

ZONING CHANGE REVIEW SHEET

CASE NUMBER: HDP-2017-0437

HLC DATE:

August 28, 2017

September 25, 2017

PC DATE:

APPLICANT: Historic Landmark Commission

HISTORIC NAME: 300 Colorado Street Warehouse Block

WATERSHED: Lady Bird Lake

ADDRESS OF PROPOSED ZONING CHANGE: 300-08 Colorado Street

ZONING FROM: CBD to CBD-H

SUMMARY STAFF RECOMMENDATION: Staff recommends release of the permit upon completion of a HABS Level documentation package, consisting of drawings on mylar and a narrative history of the building, for archiving at the Austin History Center. The building, while representing a rich history of various commercial and warehouse uses, has been significantly modified over the years with new face bricks, infill, and other modifications that have compromised its historic appearance. Documentation of this building appears to be the best means of preserving the history of the building and the Warehouse District. Staff therefore cannot recommend historic landmark designation for this building.

QUALIFICATIONS FOR LANDMARK DESIGNATION: Architecture, historical significance, community value.

HISTORIC LANDMARK COMMISSION ACTION: The case was offered for consent for initiation of historic zoning on August 28, 2017. Vote: 8-0 (Hibbs, Hudson, and Tollett absent).

PLANNING COMMISSION ACTION:



DEPARTMENT COMMENTS: The building is listed as a Priority 1 for research in the Comprehensive Cultural Resources Survey (1984). The building was also identified as significant in the cultural resources study for the Downtown Austin Plan, and in several workshops and symposia for the preservation of the Warehouse District over the last 10 years. The Downtown Austin Plan did not include this building in its core identification of the Warehouse District, which unfortunately encompasses only the 200 block of W. 4th Street.

The building's conversion to the restaurant use in the mid-1990s resulted in modifications to the façade, including infilling the original garage bays with brick and fenestration, and sand-blasting to remove the white paint applied in the 1960s. A good percentage of the brick on the front of the building is not original.

- a. **Architecture.** The building is a brick ca. 1924 warehouse building with utilitarian architecture; much of the brick on the façade has been replaced and the original garage bays have been infilled.
- b. **Historical association.** The building has had no individually-significant associations through the panoply of tenants over the years, but does represent the history of this section of downtown and the rise and fall of the importance of track-side warehouses in Austin.
- c. **Archaeology.** The building was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.
- d. **Community value.** The building does possess a unique location that contributes to the character, image, or cultural identity of the city, the neighborhood, or a particular demographic group.
- e. **Landscape feature.** The property is not a significant natural or designed landscape with artistic, aesthetic, cultural, or historical value to the city.

CITY COUNCIL DATE:

ACTION:

ORDINANCE READINGS: 1ST 2ND 3RD**ORDINANCE NUMBER:****CASE MANAGER:** Steve Sadowsky**PHONE:** 974-6454**NEIGHBORHOOD ORGANIZATION:** Downtown Austin Neighborhood Association**BASIS FOR RECOMMENDATION:****Architecture:**

One-story, rectangular-plan, flat-roofed, brick warehouse building with four original bays, now modified with fenestration and brick wainscot.

Historical Associations:

The building appears to have been built in 1924. Prior to 1924, this block was occupied by a series of one-story wood buildings, some of which housed soft drink parlors run by Hispanic women, but others with more nefarious businesses. The block was adjacent to Guy Town, Austin's infamous red-light district, and perpendicular to the main set of railroad tracks, which had an east-west course through the city.



News story on the arrest of Maggie Garza, who is identified as the proprietress of a soft drink parlor at 300 Colorado Street in the 1924 city directory; a "disorderly house" was a euphemism for a brothel.

Austin Daily Statesman, June 23, 1915

Beginning in the 1920s, after the closure of the neighborhood's sporting houses and saloons, this area began to develop as a commercial area, with businesses that were either related to the railroad, such as warehouses, light industrial uses, such as bottling plants, or auto-related businesses, operating side-by-side.

There had long been a spur of the railroad that followed 4th Street, and that was the location of the earliest of the modern warehouses, such as the Merchants' Transfer Warehouse (now heavily modified as Trulucks) at the northwest corner of 4th and Colorado Streets, the Nelson Davis wholesale grocery warehouse, on the south side of the 100 block of W. 4th Street, and others, in the early 1910s. This building, at the south end of the 300 block of Colorado Street, has four large bay openings facing east onto Colorado Street, indicating an intended purpose as a warehouse, being so close to the main line of the railroad. The building reflects the early history of this section of Austin in its occupancy history: the first tenants of the building were the Electrified Water and Bottling Company, at 300 Colorado, the Auto Salvage Company at 302 Colorado, Goodyear Tire and Rubber Company at 304-06 Colorado, and a sheet metal works at 308 Colorado.



**WE FEEL IT AND
WE SHOW IT—**

We are neither sick nor mad,
We are happy and we know it,
And we are really always glad.

IF YOU WANT THIS FEELIN'—

DRINK
Electrified
WATER

There's Health and Pep in Every Swallow.
ORDER A BOTTLE FOR THE HOME AND OFFICE
300 Colorado. Phone 4911

*Advertisement for the Electrified Water and Bottling Company, 300 Colorado Street
Austin Statesman, October 5, 1924*

Although the companies renting these spaces changed, the uses associated with this building remained for many years. The Milwaukee Bottling Company, a beer distributorship, occupied 300 Colorado from the late 1920s through the early 1930s; the space continued to be used as a warehouse, for the Fehr Baking Company, through the early 1940s, when it then reverted back to a beer distribution warehouse. 300 Colorado was a truck storage building for Southwestern Ice and Cold Storage Company in the early 1960s, and then the headquarters for Air Conditioning, Inc. the company that purchased the entire building in the mid-1960s, and occupied it until the mid-1970s.

“TEXAS” Appreciates Quality

Grand Prize—made in Texas by a World's Master Brewer—Frantz Brogniez—has been offered the public only a short time. Yet the enthusiastic response is most gratifying.

Texans really appreciate quality . . . especially if it is a Texas product.

Try Grand Prize—on draught, in cases and cartons, or the Hostess size package. Ask for it at your regular “supply” station.

**GULF
BREWING COMPANY
HOUSTON, TEXAS**

**Grand Prize
LAGER BEER**

“IT'S FULLY-AGED”

Milwaukee Bottling Co., Dists. 300 COLORADO STREET — PHONE 4911 — AUSTIN, TEXAS

Advertisement for Grand Prize Lager Beer, distributed by the Milwaukee Bottling Company, 300 Colorado Street

Austin Statesman, January 11, 1934

The space at 302 Colorado Street maintained a typical use and occupancy for this neighborhood over the years as well. After the Auto Salvage Company vacated the site in the mid-1920s, the space was used by the Griffith Drug Company as their warehouse until the mid-1930s. There was a candy and cigar company's warehouse at 302 Colorado from the mid-1930s through the mid-1940s; the space was then incorporated into the beer distribution warehouse that also operated out of 300 Colorado. City directories after 1957 do not show 302 Colorado as a separate address, but it appears that the space formerly known as 302 Colorado became part of Air Conditioning, Inc. in 1967 for their headquarters.

The earliest mention of the building in the Austin newspapers dates from July, 1924 – the Austin Rifle Club had an indoor rifle range at 304 Colorado Street. Soon thereafter, the Goodyear Tire and Rubber Company held the space at 304 Colorado Street from the time of construction of the building in 1925 until the early 1930s. The space was then occupied by the Texas Nut Candy Company until around 1940. Beginning in the early 1940s, this space was used for automobile-related businesses, including an auto parts warehouse, then in the mid-1940s, as an auto garage, an identity it maintained through the mid-1960s.

ARMSTRONG LEADS RIFLEMEN THURSDAY IN INDOOR SHOOT

Veteran Scores 95 Out of a Possible 100; B. J. Rupert Crowds Armstrong With 94 Score.

Tom Armstrong, veteran rifleman, was high point man Thursday night at the indoor rifle shoot of the Austin Rifle Club, held at 304 Colorado. Fifteen marksmen competed. Armstrong scored a 95 out of a possible 100. B. J. Rupert, one of the younger members of the club, pressed Armstrong closely. Rupert scored a 94 out of a possible 100.

Following the firing, it was definitely decided that in competing for the watch offered by the McKinnon Jewelry Company, the marksmen should fire the army qualification course once a month for a period of twelve months. The members were divided into three groups, designated as A, B and C. This division will permit the inexperienced rifleman in Group C to have just as good a chance as the veteran marksman in Group A, for the man in Group C will not be expected to shoot as high, and will be graded higher on his actual scoring than the veteran marksman.

*Newspaper article noting the indoor rifle range of the Austin Rifle Club at 304 Colorado Street
Austin Statesman, July 11, 1924*

The spaces at 306 and 308 Colorado reflect a trend from light industrial use to auto-related business. 308 Colorado originally housed a sheet metal business. Around 1930, all of this space was used by Goodyear Tire and Rubber, but soon thereafter, Goodyear left this building, and the northern portion of this building (308) was home to a plumbing supply warehouse. The plumbing supply company moved into its own building around the corner in 1937, was followed by a Venetian blind manufacturing company, and by 1940, there was an electrical equipment manufacturer at 306 Colorado, and an auto body shop at 308 Colorado. Cal Marshall operated his auto body shop at this location until around 1960. Southwestern Ice and Cold Storage, which had their headquarters across the street at the now-demolished building that also had served as the Coca-Cola Bottling Plant, had a truck storage facility in this building at 306 Colorado in the 1940s and 1950s. The entire building was used as the headquarters for Air Conditioning, Inc. in the mid-1960s, but by the mid-1970s, there were individual businesses operating here once again.

Tire Company Opens Wholesale House

Austin received its first direct wholesale supply depot Thursday, when announcement was made that the Goodyear Tire and Rubber company of Akron, would open up headquarters within the next few days at 304 and 306 Colorado street, the two brick buildings being taken under lease for a consideration of \$25,000. E. B. McAllister of Akron and San Antonio will be in charge.

The transaction was handled through the Paul O. Simms company, the owners of the building being Donnelly & White.

Active remodeling work is now going on, and the doors will be thrown open within a few days.

The Goodyear company has large wholesale branches of this kind in other Texas cities of considerable size, San Antonio, Dallas, Fort Worth and Houston, being among the cities with depots.

*News story on the opening of the Goodyear Tire and Rubber Company headquarters
Austin Statesman, October 2, 1925*



Modernize Your Home
with
VENETIAN BLINDS
Be Assured Of—

- Beauty
- Complete Privacy
- Proper Ventilation
- Better Lighting

HARMONIOUS COLORS
Suggestions and Estimates Free
Complete Stock of
MADE-TO-ORDER SHADES
DIAL 8-2725

WARNER'S, Inc.
308 Colorado

*Advertisement for Warner's Venetian Blind manufacturing company
Austin Statesman, July 24, 1938*

This modest building tells the story of the conversion of the delivery and storage of goods in Austin from the time of its construction in the mid-1920s through the mid-1960s, when the railroad and trucking companies moved out of downtown. The transformation of this space from warehouses to auto-related businesses coincided with the replacement of the railroad by trucking firms in Austin's consumer economy. The old train passenger depots at 3rd and Congress were torn down and the new passenger station was built west of Lamar Boulevard on 3rd Street in the late 1940s. Without the railroad, older warehouse buildings changed tenants, and while there were a few trucking firms remaining downtown, most located on the outskirts, closer to the highways. The void was filled by auto-related businesses, including auto body shops, transmission repair shops, auto parts stores and warehouses, and others. In the not-so distant past, the west side of downtown, including the area north and west of this building, was characterized by the large number of car dealers, auto repair shops, and other auto-related businesses, especially south of 6th Street. This building represents that history.

Since the mid-1980s, there has been a resurgence of interest and vitality in downtown Austin, especially in the area now referred to as the Warehouse District. Bars, restaurants, theaters, and other businesses opened in the old warehouse buildings, and the popularity and ambience of the area is defined by the historic character of the modest brick buildings.

PARCEL NO.: 0206011606

LEGAL DESCRIPTION: LOT 4-6 BLOCK 028 ORIGINAL CITY

ESTIMATED ANNUAL TAX ABATEMENT: \$29,507 (income-producing); no cap.

APPRAISED VALUE: \$6,244,680

PRESENT USE: Restaurant

CONDITION: Excellent

PRESENT OWNERS:

Austin 3C Venture, LP
100 Congress Avenue
Austin, Texas 78701

DATE BUILT: ca. 1924

ALTERATIONS/ADDITIONS: The façade has been modified several times, including the construction of brick and wood infill, sand-blasting to remove paint, and replacement of face bricks.

ORIGINAL OWNER(S): Unknown

OTHER HISTORICAL DESIGNATIONS: None.

LOCATION MAP



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

NOTIFICATIONS

CASE#: HDP-2017-0437
LOCATION: 300 Colorado Street



1" = 171'

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by CTM for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

**300-08 Colorado Street
ca. 1924**



Fenestration along Colorado Street

OCCUPANCY HISTORY

300-08 Colorado Street

City Directory Research, Austin History Center
By City Historic Preservation Office
November, 2008

- 1992
- 300: Central Texas Electrical Supplies
Bruce Bowman, proprietor
 - 302: The address is not separately listed in the directory.
 - 304: Austin Prints for Publications
Photo laboratory
Jeff Rowe, proprietor
Lone Star Silver & Associates
Photography
Jeff Rowe, proprietor
 - 306: Specific Motor Works office
Auto repair
David Rhoads, proprietor
 - 308: Specific Motor Works
Auto repair
- 1987
- 300: Vacant
 - 302: The address is not separately listed in the directory.
 - 304: Austin Prints for Publications
Photo laboratory
Jeff Rowe, proprietor
Lone Star Silver & Associates
Photographers
Jeff Rowe and Scott Van Osdal, proprietors
 - 306: Specific Motor Works office
 - 308: Specific Motor Works
Auto repair
David Rhoads, proprietor
- 1977
- 300: Otis Elevator Company
J.C. Walden, manager
 - 302: Dafta Company
Furniture manufacturer
Don Frank, proprietor
 - 304: Texas Temporary Placements
Temporary employment agency
Red Carpet Maintenance
Building maintenance
Jim Lindsey, general manager
 - 306: Dafta Company
Furniture manufacturer
Don Frank, proprietor

1977 (cont.) 308: Holley's Automotive
Auto repair
Ronald Holley, proprietor

1975 300: Otis Elevator Company
J.C. Walden, manager
302: The address is not listed separately in the directory.
304: Dobbins-Marsh Inc.
Air-conditioning
Raymond E. Marsh, president
306: Music and Sound Systems, Inc.
Robert G. Griffith, president
308: Vacant

1969 300 Air Conditioning, Inc.
Air-conditioning/heating, refrigeration, and plumbing contractors
Pike H. Dobbins, president and general manager
302: The address is not listed separately in the directory.
304-8 Air Conditioning, Inc. warehouse

1967 300: Air Conditioning, Inc.
Commercial contractors
Pike H. Dobbins, president and general manager
302: The address is not listed separately in the directory.
304-8 Air Conditioning, Inc. warehouse

1963 300: Southwestern Ice and Cold Storage truck storage
NOTE: Southwestern Ice and Cold Storage was at 311 Colorado
Street.
302: The address is not listed separately in the directory.
304: Aus-Tex Engine Rebuilders
Michael Gillis, proprietor
306: Southwestern Ice and Cold Storage garage
308: Vacant

1957 300-2: Browning Distributing Company
Clarence E. Browning, proprietor
304: Aus-Tex Engine Rebuilders
Auto repair
Michael Gillis, proprietor
306: Southwestern Ice and Cold Storage truck storage
308: Cal T. Marshall Body Shop
Auto repair
Cal T. Marshall and Melvin T. Sunday, proprietors

1953 300-2: Grand Prize Distributing Company
Beer
George Mizzetti, manager
304: Aus-Tex Engine Rebuilders
Auto repair
Michael Gillis, proprietor

- 1953 (cont.) 306: Southwestern Ice and Cold Storage Company truck storage
NOTE: The main office for Southwestern Ice and Cold Storage was across the street at 311 Colorado Street.
- 308: Cal Marshall Body Shop
Auto repair
Cal Marshall, proprietor
- 1949 300-2: Grand Prize Distributing Company
Beer
Jerry D. Ferrell, proprietor
- 304: Aus-Tex Engine Rebuilders
Auto repair
Michael Gillis, proprietor
- 306: Southwestern Ice and Cold Storage warehouse
NOTE: The main office for Southwestern Ice and Cold Storage was across the street at 311 Colorado Street.
- 308: Cal Marshall Auto Body Shop
Auto repair
Cal Marshall, proprietor
- 1947 300-2: Grand Prize Distributing Company
Beer
W. Lyle Riddle, manager
- 304: Aus-Tex Auto Parts
Auto parts and accessories
O.H. Allen and Fred D. Pinkston, proprietors
- 306: Southwestern Ice and Cold Storage Company warehouse
NOTE: The main office for Southwestern Ice and Cold Storage was across the street at 311 Colorado Street.
- 308: Cal Marshall Auto Body
Auto repair
Cal Marshall, proprietor
- 1944-45 300-2: Grand Prize Distributing Company
Beer
James G. Wiley, manager
- 304: T.E. Poppe Auto Supplies
(Not listed in the main directory)
- 306: Southwestern Ice and Cold Storage Company warehouse
NOTE: The main office for Southwestern Ice and Cold Storage was across the street at 311 Colorado Street.
- 308: Cal Marshall Auto Body
Auto repair
Cal Marshall, proprietor
- 1941 300: Fehr Baking Company
J.B. Hughson, sales manager
NOTE: Fehr Baking Company moved from here to 316 Colorado Street around 1943.
- 302: Hausler-Kilian Cigar and Candy Company
Glenn W. Kennedy, manager

- 1941 (cont.) 304: Capital Candy Company
Wallace T. Kelly, proprietor
- 306: Universal Electric Company
Manufacturers, the Lewis Welder, quality repairing of
transformers, motors, switchboards, and generating equipment.
Glover A. Lewis, manager
- 308: Cal Marshall Auto Body Shop
Auto repair
Cal Marshall, proprietor
- 1937 300: Fehr Baking Company
Jack Rhodes, manager
- 302: Hausler-Kilian Cigar and Candy Company
Alton E. Hausler, manager
- 304: Texas Nut Candy Company
J.P. McPherson, proprietor
- 306: Monte Carlo Distributing Company
Beer
Leonard M. Kelly, manager
- 308: Vacant
- 1935 300: Railway Express Agency depot
E.L. Bodelle, agent
Fehr Baking Company warehouse
R.B. Wright, manager
- 302: Hausler-Kilian Cigar and Candy Company
Alton E. Hausler, manager
NOTE: The 1930 U.S. Census lists Alton E. Hausler, then 29,
living in San Antonio with his wife and daughter. He was the
manager of a filling station. State vital statistics records indicate
that Alton Hausler died in Bexar County in January, 1997.
- 304: Texas Nut Candy Company
James P. McPherson, proprietor
- 306: Vacant
- 308: Donnelly-White Company
Plumbers, and wholesale plumbing and heating supplies
Steve White, E.L. Milstead, and W.A. Matthews, proprietors
- 1932-33 300: Milwaukee Bottling Company
Reinhard L. Franke and Julius C. Gerke, proprietors
- 302: Griffith Drug Company warehouse
W.B. Ransom, proprietor
NOTE: Griffith Drug Company had a store located at 103-07 W.
6th Street.
- 304: Texas Nut Candy Company
James P. McPherson, proprietor
NOTE: The 1930 U.S. Census shows James P. McPherson as a
resident of Waco, and the manager of a confectionary company
there. He was then 48 years old, and had been born in Alabama.
- 306: Vacant

- 1932-33 (cont)308: Donnelly-White Company
Wholesale plumbing and heating supplies
Steve White, president
NOTE: The warehouse was located at 204-08 W. 3rd Street.
NOTE: Donnelly-White built a new building for their company at the northeast corner of 3rd and Lavaca Streets in 1937. In the early 1930s, the company had several buildings in the middle of the block (where a parking lot is now) as well as this space at the northern end of the building facing Colorado Street.
- 1930-31 300: Milwaukee Bottling Company
Reinhard L. Franke and Julius C. Gerke, proprietors
302: Griffith Drug Company warehouse
A.W. Griffith, proprietor
NOTE: The drug store was located in the Scarbrough Building.
304-8: Goodyear Tire and Rubber Company
C.W. Raschke, manager
NOTE: The 1930 U.S. Census shows Carl Raschke and his wife Lois living in Austin at 1403 Kenwood Avenue in Travis Heights. He was listed as the manager of a wholesale tire business, had been born in Texas, and was then 29 years old. State vital statistics records indicate that a Charles W. Raschke died in Lee County in December, 1938.
- 1929 300: Milwaukee Bottling Company
Reinhard L. Franke and Julius C. Gerke, proprietors
302: Griffith Drug Company warehouse
Arthur W. Griffith, president
Drugs, Kodaks, and supplies – the drug store was in the Scarbrough Building.
304-6: Goodyear Tire and Rubber Company
Carl W. Raschke, office manager
308: The address is not separately listed in the directory.
- 1927 300: Electrified Water and Bottling Company
W.C. Young, manager
302: Auto Salvage Company
Emil Traunecker, proprietor
304-6: Goodyear Tire and Rubber Company
Edward B. McAllister, office manager
308: Leroy W. Denman and Son
Sheet metal works; tools, dies, hose clamps, cotton gin togs, sheet metal stamping
Leroy W. Denman and Robert Denman, proprietors
- 1924 300: Margaret Garza
Soft drinks
302: Vacant
304: Vacant
306: Vacant
308: Vacant

- 1922 300: Margaret Garza
 Soft drinks
 302: J.M. Espinoza
 Barber
 304: Maria Garcia
 Soft drinks
 306: Pedro Valteror
 No occupation listed
 308 Asuncion Costa
 Soft drinks

Earlier directories show that Domenico Millicio had a restaurant at 302 Colorado Street in 1907, and lived next door. The remaining addresses on this end of the block were all residences of Hispanic families. Mike Falcone had the Two Brothers Saloon at 300 Colorado Street in 1905; the Palace Saloon was at 308 Colorado Street with residences in between.

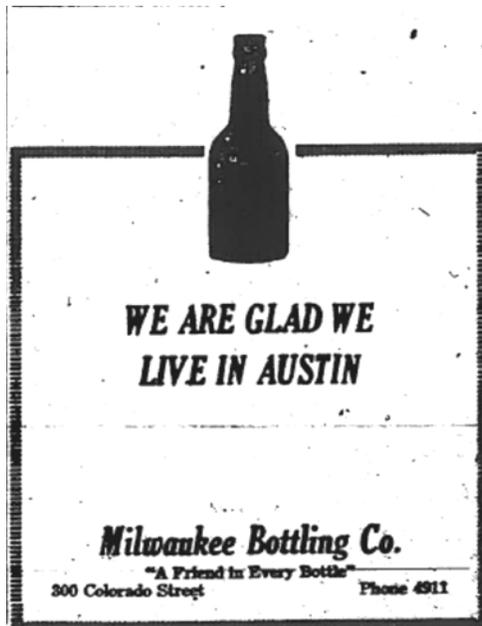
The building was renovated for Sullivan's Restaurant in 1995-96; Sullivan's expanded into the southern half of the building in 1997 with the opening of Ringside at Sullivan's.

NEWSPAPER MATERIALS:

300 Colorado Street:

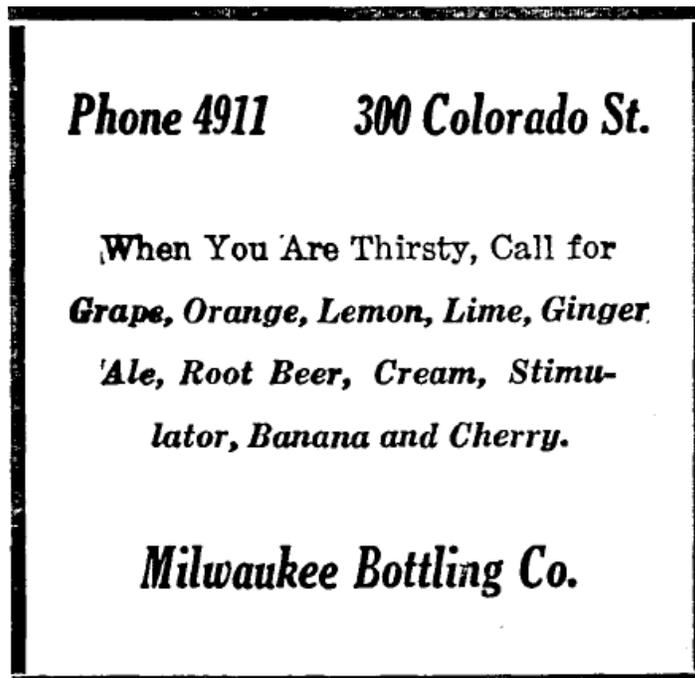


Advertisement for the Electric Water and Bottling Works, 300 Colorado Street
 Austin American-Statesman, February 8, 1925



Advertisement for the Milwaukee Bottling Company, run by Reinhard L. Franke and Julius C. Gerke, and headquartered at 300 Colorado Street from 1927 until the mid-1930s.

Austin American-Statesman, August 14, 1927



Advertisement for Milwaukee Bottling Company
Austin American-Statesman, September 4, 1927

R. L. FRANKE

R. L. Franke, 79, of 1810 Ashby died in a local hospital Wednesday evening. He was a retired merchant, member of St. Martins Lutheran Church and had been a resident 35 years.

Survivors include his widow, Lillie; daughter, Mrs. M. E. Adcock, Austin; brother, John Franke, Abilene; three sisters, Mrs. Bruno Kupatt, Fredericksburg, Mrs. Paul Pfeiffer, Apache, Okla. and Mrs. W. H. Spiser, Wichita Falls; and grandson, Howard Terry Adcock, Dallas.

Funeral will be at 2 p.m. Friday at Hyltin-Manor Funeral Home with Rev. Edward V. Long officiating. Burial will be in Memorial Hill Park.

Obituary of Reinhard Franke, who with Julius Gerke, ran the Milwaukee Bottling Company at 300 Colorado Street in the late 1920s and early 1930s.

Austin American, October 15, 1964

JULIUS C. GERKE

Funeral for Julius C. Gerke, 66, of 607 Dawson Road, will be at 2 p.m. Sunday at Hyltin-Manor Funeral Home. Burial will be in Forest Oaks Memorial Park, with graveside services under the auspices of B.P.O. Elks Lodge No. 201.

Gerke died in a local hospital Friday. He was a member of the Methodist Church, a member of B.P.O. Elks Lodge No. 201 and had been a resident of Austin for 20 years. At the time of his death he was employed by the C. G. Puryear Company as a bookkeeper.

Survivors include his wife, Mrs. Lucille Gerke of Austin; his parents, Mr. and Mrs. C. E. Gerke of Bryan; one step-son, Charles Eubank of Austin; one step-daughter, Mrs. Jeanette McCraney of Santa Anna; one brother, E. A. Gerke of Bryan

Obituary of Julius Gerke, partner of Reinhard Franke in the Milwaukee Bottling Company at 300 Colorado Street in the late 1920s and early 1930s.

Austin American, August 8, 1970

Announcing
A NEW DISTRIBUTOR FOR
GRAND PRIZE
Beer



J. H. (Jimmy) FERREL



J. D. (Jerry) FERREL

GRAND PRIZE DISTRIBUTING CO.
300 COLORADO STREET
PHONE 8-6608—AUSTIN

It is with a great deal of pleasure that we announce the addition of John H. Ferrel as a new member of the Grand Prize family. Mr. Ferrel is well known to many of you in the Austin area, not only as a friend, but as a man of vast experience in the beverage field. He has the warehouse capacity and the necessary delivery equipment to back up his knowledge of the

business and to meet the increasing demand for grand-tastin' Grand Prize.

We at the Grand Prize Brewery pledge our solid support to Mr. Ferrel in providing a beer of consistently fine quality.

For prompt service call 8-6608 or write the Grand Prize Distributing Company at 300 Colorado Street, Austin.



Announcing a new distributor for Grand Prize beer, 300 Colorado Street
Austin Statesman, January 14, 1949

304 Colorado Street:

**Candy Manufacturer
Dies After Accident**

J. P. McPherson, 60, of 801 West 9th street died early Tuesday night of natural causes when his car was involved in an accident in the 1700 block of East Sixth street.

McPherson was pronounced dead upon his arrival at the hospital by the attending physician.

McPherson, according to Police Officer Ed Walker, was driving east on East Sixth street and collided with a parked automobile, in the 1700 block, owned by V. D. Kavanaugh of 1717 East Sixth street.

The owner of a candy company here, McPherson came to Austin 24 years ago. He was formerly in the candy business in Waco.

Survivors are his widow; one daughter, Miss D'Aun McPherson of Austin; two sisters, Mrs. W. G. Stone of Austin, and Mrs. J. A. Wood of Lockney; one brother, C. McPherson of Lockney.

Funeral services will be held from the chapel of the Wilke-Major Funeral home Wednesday at 3 p. m. Burial will be in Austin Memorial Park.

Obituary of J.P. McPherson, who had the Texas Nut Candy Company in this building (304 Colorado Street) in the 1930s.
Austin American, December 24, 1941

YOUR CAR WILL
RUN BETTER AND
SMOOTHER
WITH
CASITE



OR YOU GET

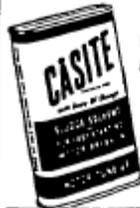
Double-Your-Money-Back

● Keeps new motors clean and powerful—puts new life in old motors. That's Casite!

Casite carries oil quickly to the tight spots . . . assures proper break-in of new motors . . . reduces engine wear . . . retards formation of sludge and gum.

Put a pint of Casite in the crankcase every oil change and a pint through the air intake every three months . . . at your service station, car dealer's or garage.

GUARANTEE—Add Casite to crankcase and run through air intake according to instructions, then drive your car 100 miles or for 60 days, whichever is first. If not convinced that Casite gives you better and smoother performance, you get double-your-money-back by filling out guarantee certificate and mailing it to The Casite Corporation, Hastings, Michigan. Maximum refund is \$1.30 per pint, twice the nationally advertised price of Casite.



65¢
A PINT

DISTRIBUTED BY

AUS-TEX AUTO PARTS

304 COLORADO
AUSTIN, TEXAS

A CLEAN MOTOR RUNS BETTER. LASTS LONGER

Advertisement for Aus-Tex Auto Parts, 304 Colorado Street
Austin Statesman, April 18, 1946

MICHAEL GILLIS
 Michael Gillis, 66, died Sunday at his residence, 456 Bull Creek Road. He was a veteran of World War I and a member of the Methodist Church.
 He owned and operated Aus-Tex Engine Rebuilders until his retirement last year.
 Survivors include his widow, one daughter, Mrs. Evelyn Lawson of Austin; a son, John Michale Gillis of Corpus Christi; three grandchildren and 2 great grandchildren.
 Services are pending at Weed-Corley Funeral Home.

Obituary of Michael Gillis, who ran Aus-Tex Engine Rebuilders at 304 Colorado Street from the late 1940s through the mid-1960s.

Austin American, January 20, 1964

306 Colorado Street:

TOP HAT *Luxury*

PRICED TO FIT EVERY PURSE

Everybody can "put on the Ritz" and enjoy the luxury of Goetz COUNTRY CLUB Beer in Cap-Sealed CANS. Nowhere will you find a bigger value in real quality. Cap Sealed CANS assure a cold tempting beverage—"Famous for Its Flavor". The handiest, most compact of all containers. Ask for COUNTRY CLUB in the Cap-Sealed CAN!

M. K. GOETZ BREWING CO.
 St. Joseph, Mo. Est. 1859 Kansas City, Mo.

Associated Distributor
H. VISCARDI
 306 Colorado St. Phone 3044 118

15¢
 WORTH MORE

Advertisement for Country Club beer, distributed by Associated Distributor, 306 Colorado Street

Austin Statesman, November 17, 1938

308 Colorado Street:

STEVE WHITE, W. A. MATTHEWS, E. L. MUISTEAD,
Pres. Sec.-Treas. Vice-Pres.

Office 308 Colorado Street. Warehouse 204-S West 3rd Street.
Telephone 6131

Donnelly-White Co.

—WHOLESALE—

Plumbing and Heating Supplies

*Standard Plumbing Fixtures. Central
Pipe, Walworth Valves and Fittings.
Water Heaters, Sewer Pipes, Etc.*

**WE INVITE YOU TO VISIT OUR DISPLAY
ROOMS AT ANY TIME.**

AUSTIN, TEXAS

Advertisement for Donnelly-White Plumbing and Heating Supplies, 308 Colorado Street
Austin Statesman, August 12, 1938

NOW ASSOCIATED WITH

CAL MARSHALL

BODY SHOP



**EMMETT
RAGLAND**

- IN THE AUTO BODY BUSINESS IN AUSTIN FOR 26 YRS.
- EXPERIENCED IN BODY REPAIR AND REFINISH OF ALL MAKES OF AUTOMOBILES.

EMMETT RAGLAND

For all body repairs see **CAL MARSHALL BODY SHOP** . . . DuPont Duco deluxe refinishing . . . chrome replacement . . . Frigiking Air Conditioners.

CAL MARSHALL BODY SHOP

308 COLORADO — GR 8-1444 —

Announcement from Cal Marshall Body Shop, 308 Colorado Street
Austin Statesman, August 23, 1957

**MONTHLY
PARKING**

On Paved
Lot 300 blk.
Colorado!

\$ 5.00

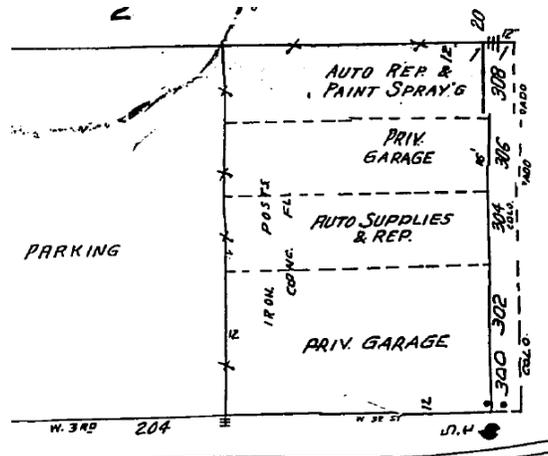
**ONLY PER
MO.**

Apply At
**CAL MARSHALL
BODY SHOP**
308 Colorado

Advertisement by Cal Marshall Body Shop, 308 Colorado Street, for \$5.00 monthly parking
Austin Statesman, May 11, 1958

MARSHALL, Cal T., 68, 5302B Indio Circle, died Wednesday. Services 3 p.m. Friday at Cook-Walden Funeral Home. Burial, Oakwood Cemetery. Survivors: wife, Mrs. Una Marshall of Austin; daughter, Mrs. Alan (Shirley) Farish of San Antonio; three grandchildren; two great-grandchildren.

Death notice of Cal Marshall, who operated a body shop at 308 Colorado Street (the northern section of the building) from the early 1940s to the early 1960s.
Austin American-Statesman
December 14, 1978



The 1961 Sanborn map shows the addresses of 300 and 302 Colorado combined into one space as a private garage, auto supplies and repairs at 304, a private garage at 306, and auto repairs and painting at 308. City directories in the early 1960s show that Southwestern Ice and Cold Storage maintained a truck storage facility at 300-02, Aus-Tex Engine Rebuilders was at 304, Southwestern Ice and Cold Storage maintained another garage at 306, and Cal Marshall's Body Shop was at 308 Colorado.