

United States Department of the Interior
National Park Service

VLR 9/5/7
NAHP 11/1/7

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 *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 Pyramid Motors
other names/site number VDHR No. 118-5237

2. Location

street & number 405-407 Federal Street not for publication N/A
city or town Lynchburg vicinity _____
state Virginia code VA county Independent City code 680 zip code 24504

3. State/Federal Agency Certification

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

[Signature] _____ Date [Signature] _____
Signature of certifying official
Virginia Department of Historic Resources
State or Federal Agency or Tribal government

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

Signature of commenting official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:
____ entered in the National Register
____ See continuation sheet.
____ determined eligible for the National Register
____ See continuation sheet
____ determined not eligible for the National Register
____ removed from the National Register
____ other (explain): _____
Signature of the Keeper _____
Date of Action _____

=====

5. Classification

=====

Ownership of Property (Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property (Check only one box)

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

Number of Resources within Property

Contributing	Noncontributing	
<u> 1 </u>	<u> 0 </u>	buildings
<u> 0 </u>	<u> 0 </u>	sites
<u> 0 </u>	<u> 0 </u>	structures
<u> 0 </u>	<u> 0 </u>	objects
<u> 1 </u>	<u> 0 </u>	Total

Number of contributing resources previously listed in the National Register 0

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

=====

6. Function or Use

=====

Historic Functions (Enter categories from instructions)

Cat: Specialty Store Sub: Auto Showroom

Current Functions (Enter categories from instructions)

Cat: Specialty Store Sub: Bookbinder

=====

7. Description

=====

Architectural Classification (Enter categories from instructions)

 Modern Movement/Art Deco/Art Moderne

Materials (Enter categories from instructions)

foundation Brick

roof Asphalt

walls Brick

other _____

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)

- 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.)

- 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.

Areas of Significance (Enter categories from instructions)

Architecture

Period of Significance 1937

Significant Dates 1937

Significant Person (Complete if Criterion B is marked above) N/A

Cultural Affiliation N/A

Architect/Builder Unknown

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

=====

9. Major Bibliographical References

=====

(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

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Virginia Department of Historic Resources

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10. Geographical Data
=====

Acreage of Property about 0.7 acres (less than one acre)

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

Zone	Easting	Northing	Zone	Easting	Northing	Zone	Easting	Northing	Zone	Easting	Northing
1	17	663567E	4	14	2360N	2			3		

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 Ashley Neville & John Salmon
 organization Ashley Neville, LLC date 6/1/2007
 street & number 112 Thompson Street, Suite B-1 telephone 804-798-2124
 city or town Ashland state VA zip code 23005

=====
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 Lynchburg Neighborhood Development Foundation
 street & number 927 Church Street telephone 434-846-6964
 city or town Lynchburg state VA zip code 24504

=====
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.). A federal agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number.

Estimated Burden Statement: Public reporting burden for this form is estimated to average 36 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 National Register of Historic Places, National Park Service, 1849 C St., NW, Washington, DC 20240.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Pyramid Motors
Lynchburg, VA**

Section 7 Page 1

SUMMARY DESCRIPTION

The Pyramid Motor Corporation constructed its showroom in 1937 in an area that became something of Lynchburg's "motor mile" in the 1930s, with several car dealerships and automobile related business located on Fifth Street. A long, one-story, streamlined brick building with contrasting bands of red and yellow bricks, its modernistic form and detailing created a thoroughly modern showroom that reflected the cars it was selling. The building stands on Federal Street just off Fifth Street and occupies the entire lot. There are no other buildings or land associated with it.

DETAILED DESCRIPTION

Pyramid Motors is located on Federal Street just off Fifth Street, which at one time was an automobile dealership corridor in Lynchburg. Fifth Street is a heavily traveled commercial thoroughfare that leads southwest from the river through the city on the east end of the downtown commercial and governmental center of the city. The Pyramid building sits just off the corner of Federal and Fifth Streets and occupies the entire lot. A mid-1950s gas station is located on the corner of Fifth and Federal and Adams Motors, an older car dealership, is located northwest of Pyramid and abuts it at the rear. Open paved lots where the cars for sale were parked are located to the rear of Pyramid, in front of Adams Motors, and across Fifth Street, giving an open appearance to the corner of Fifth and Federal Streets. Beyond the Fifth Street corridor, the areas on both sides of Fifth are mostly residential.

Pyramid Motors is a one-story building with a yellow brick façade with contrasting red-brick details. The sides and rear are a combination of the yellow brick, concrete block, and parged masonry. A semi-circular entry tower of corbelled yellow brick dominates the center of the façade and rises above the building's flat roof. The entrance retains the original circular metal canopy suspended by chains. Alternating horizontal bands of red and yellow brick on the upper portion of the façade contribute to its streamlined appearance. The former showroom was located south of the entrance, with the service department occupying the northern half of the building. The service end is divided into window bays by brick pilasters with large multiple-light steel windows with moveable center sections. The windows on each end are also multiple-light steel windows. A substantial chimney is located on the north end of the building. Two loading bays were added to the north end of the building about 1971 and are set back from the façade.

The interior of the building remains relatively intact. Customers entered a spacious lobby area with the large open showroom on the left (south) and the service department to the right (north). Both the lobby and showroom floor are paved with Bavarian brick, an oversized red brick. The original small offices where salesmen met with customers to hammer out deals line the south wall of the showroom with a larger office with large glass windows at the end of the row. To the rear of the showroom are two large rooms that may have been one room originally. A narrow corridor at the rear of the showroom connected it with the service section and provided access to restrooms. The service department consists of two large rooms with a concrete-block walls and exposed ceiling with steel joists and two rows of skylights. The floor is concrete with the original work bays outlined on the floor with brick at the front of the building. Behind this large room is a room of similar size and construction. The room where cars were painted is still extant in the rear north corner, as depicted on the 1955 Sanborn map.

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**Pyramid Motors
Lynchburg, VA**

Section 7 Page 2

Only a few changes have been made to the seventy-year-old building and it maintains good integrity. The major change to the building was the shortening of the showroom windows in the 1980s. During the crack-cocaine epidemic of that decade in Lynchburg, this area was a gathering place for drug dealers and eventually all the showroom windows were shot out. Instead of replacing the large plate glass showroom windows, the owner elected for the safety of his employees to infill the lower portion of the window with brick. This was a very successful adaptation and brick was used that was the same color, size, and texture as the brick found on the upper portion of the building. Other changes include the installation of a long counter/desk near the entrance of the showroom, paneling in the sales offices, and a dropped ceiling in the showroom.

The Pyramid Motors building was constructed a year after Lynchburg celebrated its sesquicentennial and just as the country was beginning to recover from the Great Depression. Its design in a consciously modern style indicates it was conceived as a forward-looking building that would attract customers who would buy their modern automobiles. Studies of Lynchburg architecture note that few other buildings were constructed in Lynchburg using the Art Deco idiom.¹ The *Lynchburg News and Advance* Building and the Allied Arts Building are the best examples of the Art Deco style in Lynchburg and both are large commercial buildings. The *News and Advance* Building, constructed in 1931 for the city newspaper owned by the Carter Glass family, is located on Church Street at Monument Terrace. It is a solid four-story building sheathed in stone with stylized Art Deco ornamentation. The Allied Arts Building, located at Eighth and Church Streets and built 1929-31, was the tallest commercial building in the city until 1972. It was constructed of yellow brick with contrasting greenstone trim on the first several floors.²

Pyramid Motors was a much more modest building but nevertheless incorporated the latest style of the time. Before moving to its new site on Federal Street, the company was located on Church Street not far from the *News and Advance* and Allied Arts buildings. These buildings possibly could have influenced the choice of design for the new automobile showroom. Unfortunately, no architect has been identified for the Pyramid Motors building. The Pyramid Motor Corp. consciously designed a building using a style that reflected the snazzy “modern” streamlined styling of the Lincoln Zephyr, the upscale automobile that it sold – streamlined car, streamlined dealership.

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**Pyramid Motors
Lynchburg, VA**

Section 8 Page 3

STATEMENT OF SIGNIFICANCE

The Pyramid Motor Corporation building, located at 405-407 Federal Street in Lynchburg, Virginia, was constructed in 1937 for Robert J. Keller, Jr. His automobile dealership sold not only Fords but Lincoln Zephyrs, which were streamlined entry-level luxury cars that bridged the gap between Fords and the high-end, aging Lincoln K series. In its use of the architectural motifs of the Art Deco/Art Moderne style, examples of which are rare in Lynchburg, the building reflects the streamlined styling of the Zephyr.

JUSTIFICATION OF CRITERIA

The Pyramid Motor Corporation building is eligible for listing in the National Register of Historic Places as locally significant under Criterion C as a good example of an Art Deco/Art Moderne-style automobile showroom and service facility. Significant portions of the building's historic fabric remain largely intact and retain integrity of location, association, setting, feeling, design, and materials. The period of significance is 1937, the year the building was constructed.

HISTORICAL BACKGROUND

The automobile dealership building at 405-407 Federal Street was constructed for the Pyramid Motor Corporation in 1937. Robert John Keller, Jr., founded the company in 1936, a year after he first appeared in the Lynchburg business directory as employed in the insurance industry. Keller was born in Brooklyn, New York, on April 8, 1887. His father, Robert J. Keller, Sr., was president of Geigy-ter Meer Company, the American branch of the Swiss dye and chemical company Geigy, with offices located at 89 Barclay Street in New York City. The parent company had organized the Geigy Aniline and Extract Company (GAE) in 1903 as a wholly owned subsidiary to market and sell its products in the United States. In 1909, Geigy-ter Meer Company, later Geigy Company, Inc., was established in New York to succeed GAE. The young Keller's World War I draft registration card, dated June 5, 1917, described him as manager of the "Canadian Dept." at Geigy-ter Meer. At that time, he lived at 525 West End Avenue in New York City. He married before January 5, 1922, when his son, Robert John Keller III, was born in New York City. At some point, Robert J. Keller, Jr., and his family left New York. Keller's whereabouts until he took up residence in Lynchburg about 1935 are not known.³

Keller, presumably either a widower or divorcé by the time he moved to Lynchburg, married Grace Stone Loyd, an Illinois native and the widow of Sidney Miller Loyd, Sr., about 1935. Sidney M. Loyd, a wealthy attorney and trustee for the family estate, was chairman of the board of Glamorgan Pipe and Foundry Company when he died on May 8, 1931, "suddenly . . . at his home." The Lynchburg foundry manufactured water pipes and fire hydrants. The Loyds, with their two sons, Frank S. Loyd and Sidney M. Loyd, Jr., lived first on Rivermont Avenue and then on Langhorne Road in the prosperous northwestern streetcar suburbs of Lynchburg. When Loyd died at the age of fifty-three, his high social status was indicated by the appearance of his obituary in the *Washington Post*.⁴

After Grace Stone Loyd married Robert J. Keller, Jr., she purchased three parcels of land on Federal Street near Fifth Street in the commercial center of Lynchburg in December 1936 and January 1937. The heirs of Thomas O'Brien sold two of the parcels to her and Kate A. Mallan sold her the third one. Federal Street was primarily residential in the late nineteenth and early twentieth centuries, as was Fifth Street, although a large tobacco stemmery stood a block from

Fifth on Federal Street. As in other Virginia cities, some tobacco factories or manufacturing plants were located in Lynchburg's older residential areas. Robert Keller at first located Pyramid Motor Corporation close by at 523-525

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Lynchburg, VA**

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Church Street near the intersection with Fifth Street, then moved into the Federal Street building in 1937. Pyramid sold Ford and Lincoln Zephyr automobiles. The company's advertisements employed the slogan, "You Can Af-Ford a Ford." Keller was the company's president and general manager, but the property was listed in his wife's name in the city land tax books.⁵

By the time Keller opened Pyramid Motor Corporation, the automobile was well established in America. The first vehicles with gasoline-powered internal combustion engines were invented in the 1880s in Germany. In the United States, the Duryea brothers became the first automobile manufacturers with the founding of their company in 1895. The following year, Henry Ford, Charles Brady King, Ransom Eli Olds, and Alexander Winton introduced their gasoline cars. Oldsmobile had a large-scale production line running by 1902 and Ford introduced the Model T in 1908. World War I demonstrated the value of automobiles and trucks and proved the importance of the auto industry's mass production methods. By 1919, the auto industry was only twenty years old but it was the third most important industry in the value of its products.

Many small automobile manufacturers produced cars during the first three decades of the twentieth century, and Lynchburg was no exception. The Piedmont Motor Car Company was founded there in 1915, and by December 1916 it was advertising the Piedmont 30, its principal product. The plant was located on Hollins Mill Road near Bedford Avenue. The frames, wheels, engines, and other parts were manufactured elsewhere, shipped by rail to Lynchburg, and assembled at the plant. Once the autos were put together except for the bodies and doors, they were driven over Lynchburg's unpaved streets at breakneck speeds (forty-five to fifty-five miles an hour) to test them. "Rough testing" involved driving them up and down the stone outdoor steps in Rivermont Park. The cars were sold first directly from the factory and then after 1919 at Leftwich Motor Company on Main Street. The plant also sold the automobiles under other names (Bush Automobile Company in Chicago and Lone Star Company in Texas). The Piedmont 30 was marketed successfully in Europe as the Alsace. Increasing competition, however, forced the company into bankruptcy in 1921.⁶

Automobile production increased significantly during the 1920s, when jobs were plentiful and many people could afford to purchase a car. The Great Depression, which began in 1929, significantly slowed the production of the number of automobiles and many of the smaller manufacturers went out of business. Although the depression continued even as Keller established the Pyramid Motor Corporation, automobile sales remained lucrative enough that Pyramid competed effectively with Lynchburg's other dealers and prospered.

The company's move to new quarters in 1937 coincided with the introduction of the Lincoln Zephyr, an entry-level luxury car that bridged the gap between Fords and the high-end, aging Lincoln K series. Introduced in 1935 as a 1936 model, the Zephyr was a very "modern" automobile, sporting a low raked windscreen, integrated fenders, and a streamlined design—the most successful sleek design since the revolutionary Chrysler Airflow. Despite the hardships of the Great Depression, the Zephyr ignited sales at Lincoln dealerships such as Pyramid Auto Corporation late in the 1930s. By 1941, Lincoln dealers offered only Zephyrs, Continentals, and the Zephyr-based Custom models. The

production of American cars was stopped in 1942 for the duration of the war, and afterward, when production resumed, the Zephyr name was discontinued. It reemerged briefly in 2006, but the 2007 model was renamed the MKZ.⁷

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**Pyramid Motors
Lynchburg, VA**

Section 8 Page 5

The Pyramid Motors Corporation building presented, like the Zephyr, a streamlined, “modern” appearance in the Art Deco/Art Moderne style, which is rare in Lynchburg. The Modern Movement, which incorporated and was variously known as Art Deco, Art Moderne, Streamlined Moderne, and Modernistic, was the first popular style in the United States to break with the revivalist tradition embodied by the Beaux-Arts and period homes. The Modern styles became popular in the early 1920s and persisted until about 1940. Smooth surfaces of concrete, stone, and metal were characteristic of this period. Polychromy, often with vivid colors, was frequently used. Both the Pyramid Motors building and the Allied Arts Building in Lynchburg used polychromy with great success. The use of simplified and streamlined forms created a futuristic appearance that consciously rejected historical styles. The style strove for modernity and an appearance associated with the machine age. Manufacturers designed streamlined cars, trains, ships, and kitchen appliances that both influenced and were influenced by these popular modernistic architectural styles.

The Pyramid building was not, however, the only automobile sales showroom or automobile-related business that moved to the Fifth Street corridor during the same period. Adams Motor Company, which sold DeSotos and Plymouths, was one of the earliest car dealers on Fifth Street. Located around the corner from Pyramid, the red-brick, solidly Georgian Revival-style building was occupied as early as 1932. It has only recently been vacated, and the fanlights that topped the large plate-glass windows on the façade have been covered with Drivit on the exterior. One other automobile-related business was located on Fifth Street early in the 1930s: Miller Tire at Fifth and Court streets, near the original location of Pyramid Motor Corporation. By 1936, three businesses in the automobile field were located on Fifth Street: Adams Motors, Wellford-Gerhart Company, which sold Packards, and Goodyear Tire. In 1937, when Pyramid moved to Federal Street, six automobile businesses were located nearby, including a tire store and an auto supply store. Most of the buildings in which these businesses were located are no longer standing or were not built specifically for an automobile-related business. These one- and two-story masonry buildings are more characteristic of warehouse architecture. One automobile-related building is located at the corner of Fifth and Court Streets. Now a auto-repair shop, it was constructed in the International style that was popular shortly after Pyramid Motors was built.⁸

By 1942, perhaps due to poor health, Keller had withdrawn from active participation in Pyramid Motor Corporation, as he had written “not employed” on his World War II registration card. Two years later, Grace Stone Keller leased the building to Virginian Motors, Inc., and in 1945 she transferred the property to her husband for \$48,195. Robert J. Keller, Jr., died on October 6, 1946, in Lynchburg’s Virginia Baptist Hospital, “where he was undergoing treatment for a stroke of paralysis” he had suffered late the previous week. Funeral services were conducted on October 8 at Saint John’s Episcopal Church, where Keller had been a member, and he was buried in Spring Hill Cemetery.⁹

Grace Stone Keller and Robert J. Keller III, who had inherited the Pyramid property from Robert J. Keller, Jr., sold it to Landon R. Wyatt and Frank W. Turner in 1948. The name of the dealership was changed to Turner Buick Corporation, reflecting the change in ownership as well as in the product sold. The company changed its name twice more, to Dickerson Buick Corporation in 1955 and then to Hemphill Buick-Opel, Inc., in 1970. Five years later,

Hemphill Buick-Opel sold the building to Sheltered Workshop of Lynchburg, Inc. Harold and Sandra Brooks bought the building from Sheltered Workshop in 1989, and are presently selling it to the Lynchburg Neighborhood Development Foundation.¹⁰

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**Pyramid Motors
Lynchburg, VA**

Section 9 Page 6

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**Pyramid Motors
Lynchburg, VA**

Section 10, Photo List Page 7

GEOGRAPHICAL DATA

VERBAL BOUNDARY DESCRIPTION

This property consists of Lynchburg tax parcel ID 02409002. This is the same parcel referenced in the City of Lynchburg Deed Book 743, Page 549 in February 1999.

BOUNDARY JUSTIFICATION

This parcel is all the land that historically has been associated with the Pyramid Motors building. This is the same parcel referenced in the City of Lynchburg Deed Book 743, Page 549 in February 1999.

PHOTO LIST

Pyramid Motors, Lynchburg, Virginia. All photographs were taken by Ashley Neville, March 2007. The negatives are on file at the Virginia Department of Historic Resources, Richmond, Virginia. The negative number for all photographs is 23470.

1. Façade, view to the northwest
2. Façade with service area on right, view to the south
3. Entry, view to the southwest
4. Former showroom looking to the rear, view to the southwest
5. Sales offices, view to the east
6. Service area looking to the front and north end, view to the north

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Pyramid Motors
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Section End Notes Page 8

ENDNOTES

¹ S. Allen Chambers, *Lynchburg, An architectural History*, (Charlottesville: University Press of Virginia, 1981), 442.

² *Ibid*, 459.

³ *Hill's Lynchburg (Campbell County, Va.) City Directory, 1935* (Richmond, Va.: Hill Directory Co., 1935), 237; *Hill's Lynchburg Directory, 1936*, p. 254; *Hill's Lynchburg Directory, 1937*, p. 632; Geigy company history found at www.transferpricing.com, accessed May 30, 2007; *Trow General Directory of New York City, 1917* (New York: H. Wilson, 1917), 1126; Robert J. Keller, Jr., WWI draft registration card, Ancestry.com, accessed May 30, 2007; obituary, Robert J. Keller III, *Richmond Times-Dispatch*, March 19, 1995.

⁴ Sidney M. Loyd, WWI draft registration card, September 12, 1918, Ancestry.com, accessed May 30, 2007; obituary, Sidney M. Loyd, *Washington Post*, May 9, 1931, p. 3; U.S. Census, Schedule of Inhabitants, 1930, Virginia, Lynchburg, Enumeration District 110-1, p. 121; *Hill's Lynchburg Directory, 1932*, p. 248.

⁵ Lynchburg, Deed Book 202, pp. 252, 260, 366, Lynchburg City Courthouse, Lynchburg, Va.; *Hill's Lynchburg Directory, 1937*, pp. 632–633; Auditor of Public Accounts, Land Tax Books, 1937, 1938, Library of Virginia (LVA), Richmond, Va.

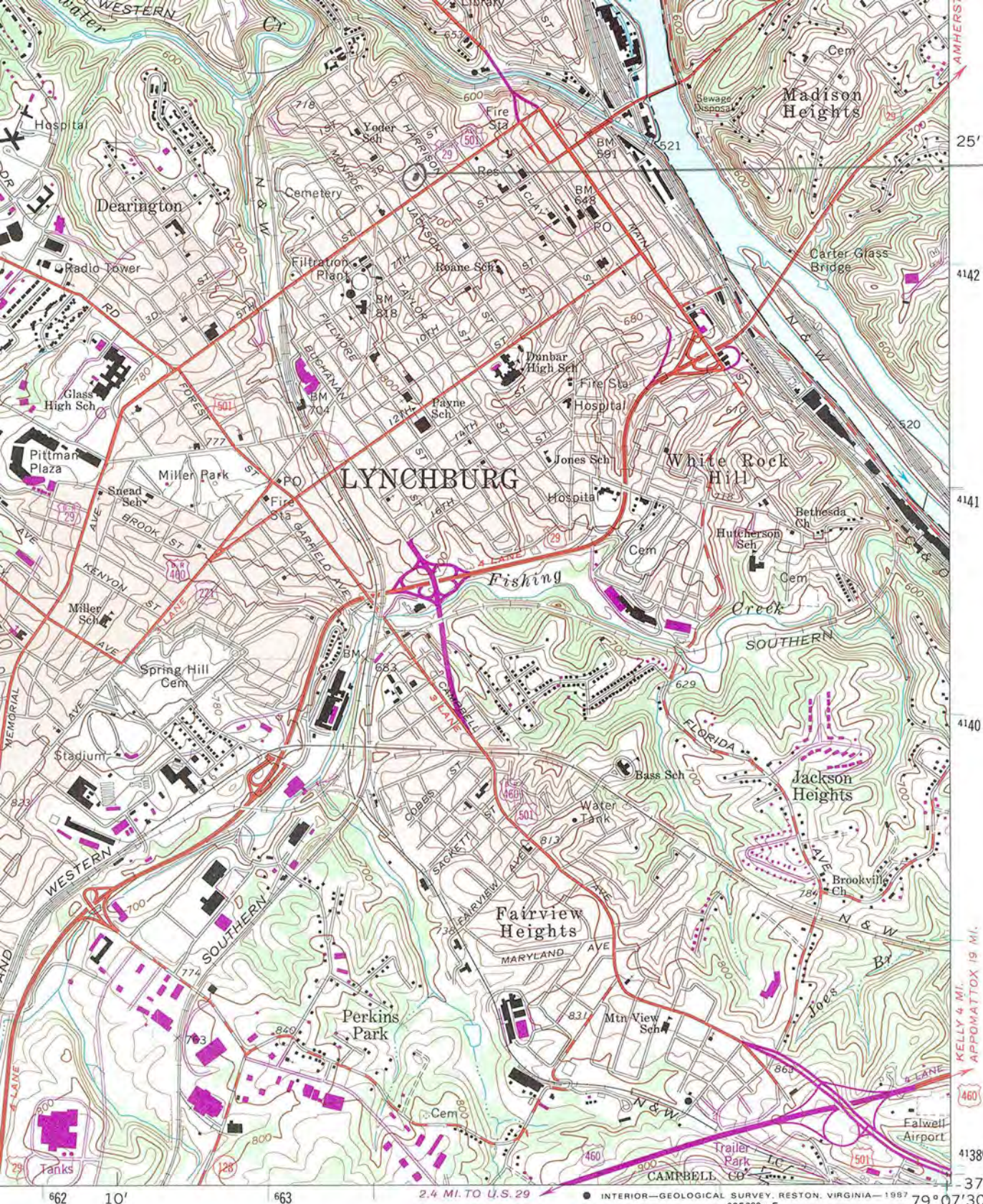
⁶ James M. Elson, *Lynchburg, Virginia: The First Two Hundred Years, 1786–1986* (Lynchburg, Va.: Warwick House Publishers, 2004), 296–298.

⁷ Information on Lincoln Zephyr from Wikipedia, www.en.wikipedia.org/wiki/Lincoln-Zephyr, accessed May 30, 2007.

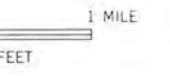
⁸ DHR's Data Sharing System (DSS) identifies only 7 Art Deco and 8 Art Moderne resources among the 2,310 buildings surveyed in Lynchburg; *Hill's Lynchburg Directory, 1934–1937*.

⁹ Robert J. Keller, Jr., WWII draft registration card, Ancestry.com, accessed May 30, 2007; Lynchburg, Deed Book 239, p. 298, Lynchburg City Courthouse, Clerk's Office, Lynchburg, Va.; Robert J. Keller, Jr., obituary and funeral notice, *Lynchburg Daily Advance*, October 7, 1946, p. 8, col. 1, and October 9, 1946, p. 9, col. 3, respectively.

¹⁰ Lynchburg, Deed Book 257, p. 131, Lynchburg City Courthouse, Clerk's Office, Lynchburg, Va.; *ibid.*, Deed Book 262, p. 492; *ibid.*, Charter Book 12, p. 305; *ibid.*, Charter Book 20, 492; *ibid.*, Deed Book 497, p. 648.



Pyramid Motors
 Lynchburg, VA
 UTM
 17663567E
 4142360N



ROAD CLASSIFICATION

Heavy-duty		Light-duty	
Medium-duty		Unimproved dirt	
	U. S. Route		State Route



LYNCHBURG, VA.
 NW/4 LYNCHBURG 15' QUADRANGLE
 37079-D2-TF-024

1963
 PHOTOREVISED 1984

VIRGINIA 22902 Revisions shown in purple and woodland compiled in cooperation with
 22903 Commonwealth of Virginia agencies from aerial photographs
 ST taken 1982 and other sources. This information not field checked
 Map edited 1984

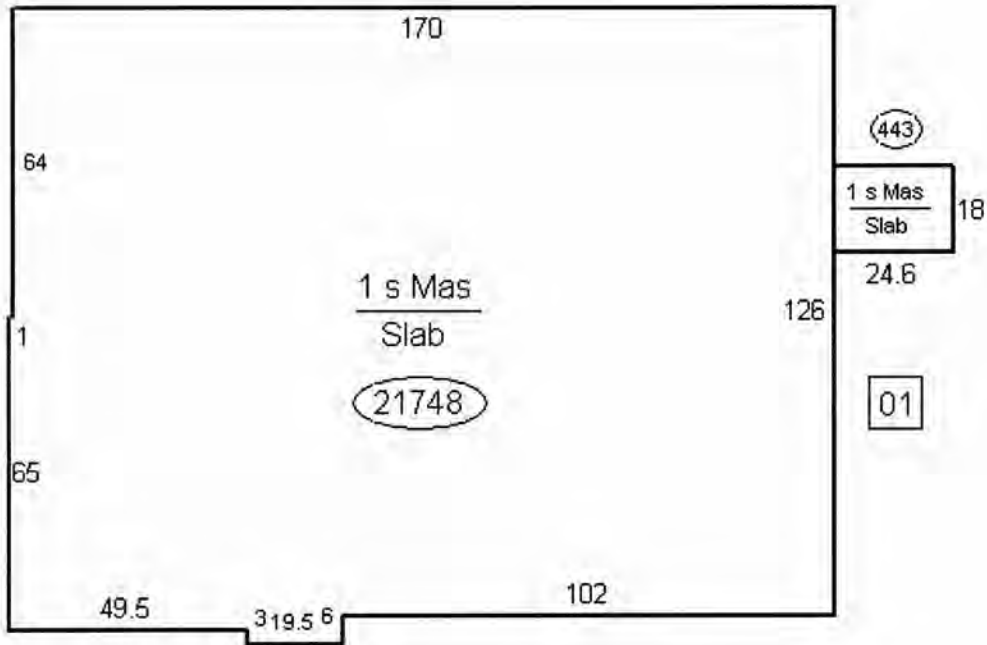
KELLY 4 MI. APPROXIMATELY 19 MI.

(RUSTBURG)
 51581 SE

2.4 MI. TO U.S. 29

● INTERIOR—GEOLOGICAL SURVEY, RESTON, VIRGINIA—1987
 665000m.E.

4138000m.N.
 37°22'30"
 79°07'30"



PROPERTY SKETCH
2007 GIS SYSTEM

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property

County and State

Name of multiple property listing (if applicable)

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 07001140 Date Listed: 11/1/2007

Property Name: Pyramid Motors County: Lynchburg State: VA

Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

Patrick Andrews
Signature of the Keeper

11/1/2007
Date of Action

Amended Items in Nomination:

The nomination does not include an acreage figure in Section 10 of the form. The VA SHPO has confirmed that the nominated area includes less than one acre. The form is amended to add this information.

DISTRIBUTION:

- National Register property file**
- Nominating Authority (without nomination attachment)**

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State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this additional documentation move removal
 name change (additional documentation) other

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.



Signature of Certifying Official/Title:

7-21-2020
Date of Action

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
- additional documentation accepted
- other (explain:) _____

Signature of the Keeper

Date of Action

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Pyramid Motors, located in the City of Lynchburg, Virginia, was listed in the Virginia Landmarks Register and the National Register of Historic Places in 2007. The property was listed under Criterion C in the area of Architecture with a period of significance of 1937, coinciding with completion of the building's construction.

In the original nomination's Section 8, no architect is identified for the building. Research conducted by Carolyn Gills Frazier, author of *Stanhope, Chronologically: The Work of Stanhope Spencer Johnson, AIA, 1881-1973* (privately published, 2018), has identified Stanhope S. Johnson as the architect. For the project, Frazier consulted the Lynchburg Architectural Archive at Jones Memorial Library in Lynchburg, where most of Johnson's plans and papers are held.

Among the Lynchburg Architectural Archive holdings, Frazier identified blueprints, an invoice, miscellaneous documents, and correspondence related to Johnson's design and the construction of Pyramid Motors (Figures 1-2). These are cataloged under the call number Box 19, MS1236.

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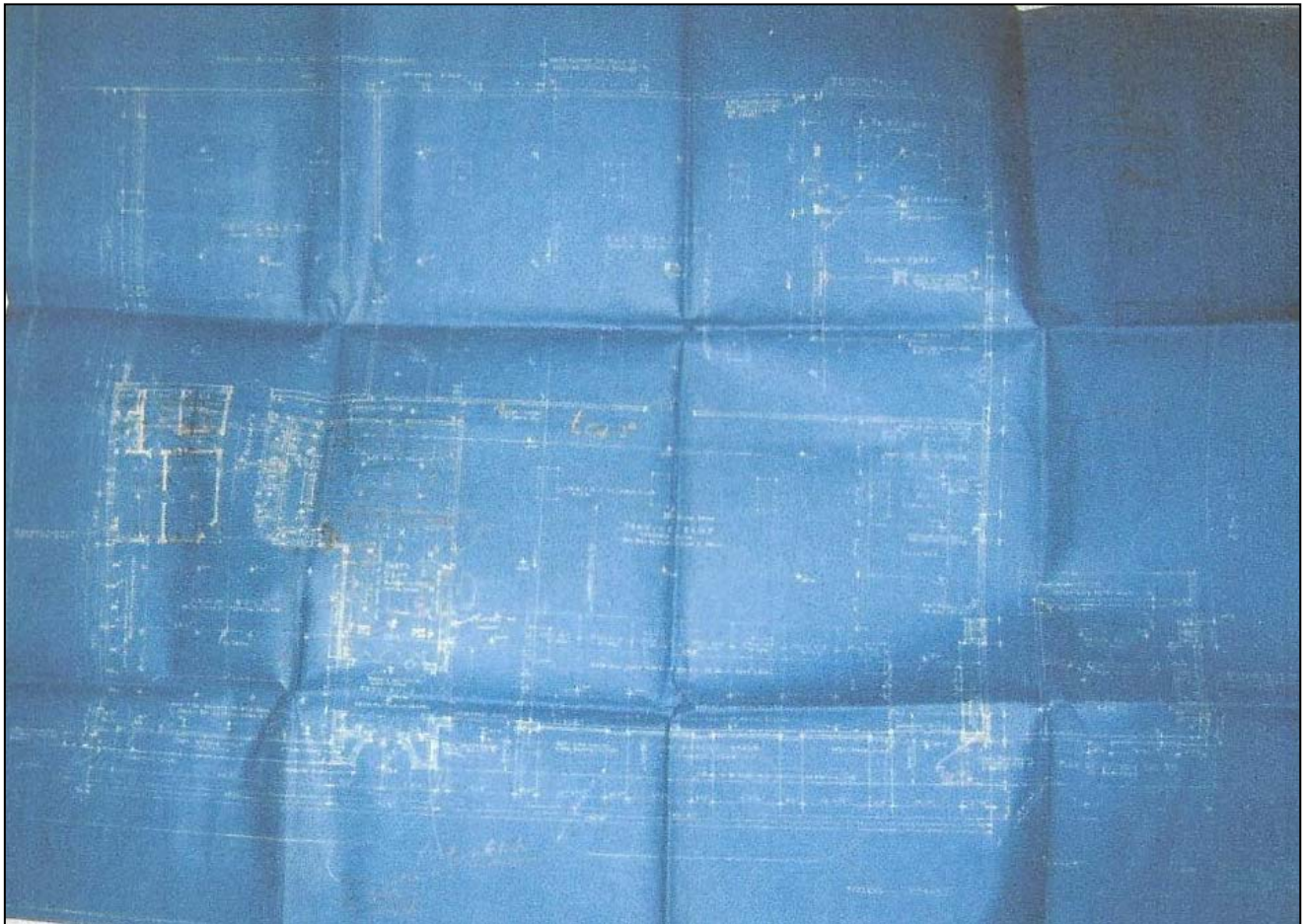


Figure 1. Architectural drawing by Stanhope Johnson of Floor Plan for Pyramid Motors (original drawing held at the Lynchburg Architectural Archive, Jones Memorial Library, Lynchburg, Virginia)

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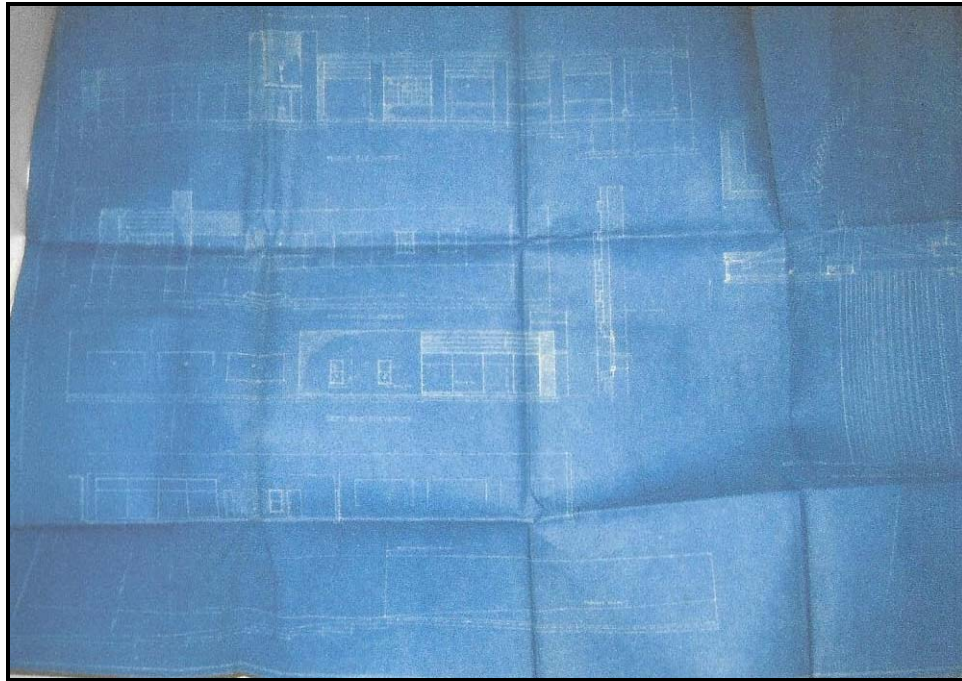


Figure 2. Architectural drawing by Stanhope Johnson of Elevation for Pyramid Motors (original drawing held at the Lynchburg Architectural Archive, Jones Memorial Library, Lynchburg, Virginia)

March 5, 1929

Stanhope S. Johnson, Architect
Allied Arts Building
Lynchburg, Virginia

Dear Sir:

We are listing below a list of fixtures for the Keller Job:

Location	Quantity	Type	Cat. No.	Mfg. Name	Description	Finish	List Price	Extension
Barbers	1	Flush	710/12	GB	Round frame 1 1/2" dia. box 10 1/2 x 4	Pol. Chrome	11.00	11.00
Restrooms	1	Flush	721/12	GB	Square frame 1 1/2" dia. box 10 3/4 x 4	"	12.00	12.00
Show Room	13	Flush	720/12	GB	Rect. " 15 3/4 box 13 3/4 x 9 3/4	"	14.00	182.00
Passage #2	1	Flush	720/12	GB	" " " " " " " " " " " "	"	14.00	14.00
General Office	1	Pendant	101190	Ivanhoe	Stem hanger semi-indirect 300 watt	Gd Brass	23.00	23.00
Mr. Keller's Office #1	1	Pendant	101190	Ivanhoe	" " " " " " " " " " " "	"	23.00	23.00
Private Office #1	1	Pendant	101190	Ivanhoe	" " " " " " " " " " " "	"	11.50	11.50
Private Office #2	1	Pendant	101190	Ivanhoe	" " " " " " " " " " " "	"	11.50	11.50
Private Toilet	1	Ceiling	803	GB	Ceiling band opal dish 8"	"	5.50	5.50
Coat Closet	1	Ceiling	1456	Ivanhoe	Born light	Pol. Chrome	1.00	1.00
Passage #1	1	Ceiling	1456	Ivanhoe	" " " " " " " " " " " "	"	1.00	1.00
Men's Toilet	1	Ceiling	1456	Ivanhoe	" " " " " " " " " " " "	Gd Brass	1.00	1.00
Ladies Toilet	1	Ceiling	1456	Ivanhoe	" " " " " " " " " " " "	Pol. Chrome	1.00	1.00
Wash Room	2	Ceiling	1203	Ivanhoe	9 x 4 unit plain	"	2.00	4.00
Waiting Room	1	Ceiling	1203	Ivanhoe	9 x 4 unit plain	"	2.00	2.00
Passage #3	2	Ceiling	1457x6	Ivanhoe	Plain ceil. unit & open shade	"	1.50	3.00
Parts Dept.	18	Ceiling	150 3RD	Ivanhoe	14" Dia. pers. convex reflectors	Standard	2.10	37.80
New Car Dept.	6	Ceiling	200 3RD	Ivanhoe	12" " " " " " " " " " " "	Standard	2.50	15.00
Old Car Dept.	15	Ceiling	150 3RD	Ivanhoe	12" " " " " " " " " " " "	Standard	2.30	34.50
Paint Shop	9	Ceiling	150 2nd	Ivanhoe	14" " " " " " " " " " " "	Standard	3.10	27.90
Wash Board	2	Ceiling	121	Ivanhoe	Angle reflectors Curvish 2 & install 4 old	"	1.50	3.00
Service Shop	8	Ceiling	150 3RD	Ivanhoe	14" Pers. convex reflectors	Standard	3.10	24.80
Service Shop	11	Ceiling	150 3RD	Ivanhoe	12" " " " " " " " " " " "	Standard	2.90	31.90
Drive Entrance	1	Bracket	1276	Novelty	Double face sign entrance	"	26.00	26.00
Drive Entrance	1	Bracket	1276	Novelty	Double face sign exit	"	26.00	26.00
Roller Room and Fuel Room	3	Ceiling	Stock		For. lamp receptacles	"	.30	.90
							List Total.....	\$ 369.78

The above fixtures furnished and installed complete Three Hundred Fifty-Four Dollars Fifty Cents. (\$354.50) less bulbs.

Yours very truly,
McDaniel-Rice Electric Co. Inc.

Figure 3. Copy of Invoice for Pyramid Motors Project from Vendor to Stanhope S. Johnson (original document held at the Lynchburg Architectural Archive, Jones Memorial Library, Lynchburg, Virginia)

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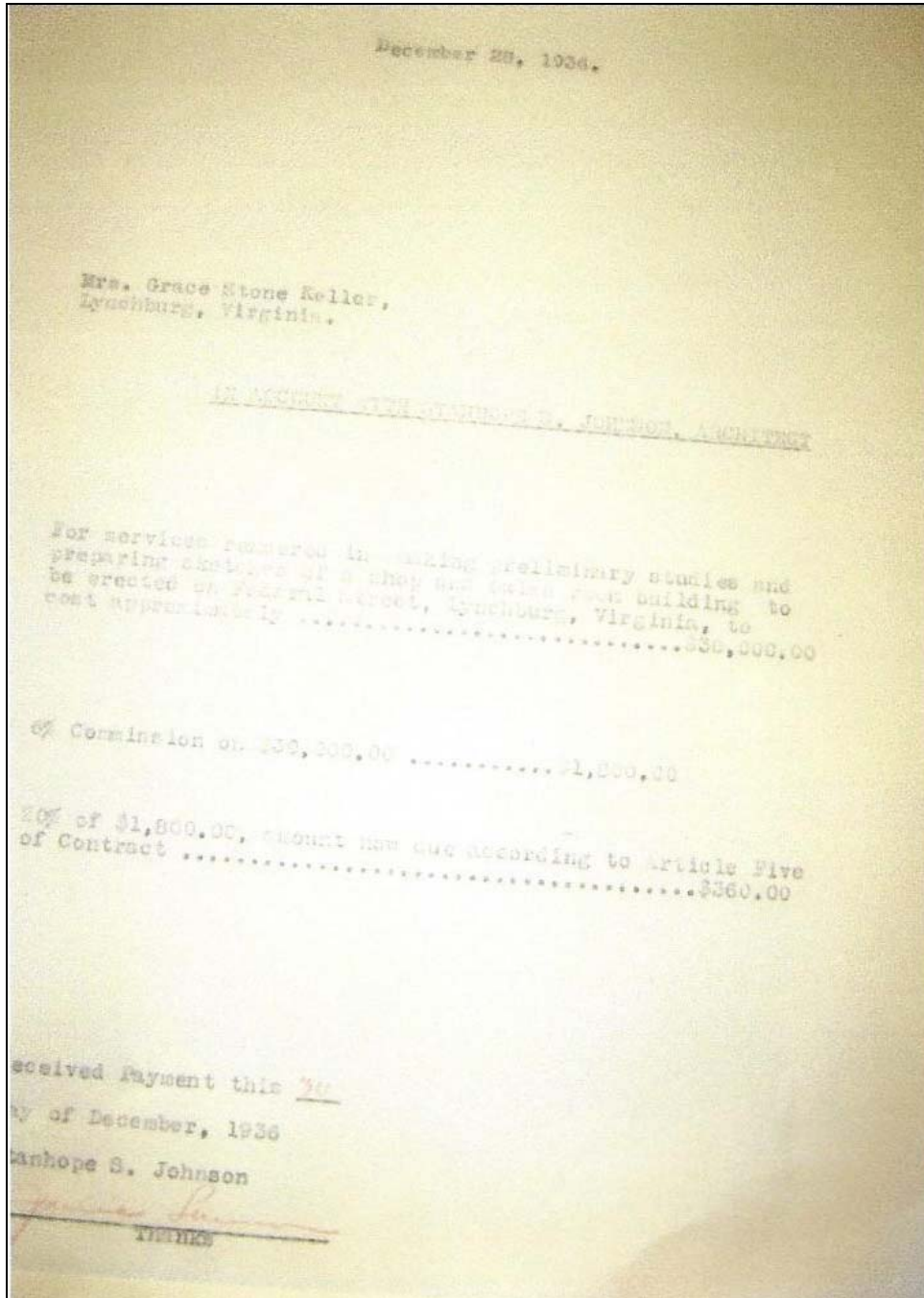


Figure 4. Copy of Receipt for Stanhope S. Johnson's Services for the Pyramid Motors Project (original document held at the Lynchburg Architectural Archive, Jones Memorial Library, Lynchburg, Virginia)