OMB No. 1024-0018

United States Department of the Interior National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

gories and subcategories from the instructions.	
1. Name of Property	NAT. REG
Historic name: Willard Mercantile Company	L NA
Other names/site number: Mountainair Mercanti	le Company; Lawson's Mercantile
Name of related multiple property listing: N/A	
(Enter "N/A" if property is not part of a multiple	property listing
A Transport	
2. Location Street & number: 101 East Broadway	
City or town: Mountainair State: NM	County: Torrance
Not For Publication: Vicinity:	County. Tollance
3. State/Federal Agency Certification	
As the designated authority under the National H	listoric Preservation Act, as amended,
I hereby certify that this X nomination re	equest for determination of eligibility meets
the documentation standards for registering prope	
Places and meets the procedural and professional	
In my opinion, the property X meets does	not meet the National Register Criteria. I
recommend that this property be considered signi	
level(s) of significance:	
national statewide X	local
Applicable National Register Criteria:	•
X A B X C D	
	10/23/18
Dr. Leff Pappas, New Mexico State Historic I	Preservation Officer
Signature of certifying official/Title:	Date
State or Federal agency/bureau or Tribal	Government
In my opinion, the property meets do	oes not meet the National Register criteria.
Signature of commenting official:	Date
Title:	State or Federal agency/bureau
	or Tribal Government

Nillard Mercantile Company Name of Property	Torrance, NM County and State
	Source and entitle
4. National Park Service Certification	
I hereby certify that this property is:	
entered in the National Register	
determined eligible for the National Register	
determined not eligible for the National Register	
removed from the National Register	
other (explain:)	•
Office.	12/14/2018
Signature of the Keeper	Date of Action
\mathcal{U}	
5. Classification	
Ownership of Property	
(Check as many boxes as apply.)	
Private:	
Public – Local	
Public – State	
1 tione – State	
Public – Federal	
Category of Property	
(Check only one box.)	
Building(s)	
District	
Site	
Structure	•
Object	

Villard Mercantile Company lame of Property	-	Torrance, NM County and State
Number of Resources within Property (Do not include previously listed resource)	ces in the count)	
Contributing1	Noncontributing 0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total
6. Function or Use		
Historic Functions		
(Enter categories from instructions.)		
Commerce/Trade: department store		
Current Functions (Enter categories from instructions.)		
Other: art education facility		

Willard Mercantile Company	Torrance, NN
Name of Property	County and Stat
7. Description	
Architectural Classification (Enter categories from instructions.)	
No Style	
Materials:	
Principal exterior materials of the property:	
FOUNDATION: Concrete	
<u>ROOF: N/A</u>	
WALLS: Stucco	
OTHER: Glass	

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Willard Mercantile Company building is a large, one-story commercial building constructed of structural clay tile and features a center entrance and three large display windows. The building is located at the northeast corner of Broadway (US Highway 60) and North Summit Drive (US Highway 55) in downtown Mountainair, which is located in the Estancia Valley on east side of the Manzano Mountains. Built c. 1916, the Willard Mercantile Company building is supported by two rows of wood posts and includes a pressed-metal cornice and ceiling, wood floors, light well, and freight elevator. Its rehabilitation in 2015 as the Manzano Mountain Arts Council included minor interior construction, which preserved the open interior space.

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Willard Mercantile Company	Torrance, NM
Name of Property	County and State

Narrative Description

The Willard Mercantile Company building is a large, one-story commercial building constructed of structural clay tile and features a center entrance and three large display windows. The building is located at the northeast corner of Broadway (US Highway 60) and North Summit Drive (US Highway 55) in downtown Mountainair, which is located in the Estancia Valley on east side of the Manzano Mountains. Built c.1916, the Willard Mercantile Company building is supported by two rows of wood posts and includes a pressed-metal cornice and ceiling, wood floors, a light well, and freight elevator.

The Willard Mercantile Company building is a large commercial block with three display windows, transoms, and center entrance. Built of structural clay tile, the mercantile is clad in stucco, which has delaminated from portions of the west side. The west side features a series of transom windows with mosaic-tile artworks affixed to the exposed tile. A building was constructed on the east side of the mercantile after c.1960. The wood storefront remains intact. A small one-story addition to the northwest corner is mostly demolished with only the north and west walls and two windows in place. The rear (north side) of the property is open and includes several pieces of sculpture. Most prominent on the rear façade is the two-story, pyramidal-roofed elevator tower.

The interior is mostly a single open space with two rows of three wood posts that support the ceiling. The pace is light by the south-facing full-width storefront, small clerestory windows and light well. The ceiling is covered with a pressed-metal cornice and ceiling. Changes in color to the wood floor indicate that different floor plans were utilized over time. A freight elevator is located on the north side. The mercantile, then known as the Willard Mercantile Company, purchased the freight elevator after 1917 from the Kansas City Elevator Manufacturing Company in order to use the lower level as a stock room.

The mercantile building was purchased in 2015 by the Manzano Mountain Arts Council, which began minor interior construction, such as a stage, several studios, restrooms, and a kitchen. The new construction does not rise to the ceiling and, therefore, preserves the historic open interior of the mercantile.

Contributing and Noncontributing Resources

The Willard Mercantile Company is counted as one contributing building.

There are no noncontributing resources associated with this nomination.

Willard M	Mercantile Company	Torrance, NM
Name of P	roperty	County and State
8. 5	Statement of Significance	
	licable National Register Criteria k "x" in one or more boxes for the criteria qualifying the pag.)	property for National Register
X	A. Property is associated with events that have made broad patterns of our history.	a significant contribution to the
	B. Property is associated with the lives of persons sig	nificant in our past.
X	C. Property embodies the distinctive characteristics of construction or represents the work of a master, or or represents a significant and distinguishable entity individual distinction.	possesses high artistic values,
	D. Property has yielded, or is likely to yield, informat history.	tion important in prehistory or
	eria Considerations ck "x" in all the boxes that apply.)	
	A. Owned by a religious institution or used for religion	ous purposes
	B. Removed from its original location	
	C. A birthplace or grave	
	D. A cemetery	
	E. A reconstructed building, object, or structure	
	F. A commemorative property	
	G. Less than 50 years old or achieving significance w	rithin the past 50 years

lard Mercantile Company	
ne of Property	
Areas of Significance (Enter categories from Commerce Architecture	instructions.)
	-
Period of Significance 1916 to 1968	
Significant Dates c.1916	
Significant Person (Complete only if Crite	rion B is marked above
Cultural Affiliation N/A	- -
Architect/Builder	- -

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NPS Form 10-900	OMB No. 1024-0018

Willard Mercantile Company	Torrance, NM
Name of Property	County and State

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

The Willard Mercantile is significant at the local level under National Register Criterion A in the area of commerce because the mercantile provided farm equipment, oil and gasoline, and household goods to rural residents of Mountainair and Torrance County. The Willard Mercantile is significant at the local level under National Register Criterion C in the area of architecture because it is an excellent representative example of a rural 20th-century mercantile, which retains its original storefront, open plan, and pressed-metal ceiling.

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

The Willard Mercantile is significant at the local level under National Register Criterion A in the area of commerce because the mercantile provided farm equipment, oil and gasoline, and household goods to rural residents of Mountainair and Torrance County. The Davis Mercantile is significant at the local level under National Register Criterion C in the area of architecture because it is an excellent representative example of a rural 20th-century mercantile, which retains its original storefront, open plan, and pressed-metal ceiling.

In 20th-century rural New Mexico, mercantiles provided essential goods and services to farm and petroleum communities throughout the state. The appearance of these stores varied from large, brick-and-stone buildings to smaller, adobe-and-frame buildings. Most had display windows and porches, with storage rooms at the rear. The interiors were lined with shelves of goods with counters that separated customers from the most expensive items. Stores were crowded with the necessities of everyday life, including medicine and household goods and more substantial items, such as farm equipment, gasoline, and postal service.

Entrepreneurs saw opportunities in thriving villages and towns as well as new towns formed around railroad stops. They opened mercantiles, which quickly became the geographic and social centers of a community. Jews with sufficient capital and connections to wholesalers back East, opened mercantiles. The Kohn family in Quay County maintained a small ranching and business empire centered on the Kohn Brothers General Merchandise (c.1908) in Montoya.

Mercantiles thrived through the 1920s, but struggled through the Dust Bowl and Great Depression. Once-thriving communities could no longer support mercantiles as farmers migrated west for better job prospects and villages and towns were reduced in population. Few stores continued to operate after mid-century, except those providing essential services such as gasoline and postal services.

Mercantile stores that operated in rural communities in New Mexico during the 20th century include, the Española Mercantile Company, Española (c.1915); Hughes Mercantile Company,

Willard Mercantile Company	Torrance, NM
Name of Property	County and State

Moriarty (1905); Coury Mercantile Company, Duran (n.d.); Hillsboro General Store, Hillsboro (1914); Craig & Keele General Merchandise Store, Pie Town (n.d.); Frisco Store, Lower San Francisco Plaza, Catron County (n.d.); General Store, Mogollon (n.d.); Roberts & Leahy Mercantile Company, Lordsburg (n.d.); and Stiens Mercantile, Stiens, Hidalgo County (n.d.).

Rural mercantiles listed in the State Register and National Register include, Coate's and Howard General Store, Mogollon (1898), SR 536; Cassidy Mercantile, Cleveland, (c.1863) SR 518; Gavilan Mercantile Company, Lindrith, Rio Arriba (1927) SR 1636; Pfleuger General Merchandise Store and Annex Saloon, Lamy (1881-1894) SR 1230; Stalder Mercantile Company, Grenville, Union County (1919) SR 1807; L.B. Bentley General Merchandise, Organ, Doña Ana County (1884-1909) SR 1879; and Huning Mercantile Incorporated, Los Lunas (late 1840s) SR 130.

Developmental history/additional historic context information

In 1905 Charles Ilfeld from Las Vegas, New Mexico, who later established a successful line of mercantile stores throughout the state, built a mercantile in Willard in Torrance County and hired B.J. Jackson as its manager. Before the business was completed, Ilfeld decided to merge with John Becker from Belen. They named the business the Willard Mercantile Company and bought beans, corn, and other crops and shipped them by rail to Belen.¹

Charles Ilfeld built a second store c.1916, also called the Willard Mercantile Company, on Broadway in Mountainair. The name was soon changed to the Mountainair Trading Company, which became the largest store of its kind in Mountainair and the region. It carried a general line of merchandise under the management of L.E. Hanlon and R.C. Shockey. The store purchased hides and wool and advertised clothing, food, coffins, firewood, furniture, oil, grease, hay, lumber, seeds and livestock feed. It also sold a variety of farm products, including tractors, thrashers, plows, oil and gasoline and household goods, such as groceries and dry goods. The store provided credit for farmers to buy equipment and seeds, which they could repay in produce.

During the early 20th century when the local economy centered on pinto bean production, Mountainair Trading Company was the "biggest store" in town and operated its own bean-cleaning elevator located near the railroad line. The bean department shipped on an average some 90 car-loads of beans annually. Its warehouses had the capacity to store 120 car-loads of beans.

In the 1930s the name was changed to the Hanlon Mercantile Store when Earl Hanlon, who worked as the bookkeeper at the Willard Mercantile Company in Mountainair, purchased the company. He then closed the Willard branch stores in Willard and Encino. In the late 1930s Joe Lawson purchased the store and changed the name to Lawson's Mercantile Store. Lawson transformed the store from a general mercantile into a department store. In c.1960 he built an

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¹ Dixie Boyle to Steven Moffson. Email to S. Moffson, 4 September 2018.

Willard Mercantile Company	Torrance, NM
Name of Property	County and State

aluminum-framed entrance with sidelights to the south end of the west side. This was later removed and filled with brick.

Joe Lawson decided to semi-retire when his son, Fain, returned from the Second World War. Fain managed the store until the 1960s when he left to work for the Rural Electric Company. Joe returned to work and operated the store until his death in 1969. The store remained mostly vacant from the 1970s through the 1990s.

In 2015, the store was purchased by the Manzano Mountain Arts Council, which uses the building for art-related classes, activities, and local and professional performances. To serve as an arts facility, the Council built several additions to the open interior space. These include a stage and restrooms, at the north end and artist studios along the west wall.

Willard Mercantile Company	Torrance, NM
Name of Property	County and State

9. Major Bibliographical References

Boyle, Dixie to Steven Moffson. Email to S. Moffson, 4 September 2018.

Herman, Bert. *Mountainair*, *N.M. Centennial History 1903-2003*. Mountainair, NM: Mountainair Public Schools, 2003.

Mountainair Independent. 2 August 1917; 9 August 1917.

Torrance County Historical Society. Torrance County History. Mountainair, NM, 1980.

illard Mercantile Company me of Property		Torrance, NM
те от Ргорепу		County and State
Previous documentation on file	e (NPS):	
nucliminary determination	of individual listing (26 CED 67) has	haan raquastad
•	of individual listing (36 CFR 67) has	been requested
previously listed in the Nat		
previously determined elig		
designated a National Histo		
	ican Buildings Survey #	
•	ican Engineering Record #	
recorded by Historic Amer	ican Landscape Survey #	<u> </u>
Primary location of additional	data:	
X State Historic Preservation	Office	
Other State agency		
Federal agency		
Local government		
University of New Mexico	Center for Southwest Research	
Other		
Name of repository:		
·	nber (if assigned):	
10. Geographical Data		
Acreage of Property Approxim	nately 0.10 acres	
Use either the UTM system or la	titude/longitude coordinates	
Latitude/Longitude Coordinate Datum if other than WGS84: (enter coordinates to 6 decimal p		
1. Latitude: 34.520560	Longitude: -106.240343	
2. Latitude:	Longitude:	
3. Latitude:	Longitude:	
4. Latitude:	Longitude:	

illard Mercantile Compa	ny	Torrance, NM
me of Property		County and State
Or		
UTM References Datum (indicated or	n USGS map):	
NAD 1927	or NAD 1983	
1. Zone:	Easting:	Northing:
2. Zone:	Easting:	Northing:
3. Zone:	Easting:	Northing:
4. Zone:	Easting:	Northing:
Willard Mercantile	Company.	
11. Form Prepare	d By	
name/title: Kent Po		
	ano Mountain Arts Council_	
street & number: P.	tainair state: NM	zin code: 87036
•	yahoo.com	
telephone: <u>505 847</u>		
date: January 2, 20		
	4. 000	
State Historic Pres		agistar Coordinator
	Moffson, State and National Romexico Historic Preservation	-
	O7 Galisteo Street, Suite 236_	211101011
	Fe state: New Mexic	zip: <u>87501</u>
telephone: <u>505.476</u>		
date: August 23, 20	18	

Willard Mercantile Company	Torrance, NM
Name of Property	County and State

Additional Documentation

Submit the following items with the completed form:

- Maps: A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- Additional items: (Check with the SHPO, TPO, or FPO for any additional items.) Photographs

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

Maps

- Map 1. Location Map.
- Map 2. National Register Boundary Map.
- Map 3. Floor Plan

Figures

- Figure 1. Willard Mercantile, c.1916.
- Figure 2. Parade in Mountainair, c.1925.
- Figure 3. Mountainair Bean Festival, 1940s.
- Figure 4. Willard Mercantile Company, c.1960.

Willard Mercantile Company

Name of Property

Torrance, NM
County and State

Photo Log

Name of Property: Willard Mercantile Company

City or Vicinity: Mountainair

County: Torrance State: NM

Photographer: Steven Moffson

Date Photographed: August 28, 2018

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

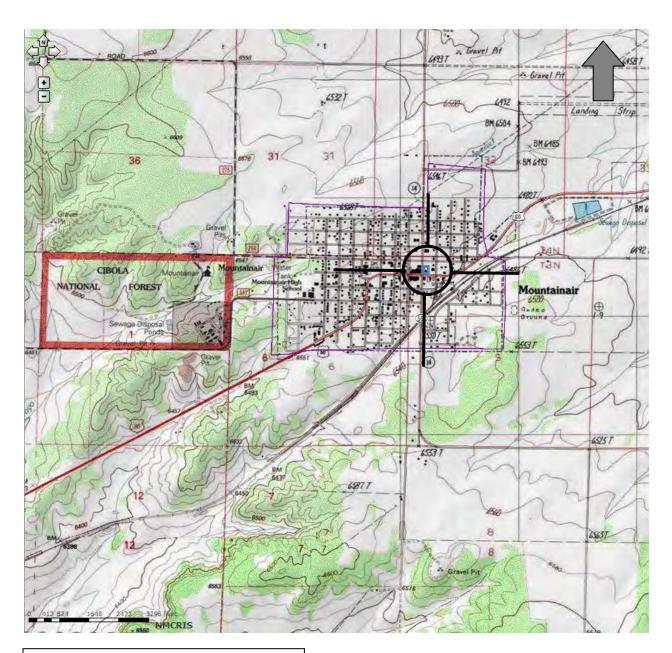
- 1 of 14. Main (south) façade, photographer facing north.
- 2 of 14. Detail of main entrance, photographer facing north.
- 3 of 14. Main and east sides, photographer facing northwest.
- 4 of 14. Main and west sides, photographer facing northeast.
- 5 of 14. West elevation, photographer facing east.
- 6 of 14. Rear and west sides, photographer facing southeast.
- 7 of 14. Rear elevation with elevator tower, photographer facing south.
- 8 of 14. Inteior, view to front entrance, photographer facing south
- 9 of 14. Inteior, view toward rear, photographer facing north.
- 10 of 14. Inteior, view with stage and studios, photographer facing northwest.
- 11 of 14. Inteior, view with studios and light well, photographer facing west.
- 12 of 14. Interior, view of studios, photographer facing north.
- 13 of 14. Interior, freight elevator, photographer facing south.
- 14 of 14. Inteior, lower storage level, photographer facing south.

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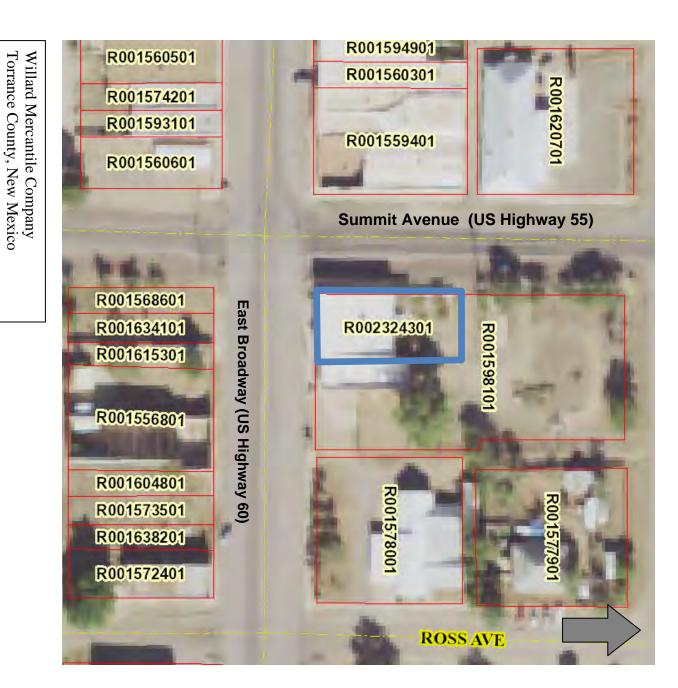
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Torrance, NM County and State



Willard Mercantile Company Torrance County, New Mexico

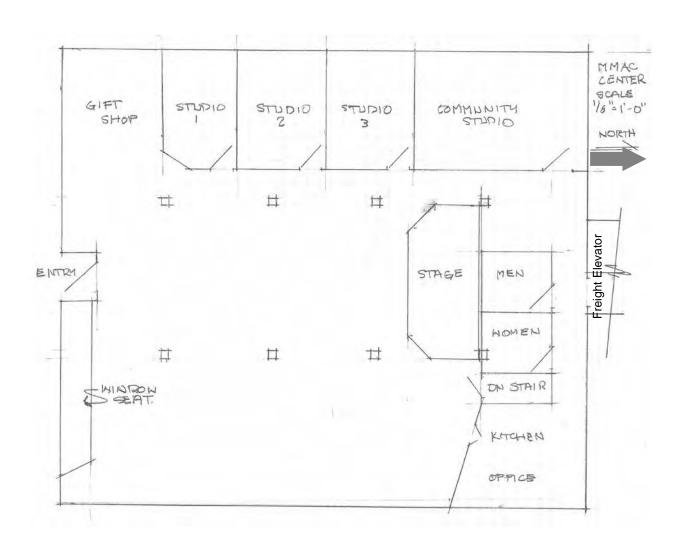
Location Map



National Register boundary

Approximate scale: 1 inch = 100 feet

Torrance, NM County and State



Willard Mercantile Company Torrance County, New Mexico

First Floor Plan

No scale: 1/8-inch = 1 foot

Drawn by Kent Potter



Figure 1. Willard Mercantile Company, c.1916.



Figure 2. Parade in Mountainair, c.1925

Willard Mercantile Company

Name of Property



Figure 3. Mountainair Bean Festival, 1940s.



Figure 4. Willard Mercantile Company, c.1960.

Willard Mercantile Company

Name of Property

Torrance, NM County and State

Photographs



1. Main (south) façade, photogrpaher facing north.



2. Detail of main entrance, photogrpaher facing north.



3. Main and east sides, photogrpaher facing northwest.



4. Main and west sides, photogrpaher facing northeast.



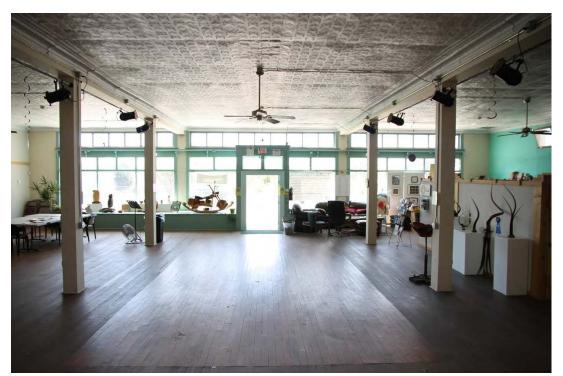
5. West elevation, photographer facing east.



6. Rear and west sides, photographer facing southeast.



Rear elevation with elevator tower, photographer facing south.



8. Inteior, view to front entrance, photogrpaher facing south.



9. Inteior, view toward rear, photogrpaher facing north.



10. Inteior, view with stage and studios, photographer facing northwest.



11. Inteior, view with studios and light well, photogrpaher facing west.



12. Interior, view of studios, photographer facing north.



13. Interior, freight elevator, photogrpaher facing south.



14. Inteior, lower storage level, photographer facing south.





























UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

Requested Action:	Nomination			
Property Name:	Willard Mercantile Company			
Multiple Name:				
State & County:	NEW MEXICO, T	orrance		
Date Rece 10/30/20			16th Day: 0/2018	Date of 45th Day: Date of Weekly List: 12/14/2018
Reference number:	SG100003219		*** * ********************************	
Nominator:			WYNESICLAWY CONCINENCIA POW HIM AND	
Reason For Review			1999/1990 година (пред пред пред пред пред пред пред пред	
Appea	1	PDIL		Text/Data Issue
SHPO	Request	Landscape		Photo
Waive	r	National		Map/Boundary
Resub	mission	Mobile Reso	urce	Period
X Other		TCP		Less than 50 years
		CLG		
X Accept	Return	Reject	12/1	4/2018 Date
Abstract/Summary Comments:	C in the areas of and clay tile cons mercantile store. clay tile construct Willard Mercantile prominent early to regional marketin operations. Des	Commerce and Architectruction represents a sign The 1916 building's operion provided the sizable along with the 1923 Shwentieth century commeg center and today represente the loss of a prominingh level of interior and	ture. The o nificant regi in plan, pror volume typi affer Hotel v rcial enterpr esent certair ent roof-top	under National Register Criteria A and ne-story commercial building of stucco onal building type-the commercial minent display windows and fire-proof cal of such vernacular designs. The were among Mountainair's most ises serving the rapidly expanding by the best preserved such commercial cornice and storefront awning, the egrity sufficient to convey the historic
Recommendation/ Criteria	Accept NR Criteri	a A and C		
Reviewer Paul Lu	usignan	00000000000000000000000000000000000000	Discipline	Historian
Telephone (202)3	54-2229		Date	12/14/2018

DOCUMENTATION: see attached comments : No see attached SLR : No

STATE OF NEW MEXICO



DEPARTMENT OF CULTURAL AFFAIRS HISTORIC PRESERVATION DIVISION

BATAAN MEMORIAL BUILDING 407 GALISTEO STREET, SUITE 236 SANTA FE, NEW MEXICO 87501 PHONE (505) 827-6320 FAX (505) 827-6338

The enclosed disk contains the true and correct copy of the nomination Willard Mercantile Company



October 16, 2018

Joy Beasley National Park Service 1849 C Street NW Room 3316 Washington, DC 20240

Dear Ms. Beasley:

in Torrance	County, New Mexico to the National Register of Historic Places.
<u>X</u>	Disk of National Register of Historic Places nomination form and maps as a pdf
X	Disk with digital photo images
X	Physical signature page
	Sketch map(s)/attachment(s) in hard copy
X	Correspondence
	Other:
COMMENTS:	
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	This property has been certified under 36 CFR 67
	The enclosed owner objection(s) do do not constitute a majority of property owners.
X	Special considerations
Sincerely,	

Steven Moffson

State and National Register Coordinator

SOLLY

Enclosures