

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property
County and State
Name of multiple listing (if applicable)

Section number _____ Page 1

Supplementary Listing Record

NRIS Reference Number: SG100003218

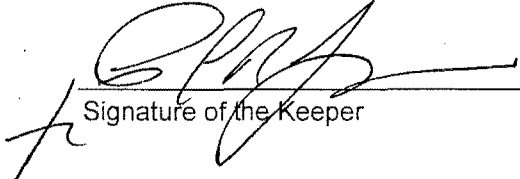
Date Listed: 12/14/2018

Property Name: Davis Mercantile

County: Roosevelt

State: NM

This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation


Signature of the Keeper

2/11/19
Date of Action

Amended Items in Nomination:

Ownership

The correct ownership category is: *Private*. [The USPS is not an actual fee simple owner of the property, but leases space within the historic mercantile building.]

Period of Significance

The period of significance, 1932-1968, reflects the historic construction of the main mercantile building circa 1932-1935 and runs up to the 50-year mark to incorporate the continued commercial use of the property and the completion of the mid-century residence and the significant (1962) alterations to the north side of the store. This period also captures the majority of the complex's surrounding support buildings, which helped sustain the commercial and domestic operations of the isolated property.

The NEW MEXICO SHPO was notified of this amendment.

DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)

563218

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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.



1. Name of Property

Historic name: Davis Mercantile

Other names/site number: Flying M Store

Name of related multiple property listing:

N/A

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

2. Location

Street & number: 4610 New Mexico State Highway 206

City or town: Milnesand State: NM County: Roosevelt

Not For Publication: Vicinity:

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 at the following level(s) of significance:

___ national ___ statewide X local

Applicable National Register Criteria:

X A ___ B X C ___ D

	<p>10/23/18</p>
<p>Dr. Jeff Pappas, New Mexico State Historic Preservation Officer</p>	
<p>Signature of certifying official/Title:</p>	<p>Date</p>
<p>_____ State or Federal agency/bureau or Tribal Government</p>	
<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p>	
<p>Signature of commenting official:</p>	<p>Date</p>
<p>_____ Title :</p>	<p>_____ State or Federal agency/bureau or Tribal Government</p>

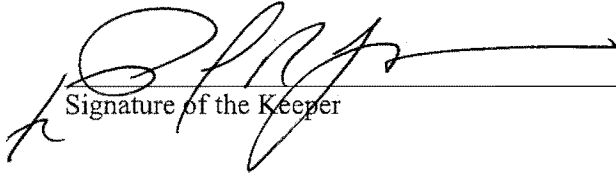
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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)


Signature of the Keeper

12/14/2018
Date of Action

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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>7</u>	<u>2</u>	buildings
<u>3</u>	<u>5</u>	sites
<u>10</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>20</u>	<u>7</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Commerce/Trade: department store

Government: post office

Domestic: single dwelling

Agriculture/Subsistence: agricultural outbuilding, animal facility

Current Functions

(Enter categories from instructions.)

Government: post office

Commerce/Trade: business

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7. Description

Architectural Classification

(Enter categories from instructions.)

No Style _____

Materials:

Principal exterior materials of the property:

FOUNDATION: Concrete _____
WALLS: Metal _____
ROOF: Metal _____
OTHER: Glass _____

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Davis Mercantile served the commercial needs of the local farmers and ranchers with sundry products, fuel, and postal services. The complex includes the Davis house, and half-a-dozen outbuildings and structures that enabled the Davis's to live and thrive on the windswept plains of the Llano Escatado. Built in 1932 to 1935 in Milnesand in south Roosevelt County, near the border of Texas, the crossroads store is situated on the flat plains of eastern New Mexico. The mercantile is a two-story, three-bay frame building covered with a front-facing gable roof and clad in pressed metal emulating the appearance of rock-faced stone. A sign on the main façade reads: "U.S. Post Office/Davis Mercantile/Milnesand, N. Mex." The main entrance is sheltered from the sun by full-width shed-roofed porch. The Davises built a one-story addition on the north and west sides of the store c.1962. The interior is open between the main block and the addition. A row of wood posts and sections of wall support the second story. The south wall is lined with wood shelves separated from customers by wood counters and a glass display case. The property includes domestic resources, such as a brick ranch house with decorative structures and plantings, and agricultural-related resources, including outbuildings, a fenced animal

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enclosure and barn. The property is protected from the wind by a shelterbelt of Ashe juniper trees.

Narrative Description

The Davis Mercantile served as the locus of a broad geographical area that served the commercial needs of the local farmers and ranchers with sundry products and services. Built in 1932 to 1935 in Milnesand in south Roosevelt County, near the border of Texas, the crossroads store is situated on the flat plains of eastern New Mexico. Milnesand is located on the Llano Estacado, one of the largest mesas, or tablelands, in North America. Also called the Staked Plains, this region encompasses parts of eastern New Mexico and northwestern Texas, with an elevation that rises from 3,000 feet in the southeast to over 5,000 feet in the northwest. The community of Milnesand comprises the intersection of New Mexico State Highway 206 and State Highway 258/262. The few buildings in Milnesand include the Davis Mercantile complex, a vacant church to the north, and the community center and fire department to the east.

The mercantile is a two-story, three-bay frame building covered with a front-facing gable roof and clad in pressed metal emulating the appearance of rock-faced stone. A sign on the main façade reads: “U.S. Post Office/Davis Mercantile/Milnesand, N. Mex.” The main entrance is sheltered from the sun by shed-roofed porch. The Davises built a one-story addition on the north and west sides of the store c.1962. The front (east side) of the addition is covered with pressed metal that matches the main block. The shed roof in front and gable roof in back are covered with the same sheet metal as the main roof. The windows are mostly one-over-one sashes with a few smaller sash windows on the sides and second story.

The interior is open between the main block and the addition. A row of wood posts and sections of wall support the second floor. The south wall is lined with wood shelves separated from customers by wood counters and a glass display case. A meat-and-cheese scale, a hanger and cutter for butcher paper, and a cash register sit on the counter. The north side (addition) includes wood shelves along the walls and a free-standing wood display case. The post office is located in a small space in the southwest corner of the store, with a ramp for handicapped access. The polygonal-shaped post office includes a door and a grill for security and a small counter for customer service.

The upper story includes an entrance hall, a bedroom, and a kitchen, which includes cabinets, shelves, and a gun cabinet. Practice targets are displayed on the walls and on cabinets in the kitchen.

Electricity was installed in 1948. A fire in 1994, contained in the lower story, required the replacement of damaged drywall. Sometime after 2000, the post office added a railing for handicapped patrons. In 2014 the metal roof was replaced following a severe hail storm, and in 2016, on the south side, wood stairs to the second floor were replaced. The mercantile remains vacant and not in use, but the Milnesand Post Office remains in operation.

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The property includes a complex of buildings and structures associated with the operation of the store and post office, including a flag staff that signifies a governmental function within the building. The historic pump island includes a nonhistoric gasoline pump and gasoline tank atop the historic concrete slab. The store is illuminated from above by two metal light standard, one affixed to the wood windmill behind the store.

In the 1960s, the Davises built a sprawling brick ranch house behind (west) of the store. The ranch house is one-story, with picture windows, and covered by a low-pitched hip roof. The Davises also built a small studio where Ethel Davis painted. The house, which includes a large brick barbeque and patio, is surrounded by fences: in front a concrete-block wall with brick gates topped by decorative chains and a railroad-tie fence at the rear, which separates the domestic space from the agricultural-related landscape. Decorative plantings include Ashe juniper, lilac, tamarisk, and fruit trees.

The agricultural-related landscape is located on the south side of the property and includes frame outbuildings clad in metal sheathing and covered with gable-front roofs: a storage shed and ice house adjacent to the store; shed; garage (not included in the boundary); privy; and barn, which may have served as a hen house. The barn is part of fenced animal enclosure that may have held sheep, or other small livestock. Nonhistoric resources include the mobile home located along State Highway 206, a recently constructed pumphouse, and five propane tanks scattered around the property. The complex is surrounded by a shelterbelt of Ashe juniper trees on the south and east sides, which provide shade and protection from the prevailing westerly winds.

Contributing Resources

Davis Mercantile is counted as one contributing building.
Flag staff is counted as one contributing structure.
Pump island is counted as one contributing structure.
Light standards are counted as two contributing structures.

Ranch house is counted as one contributing building.
Studio building is counted as one contributing building.
Barbeque and patio is counted as one contributing structure.
Two windmills and water tank are counted as three contributing structures.
Privy is counted as one contributing building.
Walls, fences, and planters are counted as one contributing structure.
Gardens are counted as one contributing site.

Storage shed and ice house is counted as one contributing building.
Shed is counted as one contributing building.
Barn is counted as one contributing building.
Fenced animal enclosure and is counted as one contributing structure.

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Landscape plan, including the arrangement of buildings, sites, structures, and objects, is counted as one contributing site.

Landscape features, including fences, plantings, and drives, are counted as one contributing site.

Noncontributing Resources

Mobile home is counted as one noncontributing building.

Pumphouse is counted as one noncontributing building.

Propane tanks are counted as five noncontributing structures.

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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.)

- 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 old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

Commerce

Architecture

Period of Significance

1932-1935 to 1968

Significant Dates

1932-1935

1938

c.1962

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

N/A

Architect/Builder

N/A

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Davis Mercantile is significant at the local level under National Register Criterion A in the area of commerce because the mercantile provided everyday goods, farm and ranch equipment, gasoline, and postal services to rural residents of southern Roosevelt County and parts of West Texas. The Davis Mercantile is significant at the local level under National Register Criterion C in the area of architecture because it is an excellent representative example of a rural 20th-century mercantile that includes shelves and counters that line the interior, living space above, and an island in front for gasoline pumps.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The Davis Mercantile is significant at the local level under National Register Criterion A in the area of commerce because the mercantile provided everyday goods, farm and ranch equipment, gasoline, and postal services to rural residents of southern Roosevelt County and parts of West Texas. The Davis Mercantile is significant at the local level under National Register Criterion C in the area of architecture because it is an excellent representative example of a rural 20th-century mercantile that includes shelves and counters that line the interior, living quarters above, and an island in front for gasoline pumps. The property also includes the Davis house, with its gardens and barbeque; and a complex of small agricultural outbuildings that supplemented the Davis' livelihood provided by the mercantile.

In 20th-century rural New Mexico, mercantiles provided essential goods and services to farm and petroleum communities throughout the state. The appearance of these stores varied from large, brick-and-stone buildings to smaller, adobe-and-frame buildings. Most had display windows and porches, with storage rooms at the rear. The interiors were lined with shelves of goods with counters that separated customers from the most expensive items. Stores were crowded with the necessities of everyday life, including medicine and household goods and more substantial items, such as farm equipment, gasoline, and postal service.

Entrepreneurs saw opportunities in thriving villages and towns as well as new towns formed around railroad stops. They opened mercantiles, which quickly became the geographic and social centers of a community. Jews with sufficient capital and connections to wholesalers back East, opened mercantiles. The Kohn family in Quay County maintained a small ranching and business empire centered on the Kohn Brothers General Merchandise (c.1908) in Montoya.

Mercantiles thrived through the 1920s, but struggled through the Dust Bowl and Great Depression. Once thriving communities could no longer support mercantiles as farmers migrated west for better job prospects and villages and towns were reduced in population. Few

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stores continued to operate after mid-century, except those providing essential services such as gasoline and postal services.

Mercantiles that operated in rural communities in New Mexico during the 20th century include, the Española Mercantile Company, Española (c.1915); Hughes Mercantile Company, Moriarty (1905); Coury Mercantile Company, Duran (n.d.); Hillsboro General Store, Hillsboro (1914); Craig & Keele General Merchandise Store, Pie Town (n.d.); Frisco Store, Lower San Francisco Plaza, Catron County (n.d.); General Store, Mogollon (n.d.); Roberts & Leahy Mercantile Company, Lordsburg (n.d.); and Stiens Mercantile, Stiens, Hidalgo County (n.d.).

Rural mercantiles listed in the State Register and National Register include, Coate's and Howard General Store, Mogollon (1898), SR 536; Cassidy Mercantile, Cleveland, (c.1863) SR 518; Gavilan Mercantile Company, Lindrith, Rio Arriba (1927) SR 1636; Pfleuger General Merchandise Store and Annex Saloon, Lamy (1881-1894) SR 1230; Stalder Mercantile Company, Grenville, Union County (1919) SR 1807; L.B. Bentley General Merchandise, Organ, Doña Ana County (1884-1909) SR 1879; and Huning Mercantile Incorporated, Los Lunas (late 1840s) SR 130.

Developmental history/additional historic context information

Davis Mercantile, established in Milnesand, New Mexico, was the hub of southern Roosevelt County, and memories of the store remain for those who lived there during its years of operation. The Milnesand community consists of Davis Mercantile, which houses the post office, and the fire department, which is attached to the community center across the highway to the east. The vacant Milnesand Baptist Church is located north of the mercantile. The ranch house behind the store where the Davises lived was recently converted to offices for the non-profit conservation and environmental services corporation CEHMM (Center for Excellence for Hazardous Materials Management). The flat land that surrounds the store is sparsely populated and mostly dedicated to oil production and cattle ranching.

Milnesand included earlier businesses which no longer survive. In 1913 "Mrs. Kurl and her sister, Mrs. Gullihorn, opened a little store when a need for supplies became prevalent." Mrs. Kurl also served as the first post master for the small, crossroads town. By 1931, Earl Ball built a store, which is no longer extant, that was operated by C.J. Scott, on the east side of the highway.

Davis Mercantile is located on land that was once part of the South Camp of the vast DZ Ranch. The ranch was sold in 1918, and in 1922 the United States government deeded part of the land to Donnie A. Morris, who in turn, sold 642 acres to aviation pioneer R.C. "Tex" Marshall. Marshall is important as a pioneer air-mail pilot, and his achievements are recognized in the National Postal Museum in Washington, D.C. Born in 1894 and known as a daredevil, he began flying in 1914. He delivered mail for the Air Corps from 1920 to 1927. In 1922, he

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helped form the Air Mail Pilots Association and served as its vice-president. After 1927 he became an airline executive at American Airways.

Marshall, who owned the Flying M Ranch in Milnesand, built the two-story mercantile between 1932 and 1935. The store had sales space on the first floor and living quarters on the second floor. Named the Flying M Store, Marshall hired staff to manage the store in his absence.

In 1938, the first test well was drilled about two miles north of Milnesand. Anticipating the discovery of oil and the hope of a future railroad junction, Marshall split his holdings into multiple parcels, one of which included the mercantile. Neither the oil nor the railroad materialized and Milnesand remained a small crossroads community.

In 1938 Marshall sold the store to Paul and Ethel Davis, who changed the name to Davis Mercantile. Paul's parents moved west from Arkansas and settled near Milnesand in 1913. Paul was born in 1908 and was raised in Eagle Hill, a once a thriving community west of Milnesand, which has since been abandoned. Ethel Davis' parents came from Kansas and homesteaded southeast of Elida in 1906. Ethel was born in 1913 a few miles southwest of Milnesand in a dugout house. Paul and Ethel married in 1934. In 1936 they began teaching at local schools. In 1942 Paul entered the military, leaving Ethel to run stores in Milnesand and Bledsoe, Texas. Ethel made deliveries and managed the post office.

The Davises briefly operated a small restaurant, but the success of the business always relied on the store. The mercantile carried the necessities required of a store in a remote area, including windmill supplies, stock medicine, stock salt, livestock feed, and groceries. They bought cream and eggs twice a week from community suppliers. On Wednesdays and Saturdays, they hauled the cream and eggs thirty-eight miles north to Portales after store hours and returned with six or eight 300-pound blocks of ice. They sold ice cream, chewing tobacco, ballpoint pens, motor oil, tweezers, caps, hammers, candy bars, gloves, hunting supplies, hunting permits, guns, ammunition, and reloading supplies. A Coca-Cola machine dispensed soft drinks. Many remember the large cheddar cheese wheel wrapped in red wax that was kept in the back. In c.1938, the Davises installed hand pumps for gasoline and began selling Phillips 66 products. These pumps were updated with modern pumps. A plaque on the wall inside the store recognizes Paul Davis' commitment to Phillips 66 products, which he sold for 45 years.

For nearly a half century, ranchers, farmers, tourists, and truck drivers depended on the Davis Mercantile. As late as 1948, according to Ethel Davis, "There were no telephones or electricity. We had a wind charger with 30 batteries to make electricity. The wind made the water. If the wind didn't blow, there was no water." The mercantile served as the social hub of the Milnesand and southern Roosevelt County. Farmers and ranchers gathered at the store to socialize and catch up on news about the area.

The store served as the Milnesand Post Office since the first decades of the 20th century. Ethel served as postmaster in a small post office in the mercantile. She held that post for 56 years, longer, it is believed, than any other postmaster in New Mexico. On her 50th anniversary, she

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was 78 years of age, but warned, “don’t get any ideas about her retiring.” Ethel, in fact, retired in May 1998 and died in December that year. Other postmasters included:

1913 to 1918 – Mrs. Kurl
1918 to 1924 - Thomas M Parkinson
1924 to 1925 - Annie M Jennings
1925 to 1942 - Mary Baker
1942 to 1998 - Ethel Davis
1998 to 2014 - Barbara Teel
2014 to 2016 - Sharon January
2016 to Present - Howard Warner

In 1980 Paul Davis’s health began to fail. As a result, stock dwindled and the store carried only the bare essentials. Paul died in 1990. When Ethel died, the land, including the mercantile, went to Ethel's niece, Wanda Chadwick. She sold it to Grasslands Charitable Foundation in 2001. The next year, Barbara Teel, acting Milnesand postmaster, and her sister-in-law decided to rent the building and reopen the store. The store was called Kountry Junction and sold antiques and snacks. That same year the first High Plains Prairie Chicken Festival was held in Milnesand and was attended by more than 400 visitors from around the nation. That event continued annually for the next decade. In December 2014 Barbara retired from the post office and closed the store. The building continues to serve as a post office, though the rest of the space is not in use. In 2018 Grasslands Charitable Foundation sold the property, including the mercantile, to the non-profit conservation and environmental services firm CEHMM.

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9. Major Bibliographical References

- “50-year Postmaster Won’t Be Stamped Out.” *Clovis News Journal*. 15 March 1992.
- "After 56 years, Milnesand Postmaster Calls it Quits." *Clovis News Journal*. May 1998.
- Bresenham, Dick. Interview with author. Milnesand, New Mexico, 16 April 2018.
- Burroughs, Jean, ed. *Roosevelt County History and Heritage*. Portales, New Mexico: Bishop Printing Company, 1975.
- Burroughs, Jean M. “Land of No Rivers: Curry and Roosevelt Counties.” 84 *El Palacio* (Spring 1978): 5-15.
- Davis, Ethel. “Milnesand, New Mexico: Ethel Davis—Postmaster.” Unpublished manuscript. Milnesand, New Mexico, 1977.
- Davis, Paul. Interview with Jean Burroughs Sheihing. Milnesand, New Mexico, 6 June 1985.
- Essary, Linda. “Milnesand.” Unpublished manuscript. Milnesand, New Mexico, n.d.
- Luce, Reba, Telephone interview with author, 17 April 2018.
- Property records. Tax assessor, Portales, Roosevelt County, New Mexico.
- Smith, Ruth. Interview with author. Milnesand, New Mexico, n.d.
- Teel, Barbara. Interview with author. Milnesand, New Mexico, n.d.

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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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University of New Mexico, Center for Southwest Research
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreeage of Property Approximately one acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|------------------------|
| 1. Latitude: 33.642856 | Longitude: -103.340287 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

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Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting: | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The National Register boundary appears on the sketch map as a red line drawn to scale and corresponding with the point of latitude and longitude in Section 10.

Boundary Justification (Explain why the boundaries were selected.)

The National Register boundary includes the intact property historically associated with the Davis Mercantile.

11. Form Prepared By

name/title: Sharon January
organization: CEHMM
street & number: 4610 New Mexico State Highway 206
city or town: Milnesand state: NM zip code: 88125
e-mail: sharon.january@cehmm.org
telephone: 575-675-2324
date: June 21, 2018

State Historic Preservation Office

name/title: Steven Moffson, State and National Register Coordinator
organization: New Mexico Historic Preservation Division
street & number: 407 Galisteo Street, Suite 236
city or town: Santa Fe state: New Mexico zip: 87501
telephone: 505.476.0444
date: July 25, 2018

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Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)
Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Maps

Map 1. Location Map.

Map 2. National Register Boundary Map.

Map 3. Site Plan.

Map 4. First Floor Plan

Map 5. Second Floor Plan

Figures

Figure 1. "Tex" Marshall in Omaha, Nebraska in 1924.

Figure 2. R.C. (Tex) Marshall, n.d.

Figure 3. Paul and Ethel Davis in 1984.

Figure 4. Ethel making deliveries, c.1945.

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Figure 5. Davis Mercantile with Praire Chickens in flight, 1990.

Figure 6. Davis Mercantile, 1992.

Figure 7. Davis mercantile, social hub of the community, c.1985.

Photo Log

Name of Property: Davis Mercantile

City or Vicinity: Milnesand

County: Roosevelt State: NM

Photographer: Steven Moffson

Date Photographed: July 19, 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 30. Main façade, photographer facing west.
- 2 of 30. Main façade, detail of second-floor sign, photographer facing west.
- 3 of 30. Main and north sides, photographer facing southwest.
- 4 of 30. North elevation, photographer facing south.
- 5 of 30. West (rear) and south sides, photographer facing northeast.
- 6 of 30. South side, detail of rock-faced sheet metel siding, photographer facing north.
- 7 of 30. View from porch, photographer facing east.
- 8 of 30. Interior, view toward front entrance, photographer facing southeast.
- 9 of 30. Interior, view toward rear and post office, photographer facing west.
- 10 of 30. Interior, display case, shelves, and counter, photographer facing south.
- 11 of 30. Interior, shelves and counter, photographer facing west.
- 12 of 30. Interior, view from counter toward c1962 addition, photographer facing north.
- 13 of 30. Interior, display case and shelves in c.1962 addition, photographer facing west.

Davis Mercantile
Name of Property

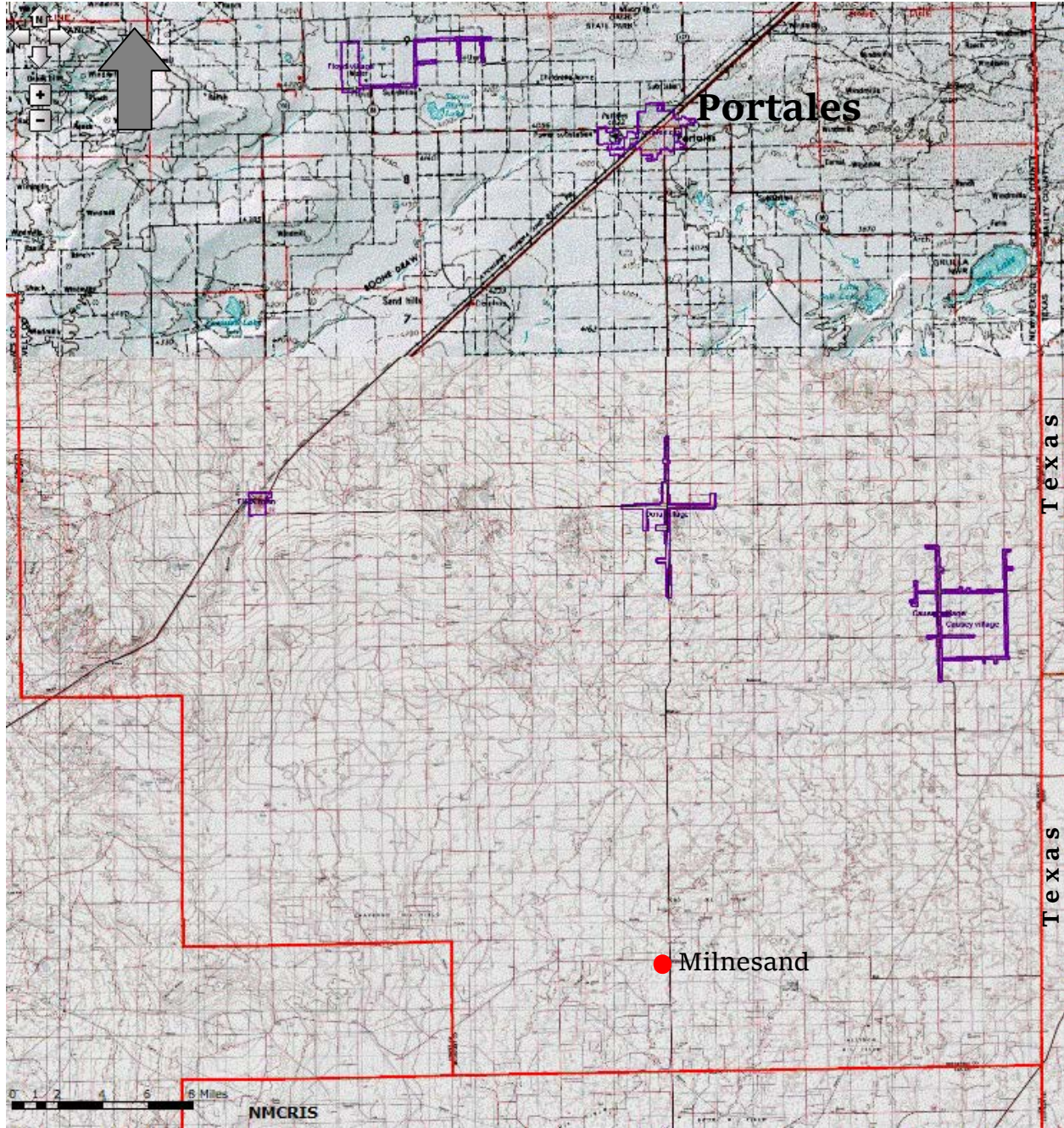
Roosevelt, NM
County and State

- 14 of 30. Interior, second floor, entrance hall, photographer facing south.
- 15 of 30. Interior, second floor, view from kitchen, across entrance hall, to bedroom, photographer facing east.
- 16 of 30. Interior, second floor, bedroom, photographer facing northeast.
- 17 of 30. Interior, second floor, kitchen, photographer facing southwest.
- 18 of 30. Ranch house with gates, wall, and planter, photographer west.
- 19 of 30. Ranch house with barbecue, photographer facing northeast.
- 20 of 30. Studio, photographer facing east.
- 21 of 30. Garden, photographer facing north.
- 22 of 30. Davis buildings on State Highway 206, from left: garage (not in boundary), shed, mobile home, storage building and ice house, and Davis Mercantile, photographer facing west.
- 23 of 30. Water tank, wood windmill, photographer facing northwest.
- 24 of 30. Storage building and ice house, photographer facing west.
- 25 of 30. Shed (left) and mobile home, photographer facing west.
- 26 of 30. Garage (not included in boundary), photographer facing northwest.
- 27 of 30. Privy, photographer facing northwest.
- 28 of 30. Animal enclosure, photographer facing west.
- 29 of 30. Animal enclosure with barn (left), photographer facing northeast.
- 30 of 30. Davis property (center) with shelterbelt of trees, photographer facing north.

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. 460 et seq.). **Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Davis Mercantile
Name of Property

Roosevelt, NM
County and State



Davis Mercantile
Roosevelt County, New Mexico
Location of Property ●

Davis Mercantile
Name of Property

Roosevelt, NM
County and State



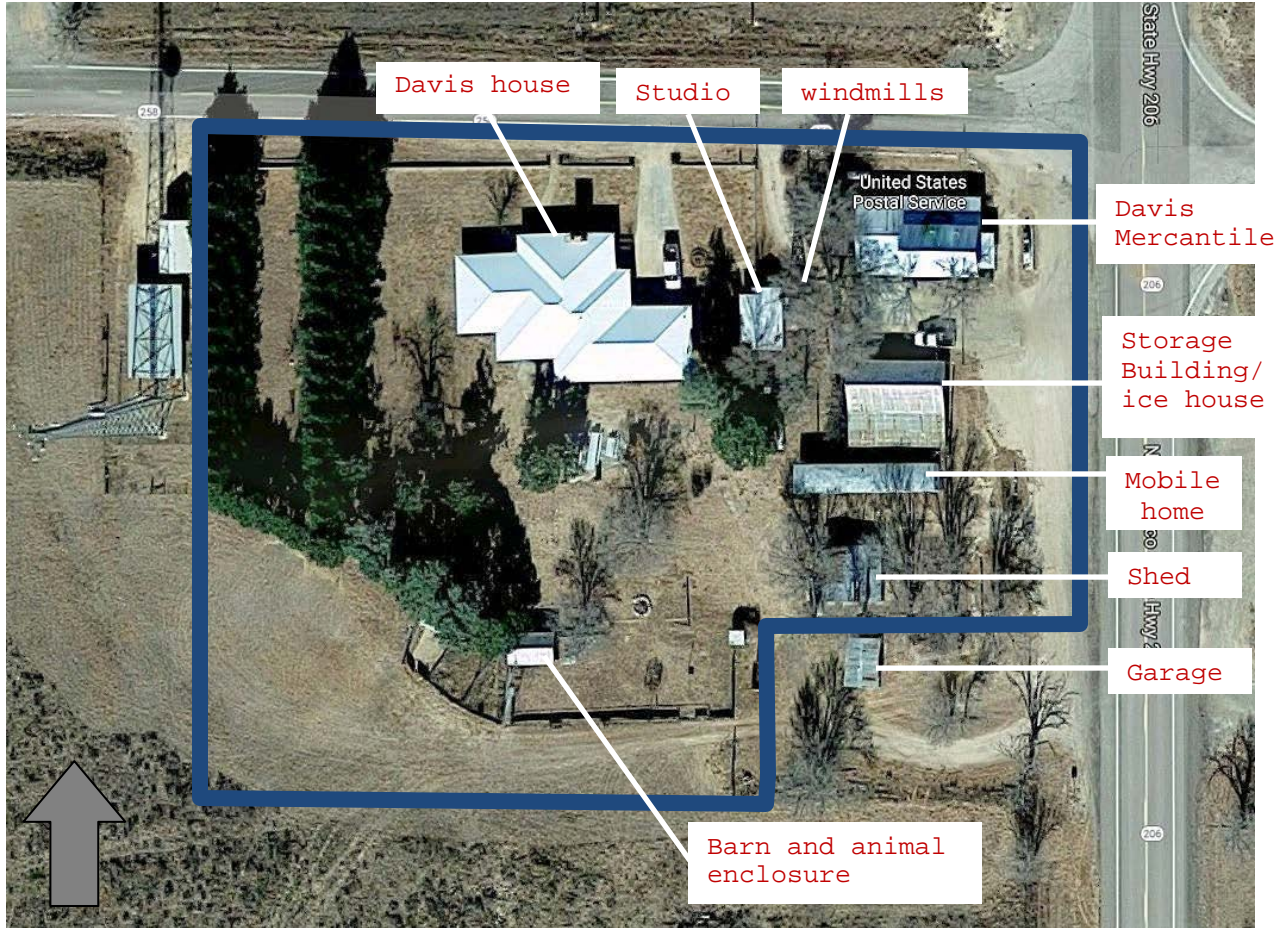
Davis Mercantile
Roosevelt County, New Mexico

National Register boundary

Approximate scale: 1 inch = 150 feet


Davis Mercantile
Name of Property

Roosevelt, NM
County and State



Davis Mercantile
Roosevelt County, New Mexico

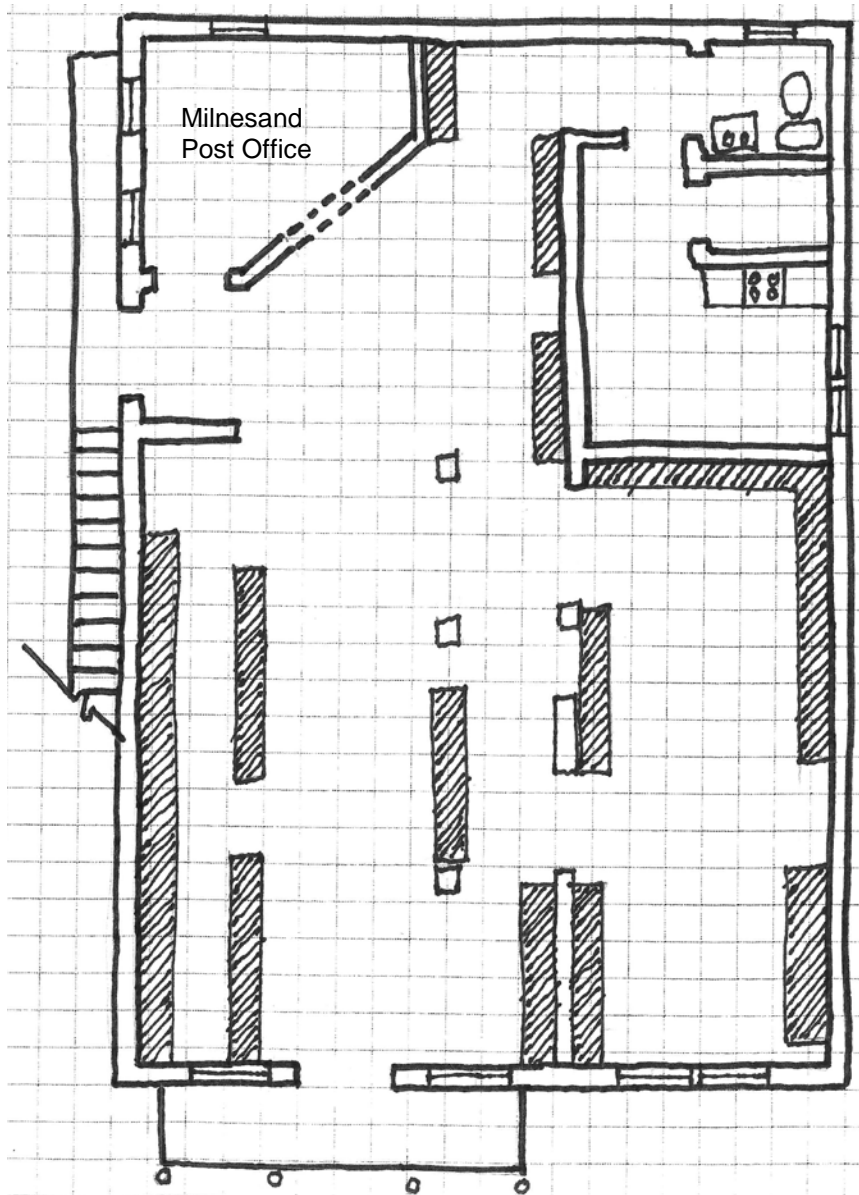
Site Plan

National Register boundary 

Scale: No scale

Davis Mercantile
Name of Property

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County and State



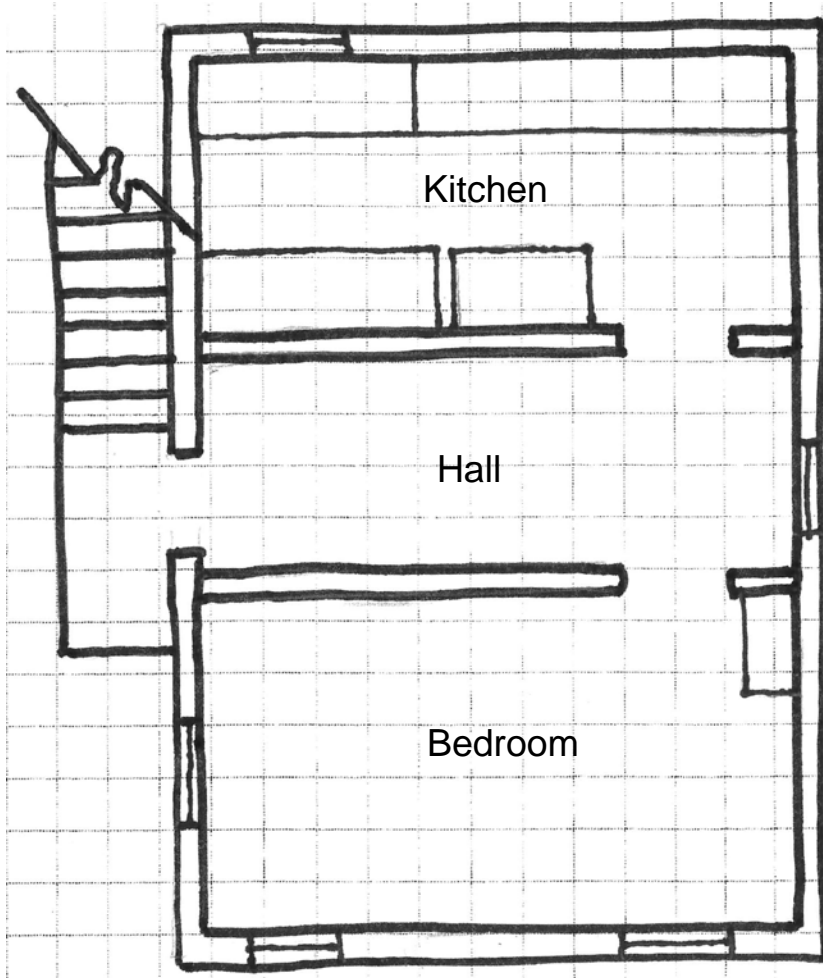
Davis Mercantile
Roosevelt County, New Mexico

First Floor Plan

Scale: No scale

Davis Mercantile
Name of Property

Roosevelt, NM
County and State



Davis Mercantile
Roosevelt County, New Mexico

Second Floor Plan

Scale: No scale

Davis Mercantile
Name of Property

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County and State



Figure 1. "Tex" Marshall in Omaha, Nebraska in 1924.



Figure 2. R.C. (Tex) Marshall, n.d.

Davis Mercantile
Name of Property

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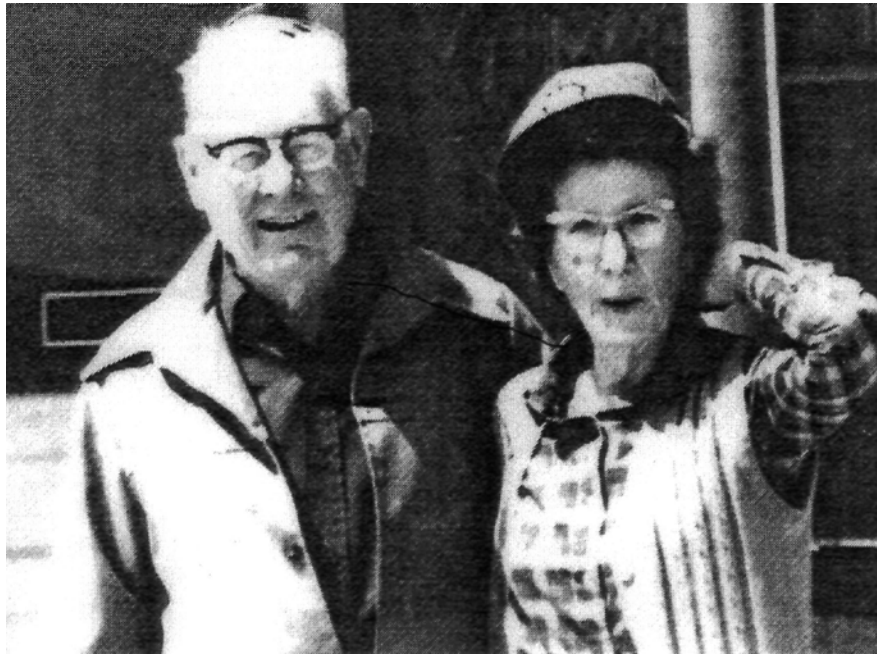


Figure 3. Paul and Ethel Davis in 1984.

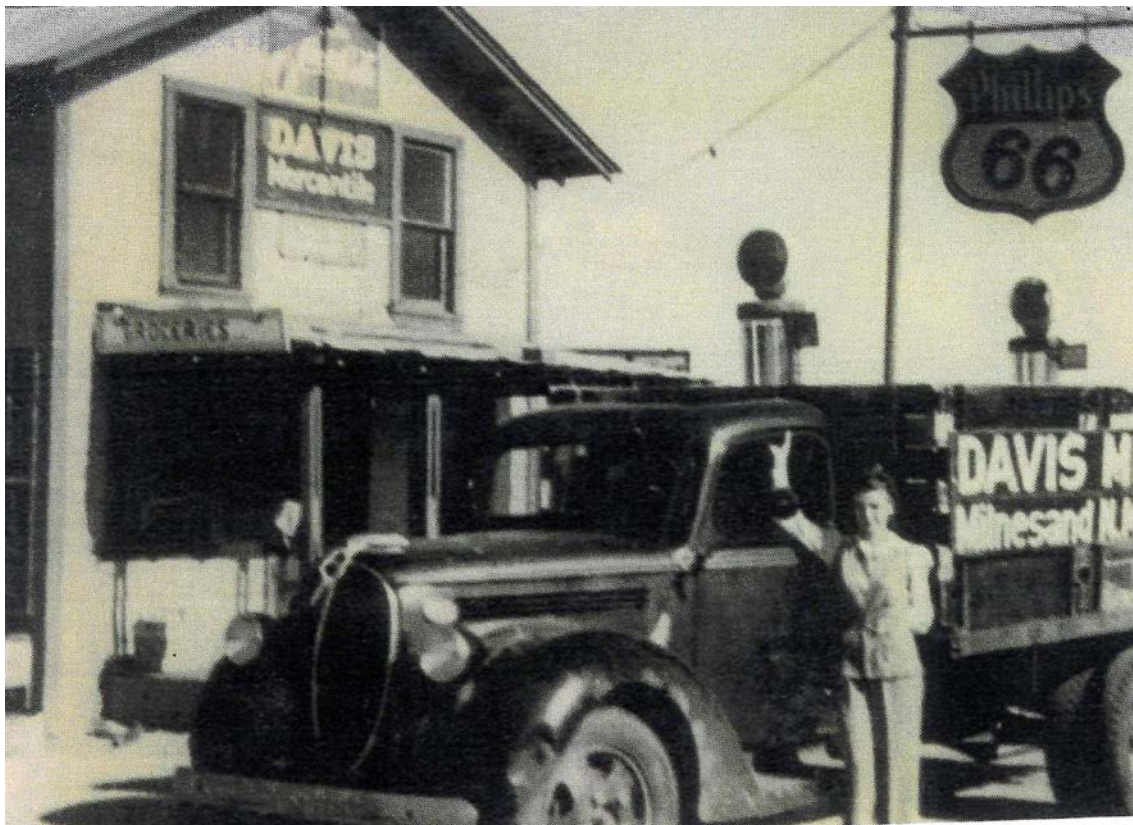


Figure 4. Ethel making deliveries, c.1945.

Davis Mercantile
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Figure 5. Davis Mercantile with Praire Chickens in flight, 1990.



Figure 6. Davis Mercantile, 1992.

Davis Mercantile
Name of Property

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Figure 7. Davis mercantile, social hub of the community, c.1985.

Davis Mercantile
Name of Property

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Photographs



1. Main façade, photographer facing west.



2. Main façade, detail of second-floor sign, photographer facing west.

Davis Mercantile
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3. Main and north sides, photographer facing southwest.



4. North elevation, photographer facing south.

Davis Mercantile
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5. West (rear) and south sides, photographer facing northeast.



6. South side, detail of rock-faced sheet metal siding, photographer facing north.

Davis Mercantile
Name of Property

Roosevelt, NM
County and State



7. View from porch, photographer facing east.



8. Interior, view toward front entrance, photographer facing southeast.

Davis Mercantile
Name of Property

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County and State



9. Interior, view toward rear and post office, photographer facing west.



10. Interior, display case, shelves, and counter, photographer facing south.

Davis Mercantile
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County and State



11. Interior, shelves and counter, photographer facing west.



12. Interior, view from counter toward c1962 addition, photographer facing north.

Davis Mercantile
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Roosevelt, NM
County and State



13. Interior, display case and shelves in c.1962 addition, photographer facing west.



14. Interior, second floor, entrance hall, photographer facing south.

Davis Mercantile
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Roosevelt, NM
County and State



15. Interior, second floor, view from kitchen to bedroom, photographer facing east.



16. Interior, second floor, bedroom, photographer facing northeast.

Davis Mercantile
Name of Property

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County and State



17. Interior, second floor, kitchen, photographer facing southwest.



18. Ranch house with gates, wall, and planter, photographer west.

Davis Mercantile
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County and State



19. Ranch house with barbeque, photographer facing northeast.



20. Studio, photographer facing east.

Davis Mercantile
Name of Property

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21. Garden, photographer facing north.



22. Davis buildings on State Highway 206, from left: garage (not in boundary), shed, mobile home, storage building and ice house, and Davis Mercantile, photographer facing west.

Davis Mercantile
Name of Property

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County and State



23. Water tank, wood windmil, photographer facing northwest.



24. Storage building and ice house, photographer facing west.

Davis Mercantile
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County and State



25. Shed (left) and mobile home, photographer facing west.



26. Garage (not included in boundary), photographer facing northwest.

Davis Mercantile
Name of Property

Roosevelt, NM
County and State



27. Privy, photographer facing northwest.



28. Animal enclosure, photographer facing west.

Davis Mercantile
Name of Property

Roosevelt, NM
County and State



29. Animal enclosure with barn (left), photographer facing northeast.



30. Davis property (center) with shelterbelt of trees, photographer facing north.



U.S. POST OFFICE
Davis, Tennessee
WILKESBORO, N. CAR.

DANGER
NO SMOKING

354

U.S. POST OFFICE

DAVIS MEXICO

PAID IN ADVANCE

NO. 1



U.S. POST OFFICE

DAVIS & CO.

MILNESAND, TEX.

SNACKS
NO GAS!
OPEN 730-200

MILNESAND
POST OFFICE



SNACKS
MILNESAND
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SNACKS
MILNESAND
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DANGER
NO
SMOKING

UNLEADED





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New Mexico's Finest
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1978-1979
Milwaukie, New Mexico

Prairie-Chicken







THE OFFICE CENTER, INC.
ESTABLISHED 1962

CANDY IN
FRIDGE

Snacks	
Candy Bars	85¢
Candy Bars: Small	4 for \$1.00
Candy: Boxes	\$1.99
Drinks	
Coke	75¢
Coke: Diet	75¢
Crackers	75¢
Crackers	50¢
Maxie Bars	\$1.00
Gatorade	\$1.00
Soft Drinks	75¢
Water	75¢
Meats	
Vienna Sausages	85¢
Sausages	\$1.00
Soup	\$2.80
Hot Pockets	\$2.00/Pouch

























HIGH PLAINS GRASSLAND RESEARCH AREA
MILNESAND, NEW MEXICO
LESSER PRAIRIE CHICKEN CAPITAL OF NEW MEXICO

ECOLOGICAL RESEARCH PROJECT SPONSORED BY

State of New Mexico	Game & Fish
Department of Fish and Wildlife	Foundation
El Llano Estanado RC&D	NM Dept. of Game & Fish
G.M. Sutton Avian Research Center	Western Governors' Assoc.
U.S. Fish & Wildlife Service	USDA-NRCS

For Information Call NMDG&F 1-505-476-8008

The Nature Conservancy
Playa Lakes Joint Venture
Phalarope Consulting

Local Landowners
New Mexico State Land Office
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9204
511











UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Davis Mercantile

Multiple Name: _____

State & County: NEW MEXICO, Roosevelt

Date Received: 10/30/2018 Date of Pending List: 11/16/2018 Date of 16th Day: 11/30/2018 Date of 45th Day: 12/14/2018 Date of Weekly List: _____

Reference number: SG100003218

Nominator: SHPO

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 12/14/2018 Date

Abstract/Summary Comments: The Davis Mercantile is locally significant under National Register Criteria A and C in the areas of Commerce and Architecture. Constructed between 1932 and 1935 in the isolated crossroads community of Milnesand, the building complex served as a significant local center of commercial trade for surrounding ranchers, farmers, and traveling tourists and truckers. Centered around the two-story, wood-frame mercantile building, the complex included the proprietor's residence and modest agricultural outbuildings that supported the domestic and commercial operations of the property. Standing alone as an isolated commercial outpost within the sparsely populated Llano Estacado region, the Davis Mercantile represents an excellent example of a rural, early twentieth century mercantile operation in eastern New Mexico.

Recommendation/ Criteria: Accept NR Criteria A and C

Reviewer Paul Lusignan Discipline Historian

Telephone (202)354-2229 Date 2/14/2018

DOCUMENTATION: see attached comments : No see attached SLR : **Yes**

From: Moffson, Steven, DCA
To: "Delahaye, Daniel B - Washington, DC"
Subject: FW: USPS - Davis Mercantile Nomination; FPO Mailing Address
Date: Monday, September 24, 2018 8:31:00 AM
Attachments: NM Roosevelt County Davis Mercantile.pdf
IMG_8783.JPG

Hello Daniel,

Good to hear from you. I have attached a pdf of the nomination. If this does not come through, you can read a copy posted to our website at <http://www.nmhistoricpreservation.org/cprc/pending-nominations.html>

There is no easy way to reach the Davis Mercantile. The four-hour drive from Santa Fe is spent mostly zig-zagging around ranches on the very flat Texas-like landscape of eastern New Mexico. The building, one of the last buildings left in the community, is in remarkable shape and the property as a whole tells the story of the Davises' successful store and their growing prosperity.

The small post office is located at the rear of the store (see first floor plan and photo no. 9). Be sure to look at the photos at the end of the nomination. I have also included a photo of the post office not included in the official nomination for your reference.

Please let me know if you have any questions. If you concur that the building is eligible, please print the first page and sign in the second block as commenting official and mail it back to me at the address below. Many thanks, as usual.

Best regards,
Steven

Steven Moffson
State and National Register Coordinator
New Mexico Historic Preservation Division
407 Galisteo Street, Suite 236
Santa Fe, New Mexico 87501
(505) 476-0444

From: Delahaye, Daniel B - Washington, DC [mailto:Daniel.B.Delahaye@usps.gov]
Sent: Friday, September 21, 2018 11:21 AM
To: Moffson, Steven, DCA
Subject: USPS - Davis Mercantile Nomination; FPO Mailing Address

Good afternoon, Steven.

I received your notice for the above-reference nomination and would like to review it. Is it available on your website? If so, please direct me to that location as I was unable to locate it.

That is quite a property we lease.

Hard copy correspondence sent to my PO Box is recommended:

PO Box 23317
Washington, DC 20026-3317

Mail coming to my desk goes through an irradiation process which damages the correspondence and takes longer to reach me.

V/r,

Daniel Delahaye

Federal Preservation Officer

USPS Facilities HQ
475 L'Enfant Plaza SW, Rm. 6670
Washington DC 20260-1862
(202) 268-2782
daniel.b.delahaye@usps.gov



Susana Martinez
Governor

STATE OF NEW MEXICO
DEPARTMENT OF CULTURAL AFFAIRS
HISTORIC PRESERVATION DIVISION

BATAAN MEMORIAL BUILDING
407 GALISTEO STREET, SUITE 236
SANTA FE, NEW MEXICO 87501
PHONE (505) 827-6320 FAX (505) 827-6338

August 2, 2018

Mr. Daniel B. Delahaye
United States Postal Service
Federal Preservation Officer
475 L'Enfant Plaza, SW Room 6670
Washington, DC 20260-1862

RE: United States Post Office—Davis Mercantile, Roosevelt County, New Mexico

Dear Mr. Delahaye:

We are pleased to present to you the National Register Registration Form for the Davis Mercantile in Milnesand, Roosevelt County, New Mexico. This nomination will be presented to the New Mexico Cultural Properties Review Committee for listing in the State Register of Cultural Properties and a recommendation for listing in the National Register of Historic Places. This is an advance copy for your review and comment. We will send you an official notification thirty days before the October meeting of the CPRC.

The Davis Mercantile is significant at the local level under National Register Criterion A in the area of commerce because the mercantile provided everyday goods, farm and ranch equipment, gasoline, and postal services to rural residents of southern Roosevelt County and parts of West Texas. The Davis Mercantile is significant at the local level under National Register Criterion C in the area of architecture because it is an excellent representative example of a rural 20th-century mercantile that includes shelves and counters that line the interior, living space above, and an island in front for gasoline pumps.

The US Postal Service has leased space at the back of the building from 1913 to the present. Local residents have served, and continue to serve, as postmasters at the Milnesand Post Office.

If you have any questions, please contact me at 505-476-0444 or steven.moffson@state.nm.us.

Best regards,

Steven Moffson
State and National Register Coordinator



STATE OF NEW MEXICO
DEPARTMENT OF CULTURAL AFFAIRS
HISTORIC PRESERVATION DIVISION

BATAAN MEMORIAL BUILDING
407 GALISTEO STREET, SUITE 236
SANTA FE, NEW MEXICO 87501
PHONE (505) 827-6320 FAX (505) 827-6338

September 3, 2018

Daniel B. Delahaye
United States Postal Service
Federal Preservation Officer
475 L'Enfant Plaza, SW Room 6670
Washington, DC 20260-1862

Dear Mr. Delahaye:

We are pleased to inform you that Davis Mercantile in Milnesand, Roosevelt County will be considered for listing the National Register of Historic Places by the New Mexico Cultural Properties Review Committee at their next meeting. This meeting will take place on October 12, 2018 at 1:00 p.m., in the Bataan Memorial Building at 407 Galisteo Street, Suite 236 in the Old Senate Chamber in Santa Fe. You are cordially invited to attend. You may view a copy of the nomination on our website: www.nmhistoricpreservation.org.

The National Register of Historic Places is the nation's official list of properties worthy of preservation. Listing in the National Register provides recognition of important prehistoric and historic places, and assists in preserving New Mexico's cultural heritage. *Listing in the National Register does not restrict the private use of property by the owner or restrict the property owner's ability to sell, transfer, or develop the property.*

Owners of private properties nominated to the National Register have an opportunity to concur in or object to listing, in accord with the National Historic Preservation Act and Federal regulations 36 CFR Part 60. Any owner or partial owner of private property may to object to listing in the State or National Register. If you choose to object, send a notarized statement certifying that the party is the sole or partial owner of private property, as appropriate. Submit objections to Jeff Pappas, New Mexico State Historic Preservation Officer, at the address given above, before the CPRC reviews this nomination.

If you have any questions, please do not hesitate to contact me at (505) 476-0444 or steven.moffson@state.nm.us

Sincerely,

Steven Moffson
State and National Register Coordinator



STATE OF NEW MEXICO
DEPARTMENT OF CULTURAL AFFAIRS
HISTORIC PRESERVATION DIVISION

BATAAN MEMORIAL BUILDING
407 GALISTEO STREET, SUITE 236
SANTA FE, NEW MEXICO 87501
PHONE (505) 827-6320 FAX (505) 827-6338



October 16, 2018

Joy Beasley
National Park Service
1849 C Street NW
Room 3316
Washington, DC 20240

Dear Ms. Beasley:

The enclosed disk contains the true and correct copy of the nomination Davis Mercantile in Roosevelt County, New Mexico to the National Register of Historic Places.

- Disk of National Register of Historic Places nomination form and maps as a pdf
- Disk with digital photo images
- Physical signature page
- Sketch map(s)/attachment(s) in hard copy
- Correspondence
- Other:

COMMENTS:

- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do do not constitute a majority of property owners.
- Special considerations: Property partially leased by USPS. See correspondence.

Sincerely,

Steven Moffson
State and National Register Coordinator
Enclosures