

COLORADO CULTURAL RESOURCE SURVEY
Architectural Inventory Form

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Date	Initials _____
_____	Determined Eligible-NR
_____	Determined Not Eligible-NR
_____	Determined Eligible-SR
_____	Determined Not Eligible-SR
_____	Need Data
_____	Contributes to Eligible NR District
_____	Noncontributing to Eligible NR District

I. IDENTIFICATION

- 1. Resource Number: 5CF406.40
- 2. Temporary Resource Number: 7
- 3. County: Chaffee
- 4. City: Salida
- 5. Historic Building Name: Alexander Mercantile Co.
- 6. Current Building Name: Gambles
- 7. Building Address: 127 F St.
- 8. Owner Name and Address: Cook, Raimon E., William E. & Robert S., P.O. Box 523, Salida, CO 81201

Parcel Number: 368132422223
SHF Grant Number: 2001-02-004

II. GEOGRAPHIC INFORMATION

9. P.M.	N.M.	Township			50N	Range	9E
	1/4	1/4	SE 1/4	SE 1/4	of Section	32	

10. UTM Reference

Zone 13 Easting 413574 Northing 4265507

USGS Quad Name: Salida East, Colo.

Year: 1994 Map Scale: 7.5' Attach photo copy of appropriate map section.

12. Lot (s): 14-17 (part) Block(s): 22

Addition: Salida Original Townsite Year of Addition: 1880

13. Boundary Description and Justification:
Boundary includes the building and the urban parcel on which it is situated.

III. ARCHITECTURAL DESCRIPTION

- 14. Building Plan (footprint, shape): Rectangular
- 15. Dimensions in Feet: Length 90 X Width 48
- 16. Stories: 1
- 17. Primary External Wall Material(s) (enter no more than two):
Brick Stucco
- 18. Roof Configuration (enter no more than one):
Flat
- 19. Primary External Roof Material (enter no more than one): Asphalt
- 20. Special Features (enter all that apply):
Glass Block

21. General Architectural Description:

One-story rectangular brick commercial building with broad façade and flat roof. Rear and side walls are stuccoed. Façade has brown brick wall with red brick cornice. Wide sign band covers much of area above windows. Fabric awning. Bands of plate glass display windows with interior columns and paneled kickplates. Windows to south are shorter than those to north. Two inset entrances with wood doors with large rectangular lights and transoms.

22. Architectural Style/Building Type: Late 19th and Early 20th Century American Movements/Commercial Style

23. Landscaping or Special Setting Features:

N/A

24. Associated Buildings, Features, or Objects:

None

IV. ARCHITECTURAL HISTORY**25. Date of Construction: Estimate** 1888-90**Actual****Source of Information:** Sanborn maps, 1888 and 1890**26. Architect:** Unknown**Source of Information:****27. Builder/Contractor:** Unknown**Source of Information:****28. Original Owner:** Unknown**Source of Information:****29. Construction History (include description and dates of major additions, alterations, or demolitions):**

In 1888 this site was vacant. This building is shown on the 1890 Sanborn map as a rectangular building divided into two businesses. Between 1893 and 1898 127 F received a small rear addition. Between 1898 and 1904 both sections of the building received small iron-clad rear additions. Between 1904 and 1909 the addition to 131 was removed, and 127 gained a different small addition on the rear.

30. Original Location: Yes**Date of Moves****V. HISTORICAL ASSOCIATIONS****31. Original Use(s):** Commerce and Trade**32. Intermediate Use(s)****33. Current Use(s):** Commerce and Trade**34. Site Type(s):** Commercial Building**35. Historical Background:**

In 1888 this site was vacant. This building appears on the 1890 Sanborn map, divided into two businesses: a grocery (127) and a clothing and notions store (131). A cobbler shared part of the grocery store space. The same businesses, minus the cobbler, were shown on the Sanborn maps of 1893 and 1898. The 1903-04 city directory indicates that the grocery store was known as the E.R. Alexander Mercantile Company. Edwin R. Alexander was president and Mrs. Mary E. Alexander was secretary of the firm, which sold groceries, crockery, queensware, and kitchen furnishings. In 1899, the company had improved its storeroom and erected an iron warehouse.

The other business in the building in 1903-04 was the Golden Rule store, which Burr Fisher had opened in Salida about 1891 (possibly in this building). In 1899, C.H. Ramsay (Fisher's brother-in-law) acquired control of the business. The store was advertised as "the cheapest house to buy dress goods, silks, notions, underwear, shoes, carpets, draperies, linoleums, etc." A specialty of the store was the ladies' suit and shirtwaist department. The Golden Rule stores were the first modern dry goods chain stores in the country. The first store was opened in 1889 in Longmont, Colo., and it became a model for more than 100 other stores. The stores were very competitive and stocked highly demanded quality goods at low prices, trading only in cash and carry. James Cash Penney was one of the first operators of a Golden Rule store and later founded his own department store chain. The Golden Rule Store moved to the Adilas Building (219 F St.) by 1905.

The Golden Rule store was replaced in this building by Dayton J. Kramer's jewelry store. Dayton J. Kramer, jeweler, optician, and D&RG watch inspector, had been called "the leading jeweler" in Salida in 1900. The jewelry firm had been founded in 1882 by William Carpenter and expanded rapidly. In 1894, D.J. Kramer assumed the management of the business and purchased it about 1900. Fine loose and mounted diamonds, gold and silver jewelry, cut glass, musical instruments, optical goods, and Mexican art leather goods were among the specialties of the store.

The grocery store and jewelry store were shown on the Sanborn map of 1914. Alexander Mercantile and Kramer Jewelry were listed here in the 1922-23 city directory and the 1930-31 city directory. By 1943, Stanford and Raimon Cook were operating the Gambles store here, offering appliances, paint, hardware, furniture, bicycles, kitchenware, and other items. Bertin Gamble, in partnership with Phil Skogmo, developed more than 4,000 stores in 38 states and Canada. The first Gamble-Skogmo store opened in Minnesota in 1925. The Gambles store continues to occupy the building today.

36. Sources of Information:

Salida Mail, 3 January 1899, 1; Rosslyn and Lee Scamehorn, The Callahans of Longmont (Longmont: HL&RS, 2001), 1, 5-19; Denver Post Magazine, 23 Feb. 1986, 7; www.governor.state.nd.us/rr/gamble.htm; Chaffee County Assessor records; Salida City Directories; Sanborn Insurance Maps; Survey Form, 127 F St., 1981; Salida Walking Tours; Salida Mail, 2 July 1948.

VI. SIGNIFICANCE**37. Local Landmark Designation:** No**Date of Designation:****Designating Authority:****38. Applicable National Register Criteria:**

- A. Associated with events that have made a significant contribution to the broad pattern of our history;
- B. Associated with the lives of persons significant in our past;
- C. Embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or that possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or
- D. Has yielded, or may be likely to yield, information important to history or prehistory.

Qualifies under Criteria Considerations A through G (See Manual).

X Does not meet any of the above National Register criteria.

39. Area(s) of Significance:**40. Period of Significance:****Level of Significance:****42. Statement of Significance:**

This building is associated with the development of downtown Salida during the early 1890s and was the site of several early businesses, including Alexander Mercantile, the Golden Rule Store, and Kramer's Jewelry. The building has housed the Gambles store for more than half a century.

43. Assessment of Historic Physical Integrity Related to Significance:

The building retains the original two storefront configuration of the façade and is notable for its paneled kickplates. The rear and side walls are stuccoed.

VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT**44. National Register Field Eligibility Assessment:** Not eligible**45. Is there National Register district potential? Discuss.** N/A

This building is a contributing resource within the existing National Register District, the Salida Downtown Historic District.

If there is NRHP district potential, indicate contributing status: N/A

46. If the building is in an existing NRHP district, indicate contributing status: Contributing**VIII. RECORDING INFORMATION****47. Photographic Reference(s):** 12: 3, 19, 21**Negatives Filed At:** City of Salida**Photographer:** Roger Whitacre**48. Report Title:** Downtown Salida Historic Buildings Survey, 2001-02**49. Date(s):** September 2002**50. Recorder(s):** R.L. Simmons/T.H. Simmons**Organization:** Front Range Research Associates, Inc.**52. Address:** 3635 W. 46th Ave.**53. Phone Number(s):** (303) 477-7597

NOTE: Please attach a sketch map, a photocopy of the USGS quad map indicating the resource's location, and photographs.

Resource Number: 5CF406.40

Architectural Inventory Form

Temporary Resource Number: 7

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Colorado Historical Society-Office of Archaeology and Historic Preservation
1300 Broadway, Denver, Colorado 80203 (303) 866-3395

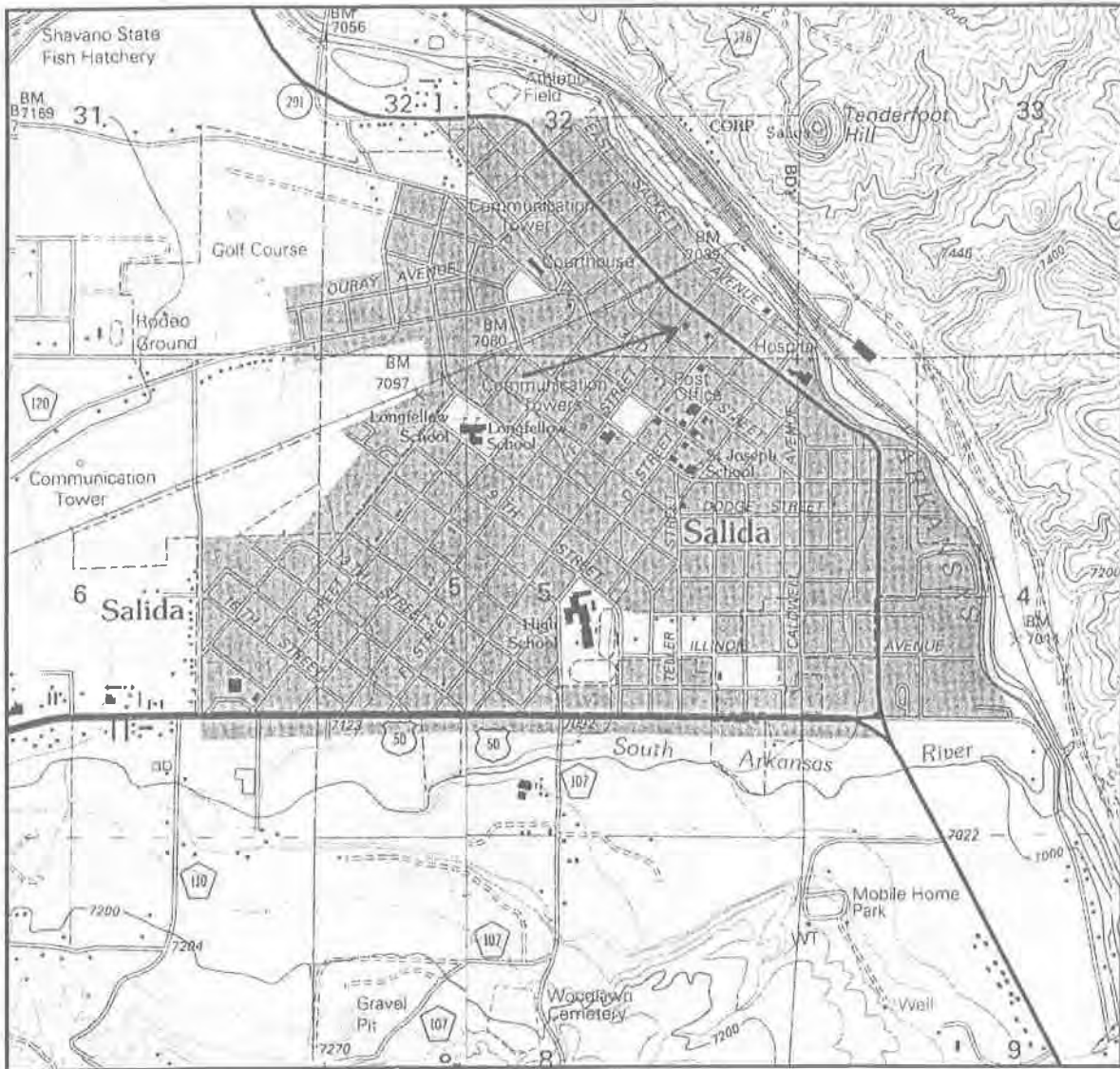


127 F Street, 5CF406.40



Downtown Salida Historic Buildings Survey, 2001-02
USGS Location Map

127 F St, 5CF406.40



Mosaic of extracts from U.S. Geological Survey, "Salida East, Colo.," and "Salida West, Colo.," (Denver, Colo.: U.S. Geological Survey, 1994).

