

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY
RECEIVED
MAY 29 1978
DATE ENTERED
AUG 1 1979

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC *Daniel*
"D. Cassidy & Sons General Merchandise" *Store*
AND/OR COMMON
Cassidy Store

LOCATION

N M 3

STREET & NUMBER

CITY, TOWN

Cleveland

NOT FOR PUBLICATION
CONGRESSIONAL DISTRICT

VICINITY OF

#1

STATE

New Mexico

CODE
35

COUNTY
Mora

CODE
033

CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

PUBLIC ACQUISITION

ACCESSIBLE

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER:

OWNER OF PROPERTY

NAME

William L. Fahey

STREET & NUMBER

P.O. Box 88

CITY, TOWN

Cleveland

VICINITY OF

STATE

New Mexico 87715

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Mora County Clerk's Office

STREET & NUMBER

CITY, TOWN

Mora

STATE

New Mexico

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

State Register of Cultural Properties

DATE

August 24, 1977

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

Department of Educational Finance & Cultural Affairs
Historic Preservation Office

CITY, TOWN

P.O. Box 1629, Santa Fe

STATE

New Mexico 87503

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Situated on the west side of State Highway #3 in the northern New Mexico village of Cleveland, the cluster of adobe buildings known as "D. Cassidy & Sons General Merchandise" consists of a 50' square store next to a commodious family dwelling. A large L-shaped barn and other outbuildings stand in the rear amid wagon yards and stock corrals. The complex is presently owned by William L. Fahey, a descendant of the Cassidy family, which has been prominent in Cleveland's community affairs for the last century. Located at the head of the fertile Mora Valley which extends eastward from the high peaks of the Sangre de Cristo mountains towards the plains below, the village is one of several small settlements established after Mexican authorities conceded the Mora Land Grant to a group of landless heads of families in 1835. First known as San Antonio, or Upper Mora, to distinguish it from the adjoining plaza of Santa Gertrudis (Lower Mora), Cleveland was renamed in 1892 when the first U.S. Post Office was established and thereafter honored President Grover Cleveland, soon to be reelected to his second term of office.

Facing southeast, the store's facade is topped by a false front which rises in three steps above the ridge of the pitched roof. The lowest level covers the building's nucleus, the original store believed to have been built c.1865, which occupies the east third of the present structure. The two entrances to this older portion, double glass over wood doors, are still in place in the south and east walls. Both are set beneath transoms. Resting on a foundation of native sandstone, the massive, 30" thick adobe walls are now covered with a hard, rose-colored plaster. Of similar construction, the newer part in the building's west two-thirds was added soon after 1900. Bordered by a narrow stone and concrete walk, the store's main entrance is centered between two large 16 light windows flanked by white shutters. Placed side by side over the entrance are two 6 over 6 double hung windows once surmounted by a large sign on which "D. Cassidy & Sons General Merchandise" was spelled out in block letters.

On each side of the doorway the store's original paneled counters, now painted blue and cream, extend towards the rear of the building. Modern fixtures for meat, soft drinks and dairy products stand amid the older shelves and display cases. Fluorescent light fixtures are suspended from the old corrugated metal ceiling. To the left of the entrance and separated from the rest of the rooms by one of the counters and a wicket is a small area which served as the store's office and, also, as Cleveland's post office until 1948. Here, a large roll top desk is located so that the store's owner can observe clerks and customers while working at his accounts. Behind the desk a low doorway leads to a small, steel reinforced vault which protrudes from the structure's southwest corner. It contains the store's records from its beginnings to the present and two small safes, one of which is protected by an image of Nuestra Señora de Guadalupe painted on the inside of the door. Opposite the post office on the right of the entry a short run of well-worn stairs leads down into the building's original

(See Continuation Sheet Page 1)

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input checked="" type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The enterprise which became known as "D. Cassidy & Sons General Merchandise" originated c.1863 when James Thomas, a merchant whose background is unknown, established himself in the New Mexico village of San Antonio de Mora. There he purchased a tract of land, a four-room house and a small grist mill from a local resident, Pedro García, and opened for business as a comerciante y vinatero. One of Thomas' employees was a young immigrant named James Doherty (or Dougherty) who was the first of a series of brothers and cousins who came to New Mexico from Ireland seeking better opportunities. When Thomas died in 1868 his store and other interests were acquired from his estate by Doherty and his younger brother John for \$10,167.50. Store records indicate that the business prospered. Substantial profits were made in the 1870s by adopting the usual frontier policy of accepting local produce - grain and livestock - in exchange for hardware, dry goods and groceries which were hauled to San Antonio by wagon train from the railhead at El Moro, Colorado 100 miles to the north.

Within a few years John Doherty had become increasingly concerned with his own mercantile and livestock operations and moved his headquarters to Lower Mora. In 1881 James again found a replacement from his native land. Born in County Donegal October 11, 1852, Daniel Cassidy came to the United States with his wife Susan and their three oldest children following a brief residence in England. After landing in Baltimore the family came immediately to Doherty's store in Upper Mora where Cassidy was employed as a clerk. Ten years later he had accumulated sufficient capital to form a partnership with Joseph Doherty, a cousin of James and John, to buy James' mercantile business. Cassidy acquired sole proprietorship in 1903 when Joseph Doherty left the Mora Valley for the newly developing ranch country to the northeast along the New Mexico-Colorado border, where many of his descendants still reside.

Under Cassidy's direction the store continued to be successful. For the first few years of his management other outside partners were admitted for brief periods until his sons were old enough to assume responsibility when the store was designated "D. Cassidy & Sons, General Merchandise." One of the firm's best customers during this period was the Santa Barbara Tie and Pole Co., which was then intensively logging on the west slope of the Sangre de Cristos. Cassidy pack trains laden with meat and groceries made their way over the top to company camps in the Santa Barbara and Rio del Pueblo valleys on the other side. As one of Mora County's most prominent citizens, Cassidy was active in local politics, serving a term as county

(See Continuation Sheet Page 1)

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Mora County Records, County Clerk's Records, Indirect Index to Deeds 1861-1890, Record of Property Transfers 1898-1904, State Records Center and Archives, Santa Fe, New Mexico.

Mora County District Court Records, Civil Case File #996, State Records Center and Archives, Santa Fe, New Mexico.

(See Continuation Sheet Page 2)

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Approximately 1 1/2 acres.

UTM REFERENCES

A	1,3	4,6,6,5,4,0	3,9,8,3,2,2,0	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			

VERBAL BOUNDARY DESCRIPTION

Beginning at the northwest corner of the intersection of State Highway #3 and the county road running south of the Fahey residence; proceeding in a southwesterly direction along the north side of said county road for a distance of approximately 160'; thence in a northerly direction along a certain stone and adobe wall for a distance of approximately 400'; thence

(See Continuation Sheet Page 2)

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

John O. Baxter, Archivist

ORGANIZATION

State Records Center and Archives

DATE

May 14, 1979

STREET & NUMBER

404 Montezuma

TELEPHONE

(505) 827-2321

CITY OR TOWN

Santa Fe

STATE

New Mexico 87503

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

James W. Mark

TITLE

State Historic Preservation Officer

DATE

5-21-79

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DIRECTOR, OFFICE OF ARCHAEOLOGY AND HISTORIC PRESERVATION

Charles Adams

DATE

8-1-79

ATTEST:

Carol Brooks

DATE

7/30/79

KEEPER OF THE NATIONAL REGISTER

UNITED STATES DEPARTMENT OF THE INTERIOR
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CONTINUATION SHEET

ITEM NUMBER 7&8

PAGE #1

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section. Now used only for storage, this room is lined with shelving and green floral wallpaper which blends with the light green ceiling made of 4"x6" exposed beams and milled lumber.

Adjacent to the store and at right angles to it, the Cassidy residence faces the highway. Constructed on an L-shaped floor plan, it too is made of adobe topped by a corrugated metal roof. The short or front leg of the L is thought to be contemporary with the store while the long leg which extends west to provide additional bedrooms was added c.1900. Centered symmetrically between two windows, the entrance is sheltered by a simple frame porch and railing. The front door, which opens into a short hallway is framed by a transom and sidelights. Flanked by a typical Victorian parlor on the left and diningroom and kitchen to the right, the hall still has soft plastered walls and exposed vigas (beams). Drop ceilings have been installed in the other rooms. Decorated with turn-of-the-century wallpaper, the parlor contains several pieces of furniture characteristic of the period. Although set in the corner in typical New Mexico fashion the fireplace is embellished with an ornate mantel obviously imported from the East.

Behind the store, and enclosed by stone and adobe walls which form the north and west boundaries of the nominated property, the big barn is still used to stable the Faheys' saddle horses. Also L-shaped, the north leg was formerly a granary where wheat, corn and oats were accepted in exchange for credits at the store. Surmounted by a hay loft covered with a shed roof, the other leg is divided into stalls and storage for tack, harness and other equipment. Although the barn shows the signs of age somewhat more than the other two buildings it is, nevertheless, in good condition. Because of the concern of the Fahey family the complex remains in daily use and is well maintained.

#8

treasurer and as a delegate to New Mexico's Constitutional Convention of 1910. Four years later he diversified his business interests by purchasing one of the valley's largest flour mills, which became known as the "Cassidy Mill" (National Register 12/78). Following the death of his first wife in 1900, Cassidy married Sarah McCluskey and became the father of a second family.

In 1929 Cassidy died, thus beginning the fragmentation of his estate among his widow and the children of his two marriages. Although the store remained open until 1954, divergent interests of the heirs made management increasingly difficult. The situation was not resolved for twenty years, until a grandson, William L. Fahey, was at last able to

(See Continuation Sheet Page 2)

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CONTINUATION SHEET

ITEM NUMBER 8,9,10 PAGE #2

#8

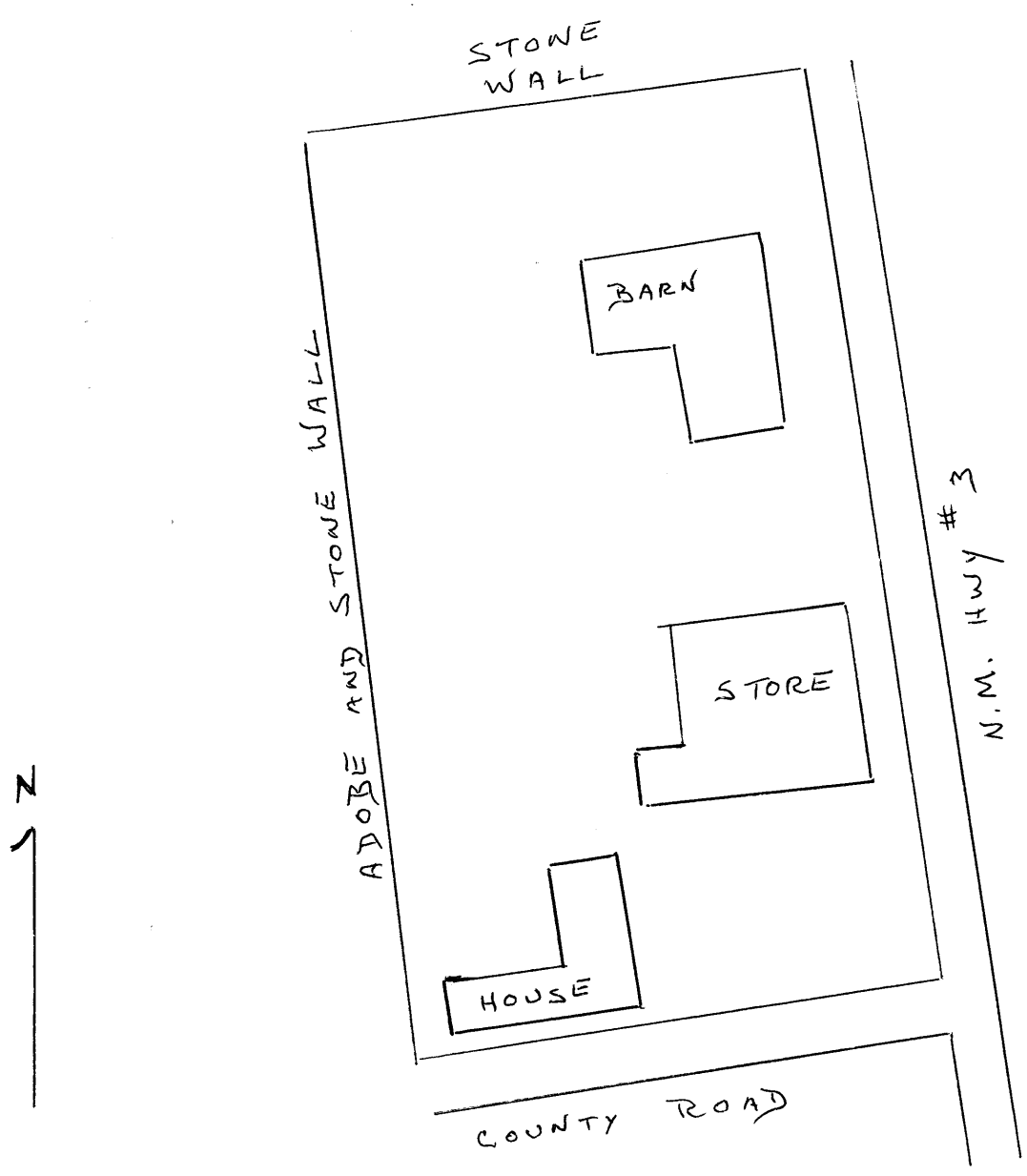
consolidate the property and reopen the store in 1977 after a thorough rehabilitation of the building. Proud of the family's long association with the Mora Valley, Mr. and Mrs. Fahey and their children not only maintain the house and store but plan the refurbishment of adjoining out-buildings, thus continuing an important tradition.

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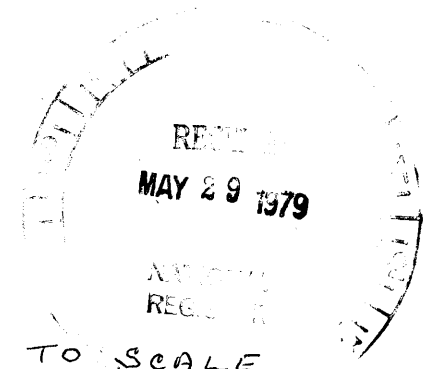
Territorial Archives of New Mexico, Records of the Secretary of the Territory, Constitutional Convention Book of 1910; Records of the Auditor of the Territory, Audited Reports of Commercial Licenses, Mora County 1864-1897, State Records Center and Archives, Santa Fe, New Mexico. Federal Census Reports, 1870, 1880 and 1900. New Mexico State Business Directory. Denver, 1905, 1915 and 1923. Coan, Charles F. A History of New Mexico. Chicago, 1925.

#10

in a easterly direction along another stone wall to the west side of State Highway #3 for a distance of approximately 160'; thence in a southerly direction along the west side of said highway to the point of beginning, a distance of approximately 400'.



"D. CASSIDY & SONS, GEN. MDSE"
CLEVELAND, NEW MEXICO



NOT TO SCALE