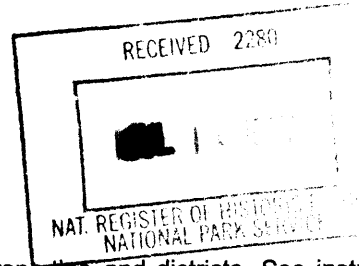


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



8913

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 Joslin Dry Goods Company Building

other names/site number Tritch Building; Joslin Building; 5DV1913

2. Location

street & number 934 16th Street [N/A] not for publication

city or town Denver [N/A] vicinity

state Colorado code CO county Denver code 031 zip code 80202

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] State Historic Preservation Officer June 20, 1997
Signature of certifying official/Title Date

State Historic Preservation Office, 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:

- 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] Signature of the Keeper Date
Edouard H. Beall 8/14/97

Joslin Dry Goods Company Building
Name of Property

Denver, 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: department store

Current Functions
(Enter categories from instructions)

VACANT/NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY
AMERICAN MOVEMENTS: Commercial Style

Materials
(Enter categories from instructions)

foundation CONCRETE
STONE
walls BRICK

roof ASPHALT
other _____

Narrative Description

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

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 1

Joslin Dry Goods Company Building
Denver County, CO

DESCRIPTION

The Joslin Dry Goods Company Building is a five-story, three part vertical block commercial building designed in the Commercial Style popular during the early decades of this century. The structure is located on the southwest corner of Curtis Street and 16th Street in downtown Denver, fronting to the northeast and occupying a prominent place on the 16th Street Mall, the city's principal retail shopping street and promenade.

Constructed of red stretcher bond brick and smooth, unornamented wall surfaces, the historic portion of the Joslin Dry Goods Company Building is a five story (four stories plus one attic story), 100' x 125' structure, with a 50' x 125' modern brick addition to the rear of the building. The first floor facades on the historic building (NE and NW elevations) are characterized by large show windows separated by single cast iron ornamental pilasters exhibiting an overlapping cross and trident symbol at the neck. Brick pilaster-like mullions stretch vertically between the windows on the second through fourth floors as visual extensions of the first floor cast iron pilasters. A molded belt course covered in cast iron is found just above the first floor show windows.

The roof of the building is flat and finished with a gravel/tar composition. A plain cornice covered with an iron edge cap is present above the fifth floor, along an otherwise unadorned roof margin. An older ornamental projecting cornice is found along the top of the fourth floor, marking the location of the building's 1887 roof line. Much of the ornamentation from this early cornice was removed when the fifth floor attic story was added in later years.

The following elevation details are noted on the Joslin Dry Goods Company Building:

- Northeast Elevation (along 16th St.) - six large show window bays with metal frames (dating from 1964) and older clerestory on the first floor; four single-lite metal doors (dating from 1964) in the main entrance bay with sidelites and transom; seven sets of Chicago-style windows (dating from 1927) with plain wood frames on floors two through four, each characterized by a large fixed picture window with narrow vertical casements on either side and transoms above with small corner casements; fourteen small 1/1 double hung sash windows (dating from 1927) with plain wood frames on the fifth floor attic story.
- Northwest Elevation (along Curtis St.) - seven large show window bays (five in the original structure, two in the rear addition) with metal frames (dating from 1964) and older clerestory on the first floor; four single-lite metal doors (dating from 1964) in entrance bay with transom; five sets of Chicago-style windows (dating from 1927) with plain wood frames on floors two through four, each characterized by a large fixed picture window with narrow vertical casements on either side and transoms above with small corner casements; ten small 1/1 double hung sash windows (dating from 1927) with plain wood frames on the fifth floor attic story.
- Southeast Elevation (rear alleyway) - two bricked-in window spaces and one louvered window space with early (likely dating from 1887) brick header segmental arch lintels and sandstone sills on the first floor; two bricked-in freight doors (likely from 1887) with brick header segmental arch lintels on the first floor; eleven tall 4/4 double hung sash windows (dating from 1887) with

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 2

Joslin Dry Goods Company Building
Denver County, CO

plain wood frames and a twelfth bricked in window space with an early brick header segmental arch lintel on floors two through four; twelve small 1/1 double hung sash windows (dating from 1927) with plain wood frames on the fifth floor attic story; no windows or doors are found in the rear 1964 addition to the building.

- Southwest Elevation (rear 1964 addition) - no windows, doors or other features are found on the southwest elevation, which is characterized by an unbroken five story brick wall.

The interior of the Joslin Dry Goods Company Building has recently been gutted following the department store's decision to leave the downtown area. While the 1964 addition space is entirely vacant, the original portion of the building still contains some historic material, although all interior walls and partitions have been removed. Specifically, the interior holds numerous cast iron, unadorned Tuscan columns (dating from 1887) in the basement and on floors one through four. Numerous pressed tin ceiling panels (dating from 1887) are also found in the basement and on floors one through four, however many were damaged during the 1964 installation of dropped ceilings and some are missing. Interior window trim from 1927 is present on floors two through five. Finally, much of the original stone foundation is currently exposed in the basement of the building.

ALTERATIONS

The original Joslin Dry Goods Company Building, constructed in 1887, has undergone several periods of significant alteration. As originally constructed, the building was a four story, 100' x 125', two part vertical block structure, characterized by unpainted red brick walls, large first floor show windows with clerestories and awnings, tall double hung sash windows set in groups of three on floors two through four with horizontal bands of sandstone lintels, and an ornamental cornice with a small pediment on the 16th Street facade.

The first major alteration to the building took place in 1902, when the Joslin Dry Goods store expanded from its main floor corner space to occupy the entire building, displacing other occupants in the process. This expansion appears to have been limited to interior renovation, opening upper floor interior spaces for retail sales, deepening the large first floor show windows, installation of modern elevators, and finishing of "commodious" waiting and toilet rooms.

The second alteration to the building was much more significant. In 1927, following the death of founder John Jay Joslin, the store's corporate owners embarked upon a major renovation and "updating" of the Joslin Dry Goods Company Building. The result of exterior renovation of the 1887 structure was the unveiling of a 1920s Commercial Style building. The numerous sets of tall triple windows on the upper floors were opened up into large picture windows with side lites and transoms; a fifth attic floor with small windows was added to the building, converting it from a two part vertical block into a three part vertical block; the ornate 1887 cornice and small pediment along the roof line were removed; and the 16th Street and Curtis Street facades of the brick building were painted white. This is the same structure currently standing on the site in 1996.

The final significant alteration of the Joslin Dry Goods Company Building occurred in 1964, when the structure underwent a \$2 million dollar "facelift". The building was expanded to the southwest onto the adjacent lot occupied by the Rialto Theater, which was demolished to construct a five story, 50' x 125', plain brick addition

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 3

Joslin Dry Goods Company Building
Denver County, CO

to the rear of the earlier Joslins structure. Retail floor space was doubled and redecorated in this process through renovation of the building's interior spaces, resulting in damage to parts of the original tin ceilings. New stairways and elevators were also installed at this time. Finally, the exterior of the 1887/1927 building was covered with streamlined cladding made of metal, stucco and precast concrete, giving the structure the appearance of a large box with no windows, except for the show windows on the first floor.

Renovation of the building in 1996 has resulted in the removal of the 1964 exterior cladding materials, along with interior walls and finishes. This process has exposed the 1927 structure, which exhibits some damage to interior and exterior historic materials caused by the 1964 renovation. Although the building currently has a damaged appearance, the 1927 Commercial Style structure is intact, easily identifiable, and in restorable condition. The rear addition constructed in 1964 is situated so that it is not a prominent feature when the building is viewed from the primary facades at the intersection of 16th and Curtis. Consequently, the Joslin Dry Goods Company Building, especially in relation to its three primary historic facades, maintains its integrity in terms of location, design, setting, materials, workmanship, feeling and association.

Joslin Dry Goods Company Building
Name of Property

Denver, 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 Bibliographic 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)
COMMERCE

Periods of Significance
1927 - 1946

Significant Dates
1927

Significant Person(s)
(Complete if Criterion B is marked above).
N/A

Cultural Affiliation
N/A

Architect/Builder
Edbrooke, Frank E.

Primary location of additional data:

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

Name of repository:
Colorado Historical Society
Denver Public Library

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 4

Joslin Dry Goods Company Building
Denver County, CO

SIGNIFICANCE

The Joslin Dry Goods Company Building, originally known as the Tritch Building and since 1964 as the Joslins Building, is significant under Criterion A due to its association with one of Colorado's leading dry goods retailers and department store companies over a 108-year span. The Joslins firm was present on the site from 1887 until 1995 (although it operated at earlier locations in downtown back to 1873), serving generations of Denverites as one of the primary and most long-lasting retail establishments in the city.

Over the many years that the Joslin Dry Goods Company operated out of its 16th and Curtis Street building, a number of other dry goods retailers competed for customers in the core area of the city. Among the more prominent were:

- The A.T. Lewis & Son Dry Goods Co. (established in 1888, closed in 1933)
- The Golden Eagle Dry Goods Co. (established in 1879, closed in the early 1940s)
- The May Company (established in 1877, merged with Daniels & Fisher in 1958, now part of Foley's Department Stores operating in suburban mall locations)
- The Neusteter Co. (established in 1911, closed in 1986)
- The Denver Dry Goods Co. (established in 1886, closed in the mid-1980s)
- Montgomery Ward & Co. (established in 1926, closed South Broadway store in 1985, now operating in suburban mall locations)
- The Daniels & Fisher Store (established in 1872, merged with the May Company in 1958, now part of Foley's Department Stores operating in suburban mall locations)

In relation to its competitors, the Joslin Dry Goods Company weathered the high and low cycles of the retail market and lasted at its downtown location for a good many years. The store opened to supply Denver's early pioneers and visitors with household goods and the latest fashions, and to supply the mountains' miners who traveled into the city to purchase needed goods. Growing along with the city it served, the store established itself in a main floor corner of the newly-constructed Tritch Building in 1887, expanded quickly into the remainder of the structure, and renovated the building in 1902, 1927 and 1964 in order to increase retail space and compete in the market.

John Jay Joslin rose to prominence in the city as he became known for operating a successful and admirably-run department store, and as a founder of Denver's Chamber of Commerce. Following his death in 1926, the corporate ownership renovated the building to its current appearance, "modernizing" the structure in light of the prevailing 20th Century Commercial Style of architecture. The Joslin Dry Goods Company continued to attract customers through the Depression years, the years of World War II, and into the post-War era. When Joslins (as the company became officially known after 1964) finally left downtown Denver in 1995, it was the only remaining large department store in the core of the city.

The 1927 renovation of the Joslin Dry Goods Company Building, although extensive, produced a structure that typifies early 20th century commercial architecture and is a clear example of a three-part vertical commercial block. Originating with Chicago architects in the late-1800s, the Early 20th Century Commercial Style is characterized by patterned large, rectangular windows that occupy more space than structural and facing materials; increasingly spare use of ornamentation; and stacked layers usually reaching heights of at least five

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 5

Joslin Dry Goods Company Building
Denver County, CO

floors. In addition, "the composition is analogous to the divisions of a classical column: base, shaft and capital." (Longstreth, p. 93) In this case, the first floor show windows represent the base, the second through fourth floors represent the shaft, and the fifth attic floor and cornice represent the capital.

Although the architect of the 1927 renovation is not known, the redesign of the building was clearly an attempt to "update" the structure from the 19th Century Commercial Style to the 20th Century Commercial Style. Alterations to the building at that date opened up the windows to allow more light into the upper floor retail spaces and added a fifth floor for additional stock space. In essence, the building was changed from a typical late-19th century department store structure to a 1920s early high rise department store structure. It is interesting to note that the renovated 1927 Joslin Dry Goods Company Building was strikingly similar in style and design elements to the 1924 Neusteter Building, a major competitor located nearby at the intersection of 16th Street and Stout Street.

In terms of historical context, the early evolution and growth of the Joslin Dry Goods Company took place within the larger development of the city of Denver during its rail/streetcar period, from 1870 through 1920. During these years, the city's economic base "developed from a mining service town to a manufacturing city to a diversified Rocky Mountain economic and political empire capital." (Hill, p. 178) One significant result of this growth and change in transportation patterns was the migration of the city's earlier retail commerce core from the intersection of 15th Street and Larimer Street, to the length of 16th Street. By 1920, 16th Street had become the city's primary department store strip, characterized by early skyscraper architecture in the 20th Century Commercial Style. Many of these buildings have been demolished over the past three decades and replaced by parking lots and late-20th Century commercial structures.

The twenty-five years from 1920 through 1945 are characterized as Denver's early auto period, and the Joslin Dry Goods Company continued to thrive during this time as well. During this period, the city grew steadily from approximately 256,000 to 445,000 citizens, and the economy continued to diversify. (Hill, p. 272) Increasing use of automobiles instead of rail and streetcars began to disrupt the centralized nature of the downtown commercial district. The result of automobile traffic was a need for large parking lots and widening of streets. Retail business continued to boom along 16th Street, resulting in the addition of Neusteter's and the expansion of other department stores such as Daniels & Fisher and the Joslin Dry Goods Company. The most significant omen of things to come, however, was a move out of the downtown core by Montgomery Wards in 1926.

Essentially, the downtown core retained its dominance but was beginning to experience a process of decentralization that would change the city forever during the post-WWII era. The final result of the expansion of the city of Denver, and decentralization of the downtown retail core in favor of suburban malls over the past fifty years, was the closure of the downtown Joslins store in 1995.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 6

Joslin Dry Goods Company Building
Denver County, CO

HISTORY

Pioneer dry goods merchant John Jay Joslin first traveled to Denver in late 1872 (then in his early-40s) to visit his brother, and enjoyed the climate and spirit of the city so much that he decided to make it his new home. Already a successful merchant in Poultney, Vermont, Joslin moved his company west in the spring of 1873 and purchased the existing New York Dry Goods Store at the corner of 15th Street and Larimer Street in downtown Denver. The store reopened as the Joslin Dry Goods Company, occupying the first floor of this two-story building. With two employees and just over 1600 square feet of space, John Jay Joslin filled his new retail establishment with high quality stock, attracting customers with a variety of reliable products and a business philosophy that emphasized customer satisfaction.

Although not the only dry goods merchant in the city, Joslin's timing could not have been better. With the region experiencing a post-Civil War economic boom and with the mining industry operating at full speed in the mountains above the city, Denver grew from a population of 4,759 in 1870 to 35,629 in 1880, and then again to 106,713 by 1890. This tremendous growth rate continued virtually unabated into the next century, and the Joslin Dry Goods Company grew with the city and region it served.

With tremendous growth in sales, Joslin soon realized that more space was needed for his store to expand. In 1879, he moved the store to a new location at 16th Street and Lawrence Street. Eight years later, in 1887, the Joslin Dry Goods Company moved to a brand new, larger building constructed by George Tritch at the corner of 16th Street and Curtis Street, the previous location of the City Market (farmers market) and the T.G. Anderson skating rink. Occupying a main floor corner of this building, Joslin took out a long-term lease in what would become the primary home for his company. By this time, 16th Street was developing as Denver's central retail thoroughfare

The Tritch Building, known thereafter as the Joslin Dry Goods Company Building, was a four-story (two part vertical block) unpainted brick structure designed by prominent Denver architect Frank E. Edbrooke. The main floor facade featured an arched entrance, large striped awnings, and oversized show windows for retail display along both the 16th Street and Curtis Street sides of the building. With numerous tall windows (in sets of three separated by pilasters) on the upper three floors, horizontal banding that gave the building a stacked look, and an ornamental frieze with a small pediment along the roof line, the building reflected the popular commercial styles of the late 19th century. The first floor of the new building was occupied by the dry goods company, while the upper three floors housed various offices.

Customers in the early days of the store included miners shopping for camping equipment, ladies looking for the latest fashions and housewares, men shopping for new suits and leather goods, and famous personalities such as Baby Doe Tabor, Molly Brown, and stars of the stage who wandered across Curtis Street from the Tabor Grand Theater. J.C. Penney is said to have worked as a clerk at the store for a short period in 1897 prior to starting his own nationwide chain of dry goods stores. A 1918 history of the state (Stone, History of Colorado, Vol. II, p. 362) describes the Joslin Dry Goods store as "one of the most handsome and most thoroughly equipped drygoods emporiums in the west".

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 7

Joslin Dry Goods Company Building
Denver County, CO

In 1902, with 72-year-old Joslin still in command, the store expanded to occupy the entire building. The only two non-Joslin shops occupying space on the main floor (Stark the jeweler and Hyman the confectioner) were vacated and incorporated into the larger department store. A newspaper account from that year excitedly mentions plans to widen and deepen the large first floor show windows, "where masterful execution of the window dresser's art have so often attracted the gaze of Sixteenth Street." Plans also called for the installation of modern elevators and "commodious" waiting and toilet rooms. In 1903, Joslin called a meeting of his several hundred employees (who he referred to as his "children") to announce that the company was shortening their long work schedule by two hours per day. The employees cheered the decision to allow them more personal time than most businesses allowed.

Although it had experienced a number of years of tremendous growth, the company began to experience financial difficulties by the second decade of the century. By 1914, Joslin Dry Goods Company ended up in the hands of Mercantile Stores, Inc. of New York through bankruptcy proceedings. J. Jay Joslin continued on as Joslin Dry Goods Company president until 12 December 1925, when he retired at the age of 96. He died at home of the flu less than one month later on 7 January 1926, having outlived both his wife and his son. Joslin is remembered in Denver both as the founder of one of the region's most prominent and long-lived department store chains, and as a founder of the Denver Chamber of Commerce.

The following year, in 1927, the company renovated the downtown store and "updated" the exterior to a 1920s Commercial Style appearance characteristic of the most modern department store structures. Consumer purchasing power increased over the decade following the end of World War I, and together with a rise in education level, increase in urban population, rapidly changing technology, and the growth of leisure time, the retail dry goods business was booming. With a founder and president rooted in the mores and values of the 19th century, it is interesting to note that modernization of the downtown Denver building was delayed by corporate headquarters until after John Jay Joslin's death. At this time, the numerous sets of triple windows on the upper floors were opened up into large picture windows with side lites and transoms; a fifth floor with small windows was added to the building converting it into a three part vertical block; the ornate 1887 frieze and small pediment were removed; and the 16th Street and Curtis Street facades of the brick building were painted white. This is the same structure currently standing on the site in 1996.

Following Joslin's death, Herbert M. Stoll served as president of the store into the 1930s. He was followed by C.F. Beaglehole from 1938 through 1952. The company was thereafter headed by presidents appointed from within the Mercantile Stores chain, including Paul C. McWilliams from 1952 to 1955, and Norman Zilles from 1955 to 1963. In 1954, the Joslin Dry Goods Company finally purchased the 16th and Curtis building in which it was located for so many decades. In the post-WWII years, Joslins began to open small branch department stores in suburban locations such as Lakewood and Englewood, and other Front Range communities such as Greeley and Boulder. The company was simply following a nationwide trend toward suburban retail expansion as urban middle- and upper-income populations began to move out of core cities into suburban residential developments. Although able to compete for a time, by the late-1950s the company's branch stores were being overshadowed by larger chains moving into the market. The 16th and Curtis store also began to see lagging sales due to a decline in retail commerce in the downtown area as customers were drawn into the new suburban shopping centers.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 8

Joslin Dry Goods Company Building
Denver County, CO

In 1963, the company's new president, Donald R. Chabot, took the helm with some difficult decisions to face. Through his leadership, the downtown store remained open and underwent a \$2 million dollar facelift the following year. The building expanded to the southwest onto the adjacent lot occupied by the Rialto Theater (which was demolished for this purpose); retail floor space was doubled; and the exterior of the 1887/1927 building was covered with streamlined cladding made of metal, stucco and precast concrete. The interior of the building was entirely gutted, reconfigured and redecorated at this time. In 1965, the name Joslin Dry Goods Company was officially changed to the more simple Joslins.

In addition to renovation of the downtown store, the company aggressively expanded into the suburban market during the late-1960s and 1970s, opening large stores in the new shopping malls under construction in Denver's suburbs. The Crews-Beggs Department Store in Pueblo also became a part of the Joslins chain in 1970. Chabot's new marketing strategy was to place the Joslins chain firmly in the middle between the larger department stores (such as May D&F and the Denver Dry Goods Co.) on one side, and the discount stores (such as Montgomery Wards and Sears) on the other. Between 1963 and 1973, the Joslins Company spent over \$9 million expanding and remodeling its chain of stores, sales volume quadrupled, and the firm tripled its number of employees to about 1500 personnel.

By 1993, the Joslins Company had ten stores in Colorado (and another in Cheyenne), making it the second largest retailer in the state. Its downtown facility continued as the largest retail store in the core of Denver, however the company opened a new flagship store in the Southglenn Mall in October 1994. Even with this dominance, Joslins' parent company, Mercantile Stores Co. Inc., decided to close the main store at 16th and Curtis in 1995 due to the high cost of needed renovations to keep the facility competitive in the market. After a 108-year history of operating at the same location, J. Jay Joslin's great dry goods enterprise left the downtown Denver market and walked away from its decades-long home at 16th and Curtis Streets in pursuit of profits in the suburbs and outlying communities.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 9

Joslin Dry Goods Company Building
Denver County, CO

BIBLIOGRAPHY

Denver Central Business District, Joslin Dry Goods Building Inventory Form. Completed by Ron Emrich, 7 July 1983.

Denver Post, 2 September 1954; 16 August 1963; 3 October 1965; 15 May 1993; 4 August 1995; 3 October 1995

Denver Post, Contemporary Magazine, 22 April 1973, p. 14;

Denver Times, 6 January 1902; 10 January 1902

Ferry, John William. A History of the Department Store. New York, NY: The Macmillan Company, 1960.

Hill, David R. Colorado Urbanization and Planning Context. Denver, CO: State Historical Society of Colorado, 1984.

Jones, William C. and Forrest, Kenton. Denver: A Pictorial History. Golden, CO: Colorado Railroad Museum, 1993.

Leach, William. Land of Desire: Merchants, Power, and the Rise of a New American Culture. New York, NY: Pantheon Books, 1993.

Locational Map: Denver Retail Business District. Denver, CO: Daniel-Smith Co., 1939.

Longstreth, Richard. The Buildings of Main Street: A Guide to American Commercial Architecture. Washington, DC: 1987.

McNair, Malcolm P. and May, Eleanor G. The American Department Store, 1920-1960. Boston, MA: Harvard University, Graduate School of Business Administration, 1963.

Noel, Thomas J. and Norgren, Barbara S. Denver: the City Beautiful. Denver, CO: Historic Denver, Inc., 1987.

Pearce, Sarah J. A Guide to Colorado Architecture. Denver, CO: State Historical Society of Colorado, 1983.

Rocky Mountain News, 26 April 1964; 14 June 1965, p. 24; 3 June 1973, p.66;

Smiley, Jerome C. ed. History of Denver, With Outlines of the Earlier History of the Rocky Mountain Country. Denver, CO: The Times-Sun Publishing Co., 1901.

Stone, Wilbur Fisk ed. History of Colorado. Chicago, IL: The S.J. Clarke Publishing Company, 1918.

Joslin Dry Goods Company Building
Name of Property

Denver, Colorado
County/State

10. Geographical Data

Acreage of Property less than one

UTM References

(Place additional UTM references on a continuation sheet.)

1. 13 500480 4399450
Zone Easting Northing

3. Zone Easting Northing

2. 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 Ron Sladek, President

organization Tatanka Historical Associates, Inc. date November 29, 1996

street & number PO Box 1909 telephone 970-229-9705

city or town Fort Collins state CO zip code 80522

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 National Center Denver Mall Hotel Associates, L.P.

street & number 1228 15th St., Suite 400 telephone 303-534-6000

city or town Denver state CO zip code 80202

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.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 10 Page 10

Joslin Dry Goods Company Building
Denver County, CO

VERBAL BOUNDARY DESCRIPTION

Lots 1-6, inclusive, of Block 107, East Denver Addition, City and County of Denver, State of Colorado.

BOUNDARY JUSTIFICATION

The nominated property includes, and is limited to, the land on which the Joslin Dry Goods Company Building sits.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number _____ Page 11

Joslin Dry Goods Company Building
Denver County, CO

PHOTOGRAPH LOG

The following information applies to all photographs submitted with this registration form:

Name of property:	Joslin Dry Goods Company Building
City, county & state:	Denver County, Colorado
Photographer:	Ron Sladek
Date of photograph:	25 November 1996
Location of negative:	Tatanka Historical Associates, Inc. P.O. Box 1909 Fort Collins, CO 80525

- Photograph #1: 16th Street and Curtis Street elevations (1927 facades), facing south
- Photograph #2: 16th Street elevation (1927 facade), facing southwest
- Photograph #3: Southeast alley elevation (1887 facade), facing west
- Photograph #4: Curtis Street and rear addition elevations (1927 facade and 1964 addition), facing east

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number Additional Documentation Page 12

