

FORM B - BUILDING

AREA	FORM NO.
3000	99

MASSACHUSETTS HISTORICAL COMMISSION
 294 WASHINGTON STREET, BOSTON, MA 02108



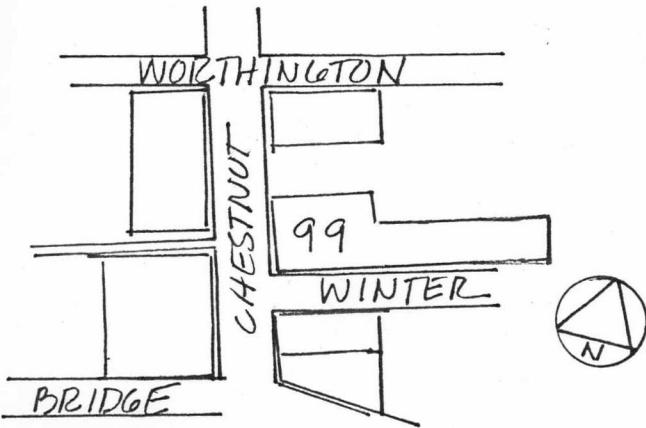
Springfield
 Address 151-157 Chestnut, 10-20 Winter
 Historic Name Willy's Overland Block
 Ownership: Private Individual
 Original Owner: Willy's Overland, Inc.
 Present Commercial
 Original Auto Sales and Service

DESCRIPTION:

Year 1916
 Source Building Permit

SKETCH MAP

Show property's location in relation to nearest cross streets and/or geographical features. Indicate all buildings between inventoried property and nearest intersection. Indicate north.



Style 20th c. Commercial
 Architect Mills, Rhines, Bellman & Nordhoff
 Exterior wall fabric brick
 Outbuildings --- none
 Major alterations (with dates) none
 Moved --- no Date _____
 Approx. acreage less than one acre
 Setting Sits directly on street line and forms prominent corner block.

Recorded by Fred Clark, Ed Lonergan
 ed; Margo Webber
 Organization Spfld. Historical Commission

Date Jan., 1979; August, 1982

UTM Ref: 18/699280/4664140
Springfield South Quadrangle
Assessor's Map #402

(Staple additional sheets here)

ARCHITECTURAL SIGNIFICANCE (Describe important architectural features and evaluate in terms of other buildings within community.)

The building meets Criteria A and C of the National Register. It is associated with the city's growth as an automobile center, particularly in the Apremont Triangle/Chestnut Street area. It is a four-story block, 12 bays wide and 12 bays deep and faced in buff-colored brick. Considering its industrial use, the design conceals the use behind a facade which looks more commercial in design. The windows are grouped in fours with decorative spandrel panels between stories to enrich the design. The exterior has had minimal alteration since it was completed and retains its integrity of location design, setting, materials, workmanship, feeling and association. (cont'd)

HISTORICAL SIGNIFICANCE (Explain the role owners played in local or state history and how the building relates to the development of the community.)

Willy's Overland Block contributes to the role that Chestnut Street and the Apremont Triangle played as an area for automobile sales and showroom facilities. Until about 1915, the area remained largely residential, but with growing expansion pressures from the downtown, it was transformed to commercial uses. Winter Street, on which one side of the block faces, was developed at the same time for other auto-related uses. The one-story garages and shops on Winter Street originally were all auto-repair shops.

Willy's Overland began as the Overland Co. in Indianapolis in 1905. The firm manufactured one and two-cylinder automobiles. Two years later John N. Willy, an Elmira, NY auto-dealer, acquired the troubled firm and moved it to Toledo, Ohio. Under Willy's ownership, the Willy's Overland Co. became a major manufacturer and by 1915 ranked second only to Ford in production volume. During this period, Springfield was selected for a branch plant because of its high number of skilled craftsmen and ranking as an important automotive center. The new building contained a salesroom, service station and 1000-car garage. The Company distributed Willys-Knight and Overland cars and used their facility as one of the largest commercial garages in the city until the branch was discontinued in 1921.

BIBLIOGRAPHY and/or REFERENCES (name of publication, author, date, and publisher)

Springfield Union; October 16, 1921, Automobile Section, pp 1-4.
Building Permits
Springfield Street Directories
The Complete Encyclopedia of Motor Cars, 1885-1968.

INVENTORY FORM CONTINUATION SHEET

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, Boston

Community:

Springfield

Form No:

99

Property Name: Willy's Overland Block

Indicate each item on inventory form which is being continued below.

ARCHITECTURAL SIGNIFICANCE (cont'd)

It was considered one of the finest buildings of its kind in the East.

