

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 Morse and Wade Building

other names/site number Yadkin Valley Hotel

2. Location

street & number 100 East Main Street N/A not for publication

city or town East Bend N/A vicinity

state North Carolina code NC county Yadkin code 197 Zip code 27018

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 forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Jeffrey Acrows SHPO 2/21/05
Signature of certifying official Title Date

North Carolina Department of Cultural Resources
State of 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

Morse and Wade Building

Name of Property

Yadkin Co., NC

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

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

Category of Property

(Check only one box)

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

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	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/department store
- DOMESTIC/single dwelling
- DOMESTIC/hotel
- INDUSTRY/manufacturing facility

Current Functions

(Enter categories from instructions)

- VACANT

7. Description

Architectural Classification

(Enter categories from instructions)

- Italianate

Materials

(Enter categories from instructions)

- foundation Brick
- walls Brick
- roof Asphalt
- other Wood

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.)

- Criteria A, B, C, D with checkboxes and descriptions.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- Criteria A through G with checkboxes and descriptions.

Areas of Significance

(Enter categories from instructions)

- Architecture, Commerce, Industry

Period of Significance

ca. 1890-1940

Significant Dates

ca. 1890

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- Criteria for previous documentation on file (NPS).

Primary location of additional data:

- Criteria for primary location of additional data.

Name of repository:

Morse and Wade Building
Name of Property

Yadkin Co., NC
County and State

10. Geographical Data

Acreage of Property less than 1

UTM References

(Place additional UTM references on a continuation sheet.)

1	1 7	5 4 4 2 7 0	4 0 0 7 8 5 0
	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 Laura A. W. Phillips, Architectural Historian

organization N/A date November 22, 2004

street & number 637 N. Spring Street telephone 336/727-1968

City or town Winston-Salem state NC Zip code 27101

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 John M. and Barbara K. Norman

street & number P. O. Box 489 telephone 336/699-4047

City or town East Bend state NC Zip code 27018

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including 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 20503.

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Morse and Wade Building
Yadkin County, North Carolina

DESCRIPTION**Summary and Setting**

The Morse and Wade Building is a ca. 1890 commercial building located at 100 East Main Street, the southeast corner of East Main Street (SR 1545) and Pauling Street (formerly Flint Hill Road, SR 1549), in the small Yadkin County town of East Bend. The Morse and Wade Building, along with the Davis Brothers Store (NR, 1994) across Main Street, anchors the east end of the town's historic commercial street. Today, most modern commerce is located to the south along the NC 67 bypass. Typical of commercial buildings, the north-facing Morse and Wade Building abuts the Main Street sidewalk. The west elevation stands nearly as close to Pauling Street, while the east elevation is bordered by a driveway running from Main Street to a garage in the back yard to the south. Trees and bushes of various types and sizes line the east and south boundaries and the rear portion of the west boundary of the approximately 70 feet by 235 feet lot. Photographs of the Morse and Wade Building, probably dating from the 1910s through the 1930s, show that a picket fence once ran from the northeast corner of the building eastward to the northeast corner of the property and, along with a trimmed hedge, from the southwest corner of the building southward to, or near, the rear of the property. The fence still stood in the mid-1980s, but has since been removed. The same photographs, along with family memories, indicate that in addition to the surviving garage along the east property line, the back yard also historically contained a small milk house near the main building, a frame kitchen near the southeast corner of the yard, and a frame house near the southwest corner. These buildings disappeared decades ago. Today the rear yard is grass-covered with a few scattered trees and bushes.

Exterior

The Morse and Wade Building is a two-story brick structure with a brick foundation that encompasses a full basement. Including the basement, the building contains 8,820 square feet. The building's red bricks are laid in stretcher bond on the north facade, and in five-to-one common bond on the side and rear elevations. Typical of commercial buildings erected in the late nineteenth and early twentieth centuries, the walls of the Morse and Wade Building rise to a roof that slopes downward from the front to the rear. Except for the store display windows, all window and door openings are segmental-arched and have a molded casing. Those on the first story of the east half of the north facade are headed by a brick segmental-arched lintel composed of alternating headers and stretchers for extra height. The remaining doors and windows have segmental-arched lintels made up of two rows of headers. All windows are two-over-two double-hung sash, except for those in the basement, which vary between six-light and two-light windows.

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The north facade is divided into two parts that are nearly equal in width. A plain brick pilaster that rises from the ground to the cornice forms the divider between the two sections. Identical pilasters are located at each outer edge of the facade. Each half of the facade is three bays wide. The east half consists, on the first story, of a central window flanked by two five-panel doors with tall, two-light transoms. A row of three windows identifies the second floor, above which is a slightly recessed brick panel with the painted word "Hotel" still visible. A corbeled cornice carries across the top of this half of the facade and continues, past the central pilaster, across the west half. The facade's west half housed the Morse and Wade Store, made obvious by the display windows on the first story. Large four-light windows with a wood skirt flank the deeply recessed central entrance with its double-leaf glass-and-wood-paneled door and two-light transom. The remainder of the west half of the facade repeats the features of east half, except that the recessed panel is painted with words "Morse & Wade."

The east and west elevations demonstrate that the Morse and Wade Building has always been free-standing. The east elevation consists of a plain brick wall broken by two rows of windows—seven on the first story and six on the second story—and four metal-grilled vents positioned between the second-story windows and the roof line. The basement level has three window wells, now mostly overgrown. Two interior-end chimneys rise from near the front and rear of the east elevation. The west elevation has three window wells at basement level; near the south (rear) end of the basement is a window or door well with a boarded-up opening and a flat-arched brick lintel, which may be an addition or a replacement. The first story of the west elevation has a double-leaf, paneled door with a two-light transom located midway between the front and rear of the building. From the northwest corner of the building a stair rises along the west elevation to a five-panel door at second-story height. The steep, closed-string stair has turned balusters and a molded handrail. Originally the stair was uncovered and was open underneath. Later, probably by the 1920s, vertical supports were added to carry a metal-sheathed frame roof sheltering the stair, and wood lattice was added to cover the open area beneath the stair. A row of five windows and, at the north end of the elevation, the remainder of a painted sign that says "Yadkin Valley Hotel," complete the second story of the west elevation. As on the east elevation, four metal-grilled vents are located between the second-story windows and the roof line. Two interior-end chimneys rise from the roof toward the rear of the west elevation.

The south (rear) elevation has three basement windows. Additionally, on the east half of the elevation, next to one of the basement windows, a stairwell leads from ground level down to a basement door. At first-story level, a glass-and-wood-paneled door with a tall transom leads to the interior stair hall located just east of center. A single window (boarded up, as are most of the windows on the rear of the building) is located east of the door. West of the door, two windows flank an exterior chimney. The third-story level has a row of three windows in the east half of the elevation. The west half continues with a glass-and-wood-paneled door with tall transom and, moving westward, the chimney stack and two windows. A frame rear stair, much like that on the west elevation but without the lattice, leads from the

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southwest corner of the building to the second-story door. A frame shed, measuring approximately fifteen feet by ten feet, was once attached to the east half of the rear of the building. Among other things, it apparently housed the engine that ran the sewing machines of the tobacco sack factory on the second floor.

Interior

Understanding the interior of the Morse and Wade Building is complicated somewhat by the fact that the uses of different spaces changed over time during the occupancy of the Morse family and their various money-making enterprises. In particular, the family shifted their living quarters according to the space needs of their economic endeavors.

An enclosed central stair from the first floor leads to the basement, where a center hall with plastered walls and ceiling runs from the rear of the house to approximately just north of the center of the house. East of the hall are two rooms, also plastered, that served from around the 1930s as the kitchen in the southeast corner of the house and the dining room to its north. At the southeast corner of the kitchen, a dumb waiter rises to both of the upper stories. North of the dining room and hall to the front of the building is a large, unfinished room, said by one family member to have been used for ironing tables where the muslin for the tobacco sacks was ironed. The west half of the basement is one unfinished open space with a dirt floor, brick walls, and exposed ceiling joists. At one point, according to one Morse family member, the north end had been enclosed for a storage room, and a hole for storing ice was located about a third of the way toward the rear near the central brick wall. At the south end, a room enclosed by vertical boards housed the building's Delco plant, and adjacent to it, in the southwest corner, was a storage space for coal.

Several features generally characterize the first floor. These include wood floors, plastered walls with high, beaded-edged baseboards, beaded-board ceilings, and five-panel doors. Later doors, such as those found in the added rooms in the south half of the west side of the building, have doors with five horizontal panels. The north half of the west side of the Morse and Wade Building is clearly identifiable as the store. Of particular significance are the display windows that flank the front entrance and the shelving that lines the west wall. The display windows are unusual in that in addition to having the large four-light windows that face the street, the back side of the raised display area is separated from the interior of the store by huge twenty-one-light double-hung sash windows. The stock shelves rise three quarters of the way up the west wall of the building and are crowned by a multi-stepped molded wood cornice. Although other rooms now fill the rear section of the west half of the first floor, the fact that the shelving continues along the west wall to the rear of the building suggests that originally the store occupied the entire west half of the first story. A narrow stair, now largely in a state of collapse, rises along the west wall from the rear of the building to the second floor. Several partitions were added to the

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mid-section of the west half of the first story, probably during the late twentieth century, creating a transverse hall and closets between the west elevation's double-leaf exterior door and the center hall. The remainder of the west half of the first story, south of the transverse hall and west of the center hall, is divided into two rooms with a door flanked by closets between them. Except for the door leading from the southernmost room to the center hall, which is one of the original five-panel doors, the others in these two rooms have five horizontal panels and a moveable transom. Between the two south windows is a coal-burning fireplace with a granite mantel with splayed sides. The south windows have a flat casing with an applied decorative beaded molding around the outer edges. This detail is repeated on all the other first-floor windows except for the store display windows. The east half of the first floor is deteriorated. The front half is now one large space with a collapsed floor, but originally this area may have consisted of a north-south hall with two rooms to the east. The rear half of the east side has a center hall with a stair that rises from the north along the east wall to the second floor. The open stair has a closed string, a heavily turned newel, a molded handrail, and turned balusters. Adjacent to the stair hall on the east are two rooms. The larger room has a fireplace with a post-and-lintel mantel, while the smaller southeast corner room was converted, probably during the second quarter of the twentieth century, to a bathroom.

The second floor of the Morse and Wade Building has an unusual combination of rooms. The outside walls are plastered, but for the most part, the interior partitions and ceilings are sheathed with beaded boards. There are four ways to reach the second floor. The stair from the first-floor hall rises just east of center and near the south end of the building. The exterior stair at the rear of the building accesses the second floor through a door just west of center. The interior stair along the west wall of the rear of the store enters the second floor approximately one quarter of the way north of the rear of the building. The exterior stair along the west elevation opens to the northwest room of the second floor. The east half of the second floor is open, with a row of chamfered wood support posts running north-south just east of the center of the building. The ceiling in this area has partially collapsed. While originally this side of the floor may have been partitioned into a row of small hotel rooms along the east wall, the partitions apparently were soon removed in the conversion of the space to the sewing room of the tobacco sack factory. Two or three rows of small sewing machines, possibly with as many as ten in a row, occupied the space. Though now deteriorated, the northwest corner room was the fanciest in the building. Its use over time is not known, but at one time it was used as a guest room. This is the room to which the exterior stair on the west side of the building leads. A five-panel door with transom opens to the room from the outside. Another door opens to the second floor's large manufacturing space. The room features a heavily molded plaster cornice, a decorative ceiling medallion, baseboards with a molded cap, the same applied beaded molding on the window casings as found on the first floor, and a post-and-lintel mantel. The next room to the south once housed Anna Laura Morse's office. It is a plain room with plastered walls on the north and west, beaded board partitions on the east and south, and a

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post-and-lintel fireplace mantel. A five-panel door with transom opens to the manufacturing area. South of the office is an open area which may originally have been partitioned into rooms. At the northeast corner of this space, an enclosed, steep stair with narrow treads leads to the roof. In the southwest corner of the second floor is a simple room that may have been used as a bedroom. Along the north side are closets and cabinets.

Garage

Only one outbuilding survives with the Morse and Wade Building. It is a garage located along the east property line toward the rear of the property. The single-bay garage, which probably dates from the 1920s or 1930s, is a rectangular, frame structure with weatherboard siding, a metal-sheathed hipped roof, and an automobile opening on the west side.

Integrity Assessment

Much of the interior of the Morse and Wade Building, particularly on the east half, is deteriorated. Nevertheless, much of the original interior fabric remains intact, revealing many of the ways in which the Morse family used the building over time. The brick exterior is exceptionally well preserved and is one of the best examples of its type and period in the county. The building retains its original location and setting. Thus, the Morse and Wade Building retains historic integrity in terms of location, setting, design, materials, workmanship, feeling, and association.

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Morse and Wade Building
Yadkin County, North Carolina

SIGNIFICANCE

Summary

In 1888, the year after the small Yadkin County town of East Bend was incorporated, Thomas Evan Morse (1847-1924) purchased a half-acre lot upon which he soon built a two-story brick commercial building. Morse formed a partnership with Otis Wade (1865-1938), younger brother of his wife, Anna Laura Wade (1859-1940), and under the name Morse and Wade, they took advantage of business opportunities they saw in the East Bend community, adapting, as necessary to a changing local economy.

For more than a decade, 1890-1902, the partners operated the Morse and Wade Store in the west half of the new brick building. As a general store, it offered for sale a wide range of products for home and farm. It also functioned as a trading center, for Morse and Wade purchased products, such as fresh country produce and beef hides, from local farmers to sell in outside markets. Typical of stores in the late nineteenth and early twentieth centuries, the Morse and Wade Store served social and civic functions as well as a commercial one. Townspeople visited with friends and acquaintances while at the store, sharing the latest local and personal news. A telephone connecting East Bend with the rail connection at Donnoha was located at the store in the mid 1890s, and from 1903 to 1914, the post office was housed in the building. During approximately the same years in which the Morse and Wade Store occupied the west half of the building, the east half contained the Yadkin Valley Hotel, one of only two in East Bend at the time. It had private rooms for travelers and also was the scene of occasional dinners and receptions.

Around 1903, Morse and Wade closed the hotel and the store, converting the commercial use of the building to an industrial use. Industry during the early twentieth century in Yadkin County was both limited and small in scale, consisting primarily of flour mills, small tobacco factories (one of which Morse and Wade owned), lumber mills, and carriage works. When the small tobacco factories closed, unable to compete with such tobacco giants as R. J. Reynolds and American Tobacco, Morse and Wade decided that they could fill a niche in the changing tobacco industry by producing, on a large scale, small cloth bags for holding smoking tobacco. These tobacco bags were partially sewn on machines on the second floor where the hotel rooms had been located, were then farmed out to area women who did the finish work, and finally were collected and sold to large tobacco manufacturers in North Carolina, Virginia, and Kentucky. This local industry operated from at least 1903 to 1940, not only turning a profit for the Morse and Wade families, but also assisting the local economy by hiring factory workers and providing some extra income for many area farm wives who did the finish work on the bags in their own homes. Because of its significant associations with commerce and industry in East Bend and Yadkin

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County during the late nineteenth and early twentieth centuries, the Morse and Wade Building fulfills Criterion A for listing in the National Register.

The Morse and Wade Building also meets National Register Criterion C because of its significance in Yadkin County's architectural history. One of the oldest commercial buildings in the county, it is the most intact of the brick commercial buildings erected from ca. 1890 to ca. 1910. A rare surviving example, it possesses both the general features typical of its building type and period as well as distinctive features that relate to its earliest uses as a store and hotel and its later use as a tobacco bag factory.

Throughout the Morse and Wade Building's years of commercial and industrial use, it also served as the residence of the Morse family. Anna Laura Morse, known as the dominant member of her family, was heavily involved with the businesses of her husband and brother, and after their deaths, continued operating the tobacco bag factory until her death in 1940. Thereafter, daughter Rosebud Morse Garriott, who practiced dentistry across Main Street in the Davis Brothers Store building, continued to reside in the Morse and Wade Building until her death in 1980. In 1990, after a century of Morse family ownership, the building was sold out of the family.

The period of significant for this locally significant building spans the years from ca. 1890, when the Morse and Wade Building was constructed, to 1940, when Anna Laura Morse died and the building ceased its productive years, first in commerce and then in industry, although it retained its residential use for another forty years.

Historical Background

The Yadkin County community first known as Banner's Store took the name East Bend around 1849, when a post office was established at that place. The name derived from the village's proximity to the large east bend of the Yadkin River that formed the boundary with Forsyth County. In 1887 the town was incorporated by an act of the General Assembly (Rutledge, 31).

In 1888, a year after the town's incorporation, T. E. Morse purchased a lot containing .57 of an acre from W. E. Benbow, one of several generations of Benbow physicians in East Bend. The physical description of the lot sold to Morse is identical to that of the current deed associated with the Morse and Wade Building. Morse's high purchase price of \$1,750 suggests the presence of one or more buildings on the property at the time of the sale (Deed Books K, p. 440; 304, p. 706; 523, p. 56). Additionally, the East Bend post office was later reported to have been on this site (but not in the Morse and Wade Building) in 1882, and photographs of the property which probably date from the 1920s or 1930s show that there were several frame buildings toward the rear of the lot (Rutledge, 36-37). Nevertheless, it seems unlikely that the present two-story brick commercial building stood prior to the sale of the property to Morse. Exactly when the Morse and Wade Building was erected is not known, but Morse

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probably wasted little time after his purchase of the property before erecting the building that remained in his family ownership for the next century. Several documentary references suggest that the building was standing by the early 1890s. Thus a construction date of ca. 1890 seems appropriate.

Thomas Evan Morse (1847-1924) was a merchant in Mecklenburg County, Virginia prior to moving to East Bend (*The Yadkin Ripple*, April 4, 1940). When he moved is not known, other than that the 1888 deed for his store lot indicates that by that time he was already a resident of Yadkin County (Deed Book K, p. 440). While living in Virginia, Morse had married Anna Laura Wade (1859-1940), a resident of Brunswick County, Virginia, whose parents, Thomas and Permelia Gholson Wade, had been born in East Bend (Yadkin County Vital Statistics, Deaths, Volume 15, p. 79). Thomas Morse formed a partnership with Anna Laura's younger brother, Otis Wade (1865-1938), and under the name Morse and Wade, they conducted several businesses in East Bend, their business name becoming a household word in the area for two generations (*The Yadkin Ripple*, April 4, 1940).

Thomas Morse and Otis Wade took advantage of business opportunities they saw in the East Bend community and shifted their endeavors as the local economy changed. Throughout the years of the several commercial and industrial uses of the Morse and Wade Building, it also served as the residence of the Morse family, who lived in various parts of the building, depending on the space needs of the businesses at any given time. Additionally, from 1903 to 1914, the Morse and Wade Building housed the local post office, with Bettie V. Whittington serving as postmistress. During the first several years of the twentieth century, Morse and Wade also operated their own tobacco factory—in the late 1890s they had run the Hall and Davidson Tobacco Factory—which stood on Flint Hill Road just south of town next to the home of Otis and Ella Hunt Wade. Also during the same period, they owned a canning factory located on Flint Hill Road not far south of the store lot (Rutledge, 37; Branson, 1896, 1897; *N.C. Year Book*, 1902, 1904, 1905, 1906, 1907; Harrell Interview).

Initially, the Morse and Wade Building housed the Yadkin Valley Hotel in the east half and the Morse and Wade Store in the west half. Painted directly on the building's brickwork, still-visible signs proclaim these original uses of the building. A panel on the upper facade of the east half of the building says "HOTEL," while in the same location on the west half of the facade, a panel says "MORSE & WADE." Near the top of the west elevation are the painted words "YADKIN VALLEY HOTEL."

Morse and Wade were listed with a general store in business directories from 1890-1902 (Branson, 1890, 1896, 1897; *N.C. Year Book*, 1902). During its earliest years, the store provided a special service to East Bend residents. A notice in the November 14, 1894, issue of *The Yadkin Ripple* proclaimed that "Donaha [Donnoha] and East Bend were connected by telephone last Saturday night. . . . If you want to telephone Donaha call at Morse & Wades" (*Heritage*, 114). Donnoha, located across the Yadkin River in Forsyth County, was East Bend's closest connection with the railroad, and thus immediate communication between the two would have been of great benefit to local business and industry. An 1895 newspaper advertisement for Morse and Wade provides a good picture of the types of

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merchandise the store sold, but it also lists items the store was seeking to purchase, indicating that Morse and Wade's was a local trading center. Listed for sale were just-received wheat fertilizer, axes, and dry goods, including shoes, hats, pant goods, dress goods, and materials for making wraps and cloaks. Fabrics for all seasons were stocked. The fall stock of millinery was emphasized and, according to family tradition, Anna Morse made some of the ladies' hats herself. In this particular ad, Morse and Wade was offering to pay top price for all kinds of country produce as well as for one thousand beef hides (*The Wave*, October 16, 1895; Harrell Interview). Other clues about the store come from business correspondence. In January 1903, the Merchants Grocery Company, a wholesale grocer in Greensboro, placed an order with Morse and Wade for blackberries, apples, and "3 lb. Pie peaches." (Merchants Grocery Co. Letter). Although the store was no longer listed in business directories after 1902, apparently there was still trading going on, at least occasionally, for on December 24, 1913, T. E. Morse wrote a letter begging to have anything that might have arrived at the Donnoha Depot for them sent on immediately by wagon to East Bend. Morse was waiting to receive rockers, nuts, vases, and coconuts, and feared that if they did not arrive, Christmas would be ruined (T. E. Morse Letter to F. Goolsby).

For at least a decade, the Yadkin Valley Hotel occupied the east half of the Morse and Wade Building, although how much of it is not clear. Presumably, the common areas, such as the parlor and the dining room, were located on the first floor. Physical evidence suggests that a row of small private rooms was located along the east wall of the second floor. The earliest known reference to the hotel dates from 1892, when the catalog for East Bend's Union High School listed "Two beautiful and well-equipped hotels, the Benbow Home and the Yadkin Valley Hotel, and they are a credit to any town and community" (Rutledge, 35). The next known reference to the hotel was for its role in a special celebration reported in the December 18, 1894 issue of *The Yadkin Ripple*. Otis Wade, a "prominent young merchant of East Bend," had married Ella Hunt Wade in a ceremony performed by her father, the Reverend Isaac N. Hunt at his residence near Pinnacle in Stokes County. After the ceremony, a wedding party was given at the Yadkin Valley Hotel, where Mrs. T. E. Morse decorated the table, and the Shore and East Bend string bands played (Brumfield, *Abstracts of Genealogical Items*, 14). The hotel was listed, with T. E. Morse as proprietor, in the *North Carolina Yearbook and Business Directory* in both 1902 and 1903. The following year, there was no listing for the hotel, but, for the first time, Morse was listed as a tobacco bag manufacturer (*N.C. Year Book*, 1902, 1903, 1904).

Since the late nineteenth century, small cloth bags had been made locally to hold smoking tobacco produced in several area factories. Around the turn of the century, two of these small tobacco factories—the J. A. Martin Factory and the Morse and Wade Factory—were located in East Bend. However, by 1905, Martin had closed his factory, and soon thereafter Morse and Wade followed. Like countless small tobacco factories scattered across the Piedmont, they simply could not compete with the rise of such tobacco giants as the R. J. Reynolds and American Tobacco companies (*N.C. Year Book*, 1902-1907; Rutledge, 31-32).

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Morse and Wade Building
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Seeing that the day of the small tobacco factory was quickly coming to a close, Morse and Wade rightly determined that by producing the small tobacco bags on a larger scale, they could fill a niche in the changing tobacco industry—a niche that could become more profitable than operating a hotel and a general store. Thus, they turned away from their hotel, and largely from their store, and began the production of tobacco bags in their brick commercial building on Main Street. From at least 1903 until 1940, the company remained in production, selling various sizes of bags to large tobacco manufacturers in North Carolina, Virginia, and Kentucky (Orders and Receipts).

Making tobacco bags was a multi-step process. At the Morse and Wade Building, the unbleached muslin used for the bags was first ironed on long tables in the basement. The fabric was then taken to the second floor, where the main production took place. The removal of the partitions from the small hotel rooms on the east side had left a large open workspace. There, tiny sewing machines were arranged in two or three rows, with perhaps as many as ten in a row. The machines were connected by a belt to an engine located in a frame shed attached to the rear of the building's first story. The factory office was located in a separate room west of the sewing machines. The bags—made in a range of sizes including two ounces and one pound—were hemmed and sewn at the Morse and Wade factory. One person would turn the material over and then another person would run it through the machine. The number of factory employees is not known. After the factory work was completed, the partially-made bags were packed in larger bags and delivered by wagon, following regular routes, to homes throughout the county. There, women and children completed the remaining work, often in assembly-line style. The bags had to be clipped apart and turned right side out, after which drawstrings were run through the hem and tied. Finally, the bags were counted and tacked into bundles. Sometimes tags had to be put on the drawstrings by hand. After a specified period of time, the factory wagon came again, bringing more bags to be worked and picking up those that had been completed. In addition to the regular factory route, others in the county came to East Bend in their own wagons to pick up and deliver their bags. The home workers were paid by the thousand of bags completed (Harrell Interview; *Heritage*, 91-92).

The tobacco bag factory turned out to be a successful undertaking for the Morses and Wades. After operating a hotel, a store, a tobacco factory, and a cannery, the bag factory became, by far, their longest running business. In addition to what the factory meant to the financial success of its owners, it also contributed to the local economy by hiring employees for the factory and by providing some welcome income to many a country woman in the area. Not that any of these women became wealthy working on tobacco bags, but the extra money they were able to earn in this cottage industry provided for many needs and wants, which, in turn, helped the local economy as a whole (*Heritage*, 91-92).

Thomas Evan Morse died in 1924 at the age of seventy-seven. According to his will, he left all his possessions, including the Main Street building, to Anna Laura Morse, except for \$400, which he divided evenly among their four living children (Will Book 4, p. 61). Otis Wade died fourteen years after Morse, in 1938. Very little is known about the personal lives of the two business partners. Both, along

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with Anna Laura Morse, were charter members of the East Bend Methodist Church, and in 1904 Thomas Morse served on the East Bend Board of Aldermen (*Heritage*, 206; Rutledge, 33).

Much more is known of Anna Laura (Wade) Morse as a person. When she died in 1940, her obituary described her as “one of Yadkin county’s [sic] best known women, both in business and social life.” The obituary continued that, after the deaths of Thomas Morse (her husband) and Otis Wade (her brother), Anna Morse carried on the tobacco bag business (*The Yadkin Valley Ripple*, April 4, 1940). More information comes from the memories of two of her grandchildren, Meredith Lee Harrell and George Waynick Jr. According to both, Anna Morse was the dominant partner in her marriage. She was an enterprising, take-charge sort of woman, who was very involved in the Morse and Wade businesses, particularly the tobacco bag factory. Her office was located on the second floor across from the sewing machines (Harrell Interview; Waynick Interview).

Anna Morse was largely responsible for the directions the Morse children—three daughters and a son—took in life. She named them: Erie, for her blue eyes like Lake Erie; Rosebud, because she had lips the color of roses; Italy, because she was sunny as Italy; and Duke, named for tobacco manufacturer Buck Duke. Anna did not stop with naming her own children; when Erie and her husband had a daughter, they wanted to name her Ruth. However, Anna said that they must name the baby Meredith Lee, to be called Merilee, and thus it was. Always forward thinking, Anna wanted her children—especially her daughters—to go into professions, so they would not have to depend on a man for their support. Rosebud, Italy, and Duke all became dentists, while Erie became a secretary. Rosebud practiced dentistry in the Davis Brothers Store (NR, 1994) across Main Street from the family business and home, but lived throughout her life in the Morse and Wade Building, even after she married Leonard Garriott (Harrell Interview; Waynick Interview).

Anna Morse lived in the Morse and Wade Building until her death in 1940; Rosebud, who inherited the building from her mother, continued to live there until her death in 1980 (Will Book 6, p. 33). The Morse family owned and occupied their brick commercial building/home for nearly a century. After Rosebud’s death, her heirs continued to own the property until 1990, when they sold it to Wade M. Hobson. In 2001, Hobson and his wife sold the Morse and Wade Building to its present owners, John M. and Barbara K. Norman (Harrell Interview; Norman Interview; Deed Book 304, p. 706; 523, p. 56). They plan to sensitively rehabilitate and preserve it for their home and business.

Commerce and Industry Contexts

The late nineteenth and early twentieth centuries formed a period during which there was a great increase in the number of small business and mercantile establishments in Yadkin County, as elsewhere in North Carolina. In 1872, *Branson’s North Carolina Business Directory* listed twelve general merchants in the county. By 1884 this number had increased to thirty-six, and in 1897 there were forty-

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seven general merchants. Some of these stores were located at crossroads communities throughout the county, while others were concentrated in the towns of Boonville, East Bend, Jonesville, and Yadkinville. In 1909 East Bend, population 640, boasted three general stores and the newly established Yadkin Valley Bank (Phillips, 5-6).

General stores during this period were important for two primary reasons. First, they provided at one location a variety of goods needed for both the household and the farm—those things that could not be produced on the farm. Second, they played a social role in the community. Such buildings were often used for various civic functions, such as the post office or voting place. It was common for the meeting rooms of local organizations or lodges to be found on the second floor of larger commercial buildings and, in towns, professional offices were often located on the second floor. Whether at a crossroads or in a small town, these stores were the scene of much exchange of local and personal news (Phillips, 6).

The ca. 1890 Morse and Wade Building is the oldest known commercial building in East Bend and is among the oldest in Yadkin County. For years it anchored the east end of the town's commercial center, joined after 1913 by the Davis Brothers Store (NR, 1994), located across Main Street. Like many commercial buildings, the Morse and Wade Building housed a variety of functions through the years, reflecting changing needs in the community. For at least its first decade, it served East Bend as both a general store and as the Yadkin Valley Hotel. As such, it was a drawing place for people in the community. The store itself was a trading center, for it both sold goods—for the home and farm—to those in the community, and purchased goods, such as country produce and beef hides, from area residents for resale in other markets. The hotel provided both comfortable rooms for visitors to East Bend, probably mostly those in town on business, and also a place where dinners or receptions could be held. Other local services available at the Morse and Wade Building during its years as a store and hotel included, in the mid-1890s, telephone service between East Bend and Donnoha—the point of connection for rail service—and the post office, housed there between 1903 and 1914. During all its years of operation, portions of the Morse and Wade Building also served as home to the Morse family who ran the businesses housed there (Branson, 1890-1897; *N.C. Year Book*, 1902-1903; *The Wave*, October 16, 1895; *The Yadkin Ripple*, December 18, 1894; *Heritage*, 114; Rutledge, 37; Harrell Interview; Waynick Interview).

During the early years of the twentieth century, the Morse and Wade Building was converted from commercial use to industrial use, all the while providing living quarters for the Morse family. After the hotel rooms on the second floor were removed, creating a large, open workspace, the building turned to the manufacture of small cloth tobacco bags. The first stages of the process took place in the building, after which the bags, under Morse supervision, were sent out to area farm wives for finishing and then recollected for shipment. The tobacco bag factory remained in business until at least 1940 (*N.C. Year Book*, 1904; Harrell Interview).

The late nineteenth and early twentieth centuries saw the continuation of an economic order in

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Yadkin County that was little changed from what it had been in previous decades. Agriculture remained the primary source of income for most of the population, while manufacturing was still limited and was characterized primarily by its small scale. Roller mills, such as the Boonville Flour Mill in that town and the Shore-Butner-Allgood Mill in the Flint Hill vicinity southeast of East Bend, were scattered across the county, many still powered by water. Other than flour mills, the predominant manufactures included carriages, lumber, and tobacco. These were located primarily in East Bend. By 1909, the town had nine manufacturing plants, three of which produced carriages, including the immense buggy factory operated by J. G. Huff. East Bend also had several tobacco factories, one of which was owned by Morse and Wade. All of these buildings are gone (Mohney, 58-61, 63; *N.C. Year Book*. 1902-1903).

The Morse and Wade Building is a both a rare and an unusual survivor of the commercial and industrial activity that took place in Yadkin County, and particularly in East Bend, during the late nineteenth century and first few decades of the twentieth century. It is rare because it is one of the few surviving commercial buildings from the late nineteenth century in the county and because it is one of even fewer industrial sites from the early twentieth century. It is unusual in that its industrial use as a tobacco bag factory occurred in what had been built as a commercial building, and because the tobacco bag factory demonstrates a local adaptation to a changing economy. Although tobacco continued as the county's primary cash crop, tobacco manufacturing phased out as the small tobacco factories in the area were unable to compete with the tobacco giants of the early twentieth century. The production of cloth bags to hold smoking tobacco found a market in the large tobacco factories in North Carolina, Virginia, and Kentucky that promised the Morse and Wade families a greater income than they had been able to make in their store and hotel. The tobacco bag factory also provided work and, therefore, some extra income for Yadkin County farm wives. Preparing the finish work on the bags was something that these women could do to supplement the family income while remaining within the comfort of their own homes.

Architecture Context

Late nineteenth and early twentieth-century commercial buildings are becoming increasingly rare in Yadkin County. Those that survive are representative of a once more numerous group. Most of those built at or near rural crossroads were frame, such as the Hanes-Johnson Store in Lone Hickory, the Stimpson-Taylor Store in Smithtown, and the Billy Gough Store in Hamptonville. The towns had a combination of frame and brick commercial structures. Documentary photos of East Bend, Boonville, and Yadkinville show that two-story frame structures were once common. Boonville retains several good examples, including Day's Dry Goods Store, the James M. Jones Store, and the Wilmouth-Hayes-Matthews Store. Several frame stores remain in East Bend, such as the Smitherman Store. Those in Yadkinville have been, for the most part, replaced (Phillips, 7).

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Many frame stores were later replaced by brick structures, which became more fashionable and were less of a fire risk. Yadkinville retains several early twentieth-century brick commercial buildings, but most of these have been altered. A better selection remains in East Bend, with the two-story Morse and Wade Building (ca. 1890), the one-story Yadkin Valley Bank (1909), and the two-story Davis Brothers Store (1913). These brick stores are of relatively simple design, and in their flat-roofed, rectangular form, vary little from the frame stores that often preceded them. Store fronts and entrances are located on the first story, while a more-or-less symmetrical row of sash windows characterizes the second story. Most have flat roofs that are gently sloped from front to rear. The brick stores are located in close proximity to the street, and are either freestanding or in a row (Phillips, 8).

The Morse and Wade Building is one of the oldest commercial buildings in Yadkin County. Remarkably well preserved on the exterior, it is the most intact of the brick commercial buildings erected in the county from ca. 1890 to ca. 1910. Possessing the typical general features of commercial buildings erected during this period, its facade is nonetheless distinctive in design. It simultaneously gives the impression of a single building, with unifying segmental-arched sash windows on the second story and a deeply corbeled cornice, and of a pair of contiguous buildings divided by a central pilaster into two sections with different original uses defined by the treatment of the first story. The east half, whose original use is identified by the painted word "Hotel" in a recessed panel above the second-floor windows, has two wood-paneled front entrances with transoms flanking a central window like those on the second story. One entrance was undoubtedly the hotel entrance, while the other entrance may have been to the Morse family living quarters. The west half of the facade, with the painted brick "Morse & Wade" sign above the second-story windows, is easily identified as the general store because of its large period display windows and central recessed entrance with its double-leaf door and transom. Segmental-arched windows and doors and two exterior stairs to the second floor characterize the remaining three elevations. Although the interior has deteriorated, it nevertheless retains significant late-nineteenth-century details, including store shelving, stairs, mantels, and moldings. When the Davis Brothers Store (NR, 1994) was erected across Main Street in 1913, it continued the general features of the earlier Morse and Wade Building. However, detailing such as flat-headed sash windows and the classical dentiled cornice reflect its later date of construction and typical changes in detailing that had evolved since the late-nineteenth-century construction of the Morse and Wade Building nearly a quarter of a century earlier.

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GEOGRAPHICAL DATA

Verbal Boundary Description:

The boundary of the nominated property is defined as Yadkin County Tax Parcel 595019503912.

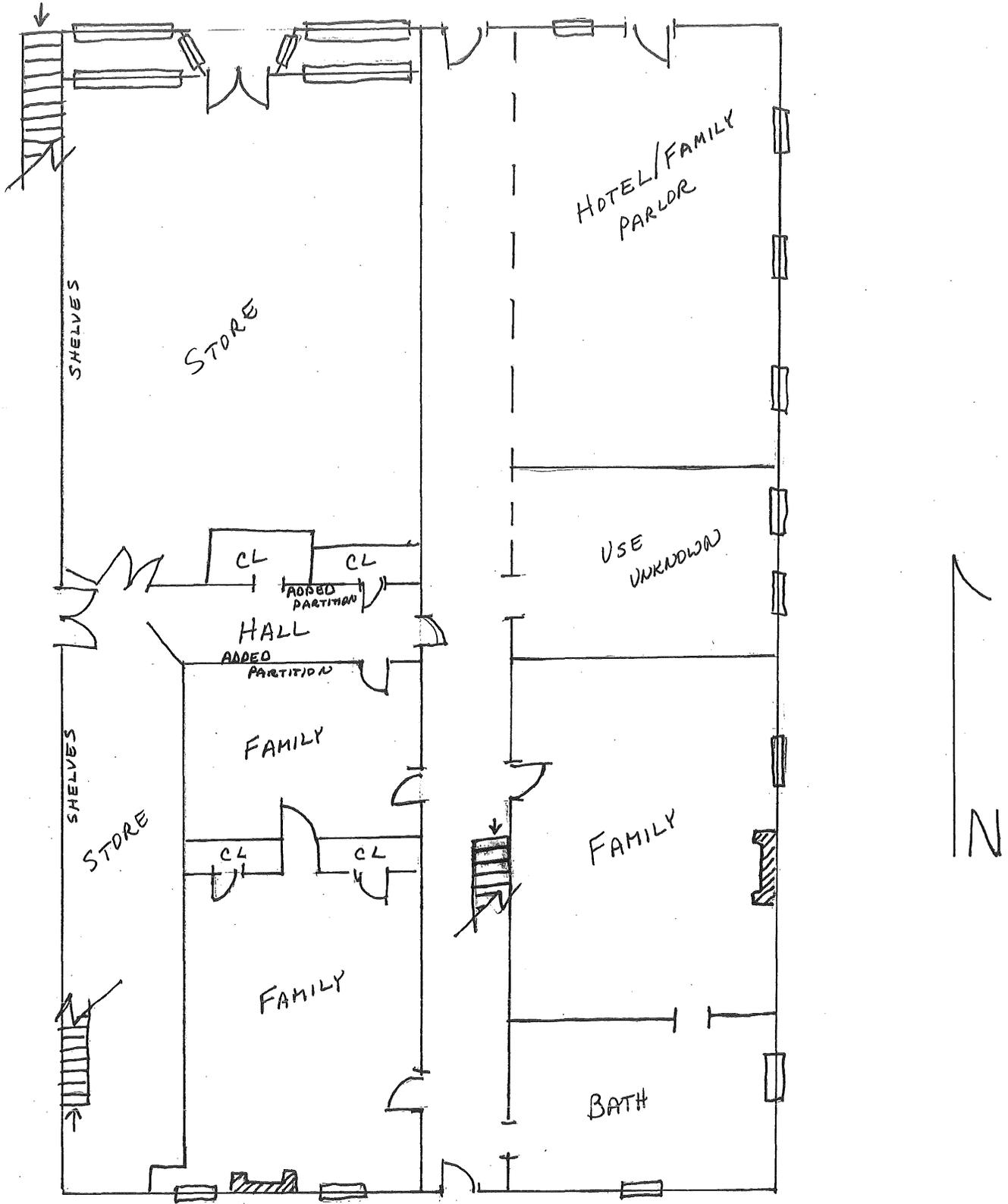
Boundary Justification:

The nominated property, consisting of a tract of 0.57 acre, constitutes the historic and current setting of the Morse and Wade Building.

PHOTOGRAPHS

The following information for #1-5 applies to all nomination photographs:

- 1) Morse and Wade Building
- 2) East Bend, Yadkin County, North Carolina
- 3) Laura A. W. Phillips
- 4) October 2003
- 5) State Historic Preservation Office
- 6-7) A: Overall, view to SE
 - 1: North facade, view to SW
 - 2: West elevation, view to E
 - 3: South elevation, view to N
 - 4: East elevation, view to NW
 - 5: Garage, view to NE
 - 6: Environment, view to SE
 - 7: Store room, west side first floor, view to N
 - 8: Stair to second floor, view to SW
 - 9: Northwest guest room, second floor, view to NW
 - 10: Anna Morse's Office, west side second floor, view to W
 - 11: Sewing room, east side second floor, view to N



Morse and Wade Building
 East Bend, North Carolina

First Floor Schematic Plan
 - Not to Scale -

EAST BEND QUADRANGLE
NORTH CAROLINA—YADKIN CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)

4956 IV SW
(PINNACLE)

32'30" 542 1 550 000 FEET 544 80° 30' 36° 15'



4011
910 000
FEET
4010
4009
WINSTON-SALEM 11 MI.
4007
12'30"

MORSE AND WADE BUILDING
EAST BEND, YADKIN CO.,
EAST BEND QUAD
SCALE-1:24,000
ZONE-17
E-544270
N-4007850

E A S T B E N D

