

563001

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.



1. Name of Property

Historic name: Griffin Motor Company

Other names/site number: _____

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 329 North Irby Street

City or town: Florence State: SC County: Florence

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this x nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property x meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide X local

Applicable National Register Criteria:

X A ___ B X C ___ D

<u>Elizabeth M. Johnson</u>	<u>8/22/2018</u>
Signature of certifying official/Title:	Date
Elizabeth M. Johnson, Deputy State Historic Preservation Officer	
_____ State or Federal agency/bureau or Tribal Government	

Griffin Motor Company
Name of Property

Florence County, SC
County and State

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: _____ **Date** _____

Title : _____ **State or Federal agency/bureau or Tribal Government** _____

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

[Handwritten Signature]

Signature of the Keeper

10/2/18

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site

Griffin Motor Company
Name of Property

Florence County, SC
County and State

Structure

Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u> </u>	Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/Specialty Store

Current Functions

(Enter categories from instructions.)

VACANT

Griffin Motor Company
Name of Property

Florence County, SC
County and State

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT/Moderne

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Brick, Concrete, Stucco

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Located at 329 North Irby Street in Florence, South Carolina, the Griffin Motors Building is a one-story brick and stucco building of approximately 12,000 square feet. The building sits on approximately 2.5 acres and is located just outside of the main business district of Florence, South Carolina. The building is situated on one of the main corridors through the city and surrounded by strip retail. An empty lot is located adjacent to the building, on the north side. This lot once served as a storage and display area for cars. A large grassy area is located behind the building (to the east). An eight-foot chain link fence surrounds this portion of the property.

Narrative Description

This one-story, flat-roofed building is composed of stucco and unpainted Orangeburg brick on its street-facing façade. The building is generally rectangular in shape, and consists of three primary spaces: the showroom, the service shop, and the part rooms. Construction on the building began in 1950 and was completed in March 1951. The large rectangular arch that visually divides the modernist white stucco showroom façade from the brick service shop area is a significant remaining architectural detail. The mid-century modern building was designed by W.D. Harper & Sons and served as the area's only Oldsmobile dealership until 1962.

West Façade

The main façade of the building faces North Irby Street and is divided into two parts: to the north, the showroom is composed of stucco and glass; to the south, the service shop has a simple brick façade. The buildings intersect at a circa 1970 lobby addition which overlaps onto the façade of the service garage.

Griffin Motor Company

Name of Property

Florence County, SC

County and State

The showroom space is distinctly of the International style¹; it is composed of glass supported by a white stucco knee wall. The showroom roof is flat and the ledge slightly projects over the building to create an overhang. A 1970 renovation created the existing storefront which replaced the floor-to-ceiling glass windows with shorter glass windows with metal muntin strips and a stucco covered knee wall. A new lobby was also constructed at this time and originally ran down the length of the service garage, though a portion of this has been removed in order to reveal the original garage door.

At the overlap of the two building sections, a large, hollow rectangle extends upward over the building. This was originally a sign used to advertise the dealership's affiliation with Oldsmobile.

The service garage is a double height building constructed of Orangeburg brick. There is a pilaster that protrudes from the building at the northwest corner, and a single bay opening with a modern steel garage door is located at the center of the building.

North Elevation

Originally the showroom windows comprised the entirety of the north elevation. Following the 1970 renovation, half of the glass window wall was replaced with a solid, stucco covered wall. There are double glass doors and a glass transom divided into two panes by a metal muntin strip at the southwest corner of the wall, and an additional double glass door sits adjacent, slightly farther down the elevation. At the southeast corner of the elevation, a hole has been cut into the wall to accommodate a portable air conditioning unit. The remaining portion of the elevation is taken up by a one bay wide office, which extends slightly from the showroom elevation, and according to the 1952 Sanborn Map, is original to the initial building construction. A small grassy area extends back towards the main building but is terminated by an office addition that is located at the rear of the space in between the showroom and the warehouse. This section is infill and originally the space was open so that cars could be pulled into the showroom.

To the east, a concrete block warehouse extends along the original parts room. The warehouse was added circa 1970 and is utilitarian in appearance. It has a center-oriented garage bay with two horizontal windows placed on either side of the center bay. The roof over this space is low-sloped, with a slight overhang.

East Elevation

The east elevation is comprised of three parts: the east side of the concrete warehouse, the single bay section in between the warehouse and the garage, and the brick service garage. The concrete block warehouse has one single-paned, highly placed horizontal window. The single bay section is covered by a two-bay metal awning. This awning extends to cover the northeast corner of the service garage. The service garage is constructed of brick laid in common bond. A garage door is centered along the elevation. A vented window is located to the north side of the door. To the

¹ DoCoMoMo, "Styles of the Modern Era," <http://docomomo-us.org/explore-modern/styles-of-the-modern-era>, accessed January 9, 2017.

Griffin Motor Company

Name of Property

Florence County, SC

County and State

south of the door, a small storage building with sloped roof extends from the brick wall. Connected to this building is a metal awning.

South Elevation

The south elevation is comprised solely of the service garage. This elevation is seven bays long and constructed of brick laid in common bond. Each bay is defined by an attached metal downspout and features a double, metal framed window. Each window has nine lites over nine, and the lower sash has an operable hopper window. The bay at the southwest corner has been altered, with a portion of the lower window sash removed. A single width door has been punched into the wall and is flanked by single pane windows.

Interior

The interior of the showroom is divided into two principal areas: the showroom space, which is a large open room with exposed brick walls and original terrazzo floors; and a row of offices, which are located along the rear (east) wall. Above these offices, a row of clerestory windows provides natural light in the showroom. There are three offices of varying sizes, which are connected to each other by interior doors. Two of the offices have painted paneling while one has exposed brick walls. Two of the offices feature the original metal framed, louvered glass windows.

Adjacent to the offices, a double width entry was used to drive vehicles into the showroom. A modern aluminum framed storefront system is located beyond the opening along with two original restrooms to one side. The original exterior door opening is extant but an office addition was created circa 1970. This space has painted paneling on one wall with the original brick exterior wall exposed on two walls. There are two steel framed windows in the space that appear to be original and may have been moved from other locations in the building.

Along the south wall of the showroom, a new office addition of sheetrock extends out into the space. This area originally housed the accounting department, with a counter running along the current wall. This office now contains the entrance to the original parts room, which is a long space with pegboard on the walls, a painted concrete floor, and exposed wooden rafters.

At the southwest corner of the showroom, the original entrance doorway is intact, however it now leads to the ca. 1970 lobby and waiting room. A horizontal window is located high on the upper part of the wall above where the original entrance door was. The lobby contains a single width, non-historic entry door and a glass and aluminum storefront system divides the space in two sections. The waiting room beyond the storefront system has linoleum tile floors, and a square picture window located on the west wall. The original exterior window opening is a trophy case; the original steel framed window has been moved to another location in the building.

The showroom and garage are joined together by the original reception area. The original exterior entrance door frame is intact, along with the terrazzo floors. A glass teller window is located in one wall, allowing for communication with the garage office beyond. An adjacent single width door leads into the service shop.

Griffin Motor Company
Name of Property

Florence County, SC
County and State

The service shop and garage remain substantially unaltered since the building's construction in 1951. The interior of the service shop space is composed of natural and painted brick, with rows of pilasters along the walls. The shop features concrete floors, exposed steel trusses, and wood plank ceiling. Seven steel framed, double windows with operable hopper panels are located along the south wall. A window at the southwest corner has been altered to allow for a single width entry door. There is a modern steel garage door located at both the west and east ends of the garage. Along the north wall, there is a square window and a steel door leading into the parts room.

There is access to the circa 1970 addition at the northeast corner of the garage. A short hallway leads to the warehouse, which is divided into two sections. Both spaces have concrete floors, exposed cement block walls, exposed steel trusses and a wood plank ceiling. Wood framed horizontal windows provide light in the east space, and a steel garage door opened is located in the west side of the building. The original exterior brick wall is exposed along the south side of this addition.

Site

The building sits on a large corner lot with a parking area to the north. A dirt drive runs around the building to secondary exit along the south elevation. The large grassy area to the rear is surrounded by a chain length fence.

Griffin Motor Company
Name of Property

Florence County, SC
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

ENTERTAINMENT/RECREATION

COMMERCE

ARCHITECTURE

Griffin Motor Company
Name of Property

Florence County, SC
County and State

Period of Significance

1951 - 1962

Significant Dates

1951

1962

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

W.D. Harper & Sons

Griffin Motor Company
Name of Property

Florence County, SC
County and State

Statement of Significance

Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Griffin Motors Building, constructed in 1951, is eligible for listing on the National Register of Historic Places under Criterion A for Entertainment/Recreation and Commerce and Criterion C for Architecture. Located just north of the commercial district in the City of Florence, South Carolina, the Griffin Motors Building consists of a showroom for Oldsmobile vehicles and a service shop that eventually became a hub of activity for the burgeoning sport of stock car racing. The period of significance for this building is from its date of construction in 1951 to when the dealership ceased operation in 1962. The building has remained in the Griffin family since 1951.



Figure 1. Griffin Motors Building, c. 1952

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Stock Car Racing as a Vehicle for Entertainment and Advertising (Criterion A: Entertainment and Recreation and Commerce)

Griffin Motor Company began operation in 1942 as a family business started by Robert “Bob” Griffin. The original location was on Front Street in the City of Florence. His two sons, Bobby and Tommy, joined the company following service in World War II. Tommy was a graduate of the General Motors Institute of Technology, now Kettering University in Flint, Michigan. Griffin Motors was an established Oldsmobile dealership, and did a good business through the war. With returning soldiers and the ensuing “Baby Boom,” vehicle manufacturers were at full production, trying to fill the shortage of available cars as a result of the large increase in new buyers.² Prior to this time, car dealerships would often have only a couple cars in a showroom. Buyers could drive these cars, but they ultimately ordered the vehicle from the manufacturer and had it shipped to the dealership.

At the end of the 1940s, there was a shift in the way cars were bought and sold. Vehicle manufacturers began shipping larger quantities of vehicles to dealerships so that they could be sold off the lot. It suddenly became vital for a dealership to have the space to showcase these

² Daniel S. Pierce, *Real NASCAR: White Lightning, Red Clay, and Big Bill France* (Chapel Hill: University of North Carolina Press, 2010), 79.

Griffin Motor Company

Name of Property

Florence County, SC

County and State

cars.³ In response to this change, the Griffin family purchased a lot at the corner of Darlington and North Irby Streets and constructed a modern facility to showcase the latest in Oldsmobile technology, and have a quantity of cars on hand. Only a few blocks from their original location on Front Street, their new building on North Irby Street brought them closer to the many other car dealerships present in Florence, mainly centered along South Irby Street and East Cheves Street.⁴ As South Irby Street was one of the main approaches into the main commercial district of Florence, it was a well-traveled area that allowed for great visibility. In a newspaper article from the opening day of the new Griffin Motors location, almost twenty different automobile sales stores, garages, and parts stores wished them luck.⁵ But both Bobby and Tommy Griffin were interested in more than just car sales; the burgeoning sport of stock car racing had captured their interest.

Bobby and Tommy Griffin's love for stock car racing echoes similar stories from across the South during the twentieth century. Long before stock car racing drew the Griffin brothers into its fold, auto racing had a burgeoning history in the South. To fully understand the new Southern American dream that eventually led to the founding of Griffin Motors Racing, the history of auto racing and the formation of NASCAR must be understood. Racing in general has been a popular pastime for centuries. Chariot races in Egypt, Babylon, and Greece were documented by epic poets such as Homer and featured in the art of those early civilizations. While the sport eventually died out, it was not replaced with a similar type of race for many hundreds of years. It was the invention of the bicycle that led to the next racing phenomenon, with the first bicycle race being held in 1868 in Paris.⁶ Around the same time, early cars or motorized wagons began racing as well with the first being held in England. But the first race of vehicles with combustible engines occurred in 1887 along the Bois de Boulogne in Paris.⁷ It didn't take long for this new phenomenon to spread to the United States. In 1895, the *Chicago Tribune* sponsored a race which did much to popularize the idea of the automobile.⁸

Throughout the 1890s, automobile racing continued to pick up steam, at least in the Northeastern states. Finally, in 1903, the first southern races were launched in Daytona, Florida. Stretching from Daytona to Ormond along the beach, these races tested the skill of the drivers and the ability of the newest automobiles.⁹ Quickly, this popular attraction spread further, stretching through Georgia, the Carolinas, and even to Midwestern states like Iowa.¹⁰ World War I slowed

³ Marshall Griffin and Joseph "Jay" Lewis, Interview by Caroline Wilson, January 2018.

⁴ Florence, SC, 1952, Sanborn Fire Insurance Maps, Charleston County Public Library online collection.

⁵ "Griffin Motors to have Formal Opening Today," *Florence Morning Times*, March 21, 1951, accessed May 7, 2018, <https://newspaperarchive.com/florence-morning-news-mar-21-1951-p-12/>.

⁶ Benjo Maso, *The Sweat of the Gods: Myths and Legends of Bicycle Racing*, (Norwich, England: Mousehold Press, 2005), 1-2.

⁷ Rémi Paolozzi, "The Cradle of Motorsport," *Autosport*, May 23, 2003, 8.

⁸ Michael L. Berger, *The Automobile in American History and Culture: A Reference Guide*, (Westport, Connecticut: Greenwood Publishing Group, 2001), 278.

⁹ Randal L. Hall, "Before NASCAR: The Corporate and Civic Promotion of Automobile Racing in the American South, 1903-1927," *The Journal of Southern History* 68, no. 3 (2002), accessed May 4, 2018, 637.

¹⁰ John Havick, *The Ghosts of NASCAR: The Harlan Boys and the First Daytona 500*, (Des Moines, Iowa: University of Iowa Press, 2013), preface.

Griffin Motor Company

Name of Property

Florence County, SC

County and State

down the rise in popularity of auto racing, and it would take the passage of the Volstead Act (National Prohibition Act) to entrench stock car racing in the South.

While Griffin Motors did not enter the stock car racing scene until after the formation of NASCAR, the early beginnings of professional stock car racing can be traced to Prohibition. Beginning in 1920, and stretching well into the 1950s, moonshining and bootlegging were highly lucrative activities in the South, specifically in the Piedmont region.¹¹ When the 18th amendment outlawed the production, sale, and consumption of alcohol, the South, particularly the Piedmont region, responded by building backyard stills. Local farms were underproducing, which forced more and more people to find work in mills, a lifestyle that ran counter to the freedom and independence many southern farmers had highly valued for generations. Moonshining provided an opportunity for many families to retain their family farm and create huge profits, all while maintaining their independence.¹² There were three roles involved in this illegal practice: the “moonshiner,” the person who distilled the liquor; the “bootlegger,” the person who sold the illegal liquor; and the “runner,” the person who delivered the product to the purchaser. Sometimes these roles were fulfilled by one or two people but being able to transport the product was integral to the process. As such, having a reliable and fast vehicle was the most important component of the process as government agents or “revenueurs” were always looking to arrest offenders. Runners quickly learned to modify their vehicles to be lighter and drive faster, but they also created secret storage compartments for the illegal alcohol in case their driving skills were not enough to evade capture.

Moonshine and the availability of automobiles created a huge new interest in everything related to cars in the South. In the late 1920s and early 1930s automobiles became more affordable as more and more used cars came onto the market and production of new cars increased. As many of the cars purchased were not in the best condition, learning how to fix automobiles became a highly desirable skill. As a result, more and more people joined the now highly profitable profession of mechanic. This went hand in hand with the adaptation of automobiles to distribute moonshine and outrun the police.¹³ Despite the repeal of the 18th amendment in 1933, the illegal alcohol trade did not completely evaporate. Alcohol was still heavily taxed and many counties in the South remained dry, which made moonshining a valuable proposition for anyone willing to take the risk. Competitive and dangerous to the core, southerners were quickly drawn to the street races of moonshiners demonstrating their skills and speed. By the 1930s and 40s, street car racing was one of the only available entertainments for working class men in the Piedmont that provided the same level of rough and dangerous past-times they enjoyed throughout the nineteenth century.¹⁴

Many Southerners could relate to stock car racing, as many owned the same cars they watched race. But the wildness of the sport was appealing to fans as well. It provided an escape from the

¹¹ Pierce, *Real NASCAR*, 14-15.

¹² Pierce, *Real NASCAR*, 14-15.

¹³ Pierce, *Real NASCAR*, 24-25.

¹⁴ Pierce, *Real NASCAR*, 30.

Griffin Motor Company

Florence County, SC

Name of Property

County and State

drudgery of daily life.¹⁵ The sport was able to expand quickly with the support of ardent fans, and by 1936 professional stock car racing had taken hold in Florida, Georgia, and the Carolinas. While it remained a popular spectator sport, working class men with few options for employment found it to be a lucrative alternative to working in a mill or on a farm.¹⁶ Former stock car racer Benny Parsons once said these men “would rather die violently in a car than of boredom in a production line somewhere, punching a time clock to begin the day.”¹⁷

The sport also flourished due to the availability of drivers and mechanics. Many came from the backroads of the south, fresh off a life of danger and treachery as moonshiners. Skilled mechanics already knew how to adapt stock cars and drivers were used to outrunning the authorities. The illicit pasts of these racers caused a problem initially when, at one of the first organized races in the south, over half of the drivers were found to have lengthy arrest records and were banned from competing.¹⁸ This “extravaganza” race, held in Atlanta, Georgia, had been promoted for weeks and, following a great public outcry, the drivers with criminal records (many of whom were already local heroes) were allowed to participate. Crowd favorite Roy Hall won the race, and the idea of NASCAR was born.

The marvelous success of this first organized race inspired Bill France, who was a race promoter in Daytona Beach. In 1946, he founded the National Championship Stock Car Circuit was a series of races where the winner of the most points (assigned by placing in each race) could result in a prize of \$1,000. Noticing a great deal of interest in the sport in the Carolina Piedmont, France moved his offices to Greenville, South Carolina.¹⁹ But he also realized that the sport was chaotic, and not everyone had noble intentions. There was not a unified governing authority to prevent drivers from making unsanctioned modifications to their cars or to ensure drivers won their fair share of the advertised prize money. In December of 1947, France met with the many stakeholders of the sport and pitched the idea of creating an organization governed by official rules.²⁰ By February of 1948, the National Association for Stock Car Auto Racing, or NASCAR, was born. The organization eventually launched its own series of races; the Strictly Stock Series, eventually renamed to the Grand National, started with eight races in its first year in 1949, grew to nineteen races in 1950, and averaged thirty-seven races in the 1951 to 1954 seasons.²¹ Stock racing was so popular that by the end of the 1950s almost every county in the Piedmont had some kind of race track. The red clay found in the Piedmont was especially favorable for racing, and even though twenty-two states had races in the Grand Series by 1954, the South remained the most popular spot for NASCAR.²²

¹⁵ Daniel Pierce, “The Most Southern Sport on Earth: NASCAR and the Unions”, *Southern Cultures*, Vol. 7, No. 2 2001, 9.

¹⁶ Pierce, *Real NASCAR*, 41.

¹⁷ Pierce, “The Most Southern Sport on Earth: NASCAR and the Unions”.

¹⁸ Rick Houston, “NASCAR’s Earliest Days Forever Connected to Bootlegging”, https://www.nascar.com/en_us/news-media/articles/2012/11/01/moonshine-mystique.html, accessed January 12, 2018.

¹⁹ Pierce, *Real NASCAR*, 79.

²⁰ Mark D. Howell, *From Moonshine to Madison Avenue: A Cultural History of the NASCAR Winston Cup Series*, (Bowling Green, OH: Bowling Green State University Popular Press, 1997), 16.

²¹ Pierce, *Real NASCAR*, 125.

²² Pierce, *Real NASCAR*, 88.

Griffin Motor Company
Name of Property

Florence County, SC
County and State

For the Griffins and the Oldsmobile dealership, the creation of the Darlington Raceway in the neighboring town of Darlington, South Carolina, helped bring NASCAR and the sport of stock car racing to their doorstep. With NASCAR taking off, Harold Brasington, a trucking company owner from Darlington, dreamed of bringing the sport of Indy car racing to South Carolina. Born in 1909, Brasington had been a fan of racing for many years,²³ but it was a trip to the Indianapolis 500 that sparked his vision. His dream was sidelined by World War II, and it was not until 1948 that his plans began to take shape. Though the initial response to building a superspeedway was lukewarm at best, the unlikely impetus to construction was a Gin Rummy game. Brasington was playing with J. Sherman Ramsey, a local landowner, and asked outright if he could build the track on Ramsey's land in nearby Darlington, South Carolina. With his mind on the game, and not thinking that Brasington was serious, Ramsey agreed. He was shocked when he returned home from an out-of-town trip to find earth movers in his cotton fields and Brasington steaming ahead on his plans.²⁴ The two reached an agreement and Brasington was able to get some investors on board. The project was initially a money pit; the topography was poor, but the one-and-a-quarter mile, egg-shaped, paved track at Darlington was completed in time to host the first Southern 500 race on Labor Day in 1950. Originally planned as an Indy car race, lack of interest by big-name racers led Brasington to turn to Bill France for support. Initially hesitant about racing stock cars 500 miles, France could not pass up the opportunity to hold a race on pavement and eventually co-hosted the event.²⁵ It was NASCAR's first paved superspeedway and became known as "The Lady in Black." Brasington expected 10,000 spectators to show up, but 25,000 attended, proving his pie-in-the-sky dream was a viable investment.²⁶ The Southern 500 quickly became the most popular NASCAR race of the year and stayed that way through the 1950s. Boasting the largest purse that drew the biggest names in racing, the little southern town of Darlington was suddenly thrust into the spotlight.²⁷ There were seventy-five cars in the first Southern 500 with twenty-nine of them being Oldsmobiles.²⁸ The Griffins' car was driven by the famed Buck Baker, but driver Johnny Mantz won the race.²⁹

The Griffins were intimately involved with Darlington Raceway and its success from the start. The family sold tickets to the Southern 500 from their dealership.³⁰ But they were so enthusiastic about the upcoming race that they were also the first to enter a car. They painted their Oldsmobile 87 with ads for Griffin Motors and the upcoming race; the vehicle was then driven around the Florence area for several months. In this way they were similar to other civic boosters who promoted NASCAR in its early years. These promoters saw the sport as an opportunity to promote their businesses and their region, demonstrating the economic viability of both. This

²³ "Track Got Start at Gin Rummy Game," *Charleston News and Courier*, September 1, 1958.

²⁴ "Darlington Raceway Founder Harold Brasington was a True Pioneer for NASCAR", <http://www.darlingtonraceway.com/Articles/2015/05/Brasington.aspx>, accessed January 16, 2018.

²⁵ Pierce, *Real NASCAR*, 131-132.

²⁶ "Legend of a Lady – Darlington", *Palmetto Magazine*, November 1, 2016.

²⁷ Pierce, *Real NASCAR*, 135.

²⁸ Pierce, *Real NASCAR*, 133.

²⁹ "Darlington Raceway Founder Harold Brasington was a True Pioneer for NASCAR".

³⁰ Marshall Griffin, Interview by Ray Reich, December 2017.

Griffin Motor Company

Name of Property

Florence County, SC

County and State

impulse was doubly important for car dealers like the Griffins, who gained notoriety not only from the colorful livery that adorned the race cars, but also from the vehicles themselves. The “stock” form of the cars allowed viewers to better identify with the vehicles that they saw at the weekend races because they appeared similar to the sedans that they owned, or could buy from a dealer like Griffin Motors. In fact, it was not at all uncommon for car dealers to enter cars in NASCAR races during this time and one observer noted of the dealers’ investment, “If their car wins the race the money expended in financing the entry will expand a hundredfold through advertising channels.”³¹

As new investors signed on to idea of stock car racing and the race track’s fame continued to grow, the Griffins became a fixture on the NASCAR circuit. Griffin Motors established a formal racing team, overseen by Bob Griffin, Sr. and his sons, and employed some of the leading lights of the NASCAR circuit including Fireball Roberts, considered one of NASCAR’s “50 Greatest Drivers,” and Lee Petty, father of racing legend Richard Petty.³² In addition to their racing team, the Griffins provided many of the early race cars. These cars would have arrived at Griffin Motors before being picked-up by their new owners. Griffin Motors was a preferred dealer due to their connections with the head engineer at Oldsmobile. Even though stock car engines could not have modifications, the Oldsmobile engineer would pick the best engine for inclusion in vehicles ordered by the Griffins.

Griffin Motors was also known for its garage, which was located on site, and many drivers and mechanics would bring their race cars for service in the week prior to the race. The Griffins developed such a good reputation in the auto racing world that their representatives were sent to work with Oldsmobile on the development of better car parts. Eventually, the garage at Griffin Motors was used as an inspection site for NASCAR officials prior to the Southern 500. But the garage also served the public. As the premier Oldsmobile dealer in the area, providing long term maintenance on the vehicles sold was important. Not only were the mechanics employed by the Griffins accustomed to working on Oldsmobile vehicles, they had access to genuine Oldsmobile parts since they were working for a dealership.

Griffin Motors closed its doors in 1962. Oldsmobile brand had been managed by car magnate General Motors almost from the beginning, but in 1960, GM began making sweeping changes to how dealerships purchased the year’s vehicles. Essentially, the company required dealers to sell all of the previous year’s stock before receiving the next year’s vehicles. This requirement often resulted in major losses for the dealers as they would have to sell the year-old vehicles at a loss. The Griffins decided to close their dealership and cease sponsoring a race team. They left NASCAR as the sport was beginning to founder. It took an exclusive naming deal with RJ Reynolds Tobacco to re-invigorate the sport. In 1971, the Winston Cup debuted and featured the best of the best. It was the first time in the sport’s history that a non-automotive company acted

³¹ Hall, “Before NASCAR,” 660.

³² Al Levine, “The Sponsor Era”, *The Daily Reporter*, April 16, 2004.

Griffin Motor Company

Name of Property

Florence County, SC

County and State

as sponsor. But this move is widely considered the beginning of the modern era in NASCAR racing.³³

The Griffin family retained the building on North Irby and continued to lease it to other businesses in the ensuing decades. The most notable tenant was a Volkswagen dealership that moved into the building in 1970 and made some changes to the exterior of the original building.³⁴ The Griffin Motors Building is an important part of early racing history of NASCAR. Currently, there is one National Register listed site associated with NASCAR: the Oconeechee Speedway in Hillsborough, North Carolina, which is a dirt track that was the scene of many early NASCAR races.

Automobile Dealerships at Mid-Century (Criterion C: Architecture)

The Griffin Motors Building, completed in 1951, is an excellent example of Mid-Century Modern commercial architecture. Designed by W.D. Harper & Sons, a Florence based architecture and engineering firm, the building originally consisted of three parts: the glass walled showroom with offices, a service department garage, and the parts room, which was located behind the showroom and adjacent to the garage. Access to all three spaces was via the main entrance which led to a small lobby and accounting area.

The firm of W.D. Harper & Sons was founded by Walter D. Harper. Originally from Marlboro County, South Carolina, Harper grew up on his parents' farm and worked as a laborer until 1910. The following year, he moved to Florence and became actively involved in the community and social scene in the area. As early as 1914, Harper was engaged in a business with his brother, Arthur, who was a contractor. As W.D. Harper & Brother, they designed and constructed a few small commercial residential buildings. During the years of 1916 and 1917, W.D. Harper partnered with Leon McDuff Hicks, another architect in Florence. This partnership was dissolved by 1920.³⁵

W.D. Harper received his more notable commissions as an architect working on his own account. His commissions included public high schools at Lakeview, Mullins, Chesterfield, and Kingstree, South Carolina³⁶, and a large school in Pembroke, North Carolina. In the late 1940s, Walter's two sons, Walter Jr. and Samuel, joined him in the business following service in World War II. It appears from census records that Walter, Jr. originally trained as a machinist, and so it is inferred that he was involved in the engineering side of the business. The firm continued to focus on schools and seemed to be the on-retainer architect for the Georgetown County Board of Education as they were listed in the *Charleston News and Courier* as the contact for several school projects, including McDonald Road School (1955), Choppee High School (1957), Kensington Elementary (1958), Deep Creek Elementary (1959) and Brown's Ferry Elementary

³³ "About the Museum", The Winston Cup Museum, <http://winstoncupmuseum.com/about-the-winston-cup-museum/>, accessed June 4, 2018.

³⁴ Marshall Griffin and Joseph "Jay" Lewis, Interview by Caroline Wilson, January 2018.

³⁵ John E. Wells and Robert E. Dalton, "The South Carolina Architects: 1885-1935 (Richmond, VA: New South Architectural Press, 1992), 71.

³⁶ Ibid, 63-64.

Griffin Motor Company

Florence County, SC

Name of Property

County and State

(1959). They were also credited with Rosemary School (1955) and Andrews Elementary (1956) in Andrews, South Carolina. The firm also completed a range of public buildings including the Lake City Health Center (*News and Courier*, December 1960) and the Georgetown Public Health Center (*News and Courier* March 1949). In this later stage of his career, it seems that there were few commercial buildings completed by Harper's firm, and those included the Griffin Motors Building, as well as the Uptown Motel on South Irby Street in Florence.³⁷ Harper died in December of 1961 and was survived by both of his sons.³⁸ It is not known when W.D. Harper & Sons ceased operation.



Figure 2. Oldsmobile Advertisement, *Life Magazine*, April 26, 1948

The construction of the Griffin Motors Building was meant to go hand in hand with Oldsmobile's new campaign touting its "Futuramic" cars. Begun in 1948, Oldsmobile's "Futuramic" campaign emphasized a new modern way of living. A 1948 Oldsmobile ad in *Life Magazine* stated: "Futuramic is a brand new word that fills a gap in our vocabulary. It means 'the dramatic design of the future' – the finest of functional modern design in any field." The ad is emblazoned with a picture of the Oldsmobile 98 along with a background picture of a Mid-Century Modern home in Westbury, Long Island designed by Edward Durell Stone. This was just one of a series of ads that featured Modern architecture. Another ad featured a home by George Fred Keck with a postscript of "Architect George Fred Keck built tomorrow's way of living into this new home...just as tomorrow's way of driving is built into the Futuramic Oldsmobiles." The series was completed with a third ad featuring a home by Frank Lloyd Wright with the note "This home designed by Frank Lloyd Wright represents the finest

contemporary architecture. Just as the Futuramic Oldsmobile represents the farthest advancement in automotive design." The overwhelming message of these ads was that a modern lifestyle could not be complete without the latest in innovative car design, and only Oldsmobile represented the best of modernity. This was not only a catchy ad campaign, but also a push to create ultra-modern dealerships to showcase these new futuristic cars.

Oldsmobile had a storied history but was eager to march into the new modern era. Founded as the Olds Motor Vehicle Company in 1897 by Ransom Eli Olds, the company was the first high volume car manufacturer in the United States. It was the highest selling car manufacturer for the first few years of the 20th century. Ransom Olds would eventually leave the company, and the

³⁷ "Catalog of Copyright Entries; Third Edition", (Washington, DC: The Copyright Office, Library of Congress, 1962), 52.

³⁸ "Walter D. Harper", *Charleston News and Courier*, December 5, 1961.

Griffin Motor Company

Name of Property

Florence County, SC

County and State

manufacturer was acquired by General Motors in 1908. Nonetheless, the company's commitment to innovative design did not falter. It was the first manufacturer to offer semi-automatic transmissions in 1937 and would go on to pioneer the use of the automatic transmission, called the "Hydromatic" in 1940. During World War II, Oldsmobile would cease car production in favor of manufacturing materials for the war effort. When the company resumed production in 1945, they once again set down a path of firsts for the company with the introduction of the first overhead valve V8 engine (the "Rocket Engine") in 1949. It was the inclusion of this engine that sparked the Futuramic cars, along the exterior design of the cars, which featured the "open maw" grille and the twin propulsion taillights, both of which were indicative of rocket design.³⁹

The use of Mid-Century Modern design at the Griffin Motors Building was meant to showcase the modern vehicles housed within its show room. The rectangular lines of the building coupled with the low-sloping roof and expanses of glass in the showroom are much like the Edward

Durell Stone designed house in the 1948 *Life* ad. Even the rectangular lines of the company sign, which looms above the showroom and adjacent garage shows the influence of the Mid-Century Modern design. While many of the longtime Oldsmobile dealerships remained in their early 20th century brick buildings, many dealerships like Griffin Motors, chose to build new facilities in the latest architectural designs. At the same time as the launch of Oldsmobile's new Futuramic car campaign, General Motors, who owned Oldsmobile at the time, published a book on dealership design, aptly named *Planning*

Automobile Dealers Properties (1948). The book focused on ideas rather than detailed plans to help the dealership owner "keep property functional and modern as far into the future as a current knowledge of business permits."⁴⁰ General Motors delineated every detail of building design for dealership owners, from maximizing natural light with floor to ceiling glass walls, to placement of the building and windows to follow traffic patterns, to the correct size of lettering for signage, down to the layout of the stalls in the service garage.⁴¹ The key feature of these new buildings was the showroom, with its floor to ceiling glass walls to fully exhibit the newest



Figure 3. Crystal Motors, Brooklyn, New York, February 15, 1950, Photo by Gottscho-Schleisner

³⁹ "History", Oldsmobile Club, <http://www.oldsmobileclub.org/about/history/>, accessed January 17, 2018.

⁴⁰ General Motors Corporation, *Planning Automobile Dealers Properties* (Detroit: Service Section, General Motors Company, 1948), preface.

⁴¹ *Ibid.*

Griffin Motor Company

Name of Property

Florence County, SC

County and State

models. The fundamental purpose of this new type of auto dealership was to aid in the sales of cars and reduce the cost and time spent on selling cars by sales personnel.⁴²

Other examples of Oldsmobile dealerships that incorporated similar design elements are found throughout the United States, such as Albertson Brothers Oldsmobile in Los Angeles, California. Albertson Brothers looked similar to Griffin Motors, but with different signage, and without the

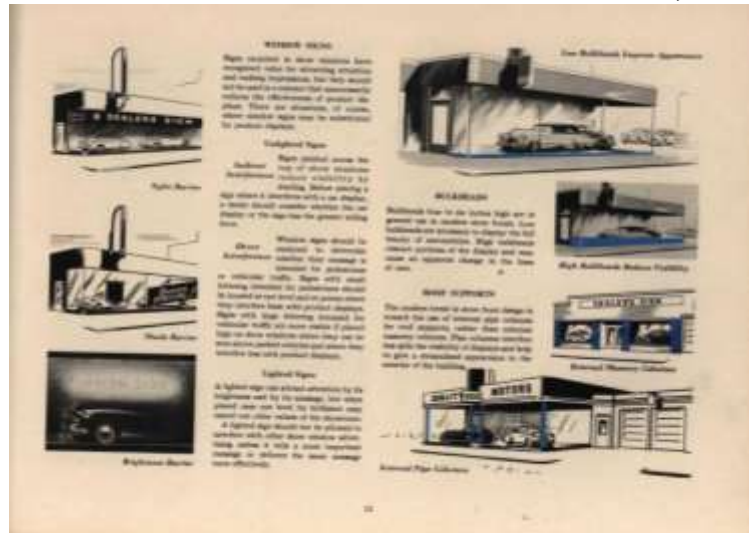


Figure 4. Example page from *Planning Automobile Dealers Properties* (1948), in which the low bulkhead found at Griffin Motors is described as the preferred height from which to display a car.

wrap around glass wall. Dick Browning Oldsmobile in Long Beach, California also employed the same design of a large glass walled showroom, angular roof top signage, and an attached garage. Historic photos of the Crystal Motors dealership in Brooklyn, New York show that it is probably the closest in design to the original exterior of Griffin Motors Building. Crystal Motors has a wraparound glass wall supported by steel columns in the show room, a large rectangular sign at the roof top, and a brick garage at the opposite end of the building.

While no documentation exists of whether the Griffins and their architect consulted General Motors' manual to modern dealership design, the Griffin Motors building carefully follows many of the standards laid out in the manual. The construction of new buildings in the latest architectural designs was meant to emphasize Oldsmobile's commitment to the future.

Described in a newspaper article about the opening of the new Griffin Motors building in the Florence Morning News as "One of the most modern, automotive structures in this part of the state," the article reads as a summary of the important features for a modern car dealership as outlined by General Motors in 1948.⁴³ Inviting guests to an open house happening that day, the article goes on to describe the sleek showroom, used car lot, service garage, and especially the parts department, vital to help "fill the needs of the scores of Olds owners who need repair work and replacement of parts every day in the week," all important components outlined by General Motors. The new Griffin Motors building not only distinguished itself as "futuramic," but also adapted to the needs of automobile drivers in Florence.

Providing repair services proved an important component of the Griffin Motors business model, as it helped retain customers year after year. The open house newspaper article announces the names of every man who will be working in the repair department, as well as its "up to date

⁴² Ibid, 2.

⁴³ "Griffin Motors to have Formal Opening Today," *Florence Morning Times*.

Griffin Motor Company
Name of Property

Florence County, SC
County and State

automotive gadgets” and “3 twin-post lifts,” and the separate dressing room for mechanics. Advertisement spots in the Florence Morning News were taken out throughout the dealership’s time at 329 N. Irby Street to welcome new mechanics to their service center.

Oldsmobile ceased production in 2004. The company had lost its innovative edge some years before and, as a result, sales slumped. The last car to come off the assembly line in Michigan was the *Alero* sedan. The factory has now been demolished, and along with it, over a hundred years of history.⁴⁴ Griffin Motors stands as a lasting testament to the once powerful Oldsmobile empire that captured the hearts of many drivers, as well as fans of the early NASCAR races held just down the street.

The original façade of the Griffin Motors Building was altered slightly in 1970 when the building was leased to a Volkswagen dealer. The primary change was the addition of an office across the front of the garage (most of this addition has since been removed), and the completion of a brick knee wall around the showroom. Metal-framed angled glass windows replaced the original floor to ceiling glass windows that once wrapped around the façade. Additionally, a portion of the wall along the north elevation was changed to a solid wall. Nonetheless, the original design of the building can still be read and shows a correlation between other Oldsmobile dealerships of the era. The building is currently under contract and will become a corporate office once the redevelopment is complete. The new owners hope to retain the spirit of the original building and in doing so, are preserving an important part of auto history.

Griffin Motors brought modern and contemporary design to the motor industry of central South Carolina. While following a clear precedent set nation-wide by other automobile dealers and the General Motors Corporation as a whole, Griffin Motors set themselves apart from their competition in the town of Florence that was experiencing a rush of automobile fever with the introduction of the Southern 500 and Darlington Raceway only the year prior. Placing themselves on a national stage by financing a racing team and inspecting and servicing competitor’s cars before race day only furthered their importance within the community. They were rushing into the future at full force and in every aspect of the automobile world.

⁴⁴ Lindsay VanHulle, “Oldsmobile’s gone 10 Years, but Not All is Forgotten”, *USA Today*, April 27, 2014.

Griffin Motor Company
Name of Property

Florence County, SC
County and State

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Griffin Motor Company
Name of Property

Florence County, SC
County and State

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Wilson, Caroline. Interview of Marshall Griffin and Joseph Lewis. January 2018.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other

Griffin Motor Company
Name of Property

Florence County, SC
County and State

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 2.5

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 34.201276 Longitude: -79.768853

2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

1. Zone: Easting: Northing:

2. Zone: Easting: Northing:

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Griffin Motor Company
Name of Property

Florence County, SC
County and State

Verbal Boundary Description (Describe the boundaries of the property.)

The proposed boundaries for the Griffin Motors Building National Register listing follow the surveyed property lines for Florence County Tax parcel #90086-01-011 and represented as the shaded area on the attached Florence County Tax Map labeled "Griffin Motor Company." The property is bordered by North Irby Street at the west, Darlington Street at the north, and the adjacent property at the east and south.

Boundary Justification (Explain why the boundaries were selected.)

The boundary follows the current property lines for Florence County tax parcel #90086-01-011. Parcel includes all intact resources associated with the Griffin Motors Building.

11. Form Prepared By

name/title: Caroline Wilson
organization: MacRostie Historic Advisors
street & number: 3 Broad Street, Suite 301
city or town: Charleston state: SC zip code: 29401
e-mail: cwilson@mac-ha.com
telephone: (843) 203-5406
date: June 4, 2018

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Griffin Motor Company
Name of Property

Florence County, SC
County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Griffin Motors Building

City or Vicinity: Florence

County: Florence State: South Carolina

Photographer: Richard Sidebottom/Landon Anderson/Glynn Willis

Date Photographed: January 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 67: Griffin Motors Building, West Façade, looking southeast
- 2 of 67: Griffin Motors Building, West Façade, looking east
- 3 of 67: Griffin Motors Building, West Façade, looking east
- 4 of 67: Griffin Motors Building, South Elevation, looking northwest
- 5 of 67: Griffin Motors Building, South Elevation, Window Detail
- 6 of 67: Griffin Motors Building, South Elevation, looking northwest
- 7 of 67: Griffin Motors Building, East Elevation, looking west
- 8 of 67: Griffin Motors Building, East Elevation, looking northwest
- 9 of 67: Griffin Motors Building, North Elevation, looking southeast
- 10 of 67: Griffin Motors Building, Northwest Corner, looking southeast
- 11 of 67: Griffin Motors Building, Showroom Interior, looking southwest
- 12 of 67: Griffin Motors Building, Showroom, looking north
- 13 of 67: Griffin Motors Building, Showroom, Window and Knee Wall Detail
- 14 of 67: Griffin Motors Building, Showroom, Window Detail
- 15 of 67: Griffin Motors Building, Showroom, looking southeast
- 16 of 67: Griffin Motors Building, Showroom, Looking East
- 17 of 67: Griffin Motors Building, Showroom and Office, Looking East
- 18 of 67: Griffin Motors Building, Office, Looking east
- 19 of 67: Griffin Motors Building, Office, Looking east
- 20 of 67: Griffin Motors Building, Office, Looking northwest

Griffin Motor Company

Florence County, SC
County and State

Name of Property

- 21 of 67: Griffin Motors Building, Showroom, Looking east
- 22 of 67: Griffin Motors Building, North Office, Looking northwest
- 23 of 67: Griffin Motors Building, North Office, Looking northeast
- 24 of 67: Griffin Motors Building, Showroom, Former Car Entry, Looking east
- 25 of 67: Griffin Motors Building, Car Entry and Restrooms, Looking Northeast
- 26 of 67: Griffin Motors Building, Restroom, Looking north
- 27 of 67: Griffin Motors Building, Connector Office, Looking north
- 28 of 67: Griffin Motors Building, Connector Office, Looking south
- 29 of 67: Griffin Motors Building, Connector Office, Looking west
- 30 of 67: Griffin Motors Building, Showroom into Accounting Area, Looking east
- 31 of 67: Griffin Motors Building, Accounting Area, Looking southeast
- 32 of 67: Griffin Motors Building, Accounting Area, Looking southwest
- 33 of 67: Griffin Motors Building, Parts Room, Looking east
- 34 of 67: Griffin Motors Building, Parts Room, Looking south
- 35 of 67: Griffin Motors Building, Parts Room, Looking west
- 36 of 67: Griffin Motors Building, Parts Room, Looking southeast
- 37 of 67: Griffin Motors Building, Parts Room, Looking southwest
- 38 of 67: Griffin Motors Building, Accounting Area, Looking West
- 39 of 67: Griffin Motors Building, Showroom, Looking south
- 40 of 67: Griffin Motors Building, 1970 Lobby, Looking west
- 41 of 67: Griffin Motors Building, Lobby, Looking south
- 42 of 67: Griffin Motors Building, 1970 Waiting Room, Looking southwest
- 43 of 67: Griffin Motors Building, 1970 Waiting Room with Original Window Frame, Looking southeast
- 44 of 67: Griffin Motors Building, 1970 Waiting Room, Looking north
- 45 of 67: Griffin Motors Building, Garage Reception, Looking south
- 46 of 67: Griffin Motors Building, Garage, Looking south
- 47 of 67: Griffin Motors Building, Garage, Looking southeast
- 48 of 67: Griffin Motors Building, Garage, Looking northeast
- 49 of 67: Griffin Motors Building, Garage, Looking north
- 50 of 67: Griffin Motors Building, Garage, Main Entrance, Looking west
- 51 of 67: Griffin Motors Building, Garage, Window Detail
- 52 of 67: Griffin Motors Building, Garage, Looking west
- 53 of 67: Griffin Motors Building, Garage, Looking west
- 54 of 67: Griffin Motors Building, Garage, Looking north
- 55 of 67: Griffin Motors Building, Garage, Looking north
- 56 of 67: Griffin Motors Building, Garage, Looking northeast
- 57 of 67: Griffin Motors Building, Garage, Rear Entrance, Looking east
- 58 of 67: Griffin Motors Building, Garage, Ceiling Detail

Griffin Motor Company

Name of Property

Florence County, SC

County and State

59 of 67: Griffin Motors Building, Garage, Looking northwest

60 of 67: Griffin Motors Building, Connector to 1970 Warehouse, Looking north

61 of 67: Griffin Motors Building, 1970 Warehouse, Looking northwest

62 of 67: Griffin Motors Building, 1970 Warehouse, Looking southeast

63 of 67: Griffin Motors Building, 1970 Warehouse, Window Detail

64 of 67: Griffin Motors Building, 1970 Warehouse, Looking south

65 of 67: Griffin Motors Building, 1970 Warehouse Garage, Looking northwest

66 of 67: Griffin Motors Building, 1970 Warehouse Garage, Looking southwest

67 of 67: Griffin Motors Building, 1970 Warehouse Garage, Looking east

List of Figures

Figure 2 Griffin Motors Building, c. 1952

Figure 2. Oldsmobile Advertisement, *Life Magazine*, April 26, 1948

Figure 3. Crystal Motors, Brooklyn, New York, February 15, 1950. Photo by Gottscho-Schleisner.

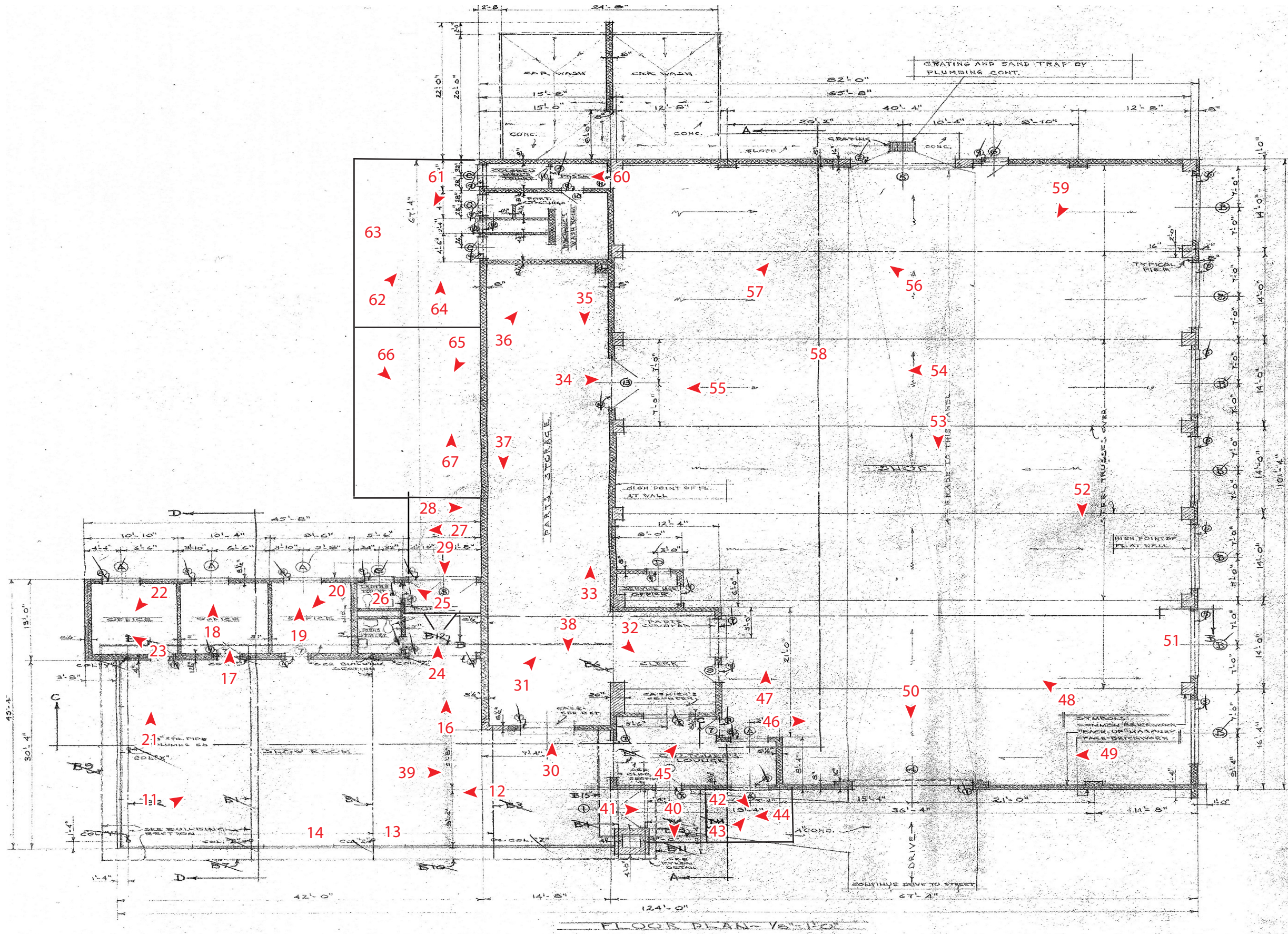
Figure 4. Example page from *Planning Automobile Dealers Properties* (1948), in which the low bulkhead found at Griffin Motors is described as the preferred height from which to display a car.

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Griffin Motors Company
Florence, South Carolina

Image Origin | Florence County
Image Date | February 8, 2018





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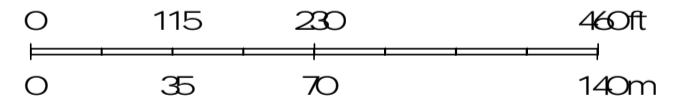
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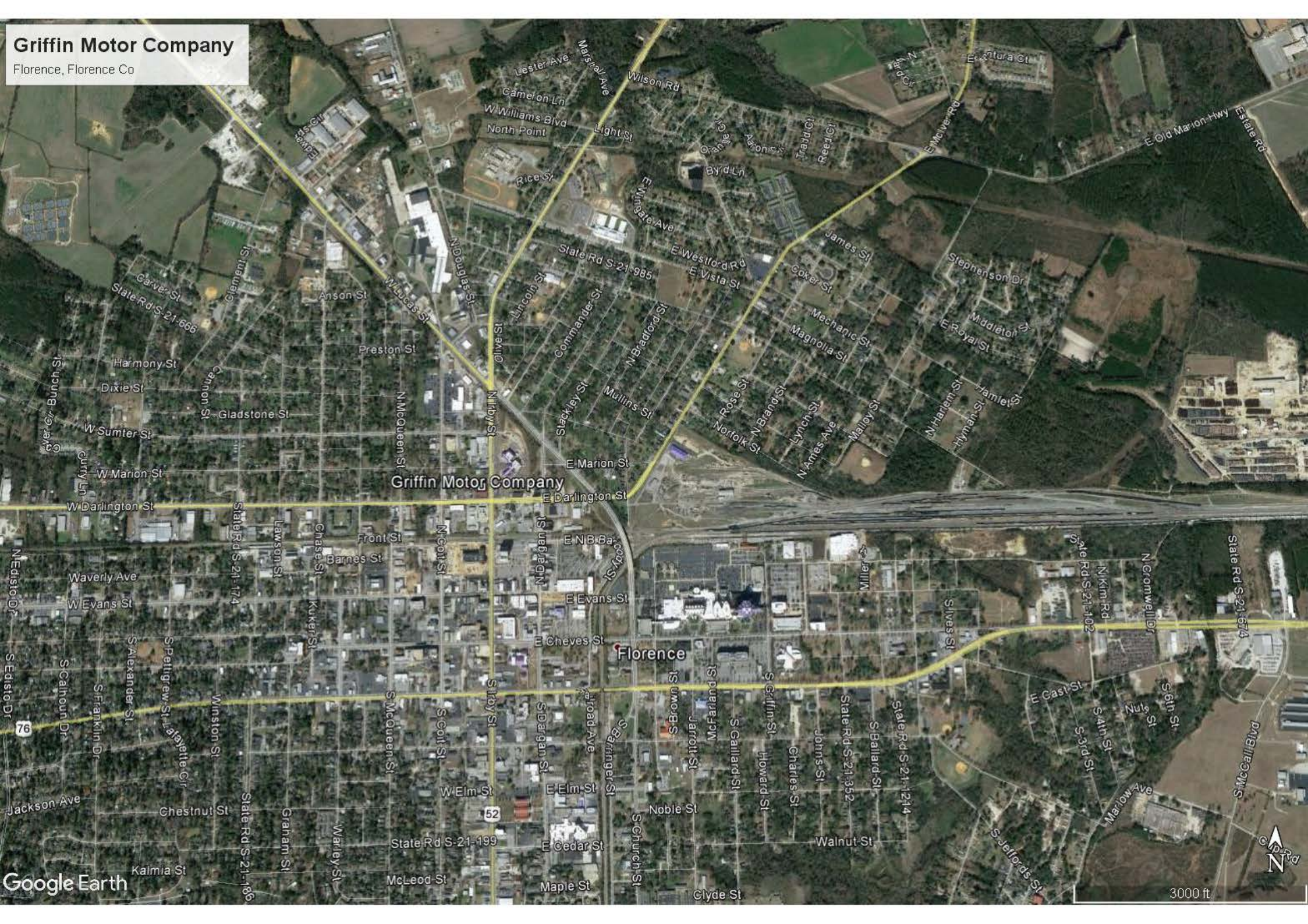


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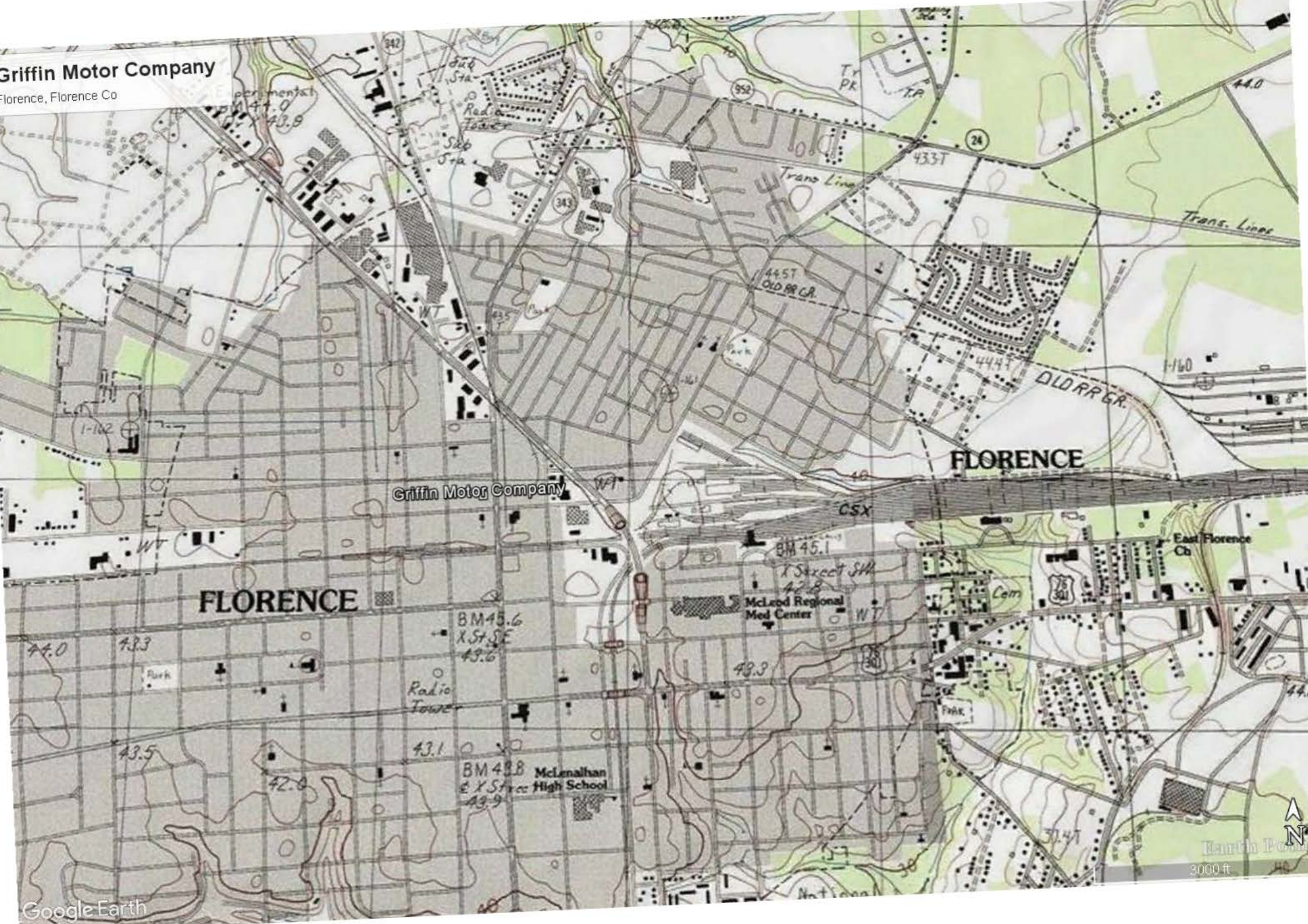
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EXPRESS

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BUCK BAKER

OLDS 88

GRIFFIN MOTORS
DARLINGTON, S.C.
LABOR DAY, SEPT. 4

ENTRY • DARLINGTON INTERNATIONAL SPEEDWAY

OWNER
Bobby
Griffin

87

Florence,
S.C.









Fireball ROBERTS

GRIFFIN MOTORS

DARLINGTON INTERNATIONAL RACEWAY

OLDS 88

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DARLINGTON INTERNATIONAL SPEEDWAY

FLORENCE, S.C.

1950

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*Smooth as
the TUCKER*
OLDSMOBILE'S
Whispering
HYDRA-MATIC DRIVE

BUCK BAKER



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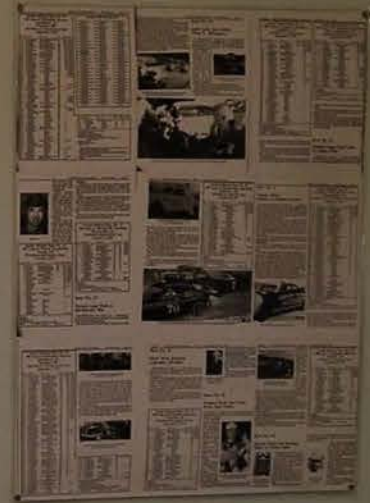
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1950

















Restrooms ♂















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SATURDAY

8:30-10:00 AM	OPENING CEREMONY
10:00-10:30 AM	HISTORICAL
10:30-11:00 AM	MOJIGETS & SPIRITS
11:00-11:30 AM	1950-1960 STOCK CAR
11:30-12:00 PM	DRIFT CHAMP & INDY CAR
12:00-1:00 PM	1970-1980 STOCK CAR
1:00-1:30 PM	WOODRIDGE
1:30-2:00 PM	LEGENDS II & III
2:00-2:30 PM	IN THE LEGENDS HALL
2:30-3:00 PM	HISTORICAL
3:00-3:30 PM	MOJIGETS & SPIRITS
3:30-4:00 PM	1950-1960 STOCK CAR
4:00-4:30 PM	DRIFT CHAMP & INDY CAR
4:30-5:00 PM	1970-1980 STOCK CAR
5:00-5:30 PM	WOODRIDGE
5:30-6:00 PM	LEGENDS I & II



Labonte, Hagen, Per
to race of Le Man
HIT LINE
STARS



WOODY YEAR









FIRE
EXTINGUISHER















LightMaster
612 2788
Professional Light Fixtures

EXPRESS

CAUTION
RESTRICTED
AREA







OLDSMOBILE
SERVICE



GOODYEAR
MOTOR OIL
Valvoline
Castrol
Mobil 1
Lucas
Prestone
Wynnona
Liqui Moly
Mopar
Valvoline
Castrol
Mobil 1
Lucas
Prestone
Wynnona
Liqui Moly
Mopar





DANGER
RESTRICTED
AREA











APPROVED
STATION
Pure Sure
Lubrication

boardwalk
2-PLY HOUSEHOLD ROLL TOWELS

Towels Rollos Hogar Dos Capas
30 Rollos, 85 Sheets/Roll
11 x 9 in
30 Rollos, 85 Hojas/Rollo
27.94 x 22.86 cm



WHEEL B
Bende
Magneti
System

10818



MUELLER SYSTEM

APPROVED STATION
Pure Sure
Lubrication









APPROVED
STATION
Pure Sure
Lubrication

WHEEL
DRIVEN
MOTOR















Winston

SEA-DOO

Bombardier



SECURITY LITE

156944
99

FDK-4987

TGX 303

2002

SP
FEED-200



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination
Property Name: Griffin Motor Company
Multiple Name: _____
State & County: SOUTH CAROLINA, Florence

Date Received: 8/24/2018 Date of Pending List: 9/14/2018 Date of 16th Day: 10/1/2018 Date of 45th Day: 10/9/2018 Date of Weekly List: _____

Reference number: SG100003001
Nominator: State

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 10/2/2018 Date

Abstract/Summary Comments: AOS: Entertainment/Recreation, Commerce, Architecture; LOS: Local; POS: 1951-1962. A showroom for Oldsmobile vehicles and a service shop that contributed to the growing sport of stock car racing.

Recommendation/ Criteria: NR Criteria A & C.

Reviewer Lisa Deline Discipline Historian

Telephone (202)354-2239 Date 10/2/18

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



SOUTH CAROLINA DEPARTMENT OF
ARCHIVES & HISTORY



August 22, 2018

Dr. Julie Erinstein
Deputy Keeper of the National Register of Historic Places
National Register of Historic Places
1849 C Street NW, Mail Stop 7228
Washington, DC 20240

Dear Dr. Erinstein:

Enclosed is the National Register nomination for the Griffin Motor Company in Florence, Florence County, South Carolina. The nomination was approved by the South Carolina State Board of Review as eligible for the National Register of Historic Places under Criteria A and C at the local level of significance. We are now submitting this nomination for formal review by the National Register staff. The enclosed disk contains the true and correct copy of the nomination for the Griffin Motor Company to the National Register of Historic Places.

If I may be of further assistance, please do not hesitate to contact me at the address below, call me at (803) 896-6182, fax me at (803) 896-6167, or e-mail me at efoley@scdah.sc.gov.

Sincerely,

Ehren Foley
Historian and National Register Coordinator
State Historic Preservation Office
8301 Parklane Rd.
Columbia, S.C. 29223