

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

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

received **JUL 9 1986**

date entered **AUG 21 1986**

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

**1. Name**

historic Natural Bridge Lodge

and/or common Tonto Natural Bridge Lodge

**2. Location**

street & number 13 miles NW of Payson, Arizona (2 mi. off State Rt. 87) N/A not for publication

city, town Payson, Arizona  vicinity of

state Arizona code 04 county Gila code 007

**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 type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input checked="" type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input checked="" type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

**4. Owner of Property**

name Southwest Properties, Incorporated

street & number 1855 East Southern Avenue, Suite 205

city, town Mesa N/A vicinity of state Arizona

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Gila County Recorder's Office

street & number Gila County Courthouse

city, town Globe state Arizona

**6. Representation in Existing Surveys**

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

date  federal  state  county  local

depository for survey records

city, town state

## 7. Description

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

### Describe the present and original (if known) physical appearance

The Natural Bridge Lodge is a detached two story rectangular (45' X 69') frame structure with a truncated hip roof and bellcast eaves. A two story porch or veranda extends across the west and south facades, while a lounge and open deck sit atop the flat portion of the roof. Constructed on a site that slopes east to west, the building has a partial basement across the west end which opens onto grade. The exterior sheathing was originally diamond pattern asphalt, but the east facade and portions of the south veranda have been covered with overlapping horizontal plywood. Original exterior features include a first story bay window at the southeast corner and three cast-in-place stuccoed chimneys. Roof shingles were originally red asphalt shingles in a hexagonal pattern, now covered with rolled roofing. Reshingling of the roof with shingles similar to the original is now underway.

The Lodge is located a quarter-mile northeast of the Natural Bridge across a flat field. At an elevation of 4607 feet, the site is at the bottom of the Canyon of Pine Creek at the end of a two mile section of steeply graded road. As constructed, the main facade faces south, but the later location of a parking area to the east has led to modification of that facade.

The overall massing and simplified detailing reflect a Neocolonial Revival influence used for residential buildings during this period of time. Simple moldings at the veranda posts and balustrades, boxed bell cast eaves, rectangular massing with hipped roofs are all a part of the Neocolonial Revival influence. Exact symmetry has not been utilized because of the orientation of the verandas on adjacent sides and the inclusion of the corner bay window.

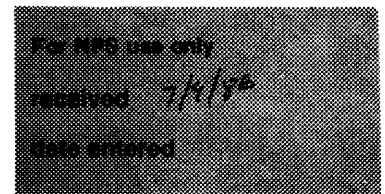
Openings are discreet, with inward opening two leaf, one lite, casement windows and five panel doors most common. Casings are very simple without moldings. The original entry double door on the south facade features side lites and a transom. The two leaf, ten lite, French doors open out of the west end of the dining area onto the veranda, while four large two leaf, three lite, casement windows open to the south veranda. Two leaf French doors also connect second floor rooms with the sleeping porch. Originally just screened, the sleeping porch has had awning inserts with plastic facings installed.

Internally on the first floor, a wide hallway with original craftsman second story stair, separates the dining hall to the west from the smaller lobby to the east. The north portion of the plan from west to east is the kitchen, staff quarters with bath, storage, a second bath and an original room now incorporated into the lobby office. Entry to the lobby has also been changed from the south to the east through modification of an original window into a doorway. Two later windows have been added to the office area to better monitor visitors approaching the building. A service porch connects the kitchen to the basement at the northwest corner of the building. This area has an original stair and wooden V-groove sheathing on the walls and ceiling.

The lobby and the dining hall each feature an original fireplace. These have glazed brick and black beaded mortar joints. The body and hearths of the fireplaces are cast-in-place concrete, while the face brick is executed in simple craftsman detailing including keystones over the main openings. Propane heaters have been installed (continued)

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at each fireplace.

The floors of the first story are strip oak, while the walls have original Celotex panels with wooden batten dividers. Some of these have been painted or papered. These Celotex panels are constructed of sugar cane stalk fibers and were originally made at the first Celotex plant in Louisiana.

On the second floor, the rooms are clustered around a major east-west hallway with restrooms placed along the north facade. All of the rooms are original in location, with minor modifications. The Celotex walls and ceilings have received a thin coat or plaster. Floors on the second floor are fir. An enclosed stair leads to the third story lounge and roof deck.

The original semi-enclosed structure over the roof deck simply protected the stairway. Since 1974, this structure has been expanded to the west and east to become a lounge area with wet bar. The flat roof of this addition has recently been modified to incorporate the hipped roof with bell cast eave condition found on the main roof.

The basement utility areas are unfinished, but the bearing walls are constructed of plain 8 X 8 X 16 concrete blocks apparently made on the site. This use of concrete block at this time without any attempt to make them look like stone on the surface (i.e. rustication) is very unusual. The remainder of the foundation walls to the east are cast-in-place concrete, as are the bases and hearths of the fireplaces. A storage room under the southwest corner of the veranda has been modified into a small apartment.

Although the Natural Bridge Lodge lacks highly crafted architectural details, its high integrity and progressive use of materials including asphalt shingles, Celotex, and concrete block, make it worthy of preservation.

## 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/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input checked="" type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input checked="" type="checkbox"/> other (specify) recreation; tourism
		<input type="checkbox"/> invention		

Specific dates 1925-26

Builder/Architect unknown

### Statement of Significance (in one paragraph)

Tonto Natural Bridge Lodge is significant for its role in the development of tourism in Arizona, for its associations with one of Arizona's great natural wonders, and as the exemplification of the western guest ranch of the 1920s and 1930s. The Lodge, built in 1925-26, is the second guest lodge to have been built at the Tonto Natural Bridge, and is the focal point of a long history of guest ranching on the site. The guest ranch was operated by a single family from the time it first began receiving paying guests, around 1901, until it was sold in 1948. Beginning as a homestead/ranch in the 1880s, the present Lodge represents the evolution of guest ranching (aka dude ranching) in Arizona, from its personal, homelike origins to its present-day business approach.

Throughout its history, The Natural Bridge Lodge has been promoted as a haven of pure air, rest, healthful outdoor activities, idyllic scenery, and natural wonders. The Bridge is located in the Tonto Basin near present-day Payson; and is the largest known travertine bridge. It is one of the largest in the United States and is covered with silt deposits, permitting farming to occur on its surface. The bridge is 128 feet high on the north and 150 feet high on the south. Pine Creek flows under it and numerous caves honeycomb its interior.

One of its earliest and most famous visitors, the journalist Charles F. Lummis, wrote in 1896 during a visit that the Natural Bridge was "...stupendous...one of the greatest...wonders of Nature in the Southwest..." He noted that Dave Gowan, original owner of the 160-acre homestead on top of the Bridge, would guide visitors through the natural caves and tunnels below. Lummis also suggested, in a nationally published article, that the site become a national park, an idea Gowan, at heart a rover and not a farmer, was willing to accept.

David Douglas Gowan was born in Scotland around 1843 and led an exciting life as a seaman for Britain and the United States, served in the Union navy during the Civil War, owned a ship and traded along the Pacific coast until the ship was lost in a storm, ranched with sheep near Gisela, Arizona, and prospected for gold, all before settling the 160 acres in a steep valley directly over the Natural Bridge. Although he discovered the Natural Bridge around 1878, he did not build a cabin for homesteading there until at least 1882. In 1883, he purchased trees from the first consignment to be sent to the Tonto area, and began the planting of what would eventually become many groves of walnut, apricot, peach, apple, cherry, and other trees.

By the mid-1890s, visitors to the inaccessible site, including Lummis, were becoming more frequent, and word of Gowan's natural wonder was recounted in a newspaper in Scotland. David Goodfellow, a tailor in Newcastle-on-Tyne, recognized Gowan as a long-lost uncle and godfather and wrote him in care of Flagstaff. Gowan, eager to return to prospecting, persuaded the Goodfellows (David, his wife Lillias, and their three children, David, Jr., Harry and Lillias) to come to Arizona and take over the ranch. The Goodfellows arrived in 1898, after a week of difficult travel from Flagstaff. The ranch, deep in its valley, was virtually inaccessible; everything had to be lowered down the 500-foot slopes by ropes or burros.

# 9. Major Bibliographical References

See Continuation Sheets.

# 10. Geographical Data

Acreege of nominated property less than one

Quadrangle name Buckhead Mesa, Arizona

Quadrangle scale 1:24,000

### UTM References

A 

1	2	4	5	8	3	2	0	3	7	9	7	7	9	0
Zone				Easting				Northing						

B 

Zone				Easting				Northing						

C 

Zone				Easting				Northing						

D 

Zone				Easting				Northing						

E 

Zone				Easting				Northing						

F 

Zone				Easting				Northing						

G 

Zone				Easting				Northing						

H 

Zone				Easting				Northing						

### Verbal boundary description and justification

An area 74 feet by 109 feet within which the Lodge is located. This area is within the NE quarter of the SW quarter of the SE quarter of Section 5 T11N, R9E of the Gila and Salt River Meridian. See continuation sheet.

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

state N/A code county code

state code county code

# 11. Form Prepared By

name/title James Garrison, Historical Architect and Cindy Myers, Historical Archeologist

organization Janus Associates, Incorporated date January 1986

street & number 602 North 7th Street telephone (602) 254-0826

city or town Phoenix state Arizona

# 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 Donna J. Schuber

title State Historic Preservation Officer date June 23, 1986

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

Entered in the National Register

date 8/21/86

Alan B. Bly  
Keeper of the National Register

Attest: \_\_\_\_\_ date \_\_\_\_\_

Chief of Registration

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"The beauty of the area was almost overpowering. Yet, our hearts sank to a new depth. There was no road into the valley some 500 feet below us, where David had built his cabin. I honestly believed that I would never reach the cabin alive if I ever started down over the side of the precipice. I was sure that if I ever did get down into the valley I would never get out. But, David guided us down safely as we carried as many of our possessions as we could. The cabin wasn't much. In fact it was a disappointment being no more than a dirt soddy. I almost let my feelings get away from me. Little Lillias and I set about cleaning and straightening up to make the place livable. The men trekked up and down that perilous mountain side until they had carried in the rest of our supplies and possessions." (Johnson 1970:67)

Gowan did not immediately return to prospecting, but stayed at least one or two years, helping Goodfellow turn the rough, marshy homestead into a practicing ranch. The land over the bridge was cleared and planted in alfalfa; other acres were turned into more fruit trees, grapes, a vegetable garden, and grazing. A larger house replaced the original small cabin, even though all building materials had to be lowered over the side of the canyon.

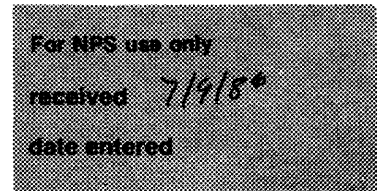
During the late 1890s, newspapers and magazines were beginning to promote the benefits of Arizona's healthful climate and exotic (to Easterners) scenery. The desire of Phoenicians to escape the summer heat led to the organization of several groups of businessmen who opened resort camps in the Prescott, Tucson, Flagstaff, Kingman and Sedona areas. These included Camp Arcadia near Solomanville, Iron Springs near Prescott, Catalina Springs near Tucson, Agua Caliente Hot Springs, and Castle Hot Springs. Camping in tents and cabins was popular for both Arizona residents and travelers. Prescott and the Granite Dells, Sedona and Oak Creek Canyon, and Flagstaff's lakes became well-known camping areas. The glories of nature were expounded by many writers. Lummis' descriptions of Arizona and in particular of the Natural Bridge drew national attention to the Territory. However, guest ranching as an Arizona business was in a fledgling state until after the turn of the century.

The beginning of guest ranching as a business is documented as having occurred in 1882, when a New Yorker signed on as a paying guest at the Eaton Ranch in North Dakota. In reality, the advent of guest ranching grew from the necessity of the rancher to survive the extended visits of his sometimes uninvited guests. Because of traditional Western hospitality, the door was always open, food on the table, and beds ready. Occasionally, an unexpected guest would ask to be allowed to reimburse the rancher, a practice that became more welcome as guests became more frequent.

"No one set out in the 1880s to start a guest ranch in the West. It was a matter of people coming and accepting hospitality; finally, of course, it was a matter of survival that ranchers began charging their guests money for food, lodging, and the use of horses." (Borne 1983:71).

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Once paying guests were accepted as the norm, ranchers began to pursue their business. The earliest advertising was strictly word of mouth or the testimonials of famous guests, such as Teddy Roosevelt. Public acceptance of the guest ranch concept mushroomed nationally between 1895 and 1905, the same time period when Gowan first considered opening a hotel at the Natural Bridge.

Despite the difficulties in getting to view the Natural Bridge, visitors continued to arrive at the ranch. In late 1899, the Arizona Republican reported that "Mr. Gowan is talking of erecting a hotel here for tourists and is engaged in necessary repairs to the road, which will make the locality more accessible. . . Mr. Gowen is engaged in the manufacture of natural curiosities." (9/28/1899, 4:2-3). Apparently, the number of visitors to the ranch was sufficient to prompt Gowan and the Goodfellows to begin charging for their services.

Between 1901 and 1908, a road and lodge were built at the Natural Bridge and the Goodfellows were in the guest ranch business, Gowan having returned to prospecting. The Bridge was frequently compared with Utah's Rainbow Bridge and the Grand Canyon; like these natural wonders, the Bridge provided the attraction, but the Goodfellows provided rooms, meals, camping grounds and guided tours of the caves. The road into the valley was carved out of the hillside by David and his sons at a cost of \$4,000, and surely increased their business. Magazine articles raved about the beauty of the ranch, the mysticism and grandeur of the caves, the purity of the atmosphere, and Lillias Goodfellow's cooking. The role of women in the success of guest ranches cannot be underestimated. At the Natural Bridge Lodge, Mrs. Goodfellow's congenial hospitality, concern for her guests, generosity and good cooking were important to repeat and prolonged visitors. In fact, all promotional literature for the Lodge directed that requests for information or reservations be addressed to Mrs. D.G. Goodfellow.

During this decade, the movement that had begun among Easterners to be "travelers" reached Arizona. These people, many of them women alone, traveled for edification, education, and as dilettantes of nature and science. Travel was for the hardy intellectual, inconvenience and discomfort were expected, and study of the glories of nature was espoused. The Natural Bridge Lodge fulfilled this ideal and its renown became widespread.

By 1911, intense promotion of guest ranches began on a nationwide scale. "Travelers" were being supplemented with "tourists", who expected more comfort, less inconvenience, and some entertainment. To appeal to a wider clientele, many ranchers advertised their ranches as resorts, a word with which Easterners were more familiar. Brochures and pamphlets appeared with photographs and testimonial from famous and not-so-famous guests. Amenities offered included swimming, hunting, fishing, tennis, golf, hiking and riding.

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Goodfellow's Lodge, however, had the advantage of its natural wonder, the Bridge. Lillias Goodfellow, in 1912, wrote a six-page description of the Natural Bridge, ending with an appeal for the declaration of the site as a National Park. Discussions of the Bridge appeared in both scientific and popular journals; always the Bridge was extolled for its beauty and size. Articles appeared in Arizona journals several times between 1910 and 1915, describing the Bridge and the hospitality of the Lodge.

"The Natural Bridge of Arizona compares with the world's natural bridges as the Grand Canyon of the Colorado, with the world's canyons; it is the grandest, the most marvelous. It is entitled to rank with the most remarkable natural wonders of the world." (Boardman 1911:7).

During this first decade of the 20th century, true tourism began for Arizona, prompted by the completion of Roosevelt Dam in 1911, the subsequent filling of Roosevelt Lake, statehood in 1912, and improved roads in the late teens. Viewing natural wonders was becoming a national pastime, as automobile travel made remote areas more accessible. Camping was heavily promoted as the ideal way to get close to nature, breathe pure air, and engage in healthful activities, particularly fishing and hunting. "There is no better, saner, or more economical method of taking a vacation than to go camping" asserted Arizona magazine in 1913. The Natural Bridge Lodge, of course, had its own camp grounds and cabins, as well as the main lodge, all in an idyllic setting.

"Descending by a well graded road, which is both the entrance to the inner sanctuary of this land of marvels and the exit from it, you find yourself at the home of the Goodfellows, the care-takers of the Bridge. It is a real garden of contentment, bowered in vines, flowers and arbors shaded by the 'Bonnie Brier Bush'. Cool and sparkling waters bubble out in shady nooks from covert springs in the midst of the mint and daisies and the music of the rippling brooks falls sweet on the ears of those who come tired and worn from the fiery desert or the heated town. Here is rest and peace. The materials of thought and imagination are scattered profusely around you; the wood, the glen, the cliffs and the springs; the flowers, the birds and the apricot orchard; the apple, peach and cherry trees; the walnut and mulberry groves, and the terraced vineyard; the giant sycamore, the maiden-hair fern, and the thicket of sumac with its tints of scarlet and russet brown, are all tones of the great instrument, Nature, which need only to be awakened by the mind to yield its sweet music. The lack of moisture and the peculiar dry elasticity of the air have a subtle virtue of healing that woos the ailing hither and secretly builds them into health. It is a positive luxury to breathe this pure air; for in such an atmosphere disease cannot live or germinate. The wonderful variety of vegetable growth, including some two hundred and fifty trees, shrubs, vines and plants, some of which are very rare, is ascribed to this mild climate." (Boardman 1911:7).



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As boosterism of Arizona began to heavily promote the state's advantages, many summer and winter resorts with facilities similar to those at the Natural Bridge were advertised. Pineair, Ingleside, Lolomai, the Garden of Allah, El Tovar, Iron Springs and Castle Hot Springs were popular, but only El Tovar could boast of a natural wonder as could Natural Bridge Lodge. By 1924, about 35 guest ranches and resorts were advertising in the "Arizona Vacation Directory". The Natural Bridge was touted as part of a tour cycle including the Grand Canyon, Petrified Forest, Montezuma's Castle and Well, and Roosevelt Dam and Lake. The tour provided an inexpensive vacation, invigorating and restorative climate, plentiful camping spots, and most of Arizona's natural wonders.

The mid-1920s featured a "See Arizona First" campaign, promoting the state as "...one of the finest summer playgrounds in the world." Arizona boosters and their publications continued to promote the climate, scenery, fine roads, natural wonders and western atmosphere of the state. Fishing, camping, touring by auto, hiking, riding, tennis, golf, and swimming were intensely promoted as fulfilling the nation's ideas of the perfect vacation.

Emphasis at guest ranches began to shift further from the rustic and rugged to more comfortable, pleasurable, yet close-to-nature accommodations. Observing, rather than interacting with, nature was becoming more popular. Natural Bridge Lodge responded by building a new modern lodge in 1925. At the same time, access to the caves beneath the Natural Bridge was improved and an enlarged promotional campaign begun by the Goodfellows.

The Arizona magazine published another list of "Arizona's Summerland Resorts" in 1925; the number of resorts had grown to 48. The Natural Bridge Lodge was prominently featured and the description noted the "New and enlarged accommodations..."

"NATURAL BRIDGE RANCH

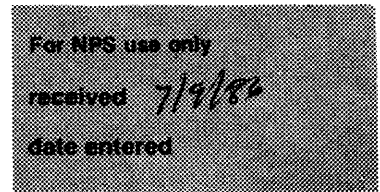
Fourteen miles north of Payson, just off the main highway. Elevation 4990 feet. Riding, swimming, hiking, etc. Picturesquely situated in one of Arizona's most beautiful natural wonder spots. Rooms with running water, a few with private bathroom. Cottages with running water. Open all year. Telephone. Meals. New and enlarged accommodations this season will insure greater comfort and larger capacity. For rates and reservations address Mrs. D.G. Goodfellow, Natural Bridge, Arizona." (1925:3).

Progressive Arizona, one of the more popular booster publications, published a three-page article about the new Lodge at the Bridge soon after it was completed, including directions to the Lodge from three different points.

"Just recently the modern 50-room (sic) guest hotel building has been completed, which will provide additional accommodation for tourists at the scenic wonder.

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The hotel is a two-story structure with a large screen porch that adds much to the convenience of the tourists who stop over at the ranch.

The large screened sleeping porch, which is one of the most attractive features of the hotel, is built off the second floor. It runs along two sides of the building, 70 feet on one side and 53 feet on the other. It is 9 feet wide.

There is another large porch built off the first floor of the hotel to be used by the guests in the day time.

The dining room, which is neatly furnished, is 36 feet by 32 feet in size. It will seat more than 50 persons comfortably.

In the living room, in which a large bay window gives a splendid view of the surrounding country from within the hotel, the guest is made to feel at home by the comfortable furnishings.

The hotel is located about 1000 feet from the bridge, and this scenic wonder, as previously mentioned, is reached by a foot trail from the hotel. The springs are located a short distance from the new building.

The building is electrically equipped, the power being furnished by a private plant, which is located near the hotel. The basement, which has cement (fl)ooors (sic) and walls, is large and is used to great advantage during the summer months because of its coolness.

Two fireplaces are located on the first floor, one being in the living room and the other in the dining room. Both are large and give much comfort during cool evenings.

Several Navajo rugs of the rare old type carpet the rooms on the first floor, and one of these rugs in front of the fireplace in the living room gives a touch of comfortable warmth and western atmosphere.

On the second floor of the new building there are 11 bedrooms and two bathrooms. The bedrooms range in size from 10 feet square to 15 feet square. Each room is allotted a space on the sleeping porch. The furniture in all the bedrooms is all of walnut finish and matched throughout.

On the roof there is another sleeping porch. This is enclosed by glass, but can be opened so as to assure an abundance of fresh air. It is often used as a "lookout." A wonderful view of the surrounding country can be seen from this aerial porch." (n.d. pp. 16, 38).

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The new Lodge epitomized everything a western guest ranch ideally offered: a natural wonder, beautiful scenery, healthful food, pure air and water, outdoor facilities for camping in tents or cabins, comfortable accommodations with hot and cold running water and electricity, outdoor activities and entertainment, and isolation with relatively easy access. The conviviality of the Goodfellows provided the homelike atmosphere most desired by guest ranch visitors--to be taken into the ranch home and treated with familiarity as friends of the family. A 1926 guest wrote in a book on frontier motoring:

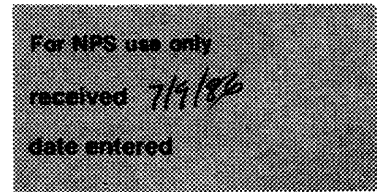
"...we departed with regret. 'Pa' Goodfellow built us a food box out of two empty gasoline tins, 'Ma' Goodfellow gave us a loaf of fresh bread, a jar of apricot preserves, and a wet bag full of water-cress, which provided manna for two hot, dusty days." (Dixon 1926:119).

In the late 1920s, the Lodge began publishing a brochure for mailing to prospective clients or to promote visitation through Chambers of Commerce. The brochure listed the comforts and amenities, noted the construction of a new swimming pool, described outdoor activities, and displayed a photograph of the Bridge and Lodge. The cover noted "Scenic Grandeur, the Picturesque and the Prehistoric--Hunting, Fishing, Riding, Swimming--all the Wonderful Pleasures of Out-door Life with Modern Comforts." Testimonials from satisfied clients, including Harold Bell Wright, closed the brochure. Clearly, the Goodfellows were exploiting the Bridge in a professional manner. Their small homestead of 1898 had become a real business by the 1920s, providing a far better income than ranching or farming would have.

Following the trend in Western guest ranching, the Lodge dropped the word "resort" and added the word "ranch". "Dude ranch" was the preferred term for guest ranching by the late 1920s. The appellation applied generally to the more comfortable accommodations with modern conveniences, but implied a lifestyle distinctively "Western" and outdoorsy. "A dude was simply someone from another area who came to the West and paid for food, lodging, riding, and/or guiding services." (Borne 1983:4). The term "dude" also implied a change in status from both the 1900s "traveler" and the teens "tourist". The dude was someone who was not looking for an inexpensive motoring vacation, but a few weeks in an idyllic setting with plenty of outdoors entertainment. Natural Bridge Lodge fully qualified as a 1920s dude ranch.

By 1928, 71 resorts, dude ranches, camps and guest ranches were listed in the "Arizona Summerland Resort Directory": "Know the Wonderland" accompanied the "See Arizona First" campaign, and the state's highways were touted as excellent for tours. Natural Bridge Lodge was still featured prominently in the brochure, but was one of 23 listed in its general area. Dude ranching was becoming big business in Arizona and competition was fierce. The southern part of the state had blossomed with guest ranches in a very short period. These were featured in a 1927 article on dude ranching near Tucson. In addition to describing the standard outdoor activities,

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the author discussed the accomodations of the typical dude ranch.

"Neat separate bungalows or cottages furnish the sleeping and private living accomodations for the guests on nearly every ranch, with a large main ranch house as the social center and dining-room. This building invariably contains a large open fireplace, sun rooms, library and radio and all the other entertainment facilities. On one ranch a billiard table is provided, showing that the Arizona ranch hosts are bent on giving the Dude plenty to do." (Arnold 1927:1)

Natural Bridge Lodge clearly fit the mold but the attraction of the Bridge was a lure most other ranches did not have. However, by the early 1930s, a trend was beginning that would work against the Lodge; dude ranches were beginning to promote "Westernness" as the main theme. Communication with nature was being supplanted by "typical" Western entertainment: Group rides, barbecues, cattle drives and brandings, rodeos, square dances, and emphasis on desert scenery. In addition, visitors were demanding more luxury and less ruggedness. Some southern Arizona resorts offered polo in addition to billiards, swimming, tennis and golf. The Lodge, with its limited facilities and canyon walls, remained fairly traditional in its offerings to guests. Guest ranching as a business in Arizona survived the difficult years of the Great Depression, but not all ranches survived. Those with inexpensive camping or cabin facilities provided economical vacations for Arizonans themselves; more exclusive resorts catered to wealthy Easterners. Natural Bridge Lodge remained in operation but it appears that no brochures were printed during this time or promotional articles written for national distribution.

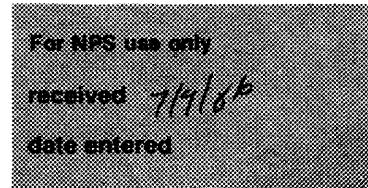
In 1933, the Goodfellows celebrated their fiftieth wedding anniversary. David Goodfellow was 73 and Lillias nearly 70. In 1936, Lillias died at the Lodge, and David died there in 1938. Their two sons, David, Jr., and Harry, were left with the management of the Lodge. Although the Lodge continued to be listed in resort directories, it was not heavily publicized or promoted. No changes appear to have been made to the Lodge or cabins until the business was sold to the Randall family in 1948, when minor modifications were made.

"TONTONATURAL BRIDGE GUEST LODGE"

One of the original guest ranches of Arizona, it is now operating under new management. A comfortable old hotel situated on 25 acres of mountain farm land, 14 miles northwest of Payson. The Tonto Natural Bridge, from which the Lodge derives its name, is the largest travertine bridge known. Accomodations for 30 guests in hotel rooms, balcony apartments or individual cabins. Open all year. Rates from \$35 per week, per person. Tonto Natural Bridge Guest Lodge, Payson, Arizona, or 307 Heard Building, Phoenix, Arizona. (Az. Highways 1948:31).

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Guest ranching took on an even more luxurious and exclusive tone after World War II. Accommodations were expected to be more comfortable and entertainment more Western for the affluent post-war visitor. In 1948, Glen Randall advertised the Lodge in Arizona Highways resort listings as Tonto Natural Bridge Lodge. At that time, 388 hotels, lodges and guest ranches were listed, covering the entire state. Of these, 264 offered guest ranch accommodations, cabins and/or camping, or resort lodgings. In the vicinity of the Natural Bridge Lodge, seven other ranches or cabin facilities were listed. The greatest number of resorts and hotels was listed in the Phoenix area, but the Tucson area led the state with 24 inns and 51 guest ranches. Wickenburg, considered by many to have led the guest ranch business, had only 7 ranches in operation.

Glen Randall continued to promote the Lodge through the 1950s, printing brochures which described not only the Lodge and Bridge, but the Gowan-Goodfellow history. Photographs of the Lodge show few changes through the 1950s. As the Lodge aged and long distance travel became more practical, fewer guests patronized the Lodge in the 1960s, and business diminished. The building has not deteriorated significantly, but a few exterior modifications have occurred, such as the addition of a door on the east side and enlargement and enclosure of the screened porch above the roof. These changes do not, however, detract from the building, and its appearance is essentially the same. Three of the original five cabins remain on the site.

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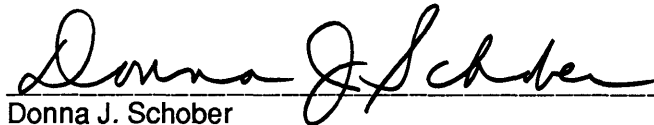
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The National Register Boundary for the Tonto Natural Bridge Lodge is described as a 74 foot by 109 foot rectangle centering on the building. The 45 foot by 69 foot building is located within this rectangle. The area between the building and the boundary is not a "buffer zone," but rather an integral part of the nominated property area. It provides an essential setting containing landscaping and walkways.

Signed:



Donna J. Schober  
Arizona State Historic Preservation Officer

August 6, 1986  
Date