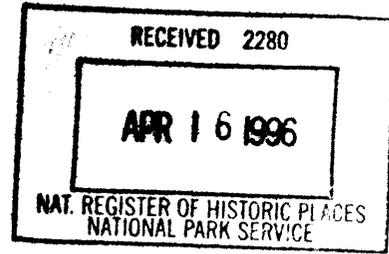


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(Oct. 1990)

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 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 Loveland Building/Coors Building

other names/site number Silverheels/Golden Mercantile/Koenig Mercantile 5JF411; Sitterlee Saloon 5JF541

2. Location

street & number 1122 Washington-Loveland/1120 Washington-Coors [N/A] not for publication
city or town Golden [N/A] vicinity
state Colorado code CO county Jefferson code 059 zip code 80401

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 [].)

James Edward Hartman State Historic Preservation Officer April 4, 1996
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 [].

Edson J. Beall Signature of the Keeper 5/16/96 Date

5. Classification

Ownership of Property
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

(Do not count previously listed resources.)
Contributing Noncontributing

2	0	buildings
		sites
		structures
		objects
2	0	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/TRADE/department store

DOMESTIC/multiple dwelling

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/restaurant

COMMERCE/TRADE/business

7. Description

Architectural Classification

(Enter categories from instructions)

Late Victorian/Italianate

Late 19th & Early 20th Century American

Movements:

Commercial Style

Materials

(Enter categories from instructions)

foundation STONE

walls BRICK

roof METAL

other STONE

Narrative Description

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

Loveland Building/Coors Building
Name of Property

Jefferson County, CO
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.

Areas of Significance

(Enter categories from instructions)

Commerce

Periods of Significance

1905-1941

Significant Dates

1906

1916

1922

Significant Person(s)

(Complete if Criterion B is marked above).

N/A

Cultural Affiliation

N/A

Architect/Builder

Unger, P.O.

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

Primary location of additional data:

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository:

Golden Planning Office

Pioneer Museum

Loveland Building/Coors Building
Name of Property

Jefferson County, CO
County/State

10. Geographical Data

Acreage of Property Less than 1 acre

UTM References

(Place additional UTM references on a continuation sheet.)

1. Zone 13 Easting 481060 Northing 4400440

2. Zone Easting Northing

3. Zone Easting Northing

4. Zone Easting Northing

[] See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Barbara Norgren

organization Consultant date December 3, 1995

street & number 7453 East Jefferson Drive telephone (303) 740-7860

city or town Denver state Colorado zip code 80237

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 Golden Mercantile Ltd. Partnership: Dr. Donald Elliott and Mr. Phill Foster

street & number 4101 West Conejos Place, Suite 250 date December 3, 1995

city or town Denver state Colorado zip code 80204

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 1

Loveland Building/Coors Building
Jefferson County, CO

Description

The Loveland Building, 1122 Washington Avenue at the corner of Twelfth Street, and the adjacent Coors Building, 1120 Washington Avenue, are located in the heart of Golden's commercial district. Both buildings front onto Washington and have Twentieth Century Commercial style facades.

The Loveland Building, a large two story brick commercial block, consists of a flat roofed front section constructed in 1863, and a gabled roof rear addition, constructed in 1865-1866, that extends along Twelfth Street to the alley. The exterior is faced with red brick of local manufacture which has been painted and a high stone foundation covered in stucco. Along the sidewalk on Washington Avenue and on Twelfth Street are areas for outdoor dining delineated by metal fences with light poles.

The primary facade contains a replica of the storefront installed in 1905 that has large display windows with clerestory windows above and paneled kick plates below. Over the store front is a molded secondary cornice that runs across the front and around the corner. The recessed entry, set diagonally across the corner, has a metal column supporting the corner of the second story. The new glass and wood double entry doors replicate those of 1905 and have narrow sidelights and are topped by a fixed transom with sidelights.

The second story in the front has two large pairs of window openings separated by a brick pier. The openings have two six-over-six double hung wood windows with divided light transoms and brick sills dating from 1922. Above the windows corbelled brick dentils carry a paneled frieze across the front of the building. Over this is a narrow horizontal panel of raised brick beneath the 1922 brick cornice with dentils. The cornice terminates in a parapet with three equally spaced low brick piers with corbelled tops.

The 1865-1866 rear addition is also faced with brick and is two stories high with a pitched corrugated metal roof, the historic roofing material. Below the eaves along the length of this elevation is a double row of brick dentils. At the lower edge of the roof are several shortened brick chimney flues, now sheathed in wood, that reflect the historic heating method for the individual rooms.

On the Twelfth Street elevation, both floors have tall narrow, semi-circular arched windows with keystones. In the original section there is only one window on the first floor and five on the second. These originally were blind windows or recessed niches. They have been opened up and now have one-over-one double hung sash. The tops of the arches are still closed with brick and two of the windows are shorter than the others.

In the addition, the windows exhibit elements of Second Empire detailing, are tall and narrow with arched brick headers on the first floor and vary in height and width. The two wide windows have

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Loveland Building/Coors Building
Jefferson County, CO

fanlight transoms as well as the double door entry located about one-third of the way back. The second floor windows have stone hoodmolds with keystones, stone sills and wood multipane casements with fanlight transoms.

At the rear the brick-faced gable has gable end returns and a double row of brick dentils under the eaves. On the first floor the three casement windows have brick headers with keystones and fanlight transoms. The center window is shorter and wider and is believed to have been a door at one time. The second floor has two casement windows with fanlights and stone hoodmolds with keystones.

The building was renovated in 1992-1993. Over the years the building has had other exterior and interior renovations that reflect its history. Historically the front portion of the ground floor was used for mercantile businesses until the 1970s. At various times the second floor was used for the Masonic Lodge meeting hall, offices, a hotel and sleeping rooms.

The front section of the building first housed William Austin Hamilton (W.A.H.) Loveland's general mercantile business. The building was enlarged in 1865 with a gabled two-story, rear addition which may have incorporated an earlier small one story addition. The rear addition roof material was first mentioned in 1905 as corrugated iron when it was reroofed by H.H. Linder Company. It was reroofed with new corrugated sheet metal roofing in the 1992-1993 renovation.

A Second Empire mansard roof was put on the original front section in 1868 to create a third floor that remained unfinished on the interior until 1878. That year Loveland also leased his store to Armor, Harris & Company who sold dry goods, clothing and groceries.

Beginning in 1884 Nicholas Koenig and A.D. Jameson opened a mercantile business on the first floor. During Koenig Mercantile Company's occupation, ending in 1941, several historic changes were made to the front of the building that reflect Koenig's business acumen to keep up with the times and his desire to better serve his clientele.

An extensive and up-to-date storefront was added to the original front of the building in 1905. The work was done for Koenig by P.O. Unger, a local contractor/builder who had constructed many of Golden's buildings. This new storefront, which reflected the current commercial styles, removed the three original arcaded openings to the first floor, but left the arched windows on the second floor untouched.

Koenig bought the building from Mrs. Loveland in 1919 and had the second floor windows on the front changed in 1922 by contractor Michael Sweeney. The new windows replaced the original three tall narrow windows with arched headers and keystones. At the same time, the 1868 Mansard

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Loveland Building/Coors Building
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addition was removed from the original building and replaced by a flat tar and gravel roof. The cornice was rebuilt at that time. When this work also removed the old sign board in front, a large inscribed stone was discovered that was put there by the Masonic Lodge when the building was constructed. It was removed and presented to the Masons.

In 1992-1993 the storefront was returned to its 1905 appearance and replaced one added sometime between 1939 and 1946 which had short display windows and a sign band at the top. The current work has restored the building's exterior appearance back to the 1905-1941 period of significance when Koenig Mercantile Company occupied the building.

On the east or Twelfth Street elevation, the blind arches or niches were part of the original design according to historic photos. These are now open. The first window in the middle was opened in 1903 after renovations to the second and third floors for sleeping rooms and offices. The two rear ones were opened before 1946. The last two near the front were opened during the 1992-1993 renovation. In addition some of the deteriorated casement windows in the addition were replaced to match the original design.

The exterior brick is believed to have first been painted in 1905 and was periodically repainted until a late 1970s renovation when the brick was sandblasted. The exterior has now been repainted a reddish brick color. The stone foundation was first covered in concrete in 1905 and is now covered in stucco. The old corrugated iron roof was also replaced and painted that same year.

The outdoor dining area has replaced the overhanging wooden canopy added in 1962. Many of the commercial buildings along the main street had similar canopies built over the sidewalks during this period.

On the interior very little remains of the original building due to the many changes that have occurred over time. Originally, the building had a Masonic Lodge Hall on the second floor. When the Territorial Legislature met in the building they used the hall as well as the whole second story of the addition. In 1892 the second floor was leased to Jasper Babcock and renovated into hotel rooms which were entered from Twelfth Street by an exterior wooden stairway.

The former Masonic Hall was divided into rooms for apartment use in 1901. The first floor rear of the building also had a residential use at that time. In 1902 a window on Twelfth Street was made into a door and an interior stairway to the renovated second floor was constructed by contractor Samuel Eldrich. The new stairway replaced the old one on the exterior. By 1903 the second floor rooms had been furnished and leased to Mrs. Merrill who managed the rentals. The center niche on Twelfth Street was made into a window at this time.

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Loveland Building/Coors Building
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The interior was remodeled in 1905, the same time the new storefront was built. More improvements made to the building in 1934 were described by the Colorado Transcript on June 21st as, "Refurnished Rearranged Store Made One of Most Modern In West".

Circa 1978 the building was renovated into the Mercantile Restaurant and most of the original interior horsehair plaster was removed on the ground floor to expose the brick on the perimeter walls, although there are still areas where some of the original plaster remains. The original big wall safe with double doors still remains as installed by Koenig in the original section of the building. In the second story the floors had become very uneven over the years. In order to correct this, during the 1992-1993 project, the partitions were removed and a thin coat of concrete was applied to level the floor. The original interior window surrounds remain, but the baseboards were removed sometime in the past.

On the ground floor the interior has been decorated with a southwestern theme with rough plaster on most of the interior walls. The brick on the interior of the back wall is exposed. The plaster ceiling in the older front section has been removed exposing the floor joists that have been painted black.

The Coors Building, 1120 Washington Avenue was constructed in 1906 by contractor P.O. Unger for the Coors Brewing Company headquartered in Golden. The building was built as part of Coors Brewery's regional marketing plan that had saloons on the first floor to sell their beer. It is essentially a Twentieth Century Commercial style building with Colonial Revival style elements in the upper portion. The building also includes Second Empire elements reflecting those then found in the adjacent Loveland Building. The building, faced in red brick, has a flat roof with a mansard like, side gable attic story in front covered in red tile. The gable ends have stepped parapets with stone caps. The two large round arched dormers on the attic have wide molded surrounds and louvered openings reminiscent of Colonial Revival style.

The building has had only a few exterior alterations. There is a new storefront completed in 1992-1993 that replicates the original. It has three large display windows with kick plates and fixed transom. A recessed entry is at the left of the display windows.

The original storefront was iron and glass with a door into the ground floor saloon and a secondary door leading to the upper floor. Circa 1950, the doors were relocated and the storefront was replaced with mid-twentieth century brick infill and aluminum-frame doors and windows.

The second story has two large openings containing a large central, tripartite, double hung wood sash flanked by two narrow double hung windows. The second floor building corners contain short pilasters with stone capitals and bases resting on the brick belt course running below the

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windows. The pilasters are topped by an entablature across the front with a central stone panel with the name, COORS.

According to historic photos there originally was a low balustrade along the front edge of the eaves and underneath were brackets and large dentils that reinforced the Colonial Revival theme. These were all removed after 1955.

At the rear, the building covers only part of the lot. It has an ell shaped, one-story addition covering the first floor elevation. There is an open wooden stair leading to an uncovered area on the roof of the addition that has a wood railing. On the second story there are four segmental arched windows with double hung wood sash. There is a wood fence across the back of the property. Mechanical equipment projects out from the side wall of the Loveland Building into the area near the alley.

The first floor interior of the Coors Building is now part of the large bar area of the Silverheels Restaurant. It is connected to the Loveland Building by a wide opening through the adjoining side walls in the front sections of the two buildings. Originally the first floor contained the Sitterlee Saloon with a bar and backbar, but these were removed many years ago and various other commercial uses have since occupied the space. The plaster ceiling has been removed, and the floor joists are painted black. On the second floor was an apartment for the lessee of the saloon which had living room, bedroom, bath and kitchen. Some of the original partitions for the second floor apartment remained until the 1992-1993 rehabilitation into office space. The basement had a furnace for steam heat.

In summary, the major exterior work on the primary facades of both buildings in the 1992-1993 renovation consists of the removal of the nonoriginal storefronts and replacement with steel and glass storefronts to replicate the historic photos. The interiors were rehabilitated for restaurant use on the first floors and offices on the second.

Statement of Significance

The Loveland and Coors buildings, located next door to each other in the heart of downtown Golden, meet criteria A for their long-time association with the commercial history of the town.

The ground floor of the Loveland Building was in mercantile use from 1863 until 1971. William Austin Hamilton (WAH) Loveland originally constructed the building for his general mercantile business. However, the building is most representative of its association with Nicholas Koenig who occupied the retail space from 1884 to 1941. Koenig, who became prominent in community affairs in Golden, built The Koenig Mercantile Company into the largest mercantile business in Golden. He provided goods and produce to several generations of the same pioneer families as well as local ranches and mountain mining towns. Even though Koenig moved into the building in 1884, the

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period of significance of 1905-1941 is derived from the storefront alterations and other historic changes made by Koenig beginning in 1905.

Located adjacent to the Loveland Building, the 1906 Coors Building is significant in Golden's history for its association with the Coors Brewery founded in Golden by Adolph Herman Joseph Coors and partner Jacob Schueler in 1873. This building was a key element in the successful Coors marketing and distribution system throughout Colorado and neighboring states. The Loveland and Coors buildings were designated Golden Landmarks in July of 1992.

The 1992-1993 renovation connected the first floors of the buildings with a wide opening through their adjoining side walls, and they are being submitted as a single nomination.

Historic Context of Golden

Golden is located approximately twelve miles west of Denver at the edge of the Rocky Mountain foothills and is the county seat of Jefferson County. The town was founded as Golden City on June 12, 1859 by the Boston Company made up of such men as George West and E.L. Berthoud, both important in the state's history. The 1,280 acre town site was surveyed by Berthoud in 1860. The first building was constructed by the Boston Company at 10th and Washington. Golden was incorporated in 1871, and the name changed from Golden City to Golden in 1872.

For merchants, Golden City was a prosperous place to do business. Precious metal mining, agriculture and mining of clay, lime and stone deposits all helped shaped the growth of the town. The clay, found south of town, was used for bricks and by various porcelain operations including Coors Porcelain Company. The Loveland Building was the first building in town to be built of brick made from the local clay. Golden became a flourishing transportation and supply center when the railroads came through in the early to mid 1870s and connected it with the mountain mining towns of Black Hawk, Central City, Idaho Springs and Georgetown.

Historical background and significance - Loveland Building

History indicates that the Loveland Building is strongly associated with the broad patterns of settlement along the Front Range which relied on the distribution of merchandise to the growing population including the nearby mining towns. Nicholas Koenig was particularly important in the local history of Golden as a merchant and mayor of Golden. Other aspects of the building's history prior to Koenig's ownership are significant to Colorado's 19th century history as it relates to W.A.H. Loveland and the Territorial Legislature which met in the building on January 1 and 11, 1866 and December 1867. The Colorado School of Mines also met in the building before its

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buildings were constructed. The primary facade of the building has been altered since the 19th century; however, the present appearance of the building more accurately reflects The Koenig Mercantile Company's history which continually occupied the building from 1884 until 1941.

W.A.H Loveland was an important Golden pioneer who founded the first mercantile in town, built a road up Clear Creek and eventually established a railroad to the gold fields. He was born in Chatham, Mass. in 1826, attended college in Illinois, fought in the Mexican war where he was seriously wounded and went to California in the 1849 gold rush. He returned to Illinois and operated a successful mercantile business. In 1859 he arrived in Golden with wagons of merchandise. Loveland not only constructed his building in 1863, but also built a wagon road up Clear Creek Canyon to provide goods to the mountain mining areas. In 1876 he became president of the Colorado Central Railroad whose route also went up Clear Creek. Loveland was a staunch booster of Golden in the protracted and bitter rivalry with Denver to become the territorial capitol site and a major railroad hub.

Loveland was elected Mayor of Golden in 1875 and was active in mining and in Colorado politics as a twice unsuccessful candidate for governor. The Loveland family eventually moved to a home near Lakewood where he died in 1894 and was buried at Riverside Cemetery. Loveland's son Frank and his widow, Miranda Ann, continued to own and manage the Loveland Building until 1919.

The Loveland Building, a prominent and important commercial structure on the main street, provided Loveland with larger quarters for his business and offices for his varied ventures. The construction of the second floor hall was financed by the Masonic Lodge for their meeting rooms. This is where the Territorial Legislature also met before Denver became the territorial capitol. In the late 1860s, the hall was used for the first class sessions of the newly formed Colorado School of Mines which has become known world-wide in mining engineering circles. Loveland served as acting president of the school's board of trustees from 1874 to 1876.

In 1868 Loveland sold his mercantile inventory to Armor, Harris and Company who moved into the ground floor retail space. From 1881 to 1884, A. Candee operated a grocery store in this space. Meanwhile, Nicholas Koenig had arrived in Golden in 1883 and with partner F.C. Taft started a dry goods business. In 1884, Koenig became partners with A.D. Jameson, bought Candee's stock and leased the ground floor in the Loveland Building. This partnership lasted until the end of 1884, when Jameson retired and the business became known as N. Koenig or Koenig's. In 1903, the business incorporated under the name, The Koenig Mercantile Company. Koenig's enterprising business included wholesale service to the mountain mining towns and ranches.

By the time Koenig bought the building in 1919 from the Loveland family, he was already a well-known and respected merchant and Golden citizen. Among his community services, he served as the

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president of the Golden Board of Trade and was mayor of Golden in 1893-1894. After Koenig's death in 1928, his sons and daughters became stockholders and ran the business until 1941. The retail space in the Loveland Building was occupied from 1941-1971 by the Golden Mercantile making a grand total of 108 years of mercantile use in the building. In the late 1970s, the building was renovated into The Golden Mercantile Restaurant.

The present physical aspects of the building represent changes made by Koenig in 1905 and 1922. The building's exterior is more specifically associated with The Koenig Mercantile Company's occupation in the 20th century than with the building's 19th century history. According to local newspapers, Koenig had a progressive and service oriented approach to his business and oversaw two major exterior renovations to the building to meet those goals. For the 1905 renovation, P.O. Unger was hired to put in a new iron and glass storefront. The earliest known date that the brick was painted was in 1905. It has been repainted any number of times since then. More renovations occurred in 1922 when Koenig hired Michael Sweeney to remove the 1868 mansard roof, add a new cornice and change the windows on the Washington Avenue facade which essentially created the appearance of the building as it stands today.

Historic Background and Significance - Coors Building

The Coors Building was constructed in 1906 as part of the company's state and regional distribution plan. Coors built similar buildings in other small Colorado cities such as Walsenberg, Durango, Littleton and in New Mexico, Wyoming and Nebraska. These all had saloons on the ground floor which sold Coors beer.

The brewery's founder, Adolph Coors, was born in Barmen, Rhenish, Prussia in 1847. In 1861, he became an apprentice to brewer Henry Wenker in Dortmund, Westphalia. Later he was employed in various breweries in Europe before emigrating to the United States. Coors arrived in Denver in 1872 and came to Golden in 1873. He and partner, Jacob Schueler, started a brewery in C.C. Welch and John Pipe's tannery building. At the time, competition was steep since there were already seven breweries operating in Denver and several more throughout Colorado. By 1880 twenty-three companies were engaged in brewing state-wide. As the business grew, more buildings were constructed at the Golden Coors plant and in 1880 Coors bought out his partner. Schueler moved to Manitou Springs and started the Ute Chief Bottling Company. Adolph Coors and succeeding generations of his family have continued to develop their brewery until it is one of the largest in the world and continues to operate today on the original site and uses the same spring water for brewing.

As retail business at the brewery site increased, Coors turned it over to agent Julius Schultz, who had a store in Golden and delivered the beer to customers for the same price as at the brewery. The

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first indication that Coors might branch out with his own retail outlets in the state was in 1897 when George Vogel moved from Golden to Blackhawk to become the Coors agent. In 1899, Coors constructed a store, with a brick storage vault, in Blackhawk to sell his beer. Coors was following a national trend that began in the late 1800s when breweries established retail outlets for their beer. This practice continued into the 1890s when such companies as Schlitz, Pabst and other large breweries owned numerous retail outlets and taverns in the larger cities. Coors traveled the state establishing outlets and warehouses. In the early 1900s Coors began to invest in real estate and construct buildings. He hand-picked the men to run the saloons in his various buildings.

Around 1900 the local newspapers reported Coors was interested in building a hotel at the corner of Washington and 13th, however, he built the smaller building next door to the Loveland Building instead. The Coors Building was leased to saloon keeper, Charles Sitterlee, who worked for Coors in a saloon in New Mexico. He lived in the second floor apartments. The Colorado Business Directories listed the retail space as Sitterlee Saloon. Sitterlee was there for about 10 years until 1916, when the state went dry prior to national prohibition, 1920-1933.

When all the saloons closed, many Colorado breweries went out of business until there were only four still active - Coors at Golden, Tivoli Brewing Company in Denver, Philip Schneider of Trinidad and Walters Beer of Pueblo. During this period these breweries found alternatives to producing beer to stay in business. For instance, when Colorado went dry in 1916, Coors developed an important market for the production of malted milk, produced near beer and made pottery which carried them through the prohibition period until they could produce beer again.

After 1916 the ground floor retail space in the Coors Building had any number of changing tenants such as the Golden Furniture Company in 1941. The rooms on the second floor were rented. In 1945, Maud E. and C.B. White bought the Coors Building from Adolph Coors Company and the Loveland Building from Cora Koenig. The two properties have been under the same ownership since then.

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9. Major Bibliographic References

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10. Geographical Data

Verbal Boundary Description

Block 4, South ½ of Lot 6, south of Clear Creek in Jefferson County, Colorado Territorial (Loveland Building) and Block 4, North ½ of Lot 6 south of Clear Creek in Jefferson County, Colorado Territorial (Coors Building).

Boundary Justification

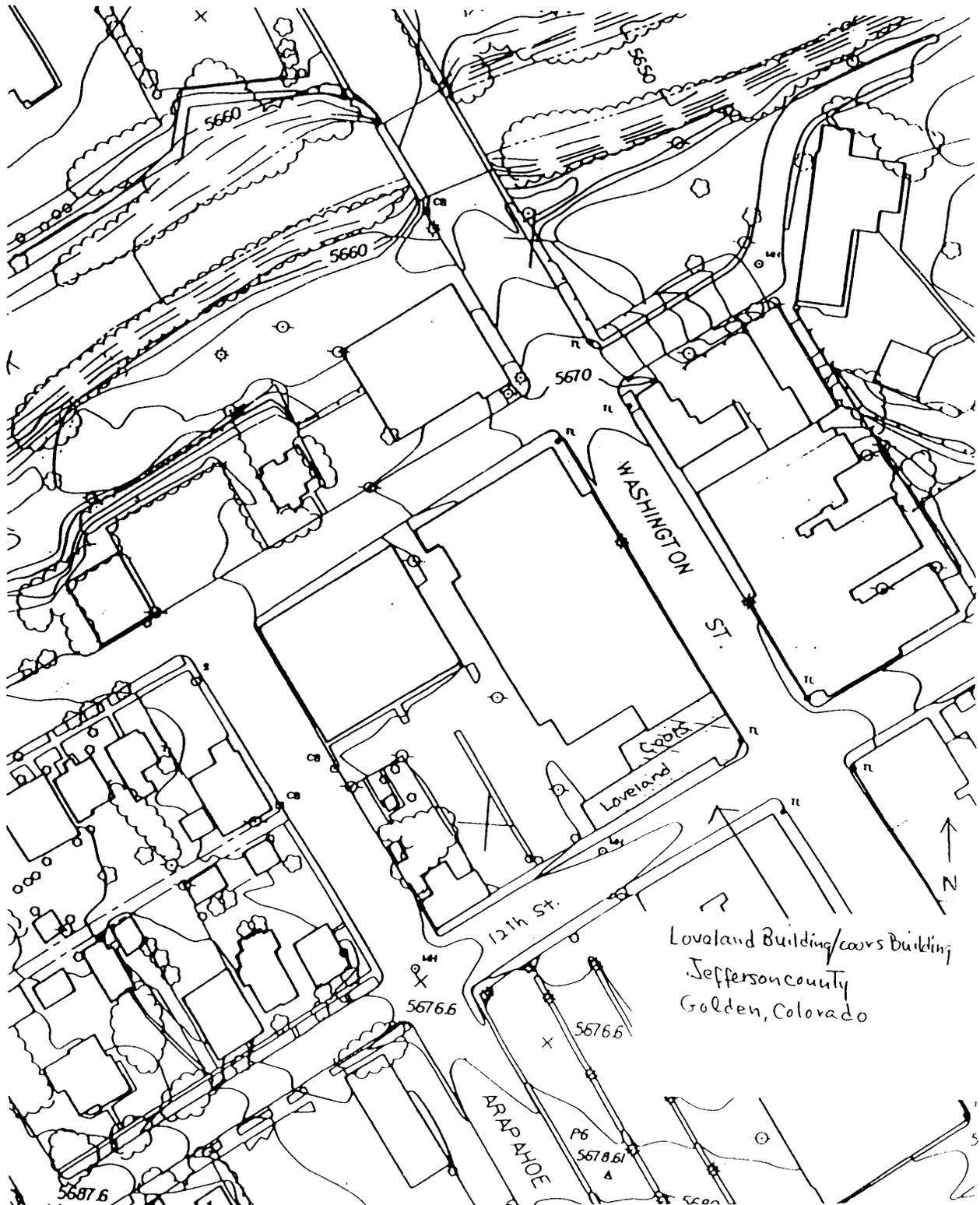
This is the property historically associated with the Loveland and Coors buildings. Together, the two halves of Lot 6 measure 50 by 140 feet.

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Loveland Building/Coors Building
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Section number Photos Page 14

Loveland Building/Coors Building
Jefferson County, CO

PHOTO LOG

Date 11/9/1995

Roll # 1

No	Address	Description	View
2	1122 Washington	rear of Loveland	NE
3	1120-1122 Washington	rear of Coors & Loveland	NE
4	1120-1122 Washington	rear of Coors & Loveland	E
5	1122 Washington	SE elevation Loveland	NE
6	1122 Washington	window detail Loveland	N
7	1122 Washington	SE elevation Loveland	NW
8	1122 Washington	SE elevation Loveland	NE
9	1122 Washington	SE elevation Loveland	N
10	1122 Washington	Entrance detail Loveland	NW
11	1122 Washington	Entrance & storefront	W
12	1120 Washington	Storefront Coors	NW
13	1120-1122 Washington	Coors in center	SE
14	bad exposure		
15	1122 Washington	Storefront Loveland	SW
16	1120-1122 Washington	Front elevations	S
17	1120-1122 Washington	Front elevations	S
18	1122 Washington	Loveland	W
19	1122 Washington	Loveland	W
20	1122 Washington	Loveland	W
21	1122 Washington	Loveland	W
22	1122 Washington	Loveland	W
23	1122 Washington	Rear corner Loveland	N

