Nathan, Melvin, Jerry and Mickey Gart were all born in Denver, Colorado. Nathan Gart, the founding father of Gart Sports, was the son of a house painter who had emigrated from Russia. Gart dropped out of school in 6th grade and started selling newspapers in downtown Denver. He used his profits to begin buying and selling rings and watches from his costumers as a sort of alternative pawn shop in order to support his family. By 1928, he had saved enough money to buy a 12- by 17-foot store at 1643 Lamirer Street for $500. With $33 in fishing equipment as his inventory and high hopes, he opened Gart Bros., a family sporting goods store specializing in hunting, fishing, and camping supplies. His first sale was a pocket knife.

The store soon became a family operation when Nathan's brothers began helping him with the business - George in 1932, Kibby in 1934 and Melvin in 1946. The brothers incorporated the company as Gart Bros. Sporting Goods Co. in 1946. Nathan's sons, Jerry and Mickey, would also eventually join the family business.

The Gart family introduced the word “Sniagrab” (“bargains” spelled backward) for their annual Labor Day Weekend Sale, which over the years has become one of the largest ski sales in the world.

By the late 1960s, after owning five stores in Denver, they settled on the former Cullen Thompson Chrysler Plymouth building located at 10th and Broadway, now known as the “Sportscastle.”

Gart Sports Company is the second largest sporting goods retailer in the United States.