

316

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

MAR 22 1989

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

historic name Winslow Commercial Historic District
other names/site number N/A

2. Location

street & number Roughly bounded by 1st, 3rd, Warren and Williamson St. not for publication
city, town Winslow vicinity
state Arizona code AZ county Navajo code 017 zip code 86047

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>18</u>	<u>9</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input checked="" type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u>18</u>	<u>9</u> Total

Name of related multiple property listing:
N/A

Number of contributing resources previously listed in the National Register 0

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 Armer 3/14/89
Signature of certifying official Date
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): _____

Delores Byers 4/20/89
Signature of the Keeper Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Commerce/Trade - department storeCommerce/Trade - specialty storeGovernment - post officeSocial - meeting hall

Current Functions (enter categories from instructions)

Commerce/Trade - specialty storeCommerce/Trade - financial institutionGovernment - post officeSocial - meeting hallVacant - not in use

7. Description

Architectural Classification

(enter categories from instructions)

Victorian CommercialPanel Brick Commercial

Materials (enter categories from instructions)

foundation concrete, stone, brickwalls brick, stone, cast ironroof composition

other _____

Describe present and historic physical appearance.

SUMMARY

The Winslow Commercial Historic District is comprised of an intact grouping of one- and two-story commercial structures in the historic central business district of Winslow, Arizona, dating from 1883-1935. The buildings form facade lines along the street rights-of-way which reinforce the commercial character of the District.

Most properties retain their significant character-defining elements and are in fair condition, although most storefronts and some entire facades have been altered. Many alterations are reversible. The buildings of the district form coherent streetscapes which evoke a feeling of time and place.

APPEARANCE

The historic commercial center of Winslow lies within the current central business district. The Winslow Commercial Historic District includes streetscapes along First Street, Second Street, Third Street, Kinsley Avenue, and Williamson Avenue. The oldest part of the district faces the railroad tracks south of First Street; later the commercial center moved north to Second Street to front along the Old Trails Highway. The Old Trails Highway, Second Street through the District, has served as Winslow's "Main Street" for many years.

The District is distinct from its surroundings. To the north are Winslow's residential areas. The railroad borders the south side of the District. To the east and west are modern buildings and some residential properties.

The streets form the organizing elements of the district. Second street, the Old Trails Highway, is paved with concrete; other streets are paved with asphalt, although historically they remained unpaved. The concrete street paving, installed in 1930, lends historic character to the street. Streets are provided with continuous curbs and concrete

See continuation sheet

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 2

sidewalks; modern street trees are provided at regular intervals on both sides of Second Street. The topography within the district is nearly flat.

The buildings are one or two stories in height, and are predominantly of masonry construction. Queen Anne Commercial, Panel Brick Commercial, and simpler Commercial style buildings harmonize to contribute to the overall unity of the streetscape through continuity of brick details such as corbels, copings, cornices, window hoods, and lintels.

A regional feature of many of the buildings is the use of the red sandstone indigenous to the area. The stone is used for decorative features such as lintels and sills, as well as for entire structural walls. The stone is usually used in a rusticated form rather than finished smooth.

The commercial buildings which appear on the corners of blocks all feature corner entrances at the street intersection. This addressing of the corner is particularly noticeable at the intersection of Kinsley and Second Street, where three corner buildings have their focus.

A few buildings are worthy of special note. The Breed Building (9-10), built in 1883, was the first permanent building in Winslow and is built of native sandstone. The Post Office (6-97) is a stucco Federalist Moderne structure which stands out as being quite different in character from other buildings in the district. It was the last building built within the historic period (1935). The Navajo County Bank Building (9-7), built in 1904, has a regionally characteristic Indian motif in the parapet brickwork. The Elks Building (6-9) retains a high degree of integrity, and by virtue of its size and location, is a landmark building in the District. The J. C. Penney Building (6-34) is the largest, and earliest example of a cast concrete building in Winslow, built between 1916 and 1927. It is now faced with polychrome brick, added in the 1920s.

INTEGRITY

Alterations to most buildings have been minor. Most storefronts have been altered, but a few remain from the historic period. Along Second Street, an awning has been added in an attempt to unify the facades in the streetscape. This wood-shingled awning does not significantly alter the historic character of the buildings. Several facades were altered in the 1920s, when polychrome glazed brick was applied to the existing buildings. The colorful patterns created enliven the streetscape.

(see continuation sheet)

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 3

In evaluating the contributing status of the commercial buildings of Winslow, certain criteria were used regarding the integrity of one- and two-story buildings. For one-story commercial buildings, the storefront plays a very important part in the overall character of the building as viewed from the street. If the storefront had been heavily altered or replaced, the building was counted as a noncontributor. For two-story buildings, the storefront is of less importance in defining the character of the building than in one-story buildings. Therefore, if the second floor of a two-story building retained its integrity, the building was classified as a contributor even if the storefront was heavily modified. If the second floor was modified or did not add to the historic character of the district, then the building was classified as a noncontributor.

It should be noted that many of the buildings considered as noncontributors within the District have suffered alterations and additions which are reversible. If, in the future, these alterations are reversed, the contributing status of these properties may be reconsidered.

Some sporadic rehabilitation efforts have taken place in the district. No coordinated effort has yet been mounted.

The presence of archaeological remains within the district is unknown.

(see continuation sheet)

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 4

CONTRIBUTOR LISTING

6-1 209 Williamson Avenue
6-2 122 E. Second Street
6-5 114 E. Second Street
6-7 108 E. Second Street
6-8 106 E. Second Street
6-9 100-104 E. Second Street
6-11 214 Kinsley Avenue
6-32 213 Kinsley Avenue
6-33 100 W. Second Street
6-34 102-106 W. Second Street
6-97 219 Williamson Avenue
9-3 104-1/2 E. First Street
9-7 128 Kinsley/103 W. Second Street
9-8 115 Kinsley Avenue
9-10 100 W. First Street
9-11 102 W. First Street
9-12 104 W. First Street
9-18 113 W. Second Street

NONCONTRIBUTOR LISTING

6-3 118 E. Second Street
6-4 116 E. Second Street
6-6 110-112 E. Second Street
6-10 212 Kinsley
6-35 110 W. Second Street
9-9 109 Kinsley
9-13 106 W. First Street
9-14 108 W. First Street
9-15 110 W. First Street

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)

Commerce
Architecture
Industry: Tourism

Period of Significance

1883-1935

Significant Dates

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

N/A

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

SUMMARY

The Winslow Commercial Historic District is eligible under Criterion A as the intact historic commercial center of Winslow, Arizona. It is also eligible as an intact streetscape of turn of the century and early twentieth century commercial buildings, many of which reflect regional aspects in their appearance. The District may be viewed in three contexts: commerce in Winslow, Arizona between 1883-1935; tourism in northern Arizona, 1884 to 1935; and commercial architecture in northern Arizona, 1883-1935. The period of significance, 1883-1935, relates to the construction dates of the buildings.

CONTEXTS

Commerce in Winslow, 1883-1935

The commercial development of Winslow is directly tied to the rise of the Atlantic and Pacific Railroad (later Santa Fe Railroad).

Survey crews for the railroad, working in advance of the road construction, laid out the townsite of Winslow within their granted right-of-way on the west side of the crossing of the Little Colorado River. The location would serve as a water stop and would also serve as the beginning of the third division of the railroad line.

Frederic Clair Demarest arrived at the Winslow Townsite shortly after the lots and blocks had been platted by the railroad. He arrived in November, 1880, from Isleta, New Mexico. Demarest was a road merchant who had followed the progress of the Atlantic and Pacific's construction and

See continuation sheet

9. Major Bibliographical References

Arizona Business Directory 1907-1908. The Gazeteer Publishing Compnay, Denver, Colorado, 1907.

Arizona Champion. Flagstaff, Arizona, October 1883 through 1884.

Arizona Weekly Champion. Flagstaff, AZ 1897.

Carlson, Vada and Joe Rodriquez. A Town in Born: A Pictorial Review of Winslow, Arizona.
Carlson and Rodriquez Publishers, Winslow, Arizona, 1981.

The Coconino Sun. Flagstaff, Arizona. 1898-1899.

"Navajo County Directory". Giragi Bros. Publishers, Winslow, AZ 1930-1931.

See continuation sheet

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 # _____

Primary location of additional data:

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

Specify repository: _____

10. Geographical Data

Acreeage of property approximately 2 1/4 acres

UTM References

A

1	2
---	---

5	2	7	6	1	0
---	---	---	---	---	---

3	8	7	5	4	8	0
---	---	---	---	---	---	---

Zone Easting Northing

C

--	--

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

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

B

--	--

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

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

Zone Easting Northing

D

--	--

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

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

See continuation sheet

Verbal Boundary Description

Boundary encompasses the following lots within Winslow, listed by Navajo County Tax Parcel numbers: 103-17-070, 103-18-058, 103-17-059B, 103-17-060, 103-17-061, 103-17-062, 103-17-163, 103-17-064, 103-17-165, 103-17-166, 103-17-167, 103-17-057, 103-17-047, 103-17-048, 103-17-150, 103-17-069, 103-17-005, 103-17-020, 103-17-022, 103-17-013, 103-17-014, 103-17-015, 103-17-019. The boundary follows or aligns with the curbline of the adjacent street where applicable, and follows or aligns with property lines and alley See continuation sheet lines in other locations as shown on the accompanying map.

Boundary Justification

Includes extant buildings of Winslow's Historic Central Business District. The area immediately outside the boundary of the district is vacant land or is occupied by more modern buildings.

See continuation sheet

11. Form Prepared By

name/title Don W. Ryden
organization Don W. Ryden, AIA/Architects, Inc. date September 1, 1988
street & number 400 N. 7th St. #100 telephone (602)-253-5381
city or town Phoenix state Arizona zip code 85006

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 2

knew the roadbed alignment and locations of future railroad towns. Demarest is considered the first businessman in Winslow, and after permanently locating in the town, became one of its leading businessmen and entrepreneurs.

He erected a merchandising tent on a lot selected facing the railroad tracks and future station. At that time the town had only a few railroad employees residing in tents.

Demarest's establishment of a business at Winslow prior to construction crew arrival typifies the beginnings of economic development of railroad boom towns in the western United States. As a construction terminus, Winslow would boom, first with the temporary construction crews which would number from 600 to 1,000 and later with permanent residents, mostly employees of the railroad and other businesses associated with the railroad towns. This made possible the establishment of profitable, permanent businesses.

F. C. Demarest also began accommodating the traveling public, and within three years from his arrival, in 1883, he began the construction of the first hotel built in northern Arizona, the Arizona Central Hotel (demolished).

In early 1882, Colonel Justus K. Breed, a trading post owner at nearby Sunset on the Little Colorado River, followed Demarest's impetus and located a mercantile establishment also on a lot facing the railroad tracks. Between 1882 and 1883, he constructed a stone building, the first permanent building in Winslow (9-9). J. K. Breed became one of the most important settlement period merchants and property owners in Winslow.

Other early boom town merchants included Frank Hicks, who arrived in 1881; J. H. Perry and G. S. Briggs; J. X. Woods; C. L. Flinn; and E. A. Sawyer. Herbert Leonard Taylor, a homesteader in the vicinity since 1870, became Winslow's first postmaster on January 10, 1882.

The establishment of the Winslow Post Office came only two months after construction of the railroad tracks had been completed to Winslow. From that time until the transcontinental route was connected in 1884, the population of Winslow stabilized at 200 to 300 people. Once railroad freight traffic began flowing from the east to the west coast, the population steadily increased. In 1890 it was slightly less than 500, and in 1895 it was about 800. Then, by 1901 the population had jumped to 2,000. This sharp increase denotes the beginning of Winslow's most historically important building boom.

Just prior to the turn of the century, Winslow began a long, active

(see continuation sheet)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 3

period of growth largely associated with the general prosperity of the railroad. Of particular importance was the transfer of the railroad's Division Headquarters to Winslow in 1897. The Division Superintendent and his office, road repair crews, engine mechanics, engineers, and other railroad employees necessary for divisional operations were relocated from Gallup, New Mexico; the growth and prosperity of Winslow for the next 20 years would be tied to the steady influx of railroad employees.

Until 1900 the railroad dominated development of Winslow. The company owned the townsite lands and employed a local land agent to sell lots to the public. The street rights-of-way were owned and controlled by the Railroad until Winslow was incorporated in 1900.

The domination of the railroad industry in Winslow is seen clearly in their historic construction efforts. A large two-story brick depot, an extensive roundhouse and machine shop, ice house, and freight depot were the most visual landmarks in town. None of these buildings are extant.

The economic fluctuations of the railroad industry, and particularly the Santa Fe Pacific, dictated to a large extent the economic growth and development of the town prior to 1897. In the late 1880s, the railroad business was modest and was also somewhat affected by the Panic of 1893. In 1890 there were about twelve substantial businesses in town including three general merchandise stores, two meat and produce stores, five saloons, and one hotel.

By contrast, in 1900 shortly after Winslow became Division Headquarters, there were almost forty businesses supporting a population which had quadrupled in ten years. Four hotels and five lodging houses were in operation. Merchandise and dry goods stores were the next highest in number. During the years around the turn of the century, Winslow witnessed the largest business boom of any town along the A & P.

Regionally recognized high quality brick manufactured at Winslow became the most popular construction material during this period. Popularity of this material is well illustrated. In 1899, three brick manufacturing kilns were in full operation, each capable of burning 150,000 bricks at one time. Brick manufacturing companies included Lesser and Sawyer, Grimm and Kennedy, and Fred Seeger, all of whom produced brick during this boom period. Robert Fenton also operated a kiln from 1910 through 1916.

The citizens of Winslow, especially its businessmen, owed much of their success and general well-being to the railroad industry. However, many aspects of the town's development overseen by the railroad, in particular street maintenance, fire protection, and the water system, had begun to suffer after the increased expansion of the town in 1898. In addition,

(see continuation sheet)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 4

there was no sewer system, and no uniform electricity service. The railroad, while willing to expend money in certain aspects of the town's development, was criticized by the business interests for its lack of attention to these other matters.

In January, 1899, a citizen meeting was announced to discuss incorporation of Winslow. Some of the community's most established businessmen were its promoters. They included pioneer businessman, C. L. Flinn; W. R. Campbell; merchants and builders, Lesser and Sawyer; G. A. Wolff; important merchandiser, U. Z. Rand; T. J. Hesser; J. F. Mahoney; contractor, W. A. Parr; and businessman and editor of the Winslow Mail, W. H. Burbage.

Their efforts were fruitless, however, and it was reported that no one else attended the meeting. Railroad administrators and employees disfavored incorporation as a loss of control of the townsite and the advantages associated with that control.

Finally, a year later, a petition for incorporation was successfully circulated by the town's businessmen, and was signed by two-thirds of the property owners in the townsite. The Navajo County Board of Supervisors granted the incorporation in January, 1900, and appointed the following town officers: T. J. Hesser, E. A. Sawyer, G. A. Wolff, F. T. LaPrade, C. L. Flinn, F. C. Demarest, W. R. Campbell. The first city elections were held in March, 1900, with the same council elected, running as the Citizen's Ticket. C. L. Flinn was the first elected Mayor.

Following incorporation in 1900 through 1930, Winslow developed most of its municipal services. The improved water, telephone, electrical, and gas systems were installed and extended as the city grew.

The economy of Winslow during the first twenty years after 1900 grew in proportion to the population increases and many businesses were established, including branch mercantile operations from other parts of northern Arizona as well as national firms. The Babbitt Brothers Trading Company of Flagstaff opened its first store in Winslow in 1898. A second department store was opened in 1914, when the J. C. Penney Company established its 70th store in the western U. S. in Winslow.

The banking industry's growth also reflected the town's economic stability and growth during this period. The Navajo County Bank (9-7) opened the first bank in Winslow in June, 1900. It was a branch of the regional bank which later became known as the Navajo Apache Bank and Trust Company. In 1916, the Navajo Apache Bank and Trust was reorganized and its branch in Winslow was named the Arizona State Bank of Winslow. By 1917, it had enlarged its building for additional storeroom space and was a

(see continuation sheet)

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 5

well-established banking institution (6-10).

In 1910, the Bank of Winslow was founded, and was the first home bank in the town. Its incorporators included some of the region's most prominent businessmen: E. J. Gibson, John R. Hulet, W. H. Dagg, George Keyes, and Dr. O. S. Brown. The Bank of Winslow had become the largest depository in the county by 1920.

The economic development of the building industry during these years also contributed to the creation of the Winslow Building Company in 1910, and the Arizona Building and Supply Company in 1911. In 1913, the Winslow Building and Loan Association was founded with shares being sold by subscription to town citizens and businessmen.

Upon U. S. involvement in the First World War, the Federal War Industries Board required government permits for all construction projects, and the Arizona State Council on Defense was to administer the issuance of permits. However, the State Council on Defense limited the permit rule to projects costing more than \$25,000 so many local construction efforts continued despite the wartime moratorium on building.

Tourism in Northern Arizona, 1884-1935

The growth of Winslow between 1898 and 1918 established the town as a major city along the nation's major railroad line to the west coast. Although the impetus for this growth was the town's importance as the Santa Fe's Divisional Headquarters, Winslow's location as a crossroads for north-south travel, as a livestock shipping point, and its proximity to both the Hopi and Navajo Indian reservations as a center for trading and supplies also contributed to its stability.

Tourism in northern Arizona during this period grew in direct proportion to the expansion of the railroad across the state. Until about 1925 when the automobile became a popular and affordable method of transportation, the Santa Fe Railroad played a significant role in the history of Winslow's tourist industry.

Beginning in 1884 easier overland access from the main line to such natural wonders such as the Grand Canyon, Petrified Forest, and Painted Desert, as well as the Hopi Pueblos and other prehistoric ruins did much to increase the popularity of these tourist attractions. In 1904, Santa Fe constructed a branch line from Williams, Arizona to the south rim of the Grand Canyon, giving even more widespread access to the area.

(see continuation sheet)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

In addition, the decision to construct major tourist-oriented hotels and station houses along its line by Santa Fe and the Fred Harvey Company was extremely beneficial to the regional tourist industry. Beginning in 1901, they embarked on an ambitious development program to construct new facilities which were to portray the rich traditions of the Southwest. Railroad travel for tourism peaked in 1920 and began a ten-year period of decline that was the direct result of the popularization of the automobile.

Trade with Indians played a noteworthy role in Winslow's history, particularly in the areas of commerce and tourism. Although trading posts and Indian traders had existed prior to the arrival of the railroad, it was that event which helped popularize Indian arts and crafts. Between 1884 and 1898, Indians gathered at rail stops such as Winslow to sell their blankets, baskets, and jewelry to passengers.

The growing popularity and exposure of Indian arts and crafts was taken advantage of by tourist promoters also, most notably the Santa Fe Railroad and the Fred Harvey Company, who had formed an Indian Department in 1901 to handle the volume of Indian art. Local merchants along the line also took advantage of the economic opportunities of increased Indian trade. Indian trading companies and curio shops had been a part of the business community of Winslow since 1898 when the Babbitt Brothers Trading Company opened in Winslow. They established the nucleus of Winslow's growing tourist industry which would reach its greatest height in 1930, when Fred Harvey's La Posada Hotel was built.

R. M. Bruchman, former clerk with Babbitt's Store opened his own company 10 miles north of Winslow in 1903. With the growth of the industry, Bruchman's Indian Trading Company was relocated to Winslow in 1923 (9-18). The Richardson Brothers Indian Trading Company opened up a trading post in 1915 (addition to building 9-7). Both became major Indian trading companies in northern Arizona.

Winslow's location on a major transcontinental automobile route was a significant factor in its development. Portions of the original wagon roads traversing the plateaus of the Little Colorado River became part of a national highway system paralleling the rail line through Winslow. The National Old Trails Highway was established early in the second decade of the twentieth century and extended through the Winslow area, generally along the earlier Whipple-Beale wagon road. It passes through central Winslow along Second Street then turned south and westward along the rail line. In 1915, Second Street was extended west through the Kleindienst Addition to intersect with the national highway. The Old Trails route through Winslow was modified in 1917 when funds became available to pave

(see continuation sheet)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 7

the roadway within the city limits. At the eastern edge of the city, it entered along Third Street and extended west to Warren. At Warren Avenue the road turned south to Second Street and then westward again to the intersection created two years before. In 1930, the roadway through the city was repaved with concrete, much of which is still in place. U. S. Route 66 followed the Old Trails National Highway route and Winslow became an important stop along that route for automobile travelers, especially after World War II.

Commercial Architecture in Northern Arizona, 1883-1935

The railroad was responsible for the establishment of many northern Arizona towns, including Kingman, Williams, Flagstaff, Holbrook, and Winslow. These towns all have examples of the popular commercial architectural styles from 1880s to the 1940s, the "boom" periods in their growth.

The general character of commercial buildings as a building type is similar through all the styles represented. The building's shape is influenced mainly by economics, with the stylistic elements applied. "Boxy" massing to maximize square footage while minimizing construction costs, flat roofs with parapets, broad open first floor storefronts to attract customers, and masonry construction are all common characteristics. The building's style is expressed in the details in the brick facade. Victorian commercial buildings carry an extensive amount of brick detail in the front parapet cornice. Panel Brick Commercial style buildings are much simpler, with ornament restrained to brick corbelling and recessed or outlined panels between structural bays. Other commercial buildings convey little in the way of an identifiable style but retain the massing and other characteristics of the commercial building type. The styles, as they appear in Winslow, were not representative of differing time periods; Victorian Commercial, Panel Brick Commercial, and other Commercial buildings were all being built at the same time. Most of the buildings date from between 1883 and 1927.

The buildings differ from those in other locations in their use of local red sandstone as structural or decorative elements. Always used in rusticated form, it is used in window sills, lintels, and hoods, as well as in structural walls and pilasters. The first permanent building in Winslow, the Breed Building (9-9), was built with red sandstone structural walls. Another regional characteristic is the use of American Indian inspired motifs, such as in the Navajo County Bank Building (9-7), where a "Navajo rug" pattern appears in the parapet. The glazed brick used on several building facades is another local trait.

(see continuation sheet)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

The Post Office (6-97) is quite different from all other commercial buildings in the District, and was built later, in 1935. It is a modest example of the Federal Moderne style, which attempted to combine regional architectural styles with some Classical formalism. The Post Office was built by the U. S. Treasury Department under the administration of its Chief Supervising Architect, Louis A. Simon. It occupies a prominent corner along the Old Trails Highway as it turned south on Williamson to Second. It is interesting to compare the 1935 Post Office to the building constructed in 1910 for the Post Office by T. E. Dye (6-7). The old Post Office conforms to the typical Panel Brick Commercial characteristics, and was built by a private citizen specifically for lease to the Post Office. It served as such until 1935, when the new Post Office was built by the government, much more monumentally.

The Winslow Commercial Historic District is distinguished from its surroundings by the density of contributing resources within a small area which defined the Central Business District. The surrounding areas do not convey the same dense commercial feeling as the District. The District maintains cohesiveness through the appearance and materials of the buildings, and through the buildings' association with the historic commerce of Winslow. Most of the buildings from the historic period remain, and the district appears much the way it did between World War I and World War II. The styles and periods of the buildings themselves represent periods from 1883 to 1935, but most were built prior to World War I. Intrusions to the District are relatively minor: a few modern buildings; and minor alterations, mostly of storefronts. Renovation activity includes some misguided efforts as well as well-researched restorations and unobtrusive rehabilitations.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 9 Page 2

McClintock, J. Arizona, The Youngest State, Vol. 3. S. J. Clarke Publishing Company, Chicago, Ill. 1916.

Northern Arizona Leader, Winslow Edition. Flagstaff, Arizona, 1916.

Sanborn Map Company, Sanborn Fire Insurance Map, New York. 1890,1891,1901,1916,1927.

Richardson, C. D. Transcript of Interview, Navajo County Historical Society, 1971.

Tanner, George S. and J. Morris Richardson. Colonization of the Little Colorado River: The Joseph City Region. Northland Press, Flagstaff, AZ 1977

Wagoner, Jay J. Arizona Territory 1863-1912: A Political History. University of Arizona Press, Tucson, AZ 1970.

Winslow Architectural/Historical Resource Survey. Janus Associates, Phoenix, AZ., Consultants to the City of Winslow, 1984.

Winslow Downtown. U. N. Limited, Consultants to the City of Winslow, 1980.

Winslow Mail. Winslow, Arizona. 1896-1915; 1920-1930; various issues.



United States Department of the Interior
National Park Service

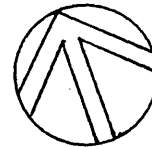
National Register of Historic Places Continuation Sheet

Section number 10 Page 2

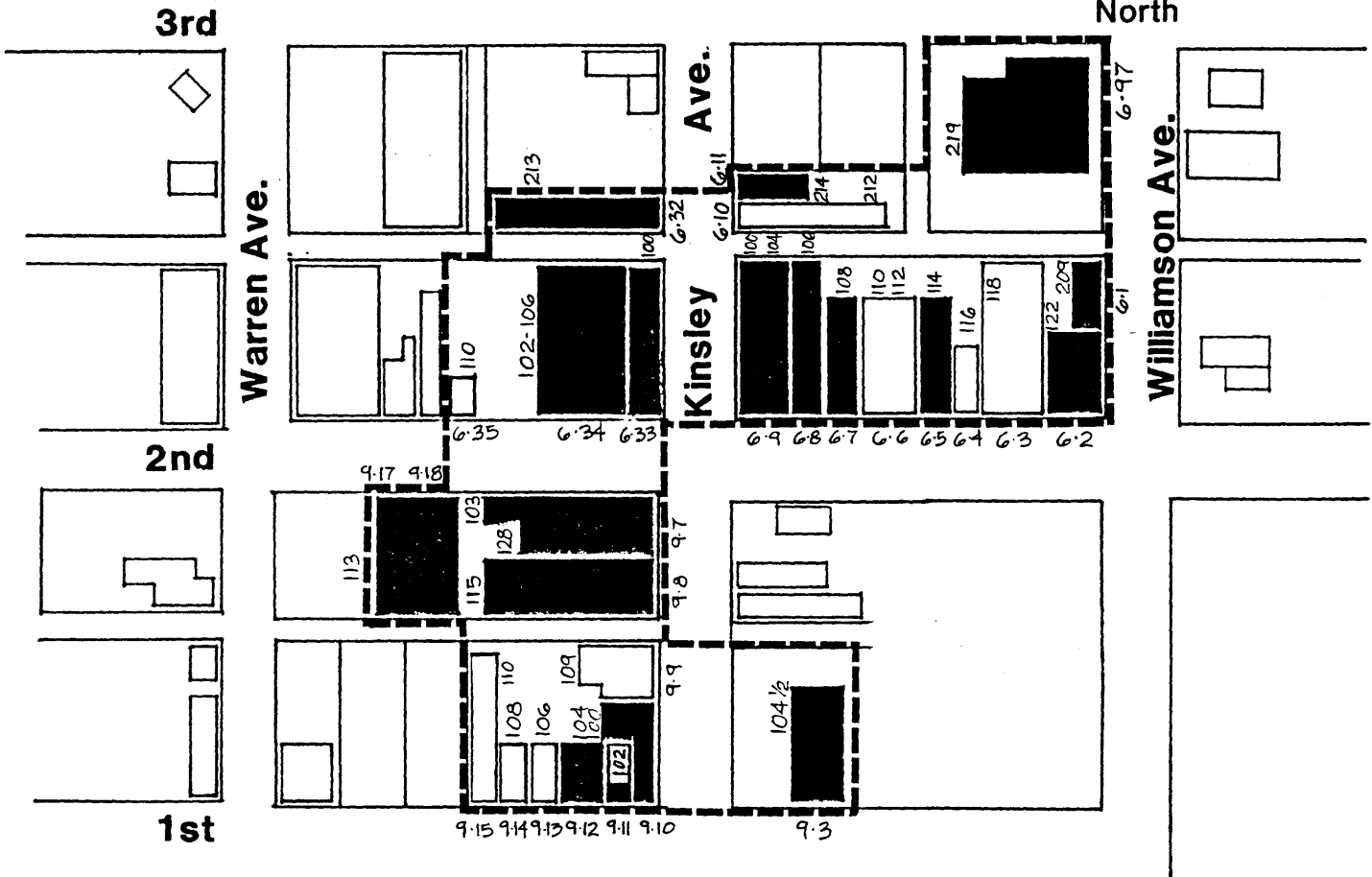


To Residential Historic District

-  Contributing Resource
-  Non-Contributing Resource



North



Winslow Commercial Historic District

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

**National Register of Historic Places
Continuation Sheet**

Photographs

Section number _____ Page 1

The following information applies to all photographs listed:

Winslow Commercial Historic District
Winslow, Arizona
Photos by Bart Gomez
Photo Taken 9/88
Negatives at State Historic Preservation Office

<u>PHOTO</u>	<u>NAME</u>	<u>VIEW</u>
1	109-128 Kinsley	SW
2	128 Kinsley	SW
3	103-113 W. 2nd	SW
4	100 E. 2nd	NE
5	212-214 Kinsley, 100 E. 2nd	NE
6	100-122 E. 2nd	NE
7	100 W. 2nd	N
8	100 W. 2nd-213 Kinsley	NW
9	100-110 W. 2nd	W
10	214 Kinsley-100 E. 2nd	S