

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received **NOV 30 1987**
date entered

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

1. Name

historic N/A
Historic Resources of Downtown Gallup*; Downtown Gallup Multiple Resource Area
and or common * name for registration

2. Location

street & number See continuation sheets for individual properties N/A not for publication

city, town Gallup N/A vicinity of

state New Mexico code 35 county McKinley code 031

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 checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
<input checked="" type="checkbox"/> multiple resource	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> 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 checked="" type="checkbox"/> transportation
			<input checked="" type="checkbox"/> other: fraternal

4. Owner of Property

name Multiple; see continuation sheets

street & number

city, town Gallup N/A vicinity of state New Mexico

5. Location of Legal Description

courthouse, registry of deeds, etc. McKinley County Courthouse

street & number 205-209 West Hill Street

city, town Gallup state New Mexico

6. Representation in Existing Surveys

New Mexico Historic Building
title Inventory has this property been determined eligible? yes no

date March-August 1985 federal state county local

depository for survey records NM Historic Preservation Division, 228 E. Palace Avenue, Room 101

city, town Santa Fe state New Mexico 87503

7. Description

Condition excellent good fair deteriorated ruins unexposed**Check one** unaltered altered**Check one** original site moved

date _____

See continuation sheets for individual properties

Describe the present and original (if known) physical appearance

The Downtown Gallup Multiple Resource Area is located in northwestern New Mexico, in the valley of the Rio Puerco, high on the desert plateau, in the city of Gallup. Originally laid out south of the railroad in a grid configuration, Gallup has now expanded south, east and west of the original townsite. This new shape is dominated by Old US 66 (formerly known as Front Street and then Railroad Avenue) and the attending strip development. Recent changes in the location of the interstate have created new retail centers on the outskirts of town. Thirteen historic structures, dating from 1895 to 1937 represent the historic remains of Gallup's original commercial development. These buildings are a New Mexico Vernacular Style adobe warehouse, five Decorative Brick Commercial Style structures, one Stone Commercial Style hotel, one Richardson Romanesque Style hotel, a Modified Mission Style railway depot, a Mediterranean Style post office, a Spanish Colonial Revival Style theater, and a Rustic Style motel and a Pueblo Deco former theater located in downtown area.

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 Description

Item number 7

Page 1

McKinley County, Gallup
Downtown Gallup Multiple Resource Area

7. Description:

The city of Gallup is located in the west central section of McKinley County, New Mexico, in the valley of the Rio Puerco, approximately 22 miles east of the Arizona border. The town is bisected east to west by old US 66, and north to south by US 666. This high desert area is famous for its spectacular red rock formations, and its geologically interesting hogback outcroppings. Elevation varies from 6500 feet to 6800 feet above sea level, with most of the early development in the lower areas. The railroad tracks are a dominant feature in Gallup and run east to west, parallel to old US 66 (Front Street/Railroad Avenue), and define the northern boundary of downtown.

The earliest structures in Gallup were built of wood along Railroad Avenue. This area began to develop in the 1860's with the construction of the Blue Goose Saloon and stagecoach stop. The discovery of coal in the late 1870's attracted prospectors to the region and by 1880 many immigrant workers had arrived from southern Colorado to work in Gallup's coal mines. This period saw the construction of more saloons, dance halls, and a few houses. With the arrival of the railroad construction materials changed from wood to masonry, mostly to avoid fire hazard. At this time the population also grew both to accommodate the coal mines and the various railroad functions. A post office was built here in 1882, a school was built in 1883, and Indian traders began to open shops in the area.

In the early 1890's it was discovered that the clay lining the streets in this area was exceptionally good for brickmaking. This led to another building flurry and much of Gallup's historic architecture was built of this local brick. These early structures were influenced mainly by ideas imported with the railroad— Decorative Brick Commercial and Stone Commercial styles representing the earlier period; Spanish Pueblo Revival, Spanish Colonial Revival, Mediterranean, and Rustic styles representing the later periods.

Early building occurred along Railroad Avenue, centering on the various coal company offices, the post office, and saloons. When, in 1917, the railroad deeded its property south of the tracks to Gallup, Railroad Avenue (previously Front Street) became a main thoroughfare for auto traffic, and hotels and other tourist accommodations began to appear. This shift in use affected Gallup's downtown growth, with Coal Avenue becoming the main retail trade center. Residential expansion occurred

**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 Description Item number 7 Page 2

south and east of downtown. A few commercial buildings were constructed north of the railroad right-of-way. One building of note in this area is the Cotton Warehouse at the northeast corner of 3rd and Railroad Avenue. In 1901 Gallup became the county seat of the newly created McKinley County, and governmental buildings became prominent features of the town.

Most of the important early architecture in the downtown area is of the Brick Commercial Style. This style is typified by a symmetrical two story facade with decorative brick courses, second story windows, commercial display space at street level, and a recessed or corner entry. Roofs are generally flat or pitched; if pitched they are generally concealed by a parapet at the front. These brick commercial buildings dominated Railroad Avenue and Coal Avenue. The best of these structures were often built at the corner of a block, and as such held a prominent position in the streetscape as well as influencing the character of their neighbors. These buildings are almost all constructed of Gallup brick with a few using sandstone for the side walls. Most of the facades have been altered at street level.

Another locally important building style is the Stone Commercial Style. These buildings were often two story, built of sandstone, often at a corner or other prominent location. These buildings are most commonly located on Railroad Avenue with an occasional exception on Coal Avenue. Both Decorative Brick Commercial and Stone Commercial styles were used exclusively for commercial structures.

New Mexico Vernacular buildings, typified by adobe construction, and pitched tin roofs, were mainly used for smaller commercial and residential structures. One important exception which exists on Railroad Avenue is the expansive Cotton Warehouse, a large commercial structure.

Later in Gallup's building history, circa 1925-1937, popular period styles arrived. These styles were used mainly for governmental and public building (railroad terminal, theatre, post office and courthouse) as discussed below.

The 1923 Atchison, Topeka and Santa Fe Railroad depot was built in the Mission Style with the irregular profile typical of Pueblo Style massing. It has a flat roof with small curvilinear Mission Style details. The massing, and the rest of the ornamentation on the building evoke Pueblo Style characteristics.

Spanish Colonial Revival Style appears only once in Gallup, on the 1928 El Morro Theatre. The building is extremely ornate with much plaster detailing on the facade, and was undoubtedly made to look as exotic as

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 Description Item number 7 Page 3

the movies were at that time.

The 1933 Post Office building is a mixture of styles, though dominated by Mediterranean due to its large clay tile roof and wrought iron railings. Decorative Brick Commercial Style elements exist in the form of brick coursing. The very prominent corbeled portal introduces Pueblo Revival Style into this stylistic blend. Despite all this it holds together as a stately and imposing governmental building.

The 1936 El Rancho Motel is a rambling, Rustic Style building, loosely associated with the movie industry in Gallup. This style architecture occurs mostly in the Western states, and is often associated with Route 66 or other strip development. It is typified by rough hewn wood detailing, dark interiors, and a relaxed atmosphere.

The last important period style in Gallup is the Spanish Pueblo Revival Style. The current McKinley County Courthouse, built in 1938, is an excellent example of this style. The courthouse is tall and heavily massed, with a flat roof, stepped and battered parapet, exposed vigas, and battered walls. This style is of particular importance in New Mexico because of its combined Spanish and Indian influences.

After the 1930's, the coal industry, Gallup's original economic base, began to decline. Slightly preceding this event, US 66 was paved between Albuquerque and Gallup. This created a large volume of tourist trade, which continues today as the area's main industry. This was also the beginning of the strip developments which stretch along the highways parallel to the railroad tracts. They remain a prominent element in Gallup today. In 1982 Interstate 40 was completed, bypassing Downtown Gallup about half a mile to the north. This new freeway alignment decreased retail trade in Downtown Gallup and has resulted in the development of new and competing retail centers at the freeway interchanges.

The Downtown Gallup Multiple Resource Area is the result of a historic survey within the boundaries of the Downtown Gallup Rehabilitation Program. These boundaries encompass the "Center of Gallup" including major existing activity centers which are non-residential in nature. The eastern boundary runs south along Strong Avenue from Highway 66 for one block, jogs west to run south on Puerco Street for a block and a half, then jogs west to run south along First Street for one block. The southern boundary runs west from First Street along the alley behind Hill Street for three blocks, then jogs down to Hill Street to continue west for one more block. The western boundary runs north one block from Hill Street on Fourth Street, then jogs west to run north a block and a half

**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 Description Item number 7 Page 4

along Fifth Street, jogs east one block to run north along Fourth Street for half a block, then jogs over to Sixth Street to run north the remaining block to 66th Avenue. The northern boundary runs along Highway 66 from Sixth Street east to Fifth Street, then jogs north approximately one block to run east along the north edge of the Cotton Warehouse for approximately a block and a half. The north boundary then jogs north again, approximately on more block, and runs east to include the building at Second Street north of the Railroad tracks. At Second Street the boundary jogs south to the north side of the railroad tracks, and continues east along this line until the beginning of the eastern boundary at Strong Avenue. One building included in the survey does not fall into the designated boundaries. It is the El Rancho Motel, located approximately one mile east of Strong Avenue on Highway 66.

Within the Downtown Gallup Multiple Resource Area thirteen buildings are being nominated to the National Register of Historic Places. The downtown area still has many of its original structures. Unfortunately, most no longer maintain their architectural integrity and are therefore ineligible and a district nomination is not feasible.

Gallup is known for its Indian arts and crafts, the annual Inter-Tribal Ceremonial, and its public intoxication problem. It continues to function as an important retail and trading center for the western section of New Mexico and the Navajo, Hopi and Zuni Indian reservations which surround it.

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 checked="" 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 checked="" type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input checked="" type="checkbox"/> politics/government	<input checked="" type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input checked="" type="checkbox"/> other (specify) fraternal

Specific dates See continuation **Builder/Architect**
 sheets for individual properties

Statement of Significance (in one paragraph)

The significance of downtown Gallup's building stock comes mainly from its position as regional center over the past 100 years. This results from six important influences on the community: the coal industry and its early foundation for the economy of the area; the arrival of the railroad and the implications of its role as part of a major transportation network; the development of Indian trading which increased commerce and attracted tourism; government and civic functions; the tourist industry which is a result of the railroad, the automobile, and the Indian trading activities; and retail trade which grew as a result of other economic influences in the region permanently affecting the streetscape of downtown Gallup. The majority of the buildings in the Gallup area are a direct response to these varied activities, and just as these various influences were mostly "imported" to the area, so too were the building styles. The thirteen nominated structures reflect this developmental and stylistic diversity and include eight imported styles: Decorative Brick Commercial; Stone Commercial; Richardson Romanesque; Mission; Spanish Pueblo Revival; Spanish Colonial Revival; Rustic; and, Mediterranean. Only one major structure in the downtown area is vernacular, and it relates to the only non-imported activity in the area, Indian trading.

9. Major Bibliographical References

See continuation sheets

10. Geographical Data

Acreeage of nominated property See continuation sheets

Quadrangle name Gallup East

Quadrangle scale 7.5 minute

UTM References See continuation sheets for individual buildings.

A

Zone	Easting			Northing					

B

Zone	Easting			Northing					

C

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

D

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

E

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

F

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

G

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

H

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

Verbal boundary description and justification

See continuation sheets for individual properties, and item 7 Description.

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

state	N/A	code	county	code
state	N/A	code	county	code

state	N/A	code	county	code
-------	-----	------	--------	------

11. Form Prepared By

name/title Kate Hollander and Greg Hicks

organization Gregory T. Hicks and Associates, P.C.

date August, 1985

street & number 112 S. Second Street

telephone 505-243-7492

city or town Albuquerque

state New Mexico 87102

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 *Tom W. Rhea*

title State Historic Preservation Officer

date 11-24-87

For NPS use only

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

Beth Grosvenor Boland
Keeper of the National Register

date 1/11/88

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 Significance

Item number 8

Page 1

McKinley County, Gallup
Downtown Gallup Multiple Resource Area

8. Significance:

EARLY ACTIVITY

The earliest recorded activity in the area now known as Gallup was a stagecoach stop in the Blue Goose Saloon built in the 1860's and located at the far east end of what is now downtown. It probably resulted from the needs of early visitors who traveled over trails through the area. The first record of Indian trading in the area is in 1871. This was a small operation, providing stagecoach travelers with Indian crafts and servicing the local Indian population by providing imported products.

THE COAL INDUSTRY

The area now known as Gallup remained a small and isolated stop until the first major economic activity evolved later in the decade. Primary to Gallup's first large increase in population was the discovery of coal in 1879. Coal represented the first important commercial activity and provided an economic base to support a larger population. In 1880 approximately 100 immigrant workers were brought from the mines in southern Colorado to work in coal mines in the Gallup area. These people were mostly Piedmontese and Tyrolese farmers from Italy, and included the names Brentari, Vidal, and Martinelli. Many of these families later became important Gallup merchants; many of their descendants are still doing business in the city. The influx of these cultures and their intermingling with the Indian population and the Hispanic people of the Southwest led to a diverse population which still exists.

The year 1881 was a landmark year in Gallup's history due to the arrival of the Atlantic and Pacific Railroad, an affiliate of the Atchison, Topeka and Santa Fe Railway. Before this time transportation to and from Gallup was by wagon and stagecoach trails. The arrival of the railroad had a profound effect on the coal industry and on the population of the region. The railroad made Gallup more accessible, making it easier for people to relocate into the area. This period saw the arrival of immigrants from Mexico, Scotland, Germany, Italy, Yugoslavia, England, Wales, Spain, Austria, Ireland and Japan, making Gallup an even more cosmopolitan community.

The arrival of the railroad in 1881 had a major influence on the coal industry, dramatically increasing the need for coal from the area, and supplying the coal companies with spur lines to more easily transport their coal to distribution centers. By 1883 there were three large coal companies operating in the region, employing most of the non-Indian population and supplying the area with an economic base. Within the next

**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 Significance

Item number 8

Page 2

ten years more coal companies were to locate in this area, creating a strong local economy and eventually giving Gallup its first nickname, the "Carbon City". The coal industry generated the need for commercial offices, residences, and service related facilities and brought about several increases in building activity.

At the height of the first coal boom in the Gallup region (approximately 1890-95) many buildings were constructed to accommodate the increased population and diversity of activities in the town. Hotels were built along Front Street (later Railroad Avenue and Highway 66), as were office buildings, banks, and entertainment halls. Residential development occurred south of downtown. During this era the Page Hotel and Merchants Bank, the Caledonia Coal Company Office, and Kitchen's Opera House (also known as the "Bucket of Blood" due to the boxing activities held in the building) were developed. These structures represent Gallup's first economic boom and as a result they are large structures, built of fine local brick, in the highly respectable, imported, Decorative Brick Commercial Style. During this period, these buildings were the most impressive in the region. These three buildings still stand but have been altered to the extent that their architectural integrity is no longer intact. They act as a visual reminder of Gallup's 1890's skyline but are not considered eligible for registration.

In the early 1900's, another coal-related economic boom period occurred, and as a result more buildings were built along Front Street. This was a very significant building period resulting in several important structures. Still standing today from this period are; the White Cafe, an extremely ornate and well preserved example of the Decorative Brick Commercial Style; the Rex Hotel, significant as an early example of the Stone Commercial Style and as an early Gallup hotel; and the Palace Hotel, a Richardson Romanesque Style structure built of local sandstone. These buildings were constructed to attract the public, and as such they are more frivolous in their presentation than the earlier downtown buildings. More impressive than the conservative earlier structures, these buildings represented the modern attitudes of early 1900's businessmen and reflected their interest in bringing more "sophisticated" styles of design to Gallup.

This economic boom period lasted well into the 1920's, and created a confident and forward thinking building industry. Also during this period the population of Gallup began to have enough wealth and time to support a leisure industry. In 1928 the El Morro Theatre was built in lavish Spanish Colonial Revival Style. The theater was designed by the Boller Brothers architectural firm which also designed over 90 other theatres in California, Missouri, and New Mexico.

**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 Significance Item number 8 Page 3

By the 1930's the coal industry in Gallup was in decline, mainly due to the switch by the railroad from coal to diesel fuel. Other influences were the Great Depression and the discovery of oil in other parts of the state. This set the stage for a change in the economic base of Gallup; Indian trading and tourism took over as the economic foundations of the community.

RAILROAD INDUSTRY

As stated earlier, the railroad came to Gallup in 1881 and stimulated the development of a prosperous coal industry and a growth in population. Also arriving on the railroad were new ideas about building, and new materials with which to build. These materials included stamped metal products, cast materials, ornate millwork, glass, and metal beams and columns. This period produced a shift in the predominant building material from wood to masonry which lent an air of permanence and substance to the community. By 1883 the first school house had been built. Constructed of masonry it was located slightly south of downtown but unfortunately no longer exists.

The railroad carried on many maintenance and construction activities in this area, and during this period the Atlantic and Pacific Railroad paymaster was David L. Gallup. The construction workers referred to "going to Gallup's" to get paid. This is one of many stories as to how Gallup got its name. In 1891 the town incorporated as Gallup with a population of 1000. The railroad has been a constant influence on the development of Gallup by creating a means to import and export products, people, and ideas.

In 1923 the Atchison, Topeka and Santa Fe Railroad built a passenger depot designed by Mary Colter on the northside of Railroad Avenue. This building is of Modified Mission Style with Pueblo massing, creating a substantial architectural element at the east end of downtown. Originally this building was associated with the El Navajo, a passenger hotel also designed by Mary Colter for the Fred Harvey Company. Unfortunately the El Navajo was demolished in 1958. The construction of the depot-hotel structure in Gallup was an important landmark in Gallup's commercial history. Tourists could now arrive by railroad and remain in the relative "safety" of the railroad hotel, while still being able to enjoy the sights and people of Gallup. Many people who might have otherwise just passed through Gallup were introduced to the cultural and geographical attractions of the area.

The importance of the railroad as an arm of the tourist industry declined in the 40's and 50's with the increased popularity of automobile

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 Significance

Item number 8

Page 4

travel. This resulted in the demolition of the El Navajo hotel in 1958.

INDIAN TRADING INDUSTRY

The arrival of the railroad also affected the Indian trading activities of the area. It provided easy distribution networks to nationwide markets, and in this way created an impetus for the industry to expand.

The Indian trading activities in the region began in 1871, but did not become a major influence until the 1880's. Late in the 1880's Clinton N. Cotton opened his first Indian trading post. Located at First and Front Street it was the beginning of the Indian trading empire which Cotton created. In 1884 Cotton went into partnership with Lorenzo Hubbell, an established Indian trader in the region. After the partnership was dissolved in 1894, Cotton began his own wholesale Indian trading company. The company was instantly successful, in part, because of Cotton's aggressive marketing of Navajo blankets in the East using illustrated catalogs. The commercial activity that Cotton fostered at this location was instrumental in the development of Gallup's commercial Indian trading activity, to the creation of the Indian arts and crafts industry outside the Southwest, and for the advancement of Gallup as a tourist mecca. Even today Indian trading activity accounts for much of Gallup's economy.

About 1890 Cotton built the C.N. Cotton house, located at 406 West Aztec. This structure, an excellent example of the Late Territorial Revival Style, was listed on the National Register of Historic Places, but was removed after its demolition in 1984. By 1895 Cotton was trading out of the Cotton Warehouse on the northeast corner of Third and Railroad Avenue, a large structure adjacent to the railroad tracks, which is still standing. This New Mexico Vernacular building is the only structure of importance in the downtown area which incorporates regional styling.

GOVERNMENTAL INFLUENCE

Due to its development as a commercial and transportation center Gallup assumed a regional importance which created the need for local government. Up until 1901 Gallup was in the western reaches of Bernalillo County, but due to the size of Bernalillo County, and the distance between population centers, McKinley County was created and Gallup was made the county seat. This event placed Gallup in the position of not only being the major economic center in the region, but a civic center as well. This created jobs and influence for the town, and generated a need for new civic style buildings. None of the very early government buildings remain, but the 1930's Courthouse and Post Office are both standing and provide good examples of (respectively) Spanish Pueblo

**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 Significance

Item number 8

Page 5

Revival and Mediterranean Style architecture.

TOURIST INDUSTRY

In Gallup, the railroad and Indian trading activities combined to create a strong tourist industry which began in the early 1900's, which expanded due to the popularity of the automobile in the 1930's, and which continues today.

After 1917 when the railroad deeded the property south of the tracks to the city, Railroad Avenue became an important auto transport corridor and hotels began to spring up. This period represents the earliest phase of the tourist industry in the area. One of these tourist related hotels, the Drake Hotel, is a good example of large scale Decorative Brick Commercial styling. The Harvey Hotel, an example of hotel building on Coal Avenue, is a hybrid Decorative Brick Commercial Style building with Stone Commercial Style walls, a locally significant variation on the Decorative Brick Commercial Style. This hotel represents the beginning of the period when traveling salesmen were one of the only commercial links Gallup had to other regions.

Construction of the railroad hotel and depot in 1923 gave Gallup another tourist attraction and accomodation. The railroad created a dramatic increase in the population of the Southwest and created an interest in the area as well as an affordable means of access to it. Many transcontinental travelers enjoyed the culture and geography of the Gallup region throughout the heyday of railroad tourism.

Tourism continued to grow, fostered by automobile travel, cheap gasoline, and Route 66 which went along Railroad Avenue for its full length. In the 1930's the highway was paved from Gallup to Albuquerque, creating a boom in tourism. One of the most fantastic hotels built in Gallup during this period was the El Rancho Motel, built for "Griff" Griffith (brother of director D.W. Griffith), in 1936. A Rustic Style motel complete with wavy brick coursing, the El Rancho had rustic wood detailing, a movie set type lobby with a symmetrical pair of winding staircases and a roughhewn log balustrade. Western movies were often shot in Gallup and the movie stars often stayed at the El Rancho because they knew "Griff" from his Hollywood days. The first movie shot in the area was in 1915, and the El Rancho lobby is a museum of photos from these shoots.

Until 1982 the main transport corridor was still Route 66. Unfortunately, for the tourist and retail industry in downtown Gallup, Interstate 40 was completed in 1982 and bypassed downtown Gallup to the north. This event decreased retail and tourist trade in Gallup's downtown

**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 Significance

Item number 8

Page 6

area.

RETAIL TRADE INDUSTRY

By the late 1920's Gallup had a growing retail trade center on Coal Avenue, a resident population of over 5000, three civic clubs and a public library. All of this was the result of the strength and interaction of the coal, Indian trading, railroad, government, and tourist industries. Gallup had become the most important focus of activity in western New Mexico.

One of the important retail buildings from this era on Coal Avenue was Ricca's Mercantile, a hybrid dry goods store, bus station, and hotel (the Grand Hotel). The Ricca family arrived in Gallup in 1915 with the second wave of immigrant workers that came to work in the coal mines, a common beginning for many of Gallup's most influential citizens.

Related to the increased population and wealth from commercial activities was the growth of religious and fraternal organizations in the town. The first Masonic Lodge was built in Gallup in 1932 in Decorative Brick Commercial Style with unusual Classical Greek Revival detailing. This is significant as an example of how the Decorative Brick Commercial Style dominated building design in Gallup, to the point that it was used for a civic structure. Brought to Gallup in the late 1800's, the various fraternal organizations administrate funds and programs for Gallup's less fortunate citizenry.

GALLUP TODAY

Today Gallup is important as a regional center. It functions as a retail and trading center for the region's Indian population; as the county seat and largest city in the western portion of New Mexico; and as a major tourist town centered on Indian trading. Although the coal industry has declined in Gallup, it still accounts for some employment in the region, producing approximately 30 carloads of coal per day. The railroad continues to have an impact on the city's economy with approximately 35 trains passing through Gallup each day.

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

Item number 9

Page 1

McKinley County, Gallup
Downtown Gallup Multiple Resource Area

9. Bibliography

Books:

Armstrong, Ruth. Enchanted Trails, Santa Fe: New Mexico Magazine, 1980.

Crans, E. Grant. The Book Of Gallup, 1928.

Gallup, New Mexico Charter. Gallup, New Mexico, 1960.

Gratten, Virginia L. Mary Colter, Builder Upon the Red Earth. Flagstaff, Arizona, Northland Press, 1980.

Hudspeth's Gallup (McKinley County, New Mexico) City Directory. Dallas, Texas: Hudspeth Directory Company.

McNitt, Frank. Indian Traders, University of Oklahoma, 1962.

1928 Gallup City Directory. Gallup: Gallup Herald, 1928.

Thompson, Gerald. The Army and the Navajo: The Bosque Redondo Reservation Experiment 1863-1868, University of Arizona Press, 1976.

Tietjen, Gary L. Encounter with the Frontier, By the Author, 1969.

Journals and Newspapers:

Bohme, Frederick. "The Italians in New Mexico." New Mexico Historical Review, 34:112.

Coates, Frank. "The Navajos' Big Town." New Mexico Magazine, December 1953, pp.12-13.

"Howard Bryan File." Albuquerque Tribune, February 15 1960, August 14 1975.

"The Other History of Gallup New Mexico." WASSAJA, August 1975.

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 Bibliography

Item number 9

Page 2

"When Reagan Rode the Range." Albuquerque Journal, December 1980.

Unpublished Public Documents:

Blatnik, John and Kathleen Key. "Appraisal Report of The Cotton Home, Gallup, New Mexico." John Blatnik and Associates, 1983.

Brooker, Kathleen Ann. "Railroad Depots in New Mexico: Southwestern Styles and the Masonry Tradition." Thesis, University of New Mexico, 1981.

Fellin, Octavia. "Gallup the Way it Was." First State Bank Annual Report, 1980.

"Like Topsy, It Just Grew." Gallup-McKinley County Chamber of Commerce, nd.

Threinen, Ellen. "C.N. Cotton House." National Register of Historic Places Nomination Form, Department of the Interior, National Park Service, Washington, D.C., 1979.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number _____ Page _____

Duplicate

Multiple Resource Area
Thematic Group

Name Downtown Gallup MRA
State McKinley County, NEW MEXICO

Nomination/Type of Review

Date/Signature

Cover

Keeper _____
Attest _____

1. El Morro Theater **Substantive Review**

Keeper Beth Boland 5/16/88
Attest _____

2. Palace Hotel **Substantive Review**

Keeper Beth Boland 5/16/88
Attest _____

3. US Post Office **Substantive Review**

Keeper Beth Boland 5/16/88
Attest _____

4. Harvey Hotel **Substantive Review**

Keeper Beth Boland 5/16/88
Attest _____

5. Chief Theater **Substantive Review**

Keeper Beth Boland 5/16/88
Attest _____

6. Grand Hotel **Substantive Review**

Keeper Beth Boland 5/16/88
Attest _____

7. Lebanon Lodge No. 22 **Substantive Review**

Keeper See nomination for signature 2/14/89
Attest _____

8. Atchison, Topeka and Santa Fe Railway Depot **Substantive Review**

Keeper Beth Boland 8/8/88
Attest _____

DOE/OWNER OBJECTION

9. _____
Keeper _____
Attest _____

10. _____
Keeper _____
Attest _____

11/30/87

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number _____ Page _____

Multiple Resource Area
Thematic Group

Name Downtown Gallup MRA
State McKinley County, NEW MEXICO

Nomination/Type of Review

Date/Signature

Cover

Substantive Review

Keeper Beth Grosvenor Boland 1/14/88

-1. Atchison, Topeka and Santa
Fe Railway Depot

Keeper _____ R-TS

Attest _____

2. Chief Theater

Substantive Review

Keeper _____ R-TS

Attest _____

SH² 3. Cotton, C.N., Warehouse

Substantive Review

Keeper Beth Grosvenor Boland 1/14/88

Attest _____

4. Drake Hotel

Substantive Review

Keeper Beth Grosvenor Boland 1/14/88

Attest _____

5. El Morro Theater

Substantive Review

Keeper _____ R-T

Attest _____

-6. El Rancho Hotel

Substantive Review

Keeper Beth Grosvenor Boland 1/14/88

Attest _____

7. Grand Hotel

Substantive Review

Keeper _____ R-TS

Attest _____

8. Harvey Hotel

Substantive Review

Keeper _____ R-TS

Attest _____

9. Lebanon Lodge No. 22

Substantive Review

Keeper _____ R-TS

Attest _____

10. Palace Hotel

Substantive Review

Keeper _____ R-TS

Attest _____

11/30/87

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number _____ Page _____

Multiple Resource Area
Thematic Group

Name Downtown Gallup MRA
State McKinley County, NEW MEXICO

Nomination/Type of Review

Date/Signature

- 11. Rex Hotel

~~Multiple Resource Area~~

Keeper Beth Grosvenor Boland 1/14/88

Attest _____

12. US Post Office

~~Multiple Resource Area~~

Keeper ~~Beth Grosvenor Boland 1/14/88~~ ^{P.T.}

Attest _____

13. White Cafe

~~Multiple Resource Area~~

Keeper Beth Grosvenor Boland 1/14/88

Attest _____

14.

Keeper _____

Attest _____

15.

Keeper _____

Attest _____

- 16.

Keeper _____

Attest _____

17.

Keeper _____

Attest _____

18.

Keeper _____

Attest _____

19.

Keeper _____

Attest _____

20.

Keeper _____

Attest _____