# 11  
Burke  
Morganton South

## INDIVIDUAL PROPERTY FORM FOR

**Historic Resources of Morganton**

### 1 NAME

**HISTORIC**

U. S. B. Dale's Market

**AND/OR COMMON**

B & S Discount Foods

### 2 LOCATION

**STREET & NUMBER**

corner of Enola Rd. & Dale St.

**CITY, TOWN**

Morganton

**STATE**

North Carolina

### 3 CLASSIFICATION

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>OWNERSHIP</th>
<th>STATUS</th>
<th>PRESENT USE</th>
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<td>_UNOCCUPIED</td>
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<td>_PRIVATE</td>
<td>_WORK IN PROGRESS</td>
<td>__COMMERCIAL</td>
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<td>__SITE</td>
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<td>ACCESSIBLE</td>
<td>__EDUCATIONAL</td>
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<td>__OBJECT</td>
<td>_IN PROCESS</td>
<td>_YES: RESTRICTED</td>
<td>__ENTERTAINMENT</td>
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<td>__BEING CONSIDERED</td>
<td>_YES: UNRESTRICTED</td>
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<td>__RELIGIOUS</td>
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<tr>
<td>__IN PROCESS</td>
<td>_NO</td>
<td>_WORK IN PROGRESS</td>
<td>__GOVERNMENT</td>
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<td>__BEING CONSIDERED</td>
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<td>__SCIENTIFIC</td>
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<td>_IN PROGRESS</td>
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### 4 OWNER OF PROPERTY

**NAME**

Tim Buff

**STREET & NUMBER**

B & S Discount Foods, Enola Road

**CITY, TOWN**

Morganton

**STATE**

North Carolina 28655

### 5 LOCATION OF LEGAL DESCRIPTION

**COURTHOUSE, REGISTRY OF DEEDS, ETC.**

Burke County Courthouse

**STREET & NUMBER**

South Green Street

**CITY, TOWN**

Morganton

**STATE**

North Carolina 28655

### 6 FORM PREPARED BY

**NAME / TITLE**

Suzanne Pickens Wylie

**DATE**

July 31, 1986

**TELEPHONE**

(704) 527-1610

**CITY OR TOWN**

Charlotte

**STATE**

North Carolina 28209
Dale's Market, located on the corner of Dale Street and Enola Road, was constructed ca. 1900 as a neighborhood grocery store for Grant Dale. The nominated property includes the store and the lot on which it is situated. The boundaries are formed by Dale Street to the north, Enola Road to the west, and residential property to the east and south. The store building has been used continuously as a grocery store since its construction and is presently the location of B & S Discount Foods. The building has not been significantly altered and is an excellent example of a turn-of-the-century rural community store.

The store faces the back campus of Broughton Hospital across Enola Road and there is another older, undistinguished commercial structure across Dale Street. There are ca. 1930 residences behind and on the other side of the store.

Dale's Market is a one-story, rectangular, flat-roofed, brick building with a stepped parapet along the side elevations. The facade has seen very few alterations and features a wide band of decorative brickwork above the retail level. The band includes recessed panels, a sawtooth row, corbelled dentils, and a simple corbelled cornice. The parapet rises above the flat roof. The retail entrance features a slightly recessed central entrance flanked by large display windows. The door and windows are framed by fluted, square cast iron pilasters. There are scored panels above the windows and doors and plain panels below the doors. The pilasters were manufactured by the George L. Nesker Architectural Iron Works, Evansville, Indiana. There is a shed-roofed canopy suspended across the facade of the store.

An early hand-operated fuel pump remains in front of the building and there is an old advertisement proclaiming the U. S. B. Dale's Grocery and Market on the south elevation. The interior of the store is plain with plastered walls and acoustical tile ceiling. Fluorescent light fixtures are suspended from the ceiling. There do not appear to have ever been any built-in fixtures; the floor is wood. Aside from the ceiling and the light fixtures, the interior appears to be original.

Resources Count: 1 Building
U. S. B. Dale's Market was constructed ca. 1900 as a neighborhood grocery store for Grant Dale. The store is located on Enola Road across from the Broughton Hospital campus. It is surrounded by ca. 1920s and 1930s residences and is across the street from another small store, now used as a laundramat. Originally outside the Morganton city limits, the store served the Enola Road community under Dale family ownership until the 1980s. It is under different ownership today but is still operated as a grocery. Dale's Market is significant as a relatively unaltered example of a rural community store. It is of brick construction with a central entrance flanked by large display windows. Simple brick ornamentation distinguishes the low parapet roofline. The interior is completely plain with plaster walls and a hardwood floor. Other than the installation of modern lighting fixtures and acoustical ceiling tiles, the interior is unaltered.

CRITERIA ASSESSMENT

C. Dale's Market is significant architecturally as a virtually unaltered example of a rural community store. Its simple lines and ornamentation and its brick construction, as well as the painted advertisement on the side, the fuel pump in the front, and the unaltered entrance and display windows make it an excellent example of this vernacular form.
HISTORICAL BACKGROUND

Dale's Market, constructed ca. 1900 by Grant Dale, is architecturally significant as a rare intact example of a rural community store. Dale's has operated as a grocery and general mercantile store continuously since its construction. It was the social and commercial center of the Enola Road community.

Dale's Market was operated by Grant Dale from ca. 1900 until the 1930s. He dealt in groceries and general merchandise and, after automobiles became more common, sold gas. U. S. B. Dale, Grant's son, took over operation of the store in the 1930s. A painted sign on the side of the building advertises U. S. B. Dale's groceries and market. Throughout this period the store was the place where local residents could gather to socialize and purchase necessary goods. Today the store continues to operate under different ownership, as a grocery store as B & S Discount Foods.

Dale's Market is a small one-story, brick building with its store-front still intact. Notable architectural details are the bands of decorative brickwork around the top of the building and cast iron pilasters on the facade. The interior is devoid of any decorative elements, but is basically unaltered.

(For footnotes, see Cover Form, Item 9.)

MAJOR BIBLIOGRAPHICAL REFERENCES

See Cover Form, Section 9.

GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY  approximately 22 acres

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<td>D</td>
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</table>

ZONE EASTING NORTHING

VERBAL BOUNDARY DESCRIPTION

The boundary of the Dale's Market National Register nomination is shown as the red line on the accompanying Burke County Tax Map #44-34. The boundary includes the building and the lot upon which it is located and excludes any other surrounding residential or commercial construction.