



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Call Carl, Inc. Collection

NMAH.AC.1474

Alison Oswald

2019

Archives Center, National Museum of American History  
P.O. Box 37012  
Suite 1100, MRC 601  
Washington, D.C. 20013-7012  
Business Number: Phone: 202-633-3270  
Fax Number: Fax: 202-786-2453  
archivescenter@si.edu  
<https://americanhistory.si.edu/archives>

## Table of Contents

Collection Overview .....	
Administrative Information .....	1
Biographical / Historical .....	2
Scope and Contents .....	2
Arrangement .....	2
Names and Subjects .....	
Container Listing .....	

## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Call Carl, Inc. Collection
<b>Date:</b>	1914-1975
<b>Identifier:</b>	NMAH.AC.1474
<b>Creator:</b>	Call Carl, Inc.
<b>Source:</b>	National Museum of American History (U.S.). Division of Work and Industry
<b>Extent:</b>	1 Cubic foot (1 box, 2 map-folders)
<b>Language:</b>	English .
<b>Summary:</b>	Collection documents "Call Carl," a chain of Washington, DC, automotive service stations.

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## Administrative Information

### Acquisition Information

Collection donated by William Herrmann.

### Provenance

Collection transferred to the Archives Center in 2019 by the Division of Work and Industry, National Museum of American History.

### Separated Materials

A five-year service pin awarded to employees of Call Carl, Inc. is in the Division of Work and Industry. See accession 1982.0664.

### Processing Information

Collection processed by Alison Oswald, archivist, 2019.

### Preferred Citation

Call Carl, Inc. Collection, Archives Center, National Museum of American History

### Restrictions

The collection is open for research.

### Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

## Biographical / Historical

Fredrick Carl and his four sons, Herman, Edmund, Louis, and Frederick, Jr., established Frederick Carl and Son, Inc. in 1919 to meet the growing demands for automobile repairs for all makes and models. In 1922 it changed its name and incorporated as Call Carl, Inc. with a chain of automotive service stations in the Washington, DC metropolitan area. Call Carl handled a range of services from the smallest adjustments to the rebuilding of entire automobiles. An emergency road service operated twenty-four hours a day. In 1982, KM, Inc. purchased the Call Carl auto centers which former Call Carl president, Konrad Murrer owned.

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## Scope and Contents

Archival material, including advertising and business records from the "Call Carl" chain of Washington, DC, automotive service stations. The collection includes photographs of Washington, DC streets in the years before automobiles; photographs of the building exterior; photographs of the interior, including employees at work in the garages as well as in the offices; photographs of company events; membership cards; advertisements and promotional materials; testimonials; decals; letters; and company newsletters, *Exhaust Fumes*.

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## Arrangement

The collection is arranged into one series.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Automobile repair shops

Types of Materials:

Advertisements -- 20th century  
Black-and-white photographs  
Decals  
Membership cards  
Negatives (photographic)  
Newsletters -- 20th century  
Newsletters -- 20th century  
Newspaper clippings

Names:

National Museum of American History (U.S.). Division of Work and Industry

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## Container Listing

Box 1, Folder 1	Historical Background, 1930s-1974 Notes: Includes an employee Christmas party program (1937), a Stag Night ticket and program (1934), letterhead for the Automotive Organization Team, Inc., and printed materials detailing the history of Call Carl, Inc.
Box 1, Folder 2	Statement to the Board of Directors, 1930-1931 Notes: Statement relates to Call Carl, Inc. affiliation with the American Automobile Association.
Box 1, Folder 3	Annual Report of President to Stockholders, 1941, 1942, 1944
Box 1, Folder 4	Financial Information, 1914-1973
Box 1, Folder 5	Operational Materials, 1943-09-23, 1927 Notes: Includes a paid receipt for Call Carl services (1927) and a brochure detailing how to handle customer complaints, and a plan outlining operations at the Main Plant and eliminating customer service personnel (1943).
Box 1, Folder 6	Advertising/Promotional Materials, 1930s-1949
Box 1, Folder 7	Advertising/Promotional Materials, 1950s-1960s Notes: Includes promotions and direct mailings such as the Red Carpet Treatment, a lubrication service; Christmas Bonanza Give Away (a promotional with Purolator and Jerry Lewis Show <i>It's Only Money</i> (1962).
Box 1, Folder 8	Advertising/Promotional Materials, 1960s
Box 1, Folder 9	Advertising/Promotional Materials, 1977-1979 Notes: Includes calendars featuring scenes and cars from early American motoring.
Map-folder 1	Advertising/Promotional (news clippings), 1935-1965
Box 1, Folder 10	Blue Monday News, 1932-02-01
Box 1, Folder 11	Exhaust Fumes, 1946-1947 Notes: <i>Exhaust Fumes</i> was published by and for the employees of Call Carl, Inc., "Washington's Little Detroit."
Box 1, Folder 12	Exhaust Fumes, 1948
Box 1, Folder 13	Exhaust Fumes, 1949

Box 1, Folder 14	Exhaust Fumes, 1961-1963
Box 1, Folder 15	Exhaust Fumes, 1964-1966
Box 1, Folder 16	Exhaust Fumes, 1967-1968
Box 1, Folder 17	Exhaust Fumes, 1974-1975
Box 1, Folder 10A	Call Carl Service Gram, 1943-06-01
Box 2, Box 1-2	614 H Street, NW, Washington, DC (Call Carl Garage), 1930s
Box 2, Box 3	623 H Street, NW, Washington, DC, 1930s
Box 2, Box 4	1114 Vermont Avenue, NW, Washington, DC, 1963
Box 2, Box 5	1250 24th Street (main plant), Washington, DC, 1955-1975
Box 2, Box 6	1320 New York Avenue, NW, Washington, DC, 1935
Box 2, Box 7	3000 M Street, NW, Washington, DC, 1964
Box 2, Box 8	6831 Wisconsin Avenue, Washington, DC, 1958
Box 2, Box 9	Goodhope Road Branch, SE, Washington, DC, 1940s
Box 2, Box 10	Georgia and Concord Avenue, NW, 1939-1941
Box 2, Box 11	New Hampshire Avenue and 14th Street, 1964
Box 2, Box 12	Call Carl Garage, Silver Spring, Maryland, 1949, 1950, 1957
Box 2, Box 13	No. 2, Georgia Avenue and Peabody Street (Brightwood Service Center), Washington, DC, 1940s
Box 2, Box 14	No. 3, Connecticut and Nebraska Avenue, NE, Washington, DC, 1945-1950
Box 2, Box 15	No. 3, 604 Rhode Island Avenue, NE, Washington, DC, 1940-1945
Box 2, Folder 15A	No. 4, 5301 Wisconsin Avenue and Jenifer Street, 1945-1950
Box 2, Folder 16	No. 5, 1815 L Street, NW, 1950-1955
Box 2, Folder 17	No. 5, 1529 M Street, NW, 1942-1945
Box 2, Folder 18	No. 7, 7701 Wisconsin Avenue, Bethesda, Maryland, 1945-1947

Box 2, Folder 19	No. 8, 3103 Rhode Island Avenue, NE, 1947-1950
Box 2, Folder 20	No. 9, 5130 Wisconsin Avenue, NW, 1948-1949
Box 2, Folder 21	Rock Creek Park, tow trucks and accident, [pre-1930s]
Box 2, Folder 22	Falls Church, Virginia, 1955
Box 2, Folder 23	Wardman Park Hotel Garage, 1932
Box 2, Folder 24	Miscellaneous service centers, undated
Box 2, Folder 25	Call Carl auto service signs, [1950s-1960s]
Box 2, Folder 26	Parade floats, 1945-1946
Box 2, Folder 27	Horse in manholes, undated
Box 2, Folder 28	Employees, 1925-1940s
Box 2, Folder 29	Call Carl tow trucks, 1930s-1950s
Box 2, Folder 30	Auto accidents, 1937, 1954, undated
Box 2, Folder 31	Automobiles in garage for repair (includes negatives), undated
Box 2, Folder 32	Tom's Auto (negatives), undated
Box 2, Folder 33	Miscellaneous, undated
Map-folder 1	Employee Christmas Party, 1936-12-23
Map-folder 1	Employees, 1928-06
Map-folder 2	Employees in front of [Frederick Carling Building?], [1920s?]