United States Department of the Interior Heritage Conservation and Recreation Service

National Register of Historic Places Inventory—Nomination Form



See instructions in *How to Complete National Register Forms*Type all entries—complete applicable sections

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3. Clas	sificati	<u>on</u>			
category district building(s) structure site X object	Ownership X public private both Public Acquis in process being con	5	Status occupied work in progress Accessible yes: restricted yes: unrestricted no	entertainment government	museum park private residence religious scientific transportation X other: advertisir
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5. Loca	ation of	Lega	l Descript	ion	
ourthouse regi	istry of deeds etc	Broad	water County Cou	rthouse	
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S. Rep	resenta	tion i	n Existing	Surveys	
tie r	none		has this p	property been determined e	elegible? yes no
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epository for su	urvey records				•

Condition — excellent — deteriorated — good — ruins — X fair — unexposed	Check one unaltered altered	Check one X original site moved date	· .

Describe the present and original (if known) physical appearance

7. Description

Situated along the side of Indian Creek and the Indian Creek Road, this advertising sign was painted directly upon the vertical limestone rock wall. The sign measures about eight feet high and fifteen feet long and is visible to passing traffic on the Indian Creek Road.

The wording on the sign reads: "The Best in Town, McCormick's Livery and Feed Stable, Near Depot-Townsend".

The color of the sign is black, orange, and the natural grey of the rock surface.

The present physical appearance is fair to good. The wording is still readable and is best preserved where water has seeped down from above over part of the face of the sign.

8. Significance

Period prehistoric 1400–1499 1500–1599 1600–1699 X 1800–1899 1900–	Areas of Significance—C archeology-prehistoric agriculture architecture X art commerce communications	-	landscape architectur law literature military music	re religion science sculpture social/ humanitarian theater transportation other (specify)
Specific dates	ca.1883	Builder/Architect F	icklin T. McCormick	·

Statement of Significance (in one paragraph)

The McCormick sign was painted on the bare vertical limestone wall of Indian Creek Gulch sometime in the late 1800's. It is a significant example of early day advertising at a location far from town. The sign is located on the limestone cliff wall along side the narrow one lane road that leads to the town of Hassel. The road and the sign remain today much the same as they were back in the late 1800's.

Ficklin T. McCormick came to Townsend in June of 1883 and established a livery stable and feed store. His business prospered and although other livery stables were started, McCormick was always the largest. He was very active in local politics and civic organizations.

To increase his business and to counter the competition in town, McCormick had a large sign painted on one of the limestone walls of Indian Creek Gulch west of Townsend about midway between Townsend and the mining town of Hassel at a point where the gulch narrows. Much of Townsend's early day trade came from the Hassel mining district and anyone traveling the narrow road towards Townsend would be sure to see this sign.

McCormick sold his business in about 1915. Nothing remains today to mark where his place of business stood. The handpainted sign on the wall of Indian Creek Gulch is an important reminder of the time when horses were the preferred mode of transportation.

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Broadwater Bygones, A History of Broadwater County, Broadwater County Historical Society, 1977

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