

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received **NOV 21 1984**

date entered **DEC 20 1984**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Williams Historic Business District

and/or common

2. Location

street & number See map. An irregular area generally bounded by 4th St. N/A not for publication

city, town on the west, 1st St. on the east, Grant Ave. on the south, and the Fray
vicinity of

Marcos Hotel on the north. (See Continuation Sheet)

state Arizona code 04 county Coconino code 005

3. Classification

Category	Ownership	Status	Present Use	
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input checked="" type="checkbox"/> N/A being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input checked="" type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Multiple ownership: see property inventory forms

street & number

city, town _____ vicinity of _____ state _____

5. Location of Legal Description

courthouse, registry of deeds, etc. Coconino County Courthouse

street & number Aspen and North San Francisco Streets

city, town Flagstaff, state Arizona

6. Representation in Existing Surveys

An initial survey of Williams

title Historic Resources has this property been determined eligible? yes no

date June 1979 - October 1979 federal state county local

depository for survey records Arizona State Historic Preservation Office, Ariz. State Parks Bd.

city, town 1688 W. Adams, Phoenix, state Arizona

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input checked="" type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

SUMMARY

Williams is nestled at the base of the north slope of Bill Williams Mountain in the Ponderosa pine country of northern Arizona. It is situated at a cool 6700 feet above sea level, about 30 miles west of Flagstaff and about 60 miles south of the Grand Canyon of the Colorado River. Much of the land around Williams is under the jurisdiction of the Kaibab National Forest. (See Figure 1.)

The Williams Historic Business District lies in the center of the City of Williams (Figure 2) and is composed of parts of the Original Townsite and parts of the Scott Addition, plus businesses associated with the Atchison, Topeka, and Santa Fe Railroad. With the exception of structures that served the Railroad (e.g. the Fray Marcos Hotel and ticket office, and track warehouses), the proposed District lies south of and adjacent to, the railroad tracks. Since the 1920s a major national highway, U.S. Highway 66, has been routed through the center of the District.

The Historic Business District includes (Figure 3) portions of Blocks 4, 5, 6, 25, 26, 27, and 201, plus a portion of the Santa Fe right-of-way. This area has been the primary commercial center of Williams from 1880 until today. It may be divided into three zones or segments: 1) a saloon row, a row of buildings extending along the south side of Railroad Avenue at Block 6 from 1st Street to 2nd Street; 2) a commercial zone, including most of Block 5, the east two-thirds of Block 4, the west one-half of Block 25, most of Block 26, and the east one-third of Block 27; and 3) the multiple activity center for the Santa Fe Railroad, all of which lies north of Railroad Avenue and on both sides of the railroad tracks.

DESCRIPTION

Building Types, Styles, and/or Periods of Architecture. Primarily because other towns in Arizona experienced a greater amount of late growth, including nearby Flagstaff, Williams remains a virtually unique museum of late 19th and early 20th Century vernacular architecture, reflecting pan-United States tastes, the aspirations and life styles of the times in which they were conceived, and the frontier environment in which they were interpreted. Although major fires repeatedly destroyed downtown Williams, re-building was rapid. After 1908 no major fires took their toll, but neither did building booms. The downtown today contains some of the finest examples in the region of vernacular frontier commercial architecture; it is an important chronicle of adaptive styles from the early 1890s through the late 1930s.

Two Romanesque buildings in the District are the Cabinet Saloon (WMB-11, 1895) and the Tetzlaff Building (WMB-12, 1897), immediately adjacent to each other. These buildings have a massive appearance, dominated strongly by rounded arches

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

DEC 20 2004

Continuation sheet

Item number 2

Page 2

The District includes parts of Blocks 4, 5, 6, 25, 26, 27, and 201. It also includes parts of the Original Townsite and the Scott Addition.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received
Date entered
DEC 20 1984

Continuation Sheet

Item Number 7

Page 2

over windows and doors. The Cabinet Saloon was constructed of locally quarried dacite stone. The Tetzlaff Building is an excellent yellow brick interpretation of an almost true Richardsonian Romanesque and constitutes some of the finest brickwork in Arizona.

The Babbitt-Polson Building (WMB-28, 1901) was a large brick Victorian Commercial structure. The building was significantly altered in the early 1940s with an application of stucco, which in turn was painted in the early 1970s, and today constitutes the only example of Art Deco in the District.

The Fray Marcos Hotel (WMB-3, ca. 1901) is a rambling one and two-story poured concrete complex with squat unfluted columns and half-column pilasters, balustrades, and hooded windows. It is Neo-Classical Revival with Renaissance Revival characteristics. The Citizens Bank (WMB-23, 1917) is another fine example of Neo-Classical architecture. It is a single-story structure built of buff brick and terra cotta with symmetrical white pilasters capped in the Doric order, further topped with white triglyphs, and a simple white cornice line.

Most of the buildings in the District are single-story businesses that may be classed as Victorian Commercial. Examples include many with recessed central entrances covered with transoms, flanked by large glass bays, with facades capped with simple corbelled brick parapets (WMB-22, 26, 33, 34, 37, 38, 43, and 45). The dominant example, however, is the two-story Grand Canyon Hotel (WMB-41, 1892). The latter is a large rectangular-plan brick building with corner entrance, and brick pilasters (the building is now partially covered with stucco) capped with a brick cornice overhead.

Vernacular buildings throughout the District include those with pressed metal siding or of rock construction. Pressed metal examples include Rounseville's Clinic (WMB-49, 1910) and Button's Mortuary (WMB-50, 1919). Two rock buildings are the Cabinet Saloon (WMB-11, 1895) and the Pollock Building (WMB-27, 1901). An example of another vernacular stone structure is the old Telephone Office (WMB-53, 1938).

The most recent building in the District is the Circle K (WMB-2, 1972).

In sum, all but four of the buildings are of a single-story, and with the exception of the Fray Marcos, all are rectangular plan. Most have been constructed to completely fill a narrow (more or less 25-foot-wide

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered
DEC 20 1984

Continuation Sheet

Item Number 7

Page 3

lot.) Their proportions are of a human scale; the tallest buildings are only two stories high. The overall workmanship appears to be good, that is, no buildings appear to be falling apart. The single most common design element, aside from the ordinary, is the rounded and/or segmental arch.

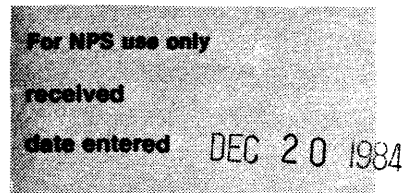
Construction Materials. Brick was the most common building material, although locally quarried dacite stone was also popular. Buff, yellow, and red clay, and grey concrete bricks were used; in some cases construction was with re-cycled brick. In addition, all or parts of buildings include the use of red sandstone, iron, pressed metal interior and exterior, post and beam, volcanic rock, locally quarried flagstone, stucco, glass block, terra cotta, rusticated concrete block, and poured-in-place concrete. In many cases two or more of these materials were used in combination, especially red sandstone as decorative or structural elements in otherwise brick buildings. While front facades are often painted over with a uniform color, the rears of the buildings, visible from the alleys, reveal a considerable amount of mixed use of brick and rock.

The dominant example of the use of brick is the Grand Canyon Hotel (WMB-41, 1892), a two-story structure faced with brick pilasters (the building is now partially covered with stucco, which is peeling away) capped with a brick cornice. More common in the District are the single-story Victorian Commercial brick buildings with central entrances and large glass bays, with facades capped with simple corbelled parapets (WMB-22, 26, 33, 34, 35, 37, 38, 43, and 45). Most of these are of red clay brick, although the rears of several of these businesses have grey concrete brick add-ons (e.g. WMB-36). An outstanding example of buff brick is the Neo-Classical Citizens Bank (WMB-23, 1917). An example of yellow brick is the Tetzlaff Building (WMB-12, 1897).

Dacite is a volcanic rock quarried from the hill which rises immediately behind the town, to the south. Several early buildings in the District were constructed with this rock, as were the foundations of others. Two of these include the Cabinet Saloon, now the Corner Bar (WMB-11, 1895) and the Pollock Building (WMB-27, 1901). Red sandstone was quarried in Flagstaff, 30 miles east and Holbrook, 115 miles east, and shipped to Williams on the railroad. It was used on many of the buildings, but not as a major building element (see for example the Tetzlaff Building, WMB-12, 1897, and the Freight Depot, WMB-9, 1901). Flagstone was quarried, and still is, in the vicinity of Williams and the area generally west of town.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation Sheet

Item Number 7

Page 4

Three examples of the use of rusticated concrete block are the Sultana Building (WMB-30, 1913), the Button Hotel (WMB-51, 1919), and the Williams Auto (WMB-21, 1912). The Fray Marcos (WMB-3, ca. 1901) is a fine example of poured concrete. Another poured concrete building is the present Williams News office, formerly Dial's Chevrolet Garage (WMB-54). The Citizen Bank (WMB-23, 1917) has retained its terra cotta detailing of projecting cornices and triglyphs.

Many of the commercial buildings in the District retain their pressed-metal ceilings and exteriors. An excellent example of restored pressed metal ceiling may be found in the Citizens Bank (WMB-23, 1917), but there are many others (WMB21, 26, 28, 37, 39, 40, and 49), to name a few. WMB-49, Rounseville's Clinic, is also an excellent example of the use of pressed-metal on the exterior of the building, as is the Button Mortuary (WMB-50), just down the alley. The upper half of the facade of the Crow-McCoy Building (WMB 13, 1903) is covered with classically designed pressed metal, including the wrought iron balcony and cornice. At Tiffany's little restaurant, the old Telegraph Office, the cast iron front with pilasters still retains the stamp on the east pilaster, which states the Mesker Bros. of St. Louis were the manufacturers.

Street/Alley Alignments.* The District includes all or part of six blocks, and a multiple activity area (Figures 2, 3). The streets, and thus the blocks, are aligned roughly north-northwest. Three of the blocks are square in outline, sub-divided by T-shaped unpaved alleys. These are the blocks to the south. North of these are three undivided half-blocks. North of these are the Fray Marcos Hotel and the Santa Fe activity area.

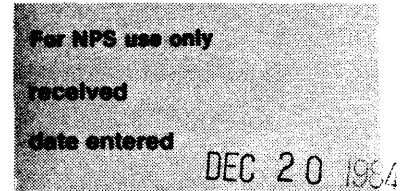
Present & Original Uses of Buildings. Buildings along Railroad Avenue between 1st and 2nd Streets face the Santa Fe Railroad. The users of these buildings were primarily people associated with the Railroad, either railroad workers or those who came to town on the railroad, for a break from their various jobs. This was the saloon row for the town. (Gambling and prostitution were not outlawed until 1907.)

There are eight businesses in Saloon Row in the District. The present-day use of these buildings includes that of a saloon (WMB-11), two restaurants (WMB-12, 11), and an auto mechanics shop (WMB-15). The others are closed. (WMB-12, the Tetzlaff Building, is undergoing rehabilitation efforts and should open as a restaurant in 1984. It has been closed for the past several years.)

* Note: The original sandstone block curbs are extant on the east and west sides of Second Street between Bill Williams Avenue on the north and Grant Avenue on the south.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 7

Page 5

Of a different functional nature is the business row a block south, along Bill Williams Avenue. Buildings there, such as the Grand Canyon Hotel (WMB-41, 1892), and the Boyce-Belgard Building (WMB-44, 1907) date from the early 1890s to the early teens of the 20th Century. The Sultana Building (WMB-30, 1913) once housed a saloon frequented by business owners and civic leaders, as well as the city hall, and a theater. Another is the old Telegraph Office (WMB-33, 1910). These were, and still are, the business buildings of the town. They provide services for the townspeople for the most part, more so than people from out-of-town. This is the commercial heart of the District and the buildings and site utilization reflect this usage.

Some of the buildings in the District are presently wholly or partially vacant, including the three large hotels: the Fray Marcos (WMB-3, 1901-23), the Grand Canyon (WMB-41, 1892), and the Cottage (WMB-48, ca. 1910).

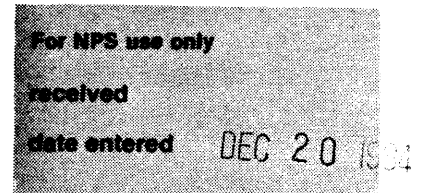
PRESERVATION ACTIVITIES

To the credit of the people of Williams, a slow but steady interest is developing in rehabilitation of the early buildings. These include the completed rehabilitation of the Neo-Classical Citizens Bank (WMB-23, 1917), the Victorian Commercial Duffy Brothers Grocery Store (WMB-40, 1912), the Old Parlor Pool Hall (WMB-37, 1910), and Messimer's Insurance (WMB-38, 1912). There are others. Rehabilitation is proceeding on the Tetzlaff Building (WMB-12, 1897) facing on Railroad Avenue.

Further, historic preservation may increase in the future. The Grand Canyon, the Cottage, and the Crowe-McCoy Building have been purchased by a person interested in rehabilitating and re-opening them. As mentioned above, the long-vacant Tetzlaff Building is being restored by the same party involved in the already completed rehabilitations in the business row along the south side of Bill Williams Avenue. Some efforts are underway to acquire the Freight Depot (WMB-9, 1901) and rehabilitate it for use as a small railroading museum, and the office for the Williams Chamber of Commerce. The abandoned Grand Canyon Railroad has recently been purchased, along with the Fray Marcos Hotel at its southern terminus. It is possible that the re-opening of this line will result in considerable effort to rehabilitate the Fray Marcos and/or other buildings in the commercial district of Williams.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation Sheet

Item Number 7

Page 6

NON-CONTRIBUTORS

Of the 56 structures included inside the Williams Historic Business District, ten, or 18 per cent, may be considered as non-contributors. These properties are listed after the Contributors, at the end of Item 7.

The Bowdon Building (WMB-17, 1947) and Shen's Photo/Fashion Apartments (WMB-19, 1949) are in the same block of buildings, facing south on Bill Williams Avenue between 1st and 2nd Streets. These buildings were constructed by Thomas Bowdon in 1947 of materials taken from other buildings in Williams. Many of the materials--bricks, timbers, pressed metal ceilings--came from the old hospital dismantled in the mid-1940s. Both of these buildings have been constructed with facades of native flagstone rock. They do not depart seriously from the integrity of the District.

The basic, original construction of the White Garage (WMB-10, 1917), Dial's Market (WMB-24, 1929), and Bennett's Auto Service, (WMB-31, 1940), may be old enough to merit consideration for placement on the Register for historical reasons. However, each has been so considerably modified that it really constitutes a building considerably different than the original.

The remaining five buildings were constructed within the last 50 years.

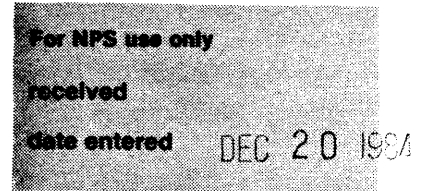
BOUNDARIES

Boundaries for the Williams Historic Business District were chosen to include all of the area associated with the commercial development of downtown Williams around the turn of the Century, and in which all or most of the buildings are in excess of 50 years old. Each of the areas of commercial development--and in turn the structures related to these enterprises--was taken into consideration. Outside the proposed District there are buildings of suitable age and architectural integrity, but they were not connected with the development of the downtown in a commercial sense.

To the north and south are Williams' residential areas. To the east and west, along U.S. Highway 66, are post-1945 commercial establishments (motels, gas stations, restaurants) catering to Williams' tourist industry.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation Sheet

Item Number 7

Page 7

INVENTORY

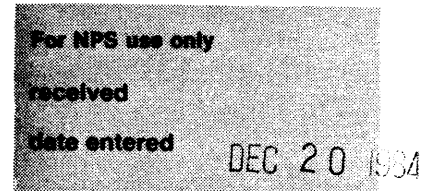
All properties listed below have been divided into two categories, based upon whether or not they contribute to the integrity of location, design, setting, materials, workmanship, feeling and association of the District. These categories are here called "Contributing" and "Non-Contributing."

Contributing (46 properties)

WMB-1	Torrez House
WMB-3	Fray Marcos Hotel
WMB-4	Railroad employees house
WMB-5	Babbitt-Polson Company Track Warehouse
WMB-6	Warehouse
WMB-7	Warehouse
WMB-9	Freight Depot
WMB-11	Cabinet Saloon
WMB-12	Tetzlaff Building
WMB-13	Crowe-McCoy Building
WMB-15	Bowdon-Railroad Avenue a. Wholesale liquors b. Restaurant c. Saloon
WMB-16	Torrez Restaurant
WMB-18	El Charro Restaurant
WMB-20	KBWA
WMB-21	Williams Auto
WMB-22	Hatley Cleaners
WMB-23	Citizens Bank
WMB-25	Red Cross Garage
WMB-26	Rounseville's Drug Store
WMB-27	Pollock Building
WMB-28	Babbitt-Polson Building
WMB-29	Windmill Cafe
WMB-30	Sultana Building
WMB-33	Telegraph Office
WMB-34	Foster's Indian Store
WMB-35	Applegate Western & Casual Wear
WMB-36	Grand Canyon Drug Company
WMB-37	Old Parlor Pool Hall
WMB-38	Messimer's Insurance
WMB-39	Alternative Impressions
WMB-40	Duffy Brothers Grocery Store

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation Sheet

Item Number 7

Page 8

WMB-41	Grand Canyon Hotel
WMB-42	B. B. Bowdon Building
WMB-43	Boyce Building/U. S. Post Office
WMB-44	Boyce-Belgard Building
WMB-45	Warehouse
WMB-46	former Forest Service Office
WMB-48	Cottage Hotel
WMB-49	Rounseville Clinic/Residence
WMB-50	Button Mortuary
WMB-51	Button Hotel
	a. Anthony Apartments Laundry Room
WMB-52	Dentist's Office
WMB-53	former Telephone Office
WMB-54	Dial's Chevrolet Garage
WMB-55	Rock Garage

Non-Contributing (10 properties)

WMB-2	Circle K Food Store
WMB-8	Lumber Company Buildings
WMB-10	White Garage
WMB-14	El Sombrero Cafe
WMB-17	Bowdon Building
WMB-19	Shen's Photo/Fashion Apartments
WMB-24	Dial's Market
WMB-31	Bennetts Auto Service
WMB-32	Bennetts Garage
WMB-47	Hansen's Law Office

8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion		
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science		
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture		
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian		
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater		
<input type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation		
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input checked="" type="checkbox"/> other (specify)		
		<input type="checkbox"/> invention	<input checked="" type="checkbox"/> Tourism, History			

Specific dates ca. 1890-1939 **Builder/Architect**

Statement of Significance (in one paragraph)

The Williams Historic Business District is significant for its range of architectural styles, containing within its boundaries an important selection of late 19th and early 20th Century adaptive vernacular architecture reflecting the tastes and life ways of the entire United States, and the frontier environment in which they were interpreted. It is also significant because of the role it played in the cycles of opening of the West, from livestock to railroad, to lumbering, to tourist. It is the product of the Nation as it has spent its entire life straddling major U.S. rail and highway arteries, the focal point for transshipment of millions of head of sheep and cattle, the center for milling and distributing pine lumber all over the world, the stopover for millions of tourists. With connecting rail and highway links north to the Grand Canyon, tourism became its single most important commodity. Famous people played out their roles in and around the District: cattleman William Ashurst who went on to become Territorial senator; T.E. Pollock, who became a leader in northern Arizona banking; Dr. Edward B. Perrin, who ran one of the largest herds of sheep in the Nation; Cormick E. Boyce, who literally built much of the District; Fred Harvey, who built the Harvey House Fray Marcos Hotel and was instrumental in establishing Williams as a tourist center and the Gateway to the Grand Canyon; the Babbitt brothers, pioneer cattlemen and businessmen, whose descendants are still important leaders in business and politics in the State, including serving as Governor of Arizona. The Williams Historic Business District is significant as a microcosm of national turn-of-the-century history and architecture as interpreted in a frontier town, relatively unspoiled by recent urban renewal, expansion, or shopping centers.

HISTORICAL BACKGROUND/CONTEXT

Scattered around Williams are pine-covered hills and volcanic mountains, including the San Francisco Peaks some 28 miles to the east, and many grassy valleys, meadows, and prairies. It was these grass-filled pockets which drew early settlers to northern Arizona as sheep and cattle became the mainstay of Williams. One of the earliest settlers was Charles T. Rogers, a successful merchant in Prescott who also ran cattle near Williams. When word came, in 1879, that the Atlantic and Pacific Railroad might extend its route past the north side of Bill Williams Mountain, Rogers purchased a ranch from a John R. Vinton, close to what is now downtown Williams, and established a home there.

From 1881 until 1891 the site of the future town was the scene of several legal battles, claims and counter-claims. Finally, in 1891, the Atlantic and Pacific Railroad brought suit against Rogers and other claimants asking that their claims to title be declared invalid. Under the land-grant provisions of its charter with Congress, the Company had first claim on odd-numbered sections within 50 miles of the railroad route. In the end, Rogers, founder and owner of Williams, saw his holdings shrink from the original ranch of 160 acres to a few town lots on the south side of Bill Williams Avenue (probably Lot 1, Block 4; Lots 9, 10, 11, and 12, Block 5; and Lot 16 in Block 13).

9. Major Bibliographical References

On Continuation Sheets

10. Geographical Data

Acreeage of nominated property ca. 25
Quadrangle name Williams. Bill Williams Mountain Quadrangle scale Both are 15'

UTM References

A	1 2	3 9 1 8 7 5	3 9 0 1 5 0 0	B	1 2	3 9 1 8 0 0	3 9 0 1 1 0 0
	Zone	Easting	Northing		Zone	Easting	Northing
C	1 2	3 9 2 0 7 5	3 9 0 1 2 5 0	D	1 2	3 9 1 6 0 0	3 9 0 1 4 5 0
E				F			
G				H			

Verbal boundary description and justification The boundary of the Williams Historic Business District is shown as the black line on the accompanying map. This area includes the historical commercial core of downtown Williams.

List all states and counties for properties overlapping state or county boundaries

state	N/A	code	county	code
state		code	county	code

11. Form Prepared By

name/title Dr. Charles A. Hoffman, Associate Professor of Anthropology

organization Northern Arizona University date 1 October 1983

street & number Box 15200 telephone 602-523-3180

city or town Flagstaff state Arizona, 86011

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:
 national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature *Donna J. Schuber*

title State Historic Preservation Officer date Oct. 25, 1984

For NPS use only

I hereby certify that this property is included in the National Register

John C. Byers Entered in the National Register date 12-20-84

Keeper of the National Register

Attest: _____ date _____

Chief of Registration

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

Continuation sheet

Item Number 8

Page 2

As the railroad progressed steadily westward, construction camps were established and then rail heads connecting with points south. It reached Williams in 1881. During the 1880s several business establishments opened up on Rogers' ranch, essentially in what was to become the town of Williams. The first post office was established on 14 June 1881 and Charles Thomas Rogers was appointed to serve as the first postmaster. The first major business was a store, type not today known, opened by Rogers. It was later purchased by the town's major benefactor, Mr. Cormick E. Boyce, pioneer merchant, builder, and cattleman.

The suitability of certain regions in Arizona for sheep grazing was popularized in the early 1870s, and by 1874 her reputation in this respect was quite well established. Large herds were driven across northern Arizona to New Mexico from California. John Clark and William Ashurst settled in the vicinity of Williams with their herds in 1876 and 1877. The Weekly Arizona Miner (May 1877) estimated there were some 25,000 head of sheep in the Bill Williams range of mountains in July, 1877. Despite the advantages, development of the industry in northern Arizona had been somewhat deterred because of a lack of convenient access to markets. The advent of the railroad definitely located the sheep industry in the northern counties of Arizona.

Principal sheepmen who helped contribute to the economic development of Williams included Dr. Edward B. Perrin. Perrin became one of the largest cattle and sheep ranchers in northern Arizona. The Perrin Land and Cattle Co. owned thousands of acres of grazing land purchased from the Railroad.

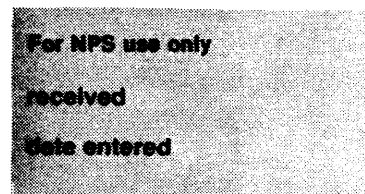
The movement of cattle into northern Arizona in the early 1880s was rapid as a result of the same factors which contributed to the influx of the sheepmen; drouth conditions elsewhere, the excellent range conditions around Williams, and the building of the railroad. Williams became an important shipment center for cattle as well as for sheep and wool. The closest rival was Chalendar, about nine miles east, but the shipment of livestock, at least after 1881, was predominantly from Williams.

A brief description of business interests in Williams by August, 1883, notes that major offices of the Atlantic and Pacific Railroad were located there and that from a business point of view Williams was a prosperous place. The principal business houses were those of C. T. Rogers and John Fielding, general merchandise stores; J. B. Dickey, druggist; J. R. Tabor, James Murray, Lute Wilson & McCracken, wholesale and retail liquor dealers; Morris Walsh, saloon keeper, and J. R. McDonald, restaurant.

In July, 1881, many of these merchants suffered losses in one or the other of two fires which in less than a week destroyed a large portion of the

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet

Item Number 8

Page 3

business section of Williams. The Arizona Champion of 12 July 1884 announced that those remaining were: "Rogers' store and post office, Nellis & Lewis Saloon and Billiard Hall, Boyce's store, Walsh and Davis Saloon, Murray's and McDonald's Saloons and Restaurants."

Williams developed a reputation of being a "tough" town in the 1880s, catering to the cowboy, shepherd, and railroad worker seeking relaxation. At the same time, business increased. A portable lumber mill was installed in 1891, and a large lumber mill, the Saginaw Lumber Company, was built along the west side of town in 1893. Railroad facilities were steadily increased. An inventory of railroad facilities located at Williams in 1885 included: an eating house, 2 section houses, 2 cottages for employees, an engine house, a blacksmith shop, coal shutes, water tank, and pumphouse.

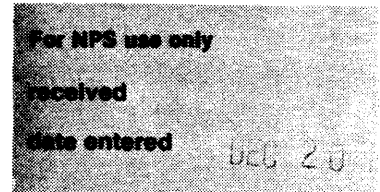
The early fires revealed the necessity for a readily accessible quantity of water. While water was needed for drinking purposes, and the big engines of the Railroad business, the message was driven home when fires would spring up and an immediate source of a large quantity of stored water was not available. Partly to alleviate the latter condition, but mostly to serve the steam engines of the railroad, in 1892 a dam was constructed in the hills at the south edge of town. Stone for the project was hauled in by rail, either from Flagstaff or Holbrook. The dam was enlarged in 1894-95. It is still in existence and still provides captured run-off water.

The shortage of water remained a problem to the town, however, and during the 1890s disastrous fires occurred which might have been averted had Williams possessed an adequate water system. In July, 1895, two blocks on Railroad Avenue between 2nd and Taber Streets (Figure 3) were entirely destroyed. A year later, a residential block on the west side burned with the loss of five homes. The Flagstaff Sun-Democrat of 3 June 1897 reported that the fire started in a "house of ill-fame on Front Street." The exact location cannot be more exactly pinpointed, although houses of prostitution were restricted to Front Street (Railroad Avenue) between Taber and 2nd Street.

The lack of water prompted the town to seek incorporation, in the hope that an organized system of water supply might be developed. The first water system was provided and operated by Ferd Nellis as a private enterprise. His source of water was a well located just outside the District on the south side of Grant Avenue west of 4th Street. It is still a source of water for the people of Williams. C. E. Boyce dug a well on land purchased in "Rogers Meadow" near the intersection of Grant Avenue and 8th Street. He erected his own water works for the Grand Canyon Hotel and his other buildings. This system was mainly for fire protection. It served this purpose during several

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 8

Page 4

conflagrations within the District and was in use until 1933. Boyce and others incorporated the Williams Water Company in 1899, with the object of constructing "reservoirs, dams, and waterworks for the town." However, the town council refused the company a franchise and the idea was abandoned.

Cormick E. Boyce has been credited with being the pioneer merchant of Williams. He came to the Williams area in 1881. By the middle of the 1880s Boyce had already acquired considerable real estate in Williams. In the early 1890s Boyce's two-story brick Grand Canyon Hotel (WMB-41, 1892) was erected. It is located on Bill Williams Avenue and 2nd Street. Plans for the building were finished in June, 1891, by Samuel E. Patton. Started in July or August of the same year, it opened its doors to the public in January, 1892, as the Boyce Hotel.

As indicated above, Williams is located in the middle of one of the largest pine forests in the Nation. Along with the arrival of the railroad, mills harvesting these timbers sprang up, partly to serve the needs of the railroad as it expanded westward, but also to serve the housing needs of those persons associated with construction and then maintenance of the railroad. The first recorded mill was that of Wilson and Haskell, several miles southwest of the District. In May, 1891, E. P. Clark and A. D. Adams set up a portable sawmill two miles southwest of Williams to supply ties and bridge timbers for railroad construction. Then, on 14 February 1893 the Saginaw Lumber Company of Saginaw, Michigan, acquired the timber rights to thousands of acres of railroad lands. Construction on their mill began in April, 1893, on the west side of town, scarcely a few blocks west of the proposed Historic District. The Company eventually expanded the mill, and constructed several residences, chiefly for its employees. These latter were located both south and east of the mill between the mill area and the developing business district. By the end of 1894 there were at least three sawmills located at or within five miles of Williams. Saginaw expanded in 1894 with installation of a box factory in Williams. In 1897 the Saginaw mill was producing 100,000 feet of lumber daily. In 1899 Saginaw merged with the Manistee Lumber Company of Manistee, Michigan. The lumber industry eventually became one of the mainstays of the Williams economy. However, no buildings within the District were directly related to the mill.

The population of the little town increased. By 1895 it was estimated to be in excess of 600 persons. By 1900 it had doubled to 1,200 persons. To meet the increasing needs of the residences several businesses were established. In 1894 the Polson brothers (Frank and August) arrived in Williams from Kansas and established a general merchandise business which soon became one of the larger enterprises in town. In 1895 they erected an impressive building on the northwest corner of 3rd Street and Bill Williams Avenue. The store burned in

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

Continuation Sheet

Item Number 8

Page 5

the great fire of 1901 and they later erected a larger one (WMB-28, 1901) on the ruins of the first. Also during the 1890s Boyce constructed the Cabinet Saloon a block north of his Hotel (WMB-11, 1895), to serve the needs of a growing clientele from the railroads, the ranches, and the mills.

In 1897 August Tetzlaff, a tailor, erected a two-story yellow brick building adjacent and to the east of Boyce's Cabinet Saloon (WMB-12). These buildings formed the core of the "Saloon Row" for the District; there were others, but they burned in later fires. In 1903 Crowe and McCoy erected a two-story brick building adjacent and to the east of Tetzlaff's building (WMB-13), to take its place as part of the "row."

Williams started off the first decade of the new century with two disastrous fires partially inside the boundaries of the proposed District. The first, in the summer of 1901, took 36 business buildings, 2 hotels, and 10 residences in scarcely more than an hour. Recognizing that the calamity was partly because the town had no organized fire-fighting capability or water distribution system, the town was again incorporated. A second disastrous fire struck in February, 1903. This time 6 saloons, 1 restaurant, and several small huts were lost, comprising part of "Saloon Row" on the eastern end of Railroad Avenue (the fire was stalled and ended at the two-story brick Tetzlaff Building WMB-12). Two municipal incorporations notwithstanding, there was still another fire in 1908, which destroyed a principal building block, including the post office, the large Babbitt Brothers store, a newstand, and a billard hall. This was the last extensive fire in Williams.

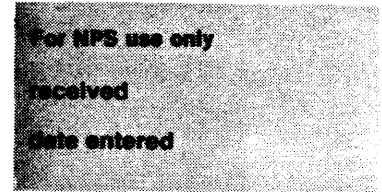
The years after 1901 and 1903 were building years for the District. One of those buildings was the Babbitt-Polson Building (WMB-28) mentioned above as having been erected on the ashes of the store destroyed in 1901. Another building was that erected by T. E. Pollock was a bank building on the corner of 3rd Street and Bill Williams Avenue. A single-story building, constructed of local dacite rock, the new building housed the bank, as well as several businesses destroyed by the 1901 fire. One of these was the Williams News, another was Mr. Canall's new telegraph office.

By 1901 several warehouses had been erected along the railroad tracks. For a brief period of time, after the loss of their store in the fire of 1901, the Polson brothers operated out of their track warehouse (WMB-5), until the new building was completed. Meanwhile, across the tracks, construction had begun on the Fray Marcos Hotel (WMB-3), although it did not officially open until March, 1908.

The next boom in building construction in the District involved the south side of Bill Williams Avenue. In 1910 Canall moved into his new

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 8

Page 6

building (WMB-33) next to the bandshell at the corner of Bill Williams and 3rd Street. Also in 1910 a two-unit brick store (WMB-34 and WMB-35) was erected next to the Telegraph Office. It would house commercial ventures for 70 years, up until the present time. A few feet farther east the Old Parlor Pool Hall (WMB-37), a single-story brick building was also built in 1910. Around the corner of the same block Pat Ronan erected his two-story brick study in architectural formalism. The Cottage Hotel (WMB-48), facing east on 2nd Street between Bill Williams Avenue and Grant Avenue, was designed to accommodate the growing number of tourists staying over in the City as they criss-crossed the Country, or made plans to visit the Grand Canyon 60 miles north. Many of the rooms were reserved for visiting employees of the Railroad.

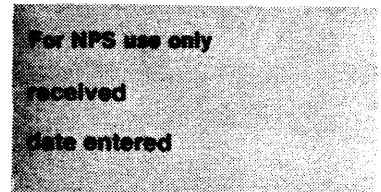
In 1912 C. E. Boyce erected a large brick building (WMB-40), designed for use as a bank, on the southwest corner of Bill Williams Avenue and 2nd Street. It was never used as such, but as a market. Today it is an Indian curio store. Also in 1912 the old Grand Canyon Drug Company (WMB-36) was sandwiched in between Applegates and the Old Parlor Pool Hall. Meanwhile, in 1912, Ben Sweetwood began work on what was to become the Sultana Building (WMB-30). A tall, rusticated concrete block building, it was to house civic offices, a popular saloon off the so-called Saloon Row, and a motion picture theater, one of the earliest in the State of Arizona. The Sultana was not completed until about 1915.

Across Bill Williams Avenue, George Rounseville opened his drug store (WMB-26, 1912) on the burned out remains of the old Harrell Building. A year later the Red Cross Garage (WMB-25, 1913), with entrances on both Bill Williams Avenue and Railroad Avenue, opened up next door; one of the many buildings in town designed to serve the new auto-oriented tourist traffic. Meanwhile, the lot west of the Drug Store would remain vacant. Twice, Max Salzman, respected Williams businessman and once the town mayor, erected a large clothing store on that property. Twice the building burned to the ground. Fragments of the burned timbers may still be seen in the old wall behind Rounseville's Drug store (now the 66 Auto). Finally, in 1917, the little Neo-Classical buff brick Citizen's Bank (WMB-23) was erected on the northwest corner of 2nd Street and Bill Williams, significant because of its testimony to the obvious economic growth of the little town.

By 1910 the federal census listed a population of 1,267 persons for Williams, although various estimates during the decade placed it higher. Much progress had been made. The lumber, livestock, and railroad industries provided a firm support for the economy of the town. Although some people still held hopes that it would become a mining center, that industry was of little consequence to the economy. By the end of the decade it was fully recognized by the townspeople that possibly the best source of income was the tourist traffic to the Grand Canyon. Lumbering was undoubtedly a most

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 8

Page 7

important commercial enterprise, however. The Saginaw and Manistee Lumber Company had a yearly output of about 25 million board feet of lumber a year in the early part of the decade. The cattle industry also continued to increase steadily.

Back in 1891 William W. Bass had begun a regular stage service between Williams and the Grand Canyon. A year later Ferd Nellis operated another line to the Canyon. After many efforts, work was begun in 1898 on a railroad from Williams to the Canyon. The line was opened in 1901. The addition of the railroad was an important economic boost for the town. In 1902 the slogan now used by the town: "The Gateway to the Grand Canyon" first appeared in the Williams News. The phrase was definitely in use as a slogan by the middle of 1907.

During the early part of the Century accommodations for tourists were few in number. The principal hostelry was the Grand Canyon Hotel. The Railroad completed the El Tovar Hotel at the Grand Canyon in 1905, placing it under the Harvey System's operation. While Harvey did provide meals for tourists in converted railroad cars sidelined at Williams, that system had no substantial hotel facility there. Williams had long anticipated the erection of a Harvey House, but not until March, 1908, was the Fray Marcos Hotel (WMB-3) opened to the public. The Hotel began as a curio shop in 1901. It was added to several times over the next 22 years, resulting in one of the few good examples of Renaissance Revival architecture in Arizona.

Travel to the Canyon increased steadily after 1901. Shortly after the railroad to the Canyon had been completed, a harbinger of a new trend in travel to the Canyon appeared. A test run of a "steam locomobile" was made from Flagstaff to the Canyon. Use of the auto-mobile for travel from Williams to the Canyon eventually exceeded that of the train (ca. 1927). This, despite the Williams News deploring the fact ten years earlier that county roads servicing Williams were poorly maintained, especially during the winter months, evidenced by automobiles shipped by train between Williams and Flagstaff, and Williams and Ash Fork. By 1930 the automobile far exceeded the railroad in number of tourists carried to the Canyon.

In the 1920s a federal highway was established along the route approximating the old Whipple Wagon Road. It became known as the National Old Trails Highway. Around 1928 it was re-named U.S. Highway 66. Its construction, and more importantly, its federally supported maintenance, was of considerable significance in bringing tourists to Williams. The highway was routed through the center of the District.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only	
received	
date entered	DEC 20

Continuation Sheet

Item Number 8

Page 8

The Depression of the 1930s had its effect on Williams in many ways. At first, the lumber business held up relatively well, except for minor shutdowns. But it became more and more difficult for Saginaw and Manistee to secure tracts of timber which could be economically harvested by their railroad system of logging. Although trucks had been used already in the late 1920s, cutting operations were still mainly dependent upon access to their railroads. In the 1920s the annual cut was about 30 million board feet per year. However, by mid-1935 it was down to approximately 18 million board feet. Rumors spread that the mill would move. In 1938 the mill had to purchase some 15 million feet of box lumber from Flagstaff for its box factory at Williams. The rumors proved to be true and in 1941 the mill moved its operation to Flagstaff and a year later the box factory was moved there also. Several smaller mills immediately moved in to fill the void and by the 1950s the lumber industry in Williams made something of a comeback. By 1951 it was the second largest enterprise at Williams in terms of annual payroll (tourism was first).

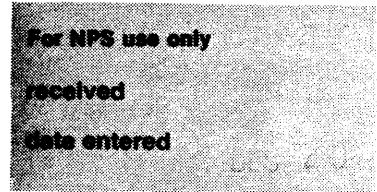
The principal trend in the cattle industry was the concentration over time of much of the grazing land in the hands of a few large outfits. It is still an important part of the town's economy. Livestock, for the most part, are grazed under the permit system on Kaibab National Forest lands.

Although railroad activity in general increased during World War II, the Grand Canyon tourist line was discontinued in July, 1942. The Grand Canyon Railway Company, which had nominal control of the line since 1901, was dissolved in 1943 and all its property was transferred to the Atchison, Topeka, and Santa Fe Railway Company. Service to the Canyon was restored after the War. Rail services continued to decline because of the ever-growing popularity of the automobile. In 1968 the railroad was abandoned. However, because the U.S. Highway 66 was routed through Williams, the town still benefitted from the tourist traffic using it as the Gateway to the Grand Canyon.

Most important of all to Williams is its tourist traffic. All tourists who visit the Grand Canyon do not stop in Williams, nor, on the other hand, do only Canyon visitors travel over Highway 66. However, the volume of automotive traffic is such that tourism remains the town's major business. Accommodations at Williams have continued to expand to meet the needs of increasing numbers of tourists. By mid-century there were nearly two dozen motels or tourist courts, and a trailer court in addition to the Fray Marcos Hotel, the Grand Canyon Hotel, the Button Hotel, and the El Pinado (Cottage) Hotel. (At the time of the study for this nomination all of these older hotels had been closed.) More than a dozen service stations and half as many garages provided for the needs of motorists. Cafes and restaurants numbered about a dozen. Half a dozen bars and cocktail lounges also served the public.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 8

Page 9

A like number of businesses were devoted to the curio or souvenir trade. A guest ranch located south of Williams and two mountain camp grounds west of town also encouraged tourists and vacationists. The existence of all these enterprises, in most cases, was directly related to the tourist traffic, and established beyond a doubt that tourism was the number one industry.

A singular aspect of the history of Williams is that each time the town suffered an economic dislocation there was a compensating factor to ameliorate the situation. Although the livestockmen were the first into the region, the railroad provided the real impetus to the establishment of Williams and the town expected to draw its chief sustenance from that source. After the Railroad Division Point was removed at the end of 1883, Williams experienced a slump, but it was quickly dissipated by the expanding livestock trade. The start of large scale lumbering at Williams by the Saginaw Lumber Company in 1893, when drouth in Arizona and general financial chaos in the Country had all but ruined the livestock industry, further illustrates the point. The lumber industry continued strong for the next 50 years and firmly established Williams as a lumber town, while both railroading and ranching regained most of their former importance to the town. Although a bid for the tourist trade had been made as early as 1899 when the town subsidized the Santa Fe and Grand Canyon Railroad, the tourist industry did not begin to assume its present importance to the town until the late 1920s and early 1930s. Then, the establishment of U.S. Highway 66 and the opening of the new access road to the Canyon from a point just east of downtown Williams made the town the center of departure to the Grand Canyon for automobile as well as for rail travel. Even then it had been recognized that the lumber industry could not continue indefinitely on the same scale of operation. By the time the depletion of the timber supply had forced the cessation of large scale lumbering in the area in the early 1940s, the tourist industry was developed to a point where it insured the future of Williams. The retardation of tourist travel during World War II helped, at least in part, to prevent Williams from regaining by 1950 the population lost through the mill removal in the early 1940s; but, even that was compensated for to a degree by general westward expansion of population in the Country.

ARCHITECTURE

Most of the buildings within the District contribute to its sense of time and place. The District is an excellent collection of representatives of architectural styles from the early 1890s through the late 1930s.

The late 19th Century structures which retain most of their original integrity include the Cabinet Saloon (WMB-11), the Tetzlaff Building (WMB-12),

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

Continuation Sheet

Item Number 8

Page 10

and the Grand Canyon Hotel (WMB-41). The Cabinet Saloon is historically significant for its association with Cormick E. Boyce, prominent Williams' citizen. Built around 1895 it survived all of the major fires which swept around it in the late 1800s and early 1900s. Architecturally, it is one of the oldest extant structures in the District, embodying the use of locally available dacite rock, and imported pressed metal ceiling. It is a key building to the proposed District. The Tetzlaff Building is an outstanding local example of Romanesque turn-of-the-century architecture, built by August Tetzlaff, leading Williams merchant and tailor. Its excellent metal cornice is still intact and caps some of the finest brickwork in northern Arizona. The Grand Canyon Hotel is one of the largest and oldest commercial structures in the District. Built by town "father" C. E. Boyce in 1892, it still possesses a high level of integrity.

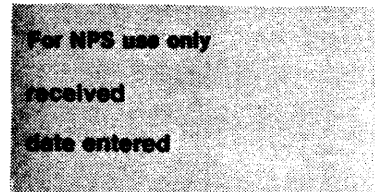
Examples from 1900 to 1915 include: the Fray Marcos Hotel (WMB-3), the Freight Depot (WMB-9), the Crowe-McCoy Building (WMB-13), the Citizens Bank (WMB-23), the Pollock Building (WMB-27), the Telegraph Office (WMB-33), the Messimer's Insurance (WMB-38), the Duffy Brothers Grocery Store (WMB-40), and the Boyce-Belgard Building (WMB-44).

The Fray Marcos Hotel is one of the most historically significant buildings in the District, because of its long term status as a "Harvey House" and its association with the Santa Fe Railroad Company on its main east-west line to California and as the southern terminus for the line to the Grand Canyon. It is one of the few excellent examples of Renaissance Revival architecture in Arizona. Despite neglect and some changes (many are reversible), the building still possesses its original style and a high level of integrity. The Freight Depot is a large (approx. 129 X 30 feet) brick and stucco structure with red sandstone lintels. The building still retains its high level of integrity. The Crowe-McCoy Building is historically important because of its association with the "Saloon Row" of the District. It is architecturally significant for its elaborate pressed metal front which is unique in northern Arizona and it is locally a rare example of early 20th Century architecture. The Citizens Bank played a major role in the early commercial development of Williams. It is even more significant architecturally as the best example of Neo-Classical Revival in Williams, and its uncompromised integrity makes it a strong contributor to the District.

The Pollock Building was erected by T. E. Pollock, prominent northern Arizona banker and businessman. The ground floor was constructed of locally available dacite rock; the second floor is brick. It is architecturally significant for the strong flavor of rusticated Romanesque styling. It is one of the major two-story buildings in the District. Historically, the building represents a major contribution to the District as it was built

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 8

Page 11

immediately following a major fire which consumed many businesses in town, businesses which then came to utilize the Pollock Building. The Telegraph Office is architecturally significant because of its "Main Street" theme carried out in a single-story brick building with brick dentils and corbelled brick cornice along the upper part of the facade, plus the iron work on the front, including iron pilasters which still retain the stamp indicating the Mesker Bros. of St. Louis were the manufacturers.

Messimer's Insurance is another "Main Street" single-story brick structure which has served continually as an office building for the District since its construction in 1912. The interior ceilings have been dropped but the pressed metal ceiling is still in place. The high level of integrity of this building is evident in the fully detailed corbelled brick cornice which has been emphasized during recent facade rehabilitation. Duffy Brothers Grocery Store is historically important for its association with its builder, C. E. Boyce. Architecturally, it is significant because its scale and massing makes it one of the larger single-story 20th Century commercial buildings in Williams. Although not originally, nor now, a post office, the Boyce-Belgard Building did serve the community as such for 30 years. It was originally built by the early prominent citizen, C. E. Boyce. Its architectural integrity has been retained with its skylights, pressed metal ceiling, and multi-light transom panel.

Other buildings which are significant historically include the Babbitt-Polson Building (WMB-28) and the Sultana Building (WMB-30), where modifications appear to be reversible, or the building has acquired a new significance of its own (the Babbitt-Polson store is the only example of Art Deco in the District). The building is historically significant for its association with two early northern Arizona merchandising families. The Sultana is historically important because it served the citizens of Williams in many ways: it was a bar and restaurant to which the local people could go (as opposed to those on Saloon Row which were frequented by out-of-towners, and considered as "off limits" to some Williams townfolk), it contained the only theater, and for more than 40 years housed the city offices for Williams. Architecturally, the Sultana is one of the few examples of the early concrete block industry, and one of three examples of rusticated concrete block in the District. Its role in the entertainment and civic functions for the citizens of Williams makes it an important contributor to the history of that town.

ASSOCIATION WITH SIGNIFICANT INDIVIDUALS

Although Cormick E. Boyce may not have had the first store in Williams, he soon became one of the town's principal merchants and perhaps its most

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only	
received	
date entered	DEC 20 1984

Continuation Sheet

Item Number 8

Page 12

respected citizen. Boyce, who freighted for the Atlantic and Pacific Railroad when it was being built through the region may have arrived in Williams in 1881. In discussing the fire of 1884 the Arizona Champion said that one of Boyce's stores escaped damage but that he lost several other buildings. Indeed, while it may well be that Charles T. Rogers founded the town of Williams, it was Boyce who built it. By the middle of the 1880s, Boyce had already acquired considerable real estate and was recognized as a very successful merchant, and was prominent in the livestock industry. He had branch stores in the neighboring towns and ran cattle a few miles from Williams.

In 1887 Boyce was appointed postmaster of Williams. He served briefly on the town council the first time Williams was incorporated, in 1895. Appointed to the Coconino County Board of Supervisors when the County was established in 1891, he was elected to the position in the County's first election. In 1912 Boyce was elected to the Town Council of Williams. At one time he served as trustee for the school district.

Boyce had the following buildings erected within the District: The Cabinet Saloon (WMB-11, 1895), Williams Auto (WMB-21, 1912), the Duffy Brothers Grocery Store (WMB-40, 1912), The Grand Canyon Hotel (WMB-41, 1892), the Boyce Building/U.S. Post Office (WMB-43), the Boyce-Belgard Building (WMB-44, 1907). He died in Williams in 1929.

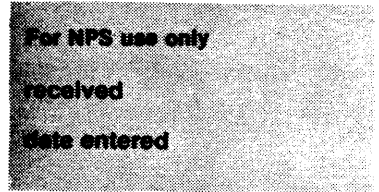
When Fred Harvey reached the United States from England in 1850 he began a career comparable to that of any hero of a Horatio Alger novel. In 1876, already a successful Kansas businessman 40 years of age, Harvey became restaurant and hotel concessionaire for the rapidly expanding Atchison, Topeka, and Santa Fe Railroad system. "Meals by Fred Harvey" became a prime drawing card, along with the famed "Harvey Girls" who served as waitresses, for Santa Fe passengers. Harvey Houses were placed a meal stop apart throughout the railroad system.

While Fred Harvey never lived in Williams, his impact on the town, and the District, was immeasurable. By 1887 he had begun to serve meals (Henderson 1969) from a railroad car stationed at the depot on the north side of the tracks, across from the downtown. In 1901 he began construction of a curio shop at the depot, and in 1908 opened to the public the Fray Marcos Hotel.

Harvey's fame might easily have rested upon his bringing good food and pretty girls to the American southwest, but his touch was felt in other ways: the merchandising of Indian arts and crafts, and the distinctive architecture of

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 8

Page 13

the Harvey Houses. Until the end of the 19th Century, the Harvey Houses were usually of frame construction and were built with economy and efficiency in mind. Ford Harvey assumed leadership of the company upon his father's death in 1901. Ford Harvey and the Santa Fe president, Edward P. Ripley, became interested in patterning new railroad accommodations after the indigenous Spanish colonial-Pueblo Indian style of architecture. Hence the Fray Marcos was originally designed in a Neo-Classic Mission Revival style (later additions included features which made it closer to Renaissance Revival). In 1902 the Fred Harvey Indian Department was formed and personalities within the system emerged to specifically handle this unusual adjunct. To the already famous Fred Harvey meals, the Harvey Girls, and the Harvey hospitality, was added the important (and profitable) collection and popularizing of native Indian crafts.

The Fred Harvey presence in Williams, in the form of the prestigious Fray Marcos, or in its simple box car-restaurant predecessors, was of tremendous importance to the development of the little town of Williams, Arizona.

Tom E. Pollock was one of the outstanding livestock and businessmen of northern Arizona. Born in Wisconsin in 1868 he came to Flagstaff, Arizona, in 1895 and at once began an extensive business career.

Noted for his ability to select and cooperate with associates he soon developed large sheep and cattle interests. These included the Three V Ranch north of Seligman, the Grand Canyon and Willaha sheep companies north of Williams, and ranches in Chino Valley, on Clear Creek, the White River, the area south of Flagstaff, and near Magdalena, New Mexico. In 1917 he established the Apache Lumber Co., and built the huge sawmill at McNary, Arizona, and the 72-mile railroad from the mill to Holbrook.

For a time he was president and principal owner of the Central Bank at Flagstaff, with branches at Kingman, Williams, Chloride, and McNary. He erected the large single-story native rock bank and business building on the northeast corner of Bill Williams Avenue and 3rd Street (WMB-27) and later the little, brick, Neo-Classical bank building on the northwest corner of Bill Williams Avenue and 2nd Street (WMB-23). Both buildings are important contributors to the Williams Historic Business District.

In addition to banking, lumbering, and ranching, Pollock held controlling interests in coal mines at Gallup, New Mexico, and in Alaska. He was on the original board of the State College (Northern Arizona University) at Flagstaff, and was a member of the State Fair Commission.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered
DEC 20

Continuation Sheet

Item Number 8

Page 14

SIGNIFICANCE

Tourism. The Williams Historic Business District is significant for its long time close association with the American development of tourism, which in turn became a principal local industry. The reasons for this were that the District straddled the Santa Fe Railroad and U.S. Highway 66, two significant national transportation arteries, and that it was located at the southern terminus of both rail and highway links to the world-famous tourist stop, the Grand Canyon of the Colorado.

In the 1920s, as the result of urging by the National Old Trails Association, of which Williams was a member, a federal highway was established along the same general route that approximated the old Whipple wagon road. The new highway was federally supported and maintained. It passed through the center of the District. Certainly, hundreds of thousands of tourists, if not millions, have been funneled through the District along either U.S. 66 or the Santa Fe railroad.

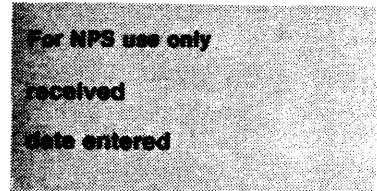
The Williams to Grand Canyon Railroad, although originally designed to serve mining interests north of Williams, began (1901) carrying passengers to the Canyon. Several wagon or highway routes had already been in operation (Way 1969), and although the roads were well-nigh impassable during some winter months, by 1927 automobile travel to the Canyon surpassed rail travel in volume. In either event, the figures are staggering. In 1926, 65,501 persons reached the South Rim by rail, while automobile passengers totalled 100,179. By 1940 the figures were 41,630 by rail and 275,320! An additional 12,778 arrived by stage. (Statistics published by Fuchs 1955 as furnished by H. C. Bryant, Superintendent, Grand Canyon National Park.)

During the early part of the Century, accommodations for tourists were few in number. The principal hostelry was the Grand Canyon Hotel. Fred Harvey served meals in converted railroad cars sidelined at the depot at Williams. Later, the Harvey system began construction of a curio shop at the depot. It completed the El Tovar Hotel at the South Rim in 1905, and expanded the facilities at Williams, opening the Fray Marcos Hotel in 1908. Meanwhile, accommodations in the District continued to expand to meet the needs of increasing numbers of tourists. Within the District, in addition to the Fray Marcos and the Grand Canyon, are the Button Hotel (Mostly for more permanent residents), the Cottage (El Pinado) Hotel, and the rooms on the second floors of the Crowe-McCoy and the Tetzlaff Buildings.

Commerce. The Williams Historic Business District played a significant role in the historic business activities of the town of Williams and those of

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 8

Page 15

the surrounding ranching and lumber industries. It was, and is, the commercial core of the greater Williams area. As such it provided the maintenance and supply, financial, and logistic support needed to carry on the businesses of sheep and cattle raising, railroading, lumbering, and tourism.

Buildings along Bill Williams Avenue, such as the Babbitt-Polson store (WMB-28), Applegates clothing (WMB-35), the Duffy Brothers Grocery Store (WMB-40), the Boyce-Belgard Building (WMB-44), Rounseville's Drug Store (WMB-26), and the Red Cross Garage (WMB-25) supplied the needs of the citizens, local, and non-local, with essentials to work and make a living. Restaurants, like El Charro (WMB-18), the Windmill Cafe (WMB-29), and the Sultana Lounge (WMB-30), provided locals, and non-locals, a place to dine. Goods and equipment were stored in the metal-clad track warehouses (WMB-5, WMB-6, WMB-7), or were shipped in and out through the old freight depot (WMB-9). Banking and financial needs were first handled through Pollocks building (WMB-27), and later in the new Citizens Bank (WMB-23). Over the years a former restaurant became an office, the Citizens Bank is now a real estate office, and former offices have been made into restaurants. But they all served a purpose, vital and necessary to the functioning and operation of the businesses and industries of Williams and the surrounding area.

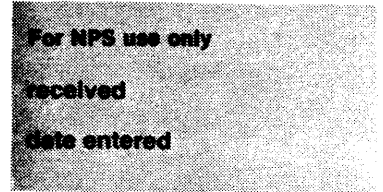
Architecture. The Williams Historic Business District is architecturally significant because it contains within its boundaries an important selection of late 19th and early 20th Century vernacular architecture, reflecting the tastes and life styles of the entire United States, and the frontier environment in which they were interpreted.

All of the buildings are two-story or less; most are single-story. The sizing and massing, combined with occasional use of native stone, give a warm, personable feeling to the District. Several of the buildings constitute outstanding examples of a particular architectural style: the Fray Marcos Hotel with its Renaissance Revival characteristics; the Cabinet Saloon and the Pollock Building of native dacite, examples of Romanesque Revival, and the Tetzlaff Building, a yellow brick interpretation of Richardsonian Romanesque. Most of the remaining are excellent examples, in a good state of preservation, of "Main Street" or Victorian Commercial business buildings.

Historical. The Williams Historic Business District is historically significant because of the role it played in the cycles of opening of the frontier west, from ranching to railroading to lumbering to tourism. It is a product of the Nation as its entire life has been spent straddling major rail and highway arteries. Its slogan today is "The Gateway to the Grand Canyon," and in truth its major role today is that of support for the tourist. Before this role, however, there were others, including location of section and

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 8

Page 16

division offices for the Santa Fe Railroad, focal point for sheep and cattle herding, and the site of the huge Saginaw and Manistee Lumber Mill.

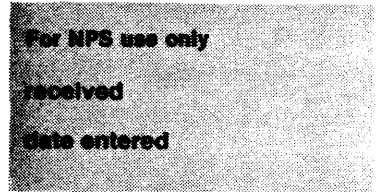
Archaeological. In addition to the above merits, the District is likely to yield significant archaeological evidence important in the history of Williams and early railroad expansion. In the rear of most of the buildings, outhouses were dug. These are known from old newspaper accounts, some are noted on the Sanborn maps, and others figure in discussions with old timers. In the fronts and rears of some buildings, cisterns were dug.

One important potential archaeological site is the parking lot surrounding the Circle K. This area apparently housed the Max Salzman store, a large business which burned to the ground in 1901, and when rebuilt on the same scale, burned again in 1903. Its basement was filled in with rubble from burned-out buildings.

Finally, there were many more buildings associated with railroad activities within the boundaries of the District. These were located primarily between the Fray Marcos Hotel (WMB-3, ca. 1901) and the Freight Depot (WMB-9, 1901).

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

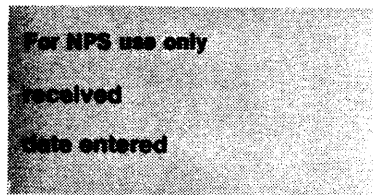
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National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation Sheet

Item Number 9

Page 3

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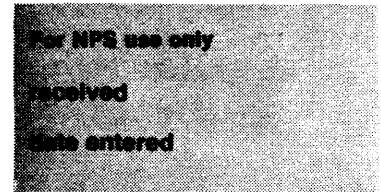
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Continuation Sheet

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page _____

Williams Historic Business District

Coconino County, ARIZONA

ADDITIONAL DOCUMENTATION APPROVAL

Keeper

Amy Schlacht Federman
8/24/89

Carol D. Shull
p. 2

(Coconino County)

✓ Santa Fe RR Co. Employee's House (Williams Business Historic Dist.)	Franklin St. Williams, AZ	Demolished
✓ Warehouse (invent. #WMB-6) (Williams Business Historic Dist.)	Between RR tracks & Grand Canyon Ave. Williams, AZ	"
✓ Warehouse (invent. #WMB-7) (Williams Business Historic Dist.)	Between RR tracks & Grand Canyon Ave. Williams, AZ	"
H. D. Ross House (Flagstaff MRA)	421 N. Humphreys Flagstaff, AZ	"
E. M. Doe House (Flagstaff MRA)	405 N. Beaver Flagstaff, AZ	"

(Santa Cruz County)

Masonic Temple (Crawford Hill Historic District)	212 Terrace Nogales, AZ	"
International Sanitarium (St. Joseph's Hospital) (Crawford Hill Historic District)	144 Sonoita Nogales, AZ	"
St. Joseph's Hospital Addition (Crawford Hill Historic District)	155 West Nogales, AZ	"

The owners of the above properties (as well as city officials) have been notified of our intent to petition to delist these properties from the National Register on the grounds that they have been demolished or otherwise cease to meet the criteria for listing. Our office has received no written objections from owners or officials.

We look forward to your response regarding the status of these properties.

Sincerely,



Shereen Lerner, Ph.D.
State Historic Preservation Officer

ARIZONA STATE HISTORIC PROPERTY INVENTORY

HISTORIC PROPERTY NAME Fray Marcos Hotel		COUNTY Coconino	INVENTORY NO. WMB-3	
COMMON PROPERTY NAME Fray Marcos Hotel		QUAD/COUNTY MAP Williams		
PROPERTY LOCATION-STREET & NO. Fronting Franklin Ave.		CURRENT BLACK & WHITE PHOTOGRAPH		
CITY, TOWN/VICINITY OF Williams, AZ	ASSESSOR'S PARCEL NO. 200-10-001D			
OWNER OF PROPERTY Atchison, Topeka, Santa Fe Railway Co.	PHONE			
STREET & NO./P.O. BOX 5200 E. Sheila St.				
CITY, TOWN Los Angeles,	STATE Calif.			ZIP 90040
FORM PREPARED BY C.A. Hoffman				DATE Aug 1983
STREET & NO./P.O. BOX Box 15200 NAU				PHONE 523-3180
CITY, TOWN Flagstaff,	STATE AZ			ZIP 86011
PHOTO BY Richard Ryan				DATE Dec 1982
VIEW Looking northwest				
HISTORIC USE Hotel				
PRESENT USE Vacant, offices		ACREAGE		
ARCHITECT/BUILDER A. T. & Santa Fe Railroad Co.				
CONSTRUCTION/MODIFICATION DATES 1908, 1923				

PHYSICAL DESCRIPTION

The Fray Marcos Hotel is a rambling one and two-story reinforced concrete hotel facing south toward the Santa Fe Railroad tracks and the main part of the town. Originally designed in Mission Revival, it was added to several times between 1901 and 1923. When it closed (ca. 1967) it had more of a Renaissance Revival appearance. Its Tuscan colonnade entry is still standing. Italianate molded frames surround many of the windows, some of which are lattice type. Bracketed flat hood mouldings over some of the windows are still in place. Round and square Doric order columns clustered in fours support the single-story roof corners. The main entry (south side) is crowned with a segmented arch in front of a double transom. The ground outside the building is paved in glazed brick (ca. 1903). The interior has suffered from lack of maintenance, removal of original hardware and slight modifications for other uses. The balconies are gone and the balustraded parapets have been filled in on the roof line. Despite these changes the building still possesses its original style and a high level of integrity.

STATEMENT OF SIGNIFICANCE/HISTORY

The Fray Marcos Hotel is one of the most historically significant buildings in the District because of its long term status as a "Harvey House" and its association with the Santa Fe Railway Co. on its main east-west line to California. It also served the passenger railway business during its heyday when the Grand Canyon was a prime attraction and travel was by rail. Its initial construction began in 1901 when a small curio shop was erected. It was added to for the next 20 years, producing one of the few good examples of Renaissance Revival buildings in Arizona. Its present condition shows a lack of maintenance, but most of the building appears intact and many of the architectural details remain which is its primary architectural contribution to the district.

Many prominent Americans of the time stayed here including Franklin D. Roosevelt on one of his trips. The historical association and architectural integrity of this building make it an important contribution to the District.

SOURCES OF ABOVE INFORMATION/BIBLIOGRAPHY

Coconino County Courthouse Assessor's Office

GEOGRAPHICAL DATA/LEGAL DESCRIPTION/VERBAL BOUNDARY DESCRIPTION

Par 600 ft by 345 ft. fronting Franklin Ave and Second St.
Sec 28, T22N R2E

GENERAL COMMENTS/FUTURE PLANS FOR PROPERTY