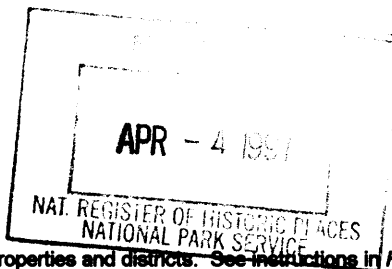


390

United States Department of the Interior
National Park Service



National Register of Historic Places
Registration 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 an 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 Stoll Bottling Works

other names/site number N/A

2. Location

street & number 824 Allen St. N/A not for publication

city or town Boone N/A vicinity

state Iowa county Boone zip code 50036

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (see continuation sheet for additional comments).

Patricia Chenkin 3-31-97
Signature of certifying official/Title Date
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 certifying official/Title Date
State Historical Society of Iowa
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the 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 the Keeper Patrick Andrews Date of Action 5/2/97

Stoll Bottling Works
Name of Property

Boone, Iowa
County and State

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 the count.)

Contributing _____ Noncontributing _____ buildings
_____ sites
_____ structures
_____ objects
_____ 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)

INDUSTRY/PROCESSING/EXTRACTION/ MANUFACTURING

FACILITY

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/SPECIALTY STORE

7. Description

Architectural Classification
(Enter categories from instructions)

Late 19th and 20th Century Revivals

Materials
(Enter categories from instructions)

foundation Brick

walls Brick

roof Asphalt

other _____

Narrative Description

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

Stoll Bottling Works
Name of Property

Boone Co., Iowa
County and State

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 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)

INDUSTRY

Period of Significance

1914-1916

Significant Dates

1914

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Unknown

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Boone County Historical Society

Stoll Bottling Works
Name of Property

Boone Co., Iowa
County and State

10. Geographical Data

Acreage of Property Less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>115</u>	<u>4271122</u>	<u>4657360</u>	2	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting			Northing		
3	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
4	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

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 Adrian D. Anderson

organization Cecada Systems, Inc. date 29 February, 1996

street & number 607 Anderson St. P.O. Box 239 telephone 515 827 5552

city or town Jewell state Iowa zip code 50130

Additional Documentation

Submit the following items with the complete 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 SHPO or FPO.)

name Dr. James Pollard

street & number 1253 218 Place telephone 515 432-8910

city or town Boone state Iowa zip code 50036

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 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 Projects (1024-0018), Washington, DC 20503.

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7,8 Page 1

**Stoll Bottling Works
Boone County, Iowa**

Description

The Stoll Bottling Works building is a two story commercial building located in the business district of Boone, Iowa. Built in 1913-1914, with brick walls and foundation, the building is 30 feet wide and 100 feet long. It has a low-pitch roof, plain wood framing with concrete sills and lintels. The west, or main facade is the only area on the building where decorative design elements in the brickwork are found, indicating its Late 19th and Early 20th Century Revival origins. On the first story a large arched, segmented opening containing three windows is centered on the facade. The three windows are identical in size and shape, each with 6 over 12 panes. On each side of this opening are symmetrical brick arched doorways with concrete sills to provide entry. Above each is an oculus containing a light fixture.

The second story of the facade exhibits three arched openings, the center opening is the larger containing a window with 8 over 3 panes. It is flanked on either side by windows containing panes set 6 over 1. Above that is a panel containing the words "Stoll Bottling Works" set in red tile letters on a white tile background. Above that is a single design element: a diamond centered in a horizontal line.

The two doors on the first story and the two single panes in the second story windows may not be original, but the integrity of this facade appears to have been otherwise uncompromised.

The south elevation exhibits two openings, both of which appear to be recently constructed entryways. One, near the west edge of the elevation, provides entry to the first floor. The other, near the east edge of the elevation, and about one-third of the distance from the east edge of the elevation, provides access to the basement. The windows on that elevation appear to be original in form and unmodified. They range from a single pane narrow, vertical window providing stairway light, four openings in which a single mullion divides the lights, and two larger openings with lights set 2 over 2.

The east elevation, or rear of the building, exhibits two openings on the basement level, two on the first story level and two on the second story. These appear to have been window openings boarded up by a previous owner. The wooden window frames may still be present. Dividing the two openings on the first story is a large opening which appears to be original, although the door appears to be of recent origin. The surface of this elevation has been covered with a layer of stucco, which makes it impossible to determine the condition of the brick surface beneath.

The north elevation has been modified by utilizing a window on the second floor to create a fire exit in order to comply with city code requirements. A wooden stairway has been appended to the exterior of the building to provide egress. At ground level, a wooden ramp has been constructed to provide handicap access on the first floor. The opening is original, although the door is not. An interior chimney protrudes through the roof near the middle of that elevation.

The architectural integrity of the building is good, however the building needs to be repointed.

STATEMENT OF SIGNIFICANCE

Summary
The Stoll Bottling Works building is eligible under Criterion A, for its association with the once thriving carbonated soft drink industry in Boone, Iowa. This is the best remaining example of commercial buildings which were used as bottling works in Boone during the period in which the high point of private ownership is achieved. For a building of its type, it has a high level of integrity, including its original signage.

A modest two story brick commercial structure stands at 824 Allen Street in Boone, Iowa.

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 2

**Stoll Bottling Works
Boone County, Iowa**

Statement of Significance (continued)

Decorative ornamental brickwork defines an attractive double entry to the building, and in a panel high on the facade, red tile letters on a white tile background proclaim ownership and function: STOLL BOTTLING WORKS (Figure 1).

This building is one of several in Boone which functioned as plants for producing and bottling carbonated soft drinks. A few, like the Stoll building, still stand, serving other purposes. Of those that remain, only the Stoll building announces its original role to the viewer, calling attention to an industry that once thrived in Boone, as across the country, until its very success eliminated small producers.

The evolution of the carbonated soft drink industry reflects an important theme in the history of American commerce: the capture by large corporations of a market developed by small local industries. To place the Stoll Bottling Works in proper context requires a brief review of the history of the carbonated soft drink industry. As we examine the history of the carbonated soft drink industry, it is clear that it can be divided into three phases. First, an experimental phase, during which pioneering scientists were engaged in attempts to understand the properties of gasses, resulting in the development of techniques for charging inert water with carbon dioxide. The goals of this phase appear to have been achieved between 1790 and 1800. The second phase is that of entrepreneurial activity during which the production and marketing of fruit flavored carbonated soft drinks is developed. This phase is begun by 1800 and probably reaches its zenith during the 1930s. The final phase is the corporate franchising of the industry, during which virtually all small producers were eliminated. This began with the franchising of Coca Cola in 1894, although the first Coca Cola bottling under franchise appears to have begun in 1899 (Riley 1958:134). This phase appears to have been accomplished by 1940.

The local bottling works history in Boone is typical of the evolving soft drink industry throughout the United States. The Stoll Bottling Works building is the finest example of that history in Boone, and lends itself more than any other of Boone's commercial/industrial buildings to the interpretation and preservation of that history.

The naturally bubbling water from soda springs was believed to have curative and restorative powers. The 18th Century European interest in the therapeutic qualities of mineral water was mirrored in the emergent United States. Riley cites the investigations of more than a dozen Americans between 1775 and 1806 (Riley 1958:37-43). Thirty-four years after Priestly's experiments, in 1806, a chemistry professor at Yale College named Benjamin Silliman was producing and marketing bottled soda water (Miller 1985). The primary point of purchase was the apothecary, or drug store, because of the perceived medicinal and therapeutic effects of carbonated beverages, and would remain there for nearly 50 years (Riley 1958:52).

Townsend Speakman, a Philadelphia druggist, is credited with creating the first fruit juice flavored carbonated soft drink, in 1807. The "soda fountain" grew in popularity, and most fruit flavored carbonated drinks were purchased by the glass until about 1850, when bottled soft drinks became more readily available. "Soft drinks became especially popular among young people, but people of all ages drank them" (Miller 1985:465). "...the soda fountain was still the principal competitor of the soda water bottler, and more than 70% of all soft drinks were sold at the soda fountain: in the 80's and 90's the proportion was even higher.

The relatively slow rate of growth of the bottling industry evidently followed the gradual emergence of production, container, and distribution technology. Production quickly changed from experimental laboratory test bench equipment to the back room work benches of drug stores or apothecary shops. Ceramic containers proved unsuccessful because of their porosity: the gas could not be kept under pressure. Glass bottles were, at the outset, unable to withstand the pressure and exploded too easily. Capping the containers was also a problem, due to gas

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 3

**Stoll Bottling Works
Boone County, Iowa**

Statement of Significance (continued)

pressure, and at least a dozen different types of stoppers were invented before the cork and crown cap was universally adopted. It took 50 years before demand reached the point where larger plants were required to serve a small community. The 1850s also saw the development of a distribution net, the railroad. It took another 50 years, to about 1900, for the industry to develop to the point where highly competitive marketing began to result in market domination by a handful of large corporations. Coca-Cola, Pepsi-Cola, Nehi, Dr. Pepper, and 7-Up come to mind. Today, the greater number of bottlers appear to hold franchises for the production and distribution of corporate interests: "Every soft drink company makes the flavoring syrup for each of its products. It sells the syrup to local bottling Companies throughout the United States and other countries, and these firms actually manufacture the drinks. Each bottling firm agrees to follow certain formulas established by the soft drink company. These formulas ensure that all the final products taste exactly the same, no matter where they were made. The bottlers distribute the beverages locally" (Miller 1985:465).

The history examined here was evidenced in the evolution of this business and industry in the community of Boone, Iowa. Specifically, the transformation of the soft drink industry from one of many small, entrepreneurial business owners to that of a few franchise holders producing and distributing the product of giant soft drink corporations. The documentation of this industry in Boone, as in other Iowa communities, rests with newspaper advertisements and stories, City Directories, Sanborn Insurance maps, family photographs, county records, bottles in museums and private collections, and anecdotal history.

Boone City Directories illustrate the presence of at least one bottling works by 1895: the Boone Bottling Works, located at 920-924 7th Street. It was owned by the Bernard Arie family. In 1904 Bernard Arie had a saloon at 921 8th Street, which is worth mentioning in this context because, as Riley (1985) has pointed out, "In many areas the saloon was one of the main outlets for the bottler's products, and it was an important one. In some communities as much as two-thirds of the bottled drinks were sold through the saloon. A factor contributing to this was the large proportion of bottling plants in which the bottling of beer also was carried on, with soda water as something of a side line" (Riley 1958 : 133). In 1907 the Boone Bottling Works was located at 921 8th Street and the saloon was not mentioned. By 1909 the Aries' Boone Bottling Works had moved to 1001 8th Street. It was sold to Frank and Edward Westerberg in 1911. The Westerbergs sold the business to G.W. Nelson in 1915, and Nelson sold it to G.W. Monroe in 1917. In 1936 the proprietor of the Boone Bottling Works is C.A. Sellars, the business is located at 1026 8th Street, and the name is changed to the Boone Beverage Company in 1938 (Figure 2).

Also identified in the 1895 City Directory is the Ed Seiling and C.A. Gifford Wholesale and Retail Liquors business located at 820 Keeler Street. A bottling works was not mentioned, but another source indicates that the Seiling Soda Company had begun operation by that time (Boone News Republican 1910). In 1907 an E.H. Seiling Bottling Works was located at 823 Keeler Street, two doors down from the address given for the Seiling and Gifford business. In 1909 the Seiling Co. occupied 821-823 Keeler, where it stayed until 1911. In 1912 the Seilings sold their business to Louis Stoll, marking the end of the Seiling Bottling Works. Stoll began bottling in a nearby building at 813 Keeler St., while he had a building constructed at 824 Allen St. Work was begun in 1913, completed in 1914 and served the Stoll family until 1916. In that year the business was acquired by Frank Linderblood. Linderblood moved the business to 925 Story St. (Figure 2) for approximately four years, then moved to 707 Keeler St. The Linderblood Bottling Works remained at this location until 1938, when it moved to 812 6th St., and is identified as the Linderblood Coca-Cola Bottling Works. It remained at this location until 1947.

The history of this business is made more interesting by the relationship of the individuals identified above. In 1910 the senior partners in the Seiling Soda Company were brothers John H.

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 4

**Stoll Bottling Works
Boone County, Iowa**

Statement of Significance (continued)

and Charles H. Seiling, President and Vice President, respectively. The Secretary and General Manager was Frank Linderblood. Ten years earlier a young high school student, Louis Stoll, had been hired by Linderblood as a part time employee of the Seiling Soda Company. Stoll became a full time employee in 1907, and was able to buy the business in 1912, at age 21 (1914 Boone

County History). Then, in 1916 Frank Linderblood, Stoll's former supervisor, purchased the Stoll Bottling Works from Louis and began his own company. Louis Stoll left Boone, moved to Des Moines, and the 1917 City Directory for Des Moines and Valley Junction identifies him as proprietor of the Capitol City Bottling Works, located at 1317 19th Street, Des Moines. The Linderblood family, as noted above, continue in the soft drink business for another 30 years.

The Arie's Bottling Works' annual business in 1910 is reported at \$35,000 with 6 employees, while the Seiling Bottling Works' annual business is reported at \$27,000 with 12 employees (Boone News Republican, 1910 supplement). In 1900 there were 73 such plants in Iowa, employing 152 production people, with a production value of \$428,913.00 (Riley 1958:279).

In addition to the sequence of bottlers described above, competitors include Boyd's Bottling Works, located at 803 Monona Street from 1936 to 1947 (Figure 2), the Pepsi-Cola Bottling Works located at 916 7th Street and the 7-Up Bottling Works, located at 315 15th Street in 1947. The wide variety of soft drinks being manufactured at the turn of the Century is reflected in a list of the products of the Seiling Soda Company in Boone in 1910, when Louis Stoll was employed by that Company:

"Soda: Strawberry, Lemon, Raspberry, Cream, Sarsaparilla, Vanilla, Ginger, Lemon Sour, Cherry, Orange, Chocolate, Club House, Banana, Root Beer, Peach Bounce,

Ironbrew, Hofbrew, High Ball Ginger Ale, Wina Vina, O.B. Pop, Ginger Ale, Birch Beer, Orangeade, Seltzer Water, Waukesha, and every kind of cider" (Boone News Republican, 1910 Supplement).

The 1914 Boone County History says of Louis Stoll, "He has not only built up a profitable trade in soft drinks, such as high grade soda waters, ciders and other temperance beverages, but has also an important wholesale business, jobbing in crushed fruits, concentrated syrups and grape juice. He also handles liquid gas for bars and soda fountains..." (1914:669).

The Stoll Bottling Works building is one of several in Boone which served the local soft drink industry. It is not the earliest of the remaining buildings. The earliest is probably the Seiling Soda Company plant at the corner of 9th and Keeler, although its modern facade masks its earlier appearance (Figure 2). It is not the most recent. That is probably Linderblood's Coca-Cola Bottling Works at 812 6th Street, which is also a fine example of a Coca-Cola franchise building (Plate 2). Stoll's building is, however, the most visible reminder of that industry by virtue of signage preserved as a prominently displayed architectural design element.

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9 Page 5

**Stoll Bottling Works
Boone County, Iowa**

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Anon The Seiling Soda Company. In Supplement to Boone News Republican, Twenty First Anniversary Edition, 50 Pages. 1910.

Goldthwait, N.E. The History of Boone County. 1914.

Miller, William T. Soft Drink in The World Book Encyclopedia, 1985.

Riley, John J. A History of the American Soft Drink Industry. Bottled Carbonated Beverages 1807-1957 American Bottlers of Carbonated Beverages, Pub. Wash. D.C. 1958.

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8,9 Page 6

**Stoll Bottling Works
Boone County, Iowa**

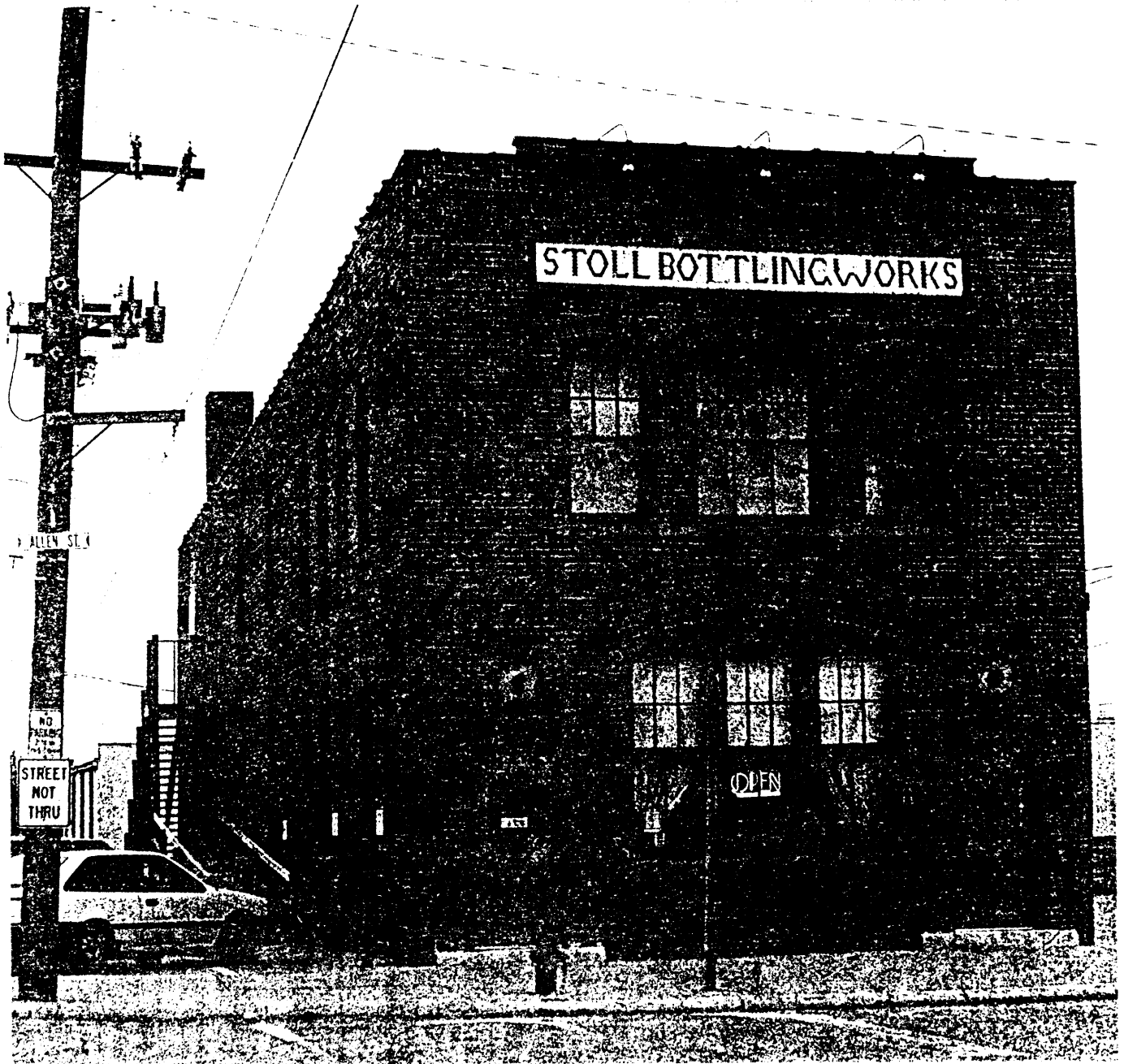
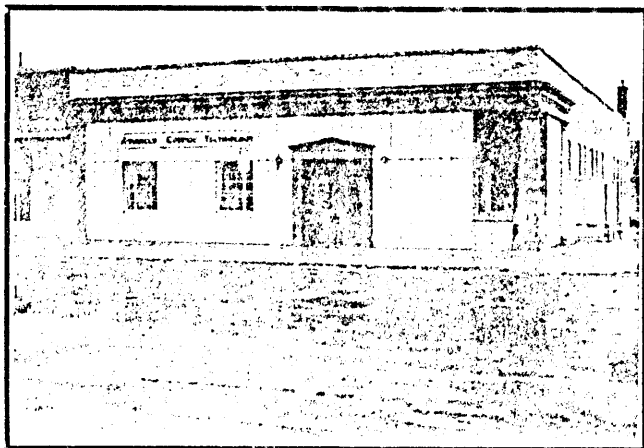


Figure 1. The Stoll Bottling Works building at 824 Allen Street. Boone, Iowa.

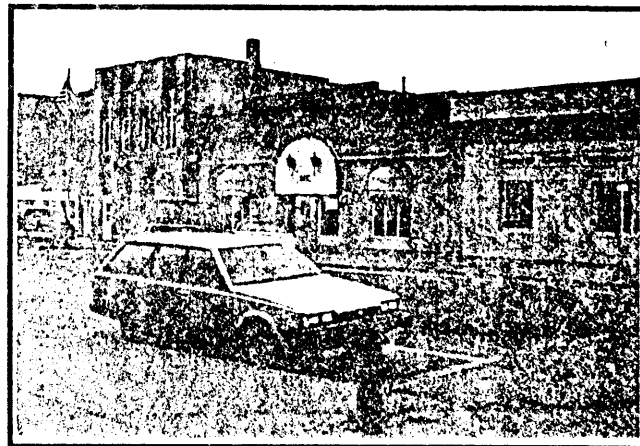
NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8,9 Page 7

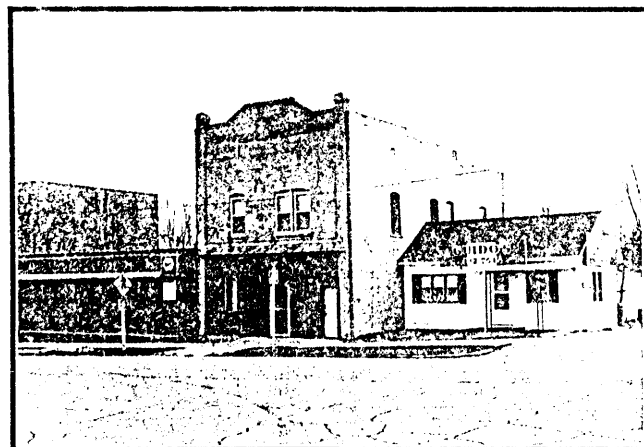
Stoll Bottling Works
Boone County, Iowa



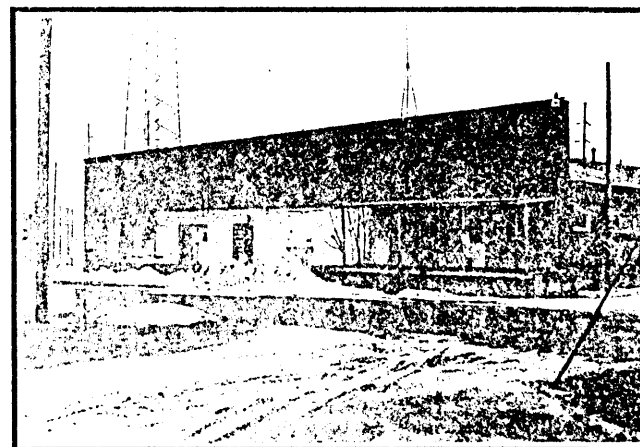
821-823 Keeler Street. E.H. Seiling Bottling Works, 1895-1912



Keeler Street bottling works locations (various).



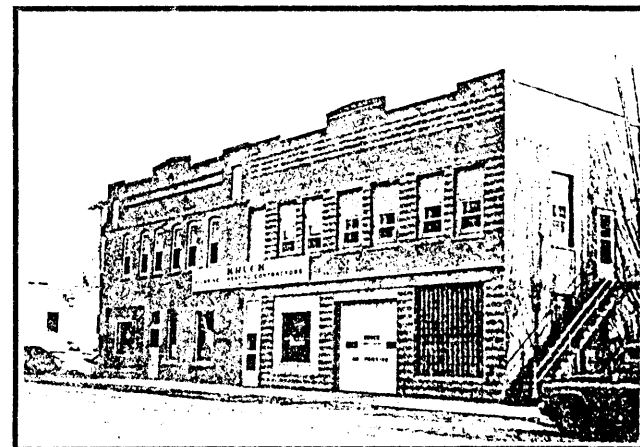
1026 8th Street. Boone Bottling Works, C. A. Sellars



803 Monona Street. The Boyd Bottling Works, 1936-1947.



925 Story Street. Linderblood Bottling Works, 1917



812 6th Street. The Linderblood Coca-Cola Bottling Works, 1938-1947.

Figure 2. Various buildings which also served as bottling works in Boone, Iowa, but whose integrity has been compromised.

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 10 Page 8

Boundary Description: Block #74 (Original Boone), Land Parcel #24.

Boundary Justification: Contains all land associated historically with the resource.

Photographs

The following information is common to all photographs:

1. Stoll Bottling Works.
2. Boone County, Iowa.
3. Adrian D. Anderson
4. February, 1996
5. Cecada Systems, Inc.

The following information is photograph number specific:

6. East (rear) and south elevations, looking northwest.
7. #1.

6. West (front) and south elevations, looking northeast.
7. #2.

6. West (front) and north elevations, looking southeast.
7. #3.