

United States Department of the Interior  
National Park Service

For NPS use only

National Register of Historic Places  
Inventory—Nomination Form

received AUG 22 1984

date entered SEP 20 1984

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

1. Name

historic Guisinger Building

and/or common

2. Location

street & number East Mountain Street N/A not for publication

city, town Fayetteville N/A vicinity of congressional district Third

state Arkansas code 05 county Washington code 143

3. Classification

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

4. Owner of Property

name Mr. and Mrs. Bobby Odom

street & number Route 1, Box 91

city, town Fayetteville N/A vicinity of state Arkansas 72701

5. Location of Legal Description

courthouse, registry of deeds, etc. City Clerks Office

street & number Administration Building

city, town Fayetteville state Arkansas

6. Representation in Existing Surveys

title N/A has this property been determined eligible? ☐ yes ☐ no N/A

date ☐ federal ☐ state ☐ county ☐ local

depository for survey records

city, town state

## 7. Description

### Condition

☒ excellent  
☐ good  
☐ fair

☐ deteriorated  
☐ ruins  
☐ unexposed

### Check one

☐ unaltered  
☒ altered

### Check one

☒ original site  
☐ moved date \_\_\_\_\_

Describe the present and original (if known) physical appearance

### SUMMARY

Occupying a pivotal corner lot on the square in downtown Fayetteville, the Guisinger Building, a two story brick structure, was constructed in 1886. A striking entrance, added c. 1925, is a focal point of the subtly detailed exterior. An excellent and intact example of a typical late nineteenth century commercial structure, this building has, since its construction, contributed to the architectural character of the downtown.

### ELABORATION

The Guisinger Building defines the southeast corner of the Fayetteville Square as manifest in its street frontage on both Mountain and East Streets. The three-story brick structure shares a kinship with Commercial Style buildings popularized in larger American cities in the late nineteenth-century. Its exterior is characterized by regular fenestration, an articulated cornice, straight street fronts, and subordinated ornament. The most striking feature or "architectural signature" of this Fayetteville commercial building is its clipped corner. It is a feature previously shared by the three other structures which defined the Square's other corners, notably, the City of Fayetteville Bank, the Washington Hotel, and the McIlroy Dry Goods Store, all now demolished.

Few structural changes have occurred since the building's construction by William N. Crenshaw and his business partner Dr. R. Putnam. The masonry foundation, distinguished by its sinuous and articulated mortar joints, was laid in 1886 as confirmed by Sanborn maps of that date. On this substantial and unaltered foundation, load-bearing American bond brick walls were built. It is noteworthy that this brick pattern was frequently employed by cost-conscious builders because it could be laid quickly and by less skilled labor. A header course at the junction of the first and second floors, however, interrupts the otherwise uniform brickwork. This course, with the removal of a few strategically positioned headers, probably served as a means to attach a wooden porch like that of the Crenshaw and Putnam period.

The present entryway is most likely a product of the Guisinger ownership. The sheet glass display windows with their glass block crown and metal sash are secured onto a marble veneer foundation. This marble base flanks a polygonal entrance foyer with tiled advertisement, "Guisinger Music House", which is contained within a decorative Greek keystone frame. This tasteful and restrained promotion was seconded by both the metal canopy, with copper pendants, which projects from the clipped corner and a neon placard overhead. The latter was removed by the present owner for inclusion in the interior renovation. Columns of machine-molded brick, in contrast to the loosely packed, probably hand-molded brick of the structural walls, complete the circa 1925 entrance composition.

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

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

For NPS use only

received

date entered

Continuation sheet

1

Item number

7

Page

1

The exterior treatment of the upper stories has remained essentially unchanged. The brick drip molding adorn the rectangular windows; and, like the slim ledges which visually ground the aligned window openings, have been left intact. Hinges for shutters are visible to either side of the upper story windows but are presently not in use.

The decorative cornice treatment, where most of the builder's fancy is concentrated, is distinguished by its original dentil course, striated brackets, finials, and gable projection with an inset neo-classical plaque.

It is noteworthy that the brick was originally unpainted with only promotional signage on the west facade. Nevertheless, the currently uniform painted surface is compatible with both new and renovated structures nearby.

The interior of the structure illustrates the historical continuity of its use as a retail concern with large open spaces for display and storage of merchandise. Like the exterior, the interior space boasts of minimal ornamentation. In brief, the decorative treatment is confined to the starburst and floral pressed tin ceilings which, on the first level, are trimmed with an ovolo moulding of egg and dart pattern and a simple frieze.

On this same level, enclosed cubicles, previously installed with leaded glass panes and removed from Guisinger's earlier store are placed along the midsection of the east wall and at both west and east walls of the rear. Two mezzanines are positioned above these enclosures and are characterized by stock millwork. The staircase which rises between these partial stories has similar stock detailing. The stairs which lead to the storage area above are placed perpendicularly to the other staircase and are enclosed by a shell of vertical boarding.

The second floor, like the basement, is essentially one large room. The former has two lightweight plasterboard partitions at either end; the latter contains only one partition, but is filled with metal supporting columns. Both have pressed tin ceilings of the same pattern but one which differs from the design seen on the principal floor and thus suggests a later installation.

An elevator formerly occupied a position to the rear of the structure, but has now been removed. No doubt, Guisinger required this convenience for moving heavy musical instruments.

In sum, the Guisinger Building is replete with features characteristic of a small scale commercial structure designed to project a distinctive streetfront while remaining responsive to and compatible with its neighbors on the Square.

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

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

For NPS use only

received

date entered

Continuation sheet

2

Item number

7

Page

2

With Ivan Guisinger's death in 1947, the business was continued by his sons Paul and Carlos Guisinger until 1981. The building was purchased in 1982 by Bobby Odom to house the law firm of Odom, Elliott, Lee and Martin.



## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input checked="" type="checkbox"/> other (specify)
				19th c. urban design
Specific dates May 1886		Builder/Architect Unknown		

### Statement of Significance (in one paragraph)

#### SUMMARY:

Constructed in 1886, the Guisinger Building typifies the modest yet well executed commercial architecture of late nineteenth-century northwest Arkansas. The structure's importance in the architectural, historical, and present urban fabric is underscored by the fact that few of the Square's original buildings are extant. This structure with its distinctive clipped corner construction remains the sole vestige of a deliberate design program to create architectural modes with which to anchor Fayetteville's nineteenth-century business center. As the southeast anchor, the Guisinger Building is an essential element in the acknowledgment of the Square's architectural and historical past and promotion of its revitalization for the future.

#### ELABORATION:

William Nash Crenshaw, an early Fayetteville merchant, moved his hardware business into the newly constructed brick building on the southeast corner of Fayetteville's square in 1886. Crenshaw and his partner, Dr. R. Putnam, provided hardware, agricultural implements, stoves, carriages, and other necessities for those attempting to establish themselves on the frontier. A tin shop on the third floor produced roofing and eave troughs for a rapidly expanding community.

Following Crenshaw's retirement about 1900, the building briefly housed W. H. Whitmore's dry goods business and then the McIlroy Wholesale Grocery Company. Elza Davies, a prominent civic activist, was located in the adjacent Mountain Street store and assumed occupancy of the corner lot around 1908 where he continued his harness and wagon business. In 1925 the building passed from Elza Davies to Ivan Winford Guisinger. An Indiana native, Guisinger moved to Fayetteville around 1896. Earlier experience in St. Louis music stores encouraged him to establish his own business in 1905. As described by William Campbell in his celebrated history of Fayetteville, the Guisinger family assumed the monopoly of the city's music trade—a position formerly held by both M. M. Allbright and E. E. Brock. After making several moves around the Square, Guisinger's prosperous music store finally settled into the southeast corner in 1925. Merchants of pianos, organs, sheet music, musical supplies and even "Edison phonographs and Victor Talking Machines," Guisinger provided a cultural outlet for the university town.

Without altering the late nineteenth-century form of the structure, Guisinger left his mark upon the building by erecting a prominent entryway facing the Square and by painting the entire structure to secure uniformity. These details add interest to the sampling of architectural styles found on Fayetteville's square today.

## 9. Major Bibliographical References

See continuation sheet #3

## 10. Geographical Data

Acreage of nominated property less than one

Quadrangle name Fayetteville, AR

Quadrangle scale 1:24000

UTM References

A 

1	5
---	---

3	9	5	5	9	0
---	---	---	---	---	---

3	9	9	1	1	9	0
---	---	---	---	---	---	---

  
Zone Easting Northing

B 

--	--

--	--	--	--	--	--

--	--	--	--	--	--

  
Zone Easting Northing

C 

--	--

--	--	--	--	--	--

--	--	--	--	--	--

D 

--	--

--	--	--	--	--	--

--	--	--	--	--	--

E 

--	--

--	--	--	--	--	--

--	--	--	--	--	--

F 

--	--

--	--	--	--	--	--

--	--	--	--	--	--

G 

--	--

--	--	--	--	--	--

--	--	--	--	--	--

H 

--	--

--	--	--	--	--	--

--	--	--	--	--	--

**Verbal boundary description and justification** Beginning at the Northwest corner of Block 29, and running to East 28 and one-fourth ( $28\frac{1}{4}$ ) feet to the Northwest corner of the lot formerly conveyed to A.C. Hamilton; then south one hundred ten feet; then west twenty-eight and one-fourth to west line of Block 29; then north one hundred and ten feet to the starting point. (see cont. #4)

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

state	code	county	code
N/A			

state	code	county	code

## 11. Form Prepared By

name/title Anne Wagner Speed and Nan Thompson Ernst, ed. by AHPP staff

organization Independent Architec. Hist. and Hist. date August 13, 1984

street & number 2737 N. Valencia telephone (501) 442-0485

city or town Fayetteville state Arkansas 72701

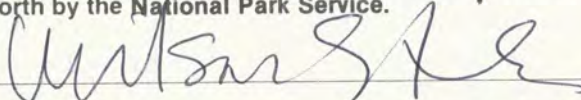
## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

☐ national ☐ state ☒ local

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

State Historic Preservation Officer signature

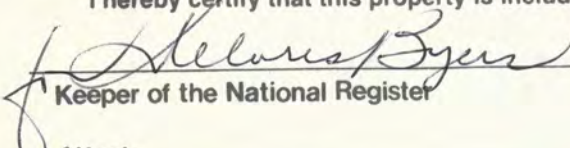


title Arkansas State Historic Preservation Officer

date August 14, 1984

For NPS use only

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

  
Keeper of the National Register

Entered in the  
National Register

date

9-20-84

Attest:

date

Chief of Registration



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only

received

date entered

Continuation sheet

3

Item number

9

Page

1

BIBLIOGRAPHY:

Brown, Kent. Fayetteville: A Pictorial History. Norfolk, VA.: Donning, 1982.

Campbell, William S. One Hundred Years of Fayetteville, 1828-1928. Jefferson City, MO., 1928.

City Directory, Fayetteville, Arkansas. Fayetteville, AR.: Stewart and Weeks, 1904, 1927, 1932.

Dolly Bentley Photograph Collection. Washington County Historical Society.

Fayetteville Democrat. July 5, 1916, p. 1; April 29, 1916, p. 1; November 13, 1924, p. 1.

Guisinger, Carlos. Telephone interview. 17 January 1983.

Headlight Flashes: Fayetteville, Washington County, Arkansas: Gem City of the Ozarks, Athens of Arkansas. Kansas City, MO.: Southwest Publishing Co., 1899.

Historic Souvenir, Fayetteville, Arkansas. (Fayetteville, AR:) A. F. Field Publishing Co., c 1910.

Northwest Arkansas Times. Fayetteville, Arkansas. October 14, 1947, p. 1; January 26, 1955, p. 10.

Sanborn Map Company. Fayetteville, Arkansas. New York: Sanborn Map and Publishing Co., 1886...1930.

Telephone Directory, Fayetteville. Little Rock: Southwestern Bell Telephone Company., 1923, 1924, 1925.

Whiffen, Marcus. American Architecture Since 1780: A guide to Styles. Cambridge, MA.: M.I.T. Press, 1969.

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

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

For NPS use only

received

date entered

Continuation sheet

4

Item number

10

Page

1

The lot is numbered 1A of Block 29 as designated on the plat of said Town (Fayetteville) recorded in the Plat Book, except forty-five feet off the South end.

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Guisinger Building  
Washington County  
ARKANSAS

- ☐ resubmission  
☐ nomination by person or local government  
☐ owner objection  
☐ appeal

Substantive Review: ☐ sample ☐ request ☐ appeal ☐ NR decision

Reviewer's comments:

Working No. AUG 22 1984  
Fed. Reg. Date: 2/5/85  
Date Due: 9/20/84 - 10/6/84  
Action: ☒ ACCEPT 9/20/84  
☐ RETURN  
☐ REJECT  
Federal Agency: \_\_\_\_\_

Recom./Criteria \_\_\_\_\_  
Reviewer \_\_\_\_\_  
Discipline \_\_\_\_\_  
Date \_\_\_\_\_  
\_\_\_\_\_ see continuation sheet

Nomination returned for: \_\_\_\_\_ technical corrections cited below  
\_\_\_\_\_ substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible? ☐ yes ☐ no

7. Description

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

Describe the present and original (if known) physical appearance

- ☐ summary paragraph  
☐ completeness  
☐ clarity  
☐ alterations/integrity  
☐ dates  
☐ boundary selection

## 8. Significance

Period      Areas of Significance—Check and justify below

Specific dates

Builder/Architect

Statement of Significance (*in one paragraph*)

- ☐ summary paragraph
- ☐ completeness
- ☐ clarity
- ☐ applicable criteria
- ☐ justification of areas checked
- ☐ relating significance to the resource
- ☐ context
- ☐ relationship of integrity to significance
- ☐ justification of exception
- ☐ other

## 9. Major Bibliographical References

## 10. Geographical Data

Acreage of nominated property \_\_\_\_\_

Quadrangle name \_\_\_\_\_

UTM References \_\_\_\_\_

Verbal boundary description and justification \_\_\_\_\_

## 11. Form Prepared By

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

\_\_\_\_ national      \_\_\_\_ state      \_\_\_\_ local

State Historic Preservation Officer signature

title

date

## 13. Other

- ☐ Maps
- ☐ Photographs
- ☐ Other

Questions concerning this nomination may be directed to \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_ Phone: \_\_\_\_\_





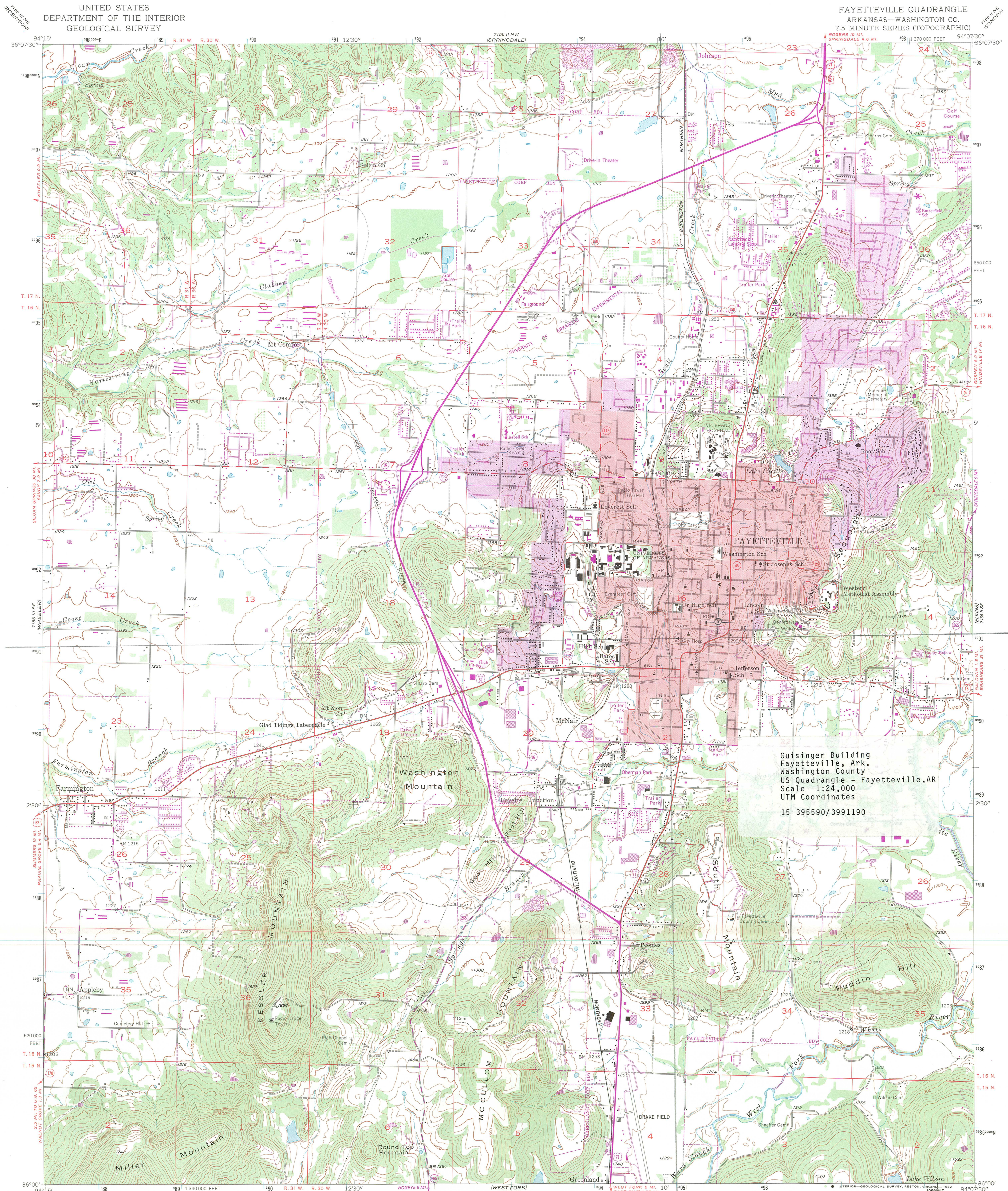
Guisinger Building  
Fayetteville, Washington County  
Photographed by Alice Jones  
Negative on file at AHPP  
February, 1983  
Viewed from the Northwest





Guisinger Building  
Fayetteville, Washington County  
Photographed by Alice Jones  
Negative on file at AHPP  
February, 1983  
Interior





Guisinger Building  
Fayetteville, Ark.  
Washington County  
US Quadrangle - Fayetteville, AR  
Scale 1:24,000  
UTM Coordinates  
15 395590/3991190

Mapped, edited, and published by the Geological Survey

Control by USGS and USC&GS

Topography from aerial photographs by Kelsh plotter

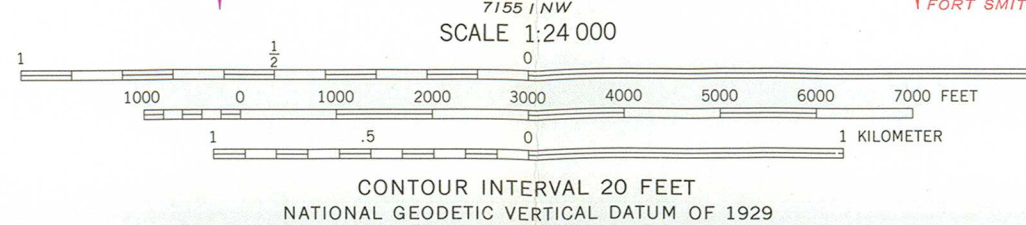
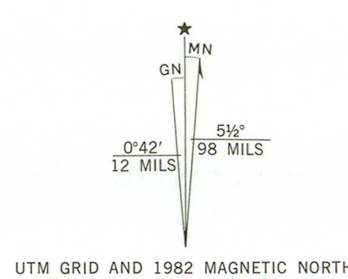
Aerial photographs taken 1957. Field check 1958

Polyconic projection. 1927 North American datum  
10,000-foot grid based on Arkansas coordinate system, north zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 15, shown in blue

Red tint indicates area in which only  
landmark buildings are shown

To place on the predicted North American Datum 1983  
move the projection lines 5 meters south and  
17 meters east as shown by dashed corner ticks

Revisions shown in purple compiled from aerial photographs taken 1980  
and other sources. This information not field checked. Map edited 1982  
Purple tint indicates extension of urban area



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
AND ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



ROAD CLASSIFICATION	
Primary highway, hard surface	Light-duty road, hard or improved surface
Secondary highway, hard surface	Unimproved road
Interstate Route	U. S. Route
	State Route

FAYETTEVILLE, ARK.  
N 3600—W 9407.5/7.5

1958

PHOTOREVISED 1982  
DMA 7156 II SW—SERIES V884





ARKANSAS  
HISTORIC  
PRESERVATION  
PROGRAM

August 13, 1984

Carol D. Shull  
Chief of Registration  
United States Dept. of the Interior  
National Register of Historic Places  
National Park Service  
1100 "L" Street, N.W.  
Washington, D.C. 20240

Re: Guisinger Building  
Fayetteville  
Washington County

Dear Carol:

We are enclosing for your review the nomination for the Guisinger Building in Fayetteville, Washington County, Arkansas. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

Thank you for your consideration in this matter.

Sincerely,

Wilson Stiles  
State Historic Preservation Officer

WS/AJ/

Enclosure/s

