

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

**National Register of Historic Places
Registration Form**

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

1. Name of Property

historic name Conway Downtown Historic District (Boundary Increase)
other names/site number _____

2. Location

street & number Portions of Main Street , 3rd Avenue, 4th Avenue, Laurel Street not for publication
city or town Conway vicinity
state South Carolina code SC county Horry code 051 zip code 29526

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination
request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic
Places and meets the procedural and professional requirements set for in 36 CFR Part 60. In my opinion, the property meets
does not meet the National Register criteria. I recommend that this property be considered significant
 nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date
Elizabeth M. Johnson, Deputy State Historic Preservation Officer, S.C. Dept. of Archives and History,
Columbia, S.C.

State or Federal agency and bureau

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

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

	Signature of the Keeper	Date of Action
I hereby certify that the property is:		
<input type="checkbox"/> entered in the National Register. <input type="checkbox"/> See continuation sheet	_____	_____
<input type="checkbox"/> determined eligible for the National Register. <input type="checkbox"/> See continuation sheet	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register.	_____	_____
<input type="checkbox"/> other, (explain): _____ _____ _____	_____	_____

Name of Property

County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

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

Category of Property
(Check only one box)

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

Number of Resources within Property
(Do not include previously listed resources in count.)

Contributing	Noncontributing	
8	2	buildings
		sites
		structures
		objects
8	2	Total

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

Conway Multiple Resource Area

Number of Contributing resources previously listed in the National Register

None

6. Function or Use

Historic Functions

(Enter categories from instructions)

GOVERNMENT/ Courthouse/City Hall

GOVERNMENT/town clock

COMMERCE/TRADE/department store

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/financial institution

COMMERCE/TRADE/business

RECREATION & CULTURE/theater

Current Functions

(Enter categories from instructions)

GOVERNMENT/ Courthouse/City Hall

GOVERNMENT/town clock

COMMERCE/TRADE/department store

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/financial institution

COMMERCE/TRADE/business

RECREATION & CULTURE/theater

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY
AMERICAN MOVEMENTS/Commercial style

Materials

(Enter categories from instructions)

foundation Brick

Concrete

walls Brick

Concrete

roof Other: Tar built-up

other Other: Cast stone

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B.** removed from its original location.
- C.** birthplace or grave of a historical figure of outstanding importance.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property
- G** less than 50 years of age or achieved significance within the past 50 years.

Levels of Significance (local, state, national)

LOCAL

Areas of Significance (Enter categories from instructions)

ARCHITECTURE

COMMERCE

Period of Significance

ca. 1824 - ca. 1950

Significant Dates

Significant Person (Complete if Criterion B is marked)

Cultural Affiliation (Complete if Criterion D is marked)

Architect/Builder

unknown

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- Previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository:

S.C. Department of Archives and History, Columbia, S.C.;
Brockington and Associates, Inc., Mt. Pleasant, S.C.

10. Geographical Data

Acreege of Property Approximately 5.15 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>17</u>	<u>680800</u>	<u>3745578</u>	3	<u>17</u>	<u>680705</u>	<u>3745298</u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u>17</u>	<u>680910</u>	<u>3745417</u>	4	<u>17</u>	<u>680605</u>	<u>3745470</u>

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Edward Salo, Senior Architectural Historian; and Paige Wagoner, Architectural Historian
 Organization Brockington and Associates, Inc. date February 5, 2010
 street & number 498 Wando Park Blvd, Suite 700 telephone 843.881.3128
 City or town Mt. Pleasant state SC zip code 29464

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A **USGS map** (7.5 or 15 minute series) indicating the property's location
- A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

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

Additional items

(Check with the SHPO or FPO for any additional items.)

Property Owner

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

name See continuation sheets
 street & number _____ telephone _____
 City or town _____ state _____ zip code _____

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 listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 1

Summary

The Conway Downtown Historic District (Boundary Increase) is an expansion of the Conway Downtown Historic District, located at the center of the city of Conway, the county seat of Horry County, which was listed in the National Register of Historic Places on 19 August 1994.

This district was historically the center of commerce for Conway. Most of the buildings within the district were constructed during the period in which the city's most significant and rapid growth occurred. The architectural character of the contributing properties reflects the period of Conway's greatest prosperity, from 1890 to 1930. While some alterations have been made to storefronts, a majority of the contributing properties in the district retain their architectural integrity. Few demolitions, insensitive alterations of historic buildings, or modern intrusions have altered the character of the district. The Conway Downtown Historic District is a collection of thirty-three commercial buildings, one public building, and one structure in the downtown area of the city of Conway, South Carolina, centered on Main Street and also including properties on Laurel Street, Third Avenue, and Fourth Avenue. The previous historic district boundary contained twenty-seven contributing properties and six noncontributing properties. The contributing properties represented the development of Conway from 1824 to 1940, with the majority of the buildings constructed between 1900 and 1940.

This boundary increase includes eight new contributing properties and two new noncontributing properties --- one of them at 326 Laurel Street, a 2004 building replacing a historic building that contributed to the original Conway Downtown Historic District but burned in 2004. The buildings included in the boundary increase contribute to the character of the district as a whole and are relatively unaltered. The suggested expansion essentially entails completing the block bounded by Laurel Street, Third Avenue, Main Street, and Fourth Avenue. These buildings are recommended eligible under Criteria A and C because they typify historic commercial architecture in Conway and also historically contributed to the business district of the community. They are similar in style and form to the properties in the existing Conway Downtown Historic District.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

Contributing Properties

The following properties contribute to the historic and architectural character of the Conway Downtown Historic District (Boundary Increase):

LAUREL STREET

1. 308 Laurel Street (ca. 1925): Rectangular one-story, masonry commercial building with a flat roof with parapet; one-part commercial block; brick façade and foundation; corbelled panel in parapet; new plate-glass storefront windows; some replacement brick along storefront windows.

2. Conway Post Office, 312/314 Laurel Street (ca. 1925): Rectangular two-story, masonry commercial building with a flat roof with parapet; two-part commercial block; brick façade and foundation; two storefronts; six one-over-one sash windows on second floor; simple cornice; arched windows on second floor; third entry door leads to staircase and second floor; new storefronts—inset doorways with picture windows and wood panels below.

MAIN STREET

3. 337 Main Street (ca. 1950): Rectangular one-story, masonry commercial building with a flat roof with parapet; one-part commercial block; stucco and brick façade; brick foundation; decorative brickwork along cornice remains as well as original inset entry and storefront windows.

THIRD AVENUE

4. 1022 Third Avenue (ca. 1910): Rectangular one-story, masonry commercial building with a flat roof with parapet; one-part commercial block; brick façade and foundation; simple parapet with no notable detailing; new storefront.

5. 1024 Third Avenue (ca. 1910): Rectangular two-story, masonry commercial building with a flat roof with parapet; two-part commercial block; brick veneer façade; brick foundation; central

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

Palladian window on second floor with flanking arched, single windows; decorative brickwork in parapet; steel structural beam above storefront decorated with rosettes.

6. 1026 Third Avenue (ca. 1910): Rectangular one-story, masonry commercial building with a flat roof with parapet; one-part commercial block; brick veneer façade; brick foundation; blond brick with tile corner blocks in sign plate of parapet; new storefront and brick veneer.

7. 1028 Third Avenue (ca. 1910): Rectangular three-story, masonry commercial building with a flat roof with parapet; two-part commercial block; brick veneer façade; brick foundation; inset corner entrance; also a storefront (no address shown) on Laurel Street near rear of building; rough-faced concrete block outlines storefront and serves as a pillar at entrance; wood panel and glass storefront; some one-over-one sash windows remain on second floor; double front doors; Laurel Street entrance—inset door with flanking windows; one-over-one sash windows on second and third floors; infill of some windows on second and third floors; brick veneer and storefront were added.

FOURTH AVENUE

8. 1011/1013/1015 Fourth Avenue (ca. 1950): Rectangular one-story, masonry commercial building with a flat roof with parapet; one-part commercial block; brick veneer façade; brick foundation; three storefronts with simple parapets and little detailing.

Noncontributing Properties

The following properties do not contribute to the historic or architectural character of the Conway Downtown Historic District (Boundary Increase):

LAUREL STREET

A. 314 Laurel Street (ca. 1925): Rectangular one-story, masonry commercial building; major alterations to facade occurred ca. 1980.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 4

B. 326 Laurel Street (2004): A historic commercial building at this address was originally included in the Conway Downtown Historic District, but it burned and a new building was constructed in its place in 2004. This new building does not contribute to the district.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 1

Statement of Significance

The Conway Downtown Historic District, located at the center of the city of Conway, county seat of Horry County, was listed in the National Register of Historic Places (NRHP) in 1994. This district was historically the center of commerce for Conway. The Conway Downtown Historic District is a collection of thirty one commercial buildings, one public building, and one structure in the downtown area of the city of Conway, South Carolina, centered on Main Street and also including properties on Laurel Street, Third Avenue, and Fourth Avenue. The previous historic district boundary contained twenty seven contributing properties and six noncontributing properties. The contributing properties represented the development of Conway from 1824 to 1940, with the majority of the buildings constructed between 1900 and 1940.

Several properties on Third Avenue, Laurel Street, Fourth Avenue, and Main Street were not included in the 1994 listing of the Conway Downtown Historic District because they were in neglected condition, had alterations to their façades, or were not yet fifty years old.

The Conway Downtown Historic District (Boundary Increase) is significant as a concentration of historic properties on Main Street, Third Avenue, Fourth Avenue, and Laurel Street, dating from ca. 1910 to ca. 1950. This addition to the district helps define the core of historic downtown Conway during its period of most significant growth and development during the first half of the twentieth century. This boundary increase not only expands the area included within the Conway Downtown Historic District, but also defines a justifiable expansion to the district's period of significance to encompass the post-World War II growth period to ca. 1950.

Additional Information

HISTORY

As Conway began to prosper in the second half of the nineteenth century, Horry County as a whole was struggling. The economy was still largely based on the barter system, as most farmers needed a means in which to move and sell their agricultural products and turpentine. Although the Waccamaw River emerged as a reliable mode of transportation in the second half of the nineteenth century, it was not accessible to everyone.¹ A railroad was needed to promote new economic opportunities.

¹ Catherine H. Lewis, *Horry County, South Carolina, 1730-1993* (Columbia: University of South Carolina,

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 2

The need for lumbermen and farmers to get their products to the Waccamaw River for shipment to the outside world encouraged the introduction of the railroad. The Chadbourn Lumber Company of North Carolina built a railroad line that ran down Conway's Main Street and terminated at the river, near the steamboat wharves. Known as the Wilmington, Chadbourn, and Conway Railroad, the railroad entered the town in December 1887 and linked it to the rest of the nation. The railroad also introduced the telegraph, the first means of instant communication with the outside world. After the railroad entered Conway, it became increasingly oriented to the town of Marion to the west and to Wilmington to the north.²

As transportation in the town improved, Conway experienced population growth. In 1874 the population was approximately 500 people; this number rose to 705 in 1900.³ The town was incorporated in 1898, and its first mayor was Cephus Perry Quattlebaum (1851–1929), who came to Conway by way of Lexington County in 1876. Quattlebaum was the son of a prominent South Carolina family and served as an adjutant to Governor Wade Hampton, with the rank of lieutenant colonel during the Civil War.⁴ Known as Colonel Quattlebaum throughout his life and actively participating in Conway's political scene, he opened a law office on Main Street, which was later moved to its present location on Third Avenue across from Kingston Presbyterian Church around 1900. Quattlebaum's law office now serves as Conway's visitor center.⁵

By the first decade of the twentieth century, the railroad had triggered a boom in population and commercial growth. Between 1900 and 1910, the population in Conway increased nearly seventy-five percent.⁶ Much of the present-day downtown was built during the early decades of the twentieth century. This period of growth also saw the construction of the third Horry County courthouse, which was completed in 1908 on Third Avenue. The location of the new courthouse, four blocks away from the town's center, extended the commercial district westward. The building was renovated in 1937 and again in 1964.⁷ New businesses and storefronts began to appear in Conway, such as a dental office opened by Dr. W.E. McCord, R.K. Gasque's

1998), 47.

² Roy. Talbert, *So Much to Be Thankful For: The Conway National Bank and the Economic History of Horry County* (Columbia: R.L. Bryan Company, 2003), 5-6; Lewis, *Horry County, South Carolina, 1730-1993*, 47.

³ J. David Utterback and Olin B. Utterback, "Architectural and Historic Survey, Horry County, South Carolina." South Carolina Department of Archives, 1998, 12.

⁴ Goff Bedford, *The Independent Republic: A Survey of Horry County, South Carolina* (Conway: Horry County Historical Society, 1989), 116.

⁵ Ben Burroughs and Greg Martin. "A Guide to Conway's Historical Trail." Brochure, 1985.

⁶ Talbert, *So Much to Be Thankful For*, 84.

⁷ Burroughs and Martin, "A Guide to Conway's Historical Trail."

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 3

photography studio, and the Conway Iron Works. A second drug store, the Conway Drug Company, opened, and the Hal L. Buck Company constructed a new general store on the corner of Third and Main streets in 1903.⁸ In 1910 a movie theater opened.⁹ New houses were constructed north and west of Conway's downtown.

Banking establishments had been slow to open in Horry County, but with Conway's increasing population and growing economy came a need for local banks. The town's first bank was a branch of the Bank of Carolina, which began in Florence. Opened in 1891 in C.P. Quattlebaum's law office on Main Street, the bank did not survive the panic of 1893 and closed less than two years later.¹⁰ The Bank of Conway began business in May 1893 as the first locally owned financial institution. Serving on its board were several of Conway's leading professionals, including B.G. Collins, Evan Norton, John A. Mayo, W.R. Lewis, Robert B. Scarborough, and J.A. McDermott. The Bank of Conway also operated in the Quattlebaum law office until the construction of a new brick building on the corner of Fourth and Main streets in 1897.¹¹ During this same period, the Bank of Horry constructed a new bank building, complete with a state-of-the-art safe and vault, on Main Street.¹² The bank was established in 1903 under the direction of Robert B. Scarborough. Scarborough opened a law office in Conway in 1888 before becoming active in local banking and state politics. Scarborough served in the South Carolina senate in 1897 and 1898, as lieutenant governor in 1899, and in the US Congress from 1901 to 1905.¹³

During the 1910s, a number of Conway's banks merged, while new banks opened for business in the town's busy center. After being nationalized in 1910, the Bank of Conway split into the First National Bank of Conway and Conway Savings Bank.¹⁴ In 1913 Farmers and Merchants Bank of Conway opened on Third Avenue, only to close three years later.¹⁵ The Bank of Horry and First National Bank merged under the name Conway National Bank in 1917, and Peoples National

⁸ Talbert, *So Much to Be Thankful For*, 71; Reed and Langdale, *A Historical and Architectural Survey of Conway, South Carolina, Horry County, South Carolina*. New South Associates Technical Report 1264, 19.

⁹ Talbert, *So Much to Be Thankful For*, 103.

¹⁰ *Ibid.*, 18-19.

¹¹ *Ibid.*, 20-21, 52.

¹² *Ibid.*, 62-64.

¹³ Lewis, *Horry County, South Carolina, 1730-1993*, 119-122.

¹⁴ Talbert, *So Much to Be Thankful For*, 110.

¹⁵ *Ibid.*, 131.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

Bank was chartered during the same year.¹⁶ Burroughs Bank and Trust Company opened in 1919 but was sold to the Conway National Bank after operating for five years.¹⁷

With Conway's increase in population came the need for improvement to the town's infrastructure and public services. In 1904 Conway's first telephone company opened.¹⁸ Electricity came to the town when Paul Quattlebaum, son of C.P. Quattlebaum, organized the Conway Light and Ice Company in 1908, but the transition to a town run on electricity was not a smooth one for Conway. Only Main Street had electric lights and the power often failed, but gradually all of Conway received power.¹⁹ In 1904 Franklin Burroughs' widow, Addie Burroughs, donated six acres for a town cemetery along Kingston Lake. Lakeside Cemetery became the sole burial ground for Conway's white citizens; black residents were buried in a separate cemetery.²⁰ In 1910 the town added cement sidewalks along Main Street from the Burroughs School to downtown, as well as more paved streets. The county had two newspapers, the *Horry Herald* and *The Field*. Dr. Evan Norton was the editor of the *Herald*, which began circulating weekly in 1886.²¹ *The Field* began circulation in 1903.²² Dr. H.H. Burroughs moved his medical practice from Loris to Conway and in 1913 established a hospital in the old Burroughs and Collins Gully Store. During this same period, Dr. Henry L. Scarborough, a graduate of the Medical University of South Carolina, moved to Conway and opened a clinic and operating facility located on Sixth and Elm streets.²³

Despite the arrival of the railroad in 1887, Conway did not experience the surge in building construction typically seen in other towns undergoing similar economic growth. Conway does not have a huge collection of buildings constructed during the last part of the nineteenth century, but a rise in building construction did take place during the first quarter of the twentieth century. Conway's rail line was also extended during the early twentieth century. The Burroughs and Collins Company constructed a track from Conway to Pine Island near Myrtle Beach in 1900. The fourteen mile route, known as the Conway and Seashore Railroad, served two purposes: to facilitate the transportation of logs from coastal logging operations to the river, and to provide

¹⁶ Ibid., 125-127.

¹⁷ T.L. Benson, "Horry Banks, 1907-1963," *The Independent Republic Quarterly* 2 (Spring 1968), p. 11.

¹⁸ Talbert, *So Much to Be Thankful For*, 72.

¹⁹ Bedford, *The Independent Republic*, 126; Lewis, *Horry County, South Carolina, 1730-1993*, 168.

²⁰ "Lakeside Cemetery," *The Independent Republic Quarterly* 9 (Spring 1975), p. 17-18.

²¹ Talbert, *So Much to Be Thankful For*, 3.

²² Ibid., 114.

²³ Lewis, *Horry County, South Carolina, 1730-1993*, 165-167.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 5

vacation access to the beach.²⁴ In 1904 a drawbridge was constructed over the Waccamaw River connecting Conway's beach rail line with the Wilmington, Chadbourn and Conway Railroad. In that same year, the railroad's name changed to Conway, Coast and Western Railroad and it was extended into the northwestern portion of Horry County.²⁵ In 1911 the Atlantic Coast Line Railroad bought both lines and installed heavier rails to keep up with the growing coastal development. Trains left Conway twice a day for Myrtle Beach.²⁶ The burgeoning beach community received even more momentum when the Burroughs and Collins Company, along with Simeon B. Chapin, a Chicago businessman, formed Myrtle Beach Farms in 1912 to help develop farming in the area.²⁷ The new beach railroad delivered Conway passengers to the beach and returned to the town with timber and produce.²⁸

The early twentieth century was a time of great growth in Horry County. While only nineteen of the 5,355 registered cars in South Carolina could be claimed by the county in 1911, there were enough automobiles to warrant a mechanic and a gas station just a few years later. In 1913 Thomas J. Bell opened the B.B. Motor Company on Fourth Avenue.²⁹ Despite the increase in automotive traffic, many of Conway's roads remained unpaved. In 1912 a steel swing truss bridge was constructed over the Waccamaw River by Southern Bridge Company of Birmingham, Alabama. A year later the road on the opposite side of the river was paved to Socastee and then to Myrtle Beach.³⁰

By 1920 the population of Conway had risen to 1,969.³¹ According to Sanborn insurance maps from the same period, the town had a healthy commercial district with 10 dry goods stores, eight grocery stores, three barbershops, three drugstores, two hardware stores, a millinery, a cobbler, a jeweler, a five-and-dime store, three hotels, a movie theater, and several other businesses.

²⁴ Helen. Milliken, *From the Beginning: A History of the Burroughs and Chapin Company* (Myrtle Beach: Sheriar Press, 2004), 33-34.

²⁵ J. Tracy Power, "Conway Multiple Property Resource Area." National Register of Historic Places nomination, 1986.

²⁶ Talbert, *So Much to Be Thankful For*, 101.

²⁷ *Ibid.*, 103.

²⁸ Rodney Oakley Gragg, *The Illustrated History of Horry County* (Myrtle Beach: Burroughs and Chapin Company, Inc., 1994), 62.

²⁹ Talbert, *So Much to Be Thankful For*, 93-94.

³⁰ *Ibid.*, 99-100.

³¹ *Ibid.*, 155.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 6

Most of Conway's existing historic buildings were built during this period of growth and development. The Conway Chamber of Commerce formed in 1929, with thirty nine businesses and individuals enrolling. The group's initial plans involved seeking aid from the Carnegie Foundation for a library, pushing for better railroads, and working with government officials on the Intracoastal Waterway project, which ultimately bypassed the community. The local Chamber also helped expand the high school, established a bus line from Conway to Marion, and turned the electricity on during daylight hours.³²

After passing a road bond bill in 1926, Conway completed the paving of many of its streets by the next year. Busy train traffic choked the downtown area, with more than ten trains a day running down Main Street. After a lengthy court battle with Atlantic Coast Line, the tracks were removed in 1928 and reoriented to the east side of the city. The original depot was relocated to the opposite side of Kingston Lake, where it remains today.³³

For Horry County, the economic depression began at the end of World War I. Between the years 1918 and 1935, population growth slowed, agricultural prices decreased, and a catastrophic flood in 1928 left many farmers destitute. Promising truck farming peaked in the 1920s and then disintegrated.³⁴ The price of tobacco, the county's major crop, sank so low that in 1930 the tobacco market posted the worst sales on record, and by 1931 only two of Conway's four warehouses remained open. In the first four months of 1931, the local Red Cross gave aid to over fifty impoverished families in the county.³⁵

While many of the banks in Horry County closed during the Depression, Conway National Bank, Conway Savings Bank, and Peoples National Bank remained open through the early years of the economic crisis, a remarkable achievement considering that four-fifths of the nation's banks closed during the Depression. In January 1934, Conway Savings Bank merged with Conway National Bank.³⁶

The lumber industry largely disappeared from Horry County during this period. A few small mills continued to operate, but mostly for home consumption. The Conway Lumber Mill slowed operations and sought assistance under the National Recovery Act. As the lumber industry

³² Talbert, *So Much to Be Thankful For*, 158-159.

³³ *Ibid.*, 184.

³⁴ Bedford, *The Independent Republic*, 133.

³⁵ Talbert, *So Much to Be Thankful For*, 185-186.

³⁶ *Ibid.*, 208.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 7

moved toward more expensive, modern equipment and much of Horry County became deforested, parts of the mill began shutting down. In 1944 the Conway Lumber Mill shut down completely.³⁷ The Veneer Manufacturing Company, later known as Stillely Plywood, remained viable during this period and opened a second plant near Conway. The original facility was located east of Conway across the Waccamaw River, while the second was north of Twelfth Avenue. Both plants continued to operate into the mid-twentieth century.³⁸

Tobacco remained the largest crop in Horry County despite the downturn in price. New Deal agricultural programs boosted tobacco prices and returned prosperity to Horry County. In 1935 the first county fair since World War I was held, and by March 1936 there were no vacant storefronts to rent in Conway.³⁹ Conway's population grew from 3,011 in 1930 to 5,066 in 1940. The 1938 Sanborn map shows the town's northward expansion with the annexation of the neighborhoods between Twelfth and Sixteenth avenues.⁴⁰

Horry County received several Depression-era relief projects that greatly improved conditions in the area. The Civilian Conservation Corps (CCC) built a state park south of Myrtle Beach and the Intracoastal Waterway, which opened in 1939. The Works Progress Administration (WPA) was involved in a dozen schools, building gymnasiums, classrooms, and streets. In 1938 the WPA helped create a library in Conway's city hall. Conway's post office, which now houses the Horry County Museum on Main Street and Fifth Avenue, was also constructed during this period.⁴¹

In 1937, the Waccamaw River Memorial Bridge was constructed at the end of Main Street. The bridge was designed under the supervision of W.J. Gooding, Bridge Engineer of the South Carolina Highway Department, and replaced the earlier one-lane bridge that was the only bridge connecting Conway with Myrtle Beach. The bridge was specifically designed to handle the growing volume of automobile traffic from Conway to Myrtle Beach and paralleled the railroad tracks that connected the two towns. The bridge opened on April 1, 1938, at a ceremony attended

³⁷ Elizabeth Ambrose Jones, "Conway Lumber Company. 'The Big Mill.'" *The Independent Republic Quarterly* 2(2) (Spring 1968):19.

³⁸ Sanborn Fire Insurance Company, "Conway, South Carolina." 1930, 1938, 1949.

³⁹ Talbert, *So Much to Be Thankful For*, 209, 214.

⁴⁰ Community Planning Division, "Economy and Population—Conway, South Carolina," South Carolina State Development Board, 1969, p. 56; Sanborn Fire Insurance Company, 1938.

⁴¹ Talbert, *So Much to Be Thankful For*, 212; Bedford, 137.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

by 15,000 people and was designated as a memorial to Horry County citizens who served in America's wars.⁴²

Recreational opportunities also began to appear in Conway during the 1930s. Benjamin G. Collins donated nine acres of land on Sixteenth Avenue and Main Street to create Collins Park.⁴³ The 1930 Sanborn map shows a miniature golf course located on Main Street at the site of Spivey Park. Social activities revolved around the Masons, Woodmen of the World, and the Knights of Pythias.⁴⁴

While Conway's schools struggled during the early crisis years of the Depression, they began to improve during the 1930s. Students continued to attend the Burroughs School, also known as the Conway Graded School, on Main Street. Conway High School on Laurel Street was built around 1930. African American children attended a new school constructed in 1936 in the Grainger-Whittemore neighborhood on Potato Bed Ferry Road. The Whittemore School consisted of two one-story frame buildings, but expanded into a large, multiple-building campus by the 1950s.⁴⁵

During World War II, military installations were established in Horry County. Infantrymen took over the Civilian Conservation Corps (CCC) facility at Myrtle Beach State Park in 1941 and trained more than seventy Army Air Corps squadrons. The government also acquired 100,000 acres west of the Intracoastal Waterway for use as a bombing range. The transaction required 300 different landowners to agree to sell their property. There were also two prisoner-of-war camps in Horry County, one located outside of Conway in Adrian. The prisoners worked hard jobs that were left vacant by the scarcity of American labor. German soldiers tended the tobacco fields and worked timber industry jobs.⁴⁶ Housing was scarce, and Conway and Myrtle Beach were under rent control.⁴⁷

⁴² Greg Martin, Ben Burroughs, Connie Kincaid, and Henry Burroughs Jr., "Waccamaw River Memorial Bridge," National Register of Historic Places nomination, 1994.

⁴³ Talbert, *So Much to Be Thankful For*, 213.

⁴⁴ Bedford, *The Independent Republic*, 135.

⁴⁵ Sanborn Fire Insurance Company, 1938; Etrulia P. Dozier, "Conway Negro Schools," *The Independent Republic Quarterly* 2 (Fall 1968), p. 21-22.

⁴⁶ Bedford, *The Independent Republic*, 145-146.

⁴⁷ Talbert, *So Much to Be Thankful For*, 220.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 9

After the war ended, soldiers returned home to find Conway undergoing significant change. The population continued to grow steadily, and Conway expanded westward with the opening of new businesses along Third and Fourth avenues. New neighborhoods were developed on the west and north sides of town.⁴⁸ The 1949 Sanborn map shows the city limits extended to include neighborhoods west of US Highway 378.

During the Korean War the Army airfield was reactivated as the Myrtle Beach Air Force Base and the facility became the county's largest employer.⁴⁹ Coastal Carolina Junior College was opened in 1954 by a group of local professionals and business men. Sponsored and supported by the College of Charleston for three years, Coastal Carolina entered its last year of its contract with the Charleston school without the necessary funding to survive independently. Horry County residents rescued the school by passing a tax increase to fund the junior college. In 1960 Coastal Carolina Junior College became a regional branch of the University of South Carolina and a campus was erected on land donated by Burroughs Timber Company and International Paper Company. Located on US Highway 501 between Conway and Myrtle Beach, the school served a wide area and became a four-year institution in 1974. In 1990 there were 4,000 students, and the school became an independent university in 1993.⁵⁰ Conway is also home to the main campus of Horry-Georgetown Technical College, which opened in 1965.⁵¹

Driven by increased tourism, Myrtle Beach continued to expand during the second half of the twentieth century. To ease traffic congestion in Conway, a new highway bypassing the downtown was constructed in 1959.⁵² Improved and additional infrastructure was needed all around Horry County, and the Grainger Power House, located just south of Conway, opened in 1966 with two coal-fired units producing 170 megawatts of electricity per hour. Named after Dolphus M. Grainger, who was involved in the rural electrification program of the 1940s, the power station is owned by the Central Electric Power Cooperative of Columbia and operated by Santee-Cooper.⁵³

⁴⁸ *Horry Herald*, "Conway City Spreads Out Many Directions," January 10, 1952.

⁴⁹ Talbert, *So Much to Be Thankful For*, 234.

⁵⁰ Lewis, *Horry County, South Carolina, 1730-1993*, 156-159.

⁵¹ Talbert, *So Much to Be Thankful For*, 24.

⁵² "New Freeway Between Conway and Myrtle Beach Complete," *Myrtle Beach Sun*, January 31, 1959.

⁵³ Santee Cooper, "Grainger Power House Tour." Available at www.santeecooper.com (accessed October 23, 2008).

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 10

While tobacco remained the largest business in Horry County during the first half of the twentieth century, tourism became a lucrative industry in the 1960s. The Myrtle Beach area attracted thousands of visitors each year to its beaches and golf courses, and by the beginning of the 1970s became the most profitable business in Horry County. At the same time, the county's rural population began to decline, which may explain the decrease in Conway's population between 1960 and 1970.⁵⁴ Between 1970 and 1990, however, Horry County experienced a 105.8 percent population growth, the largest in South Carolina during that period. Facing a slowing economy and the closing of the Myrtle Beach Air Force base in 1993, Conway faced another drop in population between 1980 and 1990.⁵⁵ In 1990 tourism became South Carolina's number-one industry, and in 2001 the last remaining tobacco market in Conway closed.⁵⁶

In the post-World War II era, commercial construction appeared throughout the town in no particular pattern, while important public buildings such as the Horry County Memorial Library and Whittemore Elementary School were erected in the second half of the twentieth century.⁵⁷

Recently Conway has put tremendous effort into restoring the downtown commercial center and the riverfront along the Waccamaw. Citizens of Conway have sought to preserve the past even as they enjoy the present. Many historically significant residences, churches, and commercial and public buildings are listed in the National Register of Historic Places. The Conway Main Street USA program was founded in 1986 and has drastically reduced the number of vacant and neglected buildings. The Conway Main Street program has been named one of the top twenty five revitalization programs in the nation and has received numerous awards from state agencies and organizations.⁵⁸ An effort to improve Conway's most scenic and historically important natural feature, the Waccamaw River, began in 1987 with the creation of the Waccamaw Riverfront District. The area now contains a public park with walking paths, a marina, condominiums, a bed-and-breakfast, and the restored Waccamaw Line warehouses [listed in the National Register in 1986 as part of the Waccamaw River Warehouse Historic District].⁵⁹ Even the Waccamaw River Memorial Bridge, which links directly with Conway's Main Street, was listed in the National Register in 1994. The City of Conway has also dedicated itself to the

⁵⁴ Talbert, *So Much to Be Thankful For*, 240; Gragg, *The Illustrated History of Horry County*, 94.

⁵⁵ City of Conway, Planning Department, "Conway Comprehensive Plan," 1997.

⁵⁶ Talbert, *So Much to Be Thankful For*, 250.

⁵⁷ Reed and Langdale, *A Historical and Architectural Survey of Conway, South Carolina, Horry County, South Carolina*. New South Associates Technical Report 1264, 67-72.

⁵⁸ *Ibid.*, 28.

⁵⁹ City of Conway, Planning Department, "Conway Comprehensive Plan," 1997, 25-26.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number **8** Page **11**

preservation of its trees through local designation and protective ordinances. Efforts to preserve the thick tree canopy, one of the city's most distinctive features, can be traced back to the 1780s. City officials and local residents take great pride in their civic history and clearly recognize the distinctive character of the historic buildings and natural landscape that give Conway its unique sense of place.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 1

Bibliography

- Bedford, Goff. *The Independent Republic: A Survey of Horry County, South Carolina*. Conway: Horry County Historical Society, 1989.
- Burroughs, Ben, and Greg Martin. "A Guide to Conway's Historical Trail." Brochure, 1985.
- City of Conway, Planning Department. "Conway Comprehensive Plan." 1997.
- Gragg, Rodney Oakley. *The Illustrated History of Horry County*. Myrtle Beach: Burroughs and Chapin Co., 1994.
- Lewis, Catherine H. *Horry County, South Carolina, 1730-1993*. Columbia: University of South Carolina Press, 1998.
- Milliken, Helen. *From the Beginning: A History of the Burroughs and Chapin Company*. Myrtle Beach: Sheriar Press, 2004.
- Power, J. Tracy. "Conway Multiple Property Resource Area." National Register of Historic Places nomination, 1986.
- Reed, Mary Beth, and Jennifer B. Langdale. *A Historical and Architectural Survey of Conway, South Carolina, Horry County, South Carolina*. New South Associates Technical Report 1264. Stone Mountain, GA: New South Associates, Inc., 2005.
- Sanborn Fire Insurance Company. "Conway, South Carolina." Maps. 1920, 1930, 1938, 1949.
- Talbert, Roy. *So Much to Be Thankful For: The Conway National Bank and the Economic History of Horry County*. Columbia: R.L. Bryan Company, 2003.
- Utterback, J. David, and Olin B. Utterback. "Architectural and Historic Survey, Horry County, South Carolina." South Carolina Department of Archives, 1998.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 10 Page 1

Verbal Boundary Description

The original Conway Downtown Historic District listed in the National Register in 1994 is shown as a black line, and the proposed Conway Downtown Historic District (Boundary Increase) is shown as a broken line on the accompanying sketch map, adapted from a Horry County Tax Map, with a scale of 1" = 120'.

Verbal Boundary Justification

The nominated property includes significant and intact properties comprising the historic core of Conway's downtown and centered along the Main Street corridor, and retains integrity of location, design, setting, materials, workmanship, feeling, and association.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 11 Page 1

Conway Downtown Historic District (Boundary Increase)

Horry County, South Carolina

Edward Salo, Brockington and Associates, Inc.

January 2009

Brockington and Associates, Inc., Mt. Pleasant, SC

Lazy River Café, 1022 Third Ave., looking west
Photograph 1

Conway Downtown Historic District (Boundary Increase)

Horry County, South Carolina

Edward Salo, Brockington and Associates, Inc.

January 2009

Brockington and Associates, Inc., Mt. Pleasant, SC

Carolina Appliances and Furniture, 1024 Third Ave., looking west
Photograph 2

Conway Downtown Historic District (Boundary Increase)

Horry County, South Carolina

Edward Salo, Brockington and Associates, Inc.

January 2009

Brockington and Associates, Inc., Mt. Pleasant, SC

Sally Woody School of Dance, 1026 Third Ave., looking west
Photograph 3

Conway Downtown Historic District (Boundary Increase)

Horry County, South Carolina

Edward Salo, Brockington and Associates, Inc.

January 2009

Brockington and Associates, Inc., Mt. Pleasant, SC

The Haberdashery, 1028 Third Ave., looking southwest
Photograph 4

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 11 Page 2

Conway Downtown Historic District (Boundary Increase)

Horry County, South Carolina

Edward Salo, Brockington and Associates, Inc.

January 2009

Brockington and Associates, Inc., Mt. Pleasant, SC

Carolina Appliances and Furniture, 308 Laurel St., looking west

Photograph 5

Conway Downtown Historic District (Boundary Increase)

Horry County, South Carolina

Edward Salo, Brockington and Associates, Inc.

January 2009

Brockington and Associates, Inc., Mt. Pleasant, SC

Conway Post Office, 312/314 Laurel St., looking west

Photograph 6

Conway Downtown Historic District (Boundary Increase)

Horry County, South Carolina

Edward Salo, Brockington and Associates, Inc.

January 2009

Brockington and Associates, Inc., Mt. Pleasant, SC

1011/1013/1015 Fourth St., looking northeast

Photograph 7

Conway Downtown Historic District (Boundary Increase)

Horry County, South Carolina

Edward Salo, Brockington and Associates, Inc.

January 2009

Brockington and Associates, Inc., Mt. Pleasant, SC

Job Place, Inc, 337 Main St., looking east

Photograph 8

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page 1

Owners of Contributing Properties:

1. **308 Laurel Street**
 Alan Henry Jordan, Etal.
 3655 Highway 931
 Conway, SC 29526

2. **312/314 Laurel Street**
 Capitalist Properties LLC
 PO Box 1576
 Conway, Sc 29528

3. **337 Main Street**
 Theatre of the Republic, Inc.
 331 Main Street
 Conway, SC 29526

4. **1022 3rd Avenue**
 Leroy Clewis
 2707 Highway 701 N
 Conway, SC 29526

5. **1024 3rd Avenue**
 Alan Henry Jordan, Etal.
 3655 Highway 931
 Conway, SC 29526

6. **1026 Third Avenue**
 Annie Lou F. Spivey, Etal.
 512 9th Avenue
 Conway, SC 29526

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page 2

7. **1028 3rd Avenue**
Robert B. Lewis & Athene J. Leventis
PO Box 11803
Columbia, SC 29211

8. **1011 4th Avenue**
Dianne W. Ray, Trustee
1304 4th Avenue
Conway, SC 29526

1013 4th Avenue
Tina Renea Harbin
1013 Fourth Avenue
Conway, SC 29526

1015 4th Avenue
L & S Financial Consultants
PO Box 769
Conway, SC 29528

Owners of Noncontributing Properties:

1. **314 Laurel Street**
Irwin L. Thomas
616 Plantation Circle
Conway, S.C. 29526

2. **326 Laurel Street**
Mariah Black, LLC
1028 3rd Avenue
Conway, S.C. 29526

Conway Downtown Historic District (Boundary Increase), Conway, Horry County

(Portions of Main Street, 3rd Avenue, 4th Avenue, and Laurel Street)

Owners of Noncontributing Properties

314 Laurel Street

Irwin L. Thomas
616 Plantation Circle
Conway, S.C. 29526

326 Laurel Street

Mariah Black, LLC
1028 3rd Avenue
Conway, S.C. 29526

Conway Downtown Historic District (Boundary Increase)
Conway, Horry County, South Carolina

- Boundary of Conway Downtown Historic District
as Listed in the National Register in 1994
- - - - Boundary Increase (2010)
- 1** Contributing Resources in Boundary Increase
- A** Noncontributing Resources in Boundary Increase

