

1210

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name Arizona Rancho
Other names / site number Higgins House, Brunswick Hotel, Arizona Hotel

2. Location

Street & number NW corner of Tovar and Apache streets Not for publication
City or town Holbrook Vicinity
State Arizona Code AZ County Navajo Code 017 Zip code 86025

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

James W. Daniels AZ State Parks 10 July 1997
Signature of certifying official / Title Date
ARIZONA STATE PARKS
State or federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or federal agency and bureau

4. 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): _____

Edson H. Beall 10/17/97
Signature of the Keeper Date of action

5. Classification

Ownership of Property (check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property (check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources Within Property

Contributing	Noncontributing	
1	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
1	_____	Total

Number of contributing resources previously listed in the National Register 0

Name of related multiple property listing (enter "N/A" if property is not part of a multiple property listing).
N/A

6. Function or Use

Historic Functions (enter categories from instructions)

Category	Subcategory
Domestic	Single dwelling
Domestic	Hotel
Recreation and culture	Auditorium (hall)
Health care	Hospital
_____	_____
_____	_____

Current Functions (enter categories from instructions)

Category	Subcategory
Domestic	Single dwelling
_____	_____
_____	_____
_____	_____
_____	_____

GILBERT

7. Description

Architectural Classification (enter categories from instructions)

Mixed

Materials (enter categories from instructions)

foundation stone (limestone), concrete

roof wood shingle, asphalt

walls stucco, wood, stone

other

Narrative Description (describe the historic and current condition of the property on one or more continuation sheets)

8. Statement of Significance

Applicable National Register Criteria (mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
B. Property is associated with the lives of persons significant in our past.
C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
D. Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (mark "X" in all the boxes that apply)

- a. owned by a religious institution or used for religious purposes.
b. removed from its original location.
c. a birthplace or a grave.
d. a cemetery.
e. a reconstructed building, object, or structure.
f. a commemorative property.
g. less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (enter categories from instructions)

Commerce

Period of Significance 1881-1947

Significant Dates N/A

Significant Person (complete if Criterion B is marked above)

N/A

USDI/NPS NRHP Registration Form

Arizona Rancho

Navajo County, Arizona

Page 4

Cultural Affiliation N/A

Architect/Builder Montañño, Pedro
Higgins, James
Skidmore, Lorimore

Narrative Statement of Significance (explain the significance of the property on one or more continuation sheets)

9. Major Bibliographical References

Bibliography (cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

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

Name of repository Dr. Charles A. Hoffman, Dept. of Anthropology, Northern Arizona University

10. Geographical Data

Acreage of Property 1/3

UTM References (place additional UTM references on a continuation sheet)

Table with 7 columns: Zone, Easting, Northing, Zone, Easting, Northing. Row 1: 12, 576675, 3862028, 3. Row 2: 4.

See continuation sheet.

Verbal Boundary Description (describe the boundaries of the property on a continuation sheet)

Boundary Justification (explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

Name / Title Dr. Charles A. Hoffman, Senior Lecturer
Organization Department of Anthropology Date 16 July 1997
Street & number Northern Arizona University Telephone (520) 523-6575
City or town Flagstaff State Arizona Zip code 86011

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items (check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

Name Henry Taylor
 Street & number 23 N. Leroux Telephone 520-774-2731
 City or town Flagstaff State Arizona Zip code 86001

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 1

Arizona Rancho
Navajo County, Arizona

Narrative Description

Summary

The Arizona Rancho is a rambling multistory building located on the southern edge of Holbrook's downtown business district. For most of its existence it has been a lodging facility—first a boarding house, then a hotel and motel. Originally constructed as a private residence between 1881 and 1883, it began as a small building with a rectangular floorplan. Over the succeeding years, a series of additions was made as the building was operated first as a boarding house and then as a hotel; these additions produced an L-shaped building. In the 1940s, a walled compound was constructed that included not only the L-shaped building but also an attached block of motel rooms and several other additions.

Setting

The Arizona Rancho is situated on a one-third acre lot at the northwest corner of Tovar and Apache streets in Holbrook. It is one-half block south of the railroad tracks that run east-west through the original Holbrook townsite, and about a block-and-a-half north of the Little Colorado River, which at this point flows from east to west through the town.

The building faces south toward Apache Street; to the rear of the lot (toward the north) is vacant land. On the east side of the building is Tovar Street, which at one time was Arizona Highway 77, connecting Holbrook with Show Low and Phoenix. (The highway alignment now is one block east.)

Viewed from Apache Street, the building sits toward the rear of a compound that is enclosed on the west, south, and east sides by a low stuccoed adobe wall (with openings at several points for vehicles and pedestrians). The large, unpaved open area in front of the building was originally used for parking for hotel and motel guests. The rear of the compound is defined by the exterior walls of the building and, on the eastern end, by a low adobe wall. Several mature cottonwood trees grace the northeast corner of the compound.

Description of the Building and Additions

The Arizona Rancho building as seen today is the product of a series of changes and additions to what was originally a much smaller and simpler building. At first

glance, the building appears as a hodgepodge of architectural styles and materials; however, when the building's construction history is incorporated into the description of the building, it becomes easier to identify the distinguishing features of the Arizona Rancho.

The Arizona Rancho began as a simple rectangular building constructed of plastered adobe bricks set on a limestone foundation. Built between 1881 and 1883 by Pedro Montaña for use as a private residence, the building may have originally been only one story, for there are indications that the wood-shingled, hipped roof and gabled dormers were added sometime after construction of the building. If that was the case, then it is possible that the original building was a type common in the Southwest during the latter half of the nineteenth century: a Hispanic structure built of plastered adobe and employing a traditional flat roof that was embellished with architectural details borrowed from Anglo-American styles such as Greek Revival.

The steep-pitched hipped roof was the dominant architectural feature of the remodeled Montaña house; more importantly, the roof and its gabled dormers transformed the house into a hybrid Hispanic-Anglo building of a type common in the Southwest during the late 1800s and early 1900s. Featuring hipped or pyramidal roofs and plastered adobe walls, as well as extensive covered verandas (missing in this case), these buildings are often described as representative of the Southern Colonial architectural style. The roof of the Montaña house, which is still clad in wood shake shingles, originally had six gabled dormers with 1/1 wood double-hung windows. Below, the windows were 2/2 wood double-hung, with Greek Revival-style lintels, and there was a small covered veranda on the southeast corner.

Because the west plane of the hipped roof was removed to accommodate the addition, the westernmost dormer is no longer present. Also, a bay window apparently was removed from the east side of the building and replaced with a picture window—this being done in the 1940s, when the Pueblo Revival-themed modifications, which included decorative shutters for all the windows, were completed. Otherwise, this building's original features are still present.

Sometime around 1885, the first and largest addition was made to the Montaña house: the Higgins addition, a two-story rectangular wing that gave the hotel its L-shaped floorplan. This wing has a flat roof (now covered with rolled asphalt) with parapets and canales. The windows

National Register of Historic Places
Continuation Sheet

Section 7 Page 2

Arizona Rancho
Navajo County, Arizona

on both floors are 2/2 wood double-hung, and the first-floor windows have simple wood lintels whose triangular shape mimic the Greek Revival-style lintels on the Montañño house. This building, like the house, was built of adobe bricks but was not plastered. In the 1920s, shortly after the building was acquired by Lloyd Taylor, the adobe bricks were covered with concrete and several changes were made to the interior, including the installation of plumbing and central heating and the division of the upstairs, which originally had served as a meeting hall, into guest rooms. This addition remains virtually unchanged today. During the 1940s, when the Pueblo-style modifications were made to the property, decorative shutters were added to the second-floor windows but not to the first-floor windows.

In the early 1930s, a small, single-story, Pueblo Revival-style room was added to the northwest corner of the Higgins addition. This replaced a larger addition that had served the Higgins House and Brunswick Hotel first as a kitchen and then as a storage area. This room, which was built as the kitchen for the hospital housed here in the 1930s, is essentially unchanged today; it has plastered adobe brick walls and an asphalt roof supported by peeled-log vigas. Other small additions to the Higgins addition include a one-story shower house built in 1942-43; this stucco-over-frame room also has an asphalt roof supported by peeled-log vigas and surrounded by a stepped parapet.

In 1942-43, when the Taylor family moved out of the main building in order to rent the Arizona Hotel to a naval pilot training school, a set of residential quarters was added adjacent to the kitchen constructed in the early 1930s. This single-story addition, which is unchanged today, is constructed of stucco over wood frame.

Three years later, in 1946, a row of single-story motel rooms approximately 140 feet long was constructed along the north property line, immediately west of the residential quarters. The rooms are of variable construction. The easternmost room, which apparently was built by local Indians (likely Navajo), originally housed a diesel generator; its walls are constructed of stone with heavy wood lintels (possibly railroad ties) and it has a dirt roof. The row of motel rooms features two kinds of walls: stucco over wood frame, and wood posts (apparently discarded highway railing posts) chinked with mud and then covered with stucco. Following the Pueblo Revival theme adopted by the Taylors in the 1930s, the built-up roof is supported by peeled-log vigas that extend through the facade to form an open-roof loggia over a flagstone walk.

By 1947 the Pueblo Revival-style modifications begun in the 1930s were concluded by the enclosure of the entire complex of buildings within a low stuccoed adobe wall. In addition, loggia consisting of flagstone walkways covered by unroofed peeled-log vigas were added to the south face of the original Montañño house. The beam supporting the loggia vigas rests on peeled logs with corbeled brackets and has a stuccoed fascia. Also at this time, the decorative shutters—which have curvilinear outside edges—were added, and the porch on the southeast corner of the Montañño house was altered by the addition of decorative protruding vigas. All of these changes were intended to extend the Pueblo theme to all of the building's components and to provide it with some semblance of architectural unity—an effort that only partially succeeded, as the hybrid nature of the building is still readily apparent.

The final change made in the compound was the construction, in 1952, of a living room for the Taylor residence. This room, which is largely intact, features a split-level flagstone floor, beamed ceiling, wagon wheel windows on the south wall, and a split-log door. After its construction, the row of motel rooms was connected physically to the rest of the hotel/motel. Before the living room was added, the motel rooms had stood slightly apart from the main building.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 1

Arizona Rancho
Navajo County, Arizona

Narrative Statement of Significance

Summary

The Arizona Rancho is being nominated for the National Register under Criterion A, at the local level of significance, for its association with the commercial development of the central business district of Holbrook, Arizona. Since its founding as a railroad depot town in 1881, Holbrook has been a trade center for local ranchers, residents of the nearby Indian reservations, and tourists and travelers. Initially a ranching service center and railhead, Holbrook was by the late 1940s primarily dependent on highway traffic for its livelihood. Local lodging establishments like the Arizona Rancho played an important part in the development of the downtown business area, and they reflected the changes that took place in Holbrook's economy in the first half of this century as tourism and highway services grew to be the town's main business activities.

Founding of Holbrook

The first settlement in the vicinity of present-day Holbrook, which was established sometime around 1876, was known as Horsehead Crossing. Located on the north side of the Little Colorado River just downriver from its confluence with the Puerco River, the settlement consisted of a store owned by Berardo Frayre, a Mexican immigrant, as well as a saloon, stage station, corrals, and cluster of adobe homes. It was close to the wagon road established along the 35th parallel in the 1850s by Army Lt. Edward Beale, and it offered the best ford across both the Little Colorado and the Puerco rivers. Apparently most of Horsehead Crossing's residents, as well as Frayre's customers, were Spanish-speaking farmers and ranchers.

When the Atlantic & Pacific Railroad Co. (A&P; later the Atchison, Topeka & Santa Fe and now the Burlington Northern & Santa Fe) began to build its line across northern Arizona, its engineers chose Horsehead Crossing to serve as a railhead for supplies being shipped south to Fort Apache. In September 1881, the line's tracks had reached the crossing. That year, a depot was built west of Horsehead Crossing and a new town named Holbrook was platted around the depot. It was named by John W. Young, one of Brigham Young's sons and a grading contractor for the railroad, after Henry R. Holbrook, the A&P's chief engineer.

Present-day Holbrook grew up around the new railroad station—a rock-masonry depot that is still standing on the south side of the tracks. With shipping connections to national and international markets close at hand, local ranchers were able to increase the size of their cattle and sheep herds. Also, the railroad helped stimulate the development of a thriving timber industry in northern Arizona, as lumber producers strove to meet not only Arizona's timber needs—especially for building construction and mining—but also those of the railroad itself, which was a voracious consumer of firewood as well as lumber for track, bridge, and building construction.

Holbrook served local sheep and cattle ranchers as a shopping center, post office, and shipping terminal for wool and livestock. In a single shipment made in 1881, E. P. Head & Co. exported 300,000 pounds of wool in nineteen railroad cars. In 1884, a guidebook to the territory reported the young town to be "prosperous and growing rapidly," with a population approaching 500 persons. Holbrook's business center at the time included half a dozen stores, two hotels, blacksmith shops, corrals, and saloons. "It has a pleasant situation in the valley of the Colorado Chiquito, is the center of a good farming and extensive grazing region, and is sure to grow," the book noted. "The houses are built of wood and adobe, and the place presents a thrifty and attractive appearance."

Although it was not the main business center for Apache County—a distinction reserved for St. Johns—Holbrook was the main railroad town in the county. In 1897, 156 carloads of merchandise—potatoes, canned goods, coal, salt, horses, cattle, construction supplies, and other goods needed by a young frontier community—were received at the Holbrook depot. The same year, 620 carloads of cattle, sheep, and wool were shipped from Holbrook.

History of the Arizona Rancho

The building now known as Arizona Rancho was built between 1881 and 1883 by Pedro Montañón on land he owned in the original Holbrook townsite. It was located in what would soon become the commercial center of the town, less than a block south of the A&P railroad tracks and not far north of the Little Colorado River. Montañón raised sheep and cattle nearby and at some time may have been affiliated with the Aztec Land and Cattle Company (also known as the Hashknife), a major force in the territory's

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 2

Arizona Rancho
Navajo County, Arizona

livestock industry in the late nineteenth and early twentieth centuries.

Late in 1883, Montañño sold two one-third interests in his property to F. W. Smith, an Albuquerque druggist, and Santiago Baca, also of Albuquerque. A year later, in 1884, the entire property was acquired by James and Maggie Higgins, who operated it as a boarding house known locally as the Higgins House. Within two years of purchasing the property, the Higginses had erected a two-story adobe addition to the original building (as shown in an 1886 photograph). In 1888, the Higgins sold the property to Mary A. Boyer, whose husband A. M. Boyer was a local carpenter and partner in the construction firm of Boyer and Trimble.

Five years later, in 1893, Boyer sold the building to John and Anna Connor. John Connor, an early settler in Holbrook, was a local contractor and entrepreneur who built several of the oldest buildings in town. He had other business interests at the time—he gave tours of the Petrified Forest, helped build the Little Colorado diversion channel in 1899, and was a water well and pump contractor—so the hotel was managed by Anna Connor. Sometime during the Connors' ownership, they began calling their business the Brunswick Hotel.

During the Connors' tenure, the upstairs of the Higgins addition was used as a dance and social hall; for a time it was the headquarters for the local Masonic Lodge, the Chalcedony, which was established in 1887 and was the first Masonic lodge chartered in Arizona. Other tenants in the hotel during this period included the local newspaper, the *Holbrook Argus*, which was established in 1895 by Albert F. Banta. On occasion, Anna Connor held ice cream socials on the hotel's lawn under the shade of the property's cottonwood trees—some of which still stand today.

John Connor died in 1911; his wife, Anna, had already passed away. The Connors did not have any heirs, so the property was transferred to H. A. "Hook" Larson. He died only a year later, and the property was again transferred in 1913 to L. S. "Steve" Heward, a Mormon missionary who spent much of his time working with the Hopi and Navajo, and his wife Lydia, a local midwife. Throughout this period, it appears that the Brunswick Hotel continued to operate; in a 1913 guidebook, the Brunswick was advertised as being under the proprietorship of William H. Adams.

In 1923, the Brunswick was purchased by S. Earle Taylor, and it has remained in the Taylor family ever since. Taylor was a principal in the Great Basin Oil Company, one

of several that explored for oil in the Holbrook area during the 1920s, when a modest oil boom hit northern Arizona. Taylor's purpose in buying the hotel was to house the workers for his company. Eventually the oil boom fizzled out and the Great Basin company folded; soon thereafter, Taylor's nephew, Lloyd Taylor, purchased the building and began operating it as a hotel again. Lloyd Taylor had come to Holbrook in 1922 as a geologist to work for his uncle on an oil well venture, and he went on to become an influential citizen of Holbrook. He was a member of the Holbrook school board for many years, as well as a member of the city council, and he was instrumental in arranging the purchase of the Holbrook Power & Light Co. by Arizona Public Service, paving the way for modernization of the town's electrical system.

For the first few years that Taylor owned the Brunswick, the town of Holbrook had no hospital. In the mid-1930s, Taylor persuaded Dr. J. Minor Park, of Elmyra, New York, to set up a hospital in the west wing of the Brunswick. Park, who first came to Holbrook on a honeymoon trip, stayed in Holbrook many years, eventually becoming mayor of the town. When the hospital was opened in the hotel, it quickly became apparent that a larger kitchen was needed. Lucille Taylor, Lloyd's wife, arranged to have a small room added on the west end of the hotel for this purpose. This was the first part of the hotel complex to be constructed in the Pueblo Revival style; it was designed by architect Lorimore Skidmore, who was retained by the Taylors to supervise not only this addition but later ones as well. At some point during the 1930s, the business was renamed the Arizona Hotel. During the early 1940s, viga-covered walkways and an adobe loggia were added, as was a low adobe wall around the property's perimeter. All of these additions and changes were done in the Pueblo style, and to complement these changes, the hotel's name was again changed, this time to Arizona Rancho.

During the Second World War, the hotel was leased to Fullerton (California) Junior College for use as a classroom and dormitory building as part of its U. S. Navy V-12 program. Dubbed the USS Arizona, the school opened with a class of sixty cadets who lived in the Arizona Rancho while taking flying lessons at Holbrook's Park Field and other nearby locations. With the cadets occupying the two main buildings of the hotel, the Taylors—who previously had used some of the hotel rooms as their own residence—added rooms to the west end of the property and moved into them, in the process incorporating into their quarters the kitchen originally built to serve the hospital. Also at this

National Register of Historic Places
Continuation Sheet

Section 8 Page 3

Arizona Rancho
Navajo County, Arizona

time, the shower annex and metal stairway were added on the west side of the compound.

Following the war, the Arizona Rancho enjoyed a surge in business, as did every other Holbrook business that catered to highway travelers on Route 66. Enticed by the new highways built across the country during the Depression and war years, proud of their newly acquired automobiles, and eager to see their country firsthand, middle-class Americans were traveling as never before. Many of them came to the West, attracted by the national parks, distinctive scenery, and—thanks to advertising by western states—a chance to experience the last remnants of the frontier and the “Wild West.” In Holbrook, as in virtually every other Arizona community, this expanded tourist trade nurtured such local service businesses as restaurants, motels, gas stations, souvenir shops, and western clothing stores. According to one of the Taylor children, Lloyd Taylor Jr., on some nights during the late 1940s every bed in the hotel was filled and patrons slept on the building’s roof.

Unfortunately, this surge in the tourist trade set in motion a chain of events that eventually contributed to the demise of the Arizona Rancho as a lodging facility. As new hotels and motels were built along US 66, which was located north of the Santa Fe railroad tracks, the town of Holbrook expanded northward toward the highway. This shift pulled the commercial center of the town away from the Arizona Rancho and nearby businesses, which were located in the vicinity of the railroad. When passenger trains stopped coming to Holbrook, the number of persons venturing south of the railroad right-of-way, where the Arizona Rancho was located, dropped even more. Thereafter, only Arizona Highway 77, the north-south road linking Holbrook with Show Low and Phoenix, brought travelers south of the railroad and to the Arizona Rancho, which fronted on this secondary highway.

To complicate matters, the Arizona Rancho and other older lodging facilities in Holbrook were slow to offer such amenities as television, air conditioning, and swimming pools, which further hampered their efforts to compete with the newer motels along the highway. As a result, the Arizona Rancho and similar older lodging properties in town began to decline, and many were abandoned. The decline was made worse by the construction of Interstate 40, which bypassed Holbrook altogether and pulled the commercial center of gravity even farther away from the old downtown. Further damage was done to the Arizona Rancho’s business prospects when Arizona

Highway 77 was relocated to an alignment one block east of the motel. For a period, the Taylor family conducted the old hotel/motel as a youth hostel. Now it is closed.

Significance of the Arizona Rancho

From the 1880s on, much of the town’s business involved travelers coming from out of town—ranchers, salesmen, livestock and wool buyers, and the like. As a result, boarding houses and hotels like the Arizona Rancho were an important part of the town’s business district from the beginning. Over time, the relative importance of wool and cattle to Holbrook’s economy declined, to be replaced in large part by tourism and traveler’s services, especially after US Highway 66 was built across northern Arizona and through Holbrook. Until well into the 1950s, the steady stream of highway traffic brought by Route 66 helped support the many hotels, restaurants, and other service business located in downtown Holbrook.

When Route 66 was replaced by Interstate Highway 40, a bypass was constructed that took most of the cross-country traffic around, rather than through, Holbrook’s downtown, with important consequences for the business district. Today, the economy of Holbrook remains tied to the movement of goods and people across northern Arizona, and the town is still dependent to a great extent on the patronage of cross-country travelers, but much of this patronage has migrated from the downtown to the freeway interchanges. As downtown businesses have closed, many of the buildings they occupied have burned, been destroyed, or deteriorated. As a result, the historic character of the town is represented by only a few buildings, one of which is Arizona Rancho. As one of Holbrook’s oldest buildings and one whose integrity remains good, the Arizona Rancho should be preserved as a reminder of the town’s past as a thriving railroad and roadside business center.

The Arizona Rancho is an especially interesting example of commercial development in downtown Holbrook because the physical evolution of the hotel complex reflects important changes that have taken place in the town over the years. Although the Arizona Rancho is not being nominated for its architectural significance, it provides a good example of how a vernacular structure can be modified to accommodate not only changing uses—from private residence to boarding house to hotel—but also shifting cultural and aesthetic values.

The hotel’s first incarnation, the Montañío house, was a simple adobe building typical of the Hispanic-influenced vernacular architecture that prevailed during the

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

**National Register of Historic Places
Continuation Sheet**

Section 8 Page 4

Arizona Rancho
Navajo County, Arizona

late 1800s in the Southwest. Later, reflecting a broad shift in Arizona away from Hispanic building practices to those that reflected the norms prevailing in American cities, the earlier roof was replaced (or covered) by a hipped, shingled roof. This change was augmented by the construction, in the mid-1880s, of the two-story Higgins addition; although built of adobe, the addition's massing and window arrangement were typical of Anglo-American commercial buildings then being built across the Southwest. As the addition reflected, maintaining a "modern" appearance was increasingly viewed as a necessity for businesses that wished to remain competitive.

Beginning in the 1920s and 1930s, as tourists began to outnumber commercial travelers, the emphasis on modern appearances was replaced by a desire in the lodging industry to once again evoke regional themes in its architecture. With tourists arriving in ever-greater numbers to visit the Indian reservations, canyonlands, and deserts of the Southwest, the region—once seen as a desolate and backward province—now was being advertised to tourists as exotic and attractive. This was the context for the development of the Pueblo Revival style, which served as the inspiration for changes made to the Arizona Rancho by the Taylor family in the 1940s. Although the Arizona Rancho is not a good example of the Pueblo Revival style—it is far too much of an architectural hodgepodge—it does illustrate how architectural features and design elements from the Pueblo style were used to "regionalize" older buildings and make them seem more "southwestern." Just as the Higgins felt that a modern commercial appearance was necessary for their boarding house's economic survival, so the Taylors concluded that a southwestern ambiance was necessary for the success of their postwar tourist hotel.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 9 Page 1

Arizona Rancho
Navajo County, Arizona

Bibliography

- Arizona Good Roads Association Illustrated Road Maps and Tour Book*. 1913. Phoenix: Arizona Highways Magazine, 1987.
- Arizona Sheriff*. December 1976.
- Blumenson, John J.-G. *Identifying American Architecture*. Nashville: American Association for State and Local History, 1977.
- Bowman, Eldon, and Jack Smith. *Beale's Road Through Arizona*. Flagstaff: Westerner's Corral, 1979.
- Cline, Platt. *They Came to the Mountain*. Flagstaff: Northern Arizona University with Northland Press, 1976.
- Elliott, Wallace W., ed. *History of Arizona Territory*. San Francisco: W. W. Elliott and Co., 1884.
- Granger, Byrd H. *Will C. Barnes' Arizona Place Names*. Rev ed. Tucson: University of Arizona Press, 1960.
- Hamilton, Patrick. *The Resources of Arizona*. 3d ed. San Francisco: A. L. Bancroft & Co., 1884.
- Hoffman, Charles A. "Little Colorado River Multiple Resource Area." Phoenix: Arizona State Historic Preservation Office, 1981.
- Holbrook Argus*. February 26, 1898; September 15, 1900; July 13, 1901.
- Holbrook News*. June 19, 1897; August 12, 1899; November 25, 1899.
- Holbrook Tribune-News*. April 16, 1912; September 17, 1943.
- Holbrook Tribune*. April 24, 1959.
- Prescott Weekly Courier*. December 14, 1900.
- Reeve, Frank D., ed. *Albert Franklin Banta: Arizona Pioneer*. Albuquerque: University of New Mexico, 1953.
- Sanborn Map Company. Fire insurance maps of Holbrook, Arizona, for 1910, 1916, 1927, and 1943.
- Sheridan, Thomas E. *Arizona: A History*. Tucson: University of Arizona Press, 1995.
- Taylor, Mrs. Lloyd. Personal communications, 1984-1994.
- Taylor, Lloyd. Personal communications, 1984-1995.
- Tinker, George H. *A Land of Sunshine: Northern Arizona and Flagstaff in 1887*. Glendale: Arthur H. Clark, 1969.
- Wayte, Harold C., Jr. "A History of Holbrook and the Little Colorado Country, 1540-1962." M.A. thesis, University of Arizona, 1962.
- Weekly Arizona Miner*. 1881.

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

**National Register of Historic Places
Continuation Sheet**

Section 10 Page 1

Arizona Rancho
Navajo County, Arizona

Verbal Boundary Description

Lots 34-44, Block 13, Holbrook Townsite (located in N 1/2 of the S 1/2 of the NW 1/4 of the SW 1/4 of Section 6, T 17 N, R 21 E), assessor's tax parcel number 109-19-257.

Boundary Justification

The proposed boundaries include all of the land historically associated with the Arizona Rancho and its predecessor hotel establishments.

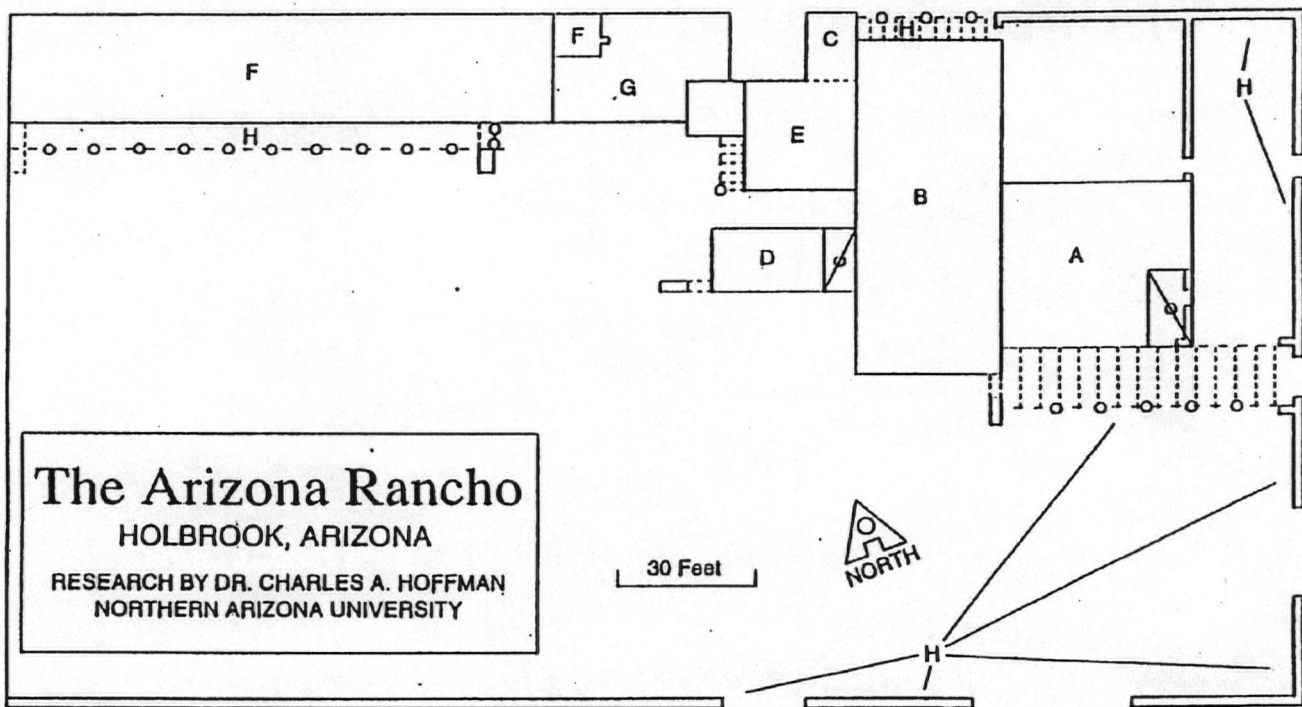
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Additional Documentation Page 1

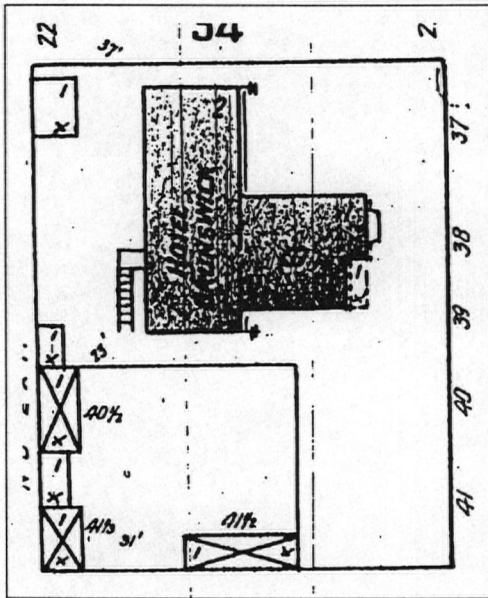
Arizona Rancho
Navajo County, Arizona

Floorplan of Arizona Rancho

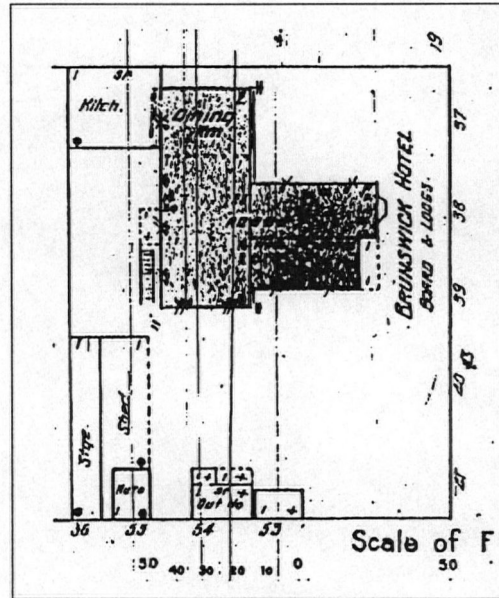


- | | |
|------------------------------------|---|
| A = Montaña House (1881-83) | E = Taylor Residence (1942-43) |
| B = Higgins Addition (circa 1885) | F = Motel Rooms (9 units; 1946) |
| C = Hospital Kitchen (early 1930s) | G = Taylor Residence Living Room (1952) |
| D = Shower Room (1942-43) | H = Loggia and Walls (1945-47) |

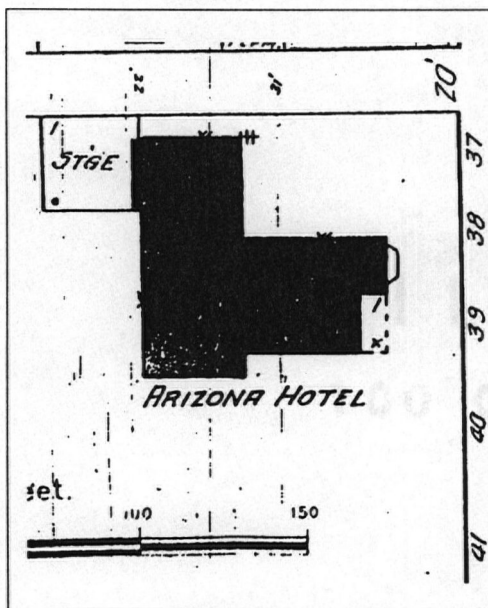
Sanborn Map Drawings of Arizona Rancho



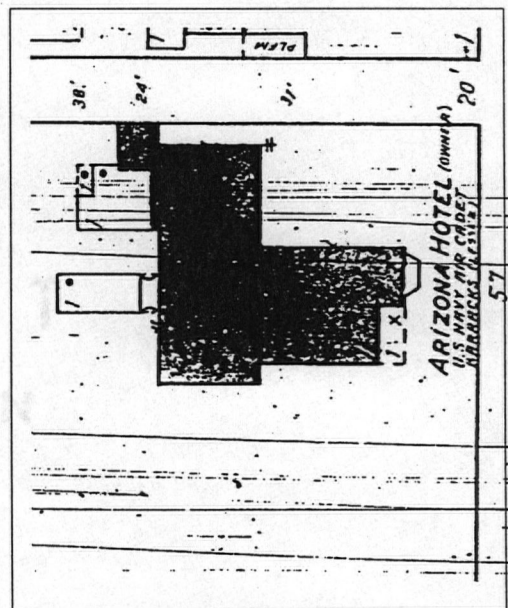
1910



1916



1927



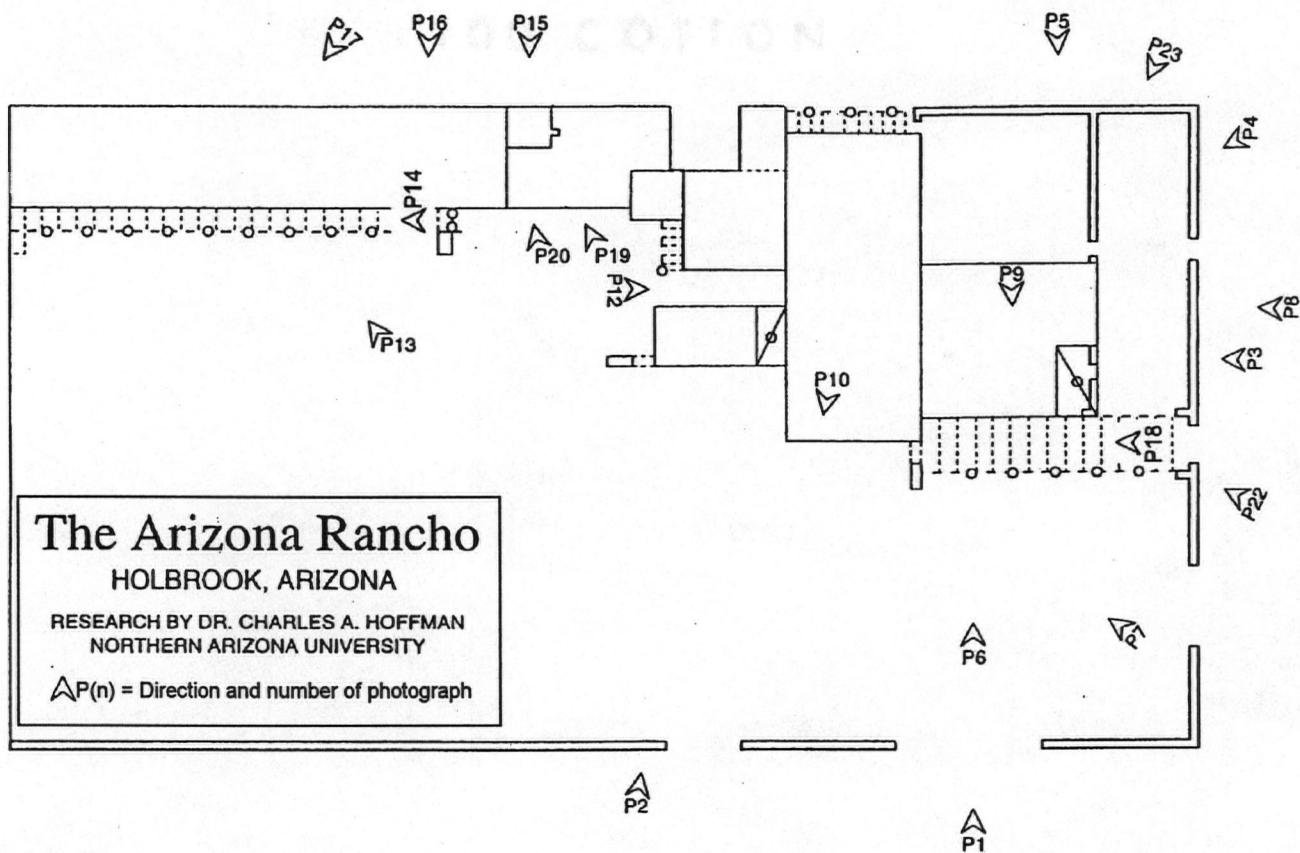
1943

National Register of Historic Places
Continuation Sheet

Additional Documentation Page 3

Arizona Rancho
Navajo County, Arizona

Photographs



- (1) View northeast, Montañó House and Higgins Addition, showing loggia and adobe walls. (July 1994)
- (2) View east-northeast, Montañó House and Higgins Addition, with portions of loggia and adobe walls. (July 1994)
- (3) View northwest, east facade of Montañó House. (July 1994)
- (4) View toward west, Montañó House and Higgins Addition with portions of loggia and adobe walls. Patio is on the right. (July 1994)
- (5) View toward southwest, Montañó House and Higgins Addition with adobe wall. Patio is in left foreground. (July 1994)
- (6) View toward northeast, Montañó House, Higgins Addition, loggia, and parking lot. (September 1990)
- (7) View toward north-northwest, Montañó House, Higgins Addition, and loggia. (September 1990)
- (8) View toward northwest, Montañó House, adobe wall, and Higgins Addition in background. Patio is on right. (September 1990)
- (9) Interior of hotel lobby in Montañó House. (August 1982)

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

**National Register of Historic Places
Continuation Sheet**

Additional Documentation Page 4

Arizona Rancho
Navajo County, Arizona

- (10) Second floor, Higgins Addition, one of the former hospital rooms. (August 1982)
- (11) Omitted.
- (12) View toward northeast. The shower room is on the right, Higgins Addition in the background, and the Taylor residence is on the left. (September 1990)
- (13) View toward north, motel-room unit. (September 1990)
- (14) View northwest along motel rooms and loggia with flagstone decking. (September 1990)
- (15) View toward southwest, diesel room in motel-room unit. (September 1990)
- (16) View toward southwest, northern wall of motel rooms. The building material appears to be railroad ties but may actually be wooden posts used for highway fencing. (September 1990)
- (17) View westerly along northern wall, motel rooms. (September 1990)
- (18) View southwest, loggia along the southern wall of the Montañó House toward the east entrance to the Higgins Addition. (September 1990)
- (19) View northerly toward southern wall of the Taylor residence living room. Note the rustic wooden entry, wagon-wheel window design, and post-and-beam with brackets over doorway. (September 1990)
- (20) View northerly toward the southern wall of the Taylor residence living room. (September 1990)
- (21) Omitted.
- (22) View of the Arizona Rancho when it was called the Arizona Hotel and was used to house naval air cadets training in the Holbrook area. (Circa 1942-43)
- (23) View of the Brunswick Hotel. This view is from what is now the rear of the building (facing the railroad tracks). (Circa 1893-1911)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Arizona Rancho
NAME:

MULTIPLE
NAME:

STATE & COUNTY: ARIZONA, Navajo

DATE RECEIVED: 9/09/97 DATE OF PENDING LIST: 9/22/97
DATE OF 16TH DAY: 10/08/97 DATE OF 45TH DAY: 10/24/97
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 97001210

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

___ ACCEPT ___ RETURN ___ REJECT ___ DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



Arizona Rancho

Navajo County, Arizona

Judy Greene, Photographer

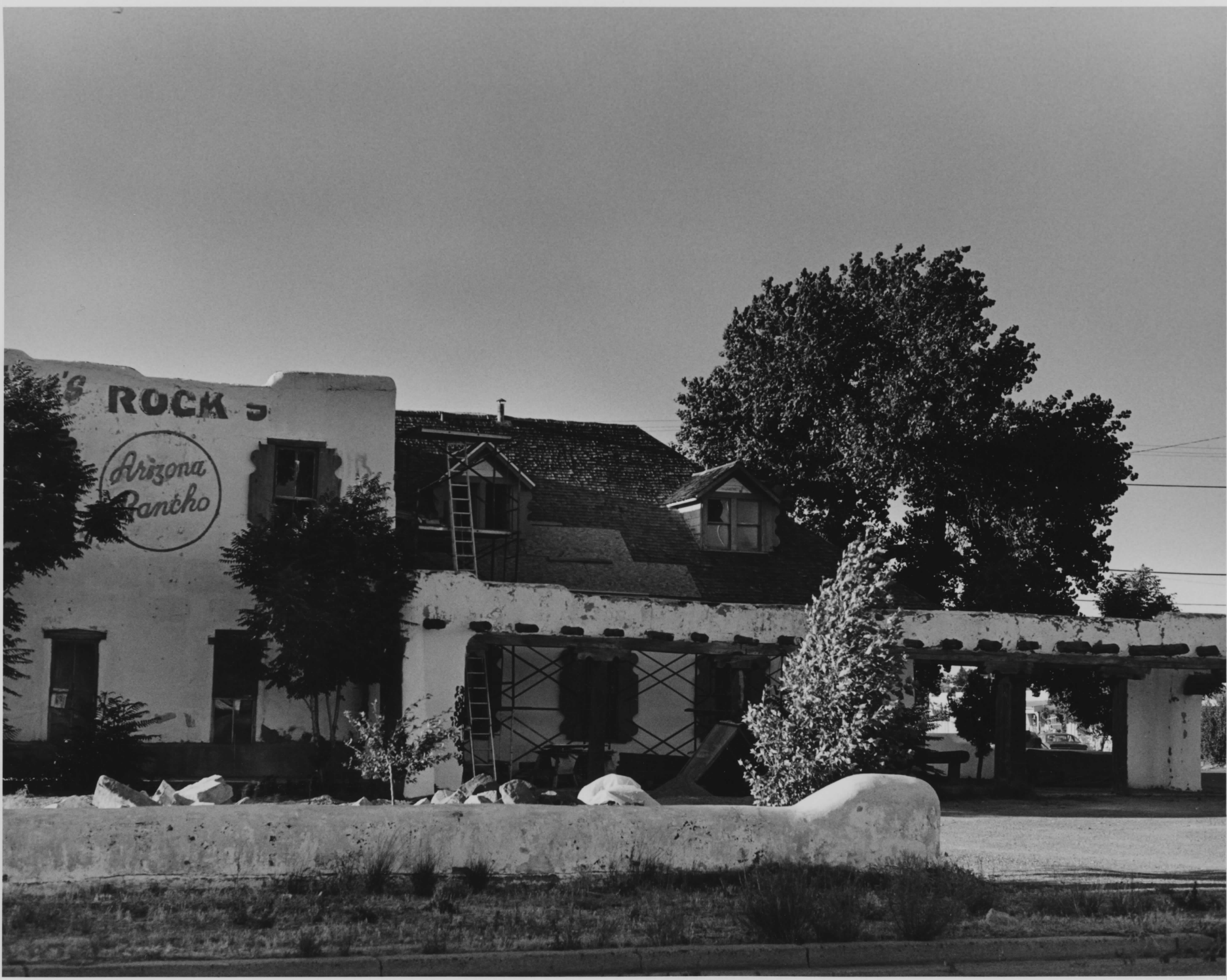
Date: July 1994

Dept. of Anthropology, Northern Arizona Univ.

View NE, Units A and B (and portion of Unit H)

Photo # 1

API
July 5th 1994



'S ROCK

Arizona
Pancho

A P2
July 5th 1994

Arizona Rancho

Navajo County, Arizona

Judy Greene, Photographer

Date: July 1994

Dept. of Anthropology, Northern Arizona University

View ENE, Units A + B (and portion of Unit H)

Photo # 2



APB
July 5th 1994

Arizona Rancho

Navajo County, Arizona

Judy Greene, Photographer

Date: July 1994

Dept of Anthropology, Northern Arizona Univ

View: NW of Unit A (and portion of Unit #1)

Photo # 3



AP4
July 5th 1994

Arizona Rancho

Navajo County, Arizona

Judy Greene, Photographer

Date: July 1994

Dept of Anthropology, Northern Ariz Univ.

View: Westerly of Units A, B and H; patio on the right

Photo # 4



Arizona Rancho

Navajo County, Arizona

Ludy Greene, Photographer

Date: July 1994

Dept of Anthropology, Northern Ariz Univ

View: SW of Units A, B, H. Patio, left foreground.

Photo # 5

AP5
July 5th 1994

Tom's ROCK SHOP

*Arizona
Rancho*

**RAINBOW
PETRIFIED WOOD**

HISTORIC SITE ESTB. 1880'S

OPEN

OFFICE
VACANCY



Arizona Rancho

Navajo County, Arizona

Charles G. Hoffman, Photographer

Date: Sept. 1990

Dept. of Anthropology, Northern Ariz Univ

View NE, Units A, B, H

Photo # 6

Tom's ROCK SHOP

Arizona
Rancho

RAIN
PETRIFIED

HISTORIC SITE ESTB. "1880's"

OFFICE
VACANCY



Arizona Rancho

Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Sept 1990

Dept. of Anthropology, Northern Arizona Univ

View: Northeastly, Units A, B, H.

Photo # 7



Arizona Rancho

Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Sept 1990

Dept. of Anthropology, Northern Ariz. Univ.

View NW, Units A, H, with B in background. Patio on right

Photo 8

Historic Preservation Library
Dept. of Anthropology
Northern Arizona University



**RING
for CLERK**

Mind Bell
for clerk

105	106	107	108	109
110	111	112	113	114
115	116	117	118	119
120	121	122	123	124
125	126	127	128	129
130	131	132	133	134
135	136	137	138	139
140	141	142	143	

Arizona Rancho

Navajo County, Arizona

Charles G. Hoffman, Photographer

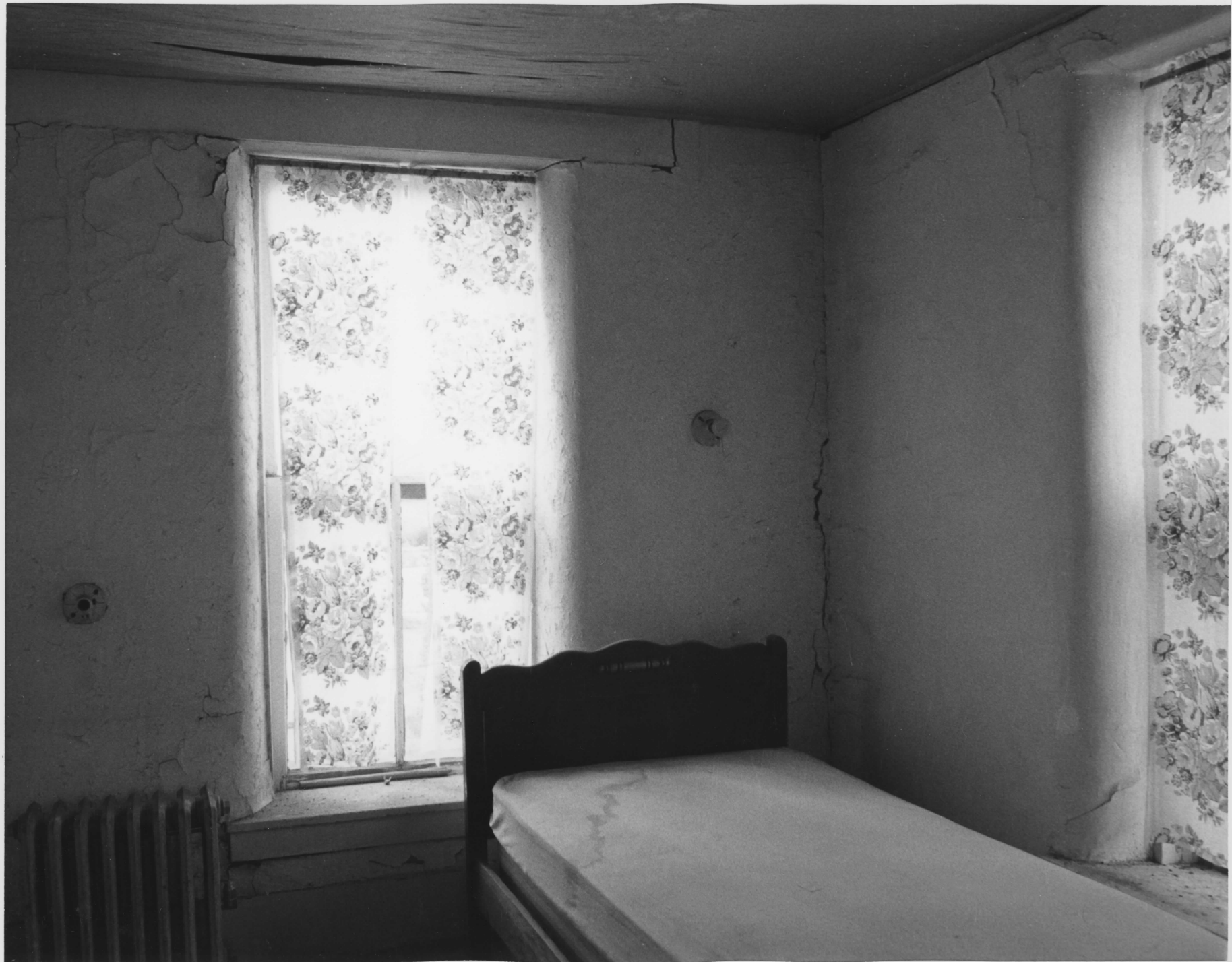
Date: Aug. 1982

Dept. of Anthropology, Northern Ariz. Univ.

View: Lobby, Unit A. (No change in July 1994)

Photo: # 90

CHARLES A. HOFFMAN
• LIBRARY •



P.D

Arizona Rancho
Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Aug 1982

Dept. of Anthropology, Northern Ariz. Univ.

View: Hospital room, 2nd Floor, Unit B

Photo: #10



Arizona Rancho

Navajo County, Arizona

Charles G. Hoffman, Photographer

Date: Sept. 1990

Dept of Anthropology, Northern Ariz Univ.

View: NE. Shower room (Unit D) on right.

Unit B in background

Unit E on left

Photo # 12

Historic Preservation Library
Dept. of Anthropology
Northern Arizona University



Arizona Rancho

Navajo County, Arizona

Charles G. Hoffman, Photographer

Date: Sept. 1990

Dept. of Anthropology, Northern Ariz. Univ.

View: Northerly, Units F, H

Photo # 13



Arizona Rancho

Navajo County, Arizona

Charles A. Hoggman, Photographer

Date: Sept 1990

Dept. of Anthropology, Northern Ariz. Univ

View: Northwest along Units F + H

PHOTO: # 14



Arizona Rancho.

Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Sept 1990

Dept. of Anthropology, Northern Ariz. Univ.

View: SW at Diesel room in Unit F

Photo: # 15



Arizona Rancho

Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Sept, 1990

Dept of Anthropology, Northern Ariz Univ.

View: South-South West, Northern wall, Unit F

Photo # 16



Arizona Rancho

Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Sept 1990

Dept. of Anthropology, Northern Ariz. Univ

View: ^{south-}Westerly along north wall, Unit F

Photo: # 17



Arizona Rancho

Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Sept. 1990

Dept. of Anthropology, Northern Ariz. Univ.

View: NW, Loggia, Unit H, along south wall, Unit A

Photo # 18

Historic Preservation Library
Dept. of Anthropology
Northern Arizona University



Arizona Rancho

Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Sept 1990

Dept. of Anthropology, Northern Arizona Univ.

View: Northerly at south wall, Unit G.

Photo # 19



Arizona Rancho

Navajo County, Arizona

Charles A. Hoffman, Photographer

Date: Sept, 1990

Dept. of Anthropology, Northern Ariz. Univ.

View: NE at south wall, Unit G

photo # 20



Arizona
Hotel

HAS
GONE TO WAR

USS ARIZONA

POSITIVELY NO ADMITTANCE
RESERVED FOR
NAVAL PERSONNEL

Arizona Rancho

Navajo County, Arizona

Photographer: Unknown

Date: ± 1941

Henry Taylor: 23 N. Leroux, Flagstaff, Ariz. 86001

View: Northerly at Unit A, ~~Unit~~ Unit B to left

During USS Arizona Days

Photo: # 22

BRUNSWICK HOTEL



Cerzora Rancho

Navajo County, Arizona

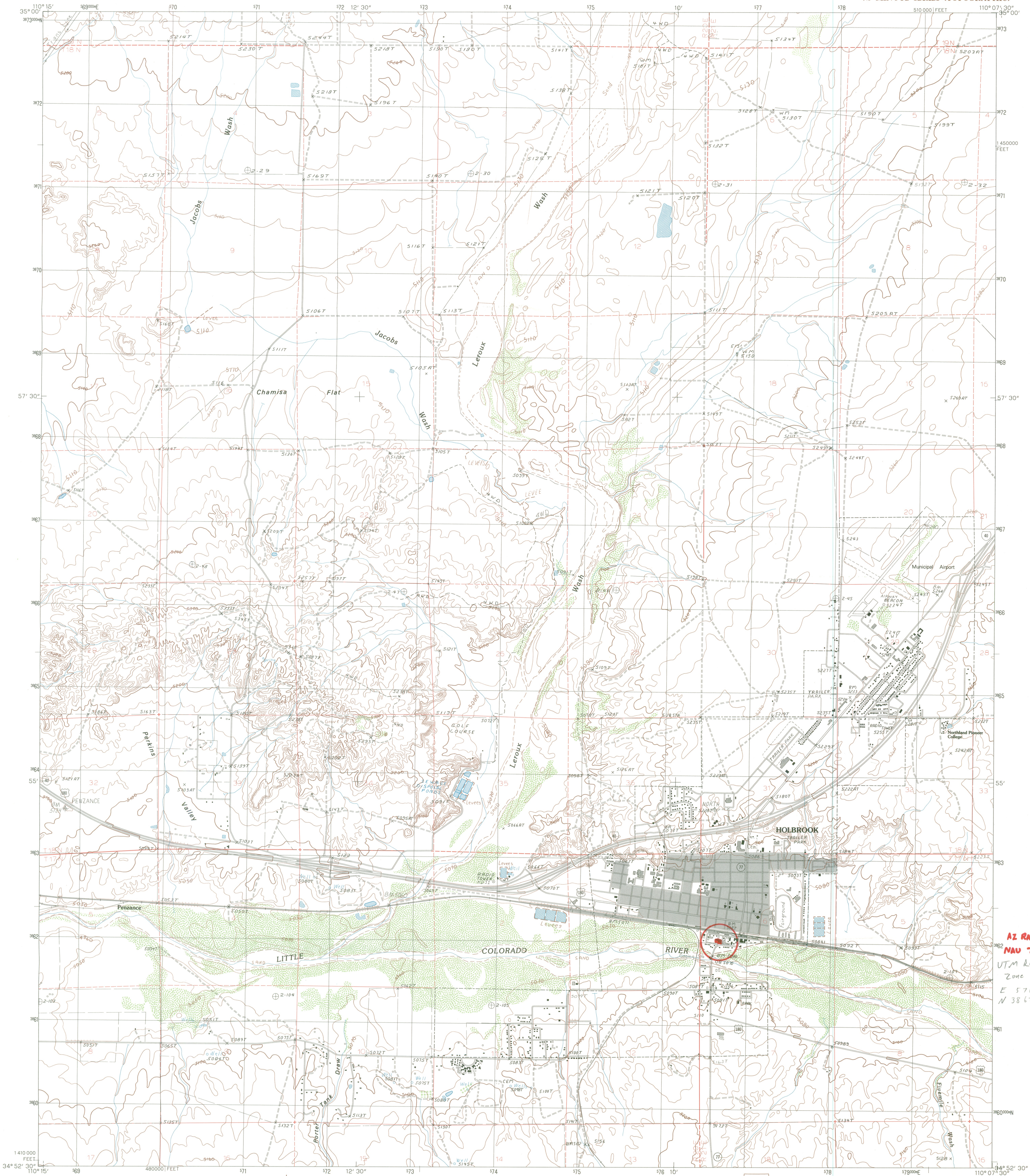
Photographer: Unknown

Date ± ~~1893 - 1911~~
~~1895 - 1895~~ ??

Henry Taylor. 23 N. Leroux, Flagstaff, Az, 86001

View WSW PATIO. Units A + B before Loggia
PATIO

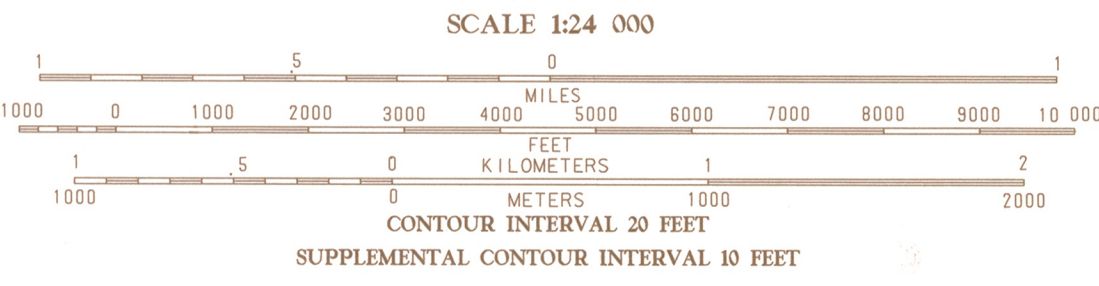
Photo # 23



**AZ RANCHO
NAU 78072**
UTM Reference
Zone 12
E 576675
N 3862028

PRODUCED BY THE UNITED STATES GEOLOGICAL SURVEY
CONTROL BY USGS/NOAA
COMPILED FROM AERIAL PHOTOGRAPHS TAKEN 1980
FIELD CHECKED 1982 MAP EDITED 1986
PROJECTION TRANSVERSE MERCATOR
GRID: 100-METER UNIVERSAL TRANSVERSE MERCATOR, ZONE 12
1000-FOOT STATE GRID TICKS ARIZONA, EAST ZONE
UTM GRID DECLINATION 07'28" EAST
1986 MAGNETIC NORTH DECLINATION 12'30" EAST
VERTICAL DATUM NATIONAL GEODETIC VERTICAL DATUM OF 1929
HORIZONTAL DATUM 1927 NORTH AMERICAN DATUM
To place on the predicted North American Datum of 1983,
move the projection lines as shown by dashed corner ticks
(1 meter north and 61 meters east)
There may be private inholdings within the boundaries of any
Federal and State Reservations shown on this map
Certain land lines are omitted because of insufficient data
Gray tint indicates area in which selected buildings are shown
All marginal data and lettering generated and positioned by
automated type placement procedures

PROVISIONAL MAP
Produced from original
manuscript drawings. Infor-
mation shown as of date of
field check.



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225
OR RESTON, VIRGINIA 22092

QUADRANGLE LOCATION

1	2	3	1. Hiale Spring
2	3	4	2. Lee Mountain
3	4	5	3. Honeywell Butte
4	5	6	4. Joseph City
5	6	7	5. Sun Valley
6	7	8	6. Saunders Draw
			7. Potter Canyon
			8. Woodcuff

ADJOINING 7.5' QUADRANGLE NAMES

ROAD LEGEND

Improved Road
Unimproved Road
Trail
Interstate Route
U.S. Route
State Route

HOLBROOK, ARIZONA
PROVISIONAL EDITION 1986

34110-H2-TF-024



August 25, 1997

Carol D. Shull
Keeper of the National Register
National Register of Historic Places
National Park Service
U.S. Department of the Interior
Washington, D.C. 20240

Fife Symington
Governor

Re: Arizona Rancho
Coconino County, Arizona

STATE PARKS
BOARD MEMBERS

Chairman
Joseph H. Holmwood
Mesa

Members
Ruth U. Patterson
St. Johns

Sheri J. Graham
Sedona

Vernon Roudebush
Safford

Walter D. Armer, Jr.
Benson

William G. Roe
Tucson

J. Dennis Wells
State Land
Commissioner

Kenneth E. Travous
Executive Director

Charles R. Eatherly
Deputy Director

Dear Ms. Shull:

We are pleased to submit a National Register of Historic Places nomination for the heritage resource referenced above.

This historic property is recommended at the local level of significance under Criterion A for its association with the commercial development of the central business district of Holbrook, Arizona, an early trade center.

Accompanying documentation consisting of photographs, floor plan, and USGS map is enclosed.

Sincerely,

Reba Wells Grandrud, Ph.D.
Historian
Arizona State Historic Preservation Office

RWG:n
Enclosure

1300 West Washington
Phoenix, Arizona 85007

Tel & TTY: 602-542-4174
<http://www.pr.state.az.us>

General Fax:
602-542-4180

Director's Office Fax:
602-542-4188