

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

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date entered _____

1. Name

historic North Long Street - Park Avenue Historic District

and/or common \_\_\_\_\_

2. Location

street & number \_\_\_\_\_ not for publication

city, town or Salisbury \_\_\_\_\_ vicinity of \_\_\_\_\_ congressional district \_\_\_\_\_

state North Carolina code 1037 county Rowan code 159

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<u>N/A</u>	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input checked="" type="checkbox"/> private residence
			<input checked="" type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other

4. Owner of Property

name Multiple owners - see Property Owner's list

street & number \_\_\_\_\_

city, town \_\_\_\_\_ vicinity of \_\_\_\_\_ state \_\_\_\_\_

5. Location of Legal Description

courthouse, registry of deeds, etc. Rowan County Register of Deeds

street & number Rowan County Courthouse Annex, N. Main St.

city, town Salisbury state North Carolina

6. Representation in Existing Surveys

title The Architecture of Rowan County has this property been determined eligible?  yes  no

date 1983 federal  state   county  local

depository for survey records N.C. Division of Archives & History

city, town Raleigh state North Carolina

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## 7. Description

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<b>Condition</b>		<b>Check one</b>	<b>Check one</b>	
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed			

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### Describe the present and original (if known) physical appearance

The North Long Street-Park Avenue Historic District, consisting of the large and elaborate houses of prosperous businessmen, large but more modest rental houses, and the smaller dwellings of middle income residents such as clerks, salesmen, and railroad employees, is an important element in the development of Salisbury during the late nineteenth and early twentieth century.

The area comprising the district is located in the eastern section of Salisbury. It is an L-shaped district including the 400-500 blocks of N. Long Street and the 400-600 blocks of Park Avenue. A few dwellings in the 300 blocks of N. Long Street and E. Kerr Street are also included. Although significant structures are sprinkled throughout the district, the major concentrations of important structures occur at the intersection of N. Long and Cemetery Streets and at the intersection of Park Avenue and N. Shaver Street. There is no particular evidence that these corner lots were considered more desirable than other locations in the district and some of the district's most elaborate early houses were not built at these major intersections. However, the prominent location of those corner lots does seem to have inspired the imagination of house builders. The early development of the district centered along the 400 block of Park Avenue and the concentration of significant structures on that street make it clear that the early developers of the district intended Park Avenue to be a focal point of the neighborhood.

The district is surrounded by industrial and residential development that, while contemporary with the district, is not of the same historical and architectural character. The district is defined on the west by the tracks of Southern Railway Co. and the modern light industrial and storage area that has developed along the tracks. It is defined on the north, south, and east by late nineteenth and early twentieth century working-class housing. Although much of this area developed along with the district, its architectural character and historical associations demand that it be included in a district of its own and not be included in the North Long Street-Park Avenue District. The district is also bounded on the southeast by the Cannon Mill industrial complex. The mill was established in 1895 as the Kesler Manufacturing Co. and became part of Cannon Mills in 1928. It is closely associated with the development of much of the working-class housing surrounding the district on the north, south, and east, and cannot be included in the residential area along N. Long Street and Park Avenue.

The district is a residential area, but it does contain a few non-residential structures. It contains forty-six dwellings, one church, and two commercial buildings. These forty-nine structures are divided into ten pivotal properties, thirty-five contributing structures, and four structures designated as fill. There are also two intrusions and three vacant lots in the district.

The housing stock of the neighborhood consists of one and two story frame dwellings built during the last decade of the nineteenth century and the first quarter of the twentieth century. However, a few brick and stone structures can be found in the neighborhood. The district is an interesting combination of dwellings built as owner-occupied houses and those originally built as rental houses. The owner-occupied houses possess a higher level of exterior and interior

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elaboration than the rental houses. This situation is evident along the northwest side of N. Long Street, where large, but modest rental houses sit close together at street level, and on Park Avenue, where more elaborate owner-occupied houses sit on slightly terraced lots above the street level. Like other late nineteenth and early twentieth century residential neighborhoods in Salisbury, the visual appearance of the district is enhanced by numerous trees and a variety of landscaping. In some instances, individual dwellings are almost hidden from the street by trees or other landscaping features.

The district was developed by the Central Land Company after the company purchased much of the land in East Salisbury from Edwin Shaver in 1891. The company had been organized to develop this section of town by such prominent Salisbury businessmen as John S. Henderson, J. Samuel McCubbins, I. H. Foust, and Napoleon Bonaparte McCanless. The company began to sell lots in the district in 1891 and the area quickly began to develop as a residential area of elaborate frame residences built by prosperous Salisbury businessmen for their own use and for real estate speculation. Some of the first houses in the district were built by McCubbins, McCanless, and P. H. Thompson, all officers and directors of the Central Land Co. By 1895, nine dwellings had been built in the district.

During the last few years of the nineteenth century, the development of the district was impacted by the establishment of the Kesler Manufacturing Co. near the northeastern edge of the district in 1895, and the establishment of Southern Railway's repair and maintenance facility at nearby Spencer in 1896. The establishment of the Kesler Mill stimulated the development of the working-class neighborhood around the district, prevented the district's expansion eastward, and helped insure that it would develop as a neighborhood characterized by an interesting mix of prosperous and middle-income residents. The establishment of Southern Railway's facility at nearby Spencer, N.C. brought in large numbers of railroad workers, many of whom settled in district during the last few years of the nineteenth century and the first few years of the twentieth century. This also helped create the interesting socio-economic mix that characterizes this district as well as other late nineteenth and early twentieth century Salisbury neighborhoods. At the end of the nineteenth century thirteen dwellings and one store building had been built.

The district experienced its most intense period of development during the first decade of the twentieth century when twenty-eight dwellings were built. It was during this period that the district responded to the establishment of the nearby Kesler Mill and Spencer Shops. Although the first houses built in the district were elaborate dwellings built by prosperous Salisbury businessmen, the houses built during the first few years of the twentieth century were more modest dwellings built as rental houses, or for occupancy by middle-income residents. A few elaborate houses were built during this period, but the great majority of the dwellings built during the twentieth century were less elaborate than the district's first houses built during the 1890s.

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By 1910, forty-one dwellings had been built and the district had assumed much of its present appearance. During the next fifteen years only ten dwellings, one church and one commercial building were built. By 1925, the district was almost entirely developed to its present appearance. It remained stable into the 1950s and then began to decline. During the early 1970s, two of the districts dwellings near the intersection of N. Long Street and Park Avenue were demolished and a modern apartment building and convenience store were built. The district as a whole, however, has survived with a high degree of architectural integrity.

The district possesses a rich architectural fabric of styles popular during the last decade of the nineteenth century and the first quarter of the twentieth century. The original late Victorian character of the district is represented in several of its earliest houses along Park Avenue and North Long Street. These houses were built during the period 1891-1907 and are characterized by asymmetrical compositions featuring hipped and gable roofs and projecting bays. They also feature porches with a variety of turned decoration, and, in their most elaborate form, feature a variety of eclectic exterior detail. Their interiors usually feature an interesting combination of paneled wainscoting, handsome stairs with turned newels and balustrade, and a variety of mantels with turned decoration or more formal ones with columns and mirrored over-mantels.

Representing this late Victorian character at its height is the McCubbins-McCanless-Clark House located at 424 Park Avenue. Easily the most elaborate dwelling in the district, this two-and-one-half story house is characterized by an asymmetrical composition featuring a high hipped roof with gables over projecting two-story bays at the front and sides. It also features an extremely handsome porch with unusual turned posts and solid pendant brackets with sunburst designs. The exciting visual interest of the house is enhanced by the eclectic combination of sunburst designs, rounded shingles and heavy molded brackets found at the gables. Such unusual exterior elements as the fan-shaped surround found on an arched stairway window and the patterned brickwork on a tall end chimney with exposed face add to the exciting individuality of this dwelling. This exciting eclectic character is continued on its interior by the interesting combination of an open stair with closed string and turned newels and balustrade, arched doorways, paneled wainscoting and a downstairs mantel with carved posts and heavy shelf supported by molded brackets.

Although smaller and built more than a decade later in 1904, the Misenhimer-Ruffy House located at 429 Park Avenue also represents the late Victorian character of the district at its highest level. This highly decorated one-story cottage is characterized by a rambling, asymmetrical composition created by a high hipped roof and projecting front and side gables. Its eclectic exterior appearance is further enhanced by its rich gable ornament, its handsome porch featuring turned posts and balustrade and an airy spindle gallery, pedimented window caps, and molded brackets which adorn its porch, roof, and projecting gables. This rich eclectic character is maintained on its interior which features

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asymmetrically molded door and window surrounds, french doors with a large fanlight transom, and elegant mantels with columns, adamesque design, and a mirrored overmantel. Built during the first years of the twentieth century but not matching the earlier elaborate Victorian dwellings in eclectic exterior decoration, other dwellings represent the district's Victorian character in a more modest form. These modest Victorian dwellings are best represented by the D.C. Bradshaw House located at 432 Park Avenue. Although it does not possess the rich eclectic exterior decoration of its neighbors, the Victorian character of this two-and-one-half story stuccoed dwelling is emphasized by its asymmetrical composition featuring a high hipped roof interrupted with projecting front and side pedimented gables, dormers, and a three-stage corner tower with a conical roof.

The district possesses a substantial turn-of-the-century architectural character, imparted during the few years just before and after the turn-of-the-century as the district experienced its most intense period of development. This group of dwellings, concentrated primarily along the northwest side of N. Long Street close to the railroad tracks, consists of large two-story dwellings built as rental houses and smaller one-story cottages, usually built as owner-occupied houses. These houses are characterized by less eclectic exterior and interior ornament than characterizes their Victorian neighbors. The large two-story houses have symmetrical and asymmetrical compositions featuring hipped roofs with projecting front and side gables, and occasionally a projecting central entrance bay. The only exterior ornament found on these houses are occasional pedimented or diamond-shaped gable vents. A variety of porches run across the facades of these large turn-of-the-century rental houses. Some houses have porches supported by short, paired columns, while others have porches with tall, single columns. Still other houses have porches supported by tapered wooden piers of the Bungalow style. This group of houses is best represented by the Ellington- Brown House located at 408 N. Long Street. It features an asymmetrical composition created by a high hipped roof with a projecting front gable with diamond-shaped louvered vent and cornice returns. It also features a full facade porch supported by paired columns set on brick bases. The smaller owner-occupied houses are best represented by the Coggin-Ludwig House located at 418 N. Long Street. This one story frame house features an asymmetrical composition with front and side gables with square, louvered vents. Its facade is defined by a turned post porch with squared-in-section balustrade. The members of this balustrade are separated by unusual wooden balls arranged in a wave-like pattern.

The Bungalow style also imparted an important character to the district. Bungalows were built in the district during the period 1905-1925, however, most were built between 1915 and 1925. The Bungalow style is represented by the smallest number of dwellings in the district, most of which are grouped along the southwest side of Park Avenue. Most of these dwellings are frame, although one brick bungalow and one stone bungalow are found in the district. This bungalow character is represented at its height by the Oliver J. Ruffy House located at 421

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N. Long Street. This one-story bungalow, built of cut stone blocks, features a narrow box-like shape with offset front gables and massive, tapered stone porch piers. More typical of the bungalows of the district, however, is the Luther A. Fisher House located at 511 Park Avenue. Built about 1920, this one-and-one-half story frame dwelling features a steep gable end roof with exposed purlins which extends to form a porch with extended rafter ends, which is supported by tapered wooden piers on brick bases.

Completing the district's architectural fabric are two non-residential buildings. The most impressive of these buildings is the Park Avenue United Methodist Church which anchors the intersection of Park Avenue and N. Shaver Street. Built in 1916, this large rectangular late Gothic Revival building of dark red brick is covered by a high hipped roof with projecting front and side gable roofed bays and exposed rafters which repeat the bungalow motif of several of the dwellings located on the opposite side of Park Avenue. The heavy mass of the church is lightened by large lancet windows with stained glass and three-story towers which flank a front arcade sheltering entrances to the church. Two commercial buildings are located at the northeastern corner of the district. One of these, built about 1895, is typical of simple late nineteenth century frame construction. It has a long, narrow, box-like shape and features a parapeted false front.

Together these structures provide an interesting picture of the interplay of late Victorian, modest turn-of-the-century and Bungalow domestic architecture in the development of residential areas in Salisbury during the last decade of the nineteenth century and the first quarter of the twentieth century.

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INVENTORY LIST

- Rw ~~226~~  
421
1. Gaskill-Parker-Pennick House  
320 N. Long Street  
Ca. 1900, 1910  
Contributing

This two-story weatherboarded frame house is typical of dwellings constructed in Salisbury at the turn-of-the-century. It features such typical elements as a gable on hipped roof and a modest turned post porch with decorative sawn brackets. Sanborn Insurance Maps reveal that it was originally built about 1900 as a one-story dwelling and that it was expanded to two stories about 1910. It was probably built about 1900 and appears on Miller's 1902 map of Salisbury as one of several adjacent rental houses owned by Mrs. Annie Gaskill. Its original occupants are not known, but city directories show that by 1907 it was occupied by Mrs. Ida M. Kerr. During the period 1913-1930, it was owned by Mrs. E. B. Parker, who operated it as a boarding house. It was owned by Mrs. Addie Pennick during the 1940s and has been used as low cost rental housing for the past three decades.

2. Vacant Lot  
324 N. Long Street

This vacant lot was previously occupied by a rental house built about 1900 and owned in 1902 by Mrs. Annie Gaskill.

- Rw ~~227~~  
407
3. Bean-Rufty Rental House  
318 E. Kerr Street  
Ca. 1900  
Contributing

This typical one-story weatherboarded frame dwelling was built about 1900 and appears on the 1902 Sanborn map and Miller's 1902 map of Salisbury. Its early history is obscure and its original owner is not known. The constant change of occupancy during the early years of the twentieth century, revealed by city directories, indicates that it was used as a rental house. Rowan County deeds show that in 1911 it was owned by the Salisbury Realty and Insurance Co. and sold to J. C. Bean, a local distiller. It passed through a series of owners before being purchased as a rental house by the Rufty family in 1945. It remained in the Rufty family until 1978 when it was purchased as a rental house by the nearby Home Oil and Coal Company. Typical of turn-of-the-century houses, the dwelling features an asymmetrical composition with front and side gables with decorative brackets along the eaves and its original metal roof. Its original porch roof remains but it is supported by modern brick posts and a brick wall.

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- Rw 228  
425
4. Heilig-Weant House  
322 E. Kerr Street  
Ca. 1905, 1923  
Contributing

This one and one-half story weatherboard frame dwelling was built about 1905 and given its present bungalow appearance in 1923. Its original owner is not known, but Sanborn maps show that it was built as a one-story dwelling between 1902 and 1907. Rowan County deeds show that it was purchased in 1910 by Miss Fannie L. Heilig. She occupied it until 1923 when it was sold to Perry E. Weant. Sanborn maps reveal that it was expanded after 1922; probably when it was purchased by Weant. It passed through a series of owners who used it as a rental house until it was purchased by the current owner, the nearby Home Oil and Coal Co. in 1976. It is still used as a rental house. Its present appearance, provided by the 1923 remodeling, is that of a typical bungalow. It features a steep gable end roof, with projecting shed roof dormer, which extends to form a porch supported by tapered wooden piers on brick bases. Shingle siding covers its gable ends and heavy exposed purlins are situated under the eaves.

- Rw 229  
442
5. Misenheimer-Saleeby House  
400 N. Long Street  
Ca. 1900  
Contributing

This two-story weatherboarded frame turn-of-the-century dwelling influenced by the Colonial Revival style, was built about 1900 as a rental house by prosperous grocer, M. J. Misenheimer. City directories show that it was occupied by a series of renters until the 1920 when it was purchased by Abraham Saleeby, owner of the Saleeby Candy Co., who occupied it into the 1950s since 1960 it has been used as low cost rental housing. It features a Triple A roof, symmetrical elevations, and a projecting two-story entrance bay. The entry, composed of sidelights and a glass fanlight, is a Colonial Revival Motif. Sanborn maps show the large two-story and smaller one-story ells are original.

- Rw 441
6. Misenheimer-Ruth House  
406 N. Long Street  
Ca. 1900  
Fill

Also built about 1900 as a rental house by M. J. Misenheimer, this two-story weatherboarded frame dwelling was occupied by a series of renters until 1915 when it was purchased by W. M. Ruth, a traveling salesman. Ruth occupied the house into the 1940s and after his death, his widow, Ginnie, occupied it into the 1950s. It is now owned and occupied by Mrs. Lizzie Shands. Very similar in composition to its neighbor at 400 N. Long Street, it also features a Triple A roof and

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projecting 2-story entrance bay. A pedimented porch supported by tapered, fluted wooden piers stretches across its front elevation. Aluminum siding, added during the 1960s or 1970s, when the house was owned by a series of owners, now covers its original weatherboard siding. Sanborn maps show that its rear ell was probably original.

- Rw 280  
414
7. Ellington-Brown House  
408 N. Long Street  
1906  
Contributing

This two-story weatherboarded frame dwelling is typical of the expansive yet plain rental houses which were built along N. Long Street during the first few years of the twentieth century. It is characterized by an asymmetrical composition and a flat roof porch supported by paired columns, which defines a first-floor facade covered in flush siding. It was built in 1906 and first occupied by S. J. Ellington, who operated it as a boarding house known as the Ellington House. City directories show that between 1907 and 1925, it was occupied by a series of different occupants who were probably renters. Between 1925 and 1935, it was owned and occupied by W. H. Brown, a Southern Railway employee. Brown's widow, Elizabeth, continued to occupy the house into the 1940s and it continued to be owned and occupied by various Brown family members into the 1960s. For the past two decades, it has been used as low cost rental housing.

- Rw 463
8. Witherspoon-Cauble House  
412 N. Long Street  
1906  
Fill

Also built in 1906, this expansive two-story weatherboarded frame dwelling, now covered in asbestos siding, features the asymmetrical composition and full-facade porch supported by tall columns typical of the modest yet expansive dwellings erected along N. Long Street during the early years of the twentieth century. The enclosure of the side porch, the alteration of the first-floor facade, and the addition of asbestos siding have reduced its significance. It was built in 1906 and first occupied by Mrs. Lula Witherspoon, who operated it as a boarding house. City directories show that by 1915, it was occupied by Mrs. Rebecca Mise, who also operated a boarding house. City directories also show that between 1915 and 1925, it was occupied by a series of different occupants, who were probably renters. By 1925, it was occupied by owner Edward M. Cauble, a railroad employee, who continued to occupy it until his death in the 1950s. Cable's widow Margaret occupied it into the 1960s and for the last decade or more it has been used as low cost rental housing. It is not known when the unsympathetic alterations took place.

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- Rw ~~281~~ 9. Coggin-Ludwig House  
411 418 N. Long Street  
1902  
Contributing

This one-story weatherboarded frame turn-of-the-century cottage does not appear on Miller's 1902 map of Salisbury, but it does appear on the 1902 Sanborn Insurance Map. It was probably built in 1902. Although its original occupant is not known, city directories show that between 1907 and 1910 it was occupied by Southern Railway machinist, J. D. Coggin. Directories also show that it was occupied between 1915 and 1930 by railroad car repairer, O. E. Ludwig. It is now owned by Robert Pierce and has been used as low-cost rental housing since 1933. It is a typical turn-of-the-century cottage featuring a gable end roof with a projecting front gable. Its most interesting feature is a wraparound porch with turned posts and a square-in-section balustrade in which the balusters are separated by unusual round wooden balls forming a wave-like pattern.

- Rw ~~282~~ 10. D. C. Click House  
410 424 N. Long Street  
Ca. 1924  
Contributing

This weatherboarded frame bungalow was probably built about 1924 by railroad boilermaker D. C. Click on the site of an earlier dwelling built about 1900. It was occupied by Click into the 1960s and was purchased from his heirs by Robert Pierce, the present owner in 1976. It is now used as low cost rental housing. More attractively landscaped than the other larger and older dwellings which surround it, this small bungalow features a clipped gable roof and brick porch with square posts. It is now covered in asbestos siding which covers its original weatherboard siding.

- Rw ~~283~~ 11. Cauble-Bennett House  
409 428 N. Long  
Ca. 1900  
Contributing

This typical two-story weatherboarded frame turn-of-the-century dwelling is similar to the dwellings located at 400 and 406 N. Long Street. Almost completely hidden from the street by trees, it features a Triple A roof and a two-story projecting entrance bay. It also features heavy wooden window lintels with molded brackets and a saw-tooth design similar to ones found on dwellings in the Brooklyn-South Square Historic District. The original turned post porch which defined its asymmetrical facade, covered in flush sheathing on the first floor, has been removed and replaced with a modern brick stoop. The house was built about 1900 by railroad engineer, Matthew Cauble, who occupied it into the 1940s.

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Following Cauble's death, it was sold by his heirs to Anthony Pring in 1943. Pring then sold it to William Bennett in 1946 and Bennett occupied it into the 1960s. Bennett's widow, Bessie sold it to the present owner, Robert Pierce, in 1971. It is used as low cost rental housing.

- Rw ~~234~~ 12. Shuman-Trexler-Summers House  
447 430 N. Long Street  
Ca. 1906, 1920  
Pivotal

Smaller but more elegant than most of the dwellings along the northwest side of N. Long Street, this one-story early twentieth century weatherboarded frame cottage has an interesting eclectic character. It was built about 1906 by Mrs. Jennie Shuman and according to city directories was occupied by a series of renters until 1915 when it was purchased by railroad pipefitter J. D. Trexler. Trexler sold it to W. F. Summers in 1949 and it was occupied by Summers and later by his widow until 1971 when it was sold to the present owner, Leon Bradshaw. It demonstrates the interesting combination of architectural elements which typify many dwellings built in Salisbury during the first few years of the twentieth century. It features a Triple A roof with gables defined by arched bargeboards and small turned spindle panels. Its facade is defined by a bungalow porch probably added about 1920, which features a brick wall, and squat, fluted, wooden posts set on brick bases with stone caps. Sanborn maps reveal that the rear sections, featuring the same shelf-like bracketed lintels found on the adjacent dwelling at 428 N. Long Street, were added between 1902 and 1907. Its interior maintains the interesting combination of stylistic motifs. The living room is separated from the foyer by tall Tuscan columns set on small cabinets, and a simple brick mantel, found in many Salisbury bungalows of the 1920s, has replaced an original living room mantel. Although the front section of the house features plain door and window surrounds, the rear sections feature asymmetrically molded surrounds with round corner blocks and a simple mantel with heavy brackets and shelf.

- Rw ~~235~~ 13. Julian-Ruble House  
429 502 N. Long Street  
Ca. 1901, 1916  
Pivotal

This large two-story weatherboarded frame dwelling was built in 1901 by D. R. Julian after he purchased several adjoining lots on the northwest side of N. Long Street. Julian served as Rowan County Sheriff from 1900 to 1906 and sold the house to E. C. Arey, President of Arey Distilling Company in 1906. City directories reveal that Arey occupied the house in 1907, but that he later rented it to a series of railroad employees before selling it to William Ruble in 1916. Ruble was the roundhouse foreman at Southern Railway's Spencer Shops and occupied

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the house into the 1960s. Following Ruble's death, his heirs sold it to the present owner, Leon Bradshaw, in 1970. It is now used as a nursing home. One of the most elaborate late Victorian dwellings situated along N. Long Street, it is surrounded by small evergreens and other shrubbery and is separated from N. Long Street by a high hedge. It is characterized by an unusual asymmetrical composition featuring rounded ends covered by roof hips and a projecting gable which covers a second floor balcony. This gabled balcony is decorated with rounded shingles and bosses which combine with turned posts and balustrade and an airy arched spindle gallery to emphasize the dwelling's Victorian character. This eclectic balcony sits atop a wraparound porch, enclosed at one end with a rustic stone wall and tapered wooden piers inspired by the Bungalow style. This porch may have been added about 1916 when the house was purchased by William Ruble.

Rw ~~236~~ 14. Julian-Fraley House  
 428 506 N. Long Street  
 1901  
 Pivotal

This two-story weatherboarded frame Victorian dwelling was probably built by D. R. Julian, Rowan County Sheriff, in 1901 at the time that he built the adjacent house at 502 N. Long Street. It was sold in 1901 to Mrs. Ellen Fraley widow of W. C. Fraley, a prosperous merchant, whose house is located on E. Bank Street in the Brooklyn-South Square Historic District. Mrs. Fraley rented it to a series of occupants. City directories show that it was occupied by P. E. Smith, a local produce salesman between 1913 and 1920. During the period 1925-51 directories show that it was occupied by a series of renters until it was purchased by Steven Beretsky, a shipping clerk at J. H. Cook & Sons, a leather manufacturer. Beretsky occupied the home into the 1970s when it was purchased by Leon Bradshaw the present owner. Like its immediate neighbor at 502 N. Long Street, this dwelling is also characterized by an unusual composition formed by an extremely broad and steep front gable roof and a rounded end topped by a hipped roof. Victorian elements, such as wooden shingles which decorate the roof gable and an interesting wraparound porch featuring slender turned posts, triangular brackets, and a tall conical roof turret at one end, add to the visual interest of the house, which is almost hidden from the street by trees. Sanborn maps show that the rear sections of the house were original or had been built by 1902.

Rw ~~237~~ 15. Goodson-Trexler-Bradshaw Rental House  
 422 512 N. Long Street  
 1901  
 Contributing

Typical of the larger, modest turn-of-the-century dwellings found in Salisbury, this two-story weatherboarded frame dwelling features a symmetrical composition with projecting two-story entrance bay, a Triple A roof, and a

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pedimented turned post porch. Asbestos siding now covers its original weather-board siding. It was built in 1901 by D. R. Julian, Rowan County Sheriff, at the time he built the adjacent dwellings at 502, and 512 N. Long Street. It was purchased by Southern Railway engineer, D. W. Goodson in 1903. Goodson later moved to a house on North Main Street in the North Main Street Historic District. By 1907, it had been purchased by James Trexler. Trexler died between 1910 and 1915 and the house continued to be occupied by his widow, Elizabeth into the 1920s. The house was then purchased during the 1920s by another railroad employee C. E. Fesperman, who occupied it into the 1940s. It was purchased by the present owner, Leon Bradshaw, in 1951 and has been used as low cost rental housing since that date.

- Rw ~~238~~ 16. Mertz-Frick Rental House  
 439 531 N. Long Street  
 Ca. 1892  
 Contributing

A typical late nineteenth century dwelling, this two-story weatherboarded frame house possesses an asymmetrical composition featuring front and side gables decorated with shingle siding and louvered, pedimented vents, and several gabled and shed roof rear sections. Typical of late nineteenth century construction, the house also features double-hung windows with embossed pedimented caps, a door surround similar to several houses on East Bank Street in the Brooklyn-South Square Historic District, flush sheathing on its first floor, and a porch with turned post, sawn brackets, and a handsome unusual arched balustrade, not found elsewhere in the district. Although it is typical of modest late nineteenth century construction, it features an extremely ornate door with turned decoration and small panes of different colored glass. This door is almost identical to the doors on more elaborate houses located in the district at 424 and 424 Park Avenue and at 403 East Bank Street in the Brooklyn-South Square Historic District, all of which were built in 1891 and 1892. Its early history is obscure and it does not appear on the Central Land Company's 1891 map. However, it could have been built about 1892. It's original owner is not known, but city directories show that by 1901, it was occupied by John Mertz. It was occupied by a variety of families, probably as renters, during the first several years of the twentieth century. From 1917 to 1930, it was occupied by foreman and superintendents from the Kesler Manufacturing Company and the Diamond Cotton Mills and may have been owned by the mills and used to house their supervisory personnel. It has been used as a rental house since the 1930s and is now owned by Margie M. Frick.

- Rw ~~239~~ 17. Turner-Putnam House  
 452 525 N. Long Street  
 1908  
 Contributing

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This one-story stucco over frame early twentieth century dwelling was built in 1908 by traveling salesman, Guilford S. Turner. It was sold to Lee Putnam, a railroad machinist in 1912. Putnam occupied the house until his death in the late 1930s and his widow, Nannie, occupied it into the 1950s. It is now owned and occupied by Nannie Putnam's half-sister, Muriel Lyerly. It features an extremely high hipped roof with double front gables as well as side and rear gables. Its wraparound porch is supported by slender wooden columns. Sanborn maps reveal that its stucco finish was original and that the concrete and frame garage to the rear of the house dates from the 1920s.

- Rw ~~240~~ 18. Dunham-Koontz-Weber House  
413 517 N. Long Street  
1910  
Contributing

This one-story weatherboarded frame cottage was built in 1910 by machinist, James Dunham who sold it to railroad employee E. C. Koontz in 1914. Koontz occupied the house until he sold it to railroad machinist, E. L. Weber in 1926. It passed through a series of owners before being purchased by the current occupant in 1981. It is a small late Victorian frame cottage with gable ends and a projecting front gable. Its asymmetrical facade is defined by turned post porch with a sawn dentil gallery, and it is similar to working class cottages built about 1910 at the northern end of the North Main Street Historic District.

- Rw ~~241~~ 19. Everhardt-Koontz House  
415 515 N. Long Street  
1899  
Contributing

Similar in composition to other large turn-of-the-century houses along N. Long Street, this two-story weatherboarded frame dwelling was built by carpenter J. L. Everhardt in 1899. Everhardt occupied it until the 1920s when he sold it to E. C. Koontz, a railroad worker. It has passed through a series of different owners since the 1930s and was purchased by the present occupant, Carl Fleming, in 1971. It features the same Triple A roof and symmetrical composition that typify many of the large dwellings along N. Long Street. Sanborn maps reveal that its rear shed and porch with its ionic columns, not found elsewhere in the district, are probably original. A large two-story frame garage and storage building built between 1915 and 1922 occupies the rear of the lot.

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- Rw ~~242~~ 20. Koontz-Hall House  
431 507 N. Long Street  
1896  
Pivotal

This two-story weatherboarded frame dwelling was built in 1896 by Southern Railway conductor, E. W. Koontz, after he purchased the lot upon which it sits from the Central Land Company. Koontz occupied the house into the 1930s and rented it to a variety of occupants until he sold to J. G. Hanes in 1945. Hanes sold it in 1947 to L. O. Hall, a local insurance salesman. Hall occupied the house into the 1960s and it passed through a series of owners before being purchased by Helen Gregory, the current occupant, in 1979. It is characterized by an asymmetrical composition featuring front and side gables, a handsome pedimented porch with turned posts and balustrade and triangular-shaped brackets, and molded shelf-like lintels found on a few of the large dwellings along N. Long Street and on several dwellings in the Brooklyn-South Square Historic District. The eclectic character of the house is further enhanced by heavy molded brackets situated along the eaves and the pedimented vents located in the gable ends. Sanborn maps show that its ells, constructed by 1902, are probably original.

- Rw ~~243~~ 21. Mahaley-Sifford House  
433 501 N. Long Street  
1892  
Pivotal

Typical of many of the modest two-story dwellings built in developing Salisbury neighborhoods during the early 1890s, this weatherboarded frame house is characterized by a asymmetrical composition featuring a main entry flanked by narrow sidelights. Its front elevation is defined by a porch with square posts, typical sawn brackets, and a vase-shaped balustrade, seen occasionally in other late nineteenth and early twentieth century Salisbury neighborhoods. It was built in 1892 by railroad worker James M. Mahaley. Mahaley, who later became a Salisbury policeman, occupied the house until the late 1930s and rented it to a variety of occupants until 1947 when he sold it to J. C. and Frances Ruffy Sifford. Frances Ruffy Sifford sold it to the current owner/occupant, James Battle in 1980.

- Rw ~~244~~ 22. Stere-Julian-Cauble House  
449 429 N. Long Street  
1891  
Pivotal

This two-story late Victorian weatherboarded frame house is the oldest and most elaborate of the large dwellings situated along N. Long Street. It was built by prosperous local druggist L. E. Stere in 1891 and sold to prosperous grocer, P.

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A. Cauble in 1901. City directories show that Cauble occupied it as late as 1907 but by 1910, it was occupied by railroad supervisor, W. J. Wigg. By 1913, it had been purchased by D. R. Julian, a prosperous grocer, former Rowan County Sheriff from 1900-1906, and City Tax Collector in 1913. Julian occupied the house until he sold it to railroad employee, W. F. Cauble in 1920. Cauble occupied it until his death in the 1940s and his widow, Annie Cauble, continued to occupy it until her death in the 1960s. It was purchased from Cauble's estate in 1964 by Katherine Safrit who sold it to the current occupant, Lonnie Hamilton in 1976. Covered in molded weatherboards, not found elsewhere in the district, the house possesses a late Victorian character demonstrated by its asymmetrical composition featuring a deep projecting bay topped by a clipped gable with overhanging eaves on the front elevation. It is further enhanced by a pedimented wraparound porch with turned posts and balustrade and graceful sawn brackets, as well as a distinguished main entry surrounded by narrow sidelights and transom and a pedimented and fluted surround. Shingled gable ends with pedimented attic windows add to its eclectic character. Much of its interior has been destroyed by modern alterations, but a graceful curved closed string stair with turned mellow and balustrade still survive.

Rw ~~245~~ 23. O. J. Rufty House  
445 421 N. Long Street  
Ca. 1936  
Contributing

This handsome one-story stone bungalow was built by Oliver J. Rufty, owner of the Rufty Cash Market, in 1936. It continued to be occupied by Rufty into the 1960s, when it was purchased by Hoy Frick. It was purchased by Carlessie Peeler in 1981 and is now used as a rental house. Almost hidden from the street by trees and approached by a sidewalk lined with boxwoods, this bungalow is constructed of cut stone blocks and features off-set front gables, one of which forms a porch supported by heavy stone piers. A stucco over frame rear addition was added during the 1940s. Three interesting outbuildings occupy the rear of the lot upon which the house sits. One of these is a small cinder block structure with metal roof, and another is a small frame store or office dating from about 1900 and moved to this lot from elsewhere. The last outbuilding is a stone garage with a hipped roof which was constructed at the time the house was built.

Rw ~~246~~ 24. Summers-Sifford House  
450 419 N. Long Street  
1898  
Contributing

Surrounded by small shrubs, this typical one-story weatherboarded frame turn-of-the-century dwelling is characterized by an asymmetrical composition featuring front and side gables with cornice returns and diamond-shaped vents, and

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a main entry with narrow sidelights. Its original character is modified by a bungalow porch with tapered wooden piers on brick bases, probably added during the 1920s. The rear ell was added between 1902 and 1907 and the two-story frame garage which sits at the rear of the lot was built between 1913 and 1922. It was built by James M. Summers in 1898 and passed to his widow Rebecca in 1903 following Summers' death. By 1907, it was occupied by Southern Railway carpenter, J. A. Summers, who inherited the house from his mother, Rebecca Summers. J. A. Summers occupied the house until his death in 1936 and it was sold by his widow, Nannie to J. C. Sifford in 1936. Sifford, a grocer, occupied the house until his death in the 1950s and it continued to be occupied by his widow, Frances Rufty Sifford, until she sold it to the present owners Harry and Carter Witherspoon in 1974.

- 25. Vacant Lot  
413 N. Long Street

This vacant lot was once part of the adjacent lot facing Park Avenue which was the site of a large two-story home built about 1902 by prosperous mortician, George W. Wright.

- 26. Spee-Dee Market  
402 Park Avenue  
Ca. 1975  
Intrusion

This typical, modern brick and glass convenience store was built about 1975 on the site formerly occupied by a dwelling built about 1902 by prosperous mortician, George W. Wright.

- Rw ~~247~~ 27. Fries-Sloan House  
420 406 Park Avenue  
Ca. 1895  
Pivotal

The early history of this two-story shingled and weatherboarded frame house is obscure. It was probably built about 1895 by W. A. Fries. Fries occupied the house until 1898 when he defaulted on his mortgage and it was repossessed by the First National Bank of Salisbury. It was purchased from the bank by C. A. Klutz who sold it in 1906 to H. M. Uzzle, an embalmer for mortician George Wright, who lived in the adjacent house at 402 Park Avenue. It was purchased by J. L. Sloan, a department store clerk in 1907. The house remained in the Sloan family until 1955 and was purchased by the current owner, Joe W. Wong, in 1965. It is now used as low-cost rental housing. Typical of modest late nineteenth century construction, the two-story house is characterized by an asymmetrical composition featuring two front gables and a two-tiered porch, with turned posts on the first

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floor, which runs across part of the front elevation. Square-sided shingles cover the gable end above the front porch, as well as the entire second floor face of the front elevation. The second floor porch and wooden exterior stair were added after 1965 as the house was adapted for low-cost rental housing.

- Rw ~~248~~  
454      28. Wright-Kesler/Cannon Mills House  
414 Park Avenue  
Ca. 1891, 1970  
Contributing

One of the oldest houses in the district, this two-story weatherboarded frame dwelling has been covered in stucco and has undergone other modern alterations. Although some of its original exterior ornament survives, these modern alterations have reduced its significance. Its early history is obscure and the identity of its original builder is not known. It was probably built about 1891 and appears on the 1891 map of the area produced by the Central Land Company. However, it does not appear in city directories until 1907 when it was occupied by prosperous grocer R. W. Wright. In 1910, it was occupied by W. L. Wright, also involved in the Wright family grocery business. Deeds and city directories provide no other information on it until 1920 when the city directory of that year shows that it was occupied by J. P. Curlee, the superintendent of the nearby Kesler Manufacturing Company. Neighborhood tradition states that it was owned for many years by the Kesler Manufacturing Company and later by Cannon Mills, which assumed control of the company in 1928. The Kesler Manufacturing Company was established in 1895 on the eastern edge of the district and many of the houses surrounding the district were occupied by mill employees. It continued to be owned by Cannon Mills and housed the mill's superintendent until 1955 when it was purchased by the Lutheran Synod of North Carolina. It was purchased by the current owner, Ruby White, in 1970. Much of the modern alteration was done by Mrs. White in adapting the house for low-cost rental housing. Separated from the street by large trees and several small shrubs, this two-story dwelling possesses an asymmetrical composition typical of the early 1890s, featuring a side gable, as well as a projecting front gable with cornice returns, decorative brackets and a diamond-shaped louvered vent. Stucco now covers its original weatherboard siding and its porch supported by large, square wooden posts, has been enclosed at one end. However, a small second-floor balcony still retains its original turned balustrade, square posts and decorative brackets.

- 29. Knight-Evans House  
418 Park Avenue  
1902  
Fill

The early history of this small weatherboarded frame dwelling now covered in asbestos siding is somewhat obscure. It does not appear on Miller's 1902 map of

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Salisbury, but does appear on the 1902 Sanborn map. It was probably built in 1902 and city directories reveal that its first known occupant was Guyon H. Knight, Secretary-Treasurer of the D. L. Arey Distributing Company. By 1910, it was occupied by H. M. Uzzle, an embalmer with G. W. Wright's Embalmers. By 1920, it had been purchased by J. J. Evans, who occupied it until his death in the 1930s. Since the 1930s, it has been used as rental property by various owners and is now owned by J. H. W. Miller. Possessing a gable end roof with two gabled rear eels, this dwelling features the pedimented window caps with cutwork design found on many dwellings built in Salisbury about the turn-of-the-century. Its original weatherboard siding is now covered with asbestos siding and its front porch has been altered. A portion of its original vase-shaped balustrade survives but one side of the porch has been enclosed and the tapered wooden piers on brick bases were probably added during the 1920s.

Rw ~~249~~ 30. McCubbins-McCanless-Clark House  
438 424 Park Avenue  
1891  
Pivotal

This two-and-one-half story Queen Anne house is the most elaborate and impressive dwelling in the district. It appears on the Central Land Company's 1891 map and was built by James Samuel McCubbins and Napoleon Bonaparte McCanless, who purchased the lot upon which it sits from the Central Land Company in September of 1891 for only one dollar. McCubbins and McCanless, both prosperous and influential businessmen and civic leaders, were officers of the Central Land Company. They both resided in large elaborate houses in more prestigious sections of the city and probably built this house as a speculative venture. In 1893, McCubbins and McCanless sold the house to George W. Clark for \$2,500. Clark occupied it until 1905 when he sold it to prosperous contractor D. C. Bradshaw. City directories reveal that Bradshaw rented it to variety of occupants and did not occupy the house himself. It remained in the Bradshaw family until 1943 and passed through a series of owners who used it as rental property before being purchased by Kenneth Deton, the current owner, in 1977. It has remained vacant for the past several years. This two-and-one-half story house represents the late Victorian character of the district at its height and is the most eclectically decorated dwelling in the entire district. Its asymmetrical composition is characterized by projecting front and side bays topped by steep gables and decorated with a variety of exterior ornament such as rounded shingles, sunburst designs, and heavy sawn brackets. Its eclectic character is further emphasized by such exterior ornament as an elliptical fan-shaped design surrounding the head of an arched window in the eastern elevation and patterned brickwork in the tall exterior end chimney. The most impressive exterior feature of the house is a one-story full facade porch which emphasizes the eclectic nature of late Victorian domestic architecture. This porch features a shingled gable, extremely ornate turned posts and solid brackets with heavy pendants and incised sunburst designs. Although the owner would not grant access to the inside of the house, looking

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through exterior windows reveals that its elaborate and eclectic exterior character is maintained on the interior. This interior is created by a handsome closed string stair with large turned newel and balustrade, arched doorways, paneled wainscoting and a downstairs mantel with carved posts and a heavy shelf supported by heavy molded brackets.

- Rw ~~250~~ 31. D. C. Bradshaw House  
408 432 Park Avenue  
1907  
Pivotal

This two-and-one-half story stucco over weatherboard frame dwelling also demonstrates the late Victorian character of the district. It was built in 1907 by prosperous local contract, D. C. Bradshaw. Bradshaw died soon after building the house and it was occupied by his widow, Mrs. E. J. Bradshaw into the 1930s. By 1935, it had been purchased by accountant Ray Sloop who sold it to postal clerk Earnest W. Cook during the 1940s. Cook occupied it through the 1950s and it was used as a rental house by several owners before being purchased by the current owners, Dennis and Elyse Allison who also use it as rental property. Its late Victorian character is demonstrated by an asymmetrical composition created by a high hipped roof, projecting front and side gables with louvered vents and a three-story corner tower topped by a tent roof and finial. Its wraparound porch is supported by simple wooden columns and has been unclosed at one end. Sanborn maps reveal that its rear ell and shed, as well as the warm brown stucco which covers its exterior were original features.

- Rw ~~251~~ 32. Park Avenue United Methodist Church  
443 500 Park Avenue  
1916, 1940, 1960  
Pivotal

The Park Avenue United Methodist Church was established in 1899 by the First Methodist Church of Salisbury. The great increase in population in the eastern section of Salisbury during the late 1890s, brought about by the establishment of the Kesler Manufacturing Company in 1895, prompted the First Methodist Church to found a new church on Park Avenue. The new church began as a series of Sunday School meetings in 1899 which were held in the Kesler Mill School, located in 1899 at the corner of Park Avenue and Clay Streets now occupied by 529 Park Avenue. By 1901, the congregation had organized under the name Holmes Memorial Methodist Church and had constructed a small brick chapel at the corner of N. Long and Park Avenue now occupied by 401 Park Avenue. The name, Holmes Memorial Church, may indicate that the formation of the congregation was aided by Reuben J. Holmes, a prosperous merchant and owner of much of the land upon which the Brooklyn-South Square Historic District was developed. Holmes died in 1899. During its formative years, the church served only the people of the eastern section of

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Salisbury, but eventually drew members from other sections of the city. Some of the district's residents who were early members of the church include D. W. Goodson, E. W. Koontz, Daniel McQuage. In 1915, church members voted to adopt the church's current name and voted to purchase the property at the corner of N. Shaver and Park Avenue and construct a new church building at that site. The dedication service was held on June 16, 1916. The educational building attached to the rear of the sanctuary was completed in 1940 and the sanctuary was remodeled in 1960. Built in three sections of dark red brick with granite trim, the original church building was influenced by gothic church architecture and modified by the bungalow domestic architecture popular at the time it was built. The main facade consists of a central arcaded entrance topped by a trio of small stained glass windows, flanked by two three-story parapeted towers with stained glass windows and granite trim. The entrance arcade is topped by a gable roof with extended rafter ends found on the district's contemporary bungalows. The sanctuary, three bays deep, is topped by a similar high hipped bungalow roof with extended rafters and is characterized by large gothic windows with a granite keystones and elaborate stained glass. The original church building is completed by a two-story side gable office section characterized by a steep roof with exposed rafters and one-over-one double hung windows with granite lintels and sills. A three-story educational building, built in 1940, with arched window openings is attached to the rear of the original building. On the interior of the sanctuary the pews are arranged in a semi-circle around the pulpit and chancel area which stretches across the front of the sanctuary. Several small alcoves containing a few pews run across the rear of the sanctuary.

Rw ~~252~~ 33. Deweise-Wilkins House  
412 512 Park Avenue  
1916  
Contributing

Featuring the only gambrel roof in the district, this one-and-one-half-story dwelling also features other typical early twentieth features such as a projecting first floor bay lattice-mullioned windows and a combination of weatherboard siding and shingle siding which covers its front, side, and rear gambrels. Its original porch has been replaced with metal posts and railing. Like many of the other early twentieth century dwellings in the district, this house is also surrounded by a variety of trees and shrubs which mark its sense of place. It was built in 1916 by Lee Deweise, an employee of a local express mail company. It passed through a series of owners until purchased by William C. Wilkens in 1960. It remains in the Wilkins family.

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- Rw ~~253~~ 34. Mason-Witherspoon House  
437 516 Park Avenue  
1909  
Contributing

This typical, modest early twentieth weatherboarded frame dwelling features an asymmetrical composition composed of a hipped and gable roof and turned post porch. It is surrounded by small trees and shrubs which hide its front porch from the street. It was built in 1909 by J. C. Mason and purchased by A. M. Witherspoon, a Kesler Manufacturing Company foreman in 1920. Witherspoon's widow, Lula, occupied the house after his death until 1944 when she sold it to R. L. Cauble. Cauble sold it to Anthony Pring in 1955 and it was purchased by the present occupant, Margaret Graham, in 1978.

35. 520 Park Avenue  
Vacant Lot

- Rw ~~254~~ 36. Hartman-Thomas House  
424 524 Park Avenue  
Ca. 1893  
Contributing

This typical late nineteenth century two-story weatherboarded house is now covered in asbestos siding. Like several of the large dwellings along N. Long Street this house features a symmetrical composition composed of a Triple A roof with cornice returns and a projecting two-story center bay. It also features a door surrounded by narrow sidelights, found on many modest late nineteenth century Salisbury dwellings, pedimented gable vents, and a porch with turned posts on brick bases similar to the porch of the house across the street at 529 Park Avenue. Sanborn maps show that its rear ell had been constructed by 1907. It was built about 1893 by railroad employee, P. A. Hartman, after he purchased the lot upon which it sits from the Central Land Company. Hartman sold it to W. J. and Annie Leonard in 1901. Leonard was a clerk at Reid's Department Store in Salisbury. In 1920 Leonard sold it to railroad carpenter E. L. Thomas who continued to occupy it into the 1950s when he sold it to Blanche Butler. Butler sold it to Kenneth Archie, the current occupant, in 1975.

- Rw ~~255~~ 37. Hartman-Dunham-Rufty Rental House  
423 536 Park Avenue  
Ca. 1900  
Contributing

This modest two-story weatherboarded frame dwelling, now covered with asbestos siding, was built about 1900. It appears on Miller's 1902 Map of

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Salisbury as the property of P. A. Hartman. In 1911, it was sold to local farmer, Nehemiah Dunham. Dunham occupied the house until his death during the 1920s and his widow, Fannie, remained in the house into the 1930s. During the 1940s and 1950s, it was owned by Mary O. Connor before being purchased by the Rufty family for rental use during the 1960s. It is still owned by Henry E. Rufty, Jr. Similar in appearance to the large two-story dwelling along N. Long Street, this house is characterized by an asymmetrical composition featuring front and side gables with cornice returns, a porch supported by tall, slender columns, and pedimented, embossed window caps. It's rear sections appear on the 1902 Sanborn map. A frame garage built about 1915 occupies the rear of the lot upon which the house sits and faces N. Clay Street.

Rw ~~256~~ 38. Isenhouer-Rufty House  
427 600 Park Avenue  
1904  
Pivotal

This expansive two-story brick dwelling demonstrates the eclectic character of late Victorian domestic architecture. It was built in 1904 by C. W. Isenhouer, owner of Isenhouer's Brick Company in nearby East Spencer. One of only two brick dwellings in the district, the house was sold to prosperous merchant, Henry E. Rufty in 1906. After selling the home to Rufty, C. W. Isenhouer built another brick dwelling on N. Main Street in the North Main Street Historic District. Rufty was involved in various Rufty family commercial activities and with C. D. Barringer, who built the house at 612 Park Avenue, operated a nearby store in the building located at 620 Park Avenue. They also operated another store in the North Main Street Historic District. The house remained in the Rufty family during which time the brick rear additions and brick carport were added. It passed to Rufty's son, Archie C. Rufty, a prominent lawyer during the late 1940s and Rufty occupied it until 1965 when he deeded it to the Emmanuel Baptist Church, located just behind the house on Cemetary Street. The church divided the house into apartments and added a frame rear addition. It was purchased by Ruby White in 1983 and is still used as apartments. Its eclectic character has been strongly influenced by the Colonial Revial style. It is characterized by an asymmetrical composition enhanced by a front gable roof which slopes steeply down to the first floor on the western elevation, while stopping in a cornice return at normal height on the eastern side of the house. A two-story gable roofed side bay, as well as a smaller hipped roof dormer and large interior chimney rise over this steep roof slope on the western side. The front elevation features a trio of rectangular windows topped with fanlights and corbelled hoods. This trio of windows is in turn topped by a simulated lattice-mullioned Palladian devise. An attached porch, which may once have wrapped around the western elevation now stretches across the facade and is supported by pairs and trios of slender wooden columns. A one-story brick ell extends from the rear of the two-story bay on the west side of the house. Sanborn maps show that this ell which features a large chimney with decorative cap and square windows topped by fanlights, similar to

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those on the front of the house, was probably original. Attached to the rear of this ell is a small square brick addition with a hipped roof and a standing soldier course which separates the first floor from its above ground basement. Another brick addition at the northeastern corner of the house also appears to be original, while the frame additions extending from the middle of the house were built about 1965 to adapt the house for apartment use. Although the facade has been altered slightly by the addition of a few modern multi-paned windows and a carport supported slender columns similar to the ones on the front porch, the house still retains its pivotal designation.

Rw ~~287~~ 39. Ludwig-Eagle House  
432 610 Park Avenue  
Ca. 1900  
Contributing

This typical one-story turn-of-the-century weatherboarded frame dwelling features a high hipped roof with a projecting front gable and a porch supported by simple columns set on brick bases with stone caps. It is almost hidden from the street by trees and is surrounded by low hedge which marks its sense of place. It was built about 1900 by Samuel Ludwig and sold to Luther Eagle in 1911. It remained in the Eagle family until 1955 when Luther Eagle's daughter, Anna Eagle File sold it to the present owners, the C. D. Barringer heirs.

Rw ~~258~~ 40. Barringer Family House  
406 612 Park Avenue  
1919  
Contributing

This typical weatherboarded frame bungalow is given a special sense of place by the white picket fence which defines its yard and the trees which separate it from the street. Like many bungalows built after the First World War, this dwelling features a steep gable roof with a large projecting dormer and exposed purlins. The roof extends to form a porch supported by square posts. It was built in 1919 by C. B. Barringer, a local grocer and business associate of H. E. Ruffy. It has remained in the Barringer family and is now occupied by family members.

Rw ~~259~~ 41. Former Henry E. Ruffy Store  
446 620 Park Avenue  
1916  
Pivotal

Henry E. Ruffy, a prosperous local merchant, built this one-story brick commercial building in 1916. Ruffy, who lived in the elaborate brick house at 600

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Park Avenue, operated a grocery business from this building and also opened another grocery store on N. Main Street in the North Main Street Historic District in the early 1920s. Rufty operated the business into the 1940s and in 1948 deeded the building to his son, Archie Rufty. It has housed a number of different businesses and was sold out of the Rufty family during the 1960s, but purchased by the current owner, Frances Rufty in 1978. It is now used for storage. The small brick commercial building features a parapeted front, a projecting metal cornice, and corbeled brick sign panel which runs across its front. A shed roof porch is now supported by modern iron posts and its original storefront has been altered. The original painted company name although badly faded, can still be distinguished on the west side.

The adjacent cinder block building dates from the 1940s and was used as part of the Rufty store.

Rw ~~260~~ 42. Martin-Plyler House  
 436 529 Park Avenue  
 Ca. 1905  
 Contributing

This typical one-story weatherboarded frame house was built by W. H. Martin about 1905 on the site of a previous frame building that served as a school for the children of employees of the Kesler Manufacturing Company. City directories show that Martin rented the house to a variety of occupants until he sold it to railroad worker, E. W. Plyer, in 1919. Plyer occupied it until his death in 1963 when it was sold to L. C. Foster. The current occupant, Bessie Eudy Bennett, purchased it in 1972. Similar to other early twentieth century cottages, this dwelling has an asymmetrical composition featuring a high hipped roof with front and side projecting gables with cornice returns. It also has a wraparound porch supported by turned posts set on brick bases, similar to those on the house across the street at 520 Park Avenue.

Rw ~~261~~ 43. Martin-Hardister-Keith House  
 434 525 Park Avenue  
 Ca. 1905  
 Contributing

Also built about 1905 as a rental house by W. H. Martin, this two-story weatherboarded frame dwelling is similar to the large early twentieth century rental houses built along N. Long Street. It too was sold by Martin in 1919 to the Brown Insurance and Realty Company. The company also used it as a rental house and built the small one-story rental dwelling which sits just behind it. In 1929, the company defaulted on its mortgage and the house was purchased by Cleveland Hardister. It remained in the Hardister family until 1962 when it was sold to Pratt and Ethel Keith. Mrs. Keith, now widowed, still occupies the house.

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Typical of large, yet modest early twentieth century dwellings, this two-story house features a Triple A roof and a pedimented porch with tapered piers on brick bases. Sanborn maps show that its rear sections, perhaps original, had been built by 1907. The small frame dwelling behind it was built during the mid 1920s and features a gable roof with extended rafter ends, simple porch posts, and brick-patterned asphalt siding over its original weatherboard siding.

Rw ~~262~~ 44. Martin-Moose House  
435 517 Park Avenue  
Ca. 1905  
Contributing

This typical one-and-one-half story bungalow was also built about 1905 as a rental house by W. H. Martin who purchased three lots at the intersection of Park Avenue and Clay Street from the Central Land Company in 1905. Martin sold it to railroad worker, J. N. Moose in 1919. It remained in the Moose family until the 1960s when it was bequeathed to the nearby Park Avenue United Methodist Church. The church sold it to Jack Ramsey in 1967 and Ramsey sold it to the current owner, Thomas R. Goodman, in 1970. It has been used as a rental house since the 1930s. It is a typical inexpensive bungalow of the early twentieth century and features a steep gable end roof, with a shed roof dormer, which extends to form a porch supported by tapered wooden piers on brick bases. Brick-patterned asphalt siding now covers its original weatherboard siding.

Rw ~~263~~ 45. A. J. Holshouser House  
426 515 Park Avenue  
Ca. 1925  
Contributing

This inexpensive weatherboarded frame bungalow was built about 1925 by A. J. Holshouser on the site of an earlier dwelling. It was occupied by Holshouser, who was Manager of the Dixie Home Store, into the 1950s. It is now occupied by the current owner, Homer Lee Rhodes. More attractively landscaped than the bungalows on either side of it, this story-and-one-half story bungalow features the typical steep gable roof, with projecting dormer, and tapered wood porch piers of many of Salisbury's 1920s bungalows.

Rw ~~264~~ 46. Luther A. Fisher House  
416 511 Park Avenue  
Ca. 1920  
Contributing

This story-and-one-half dwelling was built about 1920 by carpenter, Luther A. Fisher. Fisher occupied it into the 1950s and it was purchased by the current

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owner, Duc Hoa Vo during the 1970s. It is now used as a rental house. It is strongly influenced by the Bungalow style and features a gable end roof with a large shed roof dormer extending across the length of the roof. It also features exposed purlins and rafter ends and the tapered wooden porch piers so typical of 1920s Salisbury bungalows.

Rw ~~265~~ 47. Fisher-Tutterow House  
418 507 Park Avenue  
1907  
Contributing

The early history of this house is somewhat obscure and contradictory. According to local tradition, this two-story weatherboarded frame house, now covered in aluminum siding, was built about 1893 by the Fisher family. It's appearance is very typical of the modest two-story dwellings built in the district and other Salisbury neighborhoods during the late 1880s and 1890s. However, a deed search reveals that the lot upon which the house sits was purchased by George Fisher from the Central Land Company in 1907. The deed does not refer to an existing house and it is likely that the house was built in 1907. Although Rowan County deeds show that it continued to be owned by George Fisher until 1920, city directories show that it was occupied by J. B. Fisher, who operated Fisher Brothers Livery stable. In 1920, George Fisher sold the house to his son L. E. Fisher, a railroad clerk, who occupied it until 1943 when he sold it to John N. Haden. Haden sold it to the present occupant, P. B. Tutterow in 1949. With its asymmetrical composition composed of a gable end roof and projecting two-story gabled center bay it is typical of the early twentieth century dwellings situated along N. Long Street. Sanborn maps show that its rear ell is original. Its original porch was probably replaced in the 1920s with the present one supported by brick piers on brick bases. The original weatherboard siding was covered in aluminum siding in the 1960s. Although its interior has been modernized to a great extent, two original mantels still survive. One mantel features simple square posts and a light shelf, while the other features slim columns and a heavy shelf. Although it has been covered in aluminum siding and its porch has been altered the overall integrity of the house allows it to be classified as contributing.

Rw ~~266~~ 48. Fisher-Cook-Robicheau House  
417 503 Park Avenue  
1906, 1982  
Pivotal

This handsome one-story weatherboarded frame cottage, now covered in aluminum siding, was built in 1906 by J. L. Fisher. Fisher occupied the home until 1935. During this period, Fisher rose from bookkeeper of the First National Bank of Salisbury to local Vice-President and Chairman of the Board of Wachovia Bank and

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Trust Company. Fisher was also an active civic leader and served as mayor of Salisbury during the period 1927-1931. Fisher sold the house to local salesman, T. M. Kesler in 1935. It was purchased during the late 1940s by J. H. Cook, owner of J. H. Cook and Sons, a leather manufacturing company. The current occupant, Lilian Robicheau, purchased the house from the Cook heirs in 1982 and covered the house in aluminum siding. Occupying the southeast corner of the intersection of Park Avenue and Shaver Street which serves as a focal point of the district, this one-story cottage is surrounded by a variety of shrubs which mark its special sense of place. It is characterized by an eclectic combination of architectural elements which typify the more elaborate early twentieth century dwellings in Salisbury. It features an asymmetrical composition featuring front and side gables with cornice returns and is defined by a wrap-around pedimented porch with conical roof supported by tapered wooden piers. An elegant oval window adorns the entry. Its interior maintains the interesting combination of different architectural elements. Doors and windows are surrounded by symmetrically molded trim and several handsome mantels feature slender columns, and mirrored overmantels.

Rw ~~267~~ 49. Misenhimer-Kesler-Rufty Rental House  
440 429 Park Avenue  
1904  
Pivotal

This one-story weatherboarded frame dwelling is the most decorated of the district's late Victorian cottages. It was built in 1904 by L. M. Misenhimer, a prosperous local grocer. It was occupied by Misenhimer until 1910 and rented to a variety of occupants until it was sold to S. A. Kesler, a foreman for the Salisbury Coca-Cola Company in 1922. Kesler occupied it until his death in the late 1930s and his widow, Josephine, remained in the house until 1952 when she bequeathed it to the Salisbury Y.M.C.A. The Y.M.C.A. sold it to Ray Rufty in 1953 and it remains in the Rufty family as a rental house in 1984. Sitting on a slightly elevated lot and framed on its eastern edge along Shaver Street by a low stone wall and a line of trees which mark its sense of place. This one-story cottage possesses an eclectic late Victorian character. It features an asymmetrical composition with a high hipped roof and projecting front and side gables featuring the original roof cresting. Its eclectic character is further emphasized by a handsome porch with airy spindle gallery, pendant brackets, and turned posts and balustrade. Rich sawn ornament on the gables, pendant and scalloped brackets along the eaves, pedimented window and vent surrounds, and interior chimneys with decorative caps complete its handsome Victorian character. Sanborn maps reveal that its rear sections, as well as two weatherboard outbuildings just behind the house were constructed by 1907. Its eclectic character is maintained on its interior where Colonial Revival mantels with slender columns and mirrored overmantels, combine with asymmetrically molded door and window surrounds, and an elegant french door topped by a large fanlight.

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Rw ~~268~~ 50. Thompson-Arey-Rufty Rental House  
451 421 Park Avenue  
1891  
Pivotal

This two-story weatherboarded frame house has undergone some exterior modifications, yet it is still one of the most significant dwellings in the district. It was built in 1891 by P. H. Thompson, owner of a foundry and sash and blind factory located on a nearby Cemetary Street, after he purchased the lot upon which it sits from the Central Land Company. It appears on the company's 1891 map of the neighborhood area. Thompson sold the house to C. C. Arey, President of Arey Hardware Company in 1905. Although Arey owned the house until 1945, city directories show that it was occupied by a variety of renters, including W. P. Arey and his widow, Mary, who occupied the house during the period 1913-1920. in 1945, it was sold to Marion Morgan who occupied it into the 1950s before selling it to Ray Rufty. Since the 1950s it has been used as a rental house and remains in the Rufty family. Also set on an elevated lot, this expansive two-story dwelling possesses an original late Victorian character modified by the addition of asbestos siding over its original weatherboards, and the addition of a modern multi-paned window and door on the front elevation. The house, however, still features its original asymmetrical composition featuring projecting front and side bays. Its original Victorian character is further emphasized by molded window and door surrounds with bracketed lintels similar to several of the house in the Brooklyn-South Square Historic District. The main entry with its turned ornament, colored glass and elaborate surround, is almost identical to the main entry of the Huff-Wells House built in 1892 on E. Bank Street in the Brooklyn-South Square Historic District. Sanborn maps reveal that the rear ells and rear shed had been built by 1902 when the house first appears on the maps. Its interior, not as much affected by modification as its exterior, demonstrates the dwelling's original Victorian character. A graceful curved stair with large turned newel and balustrade and scalloped risers rises from a fully paneled foyer. Three first-floor Victorian mantels feature unusual combinations of turned ornament, brackets, and heavy shelves while second floor mantels, less elaborate than those on the lower floor, are characterized by plain pilasters, molded brackets, heavy shelves, and a lack of turned ornament.

Rw ~~269~~ 51. Jason C. Foutz House  
419 417 Park Avenue  
1903  
Contributing

This one-story early twentieth century weatherboarded frame cottage possesses an asymmetrical character featuring a high hipped roof with projecting front, side and rear gables with shingle siding and Colonial Revival lunets. It also features graceful pendant brackets under the front gable, a turned post porch and a tall interior chimney with decorative cap. Its small rear shed additions were probably

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original and appear on Sanborn maps by 1907. It was built by Jason C. Foutz a billing clerk for the J. K. Link wholesale grocery firm. Foutz, who later worked as a manager for Overman and Company wholesale grocers, occupied the house until his death in 1944. The house then passed through a series of owners before being purchased by the present occupant, Quetin Woodward in 1971. The partial enclosure of the front porch took place during the 1920s while the house was still owned by J. C. Foutz.

- 52. Apartments  
405-09 Park Avenue  
1970  
Intrusion

These brick veneer apartment buildings were built in 1970 on the site of two earlier dwellings. One of the dwellings was built about 1905 by Louis Bank, owner of the Salisbury Clothing House and the other dwelling, occupied by a series of different owners and renters was built about 1913.

- Rw ~~270~~  
444 53. Petrea-Wood House  
401 Park Avenue  
1923  
Contributing

This one-story brick bungalow, separated from the street by a variety of trees and shrubs, is typical of the small brick bungalows built in Salisbury during the 1920s. It features off-set front gables covered in dark wooden shingles and accentuated with exposed purlins. It also features a brick porch with brick posts and the multi-paned door surrounded by narrow sidelights found on many Salisbury bungalows. It was built in 1925 by M. D. Petrea, Manager of the Rowan Damp Laundry Company on the former site of the Holmes Memorial Methodist Church, which later became the Park Avenue United Methodist Church. It was occupied by Petrea into the 1940s and passed through a number of owners who used it as a rental house until it was purchased by the current occupants, Annie and Beverly Wood.

# 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** 1891 - 1926      **Builder/Architect** Various builders and architects

**Statement of Significance (in one paragraph)**

Stimulated by the development of Salisbury into a regional manufacturing and commercial center and by the establishment and expansion of Southern Railway's facilities at nearby Spencer, N.C., the North Long Street - Park Avenue Historic District is an example of residential neighborhoods that developed in Salisbury during the late nineteenth and early twentieth centuries. The district was developed during the last decade of the nineteenth century and the first three decades of the twentieth century by the Central Land Company, which was organized by such prominent Salisbury businessmen as John S. Henderson, Napoleon Bonaparte McCanless, and James Samuel McCubbins. During the period 1891 - 1896 the district began to develop as a residential area popular with prosperous Salisbury businessmen and merchants. However, after the establishment of the nearby Kesler Manufacturing Company and Southern Railway's repair and maintenance facilities at Spencer during the late 1890s, many middle income residents such as clerks, salesmen, and railroad workers began to build or rent houses in the district. This trend continued into the third decade of the twentieth century and the district developed with an interesting mix of large elaborate houses built by prosperous businessmen, as well as smaller more modest houses occupied by middle income owners and renters. Having developed over a period of almost four decades the district possesses a rich and varied architectural fabric which provides an interesting picture of the interplay of late Victorian, modest turn-of-the century and Bungalow domestic architecture.

\* \* \* \* \*

**Criteria Assessment:**

- A. Associated with the Salisbury's development into a regional manufacturing and commercial center during the late nineteenth and early twentieth century.
- B. Associated with the lives of such prominent Salisbury business and civic leaders as John S. Henderson, Napoleon Bonaparte McCanless, and James S. McCubbins.
- C. Embodies the form and characteristics of late Victorian, modest turn-of-the century, and Bungalow domestic architecture.

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Stimulated by the development of Salisbury into a regional manufacturing and commercial center and by the establishment and expansion of Southern Railway's facilities at nearby Spencer, N.C., the North Long Street-Park Avenue Historic District is an example of residential neighborhoods that developed in Salisbury during the late nineteenth and early twentieth centuries. Before 1891, the area now comprising the district was vacant land. Gray's 1882 Map of Salisbury shows that the area now included in the district, as well as much of the land in the eastern section of Salisbury, was owned by Edwin Shaver, the son of John I. Shaver one of Rowan County's wealthiest and most influential landowners. The map reveals that the entire area east of the tracks of the Richmond and Danville Railroad and north of E. Council Street was vacant. The map also reveals that by 1882 N. Long Street had been extended only as far as E. Council Street and that none of the street pattern now defining the district had been laid out.<sup>2</sup>

The historical development of the North Long Street-Park Avenue Historic District begins with Edwin Shaver's sale of much of the land in East Salisbury to the Central Land Co. in July, 1891. Shaver and his brother-in-law E. P. Wharton of Greensboro sold 255 acres of land for \$45,000.<sup>3</sup> Although the deed transferring ownership of this property to the company reveals that most of the streets defining the district in 1984 had been laid out by Shaver prior to 1891, there is no evidence that any development had taken place prior to the sale. A map of the Central Land Company's property, drawn in September, 1891, reveals that the area purchased from Shaver was bounded by E. Innis Street on the south, by the tracks of the Richmond and Danville Railroad<sup>4</sup> on the west, by Franklin Street on the north, and by Town Creek on the east.

The Central Land Company was organized in 1891 by some of Salisbury's most prominent and influential businessmen. John S. Henderson, a prominent attorney and U. S. Congressman was president of the company.<sup>5</sup> During the late 1890s, Henderson was heavily involved in land development in Salisbury. He was instrumental in bringing about the establishment of Southern Railway's repair and maintenance facility at nearby Spencer and played a major role in the development of the small town of East Spencer, a few blocks north of the district, and the North Main Street Historic District, a short distance to the west.<sup>6</sup> I. H. Foust, a director of<sup>7</sup> the Rowan Knitting Mill and later Cashier of Salisbury's First National Bank<sup>7</sup>, was vice-president of the company, and J. Samuel McCubbins, a prominent businessman and<sup>9</sup> director of the Salisbury Savings Bank, was secretary-treasurer<sup>10</sup> of the company. The company's manager was Napoleon Bonaparte McCanless,<sup>10</sup> who also served as a director of the Vance Cotton Mill, an organizer of the Kesler Manufacturing Co., a director of the<sup>11</sup> Salisbury Savings Bank, and president of the First National Bank of Salisbury.<sup>11</sup>

The first period of development began in 1891 and continued until 1895. The district began to emerge as a residential area populated by prosperous merchants and businessmen, much like the Brooklyn-South Square Historic District which developed about the same time. The company began to market the area, which did

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not have a specific name, soon after its purchase in 1891. In an effort to attract prosperous buyers, the company promoted their lots as, "...beautifully located on high, gently rolling land in full view of all passing trains, many of them near the most populous part of town."<sup>12</sup>

The builders of the district's first houses were prominent and prosperous Salisbury businessmen. J. S. McCubbins, N. B. McCanless and P. H. Thompson, a wealthy factory owner, built elaborate frame homes along Park Avenue soon after the Central Land Company purchased the area. These men were officers and directors of the company and were able to purchase lots for only one dollar while other purchasers paid as much as \$600.00 for their lots.<sup>13</sup> McCubbins, McCanless, and Thompson all occupied permanent dwellings in other more exclusive sections of Salisbury and built the houses along Park Avenue for investment purposes. Other prominent residents who built houses in the district during this first period of development included G. W. Wright, a prominent mortician, and R. Lee Wright, a prosperous local grocer. Initial building activity progressed rapidly as the Central Land Company began to market lots in 1891 but then slowed considerably. Rowan County Deeds and the Central Land Company's 1891 map reveal that six new dwellings were built in the district between July and September of 1891. By 1895, nine houses had been built.<sup>14</sup> These first houses were built along the northeast side of the four and five hundred blocks of N. Long Street and both sides of the four hundred block of Park Avenue.<sup>15</sup>

This initial period of building activity in the district was stimulated by Salisbury's increased economic prosperity during the late 1880s and early 1890s. Because of its good rail facilities and a good supply of cheap labor from the surrounding rural area Salisbury developed into an important manufacturing and commercial center during the late nineteenth century. The growth of the tobacco, textile, and distilling industries were particularly important to Salisbury's economic prosperity, as was the commerce brought about by its railroad facilities. By the mid 1880s, Salisbury had five tobacco factories, four machine shops, two foundries, a locomotive shop, and fifty other businesses.<sup>16</sup> This economic prosperity was coupled with a simultaneous increase in Salisbury's population. According to the Central Land Company's promotional literature, the town's population had increased 33% between 1887 and 1891.<sup>17</sup>

The next period in the historical development of the North Long Street-Park Avenue Historic District took place between 1896-1899. During this brief transition phase, the district began to experience a subtle change in its physical and social character. During the first period of house-building, the district had begun to develop as a residential area containing large and elaborate structures. However, the transition phase introduced new building patterns that influenced the next thirty years of development. Although a few elaborate houses were built, most of those built in the district were constructed as simple rental facilities, or as the modest dwellings of railroad workers and other middle-income homeowners.

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This shift in the physical and social character of the district can be attributed to the establishment of the Kesler Manufacturing Company just to the northeast of the district in 1895 and the establishment of Southern Railway's repair and maintenance facility at Spencer in 1896. The Kesler Manufacturing Company, which manufactured cotton cloth, was established in 1895 by such prominent Rowan County men as Tobias Kesler, N. B. McCanless, D. R. Julian, and Francis J. Murdoch.<sup>18</sup> Kesler was a prominent farmer and landowner;<sup>19</sup> McCanless was a prosperous businessman, banker, and manager of the Central Land Company; D. R. Julian was also a prominent local figure and served as Rowan County Sheriff from 1900-1906;<sup>20</sup> and Murdoch was the prominent Rector of St. Lukes Episcopal Church.<sup>21</sup> The company purchased land for its mill complex from the Central Land Company in 1895.<sup>22</sup> Although the only mill people to live in the district were supervisory personnel, the area surrounding the district began to develop as a neighborhood populated by mill workers.

John S. Henderson, president of the Central Land Company, was also instrumental in the establishment of Southern Railway's repair and maintenance facility at Spencer, just a short distance north of the district, in 1896.<sup>23</sup> Initial construction of the facilities at Spencer began in 1896 and by 1900 the town had a population of 625.<sup>24</sup> As the facilities at Spencer expanded into the largest repair and maintenance shop in Southern Railway's system, numerous railroad employees were brought into the Salisbury area and local residents found work with the railroad. Although most railroad workers settled in Spencer, city directories reveal that many also settled in the district where they could take the nearby train to work, or (after 1904) ride the streetcar line which ran along Council Street and N. Main Street.

Only four dwellings were built during this transition phase of development bringing the total number of dwellings in the district to thirteen by 1899. The dwellings erected during this period were built by railroad workers, carpenters, and other middle-income citizens and were much more modest than the elaborate dwellings built a few years before. Like the houses constructed during the first period of development, these dwellings were situated along the northeast side of N. Long Street and in the four hundred block of Park Avenue.

During the first decade of the twentieth century the district experienced its most intense period of development. Twenty-eight dwellings and one church were built between 1900 and 1909 so that the district contained forty-one dwellings by the end of the decade. The great majority of this construction activity took place between 1900 and 1902 when twenty-three houses were built.<sup>25</sup> The dramatic growth of the North Long Street-Park Avenue District during the first few years of the twentieth century was typical of the town of Salisbury. A report issued by Salisbury's Chamber of Commerce in 1902 stated that the city's population had doubled between 1897 and 1902. The report further stated that real estate investments were earning a return of 12-15%, and that houses were being built during the period 1900-1902 at the rate of one house per week.<sup>26</sup> The city of

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Salisbury's financial statement for 1907 supports these figures concerning the growth of Salisbury during the first decade of the twentieth century and reports that 145 new homes were constructed at a total cost of \$236,845 during the period from December, 1905 to February, 1907.<sup>29</sup> Between 1900 and 1910, Salisbury's population increased from 6,277 to 7,153 with no increase in the town's geographic size.<sup>28</sup>

This increase in population and building activity was complemented by Salisbury's continued economic prosperity during the first decade of the twentieth century. In 1896, Salisbury contained seventeen manufacturing firms, including three cotton mills, a knitting mill, three sash and blind factories, a marble works and a rope factory. The town also contained two banks, a building and loan association, a gas company, and a waterworks. Its merchants included thirty general stores, fifteen grocers, four druggists and seven hotels.<sup>29</sup> By 1912, Salisbury had twelve department stores, nine hotels, six druggists, four banks, four lumber dealers, three cotton mills, and an iron foundry, as well as five real estate agents, four insurance agents, three architects, three contractors, and two brick manufacturers.<sup>30</sup>

The influx of working-class and middle-income residents, especially railroad workers; was stimulated by the expansion of Southern Railway's facilities in Spencer in 1904 and 1907.<sup>31</sup> While some prosperous businessmen did build houses along Park Avenue during this period, including C. W. Isenhouer, owner of the Isenhouer Brick Yard in nearby East Spencer; J. L. Fisher, prosperous banker and Salisbury mayor during the period 1927-1931; and L. M. Misenhimer, a successful grocer, most of the houses constructed were modest dwellings occupied by middle-income owners such as railroad engineers and conductors, salesmen, and clerks. Several houses, especially those along the northwest side of N. Long Street were built as rental dwellings and occupied by railroad workers and other working-class persons.

The intense period of growth during the period 1900-1909 was followed by a slower period of growth which took place between 1910 and 1919 despite a general economic prosperity. Salisbury's manufacturing and commercial economy continued to expand during the second decade of the twentieth century. The 1913 Annual Report of the Salisbury Industrial Club stated that twelve new businesses, with a combined capital stock of \$213,000 and a combined annual payroll of more than \$80,000, had located in the the city in that year. Because of this prosperity, civic boosters began promoting the city with the slogan, "Salisbury's The Place To Be."<sup>32</sup> By 1920, thirty passenger trains and thirty-two freight trains passed through the city each day and its manufacturing firms included five building supply firms, nineteen contractors of various kinds, seven cotton mills, two flour mills, two marble and granite company's, and one mantle factory.<sup>33</sup> Due to an annexation, the city's population doubled between 1910 and 1920. By 1920, Salisbury with a population of 13,884, was the ninth largest city in the state.<sup>34</sup>

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Although Salisbury's economy continued to expand, other factors interacted to slow building activity in the district during the second decade of the twentieth century. By 1909, the district was already heavily developed and few lots were available for the construction of new homes. The economic effects of World War I, probably restricted construction activity in the district as well as in other Salisbury neighborhoods during the period 1913-1918. No specific information about the effects of the war on construction activity in Salisbury has been found, but the involvement of the United States in the conflict had a negative effect on home building in other nearby North Carolina cities. A 1918 editorial in the Greensboro Daily News pointed out that the construction of new homes in that city had suffered because of the war. This editorial stated that labor and material, which otherwise would have been used for home building, were allocated to the war effort.<sup>35</sup> In addition, the last half of the second decade of the twentieth century was characterized by a nationwide depression of the housing industry. In a 1920 article published in the Architectural Record, the Secretary of the National Housing Association claimed that the construction of new homes in all parts of the country had dropped dramatically over the previous five years. His article blamed a nationwide housing shortage of one to three million homes on rising material prices which made new homes "beyond the purchasing power of those for whose occupancy they were intended."<sup>36</sup> The article further stated that only 20,000 new homes were constructed in the entire country during 1918 and only 70,000 in 1919.<sup>37</sup>

Only four dwellings, one church, and one commercial building were constructed in the district during the period 1910-1919 and all of these structures were built in 1916 before the United States entered World War I or in 1919 after the war had ended. The houses built during this period were modest bungalows of middle-income residents such as clerks, salesmen, and railroad workers. The most impressive structure built during this period was the Park Avenue United Methodist Church.

Salisbury's economy continued to expand during the third decade of the twentieth century and other neighborhoods such as the nearby North Main Street Historic District experienced an increase in building activity. The North Long Street-Park Avenue Historic District, however, was already heavily developed by 1920 and few lots existed for the construction of new homes. Only four dwellings were built during this period and by 1925, the district had assumed much of the appearance it has in 1984. As in the previous two decades, the houses built during this period were built by middle-income residents. The larger, more elaborate and more expensive dwellings of prosperous Salisbury businessmen and merchants were being built in other neighborhoods during the first three decades of the twentieth century.

The North Long Street-Park Avenue Historic District remained relatively stable for almost three decades after 1925. Only one other dwelling was built in the district during the late 1930s, however, the economic, social, and racial character of the neighborhood began to change. During the late 1950s, however,

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the economic social and racial character of the neighborhood began to change. As the physical condition of the neighborhood began to decline, many of the long-time white residents moved to other sections of the city and many of the homes were purchased or rented by low to moderate income black citizens. Several of the district's houses were purchased by absentee owners and converted into low-cost rental housing. Surprisingly only a small number of houses suffered substantial deterioration or alteration and the architectural fabric of the neighborhood survives with a high degree of integrity. During the early 1920s, two dwellings near the intersection of N. Long and Park Avenue were demolished and two modern intrusions built on these sites. In 1984, many of the district's houses are owned by absentee owners and rented to low-income black and white residents. However, some of the houses are owned and occupied by low to moderate income older black and white citizens.

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NOTES

<sup>1</sup>Gray's 1882 Map of Salisbury.

<sup>2</sup>Ibid.

<sup>3</sup>Edwin Shaver and wife, Annie L. Shaver, and E. P. Wharton and wife, Ida M. Wharton to the Central Land Co., July 11, 1891, Rowan County Deeds, Office of the Register of Deeds, Rowan County Courthouse; Salisbury. Book 75, 384. Hereinafter cited as Rowan County Deeds.

<sup>4</sup>Central Land Company Map, 1891. Clark Memorial History Room, Rowan Public Libraries.

<sup>5</sup>Ibid.

<sup>6</sup>North Main Street Historic District, National Register Nomination. Unpublished Report prepared for the N. C. Division of Archives and History, Raleigh, N.C.

<sup>7</sup>James D. Brawley, The Rowan Story, 1753-1953, (Salisbury: Rowan Printing Co., 1953), 220, 277. Hereinafter cited as Brawley, The Rowan Story, 1753-1953.

<sup>8</sup>Central Land Company Map, 1891.

<sup>9</sup>Brawley, The Rowan Story, 1753-1953, 277 and the Central Land Co. Map, 1891.

<sup>10</sup>Ibid.

<sup>11</sup>Brawley, The Rowan Story, 1753-1953, 222, 277.

<sup>12</sup>Central Land Company Map, 1891.

<sup>13</sup>Rowan County Deeds, Book 74, 98, 102.

<sup>14</sup>Central Land Company Map, 1891 and Rowan County Deeds, Book 74, 98, 102, 362.

<sup>15</sup>These figures were selected after comparing deeds for the earliest houses with The Central Land Company's 1891 Map and Miller's 1902 Map of Salisbury.

<sup>16</sup>Davyd Foard Hood, The Architecture of Rowan County: A Catalogue and History of Surviving Eighteenth, Nineteenth, and Early Twentieth Century Structures (Raleigh: Glover Printing Co., 1983) p. 294. Hereinafter cited as Hood, architecture of Rowan County.

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<sup>17</sup>Central Land Company Map, 1891.

<sup>18</sup>Hood, The Architecture of Rowan County, 320.

<sup>19</sup>Ibid.

<sup>20</sup>Brawley, The Rowan Story, 1753-1953, 375.

<sup>21</sup>Hood, The Architecture of Rowan County, 335.

<sup>22</sup>Rowan County Deeds Book, 81, 113.

<sup>23</sup>Marti Dreyer, "Architectural and Historical Essays Draft for Spencer, N.C." (unpublished draft report prepared for N. C. Division of Archives and History). Hereinafter cited as Dreyer, "Architectural and Historical Draft."

<sup>24</sup>Ibid.

<sup>25</sup>These figures were obtained by comparing deeds with the Central Land Company's 1891 Map, Salisbury city directories, and Miller's 1902 Map of Salisbury.

<sup>26</sup>Salisbury, 1902 (Salisbury Chamber of Commerce, 1902).

<sup>27</sup>City of Salisbury Financial Statement, 1907 (Charlotte: Elam and Dooley Printers, 1907), 78.

<sup>28</sup>Hood, The Architecture of Rowan County, 294.

<sup>29</sup>Ibid.

<sup>30</sup>Ibid.

<sup>31</sup>Dreyer, "Architectural and Historical Draft."

<sup>32</sup>"Salisbury's The Place," Sky Land Magazine, December, 1913, 337.

<sup>33</sup>Salisbury-Spencer City Directory, 1920, Asheville: The Piedmont Directory Co., 1920), 8.

<sup>34</sup>Hood, The Architecture of Rowan County, 294.

<sup>35</sup>"As To Building Now," Greensboro Daily News, February 18, 1918, 4.

<sup>36</sup>"The Housing Situation and the Way Out," The Architectural Record, XCVII, No. 6. (Dec. 1920), 532.

<sup>37</sup>Ibid.

# 9. Major Bibliographical References

SEE BIBLIOGRAPHY

# 10. Geographical Data

Acreege of nominated property App. 10 acres

Quadrangle name Salisbury 1962

Quadrangle scale 1:24000

UMT References

A 

1	7
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5	4	8	5	1	0
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3	9	4	6	9	7	0
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 Zone Easting Northing

B 

1	7
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5	4	8	6	9	0
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3	9	4	1	7	1	5	0
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 Zone Easting Northing

C 

1	7
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5	4	9	0	0	0
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3	9	4	6	8	6	0
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D 

1	7
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5	4	8	8	0	0
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3	9	4	6	6	7	0
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E 

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**Verbal boundary description and justification**

The North Long Street-Park Avenue Historic District encompasses roughly both sides of Park Avenue from Long Street to Boundary Street and both sides of Long Street from Park Avenue to Franklin Street. See enclosed map for exact boundary.

**List all states and counties for properties overlapping state or county boundaries**

state	N/A	code	county	N/A	code
state		code	county		code

# 11. Form Prepared By

name/title Ray Manieri

organization \_\_\_\_\_ date November, 1984

street & number 5731-F Bramblegate Rd. telephone \_\_\_\_\_

city or town Greensboro state North Carolina

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service

State Historic Preservation Officer signature William S. P... Jr.

title State Historic Preservation Officer date April 11, 1985

For NPS use only	
I hereby certify that this property is included in the National Register	
	date
Keeper of the National Register	
Attest:	date
Chief of Registration	

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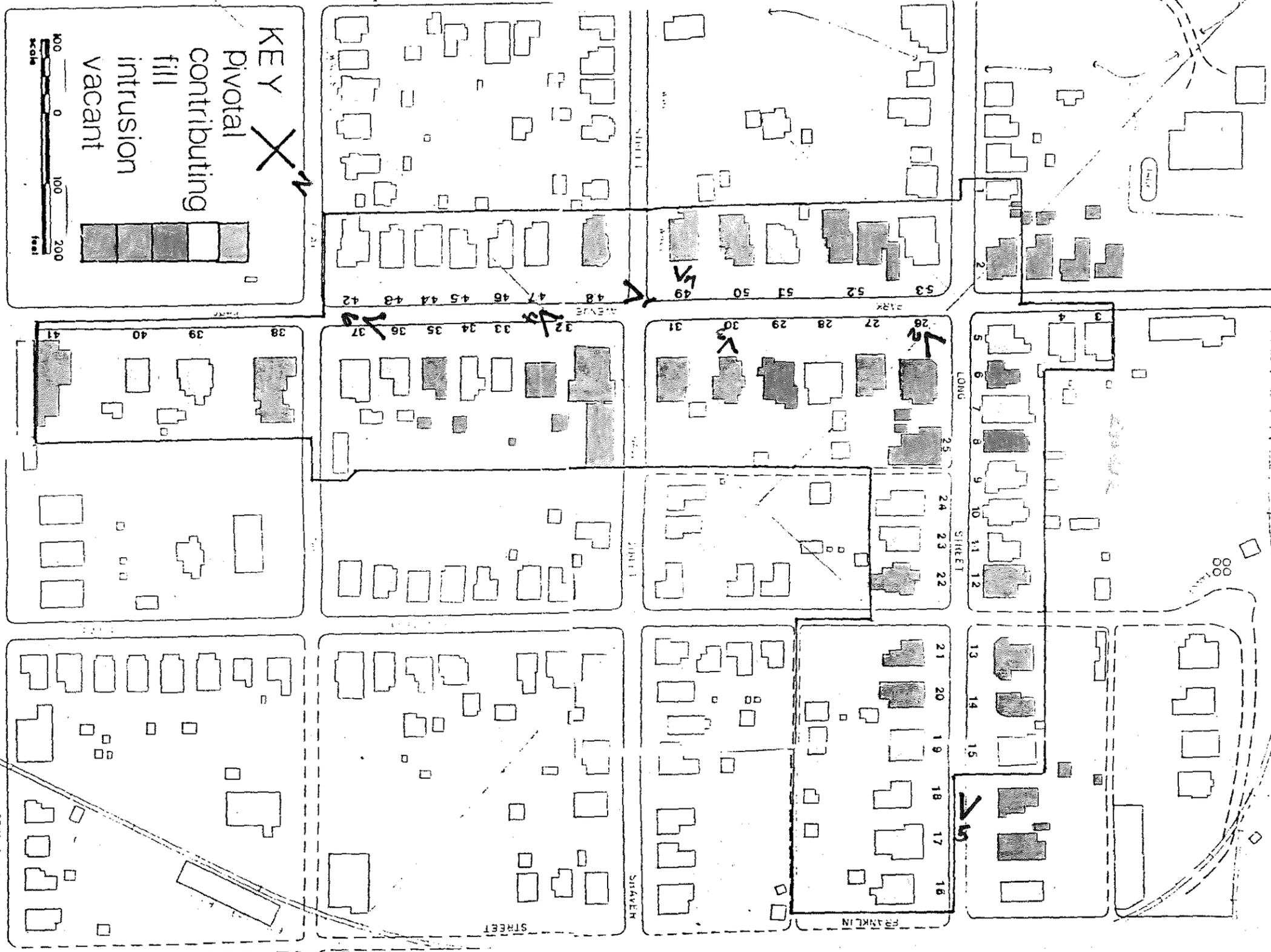
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NORTH LONG - PARK AVE HISTORIC DISTRICT



KEY

- Pivotal
- Contributing
- Intrusion
- Vacant



