

INDIVIDUAL PROPERTY FORM FOR

Fayetteville

MULTIPLE RESOURCE OR THEMATIC NOMINATION

1 NAME

HISTORIC

(Former) Fayetteville Mutual Insurance Company Building

AND/OR COMMON

Point News

2 LOCATION

STREET & NUMBER

320 Hay Street

NOT FOR PUBLICATION

CITY, TOWN

CONGRESSIONAL DISTRICT

Fayetteville

VICINITY OF

7th

STATE

CODE

COUNTY

CODE

North Carolina

037

Cumberland

051

3 CLASSIFICATION

CATEGORY

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

OWNERSHIP

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED
- N/A

STATUS

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

PRESENT USE

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER

4 OWNER OF PROPERTY

NAME

5/8 interest: ^{Miss} Bertha Isabelle Westbrook 3/8 interest: Charles Sandlin Taylor

STREET & NUMBER Route 1, Box 219A

311 S. Clinton Avenue

3517 Furman Drive

CITY, TOWN Coats, North Carolina 27521

STATE

Dunn, North Carolina 28334 VICINITY OF

Fayetteville, North Carolina 28304

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE.

REGISTRY OF DEEDS ETC.

Register of Deeds, Cumberland County Courthouse

STREET & NUMBER

P.O. Box 2039

CITY, TOWN

STATE

Fayetteville

North Carolina 28302

6 FORM PREPARED BY

NAME / TITLE

Linda Jasperse, Principal Investigator, City of Fayetteville

ORGANIZATION

DATE

Consultant for Survey and Planning Branch

March 31, 1982

STREET & NUMBER

TELEPHONE

Division of Archives and History, 109 E. Jones Street

1-919-733-6545

CITY OR TOWN

STATE

Raleigh

North Carolina 27611

7 DESCRIPTION

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

The (Former) Fayetteville Mutual Insurance Company Building c. 1853 is situated on the triangular lot created by the intersection of Old and Hay Streets in downtown Fayetteville. Remnants of eighteenth century street patterns, the two streets converged to form a point which during the antebellum period marked the center point between the town's wholesale grocery and dry goods districts. The existence of a local mutual insurance company, housed in a storefront which is a uniquely-shaped example of the Greek Revival commercial venacular, testifies to the economic, industrial, and mercantile prosperity of 1830s-1850s Fayetteville.

The two-story wedge-shaped brick building originally had four bay front fenestration which with the presence of 6/1 sash windows remains intact on the second story. First floor fenestration consists of a single door, picture window, and a narrow window with two-light transom near the east end, replacements for the two original single center windows and flanking paired door-window combinations. First floor openings are covered by a protective rectangular awning above the main entrance which is adorned with advertising signs for goods such as magazines, newspapers, candies and tobacco offered for sale within. Above the brick walls, which are now stuccoed, is a gutter and three-step squared cornice. Capping the entire building is a standing seam-covered tin hip roof which is characteristic of the Greek Revival.

The west end of the building--nearest the triangular point--bears a single first-story picture window covered by a fabric awning. It is surmounted to roof level by additional signs.

The only other exposed side is to the rear or north which is skewed to that on the front or south. It was probably two-bay at one time but some windows have been bricked over and the openings scattered. The first floor bears a single door at the east end and a picture window and transomed door to the west. Two window openings are still present on the second-story level; the left is six-over-one and the right screened and hooded. On the exterior, the (Former) Fayetteville Mutual Insurance Company Building is straightforward, simple, and functional, and bears no decorative features.

The interior has been transformed into sales space and a grill. The first floor is one large trapezoidal room which has an end dining area as well as the above-named features. It has a cyma recta molding near the ceiling. The upstairs is accessible by a narrow straight staircase which runs along the inside of the north wall. Upstairs, partitions have been erected to provide for hall, kitchen, office, storage and bathroom facilities--truly maximum use of limited floor space! It is on the second-story level where the original chimney flue, plastered walls, and simple wide wooden window surrounds are visible, despite the partitions and modern ceiling and floor covers.

8 SIGNIFICANCE

____ NATIONAL

____ STATE

 LOCAL

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input 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. 1853

BUILDER/ARCHITECT

unknown

STATEMENT OF SIGNIFICANCE

The Fayetteville Mutual Insurance Company was formed in 1853 to make property and fire insurance available locally rather than from out-of-town or out-of-state agencies. One of only two antebellum survivals of the commercial vernacular Greek Revival, the building which housed the company was centrally located on Hay Street between the town's thriving wholesale grocery and dry goods districts. The formation and growth of the Fayetteville Mutual Insurance Company was made possible during a period of economic prosperity, and was directed by local merchants and businessmen such as George McNeill, wholesale grocer, and James Kyle, dry goods merchant. Following general economic trends, the company prospered until the Civil War along with the rest of the community, but declined thereafter and dissolved in the face of a weak statewide economy by 1870, leaving the building free for a wide variety of commercial uses.

CRITERIA ASSESSMENT

- A. The Fayetteville Mutual Insurance Company, centrally located between Hay Street's wholesale grocery and dry goods districts, was formed during a period of economic prosperity, making property and fire insurance--available in preceeding decades only from out-of-town or out-of-state companies--available locally.
- B. Local merchants, businessmen, and professionals of note, such as George McNeill, and Thomas S. Lutterloh, wholesale grocers, and James Kyle, dry goods merchant, served as officers and/or directors of the local insurance company.
- C. The two-story trapezoidal shaped brick building c. 1853 is an example of the commercial vernacular Greek Revival with its even four-bay front and tin-covered hip roof, one of the only two extant antebellum commercial structures on the north side of Hay Street.

HISTORICAL BACKGROUND

The Fayetteville Mutual Insurance Company, which insured property against loss due primarily to fire, was originated in 1853 against a backdrop of local antebellum prosperity. At least six local mills were in operation by the 1850s which made Fayetteville the central focus of North Carolina's cotton manufacturing industry.¹ Improved transportation came by way of radiating plank roads and steamboat travel. Merchants were encouraged and grocery and dry goods districts were established west of the Market House on Hay Street.² All of this contributed to an economic climate favorable for a local mutual fire insurance company.

The mutual principle, where policyholders became members of the insuring organization, elected officers and a board of directors at an annual meeting, and shared in the profits, was adopted by North Carolina insurance companies in the second decade of the nineteenth century. Fayetteville residents first subscribed to the North Carolina Mutual Insurance Company which between 1847 and 1853 saved them an estimated \$30,000 over the same insurance in foreign joint stock.³ By 1853, however, premiums paid to the company by local residents exceeded losses covered by about 5,000 to 6,000 dollars, and the same people felt that Fayetteville was "favorably situated" for her own insurance company. This led to the formation of the Fayetteville Mutual Insurance Company.⁴

Many of those who served as officers and directors of the fledgling company were local merchants, businessmen, and professionals, including George McNeill, H. L. Myrover, and Thomas S. Lutterloh, all of whom were wholesale grocers; A. A. McKethan, who operated a carriage maufactory; and James Kyle, a dry goods merchant.⁵ The memory of the fires of 1831, 1845 and 1846 were strong and the need for property and fire insurance essential.

Along with the new business came the need for a central office. On 17 June 1853, shortly after their advertisements began to appear in the Fayetteville Observer, Fayetteville Mutual purchased a parcel of land in front of the Methodist Episcopal Church where Hay and Old streets intersect.⁶ The owner of this property had been Archibald Graham, whose own shop stood just east. Subsequent transfers reveal that "the building and offices of said company" (constructed of brick) were situated thereupon; they were probably erected within a year of the 1853 property acquisition.⁷

9 MAJOR BIBLIOGRAPHICAL REFERENCES

See continuation sheet.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than 1 acre.

UTM REFERENCES

1 7 / 6 9 3 2 0 0 / 3 8 8 0 8 6 0
A []
ZONE EASTING NORTHING
C []

B []
ZONE EASTING NORTHING
D []

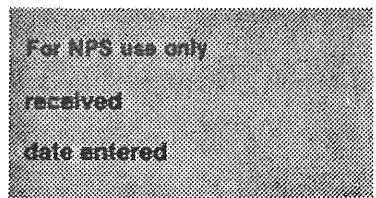
VERBAL BOUNDARY DESCRIPTION

All of Lot 1, Block E, Map 78-2-3-4, Cross Creek Township, as outlined in red on map. See map section.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

Significance/
Historical Background



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Fayetteville Mutual Insurance Company flourished during the first half decade of its existence. In 1855, it insured \$882,228.00 worth of property and had \$128,584.26 worth of premium notes on hand.⁸ By 1859, the totals nearly doubled to \$1,563,490.01 and \$247,738.08, respectively. Assets in the same year--on the eve of the Civil War--amounted to \$254,618.62.⁹ No doubt the company's strategic downtown location between the Hay Street grocery and the dry goods districts contributed to its success. Evidence suggests, too, that the operations expanded regionally, since two directors from Wilmington and two traveling agents were added around 1859.¹¹ They lived up to the claim that they were "established upon a foundation which could not be moved."¹²

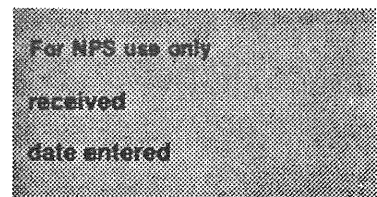
It seems, however, that the success was short-lived. By 1861, cash and other assets had dwindled to \$5,077.36.¹³ The company advertised through the close of the following year, but not thereafter. Several factors may account for this. First, trade and manufacturers, as well as related service companies like insurance agencies, had normal operations interrupted as Civil War activity intensified. Second, the local insurance company could not compete with economies of scale, like Aetna Insurance Company of Hartford, Connecticut. This agency's advertisement, which appeared alongside Fayetteville Mutual's in the 3 January 1861 Fayetteville Observer, listed assets of \$2,030,423.00 (\$850,303.15 cash) in bank, United States, state, city, and railroad stocks as well as mortgage bonds, real estate, and miscellaneous holdings. This had a tendency to minimize the importance of the local insurance company's \$5,077.35 worth of assets.

The offices of the Fayetteville Mutual Insurance Company were sold to James Kyle in 1869. The company seems to have been in dissolution and therefore sold the building far below its face value.¹⁴ It is doubtful that Kyle occupied the old headquarters, since he for many years operated out of a commodious location at the northwest corner of the Market House. Kyle family members owned the property until 1895, at which time it was transferred to W. B. McMillan.¹⁵ Subsequent owners include A. E. Dixon, Tildon Walker, C. W. Sandrock, C. W. Rankin, and Charles B. Taylor, all of whom had local commercial, construction, insurance, and/or real estate interests.¹⁶

The former Fayetteville Mutual Insurance Company Building has been leased throughout the majority of its late nineteenth and early twentieth century history for a variety of purposes. Until the second decade of the twentieth century, it housed shoe shop operations and gradually went to food items and offices.¹⁷ Since the 1920s it has served as a news stand, first C. B. Taylor's News Company and now "Point News."¹⁸ William Ward, who currently leases the building, has with his wife operated a combination newsstand/grill there for over thirty years.¹⁹

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Fay. Mutual Significance/
Continuation sheet Historical Background Item number 8

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Reference Notes:

¹Richard W. Griffin and Duffee W. Standard, "The Cotton Textile Industry in Antebellum North Carolina: Part II, An Era of Boom and Consolidation, 1830-1860", The North Carolina Historical Review 34 (April 1957): 144; Richard W. Griffin, "Reconstruction of the North Carolina Textile Industry, 1865-1885" The North Carolina Historical Review 41 (January 1964): 34.

²J. H. Myrover and the Bank of Fayetteville, Short History of Cumberland County and the Cape Fear Section (Fayetteville, NC: The North Carolina Baptist Publishing Company, 1905); hereinafter cited as Myrover, History of Cumberland County.

³Fayetteville Observer, 10 February 1853.

⁴Fayetteville Observer, 10 February 1853 and 4 January 1855.

⁵Myrover, History of Cumberland County, 12; Rev. L. Branson. A.M., editor, North Carolina Business Directory (Raleigh: Branson Jones, Publishers, 1867-8), 36.

⁶Cumberland County Deeds, Book 52, Page 173.

⁷Cumberland County Deeds, Book 59, Page 71.

⁸Fayetteville Observer, 4 January 1855.

⁹Fayetteville Observer, 5 January 1860.

¹⁰Myrover, History of Cumberland County, 12.

¹¹Fayetteville Observer, 5 January 1860.

¹²Fayetteville Observer, 4 January 1855.

¹³Fayetteville Observer, 3 January 1861.

¹⁴Cumberland County Deeds, Book 59, Page 71.

¹⁵Cumberland County Deeds, Book 99, Page 29.

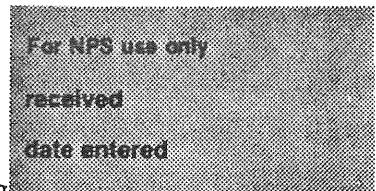
¹⁶Cumberland County Deeds, Book 138, Page 338; Book 162, Page 135; Book 275, Page 37; Book 276, Page 46; Book 330, Page 130; Book 379, Page 192, and so forth.

¹⁷1885, 1891, 1901, 1908, and 1914 Sanborn Maps for Fayetteville, North Carolina.

¹⁸1924 and 1951 City Directories for Fayetteville, North Carolina.

¹⁹Interview with William and Helen Ward, by Linda Jasperse, 12 September 1981, Fayetteville, North Carolina.

United States Department of the Interior
National Park Service



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

(Former) Fayetteville Mutual Insurance Company Building

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Branson, L. Rev., A. M. North Carolina Business Directory. Raleigh: Branson and Jones, Publishers, 1867-8.

City Directory for Fayetteville, North Carolina: 1924, 1951.

Cumberland County Records: Deeds.

Fayetteville Observer, 10 February 1853; 5 January 1860.

Griffin, Richard W. "Reconstruction of the North Carolina Textile Industry, 1865-1885." The North Carolina Historical Review 41 (January 1964): 34 - 53.

Griffin, Richard W. and Standard, Diffie W. "The Cotton Textile Industry in Antebellum North Carolina: Part II, An Era of Boom and Consolidation, 1830-1860." The North Carolina Historical Review 34 (April 1957): 131 - 164.

Myrover, J. H. and the Bank of Fayetteville. Short History of Cumberland County and the Cape Fear Section. Fayetteville, NC: The North Carolina Baptist Publishing Company, 1905.

Sanborn Maps of Fayetteville, North Carolina: 1885, 1891, 1901, 1908, 1914.

Ward, William and Helen. Fayetteville, North Carolina. Interview by Linda Jasperse, 12 September 1981.



POINT NEWS
BUTTERCUP
ICE CREAM

SANDWICHES
Coca-Cola

NEWS PAPERS