Columbia, Arkansas

County and State

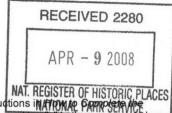
OMB No. 1024-0018

United States Department of the Interior National Park Service

Name of Property

NPS Form 10-900 (Oct.1990)

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 the appropriate bexes by entering the information requested. 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. 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 Magnolia Commercial Historic District
Other Names/Site Number : C00359-C00362; C00364-C00378; C00380; C00388; C00431- C00500;
2. Location
Street & Number : Roughly bounded by Madison Avenue; Calhoun Street; Jackson Avenue; and Union Street
not for publication
City or Town Magnolia vicinity
State <u>Arkansas</u> Code <u>AR</u> County <u>Columbia</u> Code <u>027</u> zip code <u>71753</u>
3. State/Federal Agency Certification
□ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets □ does not meet the National Register Criteria. I recommend that this property be considered significant □ nationally □ statewide □ locally. (□ See continuation sheet for additional comments.) Signature of certifying official/Title
Signature of commenting or other official Date
State or Federal agency and bureau
4. National Park Service Certification I hereby certify that this property is: I entered in the National Register See continuation sheet. I determined eligible for the National Register See continuation sheet. I determined not eligible for the National Register Register other (explain): other (explain):

Name of Property		County and State
5. Classification		
Ownership of Property (Check as many boxes as apply) private public-local public-State public-Federal Name of related multiple prop (Enter "N/A" if property is not part of a m		Number of Resources within Property (Do not include previously listed resources in the count.) Contributing Noncontributing 52 24 buildings 14 (vacant lots) sites structures objects 52 38 Total Number of contributing resources previously listed ithe National Register
N/A		1
6. Function or Use		
6. Function or Use Historic Functions (Enter categories from instructions) COMMERCE/TRADE – Financial Institution COMMERCE/TRADE – Specialty Stores DOMESTIC - Hotels RECREATION and CULTURE - Theater COMMERCE/TRADE – Restaurant GOVERNMENT – Post Office COMMERCE/TRADE – Department Stores COMMERCE/TRADE – Business GOVERNMENT/Fire Station		Current Functions (Enter categories from instructions) COMMERCE/TRADE – Financial Institutions COMMERCE/TRADE - Specialty Stores COMMERCE/TRADE - Professional COMMERCE/TRADE - Restaurant GOVERNMEMT – Courthouse COMMERCE/TRADE - Business COMMERCE/TRADE – Department Store RECREATION & CULTURE - Theater
7. Description		
Architectural Classification (Enter categories from instruction Late 19 th and Early 20 th Century		Materials (Enter categories from instructions) Foundation: Concrete, Brick, Wood
Commercial Style	, anonoan movement	Roof: Asphalt, Composition, Shingles
Modern Movement/Art Deco		Walls: Brick, Steel, Ceramic Tile,
Late Victorian/2 nd Renaissance	Revival Style	Aluminum, Weatherboard

Other:___

Magnolia Commercial Historic District Columbia, Arkansas

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.) See Continuation Sheets

National Register of Historic Places Continuation Sheet

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SUMMARY

The Magnolia Commercial Historic District is in the town of Magnolia, in Columbia County, in Southwest Arkansas, 19 miles from the Louisiana border. The district is comprised of late 19th and early 20th century revival buildings; late 19th century and early 20th century American movement commercial style buildings; modern movement/Art Deco styles; and a late Victorian 2nd Renaissance revival style courthouse. These buildings are significant for their association with the commercial and agricultural history of Magnolia and Columbia County, and for their varied architectural styles. The Magnolia Commercial Historic District is being nominated to the National Register of Historic Places under Criterion A for its association with agricultural and commercial history in Magnolia and Columbia County. In addition, it is being nominated to the National Register of Historic Places under Criterion C for its buildings which are excellent examples of late 19th and early 20th century revival/classical revival style; late Victorian/2nd Renaissance revival style; modern movement/Art Deco style; and late 19th and early 20th century American movement/ commercial style.

The proposed Magnolia Commercial Historic District is comprised of a group of 91 properties. Fifty-two (or 57.1%) of the resources in the proposed district contribute to the integrity of the district through their continued use and the vital part they play in the day to day activities in the downtown business district. One (or 1.1%) of the resources are individually listed. The number of non-contributing resources is 38, (or 41.8%). Of the non-contributing resources, 14 are parking/vacant lots. The construction dates on the buildings in the Magnolia Commercial Historic District are from 1899-1985. The period of significance is 1899-1958.

National Register of Historic Places Continuation Sheet

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ELABORATION

In the late 19th century and early 20th century, cotton drove the economy. Banks were needed to loan money to cotton growers and stores were needed to supply goods to the cotton growers. The town of Magnolia was built in an effort to provide the essentials for the cotton fields and the cotton farmers.

The most important resource in the Magnolia Commercial Historic District is the Columbia County Courthouse, designed by W. S. Hull and built in 1905. It is a classic example of Second Renaissance architecture. It was built by J. B. Carr Co. and B. C. Bynum Construction Co. The courthouse structure is in very good condition and shows no signs of deterioration. The columns on the building are topped with terra cotta capitals, as well as terra cotta trim on the pediments. Terra cotta was also used for the entablature over the entry doors. Stonework was used for lintels and sills on the windows, the bases of the columns, and the arched trim at the entrances. The steps at all the entrances around the building are done with stonework. Copper was also used extensively on the courthouse building with both the gutters and downspouts made of copper. Columbia County Courthouse was placed in the National Register of Historic Places 4/15/78.

Around the courthouse, a square developed as 29(37%) of the buildings in the Magnolia Commercial Historic District were built in the decade from 1899 - 1909. The structure located at 111 S. Court Square, built in 1899, is believed to be the oldest building in the district. The first occupant was E.T. Hutcheson & Son Drugs, offering Rexall Remedies. It has continued as a pharmacy since that time. The current occupant is Miller's Pharmacy.

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In the period from 1900 to 1904 there were 14 brick structures built around the square. Among them were Crumpler and Bustion Dry Goods at 115 S. Court Square; Lewis Furniture, at 119 S. Court Square; Carrington-Richardson Mercantile Store at 117 S. Court Square; Hall-Kohn Grocery, at 106 N. Court Square; and The Pope Walker Dry Goods at 116 N. Court Square. The Lewis Furniture store was significant because in addition to furniture it sold caskets and served as the funeral home. The Pope Walker Dry Goods was the first dry goods store in Magnolia.

All of these buildings were built in late 19th and early 20th century commercial style. The developers and builders saw the need for buildings that would complement the high-style architecture of the court house, which stands in such a prominent place. Because of this excellent architectural trend and the location, S. Court Square was a most desirable place to build in the early 19th century.

In 1908, the Columbia County Bank was built at 105 S. Court Square. The mosaic tile in the recessed front porch is in excellent condition. There are still original pressed tin ceilings at the front of Cosmopolitan Ladies Club, the shop now located downstairs in the building. The Loft, a bed and breakfast, is upstairs. The ceilings are pressed tin and several of the light fixtures and ceiling fans are also original to the building. The 2nd story of the Columbia County Bank building was designed for office space. There is a lattice screen covering a window that over-looks the area that was once the bank lobby. This window allowed bank personnel to inconspicuously view the activity downstairs in the bank lobby. This screened window is still in place. The door of the bank vault was removed and taken next door when a long-time occupant of the building, Murphy Jewelry, moved next door to 109 S. Court Square.

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Murphy Jewelers is located at 109 S. Court Square. This building was built c. 1900 in late 19th and early 20th century classical revival style. The building has cast iron Italianate trim on the front façade. Mosaic tile squares cover the floor at the entry to the building. Reproduction pressed tin covers the ceiling, with pressed tin trim on the upper walls. The Columbia County Bank vault door was moved from the bank building when Murphy Jewelers vacated the bank building and moved to this building. The ornate vault door is being used as a door into a small office area at Murphy's Jewelers. It is a highly visible display at the back of the store.

The building at 120 N. Court Square, built in 1911, was the home of Barrett & Grainger Meat Market. This building was built in late 19th and early 20th century classical revival style. It is a single-story brick building with a flat roof and a parapet. In addition to selling meat at this location, Barrett and Grainger would butcher your hog or cow in the alley behind the store. That service was improved when they were the first in Magnolia to have a refrigerated meat locker. In the 1930's, Western Union, which was a very important means of communication in the 1930's, occupied this building. Today the building is occupied by the Magnolia Insurance Agency.

People's Bank Building was built at 101(A) S. Court Square in 1927. Additional buildings at 101(B) and 101(C) were added during the next couple of years. All three buildings were built in the late 19th and early 20th century American movement commercial style. Willis Shoe Store and Lewis & Kelly Men's Store were early occupants of these additional buildings. The People's Bank grew and expanded into all three buildings. The Bank was purchased by First National Bank and because of need for more space, moved from this location.

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Today these three buildings are known as the Columbia County Annex Building and are occupied by County offices. The façades on each of the buildings have been partially covered with stucco.

The two-story Farmer's Bank & Trust Company Building was constructed C. 1906 at 100 N. Court Square. This building was built in late 19th and early 20th century classical revival style. The Bank expanded and took in the small building next to it, on the west side. The building has two entrances, one that fronts on N. Court Square and another that fronts on N. Washington St. The N. Washington St. entrance has an entablature topped with a gable. At the top of the columns that flank the door are capitals that match the columns and capitals on the court house. R.S. Warnock, Sr., was the first president of Farmer's Bank and Trust Company. He was also the County Building Commissioner. The building currently houses the Title Guaranty Co. and Law Office of Ronny Bell.

With the oil boom in 1938, the need for more office buildings and restaurants and hotels became apparent. Automobile dealerships were opened, which resulted in a need for more service stations. The economy shifted from cotton to oil. Oil money generated a need for more banks, and as the population became more affluent, more shops were opened to cater to this clientele. It was a time of a second building boom in Magnolia.

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This second building boom added more buildings of historical significance in the period 1938 to 1958. The Magnolia Inn at 128-136 S. Jackson was built in 1947 in the Art Deco style. The building has corner windows and linear features, but does not have a cornice. The Magnolia Inn was built by the Hotel Progress Corp. under the direction of Dick Lawton, President, at a cost of approximately \$400,000. The hotel had a restaurant, banquet facilities, a barber shop, a beauty shop, and specialty retail shops. Built during the oil-boom, many dignitaries used the facilities for meetings and for special events. The building was built as a 4-story structure. The 5th story was added in 1949. The building appears to be in good structural condition and today it is an apartment building.

The Cameo Theater Building at 111 N. Jackson was built in 1948. The Camep Theater was built in a modern movement/art deco style of architecture. It is built with brick walls that zig-zag down both sides of the building. The bricks in the top portion of the front façade above the marquee are in a corrugated design of seven inverted V's. The building still has the original marquee. Black glass blocks cover the lower half of the front façade. The theater is still in use as a motion picture theater. The inside of the building has been altered to accommodate 3 screens instead of the original 1.

One of the most significant buildings that came as a result of the oil boom was the McAlester Building. It was built at 126 S. Jackson in 1949. This 5-story structure was built in late 19th century & early 20th century American movement commercial style. Ginocchio & Cromwell was the architectural firm on this project. The original brick wall material has been retained. The chandelier in the foyer hung in the Senate Chambers of the Old State House in Little Rock.

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In 1950, a service station was built at 200 S. Jackson. This station, the One-One-One-Super Service was built in art moderne style of architecture. Also in the early 1950's, a popular restaurant, The Chatterbox, was built at 111-115 S. Main Street. This building was built in late 19th and early 20th century American movement commercial style.

The buildings in the Magnolia Commercial Historic District vary in styles and use. There are high-style buildings such as in the $2^{\rm nd}$ Renaissance design of the Columbia County Court House and the early $20^{\rm th}$ century revival styles in buildings such as the bank buildings. There are modern movements/Art Deco styles, as in the Cameo Theater and the Magnolia Inn built in the late 1940s. By far the majority of the buildings in the district were constructed in late $19^{\rm th}$ and early $20^{\rm th}$ century American movement/commercial style.

Many of the buildings in the Magnolia Commercial Historic District were constructed from 1899-1909. Most of these were built around N. Court Square and S. Court Square, and E. Washington Avenue and W. Washington Avenue.

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Resource	Address	Current Occupant/Historical Occupant	Map ID#	C, NC or IL
CO0388	Court Square	Columbia County Courthouse	1	IL
CO0377	100A. N. Court Sq. &101 N. Washington Ave.	Title Guarantee Co./Farmer's Bank & Trust Co.	2	C
CO0431	100B. N. Court Sq.	Bell Law Office/Wommack's Men's Store	3	NC
CO0432	104 N. Court Sq.	Sara's/People's Hardware	4	NC
CO0433	106 N. Court Sq.	Sara's/Hall-Kohn Grocery	5	C
CO0434	108 N. Court Sq.	Khaki's/H.C. Stewart's Mercantile Store	6	C
CO0435	110 N. Court Sq.	Khaki's/Duhon's Barber Shop	7	C
CO0378	116 N. Court Sq.	Magnolia Blossom Florist/Pope Walker's Dry Goods Store	8	C
CO0436	120 N. Court Sq.	Magnolia Insurance/Barrett & Grainger Meat	9	NC
CO0437	122 & 124 N. Court Sq.	Market Dr. E.S.Epperson/The St. Louis Store	10	C
CO0438	101A. S. Court Sq.	Columbia County Annex/People's Bank Building	11	NC

CO0439	101B. S. Court Sq.	Columbia County Annex/Willis Sanford Shoe Store	12	NC
CO0440	101C. S. Court Sq.	Columbia County Annex/Sanford Couch Dry Goods	13	NC
CO0370	105 A. Court Sq.	Cosmopolitan Ladies & The Loft/Columbia Co.Bank Building	14	C
CO0369	109 S. Court Sq.	Murphy's Jewelers/Magale Building	15	C
CO0441	111 S. Court Sq.	Millers' Pharmacy/E.T. Hutcheson & Son Drug Store	16	С
CO0442	115 S. Court Sq.	Merle Norman/Chamelon Store/Crumpler & Bustion Dry Goods Store	17	NC
CO0443	117 S. Court Sq.	Jennifer's/Carrington-Richardson Mercantile Store	18	C
CO0444	119 S. Court Sq.	Edstrom Computers/Graham Atty./Lewis Furniture Bldg.	19	NC
CO0362	133 S. Jefferson Ave.	AR Comm. Extension Service	20	C
CO0458	129 S. Jefferson Ave.	Sue's Beauty Salon/The Sanitary Cafe	21	C
CO0359	121 S. Jefferson Ave.	Magnolia Jr. Charity/Dist. Court Judge/ H.D. Hutcheson Building	22	C
CO0360	117 S. Jefferson Ave.	Abilities Unlimited Retail Shop/Dale Dodson Movie Theater	23	C

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CO0361	113/115 S. Jefferson Ave.	Dyson's Mid-South Svc. Co./ Thomas & Gossett	24	C
		Supply Company		
CO0367	111 S. Jefferson Ave.	Frame N' Gallery South	25	C
CO0368	109 S. Jefferson Ave.	Frame N' Gallery North/Dodson Building	26	C
CO0456	101-107 S. Jefferson Ave.	Vacant Bldg. at 101-107 S. Jefferson Avenue	27	C
CO0445	101 N. Jefferson Ave.	Aydanis Gift Shop/Macco Theater	28	NC
CO0446	103 N. Jefferson Ave.	Magnolia Bake Shop/Dr. C. Smith Optometry	29	NC
CO0447	105 N. Jefferson Ave.	Vacant Bldg./Dee's Barber Shop	30	C
CO0448	107 N. Jefferson Ave.	Buffalo Western Wear/Owens Dept. Store	31	C
CO0449	113 N. Jefferson Ave.	Buffalo Western Wear/Couch & Son Dry Goods Store	32	C
CO0450	115 N. Jefferson Ave.	Buffalo Western Store /Johnson's Dept. Store	33	C
CO0451	117 N. Jefferson Ave.	Vacant "/Magnolia News" Building	34	C
CO0454	122 N. Jefferson Ave.	Old Fire Station/Magnolia City Hall	35	С

CO0455	124 N. Jefferson Ave.	Vacant/Dolly Parker's Motor Bldg.	36	C
CO0467	134 N. Washington Ave.	Wilson Bearden Pharmacy/Magnolia Post Office Bldg.	37	C
CO0465	128 N. Washington Ave.	Farmer's Bank & Trust Loan Dept./Kroger Grocer Bldg.	38	NC
CO0464	122 N. Washington Ave.	Nicole's Shoe Shop/R.S. Warnock's Office	39	C
CO0463	120 N. Washington Ave.	Farmer's Bank & Trust #1	40	NC
CO0375	116/118 N. Washington Ave.	Staci Cosmetics/Berk's Jewelry/Eubank's Music Store	41	C
CO0376	112 N. Washington Ave.	Treasure Chest/West Bros. Department Store	42	C
CO0462	110 N. Washington Ave.	Treasure Chest/Butch Couch's Pool Hall	43	C
CO0461	108 N. Washington Ave.	Treasure Chest/Warnock Mercantile #1	44	C
CO0460	104 N. Washington Ave.	Warnock's Furniture Annex 3/Doak Boring Gro./Pierce Hdwre.	45	C
CO0459	102 N. Washington Ave.	Joy Theatre	46	C
CO0371	100 S. Washington Ave.	Mule's Cantina/R.W. Beene Clothing Store	47	C

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CO0372	102/104 S. Washington Ave.	Shoe Box/Westbrook Pierce General Store	48	C
CO0373	106 S. Washington Ave.	Shoe Box South/Longino Building	49	C
CO0468	108 S. Washington Ave.	Simply Beautiful/Alexander's Men's Store	50	NC
CO0374	110/112 S. Washington Ave.	Gallery III & Neccie's Beauty Salon/A.B. Talton Jewelers	51	C
CO0469	114 S. Washington Ave.	Imperial Antiques/Imperial Shoe Store	52	C
CO0470	116 S. Washington Ave.	Stephen's Country Store/Gantt Building	53	C
CO0471	120 S. Washington Ave.	S & S Fashion Store	54	C
CO0472	126 S. Washington Ave.	Vacant/Camp's Grocery Store	55	NC
CO0473	127 S. Washington Ave.	IFSA/Puckett's Grocery Store	56	NC
CO0474	130 S. Washington Ave.	"Banner News"/Rex Hall's Barber Shop	57	NC
CO0475	132 S. Washington Ave.	Banner News II/J.W. Franklin Grocery Store	58	NC
CO0476	134 S. Washington Ave.	Banner News III/Reed Auto Repair Shop	59	C

IL-Individually Listed

United States Department of the Interior

National Park Service

Chart Reference:

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C—Contributing

CO0477	200-204 S. Washington Ave.	Old Grayson Bldg./Vacant	60	C
CO0498	105 W. Calhoun St.	Judge Larry Chandler Office/Mullins Cleaners Bldg.	61	C
CO0496	117 E. Calhoun St.	Keiser-Brown Oil Co.	62	NC
CO0494	107 E. Calhoun St.	Jameson Bldg.	63	C
CO0488	200 S. Jackson Ave.	One-One-One Super ServiceStation/Vacant	64	C
CO0487	135 S. Jackson Ave.	Kinard, Crane & Butler Law Office/Gladney's Supermarket	65	NC
CO0486	131 S. Jackson Ave.	KYMA Radio/Webb Hotel Building	66	NC
CO0485	128-136 S. Jackson Ave.	Royal Apts./Magnolia Inn Building	67	C
CO0484	126 S. Jackson Ave.	McAlester Bldg.	68	C
CO0481	107 S. Jackson Ave.	Lois Gean's Shop/Kelly's Barber Shop/Lindsay Insurance Agency	69	C
CO0480	111 N. Jackson Ave.	Cameo Theater	70	C
CO0479	101 N. Jackson Ave.	Farmer's Bank Office & Real Estate Office/Merritt Texaco Sta.	71	NC

NC—Noncontributing

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CO0491	111-117 E. Main St.	Warnock Furniture/The Chatterbox Building	72	NC
CO0490	110B E. Main St.	Warnock Furniture/Wallick Music Co.Bldg.	73	NC
CO0489	110A E. Main St.	Warnock Furniture/Warnock Mercantile Bldg. #2	74	C
CO0492	119-121 E. Main St.	Lois Gean's Annex	75	NC
CO0493	211 W. Main St.	Aydani/Bullock's Restaurant	76	C
CO0380	213-219 W. Main St.	Blue Moon Studio & Checker's Antique Mall	77	C
CO0366	132A S. Jefferson Ave.	Vacant Lot/ Lewis & Kelley Warehouse	78	NC
CO0365	132B S. Jefferson Ave.	Vacant Lot/Fallin Tractor Company	79	NC
CO0364	132C. S Jefferson Avc.	Vacant Lot/Lewis Funeral Home	80	NC
CO0457	457 S. Jefferson Ave.	Parking Lot/Vacant Lot	81	NC
CO0452	119 N. Jefferson Ave.	Vacant Lot/Coca Cola Bottling Co.	82	NC

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	CO0453	120 N. Jefferson Ave.	Vacant Lot/Elmore Hotel	83	NC
	CO0478	206 S. Washington Ave.	Vacant Lot/	84	NC
	CO0500	109 W. Calhoun	Vacant Lot/Jones Residence	85	NC
	CO0499	108 W. Calhoun St.	Vacant Lot/Jones Grocery	86	NC
	CO0497	101W. Calhoun St.	Parking Lot/Hospital	87	NC
	CO0495	111 E. Calhoun St.	Parking Lot/Boreing Residence	88	NC
	CO0483	121 S. Jackson Ave.	Parking Lot/Hinson Ford Lot	89	NC
	CO0482	111 S. Jackson Ave.	Parking Lot/Unknown Building	90	NC
	CO0466	132 N. Washington Ave.	Parking Lot/Brown Duke Diner	91	NC

County and State
County and State
Anna of Cinnificance
Areas of Significance (Enter categories from instructions)
Architecture
Commerce
Period of Significance 1899 - 1958
Significant Dates 1899-1958
Significant Person (Complete if Criterion B is marked above)
Cultural Affiliation
Architect/Builder W.S. Hull, Architect
Ginocchio & Cromwell, Architect
e or more continuation sheets.)
Primary Location of Additional Data State Historic Preservation Office Other State agency Federal agency Local government University Other Jame of repository:

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SUMMARY

The Magnolia Commercial Historic District is located in Magnolia, in Columbia County, Arkansas. Located in the south-west corner of the state, Columbia County borders the state of Louisiana on the south. It is 135 miles south-west of Little Rock, the capitol of the state of Arkansas. Columbia County was created by an Act of the General Assembly of Arkansas in 1852. It was formed from land taken from Ouachita, Union, Lafayette, and Hempstead counties, all of which were originally a part of Hempstead County. The land area is 502,400 acres. Elevation is 322 feet.

The Magnolia Commercial Historic District is being nominated to the National Register of Historic Places with local significance under Criterion A for its association with agricultural and commercial history in Magnolia and Columbia County. The Grayson family is an example of the association of the District with agriculture and commerce. The Grayson's were early 1900s leaders in the timber business. They had an extended family of fathers, sons, uncles and grandfathers that owned timberland, logging outfits and sawmills. According to an heir of the Grayson family, the family is still involved in the timber industry.

The Magnolia Commercial Historic District is being nominated to the National Register of Historic Places with local significance under Criterion C for its buildings that represent several late 19th and 20th century architectural styles. The Columbia County Courthouse is an example of one of the district's most elaborate buildings. The Courthouse was built in 1905 in Second Renaissance Revival architectural style. The Courthouse building is in good condition and shows no signs of deterioration.

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ELABORATION

In the late 19th century and early 20th century, cotton was a huge crop in Magnolia and Columbia County. In addition to cotton; corn, peanuts, sweet potatoes, fruit and timber were important to the economy of Magnolia and Columbia County. As mentioned earlier, the Grayson family was a leader in the forestry and timber industry. They had an extended family working the business. Fathers, sons, uncles and grandfathers, were all working in their timber interests that included sawmills, logging outfits, and an enormous amount of timberland. Heirs to the Grayson family still live in Magnolia and continue to own interests in the timber industry.

Newspapers were important to the early commercial history of Magnolia. "The Columbia Banner," a weekly newspaper, was established in 1875. In 1901, "The Banner News" was established. The two newspapers were consolidated in March 1928 under the name "The Banner News". This newspaper continues to be published each day at 135 S. Washington Avenue.

Telephone communication was also an important factor in the commercial history of Magnolia. The first telephone system was installed in Magnolia in 1885, with the first line running a distance of 3 blocks from the telephone office to the clerk's office in the Columbia County Courthouse. The telegraph came to Magnolia in 1917 bringing a means of communication to a larger area and a greater population than the telephone was able to provide. News about various markets and the price and availability of goods were easily accessed through the telephone and telegraph.

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The railroad was also an important factor in the commercial history of Magnolia. The main line of the Cotton Belt Railroad ran 6 miles north of Magnolia. The town leaders knew that in order to get their crops to market they needed a railroad into town. A branch line, or spur, was built to connect Magnolia to the main line. This spur connects to the main line in the town of McNeil. McNeil had been the shipping point for Columbia County before the branch line was finished to Magnolia in 1889-90. This spur opened a much larger market for the farmers and cotton planters around Magnolia and was important to the commercial history of downtown Magnolia.

With the railroad, transportation was made available to new markets. When the Cotton Belt Railroad came through and planters began to come into Magnolia, this created an immediate need for a bank and other businesses in the Magnolia area. The first bank was opened by J.G. Kelso. Mr. Kelso's bank was a private bank which he called the Bank of Magnolia. The Bank established links to commission merchants and cotton brokers at towns such as Camden, which was approximately 40 miles away. These commission merchants and brokers shipped the cotton to markets in Shreveport and New Orleans and from there, to the mills along the east coast.

The 2nd bank in Magnolia, the Columbia County Bank, was organized in May 1892. The bank made loans to local merchants, which allowed local businesses to move from a barter system to a credit system with local farmers. Now with credit, the merchants borrowed from the bank and bought supplies. During the year the farmers would buy supplies from the merchants, on credit. When the farmers sold their crop and were paid, they paid the merchants and

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the merchants paid the bank. Then the cycle would start again. This cycle was another boost to the Magnolia economy and is significant in making the downtown area of Magnolia a Commercial Historic District. Columbia County Bank was located on the square at 105 S. Court Square in 1908.

Electrical power was also important in the development of Magnolia and its commercial growth. Harvey Couch was born in Calhoun on August 21, 1877. He started his career by creating the Magnolia Telephone Co., then selling the company to the Louisiana & North West Railroad. In 1919-1920, he became interested in electrical power. He established electric service between Arkadelphia and Malvern, and eventually to Magnolia. He called his company Arkansas Light & Power. Leland Longino, an electrical engineer, was his chief engineer. Their company was built into what we know as A.P. & L.

As cotton production began to wane in the 1930s, oil was discovered around Magnolia in 1938. When this event occurred, it was to forever change the economy of Magnolia. One source said that more than 80 test-drills had been drilled in and around Magnolia before oil was found in vast quantities. Many of these wells were drilled in the vicinity of the state's greatest oil field, the Magnolia Pool. The Magnolia population from 1900 to 1925 was 1,500 people; from 1925 to 1935 the population was 2,000; the 1938 population was 3,000. This huge population-growth in 1938 was directly related to the discovery of oil.

With the population growth and oil money, came the need for office space and hotels, which increased the construction business. The Webb Hotel was built at 131 S. Jackson in 1940. The McAlester Building at 126 S. Jackson Avenue was built to house the McAlester Fuel Co. It was designed by architects Ginocchio & Cromwell in 1948. The 5-story

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structure was outstanding in a town of 1 and 2-story buildings. The 1st story housed Columbia Motor Company, one of many automobile dealerships in town. The space not used by McAlester Fuel Co. and other holdings owned by McAlester, were rented to lawyers, bookkeepers, and other professionals that would complement the oil industry.

The Magnolia Inn was built in 1947 at 128-136 Jackson Avenue to meet the ever-increasing need of traveling businessmen. The hotel was said to be one of very high quality service. The hotel restaurant was popular with the citizens of Magnolia as well as the guests who were staying in the hotel. The banquet facilities were frequently used for meetings and for gala events such as wedding receptions. There was a barber shop, a beauty shop, and several specialty shops in the hotel. It, too, was designed by Ginocchio & Cromwell, Architects. The hotel was built as a 4-story building. The 5th floor was added in 1949.

The Cameo Theater was built in 1948 at 111 N. Jackson Avenue. It is still showing movies on 3 screens rather than the original 1 screen. The front façade looks much as it did in 1948. The Art Deco architectural style is not common in Magnolia, which makes it more highly visible.

Lois Gean's Shop located at 107 S. Jackson Avenue is a high-end clothing store for women. Her shop has possibly dressed all of the affluent women in S. Arkansas. The 3 buildings occupied by Lois Gean's Store are late 19th and early 20th century American movement style which is so common in small-town southern Arkansas.

One-One-One Super Service is a service station built at 200 S. Jackson Avenue in 1950. It was one of many service stations in the downtown area at one time. The building no

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longer houses a service station. However, the architecture of the building is eye-catching and typical of that era.

The Chatterbox Restaurant was located at 111-117 E. Main Street. The original building burned in 1952 and was rebuilt in 1953. The Chatterbox had all the fun 1950s décor and was a favorite hangout for both adults and kids.

The Warnock Furniture Company, formerly Warnock Mercantile, is located at 110 A. East Main Street. Built in 1935, the building has maintained the integrity of style and purpose. It has intact all of its original pressed tin ceilings, in excellent condition, as well as original balustrades and support posts on the mezzanine. The stucco on the building has been there since before 1935. Warnock's Furniture is owned and operated by the great-grandsons of the founders of the company.

The buildings around the Square have maintained their original integrity of design and purpose through the years. The tenants and owners have changed but the buildings are much the same as they were when originally built.

Some things have changed. The road around the square was paved in the 1920s, making travel around the Magnolia Commercial Historic District more convenient. Electricity came to Magnolia, and the buildings were illuminated. Heat and air has been added to the buildings. Other than paved roads, electricity, running water, heat and air; the downtown area of Magnolia remains much the same as it was years ago.

The people of Magnolia support the downtown merchants and have made an effort to keep the downtown a vital part of the city life. This support plays a big part in maintaining the vitality and integrity of both purpose and design in the Magnolia Commercial Historic District.

National Register of Historic Places Continuation Sheet

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STATEMENT OF SIGNIFICANCE

The Magnolia Commercial Historic District is being nominated to the National Register of Historic Places under Criterion A for its association with agricultural and commercial history in Magnolia and Columbia County. The Grayson family is an example of the association to the district with agriculture and commerce. The Graysons were early 1900s leaders in the timber business. They had an extended family of fathers, sons, uncles and grandfathers that owned timberland, logging outfits and sawmills. According to an heir of the Grayson family, the family is still involved in the timber industry.

The Magnolia Commercial Historic District is being nominated to the National Register of Historic Places under Criterion C for its buildings that represent several late 19th and 20th century architectural styles. The Columbia County Courthouse is an example of one of the districts most elaborate buildings. The courthouse was built in 1905 in Second Renaissance Revival architectural style. The courthouse building is in good condition and shows no signs of deterioration. The Columbia County Courthouse was placed in the National Register of Historic Places 15 April 1978.

National Register of Historic Places Continuation Sheet

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Bibliography

- Burns, Molly, Personal Interview. 10 October 2007, Magnolia, Arkansas
- Burns, Molly, "A WALK THROUGH HISTORY: A Self-Guided Walking Tour Around the Downtown Square of Magnolia, Arkansas." Columbia County Sesquicentennial Committee Project. 2002.
- Killgore, Nettie Hicks, <u>The History of Columbia County,</u> <u>Arkansas</u> , 1976.
- Monroe, Archie, Telephone Interview. 20 November, 2007 Magnolia, Arkansas.

	agnolia Commercial Historic District Columbia, Arkansas County and State		
varne or Pr	roperty	County and State	
Acreage	e of Property Approximately 10 acres		
ITM Dot	ferences		
	litional UTM references on a continuation sheet)		
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	15 477652E 3681060N 4 15	477513E 3680739N	
	☐ See contin	nuation sheet.	
	Boundary Description		
Describe t	the boundaries of the property on a continuation she	eet.)	
Boundai	ry Justification		
	hy the boundaries were selected on a continuation s	sheet.)	
14 Farm	m Drangrad Dy		
i. For	m Prepared By		
Name/Ti	itleRalph S. Wilcox, National	Register & Survey Coordinator	
Organiza	ation Arkansas Historic Preservation Pro	gram Date 11/05/07	
Street &	Number 1500 Tower Building, 323 Cent	rer Street Telephone (501) 324-9787	
City or To		State AR Zip Code 72201	
	nal Documentation		
Submit the	e following items with the completed form:		
Continu	uation Sheets		
Vlaps	A 11000 (7.5 45 to	Park and the second of the sec	
,	A USGS map (7.5 or 15 minute series) in	idicating the property's location.	
,	A Sketch map for historic districts and pr	roperties having large acreage or numerous resources.	
Photogr	raphs		
	Representative black and white photog	granhs of the property	
· ·	Representative black and write priotog	papins of the property.	
	nal items		
Check with	th the SHPO or FPO for any additional items)		
Property	y Owner		
	e this item at the request of the SHPO or FPO.)		

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

state ____zip code ____

City or town_

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Project (1024-0018), Washington, DC 20503.

National Register of Historic Places Continuation Sheet

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Verbal Boundary

Beginning at the intersection of Jefferson Street with Union Street proceed east on Union Street to back of buildings facing Jefferson Street. Then proceed south along the back of buildings to alley between Union Street and North Court Square. Then proceed east along the alley to Washington Street. Then proceed north on Washington Street to Union Street. Then proceed east on Union Street to the alley east of Washington Street. Then proceed south along the alley to the alley between Union Street and Main Street. Then proceed east along the alley between Union Street and Main Street to Jackson Street. Then proceed south on Jackson Street to Main Street. Then proceed east on Main Street to alley east of Jackson Street. Then proceed south along the alley to alley south of East Calhoun Street. Then proceed west along the alley to Jefferson Street. Then proceed north on Jefferson Street to West Calhoun Street. Then proceed west to Madison Street. Then proceed north along Madison Street to Main Street. Then proceed east on Main Street to the alley between Jefferson Street and Madison Street. Then proceed north along the alley to the alley between Union Street and N. Court Square. Then proceed east along the alley to Jefferson Street. Then proceed north along Jefferson Street to Union Street, the point of beginning.

Boundary Justification

This boundary was drawn to include properties in the downtown Magnolia Commercial Historic District that maintain the highest level of historic integrity in architecture and the relationship of these buildings to commerce.

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION
PROPERTY Magnolia Commercial Historic District NAME:
MULTIPLE NAME:
STATE & COUNTY: ARKANSAS, Columbia
DATE RECEIVED: 4/09/08 DATE OF PENDING LIST: 4/28/08 DATE OF 16TH DAY: 5/13/08 DATE OF 45TH DAY: 5/23/08 DATE OF WEEKLY LIST:
REFERENCE NUMBER: 08000435
REASONS FOR REVIEW:
APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N
COMMENT WAIVER: N ACCEPT RETURN REJECT 5-20-09 DATE
ABSTRACT/SUMMARY COMMENTS: Entered in The National Register
of Historic Places
A BABLA H TATE BECOME N LANGETAIN . LANGE AT THE STATE OF THE STAT
RECOM./CRITERIA
REVIEWERDISCIPLINE
TELEPHONE DATE
DOCUMENTATION see attached comments Y/N see attached SLR Y/N
If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



Columbia County Court House Court House square MAGNOLIA COMMErcial Historie District Columbia, AR. KAY Griffin 11/20/07 A. H. P. P. Shooting From S. Court looking EAST 1-4



Street Scape 200 BLOCK Of MAIN Street MAGNOLIA Commercial Historic District Columbia, AK. KAY Griftin 11/26/07 A. H. P. P. Shooting E. from N. W. Corner of

MAdison Ave. And MAIN ST.



Street Scape

North washington avenue shooting Afron 5. side of E. Main St.

Magualia Conmercial Historic District

Columbia - AR

Kay Griffin

11/26/07

AHPP.

North Washington Quenue Shooting grom

3. Side of E. Main St.



Street SCAPE N. Jefferson Avenue MAGNOTIA Commercial Historia District Columbia, AR. KAY Griffin 11/26/07 A. H. P. P. Shooting North from South ST ON North Jeggerson Que.

DE



Street SCAPE WAShington Avenue MAGNOTIA COMMErciAl Historic District Columbia, AK. KAY Crittin 11/26/07 A. H. P. P. Shootin North from MAINST.

Shootin North From MAINST,

Washington



Street SCAPE Street MAIN Street MAGNOliA Commercial Historic District Columbia, AP. KAK Crittin 11/20/07 Shooting Doest from Jackson Ave.

For East main

F



Street Scape South Court square MAGNOTIA Commercial Historic District columbia, AR. KAY Griffin 11/26/07 shooting West from Washington Ave.

6 6 A. H. P. P.



Street SCAPE North Court Square MAquoliA CommerciAI Historic District Columbia, AR. KAN Grittin 11/26/07 A. H. P. P. shot west from N WAShington Ave, OH



Street Scape from E Calhoun Washington Ave. M Agnolia Commercial Historic District Columbia, AR. KAY Griffin 11/26/07 A. H. P. P.

Washington Ave. Shooting North from EAST CAlhour



Street SCAPE North JACKSON Ave. MAGNOLIA Commercial Historic District Columbia, AR. KAY Griffin 11/26/07 A . H. P. P. N. JACKSON AVE. From UNION ST.

Shorting South



AR. Community Ext. service 133 S. Jefferson Ave. MAGNOTIA COMMERCIAL Historic District Columbia, Al. KAY Griffin 11/24/07 A. H. P. P. Front Shot from N. side of Jeffarson Ave, # 20 K



Street Scape South Jefferson MAGNOLIA COMMErciAl Historic District Columbia, AR. KAY Griffin 11/26/07 A. H. P. P. alley North of Shot from NW. CAlhoun St. Shooting

North/west Side of Jefferson St.



Old Five Station/MAGNOLIA City HALL 122 N. Jetterson MAGNOliA Commercial Historic District Columbia, AR. KAY Griffin 11/26/07 A. H. P. P. Shooting EASt at Front (West) FACAde shot from south side of Jefferson Ave, Building #35 # B - W



Street Scape

East Jefferson Quenue shooting North From west Calhour Street

Magnetia Commorcial Historic District

Columbia, AR

Kay Griggin

11/26/07

A.H.P.P.

East Jeggerson Que. Shooting N. grom w. Calhours.

#N



WILSON PHARMACY 132 N. WAShington Ave. MAGNOTIA COMMERCIAL Historic District Columbia, AR, KAY Griftin 11/26/07 A. H. P. P. From side shot of union Ave shorting was West South ON N. Washington Ave



One-One-One-Super service 200 S. JACKSON AVE. MAGNOTIA COMMErcial Historic District Columbia, AR. KAY Criftin 11/26/07 A. H. P. P. Front (west) FACAL Shot from Eoust side of JACKSON AUD.

H D P



ROYAL APArtments 135 South JACKSON AVE MAGNOLIA Commercial Historic District Columbia, AR. KAY Griffin 11/26/07 A. H. P. Y Shooting N.E. from Calhoun ST,

H P Q



CAMEO Theater III N. JACKSON Ave, MAGNOTIA COMMErciAl Historia District Columbia, AR. KAY Griftin 11/26/07 A. H. P. P. Shooting Front (EAST) FACAde From JACKSON Ave. Shooting west # 89 - R



Street Scape

South JACKSON Street AVE

MAGNOLIA COmmercial Historic District

Columbia, AR.

KAY Griffin

11/26/07

A. H. P. P.

Jackson Avenue Shooting North from W. CAlhoup St.

\$ 5



West Calhour and Blue MOON Studio & Checkers Antique 213 - 219 West MAIN St. MAGNOLIA Commercial Historic District Columbia, AR. KAY Griffin 11/26/07 A. H. P. P. West Colhous Shot from N. W. side of MAINST. and madison Ave.



5treet scape

Shot of North Main Street from Center of Conshing Month East Washington Quenus Shooting Month East Magualia Commercial Historic District

Columbia, AR

Kay Griggin 11/26/07 AH.P.P.

Shot of worth Main Street grow center of workington accourse, Shooting Host



Mc Alester Bldg. 126 S. JACKSON AU MAGNOliA COMMErcial Historic District Columbia, AR. KAY Griffin 11/26/07 A. H. P. P. Shooting EAST AT Front (South) FACAde



Street SCAPE EAST CATHOUN Street MAGNOTIA COmmercial District Historic Columbia, AR. KAY Griftin 11/20/07 A. H. P. P. De EAST CALHOUN Street shot from Jackson Ave.

W



Street Scap & East bearington Quenus Magnola Commercial Historic District Columbia, AR Kay Griggin 11/26/07 AHPP.

Shot of south washington Que were Shot of South From Main Street

#X



Street Shot of tast Caltan That Shot from Jesserson ave. shooting East Magnolia Commercial Historic District Columbia, AR Ray Griggin 11/26/67

AH.P.P.

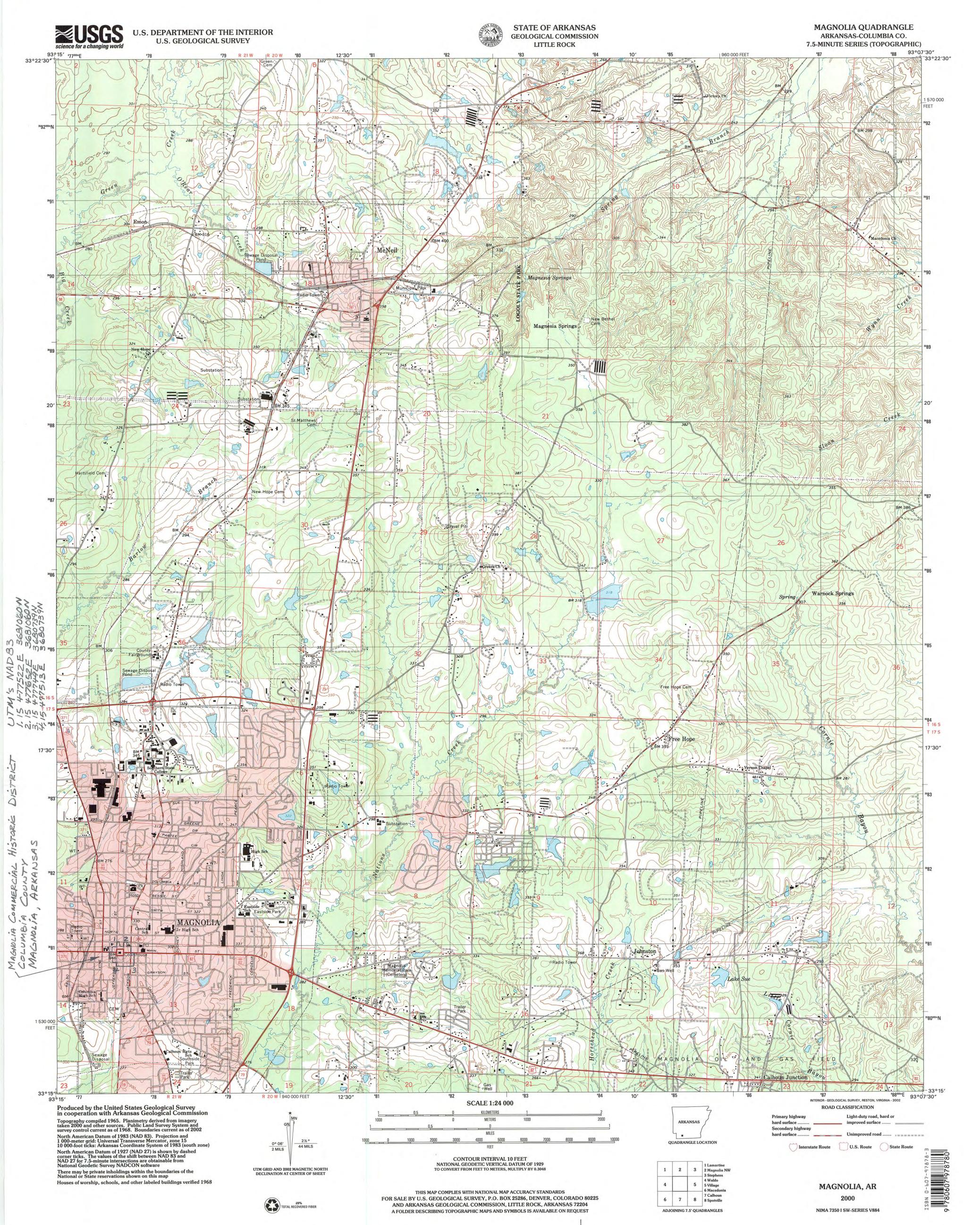
Looking Easton Callybury Street Short From Jeggarson Quenue, shooting East

1



Street Scape Union Avenue MAGNOliA Commercial Historic District Columbia, AR. KAY Griffin 11/26/07 A. H. P. P. UNION Ave from JACKSON Ave, Shooting West

#Z





The Department of Arkansas Heritage

Mike Beebe Governor

Cathie Matthews Director

Arkansas Arts Council

Arkansas Natural Heritage Commission

Delta Cultural Center

Historic Arkansas Museum

Mosaic Templars Cultural Center

Old State House Museum



Arkansas Historic Preservation Program

1500 Tower Building 323 Center Street Little Rock, AR 72201 (501) 324-9880 fax: (501) 324-9184 tdd: (501) 324-9811

e-mail:

info@arkansaspreservation.org

website:

www.arkansaspreservation.com

April 3, 2008

Dr. Janet Matthews
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
8th Floor
1201 Eye Street, NW
Washington, DC 20005



RE: Magnolia Commercial Historic District – Magnolia, Columbia County, Arkansas

Dear Dr. Matthews:

We are enclosing for your review the above-referenced nomination. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

If you need further information, please call Ralph S. Wilcox of my staff at (501) 324-9787. Thank you for your cooperation in this matter.

Sincerely,

Cathie Matthews

State Historic Preservation Officer

28 thes

CM:rsw

Enclosure

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