

NORTH CAROLINA STATE HISTORIC PRESERVATION OFFICE
Office of Archives and History
Department of Cultural Resources

NATIONAL REGISTER OF HISTORIC PLACES

Carolina Cadillac Company Building

Greensboro, Guilford County, GF0694, Listed 8/25/2014
Nomination by Beth Keane
Photographs by Beth Keane, March 2014



Façade view



Rear view

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 any 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.

1. Name of property

historic name Carolina Cadillac Company Building

other names/site number Adamson Cadillac Co., Adamson-Cadillac-Olds. Co., Black Cadillac-Olds., Inc.

2. Location

street & number 304 East Market Street not for publication N/A

city or town Greensboro vicinity N/A

state North Carolina code NC county Guilford code 081 zip code 27401

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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.)

Signature of certifying official Date

North Carolina Department of Cultural Resources
State or Federal agency and bureau

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

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

	Signature of the Keeper	Date of Action
<input type="checkbox"/> entered in the National Register ____ See continuation sheet.	_____	_____
<input type="checkbox"/> determined eligible for the National Register ____ See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other (explain): _____ _____	_____	_____

Carolina Cadillac Company Building
Name of Property

Guilford Co., NC
County and State

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	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

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

Number of contributing resources previously listed in the National Register
N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: specialty store

Current Functions

(Enter categories from instructions)

Cat: VACANT/NOT IN USE Sub: _____

7. Description

Architectural Classification (Enter categories from instructions)

Commercial Style
Mission Revival

Materials (Enter categories from instructions)

foundation brick
roof asphalt
walls brick

other _____

Narrative Description

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

Carolina Cadillac Company Building
Name of Property

Guilford Co., NC
County and State

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.)

A owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or a 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.

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1922

Significant Dates

1922

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Simmonds, Harry J., architect

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 # _____

Primary Location of Additional Data

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: North Carolina Department of Cultural Resources

Carolina Cadillac Company Building
Name of Property

Guilford Co., NC
County and State

10. Geographical Data

Acreege of Property less than one

UTM References (Place additional UTM references on a continuation sheet)

Zone Easting Northing
1 17 609280 3992400
2 _____

Zone Easting Northing
3 _____
4 _____
____ See continuation sheet.

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Beth Keane

organization Retrospective date February, 2014

street & number 6073 Gold Creek Estates Drive telephone 828-328-8147

city or town Hickory state NC zip code 28601

12. Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name 5 Talents, LLC (Jay Jung)

street & number 5901 Cedar Glen Dr. telephone 336-420-1525

city or town Greensboro state NC zip code 27410

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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Carolina Cadillac Company Building
Guilford County, North Carolina

NARRATIVE DESCRIPTION

The 1922 Carolina Cadillac Company Building sits facing north on two city lots on the south side of the 300 block of East Market Street, one and one-half blocks east of the Downtown Greensboro Historic District (NR, 1982). The two-story brick Commercial Style building shares its east wall with an adjacent two-story brick building. The main block of the building is approximately sixty-feet wide by one-hundred-and-forty feet long. A one-story, brick addition with a flat roof was added to the rear section of the west elevation in 1940. A paved parking lot is located in front of the addition between the Carolina Cadillac Building and Church Street. Market Street is a major east-west artery through downtown Greensboro and the 300 block of East Market Street is lined on either side with several historic commercial buildings.

The Carolina Cadillac Company Building is a remarkably intact example of early twentieth-century Commercial Style architecture with several Mission Revival-style embellishments. Although the building was painted a cream color in the late 1950s or early 60s, documentary photographs reveal that the brick was unpainted up to that time. The facade is divided into three bays by four slightly recessed, stuccoed, rectangular piers. Diamond-shaped panels, formerly inset with terra cotta, are set near the top of the four piers, as well as in the upper wall of the façade. Central glass doors and flanking plate-glass windows are surmounted by the original small-paned Luxfer glass transoms. In addition, three sets of triple, multi-paned, casement, wood-framed windows remain intact at the second level of the façade. The original, decorative, metal awning is suspended over the entrance. A new pent style roof has recently been added to the upper wall of the façade. The new roof, which replicates the original pent roof, is composed of copper tiles and is supported by scrolled wood brackets, painted green. The roof line features a central shaped pediment topped with terra cotta coping.

The exposed brick wall on the west elevation reveals the building was laid with five-to-one brick bond. Two pedestrian doors, one slightly recessed and protected by a frame shed roof supported by wood posts, are located on the west elevation. In addition, a wide opening for automobiles with a metal uplift door is positioned on the west wall. A short chimney stack rises from the slightly peaked roof near the middle of the west elevation. Copper coping caps the roof line. A small filling station immediately west of the building appears on the 1950 Sanborn, however, a ca. 1958 photo documents the building had been demolished in the interim.

A large garage door with an uplift metal door, located on the south (rear) elevation of the 1922 building, is flanked by four single windows to the west and one double window to the east. There are seven single windows at the second level. Each

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of the fixed-sash windows at the first level has sixteen panes of wire glass. The second-level windows are each comprised of twenty panes of wire glass, with the central six panes being pivotal. The roof line features a central stepped pediment with copper coping.

The 1940 one-story brick addition is located near the south end of the main building's west elevation. The addition appears as though it was built in two sections--a small rectangular room in front adjoins a somewhat larger and taller square-shaped section. A corner of the front section, which originally featured a diagonal wall, was later squared off with concrete blocks. This section has two fixed-sash windows--one on the north elevation and one on the west elevation, each with sixteen panes of glass. The north elevation of the rear, larger section has a single-glass door flanked by plate-glass windows that replaced a former window. A flat awning shades the door. Another former window, now filled with brick, is positioned east of the door. Three large windows with replacement glass, each divided in half by a vertical bar, are located on the west elevation. Three similar windows, one retaining the original small eight-panes of glass, are located on the south (rear) elevation.

The interior of the 1922 building features a front showroom open two stories to the ceiling. The original black-and-white, diamond-patterned tile floor remains intact as does the richly paneled wainscoting and paneled doors. The walls and ceiling are covered with plaster. Square, paneled columns support the second-level loft that overlooks the showroom. A central staircase, leading to the loft, is located opposite the front door. A double-leaf paneled door with frosted glass in the top half is located in the rear wall of the showroom east of the stairs. The doors open into the service garage located in the rear portion of the building. An additional single door, located west of the stairs, provides entrance into a small room or closet. A small bathroom is positioned in the southeast corner of the showroom. A partial partition wall located west of the stairs divides that portion of the showroom into two smaller areas.

The handsome open string staircase is flanked by a balustrade with slender picket balusters and a molded handrail. The bottom six steps lead to a landing from which two opposite staircases each ascend fourteen steps along the rear (south) wall to a second-level loft that overlooks the showroom. The loft is enclosed by a waist-high wall paneled in vertical-board wainscot. A supporting beam runs the width of the ceiling, ending on each side with a molded bracket decorated with an acanthus leaf. Crown molding encircles the showroom and the loft. Light filters through two recessed skylights, each with eight panes of glass, located at either end of the loft. Original light fixtures hang from the ceiling.

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Two glass-paned doors, each flanked by a multi-paned window, open from the rear (south) wall of the loft into a spacious mezzanine level space that is elevated over the garage. Originally divided into several offices, two partition walls and a portion of the rear ceramic tile wall have been removed. Two original skylights illuminate the room. A small bathroom is located in the northeast corner of the room. Enclosed steps with an iron railing descend from this area to the first-level garage.

The largely intact garage is a spacious open area with a concrete floor, high ceilings with a slightly peaked roof, six original skylights, and exposed metal truss work attached to metal purlins running the length of the garage. The ceiling is comprised of metal mesh filled with poured concrete covering a corrugated metal roof. Brick pilasters are spaced equidistance along the east- and west-side walls, supporting the trusses. An arched opening in the west wall was partially filled in with concrete block when the west-side addition was added, leaving room for a centered pedestrian door. Two small bathrooms are located in the northeast corner of the garage. Several partition walls in the northwest corner of the garage that formed two offices have been removed. Two square columns support the second-story mezzanine.

Rehabilitation plans for the building are in the preliminary planning stage. The owner intends to restore the façade of the building to its original appearance and to retain original interior tile floor of the showroom. All work will follow the Secretary of the Interior's Standards for Rehabilitation.

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Carolina Cadillac Company Building
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STATEMENT OF SIGNIFICANCE

The 1922 Carolina Cadillac Company Building is locally significant and meets National Register Criterion C for architecture. The automobile showroom with its rear service area is an early and well-preserved automobile dealership building in Greensboro. Designed by Greensboro architect Harry J. Simmonds, the two-story brick building is an engaging mix of early twentieth century Commercial and Mission Revival styles. The generally flat surface of the façade is defined by four flat columns embellished with diamond-shaped panels originally inset with terra cotta. The shaped pediment and copper tiled pent roof (reconstruction) lend a Mission Revival style flair to the building. Intact features include plate-glass windows and Luxfer glass transoms, multi-paned, casement windows at the second level of the façade, and a decorative, metal awning over the entrance. The building's showroom retains much of its historic fabric such as the black-and-white, diamond-shaped, tiled floor, paneled wainscoting and doors, an open central staircase, hanging light fixtures, and crown molding. The rear service area is also remarkably intact with its concrete floor, high ceilings, six original skylights, and exposed metal truss work. The period of significance is 1922, the construction date of the building.

Historical Background

The city of Greensboro was established in 1808 near the geographic center of Guilford County. The town initially laid out one east-west street and one north-south street. In 1840, the east-west street was named Market Street, while the north-south street became Elm Street in honor of the trees planted along it. Additional streets added by this time were named after important men including (Nathaniel) Greene, (William R.) Davie, and (William) Gaston. Local features such as sycamore trees or a church lent their names to additional streets in town. The courthouse stood at the center of the intersection of Elm and Market streets. The town was named for Major General Nathanael Greene, commander of the American forces at the Battle of Guilford Court House on March 15, 1781 (Fripp, pp. 23-24).

Although construction of an east-west railroad in North Carolina had been underway for nearly two decades, it was not until July 11, 1851, that work on the railroad began in Greensboro. Construction was completed in 1856 when the two ends of the railroad were joined near Jamestown, just west of Greensboro. The completion of the railroad resulted in a rapid growth of the city's population and it soon became known as the "Gate City" due to its role as a transportation hub for the state. The trains transported goods to and from textile mills, which grew up with their own mill villages around the city. In addition, tobacco farming thrived in this central Piedmont location

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and Greensboro provided a convenient market for the crop. The town's first tobacco factory, built in the 1840s, produced cigars, snuffs, and plug tobacco. Greensboro's significance as a tobacco town increased in 1881, when John King and C. D. Benbow opened a twist-and-plug factory. This was followed by the construction of several large tobacco warehouses (Fripp, p. 25).

Greensboro continued to attract attention from northern industrialists into the 1890s, by which time the city had grown to over 3000 people. New city limits were established one mile in each direction from the original center, thereby quadrupling the city's area. Additional manufacturing plants by this time included the Eagle Foundry which produced iron products, buggy manufacturers, and lumber companies. Greensboro continued to expand in wealth and population during the early twentieth century. Growth continued through the Great Depression as the town added an estimated 200 new families per year to its population (Fripp, p. 48).

Greensboro, like most American cities, changed dramatically in the early twentieth century due to the advent of the automobile. Automakers spared no effort to make their products available to upper- and middle-class America. A car was a status symbol that could be bought on "time" if necessary and many Americans were seduced by the advertisements that claimed a car as not only a necessity of convenience, but an object that would bestow prestige, family harmony, and a happy marriage (Genat, pp. 8-9).

In ca. 1907, Homer M. Chamblee and Thornwell H. Andrews opened the Greensboro Auto Company at 103 South Davie Street, the town's first automobile agency and garage. John M. Rosenblatt opened Greensboro's first garage devoted solely to automobile repair at 109 Sycamore Street. Many of the town's early homes were torn down to make way for service stations, while many of the undeveloped lots became parking lots. Other corners in town were soon occupied by automobile repair shops or modern demonstration sales rooms (Arnell, p. 153).

One of the driving forces behind the formation of the Carolina Cadillac Company in Greensboro was the purchase of a Cadillac automobile in ca. 1920 in Winston-Salem by local businessman, C. M. Vanstory, owner of the Vanstory Clothing Company. Consequently, he promoted the establishment of a branch of the Carolina Cadillac Company in Greensboro in order to obtain service for his new automobile in his hometown (Weaver, Greensboro Daily News, 3 June 1977, D3).

On July 15, 1920, the J. E. Latham Company, a corporation formed by Mr. Latham, a local real estate developer and cotton broker, sold a 65- by 140-foot lot on

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the southeast corner of East Market and Forbis (now Church) streets to the Guilford Motor Company (Deed Book 353, p. 225). Eleven days later, on July 26, 1920, the Market Street Real Estate Company sold five tracts of land to the J. E. Latham Company (Deed Book 0346, p. 562). The property, at the time primarily residential, comprised two square blocks just east of Greensboro's downtown commercial district. The property was bounded by East Market Street on the north, Forbis Street on the west, Hughes Alley on the South, and Lyndon Street on the east. The blocks were bisected by an alley (now East Sycamore Street), running between Lyndon and Forbis streets.

In 1922, the Latham Company formalized an agreement with the Guilford Motor Company to share a party wall for a new brick building they were erecting on the adjacent lot to the east, even though the Guilford Motor Company had yet to construct their own building (Deed Book 394, p. 198). The J. E. Latham Company hired local architect Harry J. Simmonds to design the Carolina Cadillac Company Building and the adjacent Studebaker dealership building on a lot facing East Market Street. The Latham Company proceeded with the construction of an automobile showroom and service garage to house the Carolina Cadillac Building. The area of Greensboro east of the downtown soon became known as auto row with the later additions of Buick, Chrysler-Plymouth, and Chevrolet dealerships (Schlosser, Greensboro News and Record, 17 Sep 2007).

Eugene Boyd (E. B.) Adamson became the first manager of the Carolina Cadillac Company. A native of Virginia and a World War I veteran, Adamson learned of a job opening at the Carolina Cadillac Company in Winston-Salem soon after being discharged from the Army. Shortly after marrying Inez Frances Billings on June 16, 1921, he began employment as assistant bookkeeper at the Winston-Salem branch of the company. Two years later, in 1923, he was promoted to manager of the new Greensboro branch of the Carolina Cadillac Company. In addition to Adamson, the company opened for business with one salesman, two mechanics, a janitor, and four cars for sale (Weaver, Greensboro Daily News, June 3, 1977).

The Carolina Cadillac Company went broke during the Depression in 1929, but Adamson bought the business in 1930 and changed the name to Adamson Cadillac Company. The certificate of incorporation, dated January 21, 1930, stated that the company would operate a general garage business and act as the sales agency for Cadillac and LaSalle automobiles as well as all other kinds and makes of automobiles, aircraft, motorcycles, radios and other merchandise. In addition, they would sell gasoline, oil, and other petroleum products. Adamson added the Oldsmobile franchise

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in 1932; and in 1945, the name was changed to Adamson Cadillac and Olds Company (Weaver, Greensboro Daily News, June 3, 1977).

On February 1, 1936, the J. E. Latham Company sold the property to Benjamin Cone (Deed Book 779, p. 586). Several weeks later, Cone acquired the adjacent property on the southeast corner of Forbis and East Market streets, previously owned by Julius and Laura W. Cone (Deed Book 781, p. 219). The west-side, one-story, brick addition was added to the building in 1940. It was originally utilized by the business as a sales office and auto parts store. On December 31, 1948, Benjamin Cone and his wife, Anne, sold the Carolina Cadillac Company Building and the adjacent corner lot to the Adamson Cadillac Olds Company (Deed Book 1252, p. 507).

The Cadillac dealership was owned and operated by Adamson until 1955 when he sold the company, including the entire inventory, to William H. Black of Atlanta. By this time the company had grown to include sixty employees. The agreement between Adamson and Black included the lease of the physical assets of the company including the dealership and garage facing East Market Street, a new paint and body shop facing Forbis Street, and a used car lot on Forbis Street. Black had formerly been associated with the Capital Auto Company, a Cadillac dealership in Atlanta, as assistant sales manager. He was a graduate of the University of Georgia and was married to Clara Jones. Upon acquiring the company, Black changed the name of the business to Black Cadillac-Olds, Inc. (E. B. Adamson Papers, M.S. Coll. #100, Greensboro History Museum).

Black continued operating the Black Cadillac-Olds, Inc. at 304 East Market Street until the mid 1960s when the business was moved to a new building on East Bessemer Avenue. The Adamson Company, which still owned the land and the building, deeded the property to Inez Adamson, widow of E. B. Adamson, on January 30, 1981 (Deed Book 3127, p. 444). The following year, she sold the property to Louis W. and Sylvia D. Silver (Deed Book 3205, p. 641). The Carolina Cadillac Company Building was vacant for several years during the mid 1960s. Subsequent businesses occupying the building included Southern Sales Co, which sold tires, the Crown Auto Top Manufacturing Company, Southern Plate Glass, Crowder's Photography, and Design Archives, a vintage clothing shop (Greensboro City Directories, 1970-2001).

On August 31, 2007, Louis W. Silver, a widower, and the heirs of Sylvia D. Silver, sold the property to the Downtown Investment Real Estate Traders (DIRT Partners, LLC) (Deed Book 6781, p 1860), who in turn sold the property in February, 2014 to Jay Jung. Mr. Jung's company, 5 Talents, LLC, has plans to renovate the building for adaptive reuse.

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Criterion C Context: Architecture

The earliest automobile dealerships were converted auto repair garages. The garages were generally outgrowths of bicycle sales and repair shops and blacksmith shops. These businesses were the most familiar with the drive mechanisms used on the early cars and were equipped to do heavy repair work. Often, they also provided a facility that would allow automobiles to drive inside. It was a natural progression for the businesses to promote the auto repair business by selling cars (Genat, p. 39).

Although many of the early automobile dealership buildings were of frame construction, by the early twentieth century fire-resistant brick buildings became more popular, especially in larger cities. In urban areas, fledgling dealerships were frequently converted store fronts, which often presented problems in showcasing the automobiles. It wasn't until the early 1920s that buildings designed specifically for automobile dealerships began to appear. The designs were often simple Commercial Style buildings with a large door facing the street used as a vehicle entrance into the rear service area. Space was allotted in the front for offices and for the display of one or more vehicles, while a service garage was located in the rear (Genat, p. 40).

The Carolina Cadillac Company Building was one of the first dealership buildings to be constructed in downtown Greensboro. Harry James Simmonds, an architect practicing in Greensboro during the 1920s, is credited with the design of the building. Born in South Carolina on April 2, 1885, Simmonds was practicing in North Carolina by 1922 when he was appointed secretary of the North Carolina Chapter of The American Institute of Architects. After serving terms as Treasurer/Secretary (1923) and Vice President (1924-1925), he became president of the organization in 1926 and served in that capacity for two years. His early experience was as a draftsman employed by Harry Barton in Greensboro, later opening his own office in the city. He is known to have designed a handsome ca. 1927 Colonial Revival style house located at 2000 Dellwood Drive in Greensboro and the 1931 White-Banzet House in Warrenton. He eventually left the state, moving to West Point, New York (Jackson, p. 191).

Simmonds chose a combination of the Commercial Style and the Mission Revival Style for this early automobile dealership building. The Commercial Style developed in the early 1900s as a reaction to the ornate Victorian architectural styles of the late nineteenth century. The style features the use of patterned masonry wall surfaces, stepped parapets at the roofline, and large rectangular windows arranged in groups (*Historic Commercial Architectural Styles*). The Mission Revival Style, popular from about 1890 through the 1920s, often featured shaped parapets, red tile roofs, and terra cotta or cast stone accents (McAlester, p. 409). The façade of the Carolina Cadillac

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Company Building combines the elements of both styles with its curvilinear parapet, pent tiled roof, and diamond-shaped panels inset with terra cotta representative of the Mission Revival Style, while the rather flat appearance of the façade with several shallow rectangular brick panels, and the large plate-glass windows are common features of the Commercial Style.

Following the basic formula for a 1920s automobile dealership facility, the two-story brick Carolina Cadillac Company Building featured an expansive showroom facing East Market Street, a main thoroughfare through the city. The large plate-glass windows spanning the facade enabled the public to view the new cars on display in the showroom. The two-story showroom was trimmed with paneled wainscoting while the floor was covered with black and white, diamond-pattern, tiles. Auto parts were sold from a window located in the back wall of the showroom. A mezzanine above the showroom housed the dealership's business offices. This level was accessed from the showroom by a wide, open staircase. The service garage, with its high ceilings, exposed metal trusses, and skylights, was located in the rear portion of the building.

There are few automobile dealership buildings of this era remaining in downtown Greensboro. The adjacent building located at 306 East Market Street, a former Studebaker dealership, was constructed at approximately the same time as the Carolina Cadillac Company Building by the same owner, the J. E. Latham Company. This building underwent renovation several years ago. Similar in size and shape to the Carolina Cadillac Company Building, the two-story, brick, Commercial Style Studebaker Building has modest embellishments on its facade including a central stepped pediment and a pattern of cement squares inlaid with diamond-shaped bricks. A vehicle entrance door was located on the rear elevation. During renovation, all the original windows and doors were replaced with solid glass windows. The interior of the building was converted to office space, leaving little of the original fabric intact. Although still a handsome building, there remains little to suggest the original purpose of the building.

The ca. 1925-30 (former) Packard Dealership located at 300 Bellemeade Street is another one of Greensboro's rare surviving car dealership buildings constructed during the 1920s. Built just several years after the Carolina Cadillac Company Building, the Packard Dealership Building employs stylistic elements of the Art Deco style, a new modern style that became popular in the late 1920s and 1930s. Currently utilized as an architectural salvage store by the city of Greensboro, the two-story brick building has been stuccoed on the facade and all the windows have been replaced. Elements of the Art Deco façade remain intact however. The building's smooth wall planes are articulated with vertically banded windows, fin-like piers that extend through the parapets, and highly stylized ornament in the metal panels at the roofline.

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A (former) Lincoln Mercury dealership located at 531 South Elm Street, built in 1944, retains a fairly intact exterior. The one-story brick building features a recessed double-leaf wood door with a four-light transom, large plate glass windows, and upper panels of black carrara glass. The building appears to have had a rear garage, as well as a side addition for auto parts sales and an area for gas pumps.

Two additional former dealership buildings deserve mention. An Art Moderne style building located at 314 Bellemeade Street, adjacent to the (former) Packard Dealership appears to have built in the 1930s. The one-story brick building has been extremely altered. All of the windows of the building have been filled with brick. The stylized door is the only remaining feature of the original façade.

In addition, a building located at 220 North Church Street is also a former automobile dealership. The building, currently housing the Greensboro Children's Museum, appears to have been built in the late 1940s or early 50s. The sprawling brick building features large plate-glass windows and a prominent sign tower designed to be visible to approaching vehicle traffic.

The Carolina Cadillac Company Building is one of the few remaining intact early-twentieth-century automobile dealership buildings in the city. When restored, this handsome building will serve as an important reminder of the early days of the automobile industry.

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Carolina Cadillac Company Building
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Weaver, Bill Rhodes. *City's First Cadillac Dealer Finds Secret of the Good Life.*
Greensboro Daily News 3 June 1977: D3.

Section 10 – Geographical Data

Verbal Boundary Description

The boundaries of the nominated parcel coincide with the boundaries delineated for parcels 00-00-0005-0001-00-001 and 00-00-0005-0001-00-002 on the accompanying Guilford County tax map at a scale of one inch equals 153 feet,

Boundary Justification

The boundaries encompass the original parcel of land historically associated with the building and the 1940 addition on the adjacent parcel acquired in 1936. The following information applies to all photographs:

Additional Documentation

Photographs

Name of Property: Carolina Cadillac Company Building
County and State where property is located: Guilford County, North Carolina
Address: 304 East Market Street, Greensboro, NC 27401
Name of Photographer: Beth Keane
Date of Photographs: February, 2014
Location of Original Digital Images: North Carolina Historic Preservation Office, North Carolina Department of Cultural Resources, Raleigh

Photographs:

- 1: North and west elevations (façade); camera looking southeast
- 2: West elevation; camera looking east
- 3: South elevation; camera looking north
- 4: South elevation of 1940 addition; camera looking north
- 5: Interior – showroom and staircase; camera looking south
- 6: Interior – loft overlooking showroom; camera looking west
- 7: Interior – mezzanine level; camera looking west
- 8: Interior – garage; camera looking southwest
- 9: Interior – garage; camera looking south
- 10: Interior – garage; camera looking north