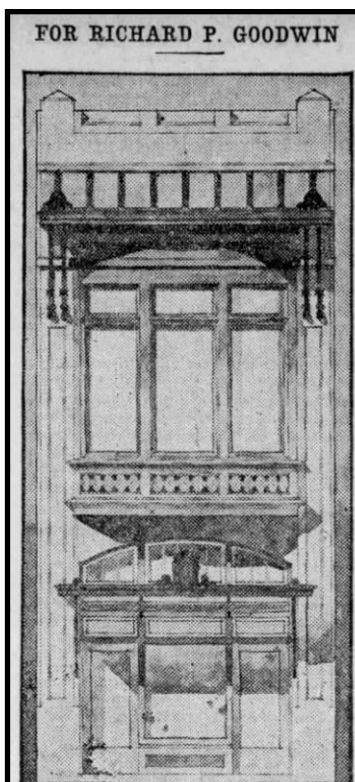




# Cadillac & LaSalle Club Potomac Region Caddie Chronicle



## HISTORY OF BALTIMORE CADILLAC DEALERSHIPS: 1903-1928 BY VINCE TALIANO



TO BE ERRECTED ON S. CALVERT ST.

The above is an illustration of the handsome two-story building to be erected by Richard P. Goodwin on South Calvert street, between the banking house of Hambleton & Co. and the Maryland Trust Building. Mr. Goodwin awarded the contract for its construction yesterday to William Ferguson & Bro. The building, which was designed by Architects Tormey & Leach, will be one of the most costly of the smaller structures to be erected in the burnt district, and will be absolutely fireproof. The front, which will be 17 feet, will be constructed of Beaver Dam marble, with a circular copper bay window on the second floor. Over the first story front will be a large ornamental iron marquee, supported by wrought-iron brackets. In the center of the front will be an illuminated cartouch, in which will be the letter G.

The front portion of the first floor will be divided into offices for brokers, while the rear of the first floor and the basement will be devoted to Mr. Goodwin's business. The entire second floor will be divided into offices for brokers. The building will have floors of tile and marble wainscoting.

The portion occupied by Mr. Goodwin will be wainscoted 10 feet high in Santo Domingo mahogany. The ceiling will be arched and will be laid off in coffer panels, in each of which will be an electric light. Mr. Goodwin commissioned his architects to arrange the interior of the building in the most artistic effects possible.



Mr. Goodwin's Opening.

Mr. R. P. Goodwin opened his building adjoining the Maryland Trust Building yesterday for inspection. A number of ladies were among the callers and all congratulated Mr. Goodwin on the taste and artistic merit of the interior design and decorations.

The design is after the modern French, and the cafe and lounging room in the rear were pronounced superior to anything in this city of that character. The cafe is 55 feet by 17 feet. The bar and buffet are of San Domingo mahogany. Above the buffet are eight glass panels in mahogany frames. On the opposite side mahogany wainscoting reaches to the ceiling which is of coffer panel design, an electric light being in every other panel. There are 130 electric lights in the ceiling.

Back of the cafe is a lounging room 17 feet by 20 feet in which there is a massive mahogany mantel with an electric light bronze odalisque figure. The color scheme of this room is mahogany and green. In the center is a large combination Davenport with seats for 12 persons.

The cafe is reached by a hall, lined with Italian marble and with a mosaic floor. In the front of the building on the first floor is a large office and on the second floor are several offices for rent. The building is fireproof and every modern convenience has been introduced. The structure was designed by Architects Tormey and Leach, who also designed the interior furnishings. Messrs. William Ferguson & Bro. were the builders. The Horner Decorative Company and F. X. Ganter & Co. made the interior furnishings.

Mr. Goodwin said the building is a product of Baltimore, nearly everything used in its construction having been made here.

On November 7, 2013, *The Baltimore Business Journal* published a story titled, *The Cadillac Building, one of downtown Baltimore's smallest, gets new owners and a chance for revival.* The article referred to the 7,500 square feet, two-story building at 12 S. Calvert St. as the **Cadillac Building** (pictured left), known for its "French motif interiors that still bear plaster and tile logos that hearken to the building's former use as a Cadillac car showroom." The article named a listing agent who stated that the 16-foot plaster barrel ceiling with French motif design and Cadillac family emblem remain in the plaster columns. The agent also mentioned that there is also a Cadillac family emblem in the tile floor near the front entrance, and the building had some glass doors with the name Cadillac on them. This article led to a research effort by Chuck Piel and Vince Taliano to determine if the building was actually the location of a Cadillac dealership.

On January 27, 1905, *The Baltimore Sun* (pictured far left) included an architectural drawing of the proposed building and stated that it was to be erected for Richard P. Goodwin, who according to the article, "commissioned his architects to arrange the interior of the building in the most artistic effects possible." On November 8, 1905, *The Sun* reported the building's opening as a café with a modern French design (pictured near left). This information plus additional research led us to conclude that the building's design, more than anything else, probably led to the claim that it was once a Cadillac showroom.





## **Cadillac & LaSalle Club Potomac Region Caddie Chronicle**



Although we were fairly certain that it was never a Cadillac dealership, we were still interested in seeing the **Cadillac Building**. The listing agent was contacted and a visit was scheduled for Chuck. Below are Chuck's observations.

*"There is a mosaic Cadillac logo in the floor at the front entrance. Unfortunately, shadows were present, so the picture is not the best (pictured top left). In addition to the Cadillac logo in the floor, logos are inside a small atrium and embedded in the embellishments of the barrel-shaped ceiling (pictured bottom left). No other Cadillac symbols were visible.*

*The first floor has its original mahogany marble-topped bar and checker-boarded tile floors, along with the original wall and ceiling flourishes (pictured below). It is absolutely beautiful! This space is now only used for special events like receptions, bar mitzvahs, etc. Over the last 114 years it has frequently been used as a restaurant/bar.*



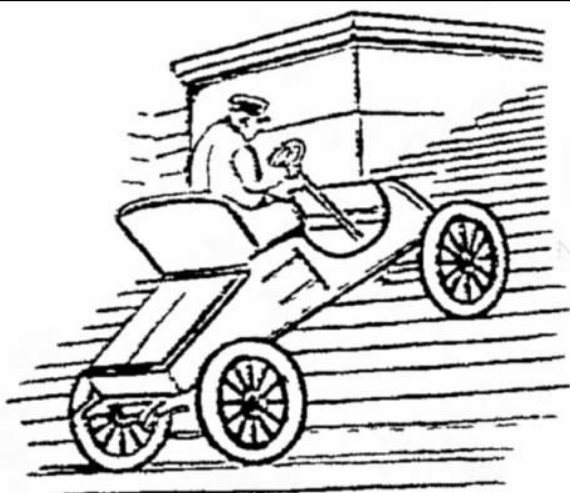
*As our research showed, it is very unlikely this was ever a Cadillac dealership. The symbols and logos go along with the French architecture, as Antoine de la Mothe Cadillac was the most famous French explorer. These symbols represented his coat of arms."*



## **Cadillac & LaSalle Club Potomac Region Caddie Chronicle**



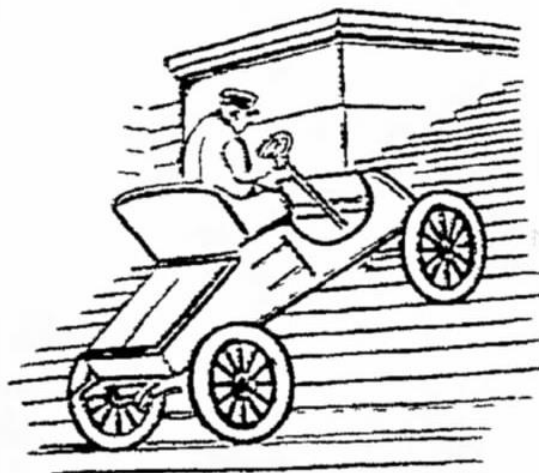
So if the Cadillac Building that opened in 1905 didn't serve as a Cadillac dealership, where was the first Cadillac dealership in Baltimore? It was expected the earliest mention of a Cadillac dealership in Baltimore would be in **The Baltimore Sun**. However, that was not the case. The first article found appeared in the September 24, 1903 issue of **The News** from Frederick, MD. It introduced the **Mar-Del Mobile Company** based at the **Union Trust Building**, Suite 1004, at 101 N. Charles St, as the Maryland and Delaware representative of Cadillac and a few other makes. Ironically, it featured an illustration of W.B. Hurlburt riding a Cadillac up the U.S. Capitol steps in Washington, D.C. (the text in the ad has been typed, below right, as the ad is difficult to read). According to the April 4, 1903 issue of **The Automobile**, Mr. Hurlburt of Detroit, MI was in D.C. for the Auto Show. He deflated the tires of his Cadillac Tonneau to climb the steps to win a wager with W.J. Foss, the local representative of Cadillac.



### **The Cadillac Climbs Steps.**

Ever since W. B. Hurlburt rode the Cadillac Automobile up the steps of the National Capitol at Washington, a great deal of comment has been directed to this capable representative of the horseless machine. The wonderful hill climbing ability of the Cadillac is only matched by its ease of control. Its simplicity of construction is wonderful, and can not be fully understood without personal examination.

The representatives of the Cadillac, Searchmont, Yale and Waverley Automobiles throughout the States of Maryland and Delaware are the Mar Del-Mobile Company, whose offices are at 1004 Union Trust Building, Baltimore. They are looking for energetic agents all over their territory.



### **The Cadillac Climbs Steps.**

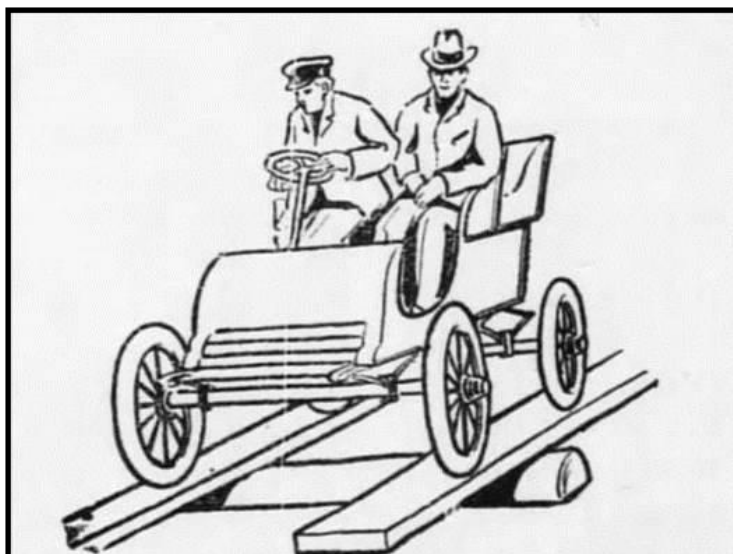
Ever since W.B. Hurlburt rode the Cadillac Automobile up the steps of National Capitol at Washington, a great deal of comment has been directed to this capable representative of the horseless machine. The wonderful hill climbing ability of the Cadillac is only matched by its ease of control. Its simplicity of construction is wonderful, and can not be fully understood without personal examination.

The representatives of the Cadillac, Searchmont, Yale and Waverly Automobiles throughout the States of Maryland and Delaware are the Mar-Del-Mobile Company, whose offices are at 1004 Union Trust Building, Baltimore. They are looking for energetic agents all over the territory.





## **Cadillac & LaSalle Club Potomac Region Caddie Chronicle**



### **THERE'S ROOM FOR MORE AUTOMOBILES**

In this territory, of this the Mar-Del-Mobile Company is convinced, and they feel that the Cadillac will make its way throughout this territory as it has in others. To this end they invite all interested in this subject to write them fully as to what they seek in a machine. There are three machines they handle, each one the best in its class. You've heard of the Searchmont and the Waverly Electric, but probably have heard the Cadillac's name more frequently. Now the Cadillac is the best for all around purposes, and the man who buys one will not go wrong. It costs \$750, more money than you carry around in your pocket, but an amount that most men can cover. But if you're a physician or a professional man who has to travel any, it will save you money. The livery bill of an automobile is not high. Write for particulars to the Mar-Del-Mobile Company, 1004 Union Trust Building, Baltimore. Hustling agents will reap a harvest if they get to work now, for the field is ripe. If you think you can sell one or more machines, negotiate today with us for an agency.

The next ad discovered (pictured left) was from the November 7, 1903 issue of **The Democratic Advocate** in Westminster, MD. It mentioned "hustling agents will reap a harvest if they get to work now, for the field is ripe." Like the earlier ad, this one served a dual purpose announcing the **Mar-Del Mobile Company** and that Cadillac salesmen were needed. Thus, began the era of the legendary Cadillac salesmen!

Those two ads plus the research on the **Cadillac Building** led to the conclusion that the first Cadillac dealership in Baltimore, the **Mar-Del Mobile Company**, was located at the historic **Union Trust Building**, Suite 1004, at 101 N. Charles St. (pictured below circa 1902 -- courtesy CardCow Vintage Postcards). It is a grand 12-story building with a long tenure in Baltimore's history, as the research indicated.







# Cadillac & LaSalle Club Potomac Region Caddie Chronicle



Built in 1884 by Boston-based Winslow & Wetherill, the **Union Trust Building** (also called the Jefferson Building) is distinguished as one of only ten structures to survive The Great Baltimore Fire of 1904 that started a mere four blocks away. According to **Fireproof Magazine**, authorities believed that the structure was exposed to the severest test of any of the skyscrapers during the fire, yet its 800 tons of structural steel and cast iron were 100 percent salvageable (source: [www.businesswire.com](http://www.businesswire.com)).

Perhaps the effects of The Great Baltimore Fire in the area (pictured left) led the **Mar-Del Mobile Company** to move later that year to **617 and 619**



THE CADILLAC IS ALL GOLD!

With the least power and the lowest cost the Regular Stock Cadillac, driven by Mr. Lemont, carried four people, with their heavy Photographic outfits, through the severe two-days' White Mountain Endurance Test without ever a hitch and

WON THE GOLD MEDAL.

If you want to be among the winners drive a Cadillac Runabout, \$750 and \$800; Touring Cars, \$850 and \$900.

MAR-DEL MOBILE CO.,  
SOLE AGENTS FOR MARYLAND,  
617 and 619 W. Pratt st.  
BOTH PHONES.

**W. Pratt St.** -- see ad pictured near left from the August 13, 1904 issue of **The Sun** listing that address as their current location.

In July 2014, an article in **The Baltimore Business Journal** stated that foreclosure proceedings began on the Union Trust Building property in 2010 after Columbia-based AMPAC Development started to convert the building into a 100-room Staybridge Suites hotel; however, the project was not completed. The building was sold at auction in November 2011, but the winning bidder never closed the sale. A second auction was scheduled for June 2012, but that auction was postponed. In June 2017, the Sunset Hotel Group purchased the property

for \$3.75 million. They converted the building into a Candlewood Suites hotel. The building picture far left is from the article, before the renovations began.



## **Cadillac & LaSalle Club Potomac Region Caddie Chronicle**



### **FROM THREE OF THE MORE THAN 10,000 SATISFIED CADILLAC Owners**

CADILLAC AUTOMOBILE CO., Detroit, Mich.

Gentlemen—Last spring I purchased from the Mar-Del Mobile Company, your representatives in Baltimore, a "Model E" single cylinder Cadillac, and it has given me such faithful and excellent service that I feel a word of recommendation is owing to you.

The roads in this section of the country are very rough and hilly, but my "dear little Cadillac" has always without fail taken me where I wanted to go, and brought me back home again.

I have used it for every purpose that I formerly used a horse and buggy, and the difference in cost of operation and maintenance of my machine, is less than half of what my team cost me. I have had my machine to stop for me only three times while in use covering nearly two thousand miles, and this was caused by my spark plugs fouling, which upon being cleaned, remedied all the trouble.

I can truthfully say and recommend after my experience with the "Model E" Cadillac that it is the best machine of its build and price that is made.

Yours very truly,

(Signed) HARRY B. HOFFACKER

Westminster, Maryland, Dec. 19th, 1905.

MARDEL MOBILE CO., City.

Gentlemen—About eight months ago I purchased a single cylinder Cadillac automobile, and am glad to say that I have had absolutely none of the difficulties about which machines are ridiculed so extensively. During the above mentioned period, my motor has never once gotten out of order. Occasionally such parts as the spark coil and carburetter need adjusting, which you know is quite trivial. To sum the matter up, I am so well pleased with the Cadillac that I have concluded when I make a change and purchase a larger machine, I will not consider any other make. Wishing you and the other factors of the above mentioned motor much success, I remain,

Yours truly,

(Signed) D. F. HECHINGER

Cumberland, Md., January 1, 1906.

CADILLAC MOTOR CAR CO., Detroit, Michigan.

Gentlemen—I feel it is my duty and due to you, that I express myself concerning my experience with the Cadillac automobile.

I have operated a model "B" single cylinder nearly eighteen months and during that time have put my car to the severest tests imaginable, and it has never failed to give a good account of itself and to assist in sustaining the well-earned and universal enviable reputation of this make of car, and should I get another car, it would most certainly be of the same make.

The operation of the car is simple and economical, and an operating knowledge of the car can be easily and quickly acquired by anyone having any turn whatsoever toward mechanics. I have made three trips from Baltimore to Cumberland over the National Pike in Cadillacs, and each trip was made in record-breaking time. I have operated quite a good deal, good cars of other makes, both chain and shaft drive, which has not influenced me to change my mind as to the superiority of the Cadillac. I consider the Cadillac product the best proposition on the market at anything near the same price. I can conscientiously assert that the car will take you any place any high priced car will, and with a good deal less trouble than many of them.

Yours truly,

(Signed) A. E. GLISAN

### **SINGLE CYLINDER CADILLACS.**

**RUNABOUT, \$750.00**

**LIGHT TOURING CAR, \$950.00**

F. O. B. DETROIT.

## **CADILLAC MOTOR CAR COMPANY, - Detroit, Mich.**

Source: The Motor World, Volume 12  
1906

Westminster, Maryland, Dec. 19th, 1905

CADILLAC AUTOMOBILE CO. Detroit, Mich.

Gentlemen—Last spring I purchased from the Mar-Del Mobile Company, your representatives in Baltimore, a "Model E" single cylinder Cadillac, and it has given me such faithful and excellent service that I feel a word of recommendation is owing to you.

The roads in this section of the country are very rough and hilly, but my "dear little Cadillac" has always without fail taken me where I wanted to go and brought me back home again.

I have used it for every purpose that I formerly used a horse and buggy, and the difference in cost of operation and maintenance of my machine, is less than half of what my team cost me. I have had my machine to stop for me only three times while in use covering nearly two thousand miles, and this was caused by my spark plugs fouling, which upon being cleaned, remedied all the trouble.

I can truthfully say and recommend after my experience with the "Model E" Cadillac that it is the best machine of its build and price that is made.

Yours very truly,

(Signed) HARRY B. HOFFACKER





# Cadillac & LaSalle Club Potomac Region Caddie Chronicle



## GARAGE PLANNED

Mar-Del Mobile Co. To Build At  
Charles And Mt. Royal.

### WORK ON FOUNDATION BEGUN

To Erect 4-Story Building On South  
Calvert Street—Other Buildings  
And Dwellings Planned.

The lot at the northwest corner of Charles street and Mount Royal avenue, which was bought by Dr. Henry H. Stansbury on August 23, will not be improved with an apartment house, as was supposed at the time, but will be a site for another large garage, for the sale and storage of automobiles.

The sale of the lot was ratified by the court last Wednesday, and Dr. Stansbury said yesterday that he had acquired the property for the Mar-Del Mobile Company, which is now located at 617 West Pratt street. The lot has a frontage of 150 feet on both Charles street and Mount Royal avenue. It was formerly the property of Mrs. Evelyn B. Burden, wife of Mr. I. Townsend Burden, of New York, who was Miss Moale, of this city.

For years the lot has been used for storage purposes. Recently a board fence was placed around the lot, on which theatrical bills were placed. As soon as the sale was ratified by the court on Wednesday work on the foundations for the new garage was started, and Mr. George Miller, of the Mar-Del Mobile Company, said yesterday that the structure to be erected there will be completed by January 1.

The contract for the garage, which will be three stories high, with a basement, has been awarded to the Wells Bros. Company. The plans for the structure were made by Architects Beecher, Friz & Gregg. The building will be of reinforced concrete construction, with fronts of stone and brick, and will be fireproof. Mr. Miller said yesterday that the first-story fronts will be practically of plate glass, so that the automobiles can be displayed to advantage. He said the plans provide on the second floor for quarters for the Automobile Club of Maryland, which will be 25 by 75 feet.

In the basement will be located 14 bowling alleys.

"These alleys," said Mr. Miller, "will be conducted on the highest plane. No drinks will be sold on the premises, and special provision will be made for the comfort of lady patrons."

On September 21 Mr. M. Gillet Gill, who has acquired the lot at the northeast corner of Mount Royal and Maryland avenues, announced that he intended to erect a two-story garage on the whole lot. Mr. Gill said that the Maryland Automobile Club would have quarters in his garage.

The Mar-Del Mobile Company has the advantage of an early start, and the company has instructed the contractors to push the work as rapidly as possible. The sale of the lot was ratified by the court shortly before noon on Wednesday, and early in the afternoon the Wells Bros. Company had a force of men on the lot preparing for the foundation work.

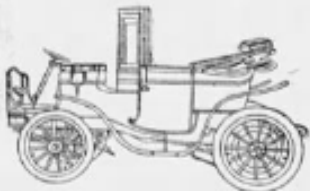
Two permits to build in the burnt district were issued yesterday, and an application for a permit to build in that section was filed. The Northwestern Real Estate and Loan Company will erect a four-story structure at 110 South Calvert street. W. E. Horn has the contract.

W. H. Schulze will erect a three-story restaurant structure at 16 McClellan's alley.

William Luther has awarded to H. L. Maas the contract for the erection of a three-story building at 26 Centre Market Space. The structure will have a frontage of 24 feet 8 inches and a depth of about 78 feet.

H. V. Amos will build six two-story dwellings on Hoffman street, near Milton avenue.

**617 and 619 W. Pratt St.** became a temporary location for the **Mar-Del Mobile Company**. Approximately one year later they announced in **The Baltimore Sun** on September 29, 1905 that they bought a lot at the corner of **Charles St. and Mt. Royal Ave.** to build a four-story garage (pictured far left). After the **Mar-Del Mobile Company** left, the West Pratt Street building was used by the Ronemous Sign Company and the Baltimore Paper Box Company, among others. Today, the building is no longer there. It has been replaced with a tree-lined, grassy area near the University of Maryland at Baltimore campus and the Babe Ruth Birthplace and Museum.



Landulet (Carrosserie Rothschild).

The Mar-Del Mobile Co.  
Invites You to

**THE GARAGE**  
Tuesday and Wednesday  
March 26 and 27

To See the  
Exclusive Exhibit of  
**VOITURES  
ELECTRIQUES  
"GALLIA"**

The World-Renowned  
French Electric Automobiles,  
Manufactured by  
**LA SOCIETE L'ELECTRIQUE,  
PARIS.**

One of Gen. A. E. Booth's recently purchased Gallias will be in this exhibit.

Baron Daniel d'Hauterive and Mr. Austin Meade, of France, will be present to give any desired information.

**MAR-DEL MOBILE CO.**  
American Agents,  
Automobile Headquarters,  
**THE GARAGE**  
Cor. Charles and Mt. Royal Ave.  
Sole Agents  
Also for the Celebrated  
**CADILLAC,  
PACKARD, FRANKLIN,  
NORTHERN, ELMORE,  
WAVERLY, HARBOR.**

In the ad pictured near left that appeared in the March 26, 1907 issue of **The Baltimore Sun**, the **Mar-Del Mobile Company** was fully operational at **The Garage**, its third location. **The Charles St. and Mt. Royal Ave.** building helped transform the area into an automotive business district with other dealerships operating nearby.

By 1908, the **Mar-Del Mobile Company** was selling Franklins and Packards, as well. Their location and offerings were confirmed in the 1908 International Motor Cyclopaedia (see below).

### YEAR BOOK 1908—INTERNATIONAL MOTOR CYCLOPAEDIA

AUTOMOBILE AGENTS AND DEALERS (Continued)	
<b>Machine Electric Supply Co.</b> —117 Mulberry St., Muncie, Ind. (Mitchell, Maxwell, National.)	<b>Mansfield &amp; Son, W. H.</b> —Bloomfield, Ind. (Maxwell.)
<b>MacKay, Heinen &amp; Co.</b> —San Antonio Texas. (Holsman.)	<b>Manuel Bros.</b> —Richford, Vt. (Elmore, Cadillac.)
<b>Mack Bros. Mfg. Co.</b> —540 Atlantic Ave., Brooklyn, N. Y. (Manhattan.)	<b>Manuel, G. M.</b> —Edmonton, Alberta, Canada. (Buick.)
<b>Mack, H. A.</b> —206 E. Market St., Lima, Ohio. (Buick, Cadillac, Franklin.)	<b>Marble, W. H. Auto Garage.</b> —60 Main St., Brockton, Mass. (Columbia, Locomobile, Cadillac, Knox, Winton); garage; repairs; supplies.
<b>MacNish Auto Co.</b> —3667 Olive St., St. Louis, Mo. (Queen, Ford, National, Rambler.)	<b>March, A. A.</b> —904 Benton Blvd. Kansas City, Mo. (Holsman.)
<b>Madison Automobile Garage.</b> —116 S. Pinckney St., Madison, Wis. (Ford, Reo.)	<b>Mar-Del Mobile Co.</b> —Charles St. & Mt. Royal Ave., Baltimore, Md. (Packard, Franklin, Cadillac, Pope-Waverley, Gallia, Northern, Elmore.)
<b>Magee, G. M.</b> —Huron, S. Dak. (Buick.)	<b>Marine Iron Works.</b> —Beaumont, Tex. (Maxwell.)
<b>Magna Garage.</b> —Holyoke, Mass. (Buick, Stevens-Duryea.)	<b>Marine Supply Co.</b> —San Pedro, Cal. (Reo.)

However, **Mar-Del Mobile's** tenure as the Cadillac agency covering Baltimore was coming to an end.

Visit us on the web!

[www.clcpotomacregion.org](http://www.clcpotomacregion.org)



## **Cadillac & LaSalle Club Potomac Region Caddie Chronicle**



In the February 25, 1909 issue of ***The Baltimore Sun***, information was listed for the upcoming Auto Show (pictured below). These shows had taken place for a few years already, but this was the first year that listed a different company, the **New Bridge Garage Company**, located at the corner of **North Ave. and Oak St.**, as the displayer of Cadillacs.

THE SUN, BALTIMORE, THURSDAY MORNING, FEBRUARY 25, 1909.

### **GREAT IS THE AUTO SHOW**

Beauty, Speed, Luxury And Fine  
Workmanship Abound.

### **DAZZLING ARRAY IN ARMORY**

Brisk Selling Begins Almost Before  
Exhibition Is Opened — Prices  
Range From \$8,750 To \$500.

#### **Bridge Garage Exhibits.**

Cadillacs are exhibited by the New Bridge Garage Company, in the display being a demitonneau four-cylinder 30-horsepower for \$1,400 and a touring car and roadster of the same power and price.

#### **Packards And Franklins.**

Packards and Franklins are shown by the Mar-Del Mobile Company. There is a Packard limousine of 30-horsepower, for \$5,500; an 18-horsepower for \$3,200, a Packard 30-horsepower for \$4,200, a Franklin six-cylinder 42-horsepower for \$3,750, and an engine of a Franklin four-cylinder model D, of 28-horsepower and two Franklin runabouts for \$1,800 in the exhibit.

While the **New Bridge Garage Company** advertised in the August 1, 1909 issue of ***The Baltimore Sun*** (pictured right) that they had acquired the famous Cadillac "30" (introduced in 1909 and sold through 1911), it was reported later that month (August 30) by ***The Sun*** that the **Mar-Del Mobile Company** had signed with the H.H. Franklin Manufacturing Company as the dealer to handle Franklin automobiles in the city during the 1910 season. More evidence of **Mar-Del's** decision to stop representing Cadillacs to focus on Franklins and Packards appeared in the October 1, 1910 issue of ***The Packard*** Number 10 (see below).

### **THE FAMOUS CADILLAC "30"**

In This Hot Weather There Is No Luxury Like a Fine Car. There Is No Car on the Market Finer Than the Cadillac "30" . . . . .

By a special arrangement we have secured a limited number of these celebrated cars, which are now on our display floor. Up to the present time the public has been able to procure these cars only after waiting for weeks their turn at the factory.

**This Is Your Chance for an Immediate Delivery**

Only a few purchasers can be accommodated. It will therefore be well for you to investigate at once.

Phone or Write for Demonstration.

**NEW BRIDGE GARAGE CO.**  
Corner North Avenue and Oak Street  
Telephones: Mt. Vernon 4512 and Mt. Vernon 4822.

*The Packard*

### **Bully for Baltimore**

*The Mar-Del Mobile Company Has a "Goodly Dwelling and a Rich"*

**W**HILE the Mar-Del Company's new home is no "Castle in Spain" there is a decided suggestion of Spanish architecture in its appearance and proportions. The building has three stories and basement. It is one hundred and fifty feet square with floor space of 90,000 square feet.

on this floor and is an exceptionally comfortable room with a ceiling twenty feet high, with several large skylights and numerous side windows. Connected with the repair shop is a room for the storage of Packard repair parts.

All the principal garages from Boston to St. Louis were examined for ideas six years. In November, 1903, Mr. Gleason wanted a foreman for the Packard tool room, and sent for Mr. Mead. He was foreman of that department, and "doctor" to everybody about the shops who happened to get things in their eyes until two years ago, when he went to the Service Division, as superintendent.





## ***Cadillac & LaSalle Club Potomac Region Caddie Chronicle***



THE UNIQUE AND HANDSOME QUARTERS OF THE MAR-DEL MOBILE COMPANY, PACKARD DEALER AT BALTIMORE

The building known as **The Garage** (pictured above in *The Packard* article and below today) has been part of the University of Baltimore campus for quite some time. On a personal note, I spent over four years there in the 1980-90s as a student, and an employee of the University. I had no idea that the building was a Cadillac dealership at one time. Do you believe in karma (or should I say CARma)?





# Cadillac & LaSalle Club Potomac Region Caddie Chronicle



It appears the **New Bridge Garage Company's** tenure as Baltimore's Cadillac agency was short-lived. The January 8, 1910 issue of **The Sun** reported that the company was insolvent (pictured right). On February, 20, 1910, the Great Auto Show exhibitor list in **The Sun** included the **Standard Motor Company** as the displayer of Cadillacs and Oldsmobiles (pictured below). From this point through Cadillac's golden years of innovations (like the introduction of the self-starter), the **Standard Motor Company** was the Cadillac Agency in Baltimore. They were located at **14-16-18 Mt. Royal Ave.**, directly across the street from **The Garage**.

**GARAGE CO. RECEIVER ASKED**  
**Bill Filed By T. T. Brown, Jr., Says Company Is Insolvent.**  
Suit for the appointment of a receiver for the New Bridge Garage Company, northwest corner of North avenue and Oak street, was instituted in the Circuit Court yesterday by Thomas T. Brown, Jr., through Bansemmer & Solter, attorneys. It is alleged in the bill of complaint that the company is hopelessly insolvent.  
On September 29, the bill states, Brown paid the company \$400 under an agreement to rent him the third floor of its premises for a skating rink, the permit for which was revoked three days after it had been granted.  
The company was organized in February, 1909, the bill also states, to continue the business of the Bridge Garage Company, which, it is alleged, also had more liabilities than assets. Philip Bernstein, who is made a defendant in the suit, is the largest stockholder of the company, and it is alleged that he says he is its largest creditor. For nearly a year he is alleged to have dominated the company's affairs.

THE SUN, BALTIMORE, SUNDAY MORNING, FEBRUARY 20, 1910

## Automobile Exhibit

### EXHIBITORS AND CARS FOR THE GREAT AUTO SHOW

The following is a complete list of the exhibitors at the Automobile Show, which opens Tuesday at the Fifth Regiment Armory, under the auspices of the Automobile Club of Maryland:

Exhibitors.	Car Exhibited.	Aisle, Space.
Automobile College.		A B2
Auto Outing Company.	Haynes, Buick, Palmer-Singer cars	B 12
Automobile School and Garage.		A B16
Auto Supply Company.	accessories and supplies.	A B10-B11
Baltimore Buggy Top Company.	accessories and supplies.	D B3
Bauman & Lilly.	Washington car.	A B12
Boyd, Eastman & Co.	Apperson car.	C 5
H. A. Broadbelt, Jr.	Stanley steam car.	D B5
Callahan, Atkinson & Co.	locomobile.	D B2
E. M. Denton.	accessories and supplies.	D B5
James G. B. Davy & Co.	accessories and supplies.	D B8
Charles Elliott & Co.	accessories and supplies.	A C2
Ford Auto Co.	Ford car.	B 7
Foss-Hughes Motor Car Co.	Pierce-Arrow car.	D A2
Howard A. French & Co.	accessories and supplies.	A B14
Thomas J. Gallagher.	randy.	C4
General Auto Co.	Perry car.	A A5
General Auto Co.	accessories and supplies.	D C8
Griffin's Garage.	Knox car.	B 11
Hoff-Ford Co.	Spoerer car.	C 5 1/2
Charles S. Houghten.	Overland car, Marion bob-cab.	A B11
House Bros.	cigars and coat check.	D C5-C6
House Bros.	sandwiches, etc.	S.E. c. 2dld.
International Harvester Company.	International car.	A A16
H. W. Johns-Manville Co.	accessories and supplies.	D C7
Johnson & Johnson.	accessories and supplies.	D B7
Lambert Auto Company.	Maxwell-National cars.	D 1
E. L. Leinbach Company.	Matheson car.	C 2
Little Joe's Auto Exchange.	accessories and supplies.	D B6
Little Joe's Auto Exchange.	Oakland, Hupp, Brush cars.	D 3-A5
McMullen-George Auto Company.	Stearns.	D A5-16
Joseph B. McMullen.	Mercury car.	A Room D
Mount Vernon Motor Company.	Autocar.	D A1
Mar-Dei Mobile Company.	Packard car.	A 15-A15
Motor Car Company.	Stevens-Duryea, Thomas cars.	A A7
National Surety Company.	insurance.	A C1
Neely & Ensor.	Alex. Jackson cars.	C 10
R. Milton Norris.	accessories and supplies.	A B13
Norwood Bros.	Vette, Demol cars.	A A9
Palace Motor Car Company.	Kline Kar, Manhattan truck.	B 8
Frank C. Pearce.	accessories and supplies.	A C3
Royal Auto Company.	Rider Lewis car.	A A7-16
F. W. Sandruck.	Gaeth, Maline cars.	C 6
Walter Scott.	Crawford car.	B 13
Shaffer Manufacturing Company.	Pullman car.	B A14
W. P. Shuler.	Mitchell car.	D A6
Sinclair-Scott Company.	Maryland car.	B A9-16
J. J. Smith.	Chadwick Six car.	A10
L. Sonneborn Sons, Inc.	accessories and supplies.	D B1
Standard Motor Company.	Cadillac, Oldsmobile cars.	B 15-A13
Standard Oil Company.	accessories and supplies.	D B4
Stoddard-Dayton, Balto. Auto Company.	Stoddard-Dayton, Renault, Rainier cars.	D GYM
Stone, Dorsey & Preston.	insurance.	A C1-1/2
D. C. Walker Auto Company.	Studebaker gasoline and electric, E-M-F, Flanders' cars.	B&C Center
White Automobile Company.	White steam and gasoline cars.	C 9
Winton Motor Carriage Company.	Winton Six car.	C A3-A4
Zell Motor Car Company.	Peerless, Chalmers-Detroit, Hudson cars.	A A12-14





# Cadillac & LaSalle Club Potomac Region Caddie Chronicle



The first **Standard Motor Company** display ad found in *The Sun* was from the February 2, 1910 issue, also promoting the Cadillac "Thirty" (bottom left). A similar ad ran on May 1, 1910 (bottom right). The Auto Show closed on February 27th and *The Sun* reported that "a feature of the show was the Cadillac chassis shown by the **Standard Motor Company.**" The article also mentioned that their exhibit was one place where all, whether professional, amateur, or the 'just looking,' stopped. That sounds like the 2019 Washington Auto Show where the CLC Potomac Region had two members' cars on display, a 1949 Series 62 Convertible and a 1974 Sedan Deville, which drew many visitors, including the "just looking!"

**The simple reason why the**

# Cadillac

## "Thirty"

**is the most economical car to buy**

You have no doubt heard it said that "the Cadillac never goes out of commission."

And now the Cadillac product is acquiring another distinction.

The old tribute of praise is being supplemented by another. This latter says that the Cadillac of 1910 possesses a higher (proprietorship) price today than any year-old car on the market.

And the more you analyze that fact the more will its importance grow upon you.

Why should this be true of the Cadillac "Thirty"? In particular, and what special superiority does the car possess over others that makes it so good value in its second year as in its first?

The answer is almost disappointingly simple—because no other car in the history of the industry has ever been built with the same thoroughness and care.

Is that all? Yes, that is all—but how much it means to you!

The length of time your car will last—the duration of service it will render you—is in direct proportion to the degree of skill and knowledge exercised in its building.

Almost any car nowadays will answer reasonably well for a time.

How long that time will be depends entirely upon the extent to which the liability to wear, repair and fracture has been reduced by correct methods of manufacture.

It is conceded that no plant in the world surpasses the Cadillac plant in that respect.

An examination of the chassis of the Cadillac "Thirty" delights the heart of the expert engineer.

His trained eye discerns master workmanship at every point so the eyes of an artist detect the handwork of genius.

He will point out to you the parts and the surfaces upon which the long life and service of the motor depend and show you how scientific methods of manufacture have exerted themselves to the uttermost to ward off friction and wear.

He will tell you what is unquestionably true—that with ordinary, intelligent care the Cadillac "Thirty" should keep continuously in commission for an indefinite period.

And the same elements that make for long life—the safeguarding against friction and wear by scrupulously close and fine workmanship—are an assurance also of the lowest cost of upkeep in any motor car.

The Cadillac "Thirty" is undoubtedly the least expensive car you can buy, because it will last longer and cost less to maintain. And it will last you longer and cost you less to maintain, for the simple and most excellent reason that it is the most skillfully constructed car in the world, regardless of price.

Four-cylinder  
35 horsepower  
Three speed sliding  
gear transmission

# \$1600

Excluding the following equipment—Diagnose, Deluxe floor seat with dry battery, one pair gas lamps and generator, one pair side oil lamps, one tail lamp, horn, set of tools, pump and tire repair kit, rubber mat, tire levers.

## Standard Motor Company

Distributors for Maryland and Virginia.

F. S. BLIVEN, Manager C. & P. Phone 1363 14-16-18 W. MT. ROYAL AVENUE, BALTIMORE, MD.

# Cadillac

## "Thirty" Once More Proves Itself Most Economical Car

Remarkable record submitted by 75 Cadillac "Thirty" owners in New York metropolitan district who have driven their cars 398,884 miles at a total cost for mechanical repairs of \$53.21, averaging 71 cents per car.

Equivalent to 18 times around the earth—398,884 miles—at a total repair cost of \$53.21.

This is the amazing record revealed by statistics just compiled from the experience of 75 Cadillac "Thirty" owners in New York city and suburbs.

It is doubtful if the entire history of travel and transportation—steam, electric or gasoline—will show a more perfect economy.

These are in the instance no general statistics to attract a sale.

The 75 owners were their representative men with this in Cadillac "Thirty" cars, were selected representatives to the other.

They took no special precautions, but drove them they pleased, when they pleased, how they pleased, without the slightest idea that their experience was to be made a matter of record.

At the close of this statistic were returned and compiled from the signed statements of the 75 men.

It was found that the 75 cars had traveled a total distance of 398,884 miles, or a distance equivalent to 18 trips around the world.

Eighty-one of the owners had no repair cost whatever—not a single penny—in spite of the fact that some of them had driven 100,000 miles as much as 15,000 miles.

The highest individual repair charge for the entire year was that of one man, whose car was taken to special repairs about \$50, not including the maintenance in car repairs, the distance it traveled being 5,000 miles.

During the entire year during the year from 22 cents to 16 cents, the average distance traveled was 5,000 miles per car, not the average owner against the 75 cars.

The signed statements of these 75 men showed further that the average gasoline consumption for the touring car was one gallon for each 14 miles of travel and one quart of oil for each 110 miles of travel.

The Ford-Tonneau was shown an average of 17 1/2 miles for each gallon of gasoline and 170 miles for each quart of oil.

There is no denying the fact that this record has proved a remarkable feat in automobile maintenance.

In years beyond a doubt that the Cadillac company has always maintained that the elements in motor construction which are absolutely necessary to economy and economy from maintenance, design, standardization, economy of expenditure and correct alignment. Also that standard for quality in the design, of parts, economy of workmanship, 12 dollar and heavily signed parts.

A test to prove up they passed before the District Automobile Club of London that these Cadillac cars had been driven all the parts times in a year, a portion of these parts discarded and new ones substituted, and the three new parts no longer from the long of parts to use, all in absolute accordance and without as much as an iota of loss.

For this the Cadillac has succeeded as the Dealer Trophy.

And now comes another demonstration which simply emphasizes the fact that the construction of the Cadillac company is in the construction of a high-class, economical and economical car are correct.

Cadillac manufacturers are that in a greater proportion of successful parts than those of any other car in the world—farther than the outside can make.

**Demi-Tonneau**

Touring Car  
Demi-Tonneau  
Runabout

# \$1,600

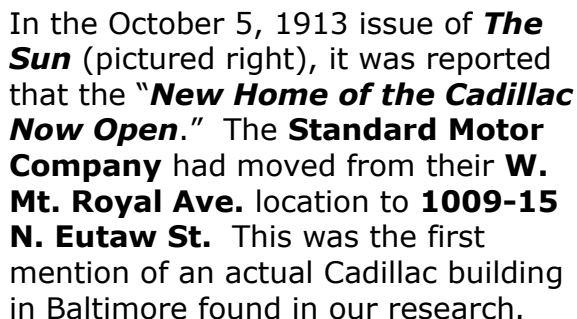
(F. O. B. Detroit) including the following equipment: Battery, low seat and with dry cells, one pair gas lamps and generator, one pair side oil lamps, one tail lamp, horn, set of tools, pump and tire repair kit, rubber mat, tire levers.

Licensed Under Seiden Patent

## STANDARD MOTOR CO.

14-16-18 West Mt. Royal Avenue

F. S. BLIVEN, Manager C. & P. Phone, Mt. Vernon 1242



This location would serve them well until 1921 when it was announced in the June 5th issue of ***The Baltimore Sun*** that Cadillacs would now be distributed exclusively by the **Baltimore Cadillac Company** (pictured below). It appears to have been a name change for the company and not a sale (an article in June 1923 in ***The Sun*** stated the **Baltimore Cadillac Company** formerly traded as the **Standard Motor Company**).

## ANNOUNCEMENT



SINCE 1909 Cadillac automobiles have been sold in Baltimore by the Standard Motor Company. From June 1st, 1921, Cadillac Cars exclusively will be distributed by the

## BALTIMORE CADILLAC COMPANY

CADILLAC BUILDING  
1007-1019 NORTH EUTAW STREET BALTIMORE, MARYLAND

The same Cadillac Building, one of the largest and most complete automobile establishments in the east, will house the new company, and the same efficient organization will be retained to serve Cadillac owners.

Mr. R. Milton Norris, long identified with Cadillac interests in Baltimore, will be the directing head and general manager of the Baltimore Cadillac Co.

For one week, from June 1st to 7th, a special display of Cadillac cars, the Standard of the World, will be held at the show rooms, to which Cadillac owners and the general public are cordially invited.



# CADILLAC

[illegible]

Personnel changes in the **Baltimore Cadillac Company** followed as George Williams became the new Sales Manager, succeeding R. Milton Norris, as reported on November 20, 1921 in ***The Sun***. But, more significant and ironic changes were about to occur.





## ***Cadillac & LaSalle Club Potomac Region Caddie Chronicle***



On December 3, 1922, *The Sun* announced that the **Mar-Del Mobile Company** merged with the **Baltimore Cadillac Company** to form the **Cadillac Company of Baltimore**. Thirteen years after they stopped serving as the Cadillac distributor, the **Mar-Del Mobile Company** was once again the distributor of Cadillacs in Baltimore, and **The Garage** was again the distributor location for Cadillacs.

The article listed the officers of the new company, with George Miller serving as President, and confirmed that **Mar-Del Mobile Company** was the first company to handle Cadillacs in Baltimore.

Below is a display ad for the **Cadillac Company of Baltimore** that appeared in October 5, 1924 issue of *The Sun*, featuring a 1924 Cadillac.



By that time, classified ads in *The Sun* listing multiple vehicles for sale, including used ones, were popular.

THE SUN, BALTIMORE, SUNDAY MORNING, DECEMBER 3, 1922.

### **Along Auto Row**

Probably the most important consolidation of automobile interests this year is that announced last week by which the Mar-Del Mobile Company merged with the Baltimore Cadillac Company. In future the combination will be known as the Cadillac Company of Baltimore.

The official personnel of the new company will be:

President, George Miller; J. A. Muehl-eisen, first vice-president; F. S. Bliven, second vice-president; Paul Jones, secretary, and Earl Williams, secretary and general manager.

The combined business will be operated from the old Mar-Del headquarters at Charles street and Mount Royal avenue. For the present the service department for Cadillac cars will be continued at 1007 North Eutaw street, but it is proposed to move all departments to the Mar-Del Building ultimately and sell or lease the Eutaw street place.

It is a matter of interest that the Mar-Del company was the first to handle Cadillac cars in Baltimore. It was also first representative for Oldsmobile, Waverly Electrics, Franklins, Packards and Dodges.



## Cadillac & LaSalle Club Potomac Region Caddie Chronicle



Below left and center are ads from September 20, 1925 and October 10, 1925, respectively, for the **Cadillac Company of Baltimore**. *The Sun* article far right from October 10, 1926 reports how they celebrated Cadillac's 25th Anniversary.

**Cadillac Co.**  
OF BALTIMORE, INC.

For 24 Years  
Dealers In  
Transportation

Under one roof you will find all the necessary facilities to rebuild an automobile to new-car performance as well as appearance. Every department manned with capable and conscientious workmen—every one an expert in his particular line.

The well organized and efficiently operated mechanical departments reduce the reconditioning cost of a used automobile to a minimum. That is why Cadillac Co.'s used cars serve you best and offer sound value.

1925 CADILLAC COACH.  
1924 CADILLAC COUPE.  
1924 CADILLAC TOURING.  
1923 CADILLAC TOURING.  
1922 CADILLAC COUPE.  
1924 BUICK BROUGHAM.  
1924 BUICK TOURING.  
1923 BUICK SEDAN.  
1923 BUICK SPORT ROADSTER.  
1924 PEERLESS TOURING.  
1924 PEERLESS PHAETON.  
1924 FORD STATION WAGON.  
1925 STUDEBAKER SPECIAL "G" SEDAN.

All of the above can be financed on our very liberal banking plan.

**Cadillac Co.**  
OF BALTIMORE, INC.  
Charles St. and Mt. Royal Ave.  
VERNON 2806.

Buy Your Car The  
Cadillac Way  
**Cadillacs**  
AND OTHER  
STANDARD MAKE CARS  
*Priced Right*  
*Reconditioned Properly*

CADILLAC-1924 — 7-passenger Suburban—Has been thoroughly reconditioned in our own shops. Ducoed a rich Cadillac blue. All nickel parts have been replated. The luxurious mohair upholstery looks as good as new. Four brand new cord tires. Sold under a new car guarantee.

CADILLAC-1920, Type 59—7-passenger Suburban—Has been reconditioned according to Cadillac standard. Painted Cadillac blue. New tires all around. A most useful car at a very attractive price.

**Cadillac Co.**  
OF BALTIMORE, INC.  
Mt. Royal Ave. and Charles St.  
VERNON 2806.

**Cadillac Co.**  
**Celebrates**

Local Firm Observes  
Anniversary Simultaneously With Dealers  
All Over Country

With an unusually large showing of custom-built automobiles, the Cadillac Company of Baltimore is celebrating, simultaneously with dealers all over the country the twenty-fifth anniversary of the company.

The local company is proud of the fact that it is one of the oldest Cadillac organizations in the country, dating back to the days of the "horseless carriages," in the same location and under the same directing head.

The Baltimore Cadillac men, while they are honoring the machine they represent, are honoring George Miller, president of the company since its beginning.

**BUILDING RENOVATED.**

A great deal of preparation has been made by the company for its celebration and special showing of cars. The entire building has been renovated and the used-car showrooms have been moved from the second floor to more accessible quarters on the first floor of the building at the corner of Charles street and Mount Royal avenue.

A score of special jobs are to be seen on the floor, giving an insight into some of the 500 color schemes devised by the company and offered as optional.

The officials of the company have reported large crowds in attendance thus far during the special showing.





# Cadillac & LaSalle Club Potomac Region Caddie Chronicle



A display ad for the relatively new LaSalle appeared in *The Sun* on January 15, 1928 (pictured below left). Ironically, the **Cadillac Company of Baltimore** would not be around to see how successful the LaSalle would become. Less than two months later, an announcement was made in *The Sun* on March 1, 1928 that the **Cunliffe Cadillac Company** would be succeeding the **Cadillac Company of Baltimore** (pictured below right).

## LA SALLE'S

### Unprecedented Popularity Has Made Possible Substantially Lower Prices



Beautiful New LaSalle Family Sedan with the wonderful Cadillac-LaSalle heavy-duty eight-cylinder engine

**\$2350**

5-Passenger Sedan, 135-inch wheelbase

**\$2575**

7-Passenger Sedan, 135-inch wheelbase  
*f. o. b. Detroit*

Every LaSalle is complete with all modern equipment, much of which is usually obtainable on other cars only at extra cost, and including at the new lower prices, Winter Front, Lovejoy Shock Absorbers, Externally Designed LaSalle Bumpers, Cowl Lamps, Cowl Hand Ventilators, Windshield Wiper, Cigar Lighter, Rear Vision Mirror, etc.

The triumphant preference accorded LaSalle during the past nine months has automatically opened the circle of LaSalle enthusiasts to all those thousands who originally viewed, admired and desired LaSalle.

LaSalle prices are now so attractively low—when value is considered—that you need not and in fact cannot forego LaSalle's surpassing excellence. For an investment of about \$2500 you may now enjoy a LaSalle sedan, roomy enough for the family, endowed with the transcending riding and driving ease of Cadillac manufacture, and distinguished from the highest-priced Six and every other Eight—excepting Cadillac itself—by the famous V-type, 90-degree, cylinder, heavy-duty Cadillac-built engine.

This engine alone assures long years of the most luxurious kind of motoring, in service to which no other car could be successfully subjected. And its obvious, of course, that in its ultra-modernistic lines and colorings, its modish appointments, LaSalle is so far in advance of current practice that it is sure to be "in vogue" for many years to come.



Enjoy the prestige and satisfaction of LaSalle now! Only a small outlay is required. Appraisal value of your present car acceptable as cash. The balance payable in terms to suit your convenience.

The LaSalle is manufactured completely by the Cadillac Motor Car Company within its own plants.

**CADILLAC COMPANY OF BALTIMORE, INC.**

Charles St. and Mt. Royal Ave. Vernon 2806

Central Garage Co. Frederick, Md.	Ludwig Motor Co. Hagerstown, Md.	Cumberland Cadillac Co. Cumberland, Md.	S. W. Kent Miller Martinsburg, W. Va.
--------------------------------------	-------------------------------------	--	--


## Announcing

### The Appointment of

## THE CUNLIFFE CADILLAC COMPANY

### As Successors to

## THE CADILLAC COMPANY OF BALTIMORE



After a long and successful career as Cadillac distributor in Baltimore and adjacent territory, Mr. George Miller has retired. The Cunliffe Cadillac Company has taken over the distribution of Cadillac and LaSalle cars and will conduct the business in the location formerly occupied by the

Cadillac Company of Baltimore, corner of Charles and Mt. Royal. Mr. C. R. Cunliffe, who heads the Cunliffe Cadillac Company, comes to Baltimore after many years of success as an automobile merchant, during the greater portion of which time he has been merchandising Cadillac cars.

**CADILLAC MOTOR CAR COMPANY**

DETROIT • MICHIGAN

The first 25 years of Cadillac dealerships in Baltimore illustrate the growth of the automotive industry where distributors represented many makes, trying to align themselves with the ones that they thought would succeed best. Although many manufacturers didn't last, the ascent of Cadillac as **The Standard of The World** was evident in the advertisements that documented their success. Many different companies represented Cadillacs during this period with the **Mar-Del Mobile Company** being the first and part of the last one. They helped pave the way for the successful history of Cadillac dealerships in the Baltimore area that continues to the present.