Motor Row District

Michigan Avenue, primarily between Cermak Road and the Stevenson Expressway

Preliminary Landmark Recommendation approved on April 3, 2000
by the Commission on Chicago Landmarks

City of Chicago
Richard M. Daley, Mayor

Department of Planning and Development
Christopher R. Hill, Commissioner
Motor Row District

1444, 1454, 1737, 1925, 2000 S. Michigan Ave.,
2200-2500 blocks of South Michigan Avenue,
2246-2342 S. Indiana Ave., and
2211-47 S. Wabash Ave.

Period of Significance: 1905-1936

Chicago’s Motor Row District, which roughly parallels South Michigan Avenue between 14th and 24th streets, is considered to be the largest, intact early "motor colony" in the United States. "Automobile rows" had developed in numerous cities shortly after the turn of the last century, as car companies sought to create districts where the sale and repair of cars could become an easy urban shopping experience.

The range of buildings in Motor Row illustrates the evolution of the automobile showroom and other related product and service buildings—from their beginnings at the start of the 20th century through the 1930s. The buildings highlight the dramatic changes in automobile-related building types, from simple two-story structures used for display and offices, to multi-story buildings housing a variety of departments for the repair, storage, painting, and finishing of automobiles.

The oldest building, the Ford Showroom at 1444 S. Michigan Ave., dates from 1905. The names of the early auto companies, such as Buick, Hudson, Locomobile, and Premier, still are visible on the brick and terra cotta facades.

The "streetwall" formed by the continuous masonry fronts of these showroom buildings forms an indelible urban image of Chicago at the beginning of the 20th century, when the automobile became a standard feature of American life.

District Description

The proposed Motor Row District has two components:
1) a three-block-long area centering on Michigan Avenue, between Cermak Road and the Stevenson Expressway, and
2) five individual historic buildings located along Michigan Avenue between 14th and 21st streets.

There are 56 buildings in the proposed Motor Row District, the majority of which contribute to its historic character. Although the district's "period of significance" is 1905-36—when the last of its auto-related buildings was constructed—most of the structures were built between 1905 and 1915, a decade when the area first gained prominence as a location for automobile sales.

The historic name of the district dates to this period, when the area was referred to in newspaper articles, magazine stories, and...
advertisements as Chicago’s “Motor Row.” Another name, “Automobile Row,” appears to date from the 1930s. Six large auto dealership structures—between four and six stories in height—an achor several of the corner lots in the district. These structures are interspers ed with smaller showroom buildings—between one and three stories—that were constructed by speculators for use by auto dealers, automotive parts companies, and related businesses.

Unlike the earlier historic mansions they replaced, the buildings in Motor Row are constructed right up to the property lines, with no front- or side-yard setbacks. Construction methods varied from semi-mill to steel and reinforced concrete framing. The street facades, clad in brick or terra cotta with ornamental details, featured large display windows. Many of the names—or the initials—of the auto manufacturers are still visible on these facades.

The buildings remain generally intact, particularly at the upper levels. However, many of the windows have been back-painted or filled in with brick or aluminum, and many of the ground levels have been altered over time. There are virtually no curb cuts off Michigan Avenue; vehicular service is off of alleys or the adjacent streets of Indiana and Wabash.

Criteria for Designation

According to the Municipal Code of Chicago (Section 2-120-620 and -630), the Commission on Chicago Landmarks has the authority to make a preliminary recommendation of landmark designation for a building, structure, or district if the Commission determines it meets two or more of the stated "criteria for landmark designation," as well as possesses a significant degree of its historic design integrity.

The following should be considered by the Commission on Chicago Landmarks in determining whether to make a preliminary recommendation that the Motor Row District be designated as a Chicago Landmark.

**Criterion 1: Critical Role in History**

*Its value as an example of the architectural, cultural, economic, historic, social or other aspect of the heritage of the City of Chicago, State of Illinois, or the United States*

The Motor Row District on South Michigan Avenue provides an excellent illustration of the early development of the American automobile industry, including one of the first showrooms built by auto pioneer Henry Ford.

The automobile made its first appearance on Chicago streets in 1892. The following year, several models of automobiles were displayed at the World’s Columbian Exposition. Interest was
The development of Chicago's Motor Row parallels the growth of the automobile industry. In just two decades, the auto had evolved from a cart mounted on two bicycles (left, the first car in Chicago, 1892) to the sophisticated touring cars that criss-crossed America (below, a 1912 ad for Cadillac). In 1902, there were 600 cars in Chicago. By 1925 there were nearly 300,000.
The Motor Row District also illustrates the evolution of the automobile showroom, from Henry Ford's first branch office in 1905 at 1444-46 S. Michigan Ave. (top) to the Hudson Automobile palace of 1923 at 2222 S. Michigan Ave. (above).
further heightened in 1895 by "America's First Automobile Race," which was sponsored by the Chicago Times-Herald. The winning entry ran the 52-mile, round-trip route from Chicago's Jackson Park to Evanston in just under eight hours—at an average speed of 6.7 miles per hour.

Nonetheless, at the turn of the century, automobiles still were considered "playthings for the wealthy," according to historian Robert Bruegmann, who notes there were only 600 cars in Chicago as late as 1902. (Two decades later there were almost 500 times as many cars in the city.) Most of these early cars were sold through bicycle dealerships or by carriage makers, such as the Studebaker Bros. Mfg. Co., which built a 10-story building in 1895 at 625 S. Wabash Ave. (altered).

Although the Studebaker Building was constructed to showcase the company's carriage, wagon, and harness departments, Bruegmann says:

> It almost immediately became the center of the Chicago auto trade as dealers moved into the area, accompanied by parts manufacturers and distributors. From these showrooms the dealers and their prospective buyers would drive the same routes taken by the carriages of the wealthy—that is, down Michigan Avenue and along the grand tree-lined boulevards parallel to it.

The city's first "automobile agent," Ralph Temple, established an Oldsmobile dealership at 293 S. Wabash Ave. (demolished) in 1899, according to Moran's Dictionary of Chicago. However, the first building to be constructed in Chicago for the sale of automobiles was a one-story structure at the northwest corner of 14th and Michigan Avenue. Built in 1902 for Barney Sykes' American Locomobile Company, its main feature was a large band of glass showroom windows. It also has been demolished.

In 1905, pioneering auto manufacturer Henry Ford (1863-1947) built a two-story dealership at 1444-46 S. Michigan Ave. (#1 in catalog and map). It was one of the first Ford branches to be built outside of Detroit, Mich., where the factory was located. The company had been incorporated in June 1903, and by 1906 it had built branch stores in Boston, Buffalo, Chicago, Kansas City, New York, and Philadelphia.

At a time when automobiles were virtually hand-built with individually machined parts, Ford was revolutionizing car manufacturing by adopting the use of standardized parts and assembly-line techniques. By doing so, according to America Adopts the Automobile, 1895-1910, he was able to produce "the first low-priced automobile that gave as good or better service than the much more expensive cars of the period."

Chicago contractor Henry Ericsson recalled meeting with Henry Ford to discuss the construction of the branch showroom
The number of passenger automobiles registered in Chicago zoomed from 600 in 1902 to nearly 300,000 in 1925.

Chicago seemed to hold a thrill for Ford, though I imagine the sight that made the deepest impression upon his mind was the beeves and hogs moving along overhead carriage lines through the packing plants [of the Chicago Stockyards].

In his own autobiography (1922) Ford, in fact, credits this visit for showing him the potential of the assembly-line process. "The idea came in a general way from the overhead trolley that the Chicago packers used in dressing beef," Ford recalled.

By 1913, thanks to the phenomenal popularity of the Model-T, Ford was producing 202,667 cars a year, compared to the second-place company's total of 37,422 (Willys-Overland). That same year, Ford moved its Motor Row showroom into larger quarters at 39th and Michigan.

Nonetheless, Henry Ford's original decision to build on Michigan Avenue appears to have been very influential with local developers. Within five years, dozens of new buildings for automotive concerns had been erected in a mile-and-a-half-long corridor between 12th and 26th streets. Ten of the earliest buildings were developed by a group of four individuals whose investments helped transform South Michigan Avenue into Chicago's "Motor Row."

John P. Wilson (1844-1922) built the Ford showroom and leased it to the company for its branch agency. His numerous land transactions in the area north of Cermak Road caused him to be referred to, in a 1905 article, as "one of the heaviest investors in Michigan Boulevard frontage." Most of his early buildings have been demolished.

Developer Ferdinand Peck (1848-1924), who built the Auditorium Theater in 1890, lived at 1826 S. Michigan Ave. As a result, the building he commissioned in 1911 for the B.F. Goodrich Building at 1925 S. Michigan Ave. (#4) was designed with elegant Second Empire styling in order to blend in with the ornate residences on the street.

Bryan Lathrop (1844-1916) built four of the surviving buildings in Motor Row (catalog #15, 17, 18, and 24). Lathrop's own house at 120 E. Bellevue Pl. (1892; McKim, Mead & White) is a designated Chicago Landmark.

Finally, attorney Alfred Cowles (1865-?) was responsible for developing an impressive row of automobile buildings at 2301-13 S. Michigan Ave. (#33, 34, 35).

There were 12,926 passenger automobiles registered in Chicago in 1910, compared to 58,000 horse-drawn vehicles. By 1920, the number of cars had grown to 90,000 and, just five years later, it had soared to nearly 300,000. (In contrast, the number of horse-drawn vehicles had dropped to 18,000.) Many of these early automobiles had been sold on Chicago's famed Motor Row.
From the first decade of the 20th century through the 1930s, Chicago's Motor Row was one of the premier automobile sales districts in the United States. Nearly 100 different "makes of pleasure and commercial cars" were represented in the district at the time of a 1910 Chicago Sunday Tribune article (left). Top: a night time view of Michigan Avenue as it was decorated for the 1911 Auto Show.
By the mid 1910s, the Motor Row District had expanded south to 24th Street, where the Packard (since demolished), and Chevrolet showrooms were located (top). The area remained the city’s top destination for auto shopping through the 1930s, as seen in this photo during “Auburn Demonstration Week” in 1932, looking north from 2401 S. Michigan Ave.
The Motor Row District features the largest intact collection of early automobile dealerships and related businesses in the United States.

Within a few years of the development of the first auto dealerships, a new type of commercial district had begun to merge in cities across the country, the so-called "automobile row." According to Chester Liebs, this new Main Street was:

... lined by walls of buildings whose shop windows, instead of being crammed full of jewelry, clothing, hardware, or groceries, showcased a single product—automobiles. By walking, driving, or riding a trolley down the street, shoppers could survey the latest cars available, while gaining an impression of dealers and the companies they represented from the appearance of their buildings.

A Chicago Sunday Tribune article on February 6, 1910, beneath the headline of "No Motor Row Like Chicago's," noted with pride that:

Chicago has the most imposing automobile row of any city in the country, and claim for a world's record might well be made without much chance of there being any dispute over the assertion. In no other city have the members and agents of cars and the purveyors of motoring accessories grouped together as they have in Chicago, and the result is an imposing "row" in Michigan Avenue, which now is a veritable motor mart with most of the business houses [sic] representatives of automobile concerns.

A year later, the Tribune (January 29, 1911) ran an article with the headline, "Changes Are Many Along 'Motor Row': Now Finest in America." Included was a chart of the 116 "different makes of pleasure cars" that were being handled by Chicago dealers. Virtually all were being sold by one of the auto showrooms located along Motor Row, which then stretched between 12th and 26th streets. The article went on to note:

Michigan Avenue has firmly established Chicago's reputation for having the largest motor colony in the country...No other city possesses such a grand "row," such a magnificent collection of buildings devoted to the retailing of motor cars and accessories.

Although remnants of early "automobile rows" survive in several other large American cities, none appears to be as large or intact as Chicago's Motor Row.

Boston's Commonwealth Avenue, for example, features a one-mile stretch of auto-related buildings between Kenmore Square and Brighton Avenue ("Packard's Corner"). Several dealerships survive, including an early structure designed by famed industrial architect Albert Kahn. However, its auto-related buildings are fewer in number, approximately 20, and are interspersed with other structures, including apartment buildings and churches.
Washington, D.C., features a dozen auto-related structures in a three-block stretch of 14th Street. Its oldest car sales building dates from 1904. A few spectacular auto showrooms also survive along San Francisco’s Van Ness Boulevard, but they date to the 1920s. Smaller automobile rows appear in other cities, but, none appear to be as large or intact as Chicago’s Motor Row.

Dealerships and showrooms for most of the auto industry’s earliest and most-famous manufacturers are featured in the Motor Row District.

At its peak, as many as 116 different makes of automobiles were being sold on Motor Row. Some of the companies are familiar names, such as Buick, Cadillac, Fiat, and Ford. Others, however, are unfamiliar to the modern motorist, even though they ranked as among the top auto producers of their day. This list includes: Hudson, Locomobile, Marmon, Packard, Pierce-Arrow, Rambler, Stanley Steamer, and REO, the maker of the famed “Speedwagon.”

The oldest dealership in the Motor Row District was opened in 1905 by Henry Ford (catalog #1). (The building is thought to be the oldest one surviving that was constructed specifically as an auto showroom.) At the time, the Ford Motor Co. ranked fourth in U.S. auto production—with 1,600 cars nationally—behind Oldsmobile (6,500), Cadillac (3,900), and Rambler (3,800).

Motor Row’s second oldest dealership (#2) was opened by the Buick Motor Co. in 1908. By this time Buick had become the nation’s leading auto producer (with 8,500 cars), closely followed by Ford (6,200) and Cadillac (2,380).

Chicago’s first Cadillac dealership (#17) dates to 1909, which is when Motor Row experienced its greatest construction boom. Other auto company showrooms built between 1909 and 1912 include ones for: Cunningham (#25), Fiat (#24 and 39), Locomobile (#5), Maxwell (#3), Pierce Arrow (#19), Premier (#29), Rambler (#44), and Thomas Flyer (#36). According to The American Car Since 1775, all of these were considered to be among the major auto producers of the first decade of the 20th century.

Many of the buildings constructed in Motor Row after 1912 were larger-scale replacements for the early showrooms. Five-story structures were built for Packard in 1915 (#15) and Cadillac in 1919 (#45), while two-story showrooms for Cole (#40) and Locomobile (#23) were constructed in 1923 and 1925. The Hudson (#9)
At its peak, as many as 116 different makes of automobiles were sold along Motor Row, ranging from such now famous companies as Buick, Cadillac, Fiat, and Ford to now-vanished brands, including Hudson, Locomobile, Marmon, Rambler, Stanley Steamer, Thomas Flyer, and REO, the maker of the famed "Speedwagon." Top: Trademarks of a few of the auto companies visible on Motor Row buildings. Above: a list of dealerships from a 1909 Tribune article.
and Marmon (#10) car companies built lavish showrooms in 1922. At the time, Hudson was the nation’s 7th largest auto producer, with 64,500 cars.

The redevelopment of South Michigan Avenue as “Motor Row” marked a significant cultural change for one of the city’s most elite residential enclaves.

Following the Fire of 1871, Michigan Avenue was designated as a “boulevard,” which furthered its development as an extension of the exclusive residential district farther north, facing Grant Park. The street quickly was developed with mansions, rowhouses, and churches.

The character of South Michigan Avenue, however, began to change rapidly at the turn of the century, when many residents began to relocate to areas farther from the noise and dirt of the city. One factor that hastened the street’s transformation, ironically, was Michigan Boulevard’s reputation as one of the best-paved streets in the city. As the Standard Guide to Chicago for the Year 1891 noted:

The roadway is as level as the top of a billiard table, and the clickety-clack of the horse’s feet over the well-kept pavement is music to our ears.

The smooth driving surface of Michigan Boulevard—which was termed “the longest and best automobile course in any city of this country”—also became music to the ears of the city’s first auto dealers, who began using it as a route to try out cars for prospective customers. This use also brought to the dealers’ attention the street’s advantages as a close-to-the-Loop location for auto showrooms and auto-related buildings and offices.

In 1904, developer John P. Wilson purchased the mansion of saddle manufacturer George Hankins at 14th and Michigan. Within months, he had replaced it with two new buildings, one for Henry Ford’s new auto dealership (#1), the other for Harvey Firestone’s tire dealership (since demolished). Within two years, dozens of other owners had torn down their houses and built auto stores, which were quickly rented to auto companies. According to an article in The Architectural Record (1910):

The ‘auto’ people from all over the city then began to besiege the property owners for more sites and buildings... many of the old families are in a panic to get away from the street... Lots are selling at $600 a front foot.

The contrast between the historic masonry buildings and “the shiny new facades, blatantly commercial advertisements, and enormous glass windows of the automobile buildings could not have been greater,” notes historian Robert Bruegmann. “By 1905... the new automobile buildings started to rip into the urban fabric with a vengeance.”
This 1911 drawing by John McCutcheon depicts the rapid transformation of South Michigan Avenue from a stately residential boulevard to "Motor Row," one of the premier automobile districts in the country. Top: This headline from Architectural Record magazine in 1910 accompanied an article on Motor Row's new auto-related building designs. The author described the thoroughfare as "the longest and best automobile course in any city in the country."
A sampling of advertisements for Motor Row auto dealerships during the first two decades of the 20th century. Although none of these companies remain in business, all of the buildings that housed them survive in the district.
A three-panel drawing by famed Chicago Tribune cartoonist John McCutcheon sums up the “evolution” of Michigan Boulevard into Motor Row. The top panel, dated 1890, shows a stretch of mansions, rowhouses, and churches. Carriages and bicyclists fill the street. By the middle section (1900) a new auto dealership is under construction, and the final panel (1911) depicts a rush of automobiles along a street now lined by automobile showrooms.

Virtually all of the mansions on this section of Michigan Avenue had disappeared by World War II. One of the few remaining examples is the Kent House, 2944 S. Michigan Ave. (1883), which is a designated Chicago Landmark.

**Criterion 4: Important Architecture**

*Its exemplification of an architectural type or style distinguished by innovation, rarity, uniqueness, or overall quality of design, detail, materials, or craftsmanship.*

The architecture of the Motor Row District reflects the design evolution of automobile showroom buildings from the beginning of the auto industry—at the outset of the 20th century—to the 1930s, when the automobile had become a standard consumer item of American culture.

The earliest buildings on Motor Row, architectural historian Robert Bruegmann notes, “had quite a bit in common with stables, which were often used as garages and repair shops in the auto’s earliest years.” The vast majority of these so-called “automobile stores” were one to three stories in height with large glass showroom windows.

Their facades usually adhered to the typical “storefront-cornice” style of commercial buildings of the period, according to cultural historian Chester Liebs. They generally were constructed of glazed brick or, as one critic observed, “enameled terra cotta in tints either white or buff.” These materials enabled the use of minimal ornament, classical-style details, or—most often—an inscription of the name of the car company.

In describing a common automobile building of the period, architectural historian Bruegmann observes:

Through the plate glass windows on the ground floor, customers approaching the building would have seen automobiles displayed. . . . The rear was devoted to service and storage. The ground floor was open except for a wash rack and combination turntable and wash rack. Cars from the storage areas above would be brought down by elevator, turned on the turntable, and driven out the rear door into the alley to reach the city streets. All the upper floors were primarily open. Some of the space was probably used for the storage and sale of parts, the rest for the storage and repair of automobiles.
(1905-1910)

The oldest remaining showroom on Michigan Avenue was built for the Ford Motor Company (catalog #1). By August 1905, the company’s directors had decided to establish its first branches outside of Detroit, identifying Chicago as one of the key cities. Although Chicagoan John Wilson developed the building at 1444-46 S. Michigan, it is clear from Henry Ericsson’s description in *Sixty Years A Builder* that Henry Ford himself and company executive James Couzens actively participated in the planning of the branch building.

Designed by architect Christian Eckstorm, the building’s appearance and dimensions are typical of the very earliest automobile showrooms. A two-story high, brick building, it fills its 50-foot-wide by 180-foot-deep lot. Large display windows dominated the ground-floor exterior, with a band of eight windows at the second floor. A showroom and offices occupied the front third of the ground floor, while a repair shop was located to the rear. The upper story was used for parts storage.

An article in a 1908 issue of the *Ford Times*, the company magazine, indicated that the Chicago showroom was one of their most important locations, stating: “Chicago is one of our largest branches and this year will dispose of more than a million dollar’s worthy of Model ‘T’s.”

The Buick Motor Car Company followed Ford’s lead and built its showroom—also designed by Eckstorm—two storefronts to the south at 1454 S. Michigan (catalog #2). Two-stories tall, its dimensions and uses were similar to that of Ford’s. Its facade, however, is of stone and is divided into two bays by two-story-high arches. The “Buick” logo still highlights the facade.

“A quintessential early auto facility,” according to the *AIA Guide to Chicago*, is the Locomobile Showroom at 2000 S. Michigan Ave. (1909; #5). It features a reinforced concrete structure trimmed in brick and terra cotta. Other examples from this period include: the Premier Auto Car Co. Building, 2329 S. Michigan Ave. (1909; #29; see photo, p. 18), in which huge plate-glass display windows are surrounded by a green-and-white, terra cotta “picture frame;” two buildings at 2309-13 S. Michigan Ave. (1915; #33 and 34) that the *AIA Guide* says “reveal lively uses of terra cotta;” and the McNaull Tire Company at 2120 S. Michigan (1911).

[The last structure is already a Chicago Landmark, not because of its auto associations but due to its fame during the 1950s and ’60s—as the home to Chess Records, one of most influential recording studios for early blues and rock n’ roll music.]

One advantage of Michigan Avenue as a location for auto showrooms was its deep 180-foot lots, fronting either on Wabash or Indiana avenues. An article in *Brickbuilder* magazine in 1913 noted that the ideal “automobile sales and service building. . .
The architecture of the Motor Row District attracted national attention. Among the buildings featured in a 1910 article in the *Architectural Record* was the Maxwell-Briscoe Automobile Showroom (above; #3 in catalog). Other early Motor Row buildings mirrored the ornate designs of the area’s mansions, such as the Second Empire-style B.F. Goodrich Co. Showroom (top; #4).
The earliest showrooms in Motor Row—those dating from 1905-10—featured large display windows framed with brick, stone, or terra cotta. Clockwise from top left are the: Fiat Showroom (catalog #24), Premier Showroom (#29), Cadillac Showroom (#17), and the Buick Showroom (#2).
By 1910, when the Locomobile Auto Showroom was featured in a construction trades book, the size and functions of these buildings had begun to expand. In addition to larger showrooms, Motor Row buildings now featured lavish offices, waiting rooms, repair facilities, and garage storage.
should extend the entire length between two streets, preferably a main thoroughfare and a back street of sufficient width to permit automobiles to be operated in both directions.”

Deep lots fronting on Michigan Avenue also made it possible to create buildings with very large ground floor areas, without obstructing columns. An article in a 1910 issue of Architectural Record highlighted the importance of this new building type as a unique “solution of a utilitarian problem by architects.” The author, architectural critic Peter B. Wight, noted that:

On account of their location on a street notable for very good architectural improvements it is natural that the designers should have sought to make them more attractive than purely utilitarian factories and warehouses. . . . It is evident that here we must look for the crude beginnings of a new architecture. And if it can be so called it is not to be praised too highly, neither is it to be condemned rashly, because it is new, if the effort is honest.

One example that Wight cited was the Maxwell-Briscoe Building, 1737 S. Michigan Ave. (1909; #4; photo on p. 17), which is faced with brown, wire-cut brick. “A very lively effect comes from the fact that these bricks are of uneven color,” Wight noted. “The enameled terra cotta is of a decided buff color, and makes an excellent contrast, while the modeled ornament over some of the windows is very effective.”

One of the most intact—and picturesque—buildings in the district was built in 1911 for the Goodrich Tire Company, 1925 S. Michigan Ave. (#4; photo on p. 17). Like most Motor Row structures, it featured broad display windows at the first and second levels. However, its top floor has an ornate mansard roof with three dormers. Its design was intended to blend with the historic mansions that formerly lined Michigan Avenue.

In contrast, the showroom at 2347 S. Michigan (#24; photo on p. 18) had a strikingly modern appearance for a building constructed in 1910. Its wide, 67-foot street frontage enabled virtually the entire facade to be constructed of plate glass display windows. The effect of the interior showroom (altered) was far more traditional, featuring an ornate beamed ceiling, wood and burlap paneled walls, and a white tile floor that gave “the room the feel of [a] hotel lobby.”

One of the most attractive buildings in the district was the Stoddard-Dayton Building at 2453 S. Michigan, a Gothic-influenced design by Holabird & Roche. Unfortunately, it was demolished for construction of the Stevenson Expressway.

(1910-1915)

Nonetheless, six large-scale auto-related buildings still survive in Motor Row. All were built between 1909 and 1915 and were designed by well-known architects. They are considered fine examples of the type of commercial structures that gave the so-called Chicago School an international reputation for
Auto-related buildings from 1910-15 grew even larger in scale as demonstrated by this group (above) at the southeast corner of 23rd Street and Michigan for the Cadillac, Cowles, and Saxon showrooms (#35, 34, 33). An example of the layout of various departments (top) in such midrise structures was published in *Motor Age* magazine.
During the 1920s, showrooms in Motor Row grew into ornate "auto palaces," such as the Hudson Motor Co. Building at 2222 S. Michigan (above; catalog #9). One of the last auto-related buildings in the district was built in 1936 for the Illinois Automobile Club (now occupied by the Chicago Defender) at 24th and Michigan (#16).
architectural innovation. The prominence of these buildings is heightened by their corner lots, which help to define the character of the district.

Historian Chester Liebs says these second-generation “multi-story urban auto sales salon” buildings usually were often constructed of reinforced concrete, which made an ideal skeletal frame for a structure that needed to support large loads, while being vibration resistant and relatively fireproof.

A typical interior organization featured expansive showrooms topped by utilitarian factory space that was used for “everything from charging batteries to the final assembly of new cars.” A cross-section of a typical multi-story building appeared in the August 1919 issue of *Motor Age*. It showed such upper-story features as an overhead track, paint drying kilns, stock room, upholstery shop, and sheet metal department.

Two good examples of this type of multi-story building are located at the intersection of 23rd and Michigan. The Thomas Flyer Co. Building, 2255 S. Michigan Ave. (#36), originally was built as a three-story structure in 1910, before receiving a two-story addition in 1915. The tall windows on the lower stories were designed to feature showrooms, while the smaller upper-floor windows reflect service uses.

Across the street is the Cadillac Motor Car Co. Building, 2301 S. Michigan Ave. (1911; #35; photo on p. 18). This five-story structure features broad bays of windows and, according to a newspaper advertisement from 1912, was “devoted entirely to serving Cadillac owners and . . . is completely equipped to do any work that any Cadillac owner will ever need done.”

(1915-1922)

During the late-1910s and early-1920s, the auto showroom buildings in Motor Row—as well as those across the country—began to grow even more ornate. “Dealers began pouring their own money into lavish new facilities,” Liebs notes, “. . . scrambling to obtain the services of prominent architects.”

The Kelly-Springfield Tire Building, 2251 S. Michigan Ave. (1915; #37), was designed by Alfred Alschuler and features ornate classical-style, terra cotta ornament, even though its basic narrow-fronted structure remained quite utilitarian.

In contrast, the showrooms built in 1922 by the Hudson Motor Co. at 2222 S. Michigan (#9; photo on facing page) and the Marmon Car Co. at 2232 S. Michigan Ave. (#10) were set on much wider lots. Both feature ornamental terra cotta details, along with elements of the Spanish Revival, a style that was commonly used by designers of auto showrooms—and movie palaces—during the 1920s. The central bay on the Hudson building’s facade has a Palladian-style window in the raised central bay with small “H” (for Hudson) medallions. The AIA
While the exterior of buildings in Motor Row dramatically changed between 1905 and 1930, so did the design of the auto showrooms themselves. Top: a view of the low-ceilinged Ford showroom (catalog #1) from 1908; above: the spacious salon of the Marmon showroom (#10) constructed in 1922.
Guide to Chicago notes that the building’s “exuberant terra cotta imitates stone in twisted columns and rope moldings.”

These two side-by-side buildings are excellent examples of the type of grand auto showrooms built during the 1920s, a decade when the automobile became a standard feature of American life. During this period, auto showrooms also began to be built well beyond the Loop, along many of the city’s large commercial streets. Some of the best surviving examples are: 5946 Broadway (1925), 3041 W. Lawrence Ave. (c.1925), 6731 S. Western Ave. (1929), and 5500 S. Lake Park Blvd. (1929).

(1922-1936)

Despite this trend, Motor Row remained the city’s largest concentration of auto showrooms until after World War II. A 1933 city guidebook still referred to Michigan Avenue south of 18th Street as “Automobile Row,” noting that lining either side of the street “are the salesrooms of virtually all American and many foreign motor cars.”

New construction in Motor Row culminated in 1936 with the opening of the Illinois Automobile Club at 2400 S. Michigan (#16). Its design by Philip B. Maher is a Moderne-style adaptation of the Spanish Mission style, featuring a three-story clock tower. In the 1950s the building was acquired by the Chicago Defender newspaper.

Following World War II, the movement of automobile dealers to outlying commercial streets (e.g., Ashland, Cicero, Western) escalated, although the new sales buildings often were secondary to the drama of their large-scale neon signs.

Still, despite the passage of nearly a century, no other commercial strip in the city—or the United States—comes close to duplicating either the importance or character of the Motor Row District on South Michigan Avenue.

Criterion 5: Significant Architects

*Its identification as the work of an architect, designer, engineer or builder whose individual work is significant in the history or development of the City of Chicago, the State of Illinois or the United States.*

Most of the earliest buildings in the Motor Row District were designed by Christian Eckstorm, an architect known for his high-quality industrial and commercial work.

The early architectural character of Motor Row was heavily influenced by Christian Albert Eckstorm (1863-1927), who designed 12 buildings in the district between 1905 and 1919.

Eckstorm began his architecture career in 1887 with the firm of Cobb & Frost and later worked for Henry Ives Cobb. Eckstorm began his own practice in 1904 and soon became known for his industrial and commercial designs. Among the most
Motor Row attracted some of the city's most prominent architects, including Christian Eckstorm—who designed a dozen buildings including the 1905 Ford Showroom (above, left)—and Holabird & Roche, whose designs included a series of building for Alfred Cowles (top: drawing detail of 2311 S. Michigan, catalog # 34).
notable are: the Pugh Warehouses (a.k.a., North Pier Terminal), 365-511 E. Illinois St. (1905-1920); the Harvester Building, 600 S. Michigan Ave. (1907), the Mallers Building, 1 S. Wabash Ave. (1910); the Sherwood Conservatory of Music, 1014 S. Michigan Ave. (1912), and the Garland Building, 101 N. Wabash Ave. (1915).

The designs of Eckstorn's auto showroom buildings were based on retail architecture of the period, but the use of large windows is a clear accommodation to the display of automobiles. The buildings are one- to three-stories tall and faced with dark brick and stone trimming. Ornament, typically classical, is used sparingly and is centered above the entrance or on the parapet.

Among the most distinctive examples of Eckstorn's work in Motor Row are: the district's oldest building, the Ford Showroom at 1444 S. Michigan Ave. (1905; #1; photos on pp. 4, 26), the B. F. Goodrich Building, 1925 S. Michigan Ave. (1911; #4; photo on p. 17), whose Second Empire detailing is similar to that of the Sherwood Conservatory; and the Pushman Building at 2325 S. Michigan Ave. (1912; #30).

The initial success of Motor Row encouraged the involvement of other prominent architects, such as Alfred Alschuler, Holabird & Roche, and Albert Kahn, who designed many of the larger scale, more sophisticated auto showroom buildings.

As the sales and servicing of cars became more specialized during the second decade of the 20th century, the developers of Motor Row began to employ high-profile architecture firms. Initially, these firms designed larger structures although, ultimately, they began to produce more artistic facades that further enhanced the image of the automobile.

The well-known architectural firm of Holabird & Roche helped to transform the appearance of the auto showroom and service buildings in Motor Row with more than half a dozen high-quality designs between 1909 and 1915.

The firm was founded in 1881 by William Holabird (1854-1923) and Martin Roche (1855-1927), who met while working in the architectural office of William LeBaron Jenney, the so-called “father of the modern skyscraper.” Holabird had come to Chicago from New York in 1875. Roche was raised in Chicago and educated at the Armour Institute of Technology (now IIT).

The firm was influential in the development of early skyscrapers, especially the architectural movement known as the Chicago School. Among its designs were the: Tacoma Building (1889; demolished), Pontiac Building (1891), Old Colony Building (1894), Marquette Building (1895), Republic Building (1904; demolished), Chicago Building (1904), City Hall-County Building (1905-09), and the Brooks Building (1910). Many of these structures feature the distinctive Chicago-style window, a large pane of glass flanked by narrow, moveable sash windows.
Much of Holabird & Roche's work employed steel-frame construction, which adapted itself well to the needs of buildings housing auto sales and services. Their earliest designs for Motor Row were small two- to three-story buildings that strongly emphasized the glassy expanses of their facades, which were enframed by ornately detailed brickwork or white-glazed terra cotta, such as the Fiat (#24) and Premier showrooms (#29).

Beginning with the Cadillac Building at 2301 S. Michigan Ave. (#35), the firm designed several larger buildings, whose facades are related to its other Chicago School-style designs, employing large windows and minimal amounts of brickwork. The large window openings of these buildings were practical not only for display purposes but for the amount of natural light they provided for auto repairs that required careful hand-machining. [Unfortunately, two of their designs were demolished for the construction of the Stevenson Expressway.]

The decorative treatment of Holabird & Roche's Motor Row buildings was more elaborate than those of other firms. On the larger buildings, ornamental terra-cotta plaques with the company's logos are emblazoned on parapets and doorways. The detailed brickwork and terra cotta castings on the Saxon (#33) and Cowles (#34) buildings are richly ornamental.

Another influential architect on Motor Row was Alfred Alschuler (1876-1940). Although only three of his buildings remain in the district (#9, 10, and 37), they are textbook illustrations of the type of upscale automobile "sales palaces" from the final era of Motor Row's development.

Alschuler studied architecture at the Armour Institute of Technology and the Art Institute of Chicago. He went to work for Dankmar Adler, Louis Sullivan's former partner, in 1900. In 1903 he formed a partnership with Samuel A. Treat.

In 1907, Alschuler began an independent practice that developed into one of the city's largest architectural offices during the 1920s and '30s. The firm produced distinctive designs for a variety of building types, including public buildings, synagogues, retail stores, and industrial buildings. Three of his buildings—Goldblatt Bros. Department Store, 1613-35 W. Chicago Ave. (1921-28), the London Guarantee Building, 360 N. Michigan Ave. (1922-23), and K.A.M. Isaiah Israel Temple, 1100 E. Hyde Park Blvd. (1926)—are designated Chicago Landmarks.

A biographical sketch of Alschuler states that: "At a time when the city was developing an industrial fringe dominated by otherwise nondescript functional buildings, Alschuler's harmonious and refined designs—and restrained classical detailing—were changing the texture of the city.

Alschuler's Motor Row Buildings are excellent examples of his high-caliber work. In 1915, when he designed a new building for the Kelly-Springfield Tire Co. at 2251 S. Michigan Ave.
Many of the buildings in Motor Row display characteristics of the Chicago School of commercial architecture. A 1910 issue of *The Brickbuilder*, a national architecture magazine, featured the Motor Row designs of several Chicago architects, including Holabird & Roche's Thomas Flyer garage (#36 in catalog).
1915; #37), most of the nearby buildings on Motor Row had relatively staid brick-and-stone facades. In contrast, the facade of this three-story building features large expanses of glass delicately framed by classically-detailed terra cotta.

Alschuler expanded on this in 1922 with the Hudson Motor Car (#9; photo on p. 22) and Marmon (#10) showrooms at 2222 and 2232 S. Michigan Ave., which were three- and two-story buildings, respectively, carried out in a distinctive Spanish baroque style. Their interior showrooms continued the exotic theme through carved woodwork and grand staircases. Under Alschuler’s hand, the space became a theatrical setting for selling not only cars but an associated lavish lifestyle.

Motor Row also includes a building designed by Albert Kahn (1869-1942), who is acknowledged to be one of the nation’s most influential industrial architects of the early-20th century. The Cadillac Warehouse Building at 2300 S. Indiana Ave. (1919; #45) is the only remaining intact industrial building designed by Kahn in Chicago.

A native of Germany, Kahn emigrated to Detroit, Mich., with his family in the 1880s. In 1893, he was appointed chief designer for the firm of Mason & Rice, and in 1896 he established his own practice. By the late 1930s Kahn’s firm had a staff of over 600 people, which reportedly was responsible for nearly 20% of the nation’s architect-designed industrial buildings during the period.

Kahn’s early work was noted for its pioneering use of reinforced concrete, which he first employed in 1903 for a new manufacturing complex for the Packard Motor Car Co. in Detroit. Kahn recognized that reinforced concrete, due to its low cost, speed of construction, strength, and resistance to fire, was well-suited to the automotive industry. His subsequent designs for other factory buildings are widely regarded as important influences on modern architecture.

Kahn designed an impressive three-story auto showroom for Packard in 1919 at the northeast corner of 24th Street and Michigan Avenue. Unfortunately, that building was demolished for construction of the Stevenson Expressway.

**Criterion 6: Distinctive Theme as a District**

*Its representation of an architectural, cultural, economic, historic, social, or other theme expressed through distinctive areas, districts, places, buildings, structures, works of art, or other objects that may or may not be contiguous.*

The buildings in the Motor Row District are consistent in their use, design, size, scale, materials, and overall detailing.

The varying building designs in Motor Row are unified by their overriding use as automobile showrooms and garages. This specialized function, in turn, dictated the predominate design
The buildings in Motor Row display a wealth of decorative ornament, including (clockwise from top): multicolored terra cotta, classical shields and urns, monograms of building tenants, and artistic brickwork.
In addition to its unified theme—of buildings constructed for auto-related uses—the district features a strong building "streetwall" along Michigan Avenue and masonry structures of fairly consistent heights.
feature that distinguishes these buildings from other commercial buildings of the period: a very large proportion of glass-to-masonry, particularly on the lower levels where the automobile display rooms were located.

The buildings' prevailing use as auto showrooms, with accompanying service garages and administrative offices, gave them a uniformity of scale. Most are two to three stories in height and all are oriented perpendicularly to the street—with the shorter ends of the building fronting on the north-south streets. The regularity of each building’s approximately 50-foot street frontage reinforces the architectural scale of each block face along South Michigan Avenue.

A handful of four- to five-story buildings anchor corner lots in the district, creating bookends to either end of most blocks. The larger size of these buildings is due to the additional services that were required for some of the larger dealerships, including the warehousing of parts, car storage, and even assembly rooms. However, in the context of the district, the variation in scale of these buildings is slight, and their facade designs are consistent with the other structures.

All of the buildings are clad with masonry, either brick—with stone trim—or high-glazed, white terra cotta. The building facades incorporate ornament in varying degrees, a characteristic of structures built before World War II. In fact, virtually all of the showrooms were built prior to 1920 and employ similar classically-inspired detailing.

The continuous frontage—or streetwall—formed by the groups of buildings on Michigan Avenue between Cermak Road and the Stevenson Expressway, provides a distinctive urban streetscape for the city’s Near South Side.

The automobile-related buildings on South Michigan Avenue were constructed right up to the property lines; that is, to the edge of the sidewalk. Historically, this allowed shoppers to easily view the automobiles that were on display in the showroom windows, whether they were on foot or driving by in a streetcar or an automobile.

The survival of most of these buildings has resulted in a nearly continuous, three-block-long streetwall that distinguishes this area—not only historically but—visually. This uninterrupted stretch of buildings south of Cermak Road gives this portion of South Michigan Avenue a strongly linear definition.

The “urban canyon” formed by these buildings also gives a strong visual sense of the place for the district itself. It provides a clearly memorable image of what “Motor Row” must have meant to generations of Chicagoans who came here to shop for a new car during the first three decades of the 20th century, when the automobile became a standard feature of American society.

The visual importance of this streetwall can be seen simply by journeying outside of the district’s boundaries, where the
urban streetwall quickly breaks down due to varying land uses and setbacks. As such, Motor Row ranks as one of the city’s most defined, manmade urban features.

**Integrity**

The integrity of the proposed landmark must be preserved in light of its location, design, setting, materials, workmanship, and ability to express its historic community, architectural or aesthetic interest or value.

The buildings in Motor Row comprise the largest collection of intact early automobile showrooms in the United States. The survival of such a large grouping of adjacent auto-related buildings—forming a historic streetwall—is unique in the United States. As a grouping the buildings in Motor Row District strongly express their historic origins.

The original masonry exteriors of most of the individual buildings, including their original decorative details, are largely intact. However, as is often the case with commercial buildings, the ground floors have been altered.

The principal changes to the buildings have been to their window openings, many of which have been back-painted or filled in with brick or aluminum. Although these changes affect the facades, they do not alter the basic architectural relationship between the masonry and the window openings. These alterations are largely cosmetic in nature, and the original facades are either still underneath the later additions or can be readily replicated.

**Significant Historical and Architectural Features**

Whenever a building is under consideration for landmark designation, the Commission on Chicago Landmarks is required to identify the “significant historical and architectural features” of the property. This is done to enable the owners and the public to understand which elements are considered most important to preserve the character of the proposed landmark.

Based on its evaluation of Motor Row, the Commission staff recommends that the significant historical and architectural features be identified as: all exterior building elevations, including rooflines, visible from the public rights-of-way.
The original masonry exteriors of the buildings in Motor Row are largely intact. The principal changes have been to their display windows, many of which have been back-painted or filled in with bricks, aluminum siding, or glass block. These alterations, largely cosmetic in nature, are generally reversible. Top: 1909 and 1999 photos of the Premier Auto Car Showroom (catalog #29); above: 1910 and 2000 photos of the Mitchell Automobile Showroom (#15).
Selected Bibliography


*Chicago's Automobile Row: A Thematic Landmark District.*

Preservation Planning Class. School of the Art Institute of Chicago's Master of Science in Historic Preservation Program, Spring 1999.

*Chicago Tribune.* Various articles.


Flink, James J. *America Adopts the Automobile*. 1895-1910.


Motor Row District
Building Catalog and Map

Top: West side of Michigan Avenue, looking north from 16th Street, in 1910; above: Michigan Avenue looking south from Cermak Road in 1911.
Motor Row District

See enlarged map for boundary details of #6-56
Motor Row District

Map numbers correspond to the catalog of structures beginning on page 39.
Building Catalog - Motor Row District

1. Ford Motor Co. Showroom
1444 S. Michigan Ave.
Permit Date: 11/22/1905
Architect: Christian Eckstorm

2. Buick Motor Co. Showroom
1454 S. Michigan Ave.
Permit Date: 04/20/1907
Architect: Christian Eckstorm

3. Maxwell-Briscoe Automobile Co. Showroom
1737 S. Michigan Ave.
Permit Date: 07/12/1909
Architect: Ernest Walker
4. **B.F. Goodrich Co. Showroom**
1925 S. Michigan Ave.
Permit Date: 12/02/1911
Architect: Christian Eckstorm

5. **Locomobile Motor Co. Showroom (No. 1)**
2000 S. Michigan Ave.
Permit Date: 05/27/1909
Architect: Jenney, Mundie & Jensen

6. **Golden Pond Restaurant**
2200 S. Michigan Ave.
Permit Date: c. 1970
Architect: unknown
*(non-contributing building)*
7. **Bird-Sykes Co. Building (No. 1)**  
2208-2216 S. Michigan Ave.  
Permit Date: 11/03/1910  
Architect: Christian Eckstorm

8. **Colonial Trust & Savings Bank**  
2218 S. Michigan Ave.  
Permit Date: 08/26/1919  
Architect: J.T. Fortin  
Alterations: c. 1970  
(possible non-contributing building)

9. **Hudson Motor Car Co. Showroom**  
2222 S. Michigan Ave.  
Permit Date: 04/06/1922  
Architect: Alfred Alschuler
10. Marmon Co. Showroom
2232 S. Michigan Ave.
Permit Date: 04/22/1922
Architect: Alfred Alschuler

11. Roamer Automobile Co. Showroom
2240 S. Michigan Ave.
Permit Date: 12/14/1916
Architect: Christian Eckstorm

12. Building for Seipp Realty Trust
2244 S. Michigan Ave.
Permit Date: 02/26/1917
Architect: H.C. Hodgkins
13.  
**Centaur Motor Co. Showroom**  
2248 S. Michigan Ave.  
Permit Date: 03/27/1912  
Architect: E.J. Orenstein

![Photo](image1.jpg)

14.  
**Burger King**  
2328 S. Michigan Ave.  
Permit Date: c. 1990  
Architect: unknown  
(non-contributing building)

![Photo](image2.jpg)

15.  
**Mitchell Automobile Co. Showroom**  
2334-38 S. Michigan Ave.  
Permit Date: 07/10/1910  
Architect: Jarvis Hunt

![Photo](image3.jpg)
16. **Illinois Automobile Club Showroom**
2400-10 S. Michigan Ave.
Permit Date: 09/26/1936
Architect: Phillip Maher

17. **Cadillac Motor Car Co. Showroom (No.1)**
2412 S. Michigan Ave.
Permit Date: 08/30/1909
Architect: Jenney, Mundie & Jensen

18. **Detroit Electric Automobile Co. Showroom**
2416 S. Michigan Ave.
Permit Date: 10/19/1909
Alteration: c. 1970
Architect: Jenney, Mundie & Jensen
(possible non-contributing building)
19. Pierce Arrow Auto Co. Showroom
2420 S. Michigan Ave.
Permit Date: 04/12/1909
Architect: Jenney, Mundie & Jensen

20. Building for P.H. Otis
2419 S. Michigan Ave.
Permit Date: 06/16/1915
Architect: Christian Eckstorm
Alteration: c. 1970
(Non-contributing Building)

21. L&H Buick Sales Co. Showroom
2415 S. Michigan Ave.
Permit Date: 03/03/1916
Architect: Christian Eckstorm
Building Catalog - Motor Row District

22.
Speedwell Motor Co. Showroom
2411 S. Michigan Ave.
Permit Date: 11/22/1909
Architect: C.E. & R.W. Beach

23.
Locomobile-Auburn Auto Showroom
2401-09 S. Michigan Ave.
Permit Date: 03/23/1925
Architect: Melvin A. Nelson

24.
Stevens-Duryea Co. / F.I.A.T. Auto Co. Showroom
2347-51 S. Michigan Ave.
Permit Date: 02/17/1910
Architect: Holabird & Roche
Alteration: 1999
25. **Cunningham Car Co. Building**
2341 S. Michigan Ave.
Permit Date: 01/15/1910
Architect: F.E. Davidson

26. **Federal Motor Car Co. Showroom**
2337 S. Michigan Ave.
Permit Date: 05/14/1910
Architect: David Robertson

27. **unknown**
2335 S. Michigan Ave.
Permit Date: c. 1910
Architect: unknown
28. **Building for James Walsh**
2333 S. Michigan Ave.
Permit Date: 10/31/1916
Architect: Christian Eckstorm

29. **Premier Auto Car Co. Showroom**
2329 S. Michigan Ave.
Permit Date: 06/08/1909
Architect: Holabird & Roche

30. **Building for Gerabed Pushman**
2325 S. Michigan Ave.
Permit Date: 10/25/1912
Architect: Christian Eckstorm
31. Elgin Motor Car Co. Showroom
2323 S. Michigan Ave.
Permit Date: 03/27/1920
Architect: L.M. Mitchell

32. Schillo Motor Sales Co. Showroom
2317 S. Michigan Ave.
Permit Date: 06/12/1917
Architect: Mundie & Jensen

33. Saxon Automobile Co. Showroom
2313 S. Michigan Ave.
Permit Date: 08/28/1915
Architect: Holabird & Roche
34.  
**Alfred Cowles Showroom**  
2311 S. Michigan Ave.  
Permit Date: 08/28/1915  
Architect: Holabird & Roche

35.  
**Cadillac Motor Car Co. Building (No. 2)**  
2301 S. Michigan Ave.  
Permit Date: 09/13/1911  
Architect: Holabird & Roche

36.  
**Thomas Flyer Garage and Service Building**  
2255 S. Michigan Ave.  
Permit Date: 01/14/1910 (3-story building)  
Architect: Holabird & Roche  
Two story Addition for Chalmers Motor Co.  
Permit Date: 10/30/15  
Architect: Alfred Alschuler
Building Catalog - Motor Row District

37.
Kelly-Springfield Tire Co. Showroom
2251-2253 S. Michigan Ave.
Permit Date: 12/13/1915
Architect: Alfred Alschuler

38.
Moline Automobile Co. Showroom
2245 S. Michigan Ave.
Permit Date: 02/19/1917
Architect: Howard G. Hodgkins

39.
F.I.A.T. Automobile Co. Showroom
2239 S. Michigan Ave.
Permit Date: 10/04/1910
Architect: C.W. & G.L. Rapp
40. **Cole Motor Co. Building**  
2235 S. Michigan Ave.  
Permit Date: 04/05/1923  
Architect: William Whitney

41. **Triangle Motors, Inc. Showroom**  
2229 S. Michigan Ave.  
Permit Date: 07/31/1919  
Architect: L.G. Hallberg

42. **Bird-Sykes Co. Building (No. 3)**  
2221 S. Michigan Ave.  
Permit Date: 10/28/1919  
Architect: Harold Holmes  
(possible non-contributing building)
Building Catalog - Motor Row District

43.
Bird-Sykes Co. Building (No. 2)
2215 S. Michigan Ave.
Permit Date: 09/10/1915
Architect: Christian Eckstorm
(possible non-contributing building)

44.
Rambler Automobile Co. Showroom
2246-58 S. Indiana Ave.
Permit Date: 11/03/1911
Architect: Jenney, Mundie & Jensen

45.
Cadillac Motor Car Service Building
2300-08 S. Indiana Ave.
Permit Date: 11/21/1919
Architect: Albert Kahn
46. **Unknown**  
2312 S. Indiana Ave.  
Permit Date: 09/30/1913  
Architect: W.J. Summerbelle (contractor)

47. **J & J Exhibitors No. 1**  
2314-24 S. Indiana Ave.  
Permit Date: c. 1970  
Architect: unknown  
(Non-contributing structure)

48. **Cole Automobile Co. Showroom**  
2326-28 S. Indiana Ave.  
Permit Date: 08/18/1915  
Architect: Z.T. and C.G. Davis
Building Catalog - Motor Row District

49.
J & J Exhibitors (No. 2)
2334 S. Indiana Ave.
Permit Date: c. 1970
Architect: unknown
(non-contributing structure)

50.
Packard Motor Company Warehouse Building
2338-42 S. Indiana Ave.
Permit Date: 09/07/1915
Architect: Mundie & Jensen

51.
Oneida Truck Co. Showroom and Service Station
60 E. 23rd St./2247 S. Wabash Ave.
Permit Date: 11/17/1919
Architect: Christian Eckstorm
52. 
Oneida Truck Co. Showroom and Service Station
2247-51 S. Wabash Ave./60 E.23rd St
Permit Date: 11/17/1919
Architect: Christian Eckstorm

53. 
Randolph Motor Car Co. Showroom
2241-45 S. Wabash Ave.
Permit Date: 11/02/1910
Architect: unknown

54. 
Chicago Telephone Co.
Calumet Office Building
2211-15 S. Wabash Ave.
Permit Date: 11/24/1915
Architect: Holabird and Roche
55. Chef Luciano’s Gourmet Chicken
43-51 S. Cermak Rd./ 2209 S. Wabash
Permit Date: c. 1970
Architect: Unknown
(non-contributing structure)

56. Building for Harold A. Howard
2234 S. Wabash Ave.
Permit Date: 05/15/1919
Architect: W.L. Stebbings

9. Hudson Motor Car Co. Showroom
(Wabash Ave. elevation)
2222 S. Michigan Ave.
Permit Date: 04/06/1922
Architect: Alfred Alschuler

10. Marmon Co. Showroom
(Wabash Ave. elevation)
2232 S. Michigan Avenue
Permit Date: 04/22/1922
Architect: Alfred Alschuler
Acknowledgments

CITY OF CHICAGO
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James Peters, Deputy Commissioner for Landmarks

Project Coordinator
Timothy Barton

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Chicago CartoGraphics: inside front cover, p.38.
The American Car Since 1775: p. 2 (top).
Ford Times (July 1, 1908): pp. 4 (top), 24 (top).
Chicago Tribune (Oct. 8, 1911): p. 7 (top).
Chicago Tribune (Feb 6, 1910): p. 7 (bot.)
Mississippi Valley Packards: p. 8 (top).
Auburn Cord Duesenberg Museum: pp. 8 (bot.), 45 (21), 46, (#s22 and 23).
Chicago Tribune (Feb 7, 1909): p. 11 (bot.)
Architectural Record (April 1910): pp. 13 (top), 17 (bot.), 18 (bot. right), 35 (bot. left), 37 (top), 39 (#1 and 3), 40 (#5), 43 (#15), 44 (#s 17 and 18), 45 (#19).
John McCutcheon’s Book (1948): p. 13 (bot.)
Detroit Public Library, Automotive History Collection: p. 14 (bot. right).
Chicago’s Automobile Row: A Thematic Landmark District: pp. 18 (top left), 22 (bot.), 41 (#9), 46 (#24).
Chicago Historical Society: pp. 18 (bot. left), 37 (bot.), 41 (#s 7 and 8), 43 (#13).
Motor Age (August 14, 1919): p. 21 (top).
Robert Boettcher, Chicago Historical Society: pp. 21 (bot.).
Chicago Tribune (Dec. 9, 1934): p. 22 (top), 44 (#16).
Chicago Historical Society, Dept. of Architecture: pp. 24 (bot.), 26 (top), 42 (#10), 50 (#34), 51 (#37), 56 (#53).
Sixty Years a Builder: p. 26 (bot.).
Rich Hein for the Commission on Chicago Landmarks: p. 32.
Holly Kilgo, School of the Art Institute of Chicago’s Historic Preservation Program: p. 35 (top right).
The Jeffrey Service Plan, p. 53 (#44).
The 1912 Cadillac Is the Only Perfected Motor Car

Most cars are dependent upon human frailties. They force you to exert considerable effort to start the motor, no matter how tired you are. They require you to remember to charge batteries and gas tanks, when you ought to be enjoying the car, free of every care. Such a car is far from "perfected."

The 1912 Cadillac is perfected beyond all other cars. No other car at any price is so complete, so independent, so self-sufficient, so easy to drive and care for, so free from the troubles of motoring. The Cadillac Electric Power Plant, with engine driven dynamo constantly charging the storage battery, supplies its own current for ignition, for lighting and for the Electric Self Starter. The 1912 Cadillac has no starting crank. Anybody who can press a button can run this car. It has nothing to do but enjoy it.

As a test of the Cadillac Electric Starter we removed the spark plugs from a regular stock Cadillac Touring Car so it couldn’t run on its engine power, and pressed the button of the Electric Self Starter. It was spring enough to move the car and to run it at a speed of a mile in fifteen seconds. The electric motor did this remember. The engine supplied no power. Then we re-pressed the spark plugs, touched the button, and there was still enough current left to start the engine. How far will any other car run on its so-called "starter"? Better find out. It takes more than a few turns to start one engine at times—the many times you need a real starter. As to the car itself, ASK ANYBODY.

Service to Cadillac Owners and the New Cadillac Building—a Personal Message from C. H. Foster:

There are nearly 2,500 Cadillacs now running in Chicago. There has not been a single complaint. The majority of them, I can’t know every Cadillac owner personally, but I am fully acquainted with many of them in six cases of you and I have definite interest in the car which in the hands of owners and not one has expressed dissatisfaction.

Every Cadillac owner is enabled to maintain, refreshing service from his car. Cadillac will give that service, it is cared for at all points 24 hours a day.

Keep us advised of how your car is running. Look for our constantly bulletin and suggestions. You’ll have money by it, and we are here, ready, heart and soul, to help you enjoy your car as a splendid expense.

Our new building, the Cadillac Motor Car Company, is now on the corner of Michigan Avenue and Madison Street. It is especially equipped for the new work that Cadillac cars demand. It is scientifically arranged to keep all parts in the best possible condition. The work is done with the most modern equipment in the art. The building has a new idea, a new idea, above all others of its kind a new idea in architecture, below all the old ideas of our own, and this is the building for your car.

From this building we want you satisfied, but it is necessary that we should have your co-operation, and if you fail to do your part of what you are not satisfied with and that I know you should, let me know about it at once.

C. H. Foster
President
Cadillac Automobile Co. of Illinois

This 1912 advertisement highlights the Cadillac Building (2300 S. Michigan Ave., map #35) and touts the Cadillac automobile as the "only perfected motor car."
COMMISSION ON CHICAGO LANDMARKS

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The Commission on Chicago Landmarks, whose nine members are appointed by the Mayor, was established in 1968. The Commission is responsible for recommending to the City Council which individual buildings, sites, objects, or districts should be designated as Chicago Landmarks which protects them by law.

The landmark designation process begins with a staff study and a preliminary summary of information related to the potential designation criteria. The next step is a preliminary vote by the landmarks commission as to whether the proposed landmark is worthy of consideration. This vote not only initiates the formal designation process, but it places the review of city permits for the property under the jurisdiction of the commission until a final landmark recommendation is acted on by the City Council.

This Landmark Designation Report is subject to possible revision and amendment during the designation process. Only language contained within the designation ordinance recommended to City Council should be regarded as final.

Printed March 2000; revised September 2000