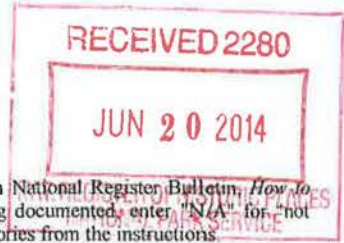


National Register of Historic Places Registration Form



Resub

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 Card, C. C., Auto Company Building
Other names/site number Ford Building; C.C. Card Motor Company
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: 125 Inman Street and 162 1st Street
City or town: Cleveland State: Tennessee County: Bradley
Not For Publication: n/a Vicinity: n/a Zip Code: 37311

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

Applicable National Register Criteria: A B C D

Clarence... 6/15/14
Signature of certifying official/Title: _____ Date
Deputy State Historic Preservation Officer, Tennessee Historical Commission
State or Federal agency/bureau or Tribal Government

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

Signature of Commenting Official: _____ Date

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

C. C. Card Auto Company Building
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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

7-22-2014
 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
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count)

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

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

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6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE/ Specialty Store

Current Functions

(Enter categories from instructions)

DOMESTIC/ Multiple Dwelling

COMMERCE/TRADE/ Restaurant

COMMERCE/TRADE/ Professional

7. Description

Architectural Classification

(Enter categories from instructions.)

OTHER: Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: BRICK; WOOD; CONCRETE; GLASS; METAL

Narrative Description

Summary

The 1915 Commercial Style, two-story, brick, C. C. Card Auto Company Building is located just east of the intersection of Church Street Northeast and Inman Street East, in the town of Cleveland, Tennessee (2010, population 41,285). The building faces south, fronting onto the north side of Inman Street, and, with its 1930 addition to the rear, extends a full city block, with a secondary façade fronting onto 1st Street. The building has a single pitch roof on the original 1915 section, with stepped parapet walls running from north to south. The 1930 addition has a barrel vault, steel truss roof system, with parapet walls extending above the roofline, running in an east-to-west direction. To the west of the building is a paved parking area, and to the east are additional commercial buildings. Surrounding the property are additional one, two, and three-story commercial buildings to the east, west, north, and south. The railroad is located approximately two blocks to the east of the building.

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C. C. Card Auto Company Building. Contributing Building. 1915, 1919, 1930.

A detailed description of the building follows in the order of the exterior and interior of the 1915 original section of the building, followed by the exterior and interior of the 1930 addition. At the northeast corner of the 1915 section of the building is a one-story brick wing which connects the original section and the addition. Deed records indicate this wing was built ca. 1919, possibly built when the first garage addition to the rear was constructed. In 1930, the 1919 garage was re-built to its present form and configuration. There is no physical evidence in the building that the ca. 1919 garage was expanded, but rather appears to have been torn down and replaced. A new door, dating from 2013, set in the original garage bay opening, has been added into the south wall of the 1930 addition. Except for the 1919 wing noted above, there is open space between the two buildings. On the south side of this space, adjoining the north wall of the 1915-section, is the remains of the wood ramp which ran to the second level of the 1930 addition. A concrete and metal staircase, dating from 2013, has been built adjacent to the old ramp, giving access from the outside to the upper level.

Exterior of original 1915 building:

The façade of the original 1915 C. C. Card Auto Company Building, facing Inman Street, is comprised of three bays on the first and second floors. The original façade, as shown in a ca. 1920s photo (*see Figure 5*) had the same configuration, but the central entry had a multi-light, double leaf, wood door with fifteen-light sidelights and twenty-eight-light transom. The display windows flanking the central door to the showroom were paired fixed light display windows with twenty-four-light transoms. These original materials appear on the building until at least 1960, and probably remained in place until the business moved in 1964. After this time, in the mid to late 1960s or possibly after two fires which took place in the building in the 1970s, the storefront was replaced with tri-partite, single-light display windows flanking a central entry. The 1970s fires weakened the façade, causing the brick to bow out under its own weight. As a result the brick on the upper portion of the façade was replaced in-kind and the central window openings were slightly reduced in size, with new windows retrofitted into the openings. The ca. 1960s to 1970s central entry included a modern metal door with single-light display windows on either side. Transoms above all openings were boarded over. In 2013, the current renovations have retained these later storefront changes within the original openings. The entrance bay is an aluminum-frame, double-leaf door with single-light sidelights and a three-light transom. The second floor windows have been restored to their original size openings. New six-over-one double hung, aluminum-frame sash have been installed, the same sash configuration as they were originally. All windows have a soldier course lintel, and brick sills with a soldier course below. In the 1980s, when the building was occupied by Cleveland Bank and Trust, the exterior brick was painted. There are brick lintels at each first floor bay. Above the lintels, at each bay, are two inset brick panels, with a soldier course row above. The cornice of the façade is corbelled, bulkheads are concrete, and there is terra cotta tile coping along the parapet.¹

The east elevation has a seven-course common bond brick pattern and no fenestration, with the only change being the 2013 addition of egress metal stairs and a metal door with a metal hood secured by two metal chains on the second level. There are three brick chimney stacks extending up above the roofline on this elevation only. There is a horizontal line across the width of this elevation, which appears to be where brick

¹Card-Lillios family records, in possession of the family. Copy of photos from Nicholas Lillios, great-grandson of C.C. Card. The Card-Lillios family are descendants of C. C. Card, as noted in Section 8.

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repainting took place, but it is unknown when this was done. There is a one-story, modern, pent roof building attached to this elevation at the northeast corner.

The west elevation of the building is five bays, with the first floor having openings in four of the bays. There is a textured stucco finish applied to the brick wall at this level just under the second floor windows, with common bond brick on the second floor. Beginning at the southwest, front corner, on the first floor, is a tripartite, aluminum-frame display window, followed by an aluminum frame, double-leaf glass door with transom and narrow sidelights. The third bay from the front corner is another tri-partite display window. There is a fourth bay at the northwest corner which consists of a multi-panel wood garage door. At the far northwest corner of the building is a rounded wall which served a functional purpose of allowing for an easier turning radius onto the wood ramp around the corner at the rear. The second story is five bays, with each bay containing a triple set of six-over-one double hung, aluminum-frame sash windows with brick sills. Between the second and third bays from the front is a brick pilaster which extends the full height of the elevation. The front part of the elevation has tile coping, with concrete coping to the rear.

The common bond brick north elevation, on the first floor, at the west end, shows evidence of three older segmental arched windows, with triple arched lintels, which have been infilled with brick. At the east side of the first floor is a double-leaf door with two vertical expanses of glass, set in the original opening, dating from 2013, which opens into the dressing room area of the dance studio. Projecting to the north is a small wing beneath the stairs, which remains from the 1919 addition, as noted above, with a single-light aluminum frame door and one sidelight, dating from 2013, leading into the 1930 addition. A small section of the wood ramp, rebuilt in the early 1930s, remains along the north wall, used to drive cars to the second story of the building. From the concrete landing of the new (2013) metal staircase that leads to the second floor of the north elevation is an original loading bay door opening with floor to ceiling flush vertical board wood doors that hinge open, set in the original opening. These are currently fixed in place, and a new single-light glass and aluminum-frame door with a single-light, aluminum-frame transom has been added on its east side. On the west side of the second story are two window bays, each consisting of triple six-over-one double hung wood sash windows similar to those on the west elevation of the building, all with brick sills.

Interior of original 1915 building:

The first floor retains some of its original architectural features from when the space was in use as the auto showroom. It appears that the first floor was originally one large open space, with a modern full-height partition wall added in the 1970s to create a small dance studio on the south side and a larger one on the north. The original iron columns and pressed tin ceiling remain, along with plaster walls. Floors have been covered with a floating wood floor, but the original terrazzo flooring remains underneath. On the north side of the first floor, a kitchen, sitting area, and dressing rooms have been added, and the original terrazzo flooring is visible in this section. Ceilings are an acoustical tile system, but sporadic sections of the original pressed tin is visible above this area.

The second floor has been divided into five apartment units within the last five years, but major architectural features have been retained where possible. The hallway public space retains its original heart pine flooring and portions of the wood beams, and flush-board ceiling are exposed. Apartment units retain their original heart pine flooring, original exposed brick walls, and portions of wood ceilings, in all units.

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Exterior of 1930 addition:

The two-story 1930 addition has seven-course common bond, and a barrel vault roofing system constructed of metal trusses. The roof is stepped from east to west, with metal coping, and a concrete foundation. The façade of the brick addition faces north onto 1st Street, and similar to the original 1915 building, consists of three bays on the first and second floors. Brick pilasters extend the full height of the building, separating the bays. The first floor, on the east and west ends, consists of compatible new storefronts, with bulkheads of new brick, dating from the 2013 renovation. In the center of the building is a central, roll-up garage door. These storefronts replace the non-compatible changes made to the façade after 1964 when the company moved from this location. At the northeast corner of the first floor, there is a modern, recessed entry, with a transom and single fixed vertical window flush with the façade. The door in the recessed entry is a single-light, aluminum frame door. The three bays on the second floor consist of sets of original, metal-frame, tripartite windows, with shatter-resistant, wire-reinforced glass, brick sills, and soldier course brick lintels. On the east and west ends, each window consists of twenty-five lights, with a six-light operable awning-style window in the lower half of the window. The center window bay is smaller, with two twenty-five-light sections flanking an eighteen-light section, also with central operable awning-style windows in the lower half. The belt course between floors consists of rows of soldier course brick sandwiching an alternating pattern of running bond brick and a row of alternating horizontal and vertical brick. The cornice of the façade is a stepped parapet with a central semi-circle of brick centered above the central bay. The barrel vault roof system of the addition allowed for completely open space with no columns in the way of cars.

The west elevation of the addition originally had no fenestration, and until recent years, the north end adjoined a one-story commercial building to the west, apparent from ghost markings and Sanborn maps. Three new windows (2013), each a double, aluminum-frame window with simulated divided lights, have been added on the second story of this elevation, to allow more light into apartment units on the second floor.

Only the second story windows are visible on the east elevation of the addition, consisting of six bays of twenty-four-light, metal-frame original industrial windows, with brick sills and lintels. There are original window openings on the first floor, but all of them have been infilled (prior to 2000). They are visible in the space between the addition and the adjoining building to the east, but only minimally.

The south elevation of the building is painted brick and has a stepped parapet wall. On the first floor, there are two bays. The bay at the southwest corner is an original garage entry, but a new, aluminum-frame, six-light door with a three-light transom on the east and a nine-light transom on the west, has been infilled in the opening. There is a twelve-light transom. To the west of this bay is an original tapered brick pilaster, which may serve as a buttress at the corner. The bay at the southeast side is an aluminum-frame, glass door flanked by vertical expanses of glass and a three-light transom. On the second floor, there are three bays. At the southwest corner above the first floor entry, is an original double window with sixteen lights each. The central bay is a new, aluminum-frame, single-light glass door, followed by, at the southeast side, a large bay consisting of a multi-panel wood door which hinged open horizontally, and a modern horizontal-five-panel wood door in the center. This delivery bay was built this size when the 1930 addition was built, to accommodate the larger Ford cars of the time. A new balcony with a metal railing and a concrete walkway has been added in 2013 in front of this bay for access. There is a metal roof covering the breezeway over this area.

Some changes have been made to the 1930 addition since its construction, including storefront changes in the 1970s and addition of new windows on the west elevation in 2013.

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Interior of 1930 addition:

The first floor of the 1930 addition originally served as the service garage for the dealership. The south side of the first floor is still one large open space, with a floating wood floor over the original concrete slab. Ceilings have been sheetrocked. The original mounded concrete bases to the steel columns, which served as bumpers for the automobiles, remain intact. On the north side of the first floor, the original steel beam ceiling structure remains, and the space is being converted into a restaurant. The open space just behind the storefronts is being retained, along with the original concrete flooring.

On the second floor, the space has been divided into nine loft apartment units. The hallways in the public space retain their original heart pine flooring and portions of the ceiling structure and flush board ceiling are exposed. Apartment units retain their original heart pine floors, original exposed brick walls, and exposed barrel vault steel trusses.

Integrity Statement:

Changes were made to the building in the 1960s to 1970s, primarily in the storefront configuration and the change to smaller window openings on the second floor of the façade. The 1960s to 1970s storefront configuration has been retained, with new aluminum-frame doors and display windows, within the original openings, and the size of the original second floor window openings have been restored, along with six-over-one sash as originally. The building overall retains integrity in terms of its setting, materials, and architectural features. On the exterior, delivery bays on the north side of the original 1915 section and the south side of the 1930 addition remain, as does a portion of the wood auto ramp. Storefront openings remain intact, although materials are modern, with compatible new designs. Original window openings have been restored on the 1915 section, and the building retains its original second story windows on the 1930 addition. Inside, much of the wide open expansive floor plan of the original 1915 auto showroom remains, including metal posts, and tin ceilings. Structural features of the second floor ceilings remain, along with heart pine flooring, and exposed brick walls throughout the apartment units. In the 1930 addition, portions of the open space of the auto service garage remain on the south side, and the restaurant addition in the north portion retains the structural steel beams of the ceiling and much of the feel of the open space. The second floor of the addition also retains, within the apartment units, the structural barrel vault steel trusses, the exposed brick walls, and the heart pine flooring, all features of a commercial building such as this one. Current changes, from the 2013 renovations to the building, are compatible, creating new uses, but retaining many important features.

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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.)

Areas of Significance
(Enter categories from instructions.)

COMMERCE

- 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.

Period of Significance

1915 - 1964

Significant Dates

1915, 1930

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Criteria Considerations N/A
(Mark "x" in all the boxes that apply.)

Property is:

Cultural Affiliation

N/A

Architect/Builder

UNKNOWN

- 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.

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Statement of Significance Summary Paragraph

The C. C. Card Auto Company Building, with a period of significance of 1915 to 1964, is eligible for listing in the National Register of Historic Places under Criterion A for its contribution to the commercial development of Cleveland, Tennessee (2012 pop., 45,386). The company began operations in 1911, at another location, and was the first Ford dealership in Cleveland, Tennessee, with the original franchise agreement giving the C. C. Card Auto Company nine counties in three states: Tennessee, North Carolina, and Georgia.² The company remained in this location, continuously owned by the Card family descendants, through 1964 when it moved to Lee Highway in Cleveland.

Narrative Statement of Significance

Historic Background and Commerce Context

Early History of Cleveland, Tennessee

Bradley County, Tennessee, located in the southeastern part of the state, was founded on February 10, 1836, from land occupied by the Cherokee. Named for Edward Bradley, the county population by 1837 was 3,230, increasing by 1839 to 4,240. The village of Cleveland, with a population of less than 400, was formed in 1838, and was officially designated as the county seat on January 20, 1838.³ Soon after, the town was laid out, with a central courthouse square and a grid pattern of roads leading out from this point. Early brick structures included the courthouse, jail and Oak Grove Academy.⁴ Cleveland today is centered at the crossroads of Federal Highways 11 and 64, running, respectively, north-south, and east-west.

Railroads were already developing in Tennessee by the time Bradley County and Cleveland were founded. In 1836, the Hiwassee Railroad was developed as the first railroad company to begin construction in the state. By 1848, this became the East Tennessee and Georgia Railroad, with a track laid from Dalton, Georgia to Cleveland, Tennessee in 1851. In 1852, the route continued to Blair's Ferry (NRHP, Blair's Ferry Storehouse, 7/14/1977) in Loudon to Knoxville in 1855, to Bristol and Chattanooga in 1858, and continuing from there to points west. The Southern Railway Company acquired the line in 1894.⁵ Industry expanded in the town in the mid-to-late 1860s, and many new homes were built.⁶ Inman Street, now Federal Highway 64, which had been laid out parallel to South Street from the early days of Cleveland and running in an east-west direction, became important as the main route to and from the freight and passenger railroad stations located at the east end of the street.

² Tennessee Automotive Association publication. Honors page for C. C. Card Auto Co. in Cleveland, Tennessee. Publication notes the original franchise agreement gave the company nine counties over three states, in Tennessee, North Carolina, and Georgia. Page from this publication is in the Card-Lillios family records, in possession of the family. The Card-Lillios family are descendants of C. C. Card, as noted in Section 8.

³ Snell, William R. *Cleveland the Beautiful*. Nashville, Tennessee: Williams Printing Company, 1986, p. 2.

⁴ *Ibid*, p. 6.

⁵ Bradley County Historical Society. *Reflections Past and Present: A Pictorial History of Bradley County 1836 – 1991*. Dallas, Texas: Taylor Publishing Company, p. 233.

⁶ *Cleveland the Beautiful*. Nashville, Tennessee: Williams Printing Company, 1986, p. 57.

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Late Nineteenth to Mid-Twentieth Century History and Commercial Development of Cleveland, Tennessee

Inman Street, due to its proximity to the railroad, became one of the most important commercial streets in Cleveland. Its importance was obvious due to the fact that it was the first street to be paved, in 1873.⁷ The town continued to develop through the end of the nineteenth century, with numerous industries coming into the town, including Cleveland Woolen Mills (NRHP, Hardwick Woolen Mills, 4/12/2001).⁸ The primary mode of transportation in and out of Cleveland, other than the railroad, was by horse and buggy. Cleveland Buggy Works was one of the early businesses in the town, as late as 1909, servicing this mode of transportation.⁹ The jockey lot, located at the corner of Church and Inman Streets, serviced the horse and buggy trade, with numerous blacksmith shops which shod horses and repaired buggies. Horse feed was available, and boarding for horses was common while owners stayed in town for a few hours or several days to shop and socialize.¹⁰ By 1907, the town of Cleveland had a street car line, two hotels, two banks, a flour mill, an iron and brass foundry, a chair factory, and planing and woolen mills, and a population of 3,000.¹¹

From 1910 to 1920, Cleveland continued to grow and develop, with a population in 1920 of 6,652. This time period in the town's history was known as "...the decade that witnessed the introduction of a number of businesses and services, which marked it as a period of progress and change..."¹² A sewer system was built, most major streets were paved by 1920, and there were four banks and a telephone company. The fire department became motorized for the first time.¹³ Tennessee Power Company (TEPCO) was formed from a merger with Cleveland Electric Light Company and three dams were built on the Ocoee River for hydroelectric power.¹⁴ Several factories were built in this ten-year-period including the Liberty Brand Overalls Factory (1915); a chair factory, run by George L. Hardwick Sr. (1916); Dixie Foundry (1916); and Sti-Lo Bottling Works (1919).¹⁵

The first decade of the twentieth century ushered in the beginning of the automobile age in Cleveland and elsewhere throughout the country. While automobiles were not a common sight, they were available. In Cleveland, the first person to purchase an automobile was W. S. Milne in 1903. George L. Hardwick, owner of Cleveland Woolen Mills (later Hardwick Woolen Mills), bought one soon thereafter. By 1909, there were thirty registered automobiles in Cleveland, with fifty registered in 1910, and seventy-three registered in 1911. Of these, C. C. Card owned three automobiles and ran a transport service in and out of the town.¹⁶ Due to the increase in traffic, there were often accidents, car thefts, and speeding incidents in the town. The town

⁷ Ibid, p. 9.

⁸ "City's Oldest Manufacturer Dies at 78". *Cleveland Daily Banner*, July 12, 1940.

⁹ Cleveland City Directory, 1909.

¹⁰ *Reflections Past and Present: A Pictorial History of Bradley County 1836 – 1991*. Dallas, Texas: Taylor Publishing Company, p. 211.

¹¹ Cleveland City Directory 1907.

¹² *Cleveland the Beautiful*. Nashville, Tennessee: Williams Printing Company, 1986, p.277.

¹³ Ibid, p. 265.

¹⁴ Ibid, p. 276.

¹⁵ Ibid, pp. 278 – 279.

¹⁶ *Cleveland the Beautiful*. Nashville, Tennessee: Williams Printing Company, 1986, pp. 228 - 230.

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council passed regulatory laws from 1911 to 1913 which helped to ease this situation.¹⁷ It was within this context of increasing sales of cars that C. C. Card established his Ford dealership in 1911, the C. C. Card Auto Company, building his own showroom in 1915 with the same name. In 1911, the only other car dealership in town was the Burk Motor Car Company which sold Packard cars.¹⁸

Cleveland, in the decade from 1920 to 1930, experienced a booming time of prosperity, like much of the rest of the country. The *Cleveland Banner* newspaper opened in 1922, a public library was donated to the city in 1923, and Cumberland Telephone and Telegraph Company became Southern Bell Telephone and Telegraph Company in 1926, serving nine southern states, including all of Tennessee.¹⁹ By 1927, Cleveland was the ninth largest city in Tennessee. Located only twenty-nine miles from Chattanooga and on the railroad line, the town boasted a modern sewer system, a city water works, electricity, street lights in the business area, eight miles of paved streets, and twenty miles of concrete sidewalks.²⁰ The town had a police chief, four officers, a fire chief and two bus drivers, along with four banks, a college (Centenary College for women), a high school, and four grade schools. There were sixteen churches, a hospital, and several active service clubs. Two newspapers operated, and Highway 11, Lee Highway, ran through Cleveland, connecting Chattanooga and Knoxville. Additionally, there were two passenger trains and seven freight trains scheduled per day in the town.²¹

The 1920s, in comparison to the first decade of the twentieth century, witnessed a tremendous period of growth in the automobile industry. The expansion of better roads within the county had a great deal to do with this, with major highway systems that included the City of Cleveland on their routes. By 1925, it was estimated that there was one car for every seven people in the county.²² In 1924, the Cleveland to Dalton Pike was added to the Tennessee state road system, and in 1925, the proposed Lee Highway (Federal Route 11) included Cleveland. By 1926, the Tennessee Highway Department had completed twenty-five percent of the Cleveland to Charleston road (NRHP, Cleveland to Charleston Concrete Highway, 1/16/2008). On March 2, 1928, the last link of the Lee Highway through Bradley County opened. The Tennessee Highway Department called Cleveland the “highway hub” of the whole area.²³ As the highways grew, so did the automobile industry.

There were three automobile dealerships in town in 1920, that of the C. C. Card Auto Company, selling Fords; Hall Auto Company, selling Studebakers; and Cleveland Auto Company, selling Chryslers, along with numerous taxi companies and auto supply stores.²⁴ As the highways improved, automobile sales grew in Cleveland, and dealerships continued to open. Charleston Motor Company was established in 1923, also

¹⁷ Ibid.

¹⁸ Burk Motor Car Company, from vertical files, Business and Industry, Auto Dealers, Bradley County Public Library, History and Archives Branch.

¹⁹ Ibid, p. 320.

²⁰ Lockwood-Greene and Company, Inc. “Industrial Survey of Cleveland”. September 15, 1927.

²¹ Ibid.

²² *Cleveland the Beautiful*. Nashville, Tennessee: Williams Printing Company, 1986, p. 322.

²³ Ibid.

²⁴ Cleveland City Directory 1920.

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selling and servicing Ford cars but was a much smaller operation than the C. C. Card Auto Company.²⁵ Two new automobile dealers opened in the town in 1925: J. H. Still, sold Chevrolets and J. V. Dodd, sold Dodge cars.²⁶ By 1928, King-Orr Motor Company opened (but closed in 1929), selling Dodge cars, and Daniell Motor Company had also opened on Inman Street.²⁷ By 1930, there were a total of six dealerships in town, including Watson Brothers Motor Company on Inman Street, selling Dodge and Chrysler cars. Sales of automobiles continued to expand through the 1940s, with a total of eleven car dealerships by 1949. Many of these opened on the highly traveled Lee Highway.²⁸ As in many downtown areas throughout the country, downtown Cleveland in the 1960s began to witness an economic downturn, and many businesses moved elsewhere, often along the new commercial centers on the outskirts of town.

C. C. Card Auto Company

The C. C. Card Auto Company played a major role in the commercial development of Cleveland, Tennessee. The company, one of the earliest Ford dealerships in Tennessee and the first one established in Cleveland, began operating on November 22, 1911, first selling Buicks and then obtaining a license in 1911 as a Ford franchise to sell the Model T.²⁹ It was located at the corner of Church and First Streets (see Figure 1).³⁰ The Ford franchise extended across four states, and made C. C. Card Auto Company the only Ford dealer.³¹ At the time, Ford Model T's sold for as little as \$380.00.³² Cars would arrive by the nearby railroad, often unassembled, and the C. C. Card Auto Company had its own assembly line to put them together.³³ In 1911, Card sold only five cars. The first of these sold in the 1911 dealership was a Model-T Ford.³⁴ This increased yearly, with the company selling thirteen cars in 1912, thirty in 1913, and fifty-one in 1914. This first dealership building burned, and Card then purchased land on June 28, 1915 from the Trustees of First Baptist Church of Cleveland and built the building on Inman Street (see Figure 2).³⁵ It was built to Ford standards, including a large showroom with refined architectural detailing including pressed tin ceilings, terrazzo floors, and a wide open space for customers to look at the cars.³⁶ The building was structured to allow for cars on the upper level as well, and a ramp was built at the rear of the building to allow access to the second floor.

²⁵*Reflections Past and Present: A Pictorial History of Bradley County 1836 – 1991*, p. 173. It is not known how long the Charleston Motor Company continued in operation.

²⁶Cleveland City Directory, 1920.

²⁷Ad for Daniell Motor Company, the Cleveland Herald, June 29, 1928.

²⁸ Cleveland City Directories, 1940 – 1949.

²⁹Card-Lillios family records, in possession of the family. The Card-Lillios family are descendents of C. C. Card, as noted in Section 8.

³⁰Lillios, Nicholas. Great-grandson of C. C. Card. Phone interview with Sybil Argintar September 11, 2013. Card-Lillios family records, in possession of the family. The Card-Lillios family are descendants of C. C. Card, as noted in Section 8.

Family records from C. C. Card note that this was the first Ford franchise in the south.

³¹Card-Lillios family records, in possession of the family. The Card-Lillios family are descendants of C. C. Card, as noted in Section 8.

³²Bradley County Public Library History and Archives Branch. Vertical files on C.C. Card.

³³“Card Recalls Early Days of 60-Year-Old Business”. *Cleveland Daily Banner*, March 10, 1971.

³⁴“Bob Card Ford Marks Its 75th Anniversary”. *Cleveland Daily Banner*, May 8, 1986.

³⁵ Bradley County Deed Book 33, p. 29.

³⁶Lillios, Nicholas. Great-grandson of C. C. Card. Phone interview with Sybil Argintar September 11, 2013. Card-Lillios family records, in possession of the family, from C. C. Card, note that Ford had detailed specifications of how they wanted their showrooms to look.

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When he built the more elaborate showroom in 1915 on Inman Street, he sold fifty-two cars that year. By 1916, he had doubled this amount, selling 102 cars.³⁷

In 1919, after World War I, sixty percent of Bradley County vehicles were Fords purchased from the C. C. Card Auto Company.³⁸ As the business grew, Amy Card, wife of C. C. Card, purchased land from J. C. Jones in 1919, the adjacent land to the north of and directly behind the showroom building. The Cards then built an addition that served as a service area and garage. C. C. Card, in 1927, noted that "...he had sold everyone a Model T that could afford one..." Card thought his success was over and he contemplated closing the sales portion of the business and just keeping the service area open. But Ford then announced the production of the Model A and Card quickly changed his mind (see Figure 3).³⁹

In 1929, the C. C. Card Auto Company sold over 3000 Ford cars, and had twelve employees.⁴⁰ This incredible sales record no doubt led to Card's decision, in 1930, to have his wife, Amy Card, purchase the land to the north of the showroom, where his service area was currently located, and expand the business. Card purchased this additional land behind the service area in 1930 from G. L. Hardwick and H. B. Moore, and built a new service garage to replace the ca. 1919 one, with a façade that faced 1st Street.⁴¹ The 1930 addition, like the 1915 showroom, was built to the highest standards, utilizing a barrel vault steel truss system which allowed for clear space on the second floor with no posts to obstruct where cars could be placed. In 1932, Ford began production of the Model B car. The 1930 addition already had larger delivery doors than the original 1915 section to accommodate these larger vehicles. The ramp was also rebuilt at this time, with a more gradual slope, but it was still difficult to maneuver the larger cars up and down the ramps. As cars continued to grow in size through the 1950s and 1960s, the only way to get the cars up or down the ramp was to drive backwards.⁴²

Robert G. Card, C. C. Card's son, took over the company business after World War II and after his father passed away in 1946. Robert Card modernized the dealership, in keeping with the desire by Ford for "a sleek, modern image" for its dealerships.⁴³ Changes made to the original 1915 showroom building included a new storefront facing Inman Street, new storefront openings on the west elevation, and covering of the original openings on this side with stucco. The brick cornice on the façade was removed so the front and sides of the building were even in height, in keeping with architectural trends of the day. No changes were made to the 1930 addition, since it remained in use as the service center only.⁴⁴ Even though there was a

³⁷*Cleveland the Beautiful*. Nashville, Tennessee: Williams Printing Company, 1986, p. 322.

³⁸Card-Lillios family records, in possession of the family. The Card-Lillios family are descendants of C. C. Card, as noted in Section 8.

³⁹Ibid, Diary of C. C. Card.

⁴⁰"C. C. Card Auto Company", *Cleveland Press*, July 1, 1971.

⁴¹Sanborn Fire Insurance Maps 1912, 1925, and 1930. Bradley County Deed Books 35, p. 309 and 52, p. 381. G. L. Hardwick was the owner of Hardwick Woolen Mills in Cleveland, as well as numerous other commercial properties ("City's Oldest Manufacturer Dies at 78". *Cleveland Daily Banner*, July 12, 1940). H. B. Moore was the son-in-law of Hardwick, married to Hardwick's daughter Margaret. He also owned more than 100 businesses and residences in town, and was the president and general manager of Cleveland Chair Company (Obituary of H. B. Moore, *Cleveland Daily Banner*, March 28, 1938).

⁴²Card-Lillios family records, in possession of the family. The Card-Lillios family are descendants of C. C. Card, as noted in Section 8.

⁴³Ibid.

⁴⁴Ibid.

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great deal of competition for auto sales through the 1940s and 1950s, the C. C. Card Auto Company remained in its location on busy Inman Street.⁴⁵ As downtown began to witness an economic downturn and more businesses moved out of the center of town, the company left its location on Inman Street in 1964 and moved to another building at 717 South Lee Highway (see Figures 4 to 17 of the dealership from ca. 1940 to ca. 1960).⁴⁶

Ford Motor Company

The development and success of the C. C. Card Auto Company was closely tied with the creation and success of the Ford Motor Company, beginning at the turn of the twentieth century. At the end of the late nineteenth century, amid the industrial revolution in the United States, the Ford Motor Company witnessed its earliest beginnings. In 1896, Henry Ford built a quadricycle as a new way of getting around, and in 1898 founded the Detroit Auto Company, which dissolved in 1900, making way for the Henry Ford Company in 1901. This 1901 company was soon taken over by Henry Leland as the Cadillac Motor Company and Ford re-incorporated in 1903 as the Ford Motor Company. In 1903, the beginning of the “age of the automobile”, Ford Motor Company produced 1,708 Model A “Fordmobiles”.⁴⁷ The Model T boasted a two-cylinder engine, eight horsepower, and could run at a top speed of thirty miles per hour. July 15, 1903 marked the company’s first sale, to Dr. E. Pfenning, a doctor in Chicago.⁴⁸ By 1906, Ford was the top-selling brand in the United States with 8,729 cars built. The Model T, produced for the masses, was introduced in 1908, and Ford Motor Company opened production facilities in England and Argentina in 1911 and 1913. In 1913, The Highland Park, Michigan plant installed the first moving assembly line and this innovation led to the increase in automobile sales and production. In 1918, the Rouge Assembly Complex in Detroit, Michigan was opened, greatly increasing the company’s production again. In 1921, Ford was producing over 1,000,000 cars per year, and in 1922, purchased Lincoln Motor Company. Production of the Model A began in 1927.⁴⁹ In the 1930s, Ford developed the one-piece V8 engine block, introduced the Lincoln-Zephyr, and in 1939, began production of the mid-price-range Mercury.⁵⁰ Automobile production decreased a great deal during World War II, as metals were needed for the war effort. In 1949, post World War II, Ford developed a whole new line of cars including the popular “Woody” station wagon. By the late 1950s, Ford was again the top-selling brand, producing in 1957 over 1.68 million cars. The next big development for Ford was the introduction in 1964 of the Ford Mustang, a car which no doubt launched the next phase of success for the C. C. Card Auto Company at a time when the business moved to a larger, more modern facility on Lee Highway in Cleveland.⁵¹

⁴⁵ Cleveland City Directories 1940s through 1950s.

⁴⁶ “Card Recalls Early Days of 60-Year-Old Business”. *Cleveland Daily Banner*, March 10, 1971.

⁴⁷ “History of Ford Motor Company,” Wikipedia, last modified November 9, 2013, accessed September 15, 2013, http://en.wikipedia.org/wiki/History_of_Ford_Motor_Company.

⁴⁸ “Company Milestones,” Ford Motor Company, accessed September 15, 2013, <http://corporate.ford.com/our-company/heritage/vehicle-history-news-detail/687-mustang>.

⁴⁹ “History of Ford Motor Company,” Wikipedia, last modified November 9, 2013, accessed September 15, 2013, http://en.wikipedia.org/wiki/History_of_Ford_Motor_Company.

⁵⁰ Ibid.

⁵¹ Ibid.

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Federal Road Building Programs

The C. C. Card Auto Company, as well as, the expansion of the automobile sales businesses throughout Cleveland would not have been possible if there had not been major road improvement programs in place at local, state, and federal levels. The expansion of the road system through Cleveland did not happen by accident. The Federal Road Building programs of the late 1910s on through the mid-twentieth century contributed a great deal to the improvement of the road system in the city and Bradley County. The City of Cleveland sits at the crossroads of two major Federal highways, U. S. Route 11 (Lee Highway), and U. S. Route 64 (Inman Street), both of which were improved upon under these federal programs.

Since the mid-nineteenth century, roads used by horse and buggies primarily as a way of transporting agricultural goods, were considered by the Federal government to be the responsibility of state and local governments. As railroads developed as a transportation network through the country, the Federal government noticed that system first, and left road construction and maintenance to the state and local entities. Some states began to develop “state-aid” plans to help local governments, in the late nineteenth century, as bicycles began to take on a greater role in transportation.⁵² The Federal government organized the Office of Road Inquiry in 1893, which served as an advisory agency to the states. It wasn’t until the turn of the twentieth century, however, as the age of the automobile began in earnest, that the Federal government began to consider the idea of an aid program to the states.

In December of 1902, a bill was presented to Congress to create the Bureau of Public Roads, beginning an aid program to the states, with the state or county government contributing fifty percent of the funds. This did not pass and it was not until the United States Post Office Rural Free Delivery system was born that the need for better roads again came into the forefront of public concern.⁵³ When Ford introduced the Model T in 1908 for the common man, this spurred additional interest in the need for better roads.⁵⁴ In 1912, the Good Roads Bill passed the House, which allowed the Federal government to pay rent to counties for using the local roads for mail delivery. This bill also did not pass. The public, including farmers, and motorist groups began lobbying Congress for legislation, and on June 25, 1916, the Federal Road Act finally passed granting \$25 million for rural post roads with funding to states but not to the counties. Signed into law on July 11, 1916, the Act allocated federal money to comprise from thirty to fifty percent of the funds with the states making up the difference. States would select the road projects and state highway agencies were formed.⁵⁵

In 1917, ten districts were established to help organize a Federal highway engineering program. Each district would focus upon construction of rural post roads in cooperation with state highway departments, and would survey, build, and maintain national forest roads in cooperation with the United States Forest Service and the

⁵²“Federal Aid Road Act of 1916: Building the Foundation,” U. S. Department of Transportation, Federal Highway Administration, last modified April 8, 2011, accessed September 16, 2013, <https://www.fhwa.dot.gov/publications/publicroads/96summer/p96su2.cfm> .

⁵³ “Rural Free Delivery (RFD)”, http://about.uspos.com/publications/pub100_020.htm, accessed December 5, 2013.

⁵⁴ Ibid.

⁵⁵ Ibid.

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state and local governments.⁵⁶ The creation of the Federal Road Program allowed for the creation of a local organization to form in 1919 which more directly affected the roads in Cleveland and Bradley County. On December 3, 1919, five hundred men officially formed the Lee Highway Association with the initial goal of creating a massive north-south and east-west route through the country, and including Cleveland on that route.⁵⁷ The route ended up being more of a north-south route from Washington, D. C. through parts of the southern states, as noted:

The purpose for which this Association is formed is to promote the proper location, construction and maintenance, according to modern plans and specifications, of a great National Highway, to be an instrument of service to the people of America in times of peace and war, along the Great Appalachian Valley, between the Blue Ridge and Alleghany and Cumberland Mountain Ranges, beginning at the Gettysburg National Park, on the Lincoln Highway, and running via Winchester, Staunton, by the tomb of Robert E. Lee at Lexington; Natural Bridge, Roanoke, Bristol, Knoxville, Chickamauga National park at Chattanooga, on the Dixie Highway, and then to Birmingham and New Orleans, and to be named LEE HIGHWAY.⁵⁸

The Federal Highway Act of 1921 allowed for planning to begin for transcontinental highway travel, and to allow access for conservation and development of natural resources. The Act increased funds for forest highways, roads through the National forests used for timbering and access. In 1928, this legislation was followed by creation of the Bureau of Public Roads, overseeing the construction of the Mount Vernon Memorial Parkway in 1932.⁵⁹ After World War II, the demand for good roads continued to increase for recreational travel in particular. During this time, and on into the 1950s, many new highways, bridges, and tunnels were constructed. In 1956 the Federal-Aid Highway Act was passed to create the country's interstate system, and on April 1, 1967, the Federal Department of Transportation was established.

The C. C. Card Auto Company, founded in 1911 as the first Ford dealership in Cleveland, Tennessee, was established at a time when the burgeoning automobile industry in the United States was playing a large economic role in local economies. The C. C. Card Auto Company was the beneficiary of the expansion of not only the automobile manufacturing industry, but of the Federal programs that worked to improve local roads and highways for the owners of these new forms of transportation. Roads continued to develop through the twentieth century, and cars continued to improve. Owning a car was possible for all income levels, and new models were continually produced and purchased. The C. C. Card Auto Company was a very successful business for the town of Cleveland, employing sales and mechanical staff in its showroom and service operations, from its founding in 1911 through 1964 at this location, and in later years at a newer location on Lee Highway.

⁵⁶ "Brief History of the Direct Federal Highway Construction Program," U. S. Department of Transportation, Federal Highway Administration, last modified October 16, 2013, accessed September 15, 2013,

<http://www.fhwa.dot.gov/infrastructure/blazer01.cfm>

⁵⁷ "Lee Highway," American Roads, Copyright © S. Varner 2006, accessed September 16, 2013,

<http://www.americanroads.us/autotrails/leehighway.html>

⁵⁸ Ibid.

⁵⁹ Ibid.

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C.C. Card

Claude Clifford (C. C.) Card (1880 - 1946), son of William Henry and Addy Verner Card, was born November 9, 1890 in Soddy-Daisy, Tennessee and came to Cleveland around 1900.⁶⁰ His first business in the town was a bicycle and camera shop, selling “bicycles and sundries”. By 1911 he had joined the growing trend in the town and owned three automobiles, and opened the first Ford dealership in town, the C. C. Card Auto Company.⁶¹ The building has remained in the family since it was purchased in 1915. On October 1, 1945, Amy T. and C. C. Card deeded the auto dealership in its entirety to their son, Robert G. Card.⁶² He took over the family business in 1946, soon after his father died. Robert G. Card deeded the property to his son, Robert Card Jr. and his daughter, Leah Amy, on December 23, 1985.⁶³ Leah Amy married William Nicholas Lillios and they had a son, Nicholas Lillios. Prior to 2004, the property was deeded from Robert and Augusta Card to Leah Amy Card-Lillios, LP, a Tennessee family limited partnership, which included Leah Amy Card-Lillios and her two children, and on November 29, 2004, the property was deeded to Leah Amy Card-Lillios from Leah Amy-Card Lillios, LP.⁶⁴

⁶⁰“Claud C. Card Dies Saturday Morning”. *Bradley County Journal*, June 27, 1946.

⁶¹Ibid, and Cleveland City Directory 1907.

⁶²Bradley County Deed Book 75, p. 453.

⁶³Bradley County Deed Book 294, p.917.

⁶⁴Bradley County Deed Book 1489, p. 670.

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“Lee Highway,” American Roads, Copyright © S. Varner 2006, accessed September 16, 2013,
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Previous documentation on file (NPS):		Primary location of additional data:	
<input checked="" type="checkbox"/>	preliminary determination of individual listing (36 CFR 67 has been requested)	<input checked="" type="checkbox"/>	State Historic Preservation Office
<input type="checkbox"/>	previously listed in the National Register	<input type="checkbox"/>	Other State agency
<input type="checkbox"/>	previously determined eligible by the National Register	<input type="checkbox"/>	Federal agency
<input type="checkbox"/>	designated a National Historic Landmark	<input type="checkbox"/>	Local government
<input type="checkbox"/>	recorded by Historic American Buildings Survey #	<input type="checkbox"/>	University
<input type="checkbox"/>	recorded by Historic American Engineering Record #	<input type="checkbox"/>	Other
<input type="checkbox"/>	recorded by Historic American Landscape Survey #	Name of repository:	
Historic Resources Survey Number (if assigned):			

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10. Geographical Data

Acreage of Property 0.33 acres **USGS Quadrangle** East Cleveland

Latitude/Longitude Coordinates

1. Latitude: 35.158886 Longitude: -84.874397

Verbal Boundary Description

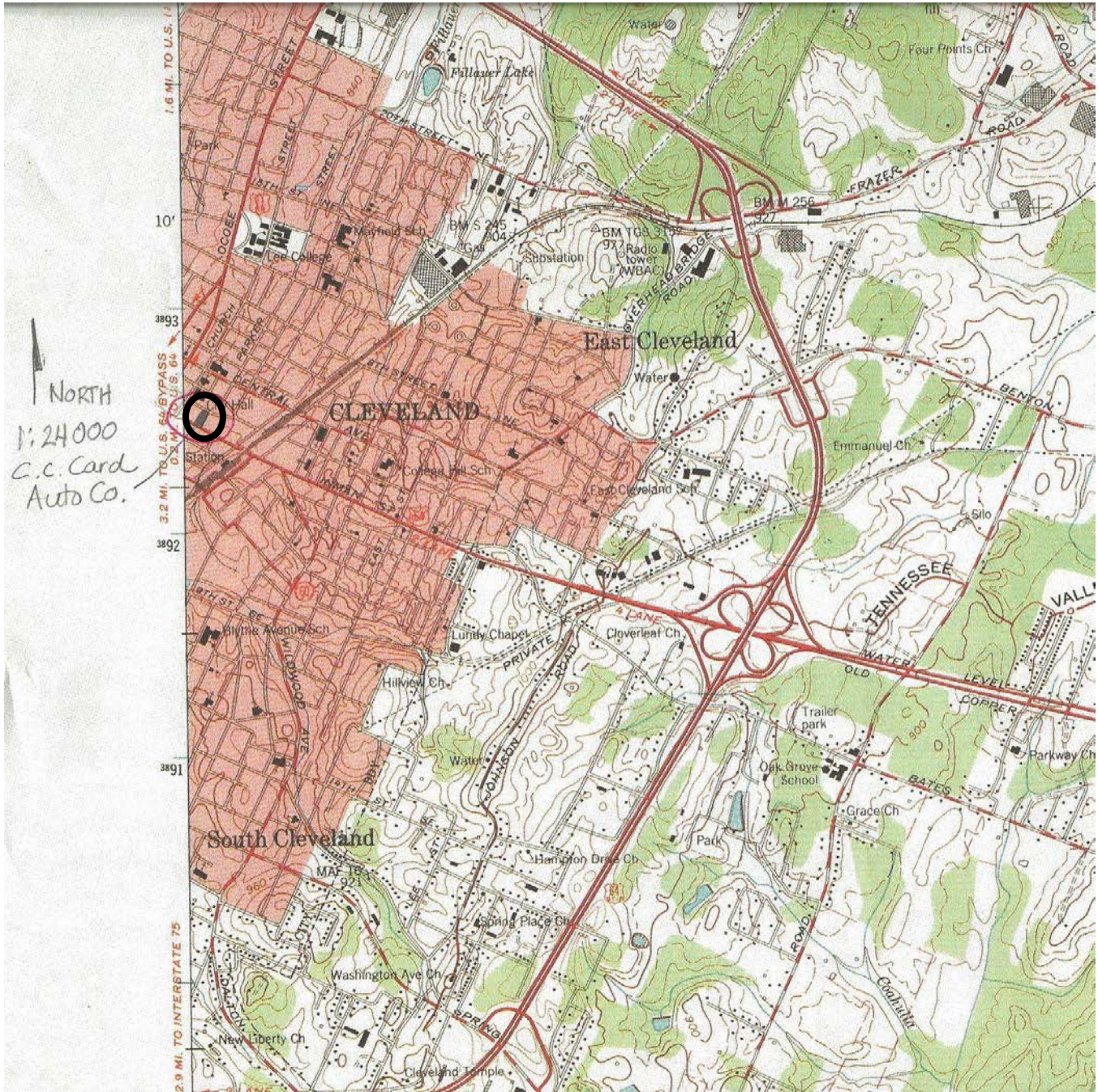
The boundary of the nominated property is shown by a heavy line as drawn on the Bradley County tax maps 49MD. The property is bounded on the north by First Street Northeast; on the west by a vacant lot and additional buildings fronting onto Inman Street East and First Street Northeast; on the south by Inman Street East; and on the east by adjoining buildings. Parcel number is 049MD D 016.00 000.

Boundary Justification

The boundary of the nominated property includes all of the property historically and currently associated with the C. C. Card Auto Company, from its construction in 1915, its addition in 1930, and its continuous operation at this location through 1964. The 14' x 61' section to the southeast of the historic property is a 2012 addition which was required as an easement for the new staircase at this corner of the building.

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USGS Quadrangle East Cleveland, Tennessee, with location of property circled.

C. C. Card Auto Company Building
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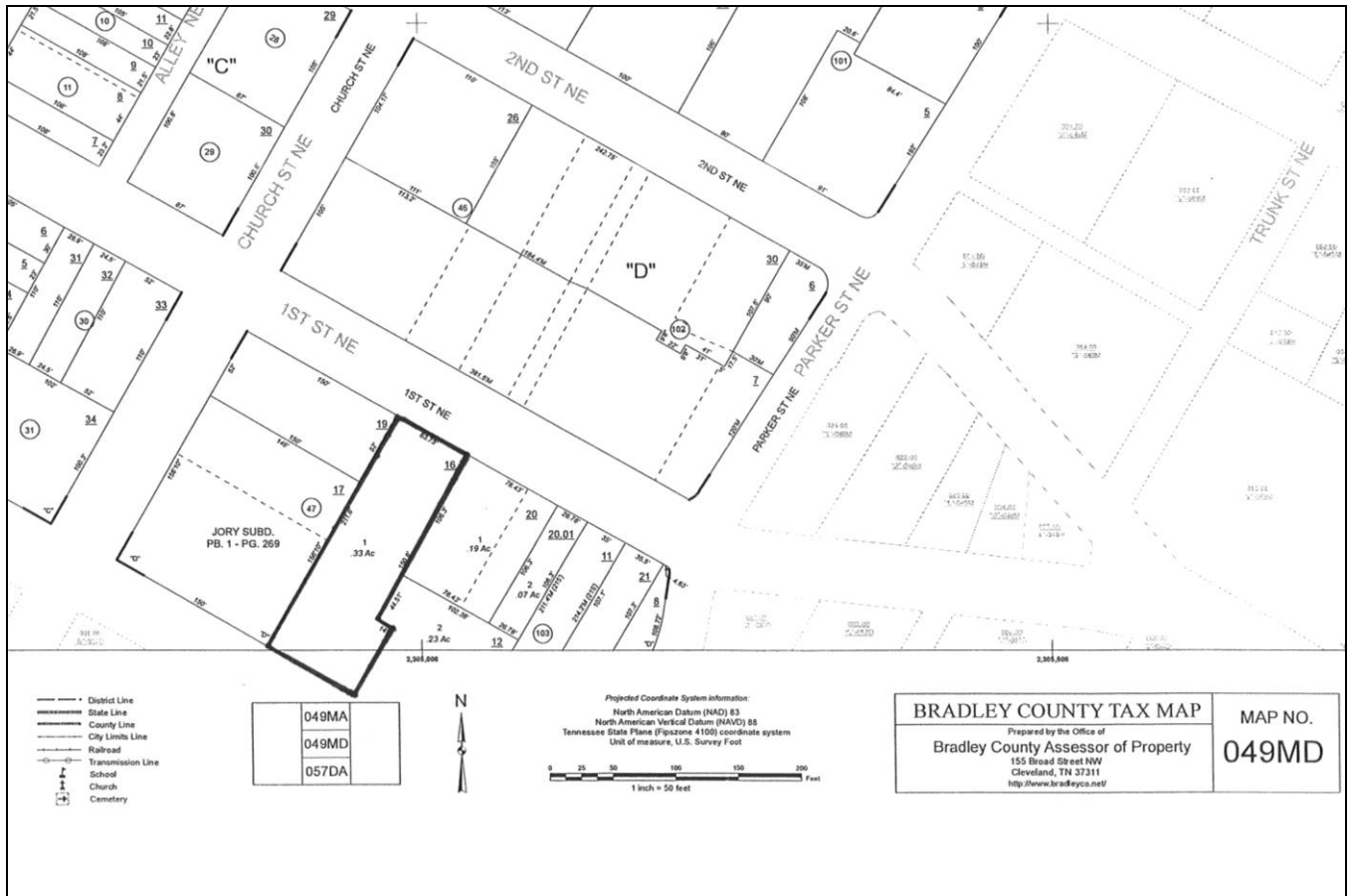
Bradley County, Tennessee
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Bradley County Tax Map 049MD,
 C. C. Card Auto Company, with boundary outlined with a heavy black line.
 (See oversized map file included with this nomination)

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Close-up of the Bradley County Tax Map 049MD,
C. C. Card Auto Company, with boundary outlined with a heavy black line.
(Not to Scale)

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ESRI Aerial Map of the C. C. Card Auto Company, with boundary outlined with a solid line within the dashed circle. (*Not to Scale*)

C. C. Card Auto Company Building
Name of Property

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11. Form Prepared By

Name Sybil H. Argintar

Organization Southeastern Preservation Services

Street & Number 166 Pearson Drive

Date November 15, 2013

City or Town Asheville

Telephone (828) 230-3773

E-mail sybil.argintar@yahoo.com

State NC

Zip Code 28801

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 should be in Section 10 with a north arrow and a scale.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to map.
- **Photographs** (refer to Tennessee Historical Commission National Register *Photo Policy* for submittal of digital images and prints)
- **Additional items:** (additional supporting documentation including historic photographs, historic maps, etc. should be included on a Continuation Sheet following the photographic log and sketch maps)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Photo Log

Name of Property: C. C. Card Auto Company Building
City or Vicinity: Cleveland
County: Bradley State: Tennessee
Photographer: Sybil H. Argintar
Date Photographed: September 4, 2013

- 1 of 43. Original 1915 building, façade, view north
- 2 of 43. Original 1915 building, south and east elevations, view northwest
- 3 of 43. 1930 addition, second floor, east elevation, view southwest
- 4 of 43. Original 1915 building and 1930 addition, west elevation, view northeast
- 5 of 43. Original 1915 building, north elevation, view southeast
- 6 of 43. Original 1915 building and 1930 addition, added stairs between the two sections, view east
- 7 of 43. 1915 building and 1930 addition, ramp between the two sections, view west
- 8 of 43. Original 1915 building, second floor, north elevation, view southwest
- 9 of 43. Original 1915 building, second floor, new door, north elevation, view southwest
- 10 of 43. Original 1915 building and ca. 1919 wing connecting to 1930 addition, first floor, north elevation, view southeast
- 11 of 43. Ca. 1919 wing connecting original 1915 building and 1930 addition, first floor, new door, view east
- 12 of 43. 1930 addition, façade and west elevation, view southeast
- 13 of 43. 1930 addition, façade, view south
- 14 of 43. 1930 addition, brick detailing between floors
- 15 of 43. 1930 addition, west elevation, view southeast
- 16 of 43. 1930 addition, west elevation, view northeast

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-
- 17 of 43. 1930 addition, first floor, 2013 door and transom into original opening, south elevation, view northwest
- 18 of 43. 1930 addition, first floor, south elevation, new door, view northeast
- 19 of 43. 1930 addition, second floor, south elevation, view northwest
- 20 of 43. Original 1915 building, first floor interior, dance studio, view west
- 21 of 43. Original 1915 building, first floor interior, dance studio, view east
- 22 of 43. Original 1915 building, first floor interior, dance studio, original ceiling
- 23 of 43. Original 1915 building, first floor interior, dance studio, original ceiling
- 24 of 43. Original 1915 building, first floor interior, dance studio, view southeast
- 25 of 43. Original 1915 building, first floor interior, dance studio, ceiling
- 26 of 43. Original 1915 building, first floor interior, dressing rooms, view north
- 27 of 43. Original 1915 building, first floor interior, dressing rooms, view south
- 28 of 43. Original 1915 building, second floor interior, hallway, view south
- 29 of 43. Original 1915 building, second floor interior, hallway, view north
- 30 of 43. Original 1915 building, second floor interior, hallway, ceiling
- 31 of 43. Original 1915 building, second floor interior, hallway, view east
- 32 of 43. 1930 addition, first floor interior, dance studio, view northwest
- 33 of 43. 1930 addition, first floor interior, dance studio, view southwest
- 34 of 43. 1930 addition, first floor interior, dance studio, new door, view south
- 35 of 43. 1930 addition, first floor interior, dance studio, original bumper around post
- 36 of 43. 1930 addition, first floor interior, restaurant, view northeast
- 37 of 43. 1930 addition, first floor interior, restaurant, view northwest
- 38 of 43. 1930 addition, stairs to second floor, view south

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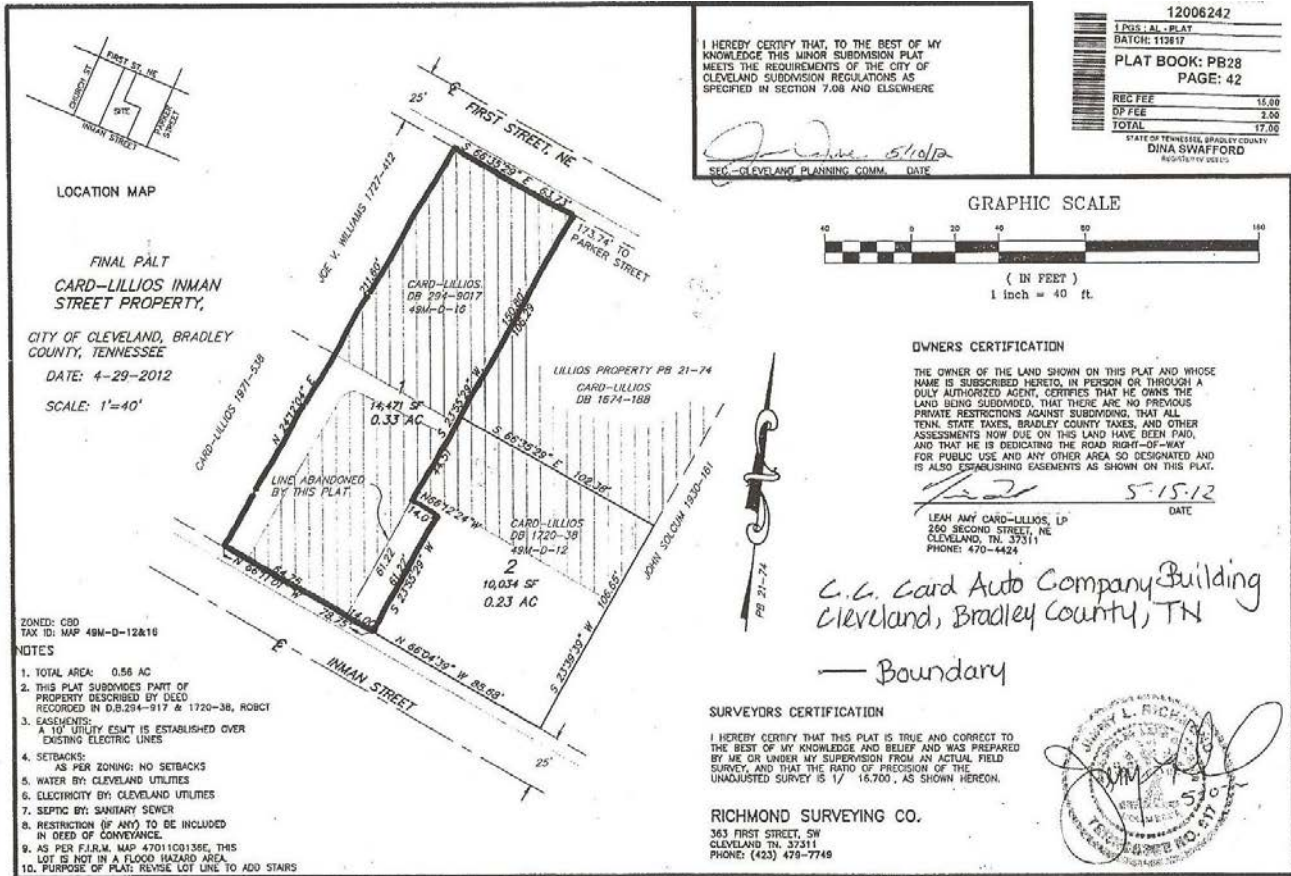
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- 39 of 43. 1930 addition, second floor interior, entry and window, view north
- 40 of 43. 1930 addition, second floor interior, hallway, view south
- 41 of 43. 1930 addition, second floor interior, hallway, view east
- 42 of 43. 1930 addition, second floor interior, hallway, view south
- 43 of 43. 1930 addition, second floor interior, ceiling

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Site Plan



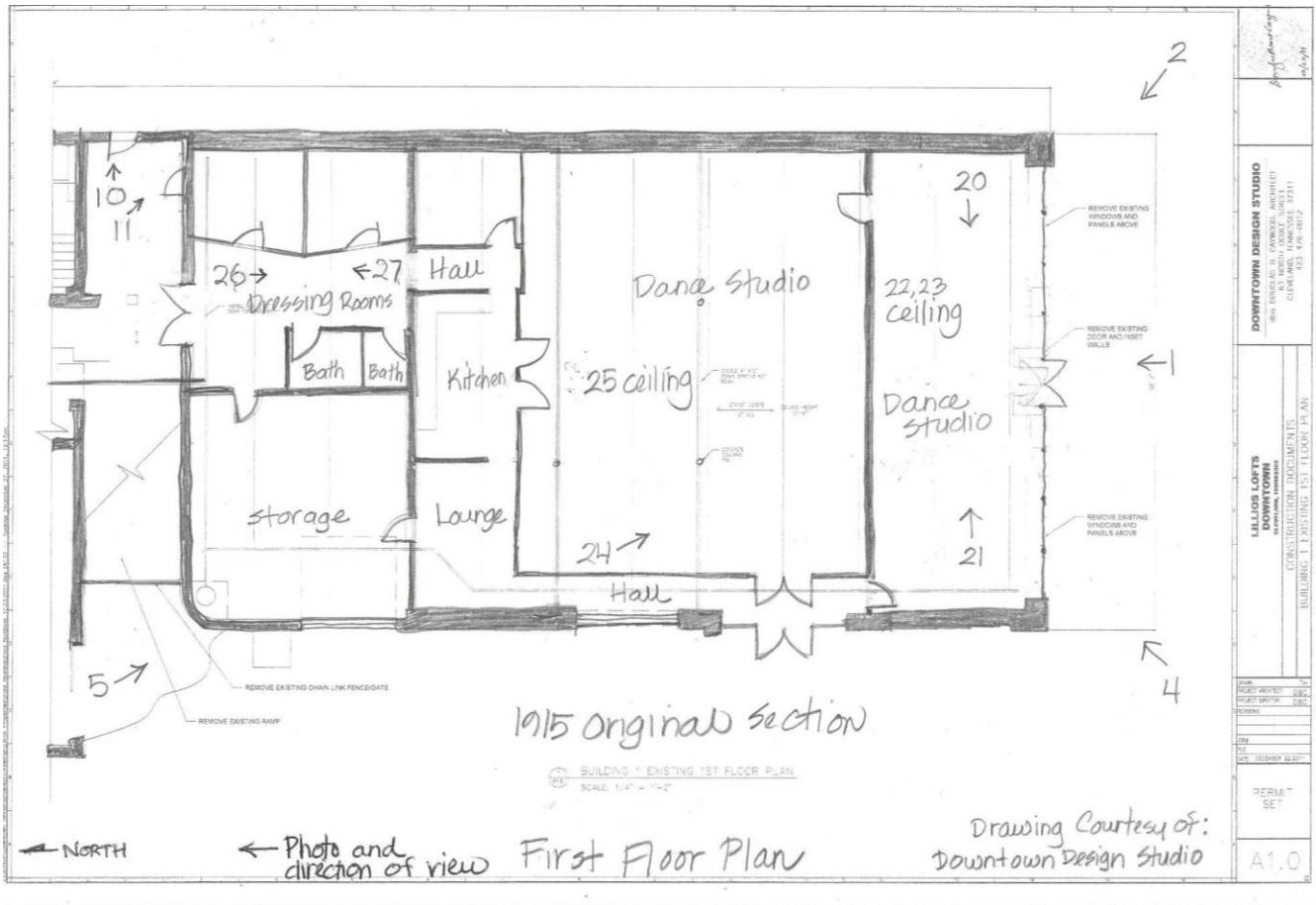
Survey of the C. C. Card Auto Company Building, with boundary shown with heavy black line.

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Floor Plans

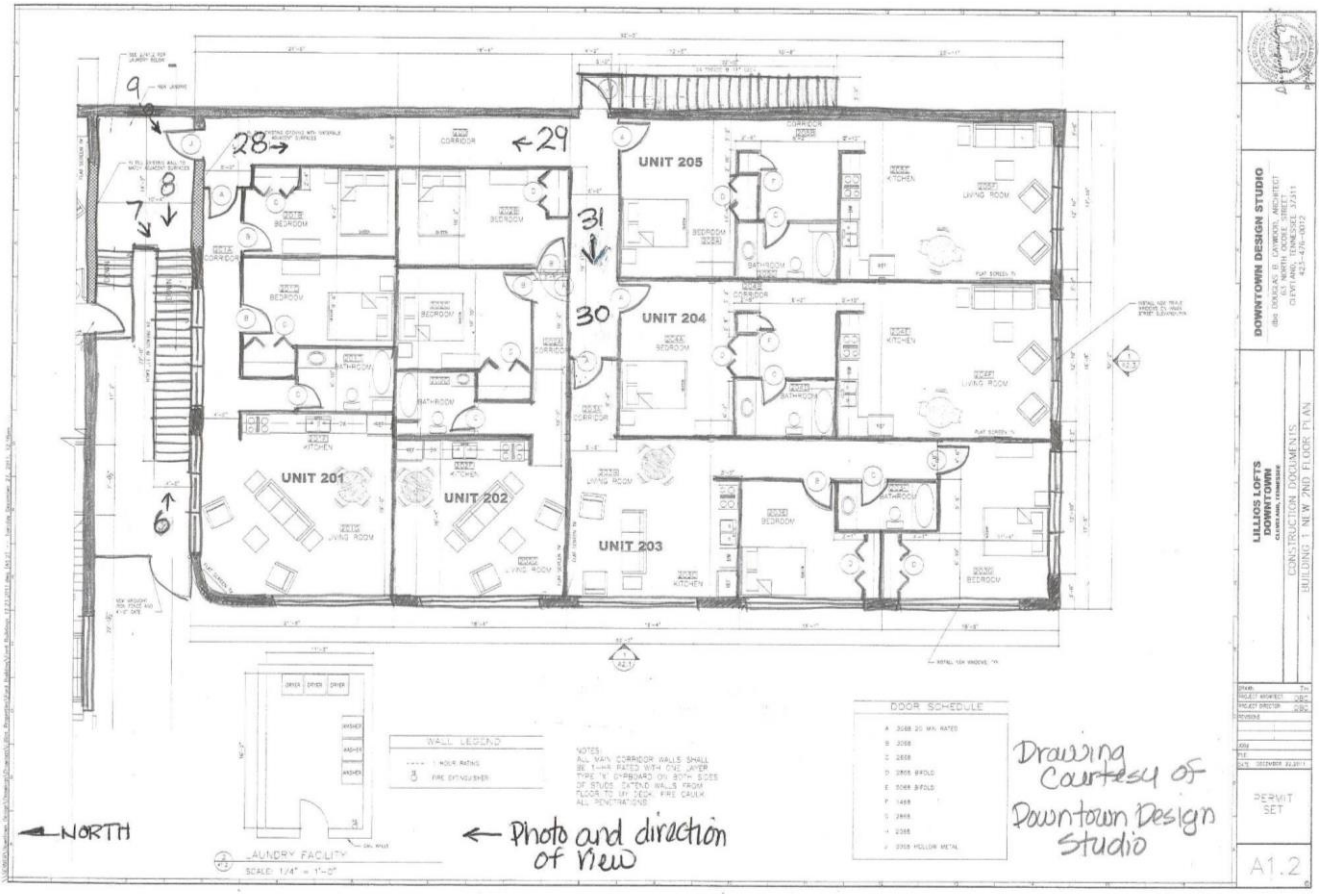
Original 1915 Building, Existing First Floor Plan, with photo key.
 Drawing courtesy of Downtown Design Studio.
 Not to scale.



C. C. Card Auto Company Building
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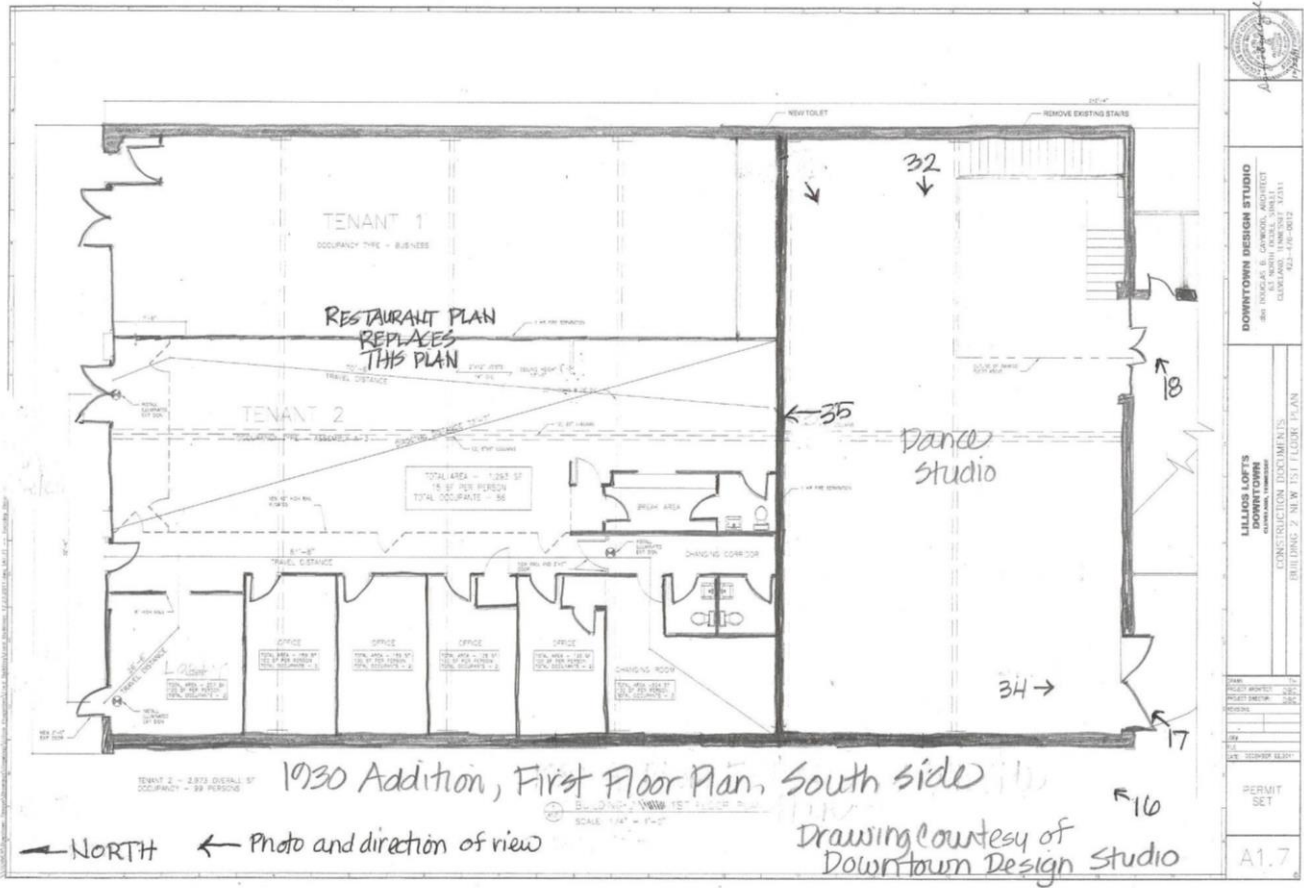
Original 1915 Building, Existing Second Floor Plan, with photo key.
 Drawing courtesy of Downtown Design Studio.
 Not to scale.



C. C. Card Auto Company Building
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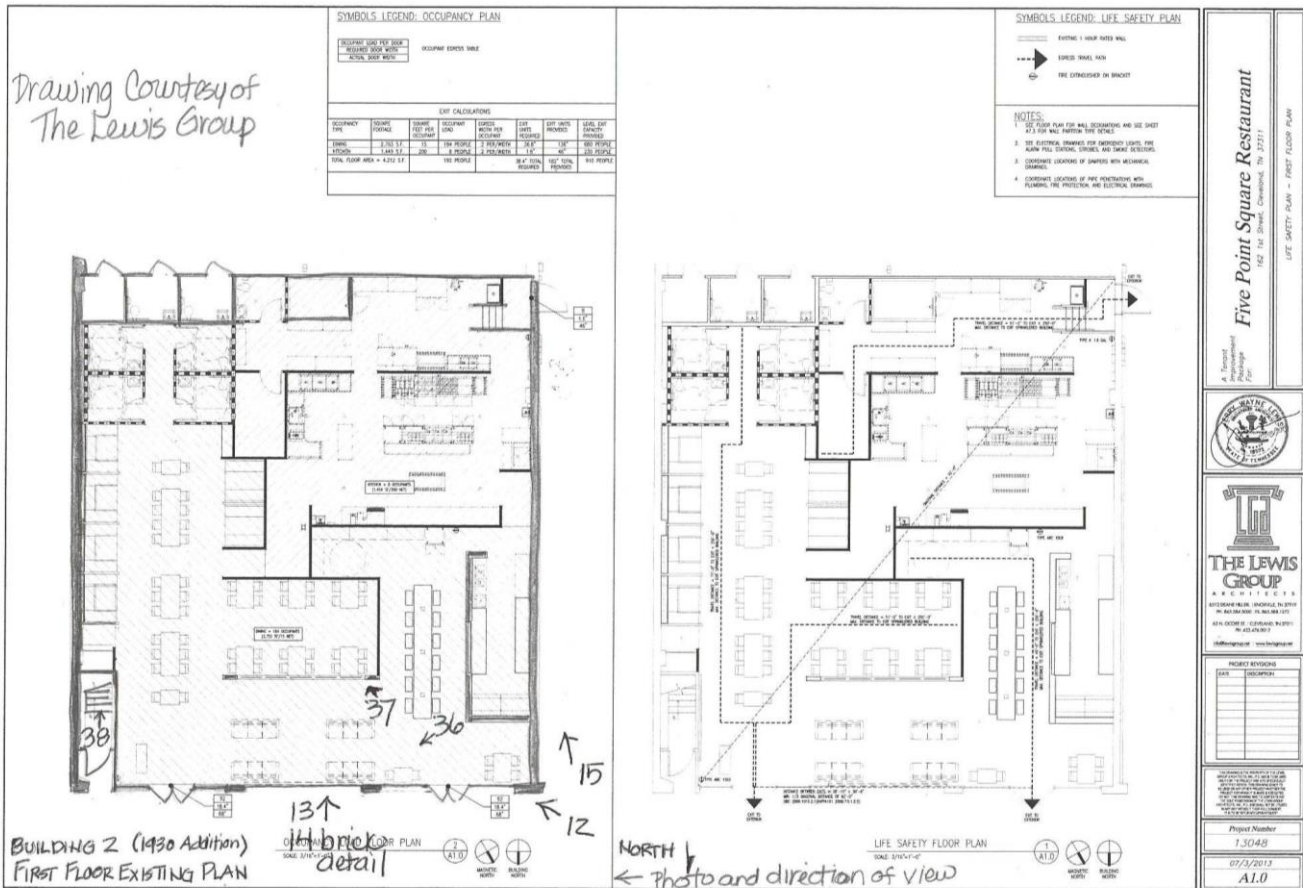
1930 Addition, Existing First Floor Plan, south end, with photo key.
 Drawing courtesy of Downtown Design Studio.
 Not to scale.



C. C. Card Auto Company Building
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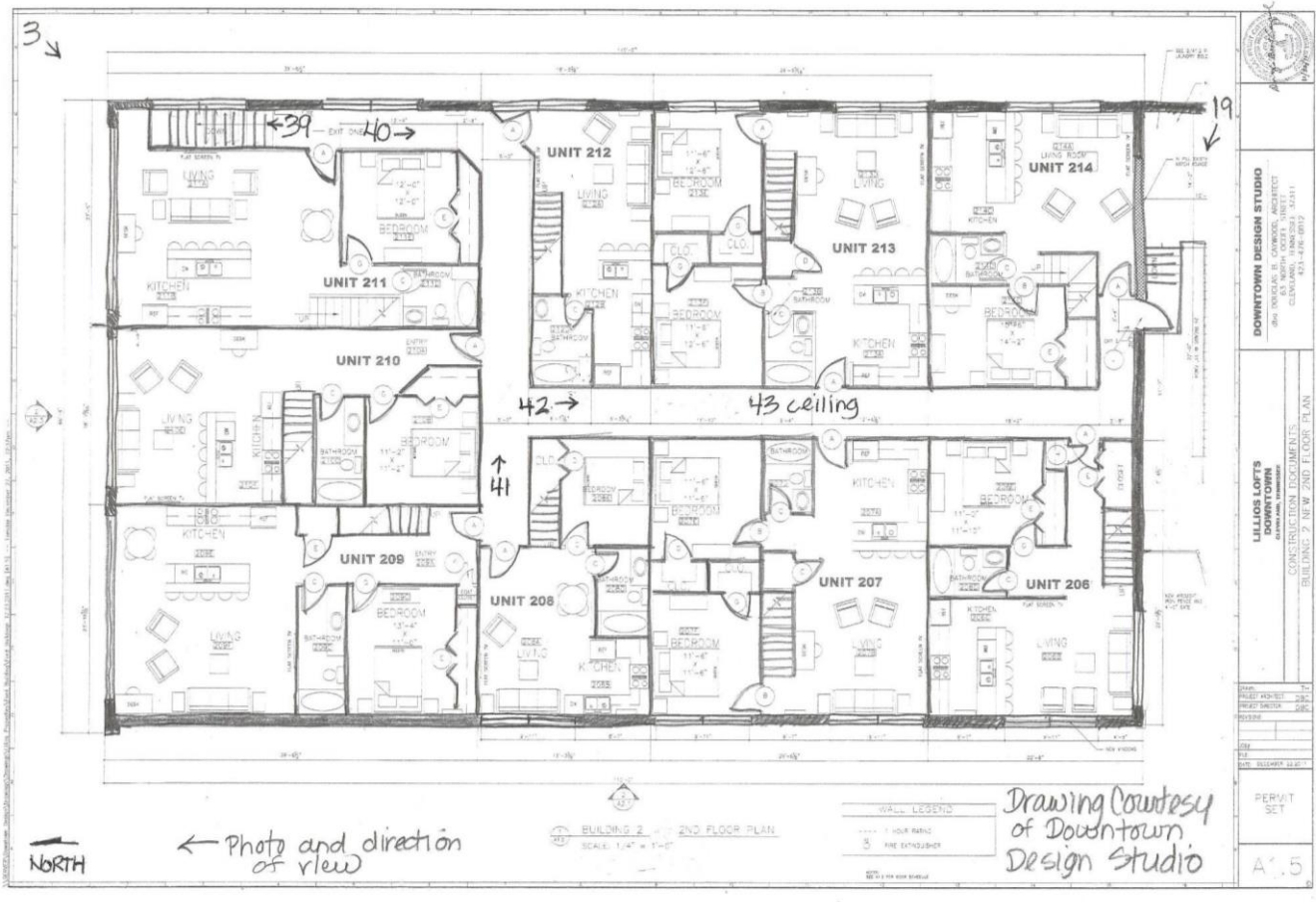
1930 Addition, Existing First Floor Plan, north end, restaurant, with photo key.
 Drawing courtesy of The Lewis Group.
 Not to scale.



C. C. Card Auto Company Building
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1930 Addition, Existing Second Floor Plan, with photo key.
 Drawing courtesy of Downtown Design Studio.
 Not to scale.



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Bradley County, Tennessee
County and State

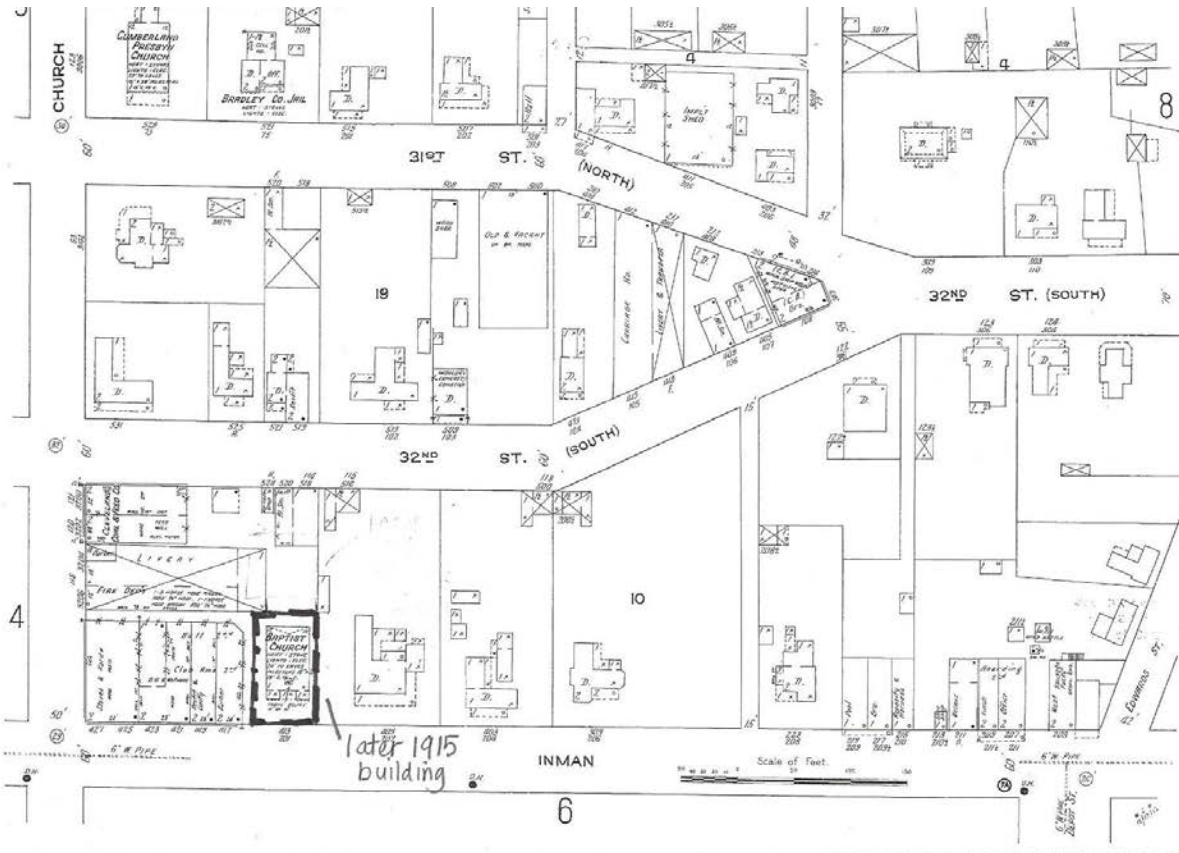


Figure 1. 1912 Sanborn Fire Insurance Map. 32nd Street is now 1st Street. Dashed line indicates future location of original 1915 location of C. C. Card Auto Company Building.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State

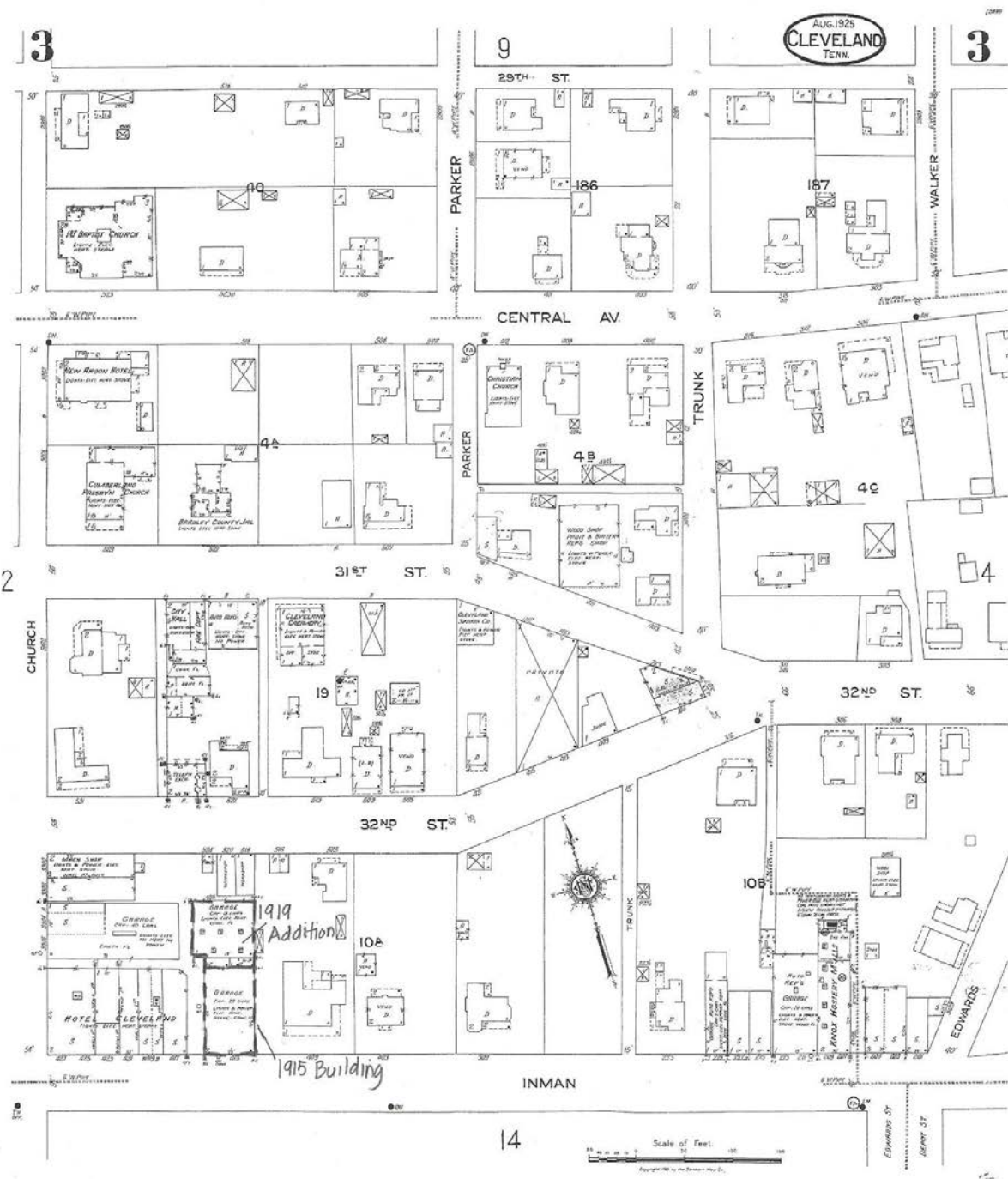


Figure 2. 1925 Sanborn Fire Insurance Map. 32nd Street is now 1st Street. Dashed line indicates the original 1915 building and the 1919 addition.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State

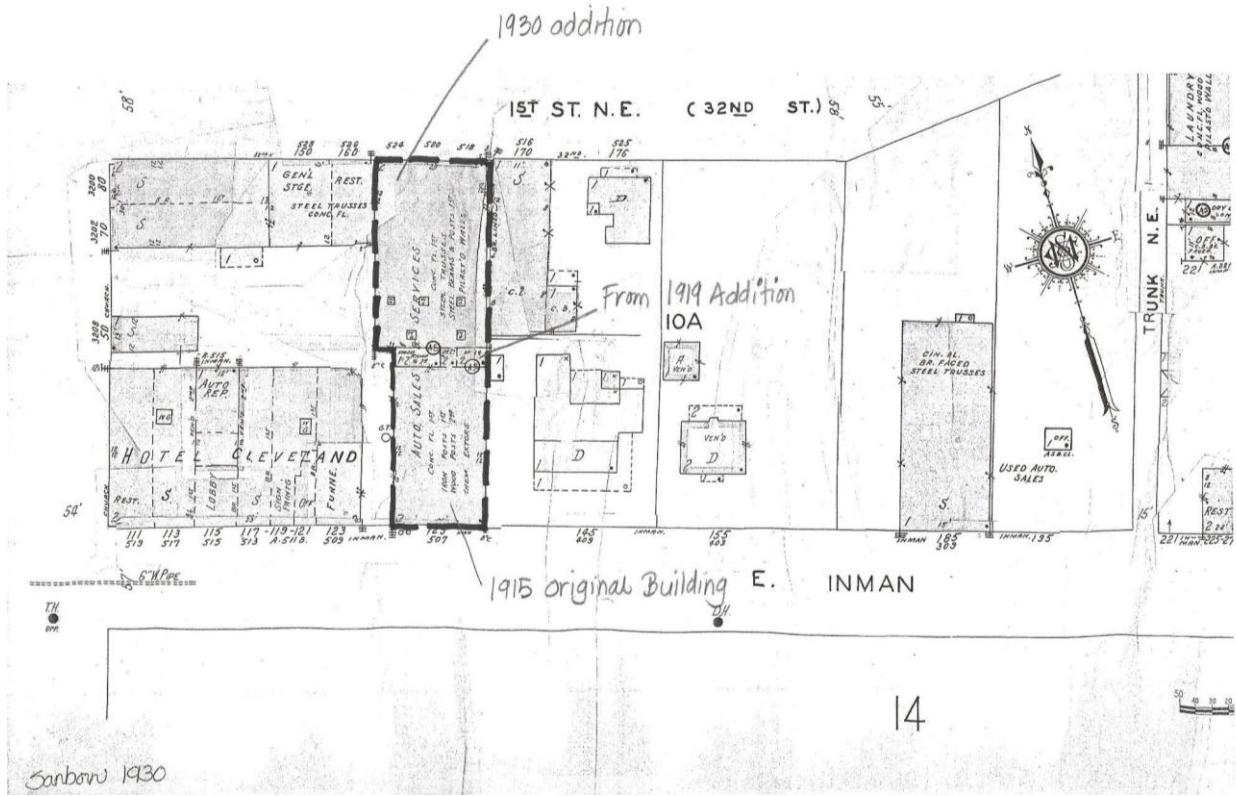


Figure 3. 1930 Sanborn Fire Insurance Map. Dashed line indicates the 1915 original building and the 1930 addition, with the wing remaining from the 1919 addition.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State

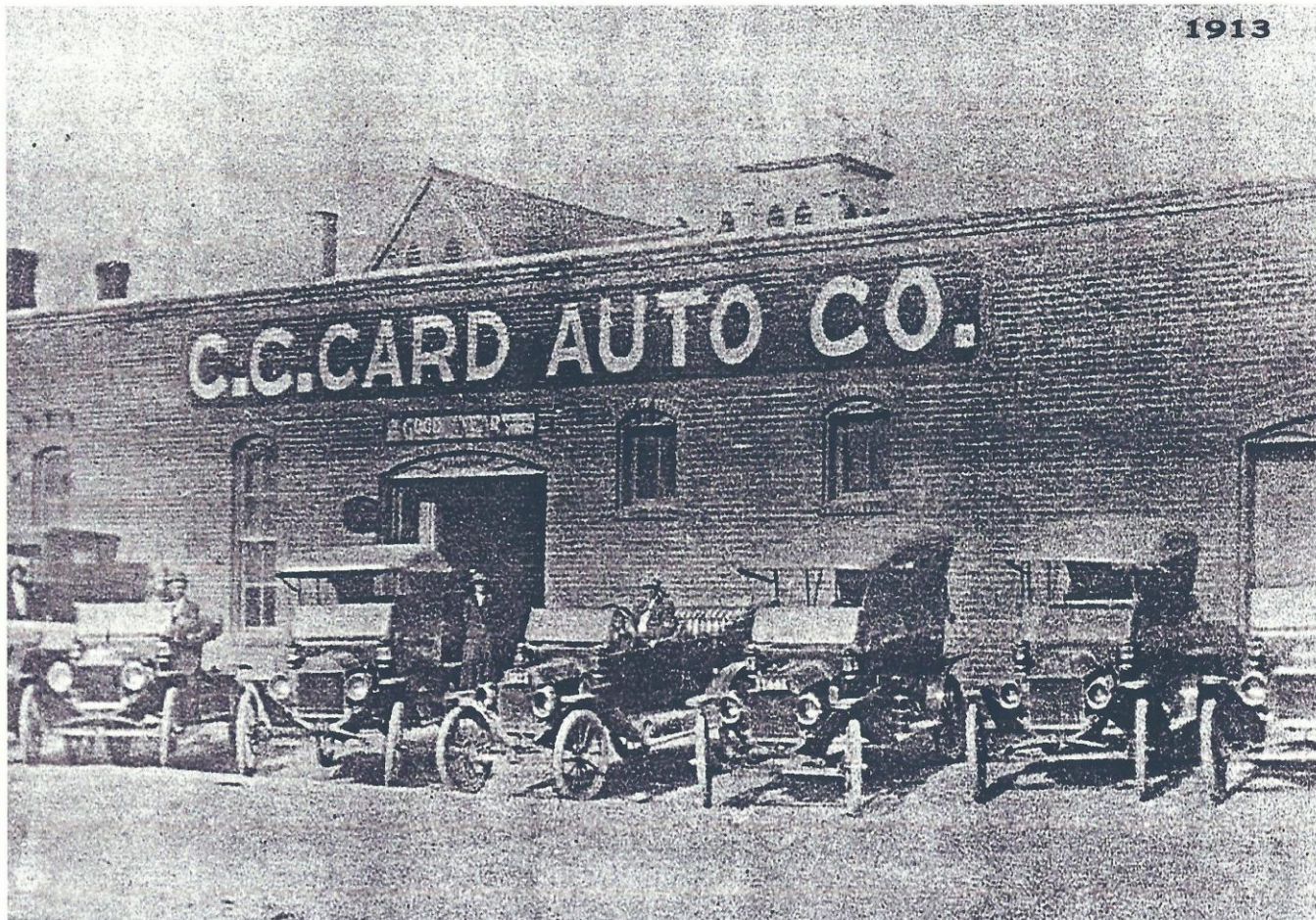


Figure 4. C. C. Card Auto Co., ca. 1913, original location at the corner of First and Church Streets.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State

Page Fifty

CITY OF CLEVELAND AND BRADLEY COUNTY



C. C. CARD MOTOR CO.



The Universal Car
507 Inman St. Phone

C. C. Card Motor Co. is one of Cleveland's oldest automobile dealers, being established in 1911. The first year's sales were only four cars, but the business has grown until today it represents an investment of \$40,000.00, employing 12 people, and has sold and delivered over 3,000 Ford cars. This firm is housed in its own fine building located on Inman street, and is equipped to take care of any trouble that your Ford may develop.

Mr. Card, owner and manager of the business has been a citizen of Cleveland for 22 years and has made quite a few friends in a business and social manner. He is a member of the First Presbyterian Church, Rotary Club, Masonic Order, and also was elected president of the Cleveland Chamber of Commerce in October, 1919, which again goes to prove his integrity and sincerity of purpose.

Figure 5. C. C. Card Auto Co., ca. 1920, 507 Inman Street.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State

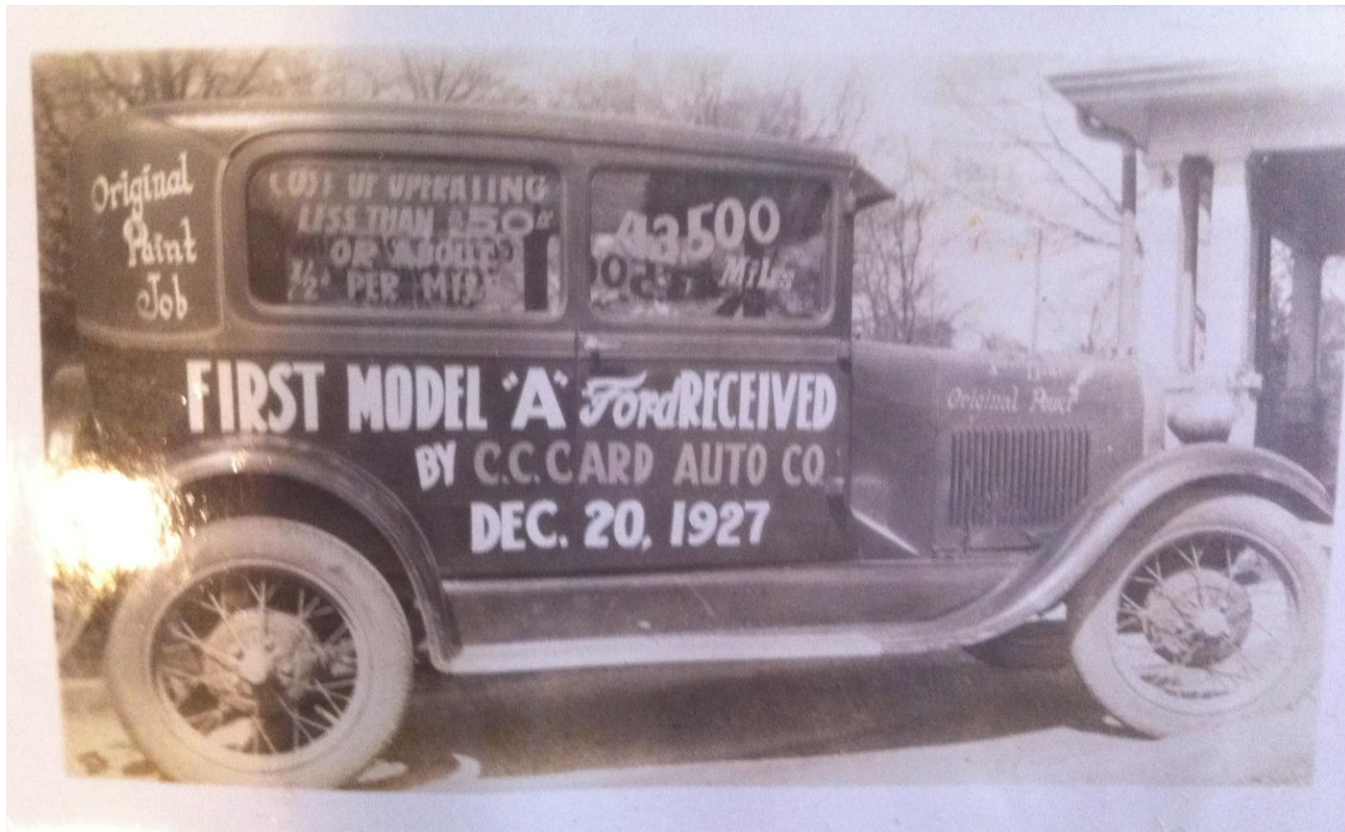


Figure 6. C. C. Card Auto Co., first Model “A” Ford, 1927.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 7. C. C. Card Auto Co., ca. 1940. View northeast.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State

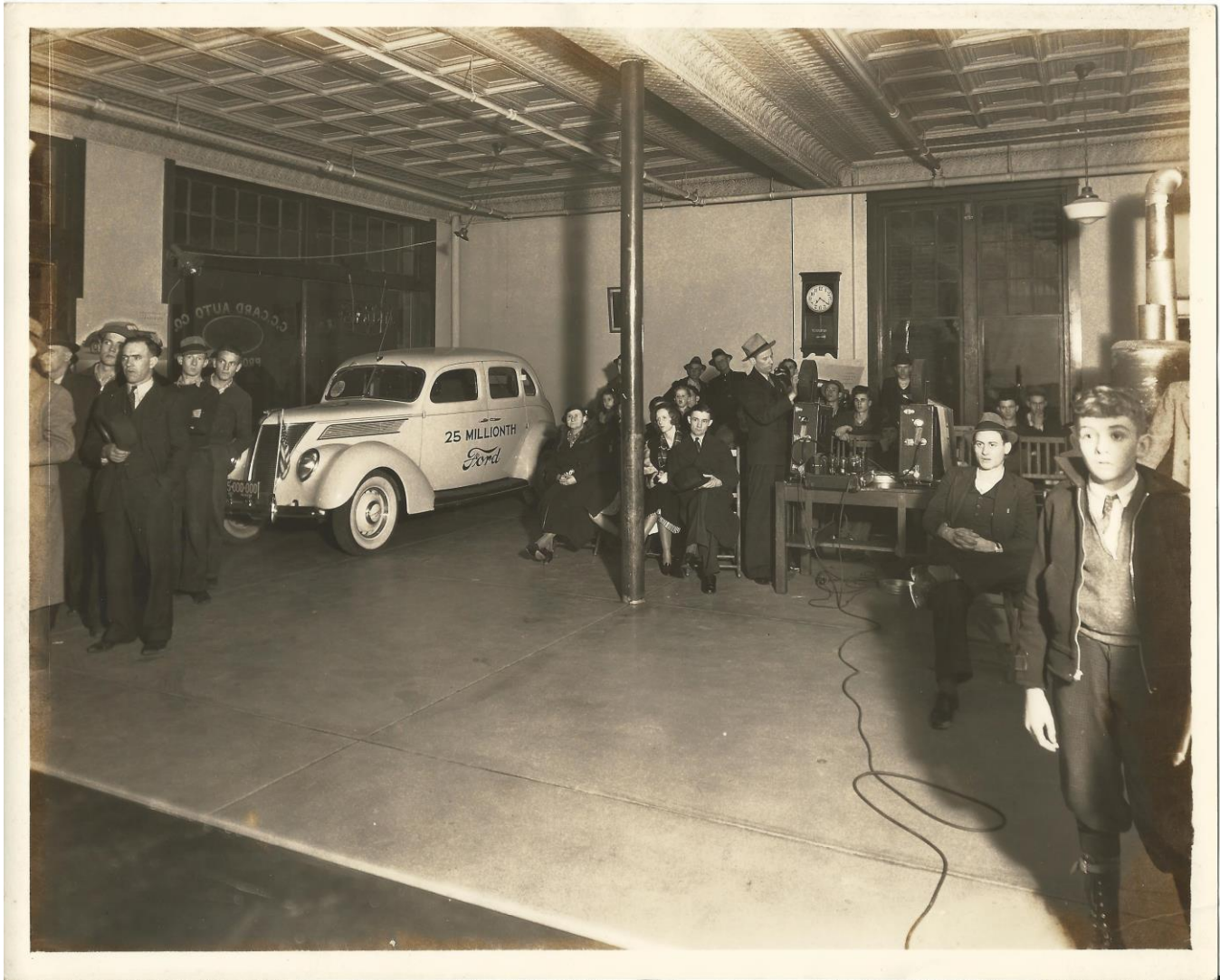


Figure 8. C. C. Card Auto Company showroom, ca. 1940.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 9. C. C. Card Auto Company showroom, ca. 1940.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 10. C. C. Card Auto Company showroom, ca. 1950. View north.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 11. C. C. Card Auto Company, 1958.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 12. C. C. Card Auto Company showroom, ca. 1960, Model T on display.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 13. C. C. Card Auto Company showroom, ca. 1960. Model T on display.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 14. C. C. Card Auto Company, with Model T Ford in showroom, ca. 1960.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 15. C. C. Card Auto Company, service garage, ca. 1960.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State



Figure 16. C. C. Card Auto Company, service garage, ca. 1960. View north.

C. C. Card Auto Company Building
Name of Property

Bradley County, Tennessee
County and State

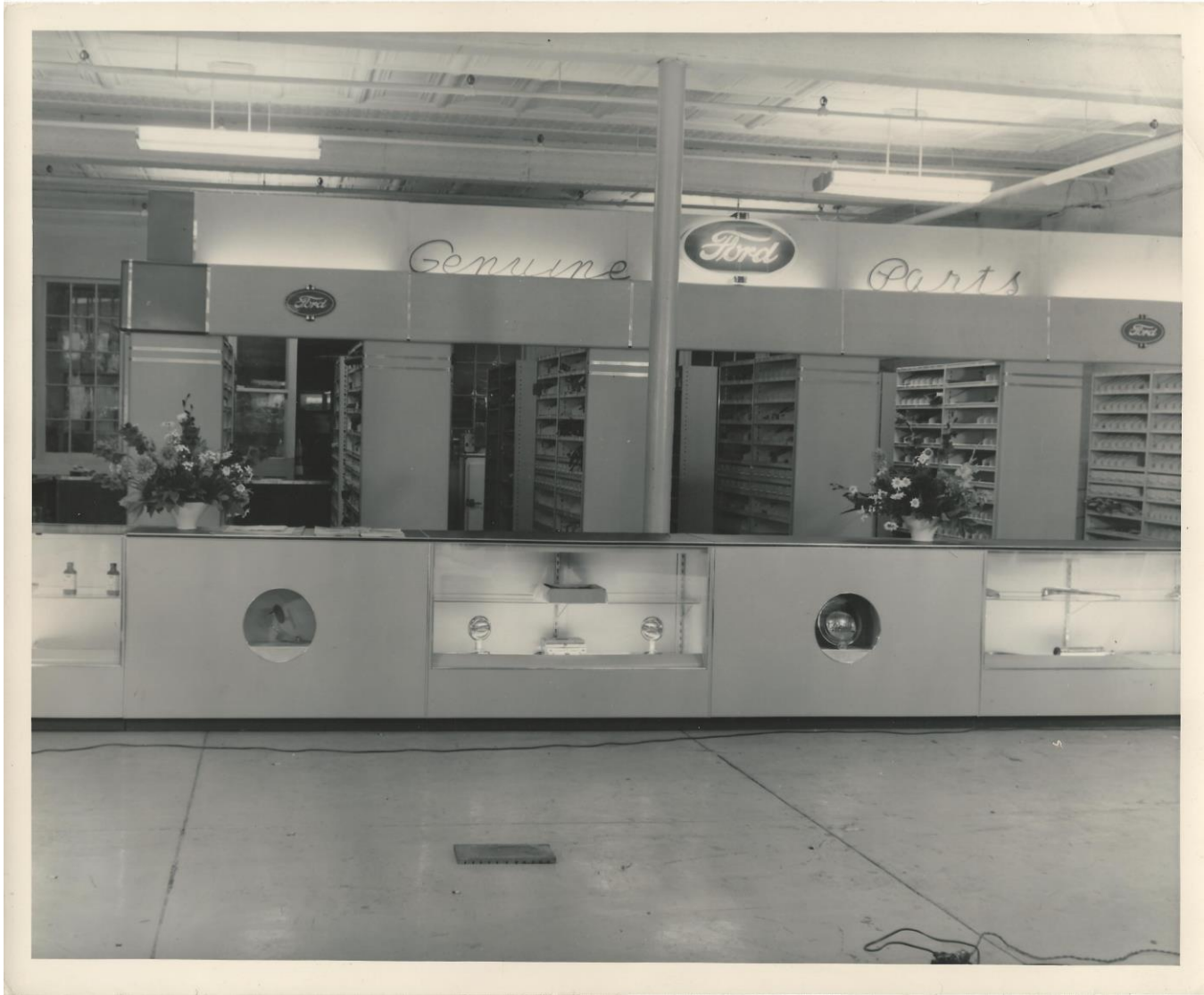


Figure 17. C. C. Card Auto Co., parts counter, date unknown.



DISCLAIMER - Bradley County makes no representation or warranty as to the accuracy of this map and the information contained therein nor to its fitness for a particular purpose or use. The purchaser or user accepts this map on an "AS IS" basis and assumes all responsibilities for the use thereof. The user will assume the entire risk and agrees to hold Bradley County and its staff harmless of any liability resulting from any direct, indirect, incidental, special, consequential, or other damages, including loss of profit, arising out of the use of this map. The user is responsible for independent verification of all information contained on this map.

Print Date: Apr 21, 2010

6 Parcel Number
 025.01-059 Parcel & Controlling Map - 400 scale
 25.5 Ac Acreage
 25 Ac Acreage Calculated
 "A" Group Letter
 "A" Group Letter Corner
 "A" Group Letter & Control Map
 JONES PROP. Subdivision Name
 29 Subdivision Lot Number

21523 Subdivision Block Number
 Dimension
 Ocoee St. Street & Street Name
 T.V.A. Prop. Miscellaneous Text
 Parcel Line - 100 Scale
 Parcel Line - 50 or 400 Scale
 Subdivision Boundary
 Land Hook
 Lot - Tract Line

District Line
 State Line
 County Line
 City Limits Line
 Railroad
 Transmission Line
 School
 Church
 Cemetery

049MA
049MD
057DA



Projected Coordinate System Information:
 North American Datum (NAD) 83
 North American Vertical Datum (NAVD) 88
 Tennessee State Plane (Fipszone 4100) coordinate system
 Unit of measure, U.S. Survey Foot

0 25 50 100 150 200 Feet
 1 inch = 50 feet

BRADLEY COUNTY TAX MAP Prepared by the Office of Bradley County Assessor of Property 155 Broad Street NW Cleveland, TN 37311 http://www.bradleyco.net/	MAP NO. 049MD
--	--------------------------------

BANKER. O



Vector Hair
Cuts, Color & Extensions



ATMARK

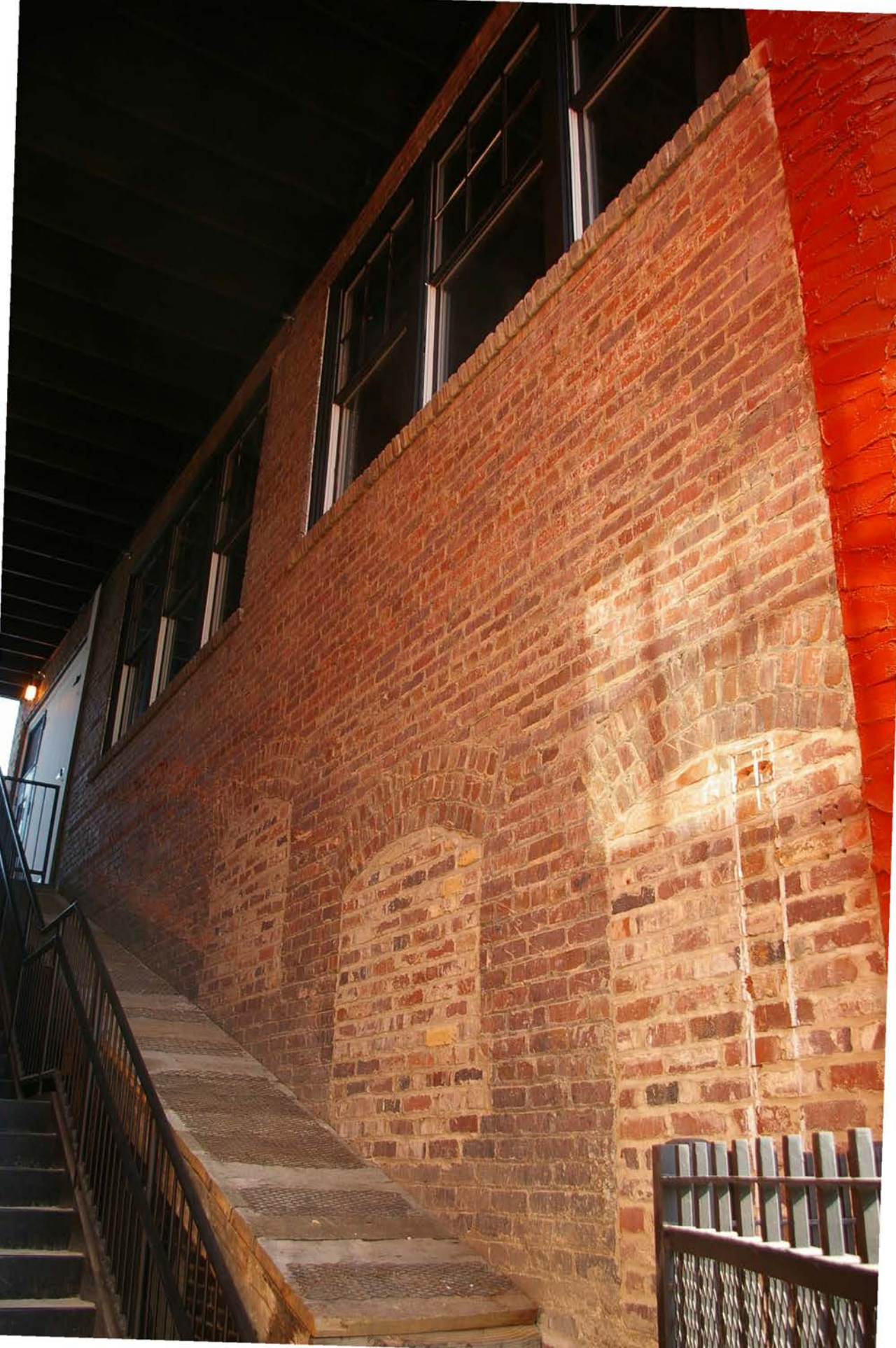
moore

Cashier Floor
CASH &
CLOTHING

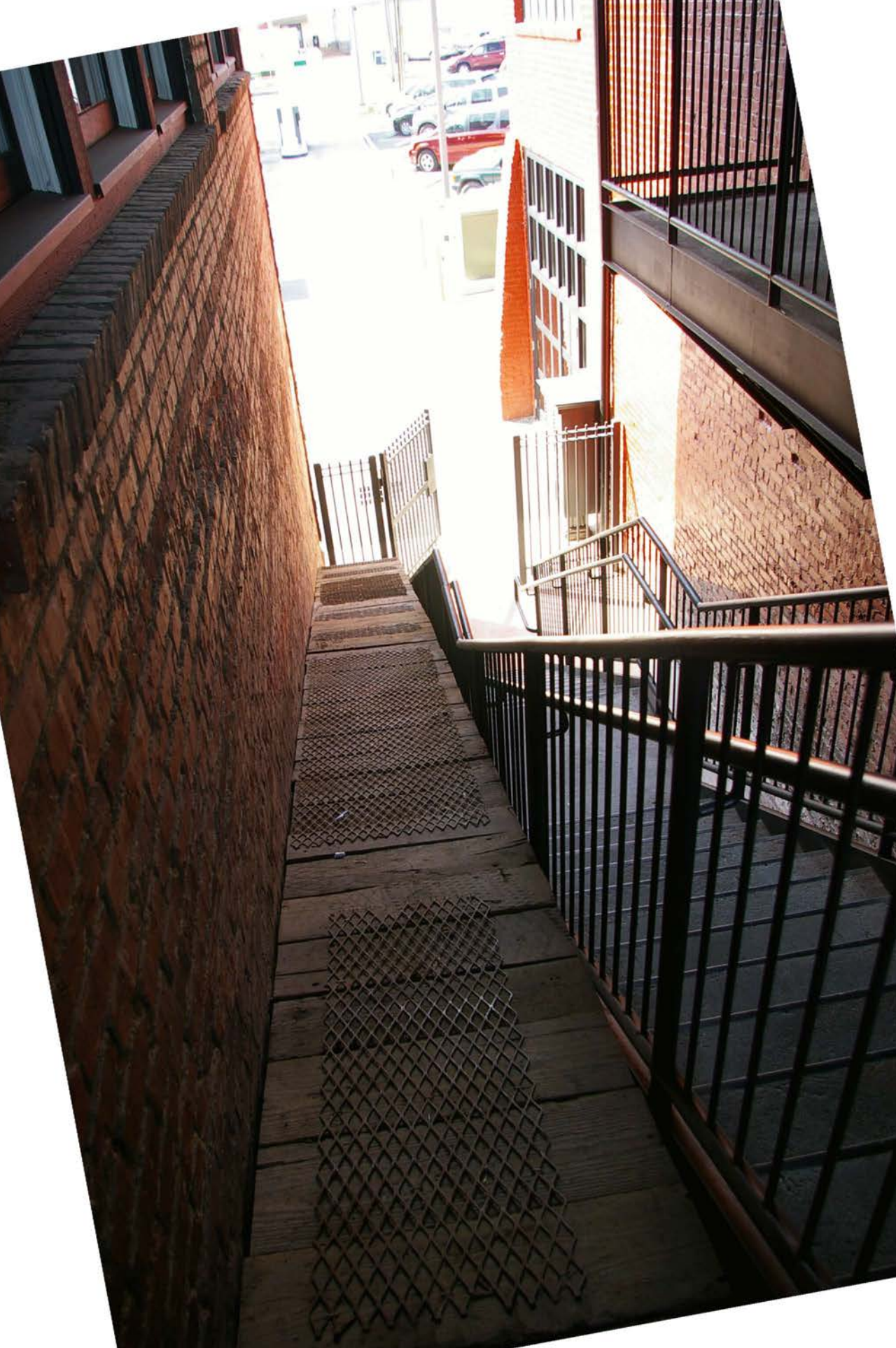
STOP

























PRIME PROPERTY
UNAUTHORIZED VEHICLES
WILL BE TOWED
AT OWNERS EXPENSE

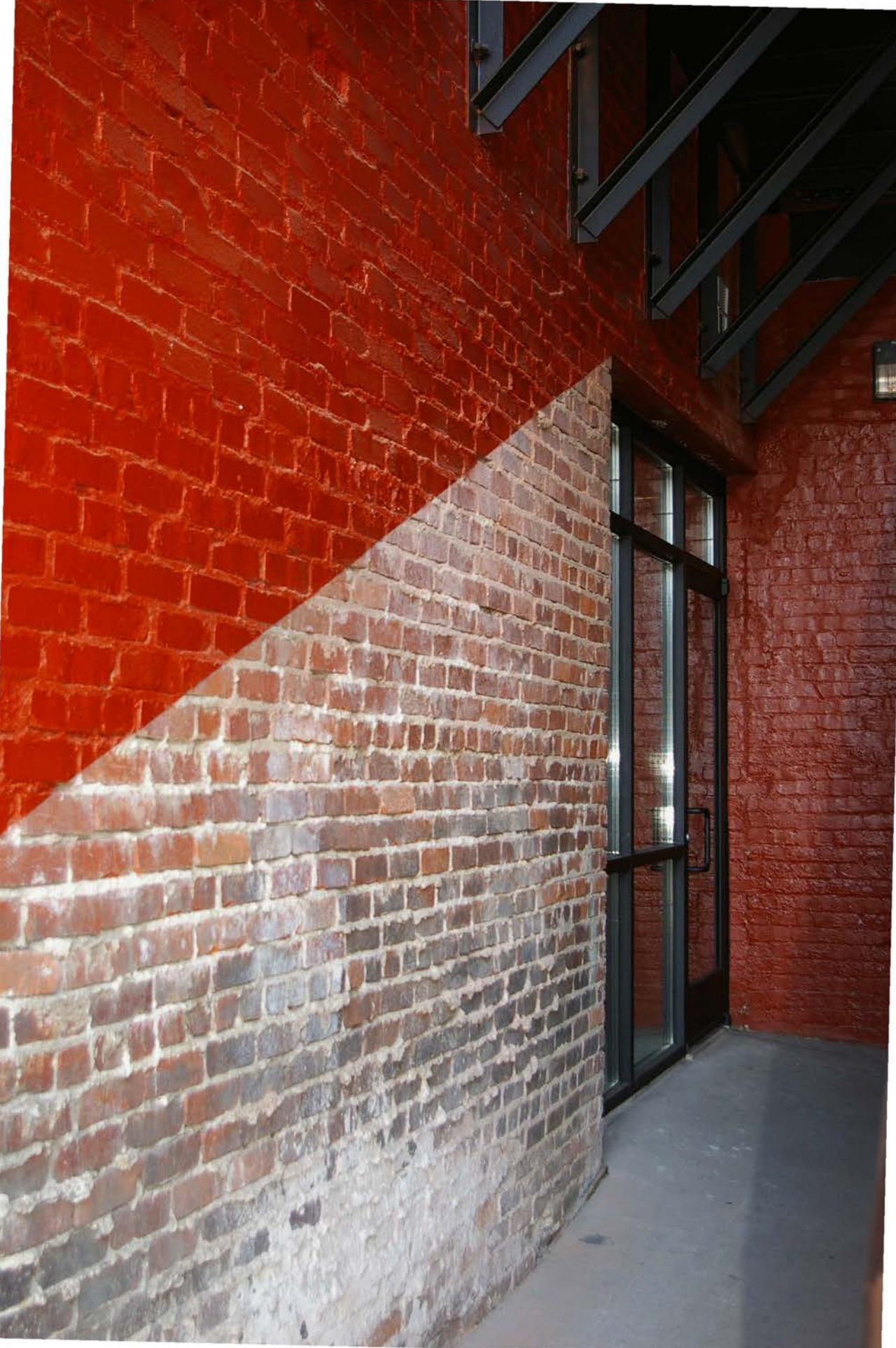
QUILT SHOP
MOVED TO
← 219 1ST
715-2908





300
2007/226
15202
89718





















RESTROOMS

JUNIOR MISS DANCE
DANCE MISTERS
OF AMERICA

Small white sign on the black table.

STAGE
only!





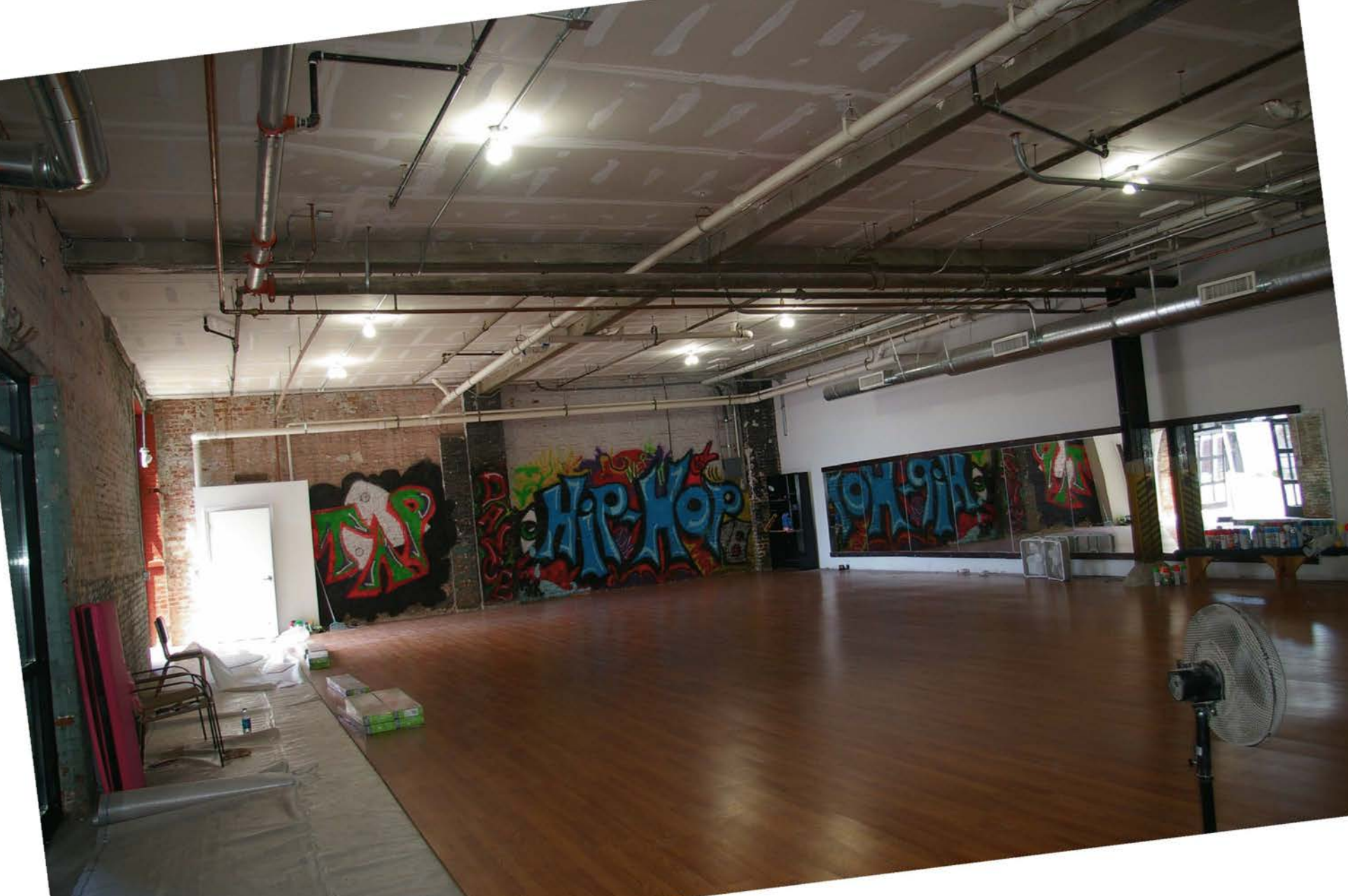
NO SMOKING











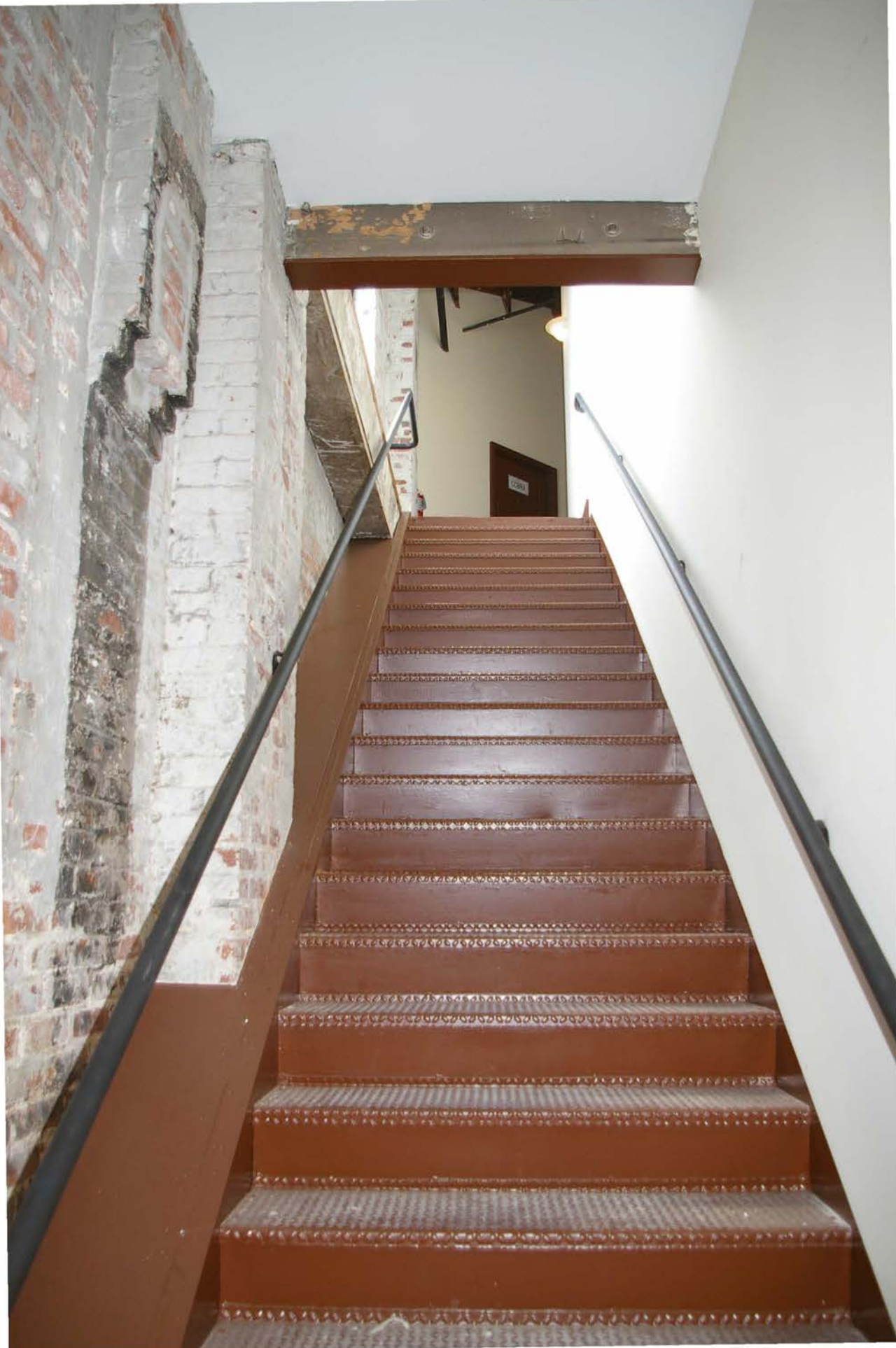














EXIT









National Register of Historic Places
Memo to File

Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: RESUBMISSION

PROPERTY NAME: Card, C.C., Auto Company Building

MULTIPLE NAME:

STATE & COUNTY: TENNESSEE, Bradley

DATE RECEIVED: 6/20/14 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 8/06/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000083

DETAILED EVALUATION:

ACCEPT RETURN REJECT 7-22-2014 DATE

ABSTRACT/SUMMARY COMMENTS:

Resubmission addresses all comments

RECOM./CRITERIA Accept A

REVIEWER J. Gabben DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N Y see attached SLR Y/N Y



TENNESSEE HISTORICAL COMMISSION
STATE HISTORIC PRESERVATION OFFICE
2941 LEBANON ROAD
NASHVILLE, TENNESSEE 37243-0442
OFFICE: (615) 532-1550
E-mail: Claudette.Stager@tn.gov
(615) 532-1550, ext. 105
www.tnhistoricalcommission.org



January 31, 2014

Carol Shull
Keeper of the National Register
National Park Service
National Register Branch
1201 Eye Street NW
8th floor
Washington, DC 20005

Dear Ms. Shull:

Enclosed please find the documentation to nominate the *Card, C.C., Auto Company Building* to the National Register of Historic Places.

If you have any questions or if more information is needed, contact Peggy Nickell at 615/532-1550, extension 128 or Peggy.Nickell@tn.gov.

Sincerely,

Claudette Stager
Deputy State Historic Preservation Officer

CS:pn

Enclosures(4)

National Register of Historic Places Registration Form

83

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.

RECEIVED 2280
FEB - 7 2014
NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

1. Name of Property

Historic name Card, C. C., Auto Company Building
Other names/site number Ford Building
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: 125 Inman Street and 162 1st Street
City or town: Cleveland State: Tennessee County: Bradley
Not For Publication: n/a Vicinity: n/a Zip Code: 37311

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

national statewide local

Applicable National Register Criteria: A B C D

Claudia L. Spivey 1/30/14
Signature of certifying official/Title: Date
Deputy State Historic Preservation Officer, Tennessee Historical Commission
State or Federal agency/bureau or Tribal Government

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

Signature of Commenting Official: Date

Title: State of Federal agency/bureau or Tribal Government

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Card, C.C., Auto Company Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: TENNESSEE, Bradley

DATE RECEIVED: 2/07/14 DATE OF PENDING LIST: 2/27/14
DATE OF 16TH DAY: 3/14/14 DATE OF 45TH DAY: 3/26/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000083

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: Y PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

 ACCEPT ✓ RETURN REJECT DATE

ABSTRACT/SUMMARY COMMENTS:

See attached comments

RECOM./CRITERIA *Return*

REVIEWER *[Signature]*

DISCIPLINE _____

TELEPHONE _____

DATE _____

DOCUMENTATION see attached comments *[initials]* Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, DC 20240

The United States Department of the Interior National Park Service

National Register of Historic Places Evaluation/Return Sheet

Property Name: C. C. Card Company Building, Bradley County, TN

Reference Number: 14000083

Reason for Return

This nomination is being returned for technical revision.

There are two major problems with the nomination. First, the area of significance "Transportation" is not supported. There is no direct connection demonstrated between this building or the activities that took place in it and a significant transportation event. The attempt to correlate the Federal road building programs and the Good Roads movement with the sale of automobiles in this building falls flat. You may either delete "Transportation" as an area of significance or provide more compelling evidence of this building's significant role in local transportation.

The location map and the Verbal Boundary Description do not match. The VBD invokes two maps, with scales of 1-80 and 1-150, either or both of which fit into our requirement for a "map in lieu of VBD" having a scale of no less than 1-200. The map provide has a scale of 1-378. In addition, if printed or copied in black and white, the lines printed on the map are illegible. Any map provided must be reproducible in black and white.

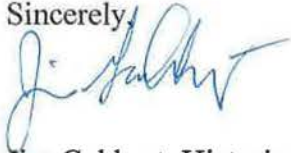
For this property, a single lat/long point, centered on the property, will suffice.

On page 4, in describing the windows and entry of the Inman Street facade, the nomination notes that the "original materials were removed in the 1940s...." The photographic exhibits provided, Figures 11 and 12, for example, indicate that the original storefront configuration and materials existed as late as 1960. It is likely that the storefront remained in that configuration up until the move in 1964 (no documentation is provided on the actual alteration date). Please provide additional evaluation of the affect

on the integrity of design, workmanship, materials, and feeling the current, aluminum windows have on the overall integrity of the building.

We appreciate the opportunity to review this nomination and hope that you find these comments useful. Please feel free to contact me if you have any questions. I can be reached at (202) 354-2275 or email at <James_Gabbert@nps.gov>.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Gabbert", written in a cursive style.

Jim Gabbert, Historian
National Register of Historic Places
3-12-2014



TENNESSEE HISTORICAL COMMISSION
STATE HISTORIC PRESERVATION OFFICE
2941 LEBANON ROAD
NASHVILLE, TENNESSEE 37243-0442
OFFICE: (615) 532-1550
E-mail: Claudette.Stager@tn.gov
(615) 532-1550 or direct line (615) 770-1089
www.tnhistoricalcommission.org



June 16, 2014

Carol Shull
Keeper of the National Register
National Park Service
National Register Branch
1201 Eye Street NW
8th floor
Washington, DC 20005

Dear Ms. Shull:

Enclosed please find the revised documentation to nominate the *Card, C.C., Auto Company Building* to the National Register of Historic Places. The enclosed disk contains the true and correct copy of the nomination for the listing of the *Card, C.C., Auto Company* to the National Register of Historic Places.

The consultant/preparer has removed the transportation area of significance as suggested but has left the information in Section 8 as it was felt that it was important to the narrative of the building. Also enclosed is a copy of the comments from the reviewer at its first submission for reference.

If you have any questions or if more information is needed, contact Peggy Nickell at 615/532-1550, extension 128 or Peggy.Nickell@tn.gov.

Sincerely,

Claudette Stager
Deputy State Historic Preservation Officer

CS:pn

Enclosures(5)