(N/A) NOT FOR PUBLICATION

SOUTH CAROLINA INVENTORY FORM FOR HISTORIC DISTRICTS AND INDIVIDUAL PROPERTIES IN A MULTIPLE PROPERTY SUBMISSION

NAME OF MULTIPLE PROPERTY SUBMISSION: Conway Multiple Resource Area

PREFERRED NAME OF PROPERTY: J.W. Holliday, Jr. House

COMMON NAME OF PROPERTY: Same

LOCATION: 701 Laurel Street

CLASSIFICATION: Building

OWNER: Elizabeth B. Holliday
c/o Sarah Louise Smith
602 Fayetteville Avenue
Bennettsville, S.C.

DESCRIPTION

This house was constructed in 1910 for Joseph William Holliday, Jr., and is a two-story, rectangular, side-gable, frame, weatherboard-clad residence, dominated by a pedimented beaux-arts-style portico with giant paired Ionic columns. A small cameo window adorns the facade's pedimented gable. Two interior, ridge-line, corbeled brick chimneys pierce the roof line.

The facade (northeast elevation) is symmetrically composed. The fenestration at the first story is AABAA, where A = a single, one-over-one, double-hung sash window, and B = a single-leaf entrance door with beveled and etched oval window and carved ornamentation. A one-story-with-deck hipped-roof porch extends across the facade and wraps the left (southeast) elevation and features fifteen Ionic columns. A porte-cochere with tapered, squared posts supporting the roof is at the right (northwest) elevation. The second story fenestration is also AABAA, where A = windows identical to the first story, and B = a single-leaf door which opens onto the balcony deck. The side elevations feature one-over-one windows in an asymmetrical composition and pedimented gables. A round-headed window flanked by rectangular vertical louver-

JUN 25 1986

ed vents within a Palladian-influenced motif is centered in the pedimented gable of the southeast elevation.

The interior has an unusual architectural screen which separates the foyer and a dog-leg staircase. Ionic columns support a spool-and-spindle motif entablature, which features a central carved "H".

The grounds were landscaped in 1916 by the Landscape Company of Augusta, Georgia. A frame double garage, which is a noncontributing building, is also located on the lot.

SIGNIFICANCE

AREA OF SIGNIFICANCE: Architecture/Local History

LEVEL OF SIGNIFICANCE: __L__ (FOR OFFICE USE ONLY)

The J.W. Holliday, Jr. House is significant as Conway's only extant example of beaux-arts-influenced architecture as well as for its association with J.W. Holliday, Jr., a prominent local farmer.

Joseph William Holliday, Jr. was the son of local tobacco merchant J.W. Holliday, who introduced tobacco into Horry County at Galivants Ferry. The son was an 1893 graduate of The Citadel and moved to Conway soon after leaving the academy. He became a leading tobacco grower, farming large tracts in Florence, Georgetown, and Williamsburg Counties. This house was built for Holliday utilizing local lumber in 1910 and still remains in the Holliday family.(1)

ACREAGE: .6 Acres

VERBAL BOUNDARY DESCRIPTION: The boundary of the nomination is shown as the black line on the accompanying Horry County Tax Map # 137-2, section 16, parcel 9, drawn at a scale of 100 feet to the inch. The nominated property includes the house and its immediate setting.

QUAD NAME: Conway

QUAD SCALE: 1:24,000

UTM REFERENCE POINT: 17/680320/3745880

NOTES

1) Sarah Holliday Smith, "The Joseph William Holliday House," unpublished typescript, 1985; Mrs. Elizabeth B. Holliday, unpublished manuscript sketch of J.W. Holliday and J.W. Holliday, Jr., 1985; National Register Files, State Historic Preservation Office, South Carolina Department of Archives and History, Columbia, S.C.