

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For HCRS use only

received APR 2 1980
date entered SEP 24 1980

INDIVIDUAL DATA SHEET

8. Singer Sewing Company

Continuation sheet 13

Item number 7

Page 13

Name: Singer Sewing Company
Address: 211 Texas Avenue
Owner: Singer Sewing Company
211 Texas Avenue
El Paso, Texas, 79901

Physical Description

Singer Company occupies a two story, rectangular structure designed as a simplified statement of the Spanish Colonial Revival style. The building, which is constructed of poured concrete with a plastered finish, shares a common wall with the J. J. Newberry Department Store on the east and opens onto an alley on the west. Stylistic decoration is concentrated on the Texas Avenue facade and the portion of the alley facade clearly visible from the street. The storefront is divided into two bays of differing sizes, one of which takes on a tower-like appearance topped with a red-tiled, pyramidal roof. A broad segmental arched opening, balconies, grillwork, and irregular quoins of scored concrete are employed to carry the Spanish Colonial theme. The Singer crest is firmly implanted in the upper level of the structure.

Statement of Significance

Contributing to the architectural wealth of downtown El Paso, the Singer Sewing Company building is a handsome composition exemplifying the Spanish Colonial Revival style. The company, which has served El Paso since 1888, has occupied this building continuously since its completion in January, 1928. Prior to that year, Singer was located nearby on South El Paso Street.

The lot was purchased for \$65,000 while the structure cost \$35,000. An additional \$5,000 was spent on the interior furnishings, which were selected to harmonize with the Spanish Colonial theme. The ground floor was designed for display and sales while the second floor originally facilitated both a sewing school and a manufacturing trade department which supplied multi-needle machines and equipment for the high-priced sewing trade.

Geographical Data

Verbal Boundary Description: Mills Survey, Block 4, Lot 19
Beginning 90' west of SW Corner of Block, 30' on Texas
Avenue x 86.667' on alley
Acreage: Less than one
UTM Reference: 13/3514518/359237

Property Commercial Structures of El Paso
by Henry C. Frost Schematic Resources

80004111
80004108
80004115

State Tx - El Paso Working Number #-2-801070

TECHNICAL

(Cover) CONTROL

Photos 36
Maps 5

Basically a well-done nomination. For the most part the buildings are nicely executed examples of various architectural styles, designed by the city's leading architect during the early decades of the 20th c. & have questions or reservations about blbgs 1, 3, 4, 12, 13, and 17, however - in attached sheet

HISTORIAN

Grossman
6/2/80

For specifics. Call about these 6 buildings - the most can be accepted.

ARCHITECTURAL HISTORIAN

all comments attached

ARCHEOLOGIST

OTHER

HAER

Inventory _____
Review _____

REVIEW UNIT CHIEF

Accept: #1-3, 5-11, 14-17
Reject: #4, 12, 13

Grossman
9/23/80

See 8/5 phone sheet
Revised NBD for #1 rec'd.
All but 3 of the buildings are individually eligible. #4 & 12 do not appear to meet the criteria considering the other better Chicago School examples. I think #3 has lost too much integrity to be listed individually

BRANCH CHIEF

KEEPER

National Register Write-up _____
Federal Register Entry 2, 3, 81 Send-back _____
Re-submit _____

Entered **SEP 24 1980**

80004104

80004105

80004100

80004101

80004109

80004110

80004102

80004112

80004113

80004104

OTHER

DATE

Inventor

Witness

REVIEW UNIT CHIEF

THAN H. CHIEF

REVIEW

SEP 54

18 8 8



C Hotel



SINGER

ONE WAY
←

SEWING COURSES

super value
FOLD SHEETS \$7



SEP 24 1980

Commercial Structures of El Paso by Henry C. Trost
Singer Sewing Company
211 Texas Avenue
El Paso, El Paso County, Texas
Photo: Texas Historical Commission, 6/79
Negative on File
South elevation, camera facing north
Photo # 8 of 36

APR 2 1980



SINGER SEWING MACHINE CO.



1121 1122 1123
S. P. A. C. A.

SEP 24 1980

Commercial Structures of El Paso by Henry C. Trost
Singer Sewing Company
211 Texas Avenue
El Paso, El Paso County, Texas
Historic Photo: Southwest Collection, 3/80
El Paso Public Library
Negative on File at Library
South Elevation, Camera facing north
Photo # 29 of 36

APR 2 1980

Please refer to the map in the
Multiple Property Cover Sheet
for this property

Multiple Property Cover Sheet Reference Number: 64000837