

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: Winchester Auto Store
Other names/site number: Winchester Building, PU4441, NPS Project Number 39112
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: 323 W. 8th Street, Little Rock, AR 72201
& 801 S. Spring Street, Little Rock AR 72201
City or town: Little Rock State: Arkansas County: Pulaski
Not For Publication: Vicinity: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:
___A ___B ___X___C ___D

	December 5, 2018
Signature of certifying official/Title: <u>Arkansas Historic Preservation Program</u>	Date
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 or Federal agency/bureau or Tribal Government

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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:) _____

Signature of the Keeper

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

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Number of Resources within Property

(Do not include previously listed resources in the count)

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

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

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCIAL/Auto Parts & Repair

Current Functions

(Enter categories from instructions.)

VACANT

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7. Description

Architectural Classification

(Enter categories from instructions.)

Art Moderne

Materials: (enter categories from instructions.)

Principal exterior materials of the property: BRICK, CONCRETE: Cast Concrete, GLASS

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

Summary Paragraph

The Winchester Auto Store building is an Art-Moderne Style commercial structure, located in the heart of the commercial core of downtown Little Rock at the corner of 8th and Spring streets. It occupies 9,358 square feet on a parcel that also contains a parking lot to the south. It was constructed in 1947 by Dennis E. and Maude M. Winchester as the Winchester Auto Store. The building displays the characteristic features of the Art Moderne style including low, long lines, a flat roof, a rounded corner entry, metal-framed casement windows, and a curved flanking entry windows of glass blocks. The utilitarian interior space is composed of large open areas with exposed interior concrete columns. The building was constructed of typical materials of the period including brick, cut stone, precast concrete, steel reinforced poured concrete, hollow clay tiles, and steel trusses.

Narrative Description

Exterior

The Winchester Auto Store building has a basically square footprint, measuring 94 feet x 100 feet. It is constructed mainly of brick, reinforced concrete, and steel trusses. It has a main public entry on the corner of 8th and Spring streets, a secondary entry on 8th Street, a third service entry on Spring Street, and a garage door bay on Spring Street. Both of the 8th Street and Spring Street facades contain bays of brick and glass separated by steel reinforced-concrete columns faced with cut stone blocks which all sit on a reinforced-concrete base. The blocks facing each façade column are laid in an alternating pattern of six 12-inch and six 18-inch tall blocks. The top block

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contains a rounded bead running horizontally in the center. These blocks add to the horizontal feel of the building. The variegated, textured, buff brick along all of the facades is laid in a common bond pattern crowned with a soldier course and capped with cut limestone units on the street facades and terra cotta tiles on the alley facades.

The main public entry for the building is located at the northwest corner which is rounded at the corner, a common characteristic of the Art Moderne Style. The single entry door is flanked by curved panels of 65 glass blocks on either side, drawing the visitor into the building. There is a transom over the door and a small curved metal canopy covers the entry. The wood door is a replacement. Above the canopy is a curved panel of 128 glass blocks. Above that is a curved block of bricks laid in a stacked bond.

The north, or 8th Street façade, contains large window areas, providing light and storefront views into the main interior showroom area of the building. These windows were vandalized in a period of urban decay in the 1980s after the building went out of use. The spaces were covered with plywood and have recently been rehabilitated with the installation of new metal-framed window panels. The easternmost bay on the 8th Street facade contains a secondary entry. It has a centered, inset door flanked by curved panels of 52 glass blocks on either side, echoing the design of the main corner entry at the other end of this facade. This secondary entry has a transom and is covered with a small curved metal canopy. Above the flanking storefront windows and the secondary entry are steel-framed windows with multiple panes divided by steel mullions. Two of the remaining bays are the same size while the remaining bay adjacent to the main entry is smaller. All of the bays along this façade are topped by similar multi-paned, steel-framed windows that have central, four-pane awning windows that were originally used to help with the ventilation of the large building.

The Spring Street or west façade of the building is divided into 6 bays. The small northernmost bay is the main corner entry described earlier. The next bay to the south, adjacent to the main entry bay, contains 2 eight-pane steel-casement windows over a commercial glass opening. These two bays are framed by reinforced-concrete columns faced with cut stone blocks like those on the 8th Street façade. The next three bays each contain glass block windows in a horizontal configuration, containing 144 glass blocks (18 blocks wide by 8 blocks tall), at the level of the transom windows in the northern bays. The glass block windows rest on a precast concrete sill. Below and above the windows are variegated bricks laid in a common bond. A soldier course of bricks runs horizontally across the façade along the top of the windows. The southernmost bay features an original wood standard door and a wood and glass, rollup garage door. The standard door contains four lights over a single inset wooden panel. The garage door frame is metal and the door contains 36 wood panels with two rows of lights along the top rows. The glass lights have been painted white. The brick areas of this façade are laid in a common bond pattern. Two original metal downspouts are also located along this façade.

The south façade faces an adjacent parking area. This façade doesn't include any window or door openings and is clad almost entirely in the blonde-colored brick seen on the rest of the building except for three cast-concrete vertical bands that are interspersed evenly across this

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elevation. A small square metal vent is located near the western edge of this façade and a metal tube vent is located near the eastern edge.

The east façade and is also void of any window or door openings and overlooks an adjacent parking area. This façade is clad entirely in the blonde-colored brick seen on the rest of the building.

Interior

The building was constructed to be fireproof and contains exposed concrete columns, a concrete floor, and hollow clay tile curtain walls. The interior of the building is divided into three areas, divided along the east-west axis: the showroom, office and storage area, and garage. The showroom occupies the first two bays and is open all the way to the two-story ceiling. This area has skim-coated perimeter walls and support columns that have been painted. The existence of wood furring strips on the ceiling suggests that there was a covering of metal or soft board along the interior face of the ceiling. There is a simple cornice trim and a rail trim approximately 6" below it. Black paint defines a "baseboard." These elements all comprise the showroom area.

The next two bays are stock and office areas. There is a second floor inserted into this space, creating a mezzanine. A mechanical lift, as well as an industrial, metal staircase, gives access to the mezzanine. The mezzanine overlooks the showroom area and has a simple metal railing. The mezzanine area also overlooks the garage bay and is separated by metal casement windows. There is a large exhaust vent in the ceiling and a skylight in the southeast corner. In the east part of this space on the first level is a private office/bathroom space created with hollow clay tile curtain walls. This inner space is finished with plaster walls and ceilings. The entry door to this office faces north. The first half of the space is an office. The second half contains a pantry, a cedar closet and a bathroom. This area contains original cabinets with Art-Deco hinges and fixtures.

The last bay contains the garage where automobiles were serviced and a bathroom and locker space for employees. The garage area is open to the two-story ceiling and is lit by two large skylights. The bathroom and locker spaces are finished with plaster and contain the original wood lockers, bathroom stalls, and plumbing fixtures.

Integrity

The building retains most of its original exterior and interior features. The front entry door has been replaced and the large showroom windows were recently reinstalled with replacement glass and metal sashes. The ceiling of the showroom space is missing. Otherwise, this building remains remarkably intact with few changes or alterations. A Part 1 – Evaluation of Significance application for the Tax Credit program was submitted to the National Park Service in 2018 (**NPS Project Number 39112**). This application was approved in August of 2018, noting that the building "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 ..."

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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.)

- 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

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Areas of Significance
(Enter categories from instructions.)

Architecture/Art Moderne

Period of Significance
1947

Significant Dates

Significant Person
(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder
unknown

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

The Winchester Auto Store building meets the eligibility requirements for listing in the National Register of Historic Places under Criterion C, with local significance, as a rare surviving example of an Art Moderne commercial building in Little Rock. Built in 1947, it retains most of its original features that are reflective of the style. These features include low, horizontal lines and curved elements, and the use of decorative curved canopies, glass blocks, precast concrete, reinforced concrete, and steel trusses. Built by Dennis and Maude Winchester, it marked the success of their Pre-WWII business in the auto parts and repair service and the post-war burgeoning of the automobile industry, nationally and locally. The building remained in the Winchester family until 2016 with few alterations or changes.

The Winchester Auto Store building is being nominated to the National Register of Historic Places under **Criterion C**, with **Local Significance**, as an excellent and important example of an automotive industry related Art Moderne commercial in the downtown core of Little Rock, Arkansas. The period of significance of 1947 is inclusive of the year in which the building was constructed.

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

Summary

Winchester Auto Store, built in 1947, is a rare surviving example of a style that was not widely used in Little Rock. The Art Moderne Style enjoyed a relatively brief period of popularity and was then eclipsed by the development and widespread use of the International Style, especially for large commercial buildings.¹ The Winchester Auto Store building features architectural elements indicative of Art Moderne; including an emphasis on low, horizontal lines, and curved design elements such as the use of decorative curved canopies and curved glass block entries. The building also includes typical mid-century construction materials such as precast concrete, reinforced concrete, and steel trusses. The building was built by Dennis and Maude Winchester and marked the success of their Pre-World War II auto parts and repair service business as well as the post-war boom in the automobile industry. The building remained the property of the Winchester family until 2016 with very few alterations or changes in its 70-year history. The Winchester Auto Store building is being nominated to the National Register of Historic Places under **Criterion C**, with **Local Significance**, as an excellent and important example of an automotive industry related Art Moderne commercial building in the downtown core of Little

¹ "Architectural Styles: Moderne Style 1930 – 1950," *Pennsylvania Architectural Field Guide*, Pennsylvania Historical & Museum Commission, 26 August 2015, <http://www.phmc.state.pa.us/Portal/Communities/Architecture/Styles/Moderne.html>. Accessed 1 September 2018.

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Rock, Arkansas. The period of significance of 1947 is inclusive of the year in which the building was constructed.

Elaboration

The City of Little Rock

The city of Little Rock is located in Pulaski County in Central Arkansas along the southern shore of the Arkansas River and is the State Capitol. The area was part of the Louisiana Purchase in 1803, and the settlement in the area was established in 1812 when a fur trapper built a cabin on the bank of the river near where the Old Statehouse complex stands today.² In the spring of 1820, a small permanent settlement, including a U.S. post office, was established at the site of the cabin. Rampant land speculation soon started in the small community as the territorial capital was set to be moved to the area in 1821. After a local compromise regarding the previous land claims in the area, the territorial capital of Arkansas was established at Little Rock in the fall of 1821. Construction of the Arkansas Statehouse began in 1833 and was completed in 1842. During that period, Arkansas was admitted to the Union as a slave state in 1836. Throughout the mid-19th century, the city continued to develop as a thriving river port. During the Civil War, development came to a halt, and the Unionist government occupied the city after an 1863 siege. After the end of the war and thanks to the arrival of the railroad in 1873, the city of Little Rock continued to grow to the south and west. The population grew to 13,138 by 1880, a growth of over 200% since 1860.³ The founding of the Arkansas School of Medicine and the arrival of the telephone, electricity, sewer lines, and the first paved streets marked the last decades of the 19th century. While the population in 1900 was over 38,000, there were only three automobiles in Little Rock by 1905.⁴

The early decades of the 20th century in Little Rock were marked by continued growth and residential expansion due to the arrival of the streetcar. Streetcar companies, which were often owned by speculators who also owned land west of the city, laid tracks almost exclusively in a westward direction away from downtown in order to spur westward residential development.⁵ This was bolstered by the annexation of Pulaski Heights, one of Little Rock's earliest western suburbs, in 1916.⁶ Downtown Little Rock saw substantial growth from 1900-1930s. In the 1920s, wartime reserves of building supplies paired with readily available building loans created a construction boom which firmly established a substantial commercial area along northern Main Street and the surrounding downtown streets. By 1932, the population in Little Rock was 81,679

² James W. Bell, "Little Rock (Pulaski County)," *The Encyclopedia of Arkansas History and Culture*, Butler Center for Arkansas Studies, 7 February 2018, <http://www.encyclopediaofarkansas.net>. Accessed 1 September 2018.

³ *Ibid.*

⁴ "Oil Company Establishes Headquarters Here," *Arkansas Gazette*, Little Rock, Arkansas, 1 November 1905, p. 2.

⁵ William Jordan Patty, "The Great Civic Improvement: The Journey Towards Electric Traction in Little Rock," *Pulaski County Historical Review*, Vol. 51, No. 1 (2003), pp. 2-16.

⁶ Pulaski Heights - AE

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and the city had a baseball field, a zoo, several large, new schools and a new passenger railroad station.⁷

After World War II, Little Rock, like the rest of the country, experienced another housing and construction boom. New industries such as Timex and Westinghouse opened factories in Little Rock, aiding its economic recovery and expansion. Residential construction also surged to accommodate returning GIs, resulting in several modest, mid-century neighborhoods west of downtown Little Rock. Growth continued through the 1950s-60s, and the city population surging over 100,000.⁸ The increasing use of the automobile resulted in further westward expansion in Little Rock, including shopping malls and other commercial hubs to provide services for the western suburbs.

The downtown Little Rock area, which encompasses the area from Broadway Avenue west to Center Street and from Capitol (5th Street) south to Tenth Street, was originally a primarily residential area during late 19th century with single-family homes situated on single and double lots. There were two lumber yards in the area that each occupied a full city block and the spring, after which Spring Street derives its name, was characterized by an open "ditch" that ran north through the area, toward the river. Every street that crossed the ditch had a small bridge that extended over the ditch. During this time, the city block at Eighth and Spring streets was filled with modest and larger homes that had stables, as illustrated by the 1897 Sanborn Map.⁹ By 1913, the ditch had been covered throughout the downtown area and some housing stock had been removed for new commercial developments. Small rows of commercial storefronts appeared and two livery stables had been added to this area of downtown. The area lumber yards had grown in operation with small buildings dotting their full city blocks. Also by 1913, a livery and boarding stable replaced three houses at Eighth and Spring streets.¹⁰

By 1939, this downtown area had all but transformed to a completely commercial area with an emphasis on automotive related businesses.¹¹ Commercial storefronts and large empty lots had replaced much of the early housing stock. A few homes remained interspersed throughout the area, but were becoming increasingly uncommon in the downtown area. Five filling stations and multiple auto sales lots dotted the area, usually on corner lots. Other businesses included a small lumberyard, a stone cutter, furniture stores, auto body repair, auto repair, and at least one church is documented. In 1939, the corner of Spring and Eighth streets was an empty lot being used as a used auto store with an auto storage facility on an adjacent lot, the rest of the block was still occupied by houses. Also, commercial storefronts lined the opposite corner at Ninth and Center streets.

The development of the Bankhead Highway which ran along nearby Broadway Street and crossed the Arkansas River on the Broadway Bridge was instrumental in the transition of this

⁷ Bell, "Little Rock (Pulaski County)," *The Encyclopedia of Arkansas History and Culture*.

⁸ *Ibid.*

⁹ Sanborn Fire Insurance Map from Little Rock, Pulaski County, Arkansas, 1897.

¹⁰ Sanborn Fire Insurance Map from Little Rock, Pulaski County, Arkansas, Vol. 2, 1913.

¹¹ Sanborn Fire Insurance Map from Little Rock, Pulaski County, Arkansas, Vol.1, 1939.

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area from a residential neighborhood to a commercial center in downtown Little Rock. This local route of the Bankhead Highway was and remains a major thoroughfare through Little Rock, connecting the residential area that remains further south to the business district and to North Little Rock, located across the Arkansas River. The Bankhead Highway, later renumbered as Highway 1-A and then U.S. 70 throughout the state of Arkansas, was an early United States cross-country automobile highway that was designed soon after the passage of the Federal Aid Road Act of 1916.¹² This transcontinental auto route was planned to connect Washington, D.C., and San Diego, California, and was part of the early National Auto Trail system, which predated the development of the numbered U.S. Highway system during the 1920s.¹³ The proximity of the commercial area where the Winchester Auto Store building is located to the Bankhead Highway along Broadway Street assured that cross country travelers, as well as locals, would likely stop to assess their auto needs within this new commercial district before traveling to more rural destinations further north or south.

By 1950 the transformation from a residential area to a commercial auto center was nearing completion. There were other commercial businesses in the surrounding blocks, but it was predominantly auto businesses to support auto owners that filled the area. In the early 1950s there were six filling stations, seven used auto sales lots, five auto sales and service garages, an auto body shop, an auto storage area, and an auto parking lot.¹⁴ Other businesses in the area included multiple wallpaper and paint stores, plumbing stores, print shops, a stonecutter, a motor freight station, and electric repair shop. Only a handful of houses remained.

A brief construction boom occurred in the downtown commercial or Little Rock in the 1960s, a result of urban renewal programs. This construction boom resulted in many mid-century buildings being constructed downtown.¹⁵ After the late 1960s, however, downtown Little Rock saw a decrease in commercial development. Recent decades have been marked by reinvestment in the downtown and surrounding areas, while simultaneously growth has continued to the west. As of the 2010 census, the population of Little Rock is 193,524 within the city, with 699,757 in the metropolitan area.¹⁶

¹² Arkansas State Highway Department. "Map of State of Arkansas Showing System of Primary and Secondary Federal Aid Roads and Connecting State Roads and Progress of Improvements." Little Rock: Arkansas State Highway Department, 1924. Arkansas State Highway Department. "Map of State of Arkansas Showing System of State Highways." Little Rock: Arkansas State Highway Department, 1927.

¹³ The Bankhead Highway was named for Alabama senator John Hollis Bankhead, a leader of the early national road building movement and sponsor of the 1916 Federal Aid Road Act, also known as the Bankhead-Shackleford Act. Tammy Ingram, *Dixie Highway: Road Building and the Making of the Modern South, 1900-1930*. Chapel Hill, NC: The University of North Carolina Press, 2014, p. 170. S. Varner, "Bankhead Highway." *American Roads*. 2006.

<https://www.americanroads.us/autotrails/bankheadhighway.html>. Accessed 1 September 2018.

¹⁴ Sanborn Fire Insurance Map from Little Rock, Pulaski County, Arkansas, Vol.1, 1950.

¹⁵ Bell, "Little Rock (Pulaski County)," *The Encyclopedia of Arkansas History and Culture*.

¹⁶ *Ibid.*

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Winchester Auto Store

The Winchester Auto Store building was constructed in 1947 as the new home of the Winchester Auto Store, Inc., a company owned by Dennis “Dinnie” Edwin and Maude Messenger Winchester of Little Rock. Dinnie, originally from Grant County, Arkansas, was living in Little Rock by 1910 where he worked as a sales clerk. Maude Messenger was also living and working as a clerk or secretary in Little Rock during the 1910s.¹⁷ It is likely that the two met while working in downtown Little Rock. In 1915, they married and in 1916 had their only child, a daughter named Frances Winchester Stevens. By 1929, both were working for O. D. Tucker Auto Stores in Little Rock.¹⁸ Tucker also had an auto store in Pine Bluff and by 1930 Dinnie Winchester was managing that store.¹⁹ Family lore suggests that the marriage was not a happy one and that Dinnie and Maude lived apart after 1930.²⁰ City directories and census records bear this out and show Maude and Frances living with other members of the Messenger family in Little Rock while Dinnie boarded at various locations for decades in Pine Bluff.²¹



Maude and Dennis “Dinnie” Winchester, c. 1915, photo provided by Winchester family descendants, files of the Arkansas Historic Preservation Program.

The circumstances of their marriage did not prevent them from creating a successful company and opening several stores. They were both involved in the growing auto sales and repair industry in Arkansas prior to WWII. By 1939, they owned and operated a store located at 416 W. 7th Street in Little Rock and a store in Pine Bluff. Dinnie managed the Pine Bluff store,

¹⁷ U.S. Census, 1900, Pulaski County, Arkansas.

¹⁸ Little Rock: Polk’s Southern Directory Company, 1887--1966.

¹⁹ Polk’s Southern Directory Company. Pine Bluff. 1930.

²⁰ Ellen Coffield, Interview by Amber Jones, Telephone, August 2018.

²¹ Polk’s Southern Directory Company. Pine Bluff.

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while Maude managed the Little Rock store.²² They also had stores in at least two other towns, North Little Rock and Camden.²³ After WWII, a newly booming economy created a demand for automobiles and the associated services of supplying parts and repairs. It is likely that Maude played the predominant role in the development, opening, and management of the new store built in downtown Little Rock in 1947. The inner office space of the newly built building along Spring Street has the feel of a private sanctuary with pantry, cedar closet, and bathroom space separate from the locker and bathroom spaces of what was likely to have been an all-male sales and mechanics staff. Indicative of the period, the building was built in the Art Moderne style and would have been in keeping with the streamline styles of automobiles of the time.²⁴ The interior of the new building, comprised of large open spaces, was austere with concrete columns and floors. The few decorative features including surviving hinges, clamps, and switch plates are Art Deco in style, also typical of the period.



Winchester Auto Store building, c. 1948, photo provided by Winchester family descendants, files of the Arkansas Historic Preservation Program.

²² *Ibid.* Little Rock: Polk's Southern Directory Company, 1887--1966.

²³ Jim Stevens, Interview by Amber Jones, Telephone, April 2018

²⁴ "The Shape of Speed: Streamlined Automobiles and Motorcycles, 1930 – 1942," Portland Art Museum, <https://portlandartmuseum.org/exhibitions/shape-of-speed/>, Accessed 1 September 2018.

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The business was later renamed Quality Auto Parts and operated until about 1978 when the auto parts business at this location was sold. During the time thereafter, downtown Little Rock suffered from urban decay and the building remained vacant for much of the time. The building was used by the Arkansas Opera Theater as storage space and possibly as a practice space in the 1980s. It remained in the Winchester family until 2016. A restoration and renovation project is currently in progress at the property in an effort to rehabilitate the building. A Part 1 – Evaluation of Significance application for the Tax Credit program was submitted to the National Park Service in 2018 (NPS Project Number 39112). This application was approved in August of 2018, noting that the building “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 ...”

Art Moderne and Art Deco

The Art Deco Style and its later evolution into the Art Moderne Style, sometimes referred to as the Streamline Moderne Style grew out of European expressionist designs of the immediate post-WWI period. These new styles focused on the aesthetics of speed and efficiency to represent underlying themes of a new post-world-war I modernity, distinct from earlier more traditional regional forms and designs. It was thought by many designers that the best physical expression of this new modern understanding was in the development of the sleek, curved, streamlined forms of the Moderne Style.²⁵ This Moderne Style incorporated new construction techniques and simplified, curvilinear or geometrical forms to represent a future that would benefit from the unifying forces of new technologies and increased commerce.²⁶ The Modernistic style of Art Deco became a national vogue across the United States in 1922 after the Art Deco design proposal for the Chicago Tribune building by Eliel Saarinen was widely publicized and applauded by architects across the country. The streamlining of the Art Deco Style into the Art Moderne style followed during the 1930s with the influence of industrial designs such as ships, airplanes and automobiles. The lack of construction of major architectural projects during the Depression years also led to this new Moderne Style finding expression in consumer products, store fronts, and interior decoration rather than in large-scale building projects.²⁷ The most well-known early practitioner of the Art Moderne style was Norman Bell Geddes, who designs included the Futurama Exhibit at the New York World’s Fair in 1939. This interactive exhibit brought the idea of the modern city, urban planning, streamlining, integration of modern conveniences and new construction techniques to the world stage in dramatic fashion. These early Modernistic styles varied sharply from the more simplified lines, flat surfaces and large expanses of metal windows of the contemporary and later International Style.

The Art Moderne Style also found expression in the contemporary parallel development of the automobile industry. Where the expression of aerodynamic lines and concepts of motion and

²⁵ Virginia McAlester and A. Lee McAlester, *A Field Guide to American Houses*, New York: Knopf, 1994. pp. 465-466.

²⁶ David Handlin, *American Architecture*, (New York: Thames & Hudson, 2004), p. 210.

²⁷ *Ibid.* p. 211.

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speed were a common design motif and appropriate to a newly developing industry that stressed modern technical developments for consumers. The Art Moderne Style in architecture featured several characteristics that can be seen in the design of the Winchester Auto Store building including; horizontal design elements, rounded corners with corner windows, extensive use of glass block, flat roofs, horizontal grooves or lines in walls, and the use of subdued colors in materials and finishes. The horizontal design elements of the Art Moderne Style is different from the often vertical emphasis seen in Art Deco Style architectural designs and elements. Also, the use of cheaper materials such as concrete and glass rather than exotic woods or stone seen in earlier Art Deco designs.

There are only a few other commercial buildings in Little Rock that exhibit either Art Deco or later Art Moderne characteristics. These include the Stebbins & Roberts Office Building and Factory from 1947 (NR 2016) and the Wallace Building (NR 1999) which was constructed in 1928 by George Richard Mann as a nine-story brick commercial building with brick pilasters and Art Deco limestone decoration at the first floor and cornice. Also, Constructed in 1940, The M.M. Cohn Building (contributing to the Capitol-Main Historic District, NR 2012) is a five-story fabricated stone building with Art Deco detailing in the form of cut stone panels, fluted pilasters, granite panels, and an aluminum cantilevered awning. However, many of the downtown commercial buildings, such as the Donaghey Building (NR 2012) designed by New York City architect Hunter McDonnell in 1925, originally contained or were renovated to contain Art Deco style aluminum storefront systems but have since been heavily altered or removed entirely.

Statement of Significance

The Winchester Auto Store building meets the eligibility requirements for listing in the National Register of Historic Places under Criterion C, with local significance, as a rare surviving example of an Art Moderne commercial building in Little Rock. Built in 1947, it retains most of its original features that are reflective of the style. These features include low, horizontal lines and curved elements, and the use of decorative curved canopies, glass blocks, precast concrete, reinforced concrete, and steel trusses. Built by Dennis and Maude Winchester, it marked the success of their Pre-WWII business in the auto parts and repair service and the post-war burgeoning of the automobile industry, nationally and locally. The building remained in the Winchester family until 2016 with few alterations or changes.

The Winchester Auto Store building is being nominated to the National Register of Historic Places under **Criterion C**, with **Local Significance**, as an excellent and important example of an automotive industry related Art Moderne commercial in the downtown core of Little Rock, Arkansas. The period of significance of 1947 is inclusive of the year in which the building was constructed.

Winchester Auto Store
Name of Property

Pulaski, Arkansas
County and State

9. Major Bibliographical References

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

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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

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- 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): PU4441

10. Geographical Data

Acreage of Property .32 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Winchester Auto Store
Name of Property

Pulaski, Arkansas
County and State

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|---------------|-----------------|-------------------|
| 1. Zone: 15 S | Easting: 566360 | Northing: 3844608 |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

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

The West 94 feet of Lots 1 & 2, and the North 32 feet of Lot 3 in Block 91 of the Original City of Little Rock, Arkansas.

Boundary Justification (Explain why the boundaries were selected.)

This is the legal property description of the property historically and currently associated with the Winchester Auto Store building.

11. Form Prepared By

name/title: Amber Jones

organization: Preservation Consulting

city or town: Little Rock state: Arkansas

name/title: Callie Williams, National Register Historian

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: September 1, 2018

Winchester Auto Store
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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.)

Photographs

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

Photo Log

Name of Property: Winchester Auto Store

City or Vicinity: Little Rock

County: Pulaski State: Arkansas

Photographer: Callie Williams

Date Photographed: October 2, 2018

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

- 1 of 16: North and West Facades, Winchester Auto Store, camera facing southeast.
- 2 of 16: North Façade, Winchester Auto Store, camera facing southwest.
- 3 of 16: East and South Facades, Winchester Auto Store, camera facing northwest.
- 4 of 16: Detail of South Façade, Winchester Auto Store, camera facing northwest.
- 5 of 16: West and South Facades, Winchester Auto Store, camera facing northeast.
- 6 of 16: Detail of corner entrance, Northwest corner of the Winchester Auto Store, camera facing southeast.

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- 7 of 16: Detail of eastern entrance along the North Façade of the Winchester Auto Store, camera facing south.
- 8 of 16: Detail of the North Façade, Winchester Auto Store, camera facing south.
- 9 of 16: Detail of the North Façade, Winchester Auto Store, camera facing southeast.
- 10 of 16: Detail of the West Façade, Winchester Auto Store, camera facing east.
- 11 of 16: Interior of the Winchester Auto Store showing the corner entrance, camera facing northwest.
- 12 of 16: Interior of the Winchester Auto Store, camera facing southeast.
- 13 of 16: Interior of the Winchester Auto Store, camera facing south.
- 14 of 16: Interior of the Winchester Auto Store showing the original service bay, camera facing east.
- 15 of 16: Interior of the Winchester Auto Store, looking down toward the corner entrance from the upper level, camera facing northwest.
- 16 of 16: Interior of the Winchester Auto Store showing the original lift mechanism, camera facing southwest.

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.

Winchester Auto Store

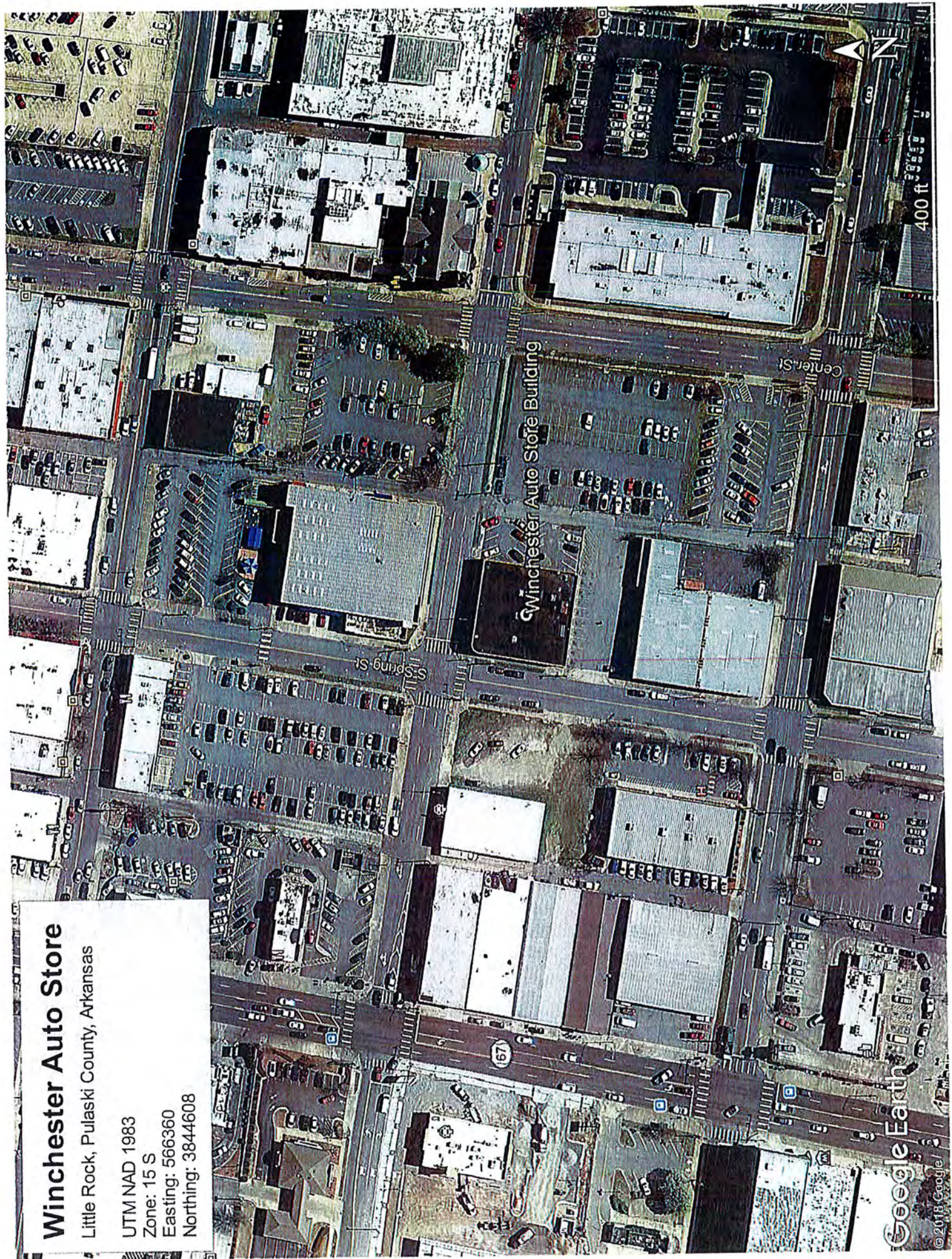
Little Rock, Pulaski County, Arkansas

UTM NAD 1983

Zone: 15 S

Easting: 566360

Northing: 3844608



Winchester Auto Store Building

Spring St

Center St

400 ft

Google Earth

© 2018 Google

Winchester Auto Store

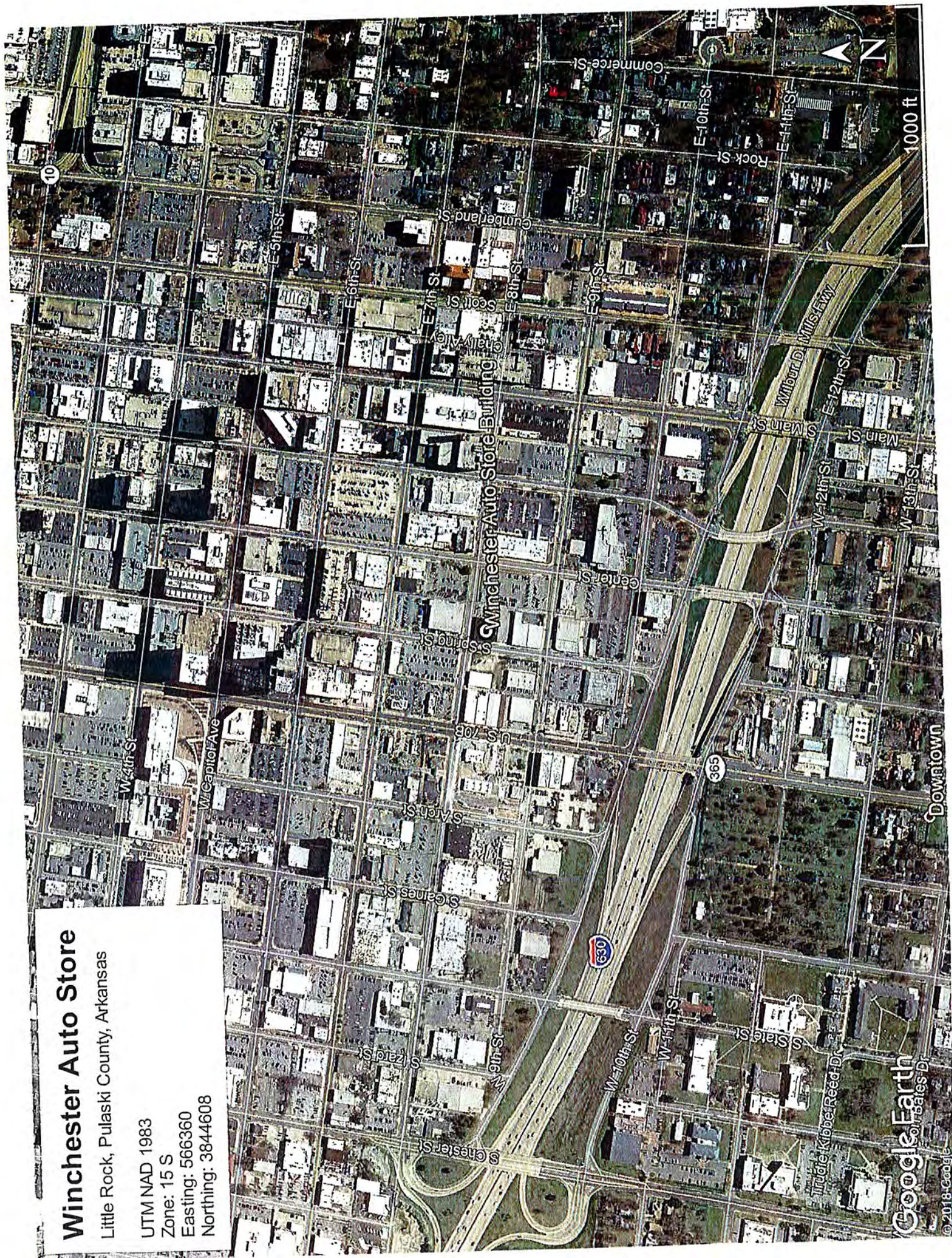
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Winchester Auto Store

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