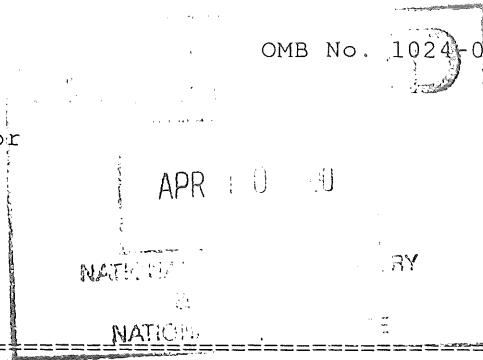


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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



1. Name of Property

historic name Mahler and Carolina Trust Buildings

other names/site number McLellan's Dime Store, McCrory's Dime Store

2. Location

street & number 228-232 Fayetteville Street Mall not for publication N/A

city or town Raleigh vicinity N/A

state North Carolina code N/A county Wake code 183

zip code 27601

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X 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 X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide X locally. (See continuation sheet for additional comments.)

Jeffrey J. Cross SHPO 3/24/00
Signature of certifying official Date

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

Current Functions (Enter categories from instructions)

Cat: commerce/trade Sub: department store

=====
7. Description
=====

Architectural Classification (Enter categories from instructions)

Renaissance Revival
Classical Revival

Materials (Enter categories from instructions)

foundation brick
roof asphalt
walls brick
concrete
other metal

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.)

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

- 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)

commerce
architecture

Period of Significance 1876-1950

Significant Dates 1876
1902

Significant Person (Complete if Criterion B is marked above)
N/A

Cultural Affiliation N/A

Architect/Builder Unknown

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

=====

9. Major Bibliographical References

=====

(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: _____

Local government
 University
 Other
Name of repository: _____

=====
10. Geographical Data
=====

Acreage of Property .36 acre

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

	Zone	Easting	Northing	Zone	Easting	Northing
1	<u>17</u>	<u>713345</u>	<u>3961600</u>	3	_____	_____
2	_____	_____	_____	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 M. Ruth Little

organization Longleaf Historic Resources date November 30, 1999

street & number 2709 Bedford Avenue telephone 919-836-9731

city or town Raleigh state NC zip code 27607

=====
Additional Documentation
=====

Property Owner

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

name _____

street & number _____ telephone _____

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1
Mahler and Carolina Trust Buildings
Wake County, North Carolina

Description

The Mahler and Carolina Trust Buildings, located at 228-232 Fayetteville Street Mall in the central business district of Raleigh, occupy the west side of the mall, formerly Fayetteville Street, in the block bounded by Hargett, Salisbury and Martin streets. The store is actually an assemblage of two adjoining buildings, the Mahler Building, 228 Fayetteville Street, built in 1876, and the Carolina Trust Building, 230-232 Fayetteville Street, built in 1902, that were consolidated as McLellan's Dime Store about 1933. Rear additions made to both buildings in the early twentieth century extend to the west. The complex has functioned as a single building since McLellan's took over. Circa 1952, McLellan's added a two-story annex on the south side, extending to Martin Street, on leased land (**Fig. 1**). This is known as the Rogers Building, for the family that has owned the land since 1924, but has clearly functioned as an addition since its construction. The richly detailed upper facades of both buildings on Fayetteville Street were concealed by a steel and gold-colored aluminum screen from 1971 to fall 1999. The following description treats the three main sections—the Mahler Building, Carolina Trust Building, and the annex--separately.

Mahler Building: 1876

The Mahler Building stands twenty feet wide, eighty feet deep, and three stories high. Although narrow, the Renaissance Revival facade possesses a monumental presence. The storefront has been replaced at least twice, once in the 1930s when the building was assembled into the McLellan's Department Store, and again in 1971 when it reached its current appearance. It now occupies the north one-third of the McLellan's storefront, containing plate glass display windows flanked by a tiled surround. At each level of the three-bay-wide facade is a center paired window flanked by single windows. Each window has a round arch, a metal cap with brackets and keystone, and bracketed brick sill. Originally an ornate bracketed metal cornice with central finial crowned the facade, but this was removed when the metal screen was installed in 1971. The rear elevation above the one-story addition stands basically unaltered, with one-to-five common bond masonry and segmentally-arched windows. The second story windows have early cast-iron shutters on strap hinges, but no sash have survived.

About 1914 a one-story addition was added to the rear. This is now concealed by two-story walls containing tall four-over-four sash windows at the first level and metal casements at the upper level, that are remnants of a building fronting on Salisbury Street that has been demolished.

The interior arrangement of the Mahler Building survives basically unaltered above the first floor level (**Fig. 3**). The building has a full basement, and its first floor was completely gutted when it was incorporated into the McLellan's Store. A boxed wooden stair rises from the first to the second floor along the north wall. At the top of the stair, a beadboard railing encloses the staircase. The original plan of the upper offices survives on the second and third floors, with a stair hall along the north wall and offices to the front, side, and rear of the hall. In the middle of the building along the south wall is a small light well, with windows on three sides allowing light into the interior of the building. Four to five offices occupy each floor, with a bathroom at the rear of the hall. Ceilings reach approximately fifteen feet in height on these floors.

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**Mahler and Carolina Trust Buildings
Wake County, North Carolina**

The Mahler Building's original 1876 interior finish remains virtually intact, although deteriorated, on the second and third floors. The staircase between the second and third floor retains its open-string treads, but the turned balusters have been removed. The walls of these floors are plaster, with high molded baseboards. The tall arched windows at the front of the building retain their original one-over-one sashes, but the frosted glass is likely replacement. Interior doorways from the hall into the offices and between offices have original four-panel doors, with three-pane transoms. Identical molded surrounds trim all doors and windows. The windows enclosing the light well have large, six-over-six sash.

Carolina Trust Building: 1902

At 230-232 Fayetteville Street stands the Carolina Trust Building, a four-story, three-bay wide Classical Revival style commercial building built in 1902. The original upper facade, recently exposed by the removal of the metal screen that has covered it since 1971, is largely intact. Each facade bay is emphasized by a finely molded brick panel, creating a vertical emphasis. Each bay contains a pair of one-over-one sash windows at each level, with heavy concrete sills and decorative brick keystones. The heavy wooden sashes have lamb's tongue corners. Frosted glass is probably a replacement for the original clear glass. The heavy metal modillioned cornice that originally crowned the facade was removed when the screen was installed.

The storefront has been replaced at least twice, once in 1937 when McLellan's modernized the building, and in 1971 when it reached its current appearance. The north bay contains two sets of double plate glass doors with glass transoms. The south bays contain plate glass display windows set in a tiled surround.

About 1928, when McLellan's Company purchased the building, it added a two-story rear wing extending to the rear to Salisbury Street (see Fig. 1). The load-bearing brick wing has an interior wooden framework and a Salisbury Street facade featuring buff brick veneer, six-over-one sash windows in the upper facade, and a parapet wall on each side elevation. The street level facade was remodelled circa 1971, with plate glass doors and display windows. The southernmost bay contains a freight delivery door. A large sign displays the McCrory name between the two stories.

The interior of the 1902 Carolina Trust Building is remarkably intact, although with deteriorated plaster and peeling paint. Beneath the building is a full basement. The entire ground floor is one large retail space, with steel columns supporting the weight of the upper stories, and crowded display shelves for McCrory's Dime Store. The rear addition, as well as the McLellan's Dime Store annex (see Fig. 1), is incorporated into this single retail space. The second, third, and fourth floors of the 1902 contain identical office suites arranged around an airy, light-filled central stair hall (Figs. 2,3,4). The architectural design is simple and elegant. Perhaps the most striking feature of the design is the great number of features that allowed natural light to shine into the interior spaces. Transoms, door glazing, sash windows, and light wells all filtered daylight into the interior of the offices on these upper floors. Although the hall is in the center of the building, with eleven offices opening to the front, sides, and rear from it, natural light entered it from a large light well adjacent to the stair on the north side, and from sash windows in the hall walls of the offices to the front and to the rear. A second, smaller

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Mahler and Carolina Trust Buildings
Wake County, North Carolina**

light well is located against the south wall, with sash windows illuminating offices on two sides and a bathroom to the rear. The wall between the front office and adjacent office on the south side contains a continuous transom of glazed panels that is quite striking. Some of the interior office walls are of beadboard.

The finish of the office floors is simple and well-proportioned, with original wooden floors, plaster walls with a plain wainscot, plaster ceilings, and dark wooden trim. The original wide wooden stair from third to fourth floor is in place, featuring an open string, a classical boxed newel, turned balusters and molded handrail. Windows and doors have simple classical surrounds consisting of molded sills, wide side surrounds and molded caps. Doors are paneled below a large glazed pane, with a single pane transom above. A few of the offices retain their painted names on the glazed doors, including Hinton & Son Tailoring, which occupied a suite at the front of the third floor, and the North Carolina Merchants Association, which occupied a suite of offices at the front of the fourth floor.

These floors have been unused since the 1950s. The staircase from the second to third floor was removed when an air conditioning system was inserted in its place, and the only access to the upper floors is via a ladder. The interior is now dark, since the rear windows were infilled during a later renovation, and the front windows and light wells are now covered with plywood, metal screen, or paint.

The second floor of the rear wing is reached by an enclosed stair located at the Salisbury Street. It features exposed brick walls, wooden support posts, and latticed ceiling trusses supporting the flat roof. The second floor contains offices in the rear section and a stock room in the center area.

McLellan's Dime Store Annex: ca. 1952

The Martin Street annex, built about 1952 when the store was at the peak of its popularity, stands on the basement of the old Rogers Building, whose heavy wooden floor timbers are visible. The two-story addition, seven bays wide, displays Art Moderne design typical of the early 1950s. Wide, thin red bricks with prominent mortar joints form the facade veneer. The storefront contains a central double plate glass door, set in a splayed recess, with flanking plate glass display windows and a full-width flat metal awning, apparently a replacement of the original awning. Above the street level, the McCrory store name is rendered in large red metal letters. Obviously, this storefront would have originally had the McLellan's name. In the 1960s when the name changed to McCrory's, the sign was changed. At the upper level, a window band stretches three-quarters of the facade width, containing five large metal casement windows separated by corrugated metal panels. A corrugated metal cornice crowns the facade.

On the interior, the annex has a steel frame and a concrete second floor. The first floor contains one large retail space that flows into the 1928 addition to the Carolina Trust Building, with a row of steel columns running through the center. Floors are of linoleum tile, walls and ceilings of accoustical tile and plaster. The minimally finished upper floor is filled with stock shelves. In the basement, the walls of the earlier building on the site that was destroyed by fire are visible, containing traces of a barber shop, accessed via a sidewalk staircase.

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Mahler and Carolina Trust Buildings
Wake County, North Carolina

Integrity Assessment

The consolidation of the Mahler Building and Carolina Trust Building into McLellan's Dime Store complex in the 1930s, and the facade renovation in 1971, have altered the original appearance of these two downtown Raleigh landmarks. With the recent removal of the upper facade screening, the buildings have been largely returned to their original appearance above the first story. The storefront was remodeled in 1971, but the basic design of a storefront common to both buildings was established in the 1930s when the buildings were assembled as McLellan's Dime Store. The only major alterations to the upper facades are the removal of the cornices in 1971. The rehabilitation scheduled to commence in late 2000 or 2001 is planned to include installation of reproductions of the original cornices. The upper floors retain most of their original plans and finishes. Even in their current deteriorated condition, they retain integrity of location, design, setting, craftsmanship and feeling. When the buildings are rehabilitated, they will once again function as architectural gems along Fayetteville Street. The 1952 Martin Street annex, basically intact but a noncontributing element because it is not yet fifty years old, is subsidiary to the historic buildings and does not detract from their character.

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Mahler and Carolina Trust Buildings
Wake County, North Carolina

Statement of Significance: Summary

The Mahler and Carolina Trust Buildings, 228 Fayetteville Street and 230-232 Fayetteville Street, stand on the west side of the Fayetteville Street Mall in Raleigh's central business district as landmarks of the vibrant commercial and civic district that functioned here in the late 1800s and early 1900s. Constructed in 1876, Mahler's, one of Raleigh's oldest surviving stores, rose three stories in height with a Renaissance Revival facade. The 1902 Carolina Trust Building rose four stories high, with an up-to-date Classical Revival facade fronting three floors of well-lit, spacious offices above a banking first floor. The buildings occupied the heart of downtown activity, located directly across from the Market House (no longer extant) containing the city hall, the market, and an auditorium. The Mahler Building originally contained the Mahler Jewelry Store, which thrived under Henry Mahler until his death in 1895, then as H. Mahler's Sons until 1932, when it closed. Several successive banks occupied the street level of the Carolina Trust Building, and approximately thirty offices on the upper three floors of the building remained actively in use by doctors, insurance agents, and various other businesses such as Hinton & Sons Tailoring, the American Red Cross, and the North Carolina Merchants Association until the late 1920s. In 1928 national dime store chain McLellan's purchased the Carolina Trust Building, added a large rear wing, and opened a store that stretched from Fayetteville Street back to Salisbury Street. The firm utilized the upstairs offices as stock rooms. When Mahler's Jewelers closed in 1932, McLellan's expanded into this building in 1933 as well, absorbing the first floor into its dime store retail space, and using the upper offices for storage. A few years later, McLellan's remodeled the storefront to create a uniform effect across the two buildings. Along with its main competitor, Woolworth's Dime Store nearby, McLellan's thrived in the 1930s and 1940s. About 1952 the chain added a large two-story annex connecting to Martin Street. McCrory's Dime Store acquired McLellan's in the early 1960s and has operated it since that time. Presently it is one of the few general merchandise stores still open in downtown Raleigh.

The Mahler and Carolina Trust Buildings, consolidated as McLellan's Dime Store, are eligible for the National Register of Historic Places under Criterion A for their significance to Raleigh commerce from 1876 to 1950, when the complex functioned as a hub of commercial activity. The buildings are also eligible under Criterion C for their architectural significance as a unified, well-preserved, and architecturally distinguished commercial complex in Raleigh's central business district. The 1876 Mahler Building reflects, in its tall, narrow Renaissance Revival facade, richly detailed in brick and boldly-volumned metal, and intact upper office floors, the first flush of Reconstruction business optimism after the devastation of the Civil War. The Mahler Building and the larger, even more brash and opulent Briggs Hardware Building built two years earlier, at 220 Fayetteville Street, are the only two landmarks to the Reconstruction era that still stand in recognizable form on Fayetteville Street. By 1902 when the Carolina Trust Building arose, downtown Raleigh was in the midst of a commercial boom, led in part by banks. The conservative, classical style facade with molded brick details led to three floors of nicely appointed offices, above the street level banking office. Architecturally, the Trust Building reflects the turn-of-the-century corporate confidence of the Raleigh business community.

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Mahler and Carolina Trust Buildings
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Historical Background and Commerce Context

Henry Mahler, a German who established a jewelry store in Raleigh in 1858, was one of the most long-standing jewelers and engravers in Raleigh during the second half of the nineteenth century. After the turmoil of the Civil War, Mahler resumed business on Fayetteville Street, the main street of Raleigh, by May 1865.¹ Chataigne's *Raleigh City Directory* of 1875-76 lists Mahler's store at its current site on "Fayetteville opp Market." An advertisement on the same page extols "H. Mahler, Practical Jeweler, Silversmith & Engraver. . . . Wedding & engagement rings a specialty."² The Market House had been built in the 200 block of Fayetteville Street in 1870. Above its arcaded street level market area stood city offices and the city auditorium. A centennial publication for the city of Raleigh, published in 1887, includes Mahler's business among its tour of the leading merchants:

The most creditable, and one among the oldest establishments in this line of business in Raleigh is that of Mr. Mahler The premises are elegantly fitted up, the superb stock embraces the best makes of foreign and American watches, a full line of clocks, solid sterling silver and silver-plated ware, jewelry, charms, ornaments, diamonds, and other precious stones. . . . Mr. Mahler has been established in business here for many years, and has acquired a very superior line of custom and won an enviable name.³

At Henry Mahler's death in 1895, his sons Fred and Ludwig continued the establishment, renaming it H. Mahler's Sons, jewelers, opticians & silversmiths. Fred Mahler, the optician, lived in the family homeplace at 430 Fayetteville Street. Ludwig Mahler, the jeweler, also served as chief of the fire department, located across the street in the city market. In the late 1890s Ludwig roomed above the store, then later resided in a house across Fayetteville Street from Fred. Business continued to flourish, thus between 1909 and 1914 the Mahlers added a one-story addition at the rear.⁴

Offices on the second and third floor were rented at least through 1920. In the 1910s the upstairs quarters, 228 1/2 Fayetteville Street, were rented to Dr. S. P. Norris and J. V. Higham. By the end of the decade H. Mahler's Sons optical department occupied the space. Like his father, Fred Mahler (1869-1947) figured prominently in Raleigh's business and social life. After training as an optometrist, Fred entered his father's firm as a young man, then managed the Thomasburg Vineyard near Raleigh, which was co-owned by his father and Dr. Thomas Hogg. Later he worked in Chicago with a glass manufacturing firm. During World War I he joined the U.S. Secret

¹"Fred W. Mahler Dies At 78 Here," *Raleigh News and Observer*, Oct. 16, 1947, page 19; Murray, *Wake: Capital County*, 567.

² Chataigne's *Raleigh City Directory*, 1875-76.

³ *City of Raleigh Historical Sketches*, Raleigh: Edwards & Broughton, 1887, 121.

⁴ Raleigh Sanborn Fire Insurance Maps, 1909, 1914.

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Mahler and Carolina Trust Buildings
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Service and tracked down enemy agents on the Eastern Seaboard. Mahler was a Mason, a member of Christ Church, and a member of the Capital Club. He and his brother managed H. Mahler's Sons for thirty years after their father's death. H. Mahler's Sons continued in business until 1932, when the business went bankrupt, probably a casualty of the Great Depression. Following the closure of the business in 1932, Mahler practiced optometry and jewelry engraving.⁵ The Metropolitan Life Insurance Company acquired the Mahler Building from the Mahler family, later selling it to the Pine Holding Corporation, a division of McLellan's dime store.⁶

The building immediately to the south was constructed in 1902 as the Carolina Trust Company. Sanborn Fire Insurance Maps show that the bank occupied one-half of the street level, 232 Fayetteville Street. Number 230 was occupied by a variety of businesses, for example, in 1909, by the National Cash Register Company. The earliest city directory in which the Carolina Trust Bank is listed, 1905-06, indicates that A. J. Ruffin served as president; Leo D. Heartt as vice president and general manager, and Hamden F. Smith as cashier. By 1913-14 the bank was gone and its office was occupied by Merchants National Bank, with E. C. Duncan as president and W. H. Williamson as vice president. This bank operated until 1923, when Wachovia Bank and Trust Company purchased the building. Wachovia operated their office here until 1928.⁷

During its banking era, the Carolina Trust Building's upper three floors contained respectable offices that were rented to a wide variety of establishments, including insurance agents, physicians, A. C. Hinton and Son Tailoring, and non-profit organizations such as the American Red Cross. A 1912 photograph of this block of Fayetteville Street shows a large vertical "TAILOR" sign mounted on the second floor, and gaily striped awnings at some of the upper windows. This was the heart of the central business district, with the city market, city hall and auditorium next door, the Capital Club Building around the corner on Martin Street, and the Post Office, Federal Building, and County Courthouse in the next block. Trolleys moved up and down Fayetteville Street. For an unknown reason, the number of tenants declined steadily in the 1910s and 1920s, either due to vacant offices, or because the firms occupied larger office suites. In 1915-1916 the building had twenty-five tenants, in 1919-1920 the number had dropped to nineteen, by 1924 to thirteen, and by 1927 to nine tenants.⁸

In 1928 Wachovia sold the Carolina Trust Building to McLellan Stores Company, a national dime store chain,

⁵ City of Raleigh directories, 1881, 1886, 1896-7, 1901, 1905-6, 1907-8, 1911-2, 1913-4, 1915-6, 1919-20, 1924, 1927, 1931, 1932. See also the Sanborn Fire Insurance Maps, 1884, 1888, 1896, 1903, 1909, 1914, 1949, on microfilm at the N.C. State Archives, Raleigh. (The 1949 updates exist as original maps.) Several articles in the *Raleigh News and Observer* in 1932 indicate that H. Mahler's Sons had legal and financial troubles. "H. Mahler & Sons Files Bankruptcy Petition," June 1, 1932, page 14; "Finds Jewelry Seller Guilty," August 10, 1932, page 4; "Fred W. Mahler Dies At 78 Here," *Raleigh News and Observer*, October 16, 1947, page 19.

⁶ Wake County DB 1112, 256.

⁷ City of Raleigh directories, 1905-06, 1907-08, 1911-12, 1913-14, 1925-16, 1919-20, 1924; Raleigh Sanborn Maps, 1903, 1909, 1914; Wake County DB 422, 162; Merchants Bank sells to Wachovia Bank.

⁸ City of Raleigh directories, 1915-16, 1919-20, 1924, 1927, 1931; 1912 documentary photograph of Fayetteville Street, reprinted in Steve Stolpen, *Raleigh, A Pictorial History* (Norfolk, Va.: Donning Company, 1977, 121.

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Mahler and Carolina Trust Buildings
Wake County, North Carolina

for \$250,000 and moved next door, to the ground level of the Tucker Building on the corner of Fayetteville and Martin streets.⁹ McLellan's, headquartered in New York City, operated dime stores in smaller towns, particularly in the South.¹⁰ McLellan's combined the two separate stores on the street level into one large store in order to create a large retail space. Business apparently boomed even during the Great Depression, allowing McLellan's to take over Mahler's retail space after that business closed in 1932.¹¹ During this period they added a large two-story wing to the rear of the Carolina Trust Building that extended to Salisbury Street, so that the retail space now stretched through the entire block from Fayetteville to Salisbury Streets. The upper floor contained store offices and stockrooms. The older rental offices above the original building were used as stock rooms until the 1950s.

"New McLellan's Is Up To The Minute!" blares the headline on a full-page presentation of the newly remodelled and expanded dime store facility in the Raleigh *News and Observer* in 1937. With photographs of the main retail space, the gleaming, mirrored luncheonette stretching along the north wall, and the all-electric kitchen located in the basement, the grand opening of the new store was announced. The store manager explained that McLellan's "owed it to the rapidly growing city to rebuild their store completely." All new display counters, new lighting, a new eighty-foot luncheonette counter, new kitchen, and a new candy department tripled in size from the previous one are praised in the article. "The new modernistic front is done in stainless steel, and inside fixtures are of red and black formica with stainless chromium. A regular staff of 60 girls is employed, with an additional 20 to work on Saturdays. The girls wear blue and white uniforms. . . ."¹² The remodelled storefront was of Art Moderne design, a trademark of the dime store chains. It stretched across the street level of both the Mahler and Carolina Trust buildings. Above large plate glass display windows and a red and white striped awning, the McLellan's name was rendered in tall gold letters on a red frieze. The upper floors of both buildings were left in their original condition.¹³

The last available Sanborn Insurance Map of Raleigh, updated in 1949, shows the footprint of McLellan's as it appeared just prior to its final expansion. The department store and restaurant stretches through to Salisbury Street behind the Carolina Trust Building. In 1951 McLellan's leased the Rogers building, located adjacent to the Carolina Trust Building with a facade on Martin Street, for its final expansion. The old building on the site had burned, and McLellan's demolished it, with the exception of the basement, and built a new two-story annex with

⁹ Wake County DB 546, 122: Wachovia Bank to McLellan's Stores; see also the sale the same year from McLellan's to an individual, Aldo R. Balsam. From then on, McLellan's leased the store. Wake Co. DB 560, 411.

¹⁰ Interview with L. C. Barlow, Jr., manager of McCrory's Store, August 19, 1999.

¹¹ City of Raleigh directories, 1927, 1931, 1932, 1933.

¹² "New McLellan's Is Up To The Minute!" Raleigh *News and Observer*, Oct. 28, 1937, 6.

¹³ A ca. 1957 photo shows this storefront prior to its replacement in 1971. Documentary photo, Raleigh Chamber of Commerce, N. C. State Archives N.94.5.265.

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Mahler and Carolina Trust Buildings
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Moderne style facade. The steel frame building connected fully to the older main store on the first and second floors.

The Mahler and Carolina Trust Buildings on Fayetteville Street have commercial significance as landmarks that symbolize the evolution of commerce in Raleigh's downtown from 1870s Reconstruction, to early twentieth century financial and office development, to the Depression era popularity of the dime stores. From Reconstruction to the turn of the twentieth century, Raleigh's economic revival was largely confined to Fayetteville Street, the main street. Its commercial and civic buildings stretched for four blocks, from Union Square at the north end, site of the 1830s State Capitol, to South Street, site of the city auditorium. (The current Memorial Auditorium on that site was built in 1932.) The 1876 Mahler Building, a jewelry store, represents the late nineteenth century revitalization of Fayetteville Street with high-class mercantile establishments, standing two to four stories tall. The 1902 Carolina Trust Building represents the maturation of Fayetteville Street into the state's premier retail district in the early twentieth century. By 1914 five banks stood along Fayetteville Street.¹⁴ By the 1920s the street had fine department stores, movie theatres, banks, the Federal Building and Post Office, and the high-rise Sir Walter Raleigh Hotel.

During the early 1900s, and especially the 1920s, fraternal orders and civic groups such as the Masons, Odd Fellows, and the Capitol Club built speculative high-rise office buildings along Fayetteville Street, the flanking streets of Salisbury and Wilmington Streets, and the two southeast squares, Moore Square and Nash Square. The Odd Fellows Building (1923-24), the Professional Building (c. 1924), and the Capitol Club Building (1929) rose from eight to twelve stories over the older commercial buildings downtown, and set a new standard for respectable office space. These new high-rise offices probably led to the economic decline of the Carolina Trust Building's office space. During the Depression, older commercial space on Fayetteville Street was occupied by McLellan's, Kress's and Woolworth's dime stores. Thus the combination of the Mahler Building and the Carolina Trust Building into the McLellan's Dime Store, the final phase of the complex's commercial evolution, reflects both the changing market for commercial space and the popularity of dime stores during the last flush of downtown Raleigh's historic commercial vitality. No other building or pair of buildings represents downtown Raleigh's late nineteenth- to early twentieth-century commercial development in encapsulated form as the Mahler and Carolina Trust buildings do.

In 1960, a wave of Civil Rights "sit-ins," in which African American students conducted peaceful periods of sitting at white lunch counters where they were not traditionally allowed, spread across North Carolina. The initial sit-in occurred on February 1, 1960 at the Woolworth's lunch counter in Greensboro. By February 9, the demonstrations had spread to Winston-Salem and Durham, and by February 10 to Raleigh, Charlotte, and Fayetteville. Sit-ins occurred during this week at the McLellan's, Kress's and Woolworth's lunch counters in Raleigh. These peaceful demonstrations were a highly significant chapter in the desegregation movement in the South.¹⁵ Although McLellan's lunch counter has disappeared, the store serves as a symbol of the Civil Rights era

¹⁴ *An Architectural and Historical Inventory of Raleigh, North Carolina*, 33.

¹⁵ *Raleigh News and Observer*, February 9, 10, 11, 12, 1960; Crow, Escott and Hatley, *A History of African-Americans in North*

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in Raleigh.

The newly enlarged McLellan's of the early 1950s had only a limited period of economic success. Construction of suburban shopping centers in Raleigh from 1950 to the early 1970s gradually lured major stores to suburban malls, sapping downtown of its commercial vitality. Raleigh's first suburban shopping center, Cameron Village, was built in 1949-1950; the second, North Hills Shopping Center, appeared in the early 1960s. In the early 1960s the McLellan's chain was purchased by the McCrory's Department Store chain. Soon afterward, in 1971, the company modernized the Fayetteville Street facade with a new aluminum and glass street level storefront and a gleaming copper-colored wire screen over the upper storefronts in an attempt to entice shoppers to remain downtown.¹⁶ When Crabtree Valley Mall opened in 1972, downtown retail activities came to a virtual standstill. McCrory's main competitor, Woolworth's 5 & 10 Cent Store in the same block, closed at this time.¹⁷ In 1978 the city took the drastic step of closing off Fayetteville Street to create a pedestrian mall, a facsimile of suburban shopping malls that would draw shoppers back downtown. This removed all traffic and parking in front of McLellan's, but the desired goal was never realized. During the past twenty years, the buildings along the Fayetteville Street Mall have continued to empty of long-term tenants. Footsteps of office workers echo hollowly off the empty facades at lunchtime.

A new era of activity may now be commencing on Fayetteville Street. Although the mall is still in place, entrepreneurs are beginning to rehabilitate individual buildings. Briggs Hardware, three stores to the north at 220 Fayetteville Street, was restored in 1998 and is fully leased by a number of non-profit organizations. In 1998 a group of Raleigh entrepreneurs formed a partnership, McPaul Worth Associates, and purchased the McCrory's Building from the New York holding company that had owned it since 1952.¹⁸ The owners intend to retain McCrory's as the principal tenant, and to rehabilitate the vacant office spaces in the upper floors of the buildings into usable space. They recently removed the 1960s metal screening from the Fayetteville Street facade and are restoring the historic architectural details.

Architectural Context

An examination of the 1896 and 1903 Sanborn Insurance Maps reveals that the commercial core of Raleigh at the turn of the century was remarkably compact. Brick commercial buildings of two to four stories lined both sides of Fayetteville Street and North Wilmington Street from Morgan to Davie streets. This development also stretched down both sides of Hargett and Martin streets between Salisbury and South Blount streets, but there were only a handful of commercial buildings on Salisbury Street and virtually none on South Blount Street or Davie Street.¹⁹

¹⁶ City of Raleigh directories, 1958, 1966-67, 1969.

¹⁷ L. C. Barlow Jr. interview.

¹⁸ Wake County DB 1112, 256: Pine Holding Corporation to Pine Raleigh Corporation; Wake Co. DB 8035, 46: Pine Raleigh Corporation to McLaurin et al.

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Due to the constant modernization and reconfiguration inherent in commercial architecture, numerous Victorian era buildings may still stand along Fayetteville, Wilmington, Hargett, and other main downtown streets, hidden beneath facade renovations, but very few retain their original appearance. An architectural survey conducted in 1989 indicated that the only surviving elements of the nineteenth century commercial fabric of Fayetteville are on the west side of the 200 block, between Hargett and Martin streets. Approximately sixteen buildings from the late nineteenth- and turn-of-the-century were recorded on Martin, Hargett, and South Wilmington streets, but the vast majority are plain or extensively altered. Five of these aspire to the same level of architectural quality exhibited in the Mahler Building, though of different architectural style and/or scale, and only the Italianate Heilig-Levine Furniture Store predates the last years of the century. The other four brick buildings, all two stories in height, are the Prairie Building at 113 South Wilmington Street, with stucco finish, metal cornice and window hoodmolds, and an altered storefront; 12-14 East Hargett Street with elaborate brick corbelling and altered cornice and storefront; 108-110 East Hargett Street, with corbelled tables and metal cornice; and the Tucker Furniture Building at 112 East Hargett, with corbelled tables.

Only three extant buildings are known to date from the 1870s. Briggs Hardware Building (NR) at 220 Fayetteville Street, a four-story, highly ornamented landmark built in 1874, has stood throughout the twentieth century as the last reminder of Victorian commercial design on Fayetteville Street. Declared to be the “tallest building in east Carolina and Raleigh’s first skyscraper” when completed, the Briggs Building’s bold red brick facade, metal Renaissance Revival window caps, bracketed cornice with finials, and frontispiece bearing the name and date, has never been modernized.²⁰ The original owner, Briggs Hardware, continued to occupy the store into the 1990s. Recently restored, the Briggs Building retains its spacious interior light well and the tall wooden staircase with separate front entrance that leads up to the upstairs offices. Another prominent building of the era is Heilig-Levine Furniture Store, at the northeast corner of Wilmington and Hargett streets, built about 1875. The Italianate Revival brick three-story block with a massive bracketed cornice and segmental-arched sash windows was restored a number of years ago (except for the altered storefront) and is a local historic landmark. A few doors away from the Briggs Building, the Mahler Building of 1876 is another member of this elite group of early commercial buildings, its metal cocoon just removed to reveal its rich Victorian character.

The Carolina Trust Building represents a different era of commercial architecture in Raleigh—the turn-of-the-century when the city was becoming a regional center of trade and banking. Commercial buildings took on more conservative, classical facades representative of the shift from brash entrepreneurial spirit to corporate confidence. Only a few buildings rose above the three stories that encouraged the installation of elevators. One of these was the Carolina Trust Building, whose four stories made it almost a necessity. Raleigh residents followed the

¹⁹ Report by Dan Becker, executive director of Raleigh Historic Districts Commission, February 10, 2000, in State Historic Preservation Office file.

²⁰Harris and Lee, *An Architectural and Historical Inventory of Raleigh, North Carolina*. Raleigh Historic Properties Commission, 1978, 59.

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Wake County, North Carolina**

construction of the building closely, and the *News and Observer* gave regular updates on its progress in its column, "In and About the City." On May 16, 1902, the column noted that the new building, which will be ready in a few days, "is an ornament to the city."²¹ The best known commercial landmark of this era is the Montague Building, 128 East Hargett Street, built in 1912. The three-story buff-colored brick commercial block of Classical Revival style, contains six street level stores and two upper floors of offices. Sited prominently at the corner of Moore Square, this building was restored in the 1980s and has been designated a local historic landmark.

The next era of commercial architecture in Raleigh was the skyscraper era, when early twentieth century affluence and optimism brought large steel frame office towers to Raleigh. In 1907 the seven-story Masonic Temple Building was erected at the corner Fayetteville and Hargett Streets. About 1924 the Professional Building, 123 W. Hargett Street, an eight-story Classical revival tower, went up. At the same time the ten-story Odd Fellows Building (NR), 19 W. Hargett Street, was built in the Classical Revival style nearby. Marking the height of commercial optimism just before the Stock Market Crash, the twelve-story Capital Club Building was erected at 16 W. Martin Street in 1929. These 1920s high-rise office towers reflect a different vision of the ideal office building from the Carolina Trust Building built two decades earlier. The Trust Building symbolized a pedestrian city center, where tenants and customers walked to work and walked about their errands, and where dwellings were still intermingled with shops and institutional buildings. The skyscrapers of the 1920s symbolized the era of the automobile, of a sea of high-rise buildings to which people motored in the morning and from which they escaped in the evening to the suburbs.

The Mahler and Carolina Trust Buildings are precious commercial survivors of downtown Raleigh's commercial evolution, and eligible for the National Register of Historic Places for their architectural significance as representatives of the 1870s and turn-of-the-century commercial architecture. Although Raleigh had one of North Carolina's largest central business districts by the 1950s, a half-century of demolition and new construction has largely decimated the historic building fabric. Along Fayetteville Street's four commercial blocks, only the west side of the 200 block retains a significant concentration of historic buildings with architectural character. Almost all of the east side has been rebuilt with banks and departments stores since World War II. Most of the west side buildings have been remodeled, thereby losing their architectural character. The remainder of the central business district has suffered much deconstruction and alteration as well. Small pockets of early twentieth century commercial buildings survive along Wilmington Street and around Moore Square, but these are low-rise buildings built for wholesale and retail grocery distribution, and lack individual architectural distinction. Therefore the Mahler Building and the Carolina Trust Building are among the very few remaining stylish commercial buildings in downtown Raleigh dating from the late nineteenth and early twentieth centuries.

²¹"In and About the City," *Raleigh News and Observer*, May 16, 1902, page 3.

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Section 10: Geographical Data

The boundaries of the property are shown by a black line on the accompanying survey plat, prepared in 1999. The boundaries encompass only the footprint of the building complex that is being nominated.

Boundary Justification:

The boundaries encompass all of the property historically and currently associated with the Mahler and Carolina Trust Buildings.

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**Section Photos Page 15
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Photographs:

The following information pertains to all photographs:

Photographer: Ruth Little

Date: August-September, 1999

Location of negatives: North Carolina Historic Preservation Office, Raleigh

- A. Overall view of Mahler and Carolina Trust Buildings, from northeast
- B. Overall view of Mahler and Carolina Trust Buildings, from southeast
- C. Carolina Trust Building, facade detail, from east
- D. Overall view of Mahler and Carolina Trust Buildings prior to removal of upper facade screen, from southeast
- E. Rear elevation of Mahler and Carolina Trust Buildings, from west
- F. Martin Street annex, from south
- G. Mahler Building interior, second floor
- H. Carolina Trust Building interior, fourth floor stair hall
- I. McCrory's retail space, first floor



S. Salisbury Street



40.65'

70.33'

70.00'

55.00'

21.00'

Two story section
built in 1928

Two story section
rebuilt c. 1952

One story section
built in 19??

I

57.00'

55.00'

140.00'

82.67'

Four story section
built in 1902
(originally the Carolina
Trust Building)

Three story section
built in 1876 (originally
the Mahler Building)

G

H

61.65'

Fayetteville St. Mall



A

B/D

SITE MAP KEYED
TO PHOTOGRAPHS

Mahler and Carolina Trust Buildings
1"=30'



W. Martin Street

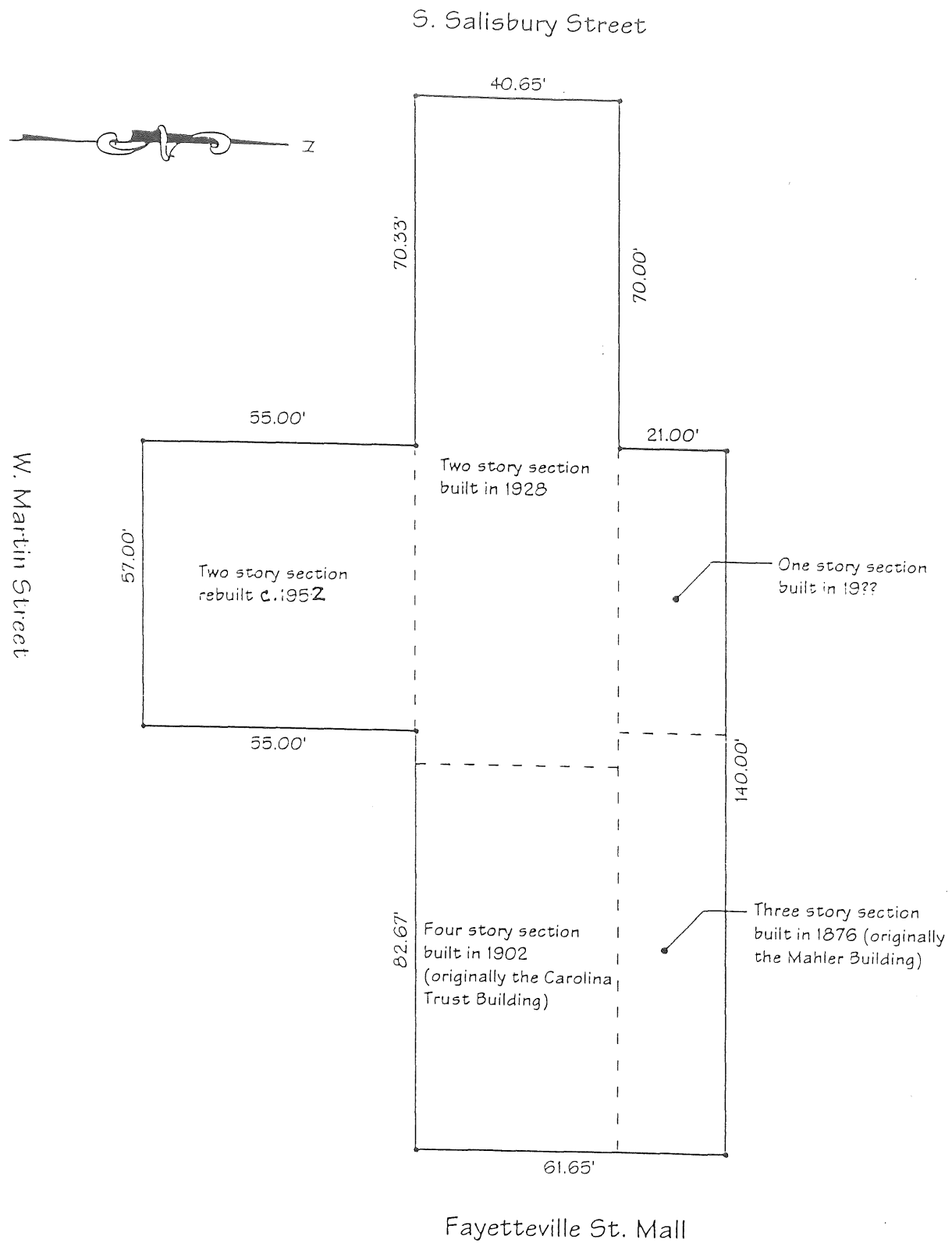
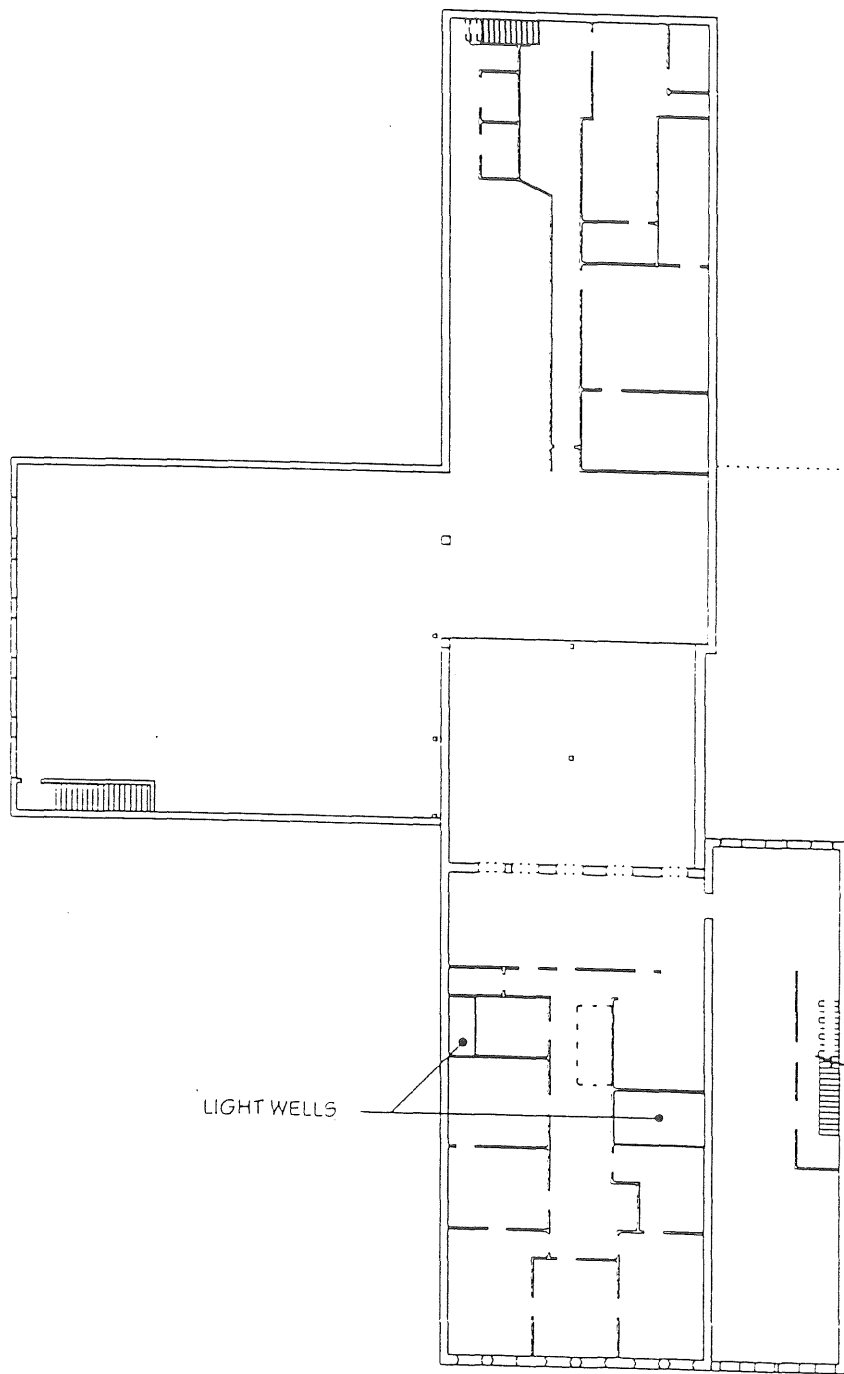


Fig. 1

Mahler and Carolina Trust Buildings
1"=30'

W. Martin Street

S. Salisbury Street

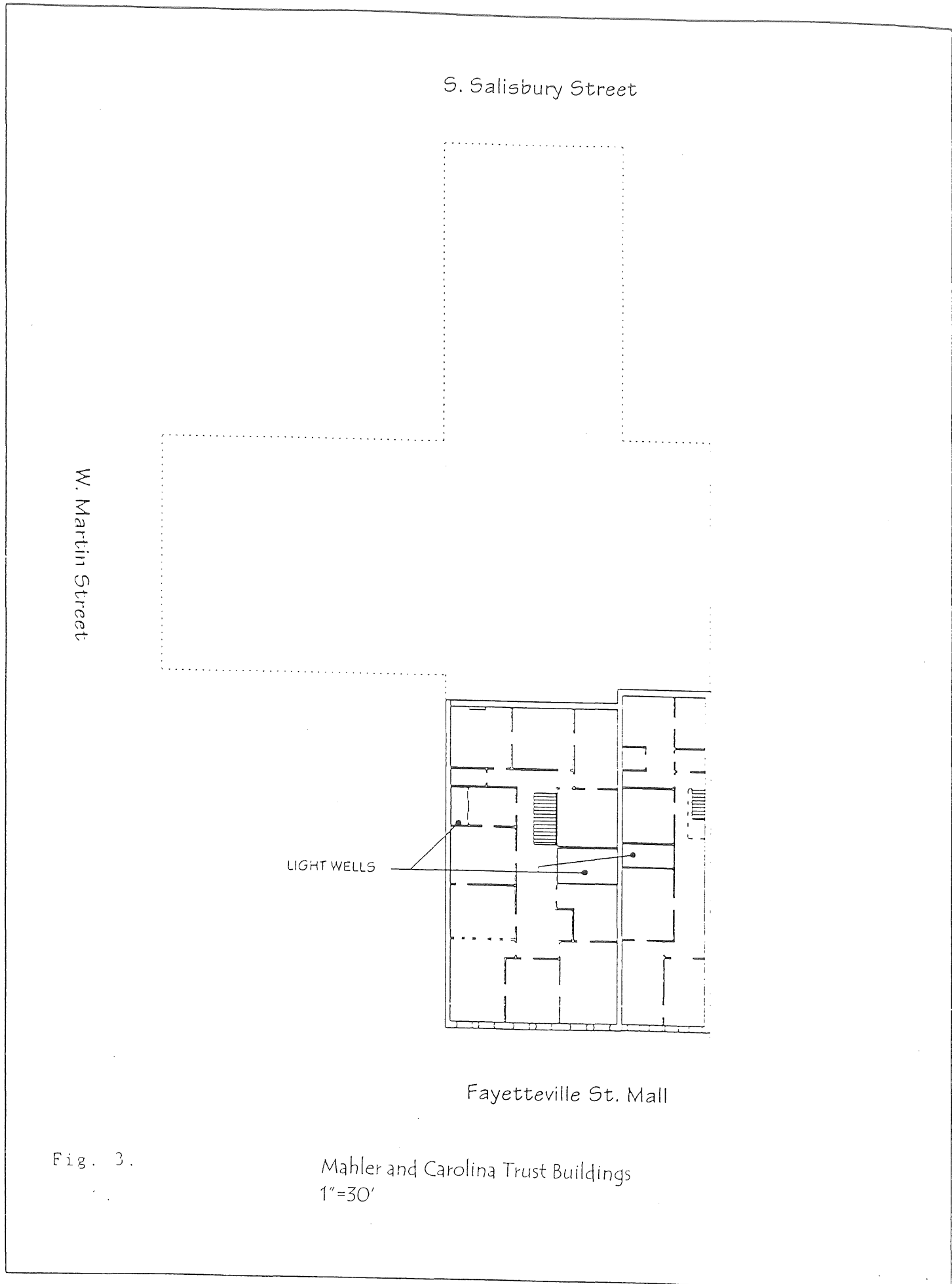


LIGHT WELLS

Fayetteville St. Mall

Fig. 2.

Mahler and Carolina Trust Buildings
1"=30'



S. Salisbury Street

W. Martin Street

LIGHT WELLS

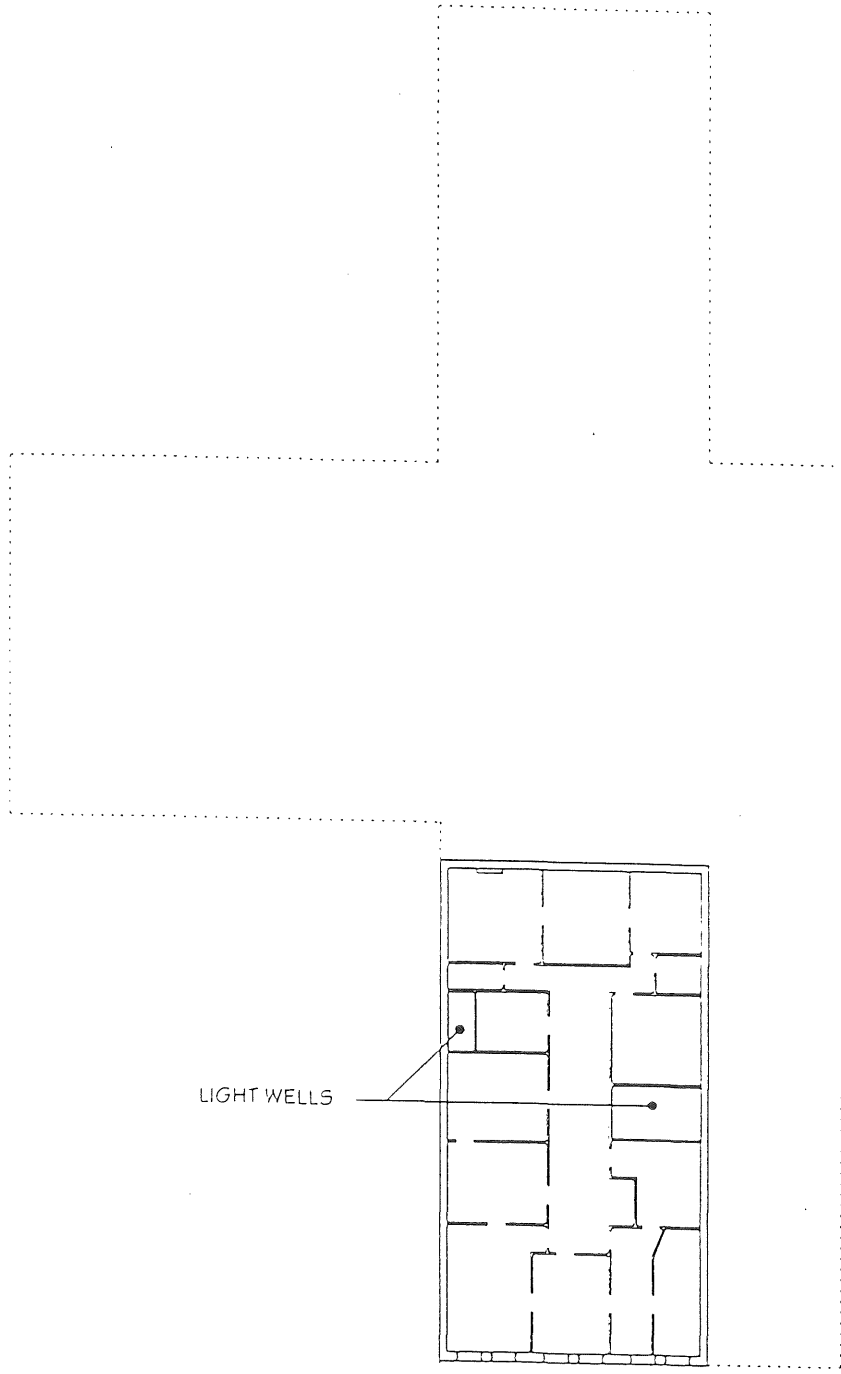
Fayetteville St. Mall

Fig. 3.

Mahler and Carolina Trust Buildings
1"=30'

S. Salisbury Street

W. Martin Street

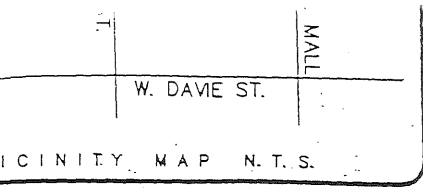


LIGHT WELLS

Fayetteville St. Mall

Fig. 4.

Mahler and Carolina Trust Buildings
1"=30'



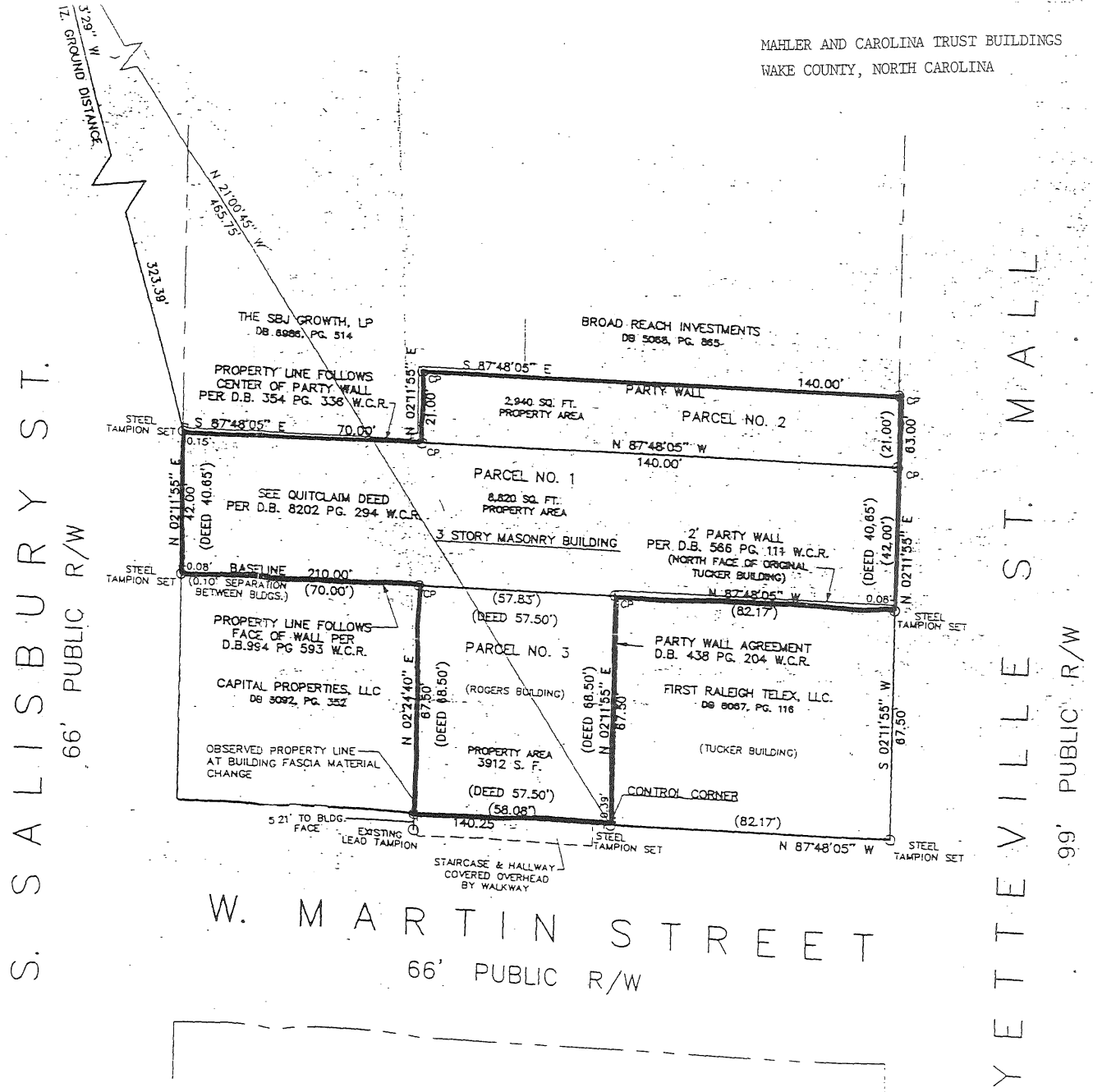
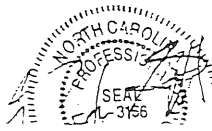
LEGEND

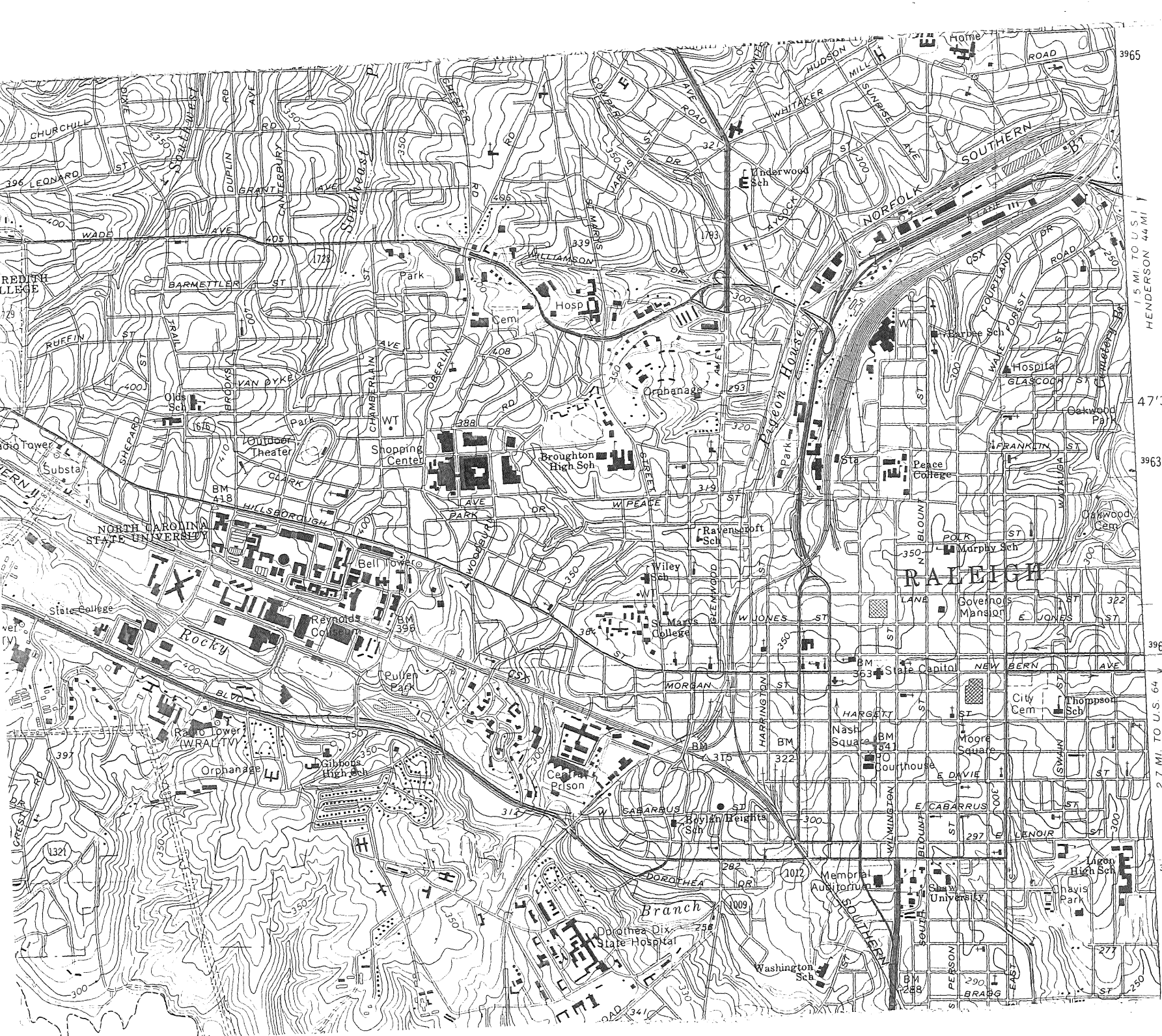
- LINES SURVEYED
- LINES NOT SURVEYED
- EXISTING IRON PIPE
- IRON PIPE SET
- CONCRETE MONUMENT SET
- EXISTING CONCRETE MONUMENT
- P.I.C. NAIL SET
- EXISTING P.I.C. NAIL
- RIGHT OF WAY
- DEED BOOK
- POWER POLE
- OVER HEAD POWER
- RAILROAD SPIKE
- ADDRESSES

Survey creates a subdivision of land within the area of a county...
 This parcel is located in the RALDGH Planning Jurisdiction.

Paul A. [Signature]
 Registered Land Surveyor
 L-3156

I, L. Scott, certify that this plat was drawn under my supervision...
 seal this 2 day of JULY, A.D. 1999





3965

1.5 MI. TO U.S. 1
HENDERSON 4.4 MI

47°30"

3963

3962

2.7 MI. TO U.S. 64

3961

MAHLER/
CAROLINA TRUST
BUILDINGS
228-232
Fayetteville Street
Mail
Raleigh, Wake Co.
17/713345/3961600

