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United States Department of the Interior
National Park Service

JUN 12 1989

National Register of Historic Places
Registration Form

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property MAYER BUSINESS BLOCK
historic name Mayer Business Block
other names/site number Mayer Tavern, Mayer Realty and Investment Co., Ray's Market, Mayer Elder's Club

2. Location
street & number N/W corner of Oak St. & Central Ave. facing S/W; N/A not for publication
city, town Mayer vicinity
state Arizona code AZ county Yavapai code 025 zip code 86333

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>4</u>	<u>1</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u> </u>	<u> </u> objects
		<u>4</u>	<u>1</u> Total

Name of related multiple property listing: None

Number of contributing resources previously listed in the National Register None

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.

Shereen Jensen Signature of certifying official Date 6/6/89
State Historic Preservation Officer, Arizona State Historic Preservation Office
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official Date _____
State or Federal agency and bureau

5. 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:)

Shereen Jensen Signature of the Keeper Date of Action 7/13/89

6. Function or Use

Historic Functions (enter categories from instructions)

Business: Saloon, restaurant, barber shop,
meat market, grocery and general merch-
andise store, realty;Recreation and Culture: Theatre and
dance hall;

Current Functions (enter categories from instructions)

Organizational; social;

7. Description

Architectural Classification

(enter categories from instructions)

Late 19th and Early 20th CenturyAmerican

Materials (enter categories from instructions)

foundation concrete;walls brick;roof asphaltother _____

Describe present and historic physical appearance.**SUMMARY:**

The Mayer Business Block, completed in 1902 by Joe Mayer, consists of four adjacent one-story Panel Brick Commercial style structures located on a two acre site on the northwest corner of Oak Street and Central Avenue (Old Black Canyon Highway) in the unincorporated community of Mayer, Yavapai County, Arizona. The property is part of the original townsite laid out by Joe Mayer (born Hoffmayer) after 1881 and is located on part of the land which was part of the original site of the Mayer Stage Stop built in 1890 (now demolished). The buildings retain a high degree of integrity of location, setting, architectural style and interior detail.

DESCRIPTION:Site:

At an elevation of approximately 4400 feet, Mayer is situated in the level valley floor of Big Bug Creek approximately 60 miles northwest of Phoenix and 32 miles southeast of Prescott in Yavapai County, Arizona. The basin is surrounded by high desert mountains covered with chaparral. These mountains have been the site of considerable mining activity from the 1880's to the present. The Mayer Business Block is located in old downtown Mayer, on the Old Black Canyon Highway (now Central Avenue) accessible from Arizona Highway 69 and Main Street, just south of the bed of Big Bug Creek. Large cottonwood trees line the stream bed, which is dry most of the year but carries seasonal water. Sumac trees, mostly in the form of scrub, are prevalent. Streetscape plantings are for the most part natural and not maintained. Central Avenue is paved, without curb or gutter. A cement sidewalk separates the Mayer Business Block from a parking area between the pavement and the building. Oak Street is unpaved, and dead-ends at the stream bed to the south. The Mayer State Bank building (built in 1917), Mayer Hotel (built 1897) and Mayer Apartments stand across the

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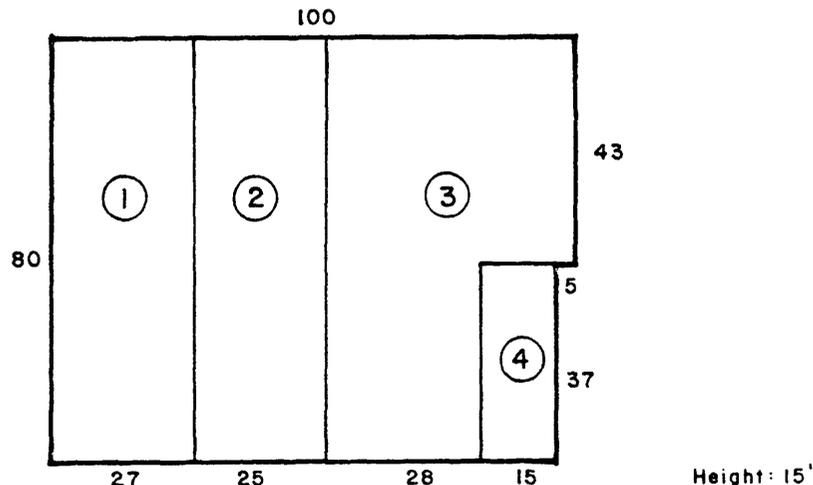
National Register of Historic Places
Continuation Sheet

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street from the Mayer Business Block on the south side of Central Avenue. In recent years, the community of Mayer has spread into the foothills, however the main local business area remains in the areas of Main Street and Central Avenue, though there is more recent business development along Highway 69, which opened in 1953.

Construction and Design:

The Mayer Business Block is constructed of locally manufactured red brick, made by W. S. Deeds at Joe Mayer's brickyard. The Block consists of four buildings, all constructed separately in approximately 1902. (See following drawing).



Exterior:

The zero setback one-story commercial Block has decorative brick trim on parapet walls with sign bands. There was originally a single shed porch roof across all four storefronts. Roofs are flat and built up, with the exception of building two, which has an end gable at the rear. Windows other than the storefronts are typically one over one double hung sash or casements set in pairs with segmental arch openings. Side and rear exit doorways typically have transom windows and segmental arch openings.

It appears that the center section (No. 2 on drawing) was constructed first as it is built on a rubble foundation (no courses) with floors supported by joists. The other three buildings are on concrete foundations with dirt fill.

The storefronts on buildings two and three are essentially original in configuration, with recessed, double entry doors. Building two has an original bent glass window set in a 1/4 circle with a denticular cornice. The cornice extends into the interior of building one, indicating the bent glass windows originally formed a 1/2 circle. Below the bent glass windows are wood kickplates. There are fixed sidelights with wood kickplates on either side of the doorway on

(see continuation sheet)

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building two. The storefront on building four appears to be original, with a flush single entry door with a transom window above and curved brick lintels. This building originally housed a barber shop and bath house. The storefront on building one was removed and a new one was constructed without recessed windows or entry sometime in the 1930's. It is wood, now boarded up, with flush, fixed, wood-frame windows, wood kickplates, transom windows and double swinging entry doors.

On the east facing side of building four, there is a painted sign advertising "Ray's Market General Merchandise, Groceries, Meats, Vegetables" and also a painted "Holsum Bread" advertisement. Remnants of other old signs show through the paint.

Interior:

All buildings have original, intact pressed metal ceilings, plastered interior walls and wainscoting. In buildings one, three and four, cement tile floors are laid directly on dirt fill. Building two has wood floors. The original walk-in refrigerator is still in place in building three. It is used as an office and a window has been cut into an interior wall. All interiors are in fairly good condition with few alterations. The interior in buildings three and four are in exceptionally good condition. Two large wall mounted "barber shop" mirrors remain in building four.

Functions:

At various times, these structures housed businesses owned by Joe Mayer, such as the Mayer Tavern and Dance Hall (building one), and the Mayer Realty and Investment Company. Other businesses rented or leased spaces, including a meat market, grocery, restaurant, various saloons and a barber shop/bath house. The Mayer Tavern had a massive mahogany Brunswick bar with plate glass mirrors and matching cabinets, which had been shipped around Cape Horn to Virginia City, Nevada, and then to Jerome. In 1900, Joe Mayer had it brought to Mayer by freight wagon for his tavern. It was sold to the Arizona Pioneer Association in 1963 and was subsequently moved to Pioneer Living History Museum.

Alterations:

Overall, there are minimal structural alterations to these buildings and most, including the altered storefront on building one, are reversible. There is a small, shed-roofed cinder block addition in the ell of buildings three and four. On this same side of building four, a freight door has been partially bricked in and a triangular window and a pair of hollow-core doors have been installed. Structurally, the buildings are all relatively sound, with some settling cracks, some of which have been poorly repaired at some point, probably with portland cement.

(see continuation sheet)

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INTEGRITY:

Due in part to the rural character and small size of the community of Mayer, along with a relative lack of demand for commercial space in recent times and the Mayer family's unwillingness to modernize, these buildings have remained essentially unchanged since their construction at the turn of the century. With the exception of the altered storefront on building one, the Mayer Business Block retains its original configuration, location, setting, design and materials. Photographs from the teens show a shed roofed porch, supported by "Y" posts, all the way across the front of the Block (see Photos, page 3). This roof has been removed. Trees (probably cottonwoods) which were originally planted along the street are now gone. Vegetation to the rear is quite thick (mostly sumac) and unkept. A stucco building (circa 1918) is located next-door to the Block on the west. Though this structure was built by the Mayer family and sits on the same parcel of land, it is not a part of this nomination.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Period of Significance

Significant Dates

1902-1909

1909

Settlement

Commerce

Cultural Affiliation

Significant Person

Joseph Mayer

Architect/Builder

Joseph Mayer (Builder)

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

SUMMARY:

This property is considered eligible for nomination to the National Register under criterion B for its association with and representation of Joseph Mayer, the founder and developer of Mayer, Arizona. The Mayer Business Block represents the peak of commercial development of the community of Mayer by its founder and is representative of typical small-town commercial design and function at the turn of the century in rural western America. Built of locally manufactured brick from the builder's own brickyard in a Panel Brick zero-setback commercial style, this Block remains as one of the significant structures built and owned by Joe Mayer and has retained its original location, setting, configuration, use and interior details. The period of significance dates from the construction of the Commercial Block in 1902, to the year of Joe Mayer's death in 1909. After Joe Mayer died, his family members continued to be significant contributors to the community of Mayer, Arizona.

Historic Context:

Mayer, Arizona, was established as Big Bug Station about 1877 on Big Bug Creek, 32 miles southeast of Prescott, in Yavapai County. It was established as a stop for the Phoenix-Prescott stage and as a refuge from the Apache Indians. The Black Canyon Stage Company habitually located stage stops approximately every ten miles between Phoenix and Prescott and named them after nearby creeks and waterholes. When permanent stops were established, they were renamed after agents, thus Big Bug became "Mayer's" and, later, Mayer.

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The community known as Big Bug Station consisted of a small shack, corral and a grove of trees on Big Bug Creek when Joe Mayer and his wife settled there in 1881. Joe Mayer had come over the mountain at Tip Top, where he had owned a restaurant and store. Seeing that the economy was playing out along with the mining at Tip Top, Joe was headed for Prescott to look for a business and home. He stopped at Big Bug to spend the night, and seeing the "utopia" he was searching for, had made a deal by morning to buy the station and land from Bill Muncy for \$3,500 in gold. Big Bug was a daily stop on the Phoenix-Prescott stage and was a supply and "jumping-off" place for many of the local miners and ranchers, and Joe felt he could take good advantage of the opportunities presented by Big Bug Station.

As soon as possible, Joe began to create his "utopia", building a new stage stop and a restaurant and opening a general merchandise store. He bought horses (branded "BM") and cattle (branded with the pine tree) and planted a vegetable garden and orchard. He sold the excess produce in his store, and soon became famous for his home cooked meals and generous hospitality. Mayer employed both Indians and Chinese, and he developed great respect for the local Indians (Apache and Yavapai). His collection of their baskets, received primarily in barter, remains in the possession of his descendants.

Joe Mayer developed many mining interests, including the Henrietta, the French Lily and the Miner (he gave his interest in the Miner to his daughter, Mamie), not to mention the Onyx mine, a very profitable local industry spearheaded by Joe Mayer. He grubstaked many miners and prospectors, some who paid him back and some who didn't, but he was always willing to offer a grubstake, a square meal and a bed for the night.

Sarah Belle "Sadie" Mayer, Joe's wife, was the first postmistress of Mayer, commissioned in 1884. A corner in the Mayer household was set aside for the post office and there were no regular hours or days off, as people might come for their mail on any day at any time. Joe Mayer had the contract for mail to Stoddard, and made the trip on horseback. Sadie was also the town "doctor", as the closest physician was in Prescott (or, later, Humboldt) and she was very capable at first aid, even setting broken bones when necessary.

In February, 1890, the Big Bug Creek flooded. When the dam upstream broke, huge boulders, uprooted trees, bodies of cattle and swirling black water rushed down the creek and folded the Mayer Station up like a cardboard box. The spot where it stood is now in the middle of the streambed. Mayer immediately began to rebuild, salvaging what materials he could and building piecemeal as supplies came from Phoenix and Prescott. At the same time, more and more freight was coming through Mayer, including large, 14 team freight wagons, some hauling dynamite for the mines. Concerned about the dynamite, Joe built a powder house about a mile from town.

(see continuation sheet)

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Mayer as a community was growing fast, so in 1897 Joe built the Mayer Hotel across the street and to the south of the Stage Stop. It had a general merchandise store on the ground floor and six sleeping rooms upstairs. Joe also built the first school, and provided wagon transportation and sometimes boarding for children of families settling on the Lower Agua Fria River.

In March, 1898, work began on the Prescott and Eastern Railroad (the P & E). Its stock and operations were controlled by the Santa Fe.*Many felt the railroad would mean doom to Joe Mayer, but he seized upon the opportunity and offered to provide the right-of-way through Mayer with the provision that it would revert to his estate if it were ever abandoned (a common practice at the time). The construction and opening of the rail line to Prescott brought many new changes and Mayer became a prominent commercial center for Central Arizona. There was much coming and going of Mayer residents to and from Prescott, for the ride now took only several hours (Timetable No. 25 lists departure from Prescott at 7:15 a.m. and arrival at Mayer at 10:25 a.m.) instead of all day. Twice a year, Mayer became a major sheep-shipping point and was the major shipping point for mines and ranches in the area. By 1900, cattle were being shipped regularly to Phoenix.

About 1900, Joe Mayer formed a company to bring water by pipeline from Crystal Springs, eight miles away. Built in 1902, it provided Mayer with 800,000 gallons of water per day. In 1904, Joe Mayer, George Treadwell and his son and George B. Scammel subdivided the town, laid out streets and sold lots. The townsite consisted of 160 acres and sales were brisk, with lots selling for from \$100 to \$500. In 1902, Joe Mayer donated the building site on a hill for a new, larger school, to be built of brick (undoubtedly the bricks were from his brickyard). The building has recently been restored and modernized and is again in use as a school.

Joe Mayer died on Nov. 28, 1909, age 59, the result of an accidentally self-inflicted gunshot wound. The family stayed on in Mayer, with Joe's son W. B. running the businesses, and today Mayer's descendants remain as residents of Mayer. At the time of Joe's death, Joe Mayer's town was one of the most prosperous and progressive in central Arizona.

Significance:

In its March 14, 1900 issue, the Arizona Weekly Miner reported Joe Mayer to be "probably as well known today as any living Arizonan" and that "[t]hrough all the long years he has been a resident of that particular section his citizenship has been of the highest order - a benefactor, in short - and nothing good should be denied him." By the time of his death, Joe Mayer had founded and built a community with a population of about 600 people with a well established business district, a busy rail line and a solid, though fluctuating, economy

*Atchison, Topeka and Santa Fe
Railroad

(see continuation sheet)

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based on mining and ranching. For 30 years he had held and controlled all of the real estate, resulting in a slow but steady planned growth, which was somewhat stilted by Mayer's holding of undeveloped property. That was the way he wanted it - it was his "town" and he wanted it to be perfect.

In October, 1908, the (Prescott) Courier printed an "eyewitness" account of the then current activities in Mayer, noting "Mayer appears to be well named, for it is (Joe) Mayer on all hands". After the reporter observed Joe Mayer's warehouse south of the depot, his hotel, "fine brick stores across the way" (the Mayer Business Block), his six new buildings, two of them brick, and the brickyard, which was turning out 10,000 bricks daily, the reporter concluded Joe Mayer was "it" in Mayer.

The March, 1918 issue of Yavapai magazine reported at length on the economic and business climate of Mayer, reviewing the status and production of the numerous mines (the article lists 41 mines) and businesses (referring to the Mayer Business Block as "the big store in town") in the area and predicting an era of prosperity for Mayer. This article characterized Mayer's economic base as being "more and more associated with mining", stating that the "future, of course, will be associated with mining with cattle playing a negligible part." Indeed, this prediction proved to be predominantly true, though ranching and farming continued to survive in the area, through World War I. After the war and for the next three decades, Mayer was characterized by a lack of development, and gradually became a community of retirees and summer residents. The truly prosperous times for Mayer were around the turn of the century, when Joe Mayer was building a community and a dream. At the present, Mayer enjoys a steady small-town economy, still partially based on mining. Bypassed by State Highway 69, it has grown slowly since the 1940's with many of the current residents moving to Mayer to retire and enjoy small-town life.

9. Major Bibliographical References

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 # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government County Seat
- University
- Other

Specify repository:

Collection of Nancy L. Burgess (photographs)

10. Geographical Data

Acreage of property 1.95 (includes non-historic building - see Section 7, page 4)

UTM References

A

1	2
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3	8	6	7	1	5
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3	8	10	6	8	2	5
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Zone Easting Northing

C

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B

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Zone Easting Northing

D

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See continuation sheet

Verbal Boundary Description

The boundaries of the nominated property are the same as those of Tax Parcel Number 500-14-66E, representing part of the Mamie No. 2 Mining claim within the unincorporated Town of Mayer, Yavapai County, Arizona.

See continuation sheet

Boundary Justification

The boundaries include the entire parcel as defined by Assessor's Map 500-14-6/. This is the present extent of the property.

See continuation sheet

11. Form Prepared By

name/title Nancy L. Burgess, Consultant

organization _____

street & number P. O. Box 42

city or town Prescott,

date December 28, 1988

telephone 602-445-8765

state AZ

zip code 86302

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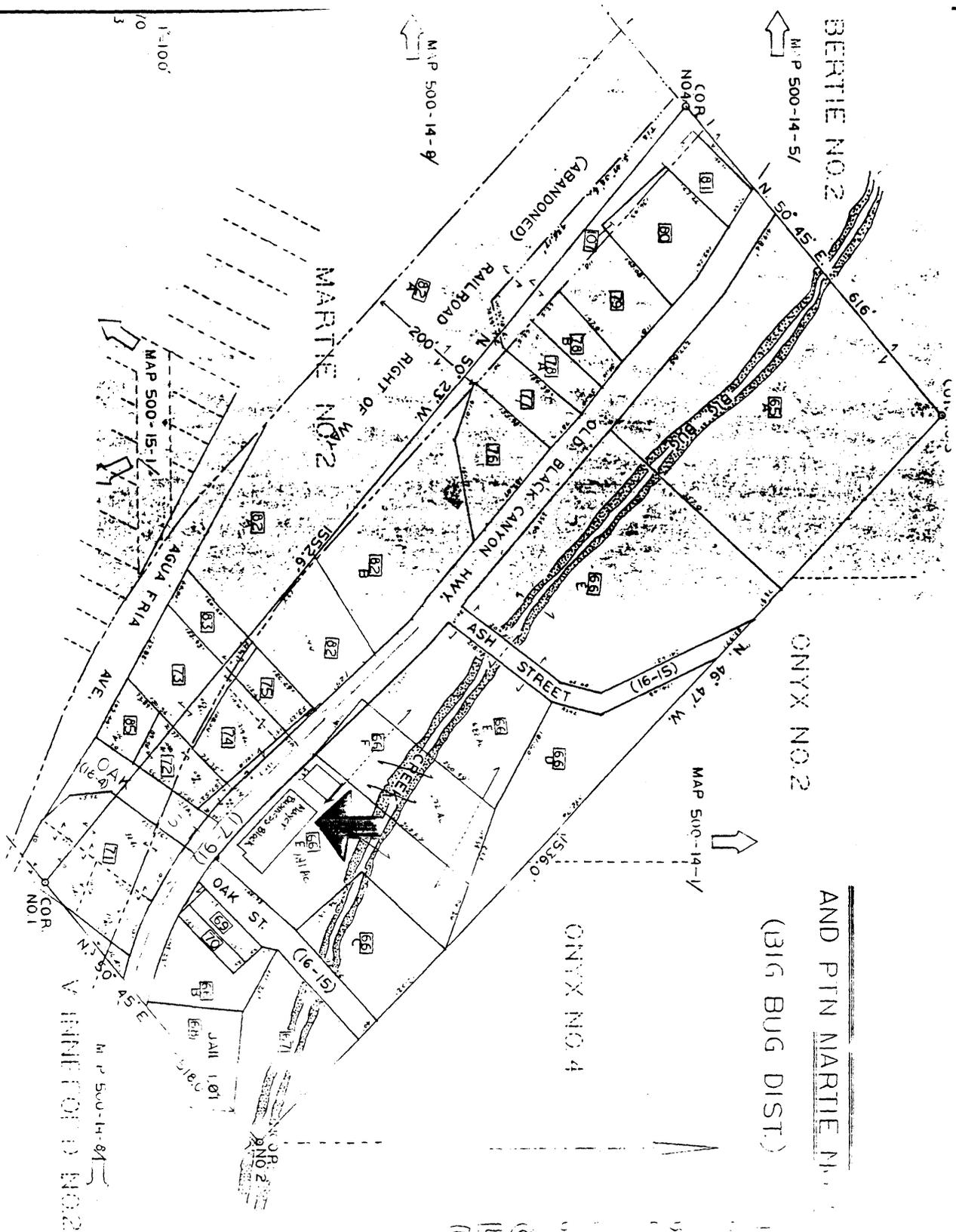
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Section number Maps Page 1



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Section number Photos Page 1

1. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
12/2/87
Arizona SHPO (negative and copy)
facing northeast (front)
2. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
8/8/88
Arizona SHPO (negative and copy)
facing northeast (front)
3. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
8/8/88
Arizona SHPO (negative and copy)
facing north (front and side)
4. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
8/8/88
Arizona SHPO (negative and copy)
facing west-north-west (side)
5. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
12/2/87
Arizona SHPO (negative and copy)
facing southwest (rear)
6. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
12/2/87
Arizona SHPO (negative and copy)
facing southwest (rear)
7. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
12/2/87
Arizona SHPO (negative and copy)
facing southwest (rear)

See continuation sheet

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8. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
12/2/87
Arizona SHPO (Negative and copy)
east-south-east (side)
9. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
8/8/88
Arizona SHPO (negative and copy)
interior ceiling - building 4 (Barber Shop)
10. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
8/8/88
Arizona SHPO (Negative and copy)
interior - building 4 (Barber Shop)
11. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
8/8/88
Streetscape facing east (Central Avenue)
12. Mayer Business Block
Mayer, Arizona
Nancy L. Burgess
8/8/88
Street scape facing east (Central Avenue)

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Streetscape view of Central Avenue, Mayer, AZ.
c. 1915
facing east-southeast
collection, Nancy Burgess
(Business Block on far left, as indicated by arrow)

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Early view of Business Block, with cowboys in the forefront
unknown date
facing northeast
collection, Winifred L. Thorpe



*In front of the pavilion
Carriage on horse*