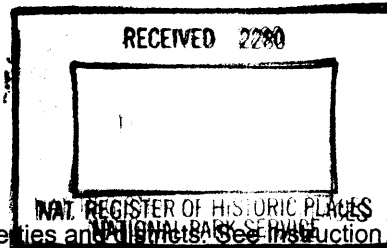


United States Department of the Interior
National Park Service
National Register of Historic Places
Registration Form



1597

This form is for use in nominating or requesting determination for individual properties and districts. See instruction 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 Howard Store

other names/site number Hooper Town Hall; 5AL.788

2. Location

street & number 8681 Main Street [N/A] not for publication

city or town Hooper [N/A] vicinity

state Colorado code CO county Alamosa code 003 zip code 81136

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this [X] 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 forth in 36 CFR Part 60. In my opinion, the property [X] meets [] does not meet the National Register criteria. I recommend that this property be considered significant [] nationally [] statewide [X] locally. ([] See continuation sheet for additional comments.)

Signature of certifying official/Title: Georgiana Cortezglen, State Historic Preservation Officer; Date: 12/2/05

Office of Archaeology and Historic Preservation, Colorado Historical Society
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

I hereby certify that the property is:

- [X] entered in the National Register [] See continuation sheet.
[] determined eligible for the National Register [] See continuation sheet.
[] determined not eligible for the National Register.
[] removed from the National Register
[] other, explain [] See continuation sheet.

Signature of the Keeper: Elson H. Beall; Date of Action: 2/1/06

Howard Store
Name of Property

Alamosa County, Colorado
County/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 count previously listed resources.)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Name of related multiple property listing.

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

N/A

Number of contributing resources previously listed in the National Register.

0

6. Function or Use

Historic Function

(Enter categories from instructions)

Commerce/specialty store

Current Functions

(Enter categories from instructions)

Government/city hall, fire station

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th & Early 20th Century American Movements
Other: False Front, 19th Century Commercial

Materials

(Enter categories from instructions)

foundation Brick
walls Metal
Weatherboard
roof Metal
other _____

Narrative Description

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

Howard Store
Name of Property

Alamosa County, Colorado
County/State

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** a birthplace or grave.
- 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.

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
- # _____

Areas of Significance

(Enter categories from instructions)

Architecture

Commerce

Periods of Significance

1891 - 1953

Significant Dates

1891

1912

Significant Person(s)

(Complete if Criterion B is marked above).

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Primary location of additional data:

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

Name of repository:

Colorado Historical Society

Howard Store
Name of Property

Alamosa County, Colorado
County/State

10. Geographical Data

Acreage of Property less than one

UTM References

(Place additional UTM references on a continuation sheet.)

1. 13 422739 4177844 (NAD 27)
Zone Easting Northing

2. Zone Easting Northing

3. Zone Easting Northing

4. Zone Easting Northing [] 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 Debbie Canada / Clerk (additional material supplied by OAHF staff)

organization Town of Hooper date 8-22-2005

street & number 8681 Main Street [P. O. Box 1] telephone _____

city or town Hooper state CO zip code 81136

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 Town of Hooper

street & number 8681 Main Street / P. O. Box 1 telephone 719-378-2204

city or town Hooper state CO zip code 81136

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 listings. 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 20503.

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Howard Store
Alamosa County, Colorado

DESCRIPTION

Constructed in 1891, the Howard Store is one of the few historic commercial buildings remaining in Hooper, a small town in the San Luis Valley of south central Colorado. Hooper is located in northern Alamosa County, just south of the Saguache County line. The 2,165 square foot, false front commercial building anchors the northwest corner of Main Street and Third Avenue, occupying a 25' x 140' dirt lot that is flat and void of any vegetation except for the clumps of prairie grass that appear after the rains.

The elongated (24'4" x 88'5") building has a rectangular plan that is slightly modified on the east side by a projection to accommodate an overhead door. The wood frame building is comprised of two gabled roof sections—the original large southern section behind a wooden false front and a smaller offset rear (north) addition with a shed roof side extension. The roofs are corrugated metal that have been painted white. Straddling the ridgeline of the original section is a small square brick chimney and a small gabled roof cupola with louvered side walls; a metal stovepipe pierces the ridgeline of the addition. The south façade is wood with an intact nineteenth century storefront and a parapet wall of drop siding that culminates in a decorative wooden cornice with brackets. The remaining walls are sheathed with sheet metal siding stamped to resemble rock face ashlar that has been painted white. The white paint that covers the walls and roof is coming off these surfaces, exposing rusted metal and bare wood.

The **south façade** fronts Main Street and is marked by an intact, full-width, nineteenth-century storefront. The recessed central entrance is comprised of two glazed and paneled wooden doors (behind wood frame screened doors) surmounted by a two-light transom. Flanking the doors are two angled bays, each comprised of two tall, narrow pieces of plate glass above a wooden paneled kickplate. Large, four-light plate glass display windows above wood paneled kickplates on either side of the entrance complete the storefront. Immediately above the storefront and spanning the full width of the building is a simple shed roof. Supported by square metal posts and covered with corrugated metal, the roof extends out to cover the sidewalk in front of the building. An expanse of drop siding forms the false front that extends above the front gabled roof. This parapet wall has a decorative wooden cornice with paired scroll-shaped brackets embellishing the crown molding and wide frieze board.

The **east side** of the building faces Third Avenue. The long expanse of metal siding covering the original building is broken by a small piece of plywood, a door opening, and a wood framed projection. The tall, narrow piece of plywood appears to cover a window opening. The door opening has a simple wooden surround and a slab door without hardware. Immediately adjacent the door opening is the (3'8" x 12'5") projection. At the far end of the original building, this extension contains an oversized overhead rolling metal door. The only opening on the rear addition that breaks up the expanse of stamped metal siding is a double leaf opening of two slab doors.

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Howard Store
Alamosa County, Colorado

The addition at the **north end** (rear) of the building also contains a large overhead door opening. Centered in the gabled roof portion of the addition, this door has wood panels with glazing. There is a small three light window piercing the wall of the shed roof side extension.

The **west side** is an expanse of stamped metal siding broken only by a small piece of plywood and two metal ventilator covers. The plywood appears to be covering a small window opening.

Oak hardwood flooring remains throughout most of the **interior**, which now serves as the Town Hall (see floor plan). A 22' x 15'6" section of the flooring was removed in 1985 when a portion of the building was converted to use as the town's firehouse; this area currently has a concrete slab. The interior walls and 11' high ceilings were originally lathe and plaster. Currently the walls are a combination of paneling and drywall. The interior of the rear addition has unfinished walls and ceilings with a concrete slab for the floor. Various portions of the interior underwent renovations in 1969 and 1978. Changes included the installation of a dropped ceiling with acoustical tiles, drywall and paneling, carpeting and electrical changes. A portion of the large room that serves as the town hall was portioned off to create an office with carpeting and heat.

The building has undergone a few **alterations** during its lengthy lifetime and most of the exterior changes are considered historic. In 1898, the addition to the rear of the building (north side) was constructed. It is not known when the shed-roof extension off the east side of the rear addition was constructed. The rock face stone steel siding was installed over the original vertical board siding in 1912.

A very early image indicates that the building was originally constructed without a canopy, awning or any kind of covering above the storefront. A post-1912 photograph (as the side of the building is faced with the stamped metal siding) shows a full-width shed roof sheltering the storefront and the area in front of the building. This roof with its enclosed raked ends appears to be more substantial than the current simple roof. It is possible that the current roof is a replacement, but a records search has failed to determine if or when the current one was installed.

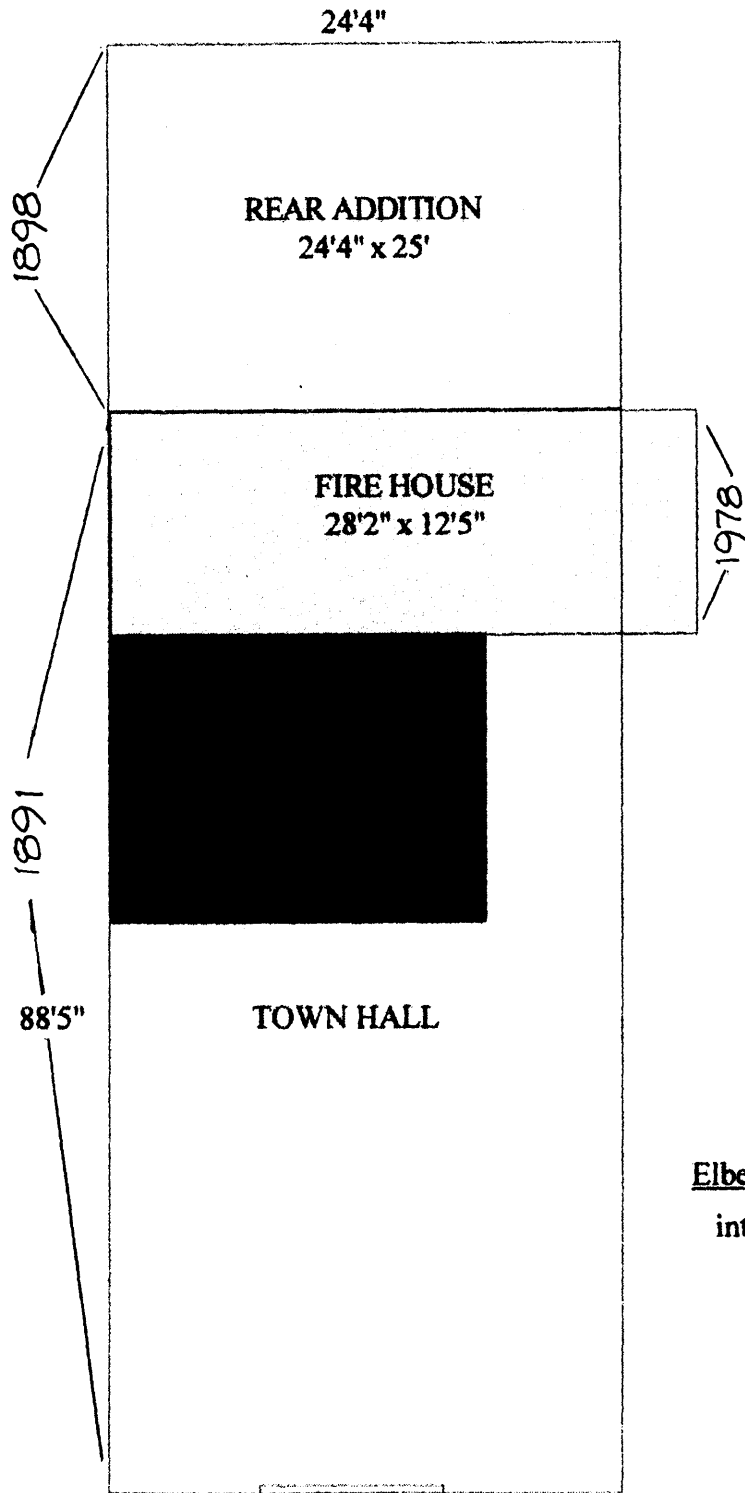
In 1978, the (3'8" x 12'5") extension was made to the east side of the building to allow for the installation of a large overhead door to accommodate the town's fire truck.

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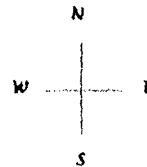
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Howard Store
Alamosa County, Colorado

Interior Floor Plan



Elbert Howard Store:
interior floor plan



drawing not to scale

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Howard Store
Alamosa County, Colorado

SIGNIFICANCE

The Howard Store is eligible for the National Register under Criterion C for its architectural significance as it represents a type and a method of construction.

The building possesses the distinctive characteristics of two types of architecture—the False Front Commercial and the Nineteenth Century Commercial. The False Front Commercial is “an icon of the urban pioneer West” and this building is a good example with its façade rising to form a parapet wall with a decorated cornice that extends above the front gabled roof and side walls. The well-preserved storefront is also a textbook example of a small Nineteenth Century Commercial building with its recessed central transomed entrance flanked by large display windows above paneled wooden kickplates.

The building possesses the distinctive characteristics of a method of construction—embossed walls of ornamental sheet metal. The remaining three sides of the building were sheathed in 1912 with sheet metal siding stamped to resemble rock face stone masonry. Ornamental sheet metal, which reached its peak of popularity in this country in the last decade of the nineteenth and the first decade of the twentieth centuries, provided an affordable, durable and fire resistant material with architectural effects. This is the town’s only example of a building clad with embossed ornamental sheet metal siding.

The building is also eligible under Criterion A for its association with the commercial history of Hooper as it is one of the oldest and longest operating general merchandise establishments in town. Constructed by Elbert Howard in 1891, the building contained one of the town’s first general merchandise stores. Business directories indicate that there was always at least one general merchandiser in town, and on occasion as many as three. Although the building changed hands many times, it remained a general merchandise operation until 1953, a period of almost sixty years.

False Front Commercial

From the late nineteenth century through the early years of the twentieth, the false front commercial building was a common sight in Colorado plains agricultural communities, mountain mining towns, and early railroad centers. Shopkeepers, hotel owners and other entrepreneurs were reluctant to invest heavily when erecting a place of business during the early development of a town, especially in Colorado’s uncertain boom and bust economy. Yet there was a desire to project an image of stability and success to prospective customers. What might originally have been nothing more than a canvas tent over a wood platform became something more substantial with the establishment of a local sawmill or the arrival of the railroad. “Sound business economics led commercial building owners to budget their spending for substantial facades while relegating the secondary sides of buildings to a cheaper

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Howard Store
Alamosa County, Colorado

utilitarian treatment. The result was the ubiquitous false front commercial building” (Heckendorn).

The false front is simply a front wall that extends above the roof and the sides of a building creating a more impressive façade. The false front commercial building has four major defining design characteristics. The main or street side façade rises to form a parapet that hides all or nearly the entire roof. The roof is almost always front gabled. A better grade of materials is often used on the façade than on the sides and rear of the building. And lastly, the façade exhibits greater ornamentation than the other sides of the building.

These buildings are usually constructed of wood—mostly wood frame, although very early log examples can be found. The facades are most often wood sided, although other surface treatments were used, including pressed metal, rolled asphalt siding, and stucco. The most traditional late nineteenth and early twentieth-century false front commercial building is wood frame, one to two stories in height, with a rectangular plan and a front-gabled roof.

The Howard Store possesses the character defining features of the False Front Commercial building use type. This elongated, wood frame, one-story construction has a façade parapet that rises above the side walls, completely hiding the front-gabled roof. The façade is faced with drop siding. The side walls were probably originally board and batten, as vertical board siding is still evident under the stamped metal siding that was installed in 1912. Paired scroll-shaped brackets embellish the cornice with its crown molding and wide frieze board.

19th Century Commercial

The storefront is the most important architectural feature of many historic commercial buildings, playing a crucial role in the advertising and merchandising strategy of drawing customers and increasing business. Therefore, it is not surprising that the storefront is the most commonly altered feature of a historic commercial building. The well-preserved storefront of the Howard Store is an exception to this trend.

The availability of architectural cast iron after the 1840s helped transform storefront design. Simultaneous advances in the glass industry permitted the manufacture of large panes of glass at a reasonable cost. “The combination of these two technical achievements led to the storefront as we know it today—large expanses of glass framed by thin structural elements” (Jandl 1982).

Entrances were an integral component of the façade with the typical 19th century storefront consisting of a single or (more often) double door, flanked by display windows. This entry was frequently recessed, not only to protect customers from inclement weather, but also to increase the amount of merchandise display space. A

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single or double light transom surmounted the door. Thin structural members of cast iron or wood usually framed the storefront and the windows were positioned above paneled kickplates (also called bulkheads) of wood, cast iron or pressed metal. Often a transom (consisting of a single or multiple panes of glass) was positioned above each window. The signboard above the storefront (usually a fascia board covering a structural beam) became a prominent part of the building. Tin or wooden canopies or canvas awnings often shaded late 19th century storefronts. "Except for expanding the display window area to the maximum extent possible and the increasing use of canvas awnings, few major technical innovations in storefront design can be detected from the 1850s through 1900" (Jandl 1982).

The Howard Store is an unusually well-preserved example of a commercial building from this period. It has the classic components, including the recessed central entrance comprised of a double door with a two-light transom, the flanking four-light plate glass display windows above wood paneled kickplates. Historic (but unfortunately undated) photographs indicate that although it was originally constructed without a canopy or awning, a shed roof extension has sheltered the storefront and the area in front of the building since at least 1912, if not earlier.

Embossed Facades - Ornamental Sheet Metal

Although the use of sheet metal for architectural ornament was comparatively new in the 1870s, a major sheet-metal industry would develop in the next several decades that would change the face of buildings across the country (Simpson 1999:30). Improvements in sheet-steel production and drop presses in the late 1800s made the stamping of larger decorative panels possible, allowing customers to purchase not only building fronts but also cladding for the whole building that imitated rock face stone or pressed brick. The manufacturers recommended it for covering old buildings with deteriorating facing as well as for new structures. Easily nailed over a wooden frame, these pressed panels could instantly produce the appearance of a substantial masonry building. The illusion might be further enhanced by covering the sheet metal with a paint mixed with sand. By 1911, sheet-metal manufacturers were advertising prefabricated, fireproof garages with rock face metal siding. It is interesting that the rock face pattern, an imitative form very popular for ornamental concrete block, also became a staple for sheet metal, appearing as early as 1887 (Simpson 199:41).

Ornamental sheet-metal reached the peak of its popularity in this country during the last decade of the nineteenth and the first decade of the twentieth centuries. One of its chief selling points was that it was an economical means of ornamentation. Sheet-metal was also promoted as more durable and fire-resistant than the materials it replaced. Proponents touted that insurance rates would be lower with sheet-metal products, providing consumers with peace of mind about the safety of their buildings in addition to saving money.

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However, there were some disadvantages to sheet metal, especially in exterior use. As several disastrous urban fires proved, its fire-resistant qualities were exaggerated. Metal might be incombustible, but it lost strength at high temperatures. Even with galvanizing and plating, abrasions could still cause rust, necessitating regular repainting. Air pollution from coal burning attacked the protective coatings and limited the life of the metal. Many of these problems could be avoided with proper maintenance, and although not entirely so, sheet metal was still more fireproof than wood. "A different more philosophical troubling problem for the industry was the aesthetic issue of sheet metal's appearance and the imitative forms in which it was produced" (Simpson 1999:50).

As early as 1874, the phrase "servile imitation" was used to describe ornamental sheet-metal and it appeared repeatedly during the vigorous 30-year debate conducted in the building press. Critics claimed that the "trained eye" could always identify sheet metal by "its inferior look" and that comparing stone ashlar to sheet metal was like comparing "clothing to a mask." It wasn't so much that it imitated stone and wood, although that was bad enough. The problem was it failed to convincingly imitate stone and wood (Simpson 1999:50-52).

To the ordinary people who bought the cornices, shingles, and building fronts, sheet metal was not so much imitation as allusion....Whether or not sheet metal actually fooled anyone into thinking it was stone or wood was irrelevant. What mattered was that it was successful ornament in its own right....Sheet-metal ornament was a substitute, a faithful reproduction, but also a material possessing its own unique qualities, and these qualities deserved to be admired....Moreover, sheet metal represented modernity and progress....New products shaped by new technology....These were products that were better than the stone and wood they replaced. They supplied rich ornament, durability, and fire resistance at a price the masses could afford (Simpson 1999:52).

The aesthetic debate over the appropriateness of sheet metal's imitative qualities reflects criticism faced by many new materials that appeared between 1870 and 1930. Was pressed metal a dishonest sham, inferior and unattractive? Or was it an economical, durable and safe substitute that expressed modern, progressive values? The debate would become moot as the popularity of ornamental sheet-metal began to decline in the late 1920s. This was partly due to a change in aesthetic ideas. Metal facades and cornices had been associated with Italianate and other various ornate styles, which had fallen out of fashion. Other factors also contributed to its decline. The economic disaster of the Great Depression in the 1930s and the diversion of metal into military uses in the 1940s all but ended the architectural ornamental sheet-metal business.

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Sears, Roebuck and Company's 1910 Home Builder's catalog included a variety of pressed steel siding. The catalog encouraged its customers to cover their outbuildings with this fireproof material that would also make them "appear modern and up to date." The catalog described the steel pressed brick or stone siding as "made from the very best soft or mild steel that enables the sheet to be stamped so as to form a perfect imitation of the finest Philadelphia or Milwaukee pressed brick or rock face brick; also a splendid imitation of rock face stone which has been dressed into the proper size to show up best." Sears claimed that their sheet steel siding would last for years, outwearing any wood siding because "at the present time the better grades of lumber are worked up into interior trimmings and only the cheaper grades of stuff are used for sawing into weatherboarding, drop siding, etc."

The catalog illustrated a pressed brick steel siding, a rock face brick steel siding, and weatherboard steel siding. The catalog also included a rock face stone steel siding (see below), described as "something comparatively new in sheet metal siding, it imitates rock face stone to perfection" and was "shipped direct from the steel mills in Eastern Ohio." Each "single stone" was 7x12 inches and sheets were 26x60 inches. The rock face stone steel siding "painted a drab color" was priced at 27 cents per sheet, while the galvanized version was 46 cents per sheet. The company encouraged the use of the galvanized sheets on "permanent buildings." Of course, as the cost of steel was rapidly increasing and the prices were not guaranteed beyond July 1, 1910, customers were advised to order now.

ROCK FACE STONE STEEL SIDING.

27c PER SHEET PAINTED
 OR
46c PER SHEET GALVANIZED
WARRANTED FULL 28-GAUGE.



Size of Single Stone, 7x12 inches. Sheets, 26x60 inches.

This is something comparatively new in sheet metal siding. It imitates rock face stone to perfection. On a building the counterpart of a finely finished rock face stone, it makes the most attractive and handsomest sheet metal covering so far produced or offered the building trade.

It is unquestionably an elegant facing for store fronts and cannot help but take the place of the old style galvanized iron fronts, because it is cheaper, makes a handsomer front and is more easily applied. Rock Face Stone Steel Siding is shipped direct from the steel mills in Eastern Ohio. A square consists of 8 1/2 sheets.

PRICE, PER SQUARE
 Painted \$2.25
 Galvanized . . . 3.85

No. 63B3142 Rock Face Stone Steel Siding, painted a drab color. Price, per sheet, 27c
 No. 63B3143 Rock Face Stone Steel Siding, galvanized. Price, per sheet . . . 46c

PRICES ON STEEL ARE RAPIDLY ADVANCING. ORDER NOW.

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Howard Store
Alamosa County, Colorado

Built in 1891, the Howard Store was one of the town's first commercial buildings. A string of businesses was located along the Main Street by the late 1800s. Today the Howard Store is only one of three original nineteenth century false front commercial buildings remaining on Main Street. The other two buildings are located south on block 17, across the street. Constructed in 1892, what is known as Born Hardware contained a variety of commercial enterprises over the years, including a meat market, a bakery, a grocery, a merchandise store (that sold items such as tools, stoves, farm implements, buggies, etc.), and a restaurant. The other building, constructed in 1899, served as the Odd Fellows Hall, but was also used for dances and as a theater. The Howard Store is the best preserved and most intact of the three buildings.

Born Hardware is a one story, wood frame building faced with drop siding on its facade as well as its side walls. There are two rear additions and one side addition, all of which appear to be historic. Plywood boards cover all the windows, including the transoms above the two large display windows and the double door. The storefront is in poor condition and the cornice that tops the parapet wall lacks the decorative brackets found on the Howard Store.

The Odd Fellows Hall is a wood frame building with a rear addition. In 1910, the building was entirely clad in weatherboard steel siding, a simpler surface treatment than the stamped rock face masonry look of the Howard Store. The siding is comprised of two different widths of weatherboard steel siding. The wider siding appears to be a later addition as it is used for patching portions of the side walls along with the bottom half of the facade. Not strictly a commercial enterprise, this building lacks the storefront features of the other two buildings and its parapet wall lacks not only decorative bracketing, but a cornice as well.

Historical Background

Located in the San Luis Valley in the central part of southern Colorado, the founding and settlement of Hooper was dependent upon agriculture. An abundant water supply, lack of weeds, and fertile soil, brought homesteaders to the area between 1887 and 1891. During this period 440,000 acres were homesteaded in the San Luis Valley. Small towns sprang up to accommodate the influx of farmers. In 1890, William Garrison purchased 158 acres for \$197.54 and it was on this land that the Town of Garrison, later renamed Hooper, would be created.

A post office was established in Garrison (then part of Costilla County) in January 26, 1891; the name would change to Hooper in July 17, 1896. Garrison first appeared in the 1893 *Colorado Business Directory* and was described as a growing agricultural town on the Denver and Rio Grande Railroad with a population of 500. (Keep in mind that these business directories were actually reporting on information gathered the previous year.) E. Howard was listed as a general merchandiser, as was F. L. Bishop. Along with the postmaster, there was an attorney, a teacher, a

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Howard Store
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physician, and three contractor/builders. Other businesses included a blacksmith, livery, meat market, and stores selling hardware, drugs and lumber. The pastors for a Baptist Church and a Methodist Episcopal Church were included in the 1895 directory, while Howard and Bishop were still the only general merchandisers listed. The following year, the list of businesses included two weekly newspapers, the *Garrison Age* with F. V. Potter as publisher and the *Garrison Tribune* published by P. B. Gates. E. Howard had competition from W. Ashes and the Wallace Brothers, who sold lumber along with general merchandise.

The 1897 Colorado Business Directory included the first entry for the town of Hooper, now described as “an *important* agricultural town.” There were three general merchandise operations—W. M. Asher, Frank Frost, and Wallace Mercantile Company. It was a one-newspaper town, as only the weekly *Hooper Tribune* is listed, with a P. S. Chapman as editor.

In 1898, the directory noted that Hooper was an important shipping point for the surrounding area with a population (unconfirmed) of 1,200. F. A. Cox became competition for Wallace Mercantile. The town again had two weekly newspapers with the *Hooper Press* under the management of Mrs. Etta T. Bloom joining Chapman’s *Tribune*. From 1900 through 1902, Buck and Son would provide competition for the Wallace Mercantile Company. While C. F. [Charles F.-?] Chapman appeared earlier in the business directories, in 1903, he was a particularly busy man with a listing that included “hardware, farm implements, groceries, furniture, undertaker, harness and wagons, real estate and insurance, manager *Hooper Tribune*, notary public.”

Wallace Mercantile was the only general merchandiser listed in the directories of 1903 through 1905. In 1906, in addition to being town clerk and postmaster, C. F. Chapman provided competition for Wallace Mercantile. The two would remain the only general merchandisers in town until 1912 when the directory lists a R. E. Ground. In the 1914 directory, the busy Mr. Chapman added “auto livery” to his other duties as general merchandiser, postmaster, town clerk, and manager of the *Tribune*. G. W. McClanahan replaced Ground’s general merchandising operation and Wallace began operating a grocery store. Chapman and McClanahan remained the only general merchandisers in town until the 1921 directory. The following year, Chapman received a new competitor in W. M. Millis. The two general merchandise operations continued until the 1931 directory when a W. P. Geiger appeared with Chapman. Except for 1941, the business directories from 1932 through 1950 listed only one general merchandiser, W. P. Geiger.

The Howard Store was one of several mercantile establishments in the town. Although the store changed hands many times, it remained a general merchandise store for approximately sixty years. In 1891, Elbert Howard constructed the store on Lot 24, Block 14, and eventually took his son-in-law, Mr. Gabel, into the business. Howard sold the store and stock in 1898 to D. M. Cox (a lawyer who continued with his law practice) and W. C. Buck. They added the 24 foot extension to the back of the

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building in August of that year. The building played an important role in the town's 1898 incorporation as it was chosen as one of five locations in which the notice was posted regarding the upcoming vote for incorporation. The following year (after Cox sold his interest in the store), Buck added his father and the store was known as Buck and Sons. In June 1902, Buck and Sons discontinued their business and the store was vacant until Charles Chapman bought the building in 1906.

Chapman, who was already selling hardware, farm implements, groceries and furniture, moved from his old store to his newly acquired building. The stamped sheet iron siding was installed during Chapman's ownership in September 1912. Chapman was postmaster for many years and the post office was located in the back corner of the store.

A long time Hooper resident, Chapman resigned as postmaster in May 1931 and died in July. That same year Warren O. Geiger bought the store and remodeled it. The well-dressed Geiger, who personally served his customers (no self-service) and sold his products in bulk, kept the store until 1953. The following year, Granville House bought the building. He lived and had his gun and antique collection in the old building next to the Odd Fellows Hall. The noise from the dances in the hall proved too much for Mr. House so he purchased the building across the street. In 1960, the Town of Hooper bought the building. Ten years later, the building was converted to the Town Hall. It is still used as the town hall and volunteer fire station today.

Hooper's early boom would be short-lived as financial panics, droughts and soil alkalization led to wide-spread farm abandonment throughout the early 20th century. Succeeding years took their toll as the town's remaining small business could no longer compete with larger enterprises in neighboring towns like Alamosa and Center. Although most of the area surrounding Hooper has resurrected its agricultural heritage due to pump wells and sprinkler systems, the town never fully rebounded. Today, Hooper has only memories of a bustling commercial district. The Howard Store stands as a reminder. It is only one of three original 19th century commercial buildings left on Main Street.

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GEOGRAPHICAL DATA

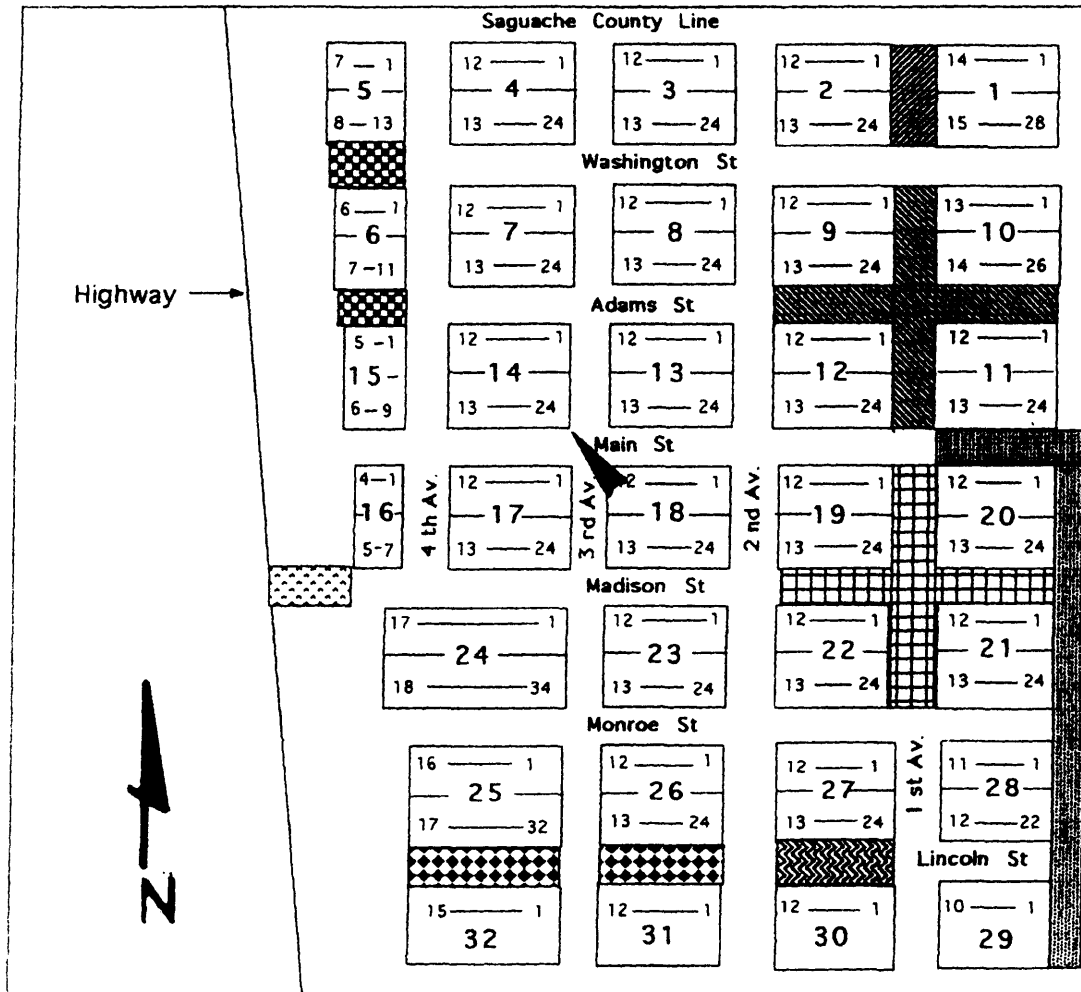
VERBAL BOUNDARY DESCRIPTION

Lot 24, Block 14, Town of Hooper, formerly Garrison

BOUNDARY JUSTIFICATION

The nominated property includes the land historically associated with the building.

Hooper Plat Map



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PHOTOGRAPH LOG

The following information pertains to all photographs:

Name of Property: Howard Store
Location: Hooper, Alamosa County, Colorado
Photographer: Carolyn Chrisman
Date of Photographs: 19 August 2005
Negatives: Town Hall, 8681 Main Street, Hooper

<u>Photo No.</u>	<u>Description</u>
1	South façade and west side; camera facing NE
2	Rear (north) and east side; camera facing SW
3	Detail of stamped metal siding; camera facing W
4	Detail of false front and cornice; camera facing N
5	Interior; camera facing S
6	Detail of storefront entry; camera facing NW
7	Interior; camera facing N

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USGS TOPOGRAPHIC MAP
Hooper West Quadrangle, Colorado

UTM: Zone 13 / 422739mE / 4177844mN (NAD27)
PLSS: NM PM, T40N, R10E, Sec. 4 SE SE NW NE
Elevation: 7,554 feet

