

INDIVIDUAL PROPERTY FORM FOR

Fayetteville

MULTIPLE RESOURCE OR THEMATIC NOMINATION

1 NAME

HISTORIC

M & O Chevrolet Company

AND/OR COMMON

2 LOCATION

STREET & NUMBER

412 W. Russell Street

NOT FOR PUBLICATION

CITY, TOWN

Fayetteville

CONGRESSIONAL DISTRICT

7th

VICINITY OF

STATE

North Carolina

CODE

037

COUNTY

Cumberland

CODE

051

3 CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input type="checkbox"/> YES RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input checked="" type="checkbox"/> YES UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
	<u>N/A</u>	<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER

4 OWNER OF PROPERTY

NAME
Lot 7: M & O Chevrolet Company

J.T. Maloney, Jr. and wife Toaksie T.
R.O. McCoy, Jr. and wife Mary Ann E.
Lot 6: Thomas M. McCoy and wife Maxine G.

STREET & NUMBER

P. O. Box 1179

P.O. Box 1179

CITY, TOWN

Fayetteville, NC 28302

VICINITY OF

Fayetteville, NC 28302

STATE

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,

REGISTRY OF DEEDS, ETC

Register of Deeds, Cumberland County Courthouse

STREET & NUMBER

P.O. Box 2039

CITY, TOWN

Fayetteville

STATE

North Carolina 28302

6 FORM PREPARED BY

NAME / TITLE

Linda Jasperse, Principal Investigator, City of Fayetteville

ORGANIZATION

Consultant for Survey and Planning Branch

DATE

November 12, 1982

STREET & NUMBER

Division of Archives and History, 109 E. Jones Street 1-919-733-6545

TELEPHONE

CITY OR TOWN

Raleigh

STATE

North Carolina 27611

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

M & O Chevrolet Company's main building is a rare local example of mid-1930s Art Deco architecture. Designed by Wilson architect Frank Benton and constructed by the Dixon Construction Company, a local concern, the automobile dealership is a celebration of modern materials, design, technology, and construction. It was built in 1934-1937 to house a business concern which had already been in operation for approximately ten years, and continues to serve the same viable Chevrolet dealership today.

The original building consisted of a showroom, meeting rooms and offices, and an expansive barrel-vaulted service center, to which an attached parts department and a free-standing office/showroom have been added. The original showroom building exhibits an interplay of horizontals and verticals complimented by a stepped arrangement of forms as is characteristic of the Art Deco. The one-story horizontal form of the building is interrupted at the front by a starkly vertical central tower, and the stepped roofline is softened at the tower's edge by rounded corners which add interest to the otherwise angular massing.

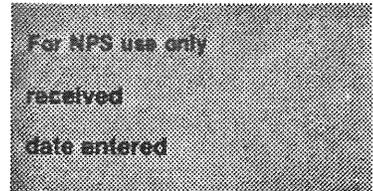
The sides of the tower along its lower half are delineated by a double line of glasslike material which also follows along the upper edge of two large front windows, thereby emphasizing the building's geometric forms. This is further emphasized in tower ornament, which includes an angular skyscraper silhouette made of the black glass composite enclosing the company's nameplate consisting of stenciled initials "M & O" in red. A stuccoed band with identifying glass insets continues around the entire front facade and part of the east side which is set back further than from the street than the old showroom.

Fenestration on the former showroom includes large picture windows which wrap around to the east side. They were at one time surrounded by scored cement walls but at present by replacement stone veneer which was added between 1951 and 1953. The single front door which opens into the original showroom (used subsequently as a parts room, a dance floor during World War II, and now as a customer service reception area) has a distinctive door handle consisting of two irregular metal rectangles which fits in with the overall geometric theme. Even the lock face to which it is affixed consists of three graduated rectangles superimposed upon each other with the unit placed vertically along the door frame.

Similar details are apparent inside. The tile floor is most distinctive with its different colored and shaped pieces set in an angular pattern which falls to a center line. Tiles are white, black, green, and red and come in square, triangular, parallelogram, and zig-zag shapes. Wooden baseboards are wide and made up of multiple curves and angles. Even the suspended ceiling boasts a stylized geometric pattern which consists of squares set on a diagonal surrounded by a rectangle, triangles, and lines. The small offices which the old showroom lead to also have a hint of the geometric in door hardware and skylight covers.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



M & O Chevrolet

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Interior woodwork is generally heavy. The old showroom has bold wainscot, window moldings, and a multi-curved cove. A former office stands to the left of the service entrance and boasts a large heavy desk with repeated single panels. This room has a suspended ceiling with a sunburst motif. Such ceilings are found in scattered places around the building.

Behind the showroom and offices is the service center with its distinctive barrel-vaulted roof. Built of common bond brick, it is well-fenestrated with huge multi-paned windows. The technology involved to support the roof was advanced since metal trusses, rather than floor-to-ceiling supports, were used to suspend the roof. Thus there are no posts or pillars to interfere with traffic/work flow. This, combined with the recent parts center and new showroom, make up the buildings which belong to the M & O Chevrolet Company.

8 SIGNIFICANCE

____ NATIONAL

____ STATE

 LOCAL

PERIOD

AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW

<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1934-1937

BUILDER/ARCHITECT Frank Benton, Wilson, NC

STATEMENT OF SIGNIFICANCE

Formed in 1926 and incorporated in 1933, the M & O Chevrolet Company has the distinction of being Fayetteville's first Chevrolet dealership. It is also housed in the only surviving Art Deco building in the local architectural landscape. The building c.1934-1937 exhibits an interplay of horizontal and vertical lines created by a general linear profile and a vertical front tower, and other characteristic Art Deco features such as geometric decoration and use of modern materials in construction. Still used for its originally intended purpose, the M & O Chevrolet Company building, designed by architect Frank Benton of Wilson, captured the spirit of an age which witnessed dramatic technological flux in both architecture and industrial science.

CRITERIA ASSESSMENT

- A. The M & O Chevrolet Company was one of numerous local automobile dealerships which made up "automobile row" just southwest of the Market House during the 1920s and 30s.
- C. The M & O Chevrolet Company main buildings, designed by architect Frank Benton from Wilson and constructed by the Dixon Construction Company of Fayetteville, is, with its angular composition created by intersecting horizontals and verticals, geometric decoration, and use of glass, concrete, and metal in construction, a rare and unique local example of Art Deco architecture.

HISTORICAL BACKGROUND

Formed in 1926, M & O Chevrolet was Fayetteville's first Chevrolet dealership.¹ It got its name from the original partners Frank and Joseph Maloney and David Owen, the first of whom (along with Robert McCoy who later became a director) started out his career in the early-to-mid 1920s by selling Fords at the Universal Garage on Hay Street.² M & O occupied two different facilities before building their present showroom and garage facility in the middle 1930s at the southwest corner of Franklin and Donaldson Streets.³ These facilities were located in an area southwest of the Market House which during the period began to be dominated by automobile dealerships and service garages and became known as "automobile row".

M & O Chevrolet was officially incorporated on 30 September 1933 and offered a full range of services in both new and used cars.⁴ Robert McCoy acted as temporary president and, along with Frank and Joseph Maloney, as director.⁵ In 1934, the company began to acquire tracts of land bordered on three sides by Franklin, Russell, and Williams Streets, about two blocks from the location that they had been occupying.⁶ This became the site of M & O's new Art Deco Service facility which was completed by 1937 and is currently in use.

The facility was designed by Frank Benton, an architect from Wilson. Benton had worked in partnership with his brother, Charles C. Benton, between 1915 and 1935, but by the time of the building of the new M & O Chevrolet facility in Fayetteville he was on his own. The architect designed buildings in various revival styles--Gothic, Colonial, Classical--throughout his career, but in the mid-to-late thirties favored the Art Deco as is evidenced in the Wilson Municipal Building (1938) in addition to the M & O Chevrolet Company building.⁷

The company continued to operate throughout the years but reverted to a partnership in the 1950s with Joseph Maloney and Robert McCoy at the helm.⁸ Its physical facility was expanded through building efforts and property acquisition, and included a substantial parts department built onto the main plant in 1966 as well as the more recent acquisition of the nearby Bryan Pontiac building for office and showroom use.⁹ Today's owners, Joseph Maloney, Robert McCoy, Jr., and Tom McCoy, are sons of the early owners, which provides continuity with the past.¹⁰

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Please see continuation sheet.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 1.09 acres

UTM REFERENCES

A	1, 7	6, 9, 2, 9, 3, 0	3, 8, 8, 0, 7, 7, 0	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			

VERBAL BOUNDARY DESCRIPTION

All of Lot 6 and part of Lot 7, Block I, Map 78-2-3-3, Cross Creek Township, as outlined in red on map. See map section.

**United States Department of the Interior
National Park Service**

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received
date entered

**National Register of Historic Places
Inventory—Nomination Form**

M & O Chevrolet Bibliographical

Continuation sheet

References

Item number

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Bainbridge, Robert C. and Ohno, Kate. Wilson Historic Buildings Inventory:
Wilson, North Carolina. City of Wilson; North Carolina Department of
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City Directory for Fayetteville, North Carolina: 1909-10, 1915-16, 1924, 1928,
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Cumberland County Records: Corporation Records, Deeds, Partnership Records.

McCoy, Thomas. M & O Chevrolet Co. Fayetteville, North Carolina. Interview by
Linda Jasperse, 17 June 1981.

