, which occupied it through at least 1965.

The building at 211 8th Street SE was constructed in 1945 for the Bokorny Radiator Service in 1945. From 1947 to at least 1965, the Auto Radiator Service operated at this location.

With the standardized production of automobiles in large factories came the opportunity for entrepreneurs to provide replacement parts. Three long-lived auto parts dealers were located in the Automobile Row Historic District. Perhaps the best known being Varns and Hunter Auto Accessories, which occupied a former dealership building at 600 2nd Avenue SE from 1945 through 2005.

The locally owned Western Auto Specialty Company established itself in the former Russell Cadillac dealership (1917) at 630 2nd Avenue SE in 1926. The company later became Rapaport Auto Parts (1951-1965). Aaron Rapoport owned a salvage yard and later extended into the automobile parts business. He operated his business with four of his sons and the business continued for 50 years until 1980. The store at 620 2nd Avenue SE, run by David and Paul Rapoport, was their second location (the first was established on 16th Avenue SW). The 2nd Avenue SE location was used until it was sold in 1980.

Cedar Rapids Auto Supply Company was a wholesale supplier of parts located at 611 2nd Avenue SE, beginning in the late 1920s. They later used the name Sieg-Cedar Rapids to refer to their retail outlet, which continued into the early 1960s.[104]

701-703 3rd Avenue SE was the location of Iowa Tire and Tube Company from 1924 through 1937. Among other services, the company repaired tire tubes. Fleet Equipment Company also occupied this building in 1937.

Post-War Dealerships

Many large dealerships moved to the outskirts of the city during the late 1940s and early 1950s. The re-routing of the Lincoln Highway in 1939 had a direct impact on the level of patronage to businesses of all kinds in the historic district and the rise of the 16th Avenue SW automobile row. Residential growth from the city center further influenced the outward migration of businesses. Despite that shift, some automobile dealerships chose to remain near the downtown. The 2nd Avenue SE Automobile Row Historic District

103 Witzel, 39.
104 Mark Hunter, archivist, Koehler History Center, Cedar Rapids, Iowa.

contains two excellent examples of post World War II dealerships, both of which were large buildings with an inside showroom, exterior sales lots, and in-house service centers.

The building at 803 (805) 3rd Avenue SE opened in 1953 as Kadlec Brothers Auto Sales and Services, dealers for Studebaker automobiles. By the early 1960s, this property was known as "Mercury City," a new auto dealership for Mercury, Comet and Lincoln models of cars until early 1971.

The last of the postwar automobile dealership buildings built in the Automobile Row Historic District is 719 3rd Avenue SE. An initial building permit was issued to the Schamberger family in November 1952 for a new "garage and showroom" at the 717 address. In the spring 1953, the dealership opened as Schamberger Motor Company, initially selling and servicing Nash brand automobiles. The new building featured an automobile showroom in its northeast corner to take best advantage of the traffic across that intersection. Through 1965 Schamberger Motor Co. sold and serviced Rambler automobiles. The dealership utilized the Sinclair Station site at 800 3rd Avenue SE from 1953-1965 as their used car lot and auto repair location.

The following table offers a thorough accounting of the historic occupancy of the district's resources.

Table 2. Historic Building Occupancy of Cedar Rapids 2nd Avenue SE Automobile Row Historic District

ADDRESS	YEAR BUILT	HISTORIC OCCUPANTS	OCCUPANCY	STATUS
600 (602-604) 2nd Ave SE	1917	J.W. Smith, autos Central Auto	1917	NC
		Murphy-Cadillac Co.	1918	
		Oldsmobile Sales Co.	1919-1922	
		Checker Motor Supply	1922-1934	
		Checker Electric Supply	1935-1936	
		Hadad Automobile Co.	1937	
		Varns & Hunter Auto Accessories	1940-1965	
(606) 608 2nd Ave SE	1912	Moore Auto Sales Co.	1913-1914	C
		KisselKar Co.	1915	
		Carringer Auto Co. Whitney Motor Co.	1916-1924 1920-1921	
		Cedar Rapids Hudson Essex Co. Hudson Essex Service (rear)	1925	
		Craft Hudson Co.	1926	
		Paige Sales and Service	1928	
		Paulis Motor Co.	1929	
		Be-Right Service Cedar Rapids Auto Market	1931-1941 1931	

			Elite Chicks Hatcherymen's Supply Kacena Co., welding supplies	1941-1965 1941 1947	
	612 (614) 2nd Ave SE	1920	Cedar Rapids Exide Battery Station	1920	C
			Motor Car Service Company	1921-1925	
			Saunders System Cedar Rapids Craft Motor Company	1928	
			Phoenix Finance Corp.	1932	
			R.G. Alcorn	1933	
			E.J. Sullivan, service station	1934-1938	
			Hudson Sales Co.	1939	
			Kacena Co., welding supplies	1941-1953	
			J & D Motors M.E. Neprash Co., showroom	1956-1965 1956	
	616 2nd Ave SE	1912	Barton-Ford Motor Co.	1912	C
			Abbott-Detroit Motor Co.	1913	
			Battery Equipment Co.	1914	
			P.M. Lattner Sales Co.	1917-1919	
			Superior Battery Co. Willard Service Station	1920-1921 1921	
			Chandler Sales Co.	1923-1924	
			Borschel Motor Co. Lindberg, Inc. Be-Right Service	1927-1928 1929	
			Kadlec Brothers	1931-1933	
			Cedar Rapids Auto Market Tom & Fenie Garage (rear)	1934-1937 1935-1938	
			Cedar Rapids Investment Co.	1937-1938	
			Vacant	1939-1941	
			Dad's Root Beer Bottling Co.	1942-1950	
			Filter Supply Co. Polar Pack Inc. Whitaker Engineering	1954-1960 1960 1960	
			Tucker Mfg. Co., barn equip.	1965	
	(626-628) 630 2nd Ave SE	1917	Russell Cadillac	1917	C
			Murphy Cadillac Co. G.E. Quigley	1918	
			Murphy Motor Car Co.	1919	
			Quigley-Loomis Motor Co. Western Auto Specialty Co. Bain Bros. Auto Sales	1920-1921 1920 1920	
			Loomis Motor Co. Chandler Sales Co.	1922-1923 1922-1925	
			Shuptrine Parts Service Park Auto Supply Western Auto Specialty Parts	1923-1926 1926 1926-1929	
			Central Used Car Exchange	1931	
			Reo Jones Co.	1932-1941	
			Vacant	1942	

			Travis Milo Auto Repair Goodyear Service	1945	
			Cedar Rapids Skelgas Cheney Used Auto Exchange	1947-1950 1950	
			Rapaport Auto Parts	1951-1965	
	601 (605) 2nd Ave SE	1923	Barish Bros. Motor Co. Western Sales Co.	1923	C
			Rapids Chevrolet Osbun Motor Car Corp. Studebaker Sales & Service Loomis-McCormick Schierbrock-Kelly Culver Motors Auto Parts Accessories McGrath Pontiac	1924-1951 1925 1925 1926 1929-1932 1937-1956 1941-1945 1957-1965	
	611 (613) 2nd Ave SE	1922	Cedar Rapids Auto Supply	1923-1965	C
			Cedar Rapids Mill Supply	1945-1965	
	709 (711) 2nd Ave SE	1924	Millsap Motors (Hupmobile Distributors) Park Auto Machine Co.	1924-1932 1929	NC
			Vacant	1933	
			Rude Auto Co. Warehouse	1937	
			Marak-Steffer Implement Co.	1938	
			Vacant	1941	
			Hayes Music Box, dance hall	1942	
			Veterans of Foreign Wars, Cedar Rapids Post 788 and VFW "Club House" Standard Blueprint	1945-1965 1960-1965	
	715 2nd Ave SE	ca.1925	MAK's Lubricating Svc. & Filling Station	1925-1926	C
			Mrs. Maude Hamm	1929	
			Mrs. Garnet McLean	1932-1956	
			Garnet's Sandwich Shop	c.1930-1956	
			Vacant	1960	
			Ruffin's Tap	1962-1965	
	727 (729) 2nd Ave SE	1945	O'Brien's Mobilgas Service	1945	C
			Carney Mobil Service	1950-1951	
			Bartling Mobilgas Service	1953	
			Vacant	1960	
			Jim's Mobil Service	1962-1965	
	803 2nd Ave SE	ca.1917	Shell Petroleum	1931-1932	C
			Miska Shell Service Station	1937	
			Dick Kisinger Shell Service	1938	
			Don Dunlap, filling station	1939	
			Donald H. Norton, filling station	1941	
			American Petroleum Co., filling station	1942	

			Vacant	1945	
			Master Cleaners	1949-1965	
	712 (714) 3rd Ave SE	1939	Great A&P Tea Co.	1939-1956	NC
			Hill Bros., shoes	1960-1962	
			Northwestern Bell Telephone Co.	1965	
	720 (718-720-722) 3rd Ave SE	1921	Cadillac Sales Co.	1921	C
			Don Sales Co.	1922-1926	
			Cedar Rapids Oakland	1929	
			Unzeitig Motor Co.	1931-1935	
			Iowa Auto mart	1938	
			Vacant (720) Rapids Body & Fender, rear	1939	
			Cedar Rapids Production Credit National Farm Loan Association	1941-1945 1941-1950	
			Tait & Wagner Associates, real estate Pratt Sound Film Service Collins Employee Credit Union Federal Land Bank Association	1941-1965 1950 1956 1956-1962	
	724 (726-728) 3rd Ave SE	ca.1917	Overland-Doty Co. Western Auto Specialty Co.	1922-1925	NC
			Overland Wagner Co.	1926-1929	
			Wagner Motor Co. Shell Petroleum Corp	1931-1941 1937	
			Vacant	1942	
			Collins Radio Co.	1945	
			Barron Motor Supply	1949-1965	
	701 (703-705-707-709-711-713) 3rd Ave SE	1923	Iowa Tire & Tube (701) Piggly Wiggly (703) S.R. Gilmore (705) Vacant (707) B.F. Goodrich Rubber Co. (709) H.S. Hanna (711) Vacant (713)	1923	C
			Iowa Tire & Lube (701) Piggly Wiggly (703) Svec & Son (705) Puritan Bakery (707) Salvation Army (709) Ray Oil Heating Co. (711) Barvinek Hardware (713)	1926	
			Iowa Tire & Lube Co. (701-703) Svec & Son (705) Standard Battery & Electric (707-709 Great A&P Tea Co. (711) Wagner Nut Co. (713)	1929	
			Iowa Tire & Tube Co. (701-703) Svec & Son (705) Vacant (707-709) Vacant (711)	1931	

			Wagner Nut Co. (713)		
			Iowa Tire & Tube Co. (701) Randall Keller Co. Monroe Battery & Electric Silvertop Auto Livery M.M. Simitz (705) Mrs. H.M. Stark (707) Standard Brands Inc. (709) Wagner Nut Co. (713)	1933	
			Uptown Drug Store (701) Heat-All Oil Burner Co. (703) Uptown Village, tavern (705-707) Standard Brands, Inc. (709) Lloyd's Ice Cream (711) Duke-Hughes Tractor & Equipment (713)	1938	
			Uptown Drug Store (701) Kalamazoo Stove & Furnace Co. (703) Uptown Village, tavern (705-707) Standard Brands, Inc. (709) No listing (711) Dukehart-Hughes Tractor & Equip. (713)	1941	
			Uptown Drug Store (701) Davis Cleaners (703) Uptown Village, tavern (705-707) Standard Brands, Inc. (709) No listing (711) Dukehart-Hughes Tractor & Equip. (713)	1945	
			Uptown Drug Store (701) Davis Cleaners & Toledo Scales Co. (703) Uptown Village, tavern (705-707) Standard Brands (709) No listing (711) Dukehart-Hughes Tractor & Equip. (713)	1950	
			Pratt Sound Films (701) Royal Typewriter (703) Uptown Village Café (705-707) Standard Brands, Inc./Hal Haines Co., real estate (709) No listing (711) Hanstrom-Hubly Tractor Co. (713)	1956	
			Vacant (701) Royal Bee (703) Uptown Village Café (705-707) Hal Haines, Co., real estate (709) Luberger-Mulvany Co., furniture (711-713)	1960	
			Kennedy Paint Co. (701) Royal Bee (713) Tiletown, contr. (705) Schaefer Clock & Instrument (707) Luberger-Mulvany Co., furniture (709-713)	1962-1965	

	704 3rd Ave SE	ca.1950	Culver Motors Used Car Lot	ca.1950-1956	C
	(717) 719 3rd Ave SE	1953	Schamberger Motor Co.	1953-1965	C
	800 3rd Ave SE	1923	Sinclair Service Station (Sinclair Refining Co.)	1923-1935	C
			Daywitt Service Station	1937	
			Merton S. Johnson, filling station	1938-1939	
			Wagner's Service Station	1941	
			Vacant	1942-1945	
			Kasner Service Station	1947	
			Hampton Bus Co., parking lot	1950-1951	
			Schamberger Motor Co., used cars	1953-1962	
			Schamberger Reconditioning, auto repair	1965	
	803 (805) 3rd Ave SE aka 208-210 8th St SE	1953	Kadlec Bros. Autos	1953-1956	C
			Parsons Motor	1957-1960	
			Mercury City Auto Steitzer Lincoln Mercury	1962-1965	
	216 8th St SE	1921	Morgan Krabbenhoft & Morgan (auto repair)	1921-1926	C
			Auto Brake Service Unzeitig Motor	1929-1933 1931-1934	
			Otto's Garage	1935-1937	
			Rapids Body & Fender Co., auto repair	1938	
			Yellow Cab Co.	1939-1942	
			Vacant	1945	
			John Blaul's & Sons, garage	1947-1954	
			Schultz & Maly, sheet metal	1956	
			Hogan's Mower Shop	1960	
			Glidden Paint	1962-1963	
			Electronic Associates	1964-1965	
	211 8th St SE	1947	Auto Radiator Service, repair	1947-1965	C
	309 (311) 8th St SE	c.1905	Multiple-Family Residence	c.1905-1965	C
	207 7th ST SE	ca.2013	Parking Ramp	ca.2013-present	NC

9. Relevant Cultural Resource Documents

In 2012 an intensive level survey and evaluation was conducted under funding by the Federal Emergency Management Agency (FEMA) resulting in the creation of a Multiple Property Documentation Form (MPDF) Draft, "Automobile Related Historic and Architectural Resources of Cedar Rapids, Iowa, 1900-1960" and a National Register of Historic Places nomination Draft, "Cedar Rapids 2nd Avenue SE Automobile Row Historic District." The Iowa State Historic Preservation Office staff reviewed those documents, which were subsequently removed from the State Nominations Review Committee agenda at the request of the City of Cedar Rapids.

The present nomination relied on the previous work as a jumping off point for the reconstruction of the case for registration. Particular reference was made from the MPDF's contextual development, which provides a very good overview of the arrival of the automobile and its impact in Cedar Rapids specifically. The document also provided good background information about the development of the Good Roads Movement and the Lincoln Highway.

Potential for Historic Archaeology

The potential for historical archaeology was not assessed as part of the present National Register nomination. The presence of the paved roadways and paved parking areas suggests the likelihood that the ground disturbance resulting from the construction of those elements may have destroyed localized archaeological resources. However, the paving may have been laid over ground with a minimum of earth movement. In that case, archaeological resources may merely have been encapsulated. Further, it has not been verified which, if any, historic paving remains in the district boundaries. In the future, any significant excavation and/or grading should take into consideration the possibility that archaeological and/or sub-grade historical resources may remain (e.g. street pavers).

Research Methodology

In addition to drawing on the previous work noted above, this National Register nomination draws heavily on the resources at the Carl and Mary Koehler History Center in Cedar Rapids, the collection of which includes subject files, automobile business files, historic images, Sanborn Company fire insurance maps, and city directories. In addition, History Center archivist Mark Hunter was recently part of the work to create signage along 2nd Avenue SE that marks the Lincoln Highway route at that location, providing an historical overview of the highway in Cedar Rapids. Hunter's knowledge in that regard was particularly helpful. A variety of resources specific to the development and subsequent impact of the Lincoln Highway were also critical to the nomination.

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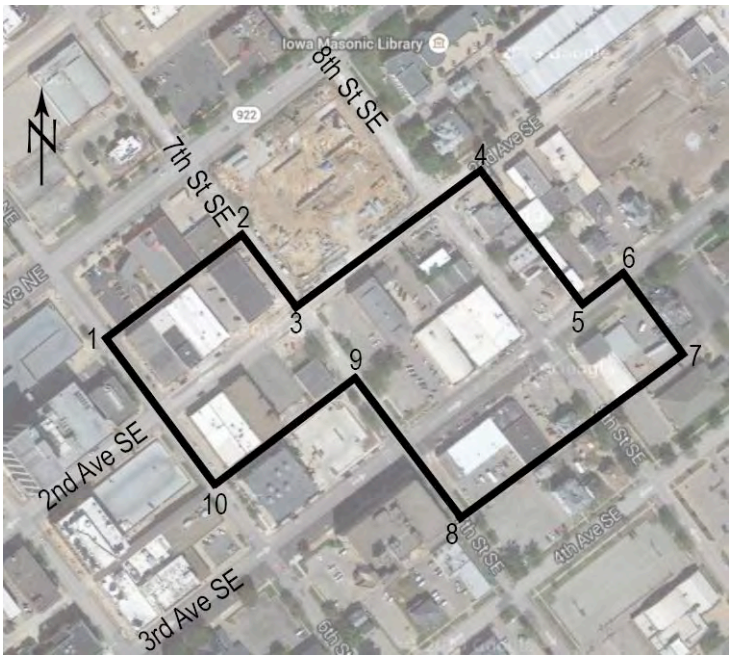
10. Geographical Data

District location coordinates, cont'd.

5.	15N	611008E	4648536N
6.	15N	611037E	4648557N
7.	15N	611076E	4648507N
8.	15N	610934E	4648396N
9.	15N	610858E	4648490N
10.	15N	610766E	4648420N



Verbal Boundary Description

The Automobile Row Historic District is comprised of two offset blocks around 2nd Avenue SE. On the east, resources are located on the north and south sides of 2nd Avenue SE from 6th Street SE to 7th Street SE. From 7th Street SE to the east side of 8th Street SE, district resources are located on the south side of the 2nd Avenue SE only. The district boundary extends southeast to include resources on the north and south sides of 3rd Avenue SE from 7th Street SE to the east property lines on the east side of 8th Street SE, from the alley between 3rd and 4th Avenues SE to 2nd Avenue SE.

Boundary Justification

The district boundaries embrace the remaining resources historically associated with what was and is locally referred to as "automobile row" as well as one residential building representative of the transformation of the area from residential to automobile-related commercial. The Period of Significance (1912-1965) was a factor in determining the district boundaries. Two additional automobile-related resources are located in the vicinity but outside the district boundaries, however, significant loss of fabric between the resources resulted in their exclusion from the district.

LIST OF FIGURES

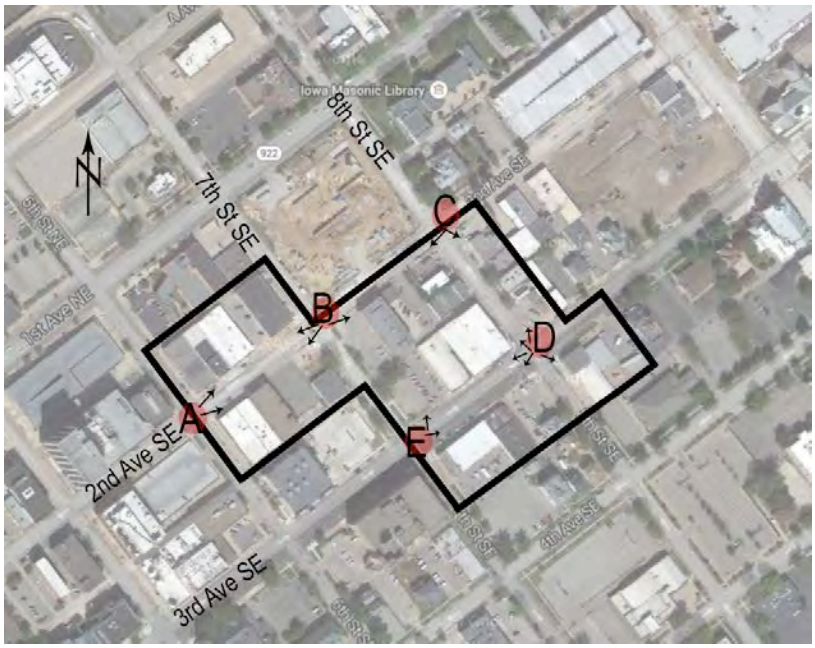
Figure 1. Map of Iowa Showing Location of Cedar Rapids
Figure 2. USGS 7.5 Minute Topographic Map (Cedar Rapids South Quad) - 1967
Figure 3. District Boundary Map
Figure 4. Lincoln Highway Map Through Automobile Row Historic District
Figure 5. District Resource Map
Figure 6. Composition of Cedar Rapids Built Resources – 1913
Figure 7. Composition of Cedar Rapids Built Resources – 1949
Figure 8. Photo Key – Streetscape Positions

LIST OF TABLES

Table 1. District Resources
Table 2. Occupancy Table

LIST OF IMAGES

Figure 8. Photo Key – Streetscape Positions



01. Streetscape (Position A): North side of 2nd Avenue SE, looking east from 6th Street SE
02. Streetscape (Position A): South side of 2nd Avenue SE, looking east from 6th Street SE
03. Streetscape (Position B): North side of 2nd Avenue SE, looking west from 7th Street SE
04. Streetscape (Position B): South side of 2nd Avenue SE, looking west from 7th Street SE
05. Streetscape (Position B): South side of 2nd Avenue SE, looking east from 7th Street SE
06. Streetscape (Position C): South side of 2nd Avenue SE, looking west from 8th Street SE
07. Streetscape (Position C): East side of 8th Street SE, looking southeast across 2nd Avenue SE
08. Streetscape (Position D): South side of 3rd Avenue SE, looking west from 8th Street SE
09. Streetscape (Position D): South side of 3rd Avenue SE, looking southeast from 8th Street SE
10. Streetscape (Position D): East side of 8th Street SE, looking northeast across 3rd Avenue SE
11. Streetscape (Position D): West side of 8th Street SE, looking northwest across 3rd Avenue SE
12. Streetscape (Position D): North side of 3rd Avenue SE, looking west from 8th Street SE
13. Streetscape (Position E): South side of 3rd Avenue SE, looking east from 7th Street SE
14. Streetscape (Position E): North side of 3rd Avenue SE, looking northeast from 7th Street SE
15. Culver's Used Auto Lot – Historic Image - ca.1950
16. 600 2nd Avenue SE
17. 600 2nd Avenue SE - Historic Image

18. 608 2nd Avenue SE
19. 608 2nd Avenue SE - Historic Image
20. 612 2nd Avenue SE
21. 612 2nd Avene SE - Historic Image
22. 616 2nd Avenue SE
23. 616 2nd Avenue SE - Historic Image
24. 630 2nd Avenue SE
25. 630 2nd Avenue SE - Historic Image
26. 601 2nd Avenue SE
27. 601 2nd Avenue SE - Historic Image
28. 611 2nd Avenue SE
29. 611 2nd Avenue SE – rear elevation
30. 611 2nd Avenue SE – historic signage, rear elevation
31. 709 2nd Avenue SE
32. 709 2nd Avenue SE - Historic Image
33. 709 2nd Avenue SE – rear elevation
34. 715 2nd Avenue SE
35. 715 2nd Avenue SE – Historic Image
36. 727 2nd Avenue SE
37. 803 2nd Avenue SE
38. 803 2nd Avenue SE – Historic Image
39. 712 3rd Avenue SE
40. 720 3rd Avenue SE
41. 720 3rd Avenue SE – Historic Image
42. 724 3rd Avenue SE
43. 724 3rd Avenue SE – Historic Image
44. 800 3rd Avenue SE
45. 701-713 3rd Avenue SE
46. 701-713 3rd Avenue SE – Historic Image
47. 719 3rd Avenue SE
48. 803 3rd Avenue SE
49. 803 3rd Avenue SE – Historic Image
50. 309 8th Street SE
51. 211 8th Street SE
52. 216 8th Street SE
53. 309 8th Street SE
54. Cedar Rapids and the Lincoln Highway – ca.1958
55. Cedar Rapids and the Lincoln Highway – ca.1915

56. Early Cedar Rapids Gas Pumping Station – 1914
57. Lincoln Highway Marker – 2014
58. Advertisement for P.M. Lattner and the Milburn Electric Auto – 1919
59. Advertisement for the KisselKar - 1915

LIST OF PHOTOGRAPHS

Cedar Rapids 2nd Avenue SE Automobile Row Historic District
Cedar Rapids, Linn County, Iowa
Photographer: Alexa McDowell, AKAY Consulting, Minneapolis, Minnesota
June 2014

CD-R on file with property owner and the Iowa State Historic Preservation Office

Description of Photograph(s) and number:

0001. Streetscape: View of the north side of 2nd Avenue SE, looking east from 6th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0001.tif

0002. Streetscape: View of the south side of 2nd Avenue SE, looking east from 6th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0002.tif

0003. Streetscape: View of the north side of 2nd Avenue SE, looking west from 7th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0003.tif

0004. Streetscape: View of the south side of 2nd Avenue SE, looking west from 7th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0004.tif

0005. Streetscape: View of the south side of 2nd Avenue SE, looking east from 7th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0005.tif

0006. Streetscape: View of the south side of 2nd Avenue SE, looking west from 8th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0006.tif

0007. Streetscape: View of the southeast corner of 2nd Avenue SE and 8th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0007.tif

0008. Streetscape: View of the south side of 3rd Avenue SE, looking west from 8th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0008.tif

0009. Streetscape: View of the southeast corner of 3rd Avenue SE and 8th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0009.tif

0010. Streetscape: View of the northeast corner of 3rd Avenue SE and 8th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0001.tif

0011. Streetscape: View of the southwest corner of 3rd Avenue SE and 8th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0011.tif

0012. Streetscape: View of the north side of 3rd Avenue SE, looking west from 8th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0012.tif

0013. Streetscape: View of the south side of 3rd Avenue SE, looking east from 7th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0013.tif

0014. Streetscape: View of the north side of 3rd Avenue SE, looking east from 7th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0014.tif

0015. Building Resource: Culver Motors, 601 2nd Avenue SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0015.tif

0016. Building Resource: Cedar Rapids Auto Supply Co., 611 2nd Avenue SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0016.tif

0017. Building Resource: Russell Cadillac, 630 2nd Avenue SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0017.tif

0018. Building Resource: Garnet's Sandwich Shop, 715 2nd Avenue SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0018.tif

0019. Building Resource: Schamberger Motor Co., 719 3rd Avenue SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0019.tif

0020. Building Resource: Sinclair Service Station, 800 3rd Avenue SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0020.tif

0021. Building Resource: Auto Radiator Service, 211 8th Street SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0021.tif

0022. Building Resource: Iowa Tire & Lube building, 701-713 3rd Avenue SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0022.tif

0023. Building Resource: Barton-Ford Motor Co., 616 2nd Avenue SE
IA_LinnCounty_Cedar Rapids2ndAvenueSEAutomobileRowHistoricDistrict_0023.tif

PROPERTY OWNERS

Property	Owner	Address	City	State	Zip
207 7th Street SE	Progression, LC	221 2nd Avenue SE Suite 400	Cedar Rapids	Iowa	52401
211 8th Street SE	Michael & Mark Smekal	211 8th Street SE	Cedar Rapids	Iowa	52401
216 8th Street SE	Tran Tay	7011 Walden Rd. NE	Cedar Rapids	Iowa	52402
309 8th Street SE	Ashdan Investments	1846 16th Avenue SW	Cedar Rapids	Iowa	52404
600 2nd Avenue SE	KSMAR, LLC	118 6th Street SE	Cedar Rapids	Iowa	52401
601 2nd Avenue SE	Ecumenical Community Center Foundation	601-605 2nd Ave. SE	Cedar Rapids	Iowa	52401
608 2nd Avenue SE	Sarah Cram Ben Driscoll	608 2nd Avenue SE	Cedar Rapids	Iowa	52401
611 2nd Avenue SE	Tucker Manufacturing	P.O. Box 848	Cedar Rapids	Iowa	52406
612 2nd Avenue SE	Daniel & Patricia Ries	365 Northhaven Drive	Robins	Iowa	52328
616 2nd Avenue SE	Chris Burke Ellis Cedar Rapidfire, LLC	2329 Hillcrest Dr. SE	Cedar Rapids	Iowa	52403
630 2nd Avenue SE	KSMAR, LLC	713 3rd Avenue SE	Cedar Rapids	Iowa	52401
704 3rd Avenue SE	Lagniappe Investments, LLC	115 3rd Street SE Suite 500 Box 2107	Cedar Rapids	Iowa	52406
701-713 3rd Ave. SE	Kamal & Safaa Ajram c/o KSMAR, LLC	630 2nd Avenue SE	Cedar Rapids	Iowa	52401
709 2nd Avenue SE	Lagniappe Investments, LLC	115 3rd Street SE, Suite 500 Box 2107	Cedar Rapids	Iowa	52406
712 3rd Avenue SE	RCP Group	P.O. Box 10152	Cedar Rapids	Iowa	52410
715 2nd Avenue SE	Williams Property, LLC	3750 Greens Grove Road	Center Point	Iowa	52213
719 3rd Avenue SE	Salvation Army Attn. Major Frye	P.O. Box 1656	Davenport	Iowa	52809
720 3rd Avenue SE	T & P Enterprises c/o Phelan Interiors	728 3rd Avenue SE	Cedar Rapids	Iowa	52401
724 3rd Avenue SE	Paul & Mary Phelan c/o Phelan Interiors	724 3rd Avenue SE	Cedar Rapids	Iowa	52401
727 2nd Avenue SE	Kenny Gary	955 Bridgit Lane SE	Cedar Rapids	Iowa	52403
800 3rd Avenue SE	John & Doris Hatt	2131 1st Avenue SE	Cedar Rapids	Iowa	52502
803 2nd Avenue SE	Hung T. Pham & Tram Nguyen	275 35th St. Dr. SE	Cedar Rapids	Iowa	52403
803 3rd Avenue SE	JJJJ LC	803 3rd Avenue SE	Cedar Rapids	Iowa	52403

Helping Hands Ministry
Ecumenical Community Center

verizon
DOUBLETREE
ONLY
7th St SE
Expansion SALE
Everything Must GO
BEGIN
ONE
WAY

2nd Ave SE
ONLY
7th St SE
BEGIN ONE WAY
BEGIN ONE WAY
UPHOLSTERY
CARPETS & RUGS

RAPIDS
REPRODUCTIONS
SAIGON
MARKET

Don't delay, Renee.
END DOMESTIC VIOLENCE
WAYPOINT
www.waypointservices.org
THE SHOP
ONE WAY
SHANNON RYAN'S

8th St SE
AIGON
ARKET
SAIGON MARKET
SAIGON MARKET

Family Store
& Donations Center
Simply Serendipity
Furniture & Decor

LEFT TURN
YIELD
ON
FLASHING
YELLOW
ARROW
8th St SE
FURNITURE
ON
Jeff
Jones
AUTHORIZED FACTORY
CLEARANCE CENTER
WHY PAY RETAIL
JEFF JONES
SELLS FOR LESS
OPEN
NO
SAMPLE
SALE
DO NOT
ENTER
MERCY

PHONG LAN
VIETNAMESE RESTAURANT
PHONG LAN
VIETNAMESE RESTAURANT
ONE WAY
68
365-0505

3rd Ave SE
PHELAN'S
DO NOT
ENTER

Wellmark
PHELAN'S
PHELAN'S
PHELAN'S
PHELAN'S
DO NOT ENTER
DO NOT ENTER

BEGIN
LEFT
TURN
LANE
ONE WAY
Family Store
Simply Serendipity
Furniture & Decor
MODERN
366-7311
7th St SE

ONLY
7th St SE
BEGIN ONE WAY
DO NOT ENTER
Expansion SALE
Everything Must
Expansion SALE
Everything Must

BUILDING FOR SALE
PARKING
GreenSquareMeals

21
A-1

IRISH PUB
SHAWN RYAN'S
715
Coors
LIGHT
Lite
4X4

7th St SE
Simply Serendipity
Furniture & Decor
Unique Beauty Supply
319-550-5062
MODERN
GALLERY
AND FRAMING COMPANY
366-7311
ONE WAY

717
OPEN
NO PARKING
DRIVEWAY

ONE WAY
500

CLUB
CO2
A GLBTQA NIGHT CLUB
616