

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Overland Waterloo Company Building
other names/site number Insurance Building

2. Location

street & number 500 E. 4th Street

N/A	not for publication
N/A	vicinity

city or town Waterloo
state Iowa code IA county Black Hawk code 013 zip code 50701

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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 at the following level(s) of significance:
___ national ___ statewide X local
Steve King DSHPO 07/30/2014
Signature of certifying official/Title Date
State Historical Society of Iowa
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.
Signature of commenting official _____ Date _____
Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:
 entered in the National Register _____ determined eligible for the National Register
 determined not eligible for the National Register _____ removed from the National Register
 other (explain:)
Tom Edsen & Beall 9.24.14
Signature of the Keeper Date of Action

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

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

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

Historic and Architectural Resources of Downtown Waterloo

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

COMMERCE/ Specialty Store

COMMERCE/Business

INDUSTRY/PROCESSING/communications facility

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

LATE 19th AND 20th CENTURY

REVIVALS/Classical Revival

foundation: STONE

walls: BRICK

STONE

TERRA COTTA

roof: ASPHALT

other: OTHER

STONE/Marble

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Overland Waterloo Company Building is located on the east corner of E. 4th and Franklin Streets approximately four blocks northeast of the Cedar River in Waterloo, Black Hawk County, Iowa (Figure 1). A former gas station is on the property located just east of the building. A parking lot is situated behind the building to the north and east. Mature trees line the property along Walnut and E. 4th Streets. Lincoln Park is located across Franklin Street to the west. The area around Lincoln Park is a mixture of parking lots, smaller one to two story commercial structures, the Elks Lodge, and First Presbyterian Church (Figure 2). The commercial core of east Waterloo, which features one to three story buildings with high rises on corner lots, is located one block to the southwest between Mulberry Street and the Cedar River, though there are a few one-story auto-related buildings on E. 5th and Franklin Streets.

The Overland Waterloo Company Building, built in 1916, is a four-story Classical Revival style building designed by Clinton P. Shockley and constructed of stone, brick, reinforced concrete slab floors, concrete mushroom columns, and terra cotta tile. Exterior materials and features include stone, terra cotta pilasters, window surrounds, and a balconet. The main façade features five fenestrated bays defined by patterned brick pilasters surmounted by terra cotta plaques with swag motif. A terra cotta balconet is centered above the main entrance. The secondary façade on Franklin Street features four fenestrated bays with the same bay arrangement. Exterior alterations to the building include installation of aggregate and granite panels on the first floor storefronts, replacement of windows, and removal of the decorative cornice. The interior retains many original spaces and features such as the brick entrance vestibule, decorative plaster ceiling, brick wainscot with terra cotta cap on first floor, terrazzo first floor, mushroom columns, and multi-pane windows in the penthouse. Many of these finishes are hidden behind modern alterations that occurred over the building's history to accommodate new businesses and the current television station.

Narrative Description

The Overland Waterloo Company Building is a four-story, masonry, corner block building built in the Classical Revival style. The building has two principal facades. The main façade faces E. 4th Street and has five bays; while the secondary façade along Franklin Street has four bays. Large sheets of granite cover the main entrance bay. The remainder of the first floor is clad with aggregate and granite panels, all installed in 1965. An aluminum overhand cornice is located above the panels. Removal of a portion of an aggregate panel on the north corner of the building revealed the original stone footplate for the storefront (Photograph 10). The upper floors are clad with multi-colored hard fired brick set in decorative brick patterns. All of the upper story windows are 1/1 aluminum sash. The projecting cornice was removed to the wall face in 1965 and has been clad with metal panelled fascia. Two small penthouses on the roof have original 3/3 metal sash windows with wired glass. The flat roof is clad with rolled asphalt.

The central entrance on the main (E. 4th Street) façade features an aluminum frame door with sidelight and transom surrounded by large panels of granite. An aluminum canopy is set just above the doorway and extends the full width of the bay. Granite and aggregate faced panels form the remainder of the first floor façade. The five fenestrated bays on the upper floors are recessed from the main plane of the elevation and are framed with a band of terra cotta ogee moulding. Each bay contains three replacement aluminum sash windows separated by terra cotta pilasters with recessed panels. Terra cotta plaques with swag motif form capitals at the top of the brick pilasters between the fenestrated bays. The brick pilasters feature rowlock bond in the interior framed by a single column of stack bond brick. Brickwork between the plaques create three wide and two narrow sections with decorative diamond shapes. The brickwork beneath the windows is laid with soldier bricks alternating with narrow sections of common bond. The hard fired brick used on the building was "Greendale rug brick" from Ohio (Waterloo Evening Courier, November 19, 1915). The architect undoubtedly chose the Greendale rug brick for its highly variegated color to enhance the bonds and patterns used. A terra cotta balconet is located in the central fenestrated bay on the third floor. Two scrolled terra cotta brackets support the balconet, which is adorned with rosettes and channelling. Fenestrated bays on the fourth floor are separated by terra cotta tile. Windows are framed with stretcher brick and terra cotta corner blocks.

The ground floor of the secondary façade along Franklin Street is primarily clad with aggregate and granite panels. The southeasternmost bay contains large panels of granite with raised metal lettering, "KWWL Television 7" and the National

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Broadcasting Company (NBC) logo. The upper floors have the same arrangement as the E. 4th Street façade with four windows set within four bays. The swags on the corner plaques are missing. A terra cotta belt course runs along the bottom of the fourth story windows. The fourth floor is clad entirely with terra cotta between the paired windows, which have brick surrounds and corner blocks. In 1965, metal paneled fascia material was applied along the cornice line just above the fourth story windows.

Facades on the northeast and southeast sides of the building have little architectural ornament. The first floor of the southeast façade has one double door entrance and a single window opening filled in with a louvred vent. Two aggregate and granite panels are located near the south corner of the façade. The upper floors have five fenestrated bays each with groups of two and three windows. The second floor has five fenestrated bays each with paired windows. The third and fourth floors have three bays with three windows, one bay with two windows, and a single window bay. All of the windows are aluminum double hung sash with a solid panel transom.

The northeast façade has a more irregular fenestration pattern on the lower floors with varying sizes of double hung and hopper aluminum windows. The first floor has a steel door, a steel louvred vent, four small windows set high in the wall, and several windows that have been filled in with brick. Staggered small hopper windows on the northeast façade and a fifth floor penthouse indicate the location of the service staircase. The upper two floors have five fenestrated bays with 1/1 aluminum sash.

Character defining features of the exterior include decorative brickwork, the fenestration pattern on upper stories of Franklin and E. 4th Street facades, terra cotta ogee moulding around each bay, terra cotta pilasters between windows, terra cotta plaques with swag motif, terra cotta beltcourse, third story terra cotta balconet on E. 4th Street façade, and original multipane windows on secondary facades, and penthouses.

Interior Arrangement

First Floor

The main entry on E. 4th St. leads to a small vestibule that once projected into the center of the original automobile showroom. Removal of modern panels on the walls and ceiling on the vestibule interior reveals the original brick walls and multi-pane, wood wall and ceiling panels (Photographs 6 and 8). The ceiling still retains its original light fixture. Additionally, the wood transom window that was above the original exterior door has been found in the dead space above the brick vestibule (Photograph 9). The opening of the transom has been filled with concrete block. Given the method of rehabilitation used for the vestibule's interior walls, it is expected that at least some of the brickwork and terra cotta details on the opposite sides of the vestibule walls will also remain intact.

The current vestibule leads to a small hallway with the main elevator and stairwell, which was installed during the 1938 renovation by James Black Realty. This provides access to a network of offices, storage rooms, and the television studio. A ca. 2005 wood door at the end of the vestibule leads to a large studio space that takes up almost half of the first floor on the southeast side of the building. Steel and glass doorways into adjacent rooms and the drop ceiling in the hallway appear to post-date the 1938 renovation. The floor, building directory sign, built-in cabinets, and tile walls appear to date from 1965. The main stairwell has its original 1938 metal baluster and terrazzo floor. Removal of carpet in several areas reveals that the original terrazzo floor is also present in other areas of the first floor.

The front half of the building on either side of the hallway has numerous small spaces including the main reception desk. These spaces originally comprised the automobile showroom. The auto showroom featured partial brick walls with a terra cotta cap that encircled the room. The walls were punctuated by brick pilasters with terra cotta rosettes. The entire space had a decorative plaster ceiling. The current owner conducted some investigatory demolition to ascertain what original features from this significant space might still remain. As noted above, the interior of the original entrance vestibule remains intact. Removal of drop ceiling tiles revealed that the original decorative plaster ceiling remains completely intact (Photograph 22). Several areas of the original terrazzo floor were also discovered, indicating that the entire floor of the showroom is likely intact (Photograph 18). Removal of plaster from the former location of a brick pilaster revealed the original brick and a terra cotta rosette that adorned the top of the original pilasters (Photograph 19). Removal of drywall also revealed the original terra cotta cap. Metal lath and plaster that was used in the 1938 renovation indicates that the original brick walls, pilasters, rosettes and terra cotta cap likely remain intact throughout the space, particularly along the outside walls. Furthermore, removal of the plaster should not significantly damage these important features.

A curved staircase along the southern edge of these spaces leads to a mezzanine level that has two conference rooms and some small offices. Other ancillary spaces surround the studio including a second service staircase with painted brick

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walls, concrete stairs, and iron pipe hand rails; and the original automobile elevator, now used as a service elevator. Most of the finishes in the remaining rooms on the first floor date to the 1965 renovation and later.

Second Floor

The second floor currently has an open plan with rooms partitioned off on the northeast and southeast walls and a small room in the center of the open space. The walls and ceiling are plaster. Decorative paneled areas of plaster surround some of the mushroom columns along the outside walls. Baseboard electric units heat the space. Most of the mushroom columns are exposed. The floor is concrete and scars of former partitions are evident in the floors and some places in the ceiling. It is unclear when former partitions were removed.

Third Floor

The third floor has numerous spaces arranged on either side of a central O-shaped hallway, an arrangement that closely follows plans shown for the 1938 renovation of the building designed by Mortimer B. Cleveland. At that time, the hallway went only partially around the building ending with openings into a large central space. The hallway was likely completed to make the O-shape during the 1965 renovation. In general, rooms have late 20th century wood doors, carpeted floors, plaster and wood paneled walls, and drop ceilings with fluorescent lighting.

Fourth Floor

The fourth floor has the same finishes and interior arrangement as the third floor with some offices having more up-to-date carpeting. The floor plan shown in the 1938 renovation plans are also very similar to the third floor. The same connection of the dead end hallways made on the third floor was completed on the fourth floor around 1965.

Character Defining Features

Character defining features of the interior include numerous decorative elements from the principle space on the first floor, the automobile showroom. These include the entrance vestibule with wood multi-pane windows and likely terra cotta tiles, decorative interior brick wall and terra cotta band, all or part of brick pilasters with terra cotta rosettes, terrazzo floor, mushroom columns, and decorative plaster ceiling. Similar plaster ceilings are also present in the mezzanine. Significant characteristics on the upper floors include decorative plaster panels on the second floor, segmental arch doorways in service stairway, and mushroom columns.

Alterations

Despite changes to the first floor, the original design of the building with its decorative brickwork, terra cotta window surrounds and sills, fenestrated bays delineated by brick pilasters and swag motif plaques still dominate the main facades. The fenestration pattern has been maintained even though the window sash has been replaced. Key decorative features such as the terra cotta balconet have been retained.

In 1938, local architect Mortimer B. Cleveland designed the rehabilitation of the storefronts along Franklin Street. Storefronts were reconfigured to include four entrances. At least two new entrances removed existing brick columns. The terrazzo floor of the new recessed entrances were found on the interior during investigative demolition (Photograph 17). In 1965, the current aggregate and granite panels and overhand cornice were applied to the storefronts along E. 4th Street and Franklin Street. The original cornice was removed and covered with metal panelled fascia. Investigative demolition of the aggregate panels indicates that the original stone footplates as well as the brick pilasters remain intact. Removal of metal panels in the main entrance vestibule revealed the intact structure and multipane windows of the original 1916 vestibule.

The interior of the building has seen some alterations as tenants have changed. In 1938, the open third and fourth floors were subdivided into office spaces, reflecting the change in use from a completely auto-related building to mixed use. In 1965, the first floor was renovated to accommodate the new use as a television studio. In 2006, partitions on the second floor were removed. Within the past 20 years, the interior finishes of the first, third and fourth floors have been partially updated. Many of the most recent interior changes appear to be reversible as original terrazzo flooring and terra cotta rosettes and caps were found during selective demolition. Decorative plaster ceilings are also present above drop ceilings on the first floor. While the finishes of the third and fourth floors are modern, the floor plan reflects the 1938 renovation with some minor partitions being constructed since that time.

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Integrity

The Overland Waterloo Company Building maintains an overall moderate degree of all seven aspects of integrity (location, design, setting, materials, workmanship, feeling, and association).

The building occupies its original historic **location**. The building is on the edge of the downtown business district in East Waterloo that continues to be an important location of commerce in the downtown area.

The building has moderate integrity of **design**, despite alterations. The two principle façades retain their original upper story fenestration pattern, decorative brickwork, terra cotta trim around fenestrated bays and between windows, and decorative terra cotta balconet and swag motif panels. On the interior, investigatory demolition revealed that the building's interior retains at least part of its original brick entrance vestibule, terrazzo floor, brick pilasters, terra cotta rosettes, terra cotta cap, and decorative plaster ceiling in the former automobile showroom. The interior arrangement of the third and fourth floors is almost intact from 1938 renovation. Despite alterations, the building remains a good example of a twentieth century Classical Revival style building designed and remodeled by two prominent local architects.

The building has moderate integrity of **setting**. Several buildings have been demolished in the immediately vicinity leaving parking lots on the building's northeast and southeast sides. Though several modern intrusions visually separate it from the East Commercial Historic District, the integrity of buildings such as the Elks Lodge and First United Presbyterian Church around Lincoln Park, which the building faces, remains high. Several one to two story commercial buildings remain in the vicinity. Auto-related commercial buildings are still found on Franklin Street north of Lincoln Park.

The building maintains moderate integrity of **materials** as it still retains its original masonry walls, decorative brickwork, terra cotta, and some original wood windows. The current 1965 first floor cladding may be hiding additional original materials especially around the main E. 4th Street entrance, which is located behind large marble panels. Significant original interior materials remain such as brick walls, terra cotta rosettes and caps, terrazzo floors, plaster ceilings and walls that comprise the former auto showroom, mushroom columns, tile floors in utility rooms and some bathrooms, segmental arch doorways in the service staircase and 1938-era doorways with transoms.

As described above, the integrity of **workmanship** on the principle façades of the building is moderate, with original brickwork, fenestration pattern, and decorative terra cotta swag motif and balconet on the upper stories that still reflect the skills of the local architect, Clinton P. Shockley and the importance of the building. Alterations to the storefronts on the first floor, replacement of windows, and removal of decorative cornice diminish the integrity of workmanship somewhat. Although storefronts have been altered with modern materials in 1965 and windows have been replaced, the building retains sufficient integrity of workmanship to convey its age and historic period. Additional historical materials that may be hidden behind modern finishes may enhance the building's integrity of workmanship, once revealed.

The **feeling** of the building is still conveyed by the exterior materials and fenestration pattern of the upper floors and massing of the building. Overall, the building retains a moderate degree of feeling and therefore retains sufficient integrity to convey the building's historic period.

The building retains a moderate degree of **association** as the structure continues to serve in the commercial core of east Waterloo. The building is directly associated with the development and expansion of automobile-related businesses in the downtown area east of the Cedar River in the early twentieth century.

Overall, the building retains sufficient integrity of feeling, association, location, setting, materials, design, and workmanship to convey its period of significance and association with the development and growth of automobile-related businesses in the downtown area from the early-twentieth century.

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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 old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1916-1927

Significant Dates

1916

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

Architect/Builder

Shockley, Clinton P.

Cleveland, Mortimer B.

Maine, H. A.

Period of Significance (justification)

The period of significance for the Overland Waterloo Company Building extends from 1916, when the building was constructed, to 1927, when the Overland Waterloo Company moved out of the building.

Criteria Considerations (explanation, if necessary)

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Overland Waterloo Company Building is locally significant under Criterion A for its significant association with the distribution network of the Willys-Overland Company and with the growth and development of the automobile industry in Waterloo. The Overland Waterloo Company Building was designed as a multi-story automobile distributorship for Overland automobiles positioned on a prominent corner in downtown Waterloo, a practice that was adopted by large automobile companies to market their product. The distributorship, which served all of northeastern Iowa, was designed by local architect, Clinton P. Shockley, to give the highest level of service to Overland customers with all the automotive needs in one building. The highly decorative automobile showroom was along E. 4th Street with large display windows in four of the five bays. Sales offices and a service garage occupied the remainder of the first floor. The second floor housed a clubroom/lounge, a display room for used cars, a battery-charging room, a workroom, stockroom, shop and employees' room. The third and fourth floors were left open for storage of automobiles on their way to dealers and customers. The building currently functions as a local television studio. The building was the distributor for Overland automobiles from its construction in 1916 to 1927, when the company lost its distributorship and moved to another location. The building housed other automobile related businesses and offices until 1955. Renovation of the building in 1938 altered interior spaces to fit the changing needs of the tenants. The building was further altered in 1965 when converted to a television studio. Many of the alterations completed in 1965 are reversible as demonstrated by the discovery of original decorative material during selective demolition of plaster walls, removal of drop ceilings, and removal of portion of exterior aggregate panels. Despite alterations, the Overland Waterloo Company Building retains sufficient integrity of design, workmanship, materials, feeling, association, location, and setting to be eligible under Criterion A.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

The Overland Waterloo Company Building is significant in the area of commerce as for its association with the distribution network of Overland automobiles and the growth of auto-related businesses in Waterloo during the early twentieth century. The building is indicative of the nationwide trend of automobile manufacturers building large structures in prominent downtown locations to inspire confidence in their product. The Overland Waterloo Company Building follows this early twentieth-century industry trend in every aspect. At the time of its construction the Overland Waterloo Company was termed a "mammoth" building with a footprint of 13,800 square feet (*Waterloo Evening Courier*, January 1, 1916). In 1916, the local newspaper, *Waterloo Evening Courier*, stated that it was the largest retail garage in the state of Iowa (*Waterloo Evening Courier*, April 28:9). The size and corner location of the Overland Waterloo Company gave it a prominence within the period of unprecedented growth in the automotive industry in Waterloo and statewide and symbolized the importance of the Overland Company in the early years of the development of the automobile industry. The period of significance for the building mirrors the development of the Overland distribution network in the 1910s and the elimination of the regional distribution network in the early 1920s. The primary facades retain significant architectural detail on the upper stories including decorative hard fired brick pilasters, terra cotta pilasters, molding, and balconet; and terra cotta plaques with swag motif.

Developmental history/additional historic context information (if appropriate)

The Overland Waterloo Company Building was constructed in 1916 by John Hansen and his partner J. H. Hadley. Hansen came to Waterloo around 1910 and initially entered into business with J.H. Hadley, under the name of the Corn Belt Auto Company. The company, located at 102-108 E. 5th Street, was a distributor for Haynes and Overland automobiles and batteries (*Waterloo Times Tribune*, March 19, 1911:24). In 1913, the company name was changed to the Waterloo Overland Company (*Waterloo Reporter*, June 28, 1913:16). By that time, the company was a distributor for just Overland automobiles for a nineteen-county area in northeastern Iowa (*Horseless Age* July 23, 1913:140). They also served as distributors for LBA and Willard Batteries (*Waterloo Evening Courier*, March 18, 1914).

Construction of the new \$135,000 building began in September 1915 (*Waterloo Evening Courier*, September 4, 1915). The building was designed by Clinton P. Shockley of Waterloo and the construction contract was awarded to H.A. Maine (*Waterloo Evening Courier*, January 1, 1916; *Waterloo Evening Courier*, July 15, 1916). The building was designed with Greendale rug brick from Ohio that was "highly variegated with pattern effects" and light gray terra cotta. A central entrance and four large display windows were located on the E. Fourth Street façade where the showroom was located

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(Figures 3-10). The first floor was 18 feet high allowing for a mezzanine level above the elaborate showroom that featured a terrazzo floor with marble base and border, a nine-foot ornamental brick wainscot with a terra cotta cap and an ornamental plaster ceiling (*Waterloo Evening Courier*, November 19, 1915). A second main entrance that led to the service garage was located on Franklin Street. The second floor housed a clubroom/lounge, a display room for used cars, a battery-charging room, a workroom, stockroom, shop and employees' room, which had lockers, showers, and restrooms. The third and fourth floors were left open for storage of automobiles to be delivered to dealers and customers (*Waterloo Evening Courier*, January 1, 1916). A large freight elevator in the east corner of the building provided access to all floors. In April 1926, the *Waterloo Evening Courier* stated that the Overland Waterloo Company Building was the "largest Overland establishment in the state of Iowa, and also the largest retail garage in the state" (*Waterloo Evening Courier*, April 28, 1926:9).

On October 31, 1916 the completed building was open to the public. The celebration featured music and souvenirs with guided tours through the building. Representatives from the Willys-Overland Company in Toledo arrived the night before to attend a dinner with Overland dealers of the region at the Russell-Lamson Hotel. R. J. Clemens, the district distributor of Overland automobiles in Des Moines, also attended the opening (*Waterloo Evening Courier*, October 31, 1916).

Unlike the Ford Motor Company that assembled cars at the factory then partially disassembled them for shipping, Overland shipped its cars in one piece or distributors would come to the plant in Toledo, Ohio for the cars. Driving automobiles from the factory in Toledo to distributorships was not an uncommon practice for Overland distributors. In March 1916, 132 automobiles were driven away from the Toledo factory by dealers from Ohio, Michigan and Indiana (*Motor Age* March 23, 1916:43). The article pointed to a shortage in railroad freight cars that couldn't keep up with the demand for automobile shipments as the reason for so many drive aways. In April 1918, C. D. O'Harrow of the Overland Waterloo Company traveled with five or six men to the Overland factory in Toledo, Ohio to purchase Overland automobiles and drive them back to Waterloo (*Waterloo Evening Courier*, April 1, 1918).

By 1921, the territory of the Overland Waterloo distributorship had grown to include parts of Minnesota. Success of the distributorship was so great that in November 1921, the general manager of the Overland Waterloo Company was asked to accept the position of manager of the Indianapolis factory branch (*Waterloo Evening Courier*, November 17, 1921:4). The Overland Waterloo Company became a local dealer rather than a distributor. This was undoubtedly part of the reorganization that occurred nationwide when Willys-Overland replaced distributorships with large regional factory branches [see section, Overland Automobile Company below]. Despite the reorganization, the building was still touted five years later in 1926 as the largest retail garage and Overland dealer in Iowa (*Waterloo Evening Courier*, April 28, 1926:9).

Despite losing its distributorship, the Overland Company continued to occupy the building until 1927, when the company exchanged buildings with the Waterloo Motor Sales Company, located at Franklin and 6th Streets. The manager of the Overland Waterloo Company, H. S. Butters, cited that as the company was no longer a distributor of automobiles and can "get along with smaller quarters" (*Waterloo Evening Courier*, April 27, 1927:29).

The Overland Waterloo Company continued to run the business at the new location on the corner of E. 6th and Franklin Streets until February 1928, when Frank Schierbrock bought the business, renaming it the Schierbrock-Waterloo Company (*Waterloo Evening Courier*, February 16, 1928:10). The company continued to sell Whippet and Willys-Knight automobiles and regained its distributorship by 1929 serving as the local distributor for a 10-county region in eastern Iowa and providing Whippet and Willys Knight cars to 33 dealers in these counties (*Waterloo Evening Courier*, April 24, 1929:20). In 1933, Handler Motor Service at 316-318 W. 5th Street bought out Schierbrock (*Waterloo Daily Courier*, April 30, 1933:19).

Waterloo Motor Sales Company continued their Chrysler distributorship in the former Overland Waterloo Company building until 1929. At that time, regularly occurring company advertisements were no longer found in the local newspaper. By 1931, the ground floor along E. 4th St. was occupied by Olemans Automobile Company. Mid-Continent Petroleum Corporation occupied the first floor at 500 E. 4th St. in 1935 (*Waterloo City Directories*).

In 1938, the building was owned by the James Black Realty and Investment Corporation. The building was renamed, the Insurance Building. The company hired local architect, Mortimer B. Cleveland to renovate the structure. Storefronts along Franklin Street were modified to create several entrances. The mezzanine and grand staircase in the auto showroom were removed and replaced with the current main hallway, steel staircase, and elevator. Several large spaces labeled "Sales Space", "Sales Room", and "Sales & Service Space" indicated that the renovation was to accommodate an automobile

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related business. Finally, the third and fourth floors of the building were divided to accommodate offices (Cleveland 1938). By 1941, the first floor was occupied by Miller Motor Company in the newly renovated space and Mid Continent Petroleum Corporation moved from the first floor to the second floor. Miller Motor Company occupied the ground floor from 1946 to at least 1955 (Waterloo City Directory 1946, 1955). The second floor was occupied by the D-X Sunray Oil Company's division office in 1955, part of Mid Continent Petroleum who in 1951 had offices in Tulsa, Terre Haute, Omaha, Chicago, Minneapolis, and Waterloo. Thus, the ground floor of the Overland Waterloo Company was occupied by an automobile related business from it's construction in 1916 to at least 1955.

Between 1955 and 1960, the KWWL radio and television station occupied the ground floor of the building. The D-X Sunray Oil Company occupied the second and third floors in 1960. Various other small offices occupied the fourth floor. No other floors were listed as being occupied (Waterloo City Directory 1960).

In 1965, KWWL went through a \$1 million modernization of its building and broadcast facilities. The plan involved substantial renovation of the building that included installation of the current aggregate and granite storefront cladding, and modernization of the studio and office spaces on the first floor (Figures 11-13) (*Waterloo Daily Courier* 1965:3).

Overland Automobile Company

The original Overland automobile was invented by Claude Cox, constructing a prototype in February 1903 for his partner company, the Standard Wheel Company of Terre Haute, Indiana. The company built twelve more models for sale that year with sales doubling in 1904. After the head of Standard Wheel Co., Charles Minshall, stopped financing the company, carriage maker David Parry provided 51 percent of the capital for the new Overland Auto Company in 1906. Overland automobiles dealer, John Willys, took over the company in 1908 after the former owner went bankrupt. Willys bought the Pope Toledo factory in Toledo, Ohio in 1909, moved the Overland production there, and renamed the company the Willys-Overland Company. The Indianapolis plant remained open and converted to the production of the Willys-Knight car, the only car produced during that time that used the Knight engine, which was a sleeve-valve engine that was more powerful and quieter than the more widely used poppet-valve engines (Bode Baxter and Maloney 1999: s.8 p. 10).

In 1908, Overland produced 4900 cars. By 1913, the company was the second largest seller of cars with 37,000 compared to 202,000 sold by Ford; but 9,000 more than Buick, the third largest seller (Bode Baxter and Maloney 1999: s.8 p. 10). The company continued to experience phenomonal growth as second only to Ford in production from 1913 to 1920. Willys-Overland owed much of this success to production of a range of cars in the \$500 to \$1,000 price range just above Ford's Model T.

By 1917, John Willys owned a large number of companies that eventually formed the Willys Corporation. This corporation and a number of individual companies owned by Willys himself were inefficiently organized and the company went into receivership and was saved by Walter Chrysler in 1921. Just two years later, John Willys regained control of the company under the name, Willys-Overland Incorporated. At that time, the company was still the third largest seller of cars behind Ford and Chevrolet (Bode Baxter and Maloney 1999: s.8 p. 10).

In 1926, the company launched the Whippet, a very popular economy class car. The last automobile with Overland in its name was the Overland-Whippet in 1927 (Willys-Overland Knight Registry 2013).

In 1936, the company was again reorganized as Willys-Overland Motors, Inc. In 1940, the U.S. Army held a competition to design and build prototypes of a general purpose four-wheel drive vehicle. Willys-Overland won the competition and produced approximately 360,000 military GPs-Jeeps (Bode Baxter and Maloney 1999: s.8 p. 10). After the war, Willys produced his Jeep Wagon and manufactured over 300,000 vehicles from 1946 to 1965. In 1953, it was merged with the Kaiser Frazer Company to become Kaiser Jeep. In 1970, American Motors Corporation took over the company, which was, in turn, purchased by the Chrysler Corporation in 1987 (Willys-Overland Motors 2013).

Overland Dealers

The Willys-Overland company promoted the concept of dealer demonstration of their vehicles to increase sales. As new models were produced, the company sent every distributor three models: one for the showroom, one as a wholesale demonstrator and one as a retail demonstrator. In addition, distributors were provided with one coupe, one sedan and a chassis for demonstration and display purposes only (*Motor Age*, September 4, 1919:21).

Overland Waterloo Company Building

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In 1921, presumably under the control of Walter Chrysler, Overland reorganized its distribution network establishing branch factories that replaced regional distributors, such as Waterloo Overland Company. According to James Dalton in an article in *Motor Age*, Overland was the first company to eliminate distributors while other automobiles were still considering the idea (*Motor Age*, November 24, 1921:29). Distributorships were not closed but remained as dealers. This reorganization was designed to increase efficiency and customer service bringing the factory closer to the customer and reducing costs by eliminating the "middleman", the distributor. Though the plan was implemented in 1921, it was conceived much earlier around 1915, when a series of branch factories and regional distributors were built in larger cities across the country (*Automotive Industries: The Automobile*, October 13, 1921:741). In 1915, the Willys-Overland Company chose St. Paul as the location for a regional distributor serving Wisconsin, Minnesota and the Dakotas. The company constructed a four story building that measured 461 feet wide by 188 feet deep (*Fort Wayne Journal Gazette*, September 19, 1915:38). In November 1915, Kansas City was chosen for the location of the regional distributor for Oklahoma, Missouri, and Kansas (*Kansas City Times*, November 24, 1915:1). In July 1916, the Pacific coast district of Willys-Overland established branches to distribute its automobiles rather than relying on an independent company. Within 11 months of this change, six new branch buildings had been constructed on the west coast with five more planned. These new distributorships were located in ten of the largest cities on the west coast: San Francisco, Oakland, Fresno, Sacramento, Seattle, Portland, Spokane, Los Angeles, Pasadena, and Hollywood (*Oakland Tribune*, June 17, 1917:43). Of the ten buildings constructed in these cities, six were large, multi-story, corner buildings (Figure 14).

The first Overland dealer in Iowa was in Des Moines. The Clemens Automobile Company, an Overland distributor, constructed a six story building in 1916 on the corner of 10th and Mulberry Streets in Des Moines. By 1919, the company was touted as the largest distributorship in Iowa (Des Moines Daily News, June 25, 1919). The building is listed in the National Register of Historic Places for its association with the automobile industry of Des Moines and as an important example of a multi-story automobile distributorship.

Multi-story Automobile distributors in the early twentieth century

As the popularity of the automobile grew in the early twentieth century, hundreds of automobile companies were established. Small companies abounded in every state. In Iowa, the Duesenberg brothers and Edward Mason of Des Moines teamed to design the Mason car. Mason City entrepreneur, William Colby founded his own motor company in 1910 in Mason City, Iowa. Most of these small companies did not stay in business long, though the Duesenbergs continued to produce custom-made racing and passenger cars after World War I in Indiana. The fleeting nature of these auto companies left the consumer leary of investing in a new automobile. The large auto companies such as Ford, Chrysler, and Overland began to devise ways to instill confidence in their product. Many companies such as Overland constructed large multi-story distributorships. Chester H. Liebs notes in his book, *Main Street to Miracle Mile*, "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. Exteriors often sported bas-reliefs, grand ornamental cornices, and entrance porticos, while inside the cars were sold in elegant surroundings in large, opulent sales salons" (Liebs 1985:79). These new showrooms were constructed in "highly visible" locations near commercial districts (Liebs 1985:79). Large automotive companies such as Packard hired high-profile architects to design company-built showroom prototypes, such as the Packard showroom at the corner of Broadway and Sixty-first Street in Manhattan, New York designed by Albert Kahn in 1907.

Though it is unclear how many automobile companies utilized these company-built designs, the Kahn showroom and others like it influenced the design, nationwide of automobile showrooms. These imposing corner distributors were built as symbols of the permanence of the large automobile companies and prosperity of successful dealerships. These buildings became "corporate status symbols" and as such, companies endeavored to hire prominent architects in a "game of visual one-upmanship" with competitors (Liebs 1985:21). These buildings most often featured showrooms, sales and service areas on the first floor, club rooms for the comfort of the customer, and open spaces on the upper floors for automobile storage, accessories and parts. The showrooms were designed to provide an atmospheric attraction with high decorative ceilings, lush wood paneling, terrazzo floors, and terra cotta tile.

Automotive Industry in Waterloo

As Waterloo progressed into the twentieth century, the increasing prevalence of the automobile began to change the face of the downtown area. Waterloo was at the center of numerous automotive routes as a regional center for agriculture and commerce. Three automobile trails traveled through Waterloo: the Red Ball, Hawkeye, and the less well known Geranium (*Waterloo Evening Courier*, December 30, 1916:4). In the 1920s automobile routes began to be paved and numbered. Waterloo was at the confluence of three numbered highways: 59, 40 (former Red Ball route), and 5. Highway 59 entered

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the city from the southwest on 4th Street, jogged over to 5th Street at Wellington, then continued northeast through the downtown area on 5th Street. The highway then traveled north on Franklin Street and Logan Avenue. Highway 5 entered town on Westfield to Commercial Street, then followed 5th across the river to Independence Avenue. Finally, Highway 40 entered from the southeast on La Porte Road to Commercial Street, again followed 5th across the river, then proceeded northeast along Franklin Street, Riehl Street, and Cedar Bend. All highway traffic for these three routes followed 5th Street from Commercial on the east side of the river to Franklin Street on the west side.

Not surprisingly, automobile related businesses clustered around these highly traveled routes. On the east side of the river, auto-related businesses could be found along East 5th Street; the 600-800 blocks of Sycamore, Lafayette, and Mulberry; the 400-800 blocks of Franklin; and scattered in the 100 and 300 blocks of Park Avenue. On the west side auto businesses were concentrated from the 200 to 600 blocks of West 5th Street, the corner of Jefferson and West Park Avenue, and Commercial from West 5th to 7th streets (Waterloo City Directories; Sanborn Map Company).

For automobile dealers, there were a lot of potential customers. In 1916, Black Hawk County was third in Iowa in automobile ownership (*Waterloo Evening Courier*, December 30, 1916:4). Waterloo was home to the Dart Manufacturing Company that produced Dart trucks from 1907 to 1925, when the company moved to Kansas City. In 1916, there were eighteen automobile dealers in the city selling a wide variety of models including Ford, Oldsmobile, Buick, Chevrolet, Packard, Maxwell, Hupmobile, Detrolter, Metz, Reo, Chalmers and Peerless, to name a few (*Waterloo Evening Courier*, December 30, 1916:4). By the late 1920s automobile use in Black Hawk County had increased to over 16,000 registered vehicles.




With so many automobile dealers in the city, each company had to set itself apart from the others. The larger the automobile company, the more elaborate the building. The two largest buildings were distributors for Ford (217-219 W. 5th Street) and Overland (500 E. 4th Street). The Repass Auto Company building at 217-219 W. 5th Street cost \$20,000 to construct in 1911 and had a footprint of 2,669 square feet (*Waterloo Evening Courier*, May 2, 1911:1). By January 1912 the building was completed and the Repass Auto Co. leased two rooms on the second story (*Waterloo Evening Courier*, January 18, 1912:1). By 1916 the auto company occupied most of the building (Waterloo City Directory 1916). An article published in 1916 described the Overland Waterloo Company building as "Mammoth" and having cost \$135,000 to construct (*Waterloo Evening Courier*, January 1, 1916). Mammoth was a suitable term as the building has a footprint of 13,800 square feet.

Similar to Waterloo Overland, the Repass Auto Company building had more architectural detail than is found on smaller automobile dealers from the period. Smaller automobile companies occupied commercial buildings in the middle of the block or smaller, one-story structures on corner lots.

The table below illustrates the remaining extant examples of automobile dealers located in the major nodes of auto-related buildings along W. 5th Streets, Jefferson Street, and Franklin Street in downtown Waterloo (Waterloo City Directories). As shown in the table below, most other garages and auto-related buildings such as service stations built within that same period were one- and two-story structures. The Repass Auto Company Building on W. 5th Street is a three story structure built in the center of the block.




Overland Waterloo Company Building
Name of Property

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Property Name	Address	Date	No. of Stories	Photograph
Repass Auto Co.	217-219 W. 5th St	1911	3	
Handler Motor Co. Building	316 W. 5th St	1915	1	
Hadley Building	304 W. 5th St	1923	2	




Overland Waterloo Company Building
Name of Property

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Property Name	Address	Date	No. of Stories	Photograph
Master Service Station	500-504 Jefferson St	1925	1	
Auto Hotel Building	321-325 W. 5th St	1928	1	
Standard Battery & Electric Company	313 W. 5th St	Ca. 1923	1	



Overland Waterloo Company Building
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Property Name	Address	Date	No. of Stories	Photograph
Overland Waterloo Co. Building	500 E. 4 th St	1916	4	
Cramer Motor Car Co.	510-512 W. 5 th St	1914	2	
Waterloo Motomart	612-616 Jefferson St.	1905	2	

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Property Name	Address	Date	No. of Stories	Photograph
Hudson-Essex Motor Car Co.	Corner E. 4 th St. and Franklin	1923	2	
Frank Collard Auto	Corner E. 3 rd St. and Franklin	1929		

Architects, Clinton P. Shockley and Mortimer B. Cleveland

Brief biographies of both architects involved in the design and renovation of the building are included in Barbara Beving Long's *Waterloo, The Factory City of Iowa*. Excerpts of these narratives from pages 183-187 of that document are included below:

Cleveland, Mortimer B. *Cleveland is rightly and strongly associated with the fine east side residential district of Highland. Between 1909 and 1926 he designed thirty-nine houses there as well as the streetcar station and entrance pillars for it. Many of the Highland homes, and others he designed in Waterloo and Charles City, were good examples of popular styles of the day, especially the Colonial Revival and, to a lesser extent, Prairie School.*

Cleveland's practice was primarily residential, with the bulk of his work coinciding with construction in Highland. But he also designed many schools for the east side school district, including East High. In later years he received commissions for a number of telephone exchange buildings. Other major projects were the later YMCA and YWCA buildings. Cleveland's first major nonresidential work, First National Bank, was undertaken in association with Chicago architect Joseph C. Llewellyn in 1910.

Cleveland's father's business connections--he was a salesman with the Fowler wholesale grocery business--opened the door for the son's architectural career. But he clearly commanded the best educational credentials among Waterloo architects. He received bachelor's and master's degrees in architecture from the University of Illinois. And he was president of the school's 75-member Architectural Club in 1907. An early member of the Iowa

Overland Waterloo Company Building

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Chapter of the American Institute of Architects and later its president, Cleveland was the twentieth registrant with the Iowa Board of Architectural Examiners in 1927. Cleveland practiced his craft until 1969, when he was 86 years old. His son Rhodes practiced with him.

Shockley, Clinton Philip. *Death at age 47 ended a promising career for Clinton Shockley. By 1927, the year he died, he had carved out a successful niche, designing important east side buildings. Shockley designed the towering Black's Building in 1914. He also designed homes for the upper middle class in Waterloo, in Highland, and on Leland Street and Logan Avenue. Shockley was responsible for a collection of buildings facing Lincoln Park, the heart of the downtown east side. There was Hansen's Overland Automobile building (now a television station), the Waterloo, Cedar Falls & Northern terminal and office building, the First Presbyterian Church, and the Elks Club. The latter was especially well received. Mortimer Cleveland called it "as fine Renaissance [sic] as I know of." Another local architect, Glen Ralston, noted that Shockley did "some beautiful buildings," especially the Elks Club.*

Church design was something of a specialty for Shockley. His commissions stretched as far as Des Moines, where he designed the Cottage Grove Presbyterian Church. He may have designed churches in Ottumwa and West Union as well. One of Shockley's most interesting churches is the Walnut Street Baptist Church in Waterloo.

Born in Vinton, Iowa, in 1880, Shockley received his architectural training from the Armour Institute in Chicago. By 1904 he was in Waterloo where he worked as a draftsman for Murphy & Ralston. (John G. Ralston also came from Vinton.) By 1908, however, Shockley had set out on his own. Between 1912 and 1921 his practice was of sufficient size to require employment of at least one draftsman, Harry P. Hansen. In the late teens and twenties, Shockley was a member of the Iowa Chapter of the American Institute of Architects. He died the same year that Iowa instituted a Board of Architectural Examiners and registration for architects.

Future Plans

The owner of the Overland Waterloo Company Building intends to rehabilitate the structure according to the Secretary of the Interior's Standards for rehabilitation using both federal and state tax incentives. Waterloo has an active Historic Preservation Commission and is a Main Street community. Most of the preservation efforts have been centered on the east side of the downtown area, but there is intense interest in rehabilitating buildings on the west side, which has venues, such as the Sullivan Convention Center, that draw large crowds to the area. Recent investment in a public downtown market has also increased interest in this area for development.

9. Major Bibliographical References

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1913 Garage Notes. July 23, 1913:140.

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1919 Plans for Overland Four. September 4:21.

1919 A Real Motor Car Demonstration. November 20: 29.

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1917 Coast Territory Is Inviting Field for Auto Company. June 17:43.

Sanborn Fire Insurance Company [Sanborn]

Var. "Waterloo, Iowa". Sanborn Fire Insurance Company Maps.

Shockley, Clinton P.

1915 A Garage For Hansen & Hadley, Waterloo, Iowa. Blueprints for original building dated October 14, 1915. Originals with owner of the building, KWWL.

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2013 Photographs of Overland Waterloo Company Building. Taken August 5-6, 2013.

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1873-1991 Waterloo City Directory Project. Waterloo Public Library, Waterloo, Iowa. Published Cedar Rapids, Iowa: JMI Corporation.

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1905 1904 Public and Private Improvements Amount to \$1,287,145. January 2:9.

1907 Corn Belt Auto Co. Moves. September 16:5.

1908 Metropole Hotel Changes Hands. February 24:3.

1908 Waterloo Auto & Supply Company Advertisement. March 18:3.

1933 Announcement To Willys-Overland Owners... April 30:19.

1961 G. H. Scully & Son Advertisement. November 26:59.

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Waterloo Evening Courier

- 1910 Waterloo Comes Into The Lime Light As An Auto Center. June 10:1.
- 1911 Laundry Firm Purchases Site. May 2:1.
- 1912 New Rooms For Repass Auto Co. January 18:1.
- 1914 Advertisement for Waterloo Overland Company. March 18:1 (Automobile Section).
- 1915 Rush Work On New Buildings. September 4:2.
- 1915 Overland Garage Finest In State. November 19:12.
- 1916 Waterloo Overland Co's New Fire Proof Garage. January 1:8.
- 1916 Overland Garage Ready by Sept. 1. July 15:5.
- 1916 Automobile Men Here For Formal Opening. October 31:13.
- 1916 Iowa's Largest and Handsomest Garage. December 30:4.
- 1916 Motor Industry Among Important Waterloo Assets. December 30:4.
- 1918 City In Brief. April 1:9.
- 1921 Verne Orr Goes To Indianapolis. November 17:4.
- 1923 J. H. Hadley Buys Busy Corner Site For Big Building. March 19:1.
- 1923 Parking Ordinance Downtown District Will Be Enforced. April 26:4.
- 1926 Overland Garage Largest in State: Features Knight. April 28:9.
- 1927 Overland, Chrysler Cars Will Be in New Salesrooms Monday. April 27:29.
- 1928 Frank Schierbrock, Nebraska, Buys Overland-Waterloo Co. of Clements. February 16:10.
- 1929 Schierbrock Has Increase In Sales. April 24:20.

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Willys-Overland Motors

2013 Willys-Overland History. Website access at <http://www.willysoverland.com/willys-overland-history/> on August 28.

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1913 Announcement! June 28:16.

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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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

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

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 0.44 acres

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>15</u>	<u>554835</u>	<u>4705602</u>	3	<u>15</u>	<u>554847</u>	<u>4705542</u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u>15</u>	<u>554871</u>	<u>4705570</u>	4	<u>15</u>	<u>554810</u>	<u>4705574</u>
	Zone	Easting	Northing		Zone	Easting	Northing

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
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Verbal Boundary Description (Describe the boundaries of the property.)

Waterloo, Cooley Addition, Block 60, Lot 8.

Boundary Justification (Explain why the boundaries were selected.)

The nominated property includes the entire parcel historically associated with the building.

11. Form Prepared By

name/title Camilla R. Deiber
organization The Louis Berger Group, Inc. date July 17, 2014
street & number 1600 Baltimore Avenue, Suite 100 telephone 816.559.3815
city or town Kansas City state Missouri zip code 64108
e-mail cdeiber@louisberger.com

Overland Waterloo Company Building
Name of Property

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Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Overland Waterloo Company Building
Name of Property

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Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map (Figure 15-19).

Name of Property: Overland Waterloo Company Building

City or Vicinity: Waterloo

County: Black Hawk **State:** Iowa

Photographer: Doug Steinmetz

Date Photographed: June 2013

Description of Photograph(s) and number:

All digital images labeled as follows: IA_BlackHawkCounty_OverlandWaterlooCompanyBuilding#.tif

001. View facing east of main facades along E. 4th Street and Franklin Street.
002. View facing north of Franklin Street facade
003. View facing west secondary facades
004. View facing southwest from Walnut Street
005. View facing southeast from E. 4th Street of main entrance
006. View facing south of entrance vestibule
007. View facing southwest of entrance vestibule
008. View entrance vestibule ceiling
009. View of original transom in crawl space above entrance vestibule
010. View facing south of selective demolition of aggregate panel
011. View facing west of main lobby
012. View facing east of newsroom
013. View facing northeast of service staircase
014. View facing east of storage room with brick wainscot
015. View facing east of studio storage room
016. View facing north of television studio
017. Detail View facing south of terrazzo floor from former Franklin Street entrance.
018. Detail View facing south of terrazzo floor from former Franklin Street entrance.
019. Detail View facing north of terrazzo rosette behind plaster.

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- 020. Detail View facing northwest of decorative plaster ceiling and column.
- 021. View facing southeast of conference room in mezzazine.
- 022. Detail View facing northwest of decorative plaster ceiling.
- 023. View facing southwest of decorative panel of plaster around mushroom column.
- 024. View facing northwest of second floor interior.
- 025. Detail view facing northeast of second floor window
- 026. View facing southwest of third floor hallway.
- 027. View facing north of second floor office.
- 028. View facing southwest of main staircase.
- 029. View facing northeast of typical third floor office.
- 030. Detail View facing northwest of original multi-pane window on penthouse.
- 031. View facing northeast of roof.

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
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Property Owner:

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

name KWWL Television, Inc.
street & number 500 E. 4th Street telephone _____
city or town Waterloo state Iowa zip code 50703

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.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Overland Waterloo Company Building
 Name of Property

Black Hawk County, Iowa
 County and State

Section Number: Imbedded Images

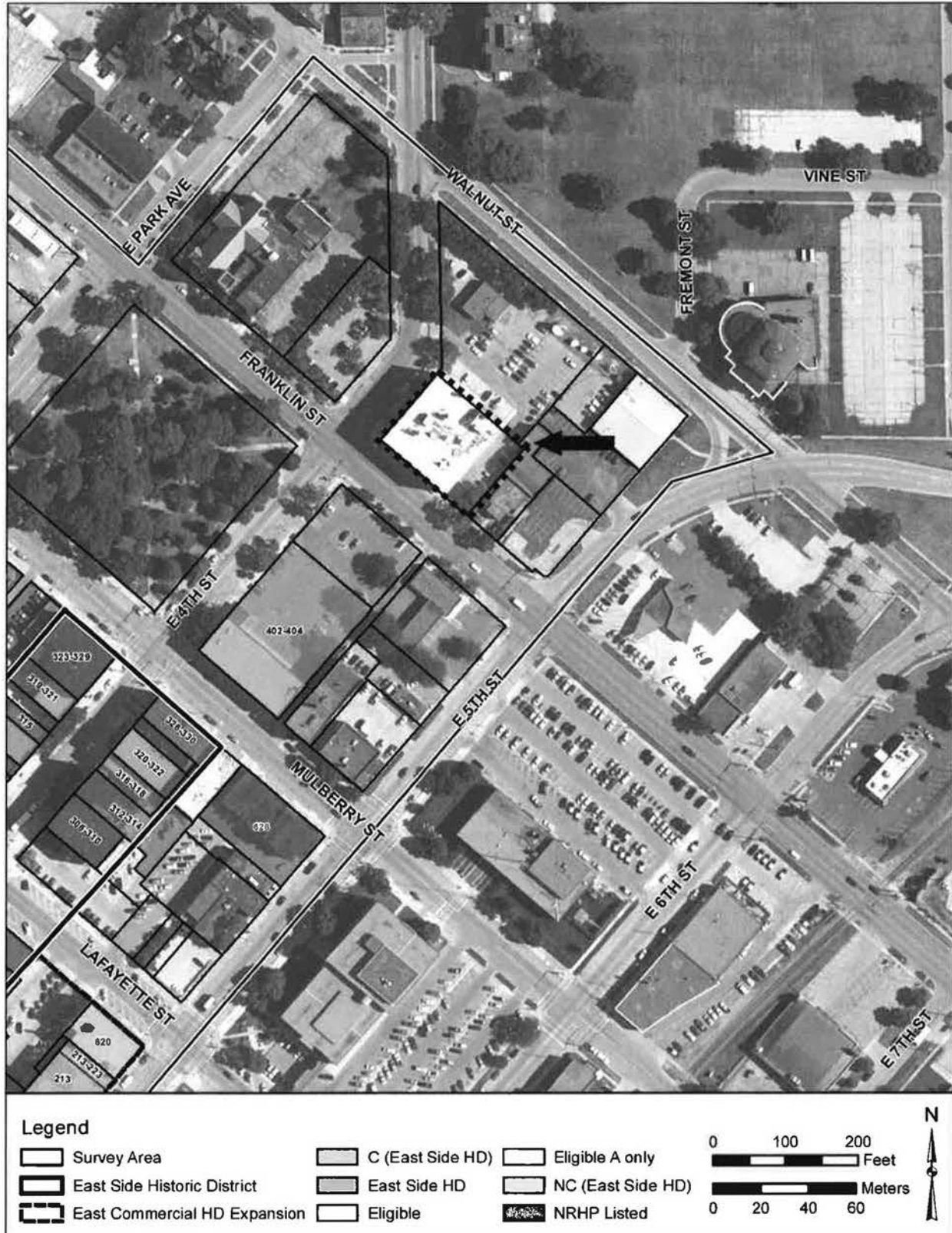


Figure 1. Location of Overland Waterloo Company Building

ESRI 2013b

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

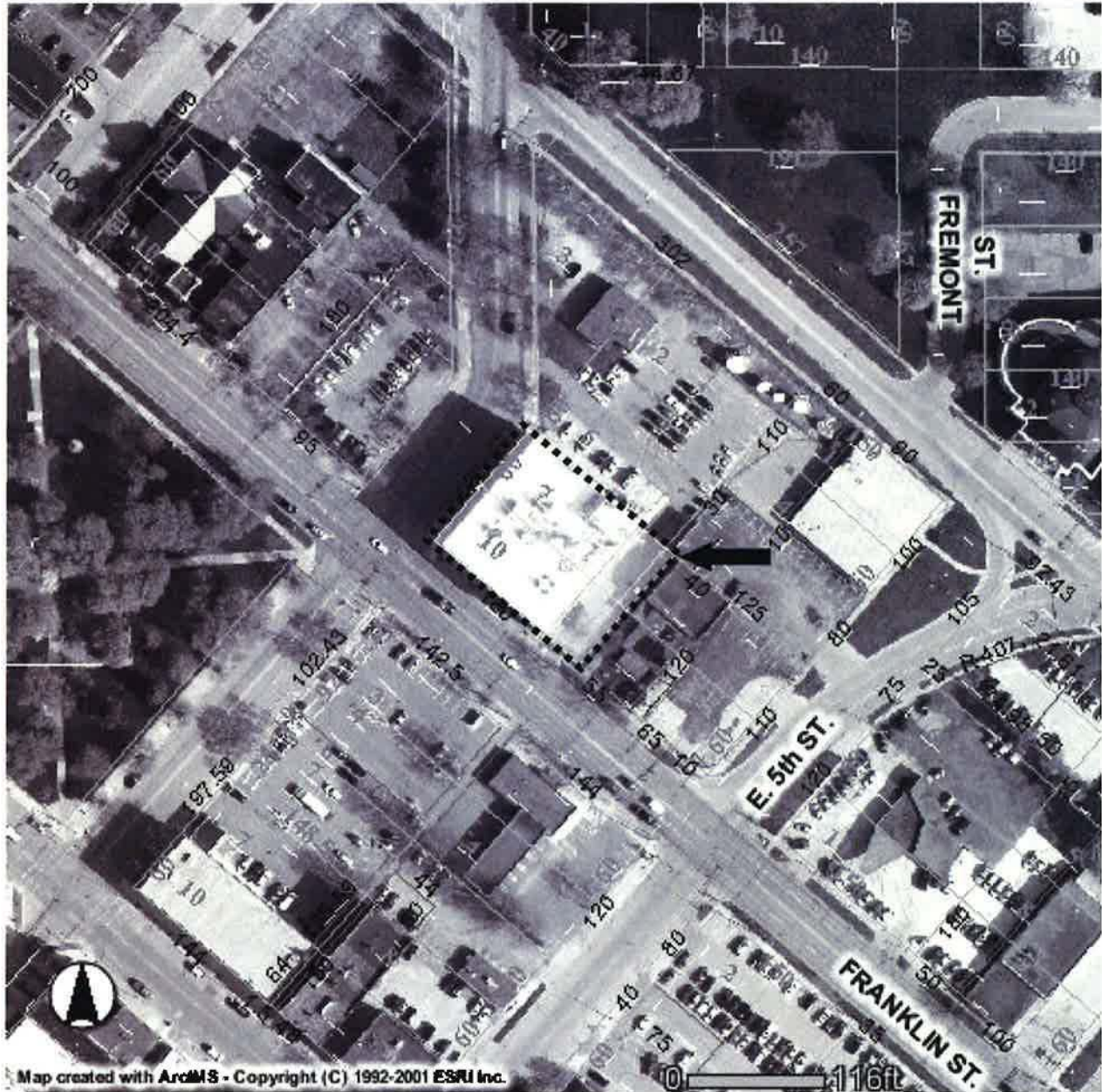


Figure 2. Site Plan Map of Overland Waterloo Co. Building

Black Hawk Co. Assessor

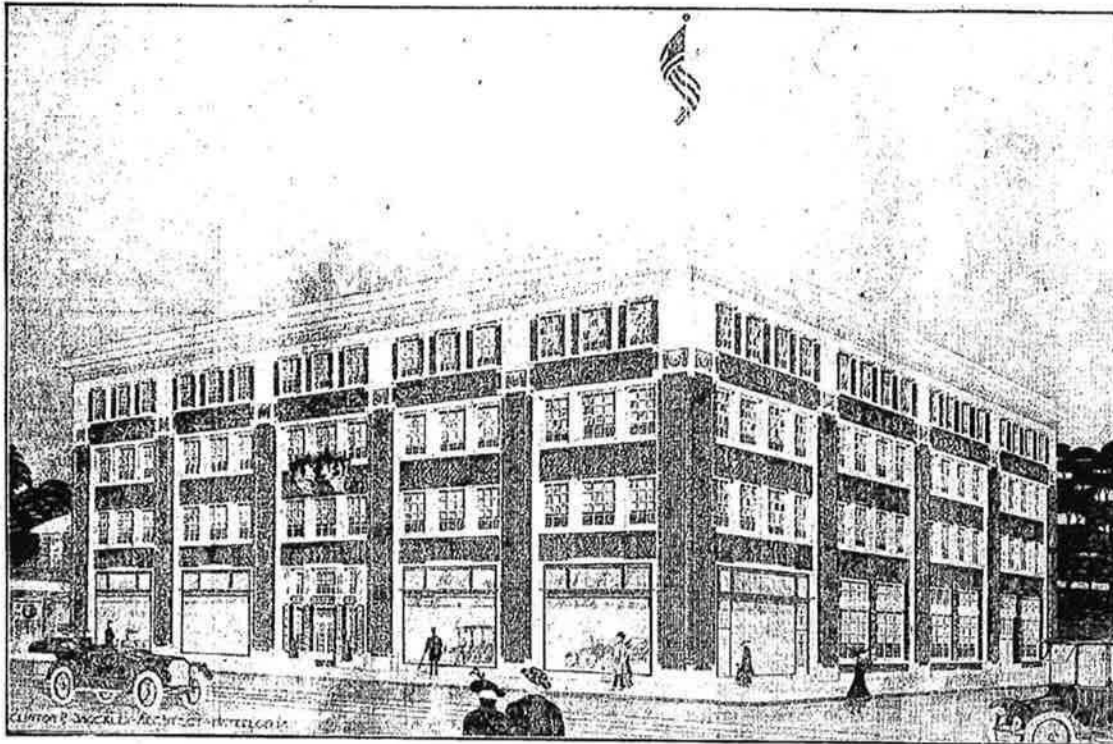
Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images



Figure 3. Postcard of Building showing original storefront and cornice (David Deeds Collection)



Clinton P. Shockley, Architect, Waterloo, Iowa.
MAMMOTH \$125,000.00 HOME NOW BEING RECTED BY THE WATERLOO OVERLAND CO., (JAMES H. HADLEY AND JOHN HANSON) ON FOURTH AND FRANKLIN STR.

Figure 4. Illustration from Waterloo Evening Courier Depicting Clinton P. Shockley Design of Building (Waterloo Evening Courier, January 1, 1916)



Overland Waterloo Company Building
Black Hawk County, IA Photo #1



Overland Waterloo Company Building
Black Hawk County, IA Photo #2

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images



Figure 5. Historic Photo of Overland Waterloo Company Building, ca. 1916

Grout Museum

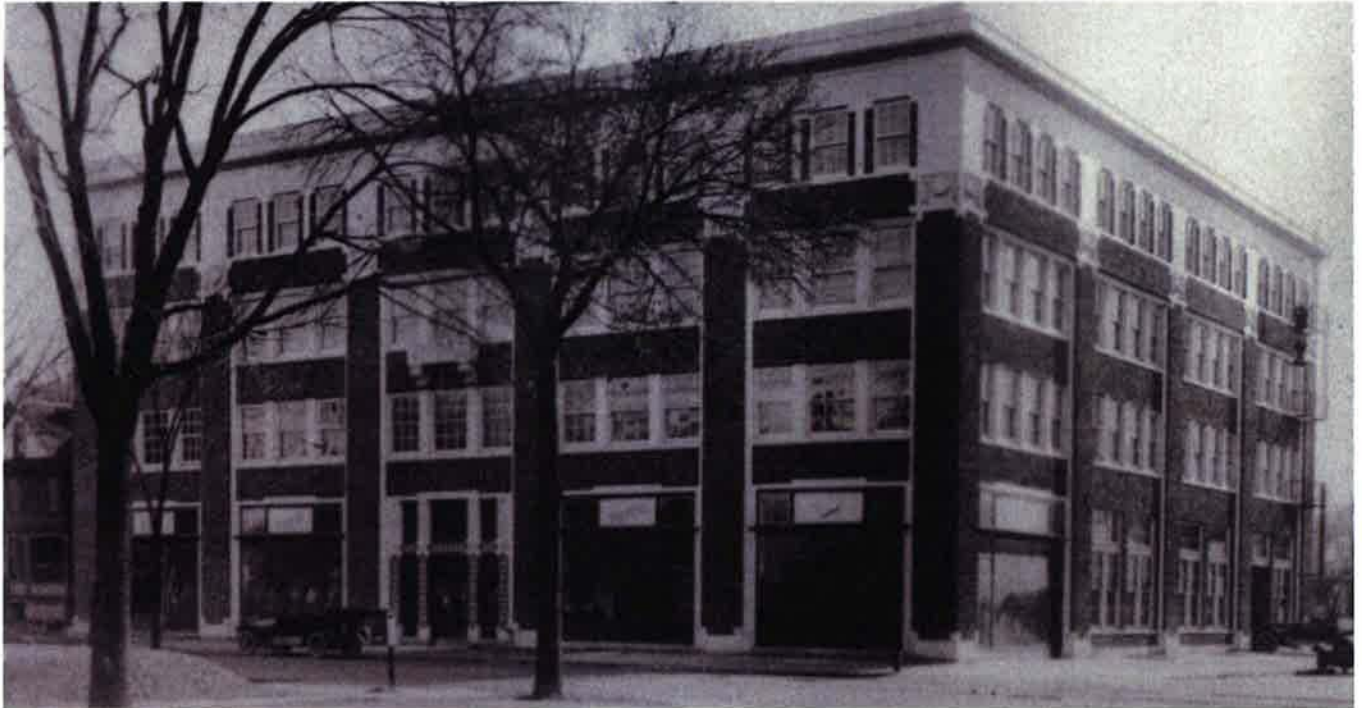


Figure 6. Historic Photo, ca. 1916

KWWL Television, Inc.

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
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Section Number: Imbedded Images



Figure 7. Historic Photo Showing Auto Showroom along E. 4th Street

KWWL Television, Inc.

Overland Waterloo Company Building
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County and State

Section Number: Imbedded Images

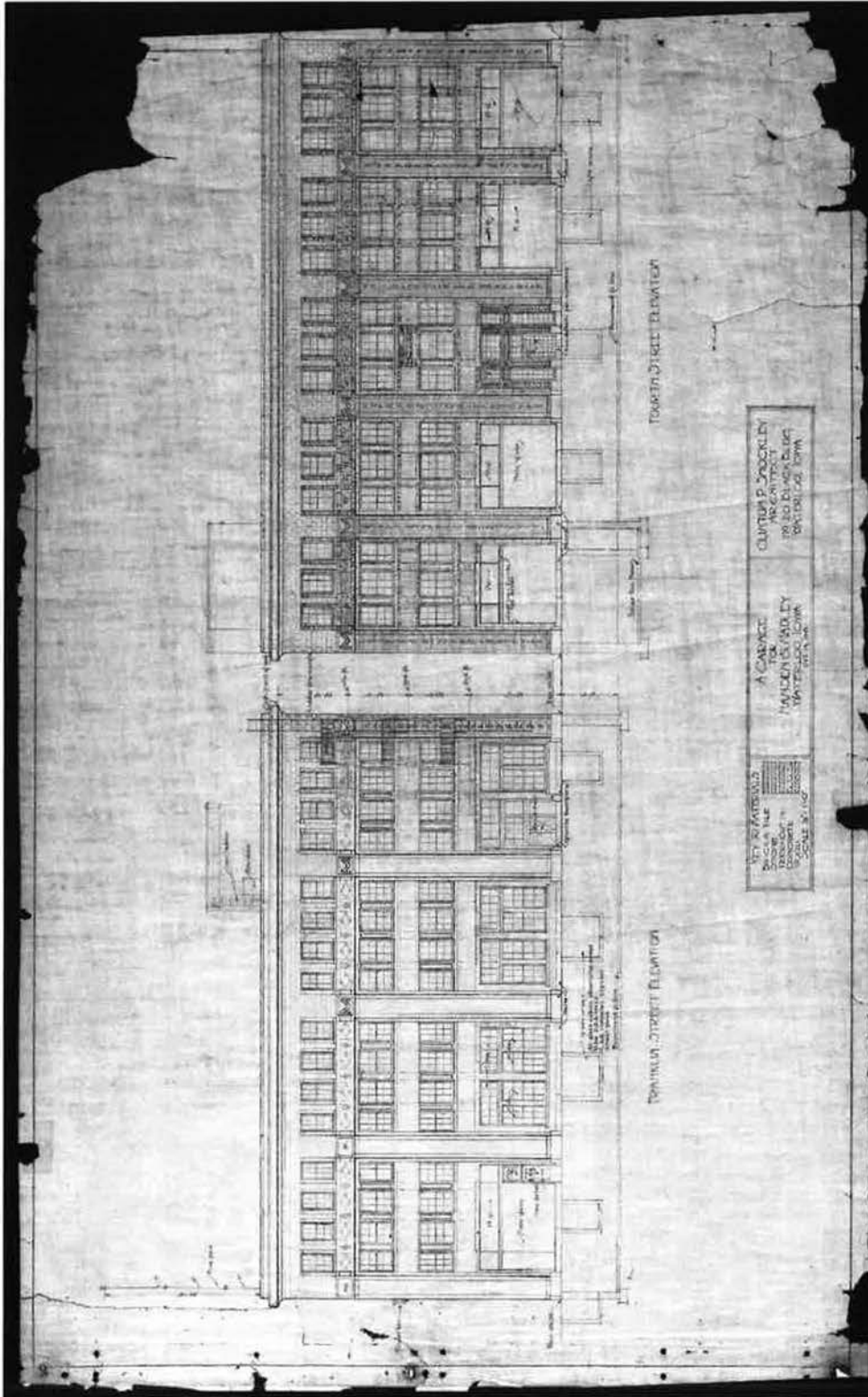


Figure 8. Primary Façade Elevations

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

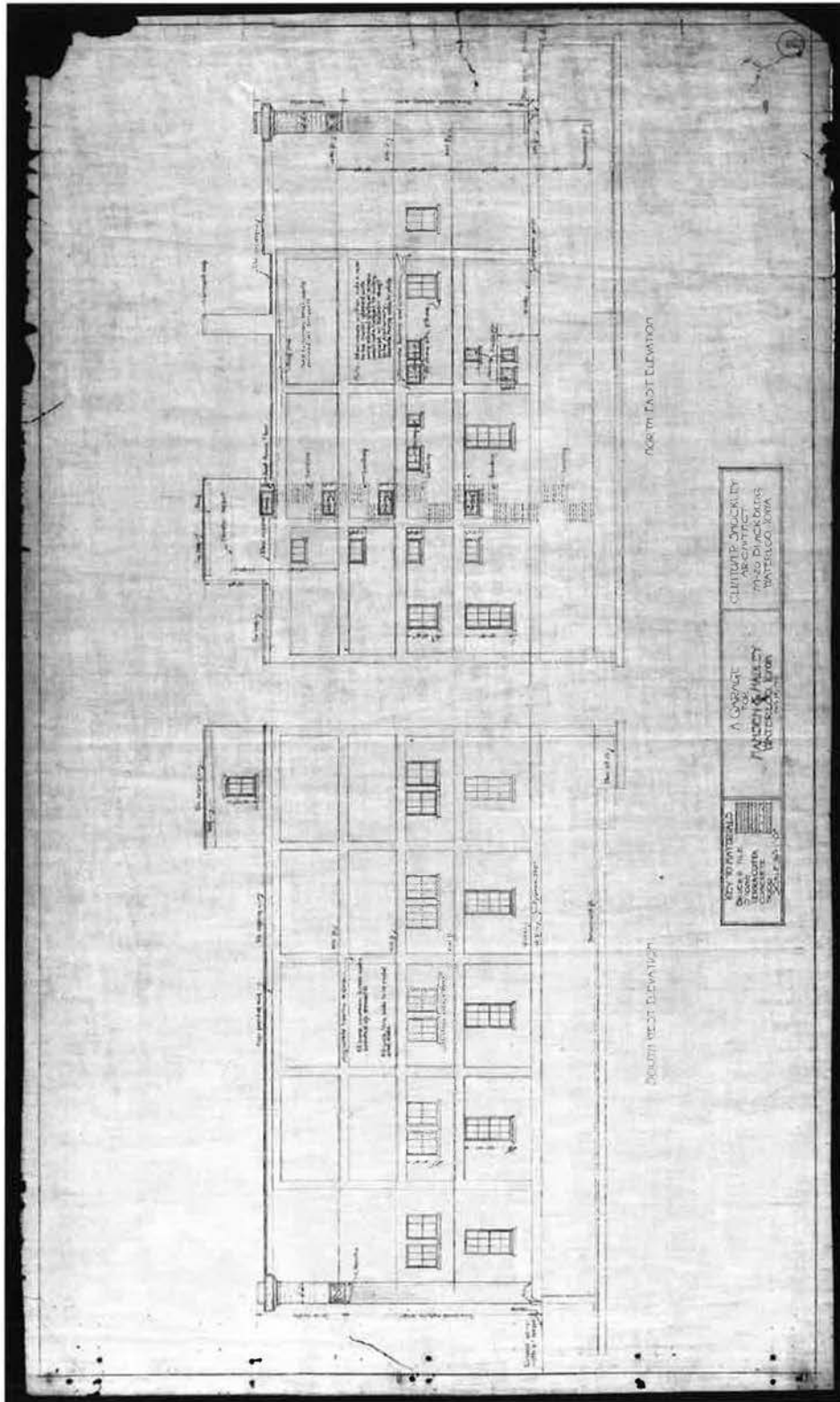


Figure 9. Secondary Facade Elevations (Clinton P. Shockley 1915)

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

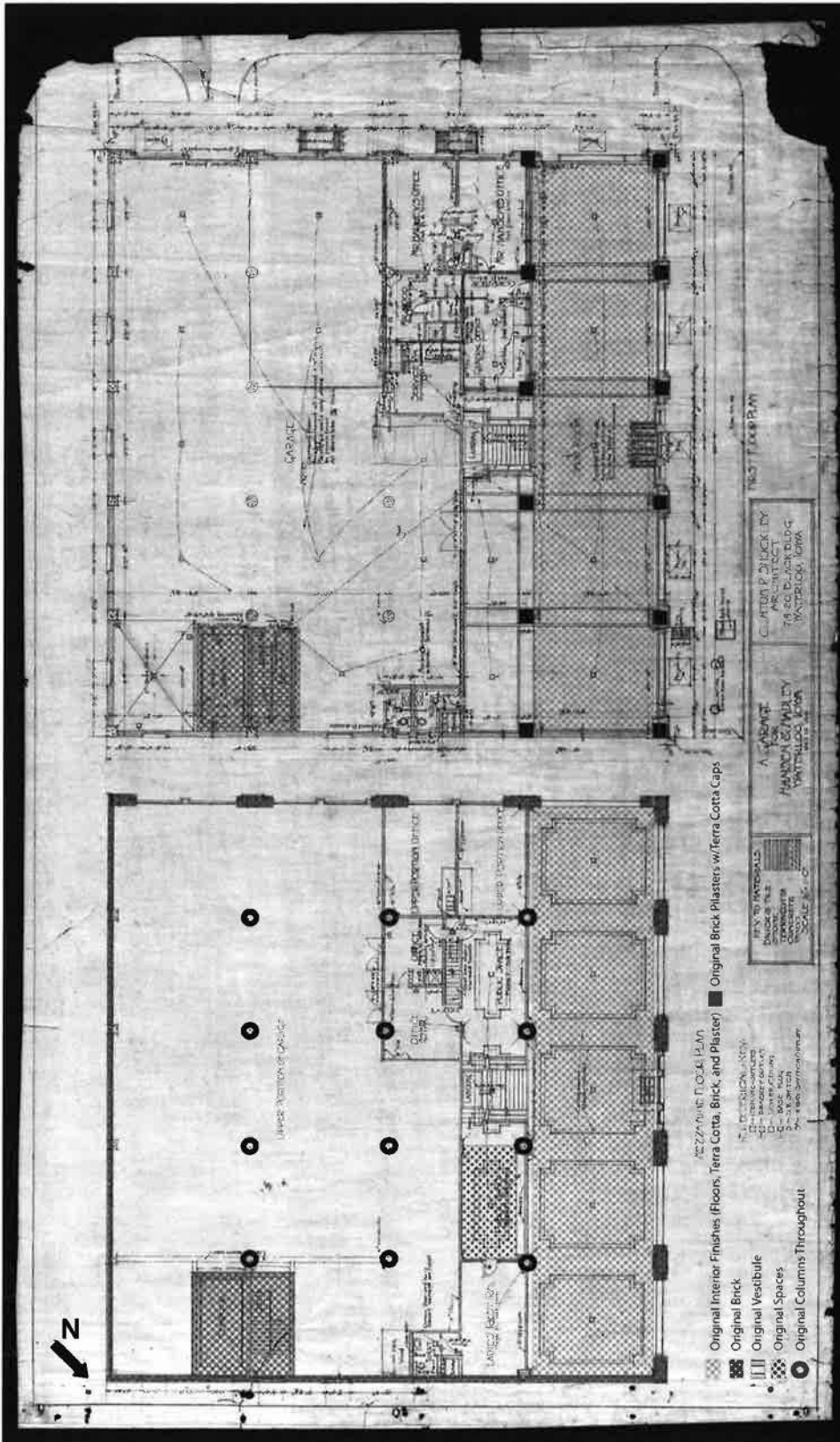


Figure 10. First Floor Plan Showing Location of Original Brick Walls and Interior Materials of Auto Showroom and Mezzanine (Clinton P. Shockley 1915)

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

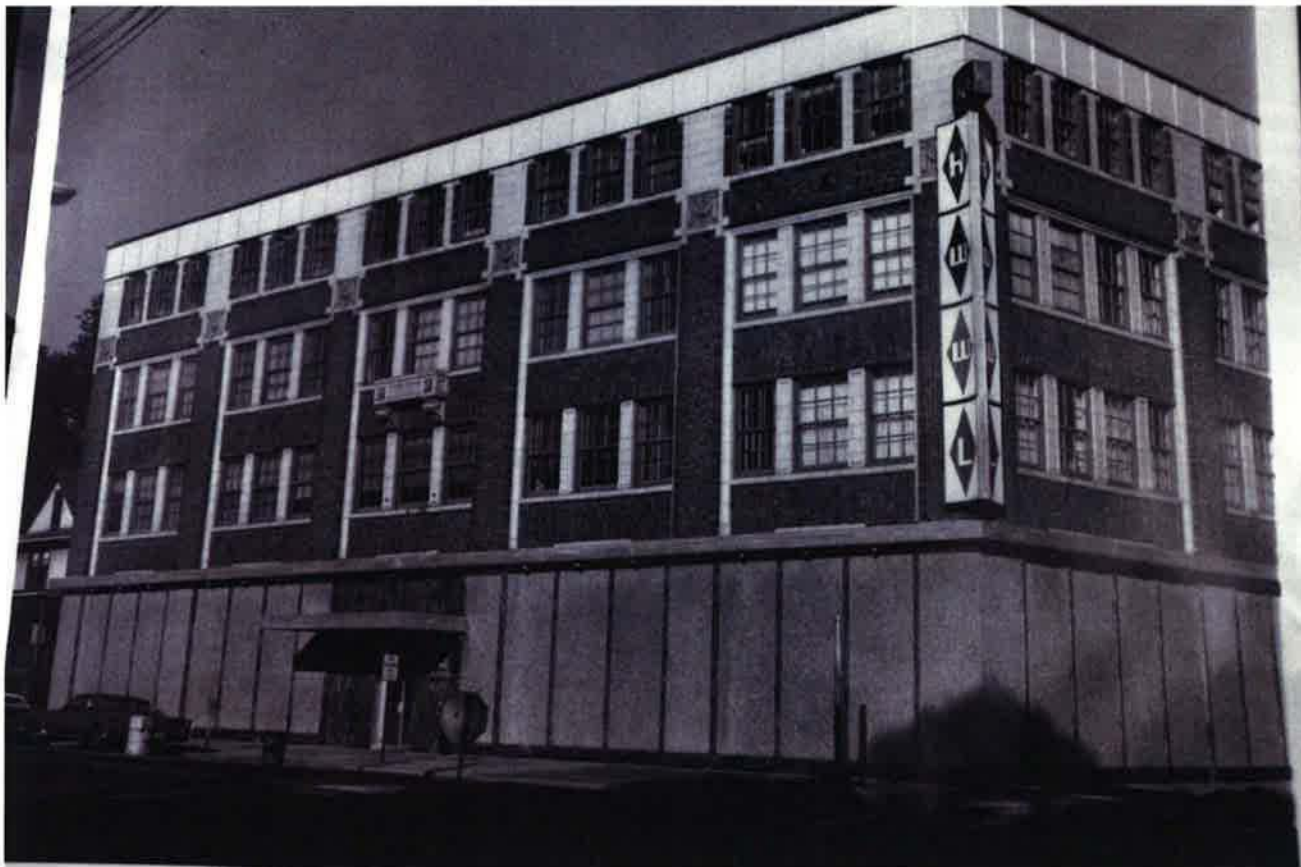
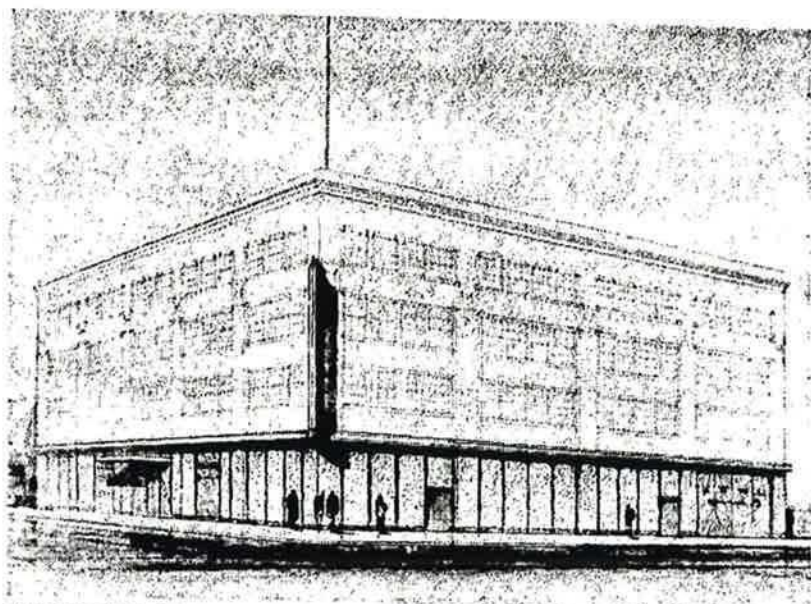


Figure 12. Photograph of Building after 1965 Remodeling

KWWL Television Inc.



REMODELING STUDIO—A sketch shows how the KWWL studios will appear when a remodeling program is completed at the Insurance Building, which is owned by the

Black Hawk Broadcasting Co., operators of the stations. The entire first floor exterior and interior will undergo remodeling.

Figure 13. Illustration from *Waterloo Daily Courier*, July 1965 Depicting Renovation of KWWL Building

Overland Waterloo Company Building

Black Hawk County, Iowa
 County and State

Section Number: Imbedded Images

Coast Territory Is Inviting Field for Auto Company

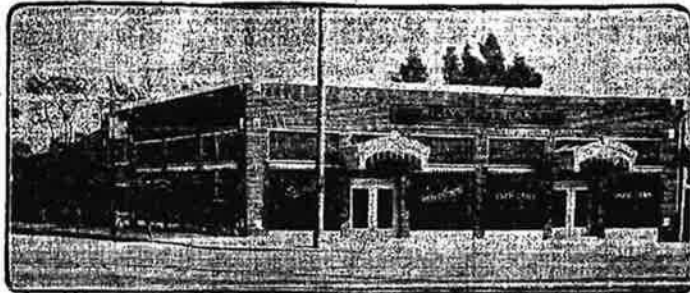
Edwin B. Jackson, newly appointed vice-president of the Willys-Overland Co. of Toledo, and Frank C. Riggs, general manager Pacific Coast district, arrived here yesterday morning. Messrs. Jackson and Riggs are here on an inspection tour of the Pacific coast branches of the Willys-Overland Company. They were met on their arrival by Harold D. Knudsen, manager of the Willys-Overland Oakland branch.

kind of service in Fresno, San Francisco, Portland or elsewhere, as he would be entitled to in the city in which he bought his car.

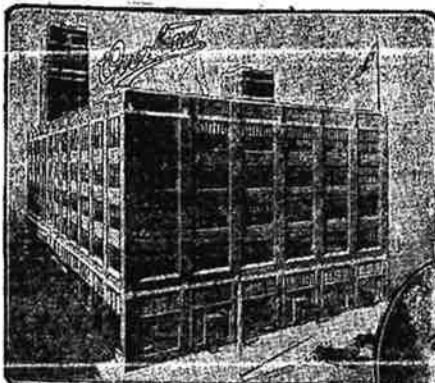
The Willys-Overland branches are not for the purpose of manufacturing or assembling, but for rendering proper service to the owners of Overland and Willys-Knight cars. In addition to taking care of the owners in the cities in which branches are located the dealers in surrounding territories have their needs taken care of more promptly and efficiently than could possibly be the case without the assistance of the factory branch in a nearby city. And to the extent that the dealers in small towns are better taken care of, the customers of these dealers are also better provided for.

Mr. Jackson was for four years an officer in the Packard Motor Car Co. of New York and Philadelphia, first as sales manager in New York City, then as manager of the Philadelphia branch, and later as president of the Packard Motor Car Co. of New York. He came into the Willys-Overland organization in the summer of 1913 at the request of Mr. John N. Willys, for the purpose of organizing the retail interests of the Willys-Overland Company in thirty populated districts of the east. His success

The ten coast buildings, together with the amount the company has put into equipment and stock, represent an investment of approximately \$5,000,000.



OAKLAND BRANCH



SAN FRANCISCO BRANCH



SPOKANE BRANCH



JOHN N. WILLYS
 PRESIDENT
 WILLYS-OVERLAND CO.



SEATTLE BRANCH



PORTLAND BRANCH



NEW FRESNO BRANCH
 as it will look when completed



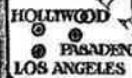
EDWIN B. JACKSON
 VICE PRES.
 WILLYS-OVERLAND CO.



SACRAMENTO BRANCH



LOS ANGELES BRANCH



HOLLYWOOD BRANCH



PASADENA BRANCH



FRANK C. RIGGS
 GENERAL
 MANAGER
 PACIFIC COAST
 DISTRICT



LARGEST AUTOMOBILE FACTORY IN THE WORLD, WILLYS-OVERLAND PLANT, TOLEDO, OHIO
 COVERS 105 ACRES—EQUAL TO 36 CITY BLOCKS OF AVERAGE SIZE



HAROLD
 KNUDSEN
 MANAGER
 OAKLAND
 BRANCH

Figure 14. Oakland Tribune Article Featuring Overland Distributorship Building, June 17, 1917

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

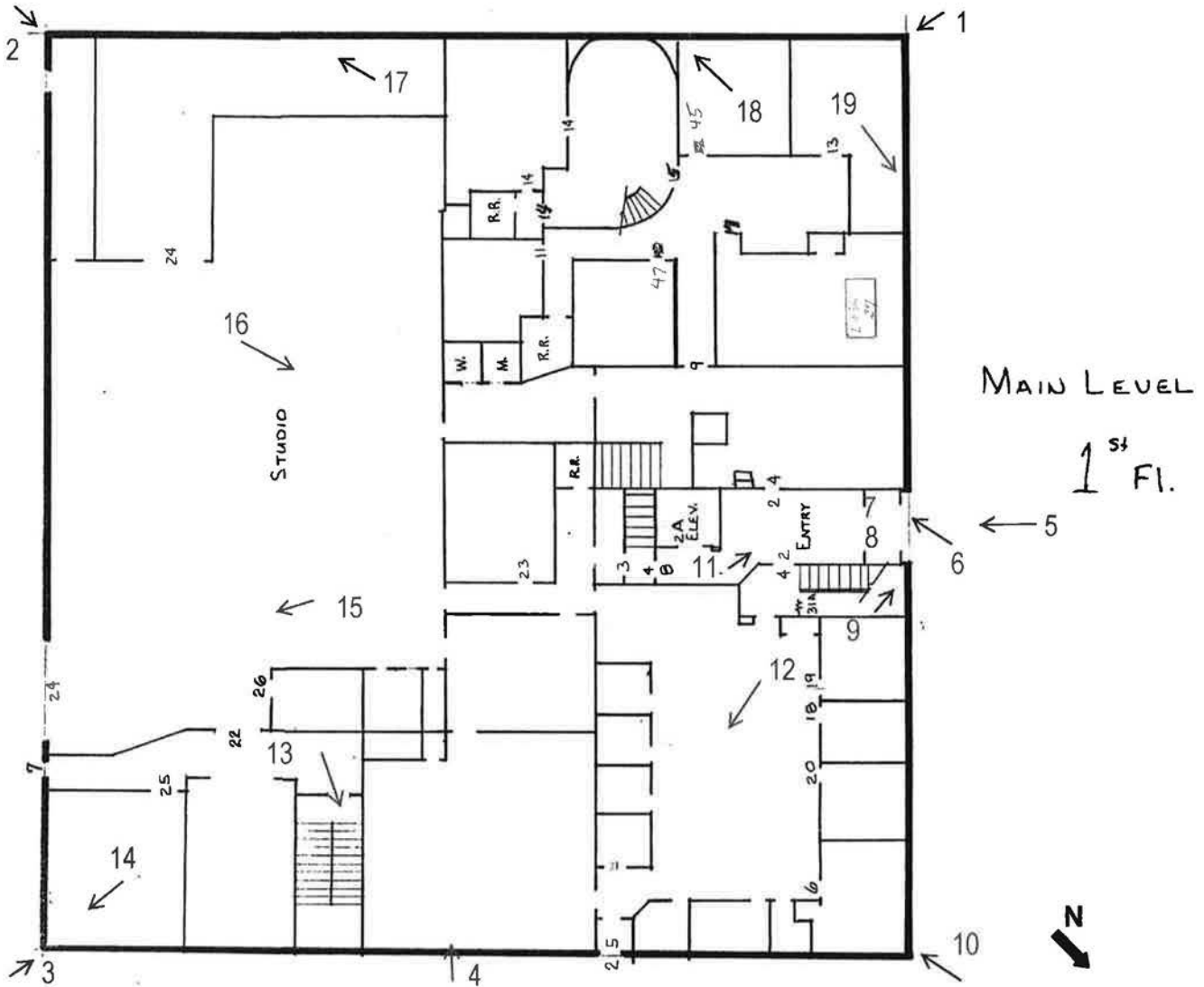


Figure 15. Key to Photographs on First Floor

KWWL Television, Inc.

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

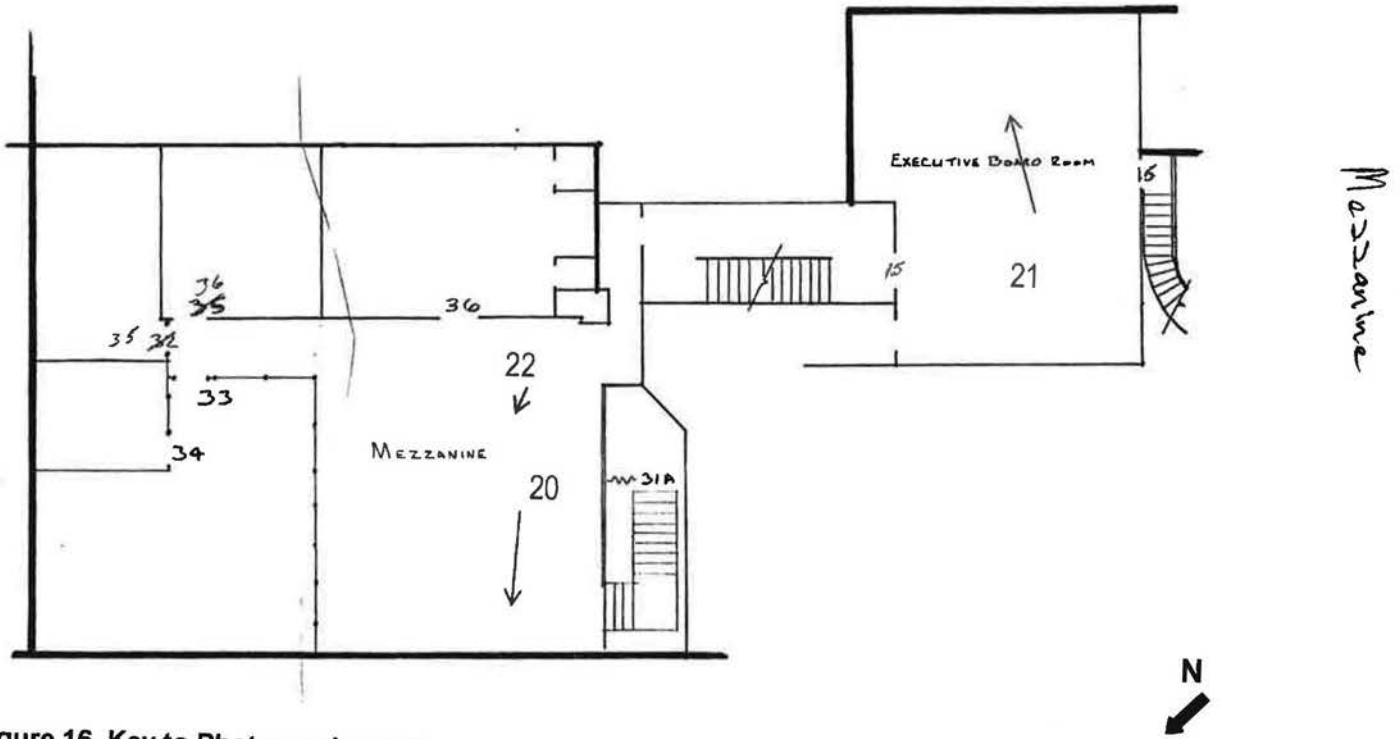


Figure 16. Key to Photographs on Mezzanine

N
↓
KWWL Television, Inc.

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

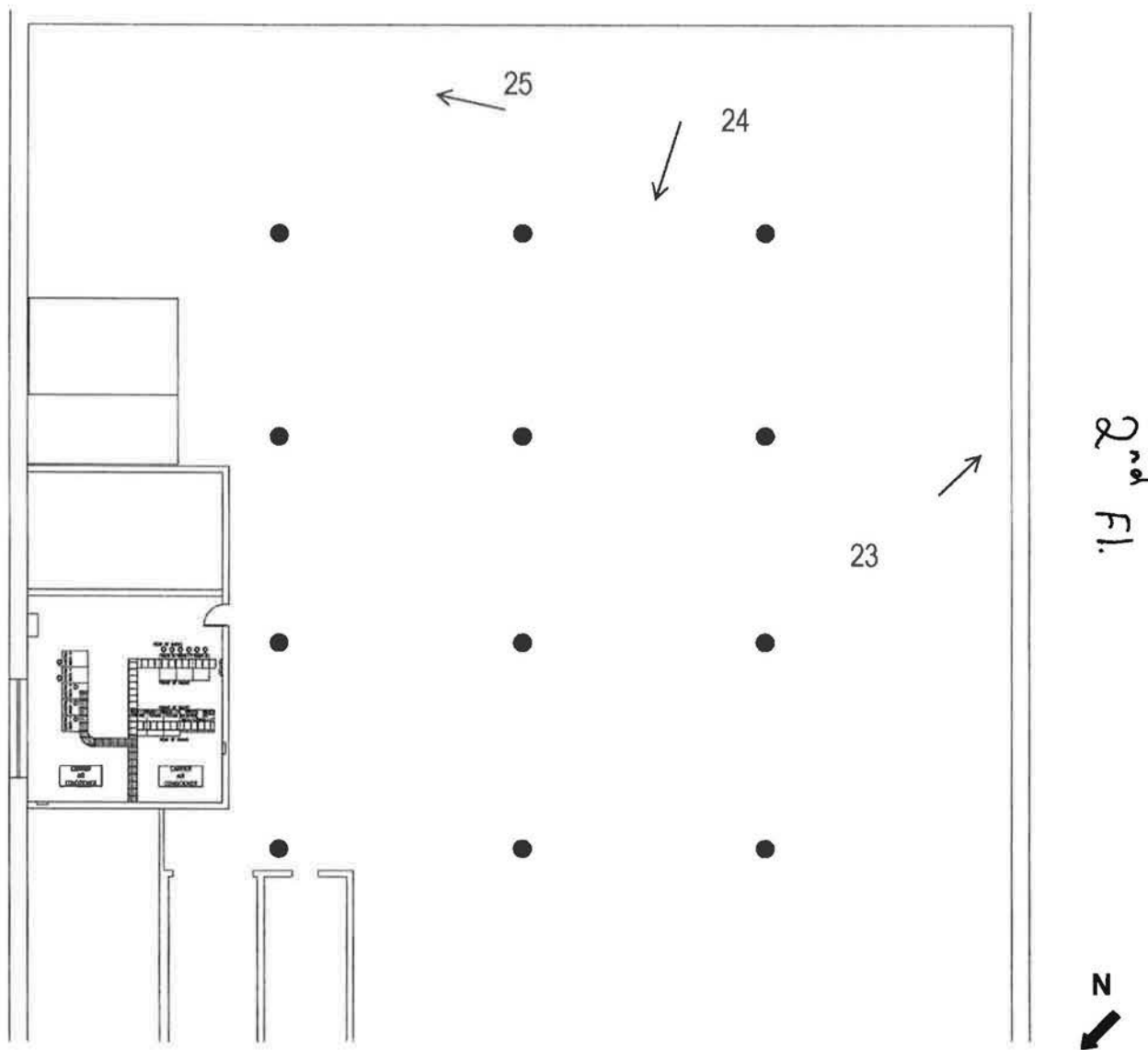


Figure 17. Key to Photographs on Second Floor

KWWL Television, Inc.

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

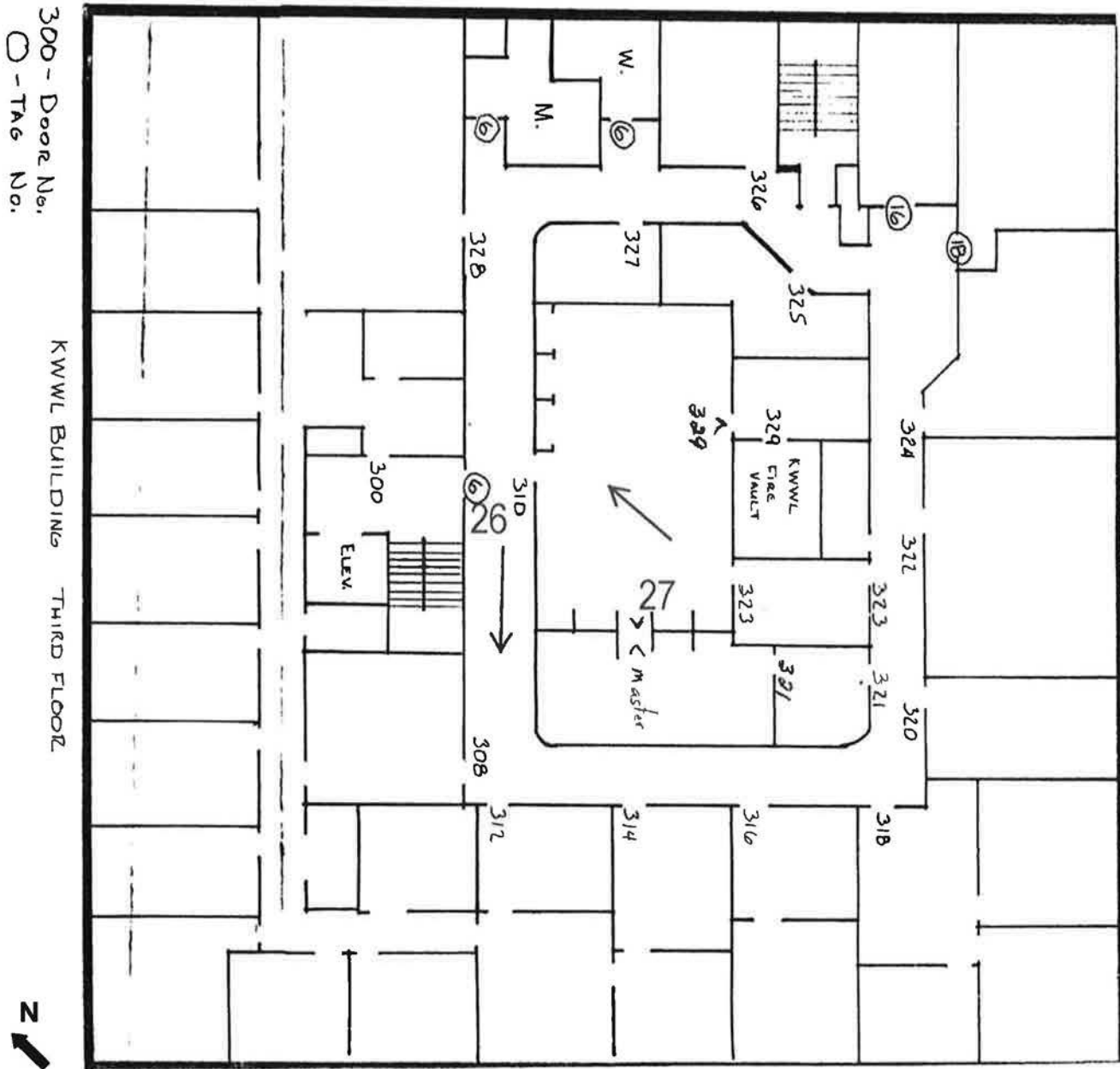


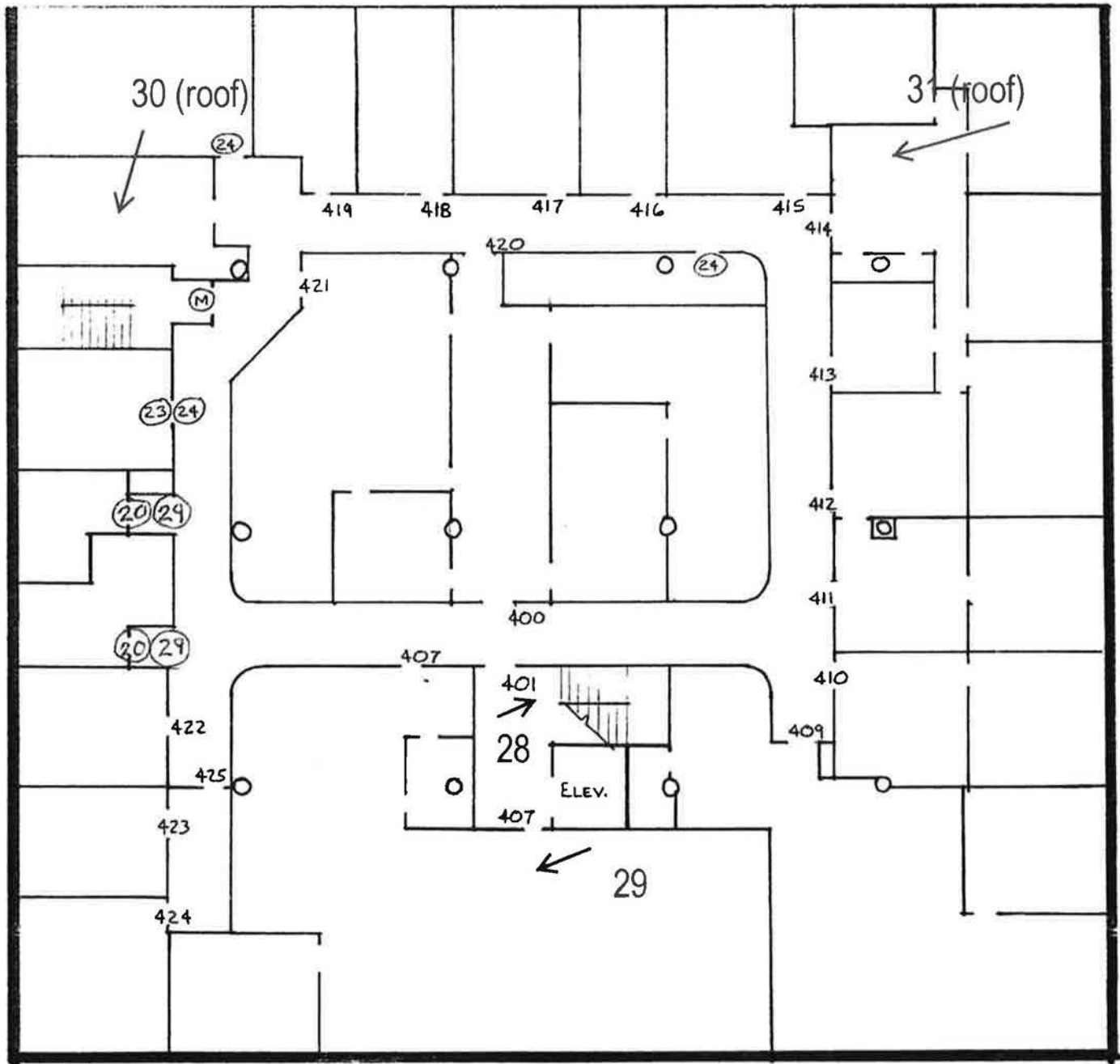
Figure 18. Key to Photographs on Third Floor

KWWL Television, Inc.

Overland Waterloo Company Building
Name of Property

Black Hawk County, Iowa
County and State

Section Number: Imbedded Images

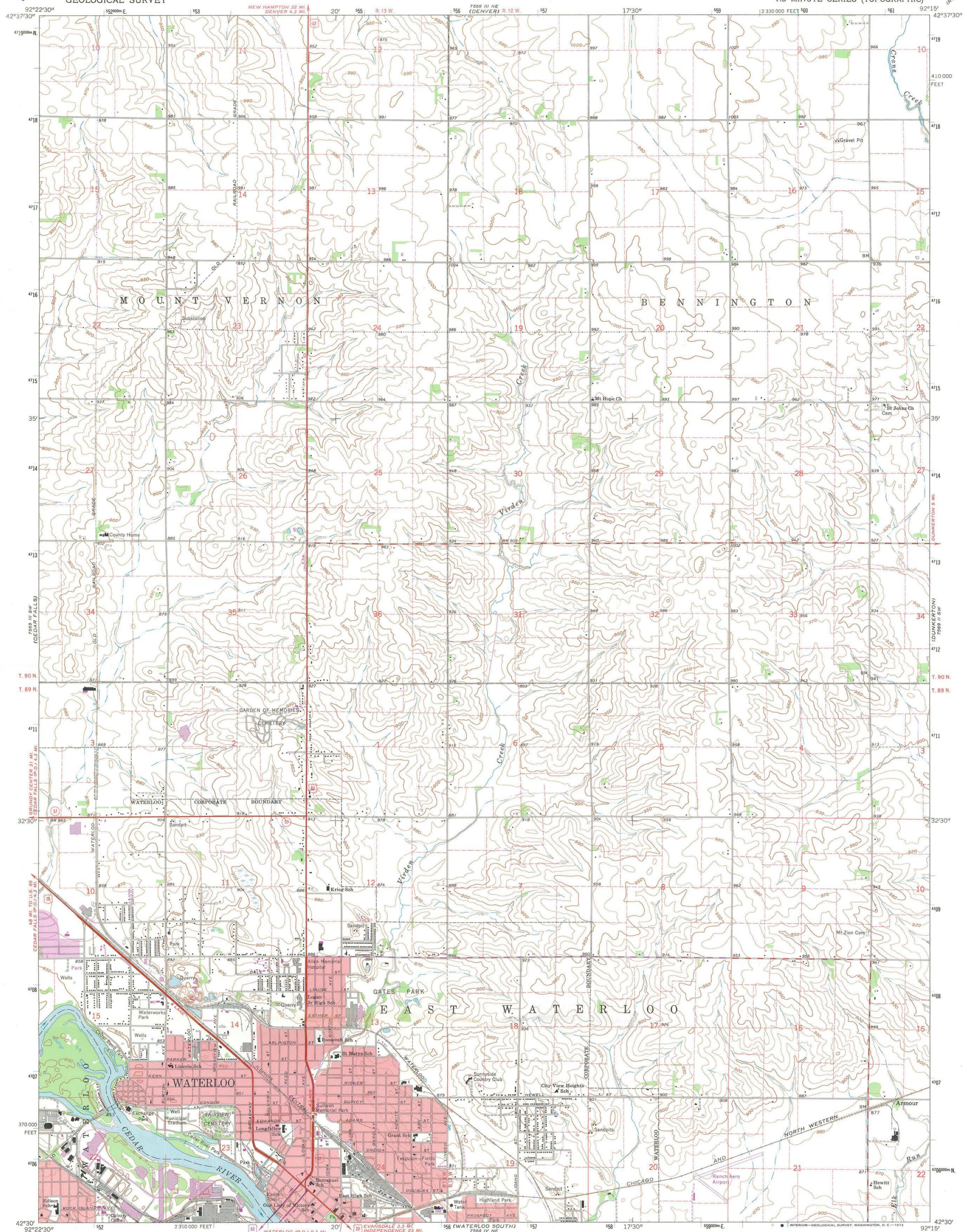


FOURTH FLOOR



Figure 19. Key to Photographs on Fourth Floor

KWWL Television, Inc.



Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS

Topography by photogrammetric methods from aerial
photographs taken 1958 and 1963. Field checked 1963

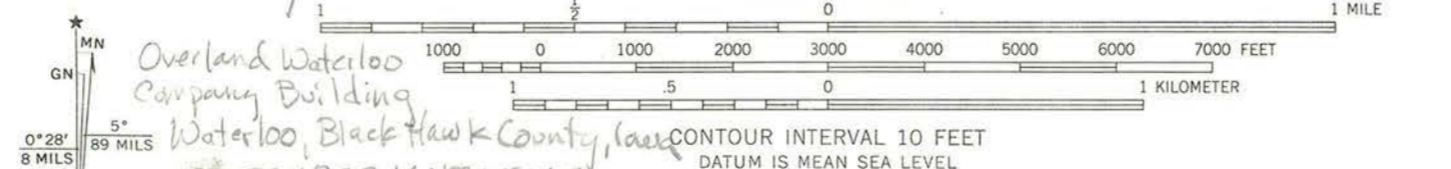
Polyconic projection. 1927 North American datum
10,000-foot grid based on Iowa coordinate system, north zone
1000-meter Universal Transverse Mercator grid ticks,
zone 15, shown in blue

Red tint indicates areas in which only landmark buildings are shown

Fine red dashed lines indicate selected fence and field lines where
generally visible on aerial photographs. This information is unchecked

Revisions shown in purple compiled from aerial photographs
taken 1972. This information not field checked

Purple tint indicates extension of urban areas



Overland & Waterloo
Company Building
Waterloo, Black Hawk County, Iowa
1: 18° 55' 48.35" N, 47° 05' 50.2" W
2: 15° E, 55° 48' 11" N, 47° 05' 57.0" W
3: 15° E, 55° 48' 10" N, 47° 05' 57.2" W
4: 15° E, 55° 48' 10" N, 47° 05' 57.2" W

UTM GRID AND 1972 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET
89 MILLS
0° 28' 8 MILLS

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR WASHINGTON, D. C. 20242
AND BY THE IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240
FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION

Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
U.S. Route	State Route



WATERLOO NORTH, IOWA
N4230—W9215/7.5

1963
PHOTOREVISED 1972
AMS 7569 III SE—SERIES V876



FRANKLIN ST



HUMPHREYS
& HENDERSON
72







KWWL

7

STUDIO BUILDING

KWWL BUILDING



NO FIREARMS OR OTHER
WEAPONS PERMITTED IN
BUILDING



NO HAY ARMAS DE FUEGO
O DE OTRAS ARMAS
PERMITEN EN EDIFICIO

MS OR OTHER
ERMITTED IN
INC



MS & LED
2024
MS & LED













ION STRELLER

SCRIPTS
EON



ION STRELLER
EON



100

THE
STAIRS
LEADING
TO THE
ROOF
ARE
TO BE
REMOVED
AND
REPLACED
BY
A
STAIR
CASE
WITH
A
HAND
RAIL
AND
BALUSTRADE
AS
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ON
THE
PLANS
AND
SECTION
DRAWINGS
SUBMITTED
HEREWITH
AND
AS
APPROVED
BY
THE
LOCAL
AUTHORITIES
ON
THE
15TH
DAY
OF
MAY
1910



PLEASE
BE CAREFUL
SERVING

SECURITY
Solutions



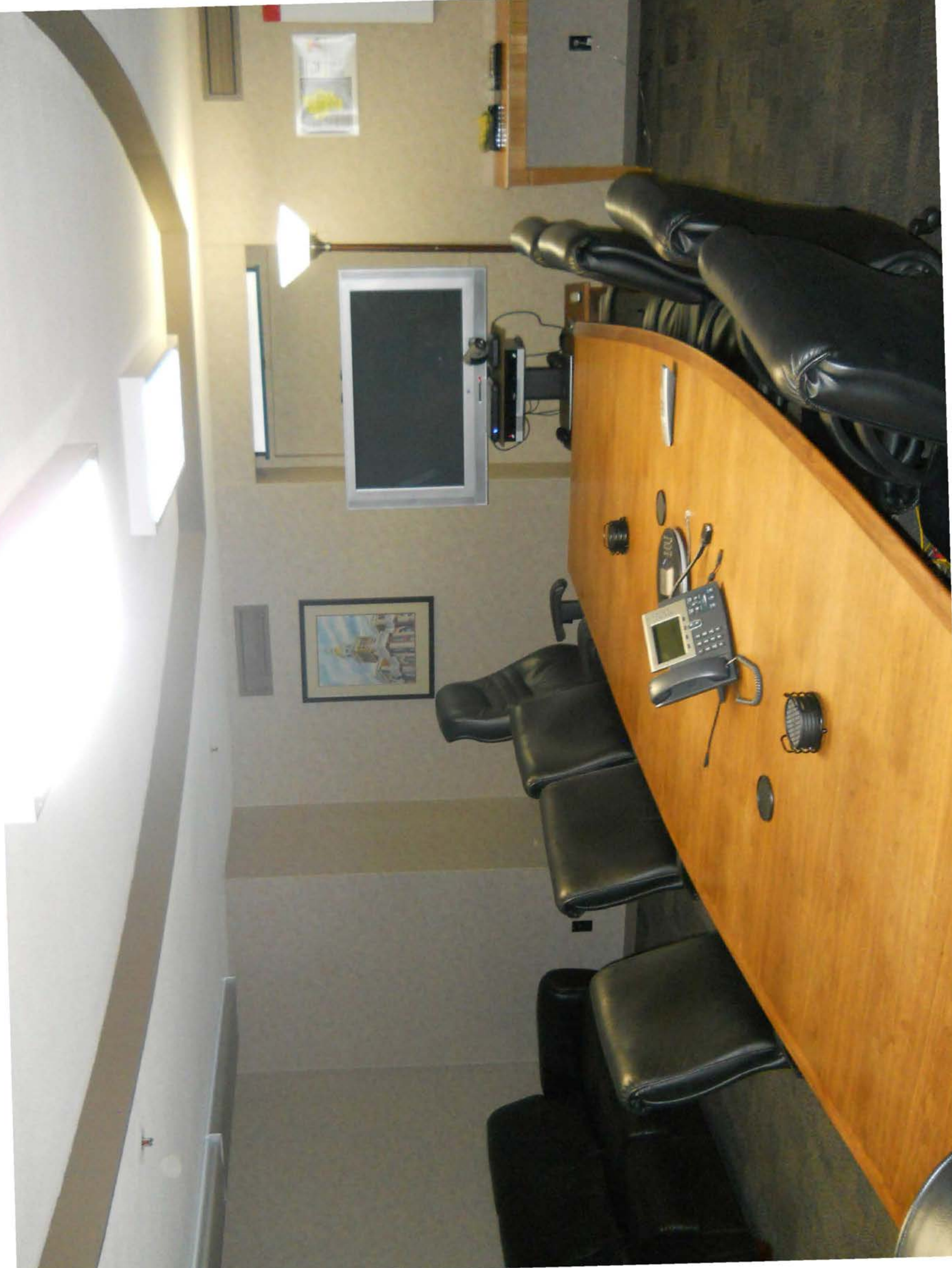


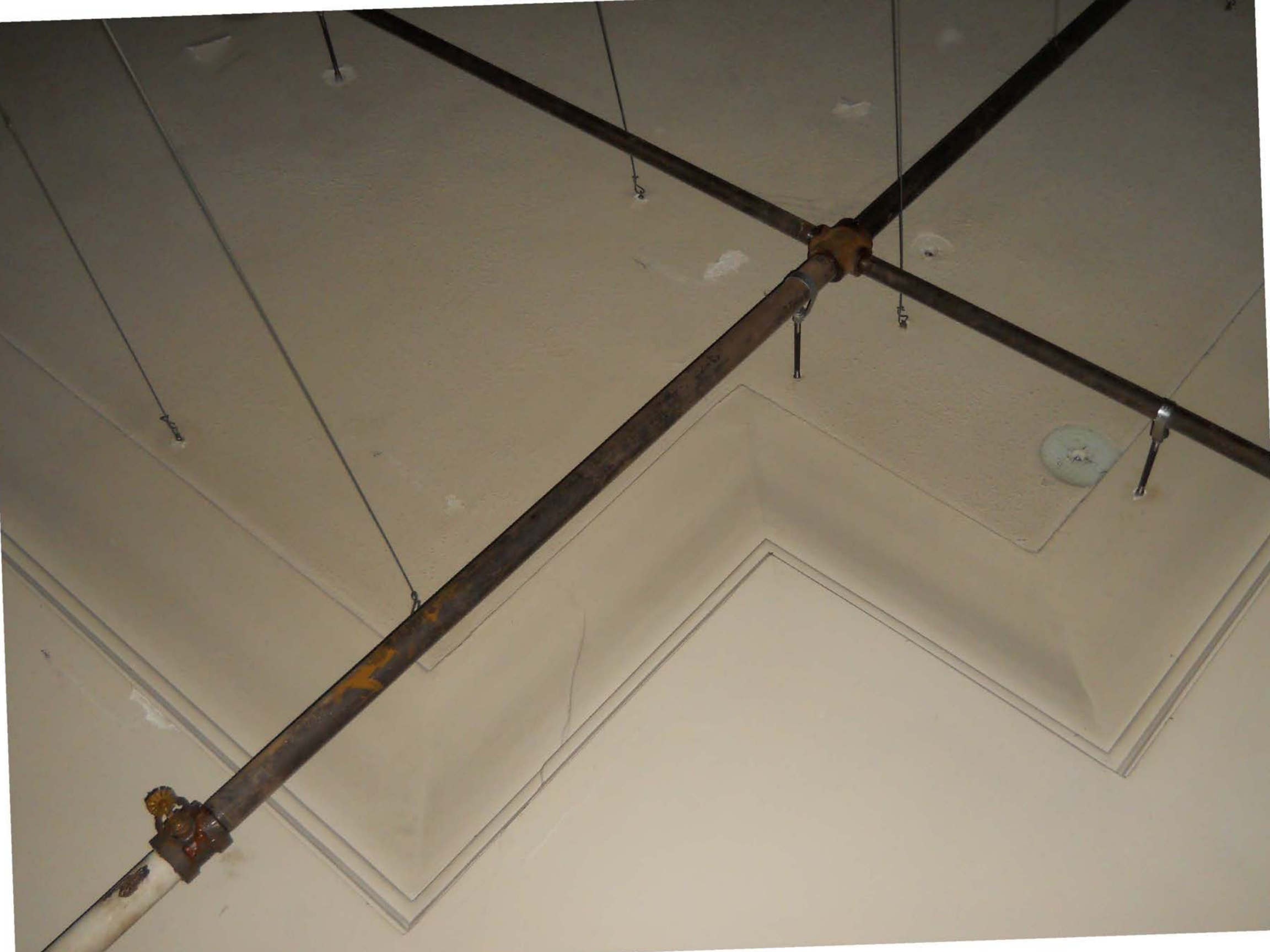






























UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Overland Waterloo Company Building
NAME:

MULTIPLE Downtown Waterloo MPS
NAME:

STATE & COUNTY: IOWA, Black Hawk

DATE RECEIVED: 08/08/14 DATE OF PENDING LIST: 09/04/14
DATE OF 16th DAY: 09/19/14 DATE OF 45th DAY: 09/24/14

REFERENCE NUMBER: 14000663

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 9.24.14 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITEREA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attsched comments Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

CLG NATIONAL REGISTER REVIEW

CLG Name Waterloo Date of Public Meeting May 20 2014

Property Name Overland Waterloo Company Building, 500 E. 4th Street, Waterloo, Black Hawk County

1. For Historic Preservation Commission:

- Recommendation of National Register eligibility
- Recommendation of National Register Ineligibility

Signature *Edward A. Ottesen*
 Print Name EDWARD A. OTTESEN
 Title CHAIR

Date 5/20/14

Reason(s) for recommendation:

2. For Chief Elected Local Official:

- Recommendation of National Register eligibility
- Recommendation of National Register ineligibility

Signature *Ernest E. Clark*
 Print Name ERNEST E. CLARK
 Title MAYOR

Date 5/27/2014

Reason(s) for recommendation:

3. Professional Evaluation:

- Recommendation of National Register eligibility
- Recommendation of National Register ineligibility

Signature *Ralph J. Christian*
 Print Name RALPH J. CHRISTIAN
 Title SHPO Historian

Date 5/29/14

Reason(s) for recommendation:

RETURN TO: State Historical Society of Iowa, ATTN: National Register Coordinator, 600 E. Locust, Des Moines, IA 50319

A RESOLUTION RECOGNIZING THE OVERLAND WATERLOO COMPANY BUILDING, LOCATED AT 500 E. 4TH STREET, AS HAVING HISTORICAL SIGNIFICANCE IN THE CITY OF WATERLOO.

WHEREAS, The Overland Waterloo Building, built in 1916, was a significant part of the development of the automobile industry within Waterloo, and

WHEREAS, The Overland Waterloo Building embraces architectural history dating from 1916 to 1927, and

WHEREAS, the City of Waterloo Historic Preservation Commission recognizes the Overland Waterloo Company Building, located at 500 E. 4th Street, as having historical significance with the City of Waterloo.

NOW THEREFORE, BE IT RESOLVED by the Historical Preservation Commission of the City of Waterloo, Iowa that the Overland Waterloo Company Building, located at 500 E 4th Street, is historically significant to the City of Waterloo, and that this finding be forwarded onto the National Park Service for notification.

Passed and adopted this 20th day of May 2014.

ATTEST:



Adrienne Voelker, Secretary



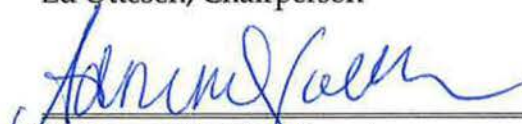
Ed Ottesen, Chairperson

CERTIFICATE

We, Ed Ottesen, Chairperson and Adrienne Voelker, Secretary, of the Waterloo Historical Preservation Commission of the City of Waterloo, Iowa, do hereby certify that the foregoing is a true and correct copy of a certain resolution adopted by the Waterloo Historical Preservation Commission of the City of Waterloo, Iowa, on the date thereon indicated.



Ed Ottesen, Chairperson

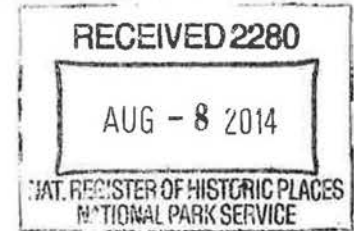


Adrienne Voelker, Secretary

IOWA DEPARTMENT OF
CULTURAL AFFAIRS

MARY COWNIE, DIRECTOR
CHRIS KRAMER, DEPUTY DIRECTOR

TERRY E. BRANSTAD, GOVERNOR
KIM REYNOLDS, LT. GOVERNOR



July 30, 2014

Paul Loether, Chief
National Park Service
National Register of Historic Places
1201 Eye Street, N.W.-- 8th Floor
Washington, D.C. 20005

Dear Mr. Loether:

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

- Hawthorne Glove and Novelty Co. – Shrader Drug Co. Building, 529 South Gilbert St., Iowa City, Johnson County
- Wapsipinicon State Park Historic District, 21301 County Road E34, Anamosa, Jones County
- Architectural Resources of Downtown Waterloo, MPD, Waterloo, Black Hawk County
- Waterloo West Commercial Historic District, 217-333 W. 4th St, 301-317 W. 5th St. and 612-716 Jefferson St., Waterloo, Black Hawk County
- Overland Waterloo Company Building, 500 E. 4th Street, Waterloo, Black Hawk County
- Johnson County Poor Farm and Asylum Historic District, S. side Melrose Ave., 0.16 mi. E. of the jct. Melrose Ave and Slotthtower Ave, Iowa City, Johnson County

Thank you for your consideration.

Sincerely,

Elizabeth Foster Hill

Elizabeth Foster Hill
National Register