

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

## 1. Name of Property

historic

name Covey Motor Car Company

other names/site number Jim Fisher Volvo

Name of Multiple Property

Listing

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

## 2. Location

street & number 2108 W Burnside Street

☐ not for  
publication

city or town Portland

☐ vicinity

state Oregon code OR county Multnomah code 051 zip code 97210

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,  
I hereby certify that this    nomination    request for determination of eligibility meets the  
documentation standards for registering properties in the National Register of Historic Places and  
meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property    meets    does not meet the National Register Criteria. I recommend  
that this property be considered significant at the following level(s) of significance:    **national**  
**statewide**    **local**

Applicable National Register Criteria:    **A**    **B**    **C**    **D**

Signature of certifying official/Title: Deputy State Historic Preservation Officer

Date

Oregon State Historic Preservation Office

State or Federal agency/bureau or Tribal Government

In my opinion, the property    meets    does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

#### 4. National Park Service Certification

I hereby certify that this property is:

☐ entered in the National Register

☐ determined eligible for the National Register

☐ determined not eligible for the National Register

☐ removed from the National Register

☐ other (explain:) \_\_\_\_\_

\_\_\_\_\_  
Signature of the Keeper

\_\_\_\_\_  
Date of Action

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

## 5. Classification

### Ownership of Property

(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

### Category of Property

(Check only **one** box.)

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

### Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
3		buildings
		site
		structure
		object
3	0	<b>Total</b>

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

N/A

## 6. Function or Use

### Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

OTHER: automobile repair shop

### Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

OTHER: automobile repair shop

## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY

AMERICAN MOVEMENTS: Commercial

Style

### Materials

(Enter categories from instructions.)

foundation: CONCRETE

walls: CONCRETE

GLASS

roof:

other

:

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

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## Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

### Summary Paragraph

The Covey Motor Car Company building, which currently operates as Jim Fisher Volvo, is located at the southwest corner of W Burnside St and SW 21st Ave, a mile west of downtown Portland, Oregon. The main building dates from 1911 and is four stories tall (plus a basement), located on the northeast corner of the block. It is joined by two smaller one story buildings built around the same time, these are located on the southern portion of the block. These three buildings, and a small parking lot, occupy the entirety of a small city block, with SW King Ave delimiting the west side of the property and SW Yamhill St delimiting the south side of the property. The function of the main building is an automobile showroom, and the two adjoining buildings contain a service shop and a parts storefront. The main construction material of the main building is concrete, with Vitrolite, a pigmented structural glass cladding, on the north and east facade. The glass cladding was added in the 1950s. The west and south facade of the main building, alongside the faces of the secondary buildings are all painted white. The main building has a prominent neon sign roughly two stories above the east edge of the roof which reads 'VOLVO' and faces due east. A smaller neon blade sign with 'VOLVO' oriented vertically protrudes from the northeast corner of the building at the height of the third story. The ground floor of the main building is mainly display windows, alongside two different entryways with doors on the north facade, and an entrance door and garage bay door on the east facade. Floors two through four have a regular window pattern that is repeated on these three floors.

Although the Vitrolite cladding was a later addition and a departure from the original design of the building, the glass itself advances the building's integrity of materials and workmanship, and of the design practices of storefront remodels that were common in the early and mid 20<sup>th</sup> century. The building has served as an automobile sales and service center since 1911, and continues to do so to this day, as such, it retains the feeling and association of a prominent site associated with the automobile industry. The building also retains the integrity of setting along the busy commercial road on Portland's west side.

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## Narrative Description

The Covey Motor Car Company building is located in a hilly part of Portland, on a sloping stretch of W Burnside St. The slope along the north and east facades of the main building is slight but noticeable, and it is particularly pronounced along the SW King (west) and SW Yamhill (south) sides of the property. The slope is at its lowest at the northeast corner of the property, at the corner of W. Burnside and SW 21st Avenue. The main four-story building stands prominently, as the properties across the street on Burnside and 21st are either parking lots or one-story buildings. The large VOLVO sign on the top of the roof can be seen from many blocks away in multiple directions.

A sidewalk wraps around the east, north, and west sides of the property, whereas the south side is bordered by an alley. There is a public bus shelter on the north sidewalk section, and a small standalone VOLVO sign, approximately two stories tall, that rises from the parking lot. The main building has a roughly square footprint, and the two main facades (north and east), sit flush with the sidewalk.

The pigmented structural glass cladding on the main building is a light green along the ground floor (with the exception of an applied decorative gravel band closest to the sidewalk), and a darker shade of green on the second through fourth stories. An aluminum band divides the two sections. A simple dark band of aluminum coping lines the building's roofline on the north and east facade, alongside a visible railing that extends just above the roofline. The roof itself is not visible from street level.

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

On the main building, the north facade has a regular pattern of windows on the second through fourth stories. These windows are grouped in sets of 4, each consisting of a pair of windows flanked by two individual windows. The east facade has a slightly varied window pattern, but in all cases, the windows are all the same style on both main facades. The windows are wooden, and single hung with a 6 over 6 configuration. On the ground level, below each of the groups of aforementioned upper story windows, is one large storefront window.

Just west of the main building, on the corner of W Burnside and SW King, is a small parking lot. From the parking lot, the west facade of the main building is visible. This side is mostly unadorned but has the visible lines of planks used for board-formed concrete. Along the south end of the parking lot is a ramp that begins at street level on SW King and leads to two garage doors on the third floor of the main building. Just south of the main building, visible from the vantage point of the street level at the ramp is the four stories of the south facade of the main building, which is concrete painted white and with single hung windows in a configuration of pairs. There is also a fire escape on this facade, near the south east corner of the building.

Just south of the ramp is the one-story service building. The main garage entrance to the service building is located on the northwest corner of the building, on SW King. This block slopes noticeably downhill from south to north, so the west facade of the service building has 6 window bays which have consecutively shorter heights approaching the southwest corner of the building on SW King and SW Yamhill. These 6 bays have a slightly triangular configuration on the top of the bay. Each bay is divided into three smaller widths by mullions, and within each width, there are sets of three window panes divided by muntins. The count of panes vertically is irregular from one bay to the next, but within each section in each bay is consistent. The panes are patterned glass, using different patterns from one pane to the next. None of the windows are operable. Along the roofline of the west facade of the service building is a simple cornice with dentils spaced roughly every two feet.

Looking at the south facade of the service building along SW Yamhill, which slopes downhill significantly looking east, there are five bays. The westernmost bay has a triangular shape matching those on the west façade. Moving east across the façade are two bays with patterned glass panes (including a set of awning window) divided by metal muntins and mullions, a garage bay door, and one more bay with awning windows and an accordion door.

Halfway along the property's SW Yamhill frontage, the service building gives way to the parts building. These exterior walls of these two buildings are continuous and flush with each other, and with no gap between the two. The south facade of the parts building is clad in a textured stucco material, painted white, with no noticeable features. Along the west side of the south facade of the parts building is a parapet with 4 evenly spaced steps that echo the slope of the street. The remainder of the parapet is level.

The east (primary) facade of the parts building, facing SW 21st, is divided into three main sections: a large garage bay; a large window and single door looking into the customer service area; and another large window also looking into the customer service area. Along the roofline, the south and east facades are lined with a white metal trim. The primary facade of the parts building is flanked by two narrow structural columns, each with an exterior rain gutter with a square profile.

Between the parts building and the main building, beginning at street level on SW 21st, is a steep ramp downward to the basement of the main building. At the end of this steep ramp is the only exposed portion of the service building with a set of windows.

The slightly pitched triangular window bays and dentils along the west facade of the service building, and the shape of the parapet of the east facade of the parts building all echo the style and decorative touches of the original facade of the main building, which was eventually covered up in the 1950s with the pigmented structural glass cladding. Despite the material changes, the contrast between the early twentieth century commercial style and the modernized look of the glass tell the story that is consistent with many other

Covey Motor Car Company

Name of Property

Multnomah Co., Oregon

County and State

commercial buildings of the last hundred years that went through exterior modifications to keep up with aesthetic trends. This story of constant change is integral to the use of this building as an automobile showroom and service center.

## 8. Statement of Significance

### Applicable National Register Criteria

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

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

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

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

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

### Criteria Considerations

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

Property is:

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

☐ B removed from its original location.

☐ C a birthplace or grave.

☐ D a cemetery.

☐ E a reconstructed building, object, or structure.

☐ F a commemorative property.

☐ G less than 50 years old or achieving significance within the past 50 years.

### Areas of Significance

(Enter categories from instructions.)

COMMERCE

ARCHITECTURE

### Period of Significance

1911-1927

1952

### Significant Dates

1911: Construction of Covey Motor Car Co.

1952: Remodel and addition of Vitrolite  
façade

### Significant Person

(Complete only if Criterion B is marked above.)

N/A

### Cultural Affiliation (if applicable)

N/A

### Architect/Builder

Lewis, David Chambers (architect)

Hartford, Morgan H (remodel design)

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

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### Period of Significance (justification)

The period of significance for Criterion A is 1911-1927, which starts in 1911 with the construction of the building and ends in 1927 when the first major tenant ceased business operations here. The period of significance for Criterion C is 1952, when the two facades of the main building were fitted with Vitrolite structural glass.

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### Criteria Considerations (explanation, if necessary)

N/A

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

The Covey Motor Car Company building is locally significant under Criterion A in the area of Commerce for being an emblematic example of a dealership built in the early twentieth century, during the competitive and lucrative era of Portland's new and growing automobile market (see Figure 8). At the time of the new building for Covey Co., there were approximately two dozen other automobile dealerships in Portland.<sup>1</sup> The Covey Motor Car Company's lineup included the Cadillac, a leading national brand, and operated in the 21<sup>st</sup> and Burnside building from 1911-1927, the period of significance. Prior to 1911, the company had operated out of a smaller 2-story building at Seventh and Couch. Since this time the building has continued to operate as an automobile showroom and repair garage for several other brands; since 1973, Volvo has maintained a presence here. The building is also significant on a state-wide level under Criterion C in the area of Architecture for its use of Vitrolite pigmented glass added in 1952, the second period of significance for the major renovation of the building. The building remains one of the few standing automobile dealerships in Portland from the era of the 1910s, and it is one of the only—if not the only—buildings in the state to employ the Vitrolite material in such large scale.

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

#### THE AUTOMOBILE INDUSTRY IN EARLY 20<sup>th</sup> CENTURY PORTLAND Growth and Trends Leading to Automobile Showrooms

Newspaper records indicate that the first automobile arrived in Portland in 1899, and that this remained the only one in the city for the following four years.<sup>2</sup> Portland had formally incorporated only half a century earlier on "traditional village sites of the Multnomah, Wasco, Cowlitz, Kathlamet, Clackamas, Bands of Chinook, Tualatin, Kalapuya, Molalla, and many other tribes who made their homes along the Columbia River."<sup>3</sup>

In the late 1800s, a significant amount of Oregon land was granted by the Federal Government to private companies in exchange for the development of wagon roads. Animal-driven transportation for goods and passengers was still very much the norm in Oregon at the turn of the century. For a technology like the motor car to be a profitable business, this would require both a supply, an interest in the general population to adopt this new form of transportation, and places to take the automobiles.

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<sup>1</sup> "1911 Automobile Show, Automobile Dealers Association of Oregon (Full-Page Advertisement)," *Oregon Daily Journal* (Portland, OR, January 19, 1911).

<sup>2</sup> "How City Received First Automobile," *The Sunday Oregonian*, March 7, 1909, sec. Automobile Section.

<sup>3</sup> "Land Acknowledgement," *Portland Parks Foundation*, accessed May 22, 2022, <https://www.portlandpf.org/land-acknowledgement>.

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

As with elsewhere around the country, governments had very little formalized laws or standardized road infrastructure. Portland Auto Club formed in 1905-1906 with the motto "Good Roads."<sup>4</sup> The Portland Auto Club goals included promoting events and races over long distances. Auto Clubs also published guides and maps for new motorists, and funded the repair of road segments. The Portland Auto Club was part of the American Automobile Association, which promoted similar goals on a national level.

By 1908, there was the first discussion of a city-wide automobile show. Portland's first automobile show took place for a whole week in March of 1909. By this time, the city had roughly 21 "Automobile dealers and auto supply houses" and 552 autos in the city ("one out of every 360 Portland residents is the owner of machine").<sup>5</sup>

A 12-page spread dedicated to this inaugural Automobile Show was published in the *Oregonian*, a popular Portland newspaper, on March 7, 1909. The printed space dedicated roughly half to large advertisements with illustrations, and the other half to news articles extolling the growth of the industry and the promises of modern technology. A similar 16-page spread was published for the following show in January 1910. Both auto shows took place at the Portland Armory (extant at 128 NW 11th Avenue), and included events, programing, fanfare, races, music, entertainment and parades during each week.

These two publications, along with the newspaper articles leading up to, and reflecting back upon, the auto shows provide great insight into societal trends in Portland and context within which the automobile market developed. By the 1909 and 1910 automobile shows, dealerships' marketing indicated an awareness of the need to appeal to a range of buyers with specific appeals to budgets, professions, class and gender. There were competing types of auto (electric and gasoline) and also varying uses (cargo and passenger).

"First Exhibit of Portland Club Ends With Much Good Accomplished ... Dealers Enthusiastic Over Stimulus to Business Through Chance of Displaying Cars in Competition With Other Makes" read the headline after the 1909 auto show. "Each new car seen on the street gives a greater metropolitan aspect to the metropolis of the Northwest, ... It is also indicative of the prosperous condition existing in Portland's business life."<sup>6</sup> Portland citizens and auto dealerships seem aware of the growth of the city and its self-image as a young city when compared with the east coast. By the time of Portland's first auto show, New York City had already hosted nine annual auto shows.

In 1910, the *Oregonian* announced, "The number of exhibitors will be increased from 30 to 75, the decorations will be of surpassing beauty and everything possible will be done to provide for the comfort of the visitors." "Approximately 146 cars will be shown," and only dealers with a physical presence in Portland were allowed to have exhibit space. Admission fees to the event served as a fundraiser for the Automobile Club to continue with their projects that included installing road signs throughout the state (see Figure 6).<sup>7</sup> This reinforced the role of the private automobile industry not only as providers of autos, but a key party in promoting the improvement of transit infrastructure.

Following the January 1910 Auto Show, dealerships continued to build new facilities to accommodate larger inventories and allow for more showroom space. A March 20, 1910 *Oregon Sunday Journal* article titled "SEVEN MODERN GARAGES NEEDED BY AUTO DEALERS" reads "Seven garages costing between \$20,000 and \$100,000 each occupied by automobile agencies in this city present a strong testimonial to the extent to which the automobile business has grown this year. These garages are all of a class equal to those in use in any other cities in the country" and is accompanied by a photo spread titled "Types of New,

<sup>4</sup> "Owners Have Strong Club," *Sunday Oregonian*, March 7, 1909, Automobile Section.

<sup>5</sup> "Autos in City Number 552," *Sunday Oregonian*, March 7, 1909, Automobile Section.

<sup>6</sup> "Auto Show Is to Be Annual Event," *Sunday Oregonian*, March 14, 1909, sec. 4.

<sup>7</sup> "Progressive Dealers Have Strong Club," *Sunday Oregonian*, January 23, 1910, Automobile Section.



Covey Motor Car Company

Name of Property

Multnomah Co., Oregon

County and State

Commodious Brick Garages Recently Erected in Portland” showing buildings from 1 to 4 stories tall (see Figure 7), including the Covey Motor Car Company located at 7<sup>th</sup> and Couch.<sup>8</sup>

The 1911 Automobile Show took on a new format. Instead of a single location at the Armory, the event would take place across the city and have dealerships themselves be the sites to host visitors. Dealers were eager to show off their investment into new buildings, and to help the public become aware that an automobile purchase would likely not be a one-off transaction, but rather, a lengthy relationship given that automobiles would need regular maintenance, repairs (or even electric charging). Covey, as with other dealers, took out advertisements in newspapers which listed the names of dozens of Portland citizens who had purchased automobiles from them (see Figure 5).<sup>9 10</sup>

The 1911 Automobile Show didn’t publish a separate section in the *Oregonian* as it had the past two years, but did include a full-page advertisement highlighting the 28 motor car dealers and the 14 tire and supply dealers. The full page ad read “... the impression gained by a visitor in a call at a dealer’s establishment is more lasting than a visit to an exhibition space, which can of necessity have little or no individuality.” The dealers had moved on from the spectacle found at the central gathering at the Armory the previous two years.

The 1911 show directory lists both the original Covey location at 7<sup>th</sup> and Couch streets, and the “New building under construction, 21<sup>st</sup> and Washington.”<sup>11</sup> The Automobile Show sponsored free shuttles between the dealership locations to help the public see multiple locations. On the last day of the show, the *Morning Oregonian* reflected:

The show embraced a novel idea, and patrons and prospective purchasers seemed to enjoy it even more than did the dealers. Several thousands of people were transported daily by the automobile transfer system, which carried the patrons from one garage to the other, where opportunity was afforded them of seeing the entire line of machines carried by each dealer, as well as the mechanical details of the auto industry.

The dealers have also ben [sic] enabled to display the mechanical department of the auto industry for any patron desiring to see the engines in operation, as well as the repair machinery manipulated by expert mechanics obtained the privilege.<sup>12</sup>

In addition to the road improvement and auto culture being promoted by the Automobile Club, there was also the City Beautiful movement which was funded primarily by businessmen. A list published in the *Oregon Sunday Journal* in March 20, 1910 lists dozens of contributors to this fund, including H. M. Covey for \$100<sup>13</sup>. The City Beautiful movement would shape Portland’s road layout by attracting large names like the Olmsted Brothers.

### History of the Covey Motor Car Co.

In 1908, the Covey Motor Car Co. was listed as having an address at 16<sup>th</sup> and Alder Streets. By 1909, it was listed as Seventh and Couch Streets, and illustrations in the advertisements indicate this was a 2-story building (it is no longer extant). As early as September 11, 1910, an architect’s rendering of a new facility for the Covey

<sup>8</sup> “SEVEN MODERN GARAGES NEEDED BY AUTO DEALERS,” *Oregon Sunday Journal*, March 20, 1910.

<sup>9</sup> “Covey Motor Car Co. Advertisement,” *Sunday Oregonian*, January 23, 1910, sec. Automobile Section, 9.

<sup>10</sup> “H.L. Keats Auto Co. Advertisement,” *Sunday Oregonian*, March 14, 1909.

<sup>11</sup> “1911 Automobile Show, Automobile Dealers Association of Oregon (Full-Page Advertisement),” *Oregon Daily Journal*, January 19, 1911.

<sup>12</sup> “Show Ends Today,” *Morning Oregonian*, January 28, 1911.

<sup>13</sup> “\$20,251 in ‘City Beautiful’ Fund,” *Oregon Sunday Journal*, March 20, 1910.

Covey Motor Car Company

Name of Property

Multnomah Co., Oregon

County and State

Co. appeared in the *Oregon Sunday Journal*, which would be the “largest and completest garage so far planned for the Upper Washington street [auto] district”.<sup>14</sup>

As early as April 28, 1911, the *Morning Oregonian* published an illustrated advertisement for the Covey Motor Car Co. that announced “After May 1st we will be located in our new building, Washington at 21st street. We believe we can honestly say it is the finest and most complete Automobile establishment in the Northwest. Your patronage is solicited.”<sup>15</sup> The Company was the dealership for the Pierce-Arrow Six, Cadillac “30” and Woods Electric lines.<sup>16</sup> News articles suggest that the building cost \$100,000, which was on the high end for new auto buildings at that time.<sup>17</sup>

H. M. Covey was the president of the dealership in 1911, and the new building was “built especially for the company by John G. Edwards.”<sup>18</sup> It is worth mentioning that J. G. Edwards, born in 1855, had made his fortune in the livestock industry, and despite retiring in 1910, “remained active in business and was listed in the 1928 Portland Directory as a ‘Capitalist’”.<sup>19</sup> J. G. Edwards’ business acumen likely led to the prominent architect David Chambers Lewis being hired to design the new Covey building. David Chambers Lewis designed at least six commercial buildings in downtown Portland between the 1906 and 1909, and also designed the Oregon Building for the Alaska-Yukon Exposition in Seattle, held in 1909.<sup>20</sup> The Covey building is likely one of Chamber Lewis’ last works, as his health declined in subsequent years before his passing in 1918.

Two years after completion, in the midst of the automobile boom and a quickly changing market, the Covey building still remained well recognized emblem of automobile culture. A *Sunday Oregonian* article titled “Buildings of Portland’s Auto Center Rank With Best Structures” shows 20 photographs of new dealerships, and Covey is the second tallest building. The article’s subheading reads “Almost All Local Firms Have Modern Structures, Day of the Old Wooden Building Has Passed, Giving Way to Brick and Reinforced Concrete, Erected Specially for the Industry”, and the first dealership mentioned by name is “Covey Motor Company Leads”.<sup>21</sup>

The Covey Motor Car Co would continue to operate at the new address until 1927, and following this, the building would be occupied by eight other automobile dealerships until present day.<sup>22</sup> A photo of the dealership in 1927 shows two other automobile businesses, and the Covey (Cadillac) Building is still the tallest (see Figure 11).

## MID-CENTURY DESIGN IN STOREFRONT REMODELS

### History of Vitrolite as an Architectural Element in Storefront Modernization

By the 1950s, the Covey building was home to the 5<sup>th</sup> company since it had been built. Barnard Motors, Inc., had purchased the building in 1949. Changing aesthetics in storefront design led the owner at the time to invest in a significant overhaul of the two main facades in 1952. In comparison with the extensive newspaper coverage afforded to car dealerships in the early 1900s, the *Oregonian* had a brief article about the redesign: “The work contemplated includes resurfacing of the first story with structural glass and streamlining of the

<sup>14</sup> “NEW HOME FOR THE COVEY MOTOR CAR COMPANY,” *Oregon Sunday Journal*, September 11, 1910.

<sup>15</sup> “Announcement (Covey Motor Car Co. Ad),” *Morning Oregonian* (Portland, OR, April 28, 1911).

<sup>16</sup> *Ibid.*, 9.

<sup>17</sup> “NEW HOME FOR THE COVEY MOTOR CAR COMPANY,” *Oregon Sunday Journal*, September 11, 1910.

<sup>18</sup> “AUTO BUILDING IS COMPLETE,” *Sunday Oregonian*, April 30, 1911.

<sup>19</sup> Sally Donovan and George McMath, *J. G. Edwards House National Register of Historic Places Registration Form*, August 9, 1990.

<sup>20</sup> Richard E Ritz, *Architects of Oregon: A Biographical Dictionary of Architects Deceased - 19th and 20th Centuries* (Portland, OR: Portland, OR: Lair Hill Pub., 2002).

<sup>21</sup> “Buildings of Portland’s Auto Center Rank With Best Structures,” *Sunday Oregonian*, May 25, 1913, sec. Four.

<sup>22</sup> Carlson, Carin, *Historic Resource Record: Covey Motor Car Company*, Historic Resource Record (Portland, OR: Oregon State Historic Preservation Office, December 14, 2016), <https://heritagedata.prd.state.or.us/historic/index.cfm?do=main.loadFile&load=676740.pdf>.

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

upper three stories. New display windows, entrances and signs will be installed to provide a modern architecturally styled building.<sup>23</sup>

Vitrolite was a trade name for pigmented glass. This material “enjoyed widespread popularity from the beginning of the Great Depression to the outbreak of World War II” and was featured extensively in “Modernize Main Street” competitions sponsored by the Architectural Record and Libby-Owens-Ford Glass.<sup>24</sup> Vitrolite fabrication was discontinued in 1947,<sup>25</sup> so it is unclear where the remodeling architect for this project, Morgan H. Hartford, would have sourced such a large quantity of glass. There is very little in the newspaper record about the completion of the project or the general public’s reception of the modern design and aesthetic. The significant remodel with Vitrolite during the Barnard ownership stands out as taking place after the popularity of this material had tapered off the decade prior.

## ELIGIBILITY EVALUATION

### Comparison of Covey Motor Car Company Building to Other Auto Dealerships in Portland

Out of the seven buildings featured in the 1910 article “Types of New, Commodious Brick Garages Recently Erected in Portland”, which featured the 2-storey Covey at the previous location, all but one demonstrate prominent corner properties. The new 1911 Covey building was typical for the style of the time, but does stand out as being the largest when considering the basement level of the main building, and the adjoining service and parts buildings.

The following table summarizes the 1911 Automobile Show directory. It is worth mentioning that some of these addresses likely only housed sales offices or small showrooms. The table takes a sample of buildings to determine which remain extant.<sup>26</sup> Of the 13 buildings sampled, 8 are no longer extant, and 5 remain standing. Of these 5 extant buildings, only the Covey Motor Car Company remains as an active automobile dealership and service shop, while the others serve other commercial and residential purposes.

1911 Directory Listing			Building Status	
Name	Address	Brands	Modern Address	Extant?
Auburn Motor Car Co.	505 Burnside St.	Auburn	N/A	No
Brown & Nation	533 Alder St.	Speedwell	1633 SW Alder Street	Yes
Carters Sales Co.	7th and Oak Sts.	Carter Car	N/A	N/A
Covey Motor Car Co.	7th and Couch Sts.	Pierce Arrow-Cadillac	N/A	No
Covey Motor Car Co.	21st and Washington	-	N/A	Yes
Crowe Automobile	16th and Alder	Oldsmobile-Marion	N/A	N/A

<sup>23</sup> “Motors Firm to Modernize,” *The Oregonian*, April 20, 1952.

<sup>24</sup> *The Preservation of Historic Pigmented Structural Glass (Vitrolite and Carrara Glass)*. (Washington, D.C.: Washington, D.C.: Technical Preservation Services, National Park Service, U.S. Dept. of the Interior, 1984).

<sup>25</sup> “What Is Vitrolite? Another Question Answered by the Hagley Library,” *Hagley*, last modified January 20, 2014, accessed May 19, 2022, <https://www.hagley.org/librarynews/what-vitrolite-another-question-answered-hagley-library>.

<sup>26</sup> A note about methodology: roughly half of the businesses in the directory had actual number addresses listed, while the others were only given a general intersection. For the buildings with numbered addresses, these were converted to the numbering system adopted by Portland in 1931, and the presence of the building was verified using Google Streetview and by portlandmaps.com, and this data is included in the ‘Extant?’ column. Given the complexity and time required to research the status of the remainder of buildings with only intersections given, these were omitted from the current table, and is left for future researchers.

Covey Motor Car Company

Name of Property

Multnomah Co., Oregon

County and State

Co.				
Dulmage Smith Co.	355 Ankeny St.	Elmore-Rapid	711 SW Ankeny Street	No
E. M. F. Northwest Co.	19th and Alder	E. M. F. and Flanders	N/A	N/A
Ford Motor Car Agency	East 8th and Hawthorne Ave.	Ford	N/A	N/A
Green, W. C.	88 North 6th St.	Jackson	322 NW 6th Avenue or 330 SW 6th Avenue	Yes
John Deere Plow Co.	688 Washington St.	Velie	2128 W Burnside Street	No
Howard Auto Co.	7th and Couch Sts.	Buick	N/A	N/A
Krit Motor Sales Co.	342 Burnside St.	Krit	718-726 W Burnside Street	Yes
Keats, H. L., Auto Co.	7th and Burnside Sts.	Peerless, Chalmers, Hudson, Pope-Hartford, Gramm	N/A	N/A
Leavitt, J. W. & Co.	529 Washington St.	Overland, Kissel Car	1509 W Burnside Street	No
Menzies & Duboise Auto Co.	7th and Davis Sts.	Franklin	N/A	N/A
Neate & McCarthy	King and Washington Sts.	Locomobile, Oakland, Frayer-Miller	N/A	N/A
Northwest Auto Co.	493 Alder St.	Reo-Apperson	1401 SW Alder St	No
Olsen & Hunter Auto Co.	16th and Alder Sts.	Warren-Detroit	N/A	N/A
Portland Detroit Auto Co.	New building under construction, 14th and Couch		N/A	N/A
Portland Detroit Auto Co.	16th and Alder Sts.	Winton	N/A	N/A
Riggs, Frank C.	Cornell Road, 23d and Washington	Packard, Baker & Rauch, Lang Electrics	N/A	N/A
Smith-Cleveland Co.	7th and Couch Sts.	Hupmobile	N/A	N/A
Stoddard-Dayton Auto Co.	= ; %5ym%y%	Stoddard-Dayton	330 SW 10th Avenue	No
Titchell Motor Car Co.	342 Burnside St.	Cole 30	718-726 W Burnside Street	Yes

Covey Motor Car Company

Name of Property

Multnomah Co., Oregon

County and State

United Auto Co.	534 Alder St.	Columbia, Maxwell, Aldon, Sampson	1634 SW ALDER ST	No
White Motor Car Co.	6th and Madison	Stearns, White	N/A	N/A

### Significance under Criterion A<sup>27</sup>

The Covey Motor Car Company building is locally significant under Criterion A in the Area of Commerce for the period of significance spanning 1911-1927. As one of the earliest and largest automobile showrooms in Portland, it provided comprehensive maintenance facilities and helped shape the market for Portland's first generation of car owners. Portland's automobile business leaders were celebrated by the news media for their civic involvement in improving the area roads, and H. M. Covey was recognized as being part of an "Association that has accomplished much for good of trade in Oregon ..."<sup>28</sup>

The Covey building's *location* along Burnside (formerly Washington) retains integrity inasmuch as the local road layouts have remained relatively unchanged since the period of significance of 1911-1927.<sup>29</sup> Although the *setting* of this section of Burnside no longer is the site of automobile dealerships, the Covey building still sits prominently as an active business alongside a busy city thoroughfare. Although the *materials* on the two main facades updated in 1952 differ significantly, the *workmanship* and *design* seen in the two adjoining buildings (parts and service) retain their integrity. The physical features of the building convey the property's historic character, as such the *feeling* of a commercial building retains integrity. Above all, the *association* of the building as an automobile dealership remains very much intact, especially given that it has remained an active dealership (albeit in under different names) for over a century.

### Comparison to Other Significant Buildings that Employ Vitrolite in Oregon

Research in Oregon newspapers indicates there was a Vitrolite façade addition to the Stevens and Son building in Salem at State and Liberty streets (see Figure 13). The Vitrolite was added to the two corner faces in 1949, and reached two stories high (the building itself is eleven stories).<sup>30</sup> As of 2022, the building no longer retains the Vitrolite addition. As such, Covey Motor Car Co. building appears to be the only building at the state level which has employed and retained such extensive Vitrolite surface.

### Significance under Criterion C<sup>31</sup>

The Covey Motor Car Company building is significant under Criterion C on a state-wide level in the Area of Architecture for the period of significance of 1952. The use of Vitrolite on such a large exterior surface area is a visually stunning example of the desire of business owners to 'streamline' the appearance of a building in order to remain relevant and appeal to potential customers.

As with Criterion A, the Covey building's *location*, *setting* and *association* under Criterion C retain integrity, as the building is located in an area of Portland that has remained an important commercial hotspot beginning in the first period of significance (1911-1927), on through the next period of significance (1952), and until today. The Covey building also retains integrity of *design*, *materials*, *workmanship*, and *feeling* given that, despite the addition of the large Volvo sign on the roof in 1973, the Vitrolite facades clearly communicate an intentional and eye-catching desire by the business owner to remain relevant.

<sup>27</sup> This wording of this section relies heavily on the 'Significance under Criterion A' section from the Golden West Hotel National Register Nomination Form ([https://www.oregon.gov/oprd/OH/Documents/OR\\_MultnomahCounty\\_GoldenWestHotel.pdf](https://www.oregon.gov/oprd/OH/Documents/OR_MultnomahCounty_GoldenWestHotel.pdf))

<sup>28</sup> "Progressive Dealers Have Strong Club," *Sunday Oregonian*, January 23, 1910.

<sup>29</sup> This reasoning relies heavily on the example set forth in the 'INTEGRITY' section from the Golden West Hotel National Register Nomination Form ([https://www.oregon.gov/oprd/OH/Documents/OR\\_MultnomahCounty\\_GoldenWestHotel.pdf](https://www.oregon.gov/oprd/OH/Documents/OR_MultnomahCounty_GoldenWestHotel.pdf))

<sup>30</sup> "New Stevens & Son Jewelry Store, One Of Largest on Entire West Coast, All Set For Its 'Open House' From 2 p.m. Today," *Oregon Statesman*, February 4, 1949, 22.

<sup>31</sup> This wording of this section relies heavily on the 'Significance under Criterion A' section from the Golden West Hotel National Register Nomination Form ([https://www.oregon.gov/oprd/OH/Documents/OR\\_MultnomahCounty\\_GoldenWestHotel.pdf](https://www.oregon.gov/oprd/OH/Documents/OR_MultnomahCounty_GoldenWestHotel.pdf))

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

## 9. Major Bibliographical References

### Bibliography (Cite the books, articles, and other sources used in preparing this form.)

- Carlson, Carin. *Historic Resource Record: Covey Motor Car Company*. Historic Resource Record. Portland, OR: Oregon State Historic Preservation Office, December 14, 2016.  
<https://heritagedata.prd.state.or.us/historic/index.cfm?do=main.loadFile&load=676740.pdf>.
- Donovan, Sally, and George McMath. *J. G. Edwards House National Register of Historic Places Registration Form*, August 9, 1990.
- Ritz, Richard E. *Architects of Oregon : A Biographical Dictionary of Architects Deceased - 19th and 20th Centuries*. Portland, OR: Portland, OR : Lair Hill Pub., 2002.
- "\$20,251 in 'City Beautiful' Fund." *Oregon Sunday Journal*, March 20, 1910.
- "1911 Automobile Show, Automobile Dealers Association of Oregon (Full-Page Advertisement)." *The Oregon Daily Journal*. Portland, OR, January 19, 1911.
- "Announcement (Covey Motor Car Co. Ad)." *Morning Oregonian*. Portland, OR, April 28, 1911.
- "AUTO BUILDING IS COMPLETE." *Sunday Oregonian*, April 30, 1911.
- "Auto Show Is to Be Annual Event." *Sunday Oregonian*, March 14, 1909, sec. 4.
- "Autos in City Number 552." *Sunday Oregonian*, March 7, 1909, sec. Automobile Section.
- "Buildings of Portland's Auto Center Rank With Best Structures." *Sunday Oregonian*, May 25, 1913, sec. Four.
- "Covey Motor Car Co. Advertisement." *Sunday Oregonian*, January 23, 1910, sec. Automobile Section.
- "H.L. Keats Auto Co. Advertisement." *Sunday Oregonian*, March 14, 1909.
- "How City Received First Automobile." *Sunday Oregonian*, March 7, 1909, sec. Automobile Section.
- "Land Acknowledgement." *Portland Parks Foundation*. Accessed May 22, 2022.  
<https://www.portlandpf.org/land-acknowledgement>.
- "Motors Firm to Modernize." *The Oregonian*, April 20, 1952.
- "NEW HOME FOR THE COVEY MOTOR CAR COMPANY." *Oregon Sunday Journal*, September 11, 1910.
- "New Stevens & Son Jewelry Store, One Of Largest on Entire West Coast, All Set For Its 'Open House' From 2 p.m. Today." *Oregon Statesman*, February 4, 1949.
- "Owners Have Strong Club." *Sunday Oregonian*, March 7, 1909, sec. Automobile Section.
- "Progressive Dealers Have Strong Club." *Sunday Oregonian*, January 23, 1910, sec. Automobile Section.
- "SEVEN MODERN GARAGES NEEDED BY AUTO DEALERS." *Oregon Sunday Journal*, March 20, 1910.
- "Show Ends Today." *Morning Oregonian*, January 28, 1911.

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

*The Preservation of Historic Pigmented Structural Glass (Vitrolite and Carrara Glass).* Washington, D.C.:  
Washington, D.C. : Technical Preservation Services, National Park Service, U.S. Dept. of the Interior,  
1984.

"What Is Vitrolite? Another Question Answered by the Hagley Library." *Hagley*. Last modified January 20,  
2014. Accessed May 19, 2022. <https://www.hagley.org/librarynews/what-vitrolite-another-question-answered-hagley-library>.

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

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

**Primary location of additional data:**

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

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

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

## 10. Geographical Data

### Acreage of Property

approx. 1 acre

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

### Latitude/Longitude Coordinates

Datum if other than

WGS84: N/A  
(enter coordinates to 6 decimal places)

1	<u>9:37:86971°</u>	<u>122.694421°</u>	3	<u></u>	<u></u>
	Latitude	Longitude		Latitude	Longitude
2	<u></u>	<u></u>	4	<u></u>	<u></u>
	Latitude	Longitude		Latitude	Longitude

### Verbal Boundary Description (Describe the boundaries of the property.)

The boundaries of the property include all private property on the city block delimited by W Burnside to the north, SW 21<sup>st</sup> Ave to the East, SW Yamhill St to the South and SW King Ave to the West. The boundary coincides with the city tax lots listed for 2108 W Burnside St (tax lot 1N1E33CA, see Figure 2) which includes the main 4-story building and the ramp leading down to the basement of the main building, and 731 SW 21<sup>st</sup> Ave (tax lot 1N1E33CD, see Figure 3) which includes the parts and service buildings on the southern portion of the property, and the parking lot on the northwest corner of the property.

### Boundary Justification (Explain why the boundaries were selected.)

The tax lots are the historic boundary for the property, with which the building has been associated since its construction as the Covey Motor Car Company in 1911.<sup>32</sup>

## 11. Form Prepared By

name/title	<u>Matt Kelly</u>	date	<u>June 10, 2022</u>
organization	<u>University of Oregon School of Architecture &amp; Environment</u>	telephone	<u></u>
street & number	<u>70 NW Couch Street</u>	email	<u>mkelly6@uoregon.edu</u>
city or town	<u>Portland</u>	state	<u>OR</u> zip code <u>97209</u>

<sup>32</sup> This wording of this section relies heavily on the corresponding section from the Dean's Beauty Salon and Barber Shop National Register Nomination Form  
([https://www.oregon.gov/oprd/OH/Documents/OR\\_MultnomahCounty\\_DeansBeautySalonandBarberShop.pdf](https://www.oregon.gov/oprd/OH/Documents/OR_MultnomahCounty_DeansBeautySalonandBarberShop.pdf))



Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

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### **Additional Documentation**

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Submit the following items with the completed form:

- **Regional Location Map**
- **Local Location Map**
- **Tax Lot Map**
- **Site Plan**
- **Floor Plans (As Applicable)**
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

## Photographs:

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

**Name of Property:** Covey Motor Car Company

**City or Vicinity:** Portland

**County:** Multnomah **County:** Multnomah

**Photographer:** Matt Kelly

**Date**

**Photographed:** April 12, 2022

Description of Photograph(s) and number, include description of view indicating direction of camera:

- Photograph 1 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0001  
West façade of main building and neon VOLVO sign with surrounding cityscape, looking east-southeast from NW 22nd Place and W Burnside.
- Photograph 2 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0002  
Northeast corner of main building, looking southwest from the corner of W Burnside and NW 21st.
- Photograph 3 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0003  
North façade of main building, looking south from the parking lot at 2103 W Burnside St.
- Photograph 4 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0004  
Northwest corner of main building, looking southeast from the intersection of Burnside and NW King St.
- Photograph 5 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0005  
Northwest corner of property showing main building (left), parking lot (center) and parts building entrance (right), looking southeast from W Burnside.
- Photograph 6 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0006  
Northwest corner of parts building, looking southeast from SW King.
- Photograph 7 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0007  
Southwest corner of service building, looking northeast from corner of SW King and SW Yamhill.
- Photograph 8 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0008  
East facades of parts and main buildings, looking northwest from SW 21st.
- Photograph 9 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0009  
East façade of main building and neon sign, looking west-northwest from SW 21st.

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

- Photograph 10 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0010  
Detail of various patterned glass panes in window bays along west façade of service building, looking east from SW 21st.
- Photograph 11 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0011  
Detail of north façade of main building showing reflective glass cladding, neon VOLVO neon blade sign, and ground floor automobile showroom salesfloor.
- Photograph 12 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0012  
Detail of riveted metal window mullions, awning window opening, patterned glass windowpanes, and accordion door

Covey Motor Car Company  
Name of Property

Multnomah Co., Oregon  
County and State

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

**Covey Motor Car Company  
Multnomah Co.: Oregon**

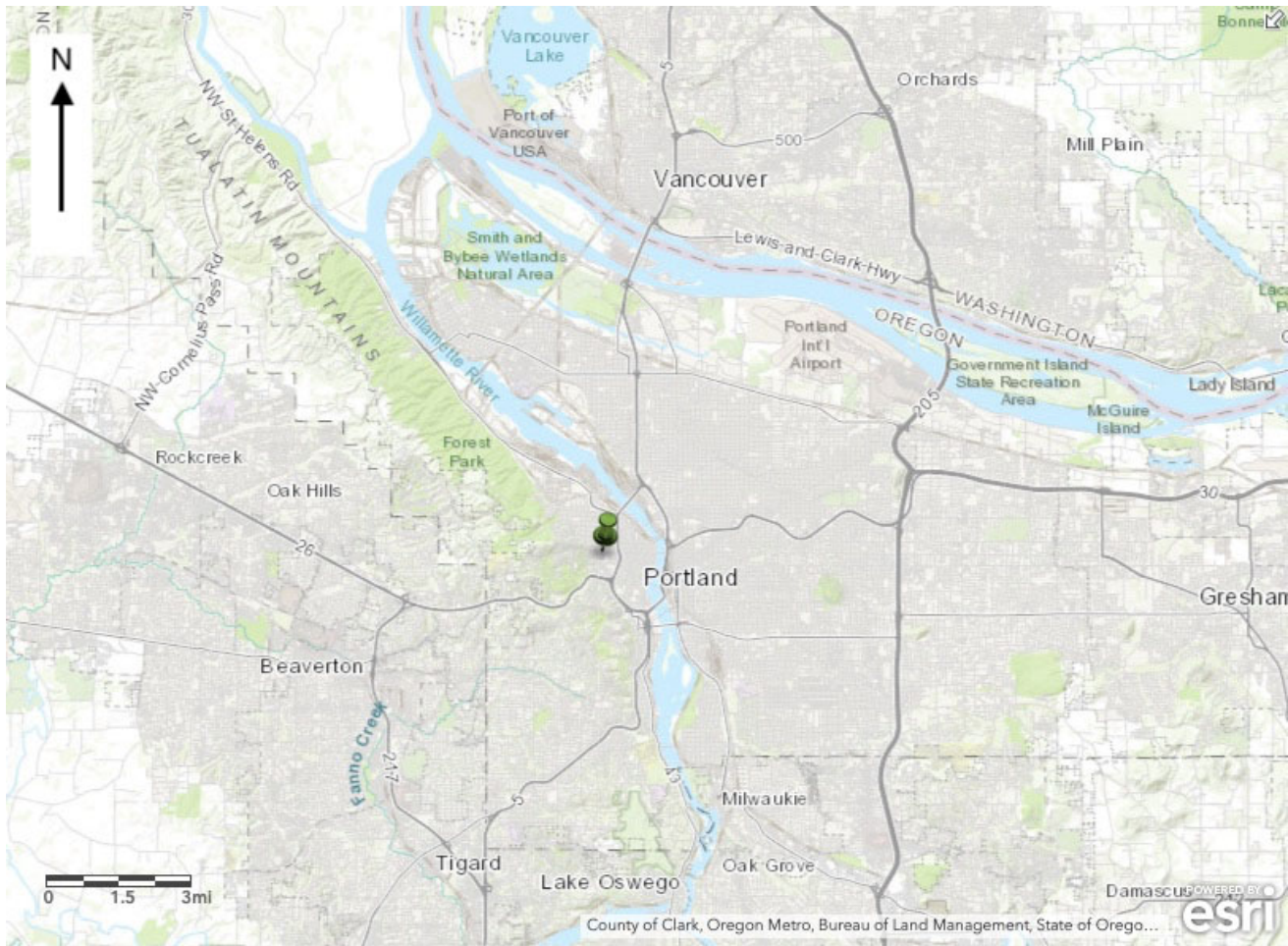
**List of Figures**

(Resize, compact, and paste images of maps and historic documents in this section. Place captions, with figure numbers above each image. Orient maps so that north is at the top of the page, all document should be inserted with the top toward the top of the page.

- Figure 1:** Regional Location Map
- Figure 2:** Local Location Map
- Figure 2:** Tax Lot Map (1 of 2)
- Figure 3:** Tax Lot Map (2 of 2)
- Figure 4:** Site Plan
- Figure 5:** Covey Motor Car Co. Full-Page Ad, *Sunday Oregonian* (Portland, OR, March 29, 1908).
- Figure 6:** “Signs Make Driving Easy,” *Sunday Oregonian*, March 7, 1909, Automobile Section.
- Figure 7:** “Types of New, Commodious Brick Garages Recently Erected in Portland,” *Oregon Sunday Journal*, March 20, 1910.
- Figure 8:** Covey Motor Car Co. Comic, *Sunday Oregonian* (Portland, OR, September 18, 1910).
- Figure 9:** 1911 Automobile Show Full Page Ad, *Sunday Oregonian*, January 15, 1911.
- Figure 10:** Covey Motor Car Co. Announcement, *The Morning Oregonian* (Portland, OR, April 28, 1911).
- Figure 11:** “A2009-009.128 : Looking West from NW 20th Ave at Buildings on the South Side of W Burnside St,” December 31, 1927, AP/20107, Portland City Archives.
- Figure 12:** Vitrolite Advertisement, unknown date (<https://www.hagley.org/librarynews/what-vitrolite-another-question-answered-hagley-library>)
- Figure 13:** Stevens & Sons postcard, 1950s, eBay (<https://www.ebay.com/itm/193463705820>)

**Covey Motor Car Company  
Multnomah Co.: Oregon**

**Figure 1: Regional Location Map**



**Figure 2: Local Location Map (site shaded)**

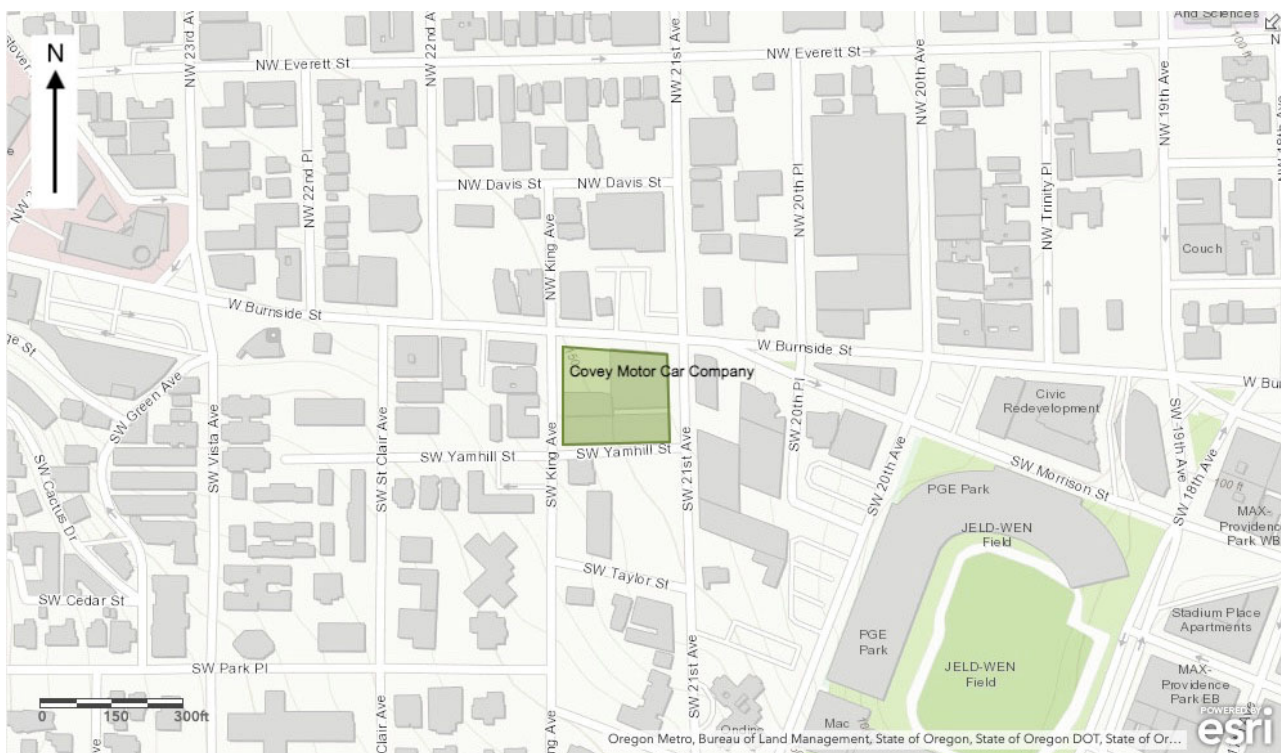
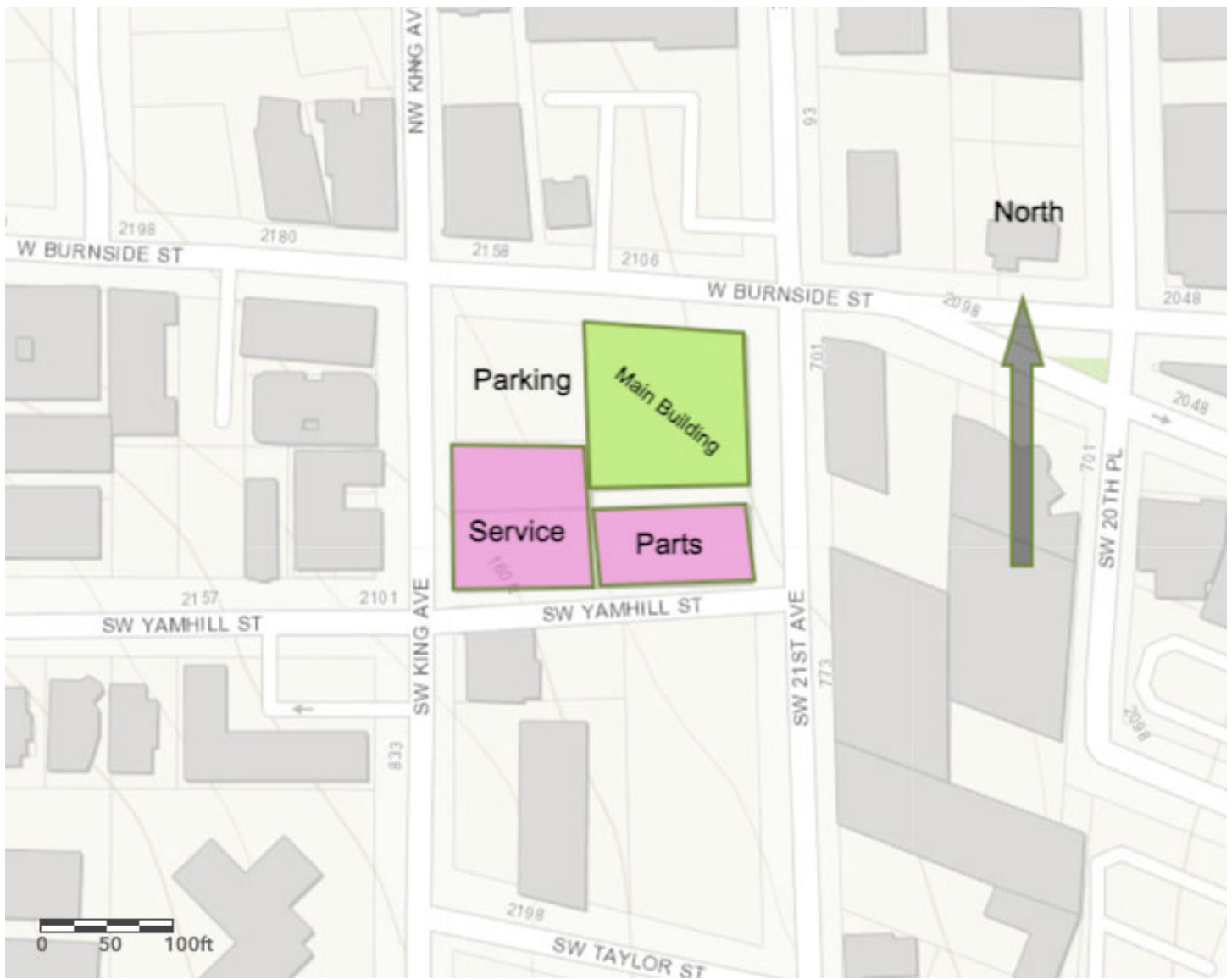






Figure 4: Site Plan





### WHAT IT GIVES:

### CONTINUOUS POWER

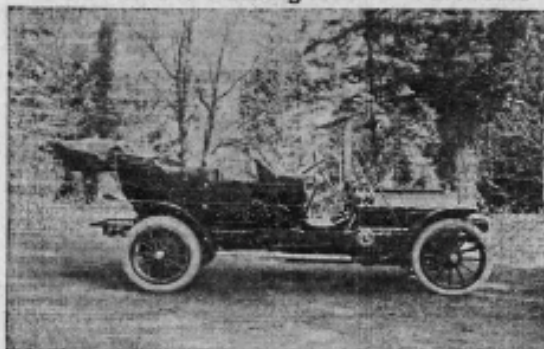
### EASE OF CONTROL

LUXURIOUS RIDING

### SILENT OPERATION

PROVE THESE ADVANTAGES YOURSELF: ARRANGE WITH US AT ONCE FOR A RIDE IN THE GREAT ARROW SIX

## The Standard Touring Car of the World

[illegible]

This car shows the Pierce Great Arrow Six, built in 40 and 60 H. P. models, at \$5500 and \$6500. 40 H. P., 4-cylinder car at \$5000.

**More Pierce Cars in Portland  
Than Any Other High-Grade  
Car, and Every Owner a Sat-  
isfied Owner. Following is a  
List of Owners**

Blumauer & Hoch, 110 4th St.	Frank R. Chambers, Jr., Alexander Court.
Charles Elton (4 cars), 6th and Washington.	J. M. Arden, Alexander Court.
E. K. Lupton, Wells Fargo bldg.	C. P. Gilbert, Hood River.
N. A. King, Chamber of Commerce bldg.	Fred A. Keiths, Chamber of Commerce bldg.
E. A. King, 226 23rd St.	Adolphe Wells, Lipman, Wells & Co.
E. J. Jeffers, 20th and Washington.	E. C. Jorgensen, McKay bldg.
M. I. Halbrook, Chamber of Commerce bldg.	S. Silverfield, 4th and Main.

After a Careful Consideration of the Advantages of the Six, We believe You will Agree with Us that the Four-Cylinder Motor Car is the Car of Yesterday, and that the Six-Cylinder Motor Car is the Car of today and of the future

FORD CAR, 1904.

BUICK CAR, 1905.

[illegible]

THE Single Cylinder "Cyclone" has completely proven itself to be the most accurate and powerful small gun in the world, and of great use in the world. It is a gun which admits not twenty or thirty, but a hundred or more shots in a minute, and is not a single shot gun, and is thus, proven by its own performance of nearly half a century.



WILLIAM L. WILF, JR., ATTORNEY, CINCINNATI, OHIO

[illegible]

MONTIEL G., DE-EL P., 1-(2-FLUOROMETHYL)ACETYLACETONE, 1999



4-Cylinder, 30-H. P. Air-Cooled \$2650 Tearing Car or Roadster.

The Cerdia is a new car in this territory—but not a new car, as it has been made, practically in its present form, for four years, refined and improved only in detail. It is a fully trid-axel proposition. Manufactured by the House of Cordin (makers of the locks and hardware), whose reputation for producing goods of quality is world-wide. Imported annular ball bearings throughout, 34-inch wheels, 4-inch tires, light weight, 2255 pounds actual scale weight, fully equipped. Agents wanted throughout the Northwest.

We advise prospective Buyers to make a careful investigation, not only of our Cars, but of other dealers' Cars. We believe our line is strong enough to stand the comparison. In your investigation we will gladly render you all the assistance possible, without you incurring any obligation.

Home A 4587  
Main . . 6470

**COVEY MOTOR CAR CO.** Sixteenth and Alder Streets

Figure 6: "Signs Make Driving Easy," *Sunday Oregonian*, March 7, 1909, Automobile Section.

**SIGNS MAKE DRIVING EASY**

Automobile Clubs Adopt Uniform System That Proves of Benefit, Not Only to Chauffeurs, but to All Travelers.






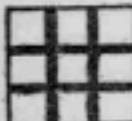
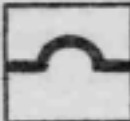


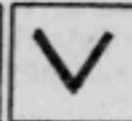
**A**BOUT the only signs that the travelers of a generation ago could find along the average country roads were dilapidated, half-defaced board ones, with the inscription, "Jaysburg, 5 miles," "Jintown, 5 miles," or with possibly a dimly outlined hand pointing in vague direction with some such inscription under it as "Onion City," "Middewville" or "Rimma Corner." At occasional few railroad culverts there was the white and black warning of "Railroad Crossing; Look Out for the Cars," which later boasted the sometime addition of the words, "Stop, Look, Listen." And these were all the notices vouchsafed travelers.

Even these, meager as they were, and hopelessly lacking in information, suggested a possibility which might come to pass; and many a wandering wayfarer, mired in mud roads, and vainly

ble in this way, that a new departure was taken. The men and interests who were directing experiments have at last completed a wooden sign, metal bound, which they consider impervious to the action of the elements and able to resist almost any disintegrating process. This sign is subjected to a treatment which makes it fireproof, waterproof and weatherproof.

During the season of 1905 the American Automobiling Association will put up 10,000 of these signs in localities where roads have not been properly posted, and it is estimated that many thousands will be erected annually, until the principal highways in the majority of the states will be fully furnished with these helpful and time-saving devices.

The system of road maps has been so thoroughly gone into, that no pains have been spared to reduce it to as great a degree of accuracy as the state maps have been gotten to. The best

				
GOOD ROAD	TURN RIGHT	TURN LEFT	STRAIGHT AHEAD	DANGEROUS TURN
				
RAILROAD CROSSING	BAD BRIDGE APPROACH OR CROSSING	BAD DITCH OR HOLE	STEEP UP GRADE OR HILL	STEEP DOWN GRADE OR DEEP CUT

UNIFORM ROAD SIGNS ADOPTED FOR USE OF AUTOISTS AND OTHER TRAVELERS.



**Figure 7: “Types of New, Commodious Brick Garages Recently Erected in Portland,” *Oregon Sunday Journal*, March 20, 1910.**

27



**Figure 8: Covey Motor Car Co. Comic, *Sunday Oregonian* (Portland, OR, September 18, 1910).**





Figure 9: 1911 Automobile Show Full Page Ad, *Sunday Oregonian*, January 15, 1911.

THE SUNDAY OREGONIAN, PORTLAND, JANUARY 15, 1911. 11

# 1911 Automobile Show

January 21st to 28th

## Novel Feature First Time Introduced Here

To enable the public to have the opportunity of viewing the latest types of motor car construction as embodied in the 1911 models of the leading manufacturers, the Automobile Dealers Association of Oregon have arranged the first Automobile Show under their Auspices, to be held in Portland during the week of January 21st to 28th, 1911. This show will take the form of Opening Week, which is a new and novel departure from previous exhibitions on the Pacific Coast, but has proved very popular and successful in Eastern cities. ¶ The distinct advantage of each dealer having ample space to properly display his entire line is a very important one, both to the dealer and visitor who will thus have the opportunity of closest possible inspection, while the impression gained by a visitor in a call at a dealer's establishment, is more lasting than a visit to an exhibition space which can of necessity have little or no individuality.

### Motor Car Dealers Exhibiting

AUBURN MOTOR CAR CO., 905 Burnside St.—Auburn.  
BROWN & NATION, 533 Alder St.—Speedwell.  
CARTER SALES CO., 713 and Oak Sts.—Carter Car.  
COVEY MOTOR CAR CO., 713 and Couch Sts.—Fords, Arrow-Quadric.  
GROVE AUTOMOBILE CO., 16th and Alder—Oldsmobile-Marion.  
DULMAGE SMITH CO., 335 Ashway St.—Emerson-Lagid.  
E. M. F. NORTHWEST CO., Chapman and Alder—E. M. F. and Flanders.  
FORD MOTOR CAR AGENCY—E. 8th and Hawthorne Ave.—Ford.  
GREEN, W. C., 84 N. 6th St.—Jackson.  
JOHN DEERE FLOW CO., 683 Washington St.—Vale.  
HOWARD AUTO CO., 713 and Couch Sts.—Buick.  
KREY MOTOR SALES CO., 342 Burnside St.—Kre.  
KEATH, E. L., AUTO CO., 713 and Burnside Sts.—Packard, Chalmers, Hudson, Pope-Hartford, Graham.  
LEAVITT, J. W. & CO., 529 Washington St.—Overland, Kiesel Car.

KENZIE & DUBOISE AUTO CO., 713 and Davis Sts.—Franklin.  
NEATE & MCCARTHY, King and Washington Sts.—Loocomobile, Oakland, Frayer-Miller.  
NORTHWEST AUTO CO., 485 Alder St.—Geo. Apperson.  
OREN & HUNTER AUTO CO., 88 N. Sixth St.—Mikell.  
PORTLAND DETROIT AUTO CO., 14th and Alder Sts.—Warren-Detroit.  
PORTLAND MOTOR CAR CO., 14th and Alder Sts.—Winton.  
RIGGS, FRANK C., Cornell Road, 334 and Washington—Packard, Baker & Beach-Lang Electric.  
SMITH CLEVELAND CO., 713 and Couch Sts.—Hupmobile.  
STODDARD-DAYTON AUTO CO., 86 10th St.—Stoddard-Dayton.  
TWITCHELL MOTOR CAR CO., 342 Burnside St.—Dow 25.  
UNITED AUTO CO., 434 Alder St.—Columbia, Maxwell, Seapass.  
WHITE MOTOR CAR CO., 6th and Madison—Stearns, White.

### Automobile Tire and Supply Dealers Exhibiting

ARCHER, COMES & CO., 314 Oak St.—Trek Tires and Supplies.  
AUTO TOP CO., 523 Alder St.—Tops and Seat Covers.  
BAILLOT & WRIGHT, 84 4th St.—M. & W. Tires and Supplies.  
BELMORE, McDUGALL, MOORES CO., 17th and Alder Sts.—Repairing and Rebuilding.  
BOWKER, S. F. & CO., INC., Columbia Building—Brower Pumps and Tanks.  
BLDGENTY, R. E., 519 Alder Street—Firestone Tires.  
CHANDLER & LYON M. S. CO., Washington St.—Hartford Tires and Supplies.

DURRILL AUTO & RUBBY TOP CO., 200 24 St.—Tops and Seat Covers.  
HUGHSON & MERTON, 329 Ashway St.—Ajax Tires and Specialties.  
HALLIWELL CO., TEE, 14 North Seventh St.—Specialties.  
O'GORMAN YOUNG CO., 71 7th St.—Eurephic Tires and Supplies.  
PORTLAND RUBBER CO., 24 North 7th St.—Tire Repairs.  
WEST COAST SUPPLY CO., 328 Burnside St.—G. & J. Tires and Specialties.  
WINTERS, A. J. CO., 47 8th St.—Pennsylvania Tires and Supplies.

### Special Reduced Rates on Railroads on Account of Meeting of Automobile Dealers Association of Oregon

# Portland

# Automobile Dealers Association of Oregon



Figure 10: Covey Motor Car Co. Announcement, *The Morning Oregonian* (Portland, OR, April 28, 1911).

**ANNOUNCEMENT**

After May 1st we will be located in our new building, Washington at 21st street. We believe we can honestly say it is the finest and most complete Automobile establishment in the Northwest. Your patronage is solicited.



**Pierce-Arrow Six**—Last word in motor car luxury. **Cadillac "30"**—Indisputable leader in its class. **Woods Electric**—Best by test.

**Covey Motor Car Co.**  
Washington at 21st, Portland, Or.



Covey Motor Car Company  
Multnomah Co.: Oregon

Figure 11: "A2009-009.128 : Looking West from NW 20th Ave at Buildings on the South Side of W Burnside St," December 31, 1927, AP/20107, Portland City Archives.



City of Portland (OR) Archives, A2009-009.128

Figure 12: Vitrolite Advertisement, unknown date (<https://www.hagley.org/librarynews/what-vitrolite-another-question-answered-hagley-library>)





Covey Motor Car Company  
Multnomah Co.: Oregon

Figure 13: Stevens & Sons postcard, 1950s, eBay (<https://www.ebay.com/itm/193463705820>)





**Photograph 1 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0001

West façade of main building and neon VOLVO sign with surrounding cityscape, looking east-southeast from NW 22nd Place and W Burnside.



**Photograph 2 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0002

Northeast corner of main building, looking southwest from the corner of W Burnside and NW 21<sup>st</sup>.



**Covey Motor Car Company  
Multnomah Co.: Oregon**



**Photograph 3 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0003  
North façade of main building, looking south from the parking lot at 2103 W Burnside St.



**Photograph 4 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0004  
Northwest corner of main building, looking southeast from the intersection of Burnside and NW King St.

**Covey Motor Car Company  
Multnomah Co.: Oregon**



**Photograph 5 of 12: OR\_Multnomah\_CoveyMotorCarCompany\_0005**  
Northwest corner of property showing main building (left), parking lot (center) and parts building entrance (right), looking southeast from W Burnside.



**Photograph 6 of 12: OR\_Multnomah\_CoveyMotorCarCompany\_0006**  
Northwest corner of parts building, looking southeast from SW King.



**Covey Motor Car Company  
Multnomah Co.: Oregon**



**Photograph 7 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0007  
Southwest corner of service building, looking northeast from corner of SW King and SW Yamhill.



**Photograph 8 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0008  
East facades of parts and main buildings, looking northwest from SW 21<sup>st</sup>.



**Photograph 9 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0009  
East façade of main building and neon sign, looking west-northwest from SW 21<sup>st</sup>.





**Photograph 10 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_00010  
Detail of various patterned glass panes in window bays along west façade of service building, looking east from SW 21<sup>st</sup>.



**Photograph 11 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0011  
Detail of north façade of main building showing reflective glass cladding, neon VOLVO neon blade sign, and ground floor automobile showroom salesfloor.



**Photograph 12 of 12:** OR\_Multnomah\_CoveyMotorCarCompany\_0012  
Detail of riveted metal window mullions, awning window opening, patterned glass windowpanes, and accordion door.