

Sunrise Park Neighborhood Tour

Please contact the Greeley Historic Preservation Office at 970.350.9222 for questions, more information or if you would like to duplicate or use these tour notes.

Germans from Russia

In 1762-63, Catherine the Great of Russia devised a plan to recruit foreigners to settle in the sparsely populated areas of Russia. She focused her recruitment efforts in Germany. By 1850, many of the privileges extended to the Germans had faded. From 1870-1910 many immigrated to the US to avoid military service and to acquire land through purchase, homesteading, or the railroads.

Germans from Russia who settled in Kansas and Nebraska were recruited to come to Colorado and specifically Greeley by agents of the sugar company. Many beet tenders became permanent residents. By 1905, a realtor, W. E. Kinsella, was developing lots on Greeley's east side (Sunrise Neighborhood) between the railroad tracks and 1st Avenue, selling lots and building small four-room cottages which were being sold to Germans from Russia. This area was soon nicknamed "Little Russia."

The sugar beet industry dramatically changed the ethnic complexion of the city. After the Union colonists, the Germans from Russia began settling on Greeley's east side in the 1890s. They were followed by the Japanese in the early 1900s, and later (most after 1910-present), by Hispanic-Americans and Mexican Nationals.

In the early 1900s, Germans from Russia were threatening a strike and Japanese laborers came to the area to work in the beet fields to meet the labor shortage. By 1904, for the first time, a Japanese student enrolled in school. By 1908, the Greeley Sun (newspaper) indicated there were 200 Japanese living in east Greeley, where the Japanese settlement was located.

Sunrise Park was the third park established in Greeley behind Lincoln Park and Island Grove Park.

Great Western Sugar Co. (was located where the Leprino factory is going in now, east of Highway 85 bypass)

A committee led by A.M. McClenahan was established to "get a factory." They had a public meeting to discuss the details with the public. "We issued circulars calling for a mass meeting in the court house at which the acreage and every other phase of the project would be put over. The court room was jammed to the doors, and that night the Greeley factory was assured." (A.M. McClenahan, qtd in HEJ "First Beets to Factory in 1903")

E.H. Dyer and Company of Cleveland, OH served as the General Contractor for the construction of the Great Western Sugar Company Factory. The factory required 2.5 million bricks, which they obtained from Boulder

"But the prospect of getting a beet sugar factory has enlivened all branches of trade, largely increased the population, and it is fair to suppose that the old timers' belief may be dispelled, and before he crosses the range, he will see Greeley a city of 8,000 to 10,000 inhabitants." ("Our Building Boom" GT Nov. 14, 1901 front page; in Museum scrapbook 23, p. 104 at Hazel E. Johnson Research Center, Greeley History Museum)

Construction began in November 1901 and was completed by the time of the 1902 harvest. The company held a celebration in 1902 to celebrate the opening of the factory, Beet Sugar Day on October 30, 1902. Hundreds of people from Denver and beet growing communities came and toured the new facility. The first factory operation was from October 9, 1902 to January 11, 1903.

The factory represents significance of agriculture to Greeley, Weld County and the state. Great Western Sugar Company (GWSC) was a leading processor of sugar in the country. By 1920, Colorado was producing 25% of the nation's sugar. Weld County was the leader in beet sugar production in the state.

Leprino is currently being constructed. The remnants of GWSC have been removed, the site has been graded and the factory walls are going up. Leprino Foods is the world's largest producer of mozzarella cheese. It is a five year construction project which will have over 800,000 square feet when complete, housing approximately 500 employees. Phase One is scheduled for completion in late 2011 or early 2012.

St. Paul's Congregational Church, 1201 4th Avenue

The first families of the congregation came to Greeley from Lincoln and Hastings, Nebraska in 1902 by the Great Western Sugar Company to work in the beet fields. Others migrated here directly from Russia. As time progressed, more and more families continued residing in Greeley area after harvest, causing rapid expansion in this portion of Greeley's population. They met regularly on Sunday in a beet shack and hold a worship service in the morning. Elder fathers conducted services, reading sermons from a book. St. Paul's Congregational Church was established on Sunday, August 11, 1905, in the beet shack of Wilhelm Bretthauer, located on a farm seven miles northwest of Greeley. A group of people gathered in worship decided to organize a church and erect a church building.

They first named it St. Paul's Christian Church, and the first building at 213 11th Street was constructed in 1909. It did not last long and later that same year, they built a larger church in the current location at 12th Street and 4th Avenue. By 1915, they had outgrown it and constructed the existing church building. In 1939 the church was enlarged by adding the side room to the sanctuary and another row of benches in the balcony. In 1956 the congregation remodeled the Church edifice. The architect was Einhorn and Nash, and the contractor was Hensel Phelps.

The church is an example of Tudor Revival Style, with characteristic features including the brick exterior, corbel molding and the pointed arch windows with molding and concrete lintels.

Bright's Fish Market, 1220 4th Avenue

This property has a varied and interesting history of residents and commercial businesses. Built by 1917, J.A. Slender worked as proprietor of East Side Coal and Feed Store at this address. From at least 1920 through at least 1928, George W. Bird operated Bird's Grocery here. In addition to groceries, feed and coal were sold. From at least 1923 through 1926, J.A. Myers Blacksmith Shop was also located at the rear of this property. From at least 1931 through 1933, William A. Baker and his wife Bessie lived here and operated a grocery store here. Occupants and residents changed frequently until 1948. Occupants included George W. Barnett and Barnett Grocery Store (1935); Apostolic Church (1937); George Hubble (1220 ½ in 1937-39, w/ wife Mildred; a laborer); Independent Holiness Mission (1941; Rev. C.T. Dwiggins, pastor); and Gillette Studio (Jack Gillette, proprietor, 1942-44).

By 1948, Paul and Tsugiye Hoshiko had opened Bright's Fish Market & Grocery here. Bright was one of their sons, who farmed in Kersey, served in the Army during World War II and worked in Tacoma, Sunrise Park Neighborhood Tour

Washington. Paul Hoshiko, Sr. was a Japanese immigrant who came to the United States in 1906. He and Tsugiye married on March 24, 1913 in Seattle, Washington and moved to Greeley and farmed in the Greeley and Kersey areas. Later, they moved to 1220 4th Avenue and opened Bright's Grocery and Fish Market. They operated the grocery until approximately July 1962, when they retired and moved to Denver. They had 4 sons (Henry, Bright, Show and Paul) and 2 daughters (True and June). Their son Paul Hoshiko Jr. was very prominent in Greeley and Weld County, in farming and agriculture-related activity. He was born in Kersey and was active in 4-H, of which he was a member and then later a leader who went on a youth exchange for 4-H to Scotland. In farming, he grew certified seed. In other agriculture-related involvement, he served as director of Lower Latham Ditch and Reservoir Companies, served as a local and county farm bureau officer, and was active in creating the Weld County 4-H Foundation. He helped form the Central Weld County Softwater District in 1965 (supplies small towns and rural areas with water from Carter Lake) and served as a director of Greeley National Bank. In May 1957, he married Jean Meser in Greeley and then farmed; he increased acreage and cattle head significantly over the years. He converted Greeley's Kuner-Empson plant in Greeley to an onion storage and marketing warehouse and served on the Northern Colorado Onion Association & on the board of the National Onion Association. The Bush Administration appointed him to serve on the Colorado State Agricultural Stabilization and Conservation Committee from 1989-1991. In 1995, he and his wife were honored as grand marshals of the Greeley Independence Stampede parade.

Other Japanese sites

205 13th Street – Japanese Provision Store (1910)

1118 15th Street – Japanese Floral Art Shop (1923-1952-53)

Borgens House, 415 13th Street

Conrad Borgens built this house in 1920 at a cost of approximately \$3500. Conrad worked as a carpenter and lived in the house with his wife Marie Katherine (Mary) and their children Fred, Carl, Reuben, Harold, Helen and Rienholdt. Conrad was born to a German family in White Russia in approximately 1876. His family farmed there and he served in the Russian Army, building wagons for carrying cannons, which is possibly where he got his carpentry skills. Marie worked as a cook in the house of Conrad's parents in White Russia, and she and Conrad married in approximately 1900.

Conrad and Marie came to Lincoln, Nebraska, coming to North America to Canada and then taking a train to Lincoln. Conrad worked in a butter factory in Lincoln and built a house there. Their first five children were born in Lincoln. Their daughter Helen, the fifth of the six children, was born in Lincoln in 1915. They came to Greeley between 1916 and 1920. After they arrived in Greeley, Conrad worked in the beet fields and did carpentry, renting houses until he built the house at 415 13th Street in 1920. According to Conrad's granddaughter Sandra, he decided to build a house because he was tired of renting. He purchased the lot on which the house stands, which had a smaller house on it. He moved the house to East 16th Street. Daughter Helen was five years old when Conrad started construction by digging out the basement with horses. Sandra further indicated that Conrad finished the basement and put on a temporary roof; the family moved into the basement so Conrad could work and build the house concurrently. Conrad worked on houses around what is now the University of Northern Colorado (UNC), the interior of the UNC President's house and the Meeker School on 9th Avenue.

Conrad became a U.S. citizen in the 1920s. His wife Marie had diabetes and was in and out of the Weld County Hospital. She died from it in 1939. Though a carpenter, Conrad also raised rabbits and sold the pelts and had a cow and chickens. They knew everyone in the neighborhood, made up primarily of Germans from Russia and attended St. Paul's Congregational Church. During World War II, Conrad also

worked as an interpreter for the German Prisoners of War. Conrad continued to live in the house until his death in 1964.

Helen Borgens married John Dorsey in October 1941. They lived and worked in Portland, Oregon for several years before returning to Greeley in the mid-1940s. Their son Harlan was born in Portland in 1943 and daughter Sandra was later born in Greeley. John operated Dorsey Service Station at 7th Avenue and 13th Street from approximately 1946 through 1982 and then worked at Producer's Livestock. Helen was a homemaker and then worked as a cook for School District 6 and then also at the University Center of the University of Northern Colorado. They continued to live in the house until their deaths in 2001 and 2002. In 2002 daughter Sandra moved in after her mother passed away and before her father passed away in 2002.

This Craftsman style residence is a rectangular, one-and-one-half story, wood frame structure with an asphalt shingle, side-gabled roof. Roof features include exposed roof beams, exposed rafter ends, a front gabled dormer and wide overhanging eaves. It has a concrete foundation and lapped siding. The main façade contains a centered entrance. The one-story, full-width front porch is enclosed with multi-light wood frame windows and has brick piers with wood columns on the corners. Windows are multi-light-over-one, wood frame, double hung sash. There is a ribbon of three double hung windows in the front gabled dormer.

The Craftsman movement was against industrialization and machine made products (occurring at the same time), focusing rather on handmade and natural products and work of the master craftsman. This house is a true example of a Craftsman, built by a craftsman without the impact of industrialization or machine made and mass produced products. The Greene brothers architects from California inspired this style. They designed simple Craftsman style bungalows. Their work was given publicity in such magazines as *Good Housekeeping*, *House Beautiful* and *Ladies Home Journal*. This led to the appearance of pattern books with plans for Craftsman bungalows. This style became extremely popular around the nation for a short period of time from around 1900-1930. The movement was based on simplicity, handcraftedness, functionality and closeness to nature with a rustic look. Houses of this style were simple in shape (rectangular) and roof (side or front gabled, low pitch), used naturally colored materials, usually had a porch in front, had wide overhanging eaves, which were built that way to serve as gutters to keep moisture away from the house and to create shade during the summer and had exposed rafter ends.

Greeley Ice and Storage, 1120 6th Ave/517 12th Street

In 1897, the Greeley Ice and Storage Company was established and ice-making machinery was ordered from Reading, Pennsylvania and installed in February 1898 in an unused portion of the Greeley Pump Works, which was located between 11th and 12th Streets on 6th Avenue. Prior to this, ice was harvested from surrounding lakes. The 1890s Ice House was torn down in approximately 1929 and the north two thirds of the current structure was built in 1930. By 1930, Greeley Ice and Storage could manufacture 32 tons of ice daily and employed 28-30 people. In 1940, the ice house expanded and the south third of the building was added. The location of the ice plant adjacent to the railroad was important for the operators of Greeley's many produce warehouses located along the tracks. Greeley Ice and Storage also had an ice station on 8th Avenue and 6th Street. Various other businesses occupied this building with Greeley Ice and Storage including Associated Seed Growers, Inc., Marshal Ice Company, and Stehman Distributing Company.

Architecturally, the building is very utilitarian with little decoration. It is a brick structure, with six rows of running/stretcher bond (the side of the brick) with the seventh row as headers (the ends of the brick) connecting the interior part of the wall to the exterior. Since the last third of the structure does not have

the headers, it might be a wood or metal structure with brick veneer. Decorative brick work includes the X's at the top, brick along the roof line which gives a dental molding effect, and concrete coping along the top of the structure.

Wall Dog Art is an advertisement painted on the side of a brick building, which could be text or images. It was named this for the painters who were called wall dogs, who traveled from town to town or city to city, although some stayed in the same city for several years or longer. It was used in Denver from approximately the mid-19th to mid-20th century but for less time in Greeley. It was used in the Roman Empire in Pompeii, where there were wall signs advertising merchants and entertainers.

Some factors in the development of wall dog art include there were many brick buildings in Downtown Greeley, as in other historic downtowns. Wall dogs only painted on brick buildings. The grid system with long narrow lots increased the use of painted brick wall advertising because with little street frontage space for signs, the sides were used when they were available and the building heights varied. Sides of buildings were billboards for the businesses of the tenants or owners. The advertising could also be for a specific product or brand. The signs were inexpensive and got lots of exposure. They were a precursor to billboards and there were no controls over them. Any blank wall was a target. The scale of the work is one of the most interesting features, since the wall dogs were only about a foot and a half from the wall; they would do a scale drawing of the sign to work from. Coca-Cola was a pioneer in this form of advertising. If a drugstore owner allowed Coca Cola to paint a sign, then Coca Cola would have the painter put the store name on it also, called a consideration. Wall dogs painted on location, year round. Wind was a big problem. When they painted above the first floor, they were on "swing stages," ladders laid flat with a board to stand on. It hung from the roof, and the painter had an extra rope to hold on to for security.

Competition in the 20th century, especially after World War II, led to the decline of wall dog art. The increased use of billboards and electric signs, which were more flexible and visible at night enabled advertising to move out to the freeway. People moved out to the suburbs and drove more and were less able to look up at brick signs in downtown. Also, post WWII architecture, specifically steel curtain wall skyscrapers, provided no place for painted brick wall signs. Finally, regulation by sign codes also led to the decline of wall dog art. The era of brick wall advertising ended in Denver in the late 1960s and early 1970s when sign companies closed, although it is not a totally dead art. It is still used in Denver; only 6 wall dogs left in Manhattan, particularly since there is an area in Manhattan where signs must be painted.

An ongoing preservation debate continues about preserving wall dog art by repainting or preserving through photography and letting the signs fade naturally. Signs were in their historic context when they were painted and many used lead based paint, which lasted a long time.

There are a few other signs around downtown, including for businesses such as D.R. McArthur Hardware and Tin Shop, Montgomery Ward, Foster's Real Estate and the D & D Bean Company.

Magnolia River Manufacturing, 601 9th Street – (founded in 1991)

Founded in 1991, this locally owned business manufactures grocery store shelving, produce bins and signs for grocery stores around the country, including for Krogers and Whole Foods. Beetle-kill pine, mahogany and metal are some of the main materials used.

500 9th Street

This property is originally listed in the 1928 directory as at the corner of 5th Avenue and 9th Street as D & L Transfer & Storage Warehouse, owned by H.J. Lafferty. By 1933, the name changed to Lafferty Moving & Storage Warehouse. By 1935, V.D. Olson Ice Company with V.D. Olson as proprietor was here through at least 1937.

Abe Winograd owned the property by 1941, when Reliable Auto Wrecking Company and Storehouse was located here. Melton Transport Company occupied this property from approximately 1942 through at least 1948. H.W. Melton, owner, and H.B. Bryan, manager, worked at this storage garage and shop. Melton Company offices were also located here. Winograd's was also listed here in 1948 and by 1952, city directories list Winograd's Junk Yard here with Abe and Harold Winograd. During the 1950s through 1970s, Fred's Radiator Service and Shannon Motor Company were located here.

The current owner added the large grassy yard, orchard and playground. He allows children to play here if they get permission.

Lincoln School/East Ward School, 1028 5th Avenue

This property once included a 1889 farm structure and a 1913 brick structure on the same block. This school was built to accommodate a significant increase in population. In 1929, the platoon system was implemented as early example of national educational reform trend popular from 1920s-1940s. It divided the school into two groups called platoons. While one group was in homerooms studying and doing fundamentals, the other group was in "specials," such as art, music, library, P.E. and science. The platoons switched half-way through the day. Grades three through eight were in the platoon system. Every room was utilized all day, so the system increased the number of students who could be educated without increasing school size. In 1929, nine Colorado cities, including 32 schools, used this system. Two of the nine cities were Greeley and Brush. The building ceased operation as a school in 1953; most recently a medical center occupied it.

F.M. Barber designed this Mission/Craftsman style school building, which was constructed in approximately 1913 to 1915. Significant architectural features include the hipped roof, open eaves, exposed rafter ends, the parapet and the triangle braces over the entrances.

Moser House, 323 11th Street

Built in 1930 by Hyman Dinner and his wife Belle, it served as his residence until his death in 1941. Belle continued to live here until her death in 1949. It went through three owners until Albert Moser and his wife Esther purchased it in 1957. He lived here until his death on May 22, 1989. Mr. Moser was a farmer at Kuner and LaSalle for 19 years before moving to Greeley in 1957. He became an employee for National By-Products and Monfort, Inc. until his retirement in 1968. He was also a member of St. Paul's Congregational Church, the German from Russia congregation in the building at 1201 4th Avenue.

This Craftsman residence has boxed eaves, a partial width porch with battered columns and enclosed by storm windows, half piers, and contrasting brick colors and materials (brick and stucco in gable).

Steinmark House, 1120 3rd Avenue

Built in 1915, this Craftsman style house was owned and occupied by Henry and Mary Steinmark by 1917. Mr. Steinmark was born in 1872 in Messer, Russia and married his wife Mary there in 1898. They emigrated to the US in early 1907 and eventually came to Greeley. Mr. Steinmark worked as a farm laborer and beet worker until 1936 when he quit due to health problems. In 1937, Mr. Steinmark took the

position of caretaker of St. Paul's Congregational Church where he had been a member since moving to Greeley in the late 1910's. He retired in 1940 and resided in this home with his wife until his death on March 18, 1957.

Significant Craftsman features on this house include triangle braces, exposed rafter ends on sides, fake half-timbering and a full-width porch with a square, solid wood railing with heavy squared piers in the center.

312 12th St (Stroh House)

JJ Mellor, manager and proprietor of the East Side Grocery Store on 4th Avenue was the first owner of the his house in 1915. In 1938, Reverend Henry J. Stroh moved into the residence when he began his position at St. Paul's Congregational Church as pastor. He then resided there until 1962, when upon his retirement from St. Paul's he moved to a new residence, letting the house be occupied by the latest pastor to be hired by the church. Reverend Stroh was the pastor of the church for 25 years, beginning service on November 2, 1937 and retiring on November 2, 1962. Born on October 15, 1894 in Lincoln, Nebraska, he eventually completed his graduate studies at the seminary of German background at Redfield College Seminary at Redfield South Dakota. Before his time as pastor in Greeley, he served as a moderator of the General Conference of Congregational Churches of America and he was on the board of education at Yankton School of Theology. He came to Greeley in 1937 after having served churches in Alpena, South Dakota; McCook, Nebraska; and Parkston, South Dakota.

This Classic Cottage house has an ornamental concrete block foundation, a gable roof over the porch, exposed rafters and wood shingles with rounded ends on the dormer exposed rafters, pilasters and Corinthian columns on the porch.

316 12th St. (Born House)

This house was built in approximately 1915 as a residence for George F. Born, his wife Katherine, and their five children. Mr. Born was born in 1877 in Russia and married his wife Katherine in Frank, Russia in 1898. They moved to Germany at some point. While living in Germany he was employed by an importing firm and traveled throughout Europe purchasing produce. He immigrated with his family to the United States from Dusseldorf, Germany in 1907. They settled in Greeley where Mrs. Born had a sister. When he arrived in America, Mr. Born was fluent in six foreign languages, but not English. He studied diligently and in a few months could communicate very well. He served as an interpreter in the Greeley courts for people who did not understand or speak English. Mr. Born also aided many foreigners in becoming citizens of the United States and was an active member of St. Paul's Congregational Church since in 1908. After his arrival in Greeley, he began working at Rocho's Grocery. He continued working there without pay to learn more about the trade and the ways of the new country, and because no paying positions were available. When the store burned down, he went to work for B.F. Wagnor, who eventually sold the business to Briggs and Hoffman. A year later, George Born bought them out and became the proprietor of Born's Grocery. He continued to run the store until his retirement in 1946. At the time of his death his son Alex was still operating the store.

This Victorian Queen Anne Free Classic style residence has lapped wood exterior, a full-width porch with Tuscan columns and a balustrade rail, a frieze under the eaves and one-over-one double hung windows.