

INDIVIDUAL PROPERTY FORM FOR

Historic Resources of Morganton

XX MULTIPLE RESOURCE OR THEMATIC NOMINATION

1 NAME

HISTORIC U. S. B. Dale's Market

AND/OR COMMON B & S Discount Foods

2 LOCATION

STREET & NUMBER corner of Enola Rd. & Dale St.

NA NOT FOR PUBLICATION

CITY, TOWN Morganton

CONGRESSIONAL DISTRICT

NA VICINITY OF

STATE North Carolina

CODE 037

COUNTY Burke

CODE 023

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 checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT	<input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL	<input type="checkbox"/> TRANSPORTATION
	NA	<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY	<input type="checkbox"/> OTHER

4 OWNER OF PROPERTY

NAME Tim Buff

STREET & NUMBER B & S Discount Foods, Enola Road

CITY, TOWN

Morganton NA VICINITY OF

STATE

North Carolina 28655

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC. Burke County Courthouse

STREET & NUMBER South Green Street

CITY, TOWN

Morganton

STATE

North Carolina 28655

6 FORM PREPARED BY

NAME / TITLE Suzanne Pickens Wylie

ORGANIZATION Preservation Consultant

DATE July 31, 1986

STREET & NUMBER 3301-T Park Road

TELEPHONE (704) 527-1610

CITY OR TOWN

Charlotte

STATE

North Carolina 28209

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" 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

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

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

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

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

Resources Count: 1 Building

8 SIGNIFICANCE

_____ NATIONAL

_____ STATE

 X

_____ 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

ca. 1900

BUILDER/ARCHITECT

Unknown

STATEMENT OF SIGNIFICANCE

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

CRITERIA ASSESSMENT

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

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

Dale's Market was operated by Grant Dale from ca. 1900 until the 1930s. He dealt in groceries and general merchandise and, after automobiles became more common, sold gas. U. S. B. Dale, Grant's son, took over operation of the store in the 1930s. A painted sign on the side of the building advertises U. S. B. Dale's groceries and market. Throughout this period the store was the place where local residents could gather to socialize and purchase necessary goods. Today the store continues to operate under different ownership, as a grocery store as B & S Discount Foods.¹²³

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

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

9 MAJOR BIBLIOGRAPHICAL REFERENCES

See Cover Form, Section 9.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY approximately .22 acres

UTM REFERENCES

A	1, 7	4, 3, 9, 2, 1, 0	3, 9, 5, 3, 5, 4, 0	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			

VERBAL BOUNDARY DESCRIPTION

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

