

# Significance

# Significance

The theme of commercial architecture in central Phoenix focuses on those buildings which housed business sales and service activities throughout the historic development of Phoenix. The thematic study area chosen was the "commercial center" up to the Second World War where the greatest concentration of commercial buildings and the greatest number of mature subdivisions had occurred. Business activities were not limited to retail stores but included wholesale office and service uses and commercial activities combined with other functions, such as housing and sodalities. Buildings originally built for non-commercial purposes but now used for business were excluded from the theme while those buildings originally used for commercial purposes but now used in other ways were included. The commercial theme has been comprehensively studied. The properties nominated document the varied and complex nature of the evolution of Phoenix as the primary trade center of Arizona.

The 143 properties nominated are significant as representatives of the evolution of commercial activity and commercial architecture in Phoenix and clearly depict Phoenix as a twentieth century city. The selection of these properties was based on a comprehensive survey. The most important examples of properties in terms of significance and integrity of their respective classes of architecture have been identified. To set the context for each nominated property, they have been classified by location of development into the following types which relate to the varying architectural and historic themes evident in Phoenix architecture: 1) "High-Rise" (six stories or over), 2) Townsite (Central Business District), 3) Warehouse (Railroad), 4) Neighborhood and 5) Strip (Auto-Related Commercial). Within each type, further classification has been determined by use (i.e. single-use, mixed-use, auto-related, hotels, groceries, etc.). Although the classification system appears to overlap between categories, the divisions outlined above are the most indicative of the resources in Central Phoenix.

The term "type" has been used to define the five most general groups within the commercial architecture theme, while "class" is used to define groups within each type, based upon scale, use and configuration. Each individual building may also be referred to as a resource or property.



FIGURE 23 "HIGH RISE"  
Title and Trust Building (37-1), (1984).

The nominated properties were selected specifically for their significance in relation to the overall development of Phoenix as a commercial center and as representative buildings that meet the National Register criteria for the following reasons: 1) rare remaining examples of their once common class i.e., neighborhood grocery store), 2) unique examples of their class, 3) clear examples of the evolution of their class, or 4) examples of a transition from one class to another.

These property variations are significant as architectural resources because of: 1) their functional attributes, 2) their construction both structurally and through their use of materials, and 3) their stylistic traits. In addition, these properties may be significant for their historical and/or cultural associations.

The primary evaluation of the resources has been architectural significance and integrity, with historical and cultural associations contributing to their importance. Because of the limited research and publication of information about important historical topics in Phoenix, such as minority contributions to Phoenix commercial development, further associative values can be expected to surface in relationship to specific resources. A major effort has been made to establish historical associations with each and every resource.

Below is a discussion of the nominated properties by type and class.



FIGURE 24 "HISH RISE"  
Hotel Westward Ho (27-22), (1984).

### "High-Rise"

Nine historic "High-Rise" buildings (six to sixteen stories) are included in this nomination; three were built as hotels and six as office buildings. Although in most larger cities these structures would be considered mid-rise, for Phoenix, these nine buildings represent the major construction effort in the central city from 1914 to 1931. They are identified with primary community leaders and commercial institutions and set the trend in Arizona for construction methods and architectural styles. Each building is unique.

The three hotels are the six-story Jefferson Hotel (30-5), the seven-story San Carlos (28-5), and the 16-story Hotel Westward Ho (27-22). All are constructed with reinforced concrete structural systems, which emerged in the early twentieth century as the dominant structural system. However, the 1915 Jefferson Hotel (also known as the Ackel Building) has the oldest such structural system remaining in Phoenix. Although remodeled, the Jefferson Hotel also retains portions of its original Chicago-style exterior. The 1928 San Carlos Hotel (listed on the National Register in 1983) is the only one of these three which is still operating as a hotel. Its Renaissance Revival styling is unique in Phoenix and it is the only known work in Phoenix of the Los Angeles architect George W. Ritchie. The Hotel Westward Ho is significant for its height (16 stories), its Spanish Colonial Revival styling with Churrigueresque detailing, its stepped-back cruciform plan, and its association with Los



FIGURE 25 "HIGH RISE"  
Security Building (28-7), (1984).

Angeles architect Louis L. Dorr. The Westward Ho (listed in the National Register) is also significant as having the first air conditioning system in a commercial building. Both the San Carlos Hotel and the Hotel Westward Ho attest to the influence of California architects and the prestige attached to California architectural designs.

The earliest of the six office towers is the seven story Heard Building (29-4). This reinforced concrete structure was the largest and tallest office building in the state when built in 1920. Although its original Chicago style facade was modernized in 1937 and storefront modifications were made in the 1960s, the building is very significant for its construction technology and its association with Dwight B. Heard. Heard was a prominent Phoenix businessman who brought Chicago investment and architectural trends to Phoenix. He owned the Heard Investment Company, Palmcroft Development Company, and the San Carlos Hotel Company, all of which were land and development companies. He also owned the Bartlett-Heard Cattle Company and published the Arizona Republican newspaper (now Arizona Republic), and was active in state and national Republican politics.

The remaining five buildings retain a high percentage of their original architectural characteristics. The 1924 Luhrs Building (30-1) was designed by renowned regional architects

Trost and Trost of El Paso in a Renaissance Revival Style. This ten-story building has a concrete structural frame. The Trost firm designed most of the commercial buildings in downtown El Paso and over 200 projects in Arizona. The nine-story Security Building (28-7), constructed in 1928, was noted for its speed of construction and use of hand-molded brick. Associated with the Heard Investment Company, the Security Building was designed by Los Angeles architects Curlett and Beelman in the Renaissance Revival Style.

The 13-story Luhrs Tower (30-3), constructed in 1929, marks the peak of historic office tower design. Representative of the stepped-back massing common to the Moderne movement, the building combines Southwestern Spanish Colonial Revival detailing with the Moderne trends. The Luhrs Tower is the best commercial design of Trost and Trost in Phoenix.

The 11-story Title and Trust Building (37-1) is a Moderne design executed with a concrete structure and a brick and terracotta exterior. The brick and terracotta detailing are unique for commercial architecture in Phoenix. The Title and Trust Building, which opened in 1931, is considered the best office building design of the prolific Arizona architectural firm of Lescher and Mahoney. Royal W. Lescher and Leslie J. Mahoney became partners in 1923; by 1975, the original firm had designed approximately 2,500 buildings. Among their projects were the Orpheum Theater, Sky Harbor Terminal, St. Mary's High School, Good Samaritan Hospital, Phoenix YMCA, State Capital Annex and many Phoenix school buildings.

The Professional Building (29-9) was the last and tallest (12 stories) of the historic "high-rise" office buildings. Constructed on a steel frame, the building features Indiana limestone as an exterior sheathing. Its most significant aspect, though, is its Moderne styling created by the prominent Los Angeles firm of Morgan, Walls and Clements, who designed many low and high-rise office buildings especially along the Wilshire corridor. The Professional Building is their best "high-rise" design in Arizona. The local architect for the project was H.H. Greene. This building is also associated with the Valley National Bank and Trust, which constructed it as their headquarters and central bank; and with the large number of medical professionals who occupied the upper stories.



FIGURE 26 TOWNSITE  
*Ellingson Building (30-11), (1984).*

#### Townsite (Central Business District)

From the beginning, commercial development was focused at the center of the original townsite. Clustered around the City Hall square in the 1880s and 1890s, development slowly spread westward and northward along Washington and Central. By the late 1920s, the townsite was primarily commercial with earlier residences being replaced. In addition to six of the seven "high-rise" buildings mentioned above, 27 low-rise commercial buildings within the original townsite are worthy of preservation. They include the oldest (1885) and the newest (1947) properties in this nomination. For discussion, the properties have been grouped as mixed-use buildings, hotels, single-use buildings, theaters and auto-related buildings.

The seven mixed use commercial buildings are all two stories in height with retail stores on the ground floor and offices on the second floor. The Fry Building (29-13) is the oldest extant edifice in Phoenix. Dating to 1885, the Fry Building exhibits many of the early qualities of Victorian buildings. It is also the only historic building representative of the early City Hall Plaza orientation common to the first commercial district in Phoenix along Washington Street. The Fry Building is associated with James Creighton, territorial architect, in his capacity as a contractor in association with S.E. Patton, and as an architect designing the 1904 rear



FIGURE 27 TOWNSITE  
Lewis Block (29-34), (1984)

addition. Creighton was the most prolific architect in Arizona during the Territorial Period (1863-1912) and designed major governmental, educational, commercial, military and residential buildings throughout Arizona.

Creighton also designed the 1899 Ellingson Building (30-11). The Ellingson Building is distinguished by its use of beige bricks and red Arizona sandstone from Flagstaff. It retains, on the lower story, the best-preserved cast iron facade in Phoenix, which was cast by the Phoenix Iron & Foundry Company. The building also retains (although covered) an early stained glass transom window with a desert landscape theme.

The Stroud Building (29-25) was constructed in 1900 for physician Harrison E. Stroud. The building is noteworthy for its Queen Anne Commercial brickwork, its association with prominent Chinese businessman Yee F. Sing, who operated the American Kitchen Restaurant in the Stroud Building from 1905-1951, and with the Hopi artist Monroe Fredricks, who in 1930 painted designs on the original pressed metal ceilings of Vaughn's Curio Shop in the building.

The 1901-02 Lewis Block (29-34) retains the most identifiable Victorian features, including a corner oriel turret and a bayed oriel window. The 1913 Donofrio Building (29-33) has



one of the most intact interiors in the study area, including pressed metal ceilings, casements and woodwork, doors and transoms, skylights and structural elements.

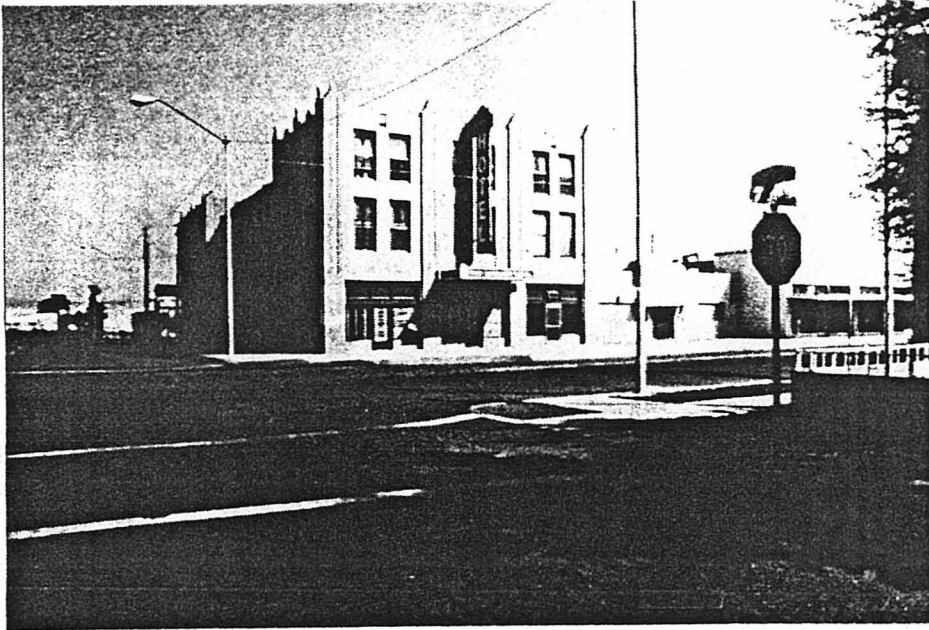
The International Order of Odd Fellows Hall (37-16), built in 1920, combines a retail first floor with the offices and meeting room of the I.O.O.F. on the second floor. Although of minor architectural interest, the building does retain a high degree of its original integrity.

The last mixed-use building is also the most important architecturally. The Winters Building (29-36) is the best Moderne low-rise commercial building in Arizona. Designed by Morgan, Walls and Clements of Los Angeles, this 1931 edifice retains a high degree of integrity. Its stepped-back pilasters, chevrons, parapet and floral grills are all executed in concrete and are unique to Phoenix. The building also features etched black granite ground level surfaces and integral color green and red geometric design sidewalks.

Six low-rise historic hotels are found within the townsite. Four of these combined some retail commercial space on the ground floor with the hotel above. All are two stories tall except the Sixth Avenue Hotel, which is three.

The oldest hotel is the 1889 Steinegger Lodging House (29-10). Currently operated as the Golden West Hotel, the building reflects its Victorian beginnings through its massing, height and openings, even though the facade was stuccoed and the storefronts modified in the 1930s.

The 1893 Wharton Block (29-32) is the second of three nineteenth century hotels remaining in the townsite. The Wharton had the most elaborate Queen Anne' facade in early Phoenix with two oriel windows rising to mansard towers. Although these features have been removed, a substantial portion of the building remains intact, especially the second floor and connected skylights. The Wharton is the only commercial building in Phoenix associated with A.P. Petit, territorial architect and designer of the Rosson House in Phoenix (listed on the National Register). Petit came from San Francisco in 1878 to work in Phoenix. Along with Creighton, he helped shape the city's architecture during the Victorian Period. He died in 1894, as the Rosson House, a private home was being built.



**FIGURE 28** TOWNSITE  
Sixth Avenue Hotel (47-9), (1984).

The Sixth Avenue Hotel (47-9) began in 1893 as a two-story Victorian brick structure with mansard roof. During the 1930s, a third story was added and the facade was stuccoed and detailed with Moderne pilasters. The Windsor, as it is now called, retains a high level of integrity from the 1930s and shows the transition between Victorian tastes and the Art Deco movement.

The Hotel Madison (31-60) dating from 1909, is the most representative example of this once-common type of low-rise Victorian hotel. Although the facade has been stuccoed, the segmental arch openings, double-hung windows and denticulated cornice remain intact. The nearby Hotel St. James (31-3) retains its 1929, Twentieth Century Commercial facade with Spanish Colonial Revival influence in the details.

The 1931 Stag Hotel (31-13) is significant for its early use of the modern concrete block. Using concrete block formed into many decorative shapes, this building, with pilasters, chevrons and zig-zag motifs at the parapet, is the only example with these details in Phoenix.

Of the many historic theaters constructed in Phoenix, from the earliest opera house to the 1940s Palms Theatre, only two remain, one representing the Vaudeville era and the other the motion picture era.

The 1898 Patton's Grand Theater (37-13) is the oldest remaining theater building in Phoenix. The building is

significant for its role in the development of cultural entertainment in Phoenix and as the only remaining example of a theater from the vaudeville era of live acts and traveling troupes. Historically important for its association with S.E. Patton, local theater manager, contractor and self-proclaimed theater architect, the Grand is also associated with the Elks Club (BPOE Lodge 335) and the Salt River Valley Water Users' Association. The Elks began using the building as a lodge hall in 1908.

The Salt River Valley Water Users Association held their early organizational meetings in this building. Although modified in the 1930s, these Moderne changes have become significant, as other grander Moderne theaters, such as the Fox, have been demolished.

The Orpheum Theater (37-19) retains its elaborate Spanish Baroque Revival exterior with octagonal corner entry tower. Designed by the local firm of Lescher and Mahoney, the Orpheum is the best-preserved historic theater in Phoenix and is of statewide importance. Its execution in cast concrete and the level of detail are extremely unusual.

The townsite was also the focus of early automobile sales. Three properties have been grouped together because of their relationship to transportation and the arrival of the automobile in Phoenix. Automobiles were initially sold in the same storefront manner as groceries and clothing. As the demand increased, the marketing moved toward comprehensive sales and service and the building became symbolic as well as functional. In the city directories, 24 auto dealers were listed in 1921. Interestingly, this number remained the same through 1930, then dropped to 12 in 1935 as a result of the Depression.

The first automobile-related building is the Luhrs Central Building (30-4), constructed of reinforced concrete in 1913-14. Originally conceived as a seven-story building, the height was reduced to two stories because of the unavailability of materials during the First World War. Although the second story housed traditional office space, the ground floor was first used by the S.N. Porter Harness and Saddle Company. By 1919 it was also occupied by the McArthur Brothers Mercantile Company, which sold the Dodge Brothers line of pleasure cars and trucks. This building is also distinguished for its use of glazed brick and terracotta.

In 1920, the Overland Arizona Company opened their new automobile showroom (47-15), one of the earliest in Phoenix. Its Spanish Colonial Revival influence with red tile parapet roof and bracketed cornice remain intact. The large store fronts gave maximum exposure to the automobiles on display.

The Metropolitan Fireproof Storage Garage (31-12) opened in 1921 and was the first multi-purpose automobile-oriented facility in Phoenix. In addition to its parking function, the building served as a repair garage and as the showroom for Dunbar and Dulmage, dealers of the Hudson and Essex lines of automobiles. This reinforced concrete building with simple Neoclassical Revival details was designed by L.M. Fitzhugh, a prominent local architect. The firm of Fitzhugh and Byron designed many Phoenix businesses, schools and residences, most notably the Lois Grunow Memorial Clinic.

The townsite also fostered many specialty businesses. The nine remaining townsite commercial buildings all had singular uses, but represent this wide variety of products and services. They are executed in various architectural styles and materials.

The Coca Cola Bottling Works (48-12) is noteworthy for breaking tradition in its early (1914) use of reinforced concrete in a low-rise commercial structure. Additional bays were added in the 1920s, each utilizing a greater proportion of concrete. This building uniquely represents the evolution of concrete as a structural material.

The Manufacturing Stationers Building (37-11) represents a once common but now rare building type in the townsite. Its plain Twentieth Century Commercial design features a saw-toothed roof line with north-facing skylights. Its association with noted Arizona pioneer Frank Alkire and his Manufacturing Stationers Printing business is also significant. Alkire was an early Phoenix resident who also operated a dry goods store and an ostrich farm, and was an original director of the Salt River Valley Water Users' Association and a director of the Valley Bank (now Valley National Bank).

The Webber Building (37-7) is unique as a small office building with Mission Revival detailing. The Mission Revival

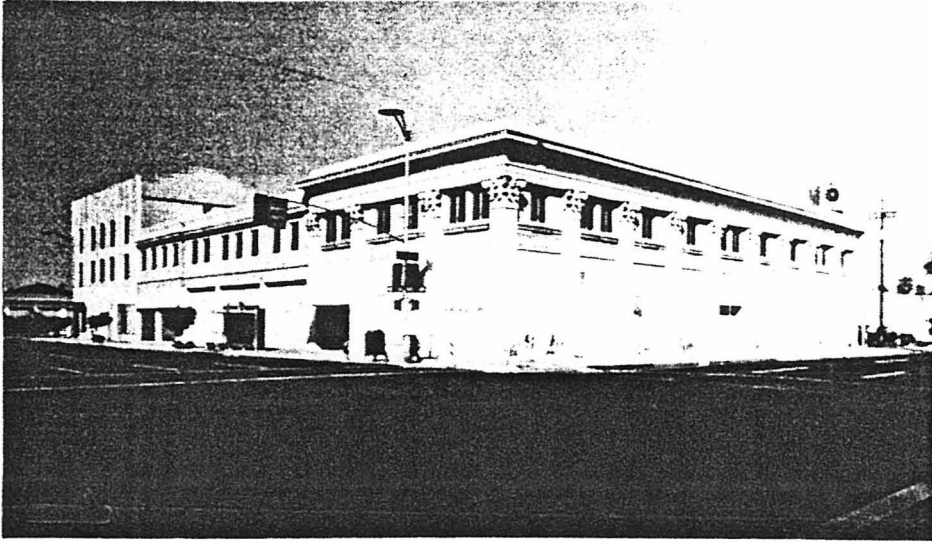


FIGURE 29 TOWNSITE  
Walker Building (37-15), (1984).

style was not as readily accepted in Phoenix as it was in San Diego or Tucson, but several outstanding buildings were constructed. The Webber Building is the only remaining office building in the townsite with any Mission Revival qualities.

The 1920 Walker Building (37-15) is unique for three reasons. First, it is the best commercial example of Neoclassical Revival design in Phoenix because of the giant order Corinthian pilasters. Second, it is the only intact building representative of the department store in central Phoenix. It was occupied by the J.C. Penney Company from 1920 to 1926. Third, it became the headquarters for the Central Arizona Light and Power Company, forerunner of Arizona Public Service Co., in 1926.

In 1923, prominent local businessman George H.N. Luhrs secured a contract to provide space for a Post Office substation. The Luhrs Post Office Station (30-2) was designed by Trost and Trost of El Paso and was completed in 1924.

The Valley Plumbing and Sheet Metal Building (47-7) and the Sunrise Tool and Manufacturing Building (48-3) were both constructed around 1930 and represent once common commercial building types. The Valley Plumbing Building has Moderne/Art Deco chevrons and fluted pilasters, whereas the Sunrise Building has polychrome brick.

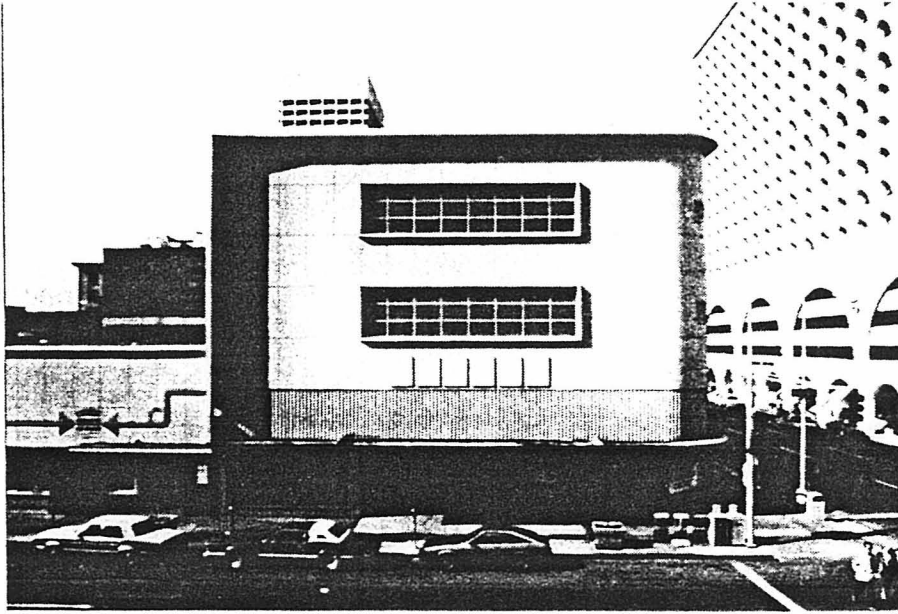


FIGURE 30 TOWNSITE  
Hanny's Building (29-22).

A.L. Moore began in the mortuary business in 1906. He moved to the current location in 1911 and gradually expanded through 1931, when a new chapel was built on the site and the earlier buildings were remodeled with the addition of Spanish and Italian Period Revival motifs. The complex (37-12) is significant for its Period Revival stylistic treatment by local architect H.H. Greene and for its long use by A.L. Moore and Sons. Greene came to Phoenix from Chicago in 1924; among his designs are the Phoenix Country Club and the Heard Museum.

The youngest historic commercial building in the Phoenix Townsite is the 1947 Hanny's Building (29-22). Recently determined eligible for the National Register, the Hanny's Building represented the ultimate in large specialty shop commercial marketing because it incorporated fashion marketing trends with the latest architectural design. It is also the best International style commercial building in Arizona and is the best retail commercial design by the firm of Lescher and Mahoney.

#### Warehouses (Railroad-Related)

From 1886, with the arrival of the Maricopa and Phoenix Railroad, through 1895, when the Santa Fe, Prescott and Phoenix Railroad arrived, through 1926, when the Southern

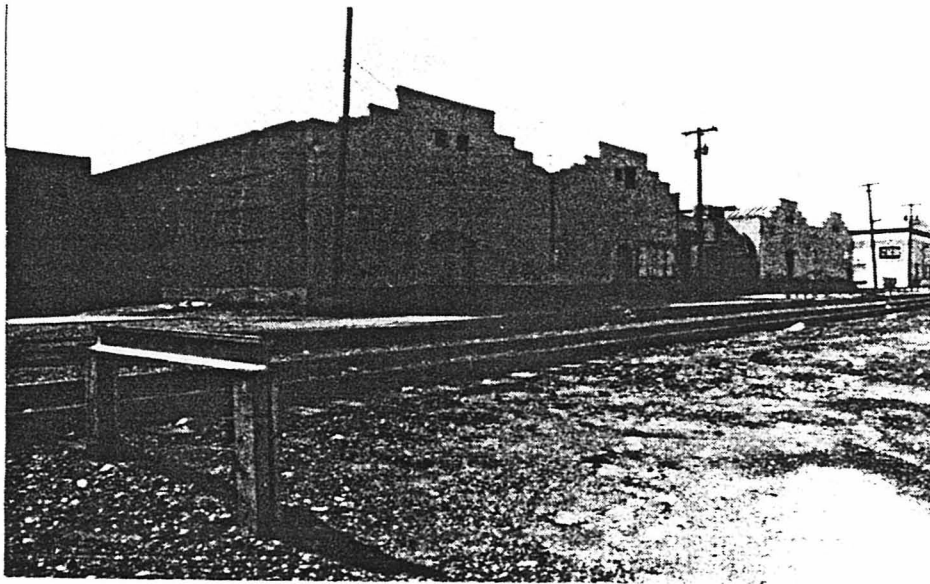
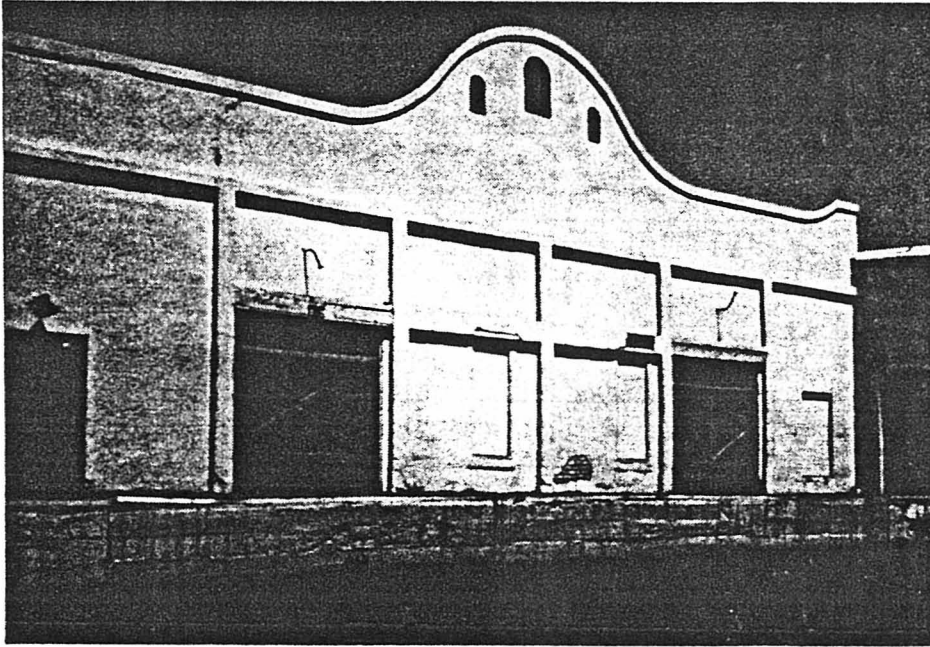


FIGURE 31 WAREHOUSES  
*Phoenix Seed and Feed Warehouse (25-21), (1984).*

Pacific main line was relocated through Phoenix, to the end of the Second World War, the railroad was the primary transportation mode in and out of Phoenix, especially for the importing and exporting of goods and materials. Phoenix is the only location in Arizona where the Southern Pacific and the Santa Fe connect, making it the natural location for major warehousing functions. As the railroads developed along the alignment of Harrison Street, support warehouses were constructed on each side of the tracks and along sidings, especially on Jackson and Buchanan Streets. The warehouse as a commercial type can be found as simply a storage shell or in combination with offices and/or retail shops. The warehouse can also be associated with local manufacturing or with commercial-scale operations, such as bakeries. Within this nomination are 32 warehouses and related facilities.

Two railroad-owned properties are included: the Spanish Mission Revival Union Station (39-1), constructed in 1923 as a passenger and freight depot, and the 1929 reinforced concrete Santa Fe freight depot (49-2).

Sixteen properties were constructed as direct storage warehouses. Two of these 16 date to the Territorial Period (pre-1912) and both were used for exporting local agricultural products. The Phoenix Seed and Feed Warehouse (25-21) is the oldest and largest brick warehouse in



**FIGURE 32**    **WAREHOUSES**

*Arizona Orange Association Packing House (49-4), (1984).*

Phoenix. Built in phases from 1905 to 1918, this complex of warehouses was used to export local grains. The 1908 Mission Revival style Arizona Orange Association Packing House (49-4) was utilized by Arizona's early citrus industry. It is the oldest warehouse in the original townsite. The warehouse area once held many citrus warehouses and packing plants. Citrus was a major crop in the Salt River Valley for more than 60 years and growers were dependent on the railroad for shipping.

Three additional warehouses have been directly tied to local agricultural production. The brick Arizona Compress and Warehouse Company Warehouse (4-6) was used as a storage facility for the Pima Cotton Growers, while the Arizona Citrus Growers constructed additional warehouses, including two at 6th Street and Jackson (16-3 and 16-4). The large warehouse on the south side of Jackson (16-4) expresses some Mission Revival detailing especially at the parapets. The concrete frame warehouse (16-3) on the north side is not yet 50 years old, but represents the best of its type with overtones of Moderne design.

The eleven import-related storage warehouses include: 1) the E.S. Wakelin Grocery Company Warehouse (49-6), built in 1913; 2) the Lightning Delivery Company Warehouse (25-17), an early (1915) example of cast-in-place concrete construction; 3) the General Storage Warehouse (49-8), a unique Neoclassical



Revival concrete structure; 4) the Blake, Moffit and Towne Janitorial and Paper Supply Company Warehouse (41-6), representative of the most common warehouses of the 20s and 30s i.e., unreinforced wire brick); 5) the Chambers Transfer and Storage Company Central Warehouse (31-16), a very large warehouse with cast concrete cornice and stepped gables; 6) the Barrow's Furniture Company Warehouse (39-9), currently undergoing rehabilitation; 7) the Western Wholesale Drug Company Warehouse (31-17), a concrete and brick structure with high integrity; 8) the People's Freight Lines Warehouse (31-22), the earliest known Phoenix example of a concrete curtain wall; 9) the Sun Mercantile Building (25-6), constructed by Tang Shing, pioneer Chinese merchant; 10) the Lescher Warehouse (39-15), owned and designed with Moderne facade by Royal W. Lescher, important local architect; and 11) Ong Yut Geong Wholesale Market Warehouse (41-7), another important ethnic-related structure.

Warehouses combined with offices or storage sites with associated office buildings are represented by six properties: 1) the Arrow Lifschultz Warehouse (49-1), an early 1911 example with second-story offices and direct association with the Santa Fe Freight Yard; 2) the Shell Oil Products Center Office (60-3), an unusual Spanish Mission Revival design; 3) the 1928-29 Central Arizona Light and Power Company Offices, important for its association with electric utility expansion in Phoenix, although insensitive additions have reduced its integrity; 4) the General Electric Supply Warehouse (48-2), an interesting use of dark brick and black mortar, which housed the regional distribution office for General Electric; 5) the Arrow Van and Storage Warehouse (39-3), a good example of a once-common type of warehouse; and 6) the Cobb Brothers Market Warehouse (39-19), a unique Streamlined Modern warehouse with high integrity.

The last eight warehouse properties are directly related to locally manufactured and stored products which were retailed or wholesaled to the public: 1) the Valley Machine Works (56-5), the oldest (1909) continuously operating machine shop in Phoenix, with an outstanding original interior; 2) the 1912 Armour and Company meat cold storage and packing facility (39-4), still in use by the Armour Food Company; 3) the Chambers Transfer and Storage Company warehouse (39-2), which combined retail stores and offices into its 1923 Spanish Revival design because of its location near the Union Station; 4) the Crane Plumbing Supply Warehouse (31-14),

designed by Fitzhugh and Byron of Phoenix, a very early "industrial" prototype with no ornamentation and utilizing steel-framed windows; 5) the 1928 Arizona Sash, Door and Glass Company Complex (56-1), representing a long-term use by an important Arizona business; 6) the Safeway Pay'n Takit Bakery (48-1), constructed in 1928 and still used for commercial baking; retains good integrity; 7) the Vance Brothers Bakery (53-1), representing the adaptation of a bow-string truss building to the advertising image of the later "Rainbo" Bakery; and finally, 8) the Central Wholesale Terminal (25-11), constructed in 1930, representing the evolution of produce marketing, the evolution of commercial development utilizing a full city block, and the incorporation of Spanish Colonial Revival details.

#### Neighborhood Commercial

Residential growth in Phoenix before the turn of the century was marked by the opening of 16 subdivisions which were promoted by the building of three trolley lines to service the new homes. These lines were in use for many years and made the new subdivisions quickly accessible to the downtown business area. At the same time, the increased distance from downtown prompted the growth of neighborhood business along the main thoroughfares into the new neighborhoods. By 1928, 12 additional subdivisions were platted. These new residential areas were even more distant from downtown and were not always served by the trolley lines, although two new lines were added in 1910 and 1911. The popularity of the automobile allowed working people to get quickly to their jobs, but left the housewife at a shopping disadvantage. The development of neighborhood businesses filled the need for the new homeowners.

Corner drug and grocery stores, dry cleaners, bakeries, restaurants and similar service establishments were built in each neighborhood. As more autos were purchased, auto service businesses also located in the neighborhoods. Specialty businesses, such as funeral homes and print shops, also became neighborhood-oriented. The ultimate in neighborhood commercial development occurred during the late 1920s, with the advent of the shopping complex concept of several businesses utilizing one building.

The following discussion describes the significance of the remaining neighborhood commercial business buildings in three

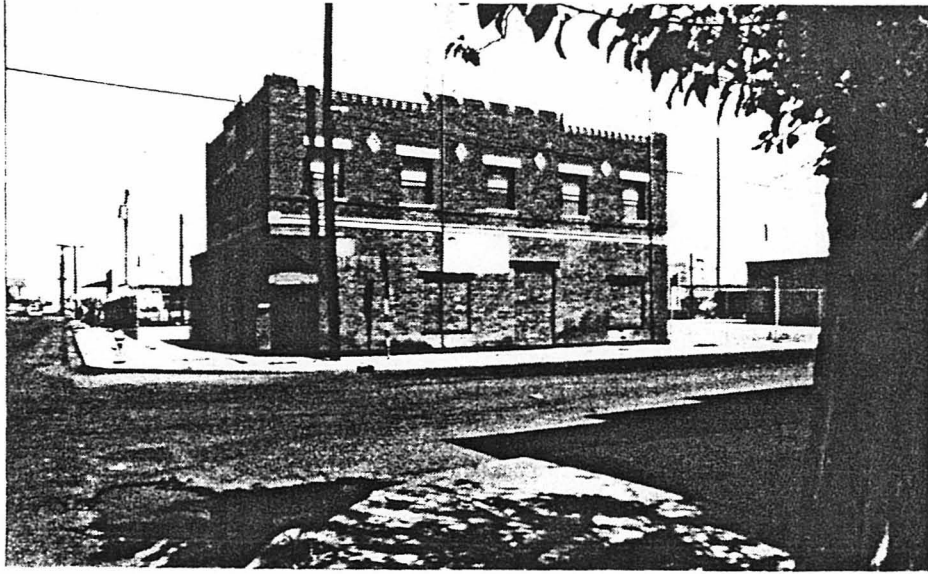


FIGURE 33 NEIGHBORHOOD  
*Gerardo's Building (25-22), (1984).*

general categories: single-use businesses, mixed-use businesses and neighborhood grocery stores. Each category contains buildings supplying a variety of neighborhood services which were essential to residential well-being. The growth of these businesses supported the neighborhoods and fostered further residential expansion. These buildings are also important architecturally, as they contributed to the fabric of the neighborhood and unified the neighborhood identity. They are unique entities complementing the 1920's-1930's suburb as commercial components of suburb development.

#### Single-Use Businesses

Only two restaurant buildings remain with sufficient integrity to be nominated. The Cargill Restaurant (46-17), built in 1924, was served by the trolley and was located on a major city artery. This building is also one of only two neighborhood restaurants owned and operated by an ethnic minority. From 1929 through the 1950s, the building was occupied first by Japanese and then by Chinese restaurateurs. Gerardo's Building (25-22) was built in 1928 south of the railroad tracks to serve the Hispanic neighborhood. In addition, the Lugo Bakery (43-4), the only bakery remaining in a neighborhood context, has served its area since 1917. All three buildings are typical of neighborhood enterprises.

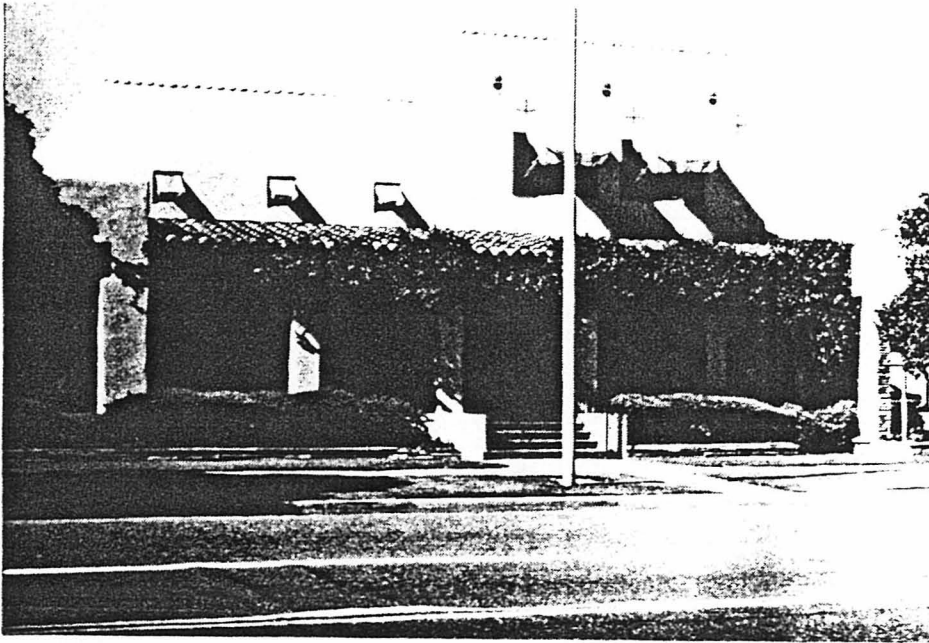


FIGURE 34 NEIGHBORHOOD  
*J.T. Whitney Funeral Chapel (36-19), (1984).*

Several buildings remain which represent the variety of services offered to neighborhoods. Two of these are print shops. M.C. Mathews, Printer (5-3) was located within a residential area. The other, Messenger Printing (28-17), was on the fringe of a neighborhood. Another business, the Arizona Cornice Works (58-1), was built on a major city street around 1917, and participated in the physical development of nearby neighborhoods. The F.S. Baird Machine Shop (15-6) typifies the commercial response to the increased importance of the automobile and to the demands of nearby residents for repair services.

A single funeral home remains to represent the many which once served the various neighborhoods and subdivisions. The J.T. Whiting Funeral Chapel (36-19) was architect-designed and built in 1926 to be compatible with residential styles and non-obtrusive to the neighborhood. This building, designed in Pueblo Revival style by well-known Phoenix architects Lescher and Mahoney, epitomizes the neighborhood funeral home and has good integrity.

Three hotels are included in the nomination which exemplify the neighborhood hotel. All three are located on major streets accessing the downtown area and the railroad depot, but also are outside the original townsite and were originally in neighborhood contexts. These hotels fulfilled the need for less expensive accommodations for tourists, winter visitors and traveling salespeople. In addition, they

offered quiet rooms away from the downtown bustle. Each building remains as a hotel today.

The earliest of the three hotels, the West End Hotel (55-3), was built in 1903 to serve the area of town its name suggests, the west end. It was known as a West Phoenix landmark and is typical of its class. The Annex Hotel (27-1) is actually two hotels joined by a remodeling process. Built in 1898 and 1910, connected in 1925 and again remodeled in the 1940s, the Annex was highly advertised and centrally located. Its WPA Moderne facade is the only such facade treatment of a hotel in Phoenix. The Lamb/Coronado Hotel (20-10), on the periphery of a neighborhood, is reflective of 1920s accommodations for travelers.

#### Mixed-Use Businesses

This category is delineated by three remaining neighborhood buildings. The first, the Knights of Pythias Building (20-7), is exemplary in its successful combining of downstairs commercial space and upstairs fraternal lodge accommodations and in its Spanish Colonial Revival styling. Designed by popular Phoenix architects Lescher and Mahoney, this building was determined eligible for the National Register. The Central Arizona Light and Power Substation (63-7) was also designed by Lescher and Mahoney in Spanish Colonial Revival style. This neighborhood power unit is a unique example of a formal architectural solution for a utilitarian building form. The Brown's Pharmacy Building (5-1) best represents the neighborhood shopping complex of the late 1920s to early 1930s. Brown's Pharmacy was the major business in the building, but a beauty shop and dry cleaners also occupied the building in its early years.

#### Neighborhood Groceries

The neighborhood grocery store developed in response to the addition of residential subdivisions to the expanding city. The earliest subdivisions, developed between 1880 and 1898, clustered around the original townsite and the State Capitol site and followed the trolley lines built to promote these subdivisions. By 1910, the need for additional housing prompted increased residential construction outward from the city's core. Two new trolley lines built in 1910 and 1928 promoted this development. Between 1910 and 1928, 12 new major subdivisions were platted.

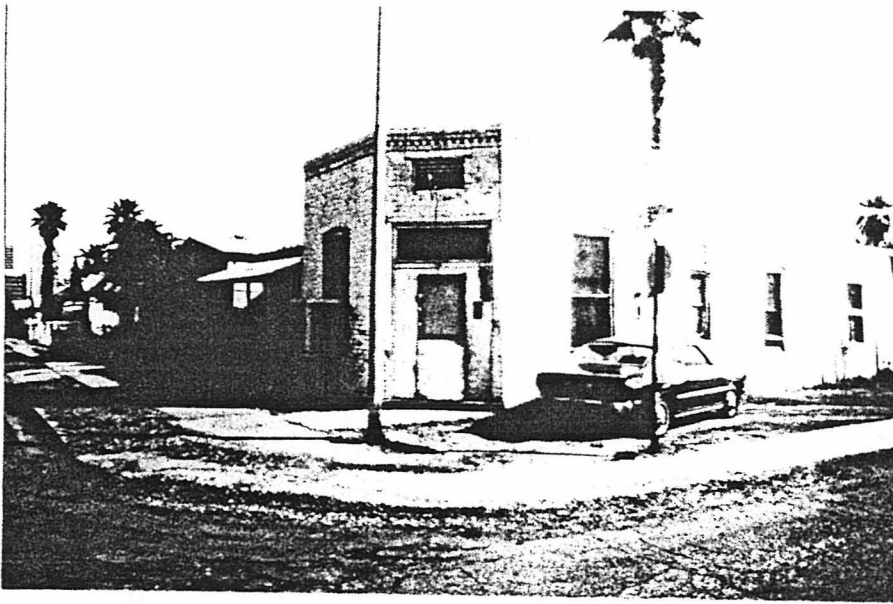


FIGURE 35 NEIGHBORHOOD  
*Higuera Grocery (42-1), (1984).*

Within these subdivisions, the neighborhood grocery store served the needs of the residential areas no longer close to the downtown general stores or specialized markets. These stores were located on major corners or central streets in the residential areas in order to capture foot and/or trolley traffic. Their neighborhood location was independent of the growth of automobile use and their focus was on supplying a wide range of goods to the surrounding neighborhood. A common characteristic of the neighborhood grocery was its long-term ownership by a single grocer, which established cordial, loyal and possibly unifying sentiments in the neighborhood. Such stores continue to be a part of the fabric of commercial Phoenix today, particularly in ethnic neighborhoods.

Although it is not possible historically to determine the exact number of neighborhood grocery stores, the city contained 127 grocery stores in 1921, 162 in 1925, 298 in 1930 and 369 by 1935. The majority of these were in the survey area. It can be assumed that most were neighborhood stores until the advent of strip commercialism in the 1920's. Of these original stores, 32 are included in the eligible inventory.

The simplest form of the neighborhood grocery store was the free-standing building strategically located in the neighborhood as a non-intrusive and integral part of the

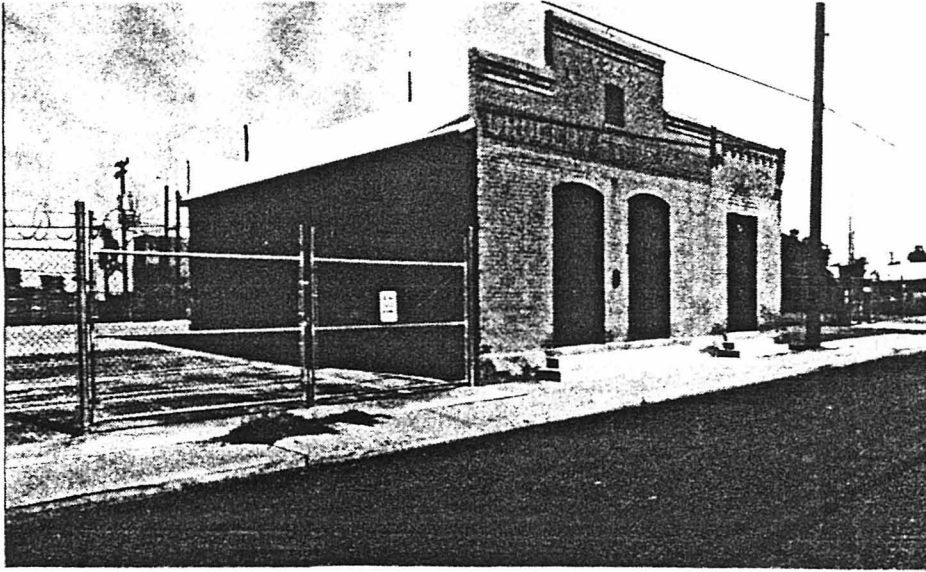


FIGURE 36 NEIGHBORHOOD  
*Arvizu's El Fresnal Grocery (25-32), (1984).*

neighborhood itself. These single-purpose buildings blended well with the residential surroundings and were often adjacent to the owner's residence. Other neighborhood groceries were located along major thoroughfares on the periphery of the neighborhood. Related small localized businesses such as barber and beauty shops, ice cream stores, dry cleaners and pharmacies were often contiguous to the grocery store, creating an agglomeration of businesses catering to a single neighborhood. Grand Avenue at Five Points and at Six Points was an early example of this kind of commercial development.

Of this class of neighborhood grocery store, several buildings remain which can be considered representative of the single-use type of store. The earliest of these is Arvizu's El Fresnal Grocery (25-23), built in 1900. This brick building is a typical manifestation of the store located in the middle of the block. Similar stores which remain include the T.J. Richardson Grocery (41-11), built in 1910 of early concrete block; the Baker & Bayless Grocery (27-21), built in 1912; the Blanton/Acuff Market (265-3), built in 1913, and the Leong Quong & Co. General Merchandise Store (42-8), built in 1917. Each of these buildings was in use as a grocery store for many years. Bayless, Blanton and Acuff were all life-time Phoenix grocers.

Corner markets were also common to the single-use class of grocery stores. Remaining stores in this category include the Durand Grocery (53-9), Yaun Ah Gim Groceries (43-1), and

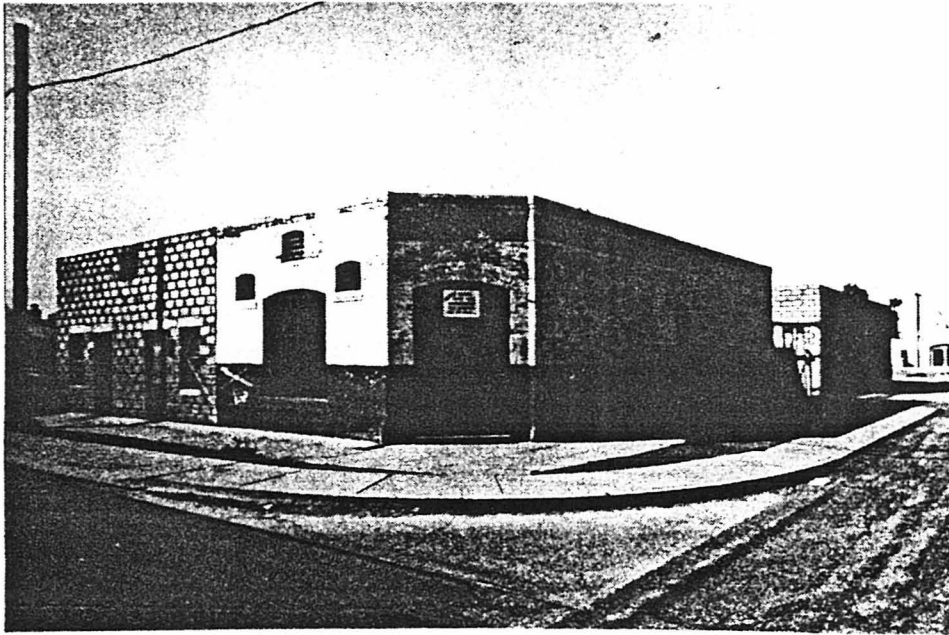


FIGURE 37 NEIGHBORHOOD  
*Yaun Ah Gim Groceries (43-1), (1984).*

Higuera Grocery (42-1). These stores were built between 1915 and 1919 and are typical examples of a once-common commercial building type. The Durand Grocery was at one time operated by Bela Berger, another early Phoenix grocer who owned several neighborhood stores during his career, and who implemented the "cash and carry" concept in the neighborhood grocery.

Several neighborhood grocery stores are the last remaining examples of markets located in ethnic neighborhoods and owned and/or operated by members of minority groups. Two neighborhood markets owned by Hispanics remain in the survey area. Historically, 15 stores were operated by Hispanics in 1921, eight in 1925 and 21 in 1930. Arvizu's El Fresnal Grocery Store (25-23) was owned and operated by Trinidad Arvizu from 1900 to 1920 and then continued to function in the Hispanic neighborhood. The Higuera Grocery (42-1) was built in 1916 as a corner grocery serving the ethnic neighborhood south of the railroad tracks.

Historically, Chinese entrepreneurs in Phoenix at one time owned and operated many small neighborhood groceries. Phoenix City Directories list 38 in 1921, 34 in 1925, and 56 in 1930. Presently, only two such stores remain with sufficient integrity to be included in this survey. Yaun Ah Gim Groceries (43-1) was built in 1919 and operated by him until 1959 as a corner grocery in an ethnic neighborhood south of the railroad tracks. The building remains as a



significant representation of its type and class. The second market, Leong Quong & Co. General Merchandise (42-8), also located south of the railroad tracks, was built in 1917 to serve expanding ethnic neighborhoods along South Central Avenue. The market was owned and operated by Chinese merchants Leong Quong and Ben Wang through the 1930s.

Several other markets were leased by Chinese grocers and operated by them for long periods of time. These include the Blanton/Acuff Market (265-3), leased from 1925 to 1932; the Durand Grocery (53-9), leased to Yung Yee Chee from 1916 to 1920 and K.S. Tang from 1928 to 1937; and the Higuera Grocery (42-1), leased to Sing Quong and Tong Ong between 1919 and 1940. Although City Directories record several Japanese-owned stores, none remained in the survey area. These ethnic-operated markets played important roles in serving related ethnic neighborhoods for more than three decades of Phoenix commercial history.

A variation of the neighborhood grocery that was once common is the combination market with attached residential units. Two unique examples remain of this class of market. The Holohan Grocery (22-16), built around 1918 in the Churchill Addition, has apartments attached. The Espinoza Grocery (25-9), built in 1900 in an ethnic neighborhood, is a representative example of a modified Sonoran row-house with the grocery occupying the largest unit at one end of the building.

By the mid-1920s, the effect of the automobile on the Phoenix mercantile system was being felt. The neighborhood market was no longer a necessity for each neighborhood and marketing centers located on major streets began to appear. Although the importance of the neighborhood grocery was beginning to decline, these markets continued to function and new ones were built through the 1940s. Two outstanding examples of these late neighborhood markets are the Pay'n Takit Market No. 26 (9-5), built in 1928, and the Isabel Flores Grocery (43-3), which opened around 1932. The Pay'n Takit, although part of a grocery chain, was located in a neighborhood and depended more upon the neighborhood than the automobile for business. The Flores Grocery is the only remaining example with integrity of the ethnic neighborhood markets begun during this late and transitional period.

The maturity of the neighborhood market as a type is exemplified in the National Register-listed Goldspot Marketing Center (32-1). This market is the only remaining example of the neighborhood shopping complex once popular in large Phoenix neighborhoods. This kind of center, which incorporated several small service shops and a grocery store in one building, was an outgrowth of the clusters of such stores built along major neighborhood streets during the period from 1910 to 1920. These new shopping complexes featured customer parking for the "going-home" customer and a full range of family-oriented services. While fulfilling the functions of a neighborhood market, however, these complexes were somewhat depersonalized and more commercialized than the former concept of the neighborhood market.

#### Strip Commercial (Auto-Related)

By 1929, more than four times as many autos were being driven in Phoenix than in 1920. The geographical distribution of commercial enterprise was being permanently altered in response to an increasingly mobile population. Although downtown commerce continued to flourish and neighborhood businesses successfully survived, many businesses chose to consolidate along the city's major arteries and lesser thoroughfares to take advantage of automobile traffic.

The era of strip commercialism took hold by the early 1920s, dominated commercial growth throughout the 1940s and is clearly evidenced in the buildings discussed in this section. These buildings comprise those most influenced by the automobile in their choice of location, type of enterprise and emphasis on parking for accessibility. They include single-use retail and office buildings, mixed-use retail and office buildings, strip commercial groceries, auto-related business, and tourist courts. Although the latter two classes were auto-dependent, the first three classes could have been neighborhood businesses except for their locations on important city streets.

#### Single-Use Businesses

Many of the strip commercial businesses were related to motorists as customers. Their high visibility and proximity to daily-driven routes made them attractive to the person going to and from work and their accessibility to the traveler enhanced their profitability.

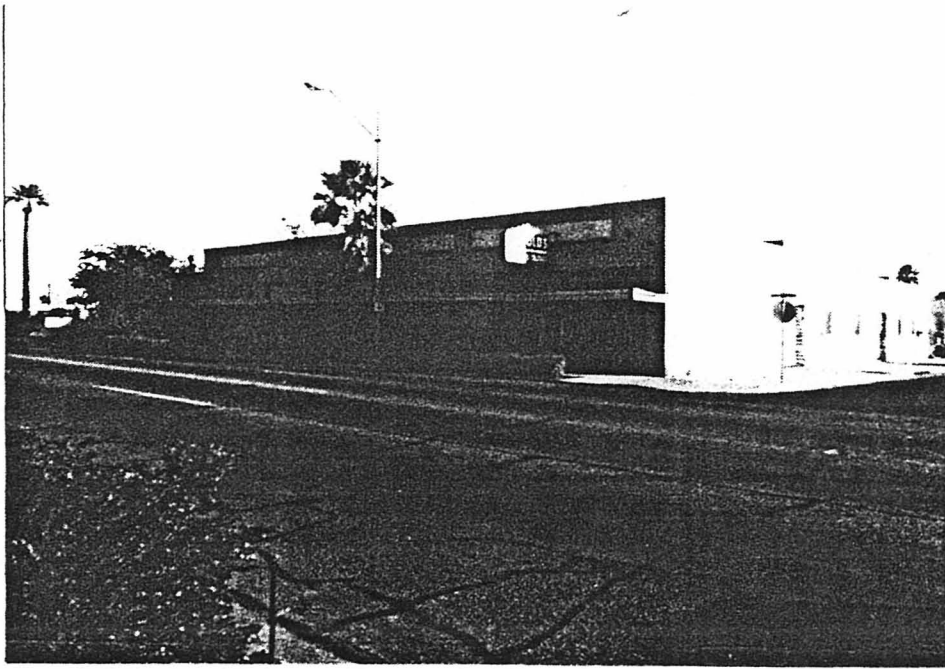


FIGURE 38 STRIP COMMERCIAL  
*Arnold's Pickles and Olives (295-1), (1984).*

Typical of this class of building is the Bobby Brown Cafe (288-4), a unique example of a Twentieth Century Commercial building with a Spanish Mission influenced style. Two drug stores included in this class both have corner entries, emphasizing the importance of the appeal to passing traffic. Cate Drugs (42-2) is the oldest known detached drug store in the survey area, while the Drug Store at 12th Street and Jefferson (4-5) operated for a long time in an ethnic area.

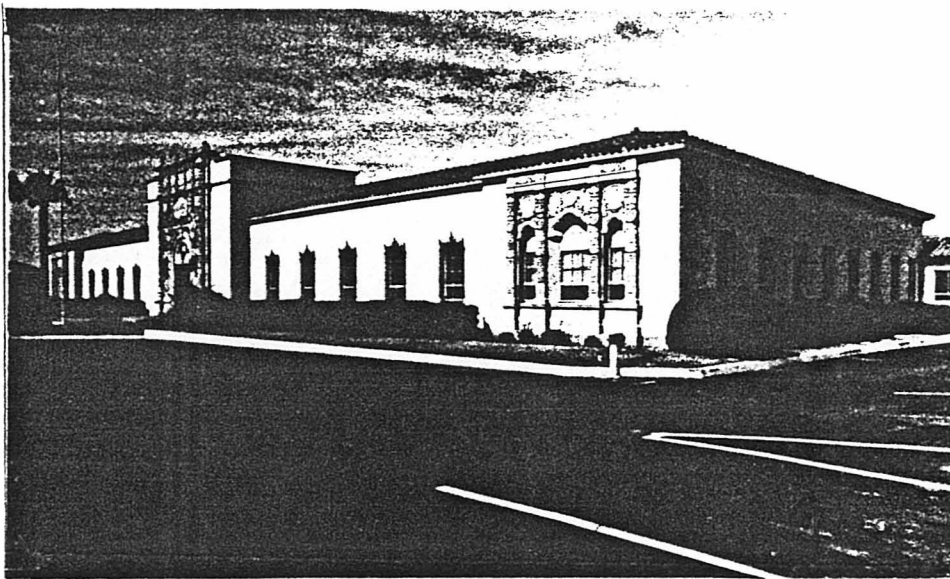
Other personal service businesses included are Grand Avenue Shoe Repair/Bakery (53-3), Villegas Shoes/Kelly Cleaners (53-10) and Jannusch Barber Shop (267-9). These small buildings typify the commercial properties of the independent entrepreneur during the development of the strip commercial era. A personal service business which expanded into a city-wide commercial services concern is the Phoenix Laundry and Dry Cleaning Company (46-21). The company was founded in 1893 and has occupied its present location since 1924. The building possesses unique architectural qualities in a wide span wood lamella roof and a Streamlined Modern facade. Another example of a long-term, single-use occupation in this class of building is the Hall Machine Shop/Arnold's Radiator and Body Works (269-3). A machine shop for six years, it became an auto-dependent business in 1935 and continues in the same capacity today. The building is also a rare example in Phoenix of a corrugated metal and frame building with a brick facade.

Several buildings in this class were related to the supply of goods. One of the better known local examples is Arnold's Pickles and Olives (295-1). Arnold's has been one of the city's major enterprises, distributing olives and pickles from this location since 1910. The Nielson Radio and Sporting Goods Store (27-5) was owned and operated by Earl Nielson, who pioneered radio broadcasting in Phoenix with stations KFCB and later KOY, which transmitted from this building between 1927 and the late 1930s. Nielson's store was a popular gathering place for sports enthusiasts and aficionados of radio.

Two businesses supplying construction materials were the Baskett Lumber Company (55-6) and the Walter Dubree Building Supplies Company (2-4). Baskett's is the only example of a lumber company sales office remaining in the survey area and was a lumber yard from 1935 to 1962. Dubree's was in operation from 1926 through the 1940s. These two buildings are the only remaining representatives of lumber and supply companies, numbering 12 in 1925, 16 in 1930, and again 12 in 1935.

Two wholesale distributors are also represented in this class. The Harter Commercial Company (58-2), a pioneer Phoenix firm, was one of the city's largest distributors of candy, cigars and soda fountain supplies. The building is a unique example of Moorish Revival influence in Phoenix architecture during the 1920s. Penrod Wholesale Furniture (264-3) is an example of simple Twentieth Century Commercial architecture once common in Phoenix but now rare. In addition to distributors of goods, a transfer and storage building (41-3) is included in this class. Built in 1928, the building is unique for its type of construction, with two facades of brick and two of corrugated iron. This type of construction is rare in Phoenix.

A final example of the single-use commercial business is the Lois Grunow Memorial Clinic (273-2). This exemplary example of the Spanish Colonial Revival style was built in 1931 as a memorial to William C. Grunow's deceased daughter. Designed by prominent Phoenix architects Fitzhugh and Byron, the building features cast stone churrigueresque detailing at the entry portal. The clinic was built on McDowell, one of the city's most important streets, near the Good Samaritan Hospital, a prominent location even today.



**FIGURE 39** STRIP COMMERCIAL  
*Lois Grunow Memorial Clinic (273-2), (1984).*

#### Mixed-Use Businesses

Three examples from this class are significant to this nomination. The Hoehn Complex (291-4) was built in 1932 as a doctor's office and residence and was planned by Dr. Edward Hoehn. The building is a unique example of the Pueblo Revival style in a residential/office-scale building. The overall complex reflects the doctor's development plan for the property, including the landscaping.

The Phoenix Costume House (43-3), a Spanish Colonial Revival commercial building built in 1935 at the front of a c. 1900 Queen Anne two-story house, is the best remaining example of this combination of residential commercial endeavor which was once familiar in Phoenix. The costume shop began in the house in 1929 and continued through the 1940s in the newer commercial building.

Finally, the 1947 Medical Arts Building (263-8) is a rare example in Phoenix of Streamlined Modern design with International style influences. The building, is of exceptional merit for its use of glass block, glass tile, and black Vitrolite glass. It is the only building of its type from the time period which exhibits the use of glass to such a degree.

## Auto-Related Business

These buildings are representative of businesses directly related to the sale and maintenance of the automobile outside the original townsite. Included are four dealerships, three service stations, and one tire and service center. The dealerships located on North Central Avenue where they could develop larger scale facilities with exposure to the maximum number of potential buyers.

The earliest remaining auto dealership in the strip commercial category is the R.D. Roper Building (28-23). Designed in Second Renaissance Revival style in 1920 by L.M. Fitzhugh, the building housed the largest used-car dealership of the time. The building is a unique example of its style.

A.E. England Motors (27-17) was built in 1926 as a Hudson and Essex dealership and went out of business during the Depression. In addition to its important Central Avenue location, the building is notable for the use of decorative terracotta opening surrounds.

Another Central Avenue auto dealership was the C.P. Stephens DeSoto Six Motor Cars Building (20-1), built in 1928. The building is Spanish Colonial Revival style designed by McDonald and Morrison, Phoenix architects. Stephens occupied this location through the late 1940s.

Stewart Motor Company (20-3) is a late example of the auto dealership. This 1947 Streamlined Modern building is of exceptional merit in its design and occupies a prominent Central Avenue location. It was occupied until 1972 by Stewart Motors, an auto and motorcycle dealership and Stewart Realty. The Stewart family was important in Phoenix business, real estate, investment, and housing areas.

Gasoline service stations flourished in concert with the growth in numbers of autos in the city. The City Directories record 14 stations in 1921 and 26 in 1925, but list an astonishing 119 in 1930 and 141 in 1935.

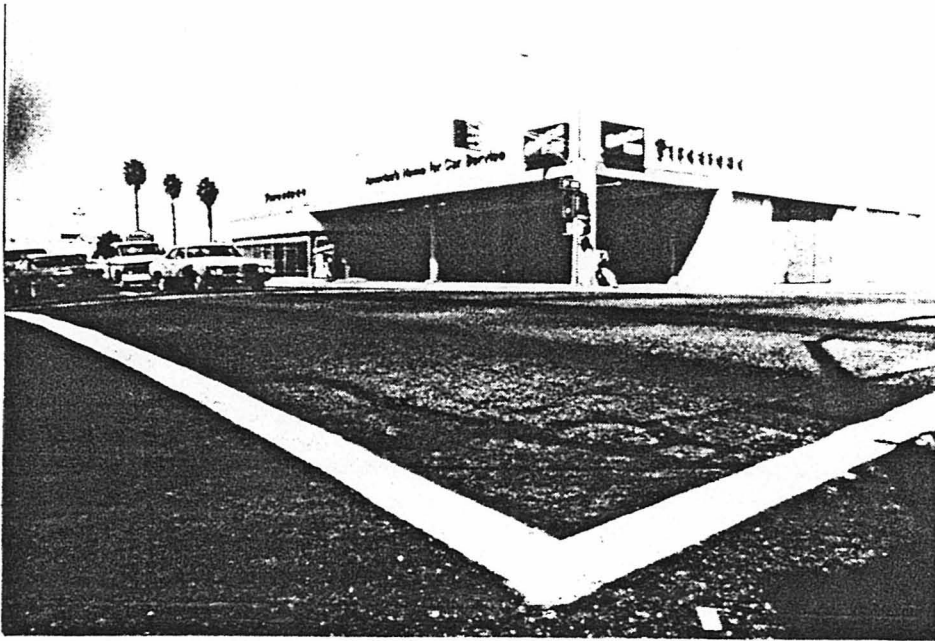


FIGURE 40 STRIP COMMERCIAL  
Firestone Building (36-8), (1984).

Of the three remaining historic gasoline service stations, the Marine Model Gas Station (59-3) is the earliest. This Period Revival style building is a unique example of a once popular design in gas stations. These gas stations were designed by oil companies to be similar to popular residential styles to blend with the neighborhood and reduce objections to their proximity to residential areas.

The Copeland and Tracht Service Station (288-5), built in 1934, is a fine example of the Streamlined Modern Style, a formerly familiar service station image in Phoenix. This shift in style away from the domestic residential trend emphasized the ultimate in modern design. The 1939 Swader Service Station (9-3) is the best and only remaining example of a Spanish Colonial style service station. Each of these stations typifies a variant of its class and each remains a rare vestige of once prolific architectural styles expressed in gas stations.

The only tire dealership included in the nomination is the Firestone Building (36-8), built in 1929 in Moderne style. This facility, one of the first full-service tire centers planned in the nation, was a regional distribution center for the entire Southwest. The building continues in use today as a Firestone concern.



FIGURE 41 STRIP COMMERCIAL  
Publix Market (262-4), (1984).

#### Strip Commercial Groceries

The transition in Phoenix from neighborhood emphasis for grocery stores to strip commercialism was not clearcut. Overlapping occurred for some 20 years, depending on local needs and desires. Neighborhood markets continued to function through the 1940s, but auto-dependent markets appeared as early as the 1920s. As a result, the trolley system became less crucial to in-town travel and the geographical limits to residential expansion disappeared.

Several factors characterize the strip commercial type of grocery store. The major quality of these stores is their location on major city arterials unrelated to neighborhoods. The emphasis shifted from the nearby neighborhood customer to the random or regular auto customer. Two merchandising concepts emerged early in the 1920s in connection with the development of strip commercial grocery stores: the self-service, cash and carry concept and the chain grocery store system. These concepts emphasized efficiency for the shopper, cleanliness, sanitation, lighting, decor and the stocking of a wide variety of name brand products. Finally, the strip grocery store as an isolated business existed simultaneously with the strip grocery store combined with a meat market or pharmacy and with the strip grocery store in a complex of businesses as a marketing center.



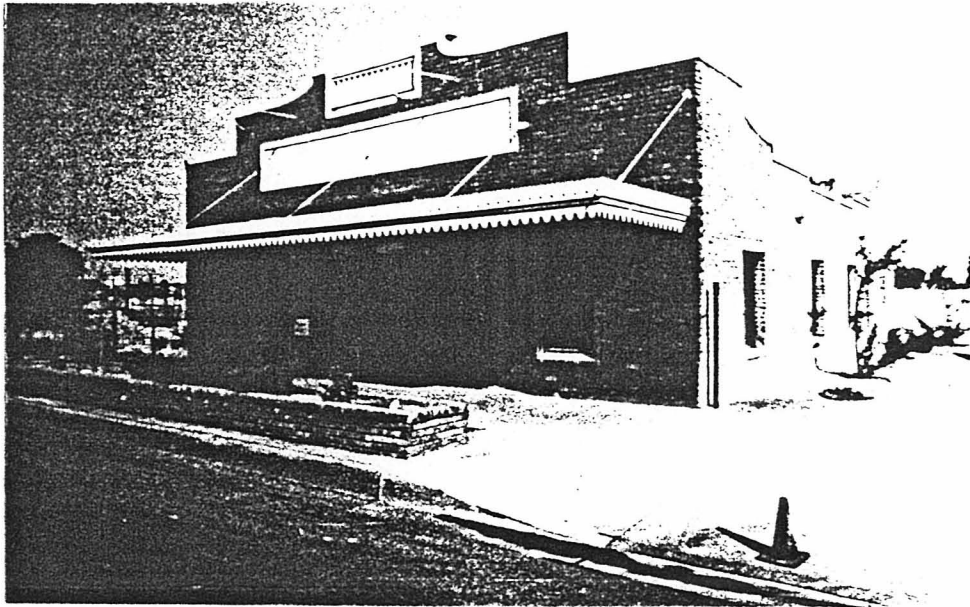


FIGURE 42 STRIP COMMERCIAL  
Jim Ong's Market (7-3), (1984).

Many strip grocery stores were single-use buildings not originally associated with other nearby businesses. Remaining buildings from this class are the Gwillam Grocery (58-6), the Wilmore Grocery (294-1), and the adobe High Class Food Company (1-3), all built during the 1930s. Most of the earlier examples of this class have been highly modified or destroyed, partly because of their locations. These three stores are representative examples of this once common class of strip market.

Strip markets owned and operated by members of ethnic groups also fit this class of grocery. An exemplary example is Jim Ong's Market (7-3), a Chinese-owned grocery store listed on the National Register in 1982. This building not only represents the single-use market but is enhanced stylistically by elements related to the owner's ethnic origins. The Harry Tang Grocery (401-1) has been owned by the Tang family since it was built in 1933.

Architect-designed single-use grocery stores in the survey area are represented by a single remaining significant example. The Welnick Brothers Market (36-4) was built in 1927 by Wasielewski Construction Company from a design by Fitzhugh and Byron. The latter two firms were both prominent in Phoenix commercial architecture. The importance and prestige of the auto-dependent, single-use market is demonstrated in this example.

Another variant of the single-use strip grocery is the combined grocery/residence building. The best remaining example of this case is the Rehbein Grocery (269-1), built in 1924 with an upstairs apartment. This building combines the qualities of the neighborhood grocery in a strip commercial location and typifies the transition from neighborhood to strip commercial grocery stores.

In Phoenix, the roots of the chain grocery store can be found in the neighborhood grocery. In 1915, George W. Mickle and D.J. Peter, operating as Arizona Grocery Company, opened the Porage Pot as a cash and carry neighborhood store. The concept quickly caught on through advertising a complete line of grocery supplies at low prices and stressing "no credit, no delivery, no bad accounts...". The company opened the Sugar Loaf Grocery, the Bon Ton, and a Pay'n Takit by 1919. In 1922, the company consolidated all its stores as the self-service Pay'n Takit chain and began expanding. By the time of merger with Safeway in 1928, 33 Pay'n Takit stores were in business in Arizona. The merger resulted in a total of 63 Arizona stores by 1931.

During this time, J.B. Bayless, who had operated neighborhood grocery stores in Phoenix during the teens, also began to promote the self-service concept in 1921. It was not until 1924 that the Bayless store No. 1 store opened in Phoenix as an exclusively self-service store. Seventeen Bayless stores were operating when J.B. Bayless merged with McMarr Stores and Piggly Wiggly of Arizona in 1929, becoming McMarr Stores. Bayless resigned as president of McMarr in 1930 to retire.

Piggly Wiggly of Arizona began in 1921 with a store in Tucson; the first Phoenix store opened in 1922. At the time of the 1929 merger, the company had 12 stores in the state. These stores featured cleanliness, efficiency and uniform product locations in each store to minimize confusion.

The fourth chain store to begin in Phoenix during the 1920s was the Clarence Saunders store chain. This regional chain operated 17 stores in Arizona before disappearing early in the Depression.

In 1930, A.J. Bayless, son of J.B. Bayless, opened the first of the A.J. Bayless chain of grocery stores. Despite the risk of opening during the Depression, Bayless was soon able

to expand by promoting his father's principles of self-service. By the time of his death in 1967, the chain was the 46th largest in the country with 47 stores. The A.J. Bayless chain was only recently sold.

Although chain grocery stores existed in Phoenix as early as 1922, none were listed in the City Directories until after 1925. By 1930, 50 chain stores were listed. The number shrank to 35 by 1935, due to the Depression. Of the chain grocery stores once so prolific in Phoenix, only eight retain sufficient integrity to merit attention in the survey as individual buildings. The Spanish Colonial Revival Pay'n Takit No. 5 (277-1), built in 1927, has been determined eligible by the National Register as an exemplary example of its class. The building was designed by Lescher and Mahoney, prominent Phoenix architects. Two other Pay'n Takit stores, Nos. 13 and 25 (294-3 and 267-8), were both built in 1928 and are representative examples of typical chain grocery stores.

From the J.B. Bayless chain, only store No. 7 (9-2) survives with integrity. This store was built in 1928 and is typical of its class. Two stores represent the Piggly Wiggly chain (1-2 and 58-3). Built in 1928 and 1929, the buildings typify the simple chain store in its ideal location for automobile exposure in a strip commercial context.

Only one Clarence Saunders store was located in the survey area. Built in 1929 as Store No. 7 (41-2), the store was one of three which opened that year and was in operation only briefly. It became A.J. Bayless No. 3 in 1932.

A.J. Bayless Store No. 1 (46-18) represents that chain in the survey. Originally built as the Five Points Cash Grocery, the building became A.J. Bayless No. 1 in 1930. The building is a good example of its class and exemplifies the qualities of the auto-dependent chain grocery store in Phoenix.

By the late 1920s, the centralized complex of auto-dependent stores, the forerunner of the present shopping center, was developing in Phoenix. Usually located on a prominent corner, these complexes featured auto parking, a wide range of shopper services (barber, beauty shop, cleaners, pharmacist, etc.) and a large grocery store, often one of a chain. Two examples of these complexes remain in Phoenix, both built in 1929. The Mission Revival Publix Market (262-4) was privately owned with most of the occupants named

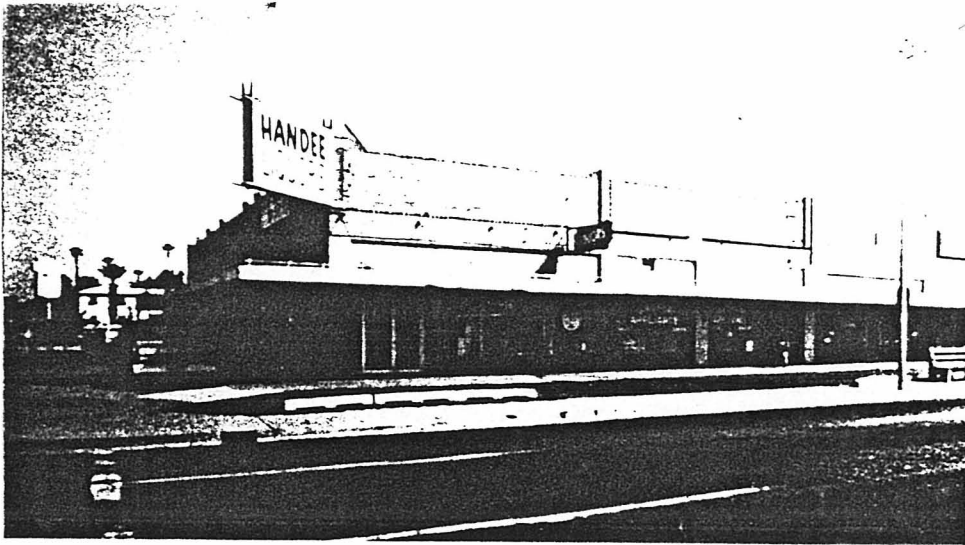


FIGURE 43 STRIP COMMERCIAL  
Hurley Building (276-1), (1984).

Publix, including the grocery store. This complex was the first to feature a front parking lot with the L-shaped building at the back of the lot. The Publix Market has been determined eligible for the National Register. The Hurley Building (276-1), located on two arterials, featured a Pay'n Takit Market with other small shops and parking at curbside. The complex is typical of its class and retains high integrity.

#### Tourist Courts

Strip commercial development in Phoenix reflected the impact of increased auto use within the city. Part of that development, however, was related to the growth of tourism nationwide that began in the early 1900s and blossomed during the 1920s as more Americans began traveling the country in their private cars. In Arizona, tourism was heavily promoted by cities to boost their economies. Sunshine and climate became valuable commodities to be advertised and sold as products of Arizona.

The tourist court (a.k.a auto court, tourist camp) was the forerunner of today's motel. In Phoenix, such camps proliferated during the late 1920s to accommodate winter visitors and tourists. Starting with one court in 1921, the city had only two by 1925, but boasted of 53 by 1930 and 84 by 1935. These camps offered homestyle living at reasonable prices and helped make it possible for the average working



FIGURE 44 STRIP COMMERCIAL  
King's Rest Hotel Motor Court (63-8), (1984).

American to have a vacation away from home.

Of the dozens of tourist camps which once thrived along the highways into the city, four are included in this nomination as the best of their class and as representative of tourist courts as they existed. The epitome of the tourist courts remaining in Phoenix is the King's Rest Hotel Motor Court (63-8), built in 1937. This court was designed in a Spanish Colonial Revival style with Mediterranean influences. It is an exemplary model of the 1930s tourist court, retains high integrity and is of exceptional merit to the nomination.

The oldest of the remaining tourist courts is the P.J. Shaughnessey Tourist Court (278-5), which occupied a prominent location at 15th Avenue and Grand, on the road into Phoenix from Wickenburg. This collection of cottages, originally complete with grocery store, epitomizes the concept of early tourist courts, each cabin identical to the next and all cabins lined up in rows. This court opened in 1926 and is little altered.

The Rose Tourist Camp (267-3), begun in 1929, also retains its early configuration. The cabins are arranged in a U-shape with the offices in the central area. The Rose is presently a motel. Dick's Court (228-7) was built around 1930. Its bungalow-style cabins are relatively unaltered from their original condition and are representative of their class. The court continues to be tourist-oriented.