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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 determination for individual properties and districts. See instruction 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 W. A. Hover & Company Building
other names/site number Charles D. Bromley Building; 5DV1719

2. Location

street & number 1390 Lawrence Street [N/A] not for publication
city or town Denver [N/A] vicinity
state Colorado code CO county Denver code 031 zip code 80204

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 [] nationally [] statewide [X] locally.
(See continuation sheet for additional comments [].)

Heather Ann Cortright State Historic Preservation Officer May 25, 1999
Signature of certifying official/Title Date

State Historic Preservation Office, Colorado Historical Society
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 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
See continuation sheet [].

Edson H. Beall Signature of the Keeper 7-8-99 Date

W. A. Hover & Company Building
Name of Property

Denver CO
County/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 count previously listed resources.)

Contributing

Noncontributing

<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Name of related multiple property listing.

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

N/A

Number of contributing resources previously listed in the National Register.

0

6. Function or Use

Historic Function

(Enter categories from instructions)

Trade/Warehouse

Current Functions

(Enter categories from instructions)

Commerce/Professional
/Business

7. Description

Architectural Classification

(Enter categories from instructions)

Early 20th Century American Movement
/Commercial Style

Materials

(Enter categories from instructions)

foundation limestone
walls brick
cast iron
roof synthetic/rubber
other metal

Narrative Description

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

W. A. Hover & Company Building

Name of Property

Denver CO

County/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 Bibliographic References

(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)

ARCHITECTURE

COMMERCE

Periods of Significance

1901-1949

Significant Dates

1937

Significant Person(s)

(Complete if Criterion B is marked above).

N/A

Cultural Affiliation

N/A

Architect/Builder

Roeschlaub, Robert S.

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other:

Name of repository:

W. A. Hover & Company Building

Denver CO

Name of Property

County/State

10. Geographical Data

Acreeage of Property less than 1 acre

UTM References

(Place additional UTM references on a continuation sheet.)

1. 13 500150 4399400
Zone Easting Northing

3. Zone Easting Northing

2. Zone Easting Northing

4. Zone Easting Northing

[] 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 Nancy L. Widmann / Consultant

organization N/A

date 1 March 1999

street & number 703 Ash Street

telephone 303-322-6942

city or town Denver

state CO

zip code 80220

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

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

Additional Items

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

Property Owner

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

name see continuation sheet

street & number 1390 Lawrence St.

telephone 303-623-5186

city or town Denver

state CO

zip code 80204

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.

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**W. A. Hover & Company Building
Denver CO**

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Description

The W. A. Hover & Company Building is a four-story, buff brick and stone, Early Twentieth Century Commercial-style building, built as the office and warehouse for the leading Rocky Mountain regional drug wholesale company. Located on the south corner of 14th and Lawrence Street, the building displays its elegant proportionality within a three-part vertical block composition. The W. A. Hover & Company Building has a rectangular plan and covers most of its three downtown Denver lots. A late-1960s addition and a small private alley comprise the remaining space to the southeast. The building is built out to the sidewalk of both streets in its corner location, with both street elevations offering equal importance. On Lawrence Street, a late-1960s addition, a tower of an unadorned, buff brick, connects to the building with a recessed black expanse of glass and vertical strips, clearly defined as unrelated to the historic design. On 14th Street, a deeply recessed addition, also a late-1960s addition, constructed in vacated alley space, connects the W. A. Hover & Company Building to the Denver Tramway Building. The building is within the site where Denver was first settled, and it remains a vital part of the urban landscape. The landmarked Denver Tramway Building is converted to hotel use as the Teatro Hotel, while the next block northeast is the home of the Denver Performing Arts Center. To the west is the National Register Larimer Square Historic District, which preserves 1800s Denver buildings. To the north, beyond a stretch of parking lots, are the main downtown thoroughfares featuring the city's commercial and financial centers. One block to the south is Denver's Cherry Creek flanked by Speer Boulevard, together comprising a portion of the Speer Boulevard Historic District.

The foundation of the W. A. Hover & Company Building is limestone. The site slopes down from the corner toward the southeast on Lawrence Street and slopes up to the northeast on 14th Street. The visible foundation limestone at the corner, therefore, increases in depth from the corner southeast along the Lawrence Street elevation. The visible foundation limestone at the corner decreases in depth as it travels northeast along 14th Street, disappearing completely at the northeast end of this elevation. A basement and a sub-basement, both part of the original construction, remain accessible and usable.

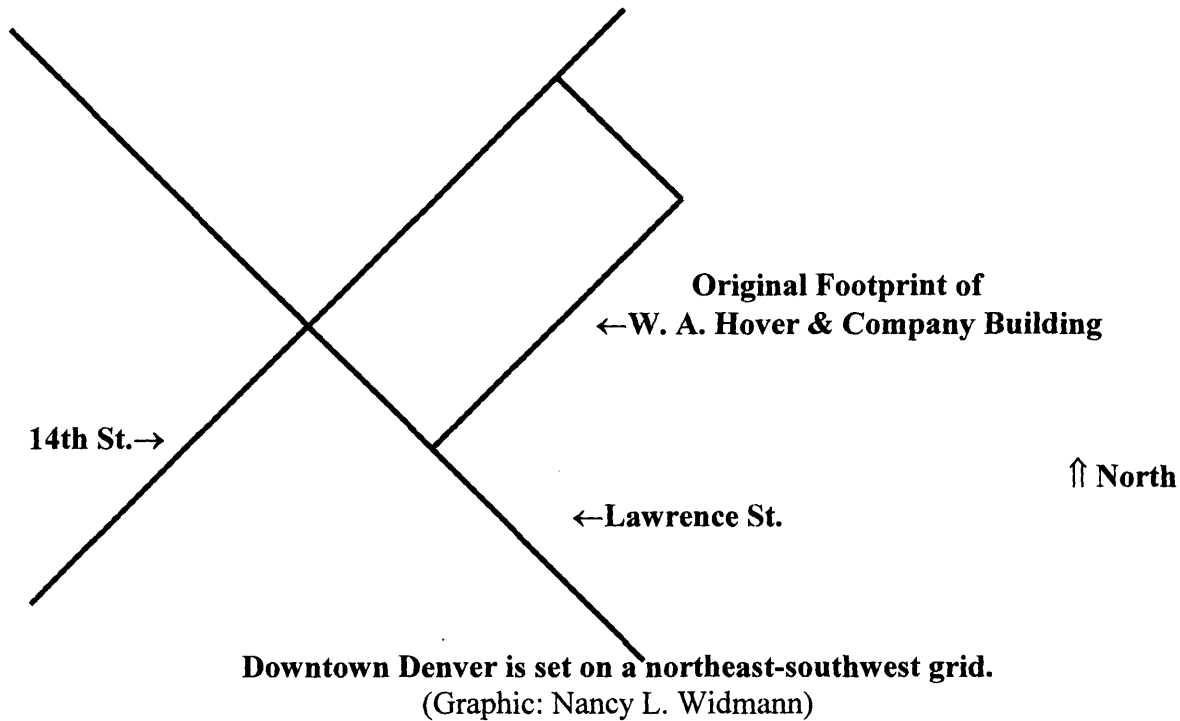
The first block of the three-part vertical block composition is the tall first floor. The second block is comprised of the second and third floors and the third block is the fourth floor. The three blocks are each divided by a wide band of brick topped by a limestone band. The banding between the second and third blocks is distinguished from the lower banding by one curved and two brick corbel courses that travel at the base of the band. Also, a narrow, decorative molding runs beneath the upper stone band,

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**W. A. Hover & Company Building
Denver CO**



while a curved brick band runs beneath the lower stone band. The exterior walls are load bearing. Each floor diminishes in height from the first floor to the fourth floor.

The 14th Street elevation is divided into seven bays. On the first floor level, the bays are divided by brick pilasters. Two one-light windows fill the lower two-thirds of each bay. A wood transom bar above these windows form a base for a transom window. Each transom window has three lights.

The second and third floor bays are separated by brick pilasters. Each bay on each floor contains three wood-framed windows. Each window holds a one-over-one light. Window mullions are load bearing, cast iron pilasters, complete with capitals. (These pilasters are referred to as "recessed slender colonettes engaged to square-set supports, all of cast iron," by Francine Haber, et. al., in *Robert S. Roeschlaub; Architect of the Emerging West, 1843-1923.*) Window sills are stone. The second and third floor bays are divided by brick spandrels set off by decorative, buff panel molding. Second floor lintels are brick corbel courses echoing the lower portion of the upper banding, complete with a curved brick, or molding, course. The third floor sills rest above a brick course and a decorative molding course. The upper banding itself forms the third floor lintels.

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Each fourth floor bay is brick with three windows. The windows are smaller than those on the lower floors. Each window holds a one-over-one light. These smaller, fourth floor windows line up with the windows in the bays below. The stone of the upper banding forms the sill for the windows. The brick between the windows continues the load bearing function of the vertical steel support that comes through the second and third floors in the cast iron mullions.

Ten scuppers are visible on the 14th Street elevation: three at the second floor level, four at the third floor level, and three at the fourth floor level. The metal scuppers were placed so that the water used for washing the floors could be flushed out of the building.



P
Photo Nancy L. Widmann

**W. A. Hover & Company Building
1390 Lawrence Street**

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Above the fourth floor bays is a band of brick corbel courses, a band of curved brick, and a wide band of common bond brick that ends in the bracketed galvanized metal cornice. The only break in the wide band of brick is at the corner where a rounded pilaster marks its place. The pilaster is the base of the flagpole that rises high above the roof. The roof is flat, made of synthetic rubber, called a composite membrane system.

The cornice is painted a dark blue-green as are the banding, dentils, and decorative egg-and-dart molding that form its base. The metal cornice begins with a molded band. Above the molded band is the band of dentils. Above the dentils is the band of a variation of egg-and-dart molding. Above the decorative molding is the band that receives the foliated brackets where they return under the very wide cornice projection. The projection extends several inches beyond the end of the brackets. The dark blue-green paint of the cornice is also used for the wood window framing in the 14th Street and Lawrence Street elevations. This includes the cast iron pilasters that form the mullions of the second and third floor bays. The dark blue-green color is the original color used for these elements.

The Lawrence Street elevation is divided into three bays of similar design to the 14th Street elevation bays, except that the central bay is wider than the flanking bays. On the first floor, the central bay contains four windows beneath its transom window. The transom window contains four lights. The central bays of the second and third floors contain four wood-framed windows. The fourth floor bay also contains four windows. The W. A. Hover & Company Building has historically carried a Lawrence Street address, which explains the presence of the wider central bay on that elevation.

The central portion of the northeast elevation is common wall with the late-1960s addition that connects the W. A. Hover & Company Building to the Denver Tramway Building. The addition was built in a vacated alley. Only a small portion of the original northeast elevation remains visible from 14th Street. The buff brick of the 14th Street elevation turns the corner and continues for only two feet. Painted, common brick continues for several feet to meet the addition. The cornice return ends where the buff brick transitions to common brick. There is a small service entrance in the common brick elevation. Also in the late 1960s, a tower was built above the northeast end of the building to accommodate entry to each floor of the taller Denver Tramway Building. Catwalks connect the tower to the Denver Tramway Building at each floor. The tower and catwalks are not easily visible from the street. The addition that connects the two buildings does not extend to the building's southeast elevation. Therefore, a portion of the northeast elevation is visible from the private alley that runs along the building's southeast elevation. That portion is painted brick with two windows. Each window contains one-over-one lights.

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The southeast elevation of the building is visible only from the private alley. It is common brick and painted. A concrete, fenced ramp partially conceals three arched openings that once were loading docks for the warehouse. Fenestration includes four windows above the arched openings, five taller windows on the next higher level, and two windows above those.

The southwest end of the southeast elevation, the portion closest to Lawrence Street, has a late-1960s addition. Viewed from Lawrence Street, the addition extends the Lawrence Street elevation. A recessed, vertical set of glass and narrow black strips connect the building to a wall of running bond that is built out to the sidewalk. The recessed 'connection' provides the building entrance. (The historic entrance was within the 14th Street and Lawrence Street first floor corner bays.) A 1996 flat, but sloping, black iron and glass canopy is above the entrance. The recessed connection is the height of the top of the fourth floor windows. The addition's running bond, brick wall is the same height as the historic building.

The interior of the building retains some wood paneling on the first floor. Original interior steel beams and columns are repainted and in full view. Original interior masonry has been repaired and had paint removed, thereby restoring its 1901 appearance. Original hardwood floors that remain are refinished. The original elevator on the northeast wall continues to serve. Some new stairwells and new partitions have been added to adapt the building to new uses. However, the interior on all floors retains an open feeling. Most partitions do not reach the ceilings. The natural light that was originally planned to flood the warehouse space continues to permeate most of the building's interior.

Architectural Integrity

The W. A. Hover & Company Building retains its original integrity. The building has been well-maintained during most of its life, and has experienced two major, but respectful, rehabilitation projects--one in the late 1960s and one in 1996-97—to adapt it for new uses. The changes were made primarily to the interior of the building. Late-1960s additions were designed as separate but compatible entities. They clearly avoid any pretense at historical association with the 1901 building. The main entrance to the building was changed from the corner bays to an addition without changing the design of the building. The bays simply now hold windows like the other bays instead of windows and doors. The 1996-97 work included sensitive, exterior rehabilitation.

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**W. A. Hover & Company Building
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Statement of Significance

The W. A. Hover & Company Building is eligible for the National Register of Historic Places under Criterion A in the area of Trade. It is also associated with the development of the wholesale drug industry from 1901 to 1949: (1) The industry transformed from serving small drug stores managed mainly by pharmacists to larger stores, cooperative associations and chains, managed mainly by business people. (2) The industry transformed from trading in mainly patent medicines to trading in prescription drugs, over-the-counter medicines, plus a wide variety of personal and household items. (3) The industry consolidated into fewer companies, national in scope. The W. A. Hover & Company Building was built for office, display, and warehouse use by W. A. Hover & Company, established in 1882 by wholesale drug entrepreneur, William A. Hover (1856-1952). The company grew into one of the largest regional drug supply companies, serving Colorado and surrounding states until 1937 when the business was sold to McKesson & Robbins, Inc., the first national wholesale drug company, whose buyouts of existing companies began in 1929. McKesson & Robbins, Inc., continued occupancy of the building through 1958.

The building is also eligible under Criterion C for its architectural significance (1) as a good example of the Commercial Style during the early 20th Century and (2) as one of two intact examples of a commercial building designed by master architect, Robert S. Roeschlaub (1843-1923). The body of work documented to Roeschlaub includes several Colorado buildings listed on the National Register of Historic Places: Hamill House (1879), Georgetown; Emerson School (1884), Denver; Trinity United Methodist Church (1888), Denver; Dora Moore School (1889), Denver; Chamberlain Observatory (1890), Denver; A. T. Lewis & Son Department Store (1891/1902), Denver; and Cheyenne County Jail (1894), Cheyenne Wells. Additional Roeschlaub work is also represented on the list of locally designated Denver Landmarks: Wyatt School (1887), Stevens School (1900), and this building, the W. A. Hover & Company Building (1901). Roeschlaub was a founder and first president, for twenty years, of the Colorado Chapter of the American Institute of Architects.

Redefining the American Drug Store

A 1932 *Denver Post* article reported that “the merchandising system and method of records of W. A. Hover & Company have only recently been adopted by some of the foremost drug houses of the United States. . . . [Hover’s] orders can be reproduced from fifty years back.” However, during the fifty year life of the Hover company, the orders had changed significantly.

The small, old-fashioned 1800s drug store, identified by its traditional window-globe of red or blue liquid, passed into history during the first half of the 20th Century. The early drug store, often called an apothecary, featured a druggist-owner, sometimes trained in a school of pharmacy, who often diagnosed

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and prescribed medicinal remedies to customers. The druggist also assisted doctors in determining the best drugs for treatments. Sometimes doctors called on a registered pharmacist to administer anesthetics or offer other hands-on assistance. The profession changed over the years, gradually confined to preparing prescriptions authorized by doctors and dispensing information about the drugs to customers. Suggestions of medications for customers became confined to over-the-counter medicines.

The products carried in the store changed during the same period. The 1800s store carried only patent medicines, various oils and remedies, and often some liquor. Gradually, local, then regional, drug wholesale companies became the small drug store's supply source. A good drug supply company's warehouse by the 1930s was reported to carry a dizzying myriad of products: "drugs, rare oils, herbs, medicinal roots, seeds, chemicals, powders, minerals, perfumes, liquors, and even champagne. . . . [plus] a miniature department store ---demanding everything from a clock to an automobile tire to complete its stock." Most nations in the world were represented in the stock.

William Hewes Jones, W. A. Hover & Company general manager, noted in the 1930s that he saw "drug stores develop along lines never expected in the early days. Now a druggist is expected to serve a lunch, sell a radio and many of them handle luggage and haberdashery." Jones lamented the loss of the late 1800s druggist who held a position of recognized authority in his neighborhood with people often asking his advice. He claimed it was a real profession in the early days. The changes over time had changed the druggist's role into a general merchandiser of goods and a filler of prescriptions. The druggist had become primarily a businessman.

W. A. Hover & Company, as a regional wholesale drug supply company, thrived while the industry transformed from serving small drug stores managed mainly by the early pharmacists to larger stores, cooperative associations and chains, managed mainly by business people. During the period of significance, the company participated in the industry's transformation from trading in mainly patent medicines to trading in prescription drugs, over-the-counter medicines, and a wide variety of personal and household items.

As a side note, the period of significance also saw the emergence and short life of Prohibition. Like other drug wholesalers, W. A. Hover & Company is associated with the changes in the drug wholesale industry as it adjusted from selling liquor to drug stores in the early 1900s, to the liquor limitations of Prohibition, to the relaxed regulations of post-Prohibition. Before Prohibition, drug stores made some profits from the sale of whiskey. During Prohibition, liquor was strictly regulated for medicinal use only. After Prohibition, the first Colorado state liquor license was actually issued to Denver's Pencil Drug Store, an upscale E. Colfax Avenue enterprise.

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Drug wholesale companies also dealt in opium, heroine, and morphine. These narcotics could be more liberally prescribed in the early drug stores. Even later, Azrel Stein, owner of the Pencol Drug Store, related that in the early 1930s, "Heroine . . . was 85 cents for a dozen pills and it was nothing to fill a prescription calling for a pound of opium."

1929 to 1949: The National Trend Toward Consolidation

In 1880, there were 25,000 drug stores in the United States. By 1929, there were roughly 59,000 drug stores, one for every 2,000 people. Yet, the number of drug wholesalers had increased relatively slowly during the same period. Regional drug wholesalers had emerged after the Civil War, as new territories were settled and better transportation routes developed. The business involved much travel time, both to make sales and to obtain products from major ports. As travel became easier, businesses could expand their territories.

In 1929, McKesson & Robbins, a New York City wholesale drug company, became the first national company by merging with sixty-four other wholesale drug companies. One of the companies was the Colorado Drug Company, located at 1624 Wazee St. in Denver. After the merger, McKesson & Robbins operated under their own name at this address. From 1930 to 1937, McKesson & Robbins acquired five more companies nationwide. One of these was W. A. Hover & Company in 1937. From 1937 to 1958, McKesson & Robbins ran their Denver drug division from the Hover building and their Denver chemical and liquor divisions from the Wazee address.

Emerging from five years of fraud scandals in the early 1940s, McKesson & Robbins was essentially a national affiliation of regional companies without intense corporate oversight. McKesson & Robbins did have the national-scope affiliations, however, and soon, under new, stronger, central corporate leadership, began taking over all buying and selling functions of the affiliates. McKesson & Robbins was well-positioned to further expand its industry dominance when a 90% increase in drug store sales took place during the decade of the 1950s. In 1958, the company moved from their two Denver locations to one location in northwest Denver, 1211 W. 44th St.

By 1961, one out of every five drug stores in the United States had been designed as a new store or modernized by McKesson & Robbins retail pharmacy design service. The company continues to flourish today. Industry analyst, Adam J. Fein, foresees that there will soon be only twenty wholesale drug companies, all national in scope, down from 150 in the late 1970s.

The history of the W. A. Hover & Company exemplifies the early stages of the transition from small state and regional, family-owned wholesale drug supply companies to industry dominance by a few national companies. The 1901 W. A. Hover & Company Building served the company well and stands

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today as a reminder of the company and its role in the changing dynamics of one American industry from 1901 to 1949.

1882 to 1900: W. A. Hover & Company

William A. Hover (1856-1952) founded W. A. Hover & Company in 1882. Hover was born in Mazomamie, Wisconsin, on 9 March 1856. He attended the University of Wisconsin and did post graduate chemical laboratory and assaying studies at Columbia School of Mines, in New York City. At the age of twenty-two, Hover came to Lake City, Colorado, and formed a brief partnership with E. D. Bouton as an assayer. In December 1878, Hover came to Denver to check on assaying supplies with J. O. Bosworth's Denver Fire Clay Company. The company was located behind Bosworth's small retail drug store on 1600 block of Larimer Street. Bosworth asked Hover to become his partner in the drug store. For \$5,000, Hover joined in partnership and the drug store became Bosworth and Hover.

In 1880, Hover bought out Bosworth, calling the new drug store W. A. Hover. His city directory entry described his business on Larimer Street as "drugs and medicines." In 1881, Hover moved his business to the corner of 16th and Curtis Street. In 1882, Hover added a wholesale department to his retail drug business and changed the name to W. A. Hover & Company. By 1890, both his brother, Charles L. Hover, and his father, William U. Hover, were listed working in his company. One 1932 newspaper account of the Hover family indicated that William A. Hover was joined in financing W. A. Hover & Company in 1882 by his father and his brother, Charles L. Hover, and his sister, Mrs. C. F. Harding, of Chicago. Hover later bought out his relatives' interests.

In 1891, Hover discontinued the retail business. By 1891, Hover was supplying drug store products throughout Colorado and in surrounding states. During the 1890s, he moved his business to a larger building at 15th and Arapahoe Street.

1901 Challenge: A New Building for W. A. Hover & Company

On 22 March 1899, William A. Hover purchased the corner site, consisting of three lots, at 14th and Lawrence Street from the estate of John Evans. From 1895 to early 1899, these three lots plus the adjoining undeveloped three lots had been in the ownership of Franklin H. Johnson. Johnson was business manager of the *Denver Times*, a local newspaper.

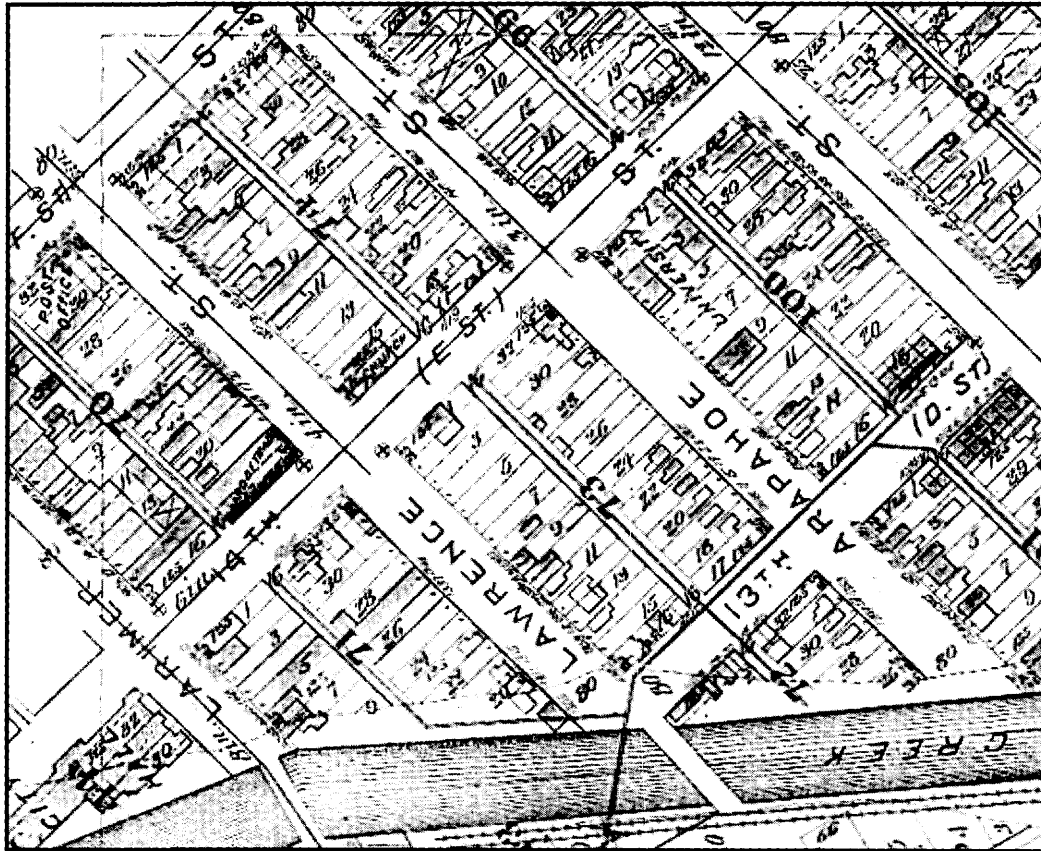
The 1901 W. A. Hover & Company Building was the second building on the site, on Lots 1-3, Block 73, East Denver. East Denver constituted the original Congressional Grant that established the city of Denver. The building site is one block north of Cherry Creek and within the area that held the first 1858-59 Denver town buildings. The site was part of a much larger parcel that held the pioneer home of territorial governor John Evans. From 1903 to at least 1917, the adjoining Lots 4-6 were owned by the

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↑North

1887 Robinson Map

This 1887 map shows the footprint of the building that originally occupied the W. A. Hover & Company Building site at the east corner of 14th and Lawrence Street. The 1400 block of Larimer Street, one block west, is now the Larimer Street Historic District. Source: Western History Department, Denver Public Library

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Evans Investment Company. By 1929 an auto garage was built on the rear portion of Lot 4 and part of Lot 5 and a wholesale garment factory covered all of Lot 6. This was unchanged until at least 1961.

The building that occupied Lots 1-3 prior to the W. A. Hover & Company Building was used at times as a hotel. The 1887 Sanborn Map identified it as the Clifford Hotel. The 1887 Robinson Map also illustrated the site's prominent location in relation to Denver's City Hall, built in 1884, one block away, and to an early U. S. Post Office, at 15th and Lawrence Street. The University of Denver was at 14th and Arapahoe Street. By 1901, the University of Denver was relocated to the University Park neighborhood to the south. The United Methodist Church building, now demolished, across 14th Street was in use by the Salvation Army, and a house at 1401 Arapahoe St. was replaced by a carriage factory. Old downtown Denver homes were replaced by new commercial buildings as their occupants moved to the neighborhoods that were expanding city borders. The Denver Trolley Loop, the now demolished central station for the tramway company, was located one block northwest. By 1912, the Denver Tramway Company also built its headquarters across the alley from the W. A. Hover & Company Building.

By 1899, Hover's company was renting a four-story building at 1447-49 Lawrence St., less than one block north of its building site. In November 1899, the *Denver Times* reported that, though W. A. Hover & Company had earlier announced plans to build a "fine warehouse," owner Hover said "the company is merely resting on its oars and perfecting its plans and waiting for a slump in the price of building material which will make it possible to build at a reasonable cost."

Additional financial challenges suddenly hit the company two months later. On 27 January 1900, a first page *Denver Times* article was titled, "Collapsing Floors Cause Heavy Property Loss . . . Hover's Drug Store Almost Totally Wrecked Through the Giving Away of the Supports Under Their Heavy Load." No lives were lost, but the estimated financial loss was set at over \$50,000. Drugs, chemicals, and alcohol flowed together amidst broken glass and broken timbers, but fortunately there was no fire. Without fire, however, there was no insurance coverage. Although the company was one of the largest wholesale drug companies west of the Mississippi River in 1900, this was a heavy loss to absorb.

Somehow, in a year, Hover found a way to achieve his goal to build a new and permanent home for his company. On 12 February 1901, the *Denver Times* announced that ground was broken on that day. Hover was quoted:

The new building will be much larger than our present quarters. The dimensions are 60 x 125 and it will be a four-story brick, facing Lawrence St. Inside the building will be well furnished, with elevators and all other necessary equipment. We will occupy the whole of the building. In fact, the reason we are moving is that our present quarters are too small.

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**W. A. Hover & Company Building
Denver CO**



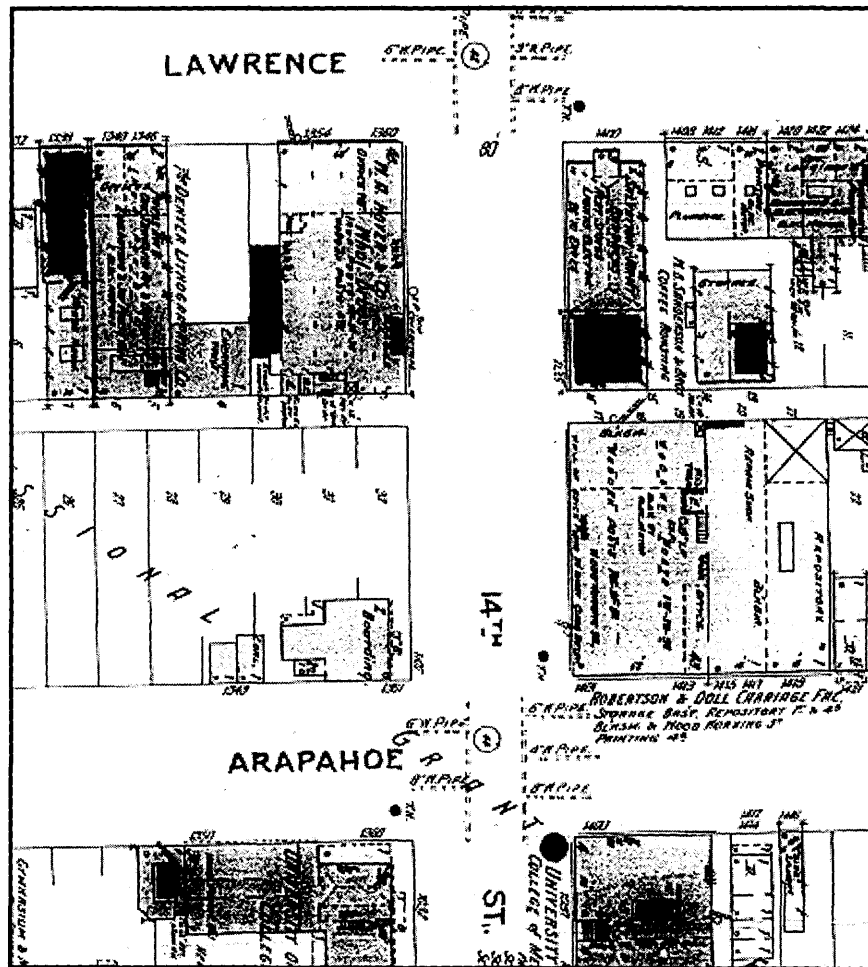
The Denver Times, 27 January 1900, p. 1, depicted W. A. Hover peering in from the right to view the collapse of his rented warehouse.

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Continuation Sheet

Section number 8 Page 13

W. A. Hover & Company Building
Denver CO



↓ Northeast

1903 Sanborn Fire Insurance Map

The map shows the W. A. Hover & Company Building on its site. The lots northeast across the alley await construction of the Denver Tramway Building in 1912. Source: Western History Department, Denver Public Library.

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**W. A. Hover & Company Building
Denver CO**

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On 11 March 1901, Hover took out Building Permit #234 for a "business block." The architect was Robert S. Roeschlaub and the builder was James Cook. (Other projects listed for Cook in 1901 were a dry kiln for the Union Pacific R. R. and a brick factory between 41st and 42nd Ave. on York Street for the Steel Tire Wheel Company. Other work attributed to Cook was not found and he was not located in city directories.) Hover's building was to cost \$67,388.94, according to the *Denver Times*.

A 1932 retrospective reported that the building was built to be "catastrophe-proof." It had four floors and a basement and subbasement. The building had the attributes of "system, sanitation, and convenience." The building was considered state-of-the-art for its function as an office and warehouse for a thriving wholesale drug company. The offices were on the first floor, where orders were processed and deliveries were organized. Displays of merchandise were in the large, first floor windows that swept across the 14th Street and Lawrence Street elevations. Upper floors held warehouse space, carefully organized in a scheme that had to be constantly adjusted with the changing range of products that the company handled.

1901 to 1937: W. A. Hover & Company

By 1932, during the company's 50th anniversary salute, there was nothing but praise for the 1901 building---it had met and continued to meet the functional needs of the wholesale drug company, where the main challenge was keeping ahead of the demand for an ever-expanding number and variety of products. During the early 20th century, the company retained its reputation for honest dealings and solidified its position as a leading drug wholesaler in Colorado and surrounding states.

By the 1930s, two Hover sons were working in the business. William Tracy Hover was a junior partner in the company. James T. Hover was the sales manager and manager of the sundry department. General manager, William Hewes Jones, recorded twenty-six years with the company in 1932. Custodian of permits, Elmer B. Waltermeir, recorded forty-three years. Hover's private secretary, William Wible, recorded thirty-eight years. Manager of the city order department, J. D. Hahn, recorded thirty-six years. The long years of service to one company reflected the business traditions of the period. The company employed eight salesmen, each with their own geographic territory. They too held years of loyal company service.

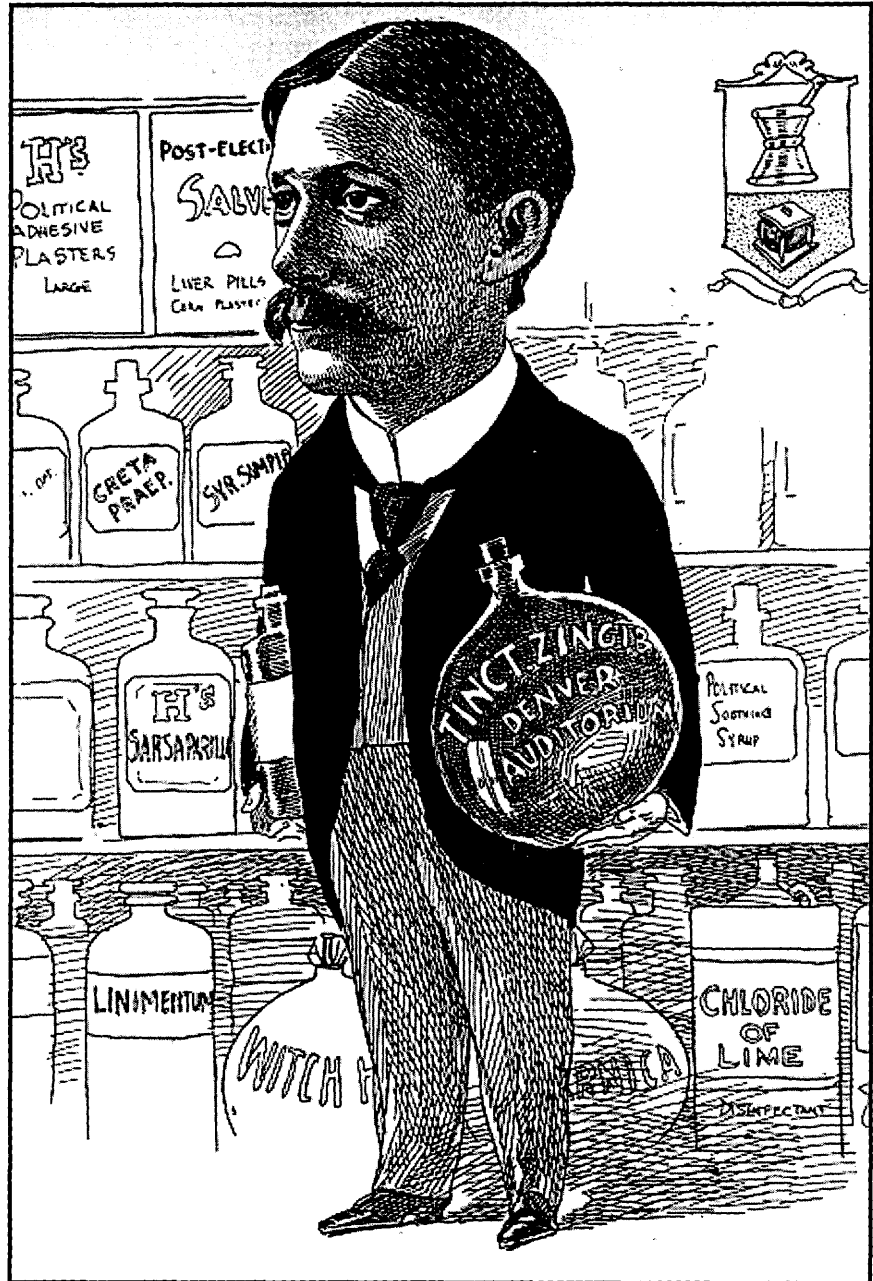
In 1937, two years after William A. Hover retired at the age of seventy-nine, the company was sold to McKesson & Robbins, Inc., for \$350,000. The new ownership also received a long term lease on the building. The W. A. Hover trade name was no longer used.

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**W. A. Hover & Company Building
Denver CO**



William A. Hover

Source: *Representative Men of the West in Caricature*, The Press of the American Cartoonist Magazine, ca. 1900.

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**W. A. Hover & Company Building
Denver CO**

The William A. Hover Family and Other Hover Endeavors

William A. Hover was active in civic affairs and had other business interests from his early years in Denver until his retirement in 1935. In the late 1800s, he was already an active member of the Denver Chamber of Commerce, the Board of Trade, the Republican Party, University Club, and St. Mark's Episcopal Church. He was an unsuccessful candidate for the State Senate in 1900.

In 1886, Hover married Marianna (Annie) Vought, of Pittsfield, New York. They had nine children, three sons and six daughters. In 1900, Hover was forty-four years old, Annie was thirty-nine, and seven of the children were born. The 1900 U. S. Census showed the Hover family living on the southwest corner of W. Colfax Ave. and Delaware St. with three servants. Next door to them were Hover's parents, William U. and Harriet Hover, with brother, Charles L. Hover, then thirty-one years old.

In 1903, Hover purchased the Otis L. Haskell residence in Capitol Hill, Denver, at 1507 Lafayette St.. The \$40,000, eighteen-room home, now demolished, was on a six-lot site and was the Hover residence until the Hovers retired to California in the 1930s. In 1904, Hover joined others to build the Y. M. C. A building. Hover scrapbooks at the Colorado Historical Society show a man of varied interests, beyond business and civic participation. In 1906, Hover received Automobile Permit No. 1. Throughout his life, he was an avid hunter and fisherman, pursuing those pastimes in the Colorado Rockies.

During the 1890s, Hover was vice-president of Western Bank of Denver, a bank he co-founded. This bank failed after several years. In 1904, Hover was an organizer of the United States National Bank. He served as bank president or as chairman of the board for almost three decades. Later in his life, Hover served as a director of Mountain States Telephone and Telegraph and as president of the Denver Traffic Bureau.

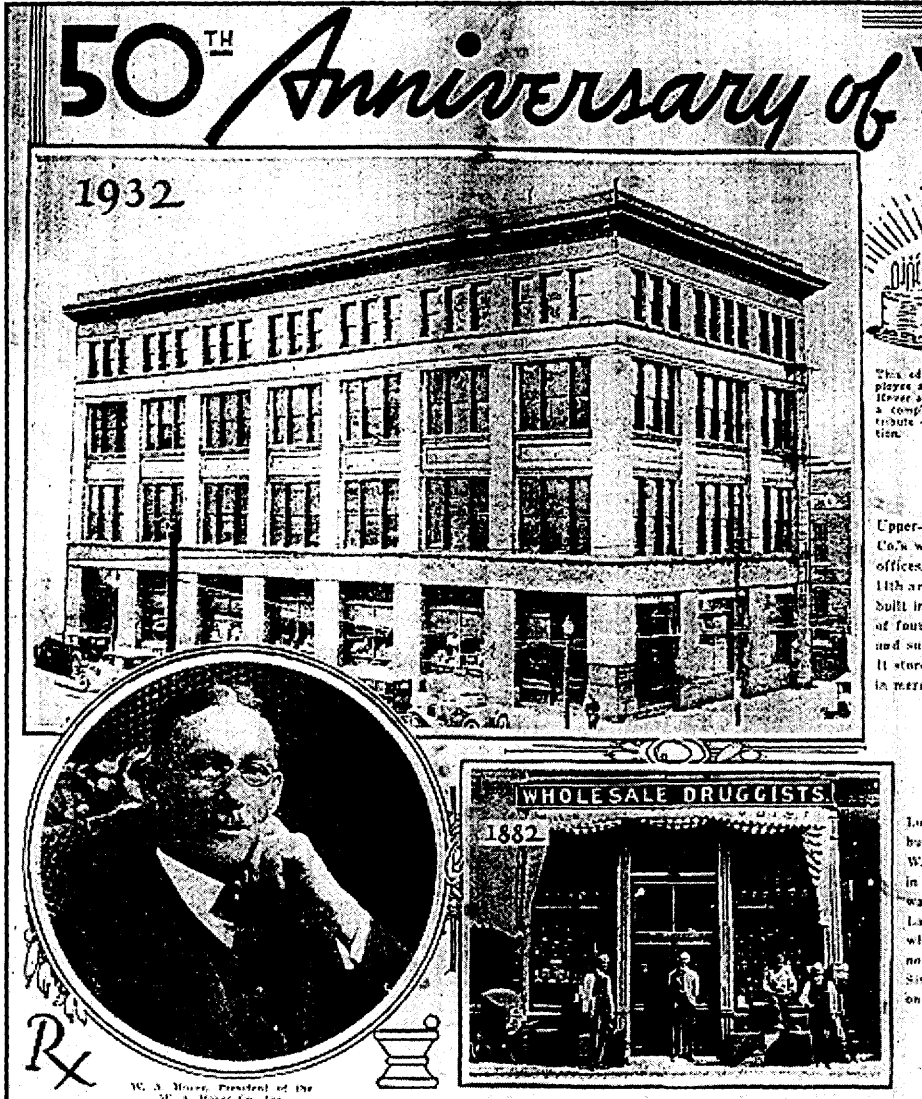
In 1897, Hover was also head of the Annette Company, a Clear Creek mining company that bought the east part of the Griffith claims. A 1900 account related the Annette Company to be prospering. A 1901 *Denver Times* account reported that Hover went to England to take part in "a big deal" concerning his Georgetown, Clear Creek County, mines. The timing of this good fortune may explain how Hover was able to recover the huge losses he suffered when his rented warehouse space collapsed in January 1900 and how he was able to build his new office and warehouse in 1901, during a period when materials and labor costs were relatively high.

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In 1932, on the 50th anniversary of W. A. Hover & Company, a Denver paper saluted the drug wholesaler. This collage shows W. A. Hover & Company's 1901 building, its 1882 location on Larimer St., and a photograph of William A. Hover. Source: *Denver Post*, 9 March 1932, 19-22.

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**W. A. Hover & Company Building
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Coinciding with the construction of his new building in 1901 was Hover's election to the Denver Board of Supervisors and his election to the National Druggists Board of Control in Fort Monroe, Virginia. The Board of Control was the four-member board that served as the authoritative head of the druggists' association.

By 1932, Hover's brother Charles L. Hover, was doing experimental farming near Longmont, Colorado. Charles was also general manager of Empson Canning Company. In 1913, Charles L. Hover commissioned architects Robert S. Roeschlaub, Frank S. Roeschlaub (Robert's son), and Robert K. Fuller to build his Jacobethan Revival-style home on his 160-acre farm at 1309 Hover Road. This property is listed in the National Register.

Hover's eldest son, William Tracy Hover, became a partner in the Hover-Stratton Furniture Store after W. A. Hover & Company was sold in 1937. Hover's youngest son, Charles S. Hover, was first associated with the United States National Bank and later founded Hover Motors, Inc., a Denver Ford dealership.

William A. Hover died in 1952 in Long Beach, California. His wife died in 1950. They are entombed in the Hover mausoleum at Fairmount Cemetery in Denver. Hover's obituary related that he was a Mayflower descendant, and a member of the Colorado Society of the Sons of the Revolution as well as numerous social clubs. He was an honorary life member of the Drug and Chemical Club of New York.



The letterhead of W. A. Hover & Company proudly featured the company building with the flag flying above the entry corner. Original 1901 building plans reveal that architect Robert S. Roeschlaub designed the flagpole to withstand gusty Colorado winds. Some have speculated since that the flagpole replaced the corner towers that Roeschlaub featured in his earlier Victorian Era commercial buildings. Source: Hover Manuscript Collection, Colorado Historical Society.

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**W. A. Hover & Company Building
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Architecture

The W. A. Hover & Company Building was designed in Early Twentieth Century Commercial Style. Its three-part vertical block composition was executed with elegant restraint, conveying the return to order and unity sweeping through turn-of-the-century designs. Reacting against the excesses of the Victorian Era, new designs, especially for public and commercial buildings, were endowing buildings with a seriousness and sense of importance. William A. Hover was a serious and successful businessman. The building stands for his business and its regional importance, expressed in exemplary turn-of-the-century architectural design.

Architect Robert S. Roeschlaub (1843-1923)

The W. A. Hover & Company Building represents the work of architect Robert S. Roeschlaub. Roeschlaub designed buildings in Denver from 1873 to 1912. Roeschlaub was the first major architect in Colorado, a founder of the Colorado Chapter of the American Institute of Architects in 1892, and its first president. He remained the president for twenty years. When Colorado decided to license architects in 1909, Roeschlaub received License #1. Roeschlaub was born in Munich, Germany, and came to United States in 1846. By 1849, his family settled in Quincy, Illinois. Roeschlaub served in thirteen Civil War battles and left the Army with the rank of captain. Returning to Quincy in 1865, Roeschlaub apprenticed with Robert Bunce, who had honed his architectural skills in Chicago. Roeschlaub, with his wife, Anne Fisher Roeschlaub, and their two sons, moved to Denver in 1873. Son Frank became a partner in the Roeschlaub firm in 1903. Roeschlaub retired in 1912 and in 1913 moved to San Diego where he died in 1923. He is buried in Denver's Fairmount Cemetery. The Roeschlaub & Son firm became Roeschlaub and Fuller when Robert K. Fuller joined Frank Roeschlaub. By 1917, the firm was Robert K. Fuller, Architect.

**Colorado Buildings Credited to Robert S. Roeschlaub
A Selected Chronological List**

<u>Building and Location</u>	<u>Date</u>	Designation:
		NR (National Register) DL (Denver Landmark)
Church-Hamilton House, Georgetown	1876	
Central City Opera, Central City	1878	
Hamill House Museum, Georgetown	1879	NR
Bowles House, Columbine Valley	1884	
Emerson School, Denver	1884	NR and DL
Little House, Littleton	1884	
Wyatt School, Denver	1887	DL
Trinity United Methodist Church, Denver	1888	NR and DL

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**W. A. Hover & Company Building
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Ada Terrace, Denver	1889	
Dora Moore School, Denver	1889	NR and DL
First Congregational Church, Colorado Springs	1889	
Chamberlain Observatory, Denver	1890	NR and DL
University Hall, University of Denver, Denver	1890	
Albert A. Blow House, 722 Clarkson St., Denver	1892	DL (in E. 7th Avenue HD)
Eastern Colorado Historical Society Museum, Cheyenne Wells	1894	NR
Hall of Engineering, Colorado School of Mines, Golden	1894	
Stevens School, Denver	1900	DL
W. A. Hover & Company Building, Denver	1901	DL
Carter Hall, University of Northern Colorado, Greeley	1907	
Hover Mansion, Longmont	1913	NR

Though many Roeschlaub-designed buildings have been demolished, several remain that showcase his immense talent. The 1901 W. A. Hover & Company Building was a departure from his 19th century work. Roeschlaub's early work was in the popular Victorian Era styles: Queen Anne, Romanesque Revival, and some Richardsonian-influenced design. Roeschlaub became school architect for Denver schools in 1875, a position he held for twenty years. His school designs were in the Victorian Era styles, often making liberal use of the magnificent stone quarried in Colorado. Though he is best appreciated for his institutional designs, Roeschlaub also designed commercial buildings and residences.

"The flagship of Roeschlaub's buildings in lower downtown Denver was the W. [A.] Hover Wholesale Drug Warehouse . . .," begins the very thorough evaluation given the building by Francine Haber, Kenneth R. Fuller, and David N. Wetzel in *Robert S. Roeschlaub; Architect of the Emerging West, 1843-1923*, in 1988. (The book devotes pages 126 through 130 to the building, setting it in the context of Roeschlaub's total body of work. The remaining quotations in this nomination come from these pages and their corresponding footnotes.)

Roeschlaub's work became more restrained in the late 1890s. This change was in accord with national trends heralded by the City Beautiful Movement, initiated at the Chicago World's Fair of 1893. The W. A. Hover & Company Building may be the best example of Roeschlaub's new restraint and sensitivity to unity and order. Roeschlaub was aware of the trends and advances in architectural design, structural design, and materials---especially those emanating from Illinois, the state where he mastered his craft. Roeschlaub was well aware of the Chicago School and the work of architects like Adler and Sullivan. It was speculated that Roeschlaub must have met Adler and Sullivan, if not in Chicago, then in Pueblo, Colorado, when Roeschlaub was designing the Central Block and Adler and Sullivan were designing the Pueblo Opera House (ca. 1888 -1890).

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**W. A. Hover & Company Building
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The W. A. Hover & Company Building was Roeschlaub's last major commercial enterprise. ". . . [I]n keeping with Roeschlaub's nineteenth-century sense of appropriateness and hierarchy of building types in the urban landscape, he tells us that this edifice has two functions. It is both humble Building + Architecture---a warehouse, storage, and shipping facility in addition to the firm's headquarters." The case is made that the plain buff brick facade follows the tradition of nineteenth century European and American mill buildings, but that features such as the "heavily decorated Roman cornice and vigorous brackets announce that architecture is more than structure."

First: "the Architecture"

A series of Roeschlaub's drawings traces his early Hover building design ideas through a transition from details like "terra cotta plaques of lush acanthus-like leaves in the middle of each bay above ground level and swags under the cornice," to "spandrels [only at the third floor level] with a picture frame of molded brick." In addition to this greater restraint, Roeschlaub also lifted the business block "above the mere warehouse type," making the architecture present an exterior facade with public import."

The Hover Block is a harmony of rectangles. . . . Gone are the dynamic corner elements that accentuated the diagonal of the city's grid block during the 1880s and 1890s, and there are no Dutch gables. Bays are no longer set off by rolling round-headed arches of the Richardsonian-Sullivan-esque period illustrated in Roeschlaub's Central Block of Pueblo. Instead, he presents a rectangular aesthetic. The corner pier is carried around both Fourteenth and Lawrence Streets and emphasizes the concept of the building as a cube. Straight-edged piers mark off seven bays on the long Fourteenth Street front (which bore the sign "Wholesale Drugs, W. A. Hover & Co.") and three bays on Lawrence Street.

Authors Haber, Fuller, and Wetzell asserted that two versions of classicism were at work: first, the hierarchy that indicated a building of worth, and second, "the simplicity of the block itself---a feeling for abstraction." The authors illustrated the first version with a discussion of the "architecture," exemplified by the cornice, being reserved for the two street elevations, while the elevation along the private alley is, by Roeschlaub's own description, "unarchitectural." The second version of classicism was illustrated with a discussion of how Roeschlaub expressed architecture in the building's proportions: the bays and their contributing vertical elements, and the horizontal divisions defined by what the authors called "a secondary cornice in the masonry at the floor level of the second and fourth stories." Further, the careful proportions include a "slight diminution [sic] in the height of each story which reflects the decreased loads carried by each floor and the corresponding diminution [sic] of the girth of the structural steel columns.

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**W. A. Hover & Company Building
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Second, “the humble Building”

“[To Roeschlaub,] the Hover Block was a pragmatic answer to the special needs of the client.” Roeschlaub was under a mandate from his client to create a strong building, capable of holding the heavy loads of shelving. (Much of the shelving itself was reused from the nearby building that collapsed under the strain of storing Hover’s drug supplies only one year earlier.) Roeschlaub’s pragmatic answer was not to use Sullivan’s skyscraper construction, though he was well aware of it. Rather, he designed the W. A. Hover & Company Building as “an exterior wall bearing structure with interior build-up steel columns and beams reinforced with large steel brackets. Roeschlaub’s drawing of a longitudinal section shows the steel columns set on a foundation of concrete spread footings. The four longitudinal structural bays of about fourteen feet, in keeping with Roeschlaub’s concept that architecture does not derive exclusively from structure, do not line up with the rhythm of the three bays on the Lawrence Street facade.”

The steel columns were built up in differing sections. For example, on the street elevations, the cast iron mullions for the windows are really intermediary supporting columns. Structural design details like this also added a “pleasing ornamental contrast in texture and color to the surrounding brick....”

In addition to this ingenious construction, “the humble Building” also needed to meet the client’s needs for state-of-the-art service systems, an area where Roeschlaub excelled. Some of the design elements that met the wholesale supply business’s organizational requirements included a two story bank vault, an open plan at street level that allowed for irregular enclosures, a revolving-door entrance at the corner, and a high humidity cigar storage area. Roeschlaub also accommodated packing and shipping functions along the private alley. A freight elevator was located there. It augmented a circulation system of two main and several secondary stairways to access various storage rooms on upper floors. “Galleries, catwalks, and balconies were hung on rod supports from the ten foot ceiling [of the second floor].” The third and fourth floors were open, general storage areas. An early sprinkler system was installed to ease fears of a chemical fire.

The paradigm of a smoothly running industrial plant, which Roeschlaub created here, was to become a seductive image for twentieth-century architecture. Roeschlaub took such task-oriented solutions for granted.

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**W. A. Hover & Company Building
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After 1949

McKesson & Robbins owned and used the building until 1958. By 1961, the building was used for novelty manufacturing and as a general warehouse. By 1970, the W. A. Hover & Company Building was part of the University of Colorado Denver Center. In that year it was opened for use as the university's library, named the Charles D. Bromley Library, and for use by the university's School of Architecture and Planning. The building became known as the Bromley Building. The late-1960s conversion of the building for university use included connecting it to the 1912 Denver Tramway Building across the alley. The alley separating the buildings was vacated so that the buildings could connect on all four floors of the W. A. Hover & Company Building.

Charles D. Bromley (1899-1968) was a University of Colorado Regent for nearly eighteen consecutive years and for six years in a previous term. When he was not serving as a regent, he was attorney for the university. Bromley was born in Boulder, Colorado, graduated from the University of Colorado Law School in 1924 and practiced law in Denver. In World War I, Bromley went to France with the American Expeditionary Force. In World War II, despite being overage, he served with the Military Police, the Quartermaster Corps, and finally, at General MacArthur's request, became the U. S. representative on the Allied Defense Council for the Far East. Bromley retired as a full colonel and received the Legion of Merit and the Bronze Star.

After creation of a new downtown Denver Auraria Campus solved the University of Colorado Denver Center's needs for additional space, the W. A. Hover & Company Building was no longer used by the university. By 1996 it was owned by two landscape architecture and planning firms, Design Workshop, Inc., and DHM Design Corporation. Design offices were planned on the first two floors and residential living was planned for the top two floors. A State Historical Fund grant was awarded for this purpose and the rehabilitation was also approved by the United States Park Service for Federal Tax Credit eligibility. During the rehabilitation process, residential use was abandoned in favor of additional office and professional space for the upper floors. The careful 1996-97 rehabilitation of the W. A. Hover & Company Building was accomplished by Joe Simmons, Blue Sky Studios Architects; by Monroe & Newell Engineers, Inc.; by Design Workshop, Inc.; and by DHM Design Corporation. The rehabilitation has insured that the building will continue to contribute positively to Denver's urban landscape.

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**W. A. Hover & Company Building
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Geographical Data

Verbal Boundary Description

Lots 1-3, Block 73, East Denver, and the vacated alley between the same Lots 1-3 and Lots 30-32, Block 73, East Denver. Also included is a small portion of Lot 4, Block 73, East Denver, consisting of a rectangular parcel in the eastern corner measuring 32 feet along the sides parallel to Lawrence Street and 38 feet along the sides parallel to 14th Street, on which sits the stair and elevator tower addition.

Boundary Justification

The nominated property includes the parcel historically associated with W.A. Hover & Company and with the Charles D. Bromley Library, at 1390 Lawrence Street, Denver, CO. The parcel associated with these entities includes the vacated alley southeast of the original building which contains the structure added to connect the W.A. Hover Company Building to the 1912 Tramway Building. Also included is the land that contains the stair and elevator tower addition along Lawrence Street.

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PHOTOGRAPH LOG

The following information pertains to photograph numbers 1-20, except as noted:

Name of Property: W.A. Hover & Company Building
Location: Denver City and County, Colo.
Photographer: Nancy L. Widmann
Date of Photographs: March 10, 1999
Negatives: Nancy L. Widmann files, 703 Ash St., Denver CO 80220

#	Direction of Camera	Description of View
1	East	14th and Lawrence Streets elevations and neighboring buildings.
2	East	West corner, looking up from sidewalk.
3	East	Street elevations, full view of building.
4	Northeast	Southwest elevation.
5	West	Viewed from private alley: northeast elevation of 1960s addition and southwest portion of southeast elevation of original building.
6	West	Southeast elevation, historic loading dock area.
7	Northwest	Southeast elevation of original building.
8	Northwest	Southeast elevation of 1960s connection to Denver Tramway Building.
9	Southeast	Northwest elevation of 1960s connection to Denver Tramway Building.
10	South	North corner, looking up from sidewalk.
11	Southeast	Northwest elevation: northeast bay—view of floors 2, 3, and 4.

Photographs #12-19: Photographer: Joanna Jaszczak, landscape architect. Date of photographs: September 1996. Location of negatives: Design Workshop, Inc., files, W. A. Hover & Company Building, 1390 Lawrence St., Denver CO 80204.

#	Direction of Camera	Description of View
12	Northeast	First floor, northwest elevation.
13	East	Southwest elevation, 1960s addition of new entrance and elevator tower.
14	Northeast	Roof and 1960s tower connection to Denver Tramway Building.
15	Southwest	Northwest elevation.
16	South	Interior: first floor, south corner, original paneling.
17	Southeast	Interior: original loading dock opening.
18	Southwest	Interior: second floor, window detail.
19	Northeast	Interior: second floor, beams and joists.

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Photograph #20: Photographer: L.C. McClure. Date of photograph: between 1912 and 1920.
Location of negative: Western History Department, Denver Public Library.

#	Direction of Camera	Description of View
20	East	14th and Lawrence Streets elevations.

Property Owners

Names and addresses:

Hover Building Partners, LLC
1390 Lawrence Street, Suite 100
Denver CO 80204

SPECK Investments, LLC
1390 Lawrence Street, Suite 200
Denver CO 80204

Fourth Floor Partners, LLC.
1390 Lawrence Street, Suite 200
Denver CO 80204

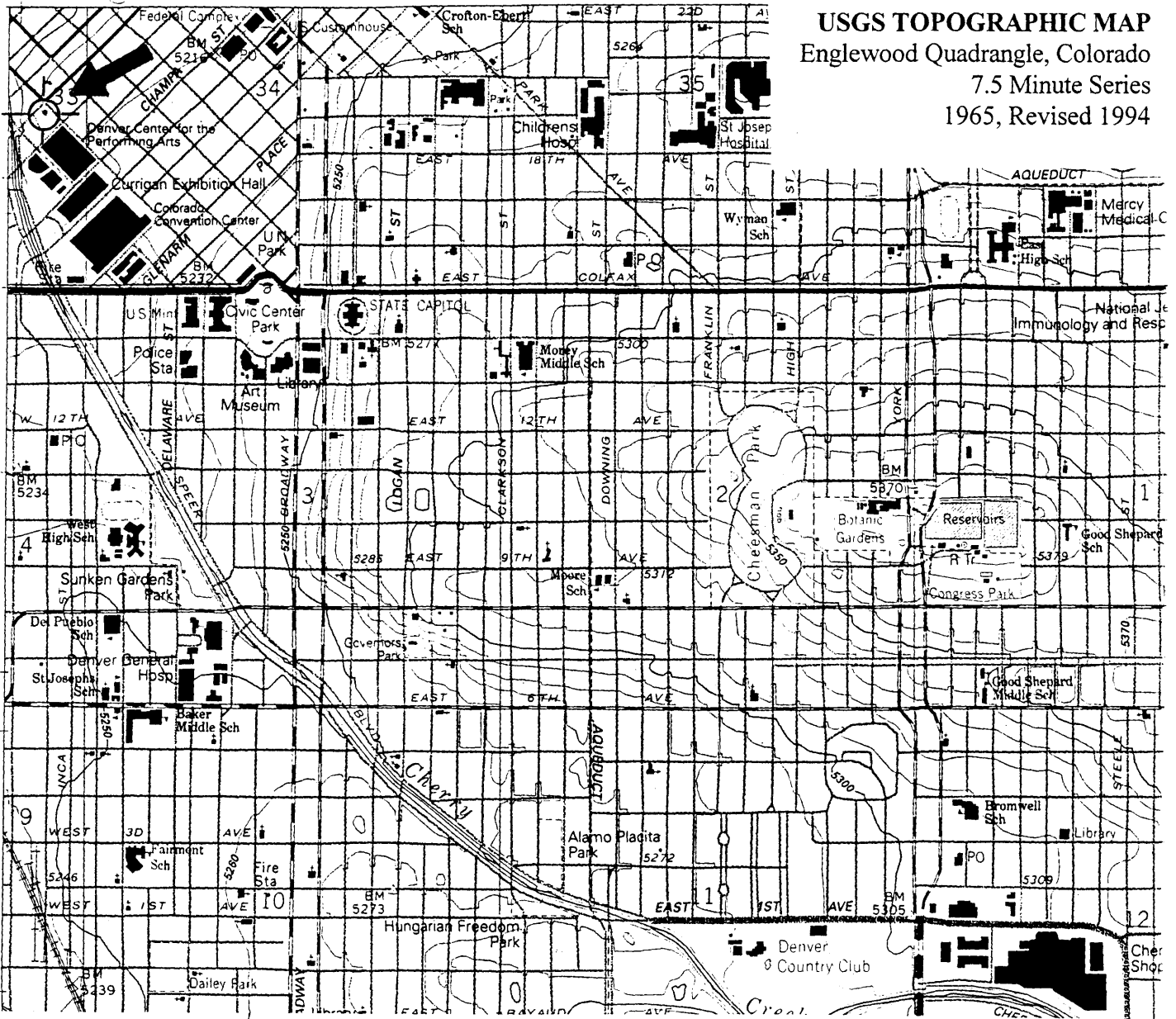
Joe and Margaret Porter
1390 Lawrence Street, Suite 200
Denver CO 80204

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

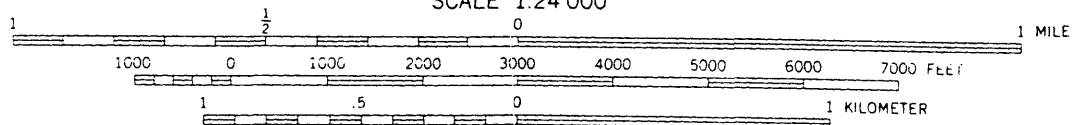
W. A. Hover & Company Building
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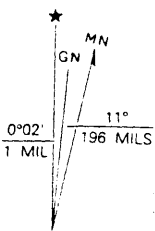


USGS TOPOGRAPHIC MAP
Englewood Quadrangle, Colorado
7.5 Minute Series
1965, Revised 1994

SCALE 1:24 000



CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929



UTM GRID AND 1994 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET