

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

1. Name

historic McCormick's Livery and Feed Stable Sign

and/or common

2. Location

W of Townsend

street & number

not for publication

city, town

Townsend

mc.

vicinity of

congressional district 01

state

Montana

code 030

county Broadwater

code 007

3. Classification

Category

- district
- building(s)
- structure
- site
- object

Ownership

- public
 - private
 - both
- Public Acquisition**
- in process
 - being considered

Status

- occupied
 - unoccupied
 - work in progress
- Accessible**
- yes: restricted
 - yes: unrestricted
 - no

Present Use

- agriculture
 - commercial
 - educational
 - entertainment
 - government
 - industrial
 - military
- museum
 - park
 - private residence
 - religious
 - scientific
 - transportation
 - other: advertising

4. Owner of Property

name

U.S. Department of the Interior, Bureau of Land Management

street & number

220 N. ALaska

city, town

Butte

vicinity of

state

Montana

5. Location of Legal Description

courthouse, registry of deeds, etc.

Broadwater County Courthouse

street & number

500 Broadway

city, town

Townsend

state

Montana 59644

6. Representation in Existing Surveys

title

none

has this property been determined eligible? yes no

date

federal state county local

depository for survey records

city, town

state

7. Description

Condition excellent good fair deteriorated ruins unexposed**Check one** unaltered altered**Check one** original site moved

date _____

Describe the present and original (if known) physical appearance

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	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input checked="" type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates ca. 1883

Builder/Architect Ficklin 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.

9. Major Bibliographical References

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

UTM NOT VERIFIED
ACREAGE NOT VERIFIED

10. Geographical Data

Acreeage of nominated property less than one

Quadrangle name Townsend, MT

Quadrangle scale 1:62500

UMT References

A

1	2	4	5	1	6	0	0	5	1	2	9	4	0	0
Zone		Easting				Northing								

B

Zone		Easting				Northing								

C

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

D

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

E

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

F

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

G

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

H

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Verbal boundary description and justification

The object nominated is painted on a vertical rock wall covering a vertical area of approximately 8' x 15'. The nominated property extends on each side of the sign by three feet and two inches into the limestone rock wall. T6N;RLW, Sec. 32 NW $\frac{1}{4}$ NW $\frac{1}{4}$ SE $\frac{1}{4}$

List all states and counties for properties overlapping state or county boundaries

state code county code

state code county code

11. Form Prepared By

name/title John L. Stoner, Jr.

organization none

date

street & number PO Box 7

telephone (406) 266-4296

city or town Toston

state Montana 59643

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature

Marcella Sherry

title

Deputy SHPO

date

5-20-81

