

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.

### 1. Name of Property

Historic name: Ellis Building  
Other names/site number: Ozark Tire and Battery Company Building, WA1675  
Name of related multiple property listing:

\_\_\_\_\_  
(Enter "N/A" if property is not part of a multiple property listing)

### 2. Location

Street & number: 208 North Block Avenue  
City or town: Fayetteville State: AR County: Washington  
Not For Publication:  Vicinity:

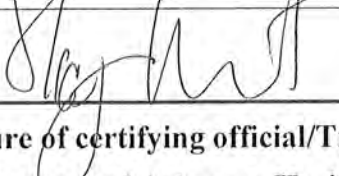
### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,  
I hereby certify that this X 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 X meets     does not meet the National Register Criteria.  
I recommend that this property be considered significant at the following  
level(s) of significance:

    national     statewide X local

Applicable National Register Criteria:

X A     B X C     D

	<b>April 3, 2018</b>
<b>Signature of certifying official/Title:</b>	<b>Date</b>
<u>Department of Arkansas Heritage, Arkansas Historic Preservation Program</u>	
<b>State or Federal agency/bureau or Tribal Government</b>	

In my opinion, the property <u>   </u> meets <u>   </u> does not meet the National Register criteria.	
<b>Signature of commenting official:</b>	<b>Date</b>
<b>Title :</b> <span style="float: right;"><b>State or Federal agency/bureau or Tribal Government</b></span>	

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#### 4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) \_\_\_\_\_

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Signature of the Keeper

Date of Action

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#### 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

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**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	_____	Total

Number of contributing resources previously listed in the National Register \_\_\_\_\_

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Specialty Store: Automotive  
Showroom and Service Center

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Professional: Architect's Studio  
VACANT/NOT IN USE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

OTHER: Early 20th Century Standard Commercial

MODERN MOVEMENT: Art Deco

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: Foundation: CONCRETE; Walls: BRICK;

Front Façade: STUCCO, STONE, WOOD, GLASS; Roof: WOOD

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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### Summary Paragraph

The Ellis Building is a brick structure with a wooden roof truss system. The front façade includes wood-framed storefront display windows and a large garage door opening along the front façade. The three other facades include original steel framed, multi-paned windows. The entire structure rests on a poured concrete foundation and the original concrete floors are visible throughout the structure.

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### Narrative Description

#### Elaboration

North Block Avenue is currently a one way street, running from West Dickson Street south to the town square of Fayetteville's downtown area. North Block Avenue has generally housed a

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mixture of residential and commercial properties from the early 20<sup>th</sup> century through the present. The northern blocks of North Block Avenue have historically been more residential in nature than the blocks closer to the commercial downtown core to the south. The property at 208 North Block Avenue was the first commercial building built within this block and was the only commercial property in the block through at least the early 1950s as evidenced in local Sanborn Fire Insurance Maps. In more recent decades the surrounding block has transitioned to include more new commercial structures, although the block does continue to include surviving residential structures and some new residential projects.

This 4,000 square-foot building has dark red load-bearing brick walls on all sides. The brick walls support a system of built up wood trusses that span the entire width of the interior of the building. Some of the wood trusses have been gusseted with unfinished plywood and structural columns have been removed. The roof is a modified hip roof, composed of a base of wooden boards and topped with a 3/8" fibrous insulation and then a white elastomeric membrane with a central curved roofed section with angled sides and an angled rear section. The roof is hidden along the front façade by a short parapet.

The Ellis Building can best be described as a standard 20<sup>th</sup> century commercial structure with slight Art Deco style detailing. The front façade of the Ellis Building is divided into four bays with ornamental brick banding and inset stone squares framing each bay. The upper section of the façade includes a central bay framed by basic scrolled sides along the parapet ending at the corner brick buttresses. The stucco work, inset stone ornamentation, brick banding, and parapet scrolls add simple, subtle Art Deco influenced detailing to the overall utilitarian design of the façade. The front façade includes wood framed openings and wood framed windows while the other three facades include original metal-framed, multi-paned windows. To the south, a very small, non-attached stone-walled commercial building is located on an adjacent property. To the north is a small paved parking lot. The back of the building, including the rear façade and parts of the side facades, have been partially backfilled due to the higher slope of the property to the rear.

### **Front (West) Façade**

The street-facing façade of the Ellis Building has retained the original wood-framed storefront and business entry. The building features two large storefront windows with large lower panes of glass and transoms above. Between the two large storefront windows is the original entry door. The small transom above the door has been covered. The northern bay of the front façade was originally built as a double door that could be opened to allow vehicle access to the interior of the building. This doorway has been recently restored. Brick rowlock banding, highlighted by square stones at the intersections, separates each of the bays along the front façade. This banding also adds articulation to the parapet along the street facade. The parapet has a raised center section with sides that curve down to end at small raised corner sections that create the illusion of corner pilasters. Four distinct sections of stucco are inlaid within the upper brick banding of the front facade to provide relief and articulation to the building's face. Original cast-stone copings top the parapet on the front façade and the two side facades of the building. The transom and double doors originally located in the northernmost bay that allowed automobiles to

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access the interior of the structure were removed and the resulting opening filled with a thick stucco faced wall containing a smooth painted wood door and modern residential-style painted metal garage door. A garage door has recently been installed in this bay that closely replicates the original garage door system that was known from historic photographs of the property.

### **North (Side) Façade**

The north façade includes eight multi-pane, steel-framed windows set on concrete window sills. Each window includes twenty panes, except for the easternmost window, which has been partially bricked in along the lowest row of panes of the window. The six central panes of each of these windows form an operable awning window. The eight windows along this façade are equally spaced, interrupted only by a single standard door opening at the center of this façade. This façade has a typical standard bond pattern brick, with rows of headers interspersed along the height of the façade.

### **East (Rear) Façade**

The rear façade includes five steel-framed windows, with four that include fifteen panes and include six central panes that open as operable awning windows. The fifth window, at the south corner of this façade is constructed out of the same material, but only includes nine panes and the top six panes are able to open as a single awning window.

### **North (Side) Façade**

The north façade of the Ellis Building includes two nine-pane steel-framed windows at the eastern edge. The top six panes of these windows are also able to open as a single awning window. A third, nine-pane steel-framed window is located near the southern edge of the north façade. Another small nine-pane window is located near the center of this façade.

### **Interior**

The east side and rear of the interior of the building remains one large open space. The western part of the front originally was occupied by the office space of the building. This original office space has been expanded and remodeled in recent years. The floor in much of the building is still the original exposed concrete, with evidence throughout of historic machinery locations, including a large circle that is thought to be evidence of a turn-table for serviced automobiles. Over the years two bathrooms and a kitchenette have been added along with plumbing for a bar area that occupied the original office space adjacent to Block Avenue. Original glass paned wooden sliding doors are on still featured on the interior, but have been moved from their original location. The interior of the entire building also includes shallow brick buttresses between each window bay. Also, in the large open rear section of the building, the roof trusses are still open to view, including the bottom of the wooden roof decking above the supporting trusses.



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### **Integrity**

The rear elevation of the building has nearly five feet of backfill along the exterior that has caused water infiltration and failures in the brick wall. The north elevation has about four feet of infill against the rear corner of the building resulting in additional damage and water infiltration. Also, some of the wood trusses have been gusseted with unfinished plywood and structural columns have been removed. The front elevation retains its original ornamental brick facade, entry door, painted wood-framed plate-glass windows with divided light transoms, brick edging and stucco insets. Also, new steps have recently been formed at the entry door to mitigate the new sloping sidewalk in front of the building. These steps replaced previous steps and were formed to match the original entry steps. The large garage door on the building has recently been restored, with a new garage door that closely replicates the original door known from historic photos of the building.

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## 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 grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years



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**Areas of Significance**  
(Enter categories from instructions.)

- COMMERCE
- TRANSPORTATION
- ARCHITECTURE
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Period of Significance**  
c. 1923 – c. 1955

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**  
(Complete only if Criterion B is marked above.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

unknown  
\_\_\_\_\_  
\_\_\_\_\_

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Through the years, the brick building at 208 North Block Avenue has been a home to automotive companies, a tobacco and candy store, antique stores, an electric company, an eclectic bar, and an architecture and engineering firm. The Ellis Building is being nominated to the National Register of Historic Places under **Criterion A**, with **local significance**, as a property that illustrates the history of the development of the automobile industry as related to commerce and transportation in Fayetteville and under **Criterion C**, with **local significance**, as an example of a building built specifically to accommodate the early sale and service of automobiles in northwest Arkansas. The period of significance of the structure, c. 1923 – c. 1955, encompasses the creation of the building through its final use by an automotive centered business.

**Narrative Statement of Significance** (Provide at least one paragraph for each area of significance.)

### Elaboration

North Block Street in Fayetteville, Arkansas, is located within the original plat of the community which was incorporated in 1841 and granted an official city charter in 1859. The area around Fayetteville was first settled in the late 1820s at a spring near the base of Mount Sequoyah.<sup>1</sup> The community was initially known as Washington Courthouse as the seat of the newly created Washington County in 1828. The name of the community was changed to Fayetteville in 1829 when a Post Office was established.<sup>2</sup> This new name was selected in order to eliminate confusion with the older town of Washington in Hempstead County. The city of Fayetteville quickly grew into a regional trading and educational center, with the Fayetteville Female Academy, Sophia Sawyer's Fayetteville Female Seminary, and the Arkansas College of Fayetteville all founded by 1852.<sup>3</sup>

During the Civil War, the town was held by both the Union and Confederate forces at different times with skirmishes and actions in the area and in town from 1862 to 1864, with only the Action at Fayetteville on April 13, 1863, considered as a major conflict. During this action, Union Colonel Marcus LaRue Harrison had made his headquarters in the Tebbetts's family home near downtown Fayetteville. Confederate General William L. Cabell tried to roust Colonel

<sup>1</sup> Charles W. Stewart, "Fayetteville (Washington County)," *The Encyclopedia of Arkansas History and Culture*, Butler Center for Arkansas Studies, 10 October 2017, Accessed 5 January 2018.

<sup>2</sup> Russell Pierce Baker, *From Memdag to Norsk: A Historical Directory of Arkansas Post Office 1832-1971*, Hot Springs, AR: Arkansas Genealogical Society, 1988. p. 79.

<sup>3</sup> Stewart, "Fayetteville (Washington County)," *The Encyclopedia of Arkansas History and Culture*.

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Harrison from his position, but was unsuccessful.<sup>4</sup> After the Civil War, the local government was reorganized and the city charter was soon dissolved due to political challenges and a new local government was organized in 1870. The devastation of the various skirmishes and battles in and around the town during the Civil War lead to a period of rebuilding. Soon new development increased in the area as the local economy flourished with the establishment of the Arkansas Industrial University in 1872, the arrival of the railroad in the 1880s, and large scale fruit and vegetable production through the late 1920s.<sup>5</sup>

Throughout the 19<sup>th</sup> century, horses, mules and wagons were the primary transportation mode throughout northwest Arkansas. The first automobile appeared in Washington County in 1905 and by 1924, the price of draft animals had dropped sharply while the newest Ford model could be purchased for just over \$250.<sup>6</sup> Also, the first decades of the 20<sup>th</sup> century saw the development and paving of major roadways through northwest Arkansas, allowing for easier transport of people and goods by road rather than by rail. By 1920, Highway 71 had been cut along an earlier wagon road through the Boston Mountains and by 1924 a car could travel to Fort Smith from Fayetteville in four hours with good weather. In 1930, the newly paved Highway 71 was officially opened for use.<sup>7</sup>

The 1920s also saw a rapid growth in the local automobile industry with new dealerships and related business such as filling stations and repair shops opening up all across the city. The Ellis building is an important surviving example of the early style of filling and service station in Northwest Arkansas. By 1928, there were at least twenty-five filling stations in Fayetteville, occupying space on prominent corners and along important city thoroughfares throughout the city.<sup>8</sup> In *One Hundred Years of Fayetteville*, published in 1928, Earl Ellis and his purpose built service and filling station and dealership building is specifically mentioned. The author notes that:

Earl Ellis started the Chevrolet agency in a building erected specially for him on North Block. At his death, it became the Lewis Chevrolet Co., with Will J. Lewis, managers. Of course, all these agencies maintain service departments for their make of cars. To show to what extent this auto business and service has grown, there are now over a thousand cars and trucks in Fayetteville. In 1927, 164 cars of gasoline were unloaded in this city, estimated value, \$325,000, \$200,000 of motor oils, with nothing said about tires, accessories, repairs, and storage.<sup>9</sup>

<sup>4</sup> *Ibid.*

<sup>5</sup> *Ibid.*

<sup>6</sup> Joseph C. Neal, *History of Washington County Arkansas*, Springdale, Arkansas: Shiloh Museum, 1989. p. 274.

<sup>7</sup> *Ibid.*

<sup>8</sup> William S. Campbell, *One Hundred Years of Fayetteville 1828-1928*, Fayetteville, AR: Washington County Historical Society, 1977, pp. 17-18.

<sup>9</sup> *Ibid.*



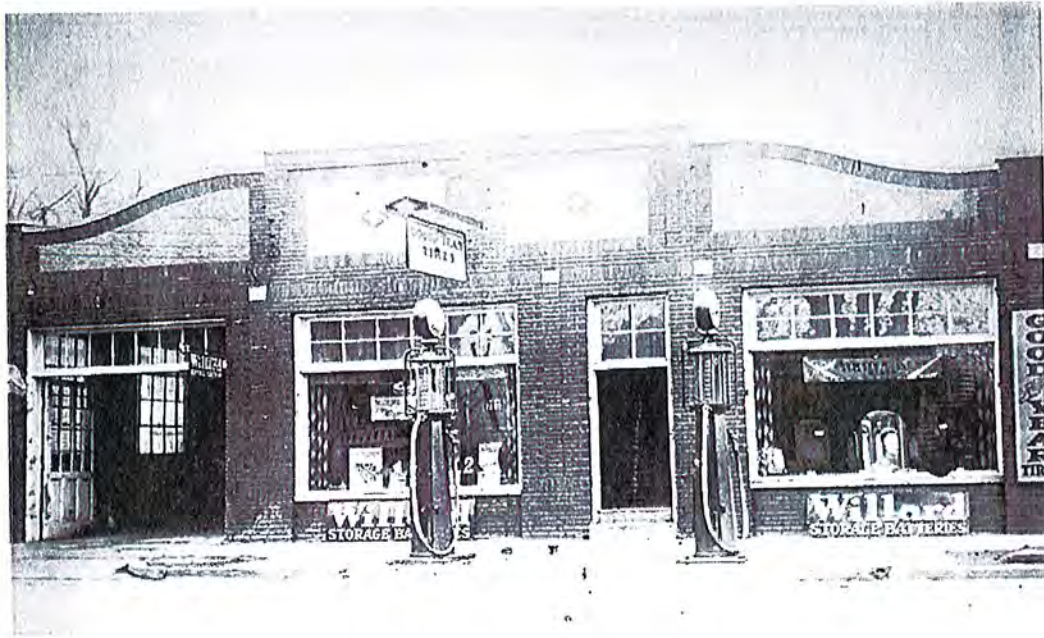
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The Ellis Building was designed specifically to serve as a local car dealership, in a period before many of the national car brands developed brand identities that specified design motifs that would eventually be applied even to local dealerships. This building, as shown in the figure below, used traditional commercial building elements; including the large display windows, a central entry door with transom above, and areas of decorative brickwork and stucco along the top of the building that created a unified façade. These traditional elements were combined with the large front facing bi-fold garage doors, sometimes an element of residential or industrial architecture to create a building specifically associated with the automobile industry. The city street was used as an early pull-up area for the gas pumps while the surrounding public streets were used for car storage. This storage along public streets eventually caused problems for the owners of the building.



Ellis Building, ca. 1930.

Photograph provided by current owners (2018).

### **The Ellis Building**

In June of 1923 Dr. Edward Forrest “E. F.” Ellis purchased a long empty lot along North Block Street from the Kay family.<sup>10</sup> Dr. Ellis was originally from St. Clair County, Missouri, but had moved with his family to Northwest Arkansas in 1866.<sup>11</sup> He studied medicine in St. Louis and

<sup>10</sup> Sanborn Fire Insurance Maps, 1909 & 1919. Washington County Property Records, Deed Book 212, Page 593: K C Key and Hettie(sp?) M Key to E F Ellis, 15 June 1923.

<sup>11</sup> B. L. Battenfield, “Dr. E. Forrest Ellis,” Arkansas Country Doctor Museum, 30 March 2007, <http://www.drmmuseum.net/dr-e-forrest-ellis/>.

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practiced medicine in the Northwest Arkansas region from 1885 until his death in 1957.<sup>12</sup> He was also interested in the growth of Fayetteville and its economy and helped to establish the First National Bank of Fayetteville. Dr. E. F. Ellis lived for many years in a house along North College Avenue in Fayetteville with his family, including wife Cener Boone Holcomb Ellis, daughters Ruth, Martha, Forrest, and son Earl.<sup>13</sup>

**The 1923 SUPERIOR Chevrolet Utility Coupé**

This is the lowest-priced closed car on the market with Fisher Body. Its body is constructed by systems applying heavy top plates, and is popular for professional and general use where a single seat and extra large rear compartment are desired.

QUALITY has been still further improved by more artistic design and added equipment.

STURDINESS has been still further increased by engineering refinements and greatly increased loadings.

SERVICE is now offered on a flat rate basis to 10,000 dealers and service stations.

PRICES of the new line remain the same in spite of additional equipment and many expensive refinements, which have greatly increased value.

**Some Distinctive Features**

Front-wheel drive system with high back suspension for long road running and in all models, drum type front brakes and light coils. Customized with variety of accessories. Closed body with 400 cubic feet of storage space. Standard windshield wipers, air tight with a seal. Tire, new air, wheel, mud, water and dust flap. By Chevrolet equipped with side track, etc.

**Prices f. o. b. Flint, Mich.**

Two Seater Sedan	\$145
Four Seater Sedan	\$175
Five Passenger Utility Coupé	\$165
Four Passenger Sedan	\$160
Five Passenger Truck	\$165
Light Delivery Truck	\$130

By these standards, truly the quality shows  
*Nothing Compares With Chevrolets*  
**ELLIS MOTOR COMPANY**  
 DEALERS, FAYETTEVILLE

Ellis Motor Company Advertisement  
*Fayetteville Daily Democrat, 24 October 1922*

Shortly after the initial purchase of the lot in 1923, Dr. Ellis sold the property to his son Earl Ellis who soon planned to build a new garage and office on the site to be the new home of his Ellis Motor Company, which had previously been located in the Gunter Addition to the city to the Northeast of the city's downtown square.<sup>14</sup>

<sup>12</sup> "Pioneer Doctor Edward Ellis Dies At Fayetteville," *Harrison Daily Times*, Harrison, Arkansas, 8 August 1957, p 6.

<sup>13</sup> The family home was located at 104 N. College Avenue in Fayetteville, an area to the west of the town's historic square that has been redeveloped several times so the home no longer exists. Also, Cener Boone Holcomb was Dr. Ellis's second wife. His first wife was Mabel Stafford Ellis who passed away in 1896. United States Census rolls, 1880 – 1930.

<sup>14</sup> Washington County Property Records, Deed Book 218, Page 352: E F Ellis to Earl Ellis, 25 October 1923.



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Residents Protest Garage on Block St.

Protests by all residenets (sic.) on the block where it is proposed to build a garage (some words unreadable – possibly “at 210”)...Block Street, were filed with the city council last evening. Action on the protest was deferred until the meeting of the council to be held Monday, July 16<sup>th</sup>. The new garage, if erected, will be occupied by the Ellis Motor Company which will shortly move from its present quarters in Gunter Addition, to a more central location.<sup>15</sup>

Earl Ellis would continue to be the owner and operator of the Ellis Motor Company, until his death in 1926.<sup>16</sup> The building was known for several years after his death as the “Ellis Building” as seen in newspaper articles mentioning new businesses at the property. After Earl Ellis’s death, his wife and children would continue to own the property and apparently rented it out to various businesses.

Sometime after Earl Ellis’ death, the Lewis Chevrolet dealership moved into the property. According to local newspaper accounts, this soon led to a problem with local residents due to the storage of cars for sale in public parking spaces along North Block Street. In 1926, the local newspaper noted that Will Lewis, owner of Lewis Chevrolet, was unwilling to enter into a compromise with other car dealers, local property owners, and the city to use only six public parking spots per block for his cars; it is noted that Lewis believed that any regulation of the public parking spots in regards to car dealerships was bad for business.<sup>17</sup> The lack of space for keeping cars available for people to view and test seems to be a factor in his move to a newly constructed building and off street car lot along East Mountain Street in November of 1928.<sup>18</sup>

Soon after the Lewis Motor Company left the Ellis Building, the Ozark Battery & Electric Company moved into the property.<sup>19</sup> The Ozark Battery & Electric Company had previously been located in the Lyric Building, a structure built as a theater and then renovated into office space at the corner of Block and Meadow Streets just one block to the south from their new location.

OZARK BATTERY, ELECTRIC CO. CHANGES LOCATION

The Ozark Battery & Electric company, located for the past seven years in the old Lyric building on Block and Meadow streets, has moved one block north to the Ellis building, formerly occupied by the Lewis Chevrolet company.

<sup>15</sup> “Residents Protest Garage on Block St,” *Fayetteville Democrat*, 10 July 1923.

<sup>16</sup> Earl Ellis (b. 25 June 1891, d. 1 February 1926) is buried at Evergreen Cemetery, Fayetteville, Arkansas.

<sup>17</sup> “Six Cars per Block May Be Parked By Dealers, City Council Declares In Compromise on New Ordinance,” *Fayetteville Democrat*, 30 November 1926.

<sup>18</sup> “Lewis Chevrolet Co. Moving Into New Taylor Building,” *Fayetteville Daily Democrat*, 11 September 1928.

<sup>19</sup> “Ozark Battery, Electric Co. Changes Location,” *Fayetteville Daily Democrat*, 20 September 1928.



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It occupies the entire building, which has been repainted and renovated, giving the business what is considered one of the best locations in in the city.

Willard batteries, Atwater Kent radio and Goodyear tires will be handled exclusively as in the past.

The Ozark Battery and Electric company, organized in 1920, claims title of being the first exclusive battery shop in Northwest Arkansas. It was first located in the building now occupied by the Mens' Shop on Center street.

Battery and radio work is in charge of Harold O Wantuck, associated with the business from the beginning. Emory Larsen is in charge of the tire department. The business is owned by M. A. and F. F. Stice, the latter being the active head of the business.<sup>20</sup>

In 1929 the Ozark Battery & Electric Company changed its name to the Ozark Tire & Battery Company.<sup>21</sup> They were also advertised as a "Willard Service Station" which meant that they were an authorized dealer and service company for Willard brand automotive batteries.<sup>22</sup> The Willard Storage Battery Company was an early manufacturer of automobile batteries founded by Theodore A. Willard in 1896 under the original name of Willard Electric & Battery Company of Cleveland, Ohio. Originally, Willard's company produced batteries for use by dentists, doctors, in Edison phonographs, and for railroad cars and then for automobile ignitions. Originally selling to individual automobile owners, Willard was able to convince manufacturers to use his batteries in new automobiles in 1912. By the early 1920s, Willard's company had grown to include more than 2,500 employees and distribution in 89 countries around the world. The company would eventually decline in the 1950s and close its last plant in 1961.<sup>23</sup> The Willard Electric & Battery Company set up agreements with automobile service centers and electrical supply shops across the country to create authorized Willard Service Stations, where the batteries the company produced could be recharged, replaced, or new batteries redeemed if the original batteries didn't live up to the company's warranty.<sup>24</sup> During the period when the Ozark Tire & Battery Company occupied the Ellis Building a photograph was taken of the exterior, showing the various advertising signs for Goodyear Tires and Willard Storage Batteries as well as two tall "visible gas" pumps along the street edge of the sidewalk. This picture had been displayed inside the building throughout the occupancy of several tenants including the Big Star Lounge and Beaver Electric. It is now in the possession of the current owners.

<sup>20</sup> *Ibid.*

<sup>21</sup> "Battery Recharging Repairing," Advertisement, *Fayetteville Daily Democrat*, 30 September 1929.

<sup>22</sup> "Willard Service Station The Complete Battery Shop," Advertisement, *Fayetteville Democrat*, 11 July 1923.

<sup>23</sup> "Willard Storage Battery Co.," *Encyclopedia of Cleveland History*, Case Western Reserve University, Cleveland, Ohio, Accessed 4 January 2017, <http://case.edu/ech/articles/w/willard-storage-battery-co/>.

<sup>24</sup> "Willard Storage Battery – Willard Threaded Rubber Insulation," Advertisement, *Motor Record*, Vol. 5, No. 4 (April 1919): 60.

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The Ozark Tire & Battery Company was located at 208 North Block Street until c. 1945, when the property was sold by Florence G. Ellis and the other heirs of Earl Ellis to Leland S. Bryan and his wife Gertrude W. Bryan.<sup>25</sup> Leland Bryan was one of the owners and operators of the Lyle Bryan Motor Company, a local Packard dealer.<sup>26</sup> The Bryan family were early pioneers in the automobile industry in Northwest Arkansas, with father George Bryan and his two sons, Leland and Lyle developing an early Ford dealership in the area during the late 1920s.<sup>27</sup> Lyle Bryan was also responsible for bringing to the area the Packard, Hudson and Essex brands of cars. The Lyle Bryan Motor Company occupied the building until the mid-1950s, when the property was taken over by the Northwest Tobacco & Candy Company.<sup>28</sup> In the early 1980s, the building became home to the Old Town Antiques shop and then a quick succession of other antique shops.<sup>29</sup> In 1988 the Beaver Electric Corporation moved into the building and used it as its business headquarters until 1996.<sup>30</sup> By 2015, the structure was converted into a bar and lounge known as the Big Star Lounge.<sup>31</sup> Also, the rear of the structure and the infilled garaged door were used by scooter rental company. In 2017, part of the then vacant building was converted into office space for Cromwell Architects Engineers.<sup>32</sup> The remaining section of the building is currently used for storage.

As Block Avenue has evolved to house more entertainment venues, commercial spaces and restaurants; the Ellis Building has continued to be adapted to new uses. When cars were making their way into society, the Ellis Motor Company, Lewis Chevrolet, and the Ozark Tire and Battery Company used the space on North Block Avenue to provide services to locals with new cars. During the 1930s, the surrounding blocks included only a few other automobile related structures within the mostly residential area. A car storage building that could house 10 cars was located a block to the south, in a two story building that also housed a storefront. A more typical corner filling station and auto repair shop existed two block to the southeast, at the corner of Meadow Street and Collage Avenue. Only a portion of this auto service station still exists which has been substantially remodeled into office spaces. Another 1930s era filling station a block to the east along Spring Street was replaced by a large office building during the late 20<sup>th</sup> century.<sup>33</sup> The only other early automotive related building in the area, which was originally a large-scale filling station and service station along College Avenue has also been significantly altered into

<sup>25</sup> Washington County Property Records, Deed Book 357, page 51: Florence G. Ellis and heirs of Earl Ellis to Leland S. Bryan and Gertrude W. Bryan, November 1945.

<sup>26</sup> "Who Will Be First? ... Lewis Chevrolet Co. 208 North Block Street Fayetteville," Advertisement, *Fayetteville Daily Democrat*, 9 May 1928.

<sup>27</sup> William S. Campbell, *One Hundred Years of Fayetteville 1828-1928*, Fayetteville, AR: Washington County Historical Society, 1977, p. 18.

<sup>28</sup> "31 Years Northwest Tobacco & Candy Co. Inc.," Advertisement, *Northwest Arkansas Times*, 23 January 1977.

<sup>29</sup> Fayetteville City Directories, 1980-1996.

<sup>30</sup> *Ibid.*

<sup>31</sup> Zuzanna Sitek, "Owner of Kingfish, Flying Burrito To Open New Bar In Fayetteville," *5News Online* (Northwest Arkansas), 22 January 2015.

<sup>32</sup> Jeff Della-Rosa, "Cromwell opens Fayetteville office, UA graduate leading Northwest Arkansas projects," *TalkBusiness & Politics* (Arkansas), April 2017.

<sup>33</sup> Sanborn Fire Insurance Maps, 1930s.

Ellis Building  
Name of Property

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professional offices. The Ellis Building is a significance example of early automotive related architecture in Fayetteville, Arkansas, that still retains is essential form and integrity.

During the 1950s and 1960s, a tobacco and candy shop occupied the corner for local businessmen and teenagers alike. In the 1980s, antique stores honored the history of the site, using a space that was just as much an antique as the products within. Throughout the building's history, it has kept its original flooring, large windows and garage door opening. The large double-doors that opened for automobile access to the interior of the structure were removed sometime in the last few decades and replaced with a small infill garage door and a standard entry door surrounded by stucco mimicking the original stucco in the upper panels along the front façade. This garage door was recently restored to closely match the original garage doors known from historic photos of the structure. The large storefront windows retain their original light pattern, with a double row of square panes above creating a small transom over two larger panes below. The single central entry door with transom space above echoes the original single entry door accessed by two steps from the adjacent sidewalk. The Ellis Building continues to be an integral part of the surrounding block and the local commercial community.

### Statement of Significance

The Ellis Building is being nominated to the National Register of Historic Places under **Criterion A**, with **local significance**, as a property that illustrates the history of the development of the automobile industry as related to commerce and transportation in Fayetteville and under **Criterion C**, with **local significance**, as an important example of an early automotive related building type built specifically to accommodate the early sale and service of automobiles in northwest Arkansas.



Ellis Building  
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## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

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Baker, Russell Pierce. *From Memdag to Norsk: A Historical Directory of Arkansas Post Office 1832-1971*. Hot Springs, AR: Arkansas Genealogical Society, 1988.

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Della-Rosa, Jeff. “Cromwell opens Fayetteville office, UA graduate leading Northwest Arkansas projects.” *TalkBusiness & Politics* (Arkansas), April 2017.

“Earl Ellis Passes Away; Funeral Tues.” *Fayetteville Daily Democrat*. Fayetteville, Arkansas. 1 February 1926. p 1.

“Economy ratio: 19 to 1! ... Lyle Bryan Motor Company” Advertisement. *Northwest Arkansas Times*. Fayetteville, Arkansas. 12 October 1949.

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"Pioneer Doctor Edward Ellis Dies At Fayetteville." *Harrison Daily Times*. Harrison, Arkansas. 8 August 1957. p 6.

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"Six Cars per Block May Be Parked By Dealers, City Council Declares In Compromise on New Ordinance." *Fayetteville Democrat*. 30 November 1926.

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"Who Will Be First? ... Lewis Chevrolet Co. 208 North Block Street Fayetteville." Advertisement. *Fayetteville Daily Democrat*. 9 May 1928.

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"Willard Batteries at a New Price Level." Advertisement. *Fayetteville Daily Democrat*. 4 January 1921.

"Willard Service Station The Complete Battery Shop." Advertisement. *Fayetteville Democrat*. 11 July 1923.

"Willard Storage Battery Co." *Encyclopedia of Cleveland History*. Case Western Reserve University. Cleveland, Ohio. Accessed 4 January 2017. <http://case.edu/ech/articles/w/willard-storage-battery-co/>.

"Willard Storage Battery – Willard Threaded Rubber Insulation." Advertisement. *Motor Record*. Vol. 5, No. 4 (April 1919): 60.

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**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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: Arkansas Historic Preservation Program

Historic Resources Survey Number (if assigned): WA1675

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**10. Geographical Data**

Acreage of Property < 1 acre (roughly 0.10 acre)

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates (decimal degrees)**

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |              |            |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |



Ellis Building  
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**Or**  
**UTM References**

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |               |                 |                   |
|---------------|-----------------|-------------------|
| 1. Zone: 15 S | Easting: 395510 | Northing: 3991786 |
| 2. Zone:      | Easting:        | Northing:         |
| 3. Zone:      | Easting:        | Northing:         |
| 4. Zone:      | Easting :       | Northing:         |

**Verbal Boundary Description** (Describe the boundaries of the property.)

Part of the south half of Lot 5 of Block 2 of the Original Town plat of the city of Fayetteville, Arkansas, encompassing the footprint of the Ellis Building and including roughly 0.10 acres.

**Boundary Justification** (Explain why the boundaries were selected.)

This boundary includes all of the property historically associated with the Ellis Building in downtown Fayetteville, Arkansas.

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**11. Form Prepared By**

name/title: Callie Williams, National Register Historian  
organization: Arkansas Historic Preservation Program  
street & number: 1100 North Street  
city or town: Little Rock state: AR zip code: 72201  
e-mail Callie.Williams@arkansas.gov  
telephone: 501-324-9880  
date: January 5, 2019

name/title: Julie Chambers & Julia Trupp  
organization: deMx Architecture  
city or town: Fayetteville state: AR zip code: 72701

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Ellis Building  
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### Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: Ellis Building

City or Vicinity: Fayetteville

County: Washington

State: Arkansas

Photographer: Callie Williams

Date Photographed: 15 December 2017 and 11 November 2018.

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 13: Front (West) Façade, camera facing east.
- 2 of 13: Front (West) Façade and partial Side (North) Façade, camera facing southeast.
- 3 of 13: Front (West) Façade and partial Side (North) Façade, photograph taken before garage door restoration, camera facing southeast.
- 4 of 13: Side (North) Façade, photograph taken before garage door restoration, camera facing southeast.
- 5 of 13: Detail of Side (North) Façade, camera facing south.
- 6 of 13: Detail of Side (North) Façade, camera facing southwest.

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- 7 of 13: Detail of Side (North) Façade, camera facing south.
- 8 of 13: Detail of Side (North) Façade, camera facing southeast.
- 9 of 13: Detail of Side (South) Façade, camera facing northeast.
- 10 of 13: Detail of Side (South) Façade, camera facing north.
- 11 of 13: Detail of interior, notice curved imprint of floor showing location of original interior turntable, camera facing southeast.
- 12 of 13: Detail of interior of rear façade, camera facing east.
- 13 of 13: Detail of interior at rear of building, camera facing south.

**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. 460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



# Ellis Building

Fayetteville  
Washington County  
Arkansas

UTM NAD 1983

Zone: 15 S  
Easting: 395510  
Northing: 3991786

Ellis Building

N Church Ave

N Block Ave

NE Ave

Google Earth

© 2018 Google

400 ft





# Ellis Building

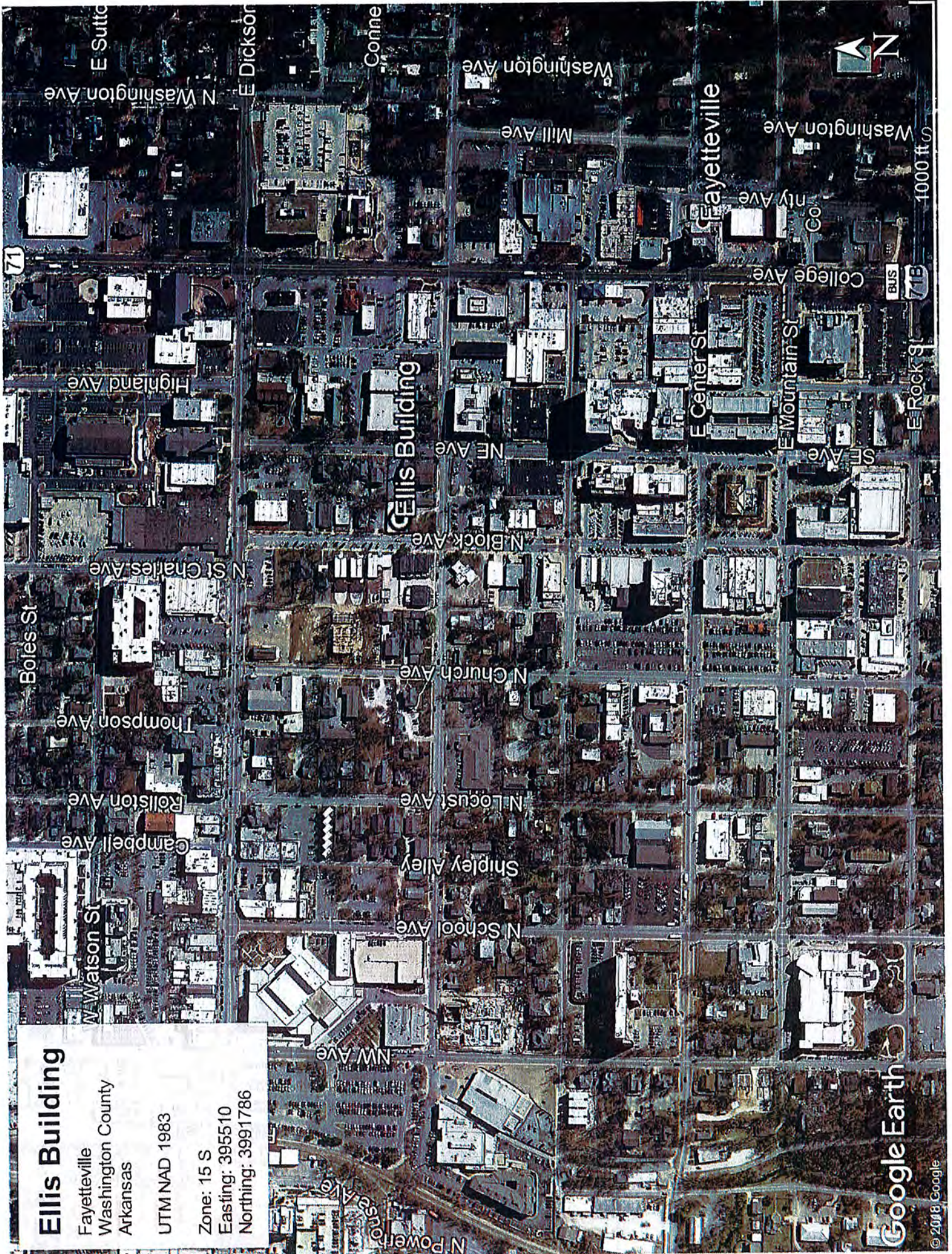
Fayetteville  
Washington County  
Arkansas

UTM NAD 1983

Zone: 15 S

Easting: 395510

Northing: 3991786



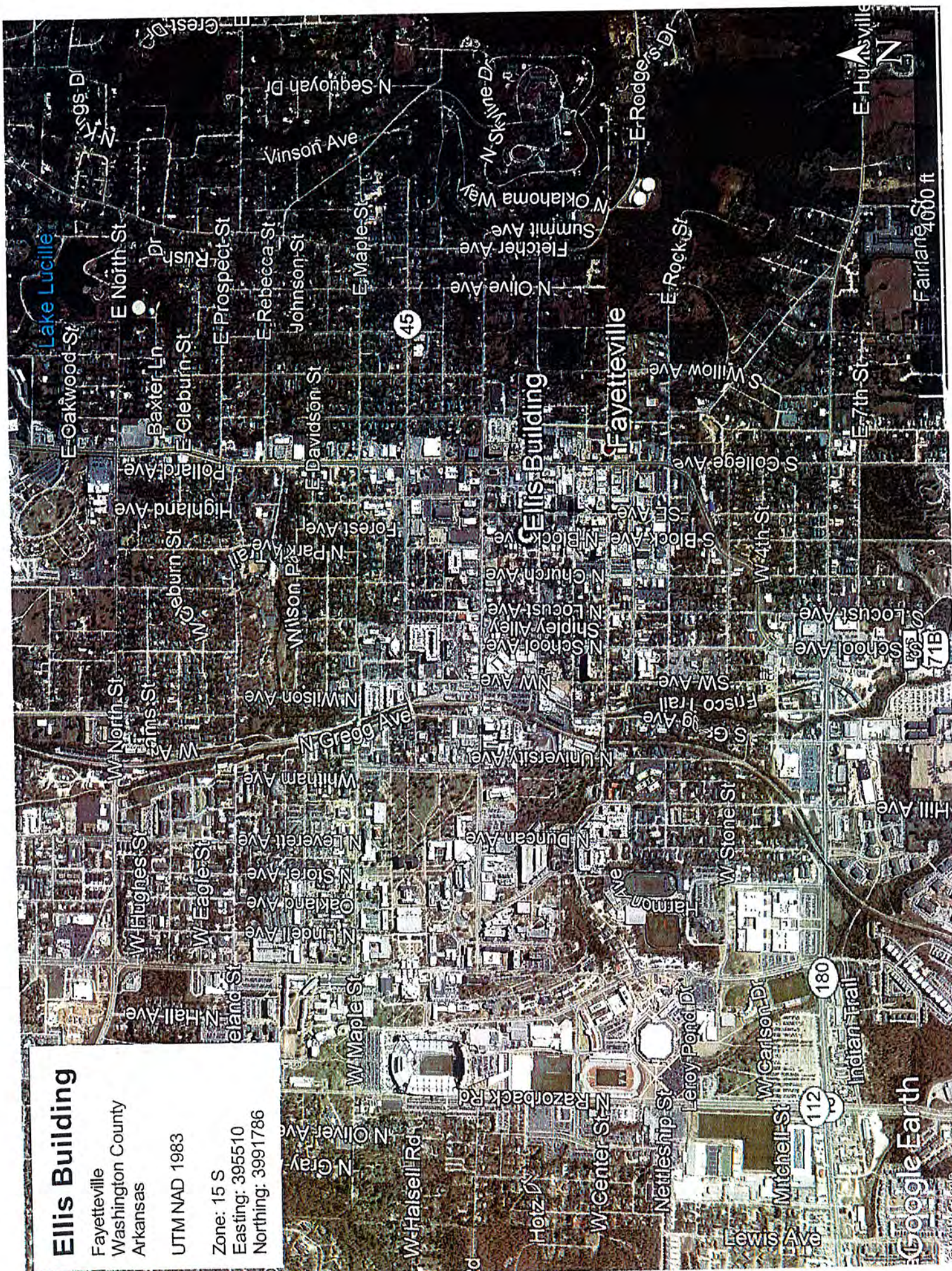


# Ellis Building

Fayetteville  
Washington County  
Arkansas

UTM NAD 1983

Zone: 15 S  
Easting: 395510  
Northing: 3991786



Google Earth

© 2010 Google



Ellis Building, Fayetteville, Washington County



0001



0002



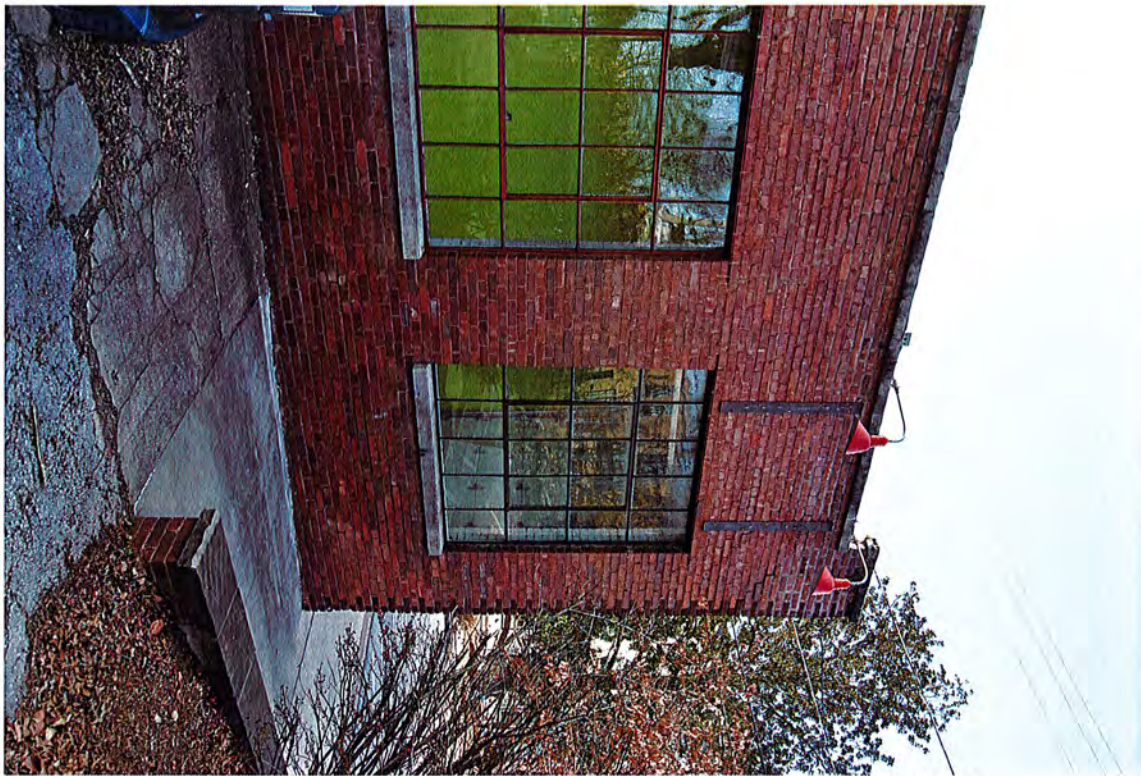


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0005

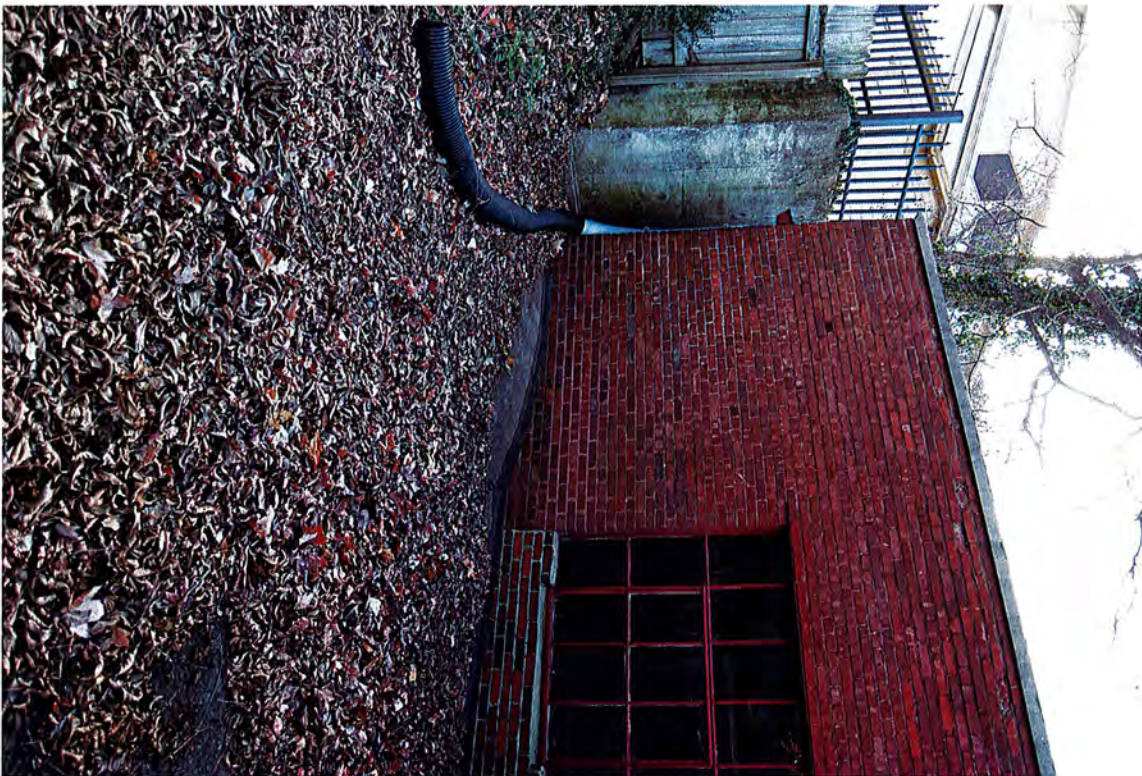


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0010





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