

Texas Historical Commission staff (BB), 3/18/2011, rev 5/6/2011
Official Texas Historical Medallion and 16" x 12" plaque WITHOUT post, mount to BRICK
Jim Hogg County (Job #10JH01) Subject (Atlas) UTM 14 532103E 3020420N
Location: Hebbronville, 306 E. Galbraith

THE NEW YORK STORE

SIXTO E. GARCIA OPENED THE NEW YORK STORE IN 1909 AT PINE AND TILLEY STREETS, MOVING TO THIS LOCATION IN 1924. THE GENERAL STORE LATER OFFERED A VARIETY OF GOODS AND A TAILORING AND CLEANING WING. GARCIA'S DAUGHTER HERLINDA MARRIED STORE CLERK BLAS M. SALINAS IN 1938. THEY AND THEIR CHILDREN LIVED UPSTAIRS WHILE CONTINUING THE FAMILY BUSINESS AFTER S. E. GARCIA'S DEATH IN 1944. THE NEW YORK STORE HAS REMAINED IN THE SAME FAMILY FOR MORE THAN A CENTURY. THE TWO-STORY COMMERCIAL BUILDING FEATURES COMMON BOND BRICK WITH A DENTIL COURSE AND A STEPPED PARAPET ABOVE STOREFRONT WINDOWS AND A PROJECTING AWNING.

RECORDED TEXAS HISTORIC LANDMARK – 2010

MARKER IS PROPERTY OF THE STATE OF TEXAS

**RECORDED TEXAS HISTORIC LANDMARK MARKERS:
2009 Official Texas Historical Marker
Sponsorship Application Form**

Valid October 15, 2008 to January 15, 2009 only

This form constitutes a public request for the Texas Historical Commission (THC) to consider approval of an Official Texas Historical Marker for the topic noted in this application. The THC will review the request and make its determination based on rules and procedures of the program. Filing of the application for sponsorship is for the purpose of providing basic information to be used in the evaluation process. The final determination of eligibility and therefore approval for a state marker will be made by the THC. This form is to be used for Recorded Texas Historic Landmark (building marker) requests only. Please see separate forms for either Historic Texas Cemeteries or subject markers.

Proposed marker topic (official title will be determined by the THC):

County: Jim Hogg

Town (nearest county town on current state highway map): Hebbronville

Street address of marker site or directions from town noted above: 306 E. Galbraith

Marker Coordinates:

If you know the location coordinates of the proposed marker site, enter them in one of the formats below:

UTM Zone Easting Northing
Lat: Long: (deg, min, sec or decimal degrees)

Otherwise, give a precise verbal description here (e.g. northwest corner of 3rd and Elm, or FM 1411, 2.6 miles east of McWhorter Creek): **The New York Store is located on 306 E. Galbraith off Texas Hwy 359, downtown Hebbronville facing north in the middle of the block.**

NOTE: Recorded Texas Historic Landmark markers must be placed at the structure being marked.

Recorded Texas Historic Landmark markers definition: Recorded Texas Historic Landmark (RTHL) markers are awarded to structures deemed worthy of preservation for their historical associations and architectural significance. RTHL is a legal designation and comes with a measure of protection; it is the highest honor the state can bestow on a historic structure, and the designation is required for this type of marker. The RTHL designation becomes effective upon approval by the THC. Official Texas Historical Markers signify the RTHL designation, which comes only through application to and approval by the THC and must include public display of an Official Texas Historical Marker. Owners of RTHL-designated structures must give the THC 60 days written notice before any alterations are made to the exterior of the structure. RTHL status is a permanent designation and is not to be removed from the property in the event of a transfer of ownership. Only the THC can remove the designation or recall the marker. The marker must remain with the structure and may not be removed or displayed elsewhere until or unless the THC gives express approval in writing for such action. Once designated as RTHL, properties are subject to provisions of Texas Government Code, Section 442.006(f).

Criteria:

1. **Age:** Structures eligible for the RTHL designation and marker must be at least 50 years old.
2. **Historical significance:** Architectural significance alone is not enough to qualify a structure for the RTHL designation. It must have an equally significant historical association, and that association can come from an event that occurred at the site; through individuals who owned or lived on the property; or, in the case of bridges, industrial plants, schoolhouses and other non-residential properties, through documented significance to the larger community.
3. **Architectural significance:** Structures deemed architecturally significant are outstanding examples of architectural history through design, materials, and structural type or construction methods. In all cases, eligible architectural properties must display integrity; that is, the structure should be in a good state of repair, maintain its appearance from its period of significance and be considered an exemplary model of preservation. Architectural significance is often best determined by the relevance of the property to broader contexts, including geography. Any changes over the years should be compatible with original design and reflect compliance with accepted preservation practices, e.g., the *Secretary of the Interior's Standards for Rehabilitation*.
4. **Good state of repair:** Structures not considered by the THC to be in a good state of repair are ineligible for RTHL designation. The THC reserves the sole right to make that determination relative to eligibility for RTHL markers.

Special National Register considerations for RTHL marker applications: If a structure has been individually listed in the National Register of Historic Places (NRHP) under either Criterion A or B and Criterion C (Architecture), the historical text compiled as part of the National Register nomination process may be submitted as part of the marker process, provided it includes the required reference notes and other documentation. Acceptance of the National Register information for the purposes of the marker process will be up to the sole determination of the THC. Listing in the NRHP does not guarantee approval for an RTHL marker. See the THC web site at <http://www.thc.state.tx.us/markerdesigns/madnrcrit.html> for National Register criteria.

Check this box if the property is individually listed in the NRHP.

APPLICATION REQUIREMENTS

Any individual, group or county historical commission (CHC) may apply to the THC to request an Official Texas Historical Marker for what it deems a worthy topic. Only complete marker applications that contain all the required elements and are submitted online as required can be accepted or processed by the THC (for RTHL markers, the required elements are: sponsorship application form; narrative history; documentation; legal description of the property; site plan; floorplan; historic photograph; and current photographs clearly showing each side of the structure).

- Completed applications must be duly reviewed, verified and approved by the county historical commission (CHC) in the county in which the marker will be placed.
- The sponsorship application form, narrative history and documentation must be submitted as Microsoft Word or Word-compatible documents and sent via email attachments to the THC by no later than January 15, 2008.
- Required font style and type size are a Times variant and 12-point.
- Narrative histories must be typed in a double-spaced (or 1.5-spaced) format and include separate sections on context, overview, significance and documentation.
- The narrative history must include documentation in the form of reference notes, which can be either footnotes or endnotes. Documentation associated with applications should be broad-based and demonstrate a survey of all available resources, both primary and secondary.
- Upon notification of the successful preliminary review of required elements by the THC, a non-refundable application fee of \$100 is required. The fee shall be submitted to the THC within ten working days of application receipt notification.

APPROVAL BY COUNTY HISTORICAL COMMISSION

The duly appointed marker representative (chair or marker chair) noted below for the county historical commission will be the sole contact with the THC for this marker application. To ensure accuracy, consistency and efficiency, all information from and to the THC relative to the application—and throughout the review and production processes—will be via direct communication with the CHC representative. All other inquiries (calls, emails, letters) to the THC will be referred to the CHC representative for response. By filling out the information below and filing the application with the THC, the CHC representative is providing the THC with notice that the application and documentation have been reviewed and verified by the CHC and that the material meets all current requirements of the Official Texas Historical Marker program.

As chair or duly appointed marker chair, I certify the following:

Representatives of the CHC have met or talked with the potential marker sponsor and discussed the marker program policies as outlined on the THC web site. CHC members have reviewed the history and documentation for accuracy and made corrections or notes as necessary. It is the determination of the CHC that the topic, history and documentation meet criteria for eligibility.

CHC comments or concerns about this application, if any:

Name of CHC contact (chair or marker chair): Mr. Isidro B. Gutierrez

Mailing address: P. O. Box 534 City, Zip: Hebbroville, Texas 78361

Daytime phone (with area code): (361) 527-3023 Email address (required): brushland1212@att.net

PERMISSION OF PROPERTY OWNER FOR MARKER PLACEMENT

Property owner: Mrs. Margarita Ellison

Address: 306 E. Galbraith City, state, zip: Hebbroville, Texas 78361

Phone: (361)527-3412 Email address: azprez@yahoo.com

Legal Description of the property (metes and bounds, lot and block, etc.):

Upon receipt of the application, the THC will provide the owner with a letter that outlines the legal responsibility of ownership under the Recorded Texas Historic Landmark statute. The letter must be signed by the owner and returned to the THC before the evaluation can be completed.

NOTE: The property owner will not receive any additional copies of correspondence from the THC. All other correspondence—notice of receipt, request for additional information, payment notice, inscription, shipping notice, etc.—will be sent via email to the CHC representative, who is encouraged to share the information with all interested parties as necessary. Given the large volume of applications processed annually and the need for centralized communication, all inquiries about applications in process will be referred to the CHC for response. The CHC is the sole liaison to the THC on all marker application matters.

SPONSORSHIP PAYMENT INFORMATION

Prospective sponsors please note the following:

- Payment must be received in full within 45 days of the official approval notice and must be accompanied by the THC payment form. The THC is unable to process partial payments or to

delay payment due to processing procedures of the sponsor. Applications not paid in the time frame required may, at the sole discretion of the THC, be cancelled or postponed.

- Payment does not constitute ownership of a marker; Recorded Texas Historic Landmark markers and other Official Texas Historical Markers are the property of the State of Texas.
- If, at any time during the marker process, sponsorship is withdrawn, a refund can be processed, but the THC will retain the application fee of \$100.
- The Official Texas Historical Marker Program provides no means of recognizing sponsors or property owners through marker text, incising or supplemental plaques.

Marker sponsor (may be individual or organization): **Jim Hogg County Historical Commission**

Contact person (if applicable): **Mr. Isidro B. Gutierrez**

Mailing address: P.O. Box 534 City, zip: Hebbroville, Texas 78361

Email address (required): **brushland1212@att.net** **Phone: (361) 527-3023**

SHIPPING INSTRUCTIONS

In order to facilitate delivery of the marker, neither post office box numbers nor rural route numbers can be accepted. To avoid additional shipping charges or delays, use a business street address (open 8 a.m.—5 p.m., Monday through Friday).

Name: Mrs. Margarita Ellison (The New York Store)

Street address: 306 E. Galbraith St. zip: Hebbroville, Texas 78361

Daytime phone (required): **(361)527-3412** **Email** (required): **azprez@yahoo.com**

TYPE AND SIZE OF RECORDED TEXAS HISTORIC LANDMARK MARKERS

As part of its review process, the THC will determine the appropriate size marker and provide options, if any, for the approved topic based on its own review criteria, including, but not exclusive of, historical significance, replication of information in other THC markers, relevance to the Statewide Preservation Plan and the amount of available documented information provided in the application narrative. In making its determination, however, the THC will also take into account the preference of the CHC, as noted below.

The sponsor/CHC prefers the following size marker:

- 27" x 42" RTHL marker with post (\$1500)
- 27" X 42" RTHL marker without post* (\$1500)
- 18" x 28" RTHL marker with post (\$1000)
- 18" x 28" RTHL marker without post* (\$1000)
- RTHL medallion and 16" x 12" plaque with post (\$750)
- RTHL medallion and 16" x 12" plaque without post* (\$750)

*For an RTHL marker without post, indicate to what surface material it will be mounted:

- Wood
- Masonry
- Metal
- Other (specify)

SUBMITTING THE APPLICATION (via email required)

When the CHC has determined the application is complete, the history has been verified and the topic meets the requirements of the Official Texas Historical Marker Program, the materials should be forwarded to the THC via email at the following address: markerapplication@thc.state.tx.us.

- The CHC or marker chair should send an email containing the following attachments (see attachment function under file menu or toolbox on your computer):
 - This application form
 - The narrative history (including documentation)
 - Legal description of the property
 - Detailed floor plan for each floor of the structure
 - Detailed site plan of the property
 - At least one historic photograph
 - Current photographs clearly showing each side of the structure

RECORDS RETENTION BY CHC: The CHC must retain hard copies of the application as well as an online version, at least for the duration of the marker process. The THC is not responsible for lost applications, for incomplete applications or for applications not properly filed according to the program requirements. For additional information about any aspect of the Official Texas Historical Marker Program, see the Markers page on the THC web site (<http://www.thc.state.tx.us/markerdesigns/madmark.html>).

The New York Store Narrative History
by
Azalia C. Pérez

The New York Store 1909-2009

The New York Store¹ fosters the history, heritage and culture of Hebbbronville, Jim Hogg County and its citizens. It has been a significant landmark and a most prominent mercantile store in Hebbbronville² and South Texas. During Hebbbronville's formative years, it was the most versatile local store which provided a multitude of goods and services to the citizens of Hebbbronville. On May 9, 2009, the New York Store celebrated one hundred years of continual service to the citizens of Hebbbronville and surrounding communities of South Texas. In fact, it is a testimony that few stores in South Texas can make. The store has persevered through two world wars (the United States entered World War I in 1917 and World War II in 1941), the Korean Conflict (1950-53), the Great Depression (1929-1933), Vietnam War (1959-1975), Gulf War (1990-1991), 9/11 (September, 2001), Iraq War (March, 2003).³ The New York Store opened its doors during the administration of Theodore Roosevelt and continues operating during President Barack Obama's first term. It has seen the opening of many stores and their closing as well. This store has also seen the establishment of Jim Hogg County⁴ in 1913.

Jim Hogg County is in the Rio Grande Plain region of South Texas which is twenty-eight miles north of the Mexican border and sixty-six miles west of the Gulf Coast. The county, named for Governor James Stephen Hogg, is bordered by Webb, Duval, Brooks, Starr, and Zapata counties. Hebbbronville, the largest town and county seat, is at junction of State highways 16, 285, and 359 and Farm Road 1017. Other communities include Agua Nueva, AltaVista, Guerra, Randado, and Thompsonville. The county comprises 1,136 square miles of flat to gently rolling

terrain vegetated with mesquite, scrub brush, grasses, and chaparral. In the early 1990s more than ninety percent of the land was devoted to farming and ranching, with two percent of the farmland under cultivation and twenty-one percent irrigated; only one percent of the land in the county is considered prime farmland.

About twenty-four land grants were awarded to Mexican families in the Jim Hogg County area between 1805 and 1836 by the Spanish and Mexican governments. The earliest on record was made in 1805 by the Spanish government to Xavier Vela which later became south central Jim Hogg County. Those grantees who chose to develop their land found that it was best suited to ranching. The area now known as Jim Hogg County was under the jurisdiction of Brooks, Duval, Starr, Zapata, Live Oak, and Hidalgo counties. In 1913, in an effort to free themselves from the political dominance of **Edward C. Lasater**, D. D. David, Reuben Holbein, Oscar Thompson, and A. C. Jones petitioned the state legislature to form a county away separate from Brooks County. Consequently, a new county was formed out of Duval and Brooks counties; land from Duval County was included so that the town of Hebbbronville, with its railroad station, could be in the new county. Jim Hogg County was organized and established that same year, and elections for county officials were held in July. At that time the school system was organized, and construction of a county courthouse was started.

The New York Store was originally founded in 1909 by Mr. S.E. Garcia.⁵ Mr. Garcia was one of the pioneers of Jim Hogg County and a resident of Hebbbronville for over fifty years. He was an attorney, merchant and well known political leader of South Texas. He served as Republican chair and was instrumental in the deliberation of the party in South Texas. He was born in Agua Nueva in Starr County, Texas on August 3, 1878 to S.E. Garcia, Sr. and Dolores Ramirez Garcia.

The New York Store was the first business established in Hebbbronville which began as a general store. The original structure, located on the corner of Pine and Tilley streets, was originally constructed of a wooden frame building with a triangular roof and gable and open porch attached to the south side of the building. This is typical of early Texas frontier architecture. The first mercantile store was located behind the Central Furniture Store. It was a general store that offered from groceries to hardware, agricultural equipment to cattle related items.

The New York Store made it possible for its customers to buy on credit for a full year. It would sell in "large volume" to area ranchers and farmers. It also operated as a bank where customers could secure their savings in Mr. Garcia's strong box. Covered wagons from neighboring ranches and communities could be seen daily surrounding the store. The first employees of the newly opened store were Francisco Gutierrez, Sr. and Jose A. Canales, Sr. who worked as clerks and later became prominent merchants of the city.

In 1924, the New York Store moved to its present location on 308 E. Galbraith. The rectangular flat roof building positioned in the middle of the third block of Galbraith St and downtown Hebbbronville faces south. At that time, it was considered a dry goods store selling only dry goods, shoes and notions. Mr. Garcia modernized the store to focus on quality, price and satisfaction instead of selling a multitude of goods. As years went by, the New York Store continued to have quality products anywhere from children's toys to Singer sewing machines. In fact this venture became so dynamic that the store expanded and opened a new wing for tailors, alterations, cleaning and pressing. This operation remained a bustling business for twenty five years.⁶

In 1929, Mr. B. M. Salinas joined the store's staff as a clerk. By 1938, Mr. Salinas had married Herlinda, Mr. Garcia's daughter. This was followed by a partnership between Mr. Garcia

and Blas and Herlinda Salinas. The young married couple lived upstairs above the store and started their family. They had 4 children. When Mr. Garcia passed away in 1944, Mrs. Herlinda Salinas inherited the store, stock and merchandize.⁷

By the middle of the 1960's, the new trend of western wear became evident and fast-emerging suggesting long permanence. This clothing honoring the lifestyle of the Vaquero⁸ (cowboy) would prove to be a lasting and important offering to the citizens of Hebbbronville. A Vaquero was originally a Spanish or Mexican cowboy who displayed top skills in horsemanship, roping, and handling cattle. Before settlers came to Texas, Vaqueros were driving cattle throughout Mexico, Texas and New Mexico for a patron (wealthy ranchers who had been given land grants from the King of Spain). Often, a Vaquero would set up his home and family on the ranch and his future generations would build their livelihood the same way, often staying on the same ranches. Today, the spirit of the Vaquero and his lifestyle is still lived in Jim Hogg County where the philosophy is "life is short....take it slow." Vaqueros and rancheros take pride in the traditional way of ranching⁸ and continue working their cattle this way. The spirit of the Vaquero is honored in Jim Hogg County and Hebbbronville on the first Saturday in November consequently preserving history and educating the community⁹

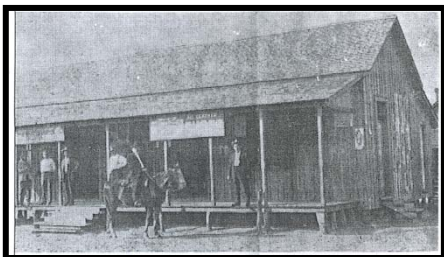
The New York Store has been remodeled several times to accommodate the "changes in the community of Hebbbronville. The old porch roof was replaced with two story columns and brick was used to cover the exterior walls. Two picturesque windows are located uniformly on both front walls of the store which now displays numerous Western style clothing. The store has many features that are part of the original house; among them are the pocket French style doors.

In 1998, Mrs. Margarita Ellison retired as a teacher from the Hebbbronville schools to collaborate with her parents in a partnership of the store.¹⁰

The New York Store has been on this same location for almost 100 years. Great emphasis was placed on stocking the New York Store with a wide selection of western outfits. Quality was never sacrificed and the new business commitment to leveraging this western style proved to be a good business decision. Demand for western wear has continued to now.

The year 2009 marked the centennial of this historical building. It has served the citizens of Hebbbronville and Jim Hogg County since 1909. It has a historical significance to the community of Hebbbronville and surrounding communities because it provides a link to their past which predates the establishment of Jim Hogg County. The New York Store named by its owner, Mr. S. E. Garcia, after his beloved city of New York, rekindles an era forever gone. One might say, "One hundred years, measured against the centuries of recorded history, is but a short gap of time. Yet in terms of **the lives of the citizens of Hebbbronville, a century is but a long-lasting era that justifies the writing of a historical testimony.**"

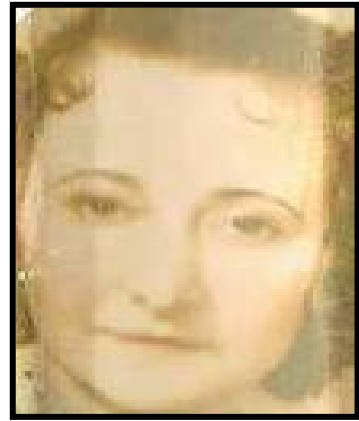
An official Texas Historical Medallion for **The New York Store** will provide awareness and understanding of historical events that took place years before. It will serve to inform and educate the young people of Hebbbronville on the need to value and respect earlier generations and their accomplishments.



1909



2010

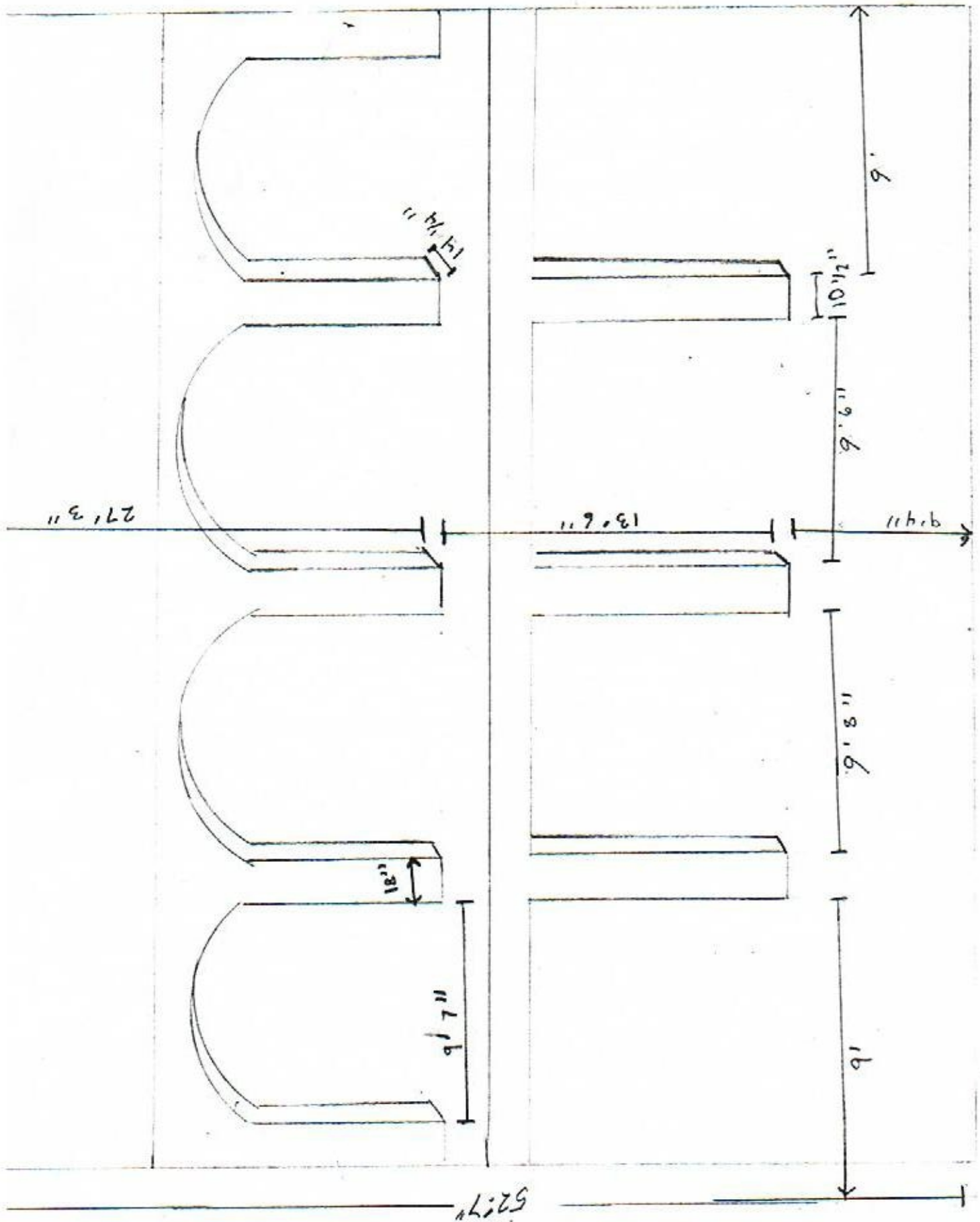


IV. DOCUMENTATION

1. Garcia- Salinas personal documents- Historical account of the 100th anniversary of the New York Store –Coy Garcia
2. Wikipedia, Texascrapes.com South Texas towns
3. Wikipedia, the free Encyclopedia- 2003 Invasion of Iraq
4. Handbook of Texas online, Jim Hogg County history
5. Jim Hogg County Enterprise, May 23, 1963 edition p. 1
6. Jim Hogg County Enterprise, May 30, 1963 edition, p. 6
7. S.E. Garcia last will and testament
8. Vaquero Festival Association online
9. Blas M. Salinas & Herlinda Garcia Salinas last will and testament

Inside
FLOOR Plan

The New York Store
308 E Galbraith
Hebbronville, Tx



Upstairs

The New York Store
308 E Galbraith
Hebbronville, TX



**THE NEW YORK STORE
306 E. GALBRAITH ST.
HEBBRONVILLE, TEXAS 78361**

The metes and bounds of the New York Store in Hebbroville, Texas would be: "From the point on the north side of the store 48 feet, east side 82 feet then the south side facing Galbraith street having a rectangular porch measuring 48 feet and another 82 feet on the west side and down to the starting point. The building is situated on 0.172 acres.

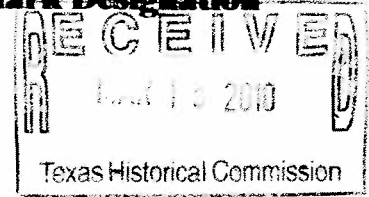
Job # 10JH01

Authorization for Recorded Texas Historic Landmark Designation

Property considered for designation:

Name of House, Address of House, Name of County, Texas:

New York Store, 306 E. Galbraith, Hebronville, Jim Hogg County



Legal Description (Lot and Block or Metes and Bounds):

The Recorded Texas Historic Landmark (RTHL) designation is awarded to historic structures deemed worthy of preservation for their architectural integrity and historical associations. Authorized by the Texas Legislature under Texas Government Code, Chapter 442, RTHL is the highest honor the state can bestow on historic structures in Texas. Designated properties are afforded a measure of legal protection and become part of the recorded history of the state's built environment.

Benefits of the RTHL designation:

- Recognition that a property is of local, regional or state significance.
- Protection for up to 90 days from exterior alterations, including demolition or relocation.
- Ad valorem tax exemptions, where granted by local taxing authorities.
- Inclusion in the Texas Historic Sites Atlas.
- Technical preservation assistance through the THC.

Responsibility of the property owner under the RTHL provision, as noted in Texas Government Code, Chapter 442.006 (f):

A person may not damage the historical or architectural integrity of a structure the commission has designated as a Recorded Texas Historic Landmark without notifying the commission at least 60 days before the date on which the action causing the damage is to begin. After receiving the notice, the commission may waive the waiting period or, if the commission determines that a longer period will enhance the chance for preservation, it may require an additional waiting period of not longer than 30 days. On the expiration of the time limits imposed by this section, the person may proceed, but must proceed not later than the 180th day after the date on which notice was given or the notice is considered to have expired.

Additionally:

- The designation requires the public display of the Recorded Texas Historic Landmark marker. The marker is the property of the State of Texas and may not be removed or relocated without the prior permission of the Texas Historical Commission.
- RTHL status is a permanent designation which is retained with the property even upon transfer of ownership. Only the Texas Historical Commission may remove the designation.
- Structures designated as RTHLs do not have to be open to the public, but the marker must be accessible to the public.
- RTHL designation does not imply eligibility for federal tax incentives for rehabilitation.

I, the property owner or legal administrator of the property noted herein, signify below that I have read the information regarding Recorded Texas Historic Landmarks and that I voluntarily seek the designation for the property. I further promise to comply with the provision noted in the Texas Government Code.

Name (print) Margarita S. Ellison
 Mailing address: P.O. Box 787
 City, state, zip: Hebronville, Texas 78361
 Phone: (361) 527-3469 Email: azprez@yahoo.com
 Signature: Margarita S. Ellison

8080116
 ck # 7839
 \$750.00



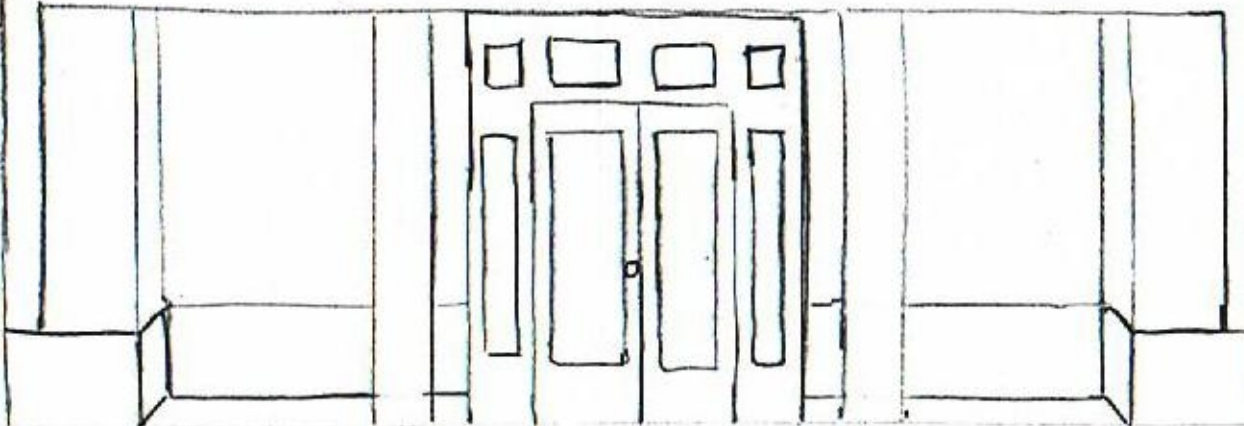
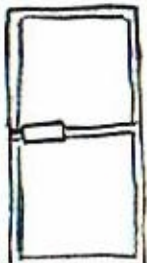
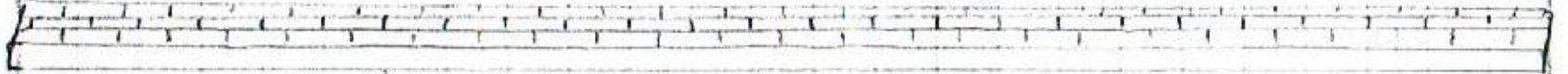
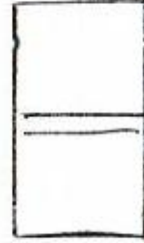
Outside

THE

NEW

YORK

STORE





ENTERPRISE

THE

NEW

YORK

STORE.

RED WING SHOES

ANNIVERSARY
YORK STORE
Department Store
2009





ENTERPRISE

JIM GALT

THE

NEW

YORK

ENTERPRISE
527-3261
OFFICE
→

RED WING
SHOES



100th ANNIVERSARY

THE NEW YORK STORE

Your Hometown Department Store

1909

2009











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2009



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1909

2009

