NPS Form 10-900 OMB No. 1024-0018 (Expires 5/31/2012)

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

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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 determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Downtown Deming Historic District

other names/site number

2. Location

street & number Roughly bound by Pine Street on the north, the alley to the east of Silver Avenue on the east, Maple Street on the south, and the middle of Copper Street on the west. ☐ not for publication

city or town Deming ☐ vicinity

state New Mexico code NM county Luna code 029 zip code 88030

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 at the following level(s) of significance:

__ **national** __ **statewide** _X_ **local**

SHPO 3/8/13
Signature of certifying official/Title Date

New Mexico State Historic Preservation Office
State or Federal agency/bureau or Tribal Government

In my opinion, the property __ meets __ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register

__ determined eligible for the National Register

__ determined not eligible for the National Register

__ removed from the National Register

__ other (explain:)

Signature of the Keeper Date of Action 9.25.13

5. Classification

Ownership of Property
(Check as many boxes as apply.)

- [X] private
- [X] public - Local
- [ ] public - State
- [ ] public - Federal

Category of Property
(Check only **one** box.)

- [ ] building(s)
- [X] district
- [ ] site
- [ ] structure
- [ ] object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
63	31	buildings
		district
		site
2		structure
		object
65	**31**	**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

3

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE: Business/specialty store/department store/restaurant
GOVERNMENT: Custom House
DEFENSE: Armory
RELIGION: Religious Facility
DOMESTIC: Single Dwelling/Hotel
RECREATION & CULTURE: Theater
SOCIAL: Meeting Hall

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE: Business/specialty store/department store/restaurant
RECREATION/CULTURE: Museum
GOVERNMENT: Government Office
RELIGION: Religious Facility
DOMESTIC: Single Dwelling
SOCIAL: Meeting Hall

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE VICTORIAN: Queen Anne & Romanesque
LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style
LATE 19TH AND 20TH CENTURY REVIVALS: Neo-Classical Revival, Mission, & Pueblo
MODERN MOVEMENT: Art Deco

Materials
(Enter categories from instructions.)

foundation: CONCRETE
walls: BRICK; STUCCO; CERAMIC TILE
roof: ASPHALT; METAL
other:

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

Deming is located in the upper Chihuahuan Desert in the southwestern quadrant of New Mexico. The Downtown Deming Historic District contains approximately 30 acres and is roughly bound by Pine Street on the north, the alley to the east of Silver Avenue on the east, Maple Street on the south and the middle of Copper Street on the west. The boundary includes both sides of Maple, Pine, and Silver streets. The majority of the resources in the district, which is predominantly commercial, were constructed between 1886 and 1960. Architectural styles range from the Queen Anne to Pueblo and Mission Revival to the Art Deco. Of the 96 resources in the district, 65 are considered contributing. Three properties are already listed in the National Register, including the Deming Armory, the Seaman Field House (also known as the Custom House), and the J. A. Mahoney Building.

Narrative Description

See Continuation Sheets.

Downtown Deming Historic District
Name of Property

Luna County, NM
County and 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.)

- [x] 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.
- [x] 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 old or achieving significance within the past 50 years.

Areas of Significance
(Enter categories from instructions.)

Community Development & Planning
Architecture

Period of Significance
Ca. 1881-1962

Significant Dates
Ca. 1881
Ca. 1886
Ca. 1912
Ca. 1916

Significant Person
(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation
N/A

Architect/Builder
Trost & Trost, Architects

Period of Significance (justification)

The period of significance begins circa 1881 with the arrival of the railroad and the platting of the original townsite and ends in 1962, prior to the arrival of Interstate 10, which drastically changed Deming, both physically and economically. The year 1962 also signifies the fifty-year mark for inclusion.

Criteria Considerations (explanation, if necessary) N/A

Downtown Deming Historic District
Name of Property

Luna County, NM
County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Downtown Deming Historic District is eligible for local significance under Criterion A for Community Development and Planning as a railroad-era boomtown and the seat of government for Luna County, New Mexico. The district is also eligible under Criterion C for Architecture as a collection of late nineteenth and early to mid-twentieth century commercial resources, that displays a high degree of integrity, embodying characteristics of the Queen Anne, Neoclassical Revival, Decorative Brick, Pueblo Revival, Mission Revival, and Art Deco styles.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

See Continuation Sheets.

Developmental history/additional historic context information (if appropriate)

See Continuation Sheets.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Previous documentation on file (NPS):

____preliminary determination of individual listing (36 CFR 67 has been requested)
_X_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 # _____
____recorded by Historic American Landscape Survey # _____

Primary location of additional data:

_X_State Historic Preservation Office
____Other State agency
____Federal agency
_X_Local government
_X_University
____Other
Name of repository: **Deming-Luna Mimbres Museum Archives**

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property +/- 30 A
(Do not include previously listed resource acreage.)

UTM References
(Place additional UTM references on a continuation sheet.)

	Zone	Easting	Northing		Zone	Easting	Northing
1	13	240010	3573640	3	13	240380	3573190
2	13	240320	3573660	4	13	240070	3573160

Verbal Boundary Description (Describe the boundaries of the property.)

The district's boundary includes: mid-block to the north of Pine Street; the alley to the east of Silver Avenue on the east; mid-block to the south of Maple Street; and the middle of Copper Street on the west. The boundary encompasses both sides of Maple, Pine, and Silver streets. The district is nearly a rectangle, except at the northwest corner. Copper, a north-south street, is the only one divided mid-street, as the area transitions to mainly residential on its west side. Please see the boundary sketch map for further clarification.

The boundaries of the nominated district are delineated by the polygon whose vertices are marked on the accompanying USGS map by the following UTM coordinates:

1) 13/240010/3573640 2) 13/240320/3573660 3) 13/240380/3573190 4) 13/240070/3573160

Boundary Justification (Explain why the boundaries were selected.)

This district boundary encompasses the core commercial resources that retain the highest concentration of intact commercial buildings, predominantly dating from the 1880s to the early 1960s. This area was first platted in 1881 as the Deming Townsite. To the east and north of the district, there are later, more modern commercial resources; while to the south, southwest, and west, the area transitions to residential. Interstate 10 runs immediately north of the district.

11. Form Prepared By

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organization
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state NM
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Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Downtown Deming Historic District

City or Vicinity: Deming

County: Luna **State: New Mexico**

Photographer: Heather Barrett

Date Photographed: November 2011 and June 2012

Description of Photograph(s) and number:

1 of 19.

See Continuation Sheets.

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Multiple Owners (complete list with NM HPD)

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

DESCRIPTION

Situated at an elevation of 4,335 feet, Deming – the Luna County seat – is located in the upper Chihuahuan Desert in the southwestern quadrant of New Mexico. Although there are four nearby mountain ranges, the majority of the land is flat with desert scrub and native grasses. With a population of just over 15,000 people, Deming is the largest town in Luna County. The county is bordered by Hidalgo and Grant counties on the west, Sierra County on the north, Doña Ana County on the east, and Mexico on the south. The village of Columbus, New Mexico is located 30 miles to the south, and the Mexico border is approximately 2 miles south of Columbus. El Paso, Texas is roughly 100 miles east of Deming, and Tucson, Arizona is located approximately 200 miles to the west.

The Luna County Courthouse, which is listed in the National Register, stands prominently at the end of Silver Avenue, a boulevard with historic rock-lined medians and trees at the south end. Interstate 10 bypasses the town immediately to the north; U.S. Highways 180 and 70-80 and NM Highways 11 and 26 intersect in Deming. Historically, Deming has been supported by the railroad, mining, ranching, and agriculture. In the late nineteenth century, the town served as an entry point when crossing the U.S.-Mexican border.

ORIGINAL AND PRESENT APPEARANCE OF THE DISTRICT

Deming's original commercial district was larger than its present-day form. Historically, Silver Avenue extended north, essentially ending at the railroad tracks. When Interstate 10 came through Deming in the 1960s, the town lost many turn-of-the-century commercial buildings on North Silver Avenue, as well as a landscaped green known as East and West Park depicted on early plat maps. Because the depot and the Harvey House were located due north of Silver Avenue, it became the earliest street and commercial corridor to be developed, later linking the railroad to the Luna County Courthouse at the south end. Gold Avenue to the west developed slightly later as a thoroughfare through town.[1] There are newer commercial resources along East and West Pine streets and residential areas to the west and south that date to the period of significance. The residences west of downtown, outside of the district boundary, represent some of the finer historic houses.

With access to the railroad, Deming business owners imported large plate glass windows and decorative elements such as the cast iron columns manufactured by Scherpe & Koken of St. Louis that distinguish the façades of the Deming National Bank. Sanborn maps also reveal brick and lumber yards in the downtown area, leading to much use of both wood and brick in residential and commercial construction.[2]

The Downtown Deming Historic District encompasses approximately 30 acres and is roughly bound by Pine Street on the north, the alley to the east of Silver Avenue on the east, Maple Street on the south and the middle of Copper Street on the west. The boundary includes both sides of Maple, Pine, and

[1] The north-south streets were historically, and sometimes at present, referred to as avenues. The term avenue is used for the purpose of this nomination.
[2] Jeffrey Brown (1986).Unpublished research and survey material, New Mexico State University (Housed at the NMSHPO and copies in possession of Deming MainStreet). Also various Sanborn Maps.

Silver streets. Copper Street is the only one divided mid-street, as the area transitions to mainly residential on the west side. The majority of the resources in the district were constructed between 1886 and 1960. Of the 96 resources in the district, 65 are considered contributing. Three properties are already listed in the National Register, including the Deming Armory (NR#391884), the Seaman Field House (NR #413627), and the J. A. Mahoney Building (NR#382915).

The original townsite was developed on a flat grid system with streets ranging between 60 and 100 feet wide. The north-south streets and avenues, which tend to be wider in the downtown area, are named for precious metals such as Gold, Silver, Platinum, and Copper, while the east-west streets are named after trees, including Pine, Spruce, Hemlock, and Maple. Today, both Gold Avenue and Pine Street are major travel arteries through Deming, Highways 180 and Business Highway 10 (549) respectively.

The average lot measures 25 to 50 feet by 150 feet. Alleys separate blocks, running either north-south or east-west. Today, there is a combination of diagonal and parallel parking in front of most businesses. Many of the sidewalks within the proposed district include the stamp: "Ideal Portland Cement Laid By M.M. Dunson." An example can be seen in front of the commercial building at 112-120 East Spruce Street. There are also some Works Progress Administration (WPA) sidewalks with visible stamps within the district, such as the 1938 stamp found at the southeast corner of Copper and Hemlock streets. These features are counted as two contributing structures to the district. Modern streetscape improvements such as Chinese pistache trees, with iron tree grates and cast iron benches, have been incorporated into the urban fabric.

The proposed district contains a surprising number of highly intact late nineteenth and early twentieth century commercial buildings that display integrity in setting, location, workmanship, design, and materials. The historic feel and associations with railroad-era development and the mining industry are apparent. The nominated area contains a variety of businesses that provided conveniences and amenities to this small town in southwestern New Mexico, including drug stores, grocery stores, banks, hotels, mercantiles, and city offices. Some of Deming's significant extant buildings include: City Market, later Meyer's Meat Market (ca. 1886); the Deming National Bank (ca. 1889); the Baker Hotel (ca. 1908-1913); Mountain States Telephone and Telegraph Company (ca. 1908-1913); Morgan Hall (ca. 1939); and, of course, those buildings previously listed in the National Register.

Many of the buildings retain historic wood and metal awnings, which are anchored to the facades. Deming's average temperature in the summer reaches over 90 degrees, so the awnings and canopies served and continue to serve an important functional purpose. These decorative elements are clearly shown on early Sanborn Fire Insurance Maps and should be seen as important character-defining features of the district. They are noted as such in the following building descriptions.

CONTRIBUTING RESOURCES

The following resources reflect the predominantly commercial nature of this district. There are several residences also included within the boundary on Maple Street, on South Silver Avenue, and on Copper Street. A couple of the dwellings still serve as homes today, but the majority are now either commercial enterprises or house City offices. The below resources, all considered contributing, are organized alphabetically by street address and provide a selection of historic buildings that reflect the quality and character of this district. Additional resources are detailed in the address chart at the end of Section 7.

Deming Drug Company & Masonic Hall, 110 South Gold Avenue, Photo 1

Built by 1902, the Deming Masonic Hall is a two-story commercial building that has a blond brick façade with red brick side and rear elevations. The building housed a drugstore on the first floor in the early twentieth century, while the second floor was used as a Masonic lodge.[3] The storefront includes a recessed double-leaf aluminum and glass door framed by plate glass windows, likely an "update" in the 1940s. A single-leaf door is located at the north corner of the façade and leads to the second floor. An awning anchored to the façade shades the storefront, and a belt course divides the floors. Glass block windows on the south elevation provide additional light to the interior. The second story includes three one-over-one double hung wood-framed windows surmounted by transoms. Concrete coping and a prominent wood cornice crown the building. Three decorative iron grilles, or vents, are located below the cornice line. Over the years, this building has housed an office supply store, offices, and now, a bookstore.

J.A. Mahoney Building (NR), 122 South Gold Avenue, Photo 2

Built by and named after a prominent Deming businessman, the J.A. Mahoney Building is a substantial brick edifice that stands at the corner of Spruce Street and Gold Avenue. The building, listed in the National Register in 1980, was constructed in 1912, replacing Mahoney's previous mercantile store that had been destroyed by fire. From the time of construction to the 1950s, the business provided Deming with everything from a bolt of fabric to hardware necessities, to Majestic stoves, to Mission-style porch swings.[4] Among the occupants, the 1918 telephone directory shows the Rio Mimbres Irrigation Company and Dr. E.M. Brady, a dentist, in the building as well.

The intact two-story commercial building, which is attributed to the El Paso architectural firm of Trost & Trost, measures approximately 50 x 142 feet, and spans two lots. The building features eleven large plate glass windows framed in wood, measuring eight feet high by thirteen feet wide, on the first floor. Transom panels, now painted, surmount each window grouping. Two main double-leaf door entrances – one on the east and one on the south – provide entry from the street-facing facades. Eight-foot awnings, anchored to the facades, provided shade for patrons who were window shopping from the sidewalks. Numerous one-over-one double hung windows distinguish the second story. The 1913

[3] Deming, Sanborn Fire Insurance Map, 1902.
[4] *Deming Graphic* advertisements, see: 3 March 1916.

Sanborn map shows fireproof steel and concrete construction and a brick curtain wall. Each floor is reinforced concrete, roughly eight inches thick.

The second floor was comprised of offices in varying sizes, some of which were connected by doors to allow for suites of related services. Physicians, land companies, and federal agencies were among the occupants of the second floor, and two residential apartments were also located along the west side of the second floor. The interior retains original lavatories with period fixtures, mosaic tile floors, and fine woodwork.

The building stands on a full basement, which provided open storage space for the mercantile company. Prismatic glass set in the sidewalk along the south and east elevations, provides light to the basement, and is seen in other sections of sidewalk in Deming. A wood modillion cornice and coping crown the building.

Meyer's Meat Market, later Central Café, 200 South Gold Avenue, Photo 3

This circa 1886 Queen Anne style commercial building is constructed of red brick and retains its corner entry, wood-framed windows surmounted by numerous transoms for ventilation, and a decorative corbelled cornice. Over the years, the building housed a stable, Henry Meyer's Meat Market, and the Central Café and Greyhound station in the 1940s. Today, the Mimbres Valley Brewing Company, which opened in 2010, occupies the building.

The interior includes an ornate pressed tin ceiling and oak floors. A commercial grade kitchen, a brewing room, and a bar were added when the building was recently converted into the brewery.

Like the Mahoney Building, prismatic glass set in the sidewalk along the north elevation provides light to the basement. The current building owner has identified a supplier for the historic material, as some blocks are in need of replacement.

Mountain States Telephone & Telegraph Company Building, 220 South Gold Avenue, Photo 4

The historic Telephone Building, built between 1908 and 1913, represents the transition of residential to commercial properties along Gold Avenue in early twentieth-century Deming. The building includes a central single-leaf door framed by two picture windows resting on projecting sills. Transoms and blond brick jack arches, with keystones, surmount both windows and door. Corner quoins in blond brick and a heavy dentiled cornice create a distinctive facade. The side and rear elevations are constructed of 7:1 common bond brick, with one-over-one double hung windows, surmounted by segmental arches. The 1913 Sanborn map notes that this building was constructed "from plans."

The façade of this building had been hidden under a faux board and batten slipcover for years until Jim Reedy, local builder and Design Chair of Deming MainStreet, began searching for historic photographs of the building. With support from the building's owner, Totsie Slover, Reedy and a team of volunteers removed the slipcover, revealing this hidden gem in the summer of 2011.

House, 113 East Maple Street, Photo 5

According to Sanborn maps, this one-story, Mission Revival style brick bungalow was constructed between 1913 and 1917. It is one of several historic dwellings that are included in the district. The entry porch, which is supported by square brick columns, shelters two single-leaf wood paneled doors with lights. Transoms and segmental arches surmount both entries. One-over-one double hung wood windows rest on projecting sills, and segmental arches, or concrete lintels, top these openings. Concrete coping caps the Mission-influenced parapet.

Maple Street Church of Christ, now First Christian Church, 120 West Maple Street, Photo 6

The Maple Street Church of Christ, also influenced by the Mission Revival, was constructed between circa 1917 and 1921.[5] The one-story brick building is three bays wide and eight bays long. A curved parapet with concrete coping crowns the façade. Large one–over-one double hung stained glass windows, which are surmounted by transoms, define the bays. Concrete sills and lintels mark the windows. Two paired windows frame the central entrance on the south (front) elevation. An expansive brick archway highlights the entrance; a modern set of doors fit the original opening. During a 1986 survey, the original wood paneled doors, sidelights, and transom remained intact.

The sanctuary is accessed through double-leaf, five-paneled wood doors, framed in a wood architrave. A stained glass transom surmounts the doors.

Morgan Hall, 109 East Pine Street, Photo 7

The original building on this site was constructed in 1908 as both the City Hall and the fire station. It is unclear how much of the original structure was incorporated into the current Works Progress Administration (WPA) building built in 1939.

The former Deming City Hall, now known as Morgan Hall, is a one-story Pueblo Revival-style building built by the WPA. The exterior is stucco trimmed with wood. The façade includes a recessed portal distinguished by exposed vigas and corbelled posts. Windows are large fixed steel and operable metal casements marked by wood lintels and projecting sills. Doors include paneled wood with decorative carved wooden screens over the lights. Ornate iron lamps are located at each entry. A curved parapet with bell cote caps the roof.

The interior is fairly intact with wood floors, two elaborate iron chandeliers, and similar details as the exterior. A central hallway divides the building in two and leads directly to an auditorium towards the rear of the building. A double-leaf wood door serves as entry to the performance space. A massive lintel defines the stage and is supported by corbelled posts. The auditorium has wood floors and a dropped acoustical tile ceiling.

[5] Sanborn Maps, 1917 and 1921.

According to the 1918 City Directory, the M.S. Nord and Company, a mining operation, was also located here. The 1952-1953 City Directory lists the Chamber of Commerce here, as well as the offices of the City Clerk, the Police Department, and the Water & Gas Department.

Within the past decade, the building suffered a fire to the interior of the right side. There was no visible damage to the exterior. Recently, that space was tastefully rehabilitated into a large community meeting room with updates to the restroom facilities as well. Today, the building is still used as offices, for meetings, and local stage productions.

Formstone Buildings, 108-112 East Pine Street, Photo 8

A fire in 1946 burned much of the northwest corner of Pine Street and Gold Avenue, roughly from mid-block to mid-block, destroying or partially destroying many of the buildings in its path. Consequently, some of the buildings had to be rebuilt or new ones were constructed in their place. It is unclear how much of the "Formstone Buildings" needed repair post-fire, but the Isis Theater immediately to the west of 108 East Pine was significantly damaged; today, there is a pocket park between the buildings in that location.

The one-story commercial buildings at 108-112 feature formstone and stucco facades with mid-twentieth storefronts. The building at 108, formerly the site of Lindauer Mercantile Company,[6] has a formstone base with glazed tile above, a recessed tiled entry, and large plate glass display windows. A metal "lintel" spans the façade above the storefront, and concrete coping caps the building. The one-story building at 110 includes very similar detailing. The building at 112 has a formstone base with stucco above, and the storefront consists of a central single-leaf door with transom, flanked by divided plate glass windows. Older red brick is visible on the west elevation of this building.

It is believed that all of these building "updates" occurred between 1946 and 1950 shortly after the fire.

Commercial Building, 118 East Pine Street, Photo 9

A heavy wood cornice with truncated corner caps embellishes this one-story brick commercial building (ca. 1886). The storefront consists of a single-leaf wood and glass door framed by sidelights and a transom. Fixed plate glass windows divided by aluminum strips are located on either side of the door. All openings include wood trim. Wood panels used for the business's signage likely cover a multi-pane transom band above the storefront, similar to other period commercial buildings in downtown. An intermediate wood cornice caps this arrangement.

The building was constructed in 1886, and expanded to the rear in 1902. Occupants have included a grocery store, millinery shop, furniture stores, a Chinese restaurant, and a cigar store. In the 1950s, Western Furniture Company was the tenant.

[6] Deming Telephone Directory, 1918.

Former Safeway Grocery Store, 119 East Pine Street, Photo 10

This one-story Art Deco building, built circa 1935 to 1940, has a stucco exterior and a maroon tiled base on the façade. Stepped pilasters frame the façade and embellish the surface. The façade was altered around 1950 with paneled windows. A wood and glass double-leaf door surmounted by a transom serves as the main entry. The east elevation is blank except for one stepped pilaster and plain pilasters that define the bays. A metal awning tied to the façade spans the front (south) elevation.

According to the 1932-1933 telephone directory an earlier Safeway Store was located at 120 South Gold Avenue. The current building at 119 East Pine does not appear on the 1930 Sanborn map, but does appear on the 1942 map with the notation of "steel trusses."

Deming National Bank and Bank Hotel, 122 East Pine Street, Photo 11

Located on the corner of East Pine Street and Silver Avenue, the Deming National Bank, in the Richardsonian Romanesque style, has one of the most ornate exteriors in Deming. Fluted cast iron columns manufactured by Scherpe & Koken of St. Louis define the bays on this two-story brick building, which dates to 1893.

The front (north) elevation, which fronts Pine Street, includes a central double-leaf wood and glass door that is framed by sidelights and a transom. Pilasters, supporting a molded entablature, further accentuate the main entrance. The second story of this elevation includes two sets of paired rounded windows with decorative hoods framing a grouping of three windows with similar details in the center. White tile, a later addition, serves as the base of the building on this elevation.

The east elevation, which fronts Silver Avenue, is seven bays long. Large picture windows resting on projecting sills mark the bays, with the last three filled with glass block. Sizable transoms with security glass top the first story windows. A molded belt course and a lintel stamped with "Deming National Bank" separates the first and second stories. An early burglar alarm box is also centered within this elevation. Original one-over-one double hung windows surmounted by decorative hoods line the second story, and an elaborate pressed tin (?) cornice encircles the building.

The interior still retains several early bank vaults, multiple staircases, five-paneled wood doors on the second floor, and wall murals. Today, the first floor functions as Palma's Italian Grill.

Deming Transfer and Feed Company Building, 105-107 North Silver Avenue, Photo 12

This one-story commercial building, built between 1917 and 1920, features a stucco façade with hollow clay tile construction visible on the south elevation. A stepped parapet defines the roofline in the front. The storefront consists of three bays, which include (L to R): two fixed picture windows; a double-leaf wood and glass door centered on the façade and flanked by smaller square windows; and a single-leaf door flanked by two windows on the right. Above this fenestration pattern is a multi-paned transom band across the façade. All openings are set in wood surrounds with wood panels below each window. There is a deeply recessed area, likely used for signage, above the center bay.

This building does not appear on the Sanborn maps until 1921 when it was labeled "Motion Pictures" with tile construction. On that map, the building has an adobe addition attached to the rear elevation. By 1930, the building is labeled "Transfer Co. W. Ho." and shows wood posts as structural components dividing the space. The Deming Transfer & Feed Company continued to be listed here into the 1950s. According to locals, the building included service bays in the center of the front and rear elevations to allow wagons and trucks to pull through the building to load lumber, feed, and other materials. Building evidence supports this notion. Later, the building housed the Bargain Barn store.

Diamond Furniture Warehouse, 112-114 South Silver Avenue, Photo 13

This handsome one-story brick commercial building includes a decorative blond brick façade with a Mission Revival parapet outlined with concrete coping. Two sets of double-leaf wood and glass doors are recessed into the façade and framed by large plate glass display windows set in copper surrounds. An awning that is anchored to the façade and a transom panel surmount the storefront. The exposed north elevation is constructed of concrete bricks and include one-over-one double hung windows topped by segmental arches.

The interior retains an ornate pressed tin ceiling and oak floors. Iron posts run down the center, creating a huge open floor plan. The Sanborn maps suggest this building was constructed between 1908 and 1913. In 1908, there was a small building used for hay storage, which took up only a portion of the lot. The 1913 map shows a large building fitting the description of the current structure; it's labeled a "Variety" store and includes a rear warehouse along the alley.[7] It is unclear if the smaller commercial building on earlier maps was incorporated into the current structure.

Baker Hotel, 120-124 Silver Avenue, Photo 14

Standing at the corner of East Spruce and Silver Avenue, the Baker Hotel is a significant two-story red brick building constructed between 1908 and 1913. The first story includes multiple entrances on the street-facing facades (east and south elevations). Large wood-framed windows flank the single-leaf doors. Transom panels and an awning anchored to the façade cap the storefronts.

A concrete belt course divides the floors. The second story includes numerous original one-over-one double hung wood windows with larger top panes of glass. Exterior access to the second floor is provided through a single-leaf door leading to stairs at the northeast corner.

A corbelled brick cornice and concrete coping embellish the roofline, and an early blade sign with neon lights announcing the hotel still hangs at the southeast corner of the building. In addition to the hotel, the 1913 Sanborn map shows the building housed a jewelry shop, millinery, cigar shop, and several offices on the first floor.

[7]Deming, Sanborn Fire Insurance Map, 1908 & 1913.

Deming Armory, now Deming-Luna Mimbres Museum (NR), 301 South Silver Avenue, Photo 15

Built in 1916, the Deming Armory, designed by Trost & Trost of El Paso, is an imposing red brick structure evocative of other military architecture. The two-story building, which measures three bays wide by nine bays deep, rests on a raised basement. The façade features a massive central arch that creates a recessed entry vestibule for the double-leaf doors. Decorative brickwork and concrete detailing further embellish the front elevation. The brick is 6:1 common bond, and pilasters divide the side elevations. Large six-over-six-over-six wood-framed windows, marked by segmental arches, provide ample light to the interior.

The armory housed Company 1 – the First New Mexico Infantry. The building was still under construction when the company was called to active duty along the Mexican border in 1916. Originally, the building was used for training and provided safe storage for uniforms, military property, arms, and ammunition and served as the town's civic center.[8] Today, the armory building houses the Deming-Luna Mimbres Museum.

Custom House, later Judge Seaman Field House (NR), 304 South Silver Avenue, Photo 16

According to previous research, the Custom House was in its present location by 1889. The 1893 Sanborn map shows a building on this site, although it is smaller in size. The one-and-a half story building has a stucco exterior with a long portico, supported by columns, that spans the façade. Numerous two-over-two double hung windows light the interior, and a bay window is located on the north elevation. The cross-gabled roof is covered with wood shingles. Sanborn maps show adobe construction. The house was expanded with several additions in the early twentieth century.

Commercial Building, 112-120 East Spruce Street, Photo 17

The façade of this one-story brick building includes five large picture windows that rest on projecting sills and are surmounted by transoms and heavy lintels. The brick is laid in running bond. Multiple single-leaf wood and glass doors provide entry into the offices. Transoms and lintels also surmount the doors – the majority of which are recessed within the wall plane. Decorative rectangular signage panels and a corbelled brick cornice crown the building. The side and rear elevations have openings that are surmounted by segmental arches, and chimneys are visible at the west elevation. There are a couple of small additions that extend from the rear elevation.

This building housed offices for various physicians and dentists in town.[9]

Former Conoco Service Station, 122 East Spruce Street, Photo 18

Standing at the corner of Spruce Street and Silver Avenue, this former Art Deco style gas station is a one-story brick building with articulated corner pilasters. The brick pattern is 6:1 common bond. A

[8] Luna County Historical Society, *The History of Luna County*, Luna County Historical Society Inc. (Deming, NM: 1978), 70.
[9] Telephone Directories, 1918 and 1932-1933.

continuous band of concrete encircles the top of the building and serves as lintels for the windows. Multi-pane steel casement windows with operable central awning sections provide light, and cast concrete sills further define the windows. The building retains its exterior restroom with turquoise-green and black tile.

This building, which maintains its early setback, was constructed in the 1930s as a Conoco Service Station operated by Walter Measday. A historic photograph in the Deming-Luna Mimbres Museum Archives dating to 1937-1938 lists Lawrence Measday, T.N. O'Kelly, and Walter Measday from left to right. Written in the corner of the photograph is: "When in Deming Try Walter Measday's Conoco Station U.S. Hwy. 80 [Spruce Street] and Silver Ave." In the 1930s, Spruce Street served as a major east-west artery for automobile traffic. The service station is one common building type that was constructed along this route in response to increased traffic. According to the City Directory, the building was known as Stalter's Conoco Service Station by the 1950s.

NON-CONTRIBUTING RESOURCES

The district contains 31 non-contributing resources. Many of those buildings relate to the period of significance, but have received incompatible additions or materials that diminish their historic integrity. Examples include the one-story commercial building at 113 South Silver Avenue **(Photo 19)** and the former office building at 107-111 East Spruce Street, which has modern brick veneer applied to the façade, yet reveals its age with a red brick side elevation and pressed tin cornice. A few resources within the boundary were constructed after 1962, the end of the period of significance. One example is the Pueblo Revival style Mimbres Valley Bank (now Wells Fargo) built in 1973 or the circa 2000 First New Mexico Bank. Overall, the non-contributing resources do not detract from the district, and there are enough strong contributing resources to balance any intrusions.

REGISTRATION REQUIREMENTS:

1. Built or modified between circa 1880 and 1962.
2. Period massing and form are unaltered, or if the building received additions, they do not overly detract from or mask the original form.
3. The character-defining details of a building's architectural style are intact or clearly evident even if modifications have occurred.
4. The majority of replacement windows are fitted to original openings. Overall, the façade retains original proportions of wall to openings.
5. Alterations must not substantially alter the setback and relationship of façade to street.

Street Address	Const Date – Historic Name (if known)	Style	C/NC Status & Photo #
101 S Copper	Ca. 1970	Modern SW Vernacular	NC
211 S Copper	Ca. 1941, Sears	Utilitarian Comm/Art Deco	C
219 S Copper	Ca. 1953-1958, House and Garage	Vernacular	2 C
113-119 N Gold	Ca. 1920, post-1960 (remodel) Moose Lodge	Utilitarian Commercial	NC
100-108 S Gold	Ca. 1913-1917, Clark Block	Neoclassical Rev/Dec Brick	C
109-111 S Gold	Ca. 1886, ca. 1960-70 (remodel)	Utilitarian Commercial	NC
110 S Gold	Ca. 1902, Masonic Lodge Hall	Decorative Brick	C, Photo 1
112 S Gold	Ca. 1886, ca. 1940 (remodel)	Decorative Brick	C
113 S Gold	Ca. 1946-1948, Tidmore's Dept Store	Utilitarian Commercial	C
116 S Gold	Ca. 1886, ca. 1960 (remodel)	Utilitarian Commercial	C
117 S Gold	Ca. 1908, ca. 1960-70 (remodel)	Utilitarian Commercial	NC
118 S Gold	Ca. 1886, ca. 1960-70 (remodel)	Utilitarian Commercial	NC
119 S Gold	Ca. 1902-1908, ca. 1960 (remodel)	Utilitarian Commercial	C
120 S Gold	Ca. 1886, Ca. 1960-70 (remodel)	Utilitarian Commercial	NC
121 S Gold	Ca. 1902-1908, ca. 1960 (remodel)	Utilitarian Commercial	C
122 S Gold	Ca. 1912, J.A. Mahoney Building	Decorative Brick	C (NR), Photo 2
123 S Gold	Ca. 1902-1908,Ca. 1940s (remodel)	Utilitarian Commercial w/ Deco	C
200 S Gold	Ca. 1886, H. Meyer's Meat Market	Queen Anne	C, Photo 3
202 S Gold	Ca. 1893, Central Bar	Decorative Brick	C, Photo 3
204 S Gold	Ca. 1898, later Fred Seely Drugs	Decorative Brick	C, Photo 3
206 S Gold	Ca. 1886, ca. 1944 (remodel)	Art Deco	C, Photo 3
208 S Gold	Ca. 1902, Ca. 1940 (remodel)	Utilitarian Commercial	C
210-212 S Gold	Ca. 1913, ca. 1950, ca. 2012 (reno)	Utilitarian Commercial	C
216 S Gold	Ca. 1970	Modern Commercial	NC
220 S Gold	Ca. 1908-1913, Telephone Bldg.	Neoclassical Revival	C, Photo 4
223 S Gold	Ca. 1973, former Mimbres Valley Bank, now Wells Fargo	Pueblo Revival	NC
300 S Gold	Ca. 2000, First NM Bank	Modern Pueblo	NC
300½ S Gold (Also known as 120 W Hemlock)	Ca. 1910, Outhouse	Outhouse	C
309 S Gold	Ca. 1980s, Fire Station/Municipal Offices	Modern Commercial	NC
112 E Hemlock	Ca. 1920, Residence	SW Vernacular	C
115-121 W Hemlock	Ca. 1980-1990	Utilitarian Commercial	NC
112 E Maple	Ca. 1913, Residence	Vern Queen Anne	C
113 E Maple	Ca. 1913-1917, Residence	Mission Revival	C, Photo 5
115 E Maple	Ca. 1917-1921, Residence	Hipped Box	C
104-106 W Maple (Also known as 400 S Gold)	Ca. 1950, former Residence, now Deming Dental	Ranch	C
108 W Maple	Ca. 2012 (remodel)	Utilitarian Commercial	NC

Street Address	Const Date – Historic Name (if known)	Style	C/NC Status & Photo #
Corner of W Maple & Copper	Ca. 1950-1960, Century Link	Utilitarian Commercial	C
113 W Maple	Ca. 1940-1950, Christian Fellowship Center	Vernacular	C
119 W. Maple	Ca. 1917-1921, Maple St Church	Mission Revival	C, Photo 6
100 E Pine	Ca. 1946-1950, Meadows Drug Store	Utilitarian Commercial	C
101 E Pine	Ca. 1920	Utilitarian Commercial	C
103 E Pine	Ca. 1900, Davis Dairy Co.	Utilitarian Commercial	C, Photo 7
108 E Pine	Ca. 1946-1950	Utilitarian Commercial	C, Photo 8
109 E Pine	Ca. 1939, Morgan Hall	Pueblo Revival	C, Photo 7
110 E Pine	Ca. 1946-1950	Utilitarian Commercial	C, Photo 8
112 E Pine	Ca. 1946-1950	Utilitarian Commercial	C, Photo 8
113 E Pine	Ca. 1930-1942, Sunn Cinema	Pueblo Revival	NC, Photo 10
114 E Pine	Ca. 1886, post 1960 (remodel)	Utilitarian Commercial	NC
116 E Pine	Ca. 1886, post 1960 (remodel)	Utilitarian Commercial	NC
118 E Pine	Ca. 1886, 1902 The Millinery/Toggery	Commercial	C, Photo 9
119 E Pine	Ca. 1935-1939, ca. 1950 Safeway Grocery Store	Art Deco	C, Photo 10
122 E Pine	Ca. 1893, Deming National Bank	Richardsonian Romanesque	C, Photo 11
200 E Pine	Ca. 1960 (remodel), Si Senor	Utilitarian Commercial	NC
201 E Pine	Ca. 1930, Ca. 1990 (remodel)	Modern Commercial	NC
112 W Pine	Ca. 1917-1921	Utilitarian Commercial	C
114-116 W Pine	Ca.1908, Ca. 1950 (remodel), formerly Clark's Opera House, later White House Banquet Room	Utilitarian Commercial	C
118-120 W Pine	Ca. 1920, Ca. 1960-1970 (remodel)	Utilitarian Commercial	NC
105-107 N Silver	Ca. 1917-1921, Deming Transfer Co.	Utilitarian Commercial	C, Photo 12
109 N Silver	Ca. 1920, post 1960 (remodel)	Utilitarian Commercial	NC
111 N Silver	Ca. 1958	Pueblo Revival	C
112 N Silver	Ca. 1908, ca. 1940 (remodel), Sunset Hotel	Art Deco	C
113 N Silver	Ca. 1913, ca. 1990 (remodel)	Utilitarian Commercial	NC
114-116 N Silver	Ca. 1908, Sunshine Cleaners/Star Barbers		C
103 S Silver	Ca. 1886, ca. 1940 (remodel)	Utilitarian Commercial	C
105 S Silver	Ca. 1886, ca. 1940 (remodel) Campo Restaurant	Art Deco	C
110 S Silver	Ca. 1902, Deming National Bank Power House	Utilitarian Commercial	C
112-114 S Silver	Ca. 1913, Diamond Furniture WH	Decorative Brick/Mission	C, Photo 13
113 S Silver	Ca. 1960-1970	Utilitarian Commercial	NC, Photo 19
115 S Silver	Ca. 1902-1908, House of Miracles	Utilitarian Commercial	C
116 S Silver	Ca. 1886, ca. 1920-1930 (remodel)	Art Deco	C

Street Address	Const Date – Historic Name (if known)	Style	C/NC Status & Photo #
118 S Silver	Ca. 1953	Utilitarian Commercial	C
119-121 S Silver	Ca. 1908-1913	Utilitarian Commercial	C
122-124 S Silver	Ca. 1913, Baker Hotel	Decorative Brick	C, Photo 14
123 S Silver	Post-1962 (remodel), Irma's Mexican	Utilitarian Commercial	NC
202-206 S Silver	Ca. 1902-1908	Utilitarian Commercial/Res	C
207 S Silver	Ca. 2012	Modern Commercial	NC
208-210 S Silver	Ca. 1930?, ca. 1960 & later (remodel)	Modern Commercial	NC
208 ½ S Silver	Ca. 1920 Ca. 1930	Utilitarian Commercial Carriage House	1C 1NC
211 S Silver	Ca. 1902, United Realty Office	Vernacular	C
215 S Silver	Ca. 1980-1990, NM Dept of Health	Commercial	NC
216 S Silver	Ca. 1886, ca. 1940-1950 (remodel), State Eng Office	Utilitarian Commercial	C
301 S Silver	1916, USO Deming Armory + Modern Storage building (301 ½)	Armory	1C (NR), Photo 15 1NC
304 S Silver	Ca. 1898, 1902-1908, 1930, Field House Ca. 1920, Outbuilding	Simplified Queen Anne Vernacular Outbuilding	1C (NR), Photo 16 1NC
312 S Silver	1957, Dr. Whitaker's Office, Deming Fire Dept. Municipal Offices	Utilitarian Commercial	C
318 S Silver	Ca. 1902, Residence	Hipped Box	C
320 S Silver	Ca. 1965	Utilitarian Commercial	NC
107-111 E Spruce	Ca. 1902-908, ca. 1980 (brick veneer front) Frank's Barber Shop	Utilitarian Commercial	NC
113 E Spruce	Ca. 1913, A.W. Pollard Law Office	Decorative Brick	C
112-120 E Spruce	Ca. 1908-1913	Decorative Brick	C, Photo 17
122 E Spruce	Ca. 1935 Conoco Service Station	Decorative Brick/Art Deco	C, Photo 18
200 E Spruce	Ca. 1955, R&R Service Station	Modern Gas Station	C
203-211 E Spruce	Ca. 1950	Utilitarian Commercial	C
122 W Spruce	Ca. 1942; 1958-1976 (additions)	Utilitarian Commercial	NC

STATEMENT OF SIGNIFICANCE

With the arrival of the Southern Pacific Railway in 1881 and the Atchison, Topeka, and Santa Fe (AT & SF) Railroad six months later, the town of Deming was born. First a tent city and shantytown, it did not take long before permanent buildings were erected. The Downtown Deming Historic District encompasses a variety of historic resources spanning its 130 year history, including: Meyer's Meat Market, a Queen Anne style commercial building built in 1886; the 1889 U.S. Customs House; the imposing 1916 Deming Armory; and, Morgan Hall, built in 1939 as a Works Progress Administration (WPA) project. Historically referred to as the "Windmill City" or "New Chicago," Deming retains a surprising number of commercial buildings that maintain a high degree of integrity from the late nineteenth and early twentieth century. The district also includes several structures, such as the buildings at 108-112 East Pine Street, which were updated and modernized with formstone bases and numerous large plate glass windows in the mid-twentieth century. In the case of Tidmore's Department Store at 213 South Gold Avenue, that building was largely reconstructed following a fire in 1946 that damaged or destroyed several businesses within that block.

American immigrants, settlers from the South and Midwest, U.S. Army soldiers, and health seekers were among those settling in Deming in the late nineteenth and early twentieth centuries. Most importantly, the railroad influenced the growth and development patterns in Deming, lending an Eastern feel to the architecture. In addition to the railroad, agriculture, ranching, mining, and tourism were also critical to the early economy. The Downtown Deming Historic District is eligible for local significance under Criterion A for Community Development and Planning as a railroad-era boomtown that represents westward expansion, as the Luna County seat, and later, as a town shaped by a major transcontinental highway.

The district is also eligible under Criterion C for Architecture as a commercial downtown that embodies characteristics of the Queen Anne, Decorative Brick, and Neoclassical Revival styles and was later influenced by the Southwest vernacular such as the Mission Revival and Pueblo Revival styles. The period of significance begins in 1881 when the railroad arrived and the town was first platted and ends in 1962 – the fifty-year mark for inclusion in the National Register and more importantly, prior to the construction of Interstate 10, which resulted in great changes to Deming.

HISTORICAL BACKGROUND

Prior to Anglo settlement, the Mimbres and Apache Indians as well as Spanish explorers traversed this area of southwestern New Mexico. The Mimbres left behind petroglyphs northeast of Deming in Pony Hills and vast amounts of pottery with distinctive geometric designs and figurative drawings of animals, people, and symbols of their culture. The Deming-Luna Mimbres Museum, housed in the historic armory, maintains a sizable collection of Mimbres pottery that evinces this early cultural occupation.

The late 1700s brought three significant early Spanish expeditions, including those led by Don Juan Bautista de Anza, Don Joseph Antonio de Vildosola, and Don Francisco Martinez. They explored areas such as Cook's Peak and Spring, the Mimbres Mountains and River, the Florida Mountains and other nearby landforms.[10]

Following the annexation of Texas into the United States, the Mexican-American War erupted in 1846. The United States military quickly occupied much of the territory in present-day southern New Mexico and California. Guided by the famous fur trapper Antonio Leroux, the Mormon Battalion commanded by Colonel Phillip St. George Cooke passed through the Deming area on their way to California during the War. The Battalion, the only religious unit in American military history, is credited with helping obtain much of the lands in the Southwest. After two years of fighting and exchanges, the U.S. declared victory after capturing Mexico City.

The Treaty of Guadalupe Hidalgo ended the War in 1848 and outlined subsequent actions for peace, including: the cession of the territories of California and part of New Mexico to the United States in exchange for $18 million; the Rio Grande River was to serve as the northern border of Mexico; and, the forgiveness of the debts of Mexico to the U.S. government. Following the war, a large military presence remained in southern New Mexico.

On the heels of the Treaty of Hidalgo, the Gadsden Purchase of 1853 sought to resolve outstanding border disputes by negotiating purchase of much of present-day southern Arizona and southwestern New Mexico by the U.S. The Gadsden Purchase was the last major territorial land acquisition by the United States. Again, the Mormon Battalion was instrumental in the treaty negotiations. One of the purposes of this acquisition was the construction of a southern transcontinental railroad route.

In conjunction with the Gadsden Purchase, the Military Appropriations Act of 1853 authorized explorations and surveys by government officials to pinpoint a viable southern railroad route from the Mississippi River to the Pacific Ocean. Lt. John Grubb Parke, a topographical engineer, surveyed the area near present-day Deming and identified a southerly route to Fort Fillmore near Mesilla and the Rio Grande River. The railroad companies would eventually select this path.[11]

In 1863 Fort Cummings, the only walled fort in New Mexico, was established near Cooke's Spring, the most dependable water source between the Mimbres and Rio Grande rivers. Cooke's Spring had been used for centuries by the Apache and Mimbres tribes, Spanish explorers, wagon trains, cattle drivers, and stage lines. The purpose of the fort was to protect mail carriers, freighters and travelers on the Butterfield Trail, and later trains from Apache raids. General George B. McClellan designed the fort to include twelve-foot adobe walls, a garrison, barracks, a hospital, and a commissary. By 1880, the fort

[10] Luna County Historical Society, *The History of Luna County*, (Luna County Historic Society, Inc.: Deming, NM, 1978), 5.
[11] Laura V. Krol, *Images of America: Deming*, (Arcadia Publishing: Charleston, SC, 2012), 7.

covered 36 square miles. By 1891, Fort Cummings was transferred from the War Department to the Department of the Interior.[12]

THE RAILROAD YEARS AND DEMING'S BEGINNINGS

Prior to the railroad's arrival, a massive stone roundhouse and repair shops were built. When the Atchison, Topeka, and Santa Fe Railroad joined the existing Southern Pacific line in Deming in 1881, it became the nation's second transcontinental railroad line, giving birth to this small town in southwestern New Mexico **(Figure 1)**. Parke's 1853 survey and the availability of water clearly influenced the decision to locate here.[13] The town is named after Mary Anne Deming, the wife of Charles Crocker, a wealthy industrialist with the Southern Pacific Railroad. Hoping to benefit immensely from the railroad's presence, Deming was soon given the moniker of "Little or New Chicago."

With high expectations, a sizable area on both sides of the railroad tracks was platted, and within a year of the railroad's arrival, 28 businesses had been established.[14] Hispanic residents tried to establish their own community – Deming Park – north of the railroad tracks, but the area was soon annexed to the city.[15] In 1882, the Custom House transferred from Silver City to Deming, and by 1887 Deming had a population of 1,600 people and boasted two schools, a newspaper, four hotels, and two churches.[16]

As a transcontinental junction for the Southern Pacific and AT & SF Railroads, it is not surprising that Fred Harvey opened one of his famous "Harvey Houses" in Deming **(Figure 2)**. The Deming Harvey House was built in the 1880s. Adjoining Union Station and Park (the depot), the Harvey House was a nice amenity for weary travelers, who could have a fine meal in the large dining room, rest in the parlors, send a telegram, and even spend the night in one of the hotel rooms. Deming residents also frequented the dining room and parlors for socializing.[17] In its day, the depot and Harvey House – a long hipped-roof, frame structure with numerous chimneys, balconies, and a covered portico along the tracks – must have been an elegant spot in Deming. Historic photographs show parks and an avenue of trees flanking the area.

The 1910 U.S. Census lists the staff employed at the Harvey hotel, including: the manager; a head waitress plus seven serving waitresses; a cashier; a chef; a pantry supervisor; a baker; two maids; a corral foreman; a porter; the night clerk; a kitchen helper; a bartender; and the storeroom man. Twenty-

[12] *The History of Luna County*, 5-6.
[13] Krol, 8.
[14] Ibid.
[15] Brown,12.
[16] The New Mexico Historical Records Survey, "Inventory of the County Archives of Luna County, NM," (Albuquerque, NM, April 1942), 13.
[17] Krol, 24.

four year old Harry Newton, originally from Michigan, and thirty-two year old Ray D. Ernest from Kansas served as managers of the Harvey News Stand. Most employees were from the East, and various nationalities were represented, including Swiss, Canadian, German, and Irish. Many resided at the hotel. [18]

Four significant mining districts were discovered in Luna County in the late nineteenth and early twentieth centuries, including: Cooke's Peak about 19 miles north of Deming; the Florida Mountains about 15 miles southeast; Tres Hermanas about 25 miles south; and, the Victorio Mountains in the west-central section of the county. Cooke's Peak was the earliest to be mined in 1875; all but one operation in the Florida Mountains ceased by 1930. Gold, silver, lead, copper, zinc and manganese were all mined, although not at every site. By 1904, Cooke's Peak production was valued at $3 million.

Originally, Deming was part of Grant County with neighboring Silver City as the county seat. Due to the lucrative mines of the area, Silver City was one of the first towns in New Mexico to be slated for an independent short rail line. By 1883, the Deming and Southern Pacific Railroad line traversed forty-seven miles of land between Deming and Silver City. Less than a year after opening, the line was sold to the Santa Fe Railroad, and in 1886, the narrow gauge line was widened to standard width.[19] The railroad allowed easy exchange of products between Deming and Silver City, including produce, cattle, and household goods. In addition, the Parrish Stage Coach Line also linked the two towns. In the early twentieth century, the stagecoach ran between offices at 140 North Silver Avenue in Deming to the Bullard Hotel at 106 South Bulldard Street in Silver City.[20] Silver City and Deming share similar local economies and have similar architectural characteristics in their commercial downtowns.

In 1901, Luna County was formed with the assistance of Representative Solomon Luna of Valencia County. Eleven years later, Solomon Luna was actively involved in New Mexico statehood.

Silver Avenue became the main thoroughfare and commercial area in Deming, linking the railroad depot to the courthouse at the south end of the avenue. Several hotels, boarding houses, and businesses such as a bank, a cobbler, and a hand laundry that catered to travelers lined the avenue.[21] In 1902, the town of Deming was officially incorporated.

In 1904, the Deming Ice and Electric Company supplied the town's first electricity. A.W. Pollard, a prominent attorney in town with offices on East Spruce Street; Edward M. Walker, and James Pennewell of Silver City oversaw the company. Not surprisingly, the railroad was their largest

[18] Ancestry.com. *1910 United States Federal Census* [database on-line]. Provo, UT, USA: Ancestry.com Operations Inc, 2006.

[19] David Myrick, *New Mexico's Railroads: A Historical Survey*, (Albuquerque: University of New Mexico Press, 1990), 193.
[20] 1932-1933 Deming City Directory and the 1930 Silver City, New Mexico City Directory.
[21] Sanborn Map, 1902.

customer.[22] Other improvements such as replacing early wood and adobe structures with more substantial brick buildings were further illustration that Deming was coming into its own.

The streets paralleling Silver Avenue, such as Gold and Platinum Avenues, soon became important commercial avenues as well. A 1914 fire accelerated the use of brick as the predominant building material in downtown. Because land values were high in this core area, buildings were tightly situated on narrow lots, whereas buildings further away from the town's center had more spacious lots.[23] Copper Street, one block to the west of Gold Avenue, did not transition from predominantly residential until the late 1930s or early 1940s.[24]Today, Copper Street serves as the transition point between commercial and residential – with the west side of the street predominantly residences and the east side, a mix of residential and commercial with one significant religious edifice.

Two of Deming's most significant commercial edifices, including the J.A. Mahoney Building (1912) and the Deming Armory (1916) are attributed to the El Paso architectural and engineering firm of Trost & Trost. Brothers Henry Charles and Gustavus Adolphus Trost established the firm in 1903. The firm completed hundreds of projects, ranging from residences to hotels to multi-storied office buildings, in Arizona, New Mexico, and Texas. In southern New Mexico, Trost & Trost completed a campus plan and several buildings for New Mexico College of Agriculture and Mechanic Arts (now New Mexico State University) in Las Cruces, the Silver City National Bank, and the La Caverna Hotel in Carlsbad, among many other projects.[25] The firm mastered a range of styles, from the Neoclassical to the Prairie School to the Mission Revival to Art Deco.

Residential areas for the upper and middle class developed to the south and southwest of the depot area and downtown, while working class neighborhoods developed to the north of the railroad tracks and to the southeast. The area north of the tracks never really lived up to early expectations.

In 1916 during the Mexican Revolution, perhaps the most notorious event in Luna County history occurred. Francisco Pancho Villa and nearly 500 villistas raided Columbus, the small village about 25 miles to the south, killing 17 Americans and setting fire to the town. In big, bold letters on March 10, 1916, the *Deming Graphic* banner proclaimed "VILLA ATTACKS COLUMBUS NM," and the full front-page story laid out how Villa and his troops surrounded the village in the early morning hours before "outposts and sentrys were alarmed."[26] From the article, it appears the fire began at the Commercial Hotel and quickly spread to other buildings.

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[22] *Luna County History*, 65.
[23] Brown, 14.
[24] Sanborn Maps, 1930 and 1942.
[25] Lloyd C. and June-Marie F. Engelbrecht, *Henry C. Trost: Architect of the Southwest*, (El Paso, Texas: El Paso Library Association, 1981).
[26] *Deming Graphic*, 10 March 1916.

President Woodrow Wilson ordered General John J. Pershing to lead an expedition into Mexico in order to capture Villa and his men. Not a week later, American troops had crossed into Mexico.[27] Out of the men who were eventually captured, six were put to death by hanging in downtown Deming at the corner of Platinum Avenue and Spruce Street.[28] Villa himself was never captured, but was assassinated in 1923.

With the arrival of the railroad, Deming became a shipping center for the cattle industry from southwestern New Mexico and Chihuahua, Mexico. Over 30 thousand head of cattle were documented in 1910; by 1920, the number had tripled.[29] Stock farming continues to be an important economic driver in the county today.

During the 1920s, increased automobile traffic that flowed through Deming on streets such as Spruce, which was part of Highway 70-80, changed the face of the town.[30] Gas stations such as Walter Measday's Conoco Station at 122 East Spruce, car dealerships, and automobile courts began popping up.

Access to markets and water from artesian wells also led to increased agricultural production in the first two decades of the 1900s. Proximity to Mexico provided many trade opportunities for agricultural products, mercantile wears, and cattle. In 1910, Luna County included 340 farms, 115 of which were irrigated. Historically, crops included corn, milo maize, beans, alfalfa, millet, potatoes and various orchards such as apples, plums, cherries and apricots. By 1930, there were 235 farms totaling nearly 600,000 acres. In the 1930s, severe droughts and the Great Depression impacted the agriculture of the county. By the 1940s, agricultural pursuits focused more on cotton, pinto beans, sorghum, and feed crops; the number of farms had declined to 170.

By 1940, a population of 3,591 people called Deming home. That number was down from the 1930s by approximately 1,000 people, likely a result of the hardships during the Great Depression and WWII.[31]

CAMP CODY AND THE HOLY CROSS SANATORIUM

During World War I, the War Department established Camp Cody approximately three miles from Deming. Camp Cody was a major training encampment that housed 28,000 to 30,000 soldiers at its height. The installation, which encompassed 2,000 acres, functioned much like a small town unto itself with 1,200 wooden barrack buildings, an 800-bed hospital, a stadium, water towers, a Knights of Columbus hall, a library, and more – all at a cost of over $2 million. Soldiers predominantly came from

[27] *Deming Graphic*, 17 March 1916.
[28] Krol, 69-71.
[29] "Inventory of the County Archives of Luna County, NM," 19-22.
[30] Brown, 14.
[31] "Inventory of the County Archives of Luna County, NM," 14.

Minnesota, Nebraska, Iowa, and the Dakotas. During the Camp's heyday, the Deming Armory, constructed in 1916, was used as the War Camp Community Service Building.[32]

In 1922 following WWI, Camp Cody was turned into a tuberculosis sanatorium run by the Sisters of the Holy Cross for ex-soldiers and others suffering from respiratory ailments.[33] The facility, which could accommodate 300 patients, was established at the request of the Most Reverend Anthony J. Schuler, the Bishop of El Paso, Deming businessman J.A. Mahoney, and Senator H.O. Bursum. It was a big draw and brought many patients and their families to Deming, many of whom stayed in the area following treatment. There were five buildings comprising the hospital complex, a chapel, a social hall, kitchen, bakery, as well as a 300-acre farm with garden, dairy, and poultry yard. The grounds were named in honor of Mahoney. Rates ran between $20 and $50 per week and that fee included room and board, general nursing, and medical care. Sadly, on March 12, 1939 much of the sanatorium was destroyed by fire.[34]

DEMING DURING THE NEW DEAL

During the Great Depression, President Franklin D. Roosevelt developed a series of programs under the New Deal, including the Works Progress Administration (WPA) and the Civilian Conservation Crops (CCC), to invest in infrastructure and construction projects and to provide jobs and relief to citizens struggling during those turbulent years. In New Mexico, Deming played a prominent role while serving as the headquarters for the WPA southwest district, overseeing hundreds of projects in Catron, Socorro, Grant, Sierra, Hidalgo, Doña Ana, and Luna counties. Between 1935 and 1941, Deming and Luna County benefitted from this position with the construction of several noteworthy buildings, including the former City Hall and Fire Station (now Morgan Hall), the Deming Public Library, and the Deming Post Office. Numerous infrastructure improvements, such as sidewalks, paved streets and highways, and parks were also realized.[35] As a result of the WPA, Deming's architecture shifted to the Pueblo Revival style, which had already become popular in northern New Mexico cities like Santa Fe and Albuquerque.

The WPA also opened a cannery operated in the former Manhattan Café on North Silver Avenue to provide food for the poor. The program provided cans and the labor, while citizens of Deming supplied the produce. Two sewing rooms also provided clothing for the needy as part of the project. Governor Clyde Tingley, who oversaw New Deal programs in state, often came to Deming to preside over opening ceremonies, marking the accomplishments of the WPA and the southwestern district office.[36]

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[32] Krol, 72-79.
[33] "Inventory of the County Archives of Luna County, NM," 14.
[34] *The History of Luna County*, 36.
[35] John W. Murphey, "WPA Headquarters Located Here," *The Deming Headlight*, 30 April 2008.
[36] Murphey, *The Deming Headlight*, 30 April 2008.

The CCC was another New Deal program that had a big impact on Deming, with approximately 175 men employed at Cooke's Peak and the nearby Florida mountains to maintain and improve lands through revegetation and erosion, flood, and rodent control.[37] A CCC work camp was established nine miles northeast of Deming.

DEMING AGRICULTURE DURING WWII

During the 1940s and 1950s, Deming farmers utilized laborers from both the nearby prisoner of war (POW) camps and the *bracero* program. During World War II, New Mexico included twenty-one camps for German and Italian prisoners of war. Deming had a branch camp at the Army Air Force base, and a large base camp was located in nearby Lordsburg in Hidalgo County. Some of the prisoners worked as laborers on farms, planting and harvestings commercial crops for a small wage. Oral histories of the POWs, area farmers who used POW labor, former CCC employees, and others are housed at New Mexico State University (NMSU) and offer a wealth of information about this period in New Mexico and Deming history.

Emanuel Vocale's parents started sharecropping in the Deming area in 1928, but eventually they purchased their own farm. His family used POWs to pick cotton on the farm, expecting 200 pounds of cotton from a group of prisoners each day. The Deming area had a set wage that all prisoners were paid. Vocales remembers that the townspeople accepted the camps, since the army purchased supplies at local businesses. At the end of the war when the camps were disbanded, Vocale purchased a former POW barrack (likely an old CCC building) to use as a farm building. He recalls drawings and graffiti left on the walls by the POWs.[38]

Initiated in the 1940s, the *bracero* program was a series of laws and agreements between President Roosevelt and Mexican president Manuel Avila Camacho for the importation of temporary laborers from Mexico. The program was a response to the shortage of manual laborers across the country during WWII. The Remondini family used *bracero* workers to assist at their farm seven miles east of Deming.

Joe and Mary Remondini emigrated from the Austrian province of Tyrol at the turn of the century. Joe Remondini, the head of the household, ventured west from Michigan, looking for opportunities in the mines of Arizona. After having no luck, he came through Deming, and at the railroad station, he found a sign advertising "Free Land." Courtesy of the Homestead Act, he decided to stay and bring his family, homesteading 160 acres seven miles east of Deming. As early as 1862, the Homestead Act offered 160 acres of land in the western states to any citizen or potential citizen over the age of twenty-one who intended to settle the land. Homesteaders were required to live on the land and make modest improvements for five years prior to receiving title. The act was amended in the late 1880s to shorten

[37] Krol, 9.
[38] Jerry Zachek and Emanuel Vocale. "Prisoners of War in New Mexico Agriculture," Interview by Jane O'Cain, tape RG2000-115, 30 August 2000, Rio Grande Collection, NMSU.

the period prior to title. With this incentive, thousands of immigrants like the Remondini family flooded into the Southwest.

The Remondinis cleared their own land of mesquite and began growing a few vegetables, including lettuce and cabbage. Joe started a truck farm on about five or six acres, growing only a couple of vegetables for market. As they cleared more land, the family eventually grew celery, asparagus, potatoes, tomatoes, onions, and pinto beans. They also raised Hereford cattle and planted peach and pecan trees. Mary Remondini raised chickens and turkeys and packaged eggs to sell in town. As their operation grew, the family continued to use *bracero* workers to assist with planting and harvesting their various crops well into the 1950s.[39]

EARLY DEMING DEMOGRAPHICS

Due to its location along a transcontinental railroad route, its position as the county seat, and later, its location along major State and U.S. highways, Deming was the natural choice to be a shipping center for southwestern New Mexico. In 1910, Deming was home to roughly 70% of the total county population.[40]

The 1910 U.S. Census evinces the major forces in the town's early economy – the railroad, farming, ranching, and mining. In the early twentieth century, these four important industries laid the foundation for the new town, and as a result, occupations such as nurses, physicians, teachers, barbers, merchants, ministers, and attorneys were needed.

Of the 2,757 residents that were listed in the census, 156 people worked for the railroads, 132 were farmers, 71 were stock raisers and ranchers, and 108 worked in the mines. Of those with stated occupations, these four professions represented roughly 40% of the total workforce. Within each of these four categories, a variety of occupations were represented. For example within the stock raising and ranching category, the census showed dairy, poultry, and hog farms, as well as goat, sheep, and cattle ranches. Occupations included ranch owners, foremen, "cowboys," herders, and laborers. Railroad workers included hostlers, inspectors, pumpers, brakemen, bridge carpenters, machinists, engineers, and conductors. Some workers were specifically employed at the roundhouse, while others worked the tracks or at the depot. With the mining operations, the census often specified what type of mine a worker was employed at – whether it was gold, silver, iron, copper, or fluorspur.

The census also revealed some interesting details about the ethnic and demographic composition of Deming in the early twentieth century. At its roots, Deming was a railroad town founded by Anglos from

[39] Ed Remondini, Clara Jo (Jody) McSherry, and G.X. McSherry. "Prisoners of War in New Mexico Agriculture," Interview by Jane O'Cain, tape RG99-005, 1 December 1998; 14 January 1999; 19 January 1999, Rio Grande Collection, NMSU.
[40] Figure was derived by comparing the 1910 census data for Deming to the overall county population figures for that same year, as found in The Population of States and Counties of the United States: 1790 to 1990 at http://www.census.gov/population/www/censusdata/cencounts/files/nm190090.txt [Accessed on 8.1.2011].

the South and the Midwest. There is fair representation of recent immigrants from northern European countries such as Germany, England, and Ireland.

Of the 684 heads of households, approximately 33% were Hispanic – the majority of whom emigrated from Mexico in the late nineteenth or early twentieth century. Many of the Hispanic households included extended family and boarders. In general, Hispanic men performed manual labor jobs such as laborers in the mines, on farms, or with the railroad. Hispanic women were servants for private families, laundresses, and dressmakers. The 1910 Census included eight adobe-makers or layers, including Jose de la Luz Herrera who immigrated to the New Mexico territory in 1909 with his three sons – Manual (age 27); Francisco (age 24); and Antonio (age 4). The two oldest sons were also listed as adobe makers. Many of Deming's dwellings and a number of commercial structures in the district are constructed of adobe, and many display attributes of the Southwest vernacular, such as the Pueblo Revival popularized in the 1920s and 1930s, as well as several examples of the Spanish Colonial and Mission Revival styles.

The 1910 Census reveals a very small black community in Deming – less than a dozen people. Three families appear in the records, while three single or widowed people were also listed. One such person was Edna Brown, age 39, born in Louisiana. Edna was a widow at the time of the census; she worked as a laundress. Frank and Emma Austin were in their mid-40s; he was born in Missouri and came to Deming to mine his own claim. Emma was born in Illinois; her father was Canadian, while her mother originated from Virginia.[41] Willie Oliver, age 13, was their ward.

By 1920, the black population in Deming had nearly quintupled, partially due to the establishment of Camp Cody. Some of the same families who were listed in the 1910 Census continue to reside in town. One such family was Emma and Frank Austin. In 1920, Frank worked as a janitor at the Roundhouse. A listing for Emma Austin, residing at 119 Platinum Avenue, is found in the 1918 Deming City Directory. There were also military men such as 25-year old Jess J. Ellis, who was a private in the 24th Infantry. His wife Susie was a maid in a private home, and they had a one-and-a half-year-old daughter named Alma. Known as the Buffalo Soldiers, the 9th and 10th Calvary and the 24th and 25th Infantry Regiments were actively involved in westward expansion in New Mexico and other parts of the Southwest. They served with distinction during many armed conflicts throughout our history, including the Indian and Spanish-American Wars and the 1916 Mexican Expedition, where they fought Pancho Villa and his revolutionaries under the command of General Pershing.[42]

Like neighboring Silver City, there was also an important Chinese community in Deming. Many came from California as railroad workers, but some families were recent immigrants from China and worked in agriculture.[43] Some were merchants, owned steam laundries, or restaurants. Forty-six year old Lee Hing, who was born in China, was a merchant of a retail grocery establishment; thirty-two year old

[41] The 1910 Census shows Emma Austin's birthplace as Illinois; the 1920 Census shows it as Canada.
[42] Barbara J. Richardson, *Black Directory of New Mexico*, (Rio Rancho, NM: Panorama Press, 1976), 23 & 66.
[43] The entire discussion on demographics is derived from analysis of the 1910 U.S. Census.

Dung Louie (sp?), who was born in California, was his boarder and is listed as a salesman in the grocery.

BUSINESSES AND PEOPLE OF EARLY DEMING

The extant J.A. Mahoney Building, constructed in 1912, was a mainstay in the early Deming business community. Joseph A. Mahoney was born and raised in Lagoda, Indiana and came to Deming when he was only 17. He returned to Indiana shortly thereafter where he married Ella Broderic. The young couple returned to Deming to begin a business and civic life in this small southwestern New Mexico town. J.A. Mahoney Inc. was "one of the finest mercantile businesses in the area," and met a range of community needs, including hardware necessities, quality furniture, and food items. The second floor of the building also housed offices for doctors, dentists, and insurance agents. Mahoney was active in the public school system; a trustee on the school board; a member of the State Legislature in 1897; a member of the State Highways Board; and, was involved in the transition of Camp Cody to the Holy Cross Sanatorium. He and his wife were also instrumental in the construction of Holy Family Catholic Church.[44]

Another landmark business in Deming was The Toggery, opened by Sigmund Lindauer in 1877. Lindauer left Germany in 1869 and came to New York. He soon thereafter headed west, spending time in Denver and Silver City before settling in Deming. Lindauer's brother Albert became a rancher in the Deming area.[45] According to the 1918 telephone directory, the Toggery was located at 120 North Silver Avenue and advertised "Gents [clothing], Furnishings, & Shoes."[46] Sigmund's son Herman opened Herman Lindauer Dry Goods Company at 108 East Pine Street.[47] This store was partially destroyed in the fire of 1946.

Two other influential citizens, Henry Meyer and Charlie Hughes, opened City Market, later known as Meyer's Meat Market, at the turn of the century. Henry Meyer was born in Hanover, Germany in 1867; he came to New York City as a young man where he apprenticed as a butcher. Like the Lindauers, the mystic and promise of westward expansion must have called to Henry Meyer. He moved to Texas, then on to Deming. He married Margaret Meador, who was visiting her uncle in Deming from Kentucky. Meyer's Meat Market was located at the corner of Spruce and Gold in the 1886 Queen Anne style building, which still retains a high degree of integrity today.

As discussed, besides the commercial downtown, there were many others who supported the early ranching and agricultural economies of Deming. Santiago Trujillo was a farmer in the area. He was

[44] *Luna County History*, 94.
[45] Ibid., 92.
[46] Deming Telephone Directory, 1918.
[47] Deming Telephone Directory, 1918 & 1932-1933.

born in 1880 in Hot Springs, New Mexico. He and his wife Maria Barragan Bencomo Trujillo arrived in Deming in 1927.[48]

Another family who was active in area agriculture was the Lew family. See Lew and his three brothers came to the Mimbres River Valley from Canton, China in the mid-1870s.[49] See moved to the Deming area prior to the arrival of the railroad. The Lew homestead was known as "Tai Yow Yuen" or the Chinese Garden, where he opened a produce stand. Lew married Wong Yat Teing in San Francisco in 1904 and returned to Deming. A publication from the Luna County Historical Society states: "As well as being a commercial enterprise, the Chinese Garden, because of the pond and greenery, was a favorite spot for picnics for Demingites." Nine of the Lew's ten children were born in Deming, and many worked in the family produce business.[50]

DEMING IN MODERN TIMES

Several fires in Deming, especially in the late 1940s, and the construction of Interstate 10 in the 1960s once again changed the face of downtown. The fires resulted in new construction at the southeast corner of Pine Street and Gold Avenue and "updated" facades on several commercial buildings in that block. Shop owners stuccoed portions of their facades, applied brick veneer under larger plate glass windows, or added formstone. Many of these changes are at least fifty years old now and are typical of alterations found in cities and towns across New Mexico.

In the 1950s, military veterans and retirees purchased "ranchettes," which were actively promoted in the East, and constructed suburban houses to the east and south of downtown.[51] The construction of Interstate 10, which serves as a major east-west highway between Florida and California, led to the demolition of numerous commercial buildings on North Silver Avenue, as well as railroad-related structures along Railroad Avenue. On the flip side, the interstate has brought substantial tourism dollars to the area, making it the leading industry today.

The railroad ensured Deming's role as a major shipping point for cattle and agricultural products, and ultimately aided the town in becoming the Luna County seat. Next to tourism with Interstate 10 immediately north of downtown, the cattle industry is the chief economic force in Deming today. The economy continues to be focused around ranching, agriculture, and the courthouse. Located only 30 miles from the U.S. – Mexico border, Deming first played a role in monitoring entry into the New Mexico territory with its 1889 Custom House, and the city continues that role today with over 400 border agents employed by the U.S. Department of Homeland Security – the second largest employer in Deming in 2012.[52]

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[48] Ibid.,103.
[49] The Lews are also sometimes known as the Wah brothers.
[50] Historical Society, *History of Luna County, NM: Supplement One* (1982), 16-17.
[51] Brown, 15.
[52] Krol,10.

Although Deming has seen some significant architectural losses such as the Harvey House in the 1930s, the historic downtown area includes buildings that date from the 1880s to the early 1960s. The district retains a high degree of integrity and numerous important buildings, such as the 1886 Meyer's Meat Market, the 1916 Deming Armory building, and the 1939 former City Hall and Fire Station, which reflect its 130-year history. With sixty-eight percent of the resources contributing and three additional buildings previously listed, this district is worthy of nomination to the National Register of Historic Places.

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Figure 1

Image shows Union Station & Park, flanked by an allee of trees.

Courtesy of the Deming-Luna Mimbres Museum Archives

Figure 2

Close-up of the Harvey House (no longer extant) & Depot area in Deming.

Courtesy of the Deming-Luna Mimbres Museum Archives

PHOTO LOG

The following information in bold applies to all photographs:

Name of Property: Downtown Deming Historic District

City or Vicinity: Deming

County: Luna **State: New Mexico**

Photographer: Heather Barrett

Date Photographed: November 2011 (unless otherwise noted)

Description of Photograph(s) and number:

Deming Drug Company & Masonic Hall
110 South Gold Avenue
Looking Southwest
1 of 19

J.A. Mahoney Building
122 South Gold Avenue
Looking Northwest
2 of 19

Streetscape, 200-206 South Gold Avenue
(Meyer's Meat Market at 200 S Gold at right of frame)
Looking northwest
3 of 19

Mtn. States Telephone & Telegraph Company Building
220 South Gold Avenue
Looking Southwest
4 of 19

House
113 East Maple Street
Looking Northwest
5 of 19

Maple Street Church of Christ, now the First Christian Church (June 2012)
120 West Maple Street
Looking Northeast
6 of 19

Streetscape, 103 and 109 East Pine Street (Morgan Hall)
Looking Northeast
7 of 19

Formstone Buildings (June 2012)
108-112 East Pine Street
Looking Southwest
8 of 19

Commercial Building (June 2012)
118 East Pine Street
Looking South
9 of 19

Streetscape, 113 East Pine Street (Sunn Cinema) &
119 East Pine Street (Safeway Grocery)
Looking Northwest
10 of 19

Deming National Bank and the Bank Hotel
122 East Pine Street
Looking Southwest
11 of 19

Deming Transfer Co. Building
105-107 North Silver Avenue
Looking Northeast
12 of 19

Diamond Furniture Warehouse
112-114 South Silver Avenue
Looking West
13 of 19

Baker Hotel
122-124 South Silver Avenue
Looking Northwest
14 of 19

Deming Armory
301 South Silver Avenue
Looking Northeast
15 of 19

Seaman Field House
304 South Silver Avenue
Looking Southwest
16 of 19

Commercial Building (June 2012)
112-120 East Spruce Street
Looking Southeast
17 of 19

Conoco Service Station
122 East Spruce Street
Looking Southwest
18 of 19

Commercial Building
113 South Silver Avenue (NC)
Looking East
19 of 19

Photo 1
Deming Drug Company & Masonic Hall
110 S Gold Ave

Photo 2
J.A. Mahoney Building
122 S Gold Ave

Photo 3
Streetscape
200-208 S Gold Ave

Photo 4
Mtn. States Telephone &
Telegraph Co. Building
220 S Gold Ave

Photo 5
House
113 East Maple Street

Photo 6
Maple Street Church of Christ
120 W Maple St

Photo 7
Streetscape
103 & 109 E Pine St

Photo 8
Formstone Buildings
108-112 E Pine St

Photo 9
Commercial Building
118 E Pine St

Photo 10
Former Sunn Cinema & Safeway Grocery
113 & 119 E Pine St

Photo 11
Deming National Bank & Bank Hotel
122 E Pine St

Photo 12
Deming Transfer Co. Building
105-107 N Silver Ave

Photo 13
Diamond Furniture Warehouse
112-114 S Silver Ave

Photo 14
Baker Hotel
122-124 S Silver Ave

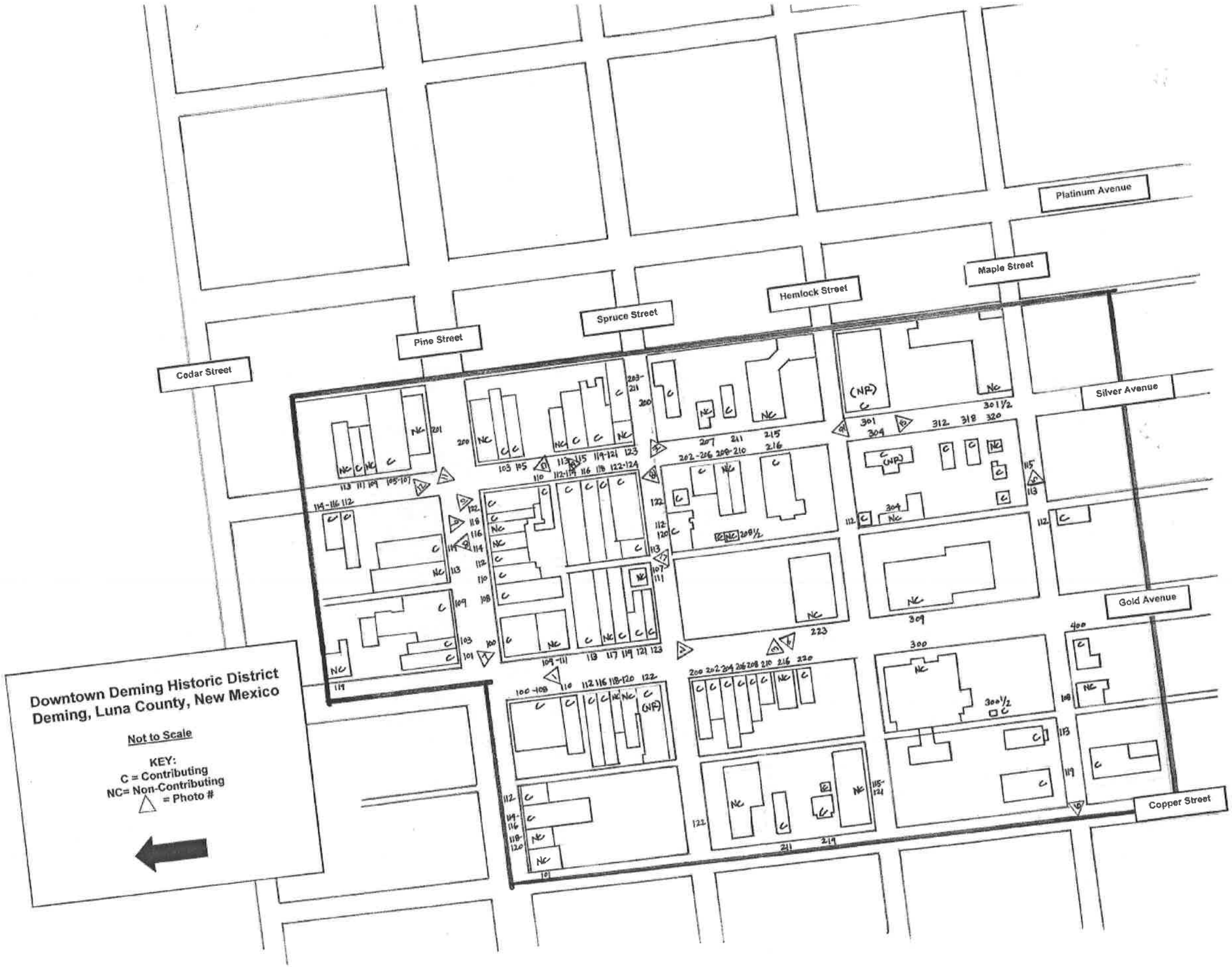
Photo 15
Deming Armory
301 S Silver Ave

Photo 16
Seaman Field House
304 S Silver Ave

Photo 17
Commercial Building
112-120 E Spruce St

Photo 18
Conoco Service Station
122 E Spruce St

Photo 19
Commercial Building
113 S Silver Ave


Downtown Deming Historic District
Deming, Luna County, New Mexico
Not to Scale
KEY:
C = Contributing
NC= Non-Contributing
= Photo #
Cedar Street
Pine Street
Spruce Street
Hemlock Street
Maple Street
Platinum Avenue
Silver Avenue
Gold Avenue
Copper Street

U.S. DEPARTMENT OF THE INTERIOR
U.S. GEOLOGICAL SURVEY

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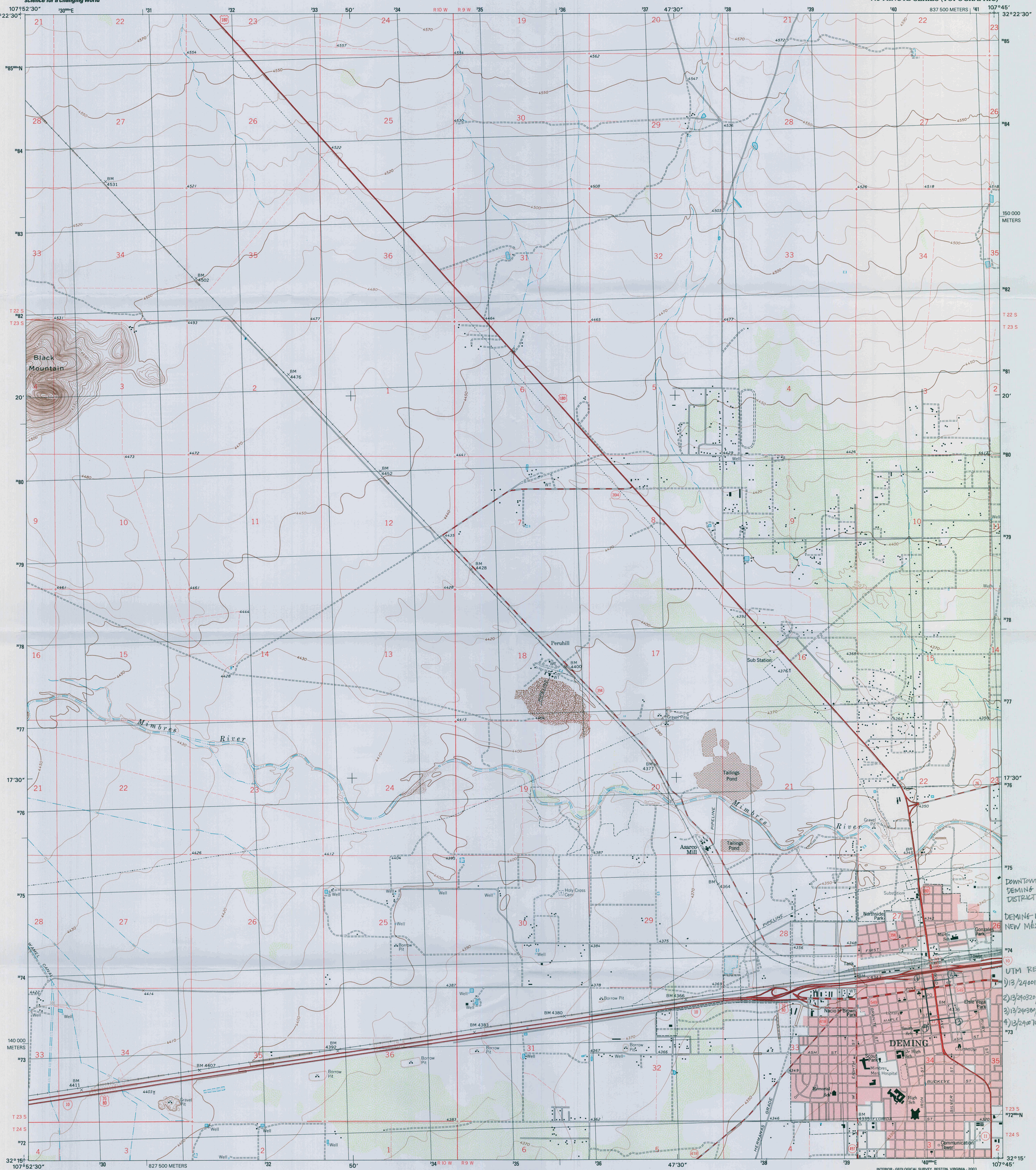

DOWNTOWN DEMING HISTORIC DISTRICT

DEMING-LUNA CTY NEW MEXICO

UTM REFERENCE
1) 13/240010/3573640
2) 13/240320/3573660
3) 13/240380/3573190
4) 13/240070/3573160

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Produced by the United States Geological Survey
Topography compiled 1962. Planimetry derived from imagery taken 1996 and other sources. Public Land Survey System and survey control current as of 1964. Boundaries current as of 2001
North American Datum of 1983 (NAD 83). Projection and 1 000-meter grid: Universal Transverse Mercator, zone 13
2 500-meter ticks: New Mexico Coordinate System of 1983 (west zone)
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software
Houses of worship, schools, and other labeled buildings verified 1964

MN
GN
1° 30′ 27 MILS
10½° 187 MILS
UTM GRID AND 2003 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

20% TOTAL RECOVERED FIBER

SCALE 1:24 000
KILOMETERS
METERS
MILES
FEET

CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
(TO CONVERT ELEVATIONS TO THE NORTH AMERICAN VERTICAL DATUM OF 1988, ADD 2 FEET)
TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048

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A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

NEW MEXICO
QUADRANGLE LOCATION

1	2	3
4		5
6	7	8

1 Spalding
2 Goat Ridge
3 Massacre Peak
4 Williams Ranch
5 Deming East
6 Red Mountain
7 Bowlin Ranch
8 Capitol Dome

ADJOINING 7.5' QUADRANGLES

ROAD CLASSIFICATION
Primary highway hard surface
Secondary highway hard surface
Light-duty road, hard or improved surface
Unimproved road
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U.S. Route
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HOTEL
BAKER

DEMING
LUNA MIMBRES MUSEUM

Historic Custom House Park & Bailey 1849-1900

Republican Party
of Lane County
Republican Party
of Lane County
112

TWO BITS
TATTOO
TATTOO
TWO BITS
TATTOO

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Embroidery
Leatherwork
Boot Shop
Repair
Karl's
SCREEN PRINTING