

COLORADO CULTURAL RESOURCE SURVEY

Architectural Inventory Form

Page 1 of 4

- 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:** 5CF406.34
2. **Temporary Resource Number:** 15
3. **County:** Chaffee
4. **City:** Salida
5. **Historic Building Name:** Adilas Building, Golden Rule Store
6. **Current Building Name:** Adilas Building, That's A Wrap, Gobin's Business Solutions
7. **Building Address:** 215-21 F St.
8. **Owner Name and Address:** Leavitt, Helen A., 1111 I Street, Salida, CO 81201

Parcel Number: 368132431269
SHF Grant Number: 2001-02-004

II. GEOGRAPHIC INFORMATION

9. **P.M.** N.M. **Township** 50N **Range** 9E
 1/4 1/4 SW 1/4 SE 1/4 **of Section** 32
10. **UTM Reference**
Zone 13 **Easting** 413522 **Northing** 4265436
11. **USGS Quad Name:** Salida East, Colo.
Year: 1994 **Map Scale:** 7.5' Attach photo copy of appropriate map section.
12. **Lot (s):** 11-13 (part) **Block(s):** 31
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 103 X Width 64
16. **Stories:** 2
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):**
 Decorative Cornice, Segmental Arch Windows (low arch)
21. **General Architectural Description:**

Two-story rectangular buff colored brick commercial building (slightly variegated brick on upper story) with flat roof with raised parapet with projecting piers and sandstone plaque inscribed "ADILAS" 1904." Decorative brick cornice with series of short piers supporting course of projecting bricks and rising from molded course of stone atop corbels. Second story has continuous band of molded brick above gauged brick lintels of windows between pilasters. Windows are tall double-hung sash with segmental arched transoms. Upper story is divided into three bays by pilasters and has off-center pavilion enframed with brick pilasters. Pavilion has large sash and transom window;

northern bay has two double-hung sash windows; southern bay has four double-hung sash windows. Continuous rock-faced stone sill course between pilasters. Course of rounded bricks mimicking dentils above first story.

First story is clad with textured stucco and divided into storefronts. Storefront on north has off-center, inset, metal frame glazed door with transom and a band of narrow plate glass metal frame windows. Entrance to second story in central bay has slightly projecting hood molding above inset doorway. The southern storefronts have a center inset entrance area flanked by two columns. Doors facing north and south are glazed and have metal frames. There is slightly projecting hood molding above the storefronts, which have metal frame plate glass windows. A flat storefront cornice with rosettes is above the storefronts and second story entrance.

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 **Actual** 1904

Source of Information: Building Plaque

26. **Architect:** Unknown

Source of Information:

27. **Builder/Contractor:** Unknown

Source of Information:

28. **Original Owner:** Golden Rule Store

Source of Information: Salida Record, 1 January 1904

29. **Construction History (include description and dates of major additions, alterations, or demolitions):**

This parcel was vacant in 1898, according to the Sanborn map. In 1904 the current building is shown, marked "from plans." The footprint of the building remains unchanged on Sanborn maps through 1945. The 1981 survey form shows the alterations to the first story that appear today.

30. **Original Location:** Yes **Date of Moves**

V. HISTORICAL ASSOCIATIONS

31. **Original Use(s):** Commerce and Trade

32. **Intermediate Use(s):** Commerce and Trade

33. **Current Use(s):** Commerce and Trade

34. **Site Type(s):** Commercial Building

35. **Historical Background:**

This building was erected in 1904, according to its stone plaque, and was christened the "Adilas Building" (Adilas is Salida spelled backward). On 1 January 1904, the Salida Record published a drawing of the building and stated, "this handsome building will be named by the people of the county as soon as the foundation is completed. A handsome prize is offered." The building was erected and owned by the Golden Rule Store. The firm stated, "We are now without a doubt enjoying the largest trade in this county and if this is true what an immense advantage we will have over all competitors. We have several stores and sell for strictly cash, therefore we can undersell them all. We care not for Eastern catalogues." The 1904 Sanborn map indicates that the footprint of the building was drawn "from plans," and was to be divided into two storefronts for a dry goods store and a grocery. The 1905-06 city directory indicates that part of the building (219-225) was occupied by the Golden Rule store, which continued to occupy the space into the second half of the twentieth century. 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 among the first modern dry goods chain stores in the country. The first store was opened in 1889 in Longmont, Colo., by Thomas M. Callahan, and it

became a model for more than 100 other stores. The stores were very competitive and stocked quality, high-demand goods at low prices, trading only in cash and carry. James Cash Penney was one of the early operators of a Golden Rule store and later founded his own department store chain.

Rosslyn and Lee Scamehorn have written a history of the Callahan family and their Golden Rule stores. In 1891 or 1892 Burr Fisher, a brother-in-law of T.M. Callahan, opened the first Golden Rule Store in Salida. In 1899, C.H. Ramsay, brother-in-law of Fisher and Callahan, acquired control of the store, which was managed by local people. C.H.R. Warriner & Son, a San Diego mercantile business, gained control of the store sometime before 1911. They quickly sold the store and its contents to A. Rosenquist, of Geneva, Nebraska, who, in turn, sold it to a Kearney, Nebraska company. The store then closed. The 1914 Sanborn map shows a bakery, a meat market, and a confectionery in the building. Thomas M. Callahan, Katherine M. Ryan, and Ira T. Letford, partners in the Golden Rule Mercantile Co., announced within months that the New York Store would open in the former Golden Rule space. Letford served as manager of the Salida store and Theresa M. Ryan (sister of Katherine Ryan) was the clerk. From 1913 to 1922, T.M. Callahan spent much of his time in Salida, according to the Scamehorns. The store was apparently rechristened the Golden Rule Mercantile Co., which is how it is listed in the 1922-23 city directory. Theresa Ryan became a partner-manager after Letford left the business in 1918. In August 1922, Callahan sold the Salida store to Ryan & Ryan (composed of Katherine, Theresa, and James R. Ryan). Theresa M. Ryan then managed the Salida store, while Katherine and James Ryan managed the company's stores in Gooding and Blackfoot, Idaho. A 1922 article in the Salida Mail called Theresa Ryan "one of the cleverest merchants in the United States." In 1949 the company advertised dry goods, ready-to-wear, shoes, and men's furnishings, and was operated by Theresa M. Ryan and Edmund J. Finn. The Golden Rule Mercantile Company was still listed at this address in the 1951 city directory.

The other store in this building by 1905-06 was the drugstore of George W. Armstrong. In August 1901 Armstrong had acquired Thompson's drugstore in Salida. He enlarged and remodeled the store in the 100 block of F Street, and advertised drugs, patent medicines, toilet articles, and perfumes. A biography of Armstrong published about 1905 called him "one of the leading merchants of Salida." Armstrong was a native of New York, where he attended school and worked in a bank. In 1864, he crossed the plains to Colorado, where he mined for a year before returning to New York. He engaged in a mercantile business before coming back to Colorado in 1877 and took up mining in Central City. Unsuccessful in his mining ventures, he walked to Denver looking for work, arriving with ten cents in his pocket. Armstrong worked for the wholesale grocery of J.S. Brown & Co. in Denver. In 1880 he opened a grocery in West Denver and was elected to the city council. In 1882 he started a general store in Montrose County, which expanded with branches in Gunnison County, Debeque, and Parachute. In 1910, Armstrong's business was purchased by W.C. Alexander, who then operated a drug and jewelry business.

The upstairs of the building originally contained a large hall. In 1906, the "Salida Mail" reported that the hall, "one of the largest and very best in the city except perhaps Elk Hall" had been converted into offices.

In 1922-23 the city directory indicated that Mary Stokes, cloak and suit maker, was occupying 215 F. In the 1927-28 directory this business was listed as The Stokes Company, Inc., and was still at this address. On the 1945 Sanborn map, a movie theater is indicated in 215. By 1951, only the Golden Rule Mercantile was listed at this address.

36. Sources of Information:

Rosslyn and Lee Scamehorn, *The Callahan's of Longmont, Colorado* (Longmont: HL & RS, 2001), 1-19; *Salida Mail*, 5 March 1897, 3, 26 October 1906, 1, 11 June 1922, 1, and 2 July 1948; Chaffee County Assessor records; *Salida City Directories*; *Sanborn Insurance Maps*; *Salida Walking Tours*; *Salida Record*, 1 January 1904.

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:**Period of Significance:****41. Level of Significance:****42. Statement of Significance:**

This building is associated with the Golden Rule Mercantile Co., one of the country's first group of chain stores, and was owned and operated by T.M. Callahan, founder of the chain. The building housed the store from the time it was completed until at least the early 1950s. Although the first story has been extensively altered, the building retains its parapet with stone plaque, decorative cornice, brick pilasters, and arched windows with gauged lintels.

43. Assessment of Historic Physical Integrity Related to Significance:

This building retains moderate historic physical integrity. The first story of the building has been totally remodeled. The upper story is almost totally intact.

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 located within an 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):** 18: 33; 21: 11.

Negatives Filed At: City of Salida

Photographer: Roger Whitacre

48. Report Title: Downtown Salida Historic Buildings Survey, 2001-02

Date(s): September 2002

50. Recorder(s): R.L. Simmons/T.H. Simmons

51. 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.

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

Downtown Salida Historic Buildings Survey, 2001-02
Sketch Map

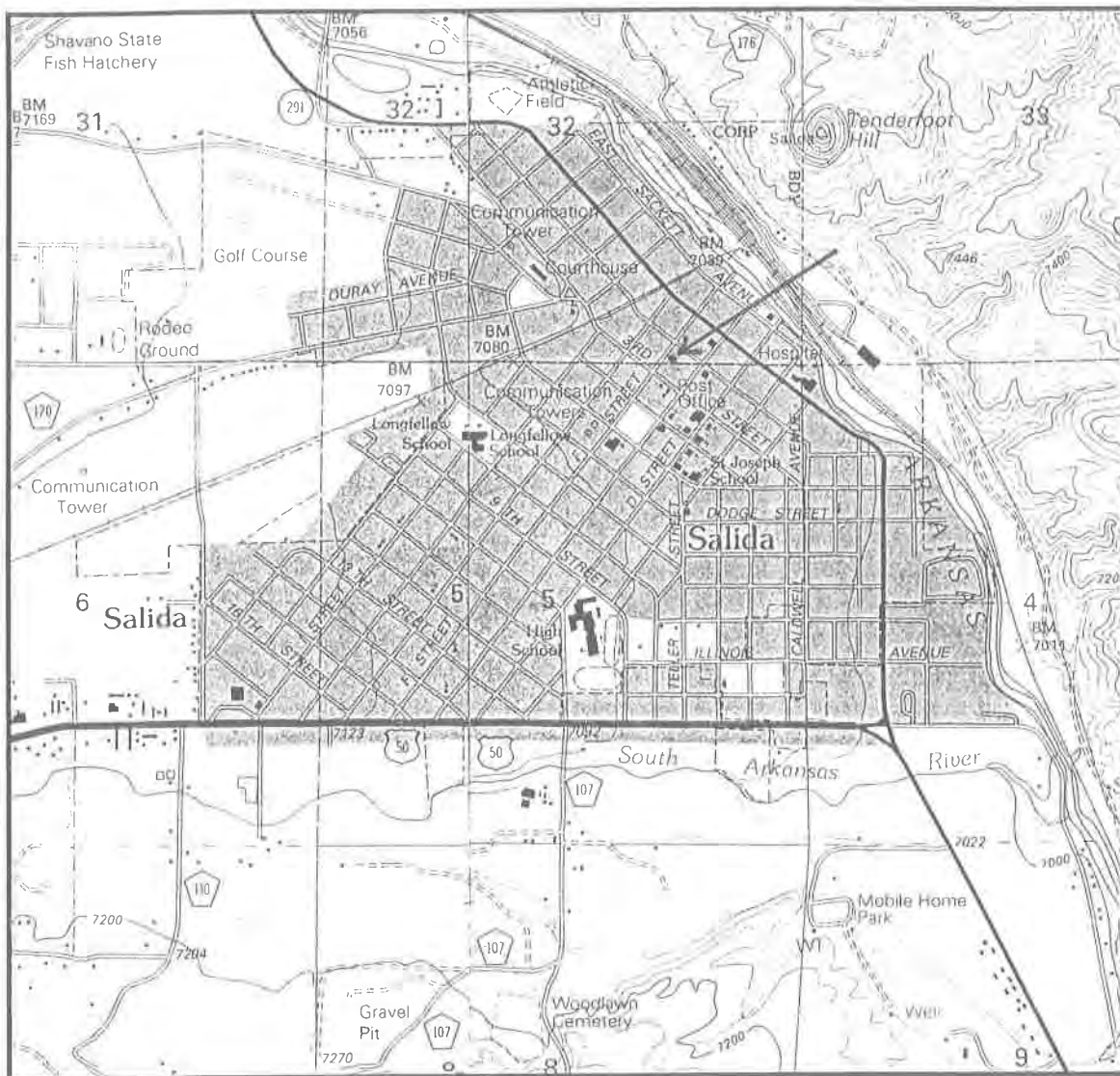


219 F Street, 5CF406.34



**Downtown Salida Historic Buldings Survey
USGS Location Map**

215-21 F St. 5CF406.34



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

