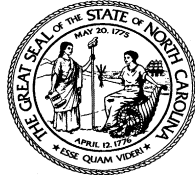


NATIONAL REGISTER OF HISTORIC PLACES

Nomination Review

**Camel City Coach Company – Atlantic
Southern Greyhound Lines Garage
1007 South Marshall Street,
Winston-Salem**



**North Carolina Department of Natural and Cultural Resources
State Historic Preservation Office**

Ramona M. Bartos, Administrator

Governor Josh Stein
Secretary Pamela B. Cashwell

Office of Archives and History
Deputy Secretary Darin J. Waters, Ph.D.

December 5, 2025

The Honorable J. Allen Joines
City of Winston-Salem
City Hall
101 North Main Street
Winston-Salem, NC 27101

RE: Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage, 1007 South Marshall Street,
Winston-Salem, Forsyth County

Dear Mayor Joines:

Enclosed is a copy of the nomination for the Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage, which is scheduled for presentation to the North Carolina National Register Advisory Committee on February 12, 2026. For more information about meeting details and updates on how to view the meeting, please visit the Secretary of State's Public Meeting Calendar at https://sosnc.gov/online_services/calendar/Search and search "National Register Advisory Committee."

As a Certified Local Government, you have sixty (60) days in which to comment on the proposed nomination. If you do not respond by February 11, 2026, regarding the proposed nomination, approval of it will be assumed. Please note that the Forsyth County Historic Resources Commission is to provide an opportunity for public comment regarding this nomination according to the terms specified in the certification agreement the city signed with this office. A copy of your notice to the public should be forwarded to our office along with any comments that you, the Winston-Salem City Council, or the Forsyth County Historic Resources Commission wish to make regarding the nomination to satisfy federal and state requirements.

Please use the enclosed comment forms to send us the responses. If you have any questions concerning this nomination, we will be happy to help. Please direct any inquiries to our State Historic Preservation Office's National Register Coordinator, Jeff Smith, at jeff.smith@dncr.nc.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Darin J. Waters".

Darin J. Waters
State Historic Preservation Officer

The Honorable J. Allen Joines

Page Two

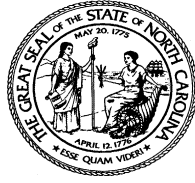
December 5, 2025

DJW/ssh

Enclosures

cc: Michelle M. McCullough, Project Planner – Forsyth County Historic Resources Commission

Don Martin, Chair – Forsyth County Board of Commissioners



**North Carolina Department of Natural and Cultural Resources
State Historic Preservation Office**

Ramona M. Bartos, Administrator

Governor Josh Stein
Secretary Pamela B. Cashwell

Office of Archives and History
Deputy Secretary Darin J. Waters, Ph.D.

December 5, 2025

Michelle M. McCullough, Project Planner
City-County Planning
Forsyth County Historic Resources Commission
PO Box 2511
Winston-Salem, NC 27102

RE: Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage, 1007 South Marshall Street
Winston-Salem, Forsyth County

Dear Ms. McCullough:

Enclosed is a copy of the nomination for Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage, which is scheduled for presentation to the North Carolina National Register Advisory Committee on February 12, 2026. For more information about meeting details and updates on how to view the meeting, please visit the Secretary of State's Public Meeting Calendar at https://sosnc.gov/online_services/calendar/Search and search "National Register Advisory Committee."

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Please use the enclosed comment forms to send us the responses. If you have any questions concerning this nomination, we will be happy to help. Please direct any inquiries to our State Historic Preservation Office's National Register Coordinator, Jeff Smith, at jeff.smith@dncr.nc.gov.

Sincerely,

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Darin J. Waters
State Historic Preservation Officer

Michelle M. McCullough
Page Two
December 5, 2025

DJW/ssh

Enclosures

cc: The Honorable J. Allen Joines

Don Martin, Chair – Forsyth County Board of Commissioners

CERTIFIED LOCAL GOVERNMENTS AND THE NATIONAL REGISTER

The federal and state guidelines for the Certified Local Government Program require that the CLGs participate in the process of nominating properties to the National Register of Historic Places. This participation involves the review of nominations within the jurisdiction of the CLG by the CLG Commission and the chief elected local official. Opportunity for public comment must be provided during the 60-day comment period. The commission and the chief elected official are required to submit comments to the State Historic Preservation Office and the owner of the property relaying their findings as to the eligibility of the property under consideration for listing in the National Register. The attached forms are provided for you to facilitate your review of nominations and your submittal of comments to the State Historic Preservation Office. A copy of the criteria for listing in the National Register is also enclosed for your reference and use.

Although the federal regulations governing the CLG program call for the chief elected local official to provide comments on proposed National Register nominations within the CLG jurisdiction, North Carolina law stipulates that the mayor or chairman of the board of county commissioners may act only in an administrative capacity on behalf of the local governing board. If a certified local government has doubts about the legality of the chief elected official assuming sole responsibility for comments on proposed National Register nominations, it may wish to consider two alternatives: 1) having the governing board review the nominations or 2) having the governing board pass a resolution granting the chief elected local official the authority to furnish comments on behalf of the governing board.

In order to fulfill the required comment procedures, please complete the information below and the appropriate comment paragraph that is attached after you have reviewed the nomination. This information should be returned to:

Jeff Smith, National Register Coordinator

State Historic Preservation Office

4617 Mail Service Center

Raleigh, North Carolina 27699-4617

COMMENTS ARE DUE IN THE STATE HISTORIC PRESERVATION OFFICE BY: **February 11, 2026**

1. Name of Certified Local Government: **City of Winston-Salem**
2. Name of CLG Commission: **Forsyth County Historic Resources Commission**
3. Property being reviewed for nomination: **Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage**
4. Please attach documentation of the measures taken to provide for public comment during the nomination review and a record of any comments received, as per your certification agreement with the State Historic Preservation Office.
5. In approving local governments for certification, the SHPO may have stipulated that the Commission obtain the services of professional historians, architectural historians, or archaeologists when reviewing National Register nominations if those disciplines are not represented in the Commission membership. If this stipulation applies to you, please note the name of the professional you consulted below and his/her appropriate field. If you have any questions about the applicability of this stipulation to your commission, contact Kristi Brantley, Certified Local Government Coordinator, State Historic Preservation Office at 919.814.6576.

THE CLG COMMISSION SHOULD COMPLETE **ONE** OF THE FOLLOWING PARAGRAPHS:

A. We, the **Forsyth County Historic Resources Commission**, have reviewed and discussed the nomination for the **Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage** and find that the property **meets** the criteria for listing in the National Register of Historic Places as stated in Section 8 of the report. We, therefore, **recommend** that the property be submitted for listing in the Register.

Commission chair's signature and date

B. We, the **Forsyth County Historic Resources Commission**, have reviewed and discussed the nomination for the **Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage** and find that the property **does not meet** the criteria for listing in the National Register of Historic Places as stated in Section 8 of the report. We, therefore, **do not recommend** that the property be submitted for listing in the Register. The reasons for our findings concerning this nomination are stated below (use additional sheet if necessary).

Commission chair's signature and date

THE CHIEF ELECTED LOCAL OFFICIAL OR THE LOCAL GOVERNING BOARD SHOULD COMPLETE ONE OF THE FOLLOWING COMMENT PARAGRAPHS:
--

C. I, **Mayor J. Allen Joines**, or We, the **Winston-Salem City Council**, have reviewed the nomination for the **Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage** and find that the property **meets** the criteria for listing in the National Register of Historic Places as stated in Section 8 of the report. We, therefore, **recommend** that the property be submitted for listing in the Register.

Additional Comments:

Chief Local Elected Official's signature and date

D. I, **Mayor J. Allen Joines**, or We, the **Winston-Salem City Council**, have reviewed the nomination for the **Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage** and find that the property **does not meet** the criteria for listing in the National Register of Historic Places as stated in Section 8 of the report. We, therefore, **do not recommend** that the property be submitted for listing in the Register. The reasons for my (or our) findings concerning this nomination are stated below (use additional sheet if necessary).

Additional comments:

Chief Local Elected Official's signature and date

NATIONAL REGISTER FACT SHEET 2

NATIONAL REGISTER CRITERIA FOR EVALUATION

The following criteria are designed to guide the states, federal agencies, and the Secretary of the Interior in evaluating potential entries for the National Register.

The quality of significance in American history, architecture, archaeology, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- A. that are associated with events that have made significant contribution to the broad patterns of our history; or*
- B. that are associated with the lives of persons significant in our past; or*
- C. that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or*
- D. that have yielded, or may be likely to yield, information important in prehistory or history.*

Criteria Considerations (Exceptions): *Ordinarily cemeteries, birthplaces, or graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:*

- A. a religious property deriving primary significance from architectural or artistic distinction or historical importance; or*
- B. a building or structure removed from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or*
- C. a birthplace or grave of a historical figure of outstanding importance if there is no other appropriate site or building directly associated with his or her productive life; or*
- D. a cemetery that derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or*
- E. a reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or*
- F. a property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own historical significance; or*
- G. a property achieving significance within the past 50 years if it is of exceptional importance.*

(see other side)

APPLYING THE CRITERIA

The two principal issues to consider in determining eligibility for the National Register are "significance" and "integrity."

A property may have "**significance**" for association with important events or patterns of history (criterion A); for association with an important historical figure (criterion B); as an important example of period architecture, landscape, or engineering (criterion C); or for the information it is likely to yield (criterion D, applied to archaeological sites and districts, and sometimes applied to certain types of structures). A National Register nomination must demonstrate how a property is significant in at least one of these four areas. For properties nominated under criterion A, frequently cited areas of significance are agriculture, community planning and development, social history, commerce, industry, politics and government, education, recreation and culture, and others. For technical reasons, criterion B (significant person) nominations are rare. Criterion C (architecture) is cited for most, but not all, nominations of historic buildings. Archaeological sites are always nominated under criterion D, but may also have significance under one or more of the other three criteria.

Properties are nominated at a local, state, or national level of significance depending on the geographical range of the importance of a property and its associations. The level of significance must be justified in the nomination. The majority of properties (about 70%) are listed at the local level of significance. The level of significance has no effect on the protections or benefits of listing.

Besides meeting one or more of the above criteria, a property must also have "**integrity**" of "location, design, setting, materials, workmanship, feeling, and association." This means that the property must retain enough of its historic physical character (or in the case of archaeological sites, intact archaeological features) to represent its historic period and associations adequately.

All properties change over time, and in some cases past alterations can take on historical significance in their own right. The degree to which more recent, incompatible, or non-historic alterations are acceptable depends on the type of property, its rarity, and its period and area of significance. Buildings with certain types of alterations are usually turned down by the National Register Advisory Committee. For example, 19th and early 20th century wood frame buildings that have been brick veneered in the mid-20th century are routinely turned down for loss of historic integrity. Similarly, it is extremely rare that buildings covered in synthetic materials such as aluminum or vinyl siding are individually eligible for listing in the Register.

Criteria Exceptions

The criteria exclude birthplaces and graves of historical figures, cemeteries, religious properties, moved buildings, reconstructions, commemorative properties, and properties less than 50 years old, with certain exceptions. The following exceptions are sometimes encountered:

Historic **churches** that are architecturally significant and retain sufficient architectural integrity can be successfully nominated under criterion C (architecture), sometimes together with criterion A for social or religious history, provided they have not been brick-veneered or covered in aluminum or vinyl siding.

Cemeteries may sometimes successfully be nominated under criterion C when they retain important examples of historic stone carving, funerary art, and/or landscaping, and they also may be eligible under criterion A or criterion D. However, both the National Register Advisory Committee and the National Register have turned down nominations of graves when the historical importance of the deceased is the sole basis for the nomination. The National Register was created primarily to recognize and protect historic places and environments that represent how people lived, worked, and built in the historic past. Human burials are recognized and protected under other laws and programs.

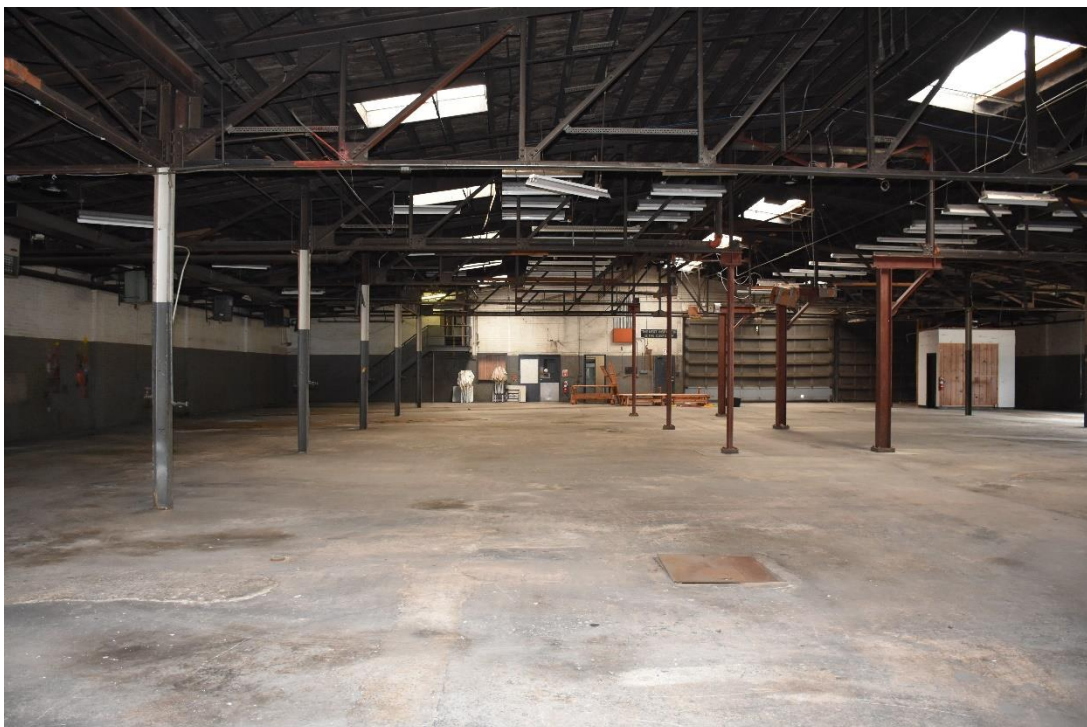
Moved buildings may sometimes be successfully nominated under criterion C for architecture when they remain in their historic communities and the new setting adequately replicates the original setting. The point to remember is that the program is called the National Register of Historic Places, not Historic Buildings or Historic Things, because significance is embodied in locations and settings as well as in the structures themselves. Buildings moved great distances, buildings moved into incompatible settings (such as a farmhouse moved into an urban neighborhood or a downtown residence moved to a suburb), and collections of buildings moved from various locations to create a pseudo-historic "village" are routinely turned down. In some cases, the relocation of a historic building to a distant or incompatible setting may be the last and only way to save it, and such an undertaking may be worthwhile. However, sponsors of such a project must understand that the property subsequently may not be eligible for the National Register.

If a property is **less than 50 years old**, it can be nominated only if a strong argument can be made for exceptional significance. For example, Dorton Arena on the State Fairgrounds was completed in 1953. It was successfully nominated to the National Register in 1973 as one of the most important examples of modernism in post-World War II American architecture.

**REPRESENTATIVE PHOTOS
CAMEL CITY COACH COMPANY–
ATLANTIC/SOUTHERN GREYHOUND LINES GARAGE
FORSYTH COUNTY**



West elevation



Service garage, looking east

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 Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage

other names/site number N/A

2. Location

street & number 1007 South Marshall Street

N/A not for publication

city or town Winston-Salem

N/A vicinity

stat North Carolina

code NC

county Forsyth

code 067

zip code 27101

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 for 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.)

Signature of certifying official/Title State Historic Preservation Officer

Date

North Carolina Department of Natural and Cultural Resources

State or 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

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 count.)

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

N/A

6. Function or Use**Historic Functions**

(Enter categories from instructions)

TRANSPORTATION: road-related (vehicular)

Current Functions

(Enter categories from instructions)

VACANT

7. Description**Architectural Classification**

(Enter categories from instructions)

Other: Bus garage with load-bearing brick exterior
walls and steel truss and beam roof system

Materials

(Enter categories from instructions)

foundation CONCRETE

walls BRICK

CONCRETE

METAL

roof RUBBER

other

Narrative Description

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

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.)

Areas of Significance

(Enter categories from instructions)

Transportation

Period of Significance

1927-1968

Significant Dates

1963

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Northup and O'Brien, architects, 1927

Frank L. Blum Company, builder, 1927

Greer, Holmquist, and Chambers, architects, 1963

Brice Building Company, builder, 1963

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:

Forsyth County Public Library, Winston-Salem

North Carolina State University, Special Collections Library,
Raleigh, N. C

Camel City Coach Company - Atlantic/Southern Greyhound Lines Garage
Name of Property

Forsyth County, NC
County and State

10. Geographical Data

Acreage of Property Approximately 1.2 acres

See Latitude/Longitude coordinates continuation sheet

UTM References

(Place additional UTM references on a continuation sheet.)

1
Zone Easting Northing
2

3
Zone Easting Northing
4

☒ 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 Heather Fearnbach
organization Fearnbach History Services, Inc. date 6/17/2025
street & number 3334 Nottingham Road telephone 336-765-2661
city or town Winston-Salem state NC zip code 27104

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 Tuwella, LLC, c/o Charlie Key
street & number 197 Haywood Drive telephone 336-909-0559
city or town Advance state NC zip code 27006

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 listing. 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 20303.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage
Forsyth County, NC

Section 7. Narrative Description

The garage is rotated approximately thirty degrees from true cardinal direction alignment. However, for the purposes of this document the narrative is written as if the building has true east-west orientation with the primary façade facing west.

Setting

The Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage is located in what was once an industrial area flanked by Salem and West Salem south of downtown Winston-Salem's commercial center. The one-story, low-front-gable-roofed, painted-brick building occupies the north section of a 1.2-acre tax parcel bounded by South Marshall Street to the west, West Salem Avenue to the south, and Salem Creek Greenway to the east. The primary façade faces west. The north elevation abuts the south elevation of the Bahnson Company Building, which is at higher elevation. To ameliorate the grade differential west of the buildings, a stone retaining wall extended from the garage's northwest corner to the municipal sidewalk lining South Marshall Street. However, much of the wall collapsed when the circa 1973 west warehouse addition was demolished around 2020. On the north side of the tall chain-link fence that secures the garage parcel, a mid-twentieth-century formed-concrete retaining wall supports the south end of the Bahnson Company Building's southwest parking lot.

Concrete pavement fills the area between the garage's west wall and the sidewalk and spans the south elevation. The remainder of the lot is asphalt-paved. Sliding chain-link gates at the parking lot's southeast and southwest corners facilitate egress. East of the fence, Salem Creek Greenway, a grass-bordered concrete-paved municipal trail, borders Old Salem Road's west side. Municipal sidewalks span the parking lot's south and west edges.

The 2003 Old Salem Visitor Center stands north of the Bahnson Company Building. Southeast of the visitor center, a heavy-timber-frame covered bridge erected in 1998 spans Old Salem Road, a busy four-lane thoroughfare that provides a direct conduit to downtown. Although this corridor is mixed-use, most properties in the immediate vicinity have a commercial function. The area has been the focus of a concerted public and private-sector endeavor to create a dynamic southern gateway into downtown to the north. Traffic calming measures include a 2005 roundabout southeast of the garage at the Old Salem Road and West Salem Avenue intersection.

Neighboring historic buildings include the two-story, brick, circa 1920 commercial/industrial building at 901 South Marshall Street northwest of the Bahnson Company Building. Further northwest at 845 South Poplar Street, the two-story, brick, 1929 Coca-Cola Bottling Plant's red terra-cotta tile roof conveys a Mediterranean Revival-style aesthetic. The plant and its 1938, 1947, 1948, 1955, and 1965

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 7 Page 2Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage
Forsyth County, NC

additions occupy a one-acre corner parcel at the West Walnut Street intersection. The complex is undergoing rehabilitation to house a bakery, three restaurants, event venue, offices, and short-term accommodations.

Building Evolution

The Winston-Salem architecture firm Northup and O'Brien rendered drawings for the garage in August 1927. The brick and steel structure featured pointed parapets, a low-front-gable roof, skylights, multi-pane steel sash, and three large wood garage doors, two on the west elevation and one centrally placed on the east elevation. The interior was open with the exception of a storage room and office in the southwest corner, break room and two small bathrooms in the northwest corner, and workshop spanning the east elevation. Two inspection pits were perpendicular to the north wall near the workshop. The bus wash was east of the northwest restroom.¹

By 1940, a one-story L-shaped structure with a metal shed roof, likely a loading dock/equipment shed, projected from the east elevation's north section.² The structure was demolished in late 1962 to allow for the 1963 construction of the addition comprising a two-story concrete-block section and a one-story, L-shaped, concrete-block warehouse that extends from the garage's east elevation. Alterations to the 1927 building included fenestration changes; office and storage, break and bathroom removal; and inspection and grease pit fill. A bus-washing stall was erected at the southwest corner and a small restroom was constructed adjacent to the north wall. Two inspection pits with diagonal orientation were excavated in the northeast corner. The exterior was painted gray with running greyhounds, the company's logo, on the west elevation. By 1965, another one-story concrete-block warehouse had been constructed east of the 1963 warehouse.³

The garage and office maintained its original function until 1968, the end of the period of significance. Soon after Salem Automotive Warehouse, Inc. acquired the property in January 1969, the concern added tall steel shelving units along wide aisles. The one-story, corrugated-metal-sheathed, steel-frame, warehouse that abutted the garage's west elevation was constructed around 1973. The 1977

¹ Northup and O'Brien, "Camel City Bus Company," Sheets 1 and 3, August 16, 1927, Northup and O'Brien Architectural Records, MC 00240, Special Collections Research Center, North Carolina State University Libraries, Raleigh, N. C.

² Sanborn Fire Insurance Company, "Winston-Salem, North Carolina," Volume 1, Sheet 43, 1917, updated 1950 and 1957; EDR Historical Aerial Photos, 1940 and 1948; Frank Jones, *Winston-Salem Journal* photographer, southeast oblique, September 1958 (image number uzz_daf_05745), Forsyth County Public Library Photograph Collection, North Carolina Room, Central Branch.

³ Greer, Holmquist, and Chambers, "Alteration/Additions to Greyhound Garage," December 1962 drawings, Winston-Salem-Forsyth County Planning Department; "Expansion Planned," *Twin City Sentinel* (hereafter abbreviated *TCS*), January 22, 1963, p. 3; Mamie H. Brady, "Greyhound Completes Expansion," *TCS*, September 28, 1963, p. 18; 1966 aerial photograph, Forsyth County GIS.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage
Forsyth County, NC

exterior modifications are detailed in the narrative description. On the interior, partition walls were erected in the 1927 building's south bay to create an entrance vestibule and a customer service and retail sales venue with a long counter and product displays. A wall was constructed at the east end of the bus-washing stall, which became a storeroom. In 1988, the space between the salesroom and storeroom was subdivided and finished to create two offices and a break room. The 1963 addition's first and second-story parts storage, locker, and break rooms were converted to offices in 1977. The 1977 and 1988 rooms had gypsum-board, vertical-board, peg-board, and faux-wood paneling sheathed walls, vinyl-composition tile floors, and dropped aluminum-frame acoustical-tile ceilings with fluorescent lighting panels. In the open warehouse, a steel-frame mezzanine with metal-grate floor panels was installed atop steel shelving storage in 1986. Steel steps with steel railings led to the mezzanine. Central sections of three trusses were cut out in 1991 to create a passage through the mezzanine.⁴ Post-1968 interior partition walls and the west circa 1973 warehouse were removed around 2020.

Exterior

The one-story, low-front-gable-roofed, rectangular garage is approximately 150 feet long and 104 feet wide. The 1927 structure comprises load-bearing brick walls and a riveted steel-truss roof system supported by steel I-beams. The east and west walls rise to pointed parapets and the north and south elevations to flat parapets, all capped with terra-cotta coping. The flat-roofed, concrete-block, 1963 east addition encompasses a two-story office block and a one-story warehouse. The longer east warehouse erected around 1965 projects further south than the west warehouse and office block. All exterior walls have been painted.

The west elevation originally encompassed, from north to south, three steel-frame sixteen-pane sash with central eight-pane hoppers; two wide garage doors with four vertical-board base panels and four six-pane windows; a single-leaf door with a two-vertical-panel base, nine-pane upper section, and three-pane operable transom; and two windows like the west sash. (Exhibits A and B) The north window was removed and the opening was filled with brick circa 1977. The windows in the second and third bays from the north end remain in openings with steel lintels and slightly projecting header-course sills. The wire glass is in poor condition. In 1963, the north garage door opening was enclosed with brick and a single-leaf wood door was inserted between the original garage door openings. The south garage door, single-leaf door, and two windows were replaced with two roll-up, thirty-six-panel, redwood doors. The south door remains, with replacement OSB-board panels. The north door opening was partially enclosed with concrete block and a narrower aluminum roll-up door during the

⁴ 1966, 1972, and 1974 aerial photographs, Forsyth County GIS; Charles A. Key Jr., telephone conversation with Heather Fearnbach, June 22, 2025.

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late twentieth century. Short painted concrete bollards with pointed tops flank the garage door openings. (Photograph 1)

Northup and O'Brien's drawings of the north and south elevations do not survive. However, the floor plan indicates that the walls were blind. The north elevation remains windowless due to its proximity to the Bahnson Company plant's south elevation. The south wall has been altered. The single-leaf door near the west end that opens into the bus wash was added in 1963. The remaining modifications occurred around 1977. Three tall, narrow, aluminum-frame, single-pane, plate-glass windows pierce to the wall near its center. At the primary entrance to the east, a shallow, pent, metal canopy shelters the aluminum-frame single-leaf door, two-section sidelight, and short rectangular transom. Two wide aluminum-frame plate-glass windows flank the entrance. A one-story, flat-roofed, concrete-block, 1963 utility room with a double-leaf door projects from the south elevation's east bay. (Photograph 2)

As originally drawn, the east elevation was symmetrical. A central garage door with four vertical-board base panels and four six-pane windows was flanked by a steel-frame twenty-pane sash with central eight-pane hoppers. Three pairs of matching sash filled the six north and south bays. (Exhibits C and D) In 1963 the south four windows were replaced with two roll-up, thirty-six-panel, redwood garage doors later modified with OSB-board panels. Short painted concrete bollards with pointed tops flank the garage door openings. A single-leaf flat-panel door was added at what was the south end of the garage door opening. The 1963 addition encapsulates the rest of the wall. Garage door and window openings were filled with brick around a square window and single- and double-leaf doors. Further north, an opening was cut in the wall's upper section to provide access to the addition's second-floor corridor. (Photograph 3)

The 1963 addition is substantially intact. Five tall, aluminum-frame, four-horizontal-pane windows with two-pane central hoppers pierce the office's south elevation. The fenestration is irregular, with the three second-story windows being slightly west of the first-story windows rather than directly above them. The shorter east first-story window opening contains a replacement aluminum-frame, single-pane, plate-glass window. In the north bays of the east elevation's second-story, three aluminum-frame, three-horizontal-pane windows with central one-pane hoppers illuminate the men's locker room. To the south, a matching window lights the women's locker room. Two corrugated-metal roll-up service doors secure the relatively narrow service bays of the 1963 and 1965 warehouses. (Photograph 4)

In the 1927 garage, thick roof decking boards span wood joists supported by steel trusses and beams. Many of the twenty-three large rectangular skylight openings have been filled with wood roof decking or vents. Ten skylights are original. The 1963 and 1965 addition roof systems comprise steel beams and corrugated-metal decking. In all sections, single-ply thermoplastic polyolefin (TPO) roofs are in

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fair condition. Exhaust vents pierce the roofs. Aluminum gutters and downspouts control water run-off.

Interior

The garage's structural system is exposed on the interior. Riveted steel trusses supported by steel I-beams span the bus service area's entire width, allowing for an open plan lit by skylights. The brick walls have been painted. The poured-concrete floor is unfinished. Five square floor drains remain. Wood planks cover three long three-foot deep inspection pits in the floor's north and southeast sections. (Photographs 5-9)

The southwest bus-washing stall's painted-concrete-block 1963 north wall remains. Gray-glazed ceramic-tile covers the south face. (Exhibit F) Partial-height painted concrete-block walls enclose the small restroom abutting the north wall near its west end. The frame walls of the restrooms in the southeast corner are sheathed with painted wood paneling (north and south walls), pegboard and unpainted wood paneling (west wall), and unpainted wood siding (east wall).

During the early 1970s, tall steel shelving units were installed along wide aisles. A steel-frame mezzanine with metal-grate floor panels was added atop the shelves in 1986 to increase storage capacity. Steel steps with steel railings led to the mezzanine. Central sections of three trusses were cut out in 1991 to create a passage through the mezzanine. On either side of the passage, steel posts extended through the shelving to carry the roof load. Steel bracing was also added above the opening. The shelving, mezzanines, and offices, break room, and customer service area that abutted the south wall were removed circa 2020.

The first floor of the 1963 addition's two-story block originally contained two storage rooms accessed via single- and double leaf steel doors with glazed upper sections on the garage's east wall north of the exterior single-leaf door. The larger north room was most recently a conference room; the south room an office. Exterior and load-bearing interior walls are painted concrete block. Faux wood paneling, commercial-grade carpeting, and suspended aluminum-frame ceiling grids with acoustical tiles and fluorescent lighting panels were installed in 1977. Light-wood-veneered hollow-core doors secure most rooms, although a few steel doors hang in utilitarian steel frames. ((Exhibit F, Photograph 10)

Steel steps with a metal-pipe railing rise in a straight run from the garage's northeast corner to the 1963 addition's second-floor entrance. Offices (originally a south break room and north men's locker room) flank the central east-west corridor. Walls are painted concrete block with the exception of some circa 1977 faux-wood paneling in the offices. Gypsum board and acoustical tiles cover ceilings. Some ceiling-mounted linear fluorescent lighting is original; the remainder was installed in the late 1980s.

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Commercial-grade carpeting and vinyl-composition tile sheathe the floors. ((Exhibit G, photographs 11-12))

In addition to offices, utility, and storage rooms, the second floor encompasses a sizable men's locker room and much a smaller women's locker room. A three-section men's locker room occupies the northeast corner. Square, gray-glazed ceramic tiles cover each wall's full height. Small light-and-dark gray square and rectangular basketweave tiles cover the floor. An east-west corridor lined with showers links a west room containing a long porcelain-enameled sink with four faucets to the toilet room entrance at the hall's southeast corner. The toilet room to the south contains three stalls enclosed with steel partitions and doors as well as three white porcelain urinals. The women's locker room has one sink, toilet, and shower.

In each of the two east warehouses, the structure—concrete-block walls, poured-concrete floors, steel beams and corrugated-metal roof decking—is exposed. (Photograph 13)

Integrity Statement

Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage possesses the seven qualities of historic integrity—location, setting, feeling, association, design, materials, and workmanship—required for National Register designation. The building maintains integrity of location, setting, feeling, and association as it remains on its original site in a commercial/industrial area. Its initial function as a garage remains evident. The 1963 modifications to the interior and east and west elevations and construction of the rear addition occurred within the period of significance and were necessary to facilitate bus maintenance and service. Integrity of design, materials, and workmanship is reflected in 1927 characteristics including load-bearing brick walls, a riveted steel-truss roof system supported by steel I-beams, two steel-frame sixteen-pane sash on the west elevation, and a predominantly open interior. Alterations made to the 1927 building in 1963 such as fenestration and garage door changes and construction of the bus washing stall's painted-concrete-block 1963 north wall sheathed on the south face with gray-glazed ceramic-tile remain. The two-story 1963 addition's floor plan, bathrooms, and aluminum-frame, horizontal-pane windows with hoppers are intact. The 1963 and 1965 warehouses have not been modified. The 1977 alterations to the garage's south elevation do not significantly diminish overall integrity. The circa 2020 removal of all post-1968 interior partition walls and shelving restored the open plan. The 1927 trusses will be repaired in conjunction with the building's pending rehabilitation.

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Section 8. Statement of Significance

The Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage is locally significant under Criterion A for transportation due to its integral role in the operation of Winston-Salem, North Carolina's largest intercity bus companies. Camel City Coach Company, established in December 1925 by entrepreneur John Lash Gilmer and a consortium of local investors, commenced service on January 19, 1926, with twenty employees, six seventeen-passenger vehicles, and two routes. The concern maintained buses at its garage on South Liberty Street until rapid growth necessitated a larger building with ample parking. Camel City Coach Company thus engaged the Winston-Salem architecture firm Northup and O'Brien to design the one-story, low-front gable-roofed, brick, South Marshall Street garage erected by Frank L. Blum Construction Company in fall 1927. Also that year, the concern began utilizing a new bus station in the Masten Building that spanned Cherry and Marshall Streets between Fourth and Fifth Streets. Bus maintenance and repair undertaken at the South Marshall Street garage facilitated safe, reliable service that garnered repeat ridership, fueling the company's growth to three-hundred-employee, 165-bus operation with routes in five states by 1930. Camel City Coach Company and Charleston, West Virginia-based Blue and Gray Transit Company merged in December 1929 to create National Highway Transport Company, which was reorganized as Atlantic Greyhound Lines in early 1930. Camel City Coach Company retained its name until March 1932, when it incorporated as Atlantic Greyhound Lines of North Carolina. Greyhound Corporation became the company's majority stockholder in 1936. Its Atlantic and Southeastern divisions merged as Southern Greyhound Lines in December 1960. Although the company undertook a comprehensive renovation and expansion of the South Marshall Street garage in 1963, the facility was closed on May 15, 1968, and mechanics reassigned to Charleston, West Virginia, and Columbia, South Carolina. The building's period of significance begins in 1927 and continues until 1968, when it ceased to function in its original capacity. The Camel City Coach Company – Atlantic/Southern Greyhound Garage is Winston-Salem's only surviving early-twentieth-century bus maintenance and repair garage associated with the operation of intercity bus companies.

Transportation Context

Salem, the Moravians' central congregation town, was established in 1766, and Winston, to the north, became Forsyth County's seat in 1849 and received its name in 1851. The *People's Press* reported that the county's inhabitants remained at a distinct disadvantage through the early 1850s because they had no reliable means of connection with distant merchants and tradesmen. State leaders promoted initiatives to improve transportation networks that would allow farmers and other entrepreneurs to sell their products at the region's major markets including Fayetteville and Salisbury, North Carolina;

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Charleston, South Carolina; and Petersburg, Virginia.⁵ The Fayetteville and Western Plank Road's extension to Salem in 1852 and Bethania in 1854 greatly facilitated this effort and spurred development along the route.

Salem and Winston grew slowly but steadily until 1873, when a twenty-eight-mile-long North Western North Carolina Railroad spur line connected Winston and Greensboro. Manufacturing production burgeoned as ambitious industrialists erected mills and factories in close proximity to the railroad. Passengers enjoyed increased service, which was a much more expedient and reliable option than carriage or wagon travel on unpaved roads. Most thoroughfares remained unpaved until tax revenue generated by industrial growth funded late-nineteenth-century enhancements. Some streets then received brick, cobblestone, or macadam surfaces, and contractors laid square granite blocks on Winston's most heavily trafficked corridors. Availability of a consistent electric power source also stimulated transportation initiatives. The Electric Light and Motive Power Company, led by president W. A. Whitaker, erected a \$25,000 Fifth Street plant in 1887. Winston followed Asheville to become, in 1890, the state's second municipality to install electric streetcar lines. Pioneering electrical inventor Thomas A. Edison supported the undertaking and visited Winston to celebrate the railway's opening.⁶

Streetcars remained the most dependable means of local transportation until Henry Ford's 1908 introduction of the Model-T Ford. Americans' rapid adoption of automobile culture spurred hard-surface road construction throughout the nation. Winston and Salem's paved streets proliferated from 4.2 miles in 1910 to 10.56 miles by 1915 and 28.80 miles in 1920. Road improvements also facilitated bus travel. Buses, which operated more flexible routes than streetcars and eased congestion, became a primary means of public transit. Beginning in 1912, O. A. Kirkman transported up to sixteen passengers between Winston and High Point in Model-T buses and a large steam-powered car. Tom Caudle operated a bus route to Wilkesboro by 1915, when W. S. Shouse initiated service to Yadkinville. The two-story Mediterranean Revival-style bus station next to the Hotel Zinzendorf on Main Street served an average of fifty passengers daily in 1915. For transportation within the city during this period, African American entrepreneurs including construction company owner E. E. Richardson offered jitney service in converted Model-T Fords.⁷

⁵ Michael Shirley, *From Congregation Town to Industrial City: Culture and Social Change in a Southern Community* (New York: New York University Press, 1994), 115.

⁶ Macadam is compacted crushed stone bound with tar. *People's Press*, September 1, 1887, and July 17, 1890; *Wachovia Moravian*, September and November 1896; D. P. Robbins, *Descriptive Sketch of Winston-Salem, Its Advantages and Surrounding, Kernersville, Etc. Compiled under Auspices of the Chamber of Commerce* (Winston, N. C.: Sentinel Job Print, 1888), 22; Manly Wade Wellman, *Winston-Salem in History*, Vol. 6: *Government* (Winston-Salem: Historic Winston, 1976), 23.

⁷ Lawrence, Major A. R., compiler. *Winston-Salem, North Carolina: Booklet No. IV* (Winston-Salem: Industrial Commission of Winston-Salem, 1930), 30; *Winston-Salem Journal and Sentinel* (hereinafter abbreviated *WSJS*), May 8, 1949, p. F10; Bill East, "Do You Remember," *TCS*, October 21, 1959, p. 7.

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Winston and Salem's municipal consolidation in 1913 formalized a symbiotic relationship that had been in place for many years as leaders from both communities joined forces in business endeavors, development initiatives, and infrastructure improvements. Successes in banking, commerce, and manufacturing subsidized road, building, and neighborhood construction as the twin city grew to become North Carolina's largest and wealthiest metropolis in 1920. The subsequent decade brought significant transportation improvements, including myriad hard-surface roads. Three railroads—the Southern, the Norfolk and Western, and the Winston-Salem Southbound—served the city in 1926, when the Beaux Arts passenger depot designed by the New York architectural firm of Fellheimer and Wagner opened. Air traffic escalated after Miller Municipal Airport's 1927 creation in anticipation of Charles Lindbergh's planned stop on the tour following his solo trans-Atlantic flight.⁸

Camel City Coach Company

Capitalizing on the booming economy and a rapidly expanding state and federal highway system, John Lash Gilmer and a contingent of Winston-Salem investors chartered Camel City Coach Company in December 1925.⁹ John L. Gilmer was the company's president. The executive board further comprised vice president William Grant Tennille (manager of the Robert E. Lee Hotel), secretary Richard Gordon Stockton, and treasurer Clarence Theodore Leinbach. Stockton and Leinbach were Wachovia Bank and Trust Company vice presidents. The bus line commenced service on January 19, 1926, initially traveling between Winston-Salem and Charlotte via Statesville and Winston-Salem and Martinsville, Virginia, in six seventeen-passenger vehicles with three daily runs totaling about 2,700 miles. The concern employed twenty men. Within a year, the company acquired six other Winston-Salem bus lines, each of which had a single destination: Greensboro, High Point, Lexington, Mount Airy, North Wilkesboro, or Salisbury. Camel City Coach Company employees operated thirty-nine buses and transported between twelve and fifteen hundred passengers daily by December 1926. The concern maintained buses at its garage on South Liberty Street near the fire station. Routes to South Carolina and Georgia were announced conjunction with the October 1927 opening of a new bus depot

⁸ Lawrence, *Winston-Salem, North Carolina: Booklet No. IV*, 22.

⁹ The Gilmer family had previously invested in endeavors including general merchandise stores, auto dealerships, and commercial and residential real estate development. John Lash Gilmer attended the University of North Carolina for three years before returning to Winston in 1893 to operate a general store with his father John Eli Gilmer and brother Powell Gilmer. As the family's business prospered, they chartered Gilmer Brothers Company, a dry goods purveyor, in the fall of 1900 with \$150,000 in capital stock. John L. Gilmer later invested in Inverness Mills with Hugh Chatham and N. Sullivan Booe. Powell Gilmer invested in Camel City Coach Company. Annie Lee Singletary, "Bus Pioneer," *TCS*, January 4, 1947, p. 3; "John. L. Gilmer, Bus Executive, Dies," *TCS*, January 31, 1947, p. 1; "Powell Gilmer," *TCS*, August 3, 1945, p. 1.

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designed by the Winston-Salem architecture firm Northup and O'Brien. The Masten Building spanned Cherry and Marshall Streets between Fourth and Fifth Streets.¹⁰

After purchasing a lot on South Marshall Street's east side from H. W. and Emma C. Spaug on August 20, 1927, Camel City Coach Company commissioned Northup and O'Brien to design a one-story, brick, 14,700-square-foot bus maintenance garage. Frank L. Blum Company commenced construction in October 1927 and completed work at a cost of approximately \$60,000 in mid-December. The utilitarian, low-front-gable roofed, brick and steel building featured large steel-frame multi-pane windows and paneled wood garage doors with glazed upper sections. Riveted steel trusses supported by steel I-beams span the bus service area's entire width, allowing ample room to maneuver large vehicles through cleaning and repair stations. J. A. Bland managed white and African American staff who serviced the forty-nine bus fleet. Well-maintained vehicles were an essential component of the company's success, as drivers including Walter S. Shouse averaged 150 miles of daily travel.¹¹

Winston-Salem began building a system of roads to serve developing areas and mitigate traffic congestion in 1930. That year, contractors paved 140 miles of municipal streets. These initiatives and ongoing state and federal highway expansion benefited Camel City Coach Company, which was affiliated with four other bus lines by 1930: Old Dominion Stages, headquartered in Roanoke, Virginia; Asheville-based Skyland Stages; Blue and Gray Transit Company of Charleston, West Virginia, and Charlotte-based Queen City Coach Company. At year-end, three hundred employees coordinated Camel City Coach Company 165-bus Winston-Salem operation. The company's maintenance network included garages in Columbia, South Carolina, and Augusta, Georgia. Its longest route, 1,140 miles from New York City to Jacksonville, Florida, via Winston-Salem with numerous stops, required collaboration with Greyhound Lines. New buses with reclining seats and headrests provided a more comfortable experience during the forty-six-hour journey.¹²

¹⁰ "Camel City Coach," *TCS*, December 22, 1925, p. 13, and January 29, 1926, p. 1; "Thirty-Nine Busses," *TCS*, December 18, p. C1; "Mrs. P. R. Masten," *Winston-Salem Journal* (hereinafter abbreviated *WSJ*), January 28, 1927, p. 13; "Formally Open," *WSJ*, October 27, 1927, p. 7; "Camel City Coach," *WSJ*, June 1, 1928, p. 13; Ernest H. Miller, *Miller's Winston-Salem, North Carolina City Directory, 1928* (Asheville: Ernest H. Miller, December 1927), 210; "Camel City Coach Grows," *WSJS*, November 2, 1930, p. D8; "New Bus Station," *WSJ*, October 25, 1927, p. 15.

¹¹ Camel City Coach Company paid five thousand dollars for the lot, which was designated as number 238 on Elias A. Vogler's 1876 "Map of Salem and Winston." The original address was 935 South Marshall Street. Forsyth County Deed Book 282, p. 24; Northup and O'Brien, "Camel City Bus Company," Sheets 1 and 3, August 16, 1927, Northup and O'Brien Architectural Records, 1917–1980, North Carolina State University, Special Collections Library, Raleigh, N. C.; *Miller's Winston-Salem, North Carolina City Directory, 1928*, 210; "Award Contract," *TCS*, September 27, 1927, p. 3; "New Quarters," *WSJ*, December 18, 1927, p. D1; "Bus Driver," *WSJ*, May 20, 1928, p. 8.

¹² "Camel City Co. Buys New Line," *TCS*, January 1, 1929, p. 8; "New York-Florida Bus Line," *TCS*, February 12, p. 1; "Camel City Coach Co. Grows," *WSJS*, November 2, 1930, p. D8.

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Atlantic Greyhound Lines

John L. Gilmer and Blue and Gray Transit Company owner Arthur Hill partnered in December 1929 to form the National Highway Transport Company, consolidating the capital stock of both enterprises. The entity began offering bus service under the trade name Atlantic Greyhound Lines in early 1930. Camel City Coach Company retained its corporate name until March 1932, at which time it became Atlantic Greyhound Lines of North Carolina. The Winston-Salem division extended its service area to eleven states by 1934, transporting approximately 190,000 passengers each month on lines running south to Jacksonville, Florida, and north and west to destinations including Danville, Roanoke, and Richmond, Virginia; Washington, D. C.; Hagerstown, Maryland; Boston, Massachusetts; New York, New York; Charleston, West Virginia; Bristol, Knoxville, Nashville, and Memphis, Tennessee; Louisville, Kentucky; St. Louis, Missouri; Pittsburgh, Pennsylvania; and Columbus and Cincinnati, Ohio. Greyhound Corporation became the company's majority stockholder in 1936.¹³

Other Winston-Salem bus operators provided transport within Winston-Salem. The African American-owned Safe Bus Company was chartered in May 1926 following an organizational meeting attended by twenty-one Black jitney owners. Beginning in June, thirty-five buses ran regular routes between downtown and neighborhoods to the north and east. By 1935, seventy-five employees coordinated the operation of a forty-two-bus fleet that served approximately eight thousand passengers daily. Safe Bus Company then occupied a three-story brick office and garage that spanned the block between Third, Fourth, and Maple Streets.¹⁴ Bus service for the city's residents increased in 1934, when Southern Public Utilities Company, Duke Power's sales branch, reduced its Winston-Salem streetcar coverage area and expanded its bus fleet. By December 1936, the company had replaced all of its streetcar lines with bus routes.¹⁵

Atlantic Greyhound Lines promoted its progressive image through the construction of buildings such as Winston-Salem's 1942 Union Bus Depot fronting Cherry Street about 150 south of the 1927 bus station. The 39,000-square-foot depot, erected at cost of \$200,000, the largest in North Carolina, spanned the block to Marshall Street.¹⁶ The streamlined Art Moderne-style edifice, designed by

¹³ Forsyth County Corporation Book 8, p. 25. In 1914, Hibbing, Minnesota resident, Carl Eric Wickman, formerly a mine drill operator and car salesman, established a bus service that became Greyhound Lines, Inc. "Greyhound Lines, Inc." *International Directory of Company Histories*, Vol. 32 (Detroit, Michigan: St. James Press, 2000).

¹⁴ Safe Bus, Inc., "Safe Bus, Inc., 9th Anniversary, 1926-1935," brochure, "Winston-Salem: Bus Transportation" vertical file, North Carolina Room, Forsyth County Public Library, Central Branch; W. D. Wallace, "A Negro Bus Line of 42 Buses," *The State*, June 29, 1935, p. 7; "Steady Growth Shown Here by Safe Bus, Inc.," *WSJ*, December 22, 1940.

¹⁵ Lawrence, *Winston-Salem, North Carolina: Booklet No. IV*, 5; Lawrence, *Winston-Salem, North Carolina: Booklet No. II*, 2, 14-16, 25; City of Winston-Salem Directing Board meeting minutes, Book 23, p. 283, Book 24, pp. 55 and 436.

¹⁶ Walter R. Turner, "Coming Home: The North Carolina Bus Companies that Became Part of Trailways and Greyhound," *The North Carolina Historical Review*, Vol. XC, No. 4 (October 2014), 368-369.

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company architect George D. Brown of Charleston, West Virginia, was one of the first in Winston-Salem to reflect a Modernist architectural influence. The façade conveyed speed and energy, emulating industrial designer Raymond Loewy's fluted aluminum "Silversides" Greyhound motor coach through the use of popular mid-twentieth-century building materials.¹⁷ The exterior manifested the company's trademark blue-and-white color scheme with its banded white porcelain-enameled-steel panels sheathing on the second story and blue structural glass tiles covering the storefront. Aluminum-framed and glass block windows wrapped around curved corners, further distinguishing the building from its more traditional neighbors. A tall neon sign emblazoned with the Greyhound name and running dog logo rose from the flat-roofed, semicircular canopy that surmounted the entrance.

By 1944, three interstate bus lines—Atlantic Greyhound, Piedmont Coach, and Pan American—served Winston-Salem. Atlantic Greyhound remained the largest operation, with a division office at Union Bus Depot and the South Marshall Street bus storage and maintenance facility. The garage serviced one hundred Winston-Salem-based buses used for 140 daily routes. Up to seventy-five buses could be cleaned, inspected, repaired, and refurbished in a day. The fleet was replenished with 150 new vehicles in 1947. In January of that year, Atlantic Greyhound's Winston-Salem division employed approximately 220 people at its terminal and maintenance garage and 180 drivers.¹⁸

Duke Power operated eighty percent of the city's local bus routes through 1954. In May 1955, Winston-Salem City Coach Lines, affiliated with Jacksonville-Florida-based City Coach Lines acquired the Duke Power franchise. Safe Bus Company then served approximately twenty percent of Winston-Salem's bus-riding constituency, primarily transporting African American passengers. By 1958, Forsyth Transit Lines, Piedmont Coach Lines, and Queen City Trailways offered intercity service.¹⁹

All benefited from ongoing road and highway improvements to address deficiencies resulting from years of deferred maintenance. Between 1951 and 1954, the North Carolina State Highway Commission subsidized the repair, widening, reconstruction, and relocation of 1,111 miles of primary

¹⁷ "Twin City's New Bus Terminal," *TCS*, August 10, 1942, p. 11. Greyhound commissioned Raymond Loewy to update its corporate image in 1934, the same year he agreed to work with Sears, Roebuck, and Company to reconfigure the Coldspot refrigerator and the Pennsylvania Railroad to streamline its train car bodies and interiors. General Motors began manufacturing Loewy's "Silversides" bus in 1940, halted production when World War II escalated, and fulfilled Greyhound's approximately \$39 million order of over fifteen hundred motor coaches of that design in 1946. Raymond Loewy Archive, "Collection Overview," Hagley Museum and Library, Wilmington, Delaware, <https://findingaids.hagley.org/repositories/3/resources/993> (accessed June 2025)

¹⁸ "Brief and Exhibits of City of Winston-Salem and Forsyth County before the Civil Aeronautics Board," 1944, p. 4, "Winston-Salem: Transportation" vertical file, North Carolina Room, Forsyth County Public Library, Central Branch, Winston-Salem; "Greyhound Has Huge Servicing Organization," *TCS*, August 10, 1942, p. 11; Annie Lee Singletary, "Bus Pioneer," *TCS*, January 4, 1947, p. 3

¹⁹ *Miller's Winston-Salem City Directory*, 1958; "Dixie Bus Company at a Crossroads," *Ebony*, 1965, p. 71.

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routes. During the mid-1950s, State Highway Commission engineers worked with the City of Winston-Salem to plan a transportation network that would facilitate access to the proposed Interstate 40 and US Highway 52 corridors and the rapidly developing residential, commercial, and industrial areas on the municipality's outskirts. Planners delineated the Silas Creek, Peters Creek, and University Parkway alignments as a means to more efficiently move traffic throughout the city. The first sections of Interstate 40 and University Parkway opened in 1958. That year, contractors completed portions of eight Forsyth County highway projects budgeted at over \$14 million.²⁰

Planners also attempted to mitigate downtown traffic congestion. After a 1959 study rated only forty-four percent of central Winston-Salem structures as "adequate," officials began implementing a dramatic transformation of the city's thirty-five-block core. City leaders planned a new convention center, office buildings, parking garages, a pedestrian mall, and other improvements at an estimated cost of more than \$100 million. Most bus companies relocated terminals and garages as part of the redevelopment initiative. Safe Bus Company maintained its offices and garage at 705 North Third Street until all of the buildings in that block were razed in 1965 to allow for the 1966 Wachovia Building's construction. The company then operated from offices and a garage at Hobson and Dean Streets. Piedmont Coach Lines, established in 1957, occupied a new one-story brick, steel, and concrete-block garage at 3636 Glenn Avenue in February 1967. City Coach Lines operated from a one-story brick building at 530 North Cherry Street from around 1956 until moving to 840 North Liberty Street in January 1968. The North Cherry Street structure was soon demolished as part of the block's clearance to serve as the convention center site.²¹

Southern Greyhound Lines

Greyhound Corporation's Atlantic and Southeastern divisions merged as Southern Greyhound Lines in December 1960. The company invested in existing facilities throughout its service area, which extended from Pennsylvania to Florida in ten states. In Winston-Salem, Brice Building Company of Birmingham, Alabama, executed an approximately \$36,000 1962 update of Union Bus Station on Cherry Street. The contractor completed a \$73,000 renovation and expansion of the South Marshall Street garage in September 1963. The architecture firm Greer, Holmquist, and Chambers, also based in Birmingham, rendered drawings for both projects. The 1927 garage was modified to meet current needs and a concrete-block addition was built at the garage's east. The two-story block encompassed a first-floor parts department and second-floor employee lockers, bathrooms, and a breakroom, while the one-story section was a tire warehouse. The parking lot was paved to accommodate around forty

²⁰ John Harden, *North Carolina Roads and Their Builders*, Vol. 2 (Raleigh: Edwards and Broughton Company, 1966), 19, 23; Gene Whitman, "Interstate Expressway," *TCS*, November 18, 1960, pp 1 and 8.

²¹ Tise, Larry Edward. *Winston-Salem in History*, Vol. 9: *Building and Architecture* (Winston-Salem: Historic Winston, 1976), 49; "No Bus Boycott in Winston-Salem," *Ebony*, January 1959, p. 18; "Piedmont Coach Moves," *TCS*, February 4, 1967; "Bus Line to Move Quarters," *TCS*, January 19, 1968.

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buses. Upon completion, facility superintendent C. H. Poff reported that employees serviced approximately twenty-five buses daily. The standard process encompassed washing, refueling, and a complete inspection at a station with a floor pit. Skilled mechanics repaired and refurbished buses as needed. A second one-story warehouse was erected around 1965.²²

Southern Greyhound Lines served fifteen states and the District of Columbia by 1968. The North Carolina regional office was located in Winston-Salem, where the company had 130 employees, 110 of whom were bus drivers. Despite the concern's recent investment in the South Marshall Street garage, the facility was closed on May 15, 1968. Prior to closure, mechanics and assistants serviced approximately five hundred buses a month. The company reassigned supervisor T. J. Shelby and twenty-six staff to locations including Charleston, West Virginia; Columbia; and Atlanta. Piedmont Coach Lines assumed bus washing and cleaning duties. Southern Greyhound Lines maintained the Winston-Salem administrative office and 122 locally based employees including two mechanics for emergency repairs.²³ The Winston-Salem Transit Authority (WSTA), created in 1968, considered purchasing the South Marshall Street garage for use as a terminal, but ultimately decided against it.²⁴

Downtown's transformation continued through the 1970s. In June 1972, Southern Greyhound Lines commenced building a bus terminal on 7.3 acres in the northwest quadrant of the US Highway 52 and Interstate 40 interchange. Developers demolished the adjacent 1942 Greyhound bus station, K&W Cafeteria, Robert E. Lee Hotel, and parking garage in 1972 in order to allow for the construction of a new hotel complex between Fourth and Fifth Streets.²⁵

In January 1969, Southern Greyhound Lines sold the property to Salem Automotive Warehouse, Inc., incorporated by Charles A. Key and Charles K. Spach in January 1966. The transaction included a provision allowing Southern Greyhound Lines to retain use of a portion of the lot for bus parking. The building became a storage facility for Salem Automotive Warehouse, which had a retail store at 1033 South Main Street. Key and Spach also operated Auto Supply Company, organized in January 1954, at 30 West Salem Avenue. Key purchased Spach's interest in both businesses and reorganized Salem Automotive Warehouse as Key Parts, Inc. in 1972. He established Auto Paint and Equipment

²²"Greyhound Bus Headquarters," *TCS*, December 17, 1960, p. 7; "Expansion Planned," *TCS*, January 22, 1963, p. 3; Mamie H. Brady, "Greyhound Completes Expansion," *TCS*, September 28, 1963, p. 18; Greer, Holmquist, and Chambers, "Alteration/Additions to Greyhound Garage," December 1962 drawings.

²³Sid Bost, "Greyhound to Close Garage," *TCS*, May 13, 1968, p. 2.

²⁴"Greyhound Gets Award," *TCS*, May 25, 1968, p. 16; Ed Shanahan, "Report Says," *WSJ*, August 9, 1968, pp. 1 and 2. After City Coach Lines suffered bankruptcy in 1968, Safe Bus Company assumed its routes and facilities, becoming the city's sole public transportation provider. However, the company was unable to meet the demands of such a dramatically expanded operation. In 1972, WSTA acquired Safe Bus Company's assets and employed many of its drivers.

²⁵Sid Bost, "Bus Terminal Planned at I-40 and U. S. 52," *TCS*, September 24, 1971, p. 1; "Greyhound Work Begins," *TCS*, June 7, 1972, p. 16; Harold Ellison, "First Route," *WSJ*, May 19, 1968, p. D11.

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Company the following year. Auto Supply Company created a retail sales area in the South Marshall Street warehouse in 1977. Charles Key sold the business to Memphis, Tennessee-based Parts, Inc., in 1981 but retained the associated real estate. His children, Charles A. Key Jr., known as Charlie, and Carla Jane Luper and their spouses Karen Key and Dan Luper acquired the Auto Supply Company business in 1986. In dire need of more retail, storage, and office space, they purchased a former supermarket at 3740 North Patterson Avenue in 1994. After inheriting the South Marshall Street property upon Charles A. Key's death on March 7, 2001, the Keys and Luper created the ownership entity Tuwella, LLC, in August 2001. Auto Supply Company's South Marshall Street store and warehouse remained the flagship location as the business expanded to twenty locations in North Carolina and western Virginia. The building has been vacant since 2018, when Factory Motor Parts purchased the business and inventory. Tuwella, LLC, retained ownership of real estate.²⁶

²⁶ Sherman Shore, "Greyhound Property is Sold," *TCS*, February 21, 1969, p. 1; "Stockholder's Suit Is Filed," *WSJ*, August 5, 1970, p. 9; Forsyth County Deed Book 979, p. 166; Deed of Trust Book 1023, p. 557; Deed Book 2195, p. 1910; "Key," *WSJ*, March 8, 2001, p. B4; Fran Daniel, "Still Geared Up," *WSJ*, October 5, 2014, p. C1; Charles A. Key Jr., telephone conversation with Heather Fearnbach, June 22, 2025.

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Forsyth County, NC

Section 10. Geographical Data

Latitude/Longitude Coordinates

Latitude: 36.082456 Longitude: -80.242384

Verbal Boundary Description

The National Register boundary of the Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage encompasses the 1.2-acre Forsyth County tax parcel 6835-21-8193 as indicated by the bold line on the enclosed map. Scale: one inch equals approximately forty feet

Boundary Justification

The nominated 1.2-acre tract encompasses the acreage historically associated with the Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage. Most properties in the immediate vicinity have a commercial function.

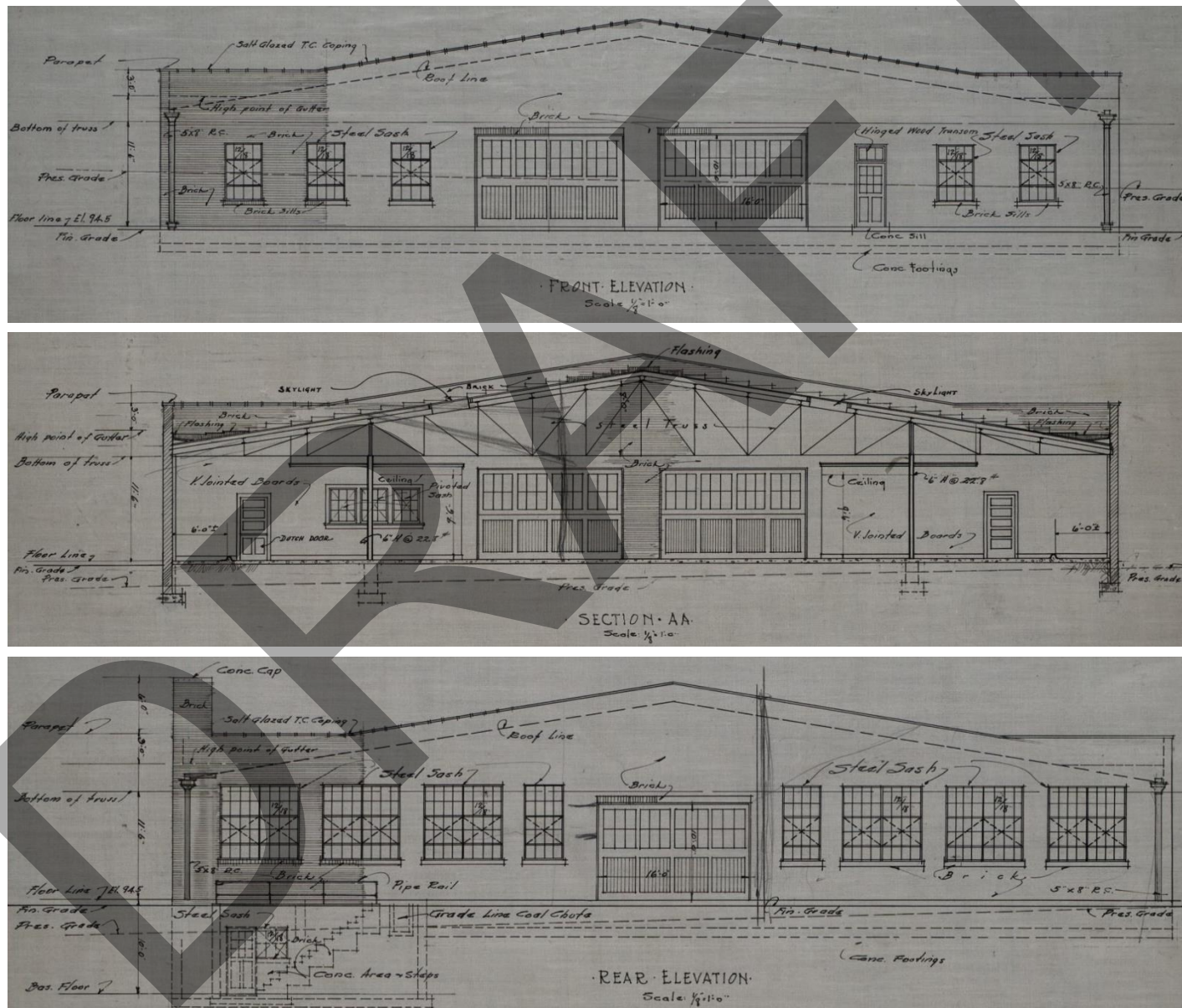
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Forsyth County, NC

Additional Documentation: Historic Images



Northup and O'Brien, "Camel City Bus Company," Sheet 3, August 16, 1927
Exhibit A, west elevation (top); Exhibit B, section, looking west (center);
and Exhibit C east elevation (bottom)

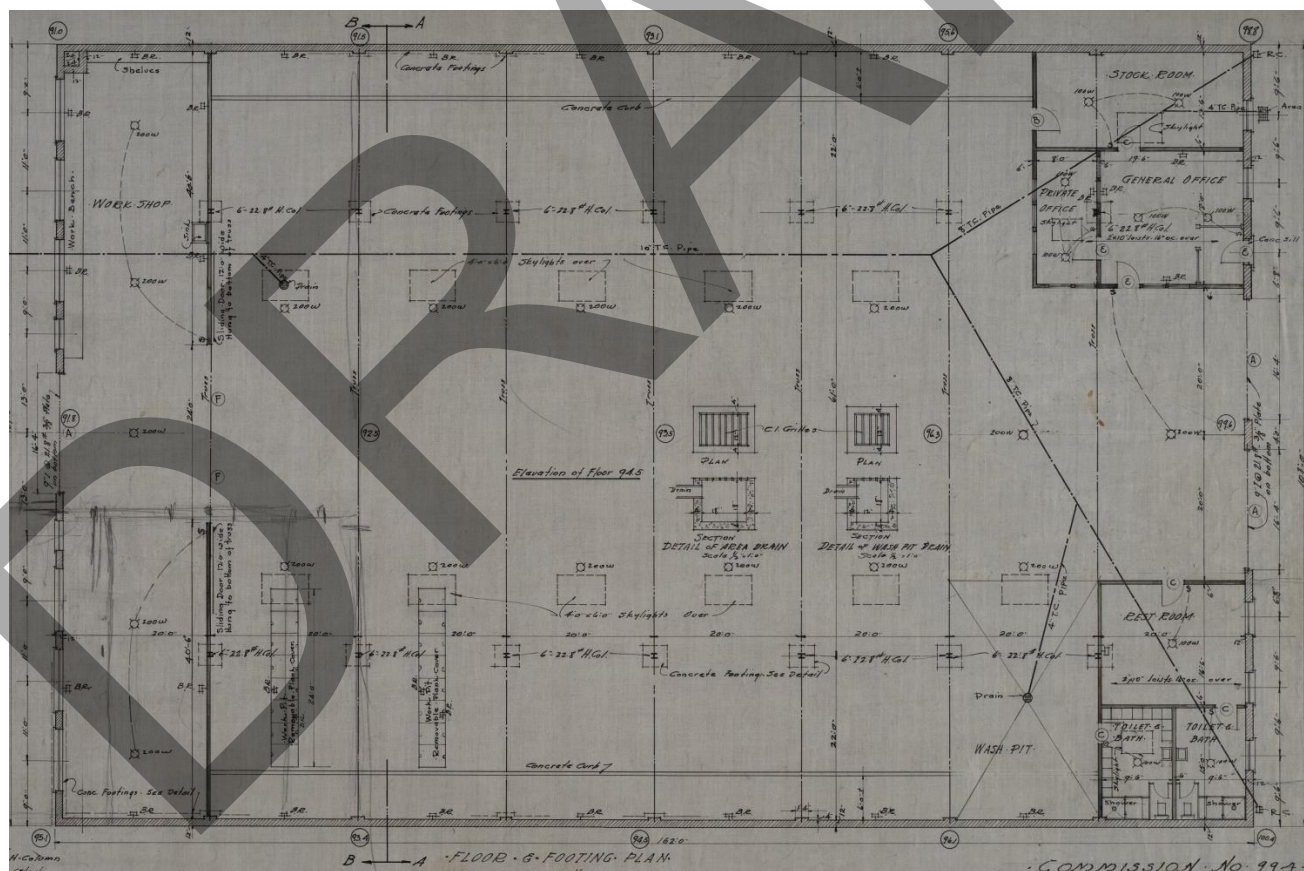
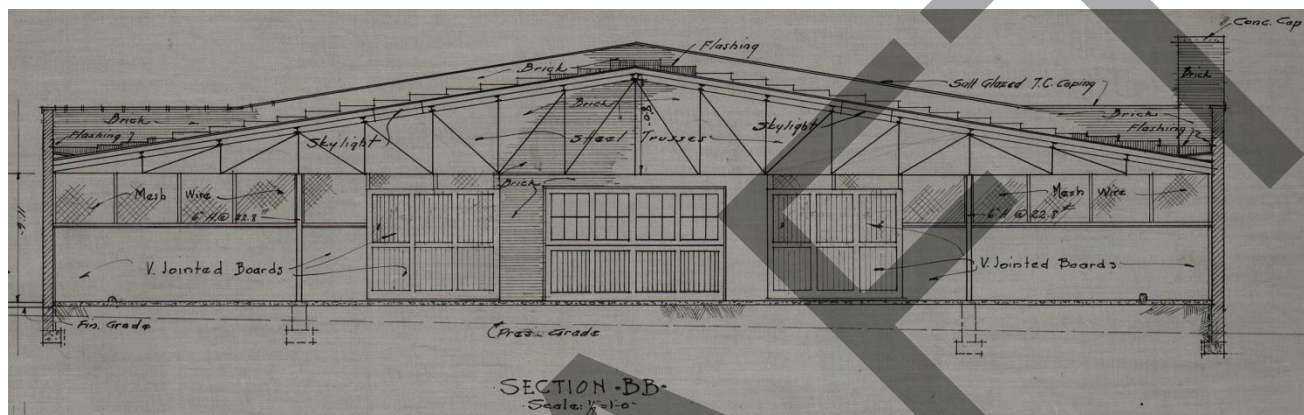
Northup and O'Brien Architectural Records, 1917–1980, North Carolina State University Special Collections Library,
Raleigh, N. C

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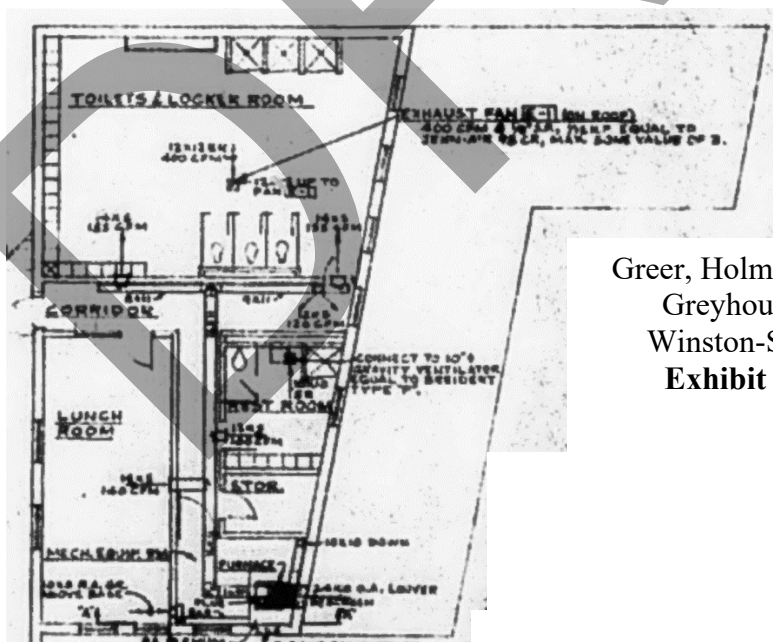
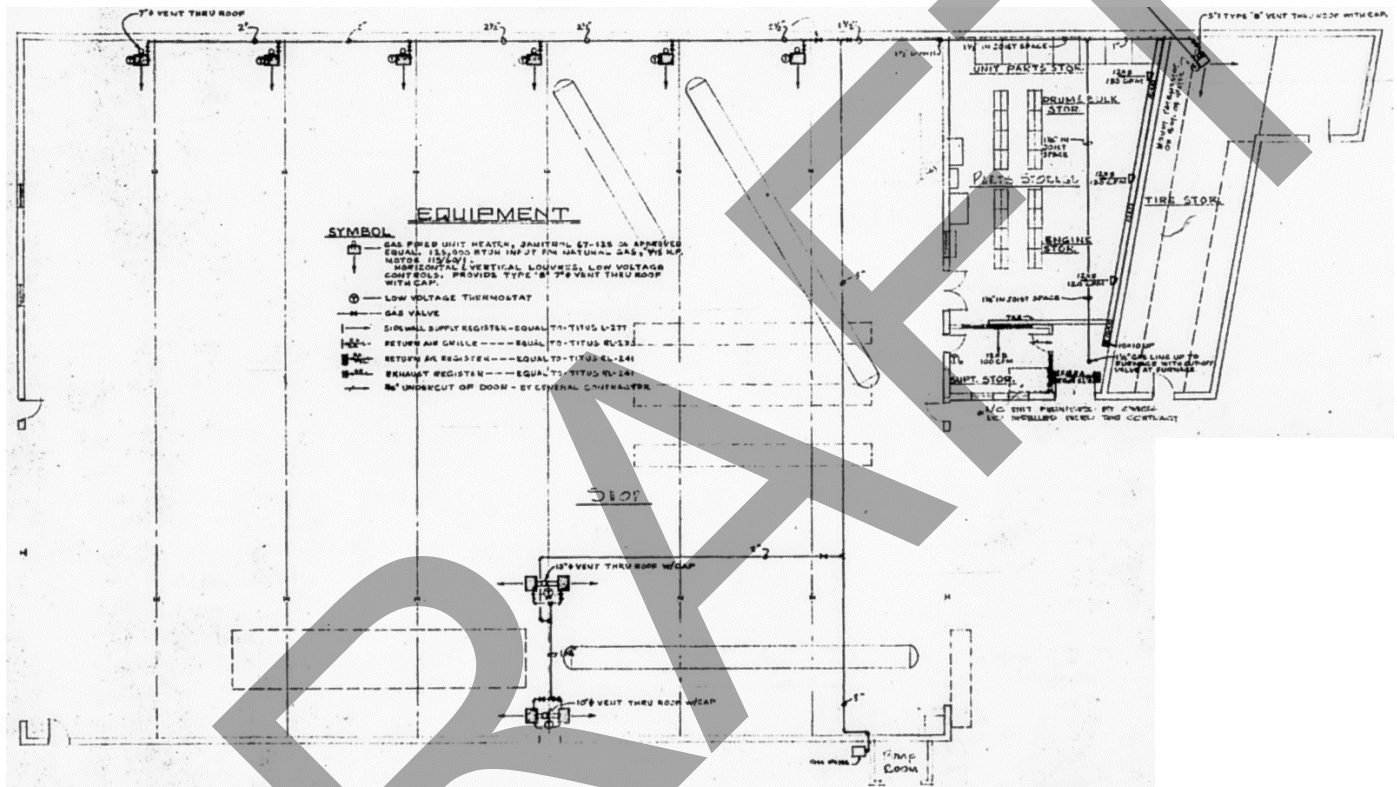


Northup and O'Brien, "Camel City Bus Company," Exhibit D, Sheet 3, August 16, 1927, section, looking east (top); and Exhibit E, Sheet 1, floor plan

Northup and O'Brien Architectural Records, 1917–1980, North Carolina State University
Special Collections Library, Raleigh, N. C.

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Greer, Holmquist, and Chambers, "Alteration/Additions to
Greyhound Garage," heating plan, December 1962
Winston-Salem-Forsyth County Planning Department
**Exhibit F, 1963 addition, first floor (above) and
Exhibit G, second floor (left)**

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Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage
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Current Photographs

Photographs by Heather Fearnbach, 3334 Nottingham Road, Winston-Salem, NC, on October 7, 2021.
Digital images located at the North Carolina SHPO.



1. West elevation (above) and 2. southwest oblique (below)



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3. East elevation (above) and 4. south elevation (below)



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5. Service garage, looking west (above) and 6. southwest corner, 1963 bus washing area wall at right, looking west (below)



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7. Service garage, looking south (above) and 8. looking east (below)

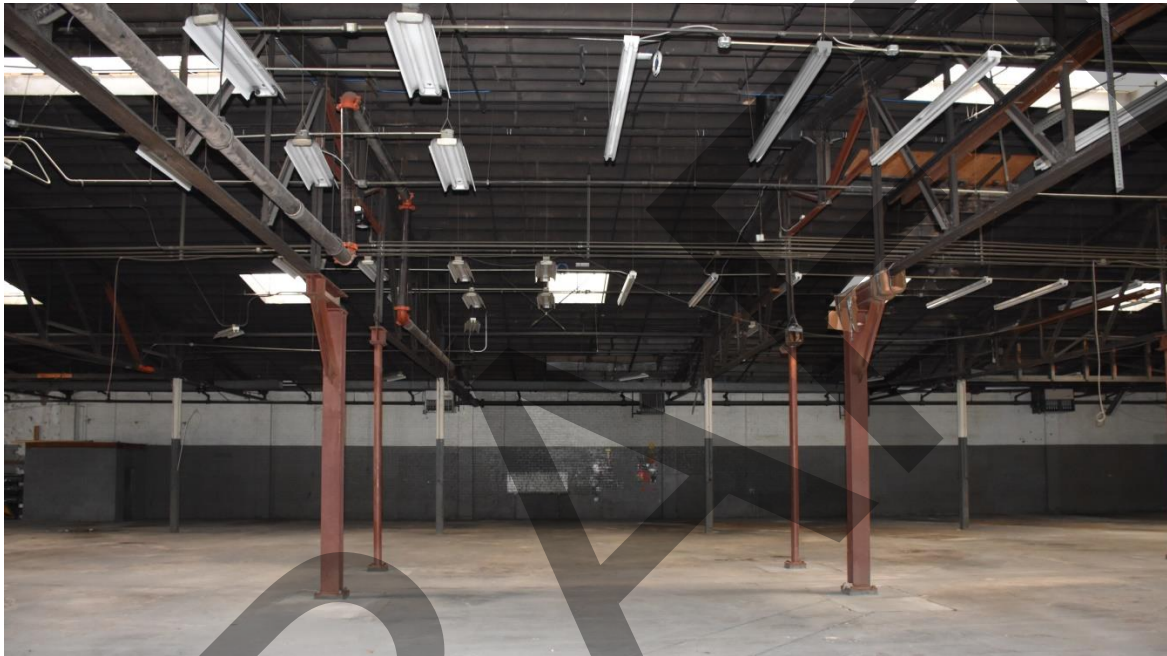


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9. Service garage, looking north (above) and 10. 1963 addition, first floor, looking south (below)



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11. 1963 addition, second floor, south room, looking north (above) and 12. corridor, looking east (below)



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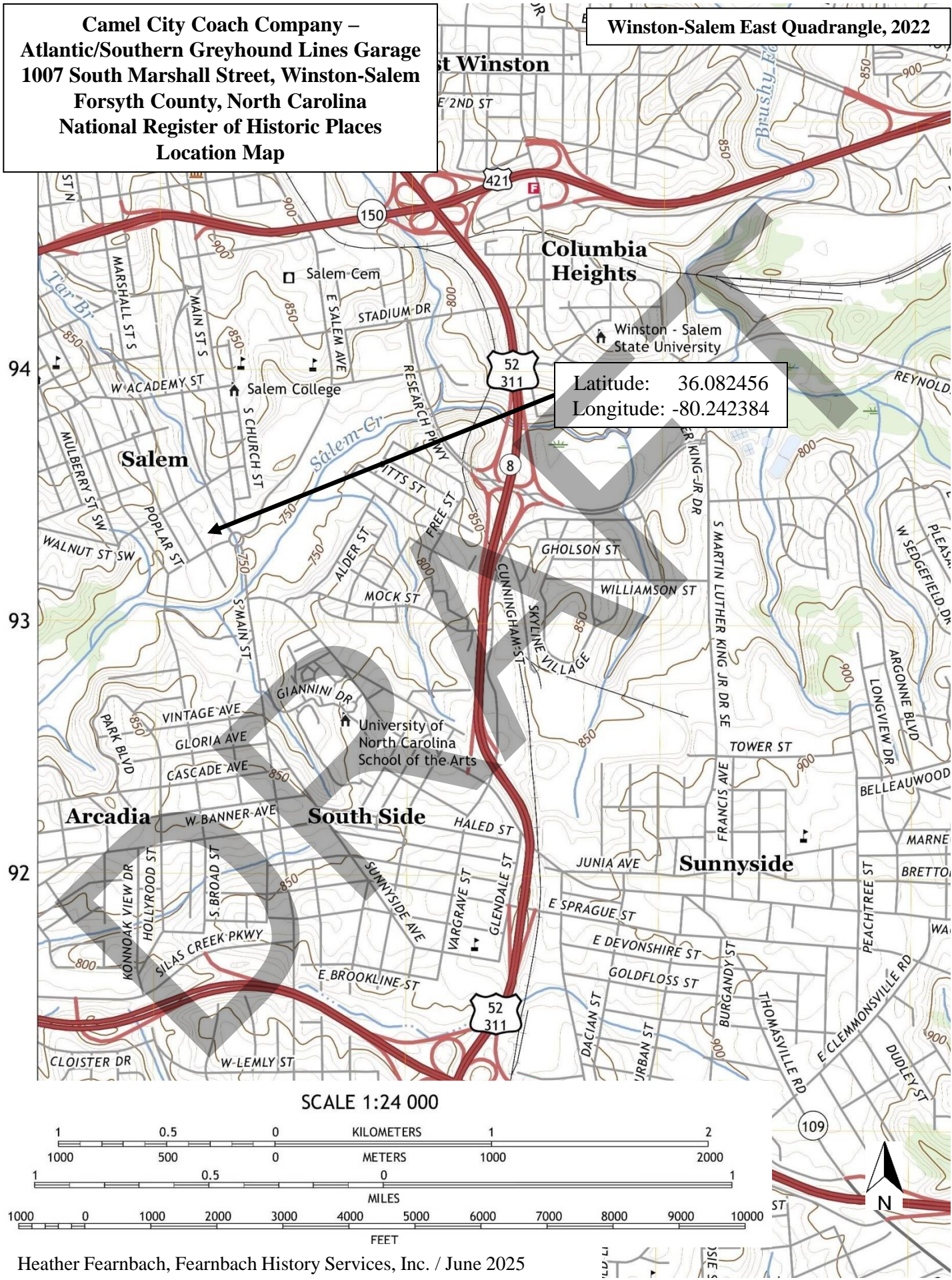
Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage
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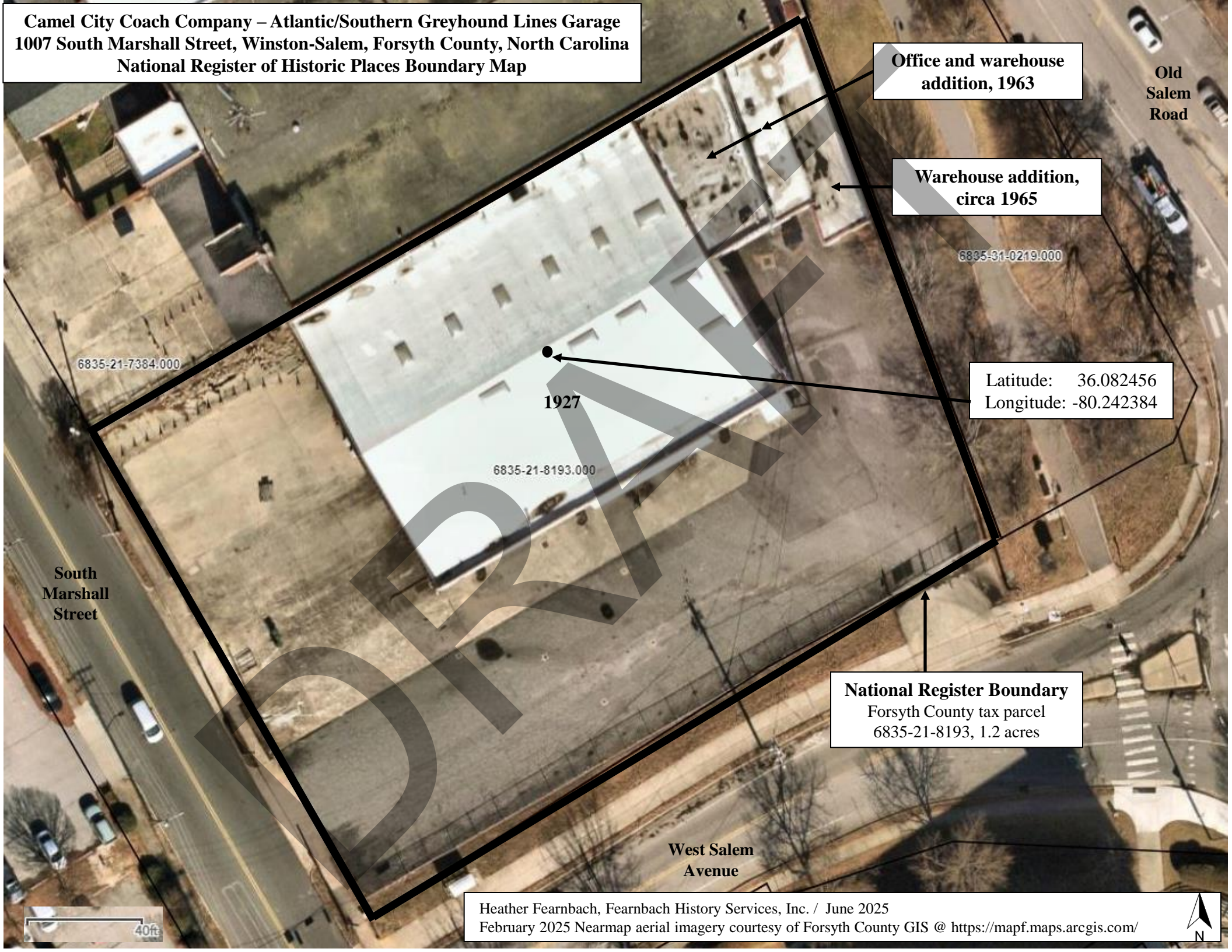
13. 1965 warehouse addition, looking south

**Camel City Coach Company –
Atlantic/Southern Greyhound Lines Garage
1007 South Marshall Street, Winston-Salem
Forsyth County, North Carolina
National Register of Historic Places
Location Map**

Winston-Salem East Quadrangle, 2022



Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage
1007 South Marshall Street, Winston-Salem, Forsyth County, North Carolina
National Register of Historic Places Boundary Map



**Office and warehouse
addition, 1963**

**Warehouse addition,
circa 1965**

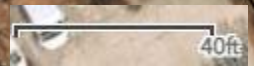
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National Register Boundary
Forsyth County tax parcel
6835-21-8193, 1.2 acres

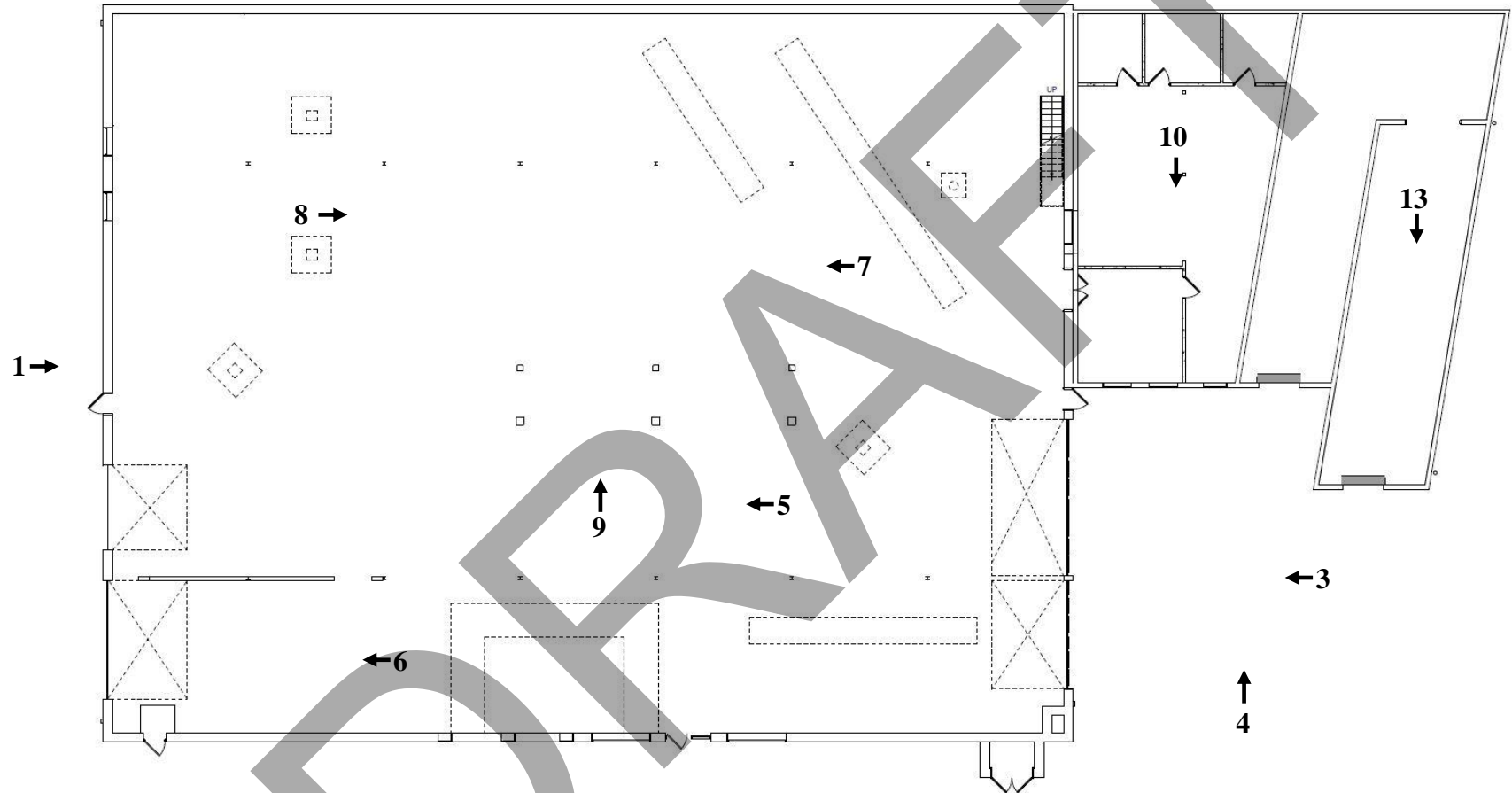
Old
Salem
Road

South
Marshall
Street

West Salem
Avenue



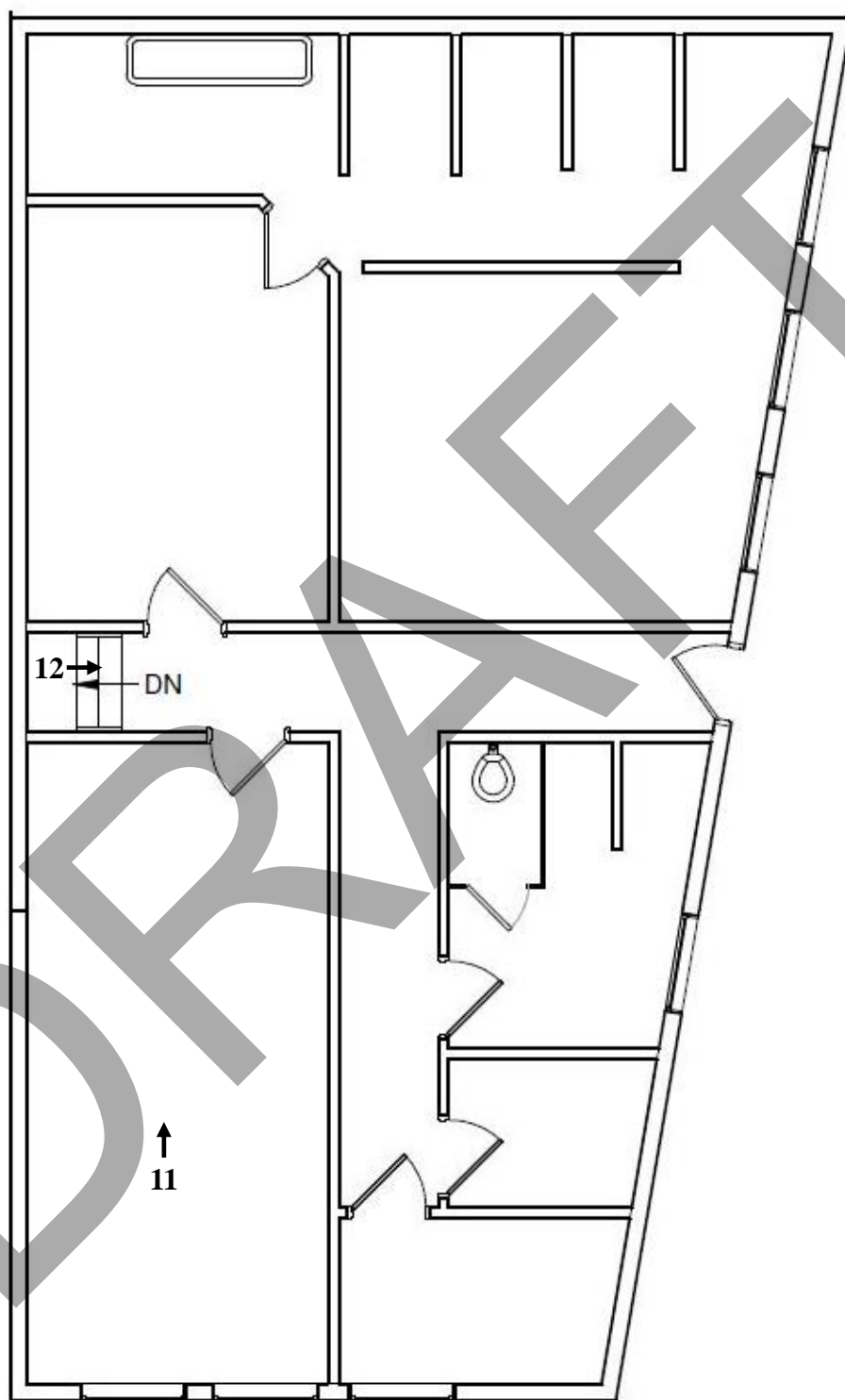
Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage
1007 South Marshall Street, Winston-Salem, Forsyth County, North Carolina
National Register of Historic Places Photograph Key - First Floor



Scale at 36" by 24" size: 1/8" = one foot



**Camel City Coach Company – Atlantic/Southern Greyhound Lines Garage
1007 South Marshall Street, Winston-Salem, Forsyth County, North Carolina
National Register of Historic Places Photograph Key - Second Floor**



Floor plan created by Foundry Architects, Inc. and annotated by
Heather Fearnbach, Fearnbach History Services, Inc. in June 2025

Scale at 36" by 24" size:
1/8" = one foot

