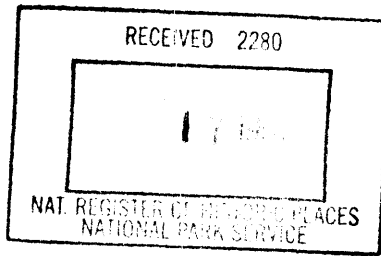


United States Department of the Interior
National Park Service



National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being nominated, 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 South Central Avenue Commercial Historic District

other name/site number Henning Block

2. Location

street & number: 119 South Central Avenue N/A not for publication
city/town: Holbrook N/A vicinity
state: Arizona code: AZ county: Navajo code: 017 zip code: 86025

3. State/Federal Agency Certification

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

James W. Cronin AFSHPO 15 JANUARY 1997
Signature of certifying official Date

ARIZONA STATE PARKS
State or Federal agency and bureau

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

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register
 See continuation sheet.

determined eligible for the National Register
 See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other (explain): _____

Edson H. Beall 2-14-97
Signature of the Keeper Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
public-local
public-State
public-Federal

Category of Property

(Check only one box)

- building (s)
district
site
structure
object

Number of Resources within Property

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

Table with 3 columns: Contributing, Noncontributing, and Resource Type (buildings, sites, structures, objects, Total). Values: 4, 0, 0, 0, 4.

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions

(Enter categories from instructions)

- COMMERCE/TRADE: Department Store
COMMERCE/TRADE: Restaurant
COMMERCE/TRADE: Specialty Store

Current Functions

(Enter categories from instructions)

VACANT/NOT IN USE

7. Description

Architectural Classification

Commercial Style

Materials

(Enter categories from instructions)

foundation Concrete

walls Sandstone

Concrete

roof Asphalt

other

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Commerce

Period of Significance

1888-1944

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey.

- recorded by Historic American Engineering Record

Primary Location of Additional Data:

- State historic preservation office
- Other state agency
- Federal agency
- Local government
- University
- Other

Name of Repository:

10. Geographical Data

Acreage of Property Less than One Acre

UTM References

(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	<u>12</u>	<u>576995</u>	<u>3862035</u>	3	<u> </u>	<u> </u>
2	<u> </u>	<u> </u>	<u> </u>	4	<u> </u>	<u> </u>

See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Robert Graham, AIA/Architect, Douglas Kupel/Historian

organization Ryden Architects date January, 1997

street & number 902 West McDowell Road telephone 602/253-5381

city or town Phoenix state: AZ zip code 85007

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative **Black and White photographs** of the property.

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

Property Owner

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

name City of Holbrook

street & number 465 1st Avenue/ P. O. Box 70 telephone 602/524-2159

city or town Holbrook state AZ zip code 86025

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

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

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MATERIALS, CONTINUED

Walls: Stucco
 Brick
 Adobe

NARRATIVE DESCRIPTION

SUMMARY

The South Central Avenue Commercial Historic District includes four contiguous commercial buildings with storefronts facing north onto South Central Avenue. The four buildings, from west to east, are the H. H. Scorse Mercantile, the Pioneer Saloon, the Robinson & Co. Drug Store, and the Bucket of Blood Saloon. The group of buildings has also come to be known as the Henning Block, after Lloyd C. Henning, who first assembled all four buildings under one ownership in 1955. Each building is one story high and approximately 25 feet wide on the street front. The facade designs are similar, each with a central entry flanked by large windows, and featuring rusticated sandstone and red brick as the primary wall materials. The roofs are nearly flat, and the exterior walls on the other three sides are built variously of stuccoed and exposed adobe, sandstone rubble, exposed concrete, and modern wood siding. The group of four buildings faces toward the main line of the AT & SF Railroad. They are physically separated from other structures on all sides. All four buildings are in fair to good condition and retain a high degree of architectural and historical integrity.

DESCRIPTION

The South Central Avenue Commercial Historic District lies on the south side of Holbrook, Arizona, in the strip of land between the railroad tracks and the levee protecting the north bank of the Little Colorado River. Central Avenue parallels the main line right-of-way of the Atchison, Topeka, & Santa Fe (AT & SF) Railroad, and is divided into North Central Avenue and South Central Avenue on either side of the right-of-way. Prior to flooding of the Little Colorado in 1923, the Central Avenue area was the primary commercial district in Holbrook. Today, the part of the city south of the railroad tracks is largely abandoned and forsaken following many years of decline.

The four properties which comprise the historic district are contiguous parcels 25 feet wide and 153 feet deep. Adjacent parcels on the east and west sides of the district were once sites of other buildings, but these have been removed. The north side of the district, which is the street front, is bordered by concrete sidewalks and two large shade trees. Historic photographs indicate that several shade trees were always part of the streetscape of the Henning Block. No doubt these deciduous trees protected the large glass

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storefronts from the setting summer sun and cooled the horses tied to the hitching rails at the edge of the sidewalk. The surviving trees are important character-defining elements of the South Central Avenue streetscape at the Henning Block. Alleys abut the district on the south and east.

Each of the four buildings included in the district is similar in size and facade configuration on the street side, but they differ in depth on the lot. The facades are each 25 feet wide and one story in height. The buildings share interior walls, which were constructed from adobe blocks. The front parapet of each of the four facades is horizontal rather than stepped. The height of each parapet is slightly different from that of its neighbor. Because of the adjacency of the four buildings, sharing common walls, each roof slopes gently toward the south to discharge rainwater toward the rear. This construction method using flat roofs and parapets creates a very different streetscape skyline than would have the more commonly seen "Boomtown" style where stepped gable parapets conceal gable roofs on detached buildings. The extensive use of sandstone in these buildings reflects the availability of this material from a local quarry and the skills of local craftsmen to produce this type of masonry. Sandstone masonry is an important character-defining element of the Henning Block which ties its construction method and material to many other Holbrook buildings, to local craftsmen, and to the land itself.

The Bucket of Blood Saloon occupies the eastern parcel. It is the smallest of the four buildings, some 60 feet long. The facade features a central entry with glazed doors and an operable transom flanked by two large fixed wooden store windows, each divided into four lights. The small wall areas between the openings are executed in dressed sandstone, and rusticated sandstone blocks form a bulkhead under each window. The lintels over each opening are faced with wood boards. The parapet wall above the openings is made of stucco over wood framing. The other three walls of the building were originally adobe, but have been altered. The east wall is built from sandstone rubble on a concrete foundation. This wall is braced from the outside with a series of seven steel posts, each 6 inches in diameter, placed at a 30-degree angle to the wall. Historic photographs indicate that a narrow, wood-framed addition was at one time connected to the entire length of the east wall. This ten-foot-wide structure of board-and-batten walls and corrugated steel roofing housed a restaurant. The south wall is mostly wood framing with modern plywood siding, but a short segment of original adobe wall remains. The common wall between the Bucket of Blood Saloon and the adjacent building has, except for a short section of adobe, been replaced by wooden posts to shore up the roof structure. The interior features wood strip flooring and tongue-and-groove wood ceilings. The interior has been altered through the addition of modern wood-frame partitions.

The Robinson & Co. Drug Store is west of the Bucket of Blood Saloon. Although it was built the same size as the Bucket of Blood, an early addition added 14 feet to its length. The facade features a central, recessed entry flanked by large, wooden storefront windows. The entry doors are glazed and have an operable transom window divided into four lights with vertical muntins. Each area of storefront on either side of the entry is divided into four window lights. A red brick bulkhead with a sandstone sill course is placed under each storefront. Stucco panels one-and-one-half feet wide mark the east and west ends of

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the storefront. They coincide with the ends of the interior common adobe walls. The parapet is wood framing sheathed in painted sheet metal. A variety of signs were painted on the parapet through the years, and today the process of weathering has revealed portions of several signs simultaneously. The south wall is built of stacked sandstone rubble, which was stuccoed, although most of the stucco has fallen away. The central back door is flanked by double-hung wood windows. The portion of the east wall which is visible in the rear is also built of stone. The interior has wood flooring and ceilings. Although most of the eastern common wall has been replaced by wood posts, the reverse is true of the common west wall. Only a small portion of this wall has been removed and shored. A modern wood-frame partition divides the front of the building from the rear.

The next building to the west is the Pioneer Saloon, which is identical in size to the Drug Store. The facade composition includes a central entry with glazed doors and an operable transom flanked by fixed, four-light wood windows. The north wall is built of rusticated sandstone with projected sandstone heads and sills at the openings. A thin, projecting sandstone coping terminates the top of the parapet. Security bars have been added to the window openings. The north (rear) wall is built of sandstone, and has a central doorway flanked by double-hung wood windows. The interior is divided into two main areas by an adobe wall which marks the transition between the original building and the 14-foot-wide rear addition. The floors are wood. The front room has wood wainscoting and ornamental trim around the door and window openings. The ceiling in the front is sheathed in pressed metal panels which are scored to look like wood boards. The rear addition has wood board ceilings. A small cellar near the center of the building is reached through a trap door near the east wall. The rear addition is subdivided into three rooms, one of which is a bathroom.

The Scorse Mercantile building is at the west end of the district. While the facade height and street frontage are substantially the same as the other buildings, additions have made the total length of the building 140 feet. The facade composition was originally the same as the Pioneer Saloon's but various occupants have altered the appearance. It appears that first, smaller wooden windows with prism glass transoms replaced the original windows. At a later date the west window was converted to a doorway, requiring alteration to the structural stone wall, and the center door was converted to a window. The west wall is constructed of various materials. The wall of the original building, 72 feet in length, is of adobe with a stucco finish. A concrete skirt has been added to the base of this wall. Three rear additions have been made: the first rather small, of sandstone rubble; and the second, much larger, of rough exposed concrete, which houses a vehicle repair garage; and last, to the side of the concrete addition, a small, two-room adobe storage space was erected, actually on the adjacent property. A large rolling door provides access from the rear alley into the garage. The interior of the original building has been subdivided into numerous rooms with modern partitions. The original wood ceiling is visible. The floors have been replaced with concrete slabs. No other significant interior features remain.

There is some potential for archaeological resources on the property, based upon historical research.

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Various outbuildings, such as storage cellars, outhouses, and the like, are known to have been placed in the back yards. An early Chinese restaurant is known to have existed to the east of the Bucket of Blood Saloon, in place of the steel bracing, as recently as 1927. There are no above-ground remains of any of these resources. No archaeological investigation was performed.

INTEGRITY EVALUATION

While a close examination of the four buildings of the South Central Avenue Historic District reveals that the original features have been altered, most of these alterations appear to have taken place within the period of significance. The facades, which are the most important features in terms of defining the architectural character of the district, have suffered only minor alterations, occurring after 1940.

The deteriorating condition of each of the four buildings has affected the architectural integrity to varying degrees. In the worst cases, structural elements have been removed or severely compromised. However, as mentioned above, most of the facade features remain intact, as do many of the other exterior walls. The intact features are more than adequate to convey the buildings' architectural character and historic appearance at this time. If the conditions worsen to the degree that important character-defining elements are lost, the integrity should be reevaluated.

Aside from loss of some adjacent buildings, the setting of the historic district is unchanged. The important relationship of the district to the railroad line is intact. The street remains unpaved, as it was during the historic period.

CONTRIBUTING ELEMENTS

H. H. Scorse Mercantile
Pioneer Saloon
Robinson & Co. Drug Store (Wattron's Drug Store)
Bucket of Blood Saloon (Cottage Saloon)

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NARRATIVE STATEMENT OF SIGNIFICANCE

SUMMARY

The South Central Avenue Commercial Historic District in Holbrook, Arizona, is historically significant for its close association with commerce in the Navajo County seat during the period from 1888 to 1944. Farmers and ranchers in the surrounding area came to Holbrook to shop. A large town population also supported small stores such as the Scorse mercantile building and Wattron's drug store. Cowboys and sheepmen came to town for other reasons as well, and found plenty of diversions in the Pioneer and Bucket of Blood (Cottage) Saloons. The area south of the railroad tracks in Holbrook was the center of the town's business district prior to the end of the Second World War. Farmers and ranchers sold their products to these stores and often took manufactured goods in trade. Surrounding the stores were a number of associated enterprises, such as livery stables, restaurants, and saloons. The South Central Avenue Commercial Historic District is nominated to the National Register of Historic Places under Criterion A for its association with the specific commercial historic contexts of "Saloons in Arizona, 1888-1913," and "Small Store Retail Commerce in Holbrook, 1888-1944."

HISTORICAL BACKGROUND

Several historical themes form an important part of Holbrook history, originally platted as a townsite in 1883 but not achieving status as an incorporated town until 1917. These include the themes of transportation and tourism, commerce, government, and ranching that were identified in the 1991 study A Historic Resource Survey of Holbrook, Arizona prepared by Ryden Architects. The study contains additional information on the background of these themes and contexts. Holbrook was first known as Horsehead Crossing after a ford in the Little Colorado River. Located in a significant northern Arizona travel corridor, Holbrook got its start as a stop on the Atlantic and Pacific Railroad in 1881 and later grew into an important shipping point on the railroad. The town takes its name from Henry R. Holbrook, chief construction engineer for the Western Division of the Atlantic & Pacific. Transportation is thus a significant theme for Holbrook, closely associated with tourism starting in the 1920s when Holbrook developed as a point of departure for tourists traveling to the Painted Desert. Since 1895 it has been the seat of government for Navajo County. Since Holbrook is the Navajo County seat, government activities centered on the Navajo County Courthouse played a large role in the daily economic life of Holbrook. The historic theme of commerce is also significant. As the county seat and hub of transportation, Holbrook served as a center of commerce in northern Arizona. Supplies for the vast ranching, farming, and Indian lands arrived in Holbrook for delivery to these outlying areas. By the same measure, the products of enterprises in these areas made their way to Holbrook for shipping to markets. One of the most important of these activities was ranching, both cattle and sheep. Holbrook was headquarters for the Aztec Land and Cattle Company, Limited, better known as the "Hashknife" outfit after the shape of

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its brand. In addition to cattle, sheep raising formed an important part of the ranching economy. Large amounts of wool clipped from sheep was sent to the railroad at Holbrook.

Although all four buildings in the South Central Avenue Commercial Historic District have unique histories and are associated with different individuals, they do share some broader events of Holbrook history. The buildings were constructed in the wake of the disastrous fire of June 26, 1888, which destroyed much of Holbrook's business district. After the fire, business owners replaced their frame construction buildings with solid structures of adobe, stone, and masonry. These four commercial establishments share a similar subsequent history as well, prospering until the turn of the century with the rest of Holbrook, then passing into gradual decline with the set-back in the range cattle industry after 1900. The next blow was the flood of September, 1923. This flood caused terrible damage to the south side of town along the Little Colorado River. After the flood, many merchants moved their locations uptown, nearer the Navajo County Courthouse, and abandoned the south side of the tracks as a business location. Since that time the business district south of the tracks fell on hard times. World War II marks a break in development, after which new commercial retail enterprises were constructed north of the railroad tracks. When Interstate Highway 40 bypassed the uptown business district and removed traffic from US Route 66 in the 1970s, the uptown business district suffered a decline as well.

Beyond being subject to similar broad themes in Holbrook history, all four buildings are linked by the ownership of Lloyd C. Henning. He used his first acquisition, the Pioneer Saloon, as the office for his insurance agency, his principal business, until his death. It also served as the office for the Navajo-Apache Telephone Company, of which Henning was the sole owner until it was sold in 1957. The other buildings were used for office and equipment storage, or leased to businesses not owned by Henning. Lloyd C. Henning was born on November 15, 1885 in Plano, Illinois, and came to Arizona in 1889 with his parents. In 1901 Lloyd Henning took up the printers trade and worked on various newspapers in Gallup, St. Johns, Flagstaff, Phoenix, Winslow, and Holbrook. In 1909 he moved to Holbrook and published the Holbrook Argus and helped to organize a branch of the Navajo County Bank. In 1916 he opened the Henning Insurance Agency, which he ran until his death. Henning served as Clerk of the Superior Court for Navajo County for sixteen years, was a member of the Navajo County Board of Supervisors (1933-1936), and was Mayor of Holbrook from 1923 to 1925. Henning also served in the Arizona State Senate from 1941 to 1948, including a term as chair of the Appropriations Committee. He helped to organize the First National Bank of Holbrook in 1922, later serving as its president and chairman of the board. He was one of the original owners of the Navajo-Apache Telephone Company, and became its sole owner in 1931. In 1957 he sold this company to Western States Telephone. Henning took ill with a heart condition in 1964 and spent the last four years of his life at Holbrook Hospital. He died on April 15, 1968, at the age of 82.

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Scorse Mercantile

Constructed 1890 by Henry H. Scorse; acquired by Henning in 1955. Leased by Scorse in 1896 to Julius Wetzler for the Wetzler Brothers mercantile store and after 1900 operated as Henry H. Scorse mercantile. Acquired in 1945 by Lawrence N. Smith and used as an office for the White Mountain Passenger Lines. Used subsequently by Ralph Smith as a garage and print shop.

Pioneer Saloon

Constructed in 1889 by Henry H. Scorse; acquired in 1929 by Henning. Used as the Pioneer Saloon. Nathaniel Greer acquired the property in 1893 and continued to operate the Pioneer Saloon with his partner Joseph F. Woods; also known as the Greer and Woods Saloon. Used as a billiard hall after prohibition. After its acquisition by Henning used as the office for the Navajo-Apache Telephone Company until 1957.

Robinson & Co. Drug Store

Constructed in 1888 by Dr. Thomas P. Robinson; acquired by Henning in 1955. Navajo County Sheriff Frank J. Watron was a part owner in the business and the building was commonly known as Watron's Drug Store. Acquired by William R. Scorse in 1907 and operated as the Holbrook Drug Store. After 1920 used as the Amin and Koury store.

Bucket of Blood (Cottage) Saloon

Constructed in 1888 by Byron Terrill; acquired by Henning in 1939. Originally constructed as the Cottage Saloon. Sold in 1889 to Charles O. Brown. The property remained in the Brown family until its acquisition by Henning. Operated under lease arrangements to various saloon keepers by different "official" names, but known informally as the Bucket of Blood Saloon after an 1891 double murder. Essentially vacant after prohibition; used for storage.

HISTORIC CONTEXTS

Saloons in Arizona, 1888-1913

The saloon played an important role as a commercial and social institution in Arizona. In many ways it was a "home away from home" for the weary ranch hands on payday, a place to sing songs and entertain each other far from the range. Yet, it was also a place of violence. Supplied with ample amounts of whisky that clouded judgment, when tempers flared men often settled matters with gun play. Although saloons have been present in Arizona since its formation as a Territory in 1863, they blossomed after the railroads crossed the state in the decade of the 1880s. The saloon as a significant commercial and social institution ended in Holbrook in 1913 with partial county prohibition and ended statewide when Arizona

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went dry at midnight on December 31, 1914.

Historian Elliott West has made an extensive study of the functions saloons served in the American West and in Arizona. He found that saloons had a significant financial impact on the economy of urbanized areas. According to West, saloons went through three periods of growth: first a rough tent in the initial camp, then a wooden balloon-frame building in the village, followed by sturdy stone or brick structure in the town era. Holbrook's saloons followed this pattern as well, as exemplified by Scorse's Pioneer Saloon which started in a tent, graduated to a wood frame building, and found its final form as a stone and adobe building. West discovered that a pattern of absentee ownership by outside investors was common. This pattern is duplicated in Holbrook as well, as the Bucket of Blood (Cottage) Saloon was owned for fifty years by the Brown family of Washington, D.C. Because easy profits could be made on booze, saloons proved lucrative business ventures. The lure of easy money led many to try their hand at tending bar. West observed that saloon keepers had a transient pattern of operation, with fairly quick turn over. This pattern is also reflected by the many different operators of the Bucket of Blood Saloon.

Beyond their economic impact, saloons played a central role in the social life of the town. Saloons were centers for political campaigns, for obtaining news, and for entertainment such as gambling. Drinking was a part of many occasions, such as rites of passage and holiday celebrations. Despite these important social functions, historian West observed that saloons carried with them a pattern of random, un-premeditated, and irrational violence. This is certainly the case with the Bucket of Blood (Cottage) Saloon, where violence at the slightest provocation was common. Because saloons were associated with both political functions and with violence, West found that saloon owners were frequently elected as sheriff. These men were skilled in handling troublesome individuals from their positions of responsibility as saloon owners. That same position gave them easy access to large numbers of potential voters, who might be inclined to mark a ballot a certain way for the favor of a few drinks. This phenomenon is duplicated in Holbrook as well, where Joseph F. Woods was Navajo County Sheriff for eight years during the time he owned the Pioneer Saloon.

Small Store Retail Commerce in Holbrook, 1888-1944

There are few academic studies on the role that general stores or drug stores played in the commercial development of the American West, perhaps for the reason that few questioned that these enterprises formed a significant part of commerce in small towns. However, amateur historian Herman Schweikart has examined the importance of general stores in Arizona towns such as Holbrook, driving over 9,000 miles and visiting 272 communities in the state. Schweikart found that general stores such as that operated by Henry Scorse, the Wetzler Brothers, and the Amin & Koury partnership in the South Central Avenue Commercial Historic District formed a central link in the commerce of small towns in the state. Schweikart observed that this was particularly true in railroad towns such as Holbrook, where the small

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general stores and retail establishments functioned as a transfer point between manufactured goods delivered by the railroad that people wanted to buy and the commodities which they raised and wanted to sell. These stores had a limited stock of staple merchandise and a few luxuries. This small selection served the needs of the early buyers, but as time went on brands and products proliferated. The small stores could not stock as many items as the chain store and supermarkets, and could not compete on price with large corporate buyers. Schweikart traced this trend to its eventual conclusion, the replacement of the small general stores with the "modern" supermarket. Holbrook followed this pattern as well, with the closure of the general stores in the South Central Avenue Commercial Historic District after World War II.

As the logical center for important commercial activities, the small retail store also assumed the role of a clearing house for social activities. Schweikart observed that this was a by-product, and not a prime function of the commercial activity. People came to talk, to exchange ideas, gossip, complain, and keep up on the local news. They formed ideas on how to better their community, to work together, and set standards for young people to follow. In a sense, the small stores were a "good place" for social interaction in a small town, as opposed to the saloon. The small stores welcomed women and children, and appealed to the family man. Store owners were aware of the social functions of their enterprises, and helped by providing diversions for all. Most of us are familiar with the soda fountain at the old time drug store, where customers could gather and socialize. Although H.H. Scorse and Frank Watron did not have a soda fountain, they did maintain collections of Indian relics collected in the Holbrook area. These curiosities encouraged customers to visit, to spend time in the store, and, perhaps, to buy. Places like the drug store and the general store were focal points for the community.

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VERBAL BOUNDARY DESCRIPTION

Holbrook Townsite, Block 1, parcels 7a, 7b, 7c, and 7d.

BOUNDARY JUSTIFICATION

Boundary coincides with current ownership of the property.

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Photographer: Robert Graham
Date: July 1994
Location of Original Negatives: Ryden Architects
902 West McDowell Road
Phoenix, Arizona 85007

Modern Photo #	View to
1	SW
2	SE
3	E
4	NW
5	SE
6	SE
7	S
8	SW
9	SE
Historic Photo #	(All historic photographs provided courtesy of the Navajo County Historical Society, Holbrook, Arizona. Special thanks to Garnette Franklin.)
10	View eastward on South Central Avenue with Santa Fe Depot on left and Henning Block on right. Date unknown.
11	Facade of the F.J. Watron Drugs and Notions. Date unknown.
12	Facades of the Henning Block businesses. Date unknown.
13	Facade of the H.H. Scorse Dry Goods Store. Date unknown.
14	Bird'seye view toward the southwest of the Henning Block showing the roofs, chimneys, and east addition of a wood-framed restaurant.
15	Sheriff Frank Watron, owner of the F.J. Watron Drug Store. Date unknown.