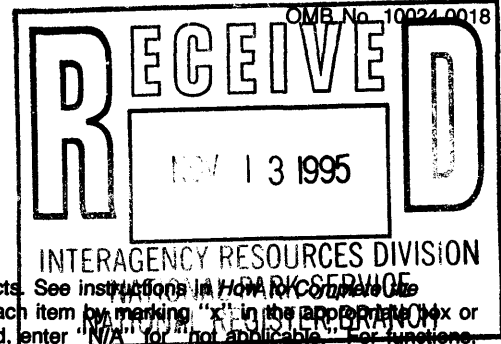


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Way Way General Store

other names/site number _____

2. Location

street & number 93 Buxton Road N/A not for publication

city or town Saco vicinity

state Maine code ME county York code 031 zip code 04072

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Earl S. Peterson 11/6/95
Signature of certifying official/Title SHPO Date
Maine Historic Preservation Commission
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain): _____

Signature of the Keeper

Date of Action

Edson F. Beall

12-14-95

Way Way General Store

Name of Property

York, Maine

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

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

Category of Property

(Check only one box)

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

Number of Resources within Property

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

Contributing	Noncontributing	
2		buildings
		sites
1		structures
		objects
3		Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade/Department Store

Current Functions

(Enter categories from instructions)

Commerce/Trade/Department Store

7. Description

Architectural Classification

(Enter categories from instructions)

Other: Filling Station

Materials-

(Enter categories from instructions)

foundation Concrete

walls Concrete Block

Concrete

roof Asphalt

other Wooden Canopy Supported by

Masonry Columns

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Way Way General Store
Name of Property

York, Maine
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.)

Property is:

- 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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- 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 # _____

Primary location of additional data:

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

Name of repository:

Areas of Significance

(Enter categories from instructions)

Commerce

Architecture

Period of Significance

1927-1945

Significant Dates

1927-29

c1935

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Cousens, Eugene M., Builder

Way Way General Store
Name of Property

York, Maine
County and State

10. Geographical Data

Acreage of Property Less Than 1

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	9	3	8	1	0	2	0	4	8	2	0	7	8	0
Zone			Easting					Northing						

3

Zone			Easting					Northing						

2

Zone			Easting					Northing						

4

Zone			Easting					Northing						

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title James Hewat, Architectural Historian

organization Maine Historic Preservation Commission date May, 1995

street & number 55 Capitol Street, Station 365 telephone 207/287-2132

city or town Augusta, state Maine zip code 04333-0065

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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Continuation Sheet

WAY WAY GENERAL STORE

YORK, MAINE

Section number 7 Page 2

Prominently sited at the top of a gentle rise on the Buxton Road several miles northwest of downtown Saco, the Way Way General Store is a two-story shed roofed, concrete block, concrete and frame commercial building initially built between 1927-29. The first floor of the building is constructed entirely of painted concrete and concrete block, while the second floor is of frame construction and sided with several types of decorative asphalt shingle. A large canopy sheltering two gas pumps is supported by five tapered columns which dominate the front (southwest) elevation of the main building.

The facade of the Way Way General Store is divided into six bays on the first floor. Two four-pane fixed sash flank the main door which is located on the east end of the building and opens into the central store area. A concrete lintel with the words "Way Way" cast in relief surmounts the door. A bay window supported by two simple brackets is located beside two panelled doors which lead into the office area at the west corner of the main building. Set back from the plane of the building on the west end of the building is an attached one story ell with two, twenty-four pane wood and glass service bay doors. The garage addition (of poured concrete construction erected in the early 1930s) wraps around the side and rear of the building. A third service bay door in the garage is located on the east corner of the building. Several two pane, fixed wood sash windows punctuate the garage addition on the northwest and northeast elevations.

The second story of the store is of frame construction and is sided in two patterns of decorative asphalt shingle. A diamond fret pattern of alternating dark green, light green, and red original asphalt shingles sheathes the northwest side of the main building. Smaller black asphalt shingles (applied in the 1940s) cover the second floor on the three remaining elevations. Five, two-over-one double-hung wooden sash are located asymmetrically on the main elevation of the building. Several similar windows are located asymmetrically on the sides and rear of the store.

Each of the five supporting columns on the facade of the store display an exaggerated entasis and resulting cone-like shape. Constructed of red painted field stone set into a bed of painted yellow mortar, the columns support a timber beam upon which rest the roof joists of the canopy. The canopy roof is surmounted by a balustrade with diagonally set middle rails terminating into uncut balusters where they meet the upper and lower rails. Located between the first, second, third, and fourth columns are two, no longer functioning, c. 1940s "National" gasoline pumps. Today, the color scheme of both the interior and exterior of the building appears to be very close to the original.

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WAY WAY GENERAL STORE

YORK, MAINE

Section number 7 Page 3

The cast concrete block on the first floor of the main building and privy is molded in dress-faced ashlar. Each block is painted red and white alternately with the mortar joints picked out in dark green paint. On the cast concrete walls of the garage addition, ashlar blocks have been imitated in red and white paint to match the main building. The air pump is constructed of pea gravel concrete block and brick. The exterior polychromatic scheme which includes paint, asphalt, and cast pea gravel brick appears to be consistent with late 1920s views of the building.

Construction of the Way Way General Store appears to have taken place in two major campaigns. The initial construction of the main two-story building of concrete and wood took place between 1927-29. A second campaign appears to have taken place when the side garage was erected sometime in the early 1930s using a poured concrete construction technique. The addition of a garage at the back of the building apparently took place later in the 1930s. The hipped roof, two-drop privy, and concrete block and cast pea gravel brick air pump (just to the southeast of the store), both appear to date from the 1927-29 building campaign.

The interior of the Way Way General Store appears to have changed very little in sixty-five years. The floor plan consists of the main store area, an office space, two small storage rooms, and an automotive repair area which extends around the side and back of the building. Much of the original auto repair equipment still exists in the garage as does a c. 1930 Dodge truck still used by the Cousens to haul wood. Display cases and shelving depicted in a c. 1940 photograph of the store's interior still survive intact. The store interior also features exposed rafters supported by several massive hexagonal columns and floral motif wall paintings rendered in oil by Eugene Cousens. Colors on the interior have been closely matched with each repainting. The Way Way General Store still depends, exclusively, on wood cut from the seventy-two acre property to heat the store during the winter.

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WAY WAY GENERAL STORE

YORK, MAINE

Section number 8 Page 2

The Way Way General Store is a unique and unusually intact general merchandise country store/gas station that has been operating continuously on the Buxton Road since it opened in 1929. It is eligible for nomination to the National Register under criterion A for local significance to the development of rural North Saco and the surrounding area, and criterion C for its architectural significance.

The Way Way General Store is one of only a few commercial structures located on the Buxton Road (Route 112) between North Saco and Bar Mills. It represents an interesting, highly embellished example of roadside architecture that developed in response to the exponential growth of automobile travel in Maine during the 1920s and the local need for a general merchandise store. Although the Way Way General Store no longer sells gas, it remains as one of only a handful of still viable early twentieth century general stores in the state. It is the descendent of a family enterprise that has continued for nearly eighty years.

A carpenter by trade, Eugene Cousens first began selling gasoline in 1916 from his property on the Buxton Road several miles northwest of downtown Saco. In 1924, Cousens constructed a small frame building on the property from which he sold Tydol gasoline, drinks, and ice cream. The 1923-24 Main Register lists no filling stations in the Saco area. By 1925-26, there were three filling stations listed, and in the 1927-28 Register, eight such establishments are listed including Cousens' on Buxton Road. It does not appear that Eugene had gasoline pumps installed until the late 1920s and this may account for his business not being included in the Register until 1927-28.

Cousens began construction of the present concrete block and frame building in 1927 with the help of his son Carrol. Cousens hauled gravel in his truck from a local quarry and mixed the concrete on the property which he formed into blocks by pouring into hand-made 10"X18" wooden molds. The new building was completed and opened for business as the Way Way General Store sometime in 1929. The selection of the name Way Way is not entirely clear, but seems to have derived from the fact that the business was located "a way way out on the Buxton Road." The 1928-29 Maine Directory lists the enterprise as Cousens' Gasoline Station, one of eighteen such business in Saco at that time. In addition to gasoline, the one room store sold a vast array of general merchandise including food, hardware, and clothing. During the depression years it came to be recognized as a mainstay of the rural North Saco area.

Though basic in overall design and lay-out, the Way Way General Store was (and is) unusual with its balustraded canopy and eye-catching contrasting color scheme. Two gravity-fed pumps located under the canopy originally

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WAY WAY GENERAL STORE

YORK, MAINE

Section number 8 Page 3

supplied motorists with Tydol gasoline. Cousens switched suppliers to Getty Oil in the 1930s, but soon came to be pressured by Getty to change the Way Way General Store's appearance and conform to a more corporate image. Cousens apparently did not want make the changes and switched to an independent oil supplier. Electrically operated "National" gas pumps replaced the gravity-fed pumps in the 1940s. Sometime in the early 1930s Eugene built a poured concrete garage addition ont he northwest and northeast sides of the Way Way General Store where Carrol Cousens repaired automobiles until the 1950s.

Eugene Cousens operated the business until the 1980s when it was taken over by his daughter Margaret Cousens-Tyrell and Catherine Cousens. The store stopped selling gasoline in 1988 because of low profit margins and mounting pressure from the oil companies to convert the Way Way General Store into a convenience store. Presently, the store functions as a general grocery and candy store which is open seven days a week. Margaret Tyrell lives on the property in an adjacent nineteenth century farmhouse.

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WAY WAY GENERAL STORE

YORK, MAINE

Section number 9 Page 2

Belasco, Warren James. Americans on the Road. Cambridge, Massachusetts, and London, England. MIT Press, 1979.

Information supplied by Catherine Cousens, May, 1995.

Information supplied by Margaret Tyrell, May, 1995.

Liebs, Chester H. Main Street to Miracle Mile: American Roadside Architecture. Boston: Little, Brown and Company, 1985.

Maine Register, 1921-22 through 1939-40.

Scontras, Peter N., Saco Then and Now. Maine: Scontras Publishing, Inc., 1994.

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WAY WAY GENERAL STORE

YORK, MAINE

Section number 10 Page 2

VERBAL BOUNDARY DESCRIPTION

The boundary of the nominated property encompasses the main general store/garage building as well as the detached air pump house and privy. It does not include the nearby nineteenth century dwelling and barn.

BOUNDARY JUSTIFICATION

The boundary is drawn to include only the Way Way and its associated outbuildings built by Eugene Cousens in the late 1920s and 1930s. This is the significant complex of buildings which illustrate an important example of automobile-related and general store services in the second quarter of the twentieth century.