

MP 3332

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: Wilson Motor Company

Other names/site number: NPS Project Number 37915

Name of related multiple property listing:
Arkansas Highway History and Architecture, 1910 – 1965

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

2. Location

Street & number: 42 Cortez Kennedy Ave (US Hwy 61)

City or town: Wilson State: AR County: 72395

Not For Publication: Vicinity:

3. State/Federal Agency Certification

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

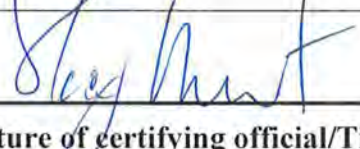
I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

 Signature of certifying official/Title: <u>Arkansas Historic Preservation Program</u>	Date <u>December 5, 2018</u>
State or Federal agency/bureau or Tribal Government	
In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

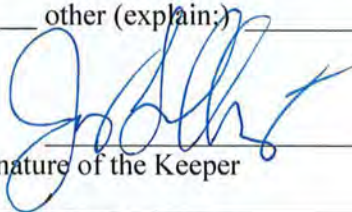
Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

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:)


Signature of the Keeper

1-24-2019
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

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: Specialty Store: Auto Showroom

COMMERCE/TRADE: Specialty Store: Service Station

COMMERCE/TRADE: Specialty Store: Gas Station

Current Functions

(Enter categories from instructions.)

VACANT

7. Description

Architectural Classification

(Enter categories from instructions.)

Late 19th and 20th Century Revivals: Tudor Revival

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

Materials: (enter categories from instructions.)

Principal exterior materials of the property: WOOD: Stucco, Timber, METAL: Steel

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

The Wilson Motor Company building sits southwest of the town square in Wilson, Arkansas, facing US Highway 61. With direct access from the highway, the building was positioned carefully for patrons to visit the filling station, showroom, or service area. The building is comprised of a one-story steel-frame structure, clad in stucco with timber accents. Its primary (south) elevation, facing Highway 61, takes the form of a Tudor-Revival cottage with a steeply-pitched roof. This cottage (also visible from east and west secondary elevations) conceals the more utilitarian steel-framed structure to the north, originally the automobile service and repair shop.

Narrative Description

Behind the ornate Tudor-Revival portion of the building lies a much simpler structure, constructed of large steel trusses defining a tall, uninterrupted rectilinear space. This volume is reflective of the space's original function as an automobile service and repair shop, supporting an automobile dealership at the front of the building. A combination of overhead doors and large industrial-style multi-pane steel windows line the exterior walls of the steel structure. Spanning between steel framing, metal lath provides the support for the stucco walls wrapping this structure. A single-bay ell at the rear of the building extends to the west of this space. Although the construction of this ell varies slightly from the main building, historic maps suggest that it was constructed within a few years of the original structure. A photograph of the building taken in 1936 shows that this portion of the building was not part of the original construction, but it does appear on the 1939 Sanborn Fire Insurance Company Map (See Figures 2, 6, and 7). A later, less sympathetic addition to the building included the attachment of a pre-engineered metal building along the west elevation. Like the other additions, however, this one left the original windows and openings intact along the original exterior walls. In locations where the windows appear to be infilled at the exterior, the original materials remain intact behind plywood coverings and are visible from the interior.

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

The three central bays of the primary facade project toward the street and feature heavy timber post and beam construction accented with stucco and half-timbering. Historic photographs show this area as an open drive-through bay, though prior to the current owner's tenure, this drive through was enclosed in an unsympathetic, though reversible, manner. This expansion left much of the original fabric intact, as the new exterior walls were built behind the original timber beams and columns. Original wood windows with diamond-pane transoms were relocated to two of the outer bays during this renovation. Two bays at the original exterior face of the building flank each side of the central projection. Historic images and maps show that the two outermost bays were added after 1939. These bays are absent from the 1939 photographs and Sanborn Fire Insurance Company Map, but their detailing and quality suggest that their construction occurred close to the original building campaign, likely during the 1940s (See Figures 2 and 7). The original windows from each side were relocated to the new exterior walls during this renovation. Three out of four of these bays contain original windows, while one opening has been infilled with concrete block. Representative examples of the original wood trim used along this elevation remain intact.

Facing Monroe Street, a secondary street leading to a residential neighborhood, the east elevation includes elements of both the decorative and functional parts of the building's character. At the south end, a tripartite window with diamond-pane transoms sits in the gable-end of the Tudor structure. Covered in plywood at the exterior, the original transom windows remain visible from the interior. To the north, three steel windows remain in their original locations, while one window opening was cut down and replaced with an additional overhead door. The presence of original steel framing on the interior provides evidence of the original arrangement.

Like the east elevation, the west elevation showcases elements of both the decorative and functional parts of the building's character. At the south end, a tripartite window with diamond-pane transoms again sits in the gable-end of the Tudor structure. Covered in plywood at the exterior, the original transom windows are visible from the interior. A single-bay ell toward the north extends out from the main building volume. Although the construction of this ell varies from the main building, its visibility on the historic 1939 Sanborn Map suggests that it was constructed very shortly after the main building. The walls and roof of this ell have structural damage. An even later, less sympathetic addition (circa 1970s or 80s) to the building included the attachment of a pre-engineered metal building along the west elevation. Fortunately, this addition can be easily removed and left six original windows intact along the original exterior walls. The north elevation is purely utilitarian, featuring three steel windows in generally good condition and one defunct and non-original overhead door.

Inside, the pitched roof of the Tudor structure is utilized to create a vaulted ceiling, defining the more formal, finished space used for the automobile showroom and sales. Plaster-wrapped steel columns and beams support this roof, allowing for connectivity between the front space and the service area beyond. These primary features of each of the major spaces remain intact, providing a strong sense of the building's original use and character.

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

In early 2018 a Historic Preservation Certification Application – Part I – Evaluation of Significance was submitted to the National Park Service for the Wilson Motor Company building (National Park Service **Project Number 37915**). This application was approved with a preliminary determination that the property “appears to meet the National Register Criteria for Evaluation and will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer according to the procedures set forth in 36 CFR Part 60”.¹

¹ National Park Service Project Number 37915. Wilson Motor Company. Files of the Arkansas Historic Preservation Program, Tax Credit Program, Little Rock, Arkansas.

Wilson Motor Company
Name of Property

Mississippi County, AR
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

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

Areas of Significance

(Enter categories from instructions.)

Commerce

Architecture

Period of Significance

ca. 1930-1949

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Architect: George Mahan, Jr.

Wilson Motor Company
Name of Property

Mississippi County, AR
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.)

Situated along US Highway 61, the Wilson Motor Company building embodies many characteristics associated with American roadside culture during the first quarter of the twentieth century. Its location contributes to its significance in relation to the surrounding rural town of Wilson, Arkansas, as well as the greater region, as this was a major highway that provided a route between Louisiana and Minnesota in the early days of automobile travel. Since its construction ca. 1930, only a few years after the creation of the nearby highway, this building would have been utilized by both locals and interstate motorists. Through its program, siting, and physical characteristics, its significance falls under National Register Criteria A and C. The Wilson Motor Company Building is being nominated to the National Register of Historic Places under **Criterion A**, with **local significance** under the multiple property listing “Arkansas Highway History and Architecture, 1910-1965”, for its association with the development of Arkansas highway culture as described in the historic context “Arkansas Highway and Transportation Era Architecture, 1910 – 1965.” The Wilson Motor Company building was a highly visible structure commissioned and operated by the Lee Wilson Company and provides significant evidence of the town’s commercial development and its relationship to U.S. Highway 61. As a purpose-built automobile dealership and service station, in the unusual Tudor-Revival style associated with the development of Wilson, Arkansas, the building is equally significant under **Criterion C**, with **local significance**, in the area of Architecture. Its architectural expression embodies physical characteristics closely tied to the development of its building type as an automobile showroom and service station. Additional significance in this area comes from the building’s association with Memphis, Tennessee, architect George Mahan, Jr.

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

Founded in 1886 by Robert Edward “Lee” Wilson, the commercial center of the town of Wilson, Arkansas, began to take its current form in 1922, when the Wilson family directed the town center to be designed by the Memphis, Tennessee, architectural firm of Pfiel and Awsumb.² This early commercial center was focused on a central landscaped town square park and included a Craftsman-Style Administration Building that occupied the entire block to the west of the park. This building included company offices, a hotel, and a company general store. Development of the town was undertaken in support of Wilson’s agricultural enterprises under the auspices of the Lee Wilson Company, which owned and operated all of the community’s buildings. Based on the 1914 Sanborn Fire Insurance Company map of Wilson, it appears that the commercial buildings built prior to 1922 were smaller in scale and faced toward U.S. Highway 61. Over the following four decades, the Lee Wilson Company commissioned several commercial and agricultural buildings centered on the town square and fronting along U.S. Highway 61. The

² Philip Thomason, et al. Wilson Commercial Historic District, National Register Nomination, NR Listed 9.23.2016, Files of the Arkansas Historic Preservation Program, Little Rock, Arkansas.

Wilson Motor Company

Mississippi County, AR

Name of Property

County and State

significance of the Wilson Commercial Historic District as an important example of a company town following the “New South” model is thoroughly detailed in its National Register of Historic Places listing from September 21, 2016.³

Located approximately 1,800 feet southwest of the Wilson town square, the Wilson Motor Company building is the first commercial structure encountered when approaching the town from the south along Highway 61.⁴ As such, it serves as a landmark, interrupting the surrounding expanse of agricultural fields and preparing the observer for the presence of the primary commercial district beyond. An amenity for the town’s occupants and employees, the building was constructed at approximately the same time as the nearby Wilson Tavern, now known as the Wilson Café, which was completed ca. 1935. A special edition of the *Blytheville Courier News* published on July 1, 1936, celebrating the company’s fiftieth anniversary included an image of the Wilson Motor Company building, noting that it provided “complete service for motorists” and served as the Ford dealership for the surrounding territory (See Figure 6).

Prior commercial buildings built by the company included the Wilson Company Office and Store (1925) and the first Wilson Filling Station (before 1927).⁵ Following construction of the Wilson Tavern and Wilson Motor Company building, no new commercial buildings were erected by the company until 1948, when the modern theater and commercial building were built. The final three commercial buildings built for the company were constructed around the town square between 1950 and 1961.⁶ George Mahan, Jr., has been identified as the architect for several of these buildings, especially those constructed after 1925 in the Tudor-Revival style.

In 1925, after returning from his honeymoon, Robert E. Lee “Roy” Wilson hired Memphis architect George Mahan, Jr., to design a large new home in the Tudor-Revival style (National Register of Historic Places listed 9.21.2016).⁷ The completion of this new home would signal decades of projects undertaken by George Mahan, Jr., in Wilson for the Wilson family. Soon after completing the house, Roy Wilson had Mahan construct a small service station near the central town square, also designed in the Tudor-Revival style. This service station has previously been identified as built in ca. 1935, and then rebuilt in c. 1957 after a fire. However, records included with the George Mahan, Jr., Collection held by the Memphis Public Library

³ *Ibid.*

⁴ The 1939 Sanborn Fire Insurance Company map of Wilson shows several single-family and duplex structures between the Wilson Motor Company building and the Wilson Tavern along U.S. Highway 61. Demolition of these buildings has left this land vacant, except for one contemporary pre-engineered metal building. The historical separation by residential use, as well as the current condition, likely influenced the exclusion of this property from the previously listed NR district.

⁵ The National Register of Historic Places listing for the Wilson Commercial Historic District dates the construction of the original Wilson Service Station (Wilson Filling Station) on the town square to 1935. The George Mahan, Jr., Commission Book includes an entry for the “Wilson, R.E.L. Filling Station” between entries dated December 6, 1924, and January 2, 1925. A portfolio of the works of George Mahan published ca. 1927 includes an image of this completed building, providing further evidence of its construction prior to 1935.

⁶ Mary Knight, “The George Mahan, Jr. Collection,” Memphis and Shelby County Room, Memphis Public Libraries, Memphis, TN, 1989.

⁷ Philip Thomason, et al. Wilson Residential Historic District, National Register Nomination, NR Listed 9.21.2016, Files of the Arkansas Historic Preservation Program, Little Rock, Arkansas.

Wilson Motor Company

Mississippi County, AR

Name of Property

County and State

note the early service station building as completed prior to 1927.⁸ Evidence in his commission book suggests that Mahan also designed the Wilson Tavern, now known as the Wilson Café, in the Tudor-Revival style during the same period. Mahan would return to Wilson during the 1950s to design the Wilson Bank, completed in 1952, and the Wilson Post Office building, completed in 1959.⁹

The dates associated with the construction of these buildings are significant when compared with changes in the management of the Lee Wilson Company. The construction of the Wilson Motor Company building and the Wilson Tavern, completed by the mid-1930s, came at the end of the initial period of the Wilson family's influence in the development of the town. During the late 1920s and early 1930s, Lee Wilson fought through illness and continual economic crisis to save the company he had founded. During the late 1920s, floods and the stock market crash as well as the droughts of the early 1930s created a general crisis of debt and poor agricultural prices that endangered the company.¹⁰ Interestingly, the Wilson family continued to invest in buildings in the town, including what could be seen as a luxury to many of the agricultural workers, a new Ford dealership and service station, during a time of general economic hardship and crisis.

According to local oral history, the Wilson Motor Company building began selling Case Tractors in the mid-twentieth century. While the dealership continued to sell Ford trucks during this time, through at least the 1970s, the primary function of the building shifted toward tractor sales. This shift in function provides the basis for the identification of 1949 as the end of the period of significance. In recent years, the building has served as a storage facility for the local school district.

Upon the death of Lee Wilson in 1933, management of the company was split between his son, Roy Wilson, and one of the company's successful managers, Jim Crain.¹¹ In the years between 1933 and 1950, Crain eventually took on the primary role of managing the company. By 1950, Crain was replaced by Lee Wilson's grandson, "Bob" Wilson. Interestingly, the theater constructed during Crain's tenure is the only non-agricultural building constructed by the company after the original Company Office and Store to utilize a style other than the Tudor-Revival favored by the Wilson family.¹²

In its siting and plan, the Wilson Motor Company building property is highly reflective of contemporary attitudes about the purchase, use, and service of automobiles, which were quickly becoming an overwhelmingly important part of American culture. In plan alone it represents an important, early example of a highly specialized typology as an auto dealership focused exclusively on the sale of automobiles.¹³ The elaborate front facade was geared toward the display of the automobiles sold through the dealership. Its unique Tudor-Revival facade provides additional significance and regional context as a strong marker of the idiosyncratic style

⁸ See footnote 4. Knight, "The George Mahan, Jr. Collection,"

⁹ Thomason, et al. Wilson Commercial Historic District Nomination.

¹⁰ Jeannie Whayne, *Delta Empire: Lee Wilson and the Transformation of Agriculture in the New South*, Baton Rouge, LA: Louisiana State University Press, 2011. pp. 163-183

¹¹ Thomason, et al. Wilson Commercial Historic District Nomination.

¹² *Ibid.*

¹³ Christie McLaren, "Arkansas Highway History and Architecture, 1910 – 1965," Arkansas Historic Preservation Program, Little Rock, Arkansas, 1999.

Wilson Motor Company

Mississippi County, AR

Name of Property

County and State

associated with the Wilson family. In addition, the enlarged scale and eye-catching nature of the Tudor-Revival facade provides evidence of the growing desire to create roadside attractions along major thoroughfares like Highway 61 that would attract the attention of drivers passing through the area as well as local residents in an attempt to secure customers. These features situate the property within a very specific period in American commercial and automobile history, contributing to its significance as a representation of these portions of our cultural heritage.

The establishment of the car dealership as a business model and specific architectural typology can be traced to William Hughson's agreement to purchase twelve automobiles from Henry Ford to sell from his San Francisco warehouse in 1903.¹⁴ Throughout the first two decades of the twentieth century dealerships began to appear across the country, many occupying existing buildings constructed for use as service stations or entirely unrelated functions.¹⁵ By the early 1920s, the idea of the purpose-built dealership with an attached service department had started to become more commonplace.¹⁶ The construction of the Wilson Motor Company building ca. 1930 provides tangible evidence of the development of the car dealership with its own service station as part of American commercial culture. The road upon which the Wilson Motor Company building was built, Highway 61, was an important early north/south route that linked New Orleans with the Canadian border before the creation of the interstate highway system.¹⁷

The relatively high-style design deployed in the front portion of the building sets this example apart from typical rural dealerships of the period. Most small-town dealerships were simple masonry structures with small one-car showrooms.¹⁸ Many still followed the earlier model of converting existing buildings to this new use.¹⁹ Even in the context of a larger city, the building's original design would stand out given its association with the mid-range Ford brand. Outside of major cities like New York, such efforts to create a building of architectural distinction would have typically been associated with more expensive brands like Cadillac or Auburn-Cord.²⁰ Although some buildings were adapted to reflect regional trends, most high-style automotive related buildings made use of Art Deco detailing.²¹ The choice of style for the architectural embellishment of the Wilson Motor Company building is reflective of its association with the NR listed Wilson Commercial Historic District, as it makes use of the Tudor Revival architecture associated with the town.

¹⁴ Robert Genat, *The American Car Dealership*, Minneapolis, MN: Motorbooks International, 2004. p. 19.

¹⁵ Genat, *The American Car Dealership*, pp. 52-56.

¹⁶ Genat, *The American Car Dealership*, p. 40.

¹⁷ The road also has an important tie to the cultural history of regional music as it is associated with the history of blues through its inclusion in several songs and its identification with the story of Robert Johnson and his deal with the devil. Scott Stanton, "On the Road: Memphis to New Orleans: More than just Graceland," *Roadtrip America*, <https://www.roadtripamerica.com/OnTheRoad/On-the-Road-with-Scott-Stanton.htm>, Accessed 1 October 2018.

¹⁸ Genat, *The American Car Dealership*, p. 55.

¹⁹ *Ibid.*

²⁰ *Ibid.*, pp. 41-42.

²¹ *Ibid.*

Wilson Motor Company

Mississippi County, AR

Name of Property

County and State

The design of the Wilson Motor Company building was completed by Memphis, Tennessee, architect George Mahan, Jr. An entry in the architect's Commission Book dated August 9, 1930, for the "Ford, CO. R.E.L. Wilson + Co" provides evidence of his involvement with the project, as well as helping to establish its date of construction (see Figure 3).²² Mahan began designing buildings in Wilson in 1925, when he was hired by Roy Wilson to design his family's home in the Tudor Revival style. The Wilsons' preference for the use of this style is addressed in further detail in the Wilson Commercial Historic District and Wilson Residential Historic District National Register listings. Mahan's work in Wilson spanned almost the entire length of his career, continuing until at least 1961.²³ His Tudor Revival designs for the town include the original filling station, bank, post office, and the replacement filling station. In addition, Mahan designed several of the agricultural buildings located across Highway 61, as well as other buildings for the company located outside of Wilson.

The Tudor-Revival cottage design of the showroom and filling station can also be linked to trends associated with early gas stations. The first gas pumps were often found curbside around existing buildings.²⁴ Like car dealerships, it was during the 1920s that the original gas and service station typologies were developed. In response to the visual clutter and traffic created by curbside pumps, concerned citizens began to call for more thoughtful designs for filling stations, particularly when they were situated within residential districts. The cottage-style filling and service station was designed in response to these concerns and became a popular solution to this problem.²⁵ As seen in the 1939 Sanborn Fire Insurance maps of the building, this is true of the Wilson Motor Company building as the original gas pumps were located off to the side of the original covered entrance drive. The large drive-through bay at the Wilson Motor Company building also provides further evidence of a specific period in automobile history, as later service stations abandoned this design in favor of isolated islands placed alongside freestanding buildings.²⁶ Evidence of this change can be seen in the c.1961 Wilson Service Station located opposite the town square.

As noted in the Arkansas Highway History and Architecture, 1910 – 1965, multiple property listing criteria Auto Showrooms and Repair Shops are significant due to their association with the development of Arkansas highway culture and as illustrations of larger national trends in automobile culture. This property was constructed within the required dates, 1910-1965, and retains sufficient physical features to identify it as an unusual Tudor-Revival style auto showroom and service station in Wilson, Arkansas.

The Wilson Motor Company Building is being nominated to the National Register of Historic Places under **Criterion A**, with **local significance** under the multiple property listing "Arkansas Highway and Transportation Era Architecture, 1910-1965," for its association with the development of Arkansas highway culture as described in the historic context "Arkansas Highway History and Architecture, 1910 – 1965." The Wilson Motor Company building was a highly visible structure commissioned and operated by the Lee Wilson Company and provides

²² Knight, "The George Mahan, Jr., Collection,"

²³ *Ibid.*

²⁴ McLaren, "Arkansas Highway History and Architecture, 1910 – 1965."

²⁵ Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture*, Baltimore, MD: Johns Hopkins University Press, 1995. pp. 97-104.

²⁶ Liebs, *Main Street to Miracle Mile: American Roadside Architecture*, p. 103.

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

significant evidence of the town's commercial development and its relationship to U.S. Highway 61. As a purpose-built automobile dealership and service station, in the unusual Tudor-Revival style associated with the development of Wilson, Arkansas, the building is equally significant under **Criterion C**, with **local significance**, in the area of Architecture. Its architectural expression embodies physical characteristics closely tied to the development of its building type as an automobile showroom and service station. Additional significance in this area comes from the building's association with Memphis, Tennessee, architect George Mahan, Jr.

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Genat, Robert. *The American Car Dealership*. Minneapolis, MN: Motorbooks International, 2004.

Knight, Mary. "The George Mahan, Jr., Collection." Memphis and Shelby County Room, Memphis Public Libraries, Memphis, TN, 1989.

Lee Wilson & Company Archives. Special Collections. University of Arkansas. Fayetteville, Arkansas.
<https://libraries.uark.edu/SpecialCollections/ardiglib/leewilson/default.asp>

Lee Wilson and Company. *Growing Prosperity: The Story of the South's Best Known Farmer*. Wilson, Arkansas: Lee Wilson and Company, 1930.

"Lee Wilson and Company Is Fifty Years Old." *Blytheville Courier News*, 1 July 1936, p. 2.

Liebs, Chester H. *Main Street to Miracle Mile: American Roadside Architecture*. Baltimore, MD: John Hopkins University Press, 1995.

McLaren, Christie. "Arkansas Highway History and Architecture, 1910 - 1965." Arkansas Historic Preservation Program, Little Rock, Arkansas. 1999.

R.E.L. Wilson Plantation Photographs. Special Collections. University of Arkansas. Fayetteville, Arkansas. MC 1870.
<https://libraries.uark.edu/specialcollections/findingaids/ead/transform.asp?xml=mc1870>

Stanton, Scott. "On the Road: Memphis to New Orleans: More than just Graceland." *Roadtrip America*. <https://www.roadtripamerica.com/OnTheRoad/On-the-Road-with-Scott-Stanton.htm>. Accessed 1 October 2018.

Thomason, Philip, et al. Wilson Residential Historic District. National Register Nomination. NR Listed 9.21.2016. Files of the Arkansas Historic Preservation Program, Little Rock, Arkansas.

Thomason, Philip, et al. Wilson Commercial Historic District. National Register Nomination. NR Listed 9.23.2016. Files of the Arkansas Historic Preservation Program, Little Rock, Arkansas.

Whayne, Jeannie. *Delta Empire: Lee Wilson and the Transformation of Agriculture in the New South*. Baton Rouge, LA: Louisiana State University Press, 2011.

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

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
Name of repository: _____

Historic Resources Survey Number (if assigned): MS0901

10. Geographical Data

Acreage of Property 1.43

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: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

1. Zone: 15 S Easting: 767593 Northing: 3939824

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

The boundary of the Wilson Motor Company property is shown as the red line on the accompanying map entitled, "Wilson Motor Company Boundary Map" The property is identified as Block 12, Lot 13, Original Town of Wilson, Arkansas, as shown by plat of record in Plat Book 3 at page 93 in the records of the Osceola District of Mississippi County, Arkansas. This plat map identifies 270 feet of frontage along Highway 61 and 243 along Monroe Street.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries for the Wilson Motor Company site match the original boundary for the lot from the time of its initial development and period of significance.

11. Form Prepared By

name/title: Greg Morrison, Krissy Buck
organization: LRK, Inc
city or town: Memphis state: TN zip code: 38103
date: 08/13/2018

name/title: Callie Williams, National Register Historian (Edited by)
organization: Arkansas Historic Preservation Program
street & number: 1100 North Street
city or town: Little Rock state: AR zip code: 72201
e-mail: callie.williams@arkansas.gov
telephone: 501-324-9880
date: 10/01/2018

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

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.)

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State



Wilson Motor Company Boundary Map

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

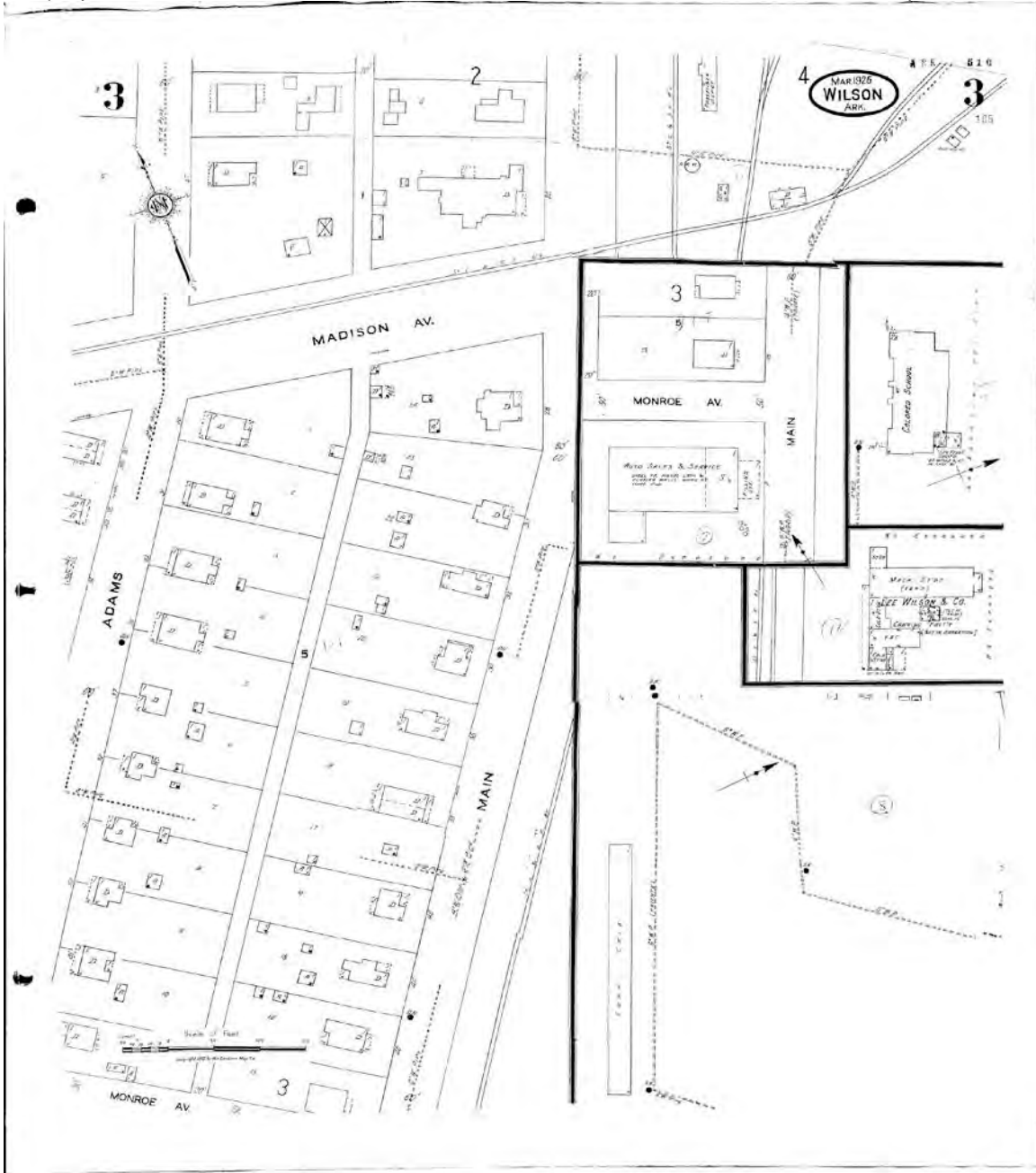


Figure 1
1939 Sanborn Fire Insurance Company Map
Wilson Motor Company Building identified as "Auto Sales & Service" in inset detail

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

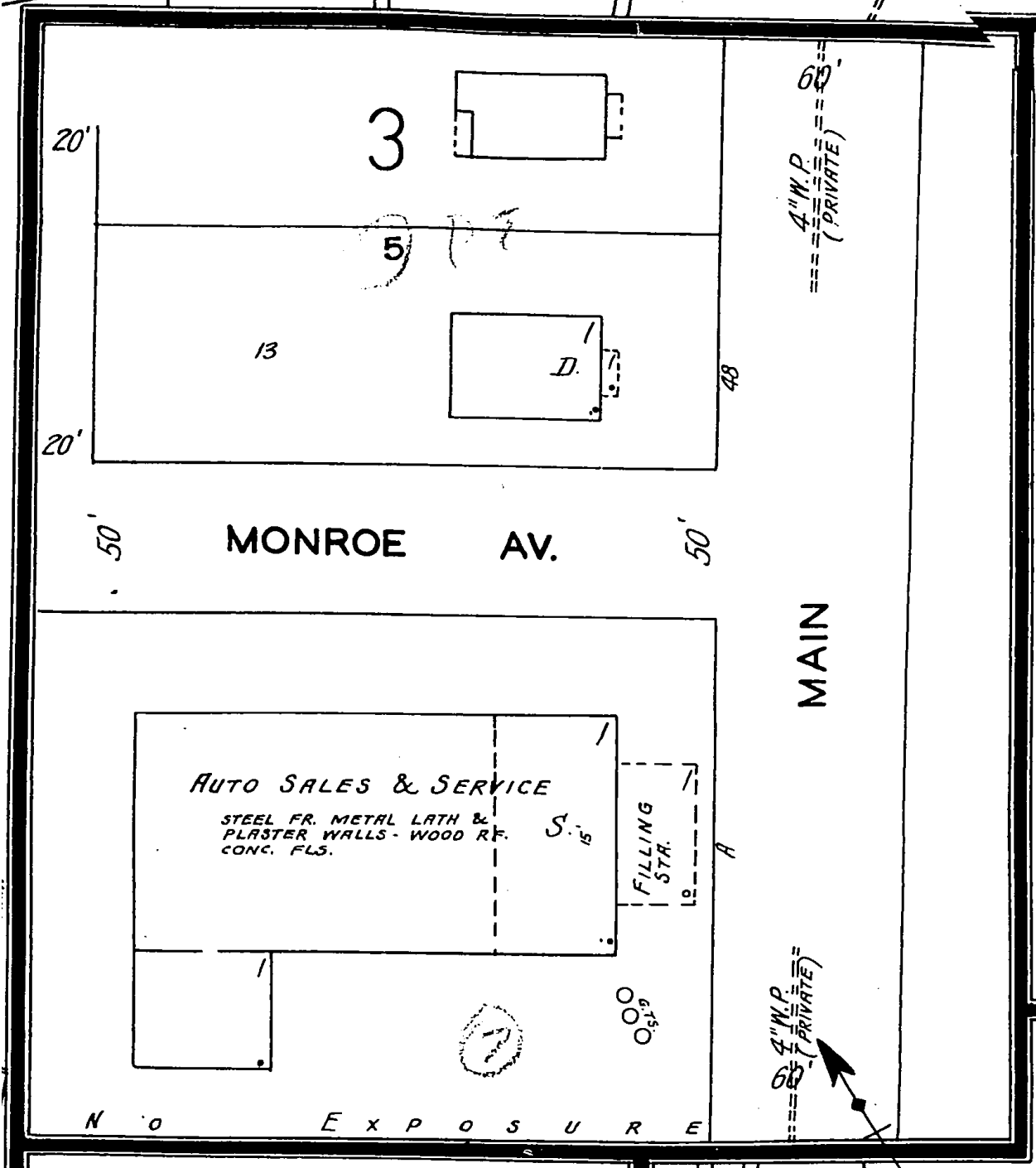


Figure 2
Detail, 1939 Sanborn Fire Insurance Company Map

Wilson Motor Company
 Name of Property

Mississippi County, AR
 County and State

✓ 1042 ✓	Chandler, Mrs. Walter	Res.	Memphis	July 1929
1043 ✓	Burner, Mr. Norfleet	Res.	Memphis	July 1929
✓ 1044 ✓	Howard, J. P.	add. to Res.	Jennico, Miss	Aug 12, 1929
1045 ✓	Reeples, E. D.	Apt. Bldg.		Aug 12, 1929
✓ 1046 ✓	Resbody Hotel	Dining Rooms 201-202		Aug 20, 1929
✓ 1047 ✓	Freeman, Geo. W.	alt. to Res.	Marion, Ark	Aug 11, 1929
1048 ✓	Gibson County Jail			Aug 21, 1929
✓ 1049 ✓	Hill, Dr. Henry	Res.		Sept 1929
1050 ✓	Swift, William	Res.		Sept 1929
1051 ✓	Pure Motor Oil Bldg.	Specification		Oct 3, 1929
✓ 1052 ✓	Mason, Dr. C. R.			
1053 ✓	W. M. C. Radio Station & Engineers	Com. appeal		Nov 20, 1929
✓ 1054 ✓	Allen, Mrs. Frankl	Res.	Memphis	Dec 12, 1929
✓ 1055 ✓	Britting Cafe (remodded)	155 Madison		Dec 9, 1929
✓ 1056 ✓	Lake, R. Henry	sketches for proposed residence		Jan 9, 1930
✓ 1057 ✓	Lee, S. Reese	add. to Service Sta. Evergreen & Madison		Feb 11, 1930
✓ 1058 ✓	Denisonis, Mrs. E.	Store Bldg. med. & M ^o Neil		Feb 17, 1930
✓ 1059 ✓	Irudwell School	addition		Feb 17, 1930
✓ 1060 ✓	Seluekter, Ben. F. (owner)	Arnold Bros. & Stubby Pl.		March 1, 1930
✓ 1061 ✓	Halle, Phil A.	S. Main St. Shay Wind and		March 1930
✓ 1062 ✓	Somerville, Mrs. Wm. G.	add. to Lodge Bldg.		March 1930
✓ 1063 ✓	Klinke Ice Cream Plant	add.		March 12, 1930
✓ 1064 ✓	West Tennessee State Teachers College	Science Bldg.		May 8, 1930
✓ 1065 ✓	Barker, Henry W.		Bristol, Tenn	May 20, 1930
✓ 1066 ✓	William, Jno. Sneed, Jr.	Res.	Memphis	May 28, 1930
✓ 1067 ✓	Walker, Dr. Nick	alt. to Res.	Dyersburg, Tenn	June 9, 1930
✓ 1068 ✓	Newbern School	alt. and add.	Newbern, Tenn	June 9, 1930
✓ 1069 ✓	Lee Wilson & Co.	Bin Bldg.		June 12, 1930
✓ 1070 ✓	Newbern High School	Bldg.	Newbern, Tenn	June 1930
✓ 1071 ✓	Mass, L. R.	Res.	Dyersburg, Tenn	July 1930
✓ 1072 ✓	Muscle Sheffington	Duplex Res.	Dyersburg, Tenn	July 1930
✓ 1073 ✓	Ford Co. R. & L. Wilson + Co.		Wilson, Ark.	Aug 9, 1930
✓ 1074 ✓	Oates, Mrs. W. L.	Cabinet in house & garage		Aug 19, 1930
✓ 1075 ✓	Stewart, Jas.	Res. Jefferson & Edgewood		Sept 3, 1930
✓ 1076 ✓	King's Ark. School & Gym		Hughes, Ark.	Oct 1930
✓ 1077 ✓	Hunter, Mrs. Jas. F.	Res. Morningside Pk.		Nov 1930
✓ 1078 ✓	Hunter, Mrs. Ed.	Res. Red Acres		Nov 1930
✓ 1079 ✓	Jones, H. D.	alterations & add. to Res.	Holly Springs, Miss.	Dec 1930
✓ 1080 ✓	Carlington, R. L.	Service Station	Marion near Fourth	Dec 1930
✓ 1081 ✓	Second National Bank	alterations	Jackson, Tenn	Jan 1931
✓ 1082 ✓	Memorial Park Com.	Gate Lodge	Memphis, Tenn	

Figure 3

Page from George Mahan, Jr. Commission Book.

Line 1073 refers to the "Ford Co. REL Wilson + Co."

"The George Mahan, Jr. Collection." Memphis and Shelby County Room, Memphis Public Libraries, Memphis, TN

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State



Figure 4

The Wilson Motor Co., Ford Dealers, ca. 1939 (Photograph by Jack Pryor)

R.E. Wilson Photograph Collection (MC 1870 Box 2 folder 3 item 106), Special Collections, University of Arkansas

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State



Figure 5

Inside view of Wilson Motor Co., ca. 1939 (Photograph by Jack Pryor)

R.E. Wilson Photograph Collection (MC 1870 Box 2 folder 3 item 107), Special Collections, University of Arkansas

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

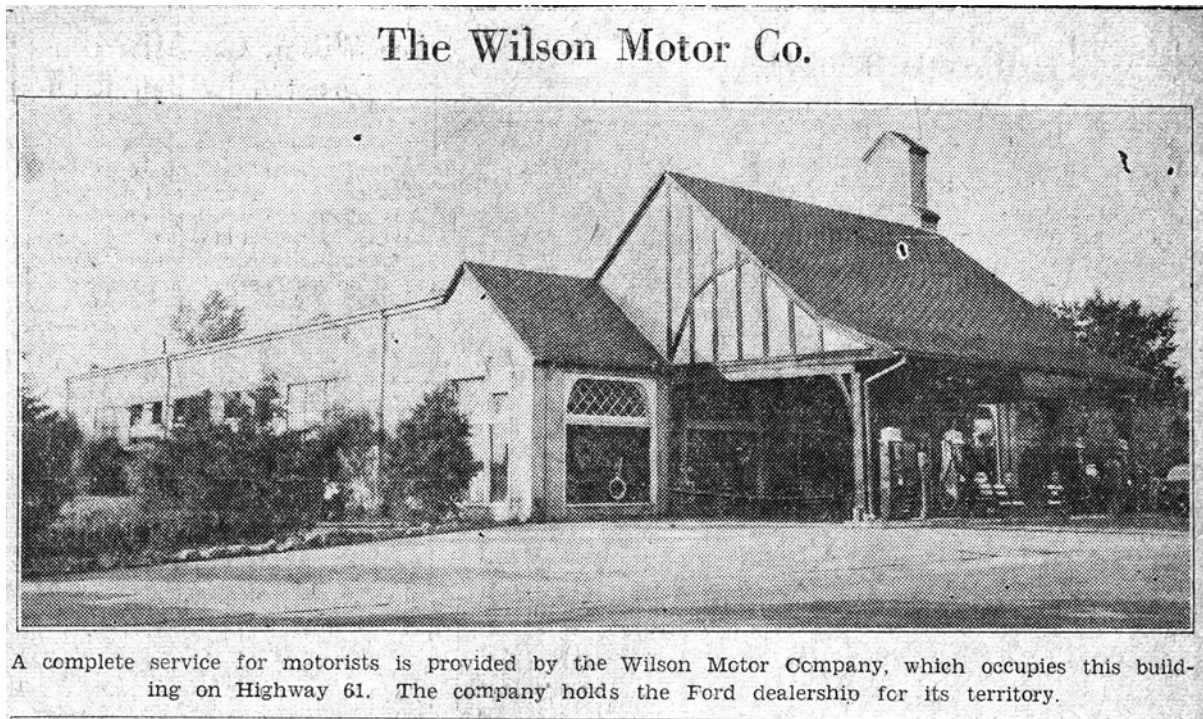


Figure 6
The Wilson Motor Company, 1936
Blytheville Courier News, July 1, 1936

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

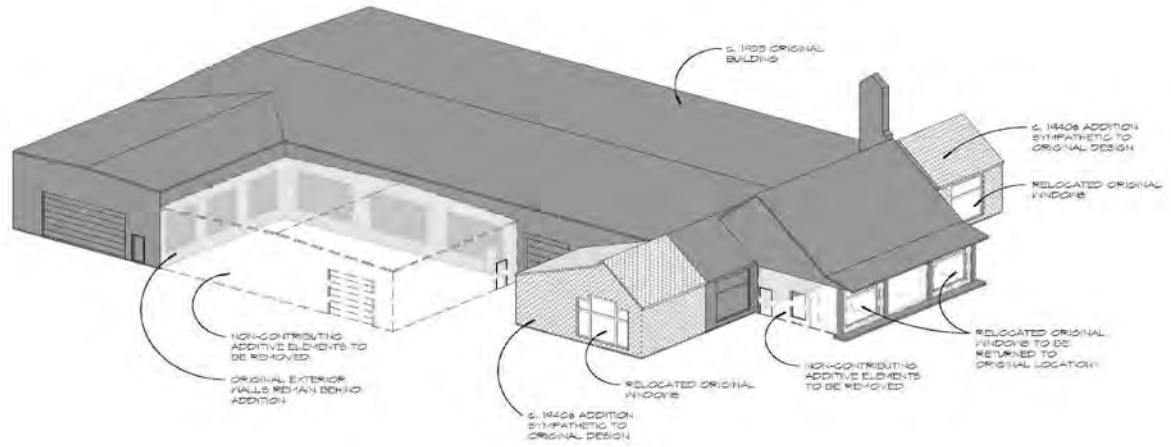


Figure 7
Diagram Showing Additive Modifications

Wilson Motor Company
Name of Property

Mississippi County, AR
County and State

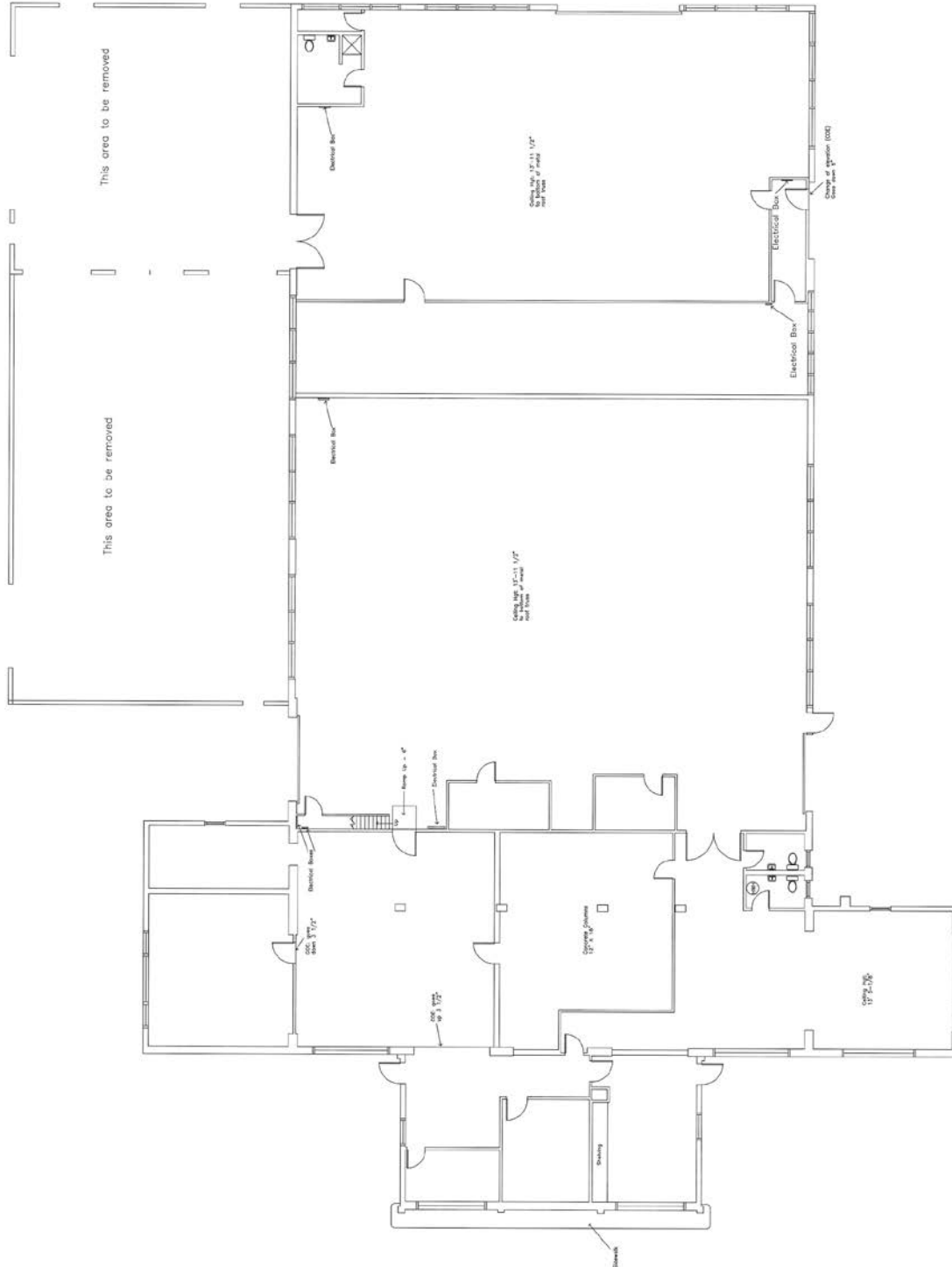


Figure 8

Existing Floor Plan

Existing building information provided by As-Built Services of Tennessee

Photographs

Wilson Motor Company

Mississippi County, AR

Name of Property

County and State

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: Wilson Motor Company

City or Vicinity:

County: Mississippi

State: Arkansas

Photographer: John Faulkner, Greg Morrison

Date Photographed: December 2017-June 2018

- Photo 1 of 24: Primary (South) Elevation, camera facing northwest.
Photo 2 of 24: View from Highway 61 showing Primary (South) and Secondary (West) Elevations, camera facing north.
Photo 3 of 24: View from Monroe Street showing Primary (South) and Secondary (East) Elevations, camera facing southwest.
Photo 4 of 24: Partial Secondary (East) Elevation, camera facing southwest.
Photo 5 of 24: Partial Secondary (East) Elevation, camera facing southwest.
Photo 6 of 24: Partial Secondary (East) Elevation, camera facing west.
Photo 7 of 24: Partial Tertiary (North) Elevation, camera facing southwest.
Photo 8 of 24: Partial Secondary (West) Elevation, camera facing northeast.
Photo 9 of 24: Partial Secondary (West) Elevation from interior of addition, camera facing northeast.
Photo 10 of 24: Detail at Historic Drive-through Bay along front façade, camera facing southwest.
Photo 11 of 24: Detail at Historic Window (East Elevation), camera facing west.
Photo 12 of 24: Historic Showroom interior, camera facing east.
Photo 13 of 24: Relocated Original Windows in East Wing Addition, camera facing northeast.
Photo 14 of 24: Detail of Original Diamond-Pane Operable Transom, camera facing southeast.
Photo 15 of 24: Relocated Original Windows in West Wing Addition, camera facing southwest.
Photo 16 of 24: Historic Service Department interior, camera facing south.
Photo 17 of 24: Original Windows and Equipment Track in Historic Service Department interior, camera facing north.
Photo 18 of 24: Detail of Equipment Track in Historic Service Department interior, camera facing north.
Photo 19 of 24: Historic Service Department interior, camera facing north
Photo 20 of 24: Detail at Historic Window Showing Operable Transoms, interior, camera facing northeast.
Photo 21 of 24: Historic Showroom interior, camera facing south.
Photo 22 of 24: Historic Showroom interior, camera facing southwest.

Wilson Motor Company

Mississippi County, AR

Name of Property

County and State

- Photo 23 of 24: Historic Service Department interior, camera facing north.
Photo 24 of 24: Detail of roof structure, interior of Historic Service Department, camera facing north.

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.).

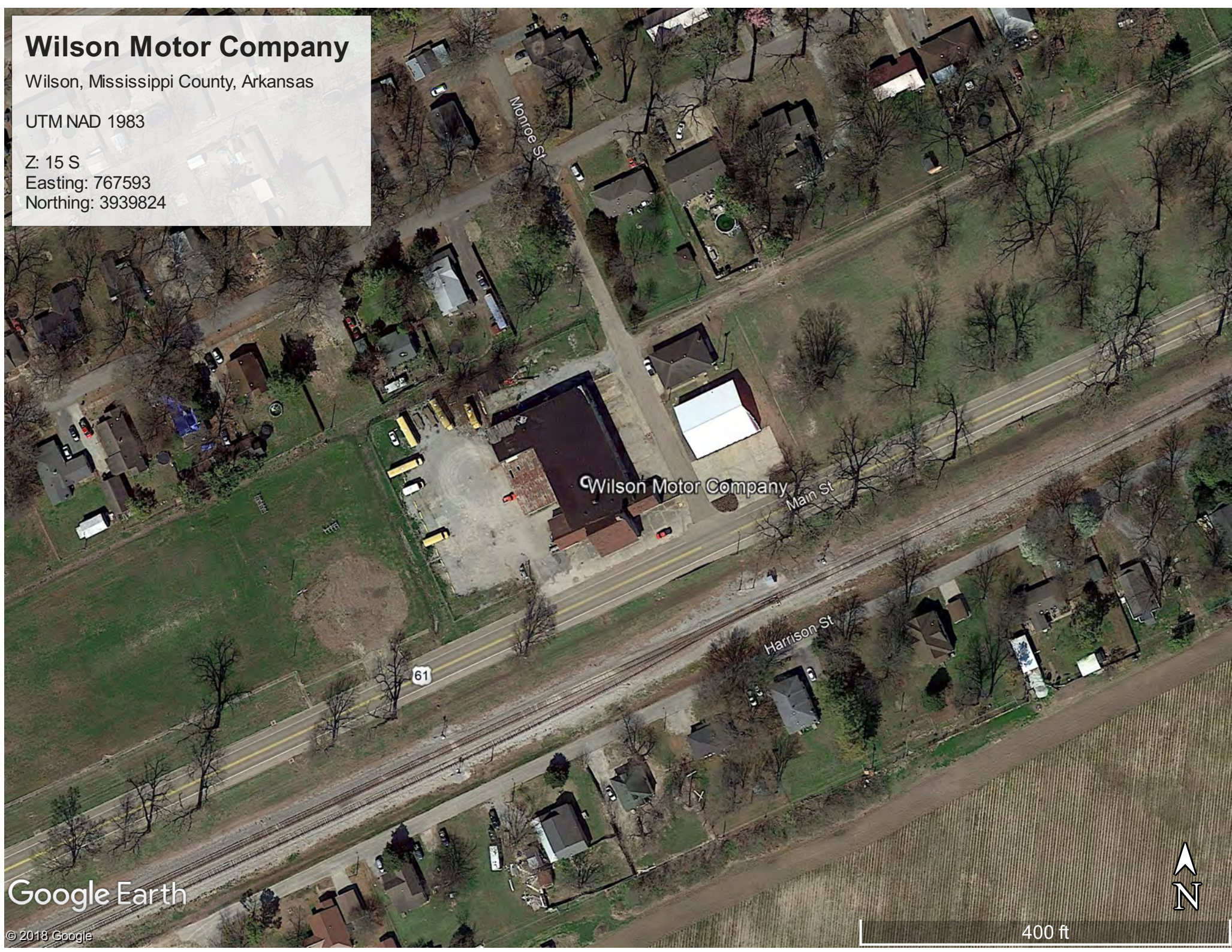
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form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

Wilson Motor Company

Wilson, Mississippi County, Arkansas

UTM NAD 1983

Z: 15 S
Easting: 767593
Northing: 3939824



Google Earth

© 2018 Google



400 ft

Wilson Motor Company

Wilson, Mississippi County, Arkansas

UTM NAD 1983

Z: 15 S

Easting: 767593

Northing: 3939824



Google Earth

© 2018 Google

1000 ft

Wilson Motor Company

Wilson, Mississippi County, Arkansas

UTM NAD 1983

Z: 15 S

Easting: 767593

Northing: 3939824



Google Earth

© 2018 Google

3000 ft

























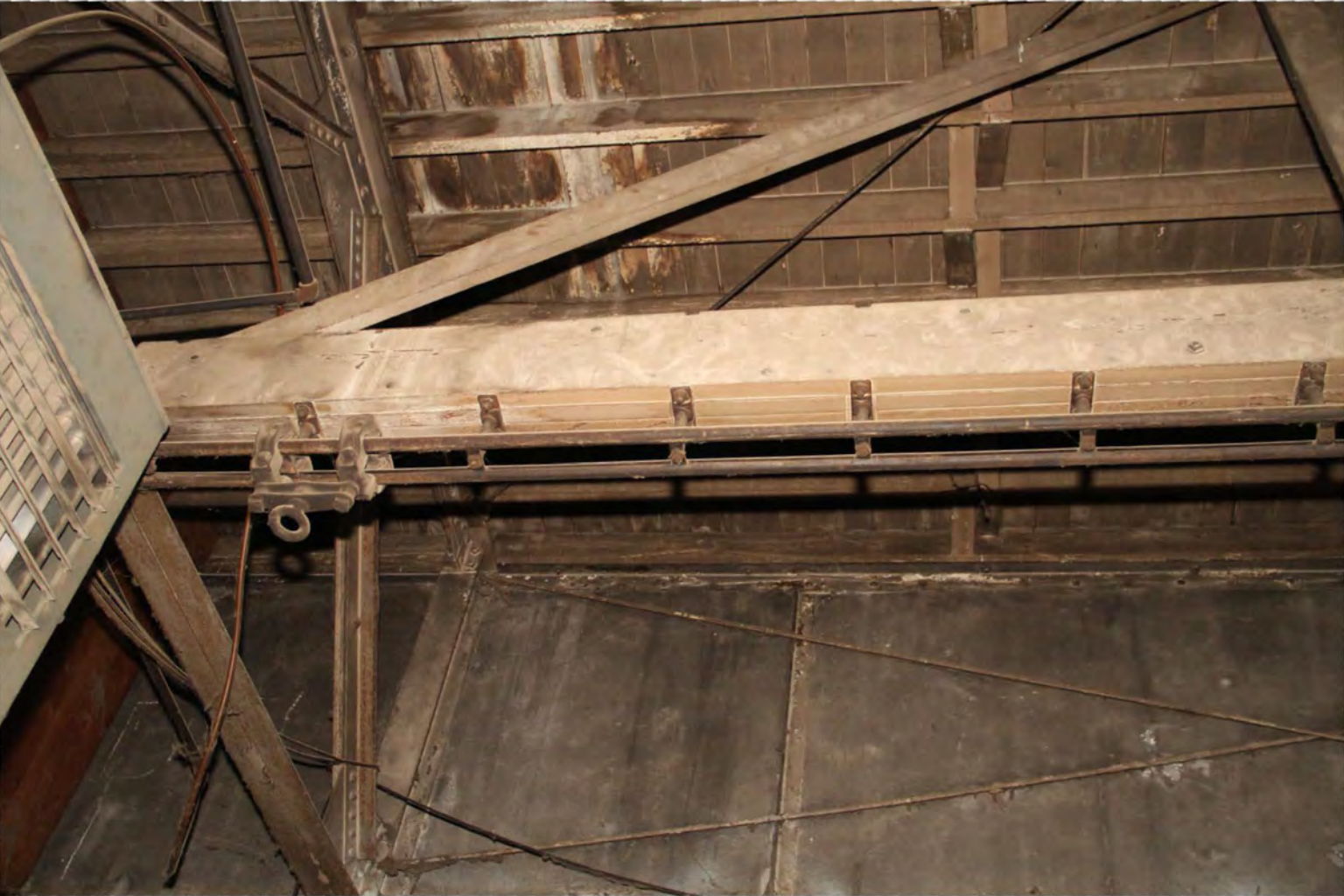
























UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Wilson Motor Company

Multiple Name: Arkansas Highway History and Architecture MPS

State & County: ARKANSAS, Mississippi

Date Received:
12/10/2018

Date of Pending List:
12/28/2018

Date of 16th Day:
1/14/2019

Date of 45th Day:
1/24/2019

Date of Weekly List:

Reference number: MP100003332

Nominator: SHPO

Reason For Review:

Appeal

SHPO Request

Waiver

Resubmission

Other

PDIL

Landscape

National

Mobile Resource

TCP

CLG

Text/Data Issue

Photo

Map/Boundary

Period

Less than 50 years

Accept

Return

Reject

1/24/2019 Date

Abstract/Summary Automatic listing due to Federal Government shutdown
Comments:

Recommendation/ Criteria Accept / A & C

Reviewer Jim Gabbert

Discipline Historian

Telephone (202)354-2275

Date

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.



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

OMB Approved
No. 1024-0009
Form 10-168
Rev. 2014

**HISTORIC PRESERVATION CERTIFICATION APPLICATION
PART 1 - EVALUATION OF SIGNIFICANCE**

COPY

NPS Project Number 37915

Instructions: This page must bear the applicant's original signature and must be dated. The National Park Service certification decision is based on the descriptions in this application form. In the event of any discrepancy between the application form and other, supplementary material submitted with it (such as architectural plans, drawings and specifications), the application form takes precedence. A copy of this form will be provided to the Internal Revenue Service.

1. **Property Name** Wilson Motor Company

Street 42 Cortez Kennedy Ave (US Highway 61)

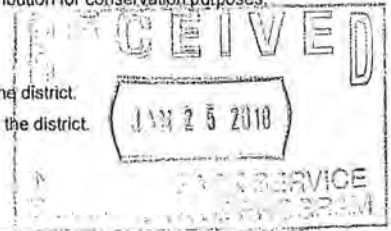
City Wilson County Mississippi State AR Zip 72395

Name of Historic District _____

- National Register district certified state or local district potential district

2. **Nature of request** (check only one box)

- certification that the building contributes to the significance of the above-named historic district or National Register property for rehabilitation purposes.
 certification that the building contributes to the significance of the above-named historic district for a charitable contribution for conservation purposes.
 certification that the building does not contribute to the significance of the above-named district.
 preliminary determination for individual listing in the National Register.
 preliminary determination that a building located within a potential historic district contributes to the significance of the district.
 preliminary determination that a building outside the period or area of significance contributes to the significance of the district.



3. **Project Contact** (if different from applicant)

Name Greg Morrison Company LRK, Inc.

Street 175 Toyota Plaza City Memphis State TN

Zip 38103 Telephone (901) 521-1440 Email Address gmorrison@lrk.com

4. **Applicant**

I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that [check one or both boxes, as applicable] (1) I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or (2) if I am not the fee simple owner of the above-described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011). For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which under certain circumstances, provides for imprisonment of up to 8 years.

Name John H. Johnson Signature [Signature] Date 12/26/17

Applicant Entity Lawrence Land Holdings, LLC SSN _____ or TIN 46-4440893

Street 1 Park City Wilson State AR

Zip 72395 Telephone 870-576-3054 Email Address John.Johnson@lawrencegroup.com

NPS Official Use Only

The National Park Service has reviewed the Historic Preservation Certification Application - Part 1 for the above-named property and has determined that the property:

- contributes to the significance of the above-named district or National Register property and is a "certified historic structure" for rehabilitation purposes.
 contributes to the significance of the above-named district and is a "certified historic structure" for a charitable contribution for conservation purposes.
 does not contribute to the significance of the above-named district.

Preliminary Determinations:

- appears to meet the National Register Criteria for Evaluation and will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer according to the procedures set forth in 36 CFR Part 60.
 does not appear to meet the National Register Criteria for Evaluation and will likely not be listed in the National Register.
 appears to contribute to the significance of a potential historic district, which will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer.
 appears to contribute to the significance of a registered historic district if the period or area of significance as documented in the National Register nomination or district documentation on file with the NPS is expanded by the State Historic Preservation Officer.
 does not appear to qualify as a certified historic structure.

2-13-2018

Date _____ National Park Service Authorized Signature [Signature]

NPS comments attached



December 5, 2018

THE DEPARTMENT OF ARKANSAS
HERITAGE

Asa Hutchinson
Governor

Stacy Hurst
Director

Joy Beasley, Keeper and Chief
National Register and National Historic Landmark Programs
National Register of Historic Places
1849 C Street, NW
Mail Stop 7228
Washington D.C. 20240

Arkansas Arts Council

Arkansas Historic
Preservation Program

Arkansas Natural
Heritage Commission

Arkansas State Archives

Delta Cultural Center

Historic Arkansas Museum

Mosaic Templars Cultural Center

Old State House Museum

RE: Wilson Motor Company - Wilson, Mississippi County, Arkansas

Dear Ms. Beasley:

We are enclosing for your review the above-referenced nomination. The enclosed disk contains the true and correct copy of the nomination for the Wilson Motor Company to the National Register of Historic Places. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process. This nomination is for a building associated with a Federal Tax Credit project (NPS Project Number 37915).

If you need further information, please call Callie Williams of my staff at (501) 324-9789. Thank you for your cooperation in this matter.

Sincerely,

Stacy Hurst
State Historic Preservation Officer

SH:clw

Enclosure



1100 North Street
Little Rock, AR 72201

(501) 324-9880
fax: (501) 324-9184

info@arkansaspreservation.org
www.arkansaspreservation.com

An Equal Opportunity Employer