

NR 10-22-76

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED

DATE ENTERED

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

Gazette Building

AND/OR COMMON

2 LOCATION

STREET & NUMBER

112 West Third

NOT FOR PUBLICATION

CITY, TOWN

Little Rock

CONGRESSIONAL DISTRICT

Second

STATE

Arkansas

CODE

05

COUNTY

Pulaski

CODE

119

3 CLASSIFICATION

CATEGORY

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

OWNERSHIP

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION
- IN PROCESS
- BEING CONSIDERED

STATUS

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

PRESENT USE

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

4 OWNER OF PROPERTY

NAME

Arkansas Building Company

STREET & NUMBER

Post Office Box 1821

CITY, TOWN

Little Rock

VICINITY OF

STATE

Arkansas

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Circuit Clerk's Office

STREET & NUMBER

Pulaski County Courthouse

CITY, TOWN

Little Rock

STATE

Arkansas

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

DATE

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

CITY, TOWN

STATE

## DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED      DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

### DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Built in 1908, the Gazette Building is a three-storey structure of reinforced concrete and with terra-cotta decorative effect. The building is almost square, measuring 140 feet by 150 feet. The floor space of the building is 15,660 square feet and covers a quarter of one block. The building features a flat roof and projecting cornice. The most significant feature of the building is the exterior embellishment. Terra-cotta relief ornamentation exhibits the influence of Louis Henry Sullivan in its floral and fruit design.

At the time of its construction, the Gazette Building was recognized as the finest newspaper building in the South. In 1908 it was constructed of the most fireproof and durable materials. Seven thousand barrels of concrete were used in construction.

The south and west elevations are similar in appearance. The two main entrances, located on the south and west elevations are marked by segmental-arched doorways supported by Ionic-capital columns of marble. These doorways feature the name of the building and the date of construction.

A narrow band of terra-cotta fret-work surrounds the west and south elevations between the first and second storeys. Almost all of the decorative features are located above this line on the second- and third-storey levels. Two-storey, three-sided bays mark these two top stories. The spaces between the second- and third-storey windows on the bays feature terra-cotta fruit clusters. Miniature engaged Doric-capital columns separate the three windows on each bay. Large engaged fluted Ionic-capital columns separate the bays. The frieze features wide scroll brackets above each of the Ionic columns. Bas-relief ornamentation of terra-cotta is located under the coping of the roof, above each bay. The cornice features a pattern of vertical, rectangular-shaped gouged patterns. Terra-cotta lion heads are found on the cornice above each of the brackets. Leaflike decorations of terra-cotta project above the cornice.

Interiors harmonize with the exterior of the building. Floors in the first-floor corridors are of white tile. The walls are lined with Italian marble wainscotting. Extensive modernizing for business purposes has altered the interiors. Alterations to the exterior focus on the first floor windows, which have been only slightly modified. The Gazette Building has been well preserved and is in excellent condition.

# SIGNIFICANCE

10

## AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW

<input type="checkbox"/> HISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input checked="" type="checkbox"/> POLITICS/GOVERNMENT	<input checked="" type="checkbox"/> OTHER (SPECIFY) Journalism
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1908

BUILDER/ARCHITECT Peter Hotze, George R. Mann

### STATEMENT OF SIGNIFICANCE

The significance of the Gazette Building lies in two main areas. Architecturally, the building merits distinction. Built in 1908, the Gazette Building is constructed of reinforced concrete and ornamented with terra-cotta. The first storey is treated as a base, supporting Ionic columns which project upward through the second and third storeys. Between the columns are three-sided bay windows which also span the height of the second and third storeys. The Gazette Building rests on a quarter of a block in Little Rock's downtown business district.

The Gazette Building was built by one of Little Rock's most honored citizens, Peter Hotze. Hotze was a native of Innsbruck, Austria, and had been a resident of Little Rock since 1857. For many years he was a prominent figure in business affairs of the city and was identified with the commercial activity and development of Little Rock. The Hotze family owned the Gazette Building until 1936. George R. Mann, architect of the Arkansas State Capitol (added to the National Register 6-28-74), designed the Gazette Building. Mann is credited with designing several complex structures in St. Louis and Little Rock.

The Gazette Building was an investment in the future of Little Rock's business enterprise by men who had sufficient confidence in that future. Construction of the building has been acknowledged as marking the beginning of a new era in downtown Little Rock. Shortly after 1908 a number of business buildings were erected and existing buildings were remodeled, transforming the incongruous business district into an organized and architecturally impressive area.

The Gazette Building is historically significant in its representation of the Arkansas Gazette newspaper, which is the oldest newspaper west of the Mississippi River. The development of the Arkansas Gazette has been coincident with the development of the state. Arkansas politics and the Gazette have been interlaced. The Gazette has been the voice of Arkansas since its establishment in 1819.

The founding of the Gazette and its development and growth are due to William E. Woodruff. The history of the newspaper is intertwined with Woodruff's history. William E. Woodruff was born in Suffolk County, Long Island, New York, in 1795. From the time that he began serving his apprenticeship in a printing office in Brooklyn in 1809, Woodruff was actively engaged in the newspaper business for fifty years. In 1817 he left New York and started westward to "seek his fortune." In West Virginia Woodruff secured a canoe and traveled to

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

FOR NPS USE ONLY

RECEIVED

DATE ENTERED

CONTINUATION SHEET

ITEM NUMBER 8 PAGE 1

Louisville, Kentucky, from where he walked to Nashville, Tennessee. After working in the newspaper business for a year in Nashville, Woodruff decided to move to the newly created Arkansas Territory and establish his own newspaper. Before leaving Nashville he purchased a small printing press and other necessary equipment, which he carried by keelboat and dugout to Arkansas Post; he arrived at his destination on October 31, 1819. The population of Arkansas Post in 1819 numbered only around one hundred. Arkansas Territory contained a population of 13,000 and contained two post offices and one mail route.

The Arkansas Gazette started in a small log cabin consisting of two rooms, the largest of which was fifteen by eighteen feet. The first issue of the Gazette was published on Saturday, November 20, 1819. Woodruff was editor, publisher, writer, proofreader and pressman. The paper was published weekly, on Saturdays, and the subscription price was \$3.00 per year.

In the Spring of 1820 Woodruff was appointed printer for Arkansas Territory by the General Assembly; thus the Gazette became the official newspaper in the Territory. In 1821 when the seat of territorial government was moved to Little Rock, Woodruff moved his office to the new capital city and continued publication of the newspaper. The first issue published in Little Rock was dated December 29, 1821. That the Gazette was always a power in territorial affairs can be attributed to Woodruff.

Woodruff's influence continued after Arkansas became a state. In 1836 he was elected first Treasurer of the State of Arkansas. He continued to publish the Gazette until 1838 when the paper was sold to Edward Cole. In 1846 Woodruff established the Arkansas Democrat and in 1850 purchased back the Gazette and consolidated the two papers under the name Arkansas Gazette and Democrat. The latter part of the new name was soon dropped and the paper continued under its original name of the Arkansas Gazette.

Not until 1853 was Woodruff able to retire permanently from the publishing business. He died in Little Rock in 1885 at the age of ninety.

The Arkansas Gazette has continued to be the voice of Arkansas, and with a present daily subscription of 121,135, it is the most widely read newspaper in the state.

The Gazette has achieved many honors, among which the most notable are the J. P. Zenger Award, the designation of the Gazette Building as an historic site in journalism by Sigma Delta Chi and, in 1958, two Pulitzer Prizes. The Gazette is the only newspaper to ever win two Pulitzer Prizes in one year.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM.

FOR NPS USE ONLY

RECEIVED .

DATE ENTERED

CONTINUATION SHEET

ITEM NUMBER 8 PAGE 2

Although recognized as an architecturally significant structure, the primary significance of the Gazette Building lies in its representation of the Arkansas Gazette, the oldest newspaper west of the Mississippi.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

Arkansas Gazette. September 13, 1908.  
 June 2, 1907.

Arkansas History Commission Archives, small manuscript collection, Gazette File.  
 Herndon, Dallas T., ed. Centennial History of Arkansas, Volume III, Chicago:  
 S. J. Clarke Publishing Company, 1922.

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY less than one acre

UTM REFERENCES:

A	1 5	5 6 16 16 18 10	3 8 4 4 9 6 10	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

# 11 FORM PREPARED BY

NAME / TITLE

Sandra Taylor, Historian

ORGANIZATION

Arkansas Historic Preservation Program

DATE

12-9-75

STREET & NUMBER

300 West Markham

TELEPHONE

(501) 371-1639

CITY OR TOWN

Little Rock

STATE

Arkansas

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

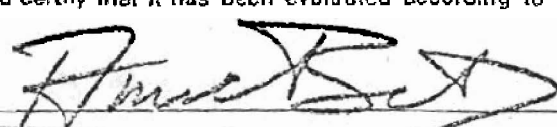
NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE Anne Bartley



TITLE

State Historic Preservation Officer

DATE

12-9-75

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER:

DATE

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

ATTEST:

DATE

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

FOR NPS USE ONLY

RECEIVED

DATE ENTERED

Gazette Building  
CONTINUATION SHEET

ITEM NUMBER 8 PAGE 3

(To replace Item 8, Page 2)

Although recognized as an architecturally significant structure, the primary significance of the Gazette Building lies in its representation of the Arkansas Gazette, the oldest newspaper west of the Mississippi still in publication.

1. The following material was taken from pages 8 and 9, footnote #25 in Margaret Ross' Arkansas Gazette, The Early Years 1819-1866.

"25. That the Arkansas Gazette was the first paper published in Arkansas stands unchallenged. The claim that it is the oldest newspaper west of the Mississippi is equally indisputable today, but has been made in the past when it was indefensible. In a historical sketch in the Gazette on November 20, 1869, William E. Woodruff, Jr. wrote, "Comparatively few papers in the country can boast so long an existence - perhaps not more than twenty - and ours is certainly the oldest west of the Mississippi, which has been published **continuously by the same name.**" Later writers often ignored the qualifications of continuous publication and title, which at that time made the claim inaccurate.

Earlier newspapers published in Missouri were: The Missouri Gazette, established at St. Louis on July 12, 1808 by Joseph Charless, had several changes in title, the last being the Republic, and suspended with its sale to the Globe-Democrat on December 4, 1919; the Western Journal, established at St. Louis in the spring of 1815 by Joshua Norvell, succeeded early in 1817 by the Emigrant and General Advertiser, started at St. Louis on May 17, 1816 by Sergeant Hall and discontinued in August, 1818; succeeded by the Enquirer without change in volume numbering, established by Isaac N. Henry and Evarist Maury, discontinued in 1829; the Missouri Intelligencer, and Boon's Lick Advertiser, established April 23, 1819 at Franklin by Nathaniel Patten and Benjamin Holliday, moved to Fayette in 1826 and to Columbia in 1830, had several changes in title and one merger and suspended publication as the Herald-Statesman on June 20, 1938, being correctly called the oldest paper west of the Mississippi at that time; The Missouri

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

FOR NPS USE ONLY

RECEIVED

DATE ENTERED

Gazette Building  
CONTINUATION SHEET

ITEM NUMBER 8 PAGE 4

Herald, established at Jackson on June 25, 1819 by Tubal E. Strange, became the Independent Patriot with its sale to Stephen Remington in 1820, and may have continued under other titles until about 1835.

Little is known of the four papers published earlier than the Gazette in that part of Louisiana lying west of the Mississippi. El Mexicano is credited to both Natchitoches, Louisiana and Nacogdoches, Texas, and its only known extant issue is dated June 19, 1813. The Louisiana Planter was established April 17, 1810 by Benjamin Stokes at Alexandria. The Red-River Herald was published at Alexandria by Thomas Eastin, and the only issue located is Vol. I, new series, No. 4, dated September 10, 1813. The Louisiana Herald was established about October, 1818 by George F. Tennery at Alexandria.

Three newspapers earlier than the Gazette were published in Texas, not then a part of the United States. They were: Gaceta de Texas, the organ of the Gutierrez-Magee Expedition, edited by William Shaler and José Alvarez de Toledo, printed in Spanish in May, 1813, probably published no more than one or two numbers; El Mejicano by the same men and for the same purpose, also published only one or two numbers; Texas Republican started at Nacogdoches on August 14, 1819 by General James Long as the organ of his expedition to establish a Texas republic, and suspended in October, 1819 with the defeat of Long's forces. See James Melvin Lee, "Early Journalism West of the Mississippi," Gazette Supplement, November 20, 1919, 46; Brigham, American Newspapers, I, 182, 183, 431-434; Walter Prescott Webb (ed.), The Handbook of Texas (Austin: The Texas State Historical Assn., 1952), II, 276; William H. Taft (comp.), Missouri Newspapers: When and Where 1803-1963 (Columbia, Mo.: The State Historical Society of Missouri, 1964), 35, 48, 51, 71, 72, 151-152, 159-160, 165, 170.



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

RECEIVED

DATE ENTERED

CONTINUATION SHEET

ITEM NUMBER 9 PAGE 1

- Little Rock Who's Who Publishers, Little Rock Who's Who. Little Rock: The New Era Press, 1921.
- Ross, Margaret. Arkansas Gazette, The Early Years 1819-1866. Little Rock: Arkansas Gazette Foundation, 1969.
- Ross, Margaret, historical journalist with the Arkansas Gazette. Personal interview, Little Rock, Arkansas, September 29, 1975.