

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

### Name of Property

Historic name Cadillac Automobile Company Building

Other names/site number N/A

### Location

Street & number 3224 Locust Street [N/A] not for publication

City or town St Louis [N/A] vicinity

State Missouri code MO county St. Louis (Independent City) code 510 zip code 63103

### State/Federal Agency Certification

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

Mark A. Miles 06/15/05  
Signature of certifying official/Title Mark A. Miles/Deputy SHPO Date

State or Federal agency and bureau Missouri Department of Natural Resources

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

Signature of certifying official/Title \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

### National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.
  - See continuation sheet.
- determined eligible for the National Register.
  - See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain): \_\_\_\_\_

Signature of the Keeper \_\_\_\_\_

Date of Action \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply)  
 private  
 public-local  
 public-State  
 public-Federal

**Category of Property**  
(Check only one box)  
 building(s)  
 district  
 site  
 structure  
 object

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)  
Contributing      Noncontributing  
\_\_\_\_\_ 1                  0 \_\_\_\_\_ buildings  
\_\_\_\_\_ sites  
\_\_\_\_\_ structures  
\_\_\_\_\_ objects  
\_\_\_\_\_ 1                  0 \_\_\_\_\_ Total

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

**Number of contributing resources previously listed  
in the National Register**

Historic Auto-Related Resources of St. Louis (Independent City), MO                  N/A

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)  
COMMERCE/TRADE/business  
COMMERCE/TRADE/specialty store  
COMMERCE/TRADE/warehouse  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**  
(Enter categories from instructions)  
DOMESTIC/multiple dwelling  
WORK IN PROGRESS  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)  
LATE 19<sup>th</sup> AND 20<sup>th</sup> CENTURY REVIVALS/Classical Revival  
OTHER/Second Egyptian Revival  
\_\_\_\_\_

**Materials**  
(Enter categories from instructions)  
foundation STONE  
walls BRICK  
CONCRETE  
roof SYNTHETICS/Rubber  
other TERRA COTTA  
\_\_\_\_\_

**Narrative Description**  
(Describe the historic and current condition of the property on one or more continuation sheets.)

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

**Narrative Statement of Significance**

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

**9. Major Bibliographical References**

**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

**Areas of Significance**

(Enter categories from instructions)

ARCHITECTURE

COMMERCE

**Period of Significance**

1919-1948

**Significant Dates**

1919

1930

**Significant Person**

(Complete if Criterion B is marked above)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Balsh, William A., Architect

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: \_\_\_\_\_



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## National Register of Historic Places Continuation Sheet

Cadillac Automobile Company Building  
St. Louis (Independent City), MO

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### Narrative Description

Built in 1919, the Cadillac Automobile Company Building is an imposing four-story (plus basement), curtain wall, tile and concrete framed, industrial warehouse with a parapeted flat roof and spans of first floor display windows along both street elevations of this corner building. It is located at 3224 Locust, St. Louis, Missouri, on the southeast corner of Locust and Leonard, with the main entry facing Locust. In form, it utilizes the symmetry, colossal portico and entablature that characterize Neoclassical commercial buildings, but its use of Second Egyptian Revival stylistic details, especially the stylized column capitals, draws attention to both of its monolithic street elevations. Its striking design dominates this section of Locust, as the last building, and only four-story facility, in a commercial area that is otherwise characterized by 1 and 2 story commercial buildings, mostly designed for other early automotive related businesses.

### Exterior Features

The architectural elements on the building reflect its function and design as an automotive distributorship. The dressed limestone façade on the storefront level is visually separated from the upper elevations where the repetition of terra cotta engaged columns spanning the upper three levels are framed by decorative brown brickwork and a terra cotta cornice. This treatment spans along both the north and west facades and provides a visual massing and distinctive embellishment for what is essentially a large warehouse. Concrete beams and hexagonal concrete columns support the fireproof skeletal frame of poured concrete floor plates. The 100 x 122½ foot, four-story industrial building is five bays wide along the front (Locust) and five bays deep. On the east end of the north façade, there is a one-story extension that forms an additional bay on Locust Street.

The upper levels of both street facades are identical, with nine terra cotta engaged columns separating the bays of paired one over one wood sashed windows. There is a limestone sill below the second floor windows and a terra cotta entablature along the parapet. The symmetry of the design is complimented by the use of teal colored terra cotta tiles laid in a stylized quatrefoil pattern between the basket weave brick sections along the edges of the façades and just below the cornice line. Recessed metal panels with raised rosettes provide a visual division between the upper floors. An additional dressed limestone entablature separates the upper floors from the street level of both facades. The first floor display windows and entrances were infilled with concrete block within the original openings when the current rehabilitation project began, but they have been reopened with new wood framed, transomed display windows with wood paneled kickplates. As historically, these display windows line both street elevations back to the fourth bay on the west façade (Leonard), which has an overhead door and entry. Smooth limestone piers separate the first floor bays.

The south (alley) and east elevations are common, red brick walls divided into five bays. The upper floors originally had industrial steel windows with concrete sills. The window pattern varies, but generally there are three panels in each bay, with 16-light windows in each panel. Since some windows were missing panes and the steel framework was in very poor condition, these were replaced (as part of the certified historic rehabilitation project) with matching aluminum industrial style windows. Near the middle and south end of the roof are two, brick elevator/stairwell penthouses.

### Interior Features

When this project started, the first floor front office/showroom area has been modified with dropped ceilings and partition walls, but these have been removed to reveal the large, open retail spaces that originally characterized this dealership, retaining its original, exposed concrete beams, hexagonal concrete columns, and red quarry tile showroom floors. At the back is an automobile sized freight elevator as well as a enclosed, concrete stairwell with pipe railing and a passenger elevator. The upper levels and basement were always open, with minor interior partitions for the stairwells and elevator shafts. The most distinctive interior feature is the grid of large, concrete columns, matching the bay divisions on the exterior and supporting the massive concrete beams. Other distinctive features include the poured concrete ceilings/floors, the freight elevator, and the exposed brick walls.

### Alterations and Integrity Issues

The building retains a high degree of integrity on the exterior, including limestone details, terra cotta columns, one over one paired wood sash windows and decorative metal panels on upper floors of the north and west facades. The reconstructed display windows on the street elevations were carefully designed based upon historic photographs. On the interior, the building also retains a high degree of integrity, especially its most significant features: open floorplates, exposed concrete beams and columns, the concrete floors and ceilings, exposed brick walls upstairs, red quarry tile showroom floor, the original automotive freight elevator shaft and concrete stairwell. Alterations made recently to convert the upper levels into large loft apartments are part of a certified historic rehabilitation project approved by the National Park Service and designed to retain these character defining features.

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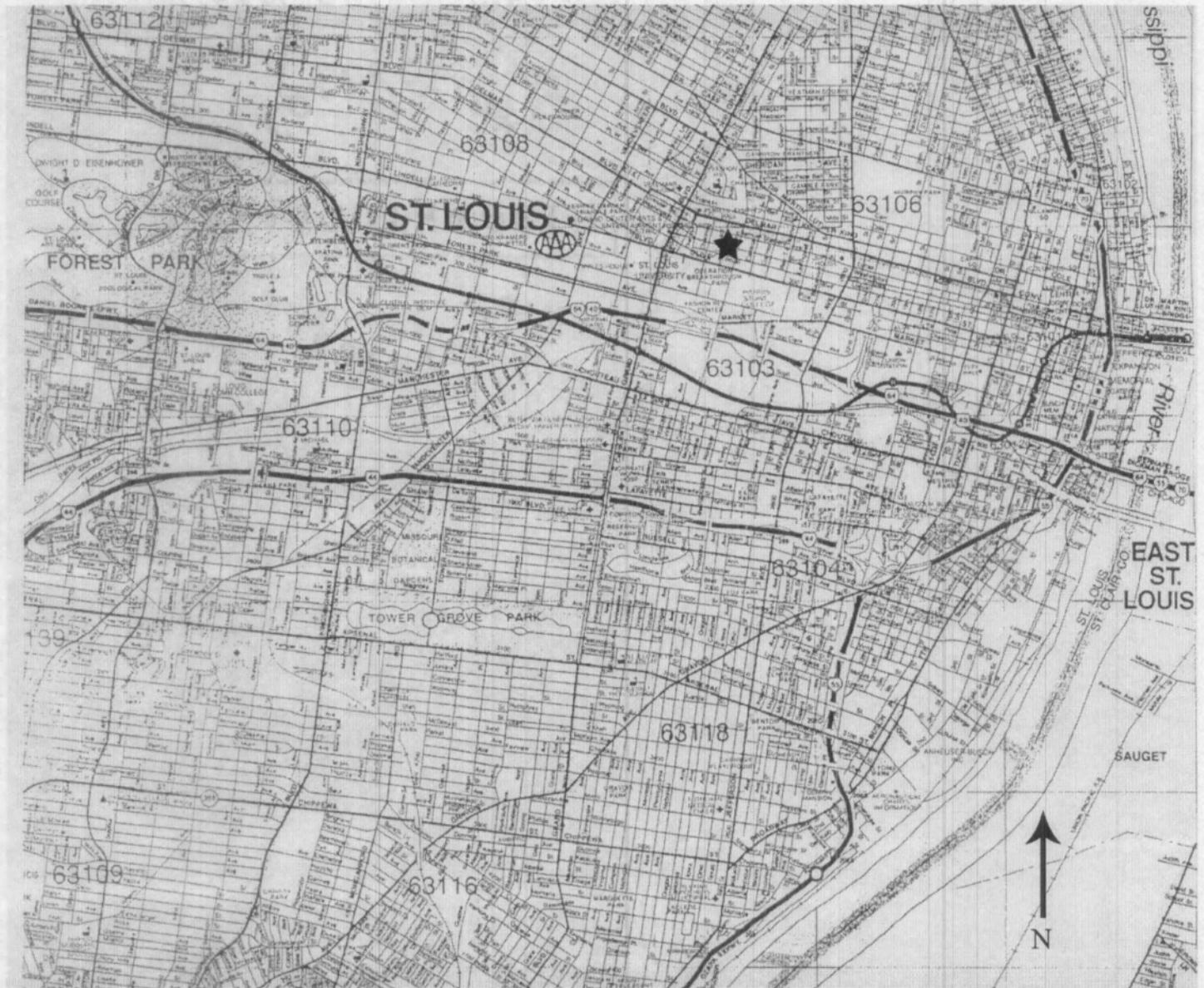
# National Register of Historic Places Continuation Sheet

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

Map of City of St. Louis, MO

Locating Property



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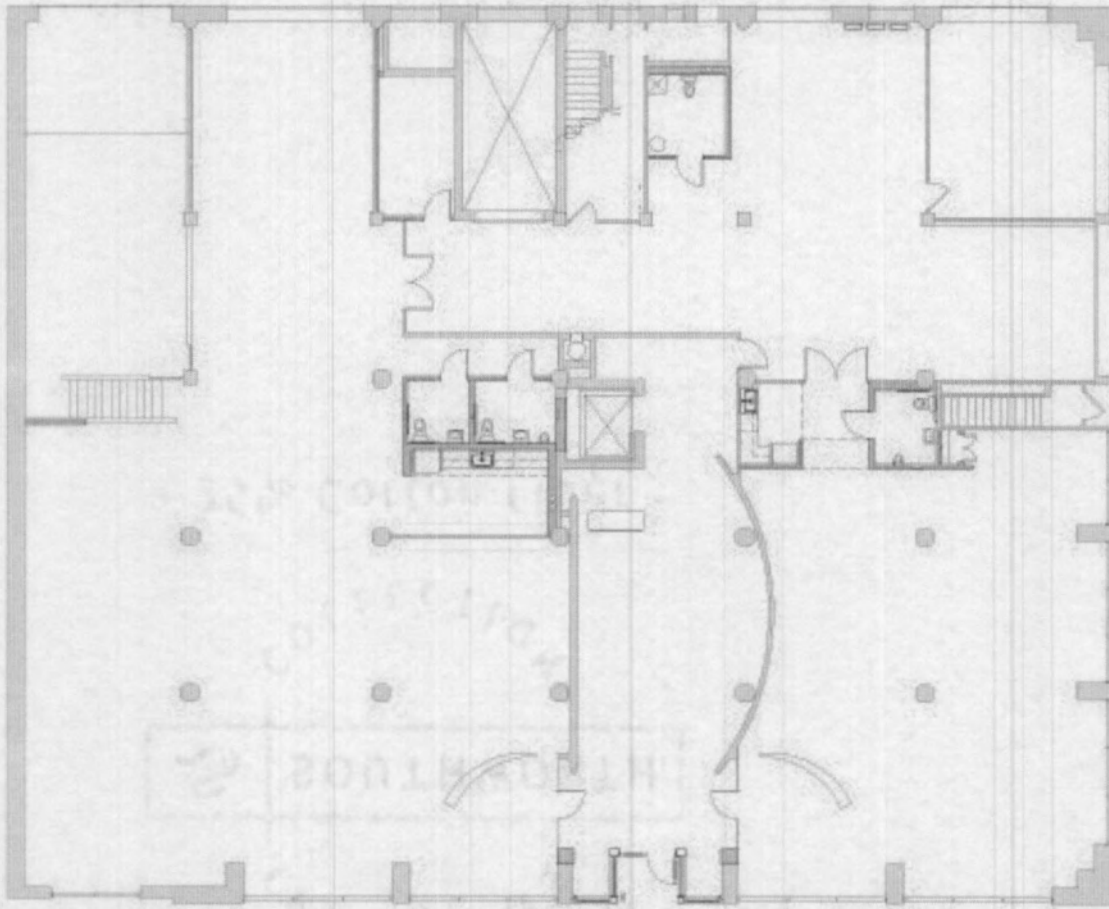
# National Register of Historic Places Continuation Sheet

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

Courtesy of Metropolitan Design and Building

First Floor Plan (After Renovation)



FIRST FLOOR - AFTER

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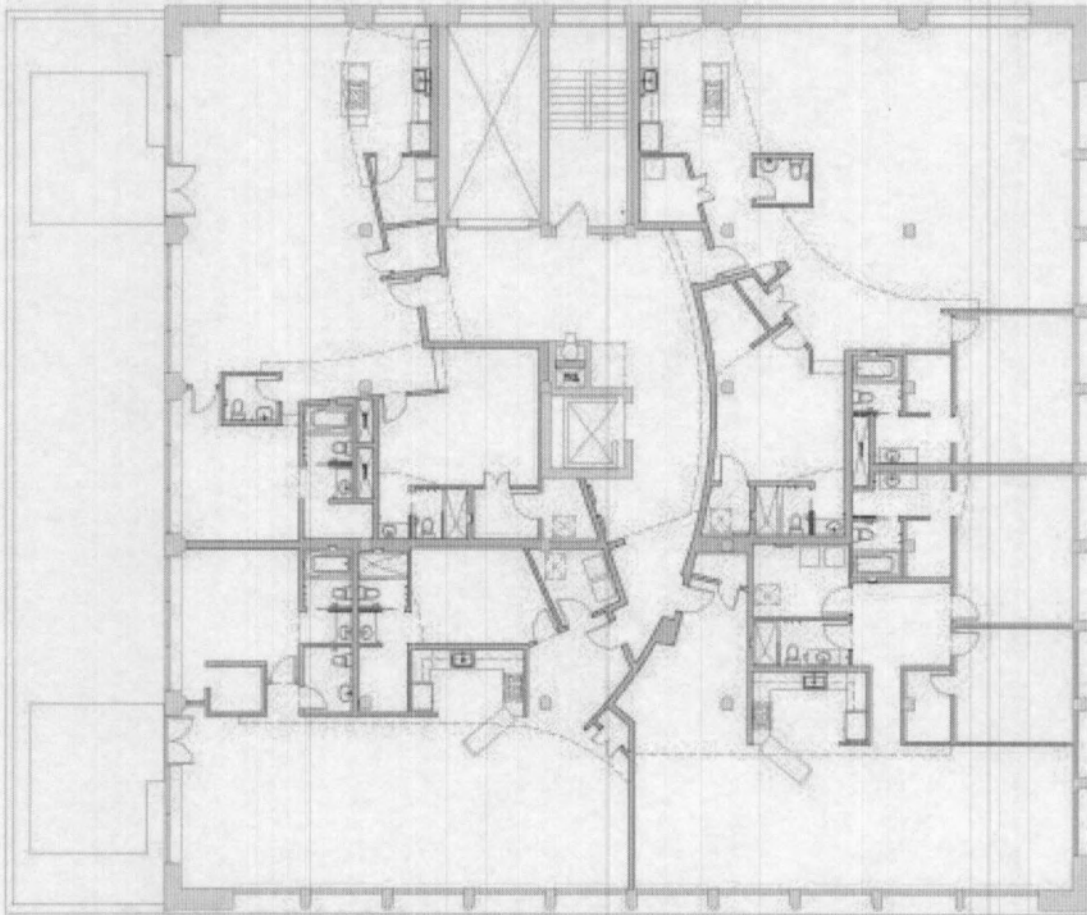
# National Register of Historic Places Continuation Sheet

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

Courtesy of Metropolitan Design and Building

Second Floor Plan (After Renovation)



SECOND FLOOR - AFTER



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National Park Service

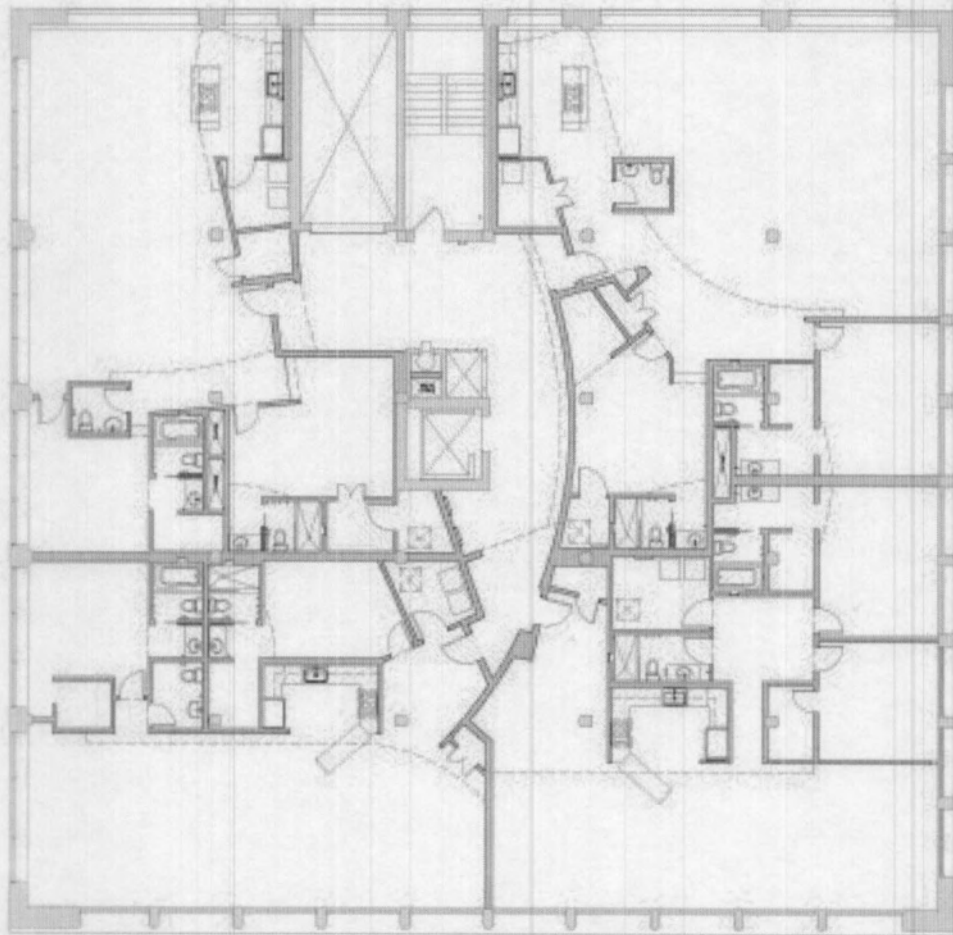
# National Register of Historic Places Continuation Sheet

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

Courtesy of Metropolitan Design and Building

Third Floor Plan (After Renovation)



THIRD FLOOR - AFTER

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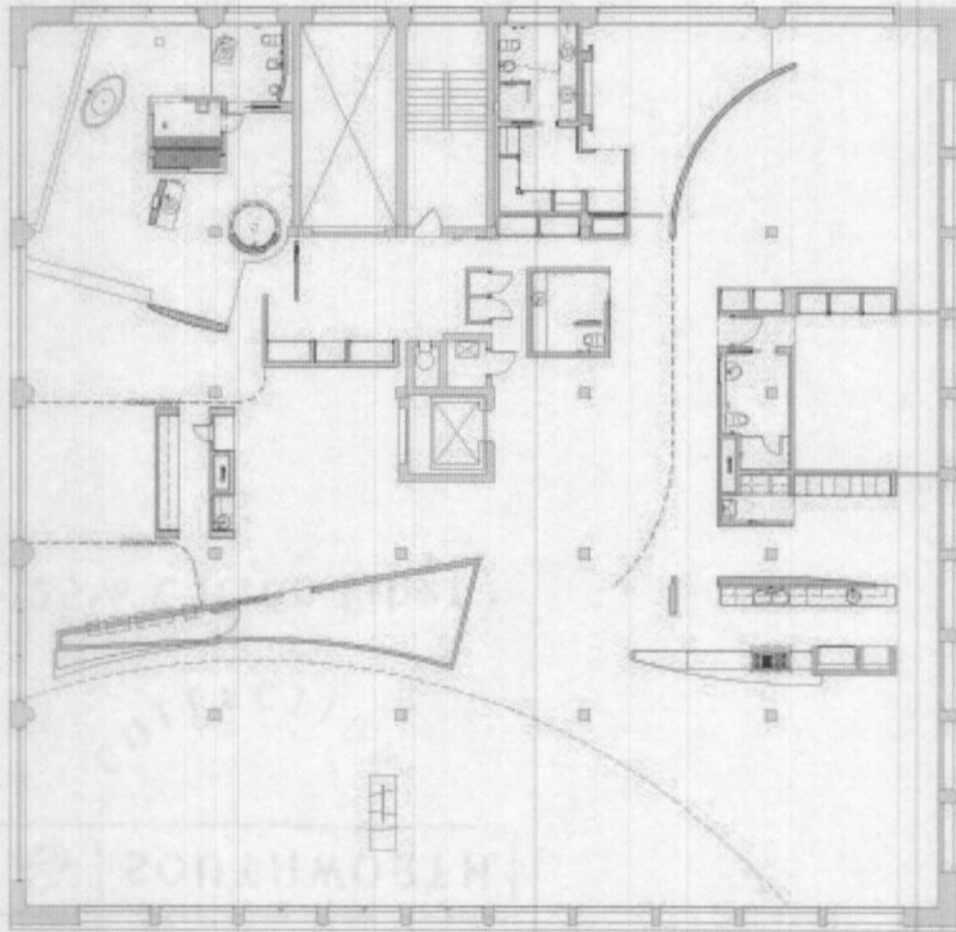
# National Register of Historic Places Continuation Sheet

Section number 7 Page 6

Cadillac Automobile Company Building  
St. Louis (Independent City), MO

Courtesy of Metropolitan Design and Building

Fourth Floor Plan (After Renovation)



FOURTH FLOOR - AFTER

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# National Register of Historic Places Continuation Sheet

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

Courtesy of the Missouri Historical Society

Historic Photograph, looking east up Locust with  
Cadillac Automobile Company Building in foreground



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# National Register of Historic Places Continuation Sheet

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

From *Gould's St. Louis City Directory, 1920*

Advertisement for Cadillac Automobile Company

**AUTOMOBILE DEALERS**

161

# C A D I L L A C

THOSE who knew the Cadillac for its ruggedness and endurance, for its long life and its ability to withstand punishment, will find those qualities more forcibly impressed upon them in the new Type 59.



Cadillac Automobile Co. of St. Louis

J. JAMES MacGREGOR President

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# National Register of Historic Places Continuation Sheet

Section number 8 Page 9

Cadillac Automobile Company Building  
St. Louis (Independent City), MO

## Narrative Statement of Significance

### Summary

Built in 1919, the Cadillac Automobile Company Building, located at 3224 Locust west of downtown St. Louis (Independent City), Missouri, is locally significant for its role in the commercial development of the automotive industry in St. Louis under National Register Criterion A: Commerce. The Cadillac Automobile Company Building housed the multi-state regional distributorship of Cadillac automobiles from 1919 through 1931, the early years of the Cadillac, now considered a classic car of the period. It was a significant part of the group of regional distributorships that developed in the 1910s and 1920s along Locust Street. The Cadillac Automobile Company Building was the largest automotive distributorship building between Jefferson and Grand on Locust, at the far west end of St. Louis' "automotive row," and as such the Cadillac Automobile Company Building meets the registration requirements for automotive distributorships under the Multiple Property Documentation Form (MPDF) "Historic Auto-Related Resources of St. Louis [Independent City], Missouri." The imposing design of the Cadillac Automobile Company Building also meets the MPDF's registration requirements under Criterion C: Architecture as a rare example utilizing Second Egyptian Revival stylistic details combined with the more popular Neoclassical form as applied to commercial buildings in St. Louis. The Cadillac Automobile Company of St. Louis elected to use this elaborate and unique design to promote their company and products as durable, stylish, and enduring. The period of significance extends from the time of its construction in 1919 until 1948, the last year an automobile related company occupied the building.

### Cadillac Automobile Company Building History

The imposing, four-story, Cadillac Automobile Company Building opened in 1919 based upon designs by Detroit architect, William A. Balsh for the Leonard-Locust Investment Company, a local real estate development company that had a number of the buildings on Locust constructed for sale or lease to automobile companies moving into the area. Locust Street had become St. Louis' "automotive row" in the early 1900s, stretching from 18<sup>th</sup> Street to the new location of the Cadillac Automobile Company Building at fourteen blocks west. This would become the location for St. Louisans to shop for their first automobile, remaining as the hub of automotive retail sales into the 1930s. Cadillac's new building served as a striking end piece to this business district, towering over adjacent buildings and designed with imposing Second Egyptian Revival and Neoclassical detailing. Its showroom served as a local dealership, but the building itself had been designed as a regional automotive distributorship, with four full stories for storage and service, a distinctive property type identified in the MPDF that was uniquely associated with the Locust Street "automotive row" in St. Louis and Cadillac's building was one of these key distributorships. The Cadillac Automobile Company Building at 3224 Locust was the third location for the expanding Cadillac Automobile Company in St. Louis, an independent distributorship that marketed and distributed the automobiles for the manufacturer.<sup>1</sup>

The Cadillac Automobile Company of St. Louis began in 1912, growing rapidly in the seven years before the construction of their new building. Their first location was a one-story, single-storefront Neoclassical building at 4127 Olive.<sup>2</sup> The Cadillac Automobile Company had such success and grew so quickly that by 1916 the company had a new, larger, two-story, double storefront showroom constructed at 2920 Locust (included in the Locust Street Automotive District, NR listing pending) while moving the company's headquarters to 3908-18 Olive (non-extant), a site which was located seven blocks to the west, on the other side of Grand Avenue.<sup>3</sup> The Cadillac Automobile Company continued to have tremendous success after moving into their new building at 2920 Locust, such success, in fact, that the company only occupied the building from 1916-1919.<sup>4</sup> In 1919, the company took out a building permit for a new four-story building further west on Locust. This new, larger building became the Cadillac Automobile Company Building, which offered the Cadillac Automobile Company of St. Louis much more room for its burgeoning business. This new distributorship building offered the Cadillac Automobile Company of Saint Louis a building with ample space on the first floor to use as a showroom. In addition, the building was also able to house the offices of the company and offer storage room for models not on the display floor, as well as room for a service center. Unlike the Cadillac Automobile Company of Saint Louis' previous location, the new building had all the room necessary for a multi-state regional distributorship that not only had to sell cars itself but also acted as a distributor for smaller dealerships throughout Missouri and the Midwest. Like most of the dealerships and distributorships in Saint Louis, the majority of the buildings floor space was dedicated to the service department while only a small area of the building was actually a public space used to display cars. . The Cadillac Automobile Company of St. Louis became the exclusive distributor

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## National Register of Historic Places Continuation Sheet

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

### Narrative Statement of Significance (continued)

of Cadillac automobiles in the region, selling luxury automobiles that were touted as the "standard of the world." The company's success at the St. Louis Auto Show in 1918, where the styling and options on the cars won the praise of attendees at the auto show further showcased its sleek design and style and encouraged them to make the move to the new headquarters at 3224 Locust.<sup>5</sup> In its early history the Cadillac Automobile Company of Saint Louis sold enough cars that it continually had to move so the business would have room to expand and continue to meet the demand for Cadillacs.

The Cadillac Automobile Company of St. Louis continued to prosper in the 1920s and even utilized the building across the street at 3333 Locust for their used car department.<sup>6</sup> However, the Great Depression hit hard and even the automobile's manufacturer, the Cadillac Motor Car Company, located in Detroit, was struggling to sell luxury automobiles at a time when many people could barely afford to eat. As a result, many of the Cadillac Motor Car Company distributorships lost their regional markets as the manufacturer assumed the role of distribution to dealers and distributorships were converted to simpler local dealerships. This period of consolidation resulted in the Cadillac Motor Car Company selling its cars mainly through dealerships directly, rather than dealing with a distributorship acting as a middleman.<sup>7</sup> In 1927, another Cadillac dealership, Oliver-Cadillac, opened at 4100 Laclede (originally built for the Dorris Motor Car Company) and by 1930, the building at 3224 Locust also served as the Oliver-Cadillac Company's used car department, but that was short-lived. Despite the fact that Cadillac came out with a V-16 motor in 1930, which they made through the 1930s, the demand for luxury cars plummeted during the depression and in 1931 the Cadillac Automobile Company of St. Louis had closed its distributorship.<sup>8</sup> By 1932 L. M. Stewart, Inc., dealers for the Chrysler line of automobiles, occupied the building and enjoyed success at this location through 1948, the last year the building housed an automobile related company.<sup>9</sup>

Although in later years GM developed very specific plans for its dealerships, during the period when the Cadillac Automobile Company of Saint Louis occupied the Cadillac Automobile Company Building, General Motors had not yet produced its guide, *Planning Automobile Dealer Properties*, which provided ideas to dealers on how best to select buildings and design properties for maximum operating efficiency. Prior to this time, GM and other manufacturers had rough guidelines on how to set up a dealership, but the dealer still had a fair degree of independent control in how the dealership was run. In the early days (prior to the 1920s) of automotive dealerships and distributorships, franchises were easily and inexpensively obtained. Generally, individuals that the manufacture knew or trusted would apply for the franchise and it would be granted.<sup>10</sup> The only requirements were to provide ample space and signage and the franchise had to purchase enough parts and supplies to service the cars sold.

GM had given its franchisees varying degrees of freedom, depending both on the individual dealer and the division of the company. Each division in GM were acquired in different ways and this often affected how the divisions were run. Some portions of GM, most notably Cadillac itself when first purchased by GM, were allowed relative autonomy. General Motors was more than happy to allow Leland to continue running his successful business and the only real change for Cadillac was coming under the umbrella of General Motors. After Leland left Cadillac in 1917 amidst disagreements about using his new Liberty Aero engine (an engine that would become the centerpiece of Leland's new car, the Lincoln) Cadillac went through a period of managerial turmoil and the division moved closer to the parent company.<sup>11</sup> Even after GM came out with *Planning Automobile Dealerships Properly*, the book acted more as a guide to increasing efficiency of sales according to the competition in the area, the size and location of the lot, and the types of cars sold, rather than a set of hard and fast rules to follow.<sup>12</sup>

### History of Cadillac

Henry Leland was one of the co-founders of Leland, Faulconer, and Norton, a precision engineering company based in Detroit and founded in 1890.<sup>13</sup> The company quickly became well known for the accurate gears the company made for bicycles.<sup>14</sup> The precision of the gears brought the company to the attention of Ransom Eli Olds, founder of the Olds Gasoline Engine Works, maker of the Oldsmobile, a car that had reliability problems because of the lack of precision in the gears of the transmission.<sup>15</sup> Leland's success designing a new transmission inspired him to develop his own engine, which he offered for sale to Olds to use in his cars.<sup>16</sup> After Olds rejected the engine, sighting the cost of retooling and the success the Oldsmobile was already having, Leland decided to start

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

### **Narrative Statement of Significance (continued)**

making cars himself, although rather than naming the car after himself, he named his newly designed car for the French explorer who founded Detroit, Antoine de la Mothe Cadillac. Ironically, the company was initially called the Henry Ford Company, but Henry Ford never went into production and he was removed by the financial backers by 1901 (before what we now know as Ford was founded) and Leland then went into business with those financial backers to start production of the Cadillac in 1902.<sup>17</sup>

The first Cadillac had a single-cylinder engine small enough that Leland was able to carry the engine by himself and was made with completely interchangeable parts.<sup>18</sup> Leland found quick success in the automobile industry and the Cadillac became the first American car to win the Royal Automobile Club's (of Great Britain) coveted Dewar Trophy for distinguished automotive achievement.<sup>19</sup> The Cadillac won the award based on a demonstration of the precision-tooled parts used to make a Cadillac. Three Cadillacs were carefully taken apart, the parts mixed together, and then three cars reassembled with the parts of the original cars mixed and matched together to rebuild three 'new' cars. Cadillacs gained in popularity in part because of its innovations. It was the first car to have a self-starter, not requiring a crank. It also was the first production car with a V-8 engine and, more importantly, it was the first automobile to have fully interchangeable parts.<sup>20</sup>

The Cadillac caught the attention of not only the public and car enthusiasts but also of William Crapo Durant, founder of General Motors. Durant envisioned a diversified product line with automobiles for different uses and prices, a goal he sought to achieve by buying other car companies and car designs and building them under the General Motors umbrella of companies.<sup>21</sup> In 1908, Durant purchased the Olds Motor Works but he still desired to add a luxury car to the GM line, so later that year he purchased Cadillac from Leland and brought Leland into the company to run the Cadillac division.<sup>22</sup> By 1917 Leland and Durant were arguing over the direction the company would take, with Leland pushing to enter wartime production making airplane engines, as well as arguments over just how luxurious (and expensive) the Cadillac should be.<sup>23</sup> Eventually Durant's refusal lead Leland to leave the company in 1917 and form a new company to build luxury cars.<sup>24</sup> Leland decided to name his new car after the first president he ever voted for, and the Lincoln was born (although the company existed independently for only a few years before Ford bought Lincoln).<sup>25</sup>

The Cadillac was the first American car designed with an engine that had completely interchangeable parts, aided by the Leland's long history of precision engineering.<sup>26</sup> The reliability of Leland's engine, combined with his desire to build a luxury car quickly propelled Cadillac to the top of the American automotive market, earning a reputation for luxury and reliability. The Cadillac was a more expensive automobile that promoted itself as "The standard of the world." Early models were the 5- and 7-passenger touring cars and the limousine, all with eight cylinder gas motors. A major manufacturer of high-grade motor cars, the Cadillac has withstood the ever-changing automotive industry; its corporate headquarters and factory are still located in Detroit and still known for its luxury. Cadillac was one of the first luxury cars in the world, known for its style and elegance from the time the first Cadillac hit the market in 1902. Even after Cadillac became a General Motors product, it retained its reputation as the luxury car to own. As American society became more and more of an automotive culture, the Cadillac became one of the most recognizable symbols of money, power and luxury in the United States.<sup>27</sup> The Cadillac is one of the oldest automobile brands in the world and still retains its image of luxury, comfort and wealth on the road.

### **Architectural Significance**

A prolific renaissance of ancient architectural forms occurred in the early decades of the twentieth century. Architect, William A. Balsh chose elements of both Neoclassical and Second Egyptian Period styles to psychologically denote and highlight the stability and distinction of the Cadillac name while differentiating the business from its numerous competitors up and down Locust's automotive row.

In form, the building is typical of the Neoclassical commercial designs which was one of the more popular approaches to the revival movement, embodying the symmetry and composition of the monumental structures in Ancient Greece. The Neoclassical style, relying more prominently on Greek rather than Roman contours, focused on continuous lines and rectilinear angles instead of arches and curved figures. As is characteristic of this style, the Cadillac Automobile company Building's design referenced the colossal porticos, attic stories and parapets of the Neoclassical style. In addition, the symmetry of the design is complimented by the use of terra cotta tiles laid in a stylized quatrefoil pattern between the basket weave brick sections located along the edges of the facades and just below the cornice line.

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

## Narrative Statement of Significance (continued)

A less popular but more elaborate revival style also emerged at this time – Second Egyptian Revival, which the Cadillac Automobile Company Building features as stylistic details on its exterior. A distinctive choice for imposing commercial and institutional buildings, the Second Egyptian Revival style was often utilized in projects associated with eternity, such as temples, prisons and mortuaries, and a good choice for an automobile company trying to identify its products with stability and longevity. The balanced and simplistic lines employed in this style dictated that form follow function and included imposing columns, smooth monolithic finishes and straight (not arched) profiles of architectural detailing. On this building, the characteristic Second Egyptian Revival stylistic elements include: the deep cornice that caps both of the street elevation parapets; the massive, faceted, terra cotta tile, Egyptian columns that dominate both street elevations; and use of smooth limestone on the pilaster strips separating the bays of first floor display windows on the street facades.

Interior features were kept simple with the most distinctive treatment on the first floor, which served as offices and showroom space. Unlike most other distributorships of this era along Locust, the display showroom spanned the entire length of both street elevations and the red quarry tile floor, still intact, is evidence of this primary function.

## ENDNOTES

<sup>1</sup>“Building News. St. Louis Building Permits,” *St. Louis Daily Record* (18 August 1919), 4; *Gould’s St. Louis Directory*, (St. Louis: Polk-Gould Directory Co., 1922), 667.

<sup>2</sup>*Gould’s St. Louis Red Book*, (St. Louis: Gould Directory Co., 1914), 163.

<sup>3</sup>*Gould’s St. Louis Red Book*, (St. Louis: Gould Directory Co., 1916), 168; *Gould’s St. Louis Red-Blue Book*, (St. Louis: Polk-Gould Directory Co., 1918), 627.

<sup>4</sup>*Gould’s St. Louis Red-Blue Book* (1919), 982

<sup>5</sup>*Ibid*, 636.

<sup>6</sup>*Gould’s St. Louis Directory* (1921), 2547; *Gould’s St. Louis Directory* (1922), 667.

<sup>7</sup> Beverly Rai Kimes, *Standard Catalog of American Cars; 1805-1942*, 3d (Iola, WI: Krause Publications, 1996 ) 200.

<sup>8</sup>*Gould’s St. Louis (Missouri) City Directory*, (St. Louis: Polk-Gould Directory Co., 1927); (1930), 1939, 1122; (1931), 1876; Ben Hilliker, Telephone interview by Karen Bode Baxter, St. Louis, Missouri, 31 March 2005.

<sup>9</sup>*Gould’s St. Louis (Missouri) City Directory* (1933-34), 1607; (1940), 1740.

<sup>10</sup> General Motors Corporation, Planning Automobile Dealer Properties, (Detroit: Service Section, General Motors Corporation, 1948) 1.

<sup>11</sup>Kimes, 200.

<sup>12</sup> General Motors Corporation, 1

<sup>13</sup>“Cadillac History,” *Cadillac Owners.com*, 2005. <<http://www.cadillacforums.com/cadillac-history.html>> (4 February 2005); Bruce Leland, “Henry Martin Leland, 1843-1932,” *Leland Family History*, 2004. <<http://www.wiu.edu/users/mfbhl/wiu/henry.htm>> (4 February 2005).

<sup>14</sup>“Cadillac History.”

<sup>15</sup>*Ibid*; Richard A Wright, “Detroit Becomes the Motor City” in *West of Laramie – A Brief History of the Auto Industry* (Detroit: Wayne State University, Department of Communications (online), 1998), *Antique Automobile Club of America*, 2005. <<http://www.aaca.org/autohistory/o3.html>> (4 February 2005).



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St. Louis (Independent City), MO

### Narrative Statement of Significance (Endnotes continued)

<sup>16</sup>“Cadillac History;” Richard A Wright, “Henry Leland, Forgotten Giant of the Auto Industry,” *The Detroit News*, 2005. <<http://info.detnews.com/history/>> (4 February 2005).

<sup>17</sup>Wright, “Henry Leland, Forgotten Giant;” \*Ben Hilliker, Telephone interview by Karen Bode Baxter, St. Louis, Missouri, 31 March 2005.

<sup>18</sup>Wright, “Detroit Becomes the Motor City;” Wright, “Henry Leland, Forgotten Giant.”

<sup>19</sup>“Cadillac History;” Wright, “Henry Leland, Forgotten Giant.”

<sup>20</sup>11Kimes, 199; Ben Hilliker, Telephone interview by Karen Bode Baxter, St. Louis, Missouri, 31 March 2005.

<sup>21</sup>“Cadillac History.”

<sup>22</sup>Ibid.

<sup>23</sup>Wright, “Detroit Becomes the Motor City

<sup>24</sup>Bruce Leland, “Henry Martin Leland, 1843-1932,” *Leland Family History*, 2004. <<http://www.wiu.edu/users/mfbhl/wiu/henry.htm>> (4 February 2005).

<sup>25</sup>Wright, “Detroit Becomes the Motor City;” Wright, “Henry Leland, Forgotten Giant.”

<sup>26</sup>“Cadillac History;” Leland, “Henry Martin Leland.”

<sup>27</sup>Roy A. Schneider, “Ancestral Cadillacs,” *CadiTalk*, 2000. <<http://www.caditalk.com/Ancad.html>> (3 February 2005).

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**Verbal Boundary Description**

The Northern part of Lots 4, 5, and the Northern part of the Western 22 feet 6 inches of Lot 3 in Block 1 of Subdivision of Section 16 and in Block 1041 of the City of St. Louis, together fronting 122 feet 6 inches on the South line of Locust Boulevard, by a depth southwardly of 100 feet to the North line of an alley, bounded on the West by Leonard Avenue and on the East by property formerly of Adams, Now Melba M. C. Larico.

**Boundary Justification**

The boundaries incorporate all of the property that has been historically associated with this building.

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Cadillac Automobile Company Building  
St. Louis (Independent City), MO

## Photo Log

Photographer: Sheila Findall  
January 2005

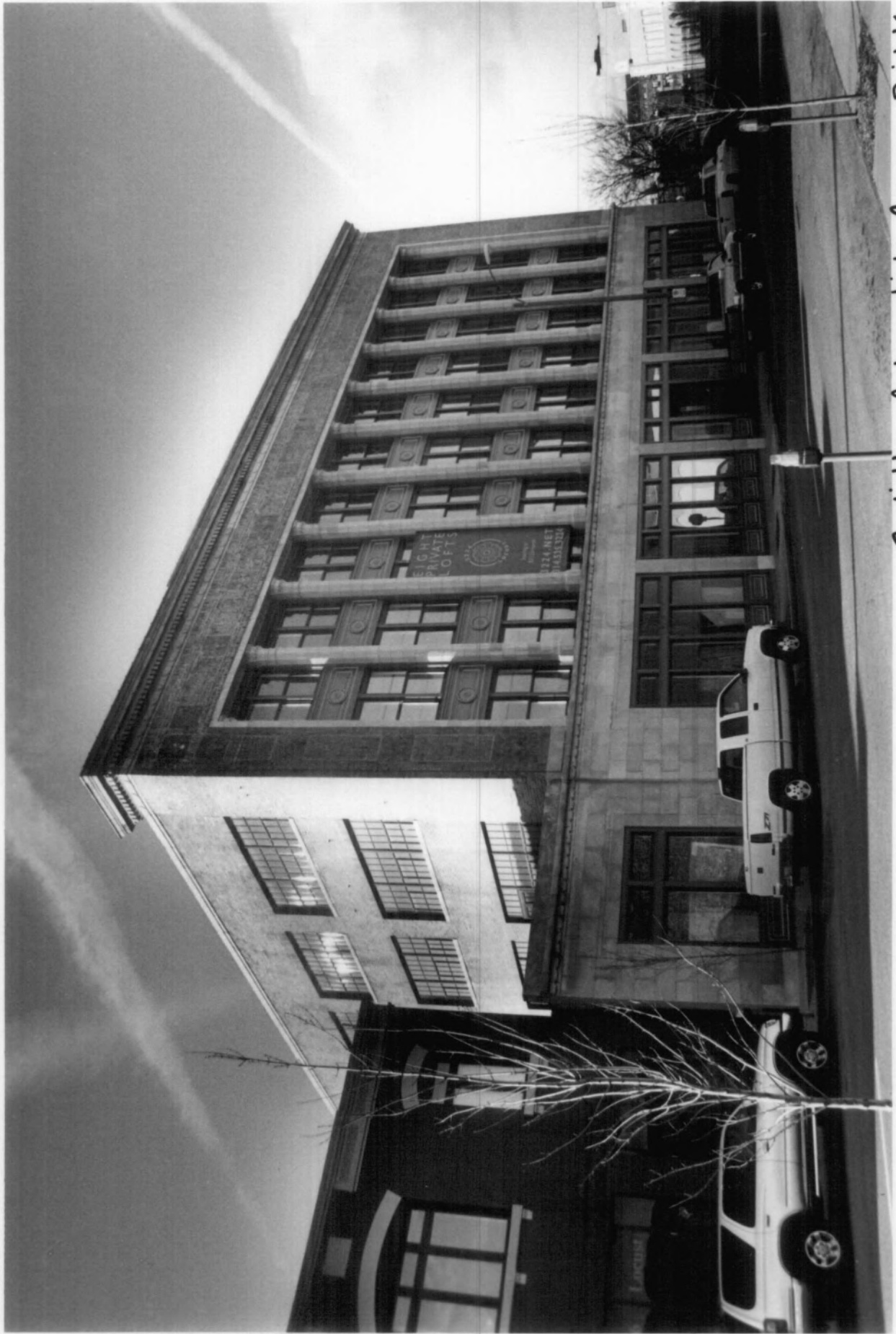
Negatives with preparer: Karen Bode Baxter, 5811 Delor Street, St. Louis, MO 63109

- Photo #1: Exterior, looking southwest at east elevation and façade
- Photo #2: Exterior, looking southeast at façade and west elevation
- Photo #3: Exterior, looking northeast at west elevation and south elevation
- Photo #4: Exterior, looking up at columns, windows, brickwork, and cornice on east end of façade

Photographer: Todd Owyong  
October 2002

Negatives with preparer: Karen Bode Baxter, 5811 Delor Street, St. Louis, MO 63109

- Photo #5: Interior, first floor, looking east across front end of showroom from northwest corner
- Photo #6: Interior, stairwell, looking south from fourth floor
- Photo #7: Interior, auto elevator, looking south
- Photo #8: Interior, third floor, looking southwest at auto elevators
- Photo #9: Interior, second floor looking northwest from southeast corner
- Photo #10: Interior, third floor looking east from northwest corner
- Photo #11: Interior, second floor looking north from southwest corner
- Photo #12: Interior, second floor looking southeast from northwest corner



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo# 1



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo# 2



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 3

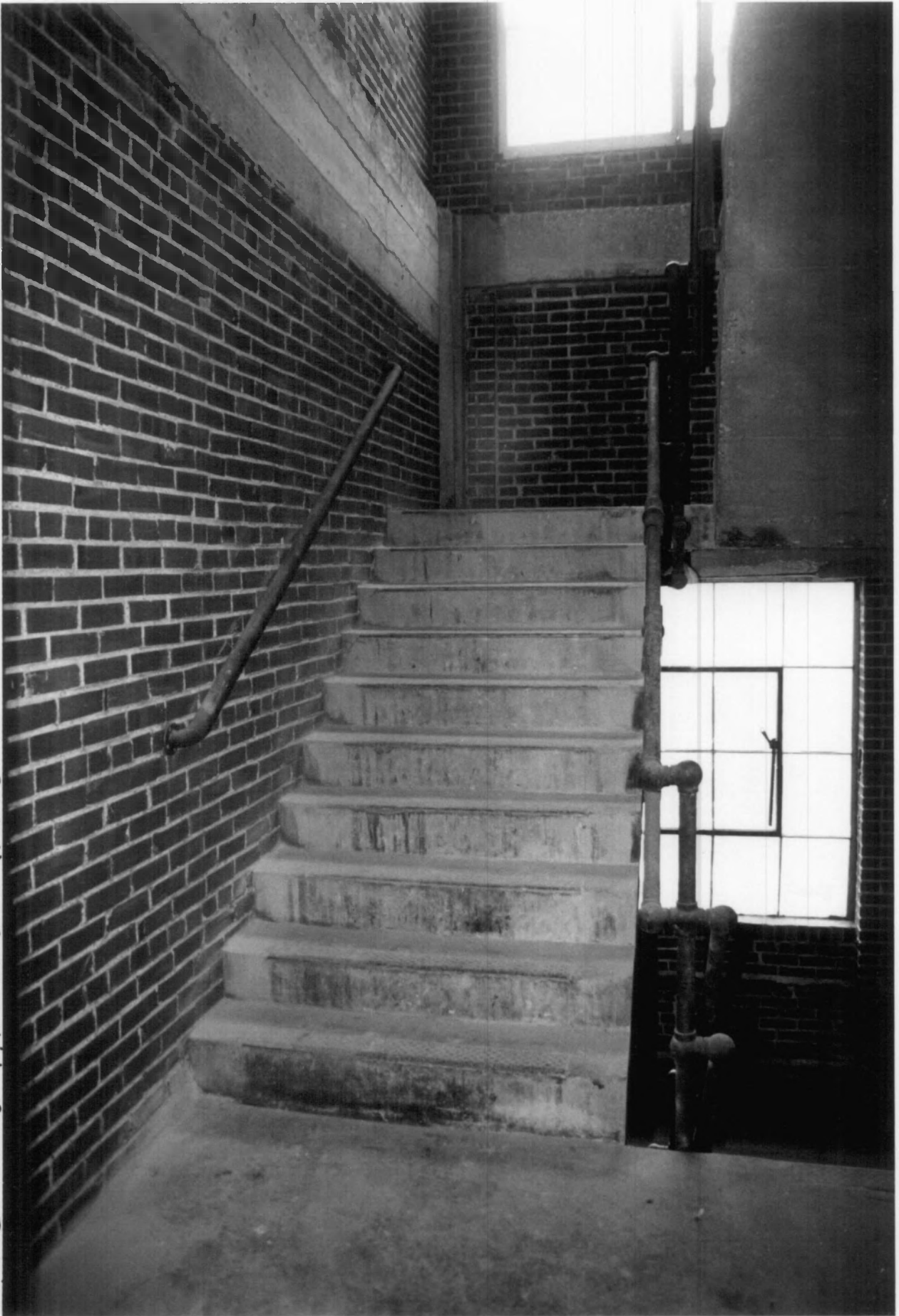


Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 4



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 5





Cadillac Automobile Company Building  
St Louis (Independent City), Mo.  
Photo # 6



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 7



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 8



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 9



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 10



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 11



Cadillac Automobile Company Building  
St. Louis (Independent City), Mo.  
Photo # 12