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

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Holland, William, Jr., House

other names/site number NA

2. Location

street & number 215 Roland Avenue

NA not for publication

city or town Jackson

NA vicinity

state Tennessee

code TN

county Madison

code 113

zip code 38301

3. State/Federal Agency Certification

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

Herbert L. Hays
Signature of certifying official/Title

5/31/05
Date

Deputy State Historic Preservation Officer, Tennessee Historical Commission
State or Federal agency and bureau

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

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.
 See continuation sheet

determined eligible for the National Register.
 See continuation sheet

determined not eligible for the National Register

removed from the National Register.

other,

(explain:)

Signature of the Keeper

Date of Action

Janet J. Kiser

7/11/05

Holland, William, Jr. House
Name of Property

Madison County, Tennessee
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

Number of Resources within Property
(Do not include previously listed resources in count)

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing

Noncontributing

2	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
2	0	Total

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

Number of Contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

DOMESTIC: single dwelling

DOMESTIC: single dwelling

DOMESTIC: secondary structure

DOMESTIC: secondary structure

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

Colonial Revival

foundation BRICK

walls Weatherboard

roof ASPHALT

other WOOD

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 N/A

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

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** moved from its original location.
- 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
 Architecture

Period of Significance

1942-1955

Significant Dates

1942

Significant Person

(complete if Criterion B is marked)

Holland, William, Jr.

Cultural Affiliation

NA

Architect/Builder

Smith, J. Frazer

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): N/A

- 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: _____

Holland, William, Jr., House
Name of Property

Madison County, Tennessee
County and State

10. Geographical Data

Acreage of Property Approximately one acre Jackson North 438 NE

UTM References

(place additional UTM references on a continuation sheet.)

1 16 335139 3944761
Zone Easting Northing
2 _____

3 _____
Zone Easting Northing
4 _____

See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Cynthia Meredith
organization NA date March 2005
street & number 215 Roland Avenue telephone 731/421-4634
city or town Jackson state TN zip code 38301

Additional Documentation

submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative **black and white photographs** of the property.

Additional items

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

Property Owner

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

name Michael R. and Cynthia L. Meredith
street & number 215 Roland Avenue telephone 731/421-4634
city or town Jackson state TN zip code 38301

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

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National Park Service

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Holland, William, Jr., House
Tennessee

Madison County,

DESCRIPTION

The circa 1942 William Holland, Jr. House is a Colonial Revival style residence located at 215 Roland Avenue in Jackson, Madison County. Considered a landmark in Jackson, it is known locally as the Holland House. Designed by Memphis architect J. Frazer Smith, the one story residence was covered with aluminum siding until 2003 when the siding was removed and the original wide cypress weatherboards revealed. Constructed in a "piano box" plan, the house has asphalt shingle hip and gable roofs, a brick foundation, multi-light windows, and a segmental arched entrance. Inside, the Holland house retains original cove molding, chair rails, doors, and fireplace mantles. The house is located on a large lot in a residential area of Jackson, not far from Lambuth College. It is surrounded by mature plantings and has a historic brick walkway and historic attached garage.

The five bay south façade is symmetrically designed and dominated by the three bay porch. Fluted Doric columns support a plain entablature. A turned wood balustrade leads to two stairways adjacent to the historic brick sidewalk. Original six over six double-hung windows flank a single leaf door. The door is embellished with narrow panel and glass sidelights with slender colonettes. An elliptical transom window caps the door. Delicate tracery is seen in the sidelights and transom, and was part of the original design of the house. Flush wood boards cover the walls of the inset porch and there is a bronze mailbox built into the porch façade. Hip roof appendages flank the porch. Each has a six over six double-hung window and non-original hinged shutters. The columns and balustrade are similar to the original, but are replacements. The placement and size of the columns and balustrade are the same as the original, but the capitals and balusters are different. The current owners plan to replace these with columns and a balustrade more like the original.

The east elevation of the Holland house is pierced by various sizes of window openings, all with multiple lights. A gablet is visible in this view of the house. The west elevation is similar except for a hip roof extension that contains the dining room. There is no ornamentation on the elevations of the house.

The west elevation features the exteriors of the dining room at the front of the home, the breakfast nook and kitchen, an inset for the utility room, and the attached two-car garage. As on the other elevations, there are multi-light windows on this side of the house. A driveway leads to the garage from Prospect Avenue at the back of the property.

The north rear elevation reveals the circa 1950 additions to the house. The house forms a U-plan from this view, with the historic garage and circa 1950 master bedroom. Multi-light windows and the brick chimney dominate the elevation. The chimney also has an outdoor grill/barbeque. A flat roof dormer that was part of the original ventilation system of the house pierces the roof.

The interior of the house features a foyer and just to the east a small sitting area. Cove molding delineates the plaster walls and nine foot ceiling of the foyer and all other rooms in the house. The

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Section number 7 Page 2 Holland, William, Jr., House Madison County,
Tennessee

sitting area/foyer contains original built-in bookcases and two coat closets. Most rooms have a chair rail and wood floors. The flooring in the house is random width white oak in the living room, dining room, hallways, and three front bedrooms - the original part of the house. The sitting area and hallway feature original pine paneling on the walls and access to the built-in mailbox. The three original bedrooms are accessed through the hallway. These three bedrooms also feature two "Jack and Jill" bathrooms, which are shared on either side. Original tile and fixtures remain in the bathrooms. The bedroom north of the hallway features built-in bookcases. At the front of the house, to the south from the hallway/foyer, is a bedroom that has a large closet. The original master bedroom is the second door on the right, and features a larger closet. This room also has a door leading to the sunroom in the back of the house.

Northwest of the foyer is the formal living room, which features a fireplace with built-in bookcases. The classical design of the fireplace mantle features molded pilasters and an entablature with oval medallions embellished by sunburst detailing. The bookcases, an original feature, are situated to each side of the fireplace, and are comprised of open wood shelves with an enclosed storage area at the bottom. The adjacent dining room, like the foyer and the sitting room, retains an original ceiling lighting fixture.

North of the dining room is the kitchen, which features the original breakfast nook. While the kitchen does retain original pine paneling and some of the original cabinets, it was modernized and remodeled in 1985. A wall was removed where the kitchen island is now, in order to make the kitchen larger. North of the kitchen is a step down into the utility room, an original feature of the home, and north of the utility room is the attached garage.

William Holland, Jr. made additions to the house in about 1950. These additions include a den, sunroom, and master bedroom, all added across the north elevation of the home. The den is accessible from the living room, and is a step down. The den features original walnut that was purchased in Mississippi, a fireplace, and a nine-foot beamed ceiling. The fireplace surround is very simple and a bracketed shelf above the fireplace imitates a mantleshelf. East of the den, is the sunroom that features an open view of the back yard and patio, which has a courtyard feel. A back door leading out of the sunroom leads to a playhouse that was built in 1944 for the young Holland girls. The master bedroom, circa 1950, is northeast of the sunroom. This room features several large walk-in closets, a dressing area, and a third bathroom.

The playhouse, built in 1944, is located in the back yard. The small three bay rectangular plan building has a gable roof with a pedimented entry hood. It is sheathed with drop or novelty siding and the roof is covered with asphalt shingles. Windows are located on each side of the single leaf door, which is protected by a gabled entry supported by narrow columns. (Contributing.)

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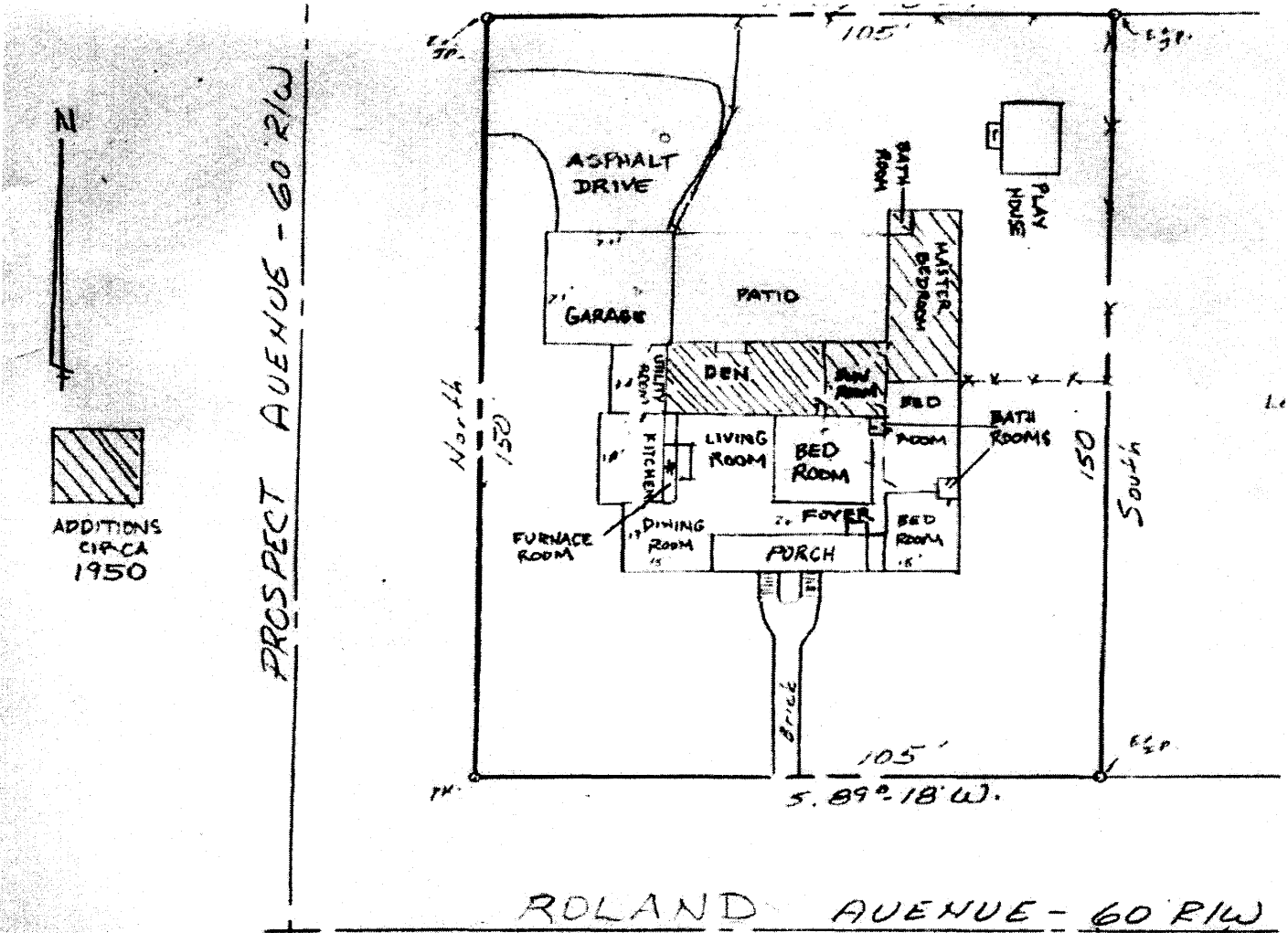
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Holland, William, Jr., House
Tennessee

Madison County,

Site plan



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Holland, William, Jr., House
Tennessee

Madison County,

Sanborn Map. 1926 with June 4, 1942 paste over



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Holland, William, Jr., House
Tennessee

Madison County,

Holland House in 1944. Courtesy of Connie Holland Lilly



1944- 215 Roland Ave.

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Holland, William, Jr., House
Tennessee

Madison County,

Holland House today



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Holland, William, Jr., House
Tennessee

Madison County,

STATEMENT OF SIGNIFICANCE

The William Holland, Jr. House in Jackson, (pop. 59,643) Tennessee is nominated to the National Register of Historic Places under criteria B and C for its local significance in the areas of architecture and commerce. From 1942 when the house was built, until 1973, William Holland, Jr. was the owner of a major commercial venture in Jackson and a promoter and civic booster for the community. Holland Department Store began in 1871 and by the time Holland was running the family company it was the largest department store in Jackson. Over the years, Holland received numerous awards and recognitions for his "boosterism" of the area. Architecturally, the house is a fine example of a late Colonial Revival style house in Jackson. J. Frazer Smith, the architect, is best remembered for his book *White Pillars*. However, he designed a variety of buildings in West Tennessee including homes and housing projects. The symmetrical design, inset columned porch, wide wood siding, and interior woodwork are character-defining features of this residence. Changes to the house made circa 1950 for Holland maintain the Colonial Revival style of the original. Later alterations do not detract from the style. The house still maintains its overall integrity.

William Holland, Jr. was born August 5, 1910, to William and Loraine Wisdom Holland, in the "Wisdom House," which is a historic home located in the East Main Street Historic District (NR 7/3/80) in downtown Jackson. William Holland, Jr. received his education at Georgia Tech, graduating in 1931 with a degree in business. He married Corinth, Mississippi native Louise Ray on March 12, 1936. They had two daughters, Constance Ray Holland, born June 14, 1938, and Jacqueline Wisdom Holland, born November 24, 1942, and moved to the new house on Roland the same year their second daughter was born.

Tradition holds that Mrs. Holland wanted a plantation style home. As is evidenced today in magazines like *Southern Living*, replicas of antebellum houses continue to be popular. The Holland home features double stairs with a curved rail (symbolizing arms open wide to welcome the visitor in) leading up to an inset porch and four columns. The current owners found original blueprints in the attic. One version was a two-story home drawn in 1940, and another version (the one used) was a one-story home. Three rooms were added onto the structure about 1950 by Mr. Holland: the den, which features walnut wood that Mr. Holland purchased in Mississippi, the sunroom, and a fourth bedroom which became the master bedroom.

William Holland, Jr. was the third generation family owner of Holland Department Store in Jackson, Tennessee, which was located on Lafayette Street. His grandfather William Holland (1834-1907) moved to Jackson from South Carolina in 1869, and he began Holland Dry Goods in 1871. Holland Department Store was a men's, women's, and children's clothing store and was a fixture in the Jackson, Tennessee community until the store closed its doors in 1973 after 102 years in business. William Holland, Sr. (1876-1959) ran the store until Holland, Jr. took over. The Holland store was considered the most modern department store between Memphis and Nashville

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Tennessee Madison County,

and was known for outstanding customer service during all the years it operated. It was a shopping attraction at Jackson that drew customers from an area of about six hundred square miles.

In keeping with a tradition that had brought the Hollands forward into their community, Mr. Holland, Jr. not only managed the department store but also served on numerous civic, social, banking, and religious boards, heading some of them. The first store outgrew its location and moved to the corner of Lafayette and Liberty streets in Jackson. On the day of the store's grand re-opening on October 24, 1947, sixteen thousand people crowded into the establishment. The first store employed only three people but by the time Holland, Jr. ran the business in the mid-twentieth century there were fifty-five employees.

In 1942, the same year he moved into the new house, William Holland, Jr. and his brother, Jack, became full partners in the business with their father. William Holland, Jr. served as Vice President and General Manager, William Holland, Sr. served as President, and Jack Holland served as Advertising and Main Floor manager. Holland, Jr., helped to make the store not only a merchandising center, but also an institution for customer service. William Holland, Jr. also opened branch stores in the Highland Shopping Center on North Highland Avenue (1956) and in Trenton, Tennessee (1956). The store building is currently owned by John Allen and has been transformed into upscale apartments known as Liberty Square.

As a well respected leader in the community even after his business closed, William Holland Jr. was interviewed in 1981 by Lambuth University for "Jackson's Business: A Chronology of Business Enterprise in the Jackson Area of West Tennessee," a Business History Project co-sponsored by Lambuth University and the Jackson Area Chamber of Commerce. Holland, Jr. was a leading entrepreneur in the region and was instrumental in helping form the Jackson Foundation in 1946 (patterned after a foundation in Louisville, Kentucky). The Foundation provided jobs for returning veterans and brought in new industry by helping to finance the enterprises. The foundation was very successful, bringing in companies such as Ray-O-Vac Battery, Consolidated Aluminum, and the House of Novy (a women's sportswear manufacturer located on Airways Blvd.) He was also involved with Diversified Management Corp., which received its charter from the state in December 1958, serving on their advisory board. Diversified Management Corp. was involved in business opportunities such as the "Downtowner Hotel," which was built in 1960. (The Downtowner Hotel was torn down in 1997.)

Holland's accomplishments are numerous, but highlights include:

- Helping organize the West Tennessee Community Improvement Council. He served as its president three times. The purpose of this Council was to help rural towns improve their homes and communities.
- Chief organizer of the West Tennessee Manufacturers Council, a group composed of

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Section number 8 Page 9 Holland, William, Jr., House Madison County, Tennessee

manufacturers in West Tennessee, which had as its purpose, the working out of mutual problems affecting industry in the region.

- Regionally, Holland, Jr. was involved in social work and community agencies like the Red Cross, heart, and tuberculosis relief.
- He was president of the Credit Association, and Retail Merchants Division.
- He served on the Board of Stewards of the Methodist Church for more than twenty years, was a trustee of his church, and past president of his Sunday School Class.

In 1963, William Holland was named Jackson's "Man of the Year." The following year the *Memphis Commercial Appeal* awarded him the Industrial Award for his help in promoting economic development in the Mid-South. Also in 1964, he was named the "Mid-South Man of the Year" for his leadership in securing new industry in Jackson and the surrounding area. His many other accomplishments were noted to be in the fields of leadership in civic, church, and charitable works. Holland Jr. was chair of the local Red Cross chapter and led its fund raising campaigns. He also helped organize the Jackson Lions Club and served it as president. Holland, Jr. was twice president of the local Chamber of Commerce and once served as its treasurer. He held leadership positions in the Community Chest and the United Fund. Holland Jr. promoted and worked for the establishment of an industrial park and he was active in organizing the West Tennessee Manufacturers Council. He was a tireless supporter of Jackson's community and commercial life.

For much of the time William Holland, Jr. was promoting Jackson businesses and community life, he lived at the house on Roland. Designed by noted architect J. Frazer Smith, the house design is pictured in *White Pillars: Early Life and Architecture of the Lower Mississippi Valley*. The Jackson house at 215 Roland is a version of the home listed in the book—it is based on "The Old Richards Home," a home built in Columbus, Mississippi in 1830. J. Frazer Smith was born in Canton, Mississippi March 25, 1897, the son of Charles Foster and Susan (Cheek). He received the B.S. from Georgia Institute of Technology in 1921. He married Ada McDonnaell June 20, 1922. His firm was J. Frazer Smith, Inc., in Memphis, Tennessee, beginning in 1922. He also had offices in Jackson, Mississippi. Smith served as President of the Arkansas Housing Corporation and president of the Board of Trustees at American Architectural Foundation 1950-53. In addition to his book and predilection for "white pillar" houses, Smith designed public housing projects (Lauderdale Courts Housing Project, NR 7/25/96) and small houses for the post World War II market, such as The Village in Memphis. He died on April 13, 1957, and is buried in Calvary Cemetery in Memphis.

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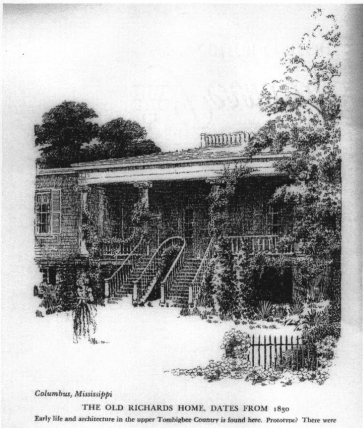
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Holland, William, Jr., House
Tennessee

Madison County,

Copy of the Old Richards Home, circa 1830 from J. Frazer Smith's book.



Columbus, Mississippi

THE OLD RICHARDS HOME, DATES FROM 1830

Early life and architecture in the upper Tombigbee Country is found here. Prototypes? There were

William Holland, Jr. sold the house circa 1885. He died March 24, 1997 in Jackson, Mississippi, where he had been living with his daughter, Constance Ray Holland Lilly. The current owners purchased the house in 1996. They have been actively involved with the Lambuth Area Neighborhood Association (LANA). LANA is a neighborhood preservation/revitalization

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Holland, William, Jr., House
Tennessee

Madison County,

organization established in 1995 and the Holland house is within its boundaries. After a May 4, 2003 tornado damaged the roof and siding, the owners decided to remove the siding and restore the historic wood. This work was completed the summer of 2003 and the house has since been featured in the *Jackson Sun* and opened for the LANA Christmas home tour in 2000.

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Holland, William, Jr., House
Tennessee

Madison County,

BIBLIOGRAPHY

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Downtown Wanderings. Jackson, TN: Main Street Publishing, 2002.

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Emma Inman Williams

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Jackson Sun. "Real Estate Showcase," August 17, 2003. Article, "Midtown Renovation," by Lyda Kay Ferree.

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Holland, William, Jr., House
Tennessee

Madison County,

GEOGRAPHICAL DATA

Verbal boundary description

The Holland House is located at 215 Roland Avenue, Jackson, Madison County Tennessee, Walnut Grove Subdivision, Block 5, Plat Book 1, Page 41, lots 1 and 2.

Boundary justification

This is all the property associated with the William Holland, Jr. House.

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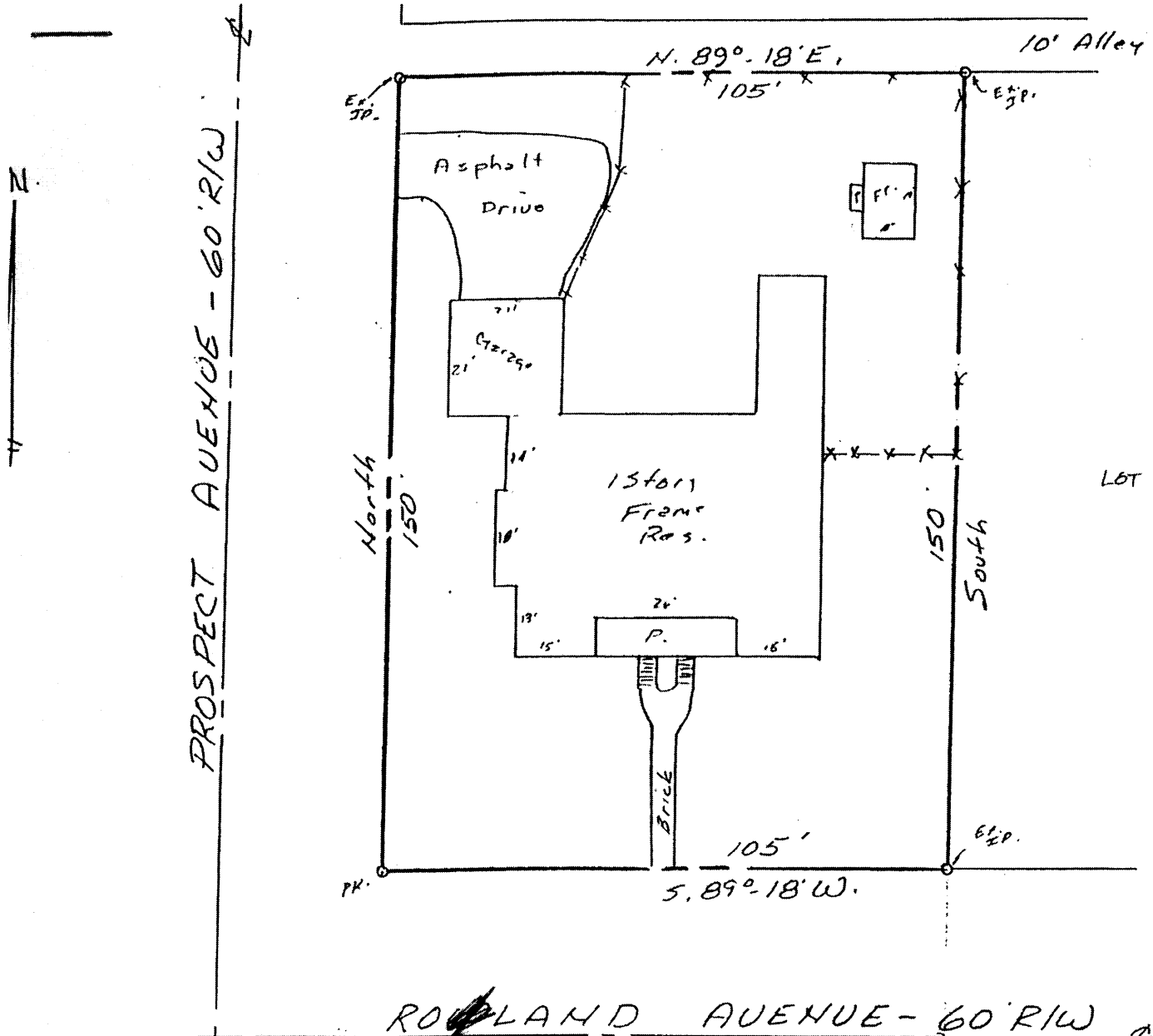
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Holland, William, Jr., House
Tennessee

Madison County,

Property map

1" = 30'



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Tennessee

PHOTOGRAPHS

Photo by: Mike and Cindy Meredith
Date: July 2004
Negative: Tennessee Historical Commission

South façade, facing north
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Detail of entry on south façade, facing north
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Detail of entry on south façade, facing northeast
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East elevation and part of south façade, facing northwest
4 of 19

Detail of east elevation, showing wide weatherboards, facing southwest
5 of 19

North rear elevation, showing circa 1950 sunroom and bedroom, facing southeast
6 of 19

North rear elevation, showing circa 1950 sunroom and den, facing south
7 of 19

North rear elevation, showing original attached garage, circa 1950 den and fireplace, facing southwest
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West elevation, showing garage, facing northeast
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West elevation, showing garage and utility room, facing northeast
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West elevation, facing southeast
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Tennessee

Living room window that faces onto façade porch
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Living room fireplace and bookcases
13 of 19

Front door
14 of 19

Living room corner
15 of 19

Original flooring in foyer/living room/dining room area
16 of 19

Front bedroom with framed original plans of house
17 of 19

Den with fireplace, built-in bookcases, and walnut paneling
18 of 19

West façade of playhouse, facing east
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Holland, William, Jr., House
Tennessee

Madison County,

Holland House, with the Hollands, in 1962 from the *Jackson Sun*.

