

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

NATIONAL REGISTER OF HISTORIC PLACES

Stamey Company Store

Fallston, Cleveland County, CL0390, Listed 01/10/2019
Nomination by Heather Fearnbach, Fearnbach History Services
Photographs by Heather Fearnbach, December 2017



Front façade (west elevation), facing east



Showroom, looking east

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 an 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 Stamey Company Store

other names/site number Stamey Stores, Inc.

2. Location

street & number 4726 Fallston Road

N/A not for publication

city or town Fallston

N/A vicinity

state North Carolina code NC county Cleveland code 45 zip code 28042

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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 for 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/Title

Date

North Carolina Department of Natural and 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 certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet

determined eligible for the National Register.

See continuation sheet

determined not eligible for the National Register.

removed from the National Register.

other, (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

Number of Resources within Property
(Do not include previously listed resources in count.)

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	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)

COMMERCE: general store

Current Functions
(Enter categories from instructions)

VACANT: Not in use

7. Description

Architectural Classification
(Enter categories from instructions)

Other: COMMERCIAL STYLE

Materials
(Enter categories from instructions)

foundation BRICK
walls BRICK

roof SYNTHETICS: Rubber

other _____

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.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or 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

1927

Significant Dates

1927

Significant Person

(Complete if Criterion B is marked)

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

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: Cleveland County Library, Shelby

Stamey Company Store
Name of Property

Cleveland County, NC
County and State

10. Geographical Data

Acreage of Property approximately 0.5 acres

See Latitude/Longitude coordinates continuation sheet

UTM References

(Place additional UTM references on a continuation sheet.)

1
Zone Easting Northing
2

3
Zone Easting Northing
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 Heather Fearnbach
organization Fearnbach History Services, Inc. date 7/15/2018
street & number 3334 Nottingham Road telephone (336) 765-2661
city or town Winston-Salem state NC zip code 27104

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 SHPO or FPO.)

name Sarah D. Boggs, Andrew Max Boggs Jr., and Ann M. Boggs
street & number P. O. Box 282 telephone (910) 691-4169
city or town Fallston state NC zip code 28042

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 listing. 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 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 Projects (1024-0018), Washington, DC 20303.

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Section 7. Narrative Description

Setting

Stamey Company Store occupies an irregularly shaped parcel at NC Highway 18 (Fallston Road) and NC Highway 182 (Stagecoach Trail)'s southeast corner in Fallston, which is approximately ten miles north of the county seat, Shelby, in northeast Cleveland County. Fallston, one of thirteen incorporated rural Cleveland County towns, comprises a commercial core surrounded by residences and farms. The Fallston crossroads contains a denser collection of historic buildings than nearby communities such as Belwood, around four miles to the north on NC Highway 18, and Beam's Mills, about three miles to the south. Lawndale, located four miles west of Fallston on NC Highway 182, is a more sizable town. The area's gently rolling topography, rich soil, and proximity to Buffalo Creek and the First Broad River are conducive to farming. Although some large agricultural and wooded tracts remain, residential and commercial development continues to encroach upon the rural setting.

The two-story brick 1927 store faces west toward NC Highway 18. Asphalt pavement surrounds the building. The north and east pavement facilitated access to the loading dock on the east elevation. When the store opened, early-twentieth-century dwellings fronted Fallston Road to the south. The houses were razed by the mid-twentieth century to create an expansive parking lot. Fallston's tall metal water tower stands east of the parking lot near its southeast corner on an adjacent parcel owned by the town of Fallston.

One- and two-story early- to mid-twentieth-century dwellings and commercial buildings, a 1939 gas station, a 1951 cotton gin, and Fallston Elementary School, built in 1940 to serve as Fallston High School and expanded in 1953 and 1964, are located on neighboring parcels.¹ Stamey Company Store is Fallston's most architecturally distinctive and intact early-twentieth-century commercial building. The comparable buildings at the crossroads are smaller in scale, lack embellishment, and have been modified by storefront and/or window replacement or enclosure. The two-story weatherboarded home occupied by Stamey Brothers cofounder T. A. Stamey, his wife Rachel, their six children, and other family members through the 1990s is northeast of the store. The residence, locally known as the "Stamey mansion," attained its Colonial Revival-style appearance in 1929.²

Exterior

Stamey Company Store's steel frame and load-bearing brick exterior walls exemplify economical, functional, and fire-resistant 1920s commercial building design. The Commercial Style edifice is taller

¹ Cleveland County property cards, <http://www.webgis.net/nc/cleveland/PropertyCard> (accessed December 2017).

² Stamey heirs sold the property in May 1999. Cleveland County Deed Book 1249, p. 150; Brian R Eades, *Architectural Perspectives of Cleveland County, North Carolina* (Shelby: Cleveland County Historic Preservation Taskforce, 2003), 179.

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than neighboring two-story buildings due to its mezzanine level. Commanding size and decorative brickwork distinguished it from competitors and afforded an urban commercial aesthetic to Fallston's crossroads. A stepped parapet with pointed central and end sections and concrete coping caps the three-bay running-bond red-brick façade, which is the most embellished elevation. Classical elements include tall recessed brick panels that emulate pilasters in the outer bays and a stepped metal modillion cornice that tops the soldier course above the second-story windows. A projecting header course borders the painted sign band between the first and second stories. The sign advertises the business name after 1965, "Stamey Stores Inc.," in white capital letters on a black field. Soldier courses surmount the storefront transom as well as the sign band, and flank three groups of second-story sash. The two outer window openings each contain three large, four-over-two, double-hung wood sash, while four matching sash fill the central opening. Each window has a continuous projecting header-course sill and an alternating stretcher-header course lintel.

Only a few documentary images have been located, and poor resolution makes it impossible to delineate original storefront design and materials. However, it appears that the three-section 1927 storefront encompassed large display windows above low kneewalls, recessed entrances, and a prismatic-glass transom that is substantially intact behind plywood and ribbed-metal panels. The mid-twentieth-century aluminum-frame storefront, comprising a wide central display window, two recessed entrances with double-leaf doors and transoms, and two narrow outer display windows, emulates the original configuration. A few of the display windows' aluminum framing elements and plate-glass sections are damaged or were replaced in the early twenty-first century. Portions of the running-bond brick kneewalls were installed in conjunction with the mid-twentieth century update. The original beadboard entrance vestibule ceilings, which continue within the interior window display areas, are in good condition.

A straight-sloped canvas awning initially spanned the storefront beneath the transom. A flat metal canopy supported by slender metal posts replaced the awning in the mid-twentieth century. The concrete sidewalk adjacent to the storefront is at a slightly higher elevation than the contiguous concrete sidewalk lining NC Highway 18, necessitating the mid-twentieth-century addition of a low asphalt ramp to the parking lot at the upper sidewalk's south end.

The secondary elevations are executed in six-to-one common bond. Terra-cotta coping caps the north and south parapets, which step down to the east as the roof slopes. On the south elevation, five regularly spaced, four-vertical-pane, rectangular, operable sash illuminate the interior at mezzanine level. Each has a soldier-course lintel and projecting header-course sill. A matching window on the first story's east bay lights the southeast corner room. West of that window, a double-leaf paneled painted-wood door with glazed upper sections provides interior access. A concrete landing and low asphalt ramp ameliorate the transition from the parking lot to the entrance. Near the first story's east end, a poured-concrete pad elevates HVAC equipment above the parking lot.

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The east elevation features four large, four-over-two, double-hung, wood second-story sash and four-vertical-pane, rectangular, operable sash at mezzanine level and in the first story's outer bays. Two sliding, recessed, ten-vertical-panel painted-wood doors secure the service bays at the first story's center. Concrete steps and a metal-pipe railing extend from the adjacent brick and concrete loading platform's north end. A freight elevator with a hip-roofed frame tower rises through the roof at the east elevation's center.

A small brick vestibule with a metal shed roof extends from the east elevation's north bay to shelter the entrance to the narrow basement utility room at the building's southeast corner. A top-hinged metal door covers the coal chute opening in the wall south of the formed-concrete basement steps. A board-and-batten door remains at the entrance. The basement floor and ceiling are concrete and the walls brick.

The north elevation encompasses five second-story sash, six mezzanine-level sash, and three sash in the first story's east bays that match those in comparable locations on the other elevations. A tall square stack containing the boiler flue projects from the wall between the second and third bays from the building's east end. A shed-roofed canopy spans the two bays west of the stack above a first-story window.

Interior

The interior retains an open plan on all three levels. Most of the spacious first-floor showroom rises to second-story height. However, a rear mezzanine accessed by a dramatic central staircase adds visual interest and provides additional square footage. Two east-west rows of square wood-paneled steel posts and steel beams support the structure, allowing for an open plan that facilitated merchandise display. The first floor contained the grocery, hardware, fabric, and shoe departments. Smooth plaster sheathes the walls, which are capped with tall pressed-metal cornices. The removal of built-in shelving that lined the showroom's south elevation exposed some lower sections of the brick exterior wall. Pegboard covers the north wall's lower half. The narrow hardwood floors are in good condition, although some areas have buckled and deteriorated due to water infiltration from roof leaks. Linear fluorescent lights hang from the pressed-metal ceiling, as does the metal HVAC ductwork that spans the east and west walls. HVAC equipment was installed on the full-width mezzanine above the storefront. Electrical conduit is mounted on walls and ceilings.

The original storefront display's wood-frame interior wall is remarkably intact. Four large, central, twelve-pane sash facilitate light transfer and storefront display viewing. Each window section has a five-raised-panel base. Below the panels, short vertical beaded boards trimmed with a tall flat baseboard and matching top board cover the east end of the elevated display platform's floor. The

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display area is accessed through sliding doors with six-pane upper sections and three-panel bases flanking the windows. A metal-screen transom surmounts each door. A cornice with a flat-board frieze and molded trim caps the interior storefront wall beneath a low mezzanine railing that comprises square newel posts with tapered square caps spanned by square balusters and a molded handrail. Beadboard sheathes the display area ceiling.

The double-leaf aluminum-frame entrances between the storefront's central and outer display windows were installed in existing openings in the mid-twentieth century. Perhaps at the same time, the outer sections of the storefront display's interior wall were encapsulated with pegboard. The walls are intact, however, and are spanned by mid-twentieth-century plywood shelves below the windows. At the storefront's north and south ends, single-leaf doors with metal-screen transoms provide access to the outer display windows. Partial-height frame walls enclose a small added room adjacent to the north display window entrance.

The full-width mezzanine at the showroom's east end maximizes display space. The area under the mezzanine was originally open with the exception of the original plaster-walled room at the southeast corner. Two four-vertical-pane, rectangular, operable windows—one on each of the south and east elevations—light that room. Flat-board surrounds finish the original door openings on its north and west walls as well as the later wider and taller opening at the west elevation's north end.

In the corridor north of this room, original wood shelving spans the south wall. In the narrow space between the door into the southeast room and the east elevation, flat boards and brass hooks were used to create a simple coat and hat rack. The freight elevator at the corridor's east end is located between two sliding service doors that open to the loading dock on the east elevation. Narrow-board doors and railings secure the elevator shaft at each level.

The shelving unit on the corridor's north wall directly beneath the mezzanine stairs has a multi-drawer base. In the room to the north, mid-twentieth-century pegboard sheathes the central wall's north side, including the small closet under the stairs' west end. The closet's original beadboard sheathing is exposed on its east wall, but pegboard and a plywood display cover the south wall. A two-panel wood door secures the closet's east end.

A wood shelving unit facing the first-floor showroom spans half of the distance between the north wall and the mezzanine stair, thus separating the showroom from the northeast room under the mezzanine. That room is open with the exception of pegboard display units and a small, two-room restroom with a five-horizontal-panel wood door at its northeast corner. Four four-vertical-pane, rectangular, operable windows—three on the north and one on the east elevations—light the northeast room. Linear fluorescent pendant lights, sprinkler system pipes, and electrical conduit are mounted on the pressed-metal ceiling. Pressed-wood subfloor and metal panels cover most of the hardwood floors.

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An impressive wide staircase with matching outer and central wood railings rises to the mezzanine and extends to the second floor. The stair and mezzanine railings comprise square newel posts with tapered square caps spanned by square balusters and molded handrails.

The mezzanine retains its predominantly open plan. A low frame wall with a translucent-glass upper section encloses a small office overlooking the showroom. A built-in wood desk and shelves span the office's north end beneath a square service window. North of the office, wood lattice has been installed to increase the mezzanine railing's height. Pegboard partitions were added to create storage and dressing rooms adjacent to the north, east, and south elevations. Pegboard also sheathes the central stair's north and south walls. North of the stair, the pegboard wall that visually separates the northeast room and the first-floor storeroom replaced the original mezzanine railing. A painted sign mounted on the pegboard wall's showroom side advertises that the mezzanine encompassed the ladies ready-to-wear, sportswear, lingerie, children's wear, and infants departments as well as the office. The mezzanine's plaster walls, pressed-metal ceilings, wood-paneled square posts, and narrow hardwood floors are substantially intact, although water infiltration has damaged some areas.

The third floor, which initially served as the funeral department, is open with the exception of its southeast corner, where original plaster walls enclose a narrow east room and a long west room. A five-horizontal-panel wood door remains at the west room's entrance. A low railing comprising square newel posts with tapered square caps spanned by square balusters and molded handrails secures the stairwell. As with the other levels, plaster walls, pressed-metal ceilings, wood-paneled square posts, and narrow hardwood floors are substantially intact, although water infiltration has resulted in some damage. Linear fluorescent lights and electrical conduit have been mounted on the ceiling. Pegboard covers most of the north and south walls. A straight dimensional lumber ladder leads to a roof access hatch near the stairwell's northwest corner. The roof slope results in gradually lower ceiling height in the room's east section. The third floor contained furniture, appliance, houseware, and toy displays after the funeral department's 1952 move to another building.

Integrity Statement

The Stamey Company Store possesses the seven qualities of historic integrity—location, setting, feeling, association, design, materials, and workmanship—required for National Register designation. The store retains high integrity of location, setting, feeling, and association, for it remains on its historic site at the center of the small early- to mid-twentieth-century commercial district that developed at Fallston's crossroads. Although early-twentieth-century dwellings fronted Fallston Road to the south when the store opened, the houses were razed by the mid-twentieth century to create an expansive parking lot.

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The store also displays a high integrity of design, materials, and workmanship. The building has remained remarkably unaltered since its 1927 completion, retaining significant exterior elements such as a stepped parapet with pointed central and end sections, metal modillion cornice, sign band, decorative brickwork, prismatic-glass storefront transom, and multipane wood mezzanine and second-story windows. The mid-twentieth-century aluminum-frame storefront, comprising a wide central display window, two recessed entrances with double-leaf doors and transoms, and two narrow outer display windows, emulates the original storefront configuration. The interior features an open plan on each level, wood-frame storefront display wall, imposing central staircase, wood stair and mezzanine railings, pressed-metal ceilings, wood-paneled square posts, built-in wood shelving, and hardwood floors. Mid-twentieth-century modifications including plywood shelves and display units, pegboard wall sheathing, and storage rooms will be removed in conjunction with the rehabilitation underway in 2018.

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Section 8. Statement of Significance

Stamey Company Store meets Criterion C for its local architectural significance, as it embodies distinctive characteristics of 1920s Commercial Style design. Although the style was common in Cleveland County's largest municipalities—Shelby and Kings Mountain—examples are rare in rural areas. Stamey Company Store, Fallston's most sophisticated and intact early-twentieth-century multistory commercial building, features a restrained classical exterior, a wood-frame interior storefront display, and a grand central staircase leading from the open-plan main showroom to the mezzanine and second floor. The three-bay-wide brick edifice is taller than neighboring two-story buildings due to its mezzanine level. Austere one- and two-story, single-bay, frame and brick commercial buildings without mezzanines were much more typical in small communities. Stamey Company Store's impressive size, decorative brickwork, and finely finished interior distinguished it from competitors and brought an urban commercial aesthetic to Fallston's crossroads. The period of significance is 1927, the building's completion date.

Commercial Style Architecture Context

Streamlined Commercial Style design, nationally popular during the twentieth-century's first decades, represented a complete departure from ornate Victorian-era embellishment. Brick exterior walls and steel posts and beams minimized construction and maintenance cost, allowed for flexible interior use, and reduced the propensity for extensive damage or destruction by fire. Façade ornamentation such as patterned masonry, shaped parapets, metal cornices, sign bands, brick panels, and tile, concrete, stone, or terra cotta insets was intended to attract customers. All relatively inexpensive ways to enliven a façade, such treatments epitomized the period's economical design sensibilities and construction practices. Prismatic-glass storefront transoms were an aesthetically pleasing and effective means of diffusing light, as were large multipane double-hung wood sash that supplied abundant illumination and ventilation to upper stories. Wide, deep display areas provided ample space to advertise merchandise.

Commercial architecture became even more austere during the 1930s, when minimal embellishment reflected economic challenges and a dearth of building materials. Modernist elements were gradually introduced as the economy recovered, manifesting progressive thinking and optimism in the use of new materials, construction techniques, and spatial arrangements. Mid-twentieth-century structures display sleek lines, smooth facades, and the aluminum-framed plate-glass windows, doors, and curtain walls that characterize the modern design aesthetic. Storefronts featured asymmetrical entrances, angled or cantilevered display windows and side walls, flat-roofed canopies, and neon or aluminum-lettered signage in an effort to project an up-to-date image that would appeal to consumers. Materials including structural and spandrel glass, glass block, porcelain-enameled steel, anodized aluminum,

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natural and cast stone, wood, cast concrete, and long, thin Roman brick were used to embellish facades.³

Stamey Company Store's stepped parapet with pointed central and end sections, metal modillion cornice, and pilaster-like brick panels that reflect a subtle classical influence exemplify the Commercial Style. The original prismatic-glass storefront transom is intact, as are four-over-two, double-hung, wood second-story sash and four-vertical-pane, rectangular, operable, mezzanine-level sash that supply abundant illumination. The mid-twentieth-century aluminum-frame storefront, comprising a wide central display window, two recessed entrances with double-leaf doors and transoms, and two narrow outer display windows, emulates the original storefront configuration.

The storefront display's wood-frame interior wall is a rare survival. Four large, central, twelve-pane sash facilitate light transfer and storefront display viewing. This and other original showroom features such as pressed-metal ceilings, wood-paneled square posts, built-in wood shelving, and hardwood floors remain. The rear mezzanine, accessed by a dramatic central staircase with wood railings, adds visual interest and provides additional square footage. The small mezzanine office overlooking the showroom was a common feature of early-twentieth-century department stores. Open plans facilitated flexible display arrangements on each level.

Cleveland County's Rural Commercial Architecture: A Comparative Context

Stamey Company Store is the most substantial and intact historic commercial building remaining along NC Highway 18 between Morganton and Shelby. The two-story edifice is distinguished from the following sample by its commanding size, decorative brickwork, and finely finished three-level interior. Its impressive appearance and prominent location at Fallston's well trafficked crossroads undoubtedly contributed to the concern's ability to remain in business until 1994. Fallston's comparable commercial buildings are not only smaller in scale and lack embellishment, but have been modified by storefront and/or window replacement or enclosure.

None of Fallston's late-nineteenth and early-twentieth-century frame commercial buildings survive. As merchants prospered, they replaced these utilitarian buildings with durable, economical, and fire-resistant brick edifices intended to advertise their success and attract customers. Stamey Company epitomized this trend, erecting a two-story brick store in 1927 to succeed its one-story, weatherboarded, gable-roofed store with a stepped parapet and full-width hipped porch that had previously stood at Fallston's crossroads.

³ Carol J. Dyson, "How to Work with Storefronts of the Mid-Twentieth Century," presentation for the National Main Streets Conference, Philadelphia, April 2, 2008, <http://www.illinois-history.gov/ps/midcentury.htm>.

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Fallston's early-twentieth-century commercial buildings, with the exception of the Stamey Company Store, are simply executed. Businesses owners updated windows and storefronts and erected a few new buildings during the mid-twentieth century. The three one- and two-story brick commercial buildings at NC Highway 18 and NC Highway 182's northwest corner exemplify early- to mid-twentieth century architectural trends. The one-story 1925 edifice at 4801 Fallston Road is canted to accommodate its crossroads location. A canvas awning shelters the replacement aluminum-frame corner storefront entrance. Particle board covers the south elevation's three storefronts. Mid-twentieth-century multipane aluminum sash fill the large window opening in the south elevation's east bay and three openings on the east elevation. A narrow alley separates 4801 and 4809 Fallston Road, a shorter one-story 1925 building with rusticated concrete block secondary elevations and a brick façade. The original wood-frame storefront comprises a central multipane wood door and flanking plate-glass display windows, all topped with multipane transoms. The two-story brick 1945 edifice at 4811 Fallston Road was erected as an addition to the two-story brick 1926 building at 4813 Fallston Road. A flat metal canopy shelters the aluminum-frame plate-glass storefront window and single-leaf entrance. A large multipane steel sash illuminates the second story. The storefront and windows of 4813 Fallston Road have been replaced.⁴ The small scale, utilitarian design, and diminished integrity of these buildings dramatically contrast with Stamey Company Store's high level of architectural significance and integrity.

Austere commercial buildings are typical throughout rural Cleveland County. Proprietors often invested in real estate at heavily trafficked crossroads rather than elaborate architectural embellishment to draw customers. The two weatherboarded, front-gable-roofed, early-twentieth-century stores at 5727 Fallston Road in south Belwood garnered attention with tall stepped parapets and shed-roofed front porches. The smaller one-story store's façade encompasses two pairs of four-over-four double-hung wood sash and a central single-leaf door with a glazed upper section and a paneled base. The much larger one-and-one-half-story edifice to the south has a double-leaf paneled door and two large two-over-two double-hung wood sash at the façade's center. One-story shed-roofed wings span the building's north and south elevations. Each wing has a gabled central entrance bay containing a single-leaf paneled door. The stores were not included in the Cleveland County architectural survey and their history is unknown.

A similar stepped parapet characterizes the weatherboarded, front-gable-roofed, one-story, circa 1940 store at 1744 Fallston Road between Beam's Mills and Shelby.⁵ Although the front porch's posts and floor system have been removed, its standing-seam-metal hip roof remains, supported by metal-pipe brackets. Two pairs of six-over-six double-hung wood sash and a central double-leaf door with six-pane upper sections and three-horizontal-panel bases pierce the façade.

⁴ Cleveland County property cards, <http://www.webgis.net/nc/cleveland/PropertyCard> (accessed December 2017).

⁵ Ibid.

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The dramatic stepped-parapet façade and large size of the more remote Gold's Store, built at what is now 3700 Polkville Road near the west Cleveland County community of Polkville in 1908 and enlarged in 1917, was intended to impress clientele. The weatherboarded, front-gable-roofed, two-story edifice features a full-width, hip-roofed front porch supported by chamfered posts. Two double-leaf paneled doors with transoms provide access to the north and south rooms and four large four-over-four sash windows illuminate the first-floor interior. The shelves that lined the walls in the north room have been removed, but the south room is intact.⁶

The small one-story German-sided store erected by Vernie C. Walker in 1938 near 6403 Casar Road in northwestern Cleveland County is distinguished by a front-gable roof that extends to create a deep entrance canopy.⁷ Replacement metal posts on brick piers support the canopy edges. One-over-one sash windows secured with metal bars flank the paneled front door. "Walker's Grocery" is hand-painted on a two-board sign mounted to the front gable. The triangular wood projection below the sign is echoed in the smaller "brackets" at the canopy's edges.

Historical Background

Fallston, a small community centered at the junction of a north-south road that leads from Shelby to Hickory and Morganton and an east-west stagecoach route between Lincolnton and Rutherfordton, exemplifies Cleveland County's early rural settlement patterns. Initially known as Kitchen Corners, the hamlet's growth warranted the federal government's February 9, 1886 appointment of farmer William D. Lackey to serve as the first postmaster. The community was briefly called Webb, but on March 27, 1886 the post office name was changed to Fallston.⁸

Residency grew steadily during the late nineteenth century. Levi Branson's 1890 *North Carolina Business Directory* estimates that 16,571 people then lived in Cleveland County's thirty-eight towns. Shelby, the county seat, was by far the largest with 1,825 residents, followed by King's Mountain with 500 citizens, Mooresboro with 125 inhabitants, and Buffalo Paper Mills, Cleveland Mills, Double Shoals, and Hollybush, each with approximately one hundred occupants. The remaining communities had less than forty residents. Fallston's population is not quantified, but was ostensibly in that category.⁹

⁶ Donis Gold, telephone conversation with Heather Fearnbach, November 9, 2011.

⁷ Brian R. Eades, "Walker's Grocery," Cleveland County architectural survey file, 1997, Western Office of Archives and History, Asheville.

⁸ Lee B. Weathers, *The Living Past of Cleveland County: A History* (Spartanburg, S. C.: The Reprint Company, 1980), 131; Michael Goforth, "At One Time Fallston Was Stagecoach Stop," *Shelby Daily Star* (hereafter abbreviated *DS*), May 1976, p. 15D; North Carolina Postal History Society, "Cleveland County," postmark and postmaster compilation, December 27, 2015, http://ncpostalhistory.com/pdfs/counties_Cleveland.pdf (accessed November 2017), pp. 20, 68.

⁹ Levi Branson, ed., *Branson's North Carolina Business Directory, 1890, Volume VII* (Raleigh: Levi Branson, 1889), 199.

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Entrepreneurs opened general stores throughout the county to meet increased demand for goods that could not be produced on farms. Civil War veteran and multi-term Cleveland County Sheriff John Z. Falls facilitated Fallston's growth by erecting a store, a grist mill, and a sawmill at the crossroads ten miles north of Shelby. He also donated the land upon which Friendship Methodist Church, organized around 1840, built a sanctuary. The congregation established Fallston Academy in 1886. Businesses included Lackey and Oates, headed by John Falls' grandson W. D. Lackey, which was Fallston's only general mercantile in 1889. The concern likely occupied Falls' store. However, brothers Thomas Alexander Stamey (1862-1929) and Charles Clarence Stamey (1868-1963) leased Falls' building at a \$50 annual rate in February 1890. The men had previous experience in the trade. Three years earlier, T. A. Stamey and his older brother Henry Gilbreath Stamey had opened a mercantile in the Lincoln County community of Henry, where they resided with their parents, Joseph H. and Jane Stamey, and four other siblings on the family's prosperous farm. Henry Stamey's decision to pursue a career in the Methodist ministry precipitated the Lincoln County store's closure.¹⁰

T. A. and C. C. Stamey stocked the thirty-by-fifty-foot Fallston store with \$500-worth of inventory purchased through Sutton House in Baltimore. Clerk W. A. Gantt assisted with daily operations as sales commenced on March 1, 1890. Business was brisk, generating approximately \$1,500 of revenue the first year. Stamey Brothers thus expanded in 1892 to a second location in Beam's Mills, three miles south of Fallston on the road to Shelby. The concern employed Confederate veteran R. W. Gardner, a well-regarded postmaster, school teacher, magistrate, farmer, and merchant, to manage the Beam's Mills store.¹¹

The North Carolina General Assembly incorporated Fallston in 1893, naming the town in John D. Falls' honor and designating his son Thomas Falls to serve as the first mayor, Clarence Stamey marshal, and W. D. Lackey, Thomas Stamey, and David Beam commissioners. However, a local election was not held, rendering the charter inactive.¹²

In 1895, Stamey Brothers erected a one-story, front-gable-roofed, weatherboarded, two-room store with a stepped-parapet façade and a full-width hip-roofed front porch to entice customers. The

¹⁰ "Fallston, N. C.," *Lincoln Courier*, May 24, 1895, p. 2; "John Z. Falls Dead," *Morganton Herald*, May 2, 1895, p. 3; Weathers, *The Living Past of Cleveland County*, 162; *Lincoln Courier*, February 14, 1890, p. 3; Branson, ed., *Branson's North Carolina Business Directory, 1890, Volume VII*, 201-202, 413; Carol Scotton, "Stamey's 'Generally' Has It," *Charlotte Observer* (hereafter abbreviated *CO*), November 4, 1956, p. 18A; Goforth, "At One Time Fallston Was Stagecoach Stop"; Jim Weathers, "Charline Stamey: Proprietor of a General Store," *DS*, June 26, 1980, p. 13.

¹¹ Stamey Brothers advertisement, *Cleveland Star* (hereafter abbreviated *CS*), April 16, 1902, p. 3; "Stamey Brothers," *CS*, July 1, 1903, p. 23; Goforth, "At One Time Fallston Was Stagecoach Stop"; "Thousands Attend Funeral of Mr. Tom Stamey, Key Citizen of Upper County," *CS*, December 16, 1929, pp. 1 and 12; "Stamey Co. Makes Outstanding Record in Rural Retail Work," *CS*, N. C. Homecoming and Historical Edition, September 1935, p. 5.

¹² The charter was reactivated in 1971 and the town held its first governmental elections until 1973. Joe Stamey was one of four commissioners. Goforth, "At One Time Fallston Was Stagecoach Stop."

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building also housed Fallston's post office.¹³ By 1896, when the community's population had grown to approximately one hundred, general stores owned by Stamey Brothers and H. P. Milligan served its residents. Shelby merchant J. M. Elliott rented a commercial building in Fallston from W. D. Lackey and established a satellite store managed by S. C. Hendricks in August 1896. Fallston Flour Mills Company processed corn and wheat for local farmers. Area youth able to afford private-school tuition attended Fallston Academy, headed by principal J. T. Thompson and teachers S. C. Thompson, C. T. Carpenter, J. D. Falls, Thomas Long, and John H. Luckey. Beam's Mills was smaller, with only twenty inhabitants in 1896, but had two mercantiles operated by Stamey Brothers and A. C. Gladden.¹⁴

The Stamey family also grew during this period. T. A. Stamey married Rachel Louise Cline in 1895. The couple raised three sons and three daughters born between 1898 and 1913—Della, Charline, Owen, Janie, Joseph, and Thomas—in their residence north of the Fallston store.¹⁵

Stamey Brothers was one of forty-five merchants in rural Cleveland County communities in 1902. A. F. Williams and former Stamey Brothers employee W. A. Gantt ran Fallston's only other general store.¹⁶ Stamey Brothers was a much larger concern, however, touting that it supplied "all wants from the cradle to the grave." Commodities featured in newspaper advertisements ranged from corsets, umbrellas, lap robes, and stoves to wagons manufactured by George E. Nissen in Forsyth County. The company marketed local farm products including fruit, vegetables, poultry, and eggs.¹⁷

T. A. and C. C. Stamey shared management responsibilities, supervising numerous employees. In 1903, R. A. Lackey and G. E. Young sold groceries, S. C. Hendricks marketed furniture and office supplies, and J. L. Baber, H. C. Harrelson, and C. S. Young specialized in dry goods. R. W. Gardner and salesmen including W. F. Hamrick operated the Beam's Mills store. C. C. Stamey and top salesmen C. S. Young and W. F. Hamrick traveled to Baltimore, New York, and other northern markets to purchase merchandise that was shipped to Shelby via train. North Carolina vendors including High Point furniture manufactures also supplied wares. Stamey Brothers wagoners J. F. Bass and Charles Wise conveyed goods between Fallston, Beam's Mills, and Shelby.¹⁸

¹³ "Fallston, N. C.," *Lincoln Courier*, May 24, 1895, p. 2; "Stamey Bros. Fallston Store," *CS*, July 1, 1903, p. 23;

¹⁴ Levi Branson, ed., *Branson's North Carolina Business Directory, 1896, Volume VIII* (Raleigh: Levi Branson, 1896), 191-195; "New Store at Fallston," *Morganton Herald*, August 20, 1896, p. 1.

¹⁵ "Fallston, N. C.," *Lincoln Courier*, May 24, 1895, p. 2; U. S. Census, Population Schedules, 1900-1920.

¹⁶ *The News and Observer, North Carolina Yearbook* (Raleigh: *The News and Observer*, 1902), 159-160; Goforth, "At One Time Fallston Was Stagecoach Stop;" "Stamey Co. Makes Outstanding Record in Rural Retail Work."

¹⁷ Stamey Brothers advertisement, *CS*, April 16, 1902, p. 3; "Cleveland," *Newton Enterprise*, December 26, 1902, p. 1; "Stamey Brothers," *CS*, July 1, 1903, p. 23.

¹⁸ "Stamey Brothers," *CS*, July 1, 1903, p. 23; *CS*, August 31, 1904, p. 12; September 28, 1904, p. 7; May 11, 1906, p. 5; "News Happenings at High Point," *CO*, May 15, 1908, p. 8.

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In 1909, Stamey Brothers reported that annual sales averaged \$100,000. The Fallston store featured a six-thousand-square-foot showroom divided in half lengthwise by a partition between the dry goods department and the grocery and hardware section. The store had been expanded with a two-level rear addition, and two warehouses provided inventory storage. Merchandise was received and priced in the addition's basement. H. C. Harrelson served as the dry goods department's head clerk, assisted by C. B. Armstrong, Emma Cline, J. D. Elliott, Bettie Green, and Thomas Stamey. H. W. Dixon oversaw grocery sales with the help of S. P. Lackey and Claude Stamey. S. C. Hendricks was the firm's bookkeeper. Milliners Mattie Beam and Summie Stamey fabricated custom hats in popular New York styles and sold ribbons, trim, and other notions. The Fallston store also housed the community's telephone exchange, thought to be the fourth created in the county.¹⁹

Stamey Brothers employees Henry Craig Harrelson, C. B. Harrelson, and S. C. Hendricks left the company in 1910, partnering to purchase S. B. Mauney's Cherryville department store in August of that year. Like Stamey Brothers, Hendricks-Harrelson Company's inventory included books, clothing, dry goods, furniture, hats, notions, shoes, coffins, and undertaking supplies.²⁰

Most of Stamey Brothers' staff lived in close proximity to their workplace. Some employees boarded at the home of Mrs. Henry Dixon, who sold fabric in the dry goods department. In 1910, T. A. and Louisa Stamey's household included their five children and three store employees: their twenty-three-year-old nephew Cecil Thomas Stamey Jr. as well as Datha Elliott and Bettie Green, both of whom were twenty-six. In 1911, Stamey Brothers salesman Ellis A. Hoyle and his family leased a company-owned house behind the store.²¹ Hoyle began overseeing Stamey Brothers' funeral department in 1912. His tasks ranged from casket sales to embalming. Funeral preparations typically took place in the deceased's home.²²

Although Stamey Brothers experienced challenges, such as a 1911 fire that caused \$15,000 of damage, annual trade grew to \$300,000 by 1913 and almost \$500,000 by 1917. The firm's dedicated staff

¹⁹The Beam's Mill store is not mentioned in newspaper coverage during this period, indicating that the company no longer operated it. "Stamey Brothers," *Lincoln County News (hereafter abbreviated LCN)*, October 19, 1909, p. 3, February 8, 1910, p. 2, and July 14, 1911, p. 2; "More New Merchandise at the 'Big Store'," *Cleveland Star*, April 21, 1911, p. 4; Weathers, *The Living Past of Cleveland County*, 154.

²⁰S.C. Hendricks sold his interest in the company to H. C. and C. B. Harrelson on December 31, 1919. H. C. Harrelson and W. L. Fanning subsequently partnered to create Harrelson-Fanning Company and opened a Rutherfordton store in late 1921. The concern then commissioned the 1922 construction of a new building at 112 East Main Street in Cherryville. "Stamey Brothers," *LCN*, October 19, 1909, p. 1; "Hendricks-Harrelson Co.'s Store," *GG*, August 1, 1911, p. 3; "A Bunch of Live Wires," *LCN*, August 4, 1911, p. 1; D. P. Waters, "Cherryville, N. C.," *Charlotte News*, August 31, 1916, p. 10; *CS*, October 14, 1921, p. 3; "New Store Opens At Cherryville Saturday," *CS*, October 3, 1922, p. 2.

²¹U. S. Census, Population Schedule, 1910; "Fire at Fallston," *Cleveland Star*, November 28, 1911, p. 5; Kays Gary, "Store at Crossroads Retains 'From Cradle to Grave' Motto," *CO*, undated newspaper clipping.

²²Stamey-Tysinger Funeral Home and Cremation Center, "About Us," <http://www.stameytysingerfuneralhome.com/about-us/history> (accessed December 2017).

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included thirty-year-old wagoner Charles Canipe, who had been employed by the concern for seven years. In August 1917, a lightning strike killed Canipe and the four mules pulling his wagon on the Shelby-Fallston Road. The company commemorated the tragedy by installing a small marble marker at the site.²³

Trade burgeoned during the late 1910s despite World War I. Cecil Thomas Stamey Jr. and other employees served in the military. T. A. Stamey and C. C. Stamey supported philanthropic causes such as the U. S. government's 1918 Liberty Loan campaign, during which each purchased a \$10,000 bond. T. A. Stamey's wife, Louise, and some of the store's female employees participated in a Red Cross initiative to fabricate garments for war refugees.²⁴

In January 1920, due to declining health and a desire to focus on his farm and cattle business, C. C. Stamey sold his interest in the company to T. A. Stamey and their employees C. Slone Elliott, Lloyd F. Hamrick, Ellis A. Hoyle, Talmage A. Lee, Cecil Thomas Stamey, and Everett G. Spurling. The investors formed the Stamey Company. T. A. Stamey retained general business oversight, his son Joe was a clerk, and his nephew Thomas a shoe buyer. Lloyd Hamrick purchased hardware and grocery department inventory, Ellis Hoyle headed the furniture and undertaking departments, and Everett Spurling managed the office. T. A. and Louise Stamey continued to board salesmen including C. Slone Elliott in their home.²⁵

T. A. Stamey invested in other businesses such as Union Trust Company, a banking institution incorporated in May 1922 by Stamey, Shelby First National Bank president C. C. Blanton, and others. Stamey served as a vice president and headed the Fallston branch upon its November 1922 opening. The brick building with mahogany and Vermont marble interior embellishment was the fourth erected by Union Trust Company.²⁶

²³ "A Trip to Cleveland and Lincoln Counties," *The Review* (High Point), January 9, 1913, p. 4; *The Review*, November 22, 1917, p. 1; "Man and Four Mules Killed by Lightning," *CO*, August 3, 1917, p. 3; *News and Observer*, September 22, 1917, p. 3; Weathers, "Charline Stamey."

²⁴ *The Review*, November 22, 1917, p. 1; "Red Cross News," *CS*, July 12, 1918, p. 8; "Stamey Brothers Now Have \$10,000 Each in Bonds," *CS*, October 15, 1918, p. 8; *CS*, June 24, 1919, p. 5.

²⁵ C. C. Stamey never married and later resided in Texas and Hot Springs, Arkansas. "Announcement," *CS*, January 16, 1920, p. 4; U. S. Census, Population Schedule, 1920; "Story of Stamey Company One of Great Success," *Cleveland News*, Greater Shelby-Cleveland County Progress Edition, 1935; "C. C. Stamey Dies at 95," *DS*, October 15, 1963, p. 2.

²⁶ The concern had previously acquired a primary competitor, Shelby National Bank, and, in addition to its Shelby location, opened branches in Lattimore and Lawndale by August 1922. The Fallston building contained a conference room available to local residents for use as a meeting, event, and business-transaction venue. Former First National Bank clerk Herman A. Beam served as assistant cashier. "Union Trust Company," *CS*, May 23, 1922, p. 4; "Fine Showing When New Bank Opens at Fallston," *CS*, November 7, 1922, p. 1; "Union Trust Company Takes Over Shelby National Bank," *CS*, May 19, 1922, p. 1; "Union Trust Company Lawndale Branch," *CS*, August 8, 1922, p. 5.

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Stamey Company prospered in the 1920s as it continued to offer area residents an eclectic assortment of merchandise. The concern expanded to Polkville, where Cecil Thomas Stamey opened a branch in 1925 in a one-story weatherboarded store with a stepped-parapet façade and a full-width hip-roofed front porch that had previously belonged to A. B. C. DePriest. T. A. and Louisa Stamey's eldest son Owen subsequently established a wholesale and retail grocery business in Rutherfordton. Burgoyne Deck Wilson, who married Della Stamey on July 1, 1922, partnered with the Stameys to form the Wilson-Stamey Grocery Company and oversaw the Rutherfordton operation. Wilson had previously managed Cliffside Mills' company store.²⁷

After suffering a \$30,000 inventory loss when a 1925 fire destroyed its Fallston warehouses, the Stamey Company replaced its frame Fallston store with a fire-resistant brick building. Advertisements heralding its 1927 completion claimed that the store was the "largest mercantile establishment under one roof" in northeast Cleveland County. Twelve hundred people attended the grand opening on the evening of March 15, 1927. The event featured tuxedo-clad jazz musicians, rides in the electric freight elevator, raffles, and souvenirs including candy, whistles, power puffs, and safety razors.²⁸

T. A. Stamey headed the concern until his 1929 death, after which his children Charline, Joe, and Thomas Stamey and long-term employees managed the business. Charline Stamey brought a cosmopolitan perspective to her work as a store buyer. Following her June 1918 graduation from Fassifern School in Hendersonville, she attended Converse College in Spartanburg, South Carolina, from September 1918 through fall 1919. In January 1920, she lived with her family in Fallston, where she worked as a public school teacher for two years. In June 1924, she embarked upon a three-month European tour, visiting England, Ireland, Scotland, France, Italy, Switzerland, Holland, Belgium, and other destinations. She next pursued her interest in interior design by studying in New York and working in Bonwit Teller and Company's nine-floor Fifth Avenue department store.²⁹ When she returned to Fallston, Charline resided with her three younger siblings—Janie, Joe, and Thomas—and their widowed mother Louise. In 1940, the household comprised Louise, Charline, Joe, their older sister Della Wilson, maid Esther Russ, and nurse Mary Pendleton.³⁰

²⁷ "No Influenza, but Smallpox, at Cliffside," *Forest City Courier*, February 5, 1920, p. 1; Cleveland County marriage records; "Wilson-Carden," *Sun* (Rutherfordton), June 8, 1922, p. 1; "Tanner is Head of Rutherfordton Bank," *Asheville Citizen-Times*, January 18, 1925, p. 11; "Grocery Firm Meets," *Asheville Citizen-Times*, January 13, 1927, p. 9; "Stamey Co. Makes Outstanding Record in Rural Retail Work;" "47 Years of Continuous Service," *CS*, N. C. Homecoming and Historical Edition, September 1935, p. 12.

²⁸ "Announcing the Opening of the Big Store," *CS*, March 9, 1927, p. 7; "Stamey's New Store Visited by 1,200 On Opening Day," *CS*, March 18, 1927, pp. 1, 7, 8; "Stamey Co. Makes Outstanding Record in Rural Retail Work;" "Stamey Began 1890."

²⁹ *CS*, September 27, 1918, p. 9; "Young People Off to School," *CS*, September 12, 1919, p. 1; U. S. Census, Population Schedule, 1920; National Archives and Records Administration, "Mary Charline Stamey," U. S. Passport Application, June 5, 1924, microfilm roll 2560, Washington, D. C.; Weathers, "Charline Stamey."

³⁰ U. S. Census, Population Schedules, 1930 and 1940.

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Charline and staff continued to travel to New York and other markets to purchase inventory that drew a regional clientele to the Fallston and Polkville stores. Local farmers supplied the grocery department with meat, eggs, and fresh produce, often for store credit. Trade was heaviest on Saturdays, when the stores were open from six a.m. until six p.m. to accommodate farmers. Annual sales averaged \$650,000 by 1955, when the company celebrated its seventy-fifth anniversary with festivities including raffling a new Buick.³¹ Building improvements executed in the mid-twentieth century reflected the concern's success. The Fallston storefront was updated through the installation of aluminum-frame windows and doors and both stores were air-conditioned.

The funeral department also expanded during this period. Embalmer Ellis Hoyle's son Deward Hoyle, who had served since 1938 as the Stamey Company's second embalmer, assumed the department's oversight following his father's 1950 death. Funeral services initially housed on the store's third floor moved to the Lackey House in 1952, the Cline House in 1954, and finally to a newly constructed funeral home in 1964. The business remains in operation as Stamey-Tysinger Funeral Home and Cremation Center.³²

The Stamey Company reorganized its administration under the auspices of Stamey Stores, Inc. on May 17, 1965. The concern sold its Polkville operation that year. In 1969, Charline reported that the company's approximately sixty-five employees annually handled over one million dollars of business transactions. Joe Stamey was the company's president and general manager. David Milton Stamey headed the Polkville store, Blanche Hoyle was the company's comptroller, and C. W. Joyner selected inventory for the menswear, shoe, and piece goods departments.³³

The Stamey Company continued to report annual sales of over one million dollars through the 1980s. In 1990, the concern celebrated its centennial with a two-week-long sale culminating with a March 17th event attended by hundreds of customers, current and former employees, and siblings Charline, Joe, and Jane Stamey. The store's future was uncertain, as there was no younger Stamey generation to perpetuate the business. The company suffered from declining revenue following Charline's October 26, 1991 death, and closed in 1994. At that time, employees included Blanche Hoyle, on staff for

³¹ Scotton, "Stamey's 'Generally' Has It"; Kays Gary, "Celebration of Store's Past Leaves Questions About Its Future," *CO*, March 25, 1990, p. 24.

³² Stamey-Tysinger Funeral Home and Cremation Center, "About Us," <http://www.stameytysingerfuneralhome.com/about-us/history> (accessed December 2017); "Stamey Began 1890;" Charline and Joe Stamey, interview by Sandy Beam and Karen Norman, February 18, 1982, Fallston; Cleveland County Deed Book 10Z, p. 538.

³³ "Stamey Began 1890," *DS*, October 17, 1969; "Stamey Stores, Incorporated," North Carolina Secretary of State Corporations Division, https://www.sosnc.gov/online_services/search/Business_Registration_Results (accessed December 2017); Charline and Joe Stamey, interview by Sandy Beam and Karen Norman, February 18, 1982.

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fifty-two years, Morgan Parker (forty-five years), Vivian Royster (forty-four years), and Jean Elliot (thirty-nine years). Joe Stamey died on March 2, 1998.³⁴

Norris Edwin Boggs, his wife Sarah D. Boggs, and his brother Andrew Max Boggs Jr. and his wife Ann M. Boggs purchased the property from Stamey Stores, Inc. in October 1995 and leased it over subsequent decades to a series of tenants including antiques dealers and a furniture manufacturer. The entrepreneurial Boggs brothers, Fallston natives, headed A. M. Boggs and Sons, a cotton ginning operation located northeast of the store, and myriad other concerns. Norris Boggs died on June 23, 2012. The store has been vacant since 2013. The Boggs family retains ownership and will be undertaking the building's rehabilitation for use as a community center.³⁵

Rural General Stores Background Information

The abundant water supply, natural resources, and fertile soil of the southwest Piedmont proved attractive to English, Scots-Irish, and German immigrants. Although the region's settlement escalated in the mid-eighteenth century, Cleveland County, created in 1841 from portions of Lincoln and Rutherford Counties, remained predominantly rural through the late nineteenth century. Given that many land grants and property acquisitions encompassed sizable tracts, residents typically lived at great distances from each other, meeting at churches and in crossroads communities and small towns to socialize, purchase goods, and address business matters. The vast majority of the county's occupants operated subsistence farms. Some entrepreneurs were able to sell or trade surplus crops and agricultural products for locally made and imported commodities in Shelby, the county seat incorporated in 1843, and larger regional markets. Others engaged in manufacturing endeavors to generate supplementary income, processing raw materials such as corn, wheat, flax seed, and logs to produce meal, flour, linseed oil, and lumber.³⁶

The Civil War brought swift and dramatic change to the lives of rural residents throughout the divided nation who suffered great economic challenges including substantial losses of material goods, crops, and livestock during and after the conflict. The absence of a young male labor force made farm and business management difficult and the cost of basic staples rose dramatically, leaving many households unable to afford necessities. Although North Carolinians struggled to make ends meet after the war's end, freedmen and yeomen farmers slowly accumulated the resources to acquire land and establish small subsistence farms. The rural population from the Reconstruction era through the mid-twentieth century consisted primarily of farm owners; day laborers; sharecroppers, who usually received housing and staple goods from farm owners in exchange for a percentage of the crops they

³⁴ Kays Gary, "Its More Than a Store," *CO*, February 28, 1990, p. 14; Gary, "Celebration of Store's Past Leaves Questions About Its Future;" "Landmark closing after 104 years," *Shelby Star*, pp. 1A and 10A; death certificates.

³⁵ Cleveland County Will Book 12E, p. 495; Deed Book 1169, p. 1859; "Norris Boggs," *Shelby Star*, June 25, 2012.

³⁶ William S. Powell, *The North Carolina Gazetteer* (Chapel Hill: University of North Carolina Press, 1968), 109, 449.

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harvested; and tenant farmers, who paid cash rent for the land they occupied and cultivated. The vast majority of former slaves and white laborers unable to purchase property worked as sharecroppers.³⁷

Farm families obtained goods they could not produce or manufacture at community stores, often bartering against future crop yields. When the economy recovered during the Reconstruction era, numerous entrepreneurs sought to meet rural residents' increased demand for commodities by establishing general stores with diverse inventories on well-traveled roads. Many proprietors were enterprising farmers seeking to supplement their income. They typically resided near their stores in order to protect their merchandise and monitor customer traffic while completing other tasks. Successful store owners often were, or became, community leaders given their economic and social status and relationship-building skills. They loaned money; dispensed advice; disseminated local news; sold revenue stamps and marriage licenses; arranged for doctor's visits; promoted civic, educational, political, and religious causes; and often served as postmasters, distributing mail and newspapers. Store operation required daily attention and was usually a multi-generational family affair, with husbands, wives, their children, and extended family participating in such endeavors.

Cleveland County farmer, merchant, and politician Lemuel J. Hoyle, who owned a Belwood store during the late-nineteenth century, epitomized this trend. His employees included Joseph Benjamin Ivey, who started as a clerk in 1880 and became Hoyle's partner in July 1885. Ivey operated the Belwood store until 1893, when he assumed the position of dry goods manager at the Henrietta Mills company store. Ivey subsequently founded J. B. Ivey and Company, a Charlotte mercantile that expanded from its initial North Tryon Street location to twenty-three North Carolina, South Carolina, and Florida sites prior to its 1990 acquisition by Dillard's Inc.³⁸

North Carolina merchants obtained inventory in trade centers such as Louisville, Richmond, Atlanta, Charleston, New York, and Baltimore, and shipped it by rail to depots close to their stores. Wagon drivers then picked up the merchandise and transported it to outlying areas. As rural commercial

³⁷ Federal census records allow for the hypothetical recreation of residency patterns as census takers enumerated households in the order they were interviewed, which generally corresponds to dwelling location. African American families listed after white households and without taxable property often worked as sharecroppers, tenant farmers, or domestic servants. In many cases, newly freed slaves took the surnames of their former owners and continued to reside in close proximity to them. Many men and women continued to work as farm laborers or as domestic servants even after new jobs became available in manufacturing plants.

³⁸ Will Porter managed a Belwood store in the early-twentieth century. Dillard's Inc. purchased J. B. Ivey and Company from BAT Industries. "Capt. Lemuel Hoyle," *Charlotte News*, August 18, 1910, p. 10; "Porter's Store Robbed," *CS*, April 1, 1921, p. 5; "Belwood Area Major Factor," *DS*, May 1976, p. 2D; Cleveland County Historical Association, *The Heritage of Cleveland County, Volume I* (Winston-Salem: Hunter Publishing Company, 1982), 8; Garland R. Stafford, "Joseph Benjamin Ivey," in William S. Powell, ed., *Dictionary of North Carolina Biography* (Chapel Hill: University of North Carolina Press, 1988), 259; Tina Gant, *International Directory of Company Histories*, Vol. 68 (Detroit, Michigan: St. James Press, 2005).

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endeavors proliferated, manufacturers hired traveling salesmen, often called “drummers,” to facilitate product distribution.³⁹

Store owners often commissioned itinerant painters to execute signs painted or hung on their buildings’ walls, doors, and canopies, usually including a store’s name in addition to merchandise advertisements. Manufacturers also provided store proprietors with colorful embossed metal signs and display racks designed to attract consumers. General stores carried goods ranging from foodstuffs such as coffee, tea, spices, sugar, flour, and candy, to tobacco, soap, medicine, shoes, sewing notions (fabric, thread, and other supplies), readymade clothes, china, cookware, stoves, hardware, farm equipment, fertilizer, feed, seeds, and coffins. Attractively-arranged shelves, tables, storage bins, and display cases, sometimes provided by vendors, lined the walls. Most stores included long counters used for measuring, weighing, wrapping, and processing purchases. Heavy wooden butcher blocks provided a surface upon which proprietors cut meat to order. Customers traded fruit, vegetables, eggs, butter, cider, chickens, and other items for merchandise.⁴⁰

Many farm families ordered and picked up provisions at local mercantile establishments on Saturday afternoons and availed themselves of the chance to visit with their neighbors who were doing the same thing. Inclement weather also provided opportunities for socialization. General stores served as gathering places for area residents, who could be found outside conversing on store benches sheltered by deep canopies during the warmer seasons and inside playing cards, checkers, or whittling around woodstoves in the winter. Larger stores often featured exterior stairs to provide access to second-floor meeting rooms utilized by groups such as the Masons, the Order of the Eastern Star, and local chapters of the Grange, the oldest national agricultural organization in the United States.⁴¹

General stores remained the primary shopping venue for rural residents during the twentieth century’s first decades as many secondary roads were poorly maintained, making travel to towns time-consuming and arduous. Demand for farm products escalated during World War I, providing rural residents with more disposable income to spend at local stores, but many farm laborers moved to urban centers in search of better opportunities, taking their buying power with them. By the 1920s, transportation improvements ranging from increased paved road mileage to affordable automobiles facilitated more expeditious travel to purchase groceries and merchandise. Rural electrification provided farmers with the option of acquiring refrigerators and freezers to store large quantities of perishable food, making frequent trips to the general store unnecessary.

³⁹ Thomas D. Clark, *Pills, Petticoats, and Plows: The Southern Country Store* (Norman: University of Oklahoma Press, 1944), 13, 20, 58, 72, 84; Jim Harrison, *Country Stores* (Atlanta: Longstreet Press, 1993), 39-44.

⁴⁰ Ibid.

⁴¹ Ibid.; Formally known as the Order of Patrons of Husbandry, the National Grange was established in Washington D. C. in 1867. <http://www.nationalgrange.org/about/history.html>.

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Despite these changes, local businesses remained economically viable, adjusting their offerings as needed. Many owners erected new buildings to encompass a larger inventory selection including appliances, furniture, and caskets. As automobiles, trucks, and tractors replaced wagons and horse- or mule-drawn plows, many store owners installed gas pumps, becoming precursors of the modern gas station and convenience store.

The Great Depression challenged store owners and consumers, as much of the American population experienced financial difficulties. Farm owners were unable to pay property taxes or purchase necessary provisions for themselves or the tenant farmers and sharecroppers who cultivated their land, and many lost their property. Tenant farmers and sharecroppers, in turn, could not compensate farm and store owners for lodging, equipment, or supplies with cash or a portion of their harvest. Farmers were at least able, in most cases, to provide sustenance for their families by planting larger home gardens, preserving food, and raising more hogs and poultry. Rural store proprietors often extended credit and allowed their customers to barter for the items they needed, making them more popular shopping destinations than the urban stores that required cash payment. Economic conditions improved by the late 1930s and then stalled as the country suffered a recession.

The economy finally rebounded during the early 1940s in response to increased demand for agricultural and industrial products during World War II. Many men and women enlisted in the military, and those left behind were occupied with the war effort in a variety of ways, from filling vacant positions in local manufacturing plants to participating in bond drives and planting victory gardens. Industrial jobs increased by seventy-five percent in the South over the course of World War II with traditionally underemployed groups such as women, African Americans, and the elderly receiving invaluable education, training, and experience.⁴²

Such opportunities drew rural residents to cities, where they typically shopped even if they resided on farms. Local general stores continued to serve as community gathering places and places to acquire commodities, however, and veterans operated mercantile establishments upon their return home. Tourism provided business for stores near recreational facilities and other scenic locations, and some establishments offered sandwiches and picnic supplies.

Few rural general stores have remained in operation through the early twenty-first century given competition from modern gas stations; convenience, grocery, and hardware stores; and big-box establishments. Stamey Stores, Inc. was a casualty of this economic climate, closing in 1994 after 104 years. Concerns that are still in business supply local residents and tourists with basic commodities.

⁴² Marilyn M. Harper, et. al. *World War II and the American Home Front* (Washington, D. C.: The National Historic Landmarks Program, October 2007), 3, 13-16.

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Gold's Store, built at what is now 3700 Polkville Road near the west Cleveland County community of Polkville in 1908 and enlarged in 1917, illustrates the evolving function of rural commercial buildings. Donis Y. Gold owns the property, which belonged to her late husband Robert S. Gold's family. His parents, Hubert Gold (d. 1969) and Thelma Mooney Gold (1900-1998) operated the store after Mrs. Gold's father and uncle, who opened the business and sold everything from groceries to shoes, clothes, and farm equipment. A hand-cranked gas pump stood in front of the store. The local Masonic Lodge met in the store's large second floor room for many years and Robert Gold and his first wife were among the founding members of the Eastern Star Chapter that was organized there. When Gold closed the store he rented the property to a company that utilized the building to store yarn used to make rugs, and then to an antiques dealer who has occupied the building since around 1983.⁴³

⁴³ Donis and Robert Gold married in 1979 and he passed away in 2006. Donis Gold, telephone conversation with Heather Fearnbach, November 9, 2011.

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Cleveland County, NC

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Photos _____ Cleveland County, NC

Section 10. Geographical Data

Latitude/Longitude Coordinates

1. Latitude: 35.428376 Longitude: -81.501399
2. Latitude: 35.428217 Longitude: -81.500790
3. Latitude: 35.428016 Longitude: -81.500822
4. Latitude: 35.428052 Longitude: -81.500834
5. Latitude: 35.427885 Longitude: -81.500839
6. Latitude: 35.427889 Longitude: -81.501367

Verbal Boundary Description

The nominated property consists of approximately 0.5 acres of Cleveland County tax parcel #34895 (1.48 acres) as indicated by the heavy solid line on the enclosed map and the latitude and longitude coordinates below. Scale: one inch equals approximately sixty feet.

Boundary Justification

The nominated tract encompasses Stamey Company Store's footprint. When the store opened in 1927, early-twentieth-century dwellings fronted Fallston Road south of the store. The houses were razed to create a parking lot by the mid-twentieth century. This area was therefore excluded from the National Register boundary.

Additional Documentation: Current Photographs

All photographs by Heather Fearnbach, Fearnbach History Services, Inc., 3334 Nottingham Road, Winston-Salem, NC, on December 1, 2017. Digital images located at the North Carolina SHPO.

1. Façade (west elevation)
2. Southeast oblique
3. Northeast oblique
4. Showroom, looking west
5. Showroom, looking east
6. Mezzanine and central stair, looking southeast
7. Corridor under mezzanine, looking northeast
8. Mezzanine, south room, looking east
9. Second floor, looking east
10. Second floor, looking west

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1. Façade (west elevation), above and 2. Southeast oblique (below)



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3. Northeast oblique (above) and 4. Showroom, looking west (below)



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5. Showroom, looking east (above) and 6. Mezzanine and central stair, looking southeast (below)



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7. Corridor under mezzanine, looking northeast (above) and
8. Mezzanine, south room, looking east (below)



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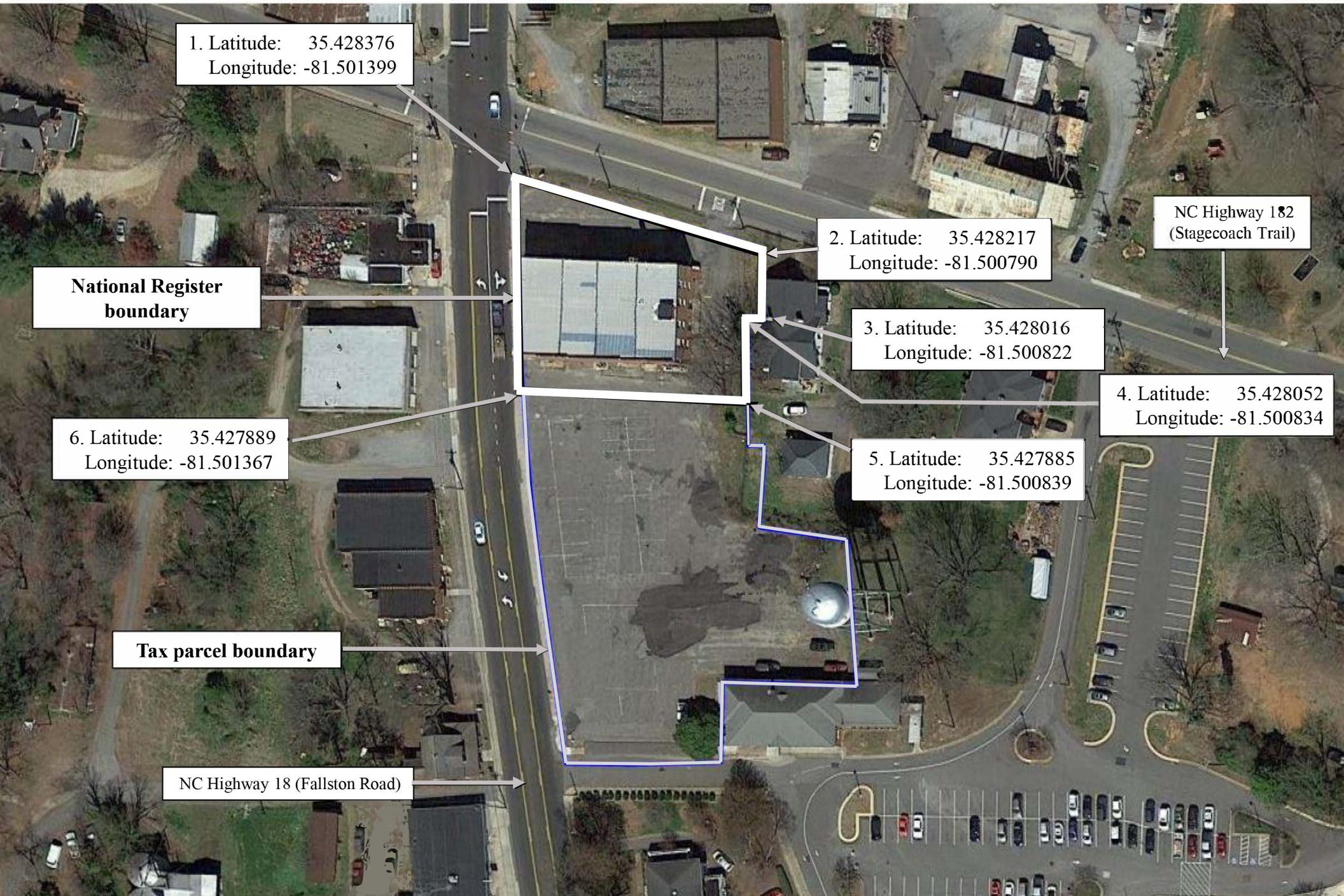
Section number 10 Page 30 Stamey Company Store
Cleveland County, NC



9. Second floor, looking east (above) and 10. Second floor, looking west (below)



Stamey Company Store, 4726 Fallston Road, Fallston, Cleveland County, North Carolina
National Register Boundary Map



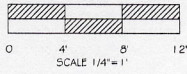
Stamey Company Store
4726 Fallston Road
Fallston, Cleveland County, NC

LEE GRAGG, PE
 1789 WATERFORD WAY
 MORGANTON, NC 28655
 828-443-1924

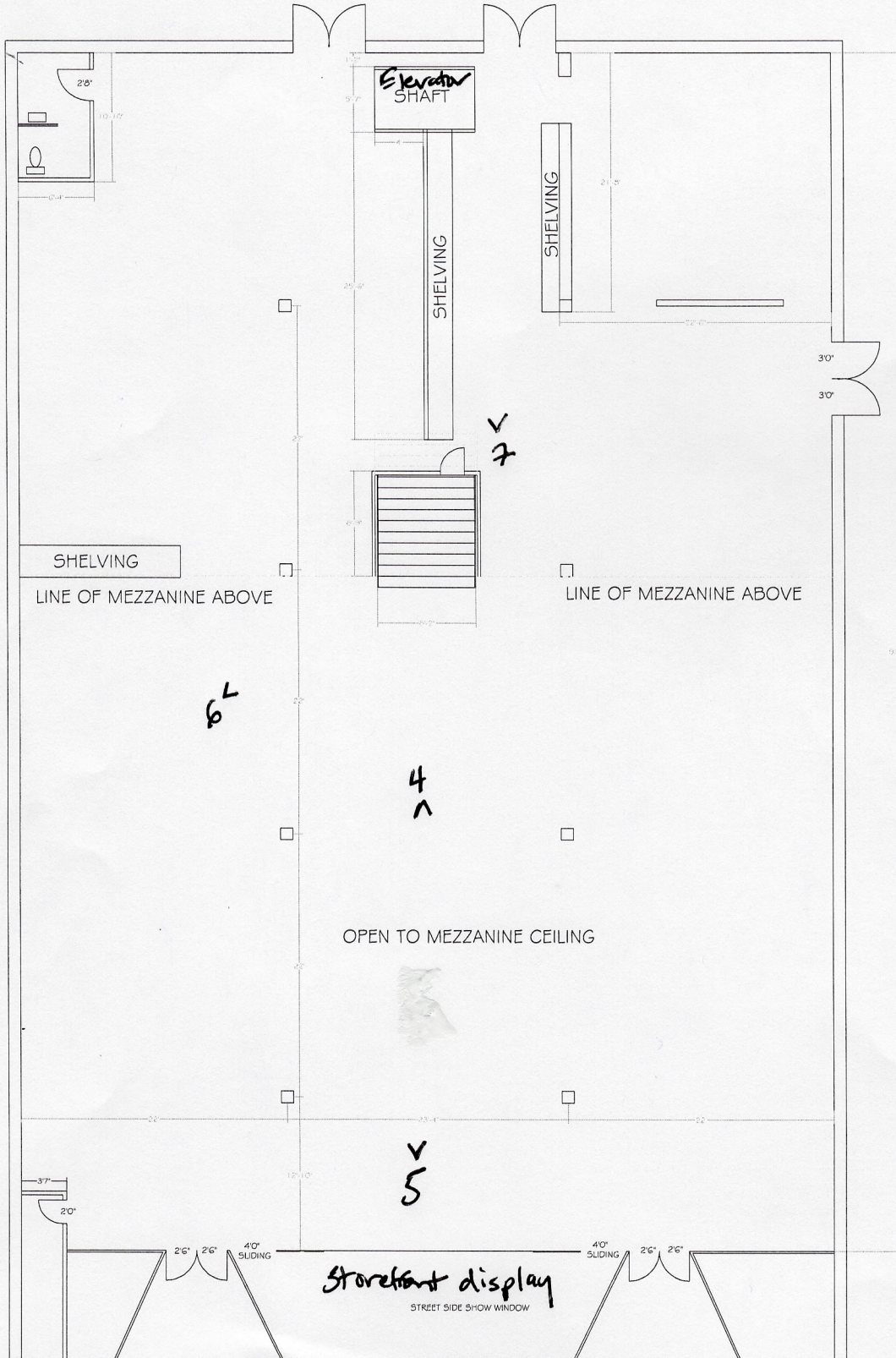
STAMEY STORE
 4726 FALLSTON ROAD
 FALLSTON, NC

12-28-17 SHEET 1

- NOTES:
 1. DIMENSIONS HAVE BEEN ROUNDED TO THE NEAREST 1".
 2. SMALL WALL CHANGES ARE NOT REFLECTED (IE. SOME WALL THICKENINGS AND MATERIALS CHANGE ALONG THE LENGTH OF THE WALL).
 3. THE SECOND FLOOR LEVEL HAS SOME WATER DAMAGE AND WAS INACCESSIBLE FOR LINEAR DIMENSIONS SO WALL LENGTHS WERE SUBTRACTED FROM COLUMN PLACEMENT.
 4. THE LIMITS OF THESE MEASUREMENTS PERTAIN TO EXISTING CONDITIONS ONLY. ANY PROPOSED NEW DESIGN AND CONSTRUCTION SHALL VERIFY THESE MEASUREMENTS FOR ACCURACY BEFORE DESIGN PHASE.



EXISTING
 MAIN FLOOR



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V 1

Stamey Company Store
4726 Fallston Road
Fallston, Cleveland County, NC

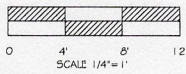
LEE GRAGG, PE
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 828-443-1924

STAMEY STORE
 4726 FALLSTON ROAD
 FALLSTON, NC

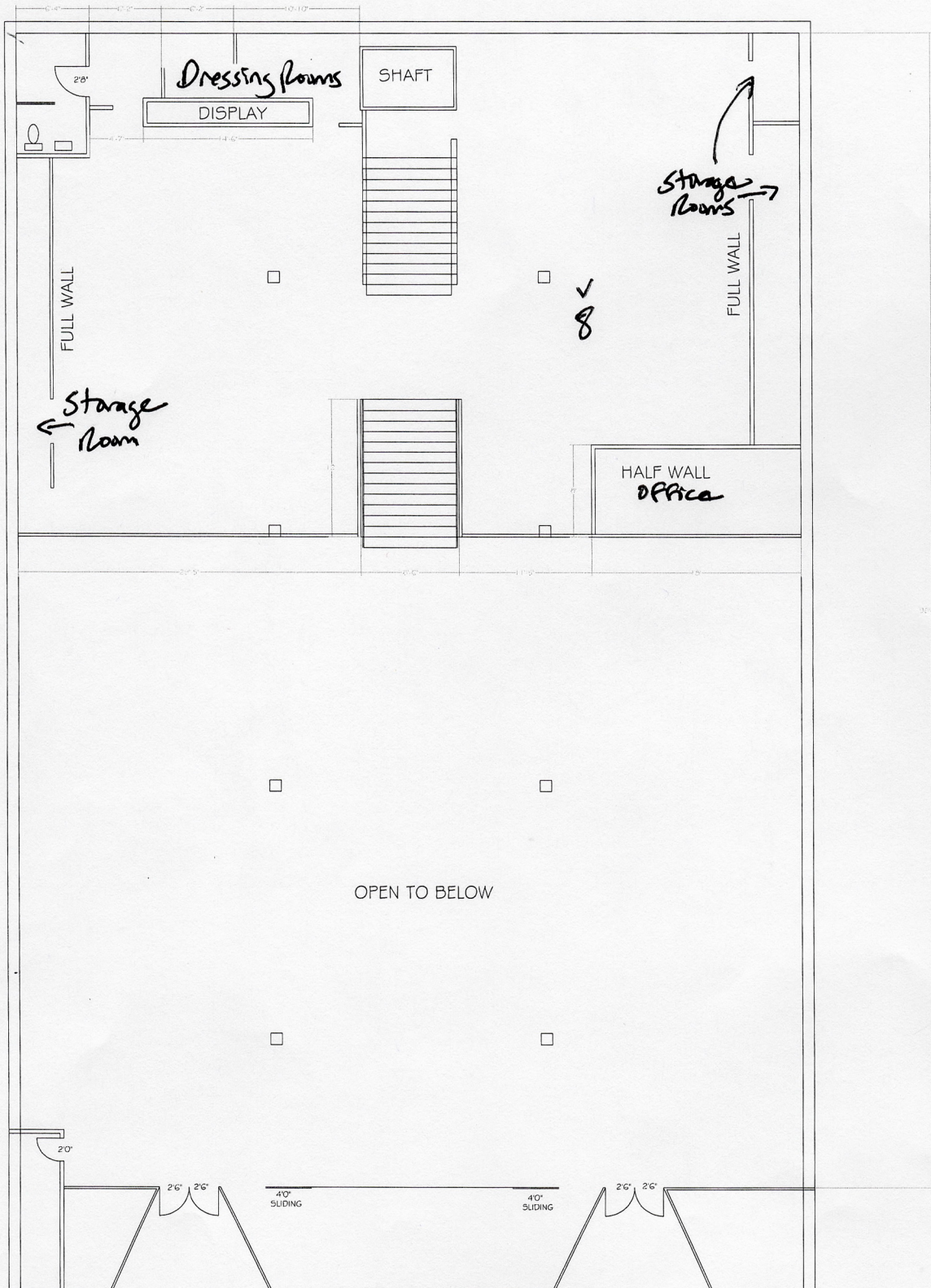
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SHEET 2

- NOTES:
1. DIMENSIONS HAVE BEEN ROUNDED TO THE NEAREST 1".
 2. SMALL WALL CHANGES ARE NOT REFLECTED I.E. SOME WALL THICKENSS AND MATERIALS CHANGE ALONG THE LENGTH OF THE WALL.
 3. THE SECOND FLOOR LEVEL HAS SOME WATER DAMAGE AND WAS INACCESSIBLE FOR LINEAR DIMENSIONS SO WALL LENGTHS WERE SUBTRACTED FROM COLUMN PLACEMENT.
 4. THE LIMITS OF THESE MEASUREMENTS PERTAIN TO EXISTING CONDITIONS ONLY. ANY PROPOSED NEW DESIGN AND CONSTRUCTION SHALL VERIFY THESE MEASUREMENTS FOR ACCURACY BEFORE DESIGN PHASE.



EXISTING
 MEZZANINE LEVEL



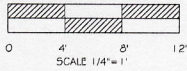
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Stamey Company Store
4726 Fallston Road
Fallston, Cleveland County, NC

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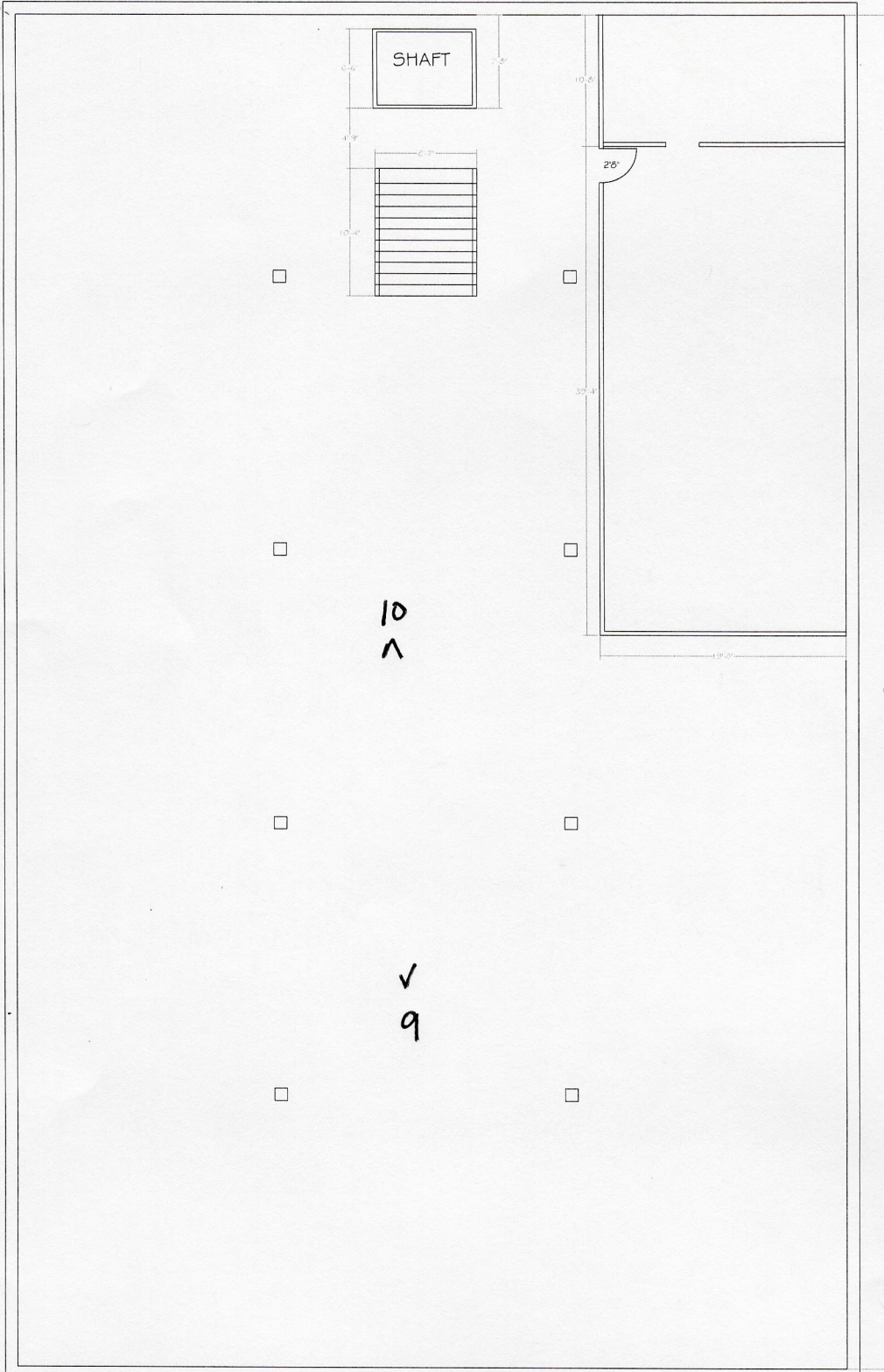
STAMEY STORE
 4726 FALLSTON ROAD
 FALLSTON, NC

12-28-17 SHEET 3



EXISTING
 TOP LEVEL

- NOTES:
1. DIMENSIONS HAVE BEEN ROUNDED TO THE NEAREST 1".
 2. SMALL WALL CHANGES ARE NOT REFLECTED (IE, SOME WALL THICKENSS AND MATERIALS CHANGE ALONG THE LENGTH OF THE WALL.
 3. THE SECOND FLOOR LEVEL HAS SOME WATER DAMAGE AND WAS INACCESSIBLE FOR LINEAR DIMENSIONS SO WALL LENGTHS WERE SUBTRACTED FROM COLUMN PLACEMENT.
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