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United States Department of the Interior
National Park Service

National Register of Historic Places Nomination Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Walnut Tire & Battery Co. - Globe Publishing Company Building
other names/site number _____

2. Location

street & number 1417-1425 Walnut Street not for publication N/A
city or town Des Moines vicinity N.A
state Iowa code IA county Polk code 153 zip code 50309

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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 _____ nationally _____ statewide X locally. (_____ See continuation sheet for additional comments.)

Signature of certifying official

Date

[Handwritten Signature] 30 Nov 2016

State Historical Society of Iowa

State or Federal agency and bureau

In my opinion, the property _____ meets _____ does not meet the National Register criteria. (_____ See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): _____

Signature of Keeper

Date of Action

[Handwritten Signature: Edson R. Beall] 1-17-17

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(do not include previously listed resources in count)

Contributing	Noncontributing	
<u> 1 </u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u> 1 </u>	<u> 0 </u>	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

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE: specialty store

INDUSTRY/PROCESSING/EXTRACTION:

communications facility

COMMERCE/TRADE: business

DOMESTIC: multiple dwelling

Current Functions

(Enter categories from instructions)

INDUSTRY/PROCESSING/EXTRACTION

VACANT

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19th & 20th CENTURY REVIVALS

Materials

(Enter categories from instructions)

foundation BRICK

walls BRICK

roof ASPHALT

other STONE

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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)

- 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.
- 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 a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)

- preliminary determination of individual listing (36 CFR 67) has been requested.
- 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 # _____

Areas of Significance

(Enter categories from instructions)

COMMERCE

INDUSTRY

ARCHITECTURE

Period of Significance

1925- 1941

Significant Dates

1925

1928

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Unknown

Wiedenman, Herman T.

Walnut Tire & Battery Co. – Globe Publishing Company Building
Name of Property

Polk
County and State

10. Geographical Data

Acreeage of Property less than 1 acre

Latitude/Longitude Coordinates (decimal degrees)

(Enter coordinates to 6 decimal places; place additional references on a continuation sheet)

Datum if other than WGS84: _____

	Latitude	Longitude	Latitude	Longitude
1	<u>41.583870</u>	<u>-93.635599</u>	3	_____
2	_____	_____	4	_____

See continuation sheet.

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Jennifer James, MAHP organization Jennifer James Communications, LC

street & number 4209 Kingman Blvd. telephone 515/250-7196 email jenjames123@gmail.com

city or town Des Moines state IA zip code 50311 date 3/2/2016, revised 10/10/16

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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.

Photographs: Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

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

name Tim Rypma, Bronson Partners, LLC

street & number 100 Court Ave, Ste 204 telephone 515-419-1445

city or town Des Moines state IA zip code 50309-2257

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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7. Narrative Description

Summary

The Walnut Tire & Battery Co. – Globe Publishing Company Building, 1417-1425 Walnut Street, Des Moines, Polk County, Iowa, (hereafter referred to as Walnut Tire-Globe Publishing Building) occupies a midblock lot in the heart of the former automobile sales, auto-related service, and manufacturing district on the western edge of the downtown commercial core. The two-story rectangular building, completed by 1925 with a 1928 addition that doubled the building's size, is a two-part commercial block with a decorated facade that wraps the southeast and southwest corners. Constructed as a multi-use building for auto-related businesses with second-story publishing/printing use, the building was a less-common Auto Row type (multiple-tenant), and also is unusual for its wide façade, which spans 133 feet; it stands as an important surviving building type: interwar multiple-tenant auto building. The building retains its original fenestration pattern including garage door bays on the first floor and many windows on the second floor. The interior is divided into two zones: first-floor automotive service and sales and second-floor front offices with rear light-industrial workrooms. This rare-surviving Auto Row building retains significant architectural integrity and clearly communicates its historic associations with the early automobile industry, which flourished in Des Moines in the 1920s when this building was constructed, and the Auto Row continued as an important business sector through the period of significance, which ends 1941, the ending of the interwar era, during which time the building remained under its original ownership with occupancy by the original two anchor tenants.

On the exterior, the significant original brick with stone trim remains, as do most original window and garage bay openings, with a few original windows remaining. Many original finishes exist in the building, including on the first floor exposed tall ceilings, exposed masonry walls, structure steel, and concrete floors, and on the second floor finished walls and ceilings (plus two skylights), some structural steel, and wood floors. In addition, an unusual central light well stands, built to provide illumination and ventilation.

Setting

The Walnut Tire-Globe Publishing Building is located on the built-up western edge of the downtown Des Moines commercial business district formerly known as "Auto Row," a commercial and light industrial district associated with vehicle sales, associated auto-related businesses, and light-industrial publishing and manufacturing. Starting in the 1910s, the burgeoning auto industry pushed west from the existing retail core into the neighboring "West End" residential district, replacing late-nineteenth frame houses with mostly one- and two-story masonry showrooms, service garages, accessories shops, and related buildings. By 1924, when construction began on the Walnut Tire-Globe Publishing Building, the district extended from Grand Avenue (two blocks north) to Mulberry Street (one block south), and from Eighteenth Street (west) to Ninth Street (east). While Locust Street (one block north), was the epicenter for premier auto showrooms, Walnut Street supported key auto-related sales and service businesses, showrooms for truck, tractor, and used vehicles, and light-industrial manufacturing and printing.

As laid out in the mid-nineteenth century, Walnut Street terminated west at 19th Street (later, the street was

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shortened to terminate at 16th street due to the one-time location of the city water works pump house) and continued east across the Des Moines River and past the state capitol. On both sides of the river, the street served as an important retail shopping zone. In particular, west Walnut Street from 3rd to 8th Streets contained key retail shopping for clothing, shoes, and furniture via department stores and individual shops. The extension of Walnut Street for auto-related retail built upon the association of the street as an important retail destination. Although much of the greater Auto Row has been redeveloped in the last fifteen years; Walnut Street and the south side of Locust Street (across the alley) from 13th Street to 15th Street retain the largest concentration of scattered extant early-twentieth-century Auto Row buildings—a mixture of narrow one-story and some wider two-story buildings, auto sales lots (parking lots), and two taller and larger factory complexes (Crane and F.W. Fitch Company, both NRHP) along Walnut—with some modern parking lots and later construction intruding. And along the south side of Locust, multi-story auto dealership/distributorship buildings on Locust (including the D.S. Chamberlain Building, Studebaker Corporation Branch Office Building, both NRHP, and Apperson-Iowa Motor Car Co. Building and G.W. Jones Building, pending NPS approval). This makes the rare surviving buildings such as the Walnut Tire building all the more important.

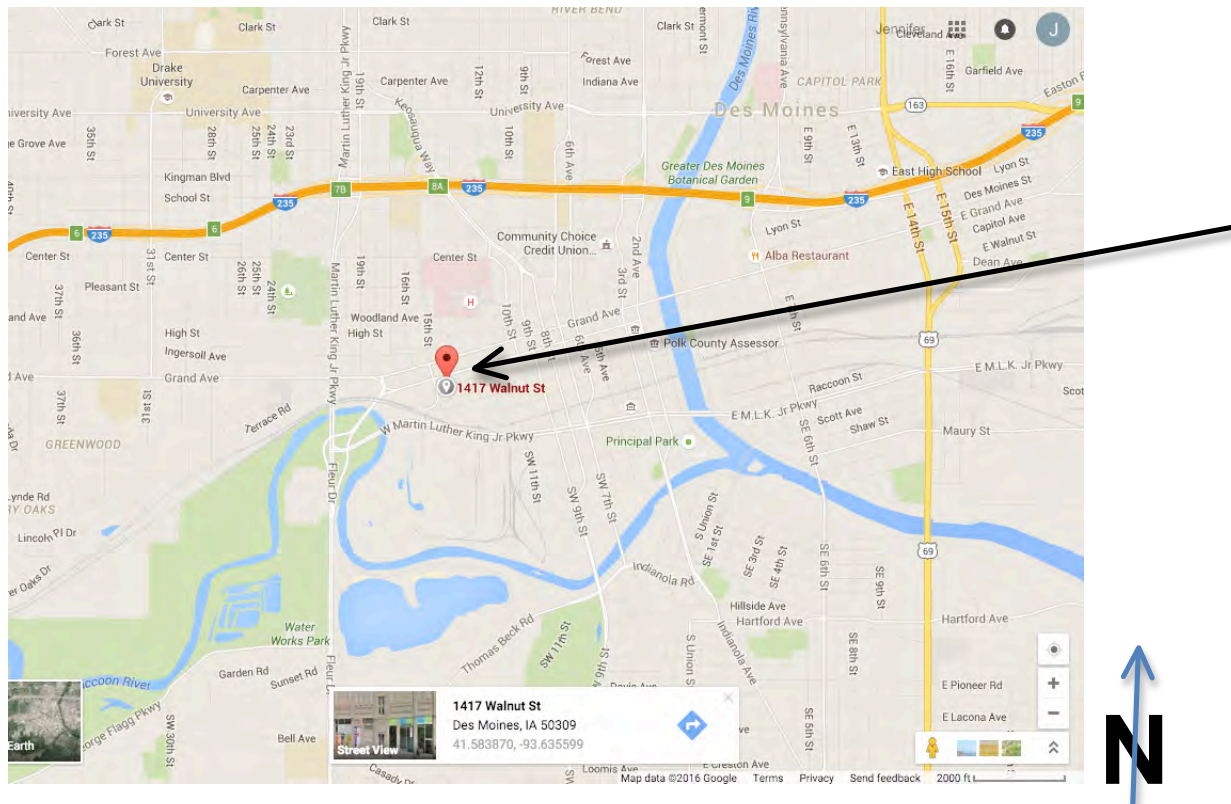


Image 1: Location map showing 1417-1425 Walnut Street located between the north-south flowing Des Moines River and east-west Raccoon River; arrow points to subject property. (Google earth, 2016)

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Site

The building occupies Lots 3 and 4, Block 38, of Lyon’s Addition, in the middle of the north side of the 1300-1400 block of Walnut Street, which retains rare and scattered remaining Auto Row buildings. The combined building site is flat and shallow in depth, measuring 133 feet by 84 feet (east-west frontage width by north-south depth). As with many other Auto Row commercial buildings, the Walnut Tire-Globe Publishing Building’s rectangular footprint occupies the entire lot, abutting what were originally three public alleys and front concrete sidewalk with no setbacks. This makes the Walnut Tire building somewhat unusual in the Des Moines Auto Row in that it was built as freestanding. It should be noted that 14th Street is not a through street at Walnut Street; rather, a stub of 14th Street exists as an alley on the north side of Walnut Street and essentially creates a double block bounded by through north-south 13th and 15th streets.

The south elevation is the main and primary facade, and abuts the public concrete sidewalk next to Walnut Street. The north elevation abuts the paved east-west public alley, which runs between Locust and Walnut streets. The aligned garage door openings on the south front and rear north elevations would have permitted convenient through-traffic of automobiles via Walnut Street and the rear alley. The west elevation overlooks a modern paved parking lot, the west alley having been vacated by the City of Des Moines and now under separate private ownership. The east elevation overlooks the paved north-south public alley and beyond the alley a paved former used-auto sales yard that existed by the 1950 Sanborn map. There are no landscape features.

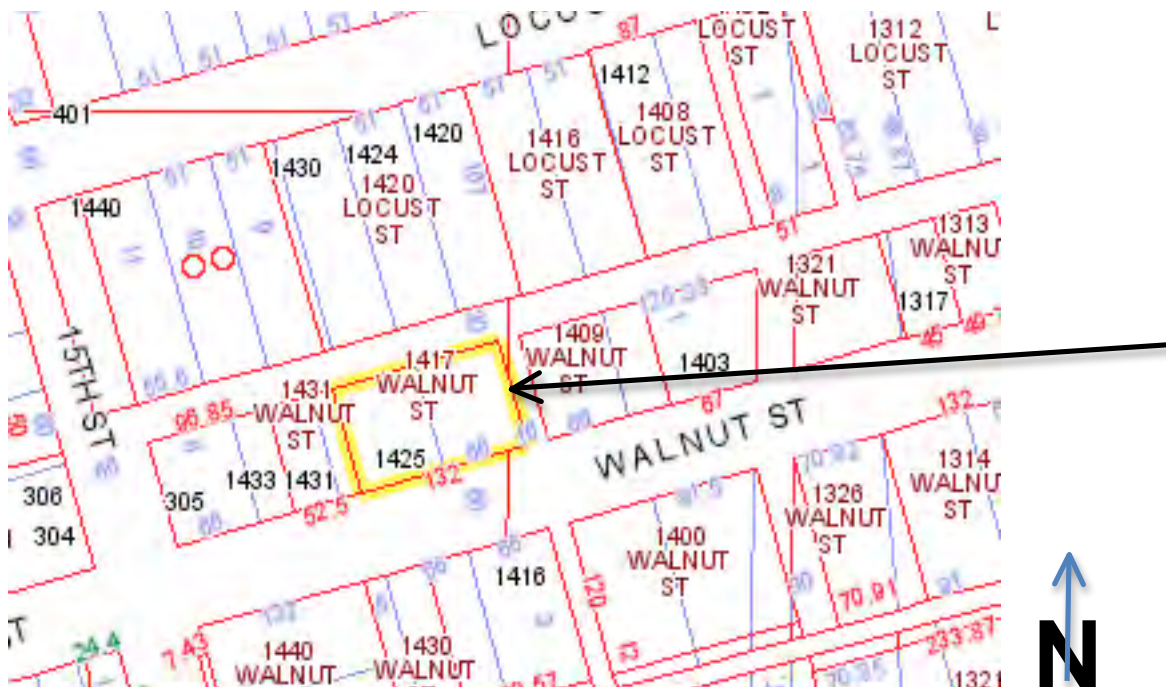


Image 2: Parcel map of 1417-1425 Walnut Street; arrow points to subject property. (Polk County Assessor’s Office, 2016)

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Building

Structure

The rectangular plan footprint measures 133 feet (east-west) by 84 feet (north-south), covering the entire building lot. The structure consists of brick-veneered structural clay tile walls over a concrete foundation, interior structural steel columns likely set over concrete piers/footings, deep steel I beams on the first and second stories, wood joists elsewhere, and mostly concrete floors on the first story and wood strip flooring on the second story (partially covered by linoleum-type cover-up floor tile). Newspaper reporting about the 1928 western addition noted that the building was constructed to accommodate a future third story, which was never built. (*Des Moines Register*, June 26, 1928) Two small partial basements exist: one at the southeast front, accessible via an in-floor door with stairs below; and one in the north rear near the smokestack, accessible via an enclosed set of stairs leading to the boiler room. Circulation occurs via the 1928 centrally located interior staircase, behind which exists a central light well (now capped rooftop). A non-original metal rear fire escape is located on the north elevation. Freight hauling to the second floor occurred via a hoist I beam through double wood doors on the second-story rear north elevation. (The building was not constructed with an elevator.)



Image 3: Pictometry image of 1417-1425 Walnut Street, looking north. (Polk County Assessor's Office, April 2014)

Exterior

As designed by an unknown architect or perhaps by the local builder Herman T. Wiedenman (general contractor of the 1928 western addition), the building is of a simplified and restrained Late Gothic Revival (Collegiate Gothic) style. (*Des Moines Register*, June 26, 1928) Here, the style is embodied by the mostly symmetrical design, centered main entrance (central staircase), engaged brick piers that surmount the roofline as simple pinnacles, decorative brickwork, stone details, and parapet walls instead of a cornice. The

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Walnut Tire-Globe Publishing Building's dual nature of commercial and light industrial is reflected in the decorative façade and utilitarian rear. The facade wraps the building on the east and west elevations, with the same building materials employed on the southeast and southwest corners; the façade extends back some 9 feet on the west and some 16 feet on the east. Behind the façade wraparound, the building adopts an industrial appearance.

The main exterior building materials are combed-finish variegated red and brown bricks on the primary and wraparound facades (painted), with common variegated brown/orange bricks with light mortar employed on the remainder of the 1924 west walls and common variegated red brick with light mortar employed on the remainder of the 1928 east walls.

The facade contains stone for engaged pier bases and capitals, pinnacle insets, and coping. Wood was used on the primary facade on the first floor for window frames, entry doors, and bi-fold (side-hinged) garage doors (most appear to have been replaced by second- or third-generation metal storefront window and door systems and replacement overhead garage doors) and second-story double-hung wood windows. Secondary facade windows are replacement wood double-hung on the west second story and steel-sash on the east half; most windows are covered with plywood and/or painted.

The building features a mostly flat front with brick in a running bond pattern, engaged brick piers, and recessed window and door openings. The brick piers extend beyond the flat roofline capped with stone coping; the flat built-up asphalt roof slopes north to the rear for drainage, with a rear gutter handling water. The east and west side elevations stair-step down to the rear, reflecting the fall of the roof; clay-tile coping tops all of the east and all but the façade wrap on the west elevation. On the roof, two original skylights remain in place. These skylights include integrated industrial fans, with each skylight centered on a half of the building; the eastern skylight has been covered with black roofing tar/asphalt. Various vents, mechanical equipment, plus an access hatch are also located rooftop.

South elevation: This main and primary facade features mostly symmetrical brick wall divided by eight brick piers with decorative stone trim, and masonry panels defining the window and door openings, both first and second story. The nearly symmetrical two-part façade of the commercial block is divided horizontally into two distinct zones: the ground level dominated by large display and garage door openings for the original and long-standing auto-related businesses that used these spaces; and the upper level dominated by a string of double-hung windows built to illuminate front offices for publishing companies that occupied the second story. The building can also be divided into west (1925) and east (1928) halves. A quick glance at the building and it appears that the shared central staircase divides the building in two, with each half segmented into three sections by engaged brick piers that project above the roofline. Closer examination shows that the central staircase is located within the eastern half of the building, and for this reason the middle of the three eastern segments of the building is narrower in size as compared to the three uniform segments on the west half. Architectural decorations established on the 1925 western half are carried through on the 1928 eastern half, except for the façade wrap on the east elevation is simplified, as will be further discussed below.

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At the street level, the facade is divided into six sections, each containing recessed opening(s) for garage door, storefront window(s), and/or pedestrian door(s). Fenestrations have been filled with second- and perhaps third-generation garage doors and storefront window and door systems, with windows set on brick bulkheads. (These changes occurred after the interwar era period of significance.) The third section from the west contains what appears to be a rare-surviving wood-framed three-light transom and wood framing surrounding a replacement garage door (covered with plywood). The eight brick piers set on stone bases bear the upper facade wall. The brick wall is painted, but peeling paint offers a glimpse of brown and red variegated wire-brushed brick, laid in running bond.

Above the first-story fenestrations are horizontal rectangular decorative brick panels composed of brick headers with stone or other light-colored material highlighting the corners (per the circa-1928 photograph). On the second story is a ribbon of twenty-four original window openings with 1-over-1 double-hung sashes, with all but the pair illuminating the stairwell regularly spaced within the brick wall. Four of the sections separated by the brick piers contain four window openings each topped with a continuous row of soldiered bricks; two sections contain two windows each. Each window opening (or pair in the case of the stairwell windows) rests on a brick sill. Above the second-story window openings are horizontal rectangular decorative brick panels composed of brick headers with stone or other light-colored material highlighting the corners (per the circa-1928 photograph); the exception is the central staircase entrance, which has double vertical rectangles with the same decorative corner pieces as elsewhere noted.

Carved stone accents the south front façade. Stone bases and capitals adorn the eight engaged piers, including the western side of the southwest corner pier. Nine original pentagonal crest-like inserts crown the brick piers on the south elevation and west façade wrap. Stone pieces may also be used in the aforementioned decorative brick panels, used on the south elevation and west façade wrap. At the roofline, original stone coping crowns the low parapet wall on the south elevation and west façade wrap.

West elevation: The facade wraps around from the south elevation to the southwest corner, continuing the same brick (painted) laid in a running bond with stone coping at the roofline. Common brick (unpainted) then continues to the alley, with the parapet wall stepping down at regular intervals. A faded “ghost” painted sign exists on the northwest corner, perhaps indicating a business entrance or exit on the north elevation; the wording is so faded/painted over as to be illegible.

This elevation contains five window openings at the alley street level: one in the facade wraparound and four in the common brick industrial portion (with brick sills and infilled by a prior owner with concrete block). The southernmost window opening (southwest corner) features a large original fenestration opening with transom above and storefront glazing below, infilled with plywood due to breakage.

On the second story are twelve original window openings with 1-over-1 double-hung sashes. The window arrangement is symmetrical, with paired windows (with shared brick sill) and two single windows (each with a separate brick sill) alternating. The paired windows in the southwest corner, in the façade wrap area, are

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covered with plywood but remain in place on the interior.

North elevation: The common brick wall is unpainted; a small older painted sign exists near the northwest corner. The dark brown brick smokestack divides the east and west halves of the elevation. At the alley street level, the elevation features ten window, pedestrian door, and garage door openings. The west half has three garage door openings, two of which are infilled with concrete block and a third recessed opening contains a wide modern metal garage door; one window opening with brick sill, infilled with concrete block; and one recessed pedestrian door opening containing a modern door and screen door. The east half has one recessed garage door opening, containing a modern metal garage door; three recessed window openings—two large and one small under the fire escape—with intact brick sills, covered with plywood, and containing original steel-framed industrial windows (glass and sash painted with white paint) visible from the interior; and one pedestrian door opening infilled with concrete block.

The second story contains fifteen window and door openings, a hoist bar, and non-original metal fire escape. The west half features a symmetrical arrangement of ten paired and single original window openings with brick sills containing 1-over-1 wood double-hung sashes; the openings are covered with plywood but remain in place interiorly. The east half contains three original window openings with brick sills containing steel-framed twenty-light industrial sashes; some lights and possibly steel framing have been removed in places, perhaps to accommodate vents or air-conditioning units. The east second-story also contains two recessed door openings, one containing a metal fire door (formerly a fire escape?), the other containing double wood doors with a steel I-beam hoist bar for transferring goods and opening to the non-original metal fire landing and stairs (determined non-original because it is fastened over a first-story boarded-up steel-frame window and runs across a second steel-frame window).

The roofline has a metal hanging gutter with one metal downspout on the west end channeling water and a second downspout opening (downspout is missing) on the southeast corner.

East elevation: The facade wraps around from the south elevation to the southeast corner, continuing north in same brick (painted) laid in a running bond with clay-tile coping at the roofline. Unlike the original 1925 west half, the 1928 east half of the building does not use stone trim, header panels above windows, nor stone coping. Common brick (unpainted) continues to the alley, with the parapet wall stepping down at regular intervals. Ductwork, conduit, and an air-conditioning window unit are attached to or protrude from the brickwork.

This elevation at the alley street level contains seven fenestrations. In the façade wraparound there is one large original double storefront window opening with transom; the window glazing system is a modern replacement within the original window opening. Beyond the façade wraparound are two small original window openings with brick sills containing modern replacement glazing (the circa-1928 photograph shows small double-hung windows in these locations); a large garage door opening covered with plywood (modern garage door exists interiorly), located within an original steel-framed double window opening; a recessed pedestrian doorway containing a modern metal fire door; and two original window openings with brick sills

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covered with plywood (original triple twenty-light steel-framed windows with centered ventilating sash exist interiorly). \

On the second story are eight regularly spaced original window openings with brick sills, each containing an original steel-framed twenty-light industrial window with centered ventilating sash. Most of the glass lights and frames have been painted on the interior.

Light Well

A light well exists behind the central staircase, but has been covered (roofed over) at an unknown modern date. On the second story, steel-framed industrial-style windows of various sizes and stuccoed walls exist on all four sides of the narrow rectangular shaft at the second-story level. On the first story, a sloping glass roof remains intact on the east half of the building; evidence of (nonextant) roof drains can be seen. (Burnham) On the western half of the first floor, the masonry west wall includes five or so small window openings with what appear to be original hopper windows near the ceiling that vent into the light well.

This open area provided each half of the second-story building natural light and ventilation on all four sides, and as well as the western half of the first floor. The interior of the light well has light-colored stuccoed on the walls, which may have been added to increase reflection of light in the space.

Interior

The interior configuration and original building materials/finishes of the Walnut Tire–Globe Publishing Building clearly reflect its historic commercial and light industrial use. Although first-floor small storefront areas and second-floor small offices have been predictably updated with modern cover-up materials, circa 1970s, the large rear workspaces of the first-floor auto service and second-floor printing workshops contain many original exposed building materials, structural members, and finishes. The roof has severely leaked for many years, causing plaster ceiling and limited wall damage on the second story, which has been vacant for at least fifteen years. (Nims) Selected removal of cover-of circa-1970s office cladding has found original materials behind the dropped ceilings, plywood paneling, carpeting, and linoleum-type tile floors. The original central steel staircase with steel-pipe railing remains intact.

Vertical circulation in the building occurs via the original central staircase, the rear hoist (for goods), and the non-original rear fire escape. Horizontal circulation between the two halves of the building occurs via original and later interior doorways on both first and second floors.

First Floor: The building in total has two storefronts with rear work areas behind, one full-length garage bay, and one central staircase. The 1925 west half contains the garage bay and small central storefront with large rear workroom; the 1928 east half contains the central staircase and small southeast storefront with large rear workroom. Dividing west from east is the original 1925 east perimeter masonry wall, upon which the central staircase and metal roof of the light well are built. Perimeter masonry walls are all painted white.

Partitions for the storefronts and garage bay are wood-framed with plywood sheathing or drywall for 1970s-

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era modern walls and vertical plank boards for older walls. See attached architectural drawing A1 Level 1 Plan for partition layout. The southeast storefront has a dropped ceiling and largely modern walls and concrete floors, with some older/original plaster in the southeastern corner perimeter walls and what appears to be wood-strip flooring over the partial basement. The southwest storefront has concrete floors under modern tile, a partial modern dropped ceiling, and beyond a soaring open and exposed ceiling.

Structural steel (deep I beams riveted to steel columns) provides large clear spans, visible in the rear workrooms to accommodate moving vehicles and large-scale auto equipment. The steel I-beams in the 1925 west half are stamped SCULLIN, from St. Louis, Missouri-based Scullin Steel Co.; the steel I-beams in the 1928 east half are stamped INLAND, from East Chicago, Indiana-based Inland Steel Company. Throughout the rear workspaces and garage bay, floors are concrete; some of the concrete may have been resurfaced due to city code-mandated water and sewer line updates. One section of concrete is marked "1966."

The central staircase, which is only reached from the exterior sidewalk level via double doors and interior second-floor spaces, contains what is likely an original black-painted steel staircase with steel-pipe handrails. The floor is clad in water-damaged linoleum-type tiles over concrete. Walls are plaster and the ceiling had been plaster, but only the wood lath remains due to damage from pervasive roof leaks. The staircase rises to three landings, one of which is illuminated by two double-hung windows on the façade and a second by a painted-over steel-framed window on the light well. Doorways open to the east and west halves of the building from the top landing. Modern fluorescent light fixtures provide additional illumination.

Second Floor: The second floor is divided between west and east halves, with the central staircase, light well, and rear hoist loading area positioned at roughly the center of the building. Internal circulation between the two halves occurs at the top of the central staircase, where a doorway from each half opens, and at the rear via a fire door in the original east wall of the 1925 west half. On both halves, the masonry perimeter walls and masonry light well walls have been plastered and painted, with some plaster damage caused by water infiltration. The replacement double-hung wood windows are covered from the exterior in plywood and are recessed with original rounded plastered window reveals. Some of the windows have metal tracks (replacing window-weight system) and others appear to retain ropes and pulleys. The front offices on the west side have partition walls of older/original bead-board with interior windows hidden behind modern cover-up plywood paneling and some modern partition walls, while the east half has plastered front office walls mostly hidden behind modern cover-up plywood paneling with some modern plywood partition walls. Also on both halves, ceilings are plastered and skylights illuminate the rear workroom behind front offices. Each half will be discussed separately below. (See attached architectural drawing A1 Level 2 Plan.)

West half: Entered from the stair landing through a doorway, this five-room front office area features a mix of older/original beaded-board walls with interior windows covered with modern plywood and modern plywood-sheathed frame partition walls. Some of the office doorways are open, but at least two contain an older horizontally paneled door surmounted by a bead-board-infilled transom. Floors here and in the rear workroom are clad in linoleum-type tile over plywood underlayment over original wood strip flooring. Modern

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ductwork hangs low off the ceiling.

Behind the front offices is a large open workroom punctuated by two rows of steel columns with east-west I-beams riveted to them. The beams lie on top of the plaster ceiling and tie into engaged pilasters on the east and west plastered walls. Flooring is linoleum-type tile, possibly with wood strip flooring beneath. In the northeast corner of the workroom are older/original small toilet and shower rooms. A rear fire door exists in the northwest corner; the doorway has a concrete threshold and wood trim around two sides. The heavy wood six-board-wide sliding fire door has been removed from its rolling apparatus.

The workroom is illuminated and ventilated by double-hung windows on the west and north walls; steel-frame industrial windows with central ventilation sash on the west light well wall; and the skylight with integrated fan.

East half: Entered from the stair landing through a doorway, this seven-room front office area includes four front offices and two toilet rooms. The north wall of the office area is plaster over lath. The interiors of offices are fully clad in modern plywood paneling, dropped ceilings, and carpeting, with original plaster walls and ceilings beneath.

Behind the front offices is a large workroom punctuated by a single row of steel columns onto which are riveted steel I-beams that run east-west. Sometime in the modern era the large workroom was subdivided using plywood partitions to create a central darkroom (in the location of the skylight, which has been covered with tar to black out light and perhaps water infiltration), a small cold-storage room, and two northeast rear offices. As with the west half, the steel beams lie on top of the plaster ceiling and tie into engaged pilasters on the east and west plastered walls. Flooring is mostly wood strip, with some applied linoleum-type tiles. Modern ductwork hangs low off the ceiling; an old furnace and water heater are located in the open; old or original radiators are scattered on the perimeter walls..

The workroom is illuminated and ventilated by steel-frame twenty-light industrial windows with central ventilation sash set recessed into the north, east, and west (light court) walls; and the skylight with integrated fan, which is not currently in use.

In the northeast corner behind the light well is the manual hoistway for transporting goods to and from the alley. On the rear west wall (formerly the exterior wall of the 1925 west half), stands the fire doorway with rolling heavy wood fire door that opens to the west half of the building.

Partial basement: A southeastern front partial basement storeroom exists, with access from a wood hinged door in the floor. Wood stairs lead to a concrete floor area with exposed masonry walls. Wood shelving provided storage for auto parts. (Nims)

A rear northeastern partial basement contains the boiler room. It was unavailable for examination; the stairs are contained within a wall-off area near the smokestack on the north wall.

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Integrity

The Walnut Tire & Battery Co. – Globe Publishing Company Building retains integrity for National Register listing as a rare surviving Auto Row building and rare-surviving multi-use Auto Row building built during the interwar years and used primarily for auto and publishing uses from 1925 through circa 1960.

A few points regarding integrity and design. Throughout the building and on the exterior, selective demolition to ascertain the survival of historic features, finishes, and materials has uncovered many original materials. It has also become clear that many changes made to the building are largely reversible—and therefore do not impair the quality of design. In short, original historic building materials, finishes, and essential physical features of the building remain.

Regarding the south elevation: The main façade's first floor has been somewhat altered as auto-related tenants moved out as the Auto Row faded. Ground floor alterations are to be expected in commercial buildings such as this, as tenants update to better serve customers. Given that this is a rare-surviving multiple-tenant-type Auto Row building and that original fenestrations remain, some original framing and transoms remain, and the rest of the building retains significant integrity behind and underneath cover-up materials—the loss of the storefront windows and garage doors should not impede historic designation.

Seven Aspects of Integrity:

The Walnut Tire – Globe Publishing Building retains excellent integrity in one aspect, very good historic integrity in five aspects, and good historic integrity in one aspect.

Location: With regard to location, its integrity is excellent. The Walnut Tire – Globe Publishing Building remains at its original site, with the original orientation of public sidewalk in front of the south facade and public alleys at the east side and rear north elevations.

Design: The design continues to reflect the building's historic dual function of auto repair and parts sales and service with upper level front offices and rear industrial workrooms. The design also reflects early-20th-century emerging specialized building technology and architecture tailored to auto-related sales and service. As is common for commercial buildings, the storefront window system has been replaced on the first floor; however, the tall window openings remain and portions of garage door framing and transoms remain. The expansive main elevation still retains the original brickwork with original façade detailing including brick panels, engaged brick piers with stone trim, and stone coping. The first floor spaces retain their exposed-construction industrial materials and finishes, including structural steel beams and columns for 1920s engineering designed to carry to live and dead loads of automobiles being serviced. The rear first-floor workrooms and garage bay retain nearly all original utilitarian finishes and features, including the extra-tall exposed ceiling, masonry walls, columns, most original steel-frame windows, and concrete floor. The central staircase and second-floor publishing works spaces retain original plaster ceilings and perimeter walls, with some original plaster-walled offices on the east front. The large rear workrooms retain structural

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steel beams and columns, plaster walls and ceilings, and wood strip flooring beneath tile. The rear hoist area with original wood double doors also remains. The interior light well retains stuccoed walls, steel-framed windows, and metal roof at the first story level. The building is well preserved, with no modern additions or demolitions. In these regards, its integrity is very good.

Setting: The overall integrity of setting is good. The Walnut Tire – Globe Publishing Building is located on the north side of the 1400 block of Walnut Street, which retains a number of original early-20th-century Auto Row buildings. The loss of auto-related buildings elsewhere within the former Auto Row district elevates the importance of these rare surviving buildings that remain.

Materials: The integrity of materials is overall good. The Walnut Tire – Globe Publishing Building exterior remains relatively unchanged from when it was originally constructed and the condition of materials remains excellent to good. The brick that predominates is in good to very good condition, with paint removal on the facade and limited repointing required. The stone that accents the main facade is in very good condition. All double-hung wood windows and at least one segment of wood-framed transoms are in place, with some repair needed. Most original steel-sash windows have been retained. And the historic connection to the north and east alleys remains. The rear industrial zones retain the exposed structure that openly displays the raw building components, including the use of structural steel.

Workmanship: The integrity of workmanship is very good. The quality of craftsmanship carried out in the execution of the building is clearly expressed throughout the exterior in the high-quality brickwork, decorative brickwork, and carved stone trim. Inside, second story and stairwell expresses workmanship with the tidy plaster walls and ceilings, including rounded reveals framing the double-hung window openings, and tightly laid wood floors. In the largely industrial first-floor areas, the original well-constructed structural supports and structural steel exposed on the ceilings, neatly laid masonry walls, solid girders, and smooth concrete floors clearly express the engineering technologies of the time.

Feeling: The integrity of feeling is very good. The front facade and the first-floor interior readily convey the Walnut Tire – Globe Publishing Building's historic character as a stylish 1920s multi-tenant auto-related Auto Row building.

Association: The integrity of association is very good. The building retains its association as an early-20th-century auto-related commercial/light industrial building through its large storefront window openings, soaring industrial-finished rear and second-floor work areas. It retains its association as part of the Walnut Street Auto Row through its location in the 1400 block of Walnut Street, which contains many original auto-related and industrial buildings.

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Summary of Character-Defining Physical Features

To summarize, the following are among character-defining physical features of this building, which define the building's significance as an interwar multi-tenant Auto Row building constructed in Des Moines in the 1920s:

- Principal façade (south elevation): The mostly symmetrical wide two-story two-part elevation features a wire-brushed brick wall with engaged brick piers on stone bases with stone capitals and pinnacle insert; original decorative brickwork panels and soldiered bricks defining fenestrations; original first-story fenestrations including an original wood transom windows; original window openings on the second story; and stone coping.
- Façade wraps (1925 west elevation; 1928 east elevation): The same brick wraps from the south façade. The 1925 west wrap repeats the engaged brick pier stonework, stone coping, brick panels; and window openings (storefront opening with transom first story and pair of double-hung windows extant behind plywood second story). The 1928 east wrap contains an engaged brick pier, original opening for a double storefront window with transoms, second-story original steel-framed industrial window; and tile coping.
- Rear secondary elevations: The utilitarian variegated common brick walls, in different hues on 1925 west and 1928 east halves, retain original fenestrations and most original windows. Although the west half has had first-story windows and garage door bays infilled with masonry block, the second-story retains original window openings. The east half walls are punctuated by original steel-sash windows; it also includes the brick smokestack and, on the second story, the rear wood double loading doors with steel hoist beam.
- First floor workrooms and garage bay: The soaring volume of these east and west rooms remains a key feature, as do structural steel beams and deep steel I-beams that served key engineering purposes of creating wide open expanses for maneuvering vehicles and carrying live and dead loads of said autos, plus accommodating a potential but never built third story. The exposed ceilings, large windows to bring in light and air recessed within interior masonry walls, and concrete floors clearly convey the light industrial/auto service use of the building. The light well provided additional illumination and ventilation via interior windows on the west half.
- First-floor storefronts/offices: Wood planking defines the perimeter of the west storefront area; concrete floors remain under tile; exposed ceilings remain above dropped ceiling. The east storefront contains original plaster in the southeast corner perimeter walls, wood flooring over the partial basement, and concrete flooring elsewhere; exposed ceilings remain above dropped ceiling.
- Light well: This space retains original features: light colored stucco walls to help reflect light, steel-framed windows of various sizes, and glass roof over the first-story area.
- Second-floor front offices: Hidden in part behind cover-up dropped ceilings, plywood paneling, and floor

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tiles/carpeting, these offices retain original wood-strip floor, plaster ceilings, and plaster walls punctuated by window openings that are recessed within the walls with rounded plaster window reveals. The west offices also have original/older beaded-board partition walls with interior windows.

- Second-floor rear workrooms: These spaces retain original building materials: plastered perimeter walls, plastered ceilings with structural steel I-beams overlaid and riveted to steel columns, steel-framed industrial skylights with integrated fans, original wood floors (under some tile), rear hoistway with extant wood double doors and hoist beam, and fire door opening with extant fire doors.

Alterations

The Brown family owned the building as an investment property from 1950 until 2003, when the building was sold to the current owner. An attempt at interviewing Thomas Brown, former owner, was unsuccessful. But an informant interview with Craig Nims, the owner of Plasti-Pak, a business that has occupied the building since the early 1970s, reveals that much of the building received an early 1970s interior remodel largely using removable plywood paneling, plywood partition walls, and dropped ceilings. Updated storefront glazing may date to this era as well and appears to have been installed by the time of a 1975 survey photograph. Also approximately during this era, one of the skylights was covered, east and south elevation windows were painted over, the light well was roofed (covered), some rear first-floor window and rear garage door openings on the west half were infilled with modern concrete block, and a new modern garage door opening was installed on the east elevation, in the place of a large industrial steel-sash window opening.

The most recent owner (connected with Plasti-Pak) has made minimal changes to the property, mainly replacing midcentury second-generation wood garage doors with modern metal garage doors, covering up windows with plywood to protect from glass breakage (due to vandalism), and tarred the roof due to long-term roof leaks. A former tenant made minor modifications to the eastern storefront, mainly covering up flooring with plywood and adding a second bathroom.

Despite these changes, much of the original and early historic fabric remains and continues to represent the early auto uses (first floor) and early printing/publishing uses (second floor).

Future Plans

A rehabilitation following U.S. Secretary of the Interior's Standards for Rehabilitation is planned using the historic circa-1928 photograph as a guide for exterior work. Plans call for the first floor to remain commercial in use, and the second floor to be converted to housing (which was one of the historical second-floor uses).

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8. Narrative Statement of Significance

Summary Statement of Significance and Period of Significance

The Walnut Tire & Battery Co. – Globe Publishing Company Building (henceforth the Walnut Tire–Globe Publishing Building), 1417-1425 Walnut Street, Des Moines, Iowa, is locally significant under Criterion C–Architecture and Criterion A – Commerce, being associated with events that have made a significant contribution to the broad patterns of our history: the rise of the automobile industry in Des Moines and the architectural response to commercial tenants. The building is a rare-surviving example of an interwar Auto Row multiple-use building, built to house multiple tenants and constructed in two phases during the mid 1920s, an era of volatility in the auto industry. The first tenants were all auto-related businesses; shortly after construction an established printing company relocated to the second story, introducing a secondary long-term use of the upper level for publishing and printing.

The Period of Significance for the Walnut Tire–Globe Publishing Building is 1925-1941, representing the interwar era, during which the building was constructed in two parts, 1925 and 1928, and also representing key years when longstanding Auto Row businesses leased the building during the original owners' ownership of the building. The significant dates are 1925, marking the year that the western half of the building was completed and leased to three early auto service and repair businesses including Walnut Tire & Battery Co., and 1928, marking the year that the eastern addition was completed to allow tenants Walnut Tire & Battery Co. (first floor) and Globe Publishing Company (second floor) to expand.

Criterion A: The Walnut Tire–Globe Publishing Building derives significance for its association with Commerce as a rare-surviving two-story multi-tenant commercial building associated with the evolution of the automobile and automotive sales and service business in Des Moines. During the interwar era it was home to three longstanding automotive businesses: anchor tenant Walnut Tire & Battery Co., Des Moines Wheel & Rim Co., and Charles S. Fail Top Shop throughout the interwar era, as well as other accessory and repair businesses. As a rare-surviving local example of the property type, it calls attention locally to the importance of the automobile and auto-related commerce in the development of Des Moines, and the city's role in providing auto-related service and repair to city residents as well as auto owners from outlying communities.

Criterion C: The Walnut Tire Building derives further local significance for its association with Architecture as a rare-surviving important building type, being an early-20th-century two-story urban auto-related multiple-use building, a specialized variation of commercial architecture tailored to accommodate three or more automobile specialty service and general repair businesses and their customers' automobiles. The multiple-tenant auto service building was a less common Des Moines Auto Row property type when constructed, and this building remains a rare-surviving building associated with downtown Des Moines interwar automobile-related commerce. The building retains a relatively high degree of integrity including original/early fenestration patterns, including garage door bays. Interior plan and some finishes also remain, although some are obscured by later partitions and finishes. Many early-20th-century Auto Row buildings in Des Moines have been demolished; this rare surviving well-preserved example is located within the largely

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intact portion of western Walnut Street, a key street within the Auto Row district.

A note about the property's addresses: As a multiple-tenant building, the Walnut Tire – Globe Publishing Building has had the addresses 1417 through 1429 associated with it, however 1417 through 1427 Walnut Street represent the enduring historic addresses used for spaces on the first floor, second floor, and rear alley. The current addresses assigned to the building are 1417 (eastern first floor), 1419 (eastern second floor), 1421 (western second floor), and 1425 (western first floor)—all on Walnut Street. However, at different times, the various tenant spaces have had assigned various addresses.

Auto-Related Commerce Significance: Early-20th-Century Exponential Growth in Iowa's Capital City
Completed and first placed into service in 1925, the Walnut Tire – Globe Publishing Building is historically significant under National Register Criterion A - Commerce for its use as auto-related multiple-use building during the interwar era. The building was built during a period of exponential growth in the nascent auto industry, in which Des Moines entrepreneurs played a key role in making Iowa a national sales leader. The building was home to several Des Moines auto-related businesses including three longstanding leading firms that occupied the building during the interwar era: Walnut Tire & Battery Co. (leased space there from 1925-1941 before relocating to another Auto Row location); Des Moines Wheel & Rim Co. (leased space circa 1929 – 1944 before relocating), and Charles S. Fail Top Shop, (leased space circa 1929 – circa 1935 before relocating). As such, the building calls attention to the importance of the auto industry in Des Moines during the interwar era.

Scholarly study has documented the rise of the automobile in the United States: Michael L. Berger's *The Automobile in American History and Culture: A Reference Guide* encapsulates how what started as a luxury curiosity for entertaining the wealthy in the 1890s quickly grew in the first decades of the 20th century to become a desired and relatively affordable necessity for work and leisure transportation on the farm as well as in the city. And automotive writer Robert Genat's *The American Car Dealership* looks in-depth at auto sales trends. The advent of assembly line manufacturing and financing of car sales helped make auto purchases accessible to middle-class consumers, fueling sales demand in the 1910s and 1920s—and the related demand for service and repair. As the number of autos grew, so too did the number of specialty service, general repair, and parts providers, along with other related businesses. At the same time, the number of auto manufacturers winnowed: Between 1900 and 1918, some 600 different manufacturers had produced autos; following World War I, fewer than 120 remained given manufacturing and distribution changes; and during the 1920s and 1930s, the industry moved toward an oligarchy as the farm crisis and then the Great Depression hollowed out middle-class auto sales. (Genat: 9-17; Berger xvii-xxiv)

The role of Des Moines as a regional retail center for automobiles and related accessories during the early development of the U.S. auto industry has been documented in two large-scale scholarly studies. Historian James E. Jacobsen in his architectural and historical report "Des Moines' First 'West End' and Its Transition from Residential Neighborhood to Auto Row, from a Commercial District to the Western Gateway" found that "Des Moines played a leading role in promoting auto ownership in Iowa. Iowa proved to be a national leader in car ownership. As would be expected, the capital city dominated the state's lesser cities and held

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market sway in the center of the state.” (Jacobsen 2000: 31)

Historian Barbara Beving Long—in “Des Moines, Center of Iowa: Survey of Historic Sites,” a 1983 architectural and historical report plus related Iowa Site Inventories—found that the city’s Auto Row developed as a district during the period of the greatest growth in registered vehicles in the state:

Automobile dealers whose franchised territory often extended statewide built showrooms to display their gleaming automobiles. Automobile-related businesses naturally sprang up near the dealers’ buildings to serve the growing populace of automobile owners.... The number of [vehicle] registrations in Iowa grew from just 40 in 1900 to 30,000 in 1911, 198,584 in 1916, and 707,231 in 1927. (Long 1983b: #21)

Period local newspaper and chamber of commerce accounts lauded Iowa’s and Des Moines’ leading status in auto ownership per capita. For example, in 1920, Iowa again led in autos per person, and so did the capital city; a newspaper story highlighted “Des Moines in Top Place” for having more autos per capita than any other U.S. city, with Omaha in second and Detroit third. (*The Des Moines Register*, January 19, 1920; *The Des Moines Register*, May 6, 1920)

As Long noted, the high percentage of Iowa and Des Moines autos directly influenced the associated auto businesses, including specialty service and general repair, plus various parts suppliers and wholesalers. These auto-related businesses played an important role in supporting the local auto industry. Looking at the impact of the Des Moines auto industry, the Chamber of Commerce’s Motor Trades Bureau reported in 1920 that it represented a local industry of 200 motor-trade establishments with \$75 million annually with \$5 million in capitalization, employing 7,000 workers with \$3 million in payroll. (*Des Moines Sunday Register*, January 25, 1920) (Figures for mid and late 1920s have not yet been found.) Although the auto industry growth seemed limitless in the 1910s, the 1920s saw new auto sales decline due to shortages of raw materials to make parts, strikes by auto plant workers and railroad workers, shortage of rail freight cars, and competition from used cars — which played against a parallel farm crisis that hit extra hard in Des Moines and largely rural Iowa. (*The Des Moines Register*, October 19, 1919; Genat: 26; *Motor World*, January 26, 1921; Long 1988: E7)

Auto-Related Architectural Significance: “Cars Meet Commerce” in Building Auto Row

To understand the architectural significance of the Walnut Tire Building as an example of specialized commercial architecture found in interwar urban auto-related multiple-tenant buildings, it is helpful to further examine the development of this building type. Multi-tenant buildings were a specialized variation of commercial architecture tailored to accommodate three or more automobile specialty service and general repair businesses and their customers’ automobiles. (The definition of this building type and the finding that it may be a rare type appears in auto row surveys such as architectural historian William Kostura’s 2010 study of San Francisco’s auto row, “Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings along the Van Ness Avenue Corridor.”) As a rare surviving interwar example, the Walnut Tire–Globe Publishing Building calls attention to the special architecture engineered and built for multiple

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tenants involved in vehicle service and repair, including simple front-of-house customer retail and receiving areas and retail displays, offices, parts stock areas, and large well-lit and well-ventilated service and repair work rooms.

In *Main Street to Miracle Mile*, scholar Chester H. Liebs examines how the “car met commerce” in the United States, changing spatial relationships, reimagining architecture through the lens of a speeding windshield, and producing new types of buildings and cultural landscapes to meet the needs of an auto-driven culture. (Liebs: 7-3) In the beginning, autos were sold as a sideline by mainline merchants: “[L]ivery owners began repairing cars in addition to boarding horses; bicycle and carriage shops became makeshift auto showrooms.” (Liebs: 9) But the volume of sales—and sometimes the weight and size of the merchandise—began to overwhelm existing retail infrastructure. (Liebs: 75) Some renovated, but many more turned to new construction, adapting traditional storefront design by: adding expansive windows to showcase oversized merchandise, adding façade garage doors especially if side or rear access was not available, minimizing interior columns to accommodate maneuvering vehicles, engineering floors to hold live and dead loads, and adding large windows and skylights in work rooms for plentiful light and ventilation. (Liebs: 76-77)

Liebs examines the importance of dealership architecture in this era and the influence that model showrooms had in shaping auto rows across the country:

Instead of being patterned after ordinary Main Street commercial blocks, these model showrooms were crafted to resemble the most impressive office buildings, banks, and railroad depots so they would instantly be perceived as civic assets....

Many early auto showrooms were not designed to stand up under the ever-increasing load of cars, engines, repair equipment, batteries, tires, and myriad parts, nor were they constructed to take the constant pounding and shaking cause by moving automobiles. They were also susceptible to fire. With gasoline and electricity in close proximity, one misplaced spark could quickly turn early motor marts, with their wooden floors and ceilings, into blistering infernos.

.... By the second decade of the new century, ... architectural imagery was used not just to give credibility to fledgling companies, but also to symbolize the power of established corporations and the prosperity of successful dealers. (Liebs: 78-81)

Liebs notes that the early backroom functions of assembly, repair, and parts storage still took place, but out of public view. Liebs calls this the “dichotomous architectural program of stimulating sales while providing for service, all under the same roof.” (Liebs: 85)

With the evolution of new houses of commerce for cars (and trucks) came the development of a new type of commercial district: the automobile row. Locating auto-related businesses nearby one another into “auto row” or “motor row” districts mutually benefited businesses and customers. Liebs describes the creation of an auto row as starting with dealers building their own often larger sales palaces outside of cramped central-city quarters, with speculators infilling between with one-story, less ornate showrooms rented by

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agents of smaller, lesser-known automakers. (Liebs: 83) Auto-related service, repair, specialty, and parts suppliers followed, with most likely renting space in buildings customized to meet the needs of automobiles and their owners.

Des Moines, with its central location, capital city designation, and easy rail line access, became a regional hub for auto distribution. This hub position allowed the Des Moines Auto Row to develop robustly, beyond that of similarly sized cities of the time. New construction and reconstruction of Des Moines Auto Row buildings on the western edge of the downtown central business district occurred in three major time periods: pre- and World War I era (largely 1910-1918), interwar era (largely 1919-1941), and post-World War II era (1946-late 1960s, with 1960s seeing a shift of new construction to suburban fringes outside of downtown).

During these three eras, more than 100 Auto Row buildings were built new or modified to house new car showrooms, tractor dealerships, used vehicle lots, specialty service and general repair firms, parking garages, parts companies, top shops, auto detailing, and other related businesses clustered on the west end of Des Moines' central business district. While new car dealerships dominated Locust Street and to a lesser degree Grand Avenue, service, wholesale, and parts businesses gravitated south to Walnut and Mulberry streets.

In his 2000 study of Des Moines' Auto Row, Jacobsen examined the architectural trends and anomalies. The following is a summary of building trends:

- “[N]early all of these buildings were architect-designed plans. They were commissioned and designed locally and they could not have been built absent the delivery of plans and specifications to builders. A very few buildings were corporate or franchise designs.” (Jacobsen: 150)
- Most commercial buildings in the Auto Row area fronted north or south, and tended toward lower-slung one- and two-story configurations with larger footprints. Rather than building more massive buildings to convey the industry’s prosperity, which involved higher construction costs and lengthier construction time periods, dealers and speculative investors devoted resources to adding design details to facades and the sales floor. (Jacobsen: 150)
- “A number of two-story speculative buildings housed main floor auto firms and other upper level uses.... Those buildings with corner locations were particularly favored with the opportunity to house four or more office spaces on the two public fronts.” Three that he studied evolved into hotel apartments in later years, all of which are nonextant. (Jacobsen: 151)
- “What is commonly called automobile influenced commercial architecture consists of an elongated low profile plan having a mix of horizontal (belt courses, decorative elongated panels in the parapet and between the floors, window bands) and vertical (pilasters, recessed window sets, finials, pediments) design components. Finally, decorative inserts, particularly darts, pendants, or geometric patternings, in contrasting

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materials and colors, are overlaid on the front. Most commonly, these are used to ornament pilaster caps or to enhance the parapet front.” (Jacobsen: 151)

• “During the mid-1920s the decorative pilaster returned to dominate the commercial front.” (Jacobsen: 151) Jacobsen includes 1417 Walnut Street (1417-25) as one such example, with its engaged stone piers, although misclassifies it with one-story examples (all nonextant) where pilasters terminated just above the transom window level, rather than with multi-story examples where the engaged piers terminated above the parapet wall such as the two-story J. P. Wallace/Hudson Jones garage building (1201 Walnut, 1926; Proudfoot, Bird & Rawson architects); three-story Northwestern Laundry (1100-1104 Grand Avenue, 1920; Boyd & Moore architects); and grand four-story Polyclinic hospital building (414-424 10th Street, 1923; Vorse, Kraetsch & Kraetsch architects) — all of which are non-extant. (Jacobsen: 151, 156)

Although Jacobsen did not identify multi-use auto buildings as a type, examination of buildings he surveyed finds that few multi-use buildings existed in Des Moines. As such, Walnut Tire – Globe Publishing Building appears to be a rare local Auto Row type. This building combines what Liebs calls the “dichotomous architectural program” of decorative masonry façade with light-industrial rear. The building was engineered to accommodate autos: Structural steelwork—including massive I-beams that span the width of each half and are supported by steel columns—made possible the wide-open workspaces for easy maneuvering of autos, as well as the ability to add a third story (never built). Other auto-related features included large storefront windows topped with transoms to illuminate and showcase wares, multiple garage doors on the façade and alley elevations for drive-through access, and large industrial steel-frame windows in the rear for plentiful light and ventilation. Care was taken on the façade and façade wrap-arounds to produce an attractive design featuring engaged brick piers, brickwork panels, and stone accents.

On the interior, the first floor features two small storefront areas for customer reception and retail displays that contain some original/early historic fabric, stock areas for parts, large rear open workspaces, and an interior light well for additional air and light. The second floor, reached by a front central staircase and rear supply hoist (both added in 1928), features plaster-finished perimeter walls and ceilings, front offices with double-hung windows, and spacious light-industrial rear workrooms; the central light well (now capped by roofing) and two skylights allowed for plentiful illumination and ventilation on each half of the building.

Property History: Early Land Development

Several phases of planning and development have taken place in the plat where the Walnut Tire – Globe Publishing Building was built, in Lyon’s Addition to Fort Des Moines. This section will briefly review their impact on the creation of Auto Row west of the downtown commercial core and redevelopment of 1417-1425 Walnut Street as a commercial property.

Mississippi and Missouri Railroad Depot: The shallow lots on the north side of Walnut Street in the 1300 to 1400 blocks reflect the original plat for the area, which arranged building lots around proposed depot grounds for a railroad company that never arrived in Des Moines. (Jacobsen: 2-3) These mid-19th-century transportation aspirations led real estate investor Jonathan Lyon Jr. to layout his plat Lyon’s Addition to Fort

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Des Moines around the western half of a three-block-long railroad depot site for the Mississippi & Missouri Railroad Company. In the 1860s, Lyon lost his depot land to various creditors, who went on to plat the depot grounds into extra-deep residential lots fronting Locust Street, with the south side of Locust Street sharing the east-west public alley with the north side of Walnut Street, including 1417-1425 Walnut Street. (Abstract of title for 1420 Locust Street) In time, 13th Street would be cut through the former depot site, but 14th Street would not, leaving Walnut Street with a northern stub of 14th street that even today only leads to the east-west alley.

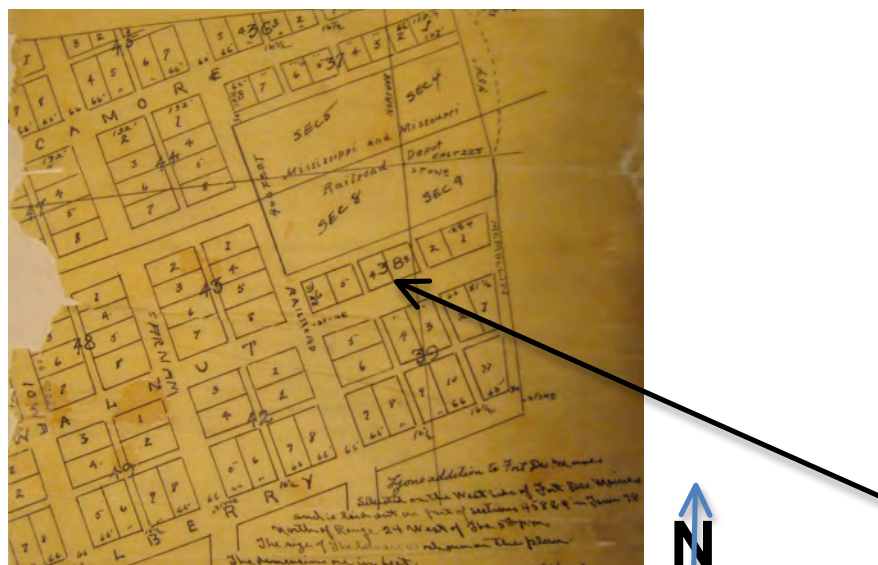


Image 4: The 1858 Lyon's Addition plat, with arrow pointing to the two lots that would become the future location of the Walnut Tire – Globe Publishing Building. (Abstract of Title for 1430 Locust Street)

West End Garden District: Scholarly study about “West End” residential development documents the western movement of well-to-do community leaders, in the 1870s and 1880s built homes surrounded by gardens occupying multiple city lots, particularly on the deep Locust Street lots but also on Walnut Street to the east. (Jacobsen 2000) More modest houses may also have been built and interspersed in the same area. Four narrow frame single-family houses that dated to at least the 1890s and perhaps earlier occupied 1417-1427 Walnut Street as of the 1901 Sanborn map, the first that depicted that area. (Typical newspaper stories documenting these residences: *Des Moines Daily News*, “Jottings About Town,” 1417 W. Walnut, October 21, 1896: 1; “John Swift...”, 1427 W. Walnut, June 19, 1900: 4) The “old house” at 1425 Walnut was moved in 1909 for use as an ice company’s office, but collapsed during the move. (*Des Moines Daily News*, “House Collapses, Three Are Saved by Big Rafter,” March 3, 1909: 1) The three remaining houses were occupied through the 1910s and appear on the 1920 Sanborn map.

College Campus Development: In 1898, the south side of Locust Street sustained a major land-use change in that undoubtedly impacted Walnut Street: A group of osteopathic doctors and backers founded one of the

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first osteopathic medical colleges at the former house and multiple-lot grounds behind the future Walnut Tire–Globe Publishing Building site (on the south side of Locust Street). This institutional use accelerated commercial redevelopment in the 1300-1400 blocks of Locust Street and Walnut Street, especially as the college underwent institutional division and financial struggles during the early 20th century. (1899 city directory: 682A; Still: various undated newspaper clippings)

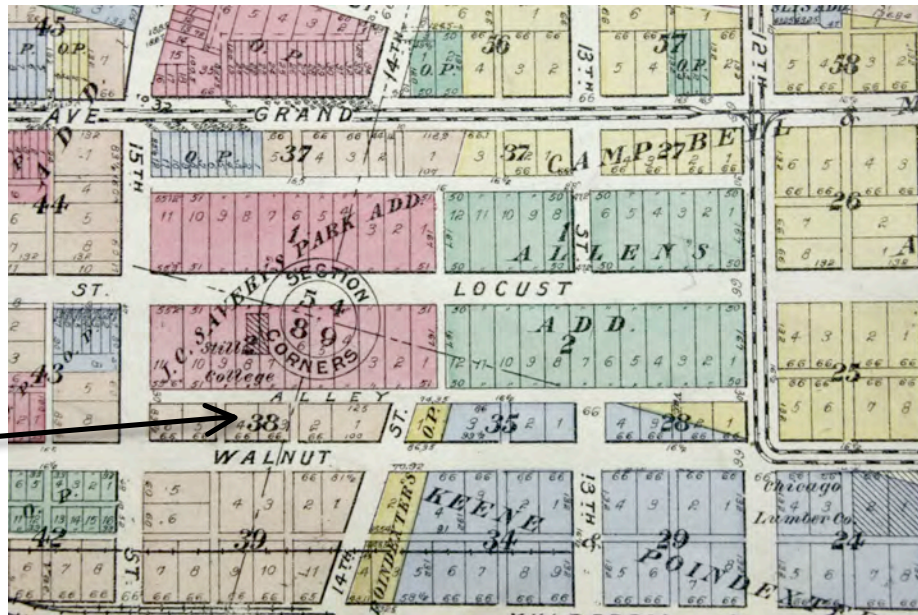


Image 5: On this 1909 map, the long arrow indicates the future location of the Walnut Tire – Globe Publishing Building. Note the presence of Still Osteopathic College behind. (Huebinger)

Rental District: The institutional presence of Still College and the related demand for student and faculty housing affected the surrounding built environment. Families took in student roomers and boarders. Later, some houses were converted to boarding or rooming houses. Fittingly, after the Still College moved to new quarters in 1927, the old medical school building, 1424 Locust Street, was converted to an apartment complex; this was located across the alley behind the Walnut Tire–Globe Publishing Building. (*Des Moines Sunday Register*, October 2, 1927)

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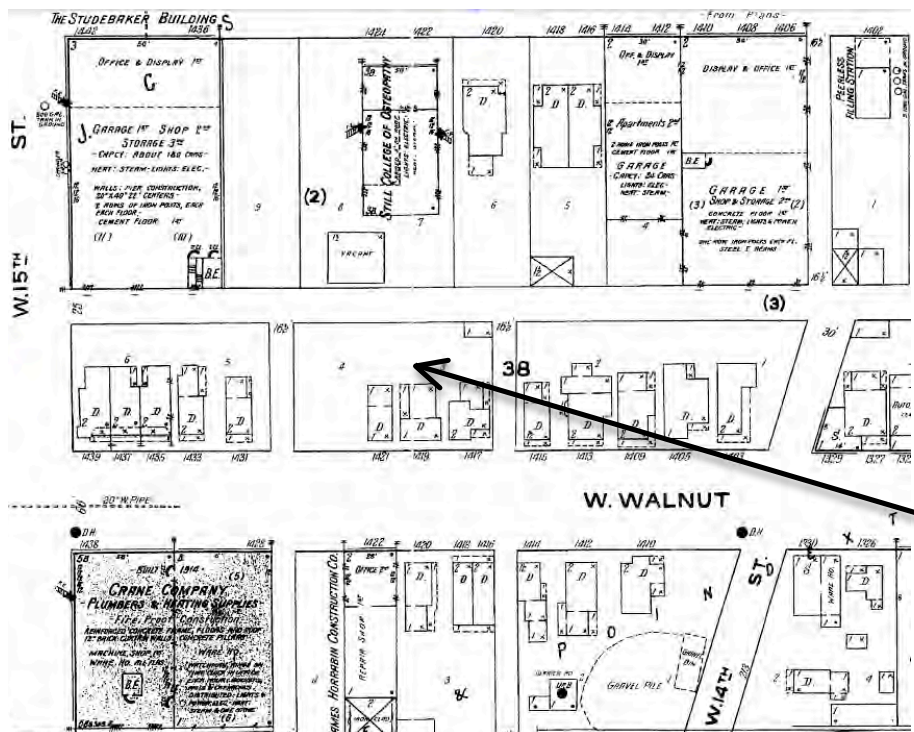


Image 6: The 1920 Sanborn fire insurance map shows the north side of the 1400 block of Walnut Street to be residential, but surrounded by institutional, auto commercial, and industrial buildings. Arrow points to future site of Walnut Tire – Globe Publishing Building. (Source: 1920 Sanborn)

Redevelopment into Auto Row: By redeveloping what was mostly a residential neighborhood adjoining an industrial zone to the south and the main retail district to the east, the auto industry had room to expand while still being convenient to potential customers. Jacobsen found that the earliest auto-related Auto Row new construction on Locust approximately began the 1908 construction of the two-story brick Sears-Nattinger Garage, 8th and Locust (non-extant), and on Walnut with the 1910 one-story brick double auto showroom for Ryan Motors and Moyer Automobile Company, 1118-1122 Walnut Street. Auto Row pushed west from there in the 1910s and 1920s, built upon former residential lots and most of the college's site. In 1914, Crane Plumbing and Heating Company erected a substantial industrial plant at 1440 Walnut Street, diagonally across the street from the Walnut Tire – Globe Publishing site, 1916 followed with the large Studebaker branch house at 1440 Locust Street, behind across the alley. (Jacobsen: 45) The 1920 Sanborn map shows the area in transition, with housing still plentiful, but the early 1920s saw the 1400 block of Locust Street erupt in auto showrooms. By the subsequent 1950 Sanborn map, all early housing in the 1400 blocks of Locust and Walnut streets had been replaced by auto-related commercial, industrial, or apartment buildings.

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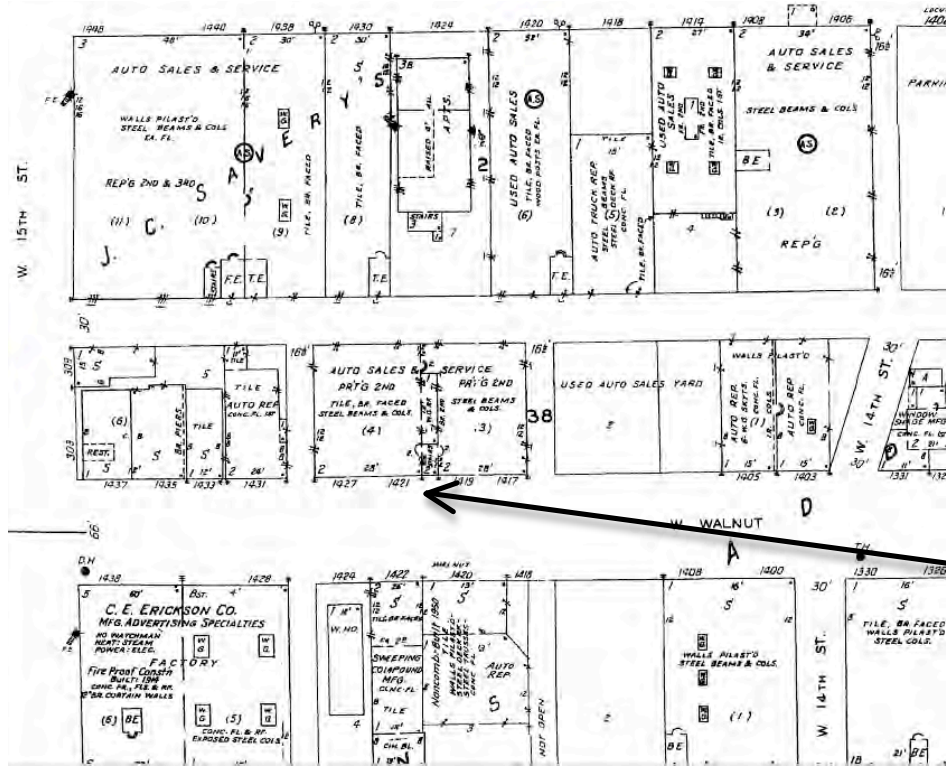


Image 7: The Walnut Tire – Globe Publishing Building is recorded on the 1950 Sanborn map. Both the 1950 and 1957 updated Sanborns show the nearly complete Auto Row build-out of the 1400 block of Walnut Street. Arrow points to the subject building; note the “used auto sales yard” directly east, which remains a paved lot today. (Source: 1950 Sanborn)

**Architectural and Commercial Significance:
Construction and Commercial Use of 1417-1425 Walnut Street**

In the midst of the Des Moines Auto Row expansion, real estate investors Dr. John J. Martin, DDS, and Dr. Charles F. Howland, MD, constructed the 1417-1425 Walnut Street building to house multiple automotive-related tenants. As background: Martin (circa 1888- ?) was a University of Iowa-trained dentist who practiced in Manilla, Iowa, before moving to Des Moines by 1919. (*Iowa Dental Bulletin*: 9-10). In the 1920s he practiced dentistry from the Insurance Exchange building; his 20th Street house is nonextant but by the 1930 census he and his family had moved to 7 SW 42nd Street, an extant brick-and-frame bungalow. Howland (1879-1949) was a physician who moved to Des Moines in 1910; in the 1920s he practiced as an eye, ear, nose, and throat specialist in the Equitable building; his 1921 masonry house on 51st Street is extant. (Polk County Assessor; *Rolfe (Iowa) Arrow*, January 27, 1949)

Martin and Howland built their building in two phases, completing the western half in 1925 and the eastern half in 1928. The duo pulled two building permits in fall 1924: October 6 for \$12,000 to construct 1423-1427

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W. Walnut and November 8 for \$5,000 to construct 1425 W. Walnut (both for Lot 4, Block 38 in Lyon's Addition). (City of Des Moines Building Permit Log) The two 1924 permits could indicate that the building's design or square footage was expanded, such as deciding to add a second story.

A late November news brief on the *Des Moines Sunday Register's* main Commercial page reported on the two-story building's construction, although the brief included several small errors and the text was cut short in the middle of a description about the intended use of the second-floor, likely by the last-minute placement of an advertisement below the story. The missing text may also have named the architect and/or builder—which remain unknown for the western section.

Building in [sic] Walnut Erected by Doctors

Erection of a two-story building of brick construction has been started at 1427-29 [sic –1421-27] Walnut Street. The owners of the new structure are Drs. J.W. [sic – J] Martin and C.F. Howland.

The first floor will be occupied by business houses and the second floor is being arranged for — [sic – article abruptly cuts off midsentence] (*Des Moines Sunday Register*, November 23, 1924)

The original western half's façade and other elevations appear today much as they would have at construction, with the window openings still intact although storefront glazing and garage doors have been typically replaced; the rear industrial openings likely contained steel-framed windows and bi-fold side-hinged wood garage doors. The original east perimeter wall remains intact, and now serves as a devising wall between the two halves. The second story wood double-hung windows also remain.

Construction on the western half was completed, at least in part, by January 1925. At that time, Walnut Tire & Vulcanizing Service participated in a group Firestone tire newspaper advertisement, listing the address 1421 Walnut Street; the advertisement included fifteen local tire providers, four of which were located within the Auto Row district and the remainder being located in various outlying neighborhoods. (*Des Moines Register*, January 25, 1925) Early 1925 saw optimistic news reporting by *Des Moines Register* relating to Auto Row commerce. A January story reported "Production of Autos Now Up Ten Percent." (*Des Moines Sunday Register*, January 4, 1925) In the spring of 1925, the *Des Moines Register* reported that "[b]usiness men of Des Moines have faith in the future of the city," evidenced by new businesses opening in the central business district as well as the "West End" Auto Row area, as well as low vacancy rates on Locust and Walnut streets and Grand Avenue. (*Des Moines Sunday Register*, April 19, 1925)

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SAFETY
ECONOMY AND COMFORT
for winter driving

ICY, slippery streets have no terrors for you when your car is equipped with Firestone Full-Size Balloon Gum-Dipped Cords. And you get more mileage from these wonderfully engineered balloons.

Every cord is Gum-Dipped by the exclusive Firestone process. Praction is eliminated. Strength and flexibility are increased. You obtain greater comfort. Your car is given added life and the upkeep greatly reduced.

Thirty-seven leading car manufacturers now standardize on Firestone Balloon Gum-Dipped Cords, and over two hundred thousand car owners have equipped with them.

The dealers listed below will make the changeover promptly and at lowest cost, with liberal allowance for your present equipment. Don't wait until Spring — get the full use of your car now.

MOST MILES PER DOLLAR

Firestone
FULL-SIZE BALLOON
GUM-DIPPED CORDS

Iowa Wheel & Rim Corporation 1008 Locust St. Walnut Tire & Vulcanizing Service 1421 Walnut St. Lorenz Auto & Tire Company 200 E. Grand Ave. Silvertown Retread Company Art Long, Mgr., 913 Grand Ave. Fred Rasce 3811 Sixth Ave.	Jensen Motor Company 3813 Sixth Ave. Herring Motor Company 110 10th St. Freel Auto Com'any Valley Junction, Ia. Morgan Auto Company Valley Junction, Ia. Duffield Motor Company 2016 Forest Ave.	Fort Des Moines Garage Fort Des Moines, Ia. R. E. McCay, 625 East Locust Towherman Garage 25th and Easton Blvd. Carter Garage 7th and High Streets Drake Auto Service 1159 24th Street
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AMERICANS SHOULD PRODUCE THEIR OWN RUBBER... *Firestone*

Image 8: Anchor tenant Walnut Tire had begun advertising its location at 1421 Walnut Street by January 1925. Size of advertisement reduced. (Des Moines Sunday Register, January 25, 1925)

The 1926 city directory was the first to list the Walnut Tire building, and shows three auto businesses occupying the building: the aforementioned Walnut Tire (1421 Walnut Street), plus V&M Auto Repair Co. (1423-25) and Piggott's Garage (1425 rear). By 1927, 1423-25 Walnut Street was listed as vacant. The multiple garage door openings clearly reflect the auto-intensive use of the building, as does the utilitarian industrial finishes that characterize the first floor: exposed ceiling, exposed masonry walls, concrete floor. The first-floor interior retains its wide-open volume due to the use of massive structural steel I-beams with minimal steel columns. The 1927 directory listed Gabriel Snubber Sales & Service occupying 1427 Walnut Street.

Also by the 1927 city directory, Globe Publishing Company and Parlee Engraving occupied the second floor western half; the two companies relocated here in tandem from their previous shared business location at 108 Seventh Street (nonextant). (1926, 1927 city directories) The western second-floor's plastered perimeter walls, wood flooring (beneath linoleum-type tile and plywood underlayment), front beaded-board partition walled offices (behind cover-up plywood paneling), and rear toilet rooms likely existed or were built

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out to accommodate these businesses. The plentiful natural light and ventilation provided by windows on all four sides plus the skylight were valuable amenities for the work entailed in the publishing and printing industries.

The 1925 city directory's reverse street listings shows nothing for 1417-1427 Walnut, reflecting the late fall 1924 construction; the 1928 city directory shows no listings for 1417-1419, reflecting the summer 1928 construction.

City Directory Listings for the Original 1421-1427 Walnut Street Building

City directory	1417 (east)	1419 (east)	1421 (west)	1423-1425 (west)	1427 (west)
1925	(Not built; no residential listings either)	(Not built; no residential listings either)	(under construction)	(under construction)	(under construction)
1926			Walnut Tire & Battery Co.	V&M Auto Repair Co. 1425 rear: Pigott's Garage	-
1927			1 st : Walnut Tire & Battery Co. 2 nd : Globe Publishing Co. Parlee Engraving & Printing Co.	vacant	-
1928	(under construction)	(under construction)	1 st : Walnut Tire & Battery Co. 2 nd : Globe Publishing Co. Parlee Engraving & Printing Co.	-	Gabriel Snubber Sales & Service

Building owners Martin and Howland expanded their property in 1928. The two pulled a building permit June 26, 1928, for a \$20,000 building at 1417 W. Walnut (Lot 3, Block 38 in Lyon's Addition). (City of Des Moines Building Permit Log) The *Register* reported on the construction project the same day. The general contractor is named, Wiedenman Construction (and misspelled – although some city directories also misspell the name). Des Moines-based Herman T. Wiedenman (1886-1956), who was born in Germany, worked in the construction industry as a cement worker and then general contractor. (U.S. Census; city directories 1922-1955; U.S. Social Security Death Index)

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The Des Moines Sunday Register ran a story on its Commercial page about the addition:

New Building Is Announced for Walnut Street

A two story brick and concrete building costing \$25,000 will be erected at 1425-37 [sic – 1417-19] Walnut Street, it was announced yesterday. The owners are Dr. Charles F. Howland, 412 Fifty-first street and Dr. John J. Martin, 946 Twentieth street.

Construction will be started today, the contract having been let to the Wiedeman [sic Wiedenman] Construction company, a local concern. The building will have a frontage of sixty-six feet on Walnut Street, and a depth of eight-four feet. The building will be erected to carry a third story when the need arises.

A garage will occupy the lower floor, a lease having already been signed, and the upper floor will be arranged for offices and light manufacturing. A portion of the upper floor is already leased, Dr. Howland said. (*Des Moines Sunday Register*, June 26, 1928)

Elaborating on the above newspaper article, Walnut Tire & Battery was the “garage,” and Parlee Engraving and/or Globe Publishing expanded into the second-floor space. Although described as a “building,” the construction is clearly an addition that expanded the existing footprint including the shared central staircase and light well, and replicated the architecture to provide a seamlessness between the two halves of the building.

Given the ups and downs experienced by the auto industry, a multi-tenant building offered the landlords the ability to spread out the risk amongst a diversified tenant mix. The well-designed façade helped sell the building to tenants, who sought to differentiate their services and product brands in a crowded marketplace—and therefore helped sell the public on the occupying tenants. So, too, did the well-designed rear workspaces further help sell the building to tenants, who sought plentiful light and ventilation—and, for the auto-related businesses, easy vehicular access.

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Image 9: This circa-1928 photo shows Walnut Tire & Battery employees and vehicles outside 1417-1421 Walnut Street; the far western section (1425) is not depicted. Note the Globe Publishing sign at far left. (photo courtesy of Merrill Axle & Wheel Services)

The 1928 addition was built against the east wall of the western half (1421-1425 Walnut). On the first floor, the new larger space for Walnut Tire allowed the company to accommodate several departments in addition to batteries and tires: brakes, “auto laundry” (car wash), and lubrication. (*India Rubber & Tire Review*, Vol. 29, 1929) The company had two front garage door bays as well as two storefront window sections. The southeast corner of the building shows what may be original plaster on the interior of the brick piers and possibly the perimeter walls in the this corner; the same space appears to have a small section of wood flooring (currently covered with plywood) that is visible at the front partial basement access door in the floor. This front partial basement provided secure storage for parts and supplies. Walnut Tire remained until circa 1941. In its wake and the departure of other auto-related tenants on the first floor, two vehicle dealerships occupied most or all of the first floor during the 1940s: the short-lived Gambs-Knorr Nash Sales auto dealership in the early 1940s and Peverill Motor Sales for White trucks and Packard autos in the late 1940s. The 1950 Sanborn map, created using circa-1949 data, shows the first floor dedicated to “auto sales and service.” City directory listings for 1950, 1955, and the remainder of the decade show first-floor vacancies.

On the second floor, upon completion of the expanded building, Globe Publishing and Parlee Engraving appear to have used the entire level. The new eastern half continued the plastered perimeter walls and ceiling, structural steel, and wood floors. Plaster-walled front offices included plentiful double-hung windows. The open rear workroom was illuminated by a skylight and operable steel-framed industrial-style windows on all four sides, thanks to the light well. In circa 1931, Parlee Engraving ceased operation. Up to three apartments were listed for a time. Two other printing/publishing companies, Locker Publications and The

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Advertisers Press, operated from the building in the 1940s, perhaps from the second floor. Locker Publications, official house organ of the National Frozen Food Locker Association, served a national audience. The Advertisers Press offered printing and direct-mail advertising. The 1950 Sanborn map, created using circa-1949 data, shows the second floor dedicated to “printing” use. Globe Publishing continued operation in the building for thirty years, until circa 1957. Meredith Corporation’s engraving department operated from the building for part of the 1950s.



Image 10: This detail of a circa-1951 aerial photo of the “West End” Auto Row district, taken looking east, shows Locust Street (left) and Walnut Street (right). The arrow points to 1417-1425 Walnut Street. (The American Swedish Monthly, July 1951)

The tenant mix stayed relatively steady through the ownership by Howland and Martin, which ended upon the 1949 death of Howland. By 1950, the building was sold to Rainford Brown for use as an investment property. (Abstract of Title 1417-1425 Walnut) Following new ownership, the building experienced first-floor vacancies for several years per city directory listings. Although Auto Row remained a desirable location for businesses into the midcentury because of its location and number of available auto-tailored buildings and car lots, a challenge that faced businesses using older auto-tailored buildings was maneuvering wider, heavier vehicles through narrow alleys, narrow garage door openings, and columned interiors. (Jensen) Aspects of the Walnut Street building’s design may have contributed to the vacancies.

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City Directory Listings for the Expanded 1417-1427 Walnut Street Building through 1941

<i>City directory</i>	<i>1417 Walnut (east)</i>	<i>1419 Walnut (east)</i>	<i>1421 Walnut (west)</i>	<i>1423-1425 Walnut (west)</i>	<i>1427 Walnut (west)</i>
1929	1 st : Walnut Tire & Battery Co. (1925-1928 at 1421 Walnut) (1929-1941)		1 st : Charles S. Fail Top Co. (1929-1935+) 2 nd : Globe Publishing Co. (1927-1957) 2 nd : Parlee Engraving & Printing Co. (1927-1931)		Des Moines Wheel & Rim Co. (1929-1944)
1935	1 st : Walnut Tire & Battery Co. (1925-1928 at 1421 Walnut) (1929-1941)		1 st : Charles S. Fail Top Co. (1929-1935+) 2 nd : Globe Publishing Co. (1927-1957)		“
1940	1 st : Walnut Tire & Battery Co. (1925-1928 at 1421 Walnut) (1929-1941)		2 nd : Globe Publishing Co. (1927-1957) 2 nd : Apartments ()		“
1941	1 st : Walnut Tire & Battery Co. (1925-1928 at 1421 Walnut) (1929-1941)		1 st : Locker Patron Publication 2 nd : Globe Publishing Co. 2 nd : Apartments (3 units c. late 1930s – c. 1943)		“

Key Auto-Related Companies Occupying Walnut Tire – Globe Publishing Building in the Interwar Era, 1925-1941

*Note: Dates with an * asterisk represent city directory publication listings/dates.*

- *Walnut Tire & Battery Co., 1926 – 1941 city directories:* This firm is distinguishable for several reasons, including its size and longevity both at the building and after its relocation to a nearby building. The firm specialized in tires and vulcanizing, a process which chemically alters natural rubber in order to make it

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more durable. Early-twentieth-century developments in vulcanizing accelerants were key to improving tire manufacturing and tire performance. Walnut Tire carried at least two brands of tires, Kelly-Springfield and Firestone, based on review of advertisements and study of the circa-1928 historic photograph. Founded in 1894, Kelly-Springfield Tire Company began manufacturing solid rubber carriage and buggy wheels in Springfield, Ohio. The company soon found success within the emerging auto industry and distributed its solid rubber and pneumatic tires; in 1935 Goodyear Tire & Rubber Co. purchased Kelly-Springfield. (Kellytires.com) Firestone Tire & Rubber Company was founded in Akron, Ohio, in 1900, to manufacture carriage tires, and in 1903 innovated the first mechanically fastened straight-sided pneumatic auto tire. Founder Harvey Firestone found success in the auto industry, pioneering mass production, supplying Ford Motor Company autos starting in 1906, manufacturing rims, and becoming a leader in racing and replacement tires. (BridgestoneAmericas.com) Both companies still manufacture tires.

Walnut Tire was started circa 1925 by identical twin brothers William E. McCulloch, president, and Karl M. McCulloch, vice-president. The earliest advertising for the firm is dated January 1925 and shows the firm operating at 1421 Walnut Street, as previously mentioned. They advertised themselves in print and on their large exterior sign as “Twins for Tires.” The east addition constructed for Walnut Street Tire & Battery Co. allowed the firm to expand. By 1929 the firm had added an “auto laundry” (car wash) and lubrication department. (*India Rubber & Tire Review*, 1929) In 1931 the firm advertised: “Firestone tires and batteries – Brake lining. Most complete super-service station in Iowa for tires, batteries and brakes. Complete road service.” (Roosevelt *Roundup*: 167)

Meanwhile, the twins carried their love of basketball, honed at Creston High School, into their business. They formed a traveling Walnut Tire & Battery Co. team on which they played—and competed handily against community teams throughout the state. The duo attracted the attention of the *Des Moines Register & Leader* sports editor, Frank Brody, who wrote a lengthy 1927 story about the duo’s winning long-shot basketball play and extremes in keeping up their identical appearances, come highlights of which include:

When the two McCulloch twins, Karl and William, perform on the basketball floor, pity the score keepers ... for Karl wears No. 96 and Bill carries 69 around on the back of his shirt....

Once Bill broke his left arm in an accident, so Karl to keep up family appearances got into an accident, too, and by being extremely careful managed to break his left arm also....

The twins have always worked at the same firm and now own Walnut Tire and Battery, which company has their (sic) own basketball team and of course the McCullochs play with them. The team holds a berth in the strong Y.M.C.A. Open Industrial Basketball league.... (*Des Moines Register & Leader*, December 31, 1927, as quoted in *Postville Herald*, January 5, 1928)

The basketball team provided marketing for the successful firm, as local newspapers wrote up the results of the games. (Typical stories: *Chariton Leader*, “Roamers Maintain Their Great Record,” January 11, 1927; *Ames Daily Tribune*, “Jewell Cagers Lose,” January 30, 1930) In 1938, the owners signed an agreement with the International Association of Machinists for an eight-hour day. (*Machinists’ Monthly Journal*) By the 1942 city directory, Walnut Tire had moved to the next building east, 1405 Walnut Street, and was operated solely by Karl McCulloch. Walnut Tire continued operations there until approximately the 1970s, when it

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moved to Locust Street (non-extant).

- *Des Moines Wheel & Rim Co., 1929 – 1944 city directories:* This long-operating firm repaired and supplied wheels and rims for autos and trucks. In circa 1944, it moved to the expanded western edge of Auto Row, to 2213 Ingersoll Avenue, as of the 1946 city directory, with W. A. Callison remaining owner. A company by this name still operates in the Des Moines area.
- *Charles S. Fail Top Shop, 1929 – circa 1935+ city directories:* This firm advertised in the city directories that it specialized in the installation of automobile tops, upholstery, and seat covers. The owner went on to found Charles S. Fail Trimming Supply Co., which supplied automobile body and top trimmings, located at 1111 Walnut Street as of 1938 and 1112 Grand Avenue as of the 1950 city directories.

Additional Auto Row Businesses that Occupied 1417-1427 Walnut Street in the Post-War Era

- *Gambs-Knorr Nash Sales, 1943 city directory:* The short-lived auto dealership occupied the eastern half of the first floor (1417-1419 Walnut Street) in the early 1940s.
- *Peveerill Motor Sales Co., 1946 – 1949 city directories:* Having weathered the Depression and World War II, the operators of the oldest Hudson dealership in the country, brothers Julian A. and Harry E. Peveerill, opened a second dealership in 1946 to sell and wholesale White trucks, as well as house their existing Packard dealership. The Walnut Tire Building and was conveniently located kitty-corner across the alley from their Hudson-Jones Automobile Co., 1408 Locust Street. The truck dealership occupied the entire first floor, 1417-1427, according to the city directories. The Walnut Street building was attractive to the Peveerills for its accommodation of sales display room, service facilities, parts, and customer parking space; a used truck and car lot was located across Walnut Street, according to an undated Des Moines newspaper article from late 1945 or early 1946. A few years later, Packard and then Hudson discontinued distributorships, which then led the Peveerills and other long-time dealer-distributors to withdraw from the business due to reduced profit margins. By 1950, the Peveerills had sold their Packard dealership (which closed four months later) and transferred the White truck business to Peveerill Motor Sales general manager Claude Rudy; he operated Rudy-White Inc., 519 18th Street, as of 1950 city directory and continued to supply the expanding Des Moines-based Ruan Transport Corp. with trucks. In 1951, the Peveerills closed their Hudson dealership after more than forty years in the auto business. (Peveerill interview; Peveerill)

Other Commercial Uses at 1417-1425 Walnut Street in the Interwar Era, 1925-1941

The Walnut Tire – Globe Publishing building is foremost an Auto Row building, given its initial all-auto uses and its strong first-floor design with multiple garage door bays, flexible interior spaces with utilitarian concrete floors, tall exposed ceilings, and large multi-light windows to bring in light to illuminate the work space. However, given the long-time association of Globe Publishing Company with the building, it is important to note the strong publishing and printing history in Des Moines. In addition, the building contained at least three second-floor apartments as noted in city directory listings spanning the late 1930s through 1943.

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In her overview of Des Moines' historic contexts, historian Barbara Beving Long noted that the large-scale printing and publishing industries were by 1870 "the city's leading industries, based on employee number, wages, and product value. By 1927, the city ranked sixth in the nation for printing and publishing." (Long 1983: 10) Long noted that the growing prominence of Des Moines as a statewide center attracted journalists, editors, publishers, and others in the trade. (Long 1983: 140) Daily newspapers and agricultural journals dominated the industry, but many smaller firms also published and printed specialty newspapers, books, yearbooks (annuals), various magazines and trade journals, maps, postcards, and advertisements. Journalism-based printing and publishing settled on the edges of the Auto Row: In 1903 Wallace's Farmer built a brick multi-story building at 9th and Walnut; in 1912 Meredith Corporation moved to a large brick printing plant at 1716 Locust Street; and in 1916 competitor Homestead built a large facility at 1912 Grand Avenue. (Long 1983: 140-145) Also in the 1916, the dominant *Des Moines Register* and *Tribune* newspapers relocated to a skyscraper at 9th and Locust streets. (*Des Moines*, April 1916)

- *Globe Publishing Company, 1927 – 1957 city directories*: The Globe Publishing Company began in 1895 as a small weekly independent Republican newspaper, named *The Globe*. The 1902 and 1909 editions of Ayres & Sons Newspaper Annual shows the subscription dropping slightly from 1,700 to 1,628; the newspaper likely was but one part of the mix of business that sustained the company. The 1902 editor E. Chavannes was succeeded by 1909 by (son?) A.J. Chavannes. (Ayer 1902: 249; Ayer 1909: 250) By 1913, Globe Publishing printed the Drake University student newspaper *The Delphic*, and that decade grew from advertising itself as linotypers and job printers in 1913 to advertising a wide variety of printing and publishing services including court work (likely legal briefs) in 1920. (*Quax* 1913: 354; *Quax* 1920: 272)

The move from Seventh Street to the Walnut Street building likely brought larger and more well-lit and well-ventilated spaces for the company. Another firm, *Parlee Engraving* (1927 – 1931 city directories), shared the same Seventh Street address and moved west, in tandem with Globe; but by the 1932 city directory, Harry Parlee had moved out of 1421 Walnut Street to open a short-lived downtown gift shop featuring. A 1935 advertisement for Globe Publishing laid out its breadth of printing services: "We invite inquiries for your printing requirements—books, catalogs publications, broadsides, etc. Complete equipment for typesetting, make-up, printing and binding." The ad included the names of three relatives involved with the company: Adrian J. Chavannes (president-manager), Arthur E. Chavannes (secretary-treasurer), and Arthur Chavannes, Jr. (*Roosevelt Roundup*: 146)

Globe Publishing also advertised its company as quality law brief printers to members of the Iowa Bar Association, at least from the late 1920s through the early 1950s. (*Iowa State Bar Association Quarterly, News Bulletin of the Iowa Bar Association*) The firm's book publishing includes a 1928 copyrighted Italian translation of the U.S. Constitution. (*Catalogue of Copyright Entries*) Newspaper accounts also show Globe Publishing winning state printing jobs, such as a 1945 winning bid to print gasoline tax receipts and a 1956 bid to print State Highway Commission brochures. (*Ames Daily Tribune*, June 27, 1945; *Cedar Rapids Gazette*, September 11, 1956) In 1950, after fellow tenant Locker Publications moved, Globe Publications advertised that it had purchased the rights to print its forms; this may indicate a longer-term business association between the two firms. (*Locker Operator*: 30)

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- Three apartments were listed in city directories in the late 1930s through 1943 under the address 1421 Walnut Street.
- *Locker Publications, 1941 – 1949 city directories:* The trade publications for the newly founded Des Moines-based National Frozen Food Locker Association played a key role in growing the locker industry by providing education to locker operators and public relations for the industry. (Typical articles: *Danville* (Virginia) *Bee*, “Housewives Take Up Cold Storage Ideas,” October 20, 1941; *Robstown* (Texas) *Record*, “Frozen Food Locker Short Course to be at A. and M.,” October 11, 1945) Iowa led the twentieth-century development of the U.S. cold meat storage locker industry: in 1934 a Creston, Iowa, locker was the first to offer processing services plus storage; in 1937 Iowa became the first state to found an association of locker plant operators; and Iowa led the nation in number of locker plants in the 1940s, with 750 plants in 1947. (AAMP; *Council Bluffs Nonpareil*, September 21, 1947) In 1939, operators founded the National Frozen Food Locker Association with headquarters in Des Moines. The Locker Publications included trade journal *The Locker Operator* and the *Annual Locker Guide Book*. The association moved its headquarters out of state in 1947, undoubtedly contributing to Locker Publications exit from Des Moines. (AAMP)

Representations in Other Historical Survey Work

The Walnut Tire & Battery Co. – Globe Publishing Company Building has been included in three historical and architectural surveys, a testament to the building’s significance as an Auto Row building. It continues to evoke its time and place, with dichotomous architecture showcasing a decorative façade with utilitarian industrial rear design and its two-part construction a conservative approach taken during uncertain times.

- The groundbreaking 1975 “Des Moines’ Heritage: A Survey of Significant Architecture” survey report by architecture professor John Maves identified the Walnut Tire – Globe Publishing building, addressed as 1427 Walnut Street, as historically significant. The 1975 survey photograph shows the façade as painted white with aluminum window/door systems installed. (SHPO)
- The 1995 “Downtown Des Moines: Architecturally and Historically Significant Structures” survey report by historian Patricia Eckhardt also identified the building as significant, within the dual contexts of Des Moines Commercial Architecture and The Auto Industry in Des Moines. Eckhardt speculated that the careful design of the building was the work of an architect. (Eckhardt: 2) The 1995 survey photograph shows the façade looking nearly identical to the 1975 survey photograph.
- The 2000 “Des Moines’ First ‘West End’ and Its Transition from Residential Neighborhood to Auto Row, from a Commercial District to the Western Gateway” historical and architectural survey report also included the building.

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Image 11: 1975 historical survey photo. (State Historic Preservation Office, Maves survey, "1417 Walnut" file.)



Image 12: 1995 historical survey photo. (State Historic Preservation Office, ISIF photo by Patricia Eckhardt, "1417 Walnut" file.)

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Postscript of the Des Moines West End Auto Row

In the 1950s and 1960s, downtown Auto Row expanded north to Ingersoll Avenue, Linden Street, and High Street. In the late 1960s and 1970s, as white-collar jobs and suburban homes moved farther west and northwest, Des Moines dealerships began to follow suit. By the 1990s, most downtown dealerships had left, with old showrooms used by smaller auto-related service or specialty firms, for other light industrial or low-rent uses. (Jensen informant interview)

Large-scale demolition of Auto Row Buildings has occurred since the 1990s due to two massive corporate campus construction projects and the creation of a large sculpture park and public library. However, the last decade has seen a renewed interest in the rare remaining auto-related buildings, with several being restored or rehabilitated, including six NRHP-listed auto-related showrooms located across the alley, in the 1300-1400 double block of Locust Street: Rawson & Co. Apartment Building with first-floor auto showroom, part of 1301-1307 Locust; D.S. Chamberlain Building auto showroom, 1312 Locust; Apperson-Iowa Motor Car Company Building auto showroom, 1420 Locust; G.W. Jones Building Delco-Light showroom, 1430 Locust; Studebaker Corporation Branch Office Building with adjoining second auto showroom, 1436-1442 Locust. In addition, two factory complexes on Walnut Street at 15th Street have been rehabilitated and listed on the NRHP: F. W. Fitch Company Historic District, 300-306 15th and 1510-1526 Walnut streets. and Crane Building, 1440 Walnut Street.



Image 13: This circa-1963 aerial photo shows the nearly fully developed "West End" Auto Row district, looking east from over the Ford factory building toward the Iowa state capitol in the background. The arrow points to 1417-1425 Walnut Street. The majority of Auto Row buildings pictured have been demolished. (Des Moines Tribune, January 30, 1964)

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9. Major Bibliographical Sources

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Abstract of Title for 1420 Locust Street, Lot 6, in Block 2, in J.C. Savery's Park Addition, an Official Plat now included and forming a part of the City of Des Moines, Polk County, Iowa.

Abstract of Title for 1424 Locust Street, Lot 7 and the East 14 Feet of Lot 8, in Block 2, in J.C. Savery's Park Addition, an Official Plat now included and forming a part of the City of Des Moines, Polk County, Iowa.

Abstract of Title for 1430 Locust Street, the East 37 Feet of Lot 8 and the West 14 Feet of Lot 9, in Block 2, in J.C. Savery's Park Addition, an Official Plat now included and forming a part of the City of Des Moines, Polk County, Iowa.

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Still College Archives. Various photographs of the former Dr. S.S. Still College of Osteopathy (later Still College of Osteopathy) on Locust Street, as well as college catalogs and related ephemera. Courtesy of Des Moines University Library, Kendall Reed Rare Book Room.

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10. Geographical Data

Verbal Boundary Description

Lyon's Addition, Block 38, Lots 3 & 4

Boundary Justification

The boundaries for this nomination are the historic boundaries of the property.

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Photo Log

Walnut Tire & Battery Co. – Globe Publishing Company Building, Des Moines, Polk County, Iowa.

All photographs taken March 2016 by Jennifer James, Jennifer James Communications, Des Moines, Iowa.

Photographs total 14 images.

1. IA_Polk_WalnutTireBldg_0001: South facade and east elevations looking northwest from Walnut Street.
2. IA_Polk_WalnutTireBldg_0002: South facade and west elevations looking northeast from Walnut Street.
3. IA_Polk_WalnutTireBldg_0003: West and north rear elevations looking southeast from rear alley.
4. IA_Polk_WalnutTireBldg_0004: East and north rear elevations looking southwest from rear alley.
5. IA_Polk_WalnutTireBldg_0005: First-floor western bay looking north.
6. IA_Polk_WalnutTireBldg_0006: First-floor center bay looking east at light well windows.
7. IA_Polk_WalnutTireBldg_0007: First-floor eastern bay looking west at light well roof.
8. IA_Polk_WalnutTireBldg_0008: First-floor eastern bay looking northeast.
9. IA_Polk_WalnutTireBldg_0009: First-floor central staircase looking north.
10. IA_Polk_WalnutTireBldg_0010: Second-floor central staircase landing looking north.
11. IA_Polk_WalnutTireBldg_0011: Second-floor typical front offices looking southwest.
12. IA_Polk_WalnutTireBldg_0012: Second-floor rear western workroom looking northwest.
13. IA_Polk_WalnutTireBldg_0013: Second-floor light well looking south.
14. IA_Polk_WalnutTireBldg_0014: Second-floor typical eastern workroom looking east.

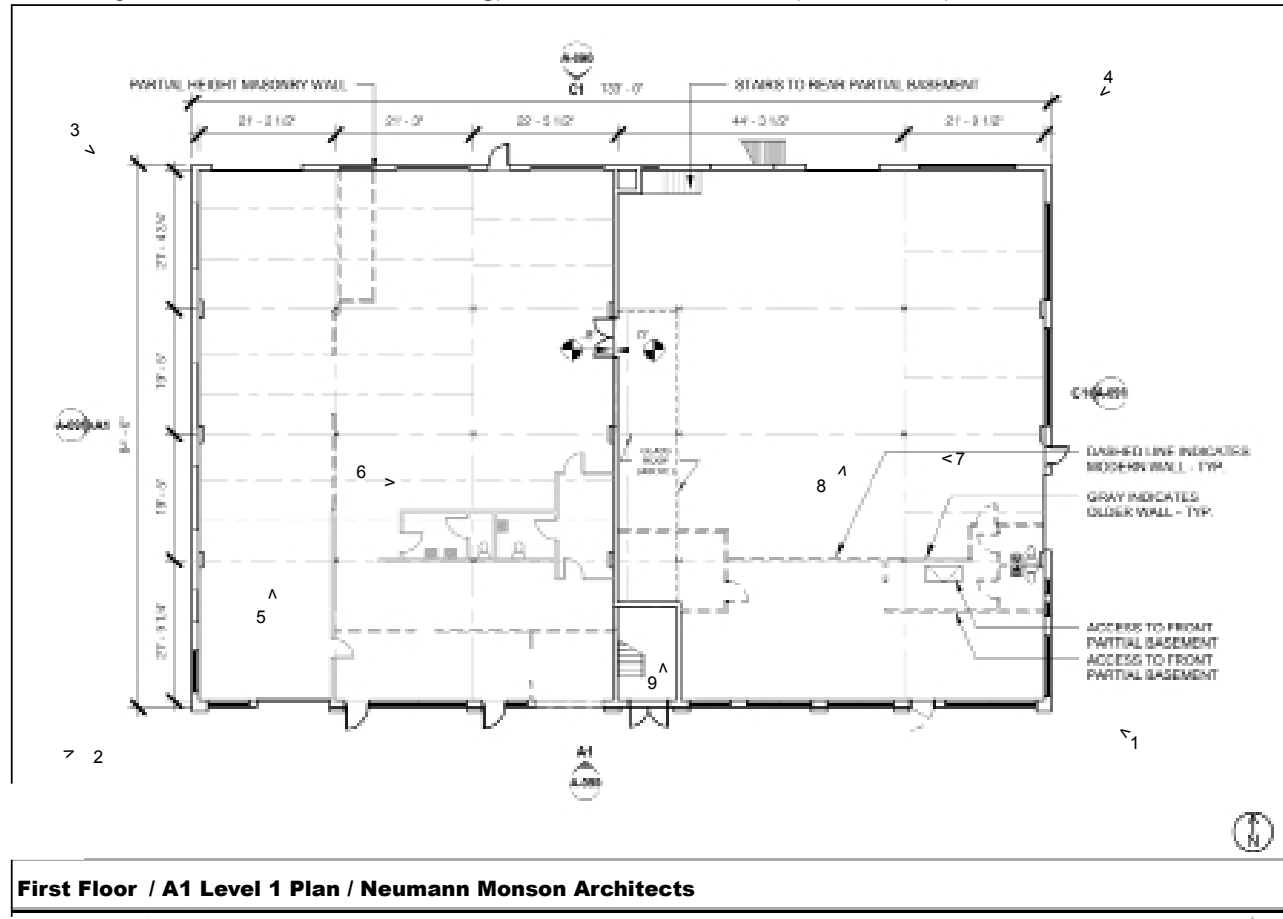
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Floor Plan Sketch Map and Photo Key – Existing Conditions First Floor, 2016

Photo Key: Walnut Tire – Globe Publishing, 1417-1425 Walnut Street, Des Moines, Iowa



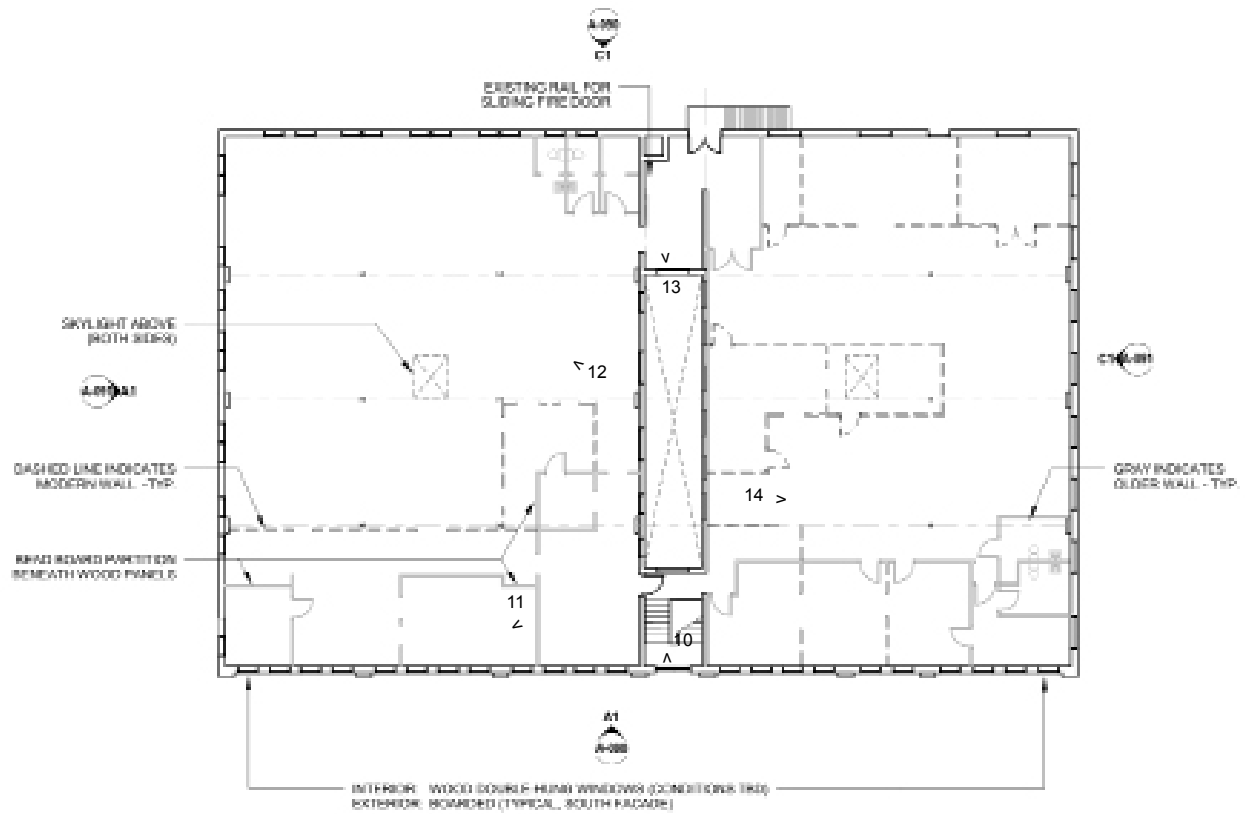
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Floor Plan Sketch Map and Photo Key – Existing Conditions Second Floor, 2016

Photo Key: Walnut Tire – Globe Publishing, 1417-1425 Walnut Street, Des Moines, Iowa



Second Floor / A1 Level 2 Plan / Neumann Monson Architects

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UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/2/2016 Date of Pending List: 12/27/2016 Date of 16th Day: 1/11/2017 Date of 45th Day: 1/17/2017 Date of Weekly List: 1/25/2017

Reference number:

Nominator:

Reason For Review:

Accept Return Reject 1/17/2017 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Edson Beall Discipline Historian

Telephone _____ Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

IOWA DEPARTMENT OF
CULTURAL AFFAIRS

GARY BRANNIC, DIRECTOR
CHRIS KRAMER, DEPUTY DIRECTOR

STATE OF IOWA
DEPARTMENT OF CULTURAL AFFAIRS



November 30, 2016

J. Paul Loether, Deputy Keeper and Chief
National Register and National Historic Landmarks
1201 Eye St. NW, 8th Fl.
Washington D.C. 20005

Dear Mr. Loether:

The following National Register nomination(s) from Iowa are enclosed for your review and listing if acceptable.

- Bricker-Price Block, 105-115 S. Chestnut Avenue, Earlham, Madison County
- The Priester Building, 601 Brady Street, Davenport, Scott County
- Home Federal Savings and Loan Association of Des Moines Building, 601 Grand Avenue, Des Moines, Polk County
- Mack-International Motor Truck Corporation Building, 121 12th Street, Des Moines, Polk County
- Washington and Elizabeth Miller Tract-Center-Soll Community Historic District, roughly 35th St. west to 38th St. between 3500-3607 Grand Ave. north to Center St., Des Moines, Polk County
- Walnut Tire & Battery Co. – Globe Publishing Company Building, 1417-1425 Walnut Street, Des Moines, Polk County
- Storm Lake High School, 310 Cayuga Street, Storm Lake, Buena Vista County
- Hotel President, 500 Sycamore Street, Waterloo, Black Hawk County
- Park Hotel, 115 NW State Street, Sac City, Sac County
- Hamburg Historic District (amendment, increase, decrease), hill to northwest of downtown: roughly W. 5th St from Western to Brown, W. 6th St from Harrison to Warren, W. 7th St, W. 8th St and W. 9th St from Ripley to Vine, Davenport, Scott County
- Iowa Highway Commission, District 6 Building, 430 16th Avenue SW, Cedar Rapids, Linn County

Thank you for your consideration.

Sincerely,

Elizabeth Foster
National Register Coordinator
State Historical Society of Iowa

IOWA
STATE
COUNCIL

PROBATE
COURT

STATE HISTORICAL SOCIETY OF IOWA

STATE HISTORICAL MUSEUM OF IOWA

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STATE HISTORIC PRESERVATION OFFICE OF IOWA

IOWA
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FOUNDATION