



***REGULAR HISTORIC PRESERVATION COMMISSION MEETING
AGENDA***

***Tuesday, February 27, 2024 5:00 PM
City Council Chambers, Elks Civic Building - 107 S. Cascade Ave.***

The Montrose Historic Preservation Commission is pleased to have residents of the community take time to attend Historic Preservation Commission Meetings. We encourage your attendance and participation. Individuals wishing to be heard during public hearing proceedings are encouraged to be prepared and will generally be limited to three minutes to allow everyone the opportunity to be heard. Additional written comments are welcome and will be received at any time.

1) APPROVAL OF MINUTES

A) Approval of minutes dated January 23, 2024

2) ELECTION OF OFFICERS

A) Election of Chairperson, Vice-Chairperson, and Secretary

3) PUBLIC COMMENT

A) Public invited to be heard on matters not on the agenda (Limited to 3 minutes)

4) PUBLIC HEARING

A) Historic Designation Hearing - E.J. Mathews Mercantile/Calloway Bros.

The commission will review the application for historic property designation for conformance with the established criteria for designation in accordance with § 11-3 of the Official Code of the City of Montrose, Colorado.

Action: Accept public comment/consider approval of the application.

5) DISCUSSION

A) Updating downtown historical signage

6) ADJOURNMENT



HISTORIC PRESERVATION COMMISSION

MINUTES OF THE REGULAR MEETING

January 23, 2024

A regular meeting of the City of Montrose Historic Preservation Commission was held on Tuesday, January 23, 2024, in the City Council Chambers, Elks Civic Building located at 107 S Cascade Avenue in Montrose, Colorado. Said meeting was posted in accordance with the Sunshine Law.

PRESENT: Kenneth Huff, Jon Horn, Jeremy Omvig, Danielle Godt, Catherine Stroh, John Eloë, Darlene Mora

ABSENT: Amanda Lloyd

GUESTS: Planner II William Reis, Community Development Director Jace Hochwalt, Deputy City Clerk Briceida Ortega, DART and Grants Coordinator Michelle Wingfield, Matthew Landt with Alpine Archeological Consultants, Inc.

Call to Order

The meeting was called to order at 5:01 p.m.

Approval of Minutes

The Historic Preservation Commission considered the minutes of the regular meeting held on November 28, 2023.

A motion was made by Catherine Stroh, seconded by John Eloë, to approve the amended minutes of the November 28, 2023 regular meeting. All voted yes. Motion passed.

Additions or Deletions

None.

Public Comment

No public comment was received.

Reports/Presentations

Planner II, William Reis provided an update on the CLG grant application for La Raza neighborhood. The draft was submitted to the State for review. Planning staff had a meeting with Lindsey Flewelling and Eric Newcombe with History Colorado to review the draft that was submitted. Both Lindsey and Eric shared with staff that they didn't think that the project was at a good point to submit the application for the CLG grant. They recommended that an SHF grant should be pursued first, in order to collect more oral histories and have more interviews with the La Raza neighborhood. Mr. Reis mentioned that they do intend to apply for the CLG grant in the future once they have gathered all the necessary information. Mr. Reis shared that they will be working with Matt who is local and is with the Alpine Archeological Consultants, Inc. Mr. Reis clarified that the SHF grants are rolling grants. The Planning department does intend to apply for the SHF grant first.

The board discussed various topics related to preserving and documenting the cultural heritage of the Tortilla Flats Neighborhood. Key points included:

- Discussion about ongoing projects like the photo voice initiative and oral histories, with a focus on community engagement.
- Exploration of potential projects such as signage, QR codes, and the creation of a family tree component.
- Suggestions to involve the community through meetings, distributing fact sheets, and engaging with elderly residents to capture their stories and memories.
- Consideration of boundary expansions for historic designation and the importance of preserving cultural landmarks like the Mirada site.
- Emphasis on storytelling through photographs and the importance of updating photo collections to reflect the neighborhood's current state.

Community Development Director, Jace Hochwalt mentioned that they will budget for the CLG grant for the 2025 year. The Planning department will work with Matt to define a budget and present the suggestions from staff to the board. Mr. Hochwalt asked the board to define the scope for the CLG grant for the next meeting. Mr. Hochwalt shared that he envisions engagement efforts happening in spring and working on the actual CLG application in late summer to fall.

Adjournment

A motion was made by John Eloie, seconded by Danielle Godt, to adjourn the meeting at 5:58 p.m. with no further action taken. All voted yes. Motion passed.

Jon Horn, Chairperson

Amanda Lloyd, Secretary



CITY OF MONTROSE
Planning Services

MEMO

DATE: February 27, 2024
TO: Montrose Historic Preservation Commission
FROM: William Reis, Planner II
RE: Application for Historic Property Designation of E.J. Mathews
Mercantile/Callaway Bros.

ATTACHMENTS:

- 1) Historic Property Designation Application Cover Sheet for E.J. Mathews Mercantile/Callaway Bros.
- 2) Colorado Historical Society Historic Building Inventory Record
- 3) Montrose County Assessor Property Report Card
- 4) Sanborn Fire Insurance Maps
- 5) Additional Historic Information
- 6) Historic Photographs
- 7) Current Photographs

Staff finds the application to be complete and has recommended it to be considered by the Montrose Historic Preservation Commission according to Section 4-15 of the Montrose Municipal Code.

Staff submits the following findings:

1. The structure is at least 50 years old and meets the eligibility criteria (listed below in **bold**) per Montrose Municipal Code 4-15-3 (B), which requires that one or more of these criteria be met:
 - a. **Association with events that have made a significant contribution to history**
This building is associated with the history of downtown Montrose, having been erected as an early grocery store.
 - b. **Connection with persons significant in History**
This criteria is not applicable to this building.
 - c. **Distinctive characteristics of a type, period, method of construction or artisan**
The building, although altered, is representative of Nineteenth Century Commercial architecture in Montrose, as reflected in the projecting cornice, segmental arched windows with stone sills, and decorative brickwork.





d. **Geographic importance**

This criteria is not applicable to this building.

e. **Possibility to yield important information related to pre-history or history.**

This criteria is not applicable to this building.

2. The structure has been found to also meet the integrity criteria per Montrose Municipal Code 4-15-3 (C), which are location, design, setting, materials, workmanship, feeling, and association.

Recommendation:

Staff recommends approval of this application by the Montrose Historic Preservation Commission based on the above findings.





CITY OF MONTROSE HISTORIC PRESERVATION COMMISSION HISTORIC DESIGNATION APPLICATION AND COVER SHEET

Application Date: February 27, 2024

Property Address: 346 Main St, Montrose, CO 81401

Historic Property Name: E.J. Mathews Mercantile/Callaway Bros.

State Site Number (if applicable) (Example: 5MNnnnnn): 5MN.1697

Owner Name: TERI LEA ALEXANDER

Owner Address: 3424 Ridgeline Dr. Montrose Co 81401

Owner Phone Number: 970-964-8329

Owner Email Address: teri.alexander@icloud.com

Preparer Name (if different from owner): William Reis

Preparer Phone Number: (970) 240-1475

Preparer Email Address: wreis@ci.montrose.co.us

Property is listed in:

☐ Colorado State Register of Historic Properties

☐ National Register of Historic Places

☒ Property is already recorded on a Colorado State site form.

Additional Required Information

Property and Ownership Details

- Copy of the [Montrose County Assessor's](#) Data Card for the property
- Copy of the deed or other proof of ownership

Supporting Documentation

- Copy of Colorado State Register of Historic Properties form, National Register of Historic Places form, or Colorado State Site Form if property is already listed in those registers

Descriptions

Character-defining attributes of the property that currently exist:

- Large two-story corner painted brick commercial building with flat roof with heavy, projecting metal cornice with dentil molding and frieze clad with corrugated metal.
- Series of paired segmental arched 1/1-light double-hung sash windows with painted stone sills on second story.
- Windows on east are divided into groups of two and three.
- Three windows on front wall divided into groups of one and two.
- Decorative brickwork on second story in geometric pattern between groups of windows.
- Secondary cornice with dentils.
- One-story section has three storefronts with slightly inset entrances, doors with rectangular lights, fluted pilasters with stucco in between, kickplates, window boxes, and awnings.
- North of this is entrance with door with large rectangular light flanked by fluted wood pilasters.
- Next to this one north is small storefront with off-center entrance and two large display windows with kickplates.
- Entrance and windows flanked by fluted pilasters.
- Plain wall north of this is clad with textured stucco.
- Toward the north end of the east wall are display windows sheltered by awnings.
- The north wall has a storefront with display windows sheltered by awnings.

Alterations to the property:

- The building was remodeled in 1980.
- First story totally remodeled and extended to south.
- Chimneys around roofline no longer extant.

Photographs

Please attach current photographs of all sides of buildings and structures being proposed for listing individually or front views of buildings, structures, or objects proposed for listing in historic districts. Detail photographs of important property characteristics are appreciated, as are photographs of property settings. Include a list of photos that describes what is shown in each photo and the direction of view. Also, please consider submitting historical photographs that document the original appearance of the nominated property and any photos that can document alterations to the property and when the alterations took place.

Signature of Owner(s)

I TERI LEE ALEXANDER and _____
(printed name) (printed name)
am/are the 100-percent owner(s) of the property or their designated agent.

 12-26-2023
Signature Date
Notification

After my property has been designated, I agree to comply with all City codes and regulations pertaining to modifying, upgrading, removing, or in any other way altering the physical characteristics of the property that effect its historical character, being particularly aware that maintaining the character-defining elements of the property as they currently exist is of utmost importance in retaining Historic Property designation status. If a special feature on a property or district has been altered beyond repair in such a way so as to negate the features necessary to retain designation, revocation of the designation of the property and the ability to qualify for the benefits that come with designation, may result.

I have read this Notification clause and understand its content.

 12-26-2023
Owner Signature Date

For Staff and Historic Preservation Commission Use Only

Historic Property designation date: _____

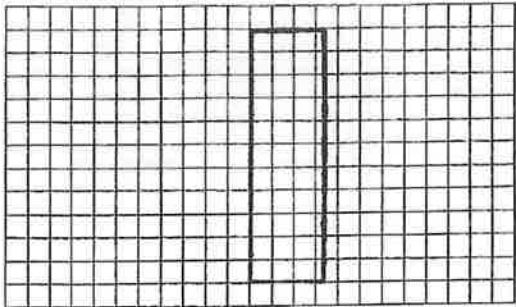
Adopted by Ordinance Number: _____

- *Completed Colorado State site form prepared as part of application process for properties that have not been previously inventoried.*

HISTORIC BUILDING INVENTORY RECORD

NOT FOR FIELD USE			
☐ Eligible	☐ Nominated		
☐ Det. Not Eligible	☐ Certified Rehab.		
Date	056		

PROJECT NAME: Montrose Downtown Hist. Bldgs. Survey, 1999 (SHF#99-01-060)		COUNTY: Montrose	CITY: Montrose	STATE ID NO.: 5MN1697
		TEMPORARY NO.: 376728407015		
CURRENT BUILDING NAME: Daily Bread Bakery		OWNER: REEVES FAMILY TRUST 904 S 78TH PL MESA AZ 85208		
ADDRESS: 346 Main St Montrose, CO 81401		TOWNSHIP 48N RANGE 9W SECTION 28 NE 1/4 SE 1/4		
HISTORIC NAME: E.J. Mathews Mercantile/Callaway Bros.		U.S.G.S. QUAD NAME: Montrose West, Colo. YEAR: 1962 (PR1983) X 7.5' 15'		
DISTRICT NAME:		BLOCK: 94 LOT(S): 1 ADDITION: Original Town YR. OF ADDITION: 1882		
FILM ROLL NO.: 5 BY: T.H. Simmons	NEGATIVE NO.: 10A	LOCATION OF NEGATIVES: City of Montrose	DATE OF CONSTRUCTION: ESTIMATE: 1890 ACTUAL: SOURCE: Montrose Centennial, 41.	
ATTACH PHOTOGRAPH HERE			USE: PRESENT: Commercial	
			HISTORIC: Commercial-Mercantile	
			CONDITION: EXCELLENT X GOOD FAIR DETERIORATING	
			EXTENT OF ALTERATIONS: MINOR X MODERATE MAJOR DESCRIBE: First story totally remodeled and extended to south; chimneys around roofline no longer extant.	
STYLE: Nineteenth Century Commercial			STORIES: 2	ORIGINAL SITE X MOVED DATE(S) OF MOVE:
MATERIALS: Brick			SQ. FOOTAGE: --	NATIONAL REGISTER ELIGIBILITY
ARCHITECTURAL DESCRIPTION: Large two-story corner painted brick commercial building with flat roof with heavy, projecting metal cornice with dentil molding and frieze clad with corrugated metal. Series of paired segmental arched 1/1-light double-hung sash windows with painted stone sills on second story. Windows on east are divided into groups of two and three; three windows on front wall divided into groups of one and two. Decorative brickwork on second story in geometric pattern between groups of windows. Secondary cornice with dentils. One-story section has three storefronts with slightly inset entrances, doors with rectangular lights, fluted pilasters with stucco in between, kickplates, window boxes, and awnings. North of this is entrance with door with large rectangular light flanked by fluted wood pilasters. Next to this one north is small storefront with off-center NO			INDIVIDUAL: YES X NO	
			CONTRIBUTING TO DISTRICT: YES NO	
			LOCAL LANDMARK DESIGNATION: No	
			NAME: DATE:	
ADDITIONAL PAGES: YES X NO			ASSOCIATED BUILDINGS? YES X NO TYPE:	
			IF INVENTORIED, LIST ID NOS.:	

PLAN SHAPE: 	ARCHITECT: Unknown SOURCE: BUILDER/CONTRACTOR: Unknown SOURCE:	STATE ID NO.: 5MN1697 ORIGINAL OWNER: Unknown SOURCE: THEME(S): Rail Towns, 1870-1920		
CONSTRUCTION HISTORY (DESCRIPTION, NAMES, DATES, ETC., RELATING TO MAJOR ALTERATIONS TO ORIGINAL STRUCTURE): Architectural Description, Cont.--entrance and two large display windows with kickplates. Entrance and windows flanked by fluted pilasters. Plain wall north of this is clad with textured stucco. Toward the north end of the east wall are display windows sheltered by awnings. The north wall has a storefront with display windows sheltered by awnings. The building was remodeled in 1980.				
CONTINUED YES X NO				
HISTORICAL BACKGROUND (DISCUSS IMPORTANT PERSONS AND EVENTS ASSOCIATED WITH THIS STRUCTURE): This building does not appear on the 1886 Sanborn, but is on the 1893 Sanborn, when it was shown as a two-story grocery, with a one-story storeroom on the south. Pinkstaff's Grocery was one of the first businesses here. E.J. Mathews Mercantile operated in the building in 1900, offering groceries, produce, hay, and grain. The company shipped fruits and vegetables, owning a large warehouse near the railroad tracks. E.J. Mathews was incorporated by W.A. Thomas, pres., and J. W. Callaway, Jr., secretary. The business was also known as Callaway Bros. Grocery, or more popularly, the Corner Grocery. The firm consisted of J.A. and J.W. Callaway, Jr., who were described as conducting "one of the most up-to-date, modern grocery stores in Montrose." The Callaways arrived in Montrose in 1883. J.W. Callaway, Jr., was a member of the Mathews Mercantile Co. for several years. The firm became known as Callaway Brothers about 1904. J.W. Callaway, Jr., served as one of the town trustees. The brothers owned a 240-acre ranch under cultivation. According to a 1905 publication, the site of this building "is an old grocery stand and Callaway Bros. are not only holding the trade but constantly adding thereto...while they do not claim to carry the largest stock, they do carry nothing but the best and that in great variety." The 1908 Sanborn map indicated that the front part of the building was a grocery, while the rear was identified as a cigar factory. The 1910 city directory indicated that this was the site of Byam's Grocery. The same business is also indicated in the 1912 city directory, with R.O. Byam, grocer, listed. The 1919 Sanborn map shows a grocery in this building, with a storeroom on the rear. In 1931, the building was identified as a store, as it was in 1946. The Montrose Daily Press reported that the building was purchased by J.F. Krebs at the turn of the century and the Krebs family lived upstairs for several years. The building is remembered more recently as serving as the Gamble store.				
CONTINUED YES X NO				
SIGNIFICANCE (CHECK APPROPRIATE CATEGORIES AND BRIEFLY JUSTIFY BELOW): <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> ARCHITECTURAL SIGNIFICANCE: REPRESENTS THE WORK OF A MASTER POSSESSES HIGH ARTISTIC VALUES X REPRESENTS A TYPE, PERIOD, OR METHOD OF CONSTRUCTION </td> <td style="width: 50%; vertical-align: top;"> HISTORICAL SIGNIFICANCE: ASSOCIATED WITH SIGNIFICANT PERSONS X ASSOCIATED WITH SIGNIFICANT EVENTS OR PATTERNS CONTRIBUTES TO AN HISTORIC DISTRICT </td> </tr> </table>			ARCHITECTURAL SIGNIFICANCE: REPRESENTS THE WORK OF A MASTER POSSESSES HIGH ARTISTIC VALUES X REPRESENTS A TYPE, PERIOD, OR METHOD OF CONSTRUCTION	HISTORICAL SIGNIFICANCE: ASSOCIATED WITH SIGNIFICANT PERSONS X ASSOCIATED WITH SIGNIFICANT EVENTS OR PATTERNS CONTRIBUTES TO AN HISTORIC DISTRICT
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STATEMENT OF SIGNIFICANCE: This building is associated with the history of downtown Montrose, having been erected as an early grocery store. The building, although altered, is representative of Nineteenth Century Commercial architecture in Montrose, as reflected in the projecting cornice, segmental arched windows with stone sills, and decorative brickwork.				
CONTINUED YES X NO				
REFERENCES (BE SPECIFIC): Montrose County Assessor records; Montrose City Directories, 1910, 1912, 1963, 1970; Sanborn Insurance Maps, 1886, 1890, 1893, 1899, 1904, 1908, 1912, 1919, 1931, 1946; Marilyn Cox, Unpublished Walking Tour of Montrose; Colorado Historical Society, Colorado Cultural Resource Survey Inventory Record; Montrose, Colo. Centennial (Grand Junction: Great Western Printing, 1982), 41; Montrose County: Where Apple is King (Montrose: Press Book and Job Printing, 1905), 83; Dona Freeman, 100 Years: Montrose Colorado (1982), 162; Denver Times, 10 June 1900, 20.				
CONTINUED YES X NO				
SURVEYED BY: R.L. Simmons/T.H. Simmons	AFFILIATION: Front Range Research Associates, Inc.	DATE: May 1999		



Property Record Card

Montrose County Assessor's Office

**ALEXANDER MAIN &
CHUTES LLC**

3424 RIDGELINE DR
MONTROSE, CO 81401-7305

Account: R0650766

DAILY BREAD / CREATIVE
CORNER / CLASSICS BARBER
SHOP / ANGELA'S ACRYLICS /
OFFICES (UPPER)
Tax Area: - 001005

Acres: 0.000

Parcel: 3767-284-06-001

Situs Address:
346 E MAIN ST
MONTROSE, 81401

Value Summary

Value By:	Market	Override
Commercial Land (1)	\$69,150	N/A
Commercial (1)	\$455,440	N/A
Total	\$524,590	\$524,590

Legal Description

Subd: MONTROSE TOWN OF Block: 94 Lot: 1 AND:- Lot: 2 S: 28 T:
49 R: 9



Sale Data

Doc. #	Sale Date	Deed Type	Validity	Verified	Sale Price	Ratio	Adj. Price	Ratio	Time Adj. Price	Ratio
960763	04/06/2023	SWD	QV	Y	\$739,888	66.85	\$606,888	81.50	\$606,888	81.50

Commercial Land Occurrence 1

Abstract Code	2140 - MULTI-USE(3 OR MORE)-LAND	Neighborhood	2050 - CENTRAL BUSINESS DISTRICT (CORE)
Land Code	205111 - 205-EAST MAIN	Zoning	10 - B-1 CENTRAL BUSINESS

SubArea	ACTUAL	EFFECTIVE	HEATED	FOOTPRINT
Square Feet	6,125			
Total	6,125.00			
	Value	Rate	Rate	Rate
	\$69,150	11.29		



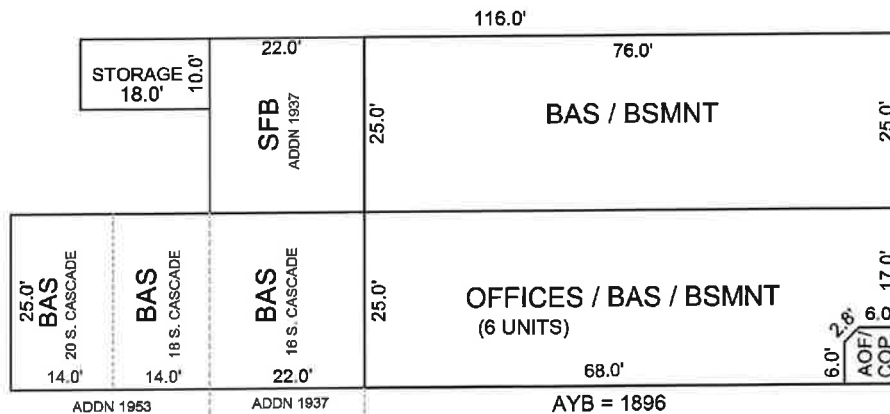
Property Record Card

Montrose County Assessor's Office

Commercial Occurrence 1

Abstract Code	2240 - MULTI-USE(3 OR MORE)-IMPS	Neighborhood	2050 - CENTRAL BUSINESS DISTRICT (CORE)
Building Type	8 - RETAIL C AVG 45	Architecture Style	30 - RETAIL STORE
Quality	2 - AVERAGE	Condition	4 - AVERAGE
Room Height	5 - RETAIL HT = 12 FT	Roof Structure	1 - FLAT
Roof Cover	3 - BUILT UP	Heating Fuel	2 - NATURAL GAS
Heating Type	5 - FORCED AIR/REFRIG UNITS	Air Condition	2 - FORCED AIR/ REFRIGERATION UNIT
Frame	1 - MASONRY	Foundation	2 - FULL BASEMENT
Fixtures	0	Units	11
Stories	2	Perimeter	23 - RETAIL P=400 A=7000
Actual Year Built	1896	Effective Year Built	1975
Depreciation	451975 - 45YR-1975		

SubArea	ACTUAL	EFFECTIVE	HEATED	FOOTPRINT
AOFF - Office Average	1,900	2,090	1,900	1,900
BAS - Base Area	4,988	4,988	4,988	4,988
COP - Covered Open Porch	62	12		
FBM - Basement	3,800	1,330		3,800
SFB - Semi Finished Base	550	468	550	550
UST - Unfinished Storage	180	90		180
Total	11,480.00	8,977.90	7,438.00	11,418.00
	Value	Rate	Rate	Rate
	\$455,440	39.67	50.73	61.23
				39.89



Abstract Summary

Code	Classification	Actual Value	Taxable Value	Actual Override	Taxable Override
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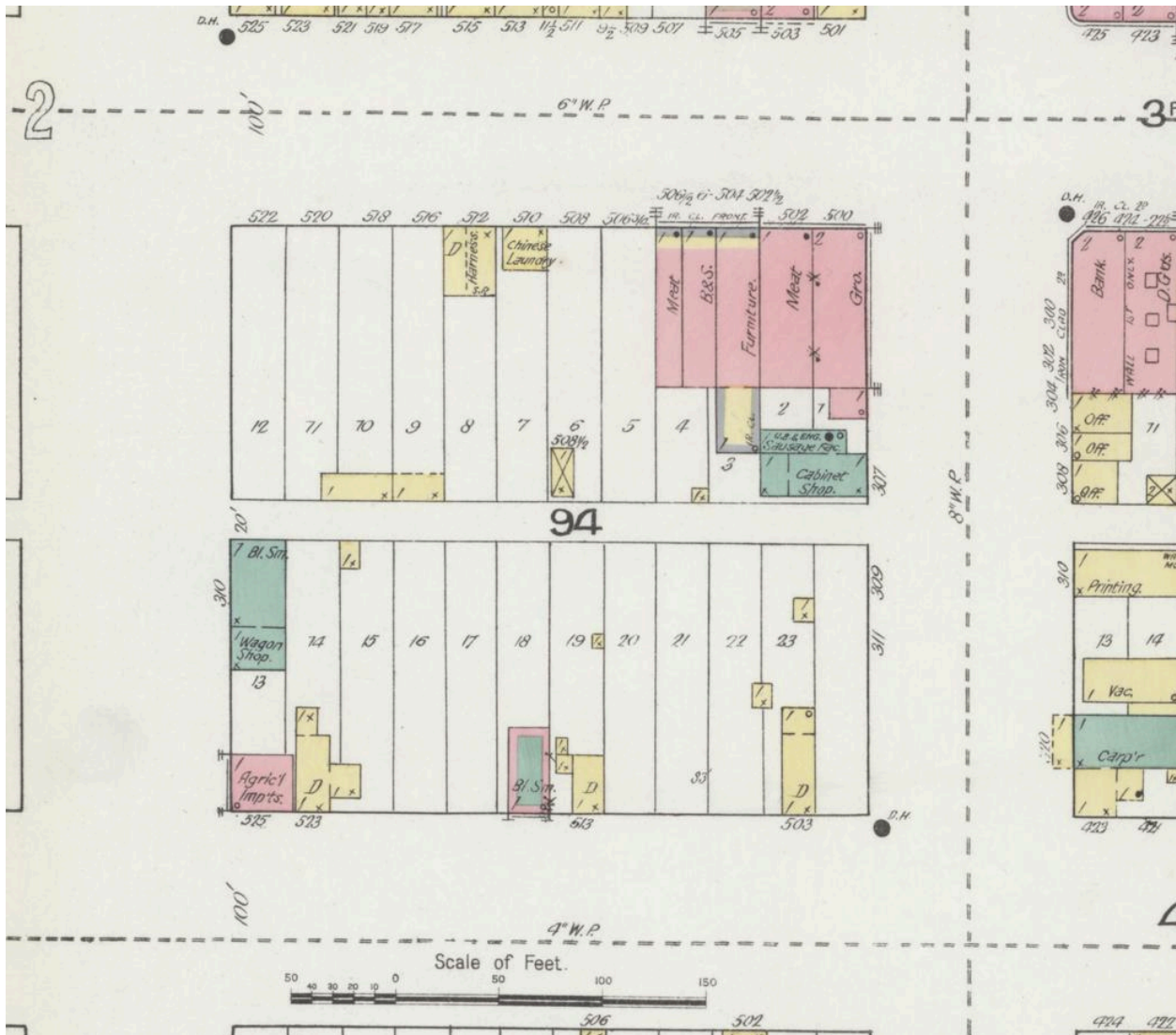


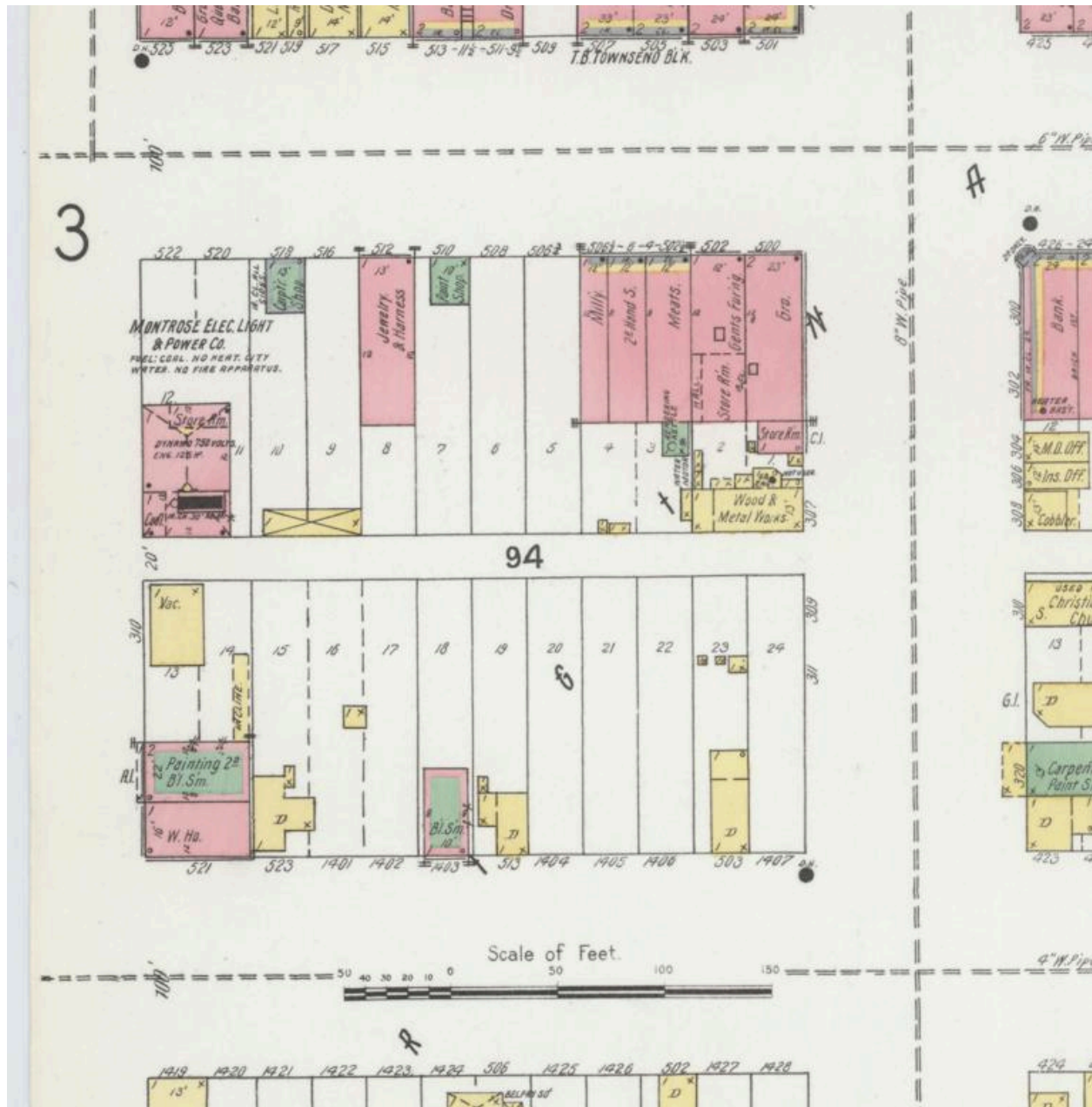
Property Record Card

Montrose County Assessor's Office

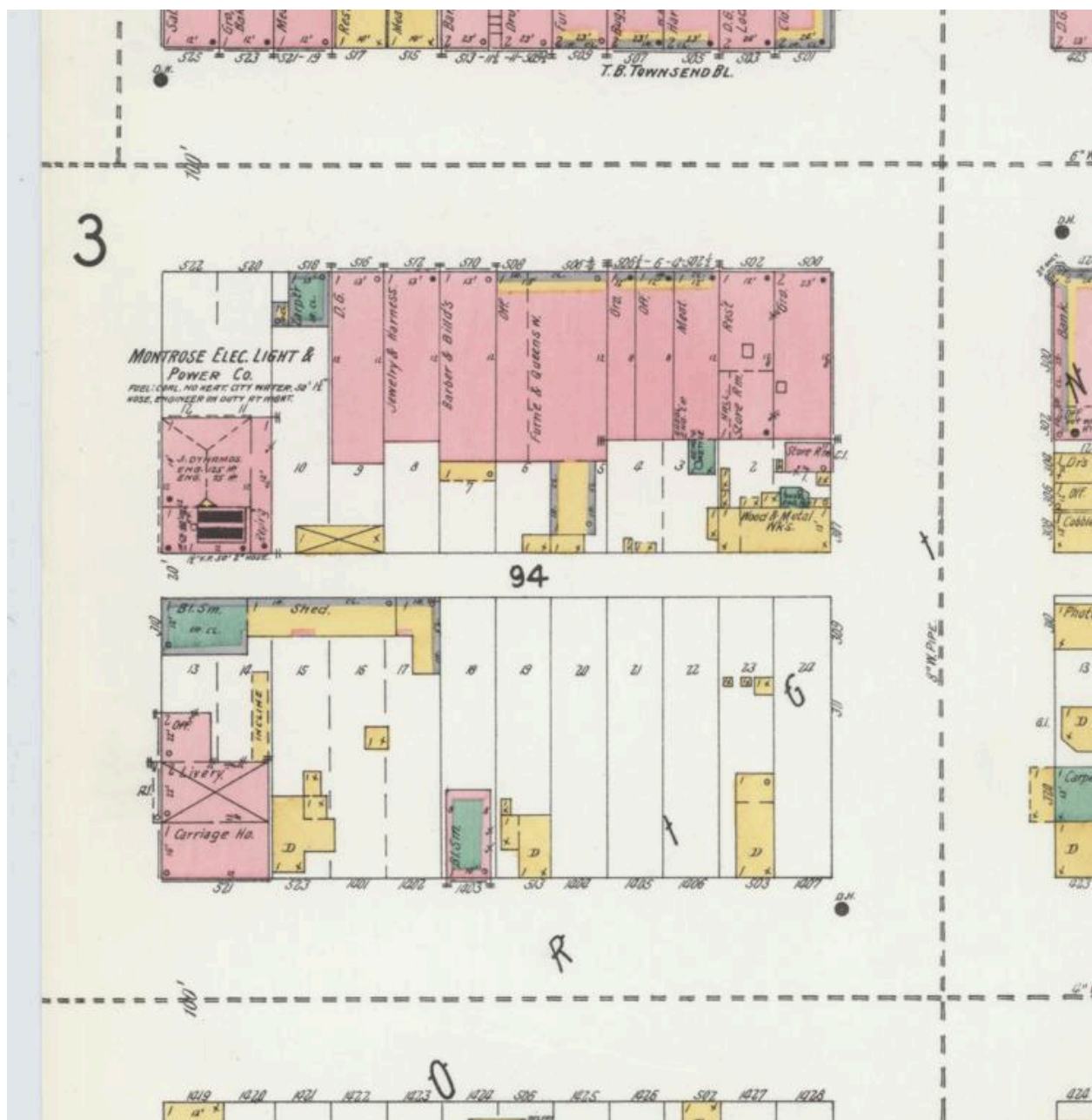
Abstract Summary

2140	MULTI-USE(3 OR MORE)-LAND	\$69,150	\$19,290	NA	NA
2240	MULTI-USE(3 OR MORE)-IMPS	\$425,440	\$118,700	NA	NA
Total		\$494,590	\$137,990	NA	NA

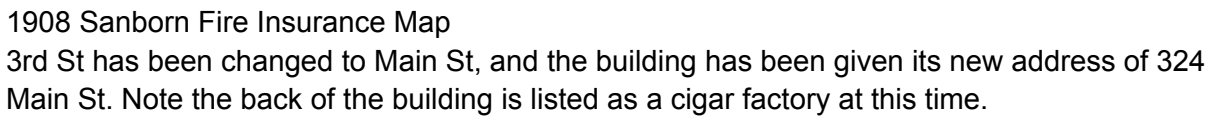




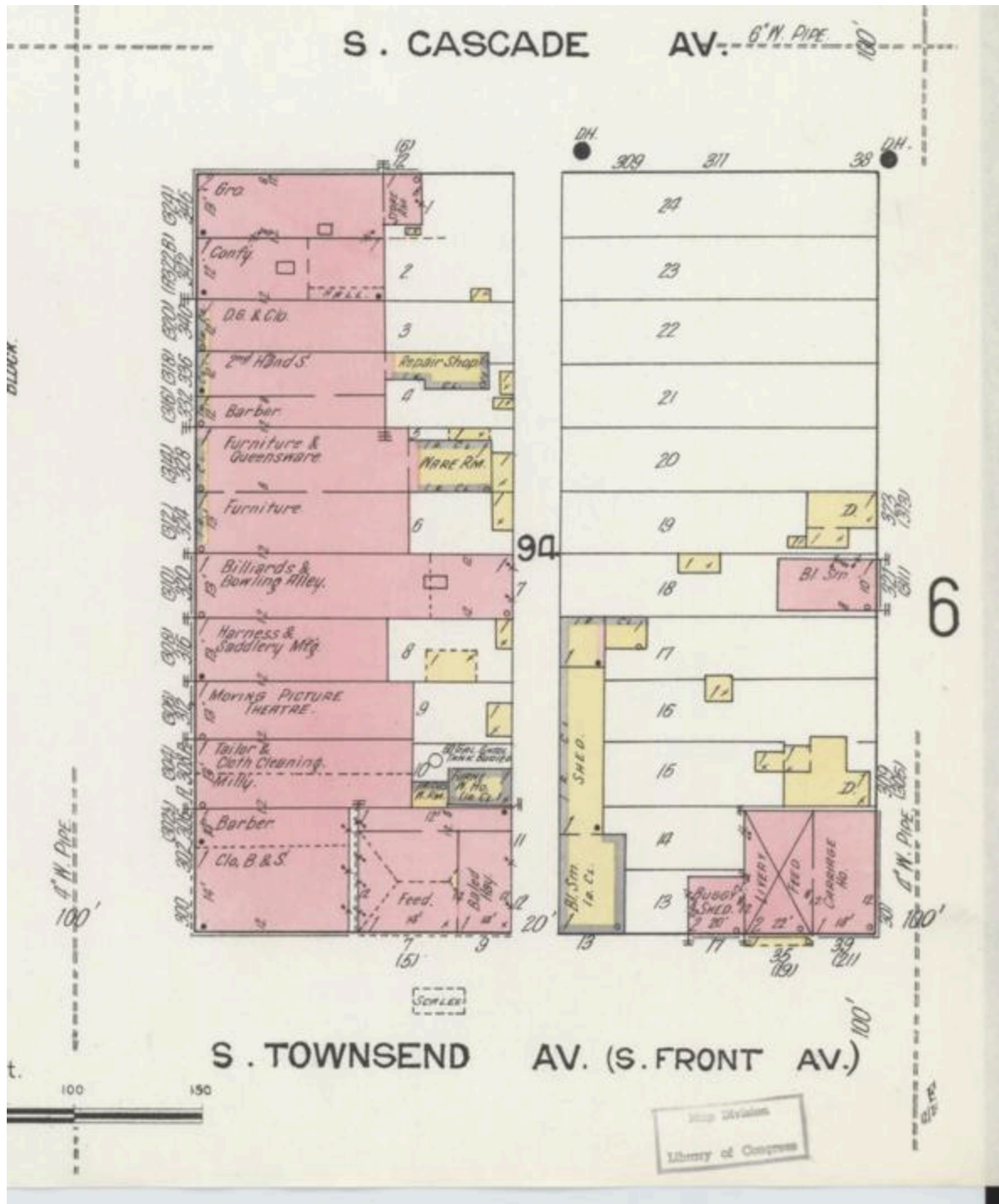
1899 Sanborn Fire Insurance Map



1904 Sanborn Fire Insurance Map



3rd St has been changed to Main St, and the building has been given its new address of 324 Main St. Note the back of the building is listed as a cigar factory at this time.



1912 Sanborn Fire Insurance Map

The cigar factory is no longer listed, and is only labeled as a grocery.



1919 Sanborn Fire Insurance Map

The following information has been pulled from historical newspaper records, and County Assessor's records. Additional historical information can be found on the Historic Building Inventory Record.

An 1896 newspaper advertisement showed the second floor as housing the offices of surgeons A. Johnson and J.Q. Allen, the latter of which would later become Mayor of Montrose (*The Montrose Enterprise*, January 11, 1896:8). This office would later be known as Allen & Schermerhorn (*The Montrose Press*, January 5, 1900).

By 1910, the local newspapers were advertising Byam & Co. groceries in the building (*The Montrose Enterprise*, August 1, 1910:3). In 1919, newspapers advertisements showed that Robuck Grocery & Bakery was in the building (*Montrose Daily Press*, February 27, 1919:1).

The following biographical information and research was prepared by Jonathon C. Horn, Principal Investigator for Alpine Archaeological Consultants, Inc. in their History of Lot 9 of the Huntsman Homestead:

Edward James Mathews

Edward J. Mathews was born in Canada to American parents on March 1, 1861, grew up in Newfane, New York, and was enumerated with them in Olcutt, a few miles north on the coast of Lake Ontario in 1880. He was first noted in Colorado living in Lake City when he was on the committee of management for the International Order of Good Templars in January 1884, suggesting that he had arrived in Colorado by 1883 (Silver World [Lake City], January 12, 1884:3). He was enumerated as a clerk in Hinsdale County in the 1885 Colorado census. He arrived in Montrose in 1886 and started E. J. Mathews & Company with Nason M. Goodwin. They built their mercantile building at what is now 346 E. Main on the southwest corner of Main Street and Cascade Avenue. He had evidently met Goodwin in Lake City. They probably purchased the Huntsman Homestead as part of their mercantile enterprise and planted Lots 9 and 10, which they retained after disposing of Lots 11 and 14, to fruit trees, though neither seems to have lived on the property. It is possible that the farm supplied their store with produce, as they advertised "Staple and Fancy Groceries, Fruits, Produced, and Vegetables" (*Montrose Enterprise*, January 11, 1896:4; *Montrose Daily Press*, October 17, 1921:1). Goodwin left the partnership in November 1896 and moved with his family to San Diego, California; the business then became the E. J. Mathews Mercantile Company (*Delta Independent*, November 18, 1896:4; *Montrose Enterprise*, November 21, 1896:6).

Prior to Goodwin's departure, Mathews purchased Samuel Wade's ranch near Paonia in January 1895 (*Delta Independent*, January 2, 1895:1). The sale was probably facilitated by Goodwin whose wife, Roberta, was Wade's niece. Samuel Wade and William Clark were the first settlers at what became Paonia, arriving in 1881, prior to legal settlement. Wade brought fruit trees and was the first to plant an orchard in the region, which demonstrated that the North Fork of the Gunnison River Valley was ideally suited for fruit production. After selling his farm to Mathews, Wade moved to Blaine, Washington.

With the acquisition of the Paonia farm, Mathews spent most of his time developing the orchards on that property and promoting the fruit industry of Delta County. In 1896, Mathews and Clark filed a new plat for a portion of the town of Paonia and became the largest fruit grower in the North Fork Valley with 50 acres planted to 27 varieties of apples, two variety of peaches, three of plums, one variety of pear, and an unknown number of varieties of quinces, grapes, crabapples, cherries, and prunes and 36 acres planted in alfalfa. He displayed his fruit at the State Horticultural Show in Denver and the Western Slope Fair in Montrose, usually winning top honors. He shipped fruit to the

mining communities of Ouray and Telluride by railroad and worked hard toward developing markets in the eastern U.S. When the Delta County Fruit Union was incorporated in June 1897, he was elected one of its directors and was made the chairman of the Building and Transportation Committee. He served as the union's manager and was in charge of building a fruit storage and shipping facility along the railroad in Delta. Critically, he worked tirelessly to obtain refrigerated cars on the standard-gauge railroad line in Grand Junction so that unrefrigerated fruit transported by narrow gauge from Montrose, Delta, and Whitewater could be transferred to refrigerated cars after a journey of only two hours instead of the 24 hours that it took previously when the fruit was shipped to Pueblo or Denver. In 1897, the North Fork Valley of Delta County shipped 400 railroad cars, each containing 24,000 pounds of fruit, to eastern markets as far away as New York, Philadelphia, and Baltimore; Montrose shipped 200 cars, and Whitewater shipped 65 cars (Delta Independent, August 7, 1895:1; October 9, 1895:1, 3; October 16, 1895:1; April 1, 1896:1; July 29, 1896:1; August 5, 1896:3; October 7, 1896:4; June 23, 1897:2; July 7, 1897:3; July 28, 1897:1; October 1, 1897; Montrose Enterprise, September 26, 1896:2; October 10, 1896:4).

With most of his attention on the fruit industry of the North Fork Valley and his own ranch at Paonia, Mathews resided in Paonia and visited Montrose frequently to manage his mercantile business and the Montrose Furniture Store, which he was the sole proprietor. He took on three new partners at the E. J. Mathews Mercantile Company: W. A. Thomas, H. E. Thomas, and J. W. Calloway in 1897. W. A. Thomas was in charge of the operation (Montrose Enterprise, January 9, 1897:1, 6; November 6, 1897:2; December 23, 1897:3; November 12, 1898:5). With less responsibility for his businesses in Montrose, Mathews organized and incorporated the Delta Packing Company with F. E. Dodge and A. M. Barnett in 1900. The new company purchased the J. F. Sanders cannery in Delta and the Delta County Creamery Company, moving their operations to a central facility known as the Delta Packing Company and Delta Creamery Company. He also built a commercial building in Paonia occupied by F. P. Hunt & Company (Delta Independent, June 22, 1900:1, December 21, 1900:3). By 1903, Mathews had sold his interest in his mercantile business in Montrose to his partners and the company was thereafter known into 1905 as the Callaway-Goodwin Mercantile Company, with the departure of the Thomases and the addition of Percy Goodwin, the son of Mathews' former partner, Nason Goodwin (Montrose Press, January 1, 1903:2; Montrose Enterprise, January 15, 1903:2; January 29, 1903:2; November 14, 1905:1). In addition to his fruit business, Mathews also went into the cattle business with Charles F. Reynolds at his Paonia ranch in 1903. This was probably conducted in conjunction with the cattle business they conducted from their Montrose ranch, as Mathews was elected to serve as a delegate to represent Montrose County at the Cattle and Horse Growers Association meeting in 1907 (Montrose Press, April 16, 1903:3; April 5, 1907:3; Montrose Enterprise, January 15, 1907:1). In 1902, Paonia was formally incorporated as a town, and Mathews was elected mayor in 1908, serving until 1910. In October 1908, it was noted that he was at his Montrose ranch looking after the apple harvest (Montrose Press, October 9, 1908:5; October 23, 1908:5). After he sold his ranch in Montrose to Alva D. Bonham, Sr. in 1910, Mathews and his wife continued to reside in Paonia and Delta until October 1921, when they moved to a property overlooking the ocean in San Diego to be closer to their friends, the Goodwins (Montrose Daily Press, October 17, 1921:1). Mathews died there on February 19, 1930.

Nason M. Goodwin

Nason (Nate) Mark Goodwin was born in Pennsylvania in June 1853. He was listed as a farm laborer in the 1870 census of Crawford County, Pennsylvania, and had his own farm there by 1874. By 1879, he went to Lake City, Colorado, where he married Roberta Wade on October 5, 1879; Roberta was the daughter of Joseph Wade, the brother of Samuel Wade, the founder of Paonia. It was in Lake City that he certainly met E. J. Mathews. Goodwin was listed as a silver miner in Lake City in the 1880 census, living with his new wife and her parents, Joseph and Frances Wade. He obtained a Mineral Entry Patent for the Little Casino Lode on Henson Creek above Lake City with A. and N. P. Meserve and John S. Hough on December 4, 1885. By that time, he was living in the

North Fork of the Gunnison Valley. In September 1881, Joseph Wade accompanied his brother, Samuel, and others to the North Fork Valley to explore and locate land to settle on. At that time, the land was still part of the Ute Reservation, but it was known that the Ute would soon be removed. While there, they located several ranch claims and organized a Settlers Protective Union to secure their claims from others (Silver World [Lake City], October 1, 1881:3; Delta Independent, April 19, 1887:3). In June 1883, Goodwin and his family moved from Lake City to the farm established by Joseph Wade. They sold the produce they raised in Lake City. Joseph Wade was killed in a farming accident in April 1887, and the Goodwins continued residing on the Paonia ranch (Lake City Mining Register, June 15, 1883:3; September 19, 1884:3; Delta Independent, April 19, 1887:3). Goodwin became acquainted with E. J. Mathews in Lake City and became his partner in the E. J. Mathews & Co. mercantile business in Montrose starting in 1886, but maintained his residence in Paonia. He sold his interest in the company in November 1896 and moved with his family to San Diego where he engaged in the real estate and insurance business until his death on March 4, 1922 (Delta Independent, November 18, 1896:4; Montrose Enterprise, November 21, 1896:6). His son, Percival (Percy), obtained part ownership of the E. J. Mathews Mercantile Company in Montrose with James Callaway in early 1903, which, as a result, was known as the Callaway-Goodwin Mercantile Company from 1903-1905. Percy left the business and returned to San Diego in 1905 and died there on September 17, 1916 (Montrose Press, January 1, 1903:2; Montrose Enterprise, January 15, 1903:2; November 14, 1905:1).



Early Picture of Calloway Bros. Grocery. Date unknown, but likely sometime between 1901 and 1905. Note the battlements, quoins, and decorative brickwork. The chimneys around the roofline are no longer present. A later addition has since been added to the back.



Likely 1905. Parade of soldiers marching down 3rd Street (now called Main Street). The building is on the left side of the street.



S Cascade Side. Note that the chimneys along the roofline have been removed. Decorative brickwork, secondary cornice with dentils remains extant.

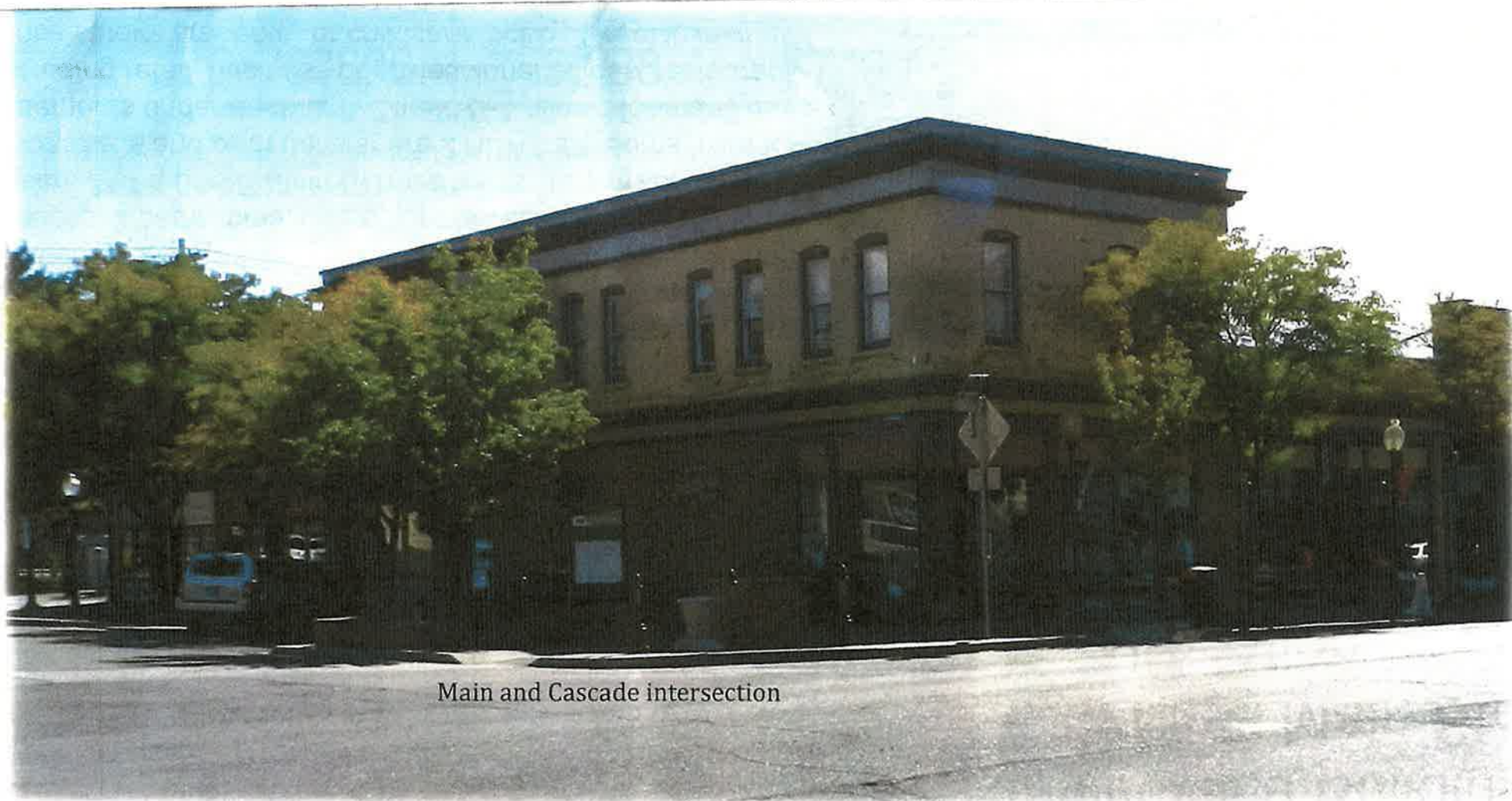


Front/Main St side. Second story windows retain stone sills and arched transoms. First story has been remodeled.



Rear/alley side. The original rear of the two story building can still be seen. The one-story extension is





Main and Cascade intersection