

**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**

For HCERS use only

received APR 2 1980

date entered

SEP 24 1980

INDIVIDUAL DATA SHEET 3. White House Department Store  
Continuation sheet 5 Item number 7

Page 5

Name: White House Department Store/Hotel McCoy  
Address: 109 Pioneer Plaza  
Owner: A.R.M. Investments, Inc.  
804 Cherry Hills  
El Paso, Texas, 79912

Architect/Builder: Trost and Trost Style: Chicago School/Sullivan-esque  
Date: 1912 Present Use: Same  
Original Use: Commercial/Retail; Hotel

Physical Description:

The White House Department Store and Hotel McCoy, located at 109 Pioneer Plaza, is a seven story building of concrete skeleton with brick facing. Following the shape of the original road plan, the structure's two street facades are joined in a rounded obtuse angle. A three-part Sullivan-esque scheme of base, shaft, and cornice is seen in the building's composition. Although the facades of the first two stories have been substantially altered, the third through seventh floor facades are intact. One over one light windows with deep reveals, in groups of three, are found on the third through sixth floors, while each group at the seventh story level is segmentally arched. A frieze of rectangular shapes separates the sixth and seventh floor windows, and an elaborate modillioned cornice crowns the building.

Statement of Significance:

The White House Department Store/Hotel McCoy, prominently sited as the terminal point of South El Paso Street, a major north-south axis between El Paso and Juarez, is an outstanding example of the Chicago School format. Since its opening in 1912, the first floor and basement housed the store while the remaining six floors were occupied by the Hotel McCoy, still in operation.

In September, 1900, Felix Brunschwig along with three nephews, Gaston, Myrtil, and Arthur Coblentz came to El Paso from the "City of London" store in Juarez and opened the White House at San Antonio and Oregon Streets. Incorporated in 1903, the business grew rapidly and expanded into adjoining space. By 1912 this prosperous growth necessitated a move and two story brick building known as the "Little Plaza" was razed to make way for the present structure. Formal evening ceremonies in September of 1912 marked the opening of the new White House which was essentially a ladies ready-to-wear and specialty store. The store earned a reputation of offering current styles and attentive service to its customers. Newspaper accounts claim that the White House brought the first window dresser to El Paso as well as the first fashion show.

An annex was constructed in approximately 1917 directly behind and connected to the existing building to allow expansion to a complete department store. Through the years this utilitarian structure, of concrete piers infilled with clay blocks, grew to seven stories with a penthouse. Though believed to be designed by Trost, this building is not visible from the street and is not considered a part of the nominated property. A move in 1922 expanded the White House into the first and second floors of the Mills Building (next door) and a connection was constructed between the two. Through the years the ground floor was modernized and today exists with vast areas of display space. However, the upper floors retain the historic lines which indicate the Chicago school style as well as the work of Trost.

Property Commercial Structures of El Paso  
by Henry C. Frost Thematic Resources

80004111  
80004108  
80004115

State Tx - El Paso Working Number #-2-801070

Cover CONTROL

**TECHNICAL**

Photos 36  
Maps 5

Basically a well-done nomination. For the most part the buildings are nicely executed examples of various architectural styles, designed by the city's leading architect during the early decades of the 20th c. & have questions or reservations about bldgs 1, 3, 4, 12, 13, and 17, however - an attached sheet

**HISTORIAN**

Grossman  
6/2/80

for specifics. Call about these 6 buildings - the most can be accepted.

**ARCHITECTURAL HISTORIAN**

*see comments attached*

**ARCHEOLOGIST**

**OTHER**

**HAER**

Inventory \_\_\_\_\_  
Review \_\_\_\_\_

**REVIEW UNIT CHIEF**

Accept: #1-3, 5-11, 14-17  
Reject: #4, 12, 13

Grossman  
9/23/80

See 8/5 phone sheet  
Revised NBD for #1 rec'd.  
All but 3 of the buildings are individually eligible. #4 & 12 do not appear to meet the criteria considering the other better Chicago School examples. I think #3 has lost too much integrity to be listed individually.

**BRANCH CHIEF**

**KEEPER**

National Register Write-up \_\_\_\_\_  
Federal Register Entry 2.3.81

Send-back \_\_\_\_\_  
Re-submit \_\_\_\_\_

Entered SEP 24 1980

80004106  
80004105  
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80004101  
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80004112  
80004113  
80004109

OTHER

NAME

Inventor

Registered

SEAL UNIT CHIEF

FRANK H. HITE

REGISTER

SEP 5 4 1951

1898

Patent Register Entry

UNITED STATES DEPARTMENT OF COMMERCE, BUREAU OF PATENTS, WASHINGTON, D. C.



HOTEL MCCOY the white house

HOTEL MCCOY  
UNRATED

ICE

SCO

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FOR LEASE

YARD

SEP 24 1980

Commercial Structures of El Paso by Henry C. Trost  
White House Department Store/ Hotel McCoy  
109 Pioneer Plaza  
El Paso, El Paso County, Texas  
Photo: Texas Historical Commission, 6/79  
Negative on File  
Southeast oblique, camera facing northwest  
Photo # 3 of 36

APR 2 1980



SEP 24 1980

Commercial Structures of El Paso by Henry C. Trost  
White House Department Store/ Hotel McCoy  
109 Pioneer Plaza

El Paso, El Paso County, Texas

Historic Photo: Courtesy Southwest Collection, 3/80  
El Paso Public Library

Negative on File at Library

Southeast Oblique, Camera facing northwest  
Photo # 21 of 36

APR 2 1980

Please refer to the map in the  
Multiple Property Cover Sheet  
for this property

Multiple Property Cover Sheet Reference Number: 64000837