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NPS Form 10-900 (Rev. 10-90)

United States Department of the Interior National Park Service

National Register of Historic Places Nomination Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Mack-International Motor Truck Corporation Building
other names/site number Lovejoy Building

2. Location

street & number 121 12th Street not for publication N/A
city or town Des Moines vicinity N/A
state Iowa code IA county Polk code 153 zip code 50309

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide X locally. ( See continuation sheet for additional comments.)

Signature of certifying official [Handwritten Signature]

Date 30 Nov 2016

State Historical Society of Iowa
State or Federal agency and bureau

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

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register
determined eligible for the National Register
determined not eligible for the National Register
removed from the National Register
other (explain):

Signature of Keeper [Handwritten Signature: Edson H. Beall]

Date of Action 1-17-17



## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory or history.

### Criteria Considerations

(Mark "X" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

### Narrative Statement of Significance

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

## 9. Major Bibliographical References

### Bibliography

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

#### Previous documentation on file (NPS)

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey  
# \_\_\_\_\_
- recorded by Historic American Engineering Record  
# \_\_\_\_\_

### Areas of Significance

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

### Period of Significance

1924-1941

### Significant Dates

1924

circa 1931

### Significant Person

(Complete if Criterion B is marked above)

N/A

### Cultural Affiliation

### Architect/Builder

Unknown

Lovejoy, J.E.

### Primary Location of Additional Data:

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

Name of repository:

Mack-International Motor Truck Corporation Building  
Name of Property

Polk, Iowa  
County and State

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## 10. Geographical Data

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**Acreeage of Property** less than 1 acre

**Latitude/Longitude Coordinates** (decimal degrees)  
(Enter coordinates to 6 decimal places; place additional references on a continuation sheet)

Datum if other than WGS84: \_\_\_\_\_

|   | Latitude         | Longitude         | Latitude | Longitude |
|---|------------------|-------------------|----------|-----------|
| 1 | <u>41.583253</u> | <u>-93.631182</u> | 3        | _____     |
| 2 | _____            | _____             | 4        | _____     |

See continuation sheet.

### Verbal Boundary Description

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

### Boundary Justification

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

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## 11. Form Prepared By

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name/title Jennifer James, MAHP

organization Jennifer James Communications, LC date revised April 28, May 30, 2016, October 8, 2016

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

city or town Des Moines state IA zip code 50311

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## Additional Documentation

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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)

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## Property Owner

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

name Hubbell Realty – c/o Kris Saddoris

street & number 6900 Westown Parkway telephone 515-280-2078

city or town West Des Moines state IA zip code 50266

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**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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**Narrative Description**

**Summary**

The Mack-International Motor Truck Corporation Building (hereafter referred to as Mack Building) at 121 12<sup>th</sup> Street (historically 1114-1122 Mulberry Street), Des Moines, Polk County, Iowa, occupies a prominent corner lot in the heart of the former automobile sales, service, and manufacturing district on the western edge of the downtown commercial core. Builder and owner J.E. Lovejoy constructed the two-story masonry building in 1924 for Auto Row tenant Mack-International. Circa 1931, J.E. Lovejoy successor firm Lovejoy Construction Co. (run by the sons of J.E. Lovejoy) built for engine-repair tenant Iowa Service Company a one-story masonry annex fronting 12<sup>th</sup> Street, which contained industrial-finish work areas (the annex received a second story addition circa early 1950s). With the annex, the building is nearly a perfectly square two-part commercial block with a decorated facade that wraps the north and west elevations. The interior is divided into finished front first-floor storefronts, industrial unfinished rear first-floor auto repair and auto parking spaces, second-floor finished offices, and second-floor unfinished storage spaces. This rare surviving interwar Auto Row building retains significant architectural integrity and clearly communicates its historic associations with the early automobile industry as well as with the J.E. Lovejoy Company and successor Lovejoy Construction Company, which occupied second-floor offices beginning in circa 1925.

**Setting**

The Mack Building is located on the built-up western edge of the downtown Des Moines commercial business district in what has been known as "Auto Row" or "Motor Row," a commercial and light industrial district associated with cars, trucks, and associated businesses. Starting in the 1910s, the burgeoning auto industry pushed west from the existing retail core into the neighboring "West End" residential district, replacing late-nineteenth frame houses with mostly one- and two-story masonry showrooms, garages, accessories shops, and related buildings. By 1924, when construction began on the Mack Building, the Auto Row district extended from Mulberry Street north three blocks to Grand Avenue, and from Ninth Street west to Eighteenth Street. By 1924, Mulberry Street, at the older, southern boundary of "Auto Row," tended to attract truck and tractor sales, vehicle repair, and retail/wholesale parts businesses.

Both Mulberry Street and 12<sup>th</sup> Street run as short streets (ten and eight block segments, respectively) in the central business district: Mulberry from 5th Street west to 15<sup>th</sup> Street and 12<sup>th</sup> Street north from the railroad tracks (formerly Vine Street) to High Street (Methodist Hospital grounds). In the last twenty years, the Auto Row district has seen removal of many Auto Row buildings due to redevelopment into corporate office buildings and parking ramps. This makes the rare surviving buildings such as this all the more important. At the same time, the block in which the Mack Building is located retains all but one of the buildings that existed as of the 1950 Sanborn map, including the 1919 six-story Harger & Blish Building, 112 11<sup>th</sup> Street, located east across the alley, and the 1949 2-story Service Sales (refrigeration) Company-Sidles Co. of Des Moines auto accessories Building, 107 12<sup>th</sup> Street, located south across the alley.

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**Site**

The stand-alone building occupies Lots 3 & 4 in Block 23 of Keene & Poindexter's Addition to Fort Des Moines; these two lots are one quarter of the entire block, with the block consisting of eight original lots drawn north-south and each pair of lots bisected by east-west and north-south alleys. The plat is laid out in relation to the Des Moines River rather than true north; however, for the purposes of describing the building, elevations, and camera angle directionals, Mulberry Street will serve as the north boundary of the property and 12<sup>th</sup> Street as the east boundary. The historic front of the building faces Mulberry Street, and the building is located on the south side of the 1000 block of Mulberry Street. The historic secondary façade of the building faces 12<sup>th</sup> Street, and the building is located on the east side of the 100 block of 12<sup>th</sup> Street. This generally flat parcel is square, measuring 132 feet by 132 feet (east-west Mulberry Street frontage width by north-south 12<sup>th</sup> Street depth). A public alley runs north-south along the eastern elevation; another public alley runs east-west along the southern elevation. As with many other Auto Row commercial buildings, the Mack Building's footprint occupies the entire lot, with no setbacks.

The north side is the historic main and primary facade, and abuts the public concrete sidewalk next to Mulberry Street. The secondary façade, the west elevation, abuts the public concrete sidewalk next to 12<sup>th</sup> Street. Both the Mulberry Street and 12<sup>th</sup> Street elevations contain pedestrian doors and garage door bays with curb-cuts and aprons in the sidewalks. The facade treatment of red face brick with decorative brick cornice, sign band, and stone accents on brick piers wraps the north and west elevations and the first several feet of the east elevation. On the remainder of the rear alley elevations (east and south both abut paved public alleys), the building adopts an industrial appearance with common brick (east) and common brick first story plus clay tile second story (south) and no decorative stonework. Both the east and south elevations each contain one pedestrian exit door. The south elevation consists of the two-story midcentury masonry annex that fronts 12<sup>th</sup> Street, and was completed during the period of significance.

*A note about the property's address: The Mack Building generally has been assigned the street address 1118-1122 Mulberry Street, with the variant 1114-1122 Mulberry Street used during a time of multiple tenants. In the early 1970s, a new tenant built out a new entrance in a former garage bay opening on 12<sup>th</sup> Street, resulting in the 121 12<sup>th</sup> Street address, with which the building is now officially addressed.*

**Building**

*Structure*

The building footprint measures about 133 feet (east-west) by about 132 feet (north-south), covering the entire building lot. (Polk County Assessor's Office) The structure consists of brick over clay tile walls on a concrete foundation, with concrete first floor floors and wood joists and wood flooring second floor. Steel bowstring trusses provide structural support over the main part of the building, creating a large clear span in the rear service workroom; this style of truss has a lower horizontal chord and an upper chord that follows the arc of a perfect circle. (Shiffler; Bradley: 260) The narrow south annex has brick walls on the first story and clay tile walls on the second story also sit on concrete foundations; the first floor has a concrete floor and second floor has wood joists topped by wood flooring.

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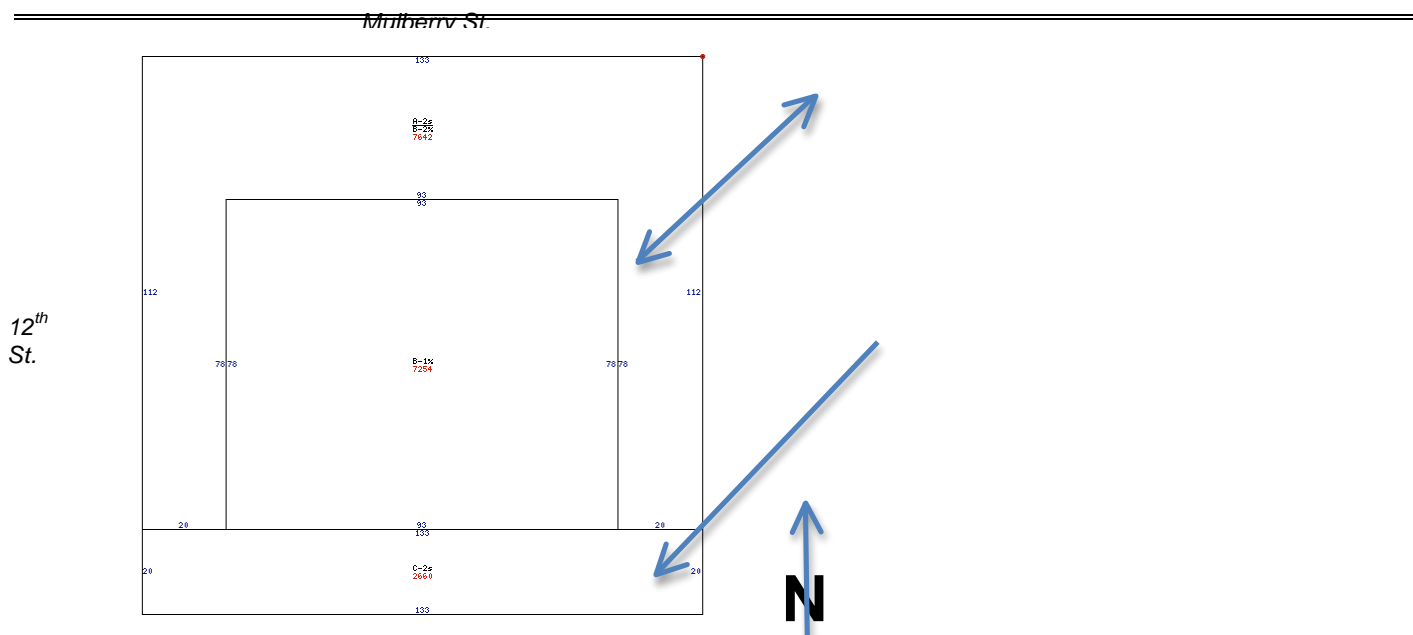


Figure 1: Building footprint showing original building (double arrow) to the north and narrow southern addition (single arrow). The inverted U-shape on the original building marks the location of the second-story offices on perimeter walls ringing the largely two-story rear workroom (some storage space exists on the second floor above the workroom). (PCAO)

The original building is organized as first-story corner storefront and industrial storage/work areas that form a U-shape around a two-story open-trussed rear workroom that is lit by eastern windows. The second-story office corridors (single-loaded on the east and west; double-loaded on the north) and storage space follow a U-shape around the two-story volume workroom. The corridor on the second floor continues into the annex to the south, with some office space and storage space; the first floor annex contains industrial workspace.

Circulation in the building occurs via several sets of stairs. The building does not have an elevator. Stairs exist in these locations in the original building: the main original stairwell to the second-floor offices is located inside the Mulberry Street office entrance; a rear staircase that exits onto the east alley serves the eastern suite of second-floor offices; a western interior staircase is located near the 12<sup>th</sup> Street doors; and basement stairs lead to a small boiler room. Two sets of stairs serve the annex addition.

*Exterior*

As constructed (and perhaps designed) by builder/owner, J.E. Lovejoy, the building is of the predominant architectural style of the period, the Commercial Style. As originally built, the style is embodied by masonry construction with structural steel employed on the interior, large first-floor storefront window openings topped with transoms flanked by brick piers, repeating pairs of double-hung windows illuminating second-floor offices, and decorative brick cornice behind which lies a mostly flat roof. As an Auto Row variant of the Commercial Style, the building combines a higher level of design and finish in the front publically accessible

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corner truck showroom and second-floor offices; utilitarian industrial-finish work rooms make up the majority of the first floor, including the voluminous rear service station for truck and bus assembly and repair. The addition was built in two eras, the circa-1931 – circa 1947 first floor containing an additional long garage bay and the second-story addition completed sometime between 1950-1957, which contains additional workspace.

The main exterior building materials are finished red brick on the primary and secondary facades plus short eastern wraparound façade, and common red brick and clay tile cladding the remainder of the walls. The façades also employ light stone (perhaps limestone) for brick pier bases and capitals on the first floor. Concrete is used for steps into storefront entrances, one wheel guard on the addition garage bay entrance, and windowsills on the south elevation first story.

Wood was used for many of the original window frames, entry doors, and garage doors (first-floor windows and doors have been replaced by metal storefront window and door systems or pebble-covered plywood infill; many second-floor double-hung windows remain but have been covered with plywood, others have been infilled with replacement windows). Other first-floor windows were steel-sash with wire glass. The steel-sash windows on the east elevation remain in place (some covered with plywood); steel-sash windows on the primary and secondary facades now contain replacement windows and, in one area, a large garage door opening.

Most original door and window openings remain intact, and though some have been infilled by plywood or replacement glazing, these conditions are reversible.

Roof: The roof was unavailable for viewing but is visible via aerial photographs from Polk County Assessor's Office. The primary roofing material is built-up roofing. The southern two-thirds of the original building has been over-coated with a white protective film undoubtedly applied to prolong the longevity of the roof. (Shiffler) The original building's roof slopes from north to the south, with a decided curve at what was once the southern end of the original building, following the bowstring trusses over the rear workroom; a roof drain now exists in the southeast corner near the addition, and the slope accommodates second-story windows of the north side of the addition. The annex roof also slopes to the south, where a gutter and downspouts exist.

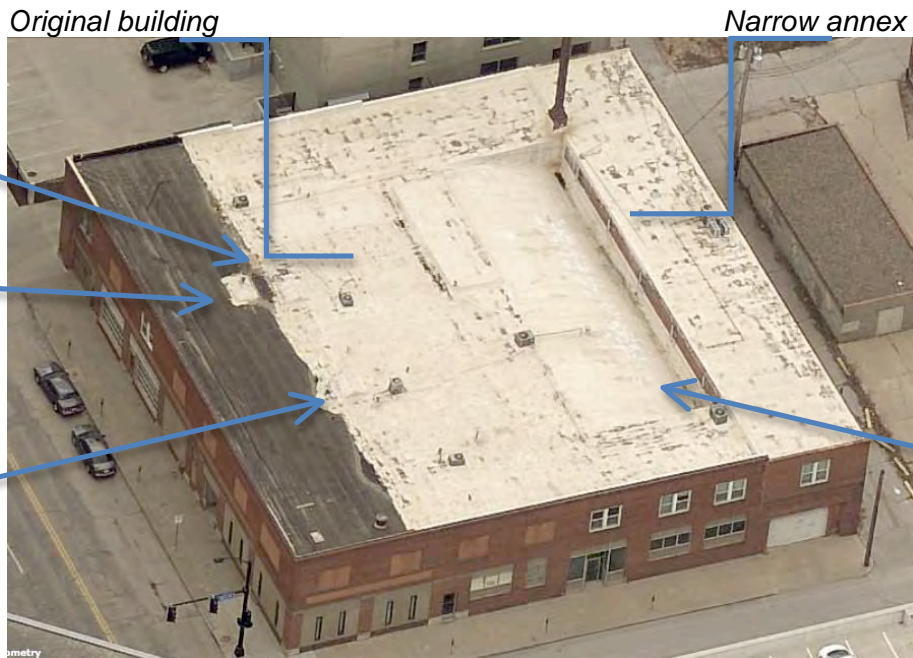
On the original building, three hipped steel-and-wire-glass skylights remain in place but appear to be covered by roofing; one larger skylight exists in a second-floor office while two smaller ones are located in the east-west second-floor corridor. An extra-large skylight frame is visible on the ceiling (underside of the roof) above the original building's two-story workroom, and rooftop framing may exist for it; a second extra-large skylight was removed circa 1971. (Polk County Assessor's Office; Walsmith) Mechanical equipment and a tall pipe smokestack also reside rooftop.



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*Figure 2: Aerial pictometry photograph from 2014, looking southwest from above 12<sup>th</sup> Street (bottom of photo)/Mulberry Street (left side of photo) intersection. Left arrows point to existing skylights. Note the pronounced southern slope of the roof (right arrow) that accommodates drainage and allows for second-floor windows in the addition, seen at far right. (PCAO)*

**North elevation:** This historical primary facade features seven large window openings on the first story, and seven pairs of double-hung windows on the second story that are mostly centered over the first-story openings. At street level, brick wall piers that rest on stone bases and are capped with stone capitals flanking large window openings that rest on low brick bulkheads. As is typical for Des Moines Auto Row buildings, the dual façade window and door openings largely remain, but infill systems have been inserted. The main original pedestrian office entrance door opening (with plywood infill) exists near the center of the elevation. There are five original storefront window openings (originally containing display windows topped by transoms): three have plywood infill, one contains a 1970s entrance door, and one contains replacement glazing. Investigations behind the pebbled plywood have found some original transom frames. Two original steel sash window openings exist at the northeast corner: one contains replacement glazing, the other a circa-1960s garage door.

The second story contains a long centered signband, enframed by soldiered bricks; the upper row of soldiered bricks also serves as a continuous window sill line. The signband interior has been painted and/or back-plastered. Above is a row of paired window openings; each pair is defined by lintel of soldiered bricks. One pair of original 6-over-1 divided lite double-hung wood windows exist in the northeast corner. Other

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original windows remain intact behind plywood. There is one replacement pair of 1-over-1 double-hung windows. The wall is topped by a decorative brick cornice.

West elevation: This secondary facade features eight original window, door, and garage door openings on the first story and eight window openings (for pairs of double-hung windows) on the second story that are mostly centered over the first-story openings. At street level, brick wall piers rest on stone bases and are capped with stone capitals flanking two large storefront window openings (infilled with plywood), which rest on low brick bulkheads; brick piers also surround an original entrance door opening. The showroom's storefront windows have been infilled with pebbled plywood and contain non-original narrow fixed windows. (Investigations behind the pebbled plywood have found some original transom frames with broken ribbed transom glass – oral history says stone-throwing at the windows led to adding the plywood; some original or early wood framing may exist for the large display windows.) The doorway contains a circa-1971 aluminum-framed glazed door. To the south, is a former original garage bay opening that now contains a pedestrian door system, flanked by four smaller industrial window openings (containing replacement windows). At the southwest corner stands the annex, which contains a garage door opening with replacement metal garage door and some infill plywood.

The second story northwest corner contains a smaller signband, enframed by soldiered bricks; the upper row of soldiered bricks also serves as a continuous windowsill line the length of the original building and continues on the addition. The signband interior has been painted and/or back-plastered. Above is a row of paired window openings; each pair is defined by lintel of soldiered bricks. Original 6-over-1 divided lite double-hung wood windows exist beneath plywood panels; other window openings contain replacement 1-over-1 double-hung windows, including the one pair of windows in the addition. The wall of the original building is topped by a decorative brick cornice; the addition wall ends short of the cornice and is topped by clay tile coping.

East elevation: The primary façade treatment wraps the northeast corner several feet, bringing the red face brick, brick pier with stone base and cap, signband brickwork, and cornice brickwork. The façade brick ties into the common brick with quoining. The common brick wall contains 20-lite steel-sash windows with horizontal pivot ventilators on the first story; on the second story, there are 6-over-1 divided lite wood double-hung windows, some original and some replacement (all covered with plywood but visible on the interior). The second-story window openings are stacked and centered above the first-story openings (most of which are paired steel windows). Near the entrance to the alley at Mulberry Street near the stepped parapet wall is a very faded painted-over painted sign advertising office space for lease. A pedestrian doorway exists near the rear of the original building (infilled with plywood). The annex's east elevation at street-level is of common brick and contains a window opening with concrete sill covered with plywood; the second story is of clay tile and contains two window openings with brick sills infilled with replacement double-hung windows. The annex parapet wall is capped with clay tile.

South elevation: This elevation contains the annex, which at street-level is of red common brick containing steel-sash windows with concrete sills and at the second story is of red clay tile containing double-hung

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windows with brick sills. Near the top courses of brick is a faded white-painted “ghost sign” that faintly reads “Lally’s Service,” the name of an auto parts and service retailer that once occupied the building. There are seven pairs of 16-lite steel sash windows, each of which has a center 8-lite projecting-sash ventilator. Some windows have been painted on the interior. A non-original metal pedestrian door occupies the southeast corner. The second story has one paired or larger window openings and eleven single window openings, all of which are infilled with replacement double-hung windows.

*Interior*

The interior configuration and original building materials/finishes of the Mack Building clearly reflect its historic commercial use as an interwar auto-related building on the first story with second-story offices. The original floor plan is largely intact. The finished corner showroom and second-floor offices contain original plaster walls and ceilings, and flooring. The first-floor industrial-finish workrooms and annex feature original exposed building materials, structural members, and finishes.

First-floor northwest corner showroom: The building contains a windowed showroom that fronts both Mulberry and 12<sup>th</sup> streets; this area likely contained the showroom where trucks would have been displayed, according to long-time Mack Truck Museum curator Donald Schumaker, a retired Mack engineer whose career began in the late 1950s and spanned engineering, testing, and product development. (Schumaker) A pedestrian door inserted in a north storefront window originally opened into the space but has been removed. Original high plastered ceilings remain beneath acoustical dropped ceiling tiles; plastered perimeter walls define the space; modern gypsum board-covered partition office walls infill the space currently. A mix of modern carpeting and tile covers the floor; test removal areas show concrete floor beneath. A short corridor connects the corner showroom to the north-end motor/repair rooms; this corridor contains restrooms and a vault.

First-floor north motor and parts? rooms: Two north rooms overlooking Mulberry Street appear to have been dedicated to motor and/or other repairs. (The motor room is mentioned in a 1924 advertisement for the opening of the building; it’s also possible that the parts room was located here.) These rooms contain some clay-tile half walls with windows or window frames (some infilled), including rear walls that overlook the voluminous industrial service center. One room includes a rounded-front office with rounded Plexiglas topped by metal; this area likely was a cashier’s office or service department manager’s office. (Schumaker) The eastern of the two rooms were unavailable to tour but visible through wire-glass window. Some later cover-up materials exist on walls and ceilings.

First-floor northeastern and southwestern corner work areas/garage bays: As originally constructed, the northeast and southwest corners of the building on the primary and secondary facades, respectively, contained steel-sash windows that illuminated work areas. It’s possible that the parts room existed in one of these corners. The main garage bay opening was located on 12<sup>th</sup> Street. Today, the main garage bay has been moved to Mulberry Street and the original 12<sup>th</sup> Street garage bay has been infilled with a pedestrian door system. Despite these changes, these spaces retain their industrial finishes intact or beneath cover-up office materials. The northeast contains a secondary interior garage bay door plus extra-tall exposed wood

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ceiling, exposed masonry walls, and concrete floor. The southwest corner contains circa-1971 dropped ceiling, open trusswork, gypsum board partition walls, and some non-original vinyl-type tiles (VCT) over the original concrete floor.

First-floor rear service station workroom: The northeast and southwest corner work areas attach to this extra-large room that is at its center two-stories in height. The open exposed bowstring trusses span from north to south, supported on load-bearing walls. The steel trusses allow for clear expanse without columns—a design that facilitated final assembly, moving and repairing large trucks, buses, and fire apparatus (mainstays of the 1920s Mack-International product lineup). The tall steel windows on the east, northeast, and southwest corners, plus two skylights illuminated the room (the east windows remain, the corner window openings remain with replacement windows/doors, and the skylights have been roofed over at least by the 1970s and possibly earlier). This room is lined with masonry walls on three sides—with the fourth wall a gypsum-board partition wall clad in plastic brick, a remnant from a movie that was filmed in the building a few years ago. (Walsmith) The south wall of this room was a perimeter wall until the annex was built circa 1931; as such, it contains a massive truck-size garage bay that has been modified on the lower half but on the upper section retains remnants of wood bi-fold garage doors and small window openings. The fire door to the basement boiler room also exists on this wall, in the southeast corner of the room. A few modern partial partition walls (removable) exist at the southern end.

First-floor annex: This circa-1931 annex addition was designed for vehicles, with truck-size metal garage door. The concrete floor ramps up slightly at the entrance. A masonry wall divides the space in two; only the western area was available for inspection due to a tenant occupying the eastern half. The western area has exposed wood ceiling, masonry walls, concrete floor, and exposed open stairs; the eastern half has similar finishes.

Second-floor offices: The upper level contains two main office areas, each of which has somewhat differing detailing: north double-loaded corridor offices including the eastern suite (Suite 209) and west single-loaded corridor offices (Rooms 208-218) including one annex office (Room 218). The north corridor perimeter offices (on north and east sides) all connect via interior doors; all but one west corridor perimeter office connect via interior doors. The two corridors are finished with acoustical ceiling tiles over plaster, plaster walls, wide mostly flat wood casings, tall wood base, and carpeting. Most of the north corridor offices (Rooms 201-207) feature large interior corridor windows and taller half-glazed wood doors topped with transoms; the northwest corner offices have a slighter wider width to the corridor, transoms above doors but no corridor windows or skylights; the west corridor has a smaller base, smaller interior windows, and shorter half-glazed wood doors without transoms—these differences may be related to the sloping ceiling and/or build-out at different times for different tenants.

The north corridor is bisected at the intersection with the original narrow plaster-walled staircase from Mulberry Street. This double-loaded corridor contains seven offices overlooking Mulberry (some of which have smaller rooms within), a suite (Suite 209) of five eastern rooms overlooking the alley, and a non-original window-less office/storage room (Room 211). Two skylights illuminated the wider double-loaded

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corridor. The offices here mostly have plaster ceilings (some acoustical tile and one room with finished ceiling removed), plaster walls, and wood-strip flooring (some covered by carpeting or linoleum-type tile). A skylight illuminates one of the front Mulberry-facing offices, and a vault exists in a larger L-shape office that wraps around the restrooms. The eastern office suite contains a narrow corridor off of which are five rooms (offices); this area also contains its own staircase to the exterior (east alley). The north corridor stops short of the perimeter wall, creating a small storage area and connecting passageway from eastern suite to the northeast front office. The eastern suite offices contain a mixture of plaster walls and ceilings with more modern linoleum-type tile to wood paneling and acoustical-tile drop ceilings.

The west corridor extends from the original building into the annex where two additional offices exist, the one to the west having some original plaster and the one to the east being a modern plywood-partition office with exposed finishes. In the west corridor, perhaps due to the sloping ceiling, there are no transoms. Offices have plaster walls except the annex office; some ceilings are clad in acoustical tile, and some floors are exposed wood-strip, others have carpet.

Second-floor storage: This non-original large L-shape storage area built into the two-story volume of the rear service station workroom appears to date to the 1971 remodel for tenant Pioneer Hybrid. (Walsmith) The outer walls (which were the original rear service center walls) are lined with metal stamped with a brick pattern, likely an original fireproofing technique. The floor and perimeter walls over the rear service state workroom are modern plywood. The ceiling is the original exposed wood and curves to the south. The room is dominated by the original metal trusses.

Second-floor annex rear room: The area behind the two annex offices is largely one open room with windows on three sides. A modern plywood dumbwaiter stands against the southern wall. Walls are exposed brick, ceiling is exposed wood, floor is uniform softwood (some carpet overlays?). New gypsum-board partition walls exist at the west end, creating a small office and stair enclosure. (Walsmith)

Partial basement: The small rear southeast corner partial basement likely contains a boiler room and a coal room; the basement stairs were available for inspection but not the basement due to condition of the stairs.

Alterations: The city building permit log indicates permits four were pulled by J.E. Lovejoy and successor firms/Lovejoy owners: November 1931 for \$3,000 (likely the annex addition, which was in place by the 1936 Sanborn map); February 1947 for \$6,000 at 111 W. 12<sup>th</sup> Street (possibly the annex second-story addition); October 1970 for \$25,000 remodel at 1120 Mulberry Street, and 1981 for \$4,000 for office remodel at 1120 Mulberry Street. (City Permit Log) The log does not supply specifics about the projects, and original building permits no longer exist. What is known is that the expanding Pioneer Hi-Bred company (with headquarters across the street, 1206 Mulberry), leased much of the Mack Building and launched modern remodeling in 1970 for various ventures: Pioneer Data Systems Co. branch, 121-12th Street (listed in 1971-1977 city directories); Hy-Line Poultry Farms egg marketing, 2<sup>nd</sup> floor Room 212, subsidiary of Pioneer Hi-Bred (1971-1972 directories); Sunny Time Egg & Coffee House, 1120 Mulberry, first-floor northwest corner, subsidiary of Pioneer Hi-Bred (1971-1973); and C&R Sports World and Falcon Flying Service Inc., 1114 Mulberry

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Street (northeast storefront?), equipment store owned by Richard Casady, son of Pioneer Hi-Bred co-founder Simon Casady (1972-1973 directories). (Walsmith, Roger Lovejoy, David Lovejoy)

The 1981 permit likely relates to remodeling the restaurant space into offices for tenant Polk County / Iowa Democratic Party (1974-circa 1980 directories). Due to repeated incidents of rock-throwing at the large plate-glass windows (photos of Democratic candidates in the windows apparently prompted the vandalism), the owners infilled the window areas with pebble-coated plywood. The display window openings remain visible from the exterior; on the interior, transom framing, and perhaps complete transoms, plus sills and window framing exist; some transom areas are covered by dropped ceilings. Another change that occurred approximately during this time was a reworking of the bottom section of the main north staircase to the second floor, from a narrow straight run to a 90-degree flat turn. (Walsmith, Roger Lovejoy, David Lovejoy)

**Integrity**

The Mack Building retains significant integrity for National Register listing as a rare surviving interwar Auto Row building built and expanded during the interwar years and used during this time on the first floor for vehicle-related uses and on the second floor for offices for construction-related companies including the builder and owner of the building, J.E. Lovejoy and successor firm.

A few points regarding integrity and design: In examining the building and interviewing the previous and current owners and project architects, it has become clear that many changes made to the building are reversible—and therefore do not impair the quality of design. In short, many original historic building materials, finishes, and essential physical features of the building remain.

Regarding the north and west elevations: Most original window openings, pedestrian door, and garage door openings remain, although some contain plywood infill or replacement glazing/doors. The intact large storefront window openings retain some or perhaps all transom framing, perhaps some original transom glass, and interior wood sills and perhaps wood framing.

Regarding boarded-up windows: A number of original windows remain on the interior, protected behind plywood covering.

Regarding modern interior office finishes: In limited places modern office finishes and partition walls have been applied. Selective demolition to ascertain the survival of historic features, finishes, and materials has uncovered many original materials.

*Seven Aspects of Integrity:*

The Mack Building retains excellent integrity in one aspect, very good historic integrity in five aspects, and good historic integrity in one aspect.

Location: With regard to location, its integrity is excellent. The Mack Building remains at its original corner site, with the original orientation of public sidewalk in front of the north and west facades and public alleys at

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the rear east and south elevations.

Design: The design continues to reflect the building's historic first-floor dual function of vehicle sales/distribution and vehicle assembly/service, with upper level offices plus storage space. The design also reflects early-20th-century emerging specialized building technology and architecture tailored to vehicles, in this case large trucks and buses. Although glazing has been changed or infilled, as is common for downtown commercial buildings, most window openings remain and portions of window framing and transoms remain. The main elevation still retains the original brickwork with original façade detailing including engaged brick piers with stone bases and capitals, brick signboard, and brick cornice. The interior corner storefront retains plaster ceiling and plaster walls. The north motor/repair rooms on the north retain interior clay-tile half walls with interior windows/framing. The first-floor rear and corner work spaces retain their exposed-construction industrial materials and finishes, including masonry walls, concrete flooring, and exposed ceilings—including the two-story-high volume in the rear service center with structural steel bowstring trusses designed to provide clear-span work area for servicing trucks and buses. The first-floor annex provides additional utilitarian workspace with concrete floors, masonry walls, and exposed wood ceilings. The second-floor offices accessible from the north and west corridors mostly include corridor windows, three original skylights, wide wood trim, original or early wood doors, original plaster ceilings and walls in most locations, and carpeted wood strip flooring. The second-floor storage and annex areas are utilitarian as well. The second floor and rear workroom, in particular, remain little changed since it was constructed in 1924. The building is well preserved, and the circa-1931 annex was built by the Lovejoy family (owner of the building) during the period of significance to accommodate growth of an auto-related tenant. In these regards, its integrity is very good.

Setting: The overall integrity of setting is good. The Mack Building is located on the south side of the 1000 block of Mulberry Street, in a block that retains other buildings from the period of significance. These buildings share an Auto Row and/or industrial heritage. The loss of auto-related buildings across the street and elsewhere within the former Auto Row district elevates the importance of these rare surviving buildings that remain.

Materials: The integrity of materials is very good to good. The Mack Building exterior remains relatively unchanged from when it was originally constructed and the overall condition of materials remains good. The brick that predominates is in good condition. The stone that accents the main facade is in good condition. Original wood window frames, wood-framed transoms, and many 6-over-1 second-story windows remain in place. Most original steel-sash windows have been retained. And the historic connections to the alleys remain. The interior spaces, from finished first-floor corner showroom and second-floor offices to the largely industrial first floor retain key original building materials. In these unfinished industrial zones, the exposed structure openly displays the raw building components including the use of structural steel bowstring trusses. The second floor and rear workroom in particular appear to remain little changed since the 1924 construction.

Workmanship: The integrity of workmanship is very good. The quality of craftsmanship expected by a

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master builder, constructing a building he and his sons owned and occupied for their construction business is clearly expressed via quality brickwork, facade brick detailing, and stone trim. Inside, workmanship is expressed via well-constructed clay-tile walls, smooth concrete floors, neatly installed steel-frame windows, smooth plaster walls and ceilings, carefully installed wood trim and wood-strip floors. The steel bowstring trusses clearly express the engineering technologies of the time and particularly those employed for interwar Auto Row/industrial functions—although they appear to be a rare surviving example locally.

Feeling: The integrity of feeling is very good. The front facades and the first-floor interior readily convey the Mack Building's historic character as a mid-1920s Mack factory branch, with more formal front-of-house corner showroom contrasting with the industrial-finished service and assembly/work areas. The second-floor finished offices reflect interwar period office space befitting successful general contractors and related trade groups representing quality building products and services.

Association: The integrity of association is very good. The building retains its association as an early-20th-century interwar auto-related commercial building through its large storefront window openings and soaring industrial-finished rear work areas; the second floor strongly retains its original office association with the corridors and office configurations relatively unchanged. It retains its association as part of Des Moines' Auto Row through its location on the south side of Mulberry Street, in a block that contains other original auto- and industry-related buildings.

*Summary of Character-Defining Physical Features*

In summary, the character-defining physical features of this building, which define the building's significance as an automobile-related factory branch (sales and service center) and as a J.E. Lovejoy constructed building and home office from 1924 through 1965, include the following:

- Entirety: Overall scale and massing of the building.
- Front and secondary façade (north and west elevations): Red finish brick wall with engaged piers on stone bases with stone capitals outline expansive storefront window openings with transoms above (framing remains in place for at least some transoms); smaller but still large openings remain that originally contained industrial steel-sash windows. Two original pedestrian door entrances framed by brick piers remain; there are two original garage bay openings on the west (1924 opening, circa-1931 annex opening) and one non-original modern garage door opening on the north. Above the first story is the original brick signband areas. Above the signband is a row of second-floor 6-over-1 double-hung windows. A brick cornice caps these walls.
  - Front façade (east elevation, several feet): The same finish brick and one brick pier wraps from the north façade.
  - Rear industrial elevations (east and south elevations): Utilitarian common brick walls and original steel-sash windows on the first story demonstrate the light-industrial nature of the rear portion of the building; double-hung windows reflect office use on the east and bring light to some offices and a large storage or work room on the south elevation, which has clay tile on the second story.
  - Corner showroom: Plaster ceilings, walls, concrete floors; large display window openings with transoms above.



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- First-floor motor/repair rooms: Features include exposed ceiling, concrete floors, and interior clay-tile half walls with windows above plus a distinctive rounded observation-type booth of clay tile.
- First-floor rear service workroom and northeast and southwest corner work areas: The soaring volume is free of columns thanks to the trusses, which are visible from the center of the space, which rises up two stories. Concrete floor, exposed masonry walls, exposed ceiling, basement door with metal-clad fire door. The original floor plan is relatively intact.
- First-floor annex: Constructed circa 1931 with a garage bay door, this area was built for vehicles and has industrial finishes: concrete floor, exposed masonry walls, exposed wood ceiling.
- Second-floor offices: As originally built, these offices open from the north and west corridors and mostly feature original wood-strip floor, plaster walls, plaster ceilings, and wide wood trim around openings. Trim and detailing varies somewhat. The original floor plan remains largely intact, along with three skylights.
- Second-floor annex rear area: Exposed ceiling, masonry walls.

**Future Plans**

Potential new owners plan to rehabilitate the building, following the Secretary of the Interior's Standards and Guidelines for Rehabilitation. Applications are being made for state and federal historic preservation tax credits, plus a National Register draft is being submitted. Housing is planned for the building.

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**8. Narrative Statement of Significance**

**Summary Statement of Significance and Period of Significance**

The Mack-International Motor Truck Corporation Building (hereafter referred to as Mack Building) is locally significant under Criterion C – Architecture, embodying the distinctive characteristics of a type, period, and method of construction for an interwar vehicle dealership with dual sales and service areas plus second-story offices. In addition, the building represents the work of Des Moines-based master builder J.E. Lovejoy and further is significant as the home offices (second floor) for J.E. Lovejoy's general contracting business and successor firms. The Mack Building is also locally significant under Criterion A – Commerce, being associated with events that have made a significant contribution to the broad patterns of our history: the interwar automobile industry in Des Moines.

The Period of Significance for the Mack Building is 1924-1941, representing the interwar years that the Mack-International factory branch and other auto-related businesses leased the building, and including the interwar years (1924-1941) that J.E. Lovejoy and his sons owned and occupied the building as offices for their successful general contracting business. The significant date is 1924, marking the year that the building was completed and leased to its first auto-related tenant, Mack-International Motor Truck Corporation. The significant date also falls within prolific decades of construction for J.E. Lovejoy's and successor Lovejoy Construction Co. (circa 1910-1941).

Criterion C: The Mack Building is significant locally as a well-designed and rare surviving example of an interwar-era urban truck/bus factory branch. The well-built building helped sell the public on Mack-built trucks and buses. The building, owned by builder J.E. Lovejoy, was an investment property built for this tenant, but it also served as his company's offices and promoted the work of the firm. As such, the building calls attention to the work of Lovejoy, a highly regarded and prolific master builder and his sons, John and Theodore (Ted), who joined the firm in the 1920s. J.E. Lovejoy and successor firm's interwar commercial, industrial, institutional, and residential buildings cluster in Des Moines but also are represented throughout Iowa.

Criterion A: The Mack Building derives local significance for its association with Commerce due to its construction as an interwar urban truck/bus factory branch tailored to attract customers (public and private sectors) for sales, complete assembly, and service the oversize vehicles—with second-story offices. It is an example of a once-common property type associated with downtown Des Moines' automobile-related commerce. As a rare surviving local central business district example of the property type, it calls attention locally to the importance of early trucks/buses and auto-related commerce in the development of Des Moines, the city's role in distributing and servicing vehicles in central Iowa, as well as the role of the local trucking industry as it positively impacted the movement of local rural products. The building, constructed within Des Moines' Auto Row—combined a small finished front-of-house showroom for Mack retail sales, with the balance of the first floor being industrial-finish assembly and service center areas. The second floor contained finished offices occupied by Lovejoy and other construction firms, and perhaps some used by Mack in the years the company occupied the building.

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**Architectural Significance: Mack-International Des Moines Branch Design**

This building evokes its time and place, constructed as an interwar truck factory branch, selling vehicles, parts, repairs, and service during the 1920s farm crisis. The building includes specialized architectural and engineering features to serve the multi-functions of preparing vehicles for sale (final assembly), meeting with retail and wholesale customers, showcasing model vehicles, servicing the machines, and stocking parts.

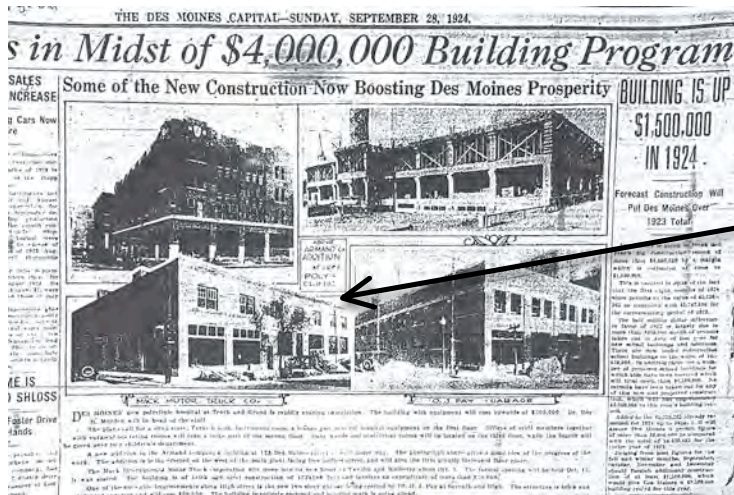


Figure 6: The Mack-International Motor Truck building was singled out as one of four major new construction projects “now boosting Des Moines prosperity,” as part of a story package titled “Des Moines in Midst of \$4,000,000 Building Program.” (Des Moines Capital, September 28, 1924)

J.E. Lovejoy signed a lease with Mack-International in May 1924 and pulled the building permit July 7, 1924, for a \$30,000 building for Mack-International Motor Truck Corporation. (Abstract; City Permit Log) Lovejoy and his wife, Helen, received a \$30,000 mortgage August 29, 1924, from Equitable Life Insurance Co. (Abstract) Construction of the truck facility contributed to a record-setting \$4 million in new construction in the city, up \$1.5 million from the year prior, the topic of a September 1924 story package that included a photograph of the Mack Mulberry Street project as one of four major new construction projects “now boosting Des Moines prosperity.” The other three central business district buildings pictured—Poly-Clinic Hospital (later American Institute of Business), Armand Co. addition, and O.J. Fay Garage—are all nonextant. (Des Moines Capital, September 28, 1924)

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Figure 7: October 1924 photograph of the newly completed Des Moines factory branch for Mack-International Motor Truck Corp. (Mack Truck Historical Museum)

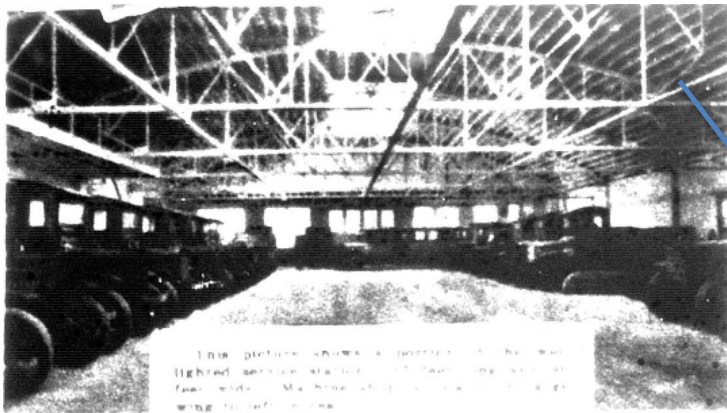
Upon fall completion of the factory branch facility, the above photograph was taken from the intersection of Mulberry and 12<sup>th</sup> streets, looking southeast; the photo is dated October 24, 1924. The photo was printed in an early November advertisement about the opening of the company, as will be discussed further below. Pictured in the photograph is a bus, which appears to be an intercity transit bus, according to long-time Mack Truck Museum curator Donald Schumaker, a retired Mack engineer whose career began in the late 1950s and spanned engineering, testing, and product development. (Schumaker)

The Des Moines Mack branch joined close to 100 U.S. and Canadian company-run direct factory branches, as seen in the 1926 Mack Truck, Inc., annual report. (Mack Truck, 1926) The company did not have a standardized design, so Mack factory branch architecture varies per location. (Schumaker) The Des Moines Mack Building embodies the post-World War I dichotomous design of more polished front showroom with utilitarian rear service workrooms, as discussed by landscape historian Chester Liebs in his book *Main Street to Miracle Mile: American Roadside Architecture*. The first-floor prominent corner storefronts were composed largely of glass plate resting on a narrow bulkhead—with the oversize window openings designed to provide a tires-to-hood view of the Mack truck and bus chassis and bodies displayed inside. The expansive masonry openings remain. Although changes to storefront systems in continuously used higher-rent downtown retail locations are to be expected, at least some original transom windows and some of the original wood window framing has been discovered under cover-up material; further discoveries may be forthcoming after infill material removal is complete. Overall, the exterior is solid but restrained.

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Figures 8-9: The Mack factory branch advertised its new location by showing photographs of the building exterior plus key interior features including the 132x90-foot service center, pictured above left. (*Des Moines Register*, November 2, 1924)

As depicted in a grand-opening advertisement: To provide the large rear service center a clear span uninterrupted by columns—and carry the dead and live loads of heavy trucks—the building employs a structural steel system of bowstring trusses that enhanced the structural load-bearing masonry walls. The interior also included a generous stockroom (pictured above), special motor and repair rooms, the front showroom, and likely some second-floor office space. The number of offices seems too numerous for Mack use alone, leading to speculation that J.E. Lovejoy built the building to accommodate his company's office needs and perhaps those of other tenants.

*Note: The author undertook a thorough search for original architectural plans, as well as photographs showing the building post-1924. The following potential sources were consulted, with no findings: Mack Truck Historical Museum via curator Donald Schumaker; J.E. Lovejoy grandsons David Lovejoy and Roger Lovejoy; current owner Donald Walsmith; architect Ron Walker, who practiced from the building in the 1970s; Pioneer Hi-Bred, which had offices and a restaurant in the Mack Building in the early 1970s; Steve Wilke-Shapiro, a designer who wrote a 2010 Iowa Site Inventory Form for potential buyer Tracy Fuller.*

**Architectural Significance: Master Builder J.E. Lovejoy and Successor Firms, 1890-1941**

The Des Moines-based carpenter J.E. Lovejoy began his general contracting business in 1890, and expanded to become a successful bidder on a wide range of commercial and public projects. In addition, Lovejoy became a commercial property owner and landlord of 1118-1122 Mulberry Street, a building he built himself for tenant Mack-International Motor Truck Corporation as a factory branch. His work and that of his sons—John and Theodore R. (Ted), who joined the firm in the 1920s and continued involvement with the company into the early 1970s—included a variety of large-scale projects that range from courthouses and schools to Auto Row showrooms and industrial buildings. Many of the known existing Lovejoy-built projects are masonry and several have been listed to the National Register of Historic Places or had

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reconnaissance research conducted. These include the 1913 Standard Glass and Paint Company Building in Des Moines (NRHP listed), the 1922 Abraham Lincoln School in Des Moines by Proudfoot, Bird & Rawson, and various buildings at the Iowa State Fair grounds in Des Moines (NRHP listed). (David Lovejoy; Roger Lovejoy; SHPO) The Mack Building offers something that none of the other known projects do: the opportunity to see how J.E. Lovejoy built for himself as landlord and tenant, in a commercial building he owned that was designed for a Mack showroom/service center on the first floor with upper level offices used by Lovejoy and successor firms, along with other construction firms and construction associations.

J.E. (Jonathan Edwards) Lovejoy (1868-circa 1942) listed his occupation as contractor and builder in the 1890 city directory, with his business based from his house at 1114 W. 10<sup>th</sup> Street (likely extant). (David Lovejoy; 1890 city directory) In the early 1900s he moved his home and business to 3307 Cottage Grove Avenue, and then by the 1910s he moved his business downtown, to 1006 Mulberry Street (nonextant). By the late 1920s, he was a member of the Master Builder's Association and the Iowa State Association of General Contractors. (Baldwin: 167 as cited in Jacobsen: 78) He was still active in his construction firm as of the 1930 census, when at age 61 he listed his occupation as general building contractor. He raised his sons in the trades, with John (1905-1976) listing carpenter and Ted (1906-2000) listing bricklayer, as occupations on the 1930 and 1940 federal census. (Census, 1930, 1940)

By 1939, sons John, a P.E. (engineer) and Ted (with a Harvard Business School MBA, class of 1932) were principals in the successor firm J.E. Lovejoy Co. (*Washington Evening Journal*, August 29, 1939) The brothers filed Lovejoy Construction Co. as a legal entity in 1949. (Iowa Secretary of State) Ted Lovejoy held various leadership roles professionally and civically. In 1950, the Master Builders of Iowa A.G.C. elected him president; in 1954 he was serving as president of the Des Moines Master Builders Association. (*The Constructor*, Vol. 32, 1950; *Council Bluffs Nonpareil*, May 9, 1954) In the 1960s, Ted served multiple terms on the YMCA board of directors and the City of Des Moines Board of Appeals, and was also re-elected president of the YMCA Boys Home of Iowa in Johnston. (*Des Moines Register*, March 13, 1964; April 20, 1965; June 9, 1965) Near the end of his career, John Lovejoy and Lovejoy Construction Co. participated in historic preservation projects including contributing the engineering for rehabilitation of Hotel Manning (NRHP listed) in Keokuk. (*Des Moines Register*, August 17, 1975; Estes) John Lovejoy's sons, David and Roger, would become the third-generation owners of Lovejoy Construction Co. in the 1970s. (David Lovejoy; Roger Lovejoy)

**Auto-Related Architecture Significance: Early-20th-Century Automobile Show Rooms/Service Centers and the Development of Auto Rows**

To further understand the significance of the Mack Building as an example of specialized commercial architecture required of interwar urban automobile-related dealerships, it is helpful to further examine the development of the vehicle showrooms with rear service centers as a building type.

In *Main Street to Miracle Mile*, historian Liebs examines how the "car met commerce" in the United States, changing spatial relationships, reimagining architecture through the lens of a speeding windshield, and producing new types of buildings and cultural landscapes to meet the needs of an auto-driven culture.

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(Liebs: 7-3) Truck dealerships are one variant of auto showrooms, with car dealerships being more plentiful examples.

Liebs explores how the architecture of dealerships, distributorships, and factory branches helped shape public opinion about vehicle brands during an era of multiplicity in brands. how dealers and speculators in smaller cities built “scaled-down sales palaces.” “Through the creation of an environment that offered leisure and luxury, companies, dealers, and their architects had developed an effective backdrop, a stage set for selling automobiles.” (Liebs: 83) What is important to note is that the early backroom functions of assembly, repair, and parts storage still took place out of view of the fancy newer showrooms. Liebs calls this the “dichotomous architectural program of stimulating sales while providing for service, all under the same roof.” (Liebs: 85) With the evolution of new houses of commerce for cars (and trucks) came the development of a new type of commercial district: the automobile row. Liebs describes the creation of an auto row as starting with dealers building their own often larger sales palaces outside of cramped central-city quarters, with speculators infilling between with one-story, less ornate showrooms rented by agents of smaller, lesser-known automakers. (Liebs: 83)

As to the location of the new showrooms/service centers and related auto businesses in Des Moines, the auto district was bounded by Ninth Street to the east, 18<sup>th</sup> Street with the Ford Motor Co. factory to the west, Mulberry Street to the south, and Grand Avenue to the north (post WWII Auto Row extended a block or two north to Ingersoll Avenue and High Street). Locust attracted the premiere showrooms, already being a prominent retail street in the commercial core; Walnut and Mulberry streets drew specialty sales, wholesale, and service providers. In Des Moines the national trend of infilling around the larger buildings also took place in Iowa’s capital city. “The location of the three big concerns... Herring Motor Company, Clemens Automobile Company and Studebaker Corporation—mark fairly well the new motor district,” reported the Chamber of Commerce in its May 1916 magazine. (*Des Moines*, May 1916: 6) J.E. Lovejoy built the Clemens Automobile Company Building (200 10th Street; extant and NRHP listed); Herring Motor Company stands nearby (110 10th Street; extant and NRHP listed); and the Studebaker Corporation Branch Office Building is located farther west (1436-1442 Locust Street; extant and soon to be NRHP due to historic tax credit project).

The design of new 1910s and 1920s auto showrooms/service centers in Des Moines followed national trends, with auto dealers including Mack Truck adopted the “dichotomous architectural program” of formal primary facade and front showroom with utilitarian secondary facades and industrial-finish service and work areas behind and sometimes above the showrooms. Study of period newspapers, the Des Moines Chamber of Commerce magazine, as well as national auto trade publications show Des Moines dealers competing for potential customers (and press coverage to attract customers) via the appearance of their facilities. Advertisements from the era often showed photographs of new dealership buildings and showroom interiors, as well as the vehicles sold there.

In his 2000 study of Des Moines’ Auto Row, Jacobsen examined the architectural trends and anomalies. He found that most auto dealerships built or leased showrooms of one or two stories, and some with

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mezzanines. Dealerships of more than two stories were constructed rarely in Des Moines—main examples being the “automotive department stores” Clemens, Herring, and Studebaker. (Jacobsen: 96-97; 152) While their size and mass conveyed the industry’s prosperity, the construction cost and lengthier construction time proved impractical. Instead, dealers and speculative investors devoted resources to adding design details to facades and the sales floor.

The 1920s saw the farm crisis take its toll on the auto industry; this financial situation hit Iowa and other farm-based Midwestern states particularly hard but also caused a general economic slowdown. (Soth: 195) By the mid 1920s, the growing depression weeded out weak, overextended auto manufacturers as well as local dealers, resulting in slowed construction within Des Moines’ Auto Row. (Long: E7) Contraction in the number of dealers and manufacturers would continue during the 1930s Great Depression, when few had the means to buy, and into the 1940s wartime, when no new civilian vehicles were manufactured; during these two decades, Auto Row construction largely ground to a halt. (Genat: 10-11) It would not be until post-World War II that large-scale auto-related building would again resume in Des Moines’ main west-side Auto Row and the smaller East Side auto row, where Mack Truck would eventually relocate.

The demise of Des Moines’ central business district Auto Row came in the post-war era as suburbanization arose and the business district declined. One challenge that faced midcentury dealers using older showrooms was maneuvering wider, heavier vehicles through narrow garage doors and columned interiors. (Jensen) As with other commercial properties in desirable locations, storefront and glazing changes were common. Such façade changes reflect the evolving nature of commerce and changes in tenants, as noted by historian Jan Olive Nash in “Iowa’s Main Street Commercial Architecture” Multiple Property Document (2002). (Nash 2002: F.39) In addition, glass breakage, building technology changes, and federal glazing law all have impacted storefronts with large plate glass windows. (The 1977 federal safety glazing law was written as a corrective against deaths and injuries caused by non-safety glass when used in locations where people could impact against glass.) (Hansen; Paschel n.d.; Paschel 2009)

**Background: Lovejoy Construction Projects through the Interwar Era**

The following list has been assembled from a variety of sources. Given the lack of complete and indexed and/or digitally searchable Des Moines and Iowa newspapers, these undoubtedly represent only a portion of the firm’s total projects. Original records of the Lovejoy Construction Company no longer exist.

Examining this list, trends can be seen, including the company’s breadth of work from large public projects to commercial buildings and even some home-building. Analysis of these projects also shows long-lasting relationships that resulted in repeated projects for business leaders and government entities such as the Iowa State Fair, Clemens family, federally funded New Deal projects, Des Moines Public Schools, and State of Iowa. The firm also worked with a variety of architects, but did many projects with Keffer & Jones, a Des Moines-based architectural firm. Future research could be accomplished by maintaining an open file on J.E. Lovejoy and successor firms at the State Historic Preservation Office, with the architects/architectural firms file collection.



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1906: 2-story frame dwellings: 1112 11th Street, 1128 11th Street, 1130 11th Street. (*Improvement Bulletin*, February 3, 1906)

1907: Fleming Building, Des Moines, carpentry work, about \$60,000 awarded to J.E. Lovejoy. (*The Engineering Record*, January 12, 1907)

1911: Iowa State Fair & Exposition Grounds; Varied Industries Building (Machinery Building?). National Register of Historic Places (NRHP) listed (*Greater Iowa*, Vol. 5, August 15, 1913)

1912: Iowa State Fair & Exposition Grounds: Horse Barn. (nonextant?) (*Greater Iowa*, Vol. 5, August 15, 1913)

1913: Standard Glass and Paint Company Building, 112 10th St., Des Moines, Iowa. Multiple-story \$50,000 warehouse and storefront building for owners A. Frankel Clo. & S.T. Slade, for lessee Standard Paint & Glass Co., owned by the Clemens brothers. Possible architect: Sawyer & Watrous. NRHP. (*Construction News*, February 8, 1913: 25; SHPO)

1913: Stoner-McCray Sign Company Building, 206-210 11th Street, Des Moines. Three-story building built for T.L. Stoner. (*Register & Leader*, July 20, 1913, as cited in Jacobsen, *Western Gateway*: 77-78)

1914: Iowa State Fair & Exposition Grounds: Women and Children's Building (\$65,500), brick Cattle Barn (\$5,430), brick Cooling Out Horse Paddock (\$8,069) (*Greater Iowa* Vol. 5, August 15, 1913; Vol. 6, April 1914; Vol. 6, June 1914)

1915: Sheldon, Iowa, Courthouse. Contract let in 1915 for \$118,302. No architect mentioned. (*Engineering Record*, July 17, 1915)

1915: Garage, \$80,000, in Des Moines. (*The Bricklayer, Mason & Plasterer*, Vol. 18, November 1915)

1917: Clemens Automobile Company, 200 10th Street, Des Moines. 7-story auto building for the Clemens brothers. Architect: Sawyer & Watrous. NRHP. (SHPO)

1917: O'Brien County Courthouse, First Avenue, Primghar, Iowa. Stone, brick, and concrete 3-story classical building. Architect: Smith & Keffer, Des Moines. Contract let in 1915 for \$118,302., same amount as Sheldon, Iowa, courthouse. (*Western Contractor*, October 13, 1915)

1917: Iowa State Fair Entrance (nonextant?) E. 30th and E. Walnut; concrete columns red tile roof. Small project but shows the continuing relationship with the State Fair Board. (*Des Moines Daily News*, June 23, 1917)

1919: Factory contract awarded for Granette Products Co., A. Clemens, chairman of the building

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committee, for a \$30,000 80x120-foot reinforced concrete and steel factory for the manufacture of ornamental concrete products, Ninth and Murphy streets to J.E. Lovejoy. (*Chemical and Metallurgical Engineering*, Vol. 21, December 1-9, 1921)

1920: Iowa State Fair, New Cattle Barn. Architect Keffer & Jones. (SHPO)

1921: Eagle Grove, Iowa, High School, \$143,000 project let to contractor J.E. Lovejoy. (*The Lather*, Vol. 21, August 1921)

1921: W.G. Harrison House, 3916 Beaver Street. \$6,500, from private plans. General contract let to J.E. Lovejoy, 1013 Mulberry. (*The American Contractor*, April 16, 1921)

1922: Abraham Lincoln School, SW 9th and Loomis streets, Des Moines. \$606,000 contract for 2-story 240x360-foot facility. Architects: Proudfoot, Bird & Rawson (*Power*, Vol. 54, October 18, 1921; and Denny: 145)

1924: Mack International Motor Truck Corp. Building, 1118-1122 Mulberry Street (with later additions). Unknown architect.

1927: Euclid Avenue Methodist Episcopal Church, Des Moines. \$35,000 project. Unknown architect. Lack of final payment became the basis for a court case that proceeded to the Iowa Supreme Court in 1941. (*Lovejoy v. Euclid Ave. Church*)

1932: John Lovejoy house, brick 1.5-story house, 1121 Wolcott Ave. (extant); possibly Lovejoy Construction. (Census, 1940; Polk County Assessor's Office)

1934: "A Firesafe Concrete Home," published by Portland Cement Association, 1335 Creston Avenue. Architects: Tinsely, McBroom & Higgins, Des Moines. Contractor, J.E. Lovejoy. (Portland Cement Association)

1935: J.E. Lovejoy Co. selected as builder of a 50- houses for a New Deal project in Granger, Iowa, through the Division of Subsistence Homesteads/Federal Subsistence Homesteads Corporation. (Schwieder: 153)

1936: New Providence School Gymnasium, New Providence, Iowa. PWA (Public Works Administration) project, unique 2-story PWA Moderne round double-wall building; brick exterior and hollow tile blocks. Although not the first round gym in Iowa, it was the largest when constructed and the most modern gym in the area. Architect: Keffer & Jones, Des Moines. NRHP. (SHPO)

1938: Ted Lovejoy house, 120 51st Street, 1.5-story brick house; may be Lovejoy Construction. (Census, 1940; Polk County Assessor's Office)

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1939: Lincoln School, Washington, Iowa; a 4-year-old boy was injured while playing on the work site, which led to a lawsuit against J.E. Lovejoy Co. (*Washington Democrat-Independent*, August 30, 1939)

1939: Lovejoy erected the PWA-funded 400-foot triangular Truscon tower for WOI radio, Iowa State University campus, Ames. (Woolfries, 309-315)

1941: Fort Des Moines: Induction Building, \$17,853. (*Waterloo Daily Courier*, July 23, 1941)

**Auto-Related Commerce Significance: Growth of Des Moines' Auto Row**

Completed and first placed into service in 1924, the Mack Building is historically significant under National Register Criterion A - Commerce for its purpose-built use as an interwar truck/bus dealership showroom and distributorship built during a period of exponential growth in the nascent auto industry, in which Des Moines entrepreneurs played a key role in outfitting Iowans with vehicles. As a rare surviving interwar example, it calls attention to the dual nature of vehicle dealership commerce: sales and service. Purchase of a truck or bus was only the first of a long-line of commercial exchanges a customer would make with a successful dealership; parts, service, expansion in the vehicle fleet, and trade-in(s) would be other such transactions.

The role of Des Moines as a regional retail center for automobiles (used as a general term for vehicles of all types) and related accessories during the early development of the U.S. auto industry has been documented in two large-scale scholarly studies. Historian James E. Jacobsen in his architectural and historical report "Des Moines' First 'West End' and Its Transition from Residential Neighborhood to Auto Row, from a Commercial District to the Western Gateway" found that "Des Moines played a leading role in promoting auto ownership in Iowa. Iowa proved to be a national leader in car ownership. As would be expected, the capital city dominated the state's lesser cities and held market sway in the center of the state." (Jacobsen 2000: 31) The leading position fueled development and growth of the Des Moines Auto Row district, in which the Mack Building was constructed.

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

Automobile dealers whose franchised territory often extended statewide built showrooms to display their gleaming automobiles. Automobile-related businesses naturally sprang up near the dealers' buildings to serve the growing populace of automobile owners.... The number of [vehicle] registrations in Iowa grew from just 40 in 1900 to 30,000 in 1911, 198,584 in 1916, and 707,231 in 1927. Ambitious entrepreneurs hurried to cash in on this popularity. However, many were poorly financed and soon went out of business, only to be replaced by other eager businessmen. (Long 1983b: #21)

In this way, auto ownership growth led to a mushrooming of auto-related businesses, many of which were independently owned as alluded to in Long's statement about the turnover in businesses, but others like

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Mack were corporately owned. The auto district included allied auto interests including truck/bus sales, service, and parts businesses such as Mack-International; tractor sales, service, and parts providers; wholesale and retail specialty auto parts such as tires, rims, batteries, car tops, auto glass, etc. The synergies of conducting auto-related business within a concentrated auto district helped both customers and businesses. (Jensen)

It should be added that sales growth expanded in relation to added miles of paved roads in Iowa and throughout the country, as well as growing acceptance and commitments to winter plowing. A March 1924 *New York Times* article about a federal study on snow removal on main highways included recorded the impact that good paved roads and winter plowing were having on truck and bus use (and therefore sales). Highway engineer James B. McCord of the United States Bureau of Public Roads told the *Times*:

‘...The movement of rural products such as milk, butter, eggs, poultry, &c., depends to an increasing degree on the highways in winter as well as in summer. For example, a Baltimore milk production survey shows 36 percent of the city’s supply now being brought into the city by motor truck. In 1919 only 18 percent reached the city in this way.

‘The number of bus and trucking lines throughout the country is also increasing....’ (The *New York Times*, March 23, 1924)

The increase in trucking and truck use led to the development of specialized truck dealerships. The 1920 city directory saw an explosion of truck dealers/distributors, with nineteen firms listed. The 1921 city directory listed just seven firms, perhaps an impact of the farm crisis rocking rural Iowa and fall out of weaker and inexperienced firms and/or a spike in the cost of city directory listings. The Des Moines presence of Mack International Motor Truck Corp. started in 1921. (Wait)

Mack appears to have arrived in Des Moines in mid 1921; the company is not listed in until the 1922 directory at the Auto Row address of 511 13<sup>th</sup> Street (just north of Grand Avenue; nonextant), an address it continued at through the 1924 directory (which also lists a second address, 1217 Grand Avenue (nonextant)). An August 1921 letter from the Mack branch manager J.B. Wait offers a glimpse into the early start of the Des Moines branch; written on Mack-International letterhead, Wait requests of Mr. J.W. McCue of Creston, Iowa, to fill out five stamped postcards with names of five largest farmers in his territory. The letter references the endorsement of managers at two Des Moines-based publications: Fred J. Wright, advertising manager of E.T. Meredith’s *Successful Farming* magazine, and R.W. Moorhead, circulation manager of the *Northwestern Banker* magazine, plus Mr. Reed of the U.S. Statistical Bureau.

**Auto-Related Commerce Significance: The Growth of the Mack Company and the Des Moines Factory Branch**

Motorized truck and bus development began in Germany, with the first omnibus built in 1895 and first truck in 1896. (Easton) Winton Company developed the first U.S. truck in 1898. At the turn of the twentieth century, motorized vehicles co-existed with horse-drawn products. With steady development of improved roads, commitment to winter snow plowing, and the successful use of trucks in World War I, motor vehicles had largely displaced horse-drawn products by 1920.

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The New York-based Mack Brothers Company contributed to the early development of motorized buses and then trucks beginning in 1900; today it is recognized as the oldest continuously operating North American truck builder and associated with reliable, innovative truck designs. (Holtzman: 66) The following encapsulates the Mack company's early history, into the 1920s: The firm got its start when John "Jack" Mack entered the carriage and wagon business in 1890 in Brooklyn, New York; he purchased his employer, Fallesen & Berry, with his brother Augustus "Gus" in 1893; a third brother, William, joined in 1894, as they began experimenting with steam and electric motors. In 1900, three brothers (John, Augustus, and William) formed Mack Brothers Company, which produced its first motorized vehicle, a 40-horsepower, 20-passenger bus built for a sightseeing concessionaire. In 1905, the growth of Mack heavy-duty trucks led to the formation of Mack Brothers Motor Car Company; the main motorized manufacturing operations moved to Allentown, Pennsylvania and the Brooklyn plant focused on wagons and auto repairs. In 1911, the brothers (by then five Macks had joined forces) sold the company; Jack and Joseph Mack continued until 1912 as directors of the new holding company, International Motor Company, so named for the acquisition of Swiss-based truck firm Sauer Motor Company, which had a plant in New Jersey. At this time, the company was one of the largest U.S. builders of heavy-duty motor trucks. A third truck firm, New York-based Hewitt Motor Company, is added to the fold in 1913; the holding company includes the functions of selling and services trucks. During World War I, the company delivered some 6,500 trucks to the U.S. and British militaries; British Army engineers christened the blunt-nosed hooded trucks "Bulldogs" for their tenacious durability. By 1918, the Hewitt and Sauer brand names were dropped in favor of the Mack nameplate, and the company adopted the name Mack-International Motor Truck Corporation. In 1922, Mack adopted the bulldog as its corporate symbol and changed the parent company title to Mack Trucks, Inc. to avoid confusion with main competitor International Harvester Company. The name Mack-International Motor Truck Corp. was retained for the subsidiary that controlled factory branch locations. (Mack Truck, Inc.)

During the early twentieth century, the company launched a series of diversified, successful product lines:

- Buses, produced 1900-1960: More than 22,000 units were built as school, transit, suburban, and intercity buses; buses were also produced for use as mobile post offices, sheriff's units, and x-ray vehicles (for hospital x-rays and subway system track x-rays).
- Trucks, produced 1902-present: Highway trucks, light- to heavy-duty trucks, and off-highway haulers.
- Rail cars and locomotives, produced 1905-1930: Diesel rail cars were produced in the 1950s.
- Fire apparatus, produced 1911-1990: The company started with a motorized hook-and-ladder fire truck.
- Military vehicles, produced 1911-present: Products have included armored trucks and Mack AC trucks, noted for performance under very difficult conditions. (Mack Truck, Inc.)

And it continued to innovate: In 1905 the company introduced one of the first cab-over-engine designs, which increased visibility and maneuverability; plus Mack-patented mesh gear protection and selective shifting feature that allowed skipping intermediate speeds. Chain or worm drives provided power early on, replaced by dual reduction drive in 1920. In 1918, Mack became the first truck manufacturer to apply air cleaners and oil filters for fuel and maintenance savings. In 1920 it pioneered the use of power brakes via

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vacuum booster system. And in 1921, its use of rubber isolators as cushions in mounting chassis components for improved shock resistance led to founding the Rubber Shock Insulator Company to handle license agreements with other automotive firms. (Mack Truck, Inc.)

The year 1924 was a pivotal one for the parent corporate entity Mack Truck, Inc., as it sought to expand market share. Mack committed to increasing production and opening new factory branches to reach more customers and extend its service reach, as reported in a March 1924 *New York Times* financial section story:

Commenting on the outlook and the proposed increase in the company's capital stock, [Mack Truck, Inc.] President A.J. Brosseau says:

'The use of the bus and the rail car is developing rapidly, and your company [Mack] is planning to extend the passenger-carrying bus and railroad car operations. In order to handle the increased volume of truck, bus and rail car business it will be necessary to enlarge the factories, install additional machinery and equipment, and provide more working capital. As the business increases it will be highly desirable to enlarge branch and service stations in order that we may continue to give customers the same prompt and satisfactory service on the large output in the future as we have in the past.' (New York Times, March 12, 1924)



Figures 3-4: A new factory branch in Houston, Texas led to regional advertising such as this June 1924 ad in a Galveston newspaper (left). A very similar advertisement was used in Des Moines (right) in October 1924 to announce the opening of that branch, as will be explored below. Note the different appearances of the Houston versus Des Moines branches. (Galveston Daily News, June 2, 1924; Des Moines Register, October 30, 1924 and Des Moines Tribune, October 30, 1924)

Among new factory branches to open following the March 1924 directive of Mack president A.J. Brosseau: Houston, Texas (June 1924), and Des Moines (October 1924). At least one of the new factory branch locations were designed to service and repair trucks of all makes (not just Mack): the five-acre Mack

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International Motor Truck Corporation plant in Bakersfield, California. (Bakersfield Morning Echo, October 25, 1925) In 1926, Mack International Motor Truck erected a sales and service facility in St. Paul, Minnesota, designed by Chicago architect S. Scott Joy, who specialized in industrial building design. (106 Group: 60)

The opening of the Des Moines factory branch prompted advertisements such as the above October 30, 1924, ad in the *Des Moines Register*, which pictured a drawing of the building and proclaimed:

A New Factory Branch in Des Moines, Iowa  
Mack Owners are assured of still better service

This is an age of quick, progressive changes. In harmony with the policy established 24 years ago by the Mack Company that the expansion of its direct factory service must keep pace with the volume of sales in each district, we announce that Des Moines now has a new MACK salesroom and service station that is considered to be one of the finest west of the Mississippi. This progressive step offers the public not only a large, well-appointed showroom for the display of MACK chassis and bodies but also a service department that is backed by a tremendous stock of MACK parts ready for instant use....

Step in... The New Address is 1122 Mulberry Street, Des Moines, Iowa. This floor exhibit will give you an opportunity to study in detail why MACK PRODUCTS are peculiarly fitted to stand the hardships of transport service. The entire new plant is open for your inspection. (*Des Moines Register*, October 30, 1924)

The advertisement also listed more than 30 companies and the City of Des Moines as representative customers. Sales representatives were listed in Mason City, Fort Dodge, Sioux City, and Cedar Rapids. The advertisement uses what appears to be a corporate template also used to advertise the Houston, Texas, factory branch opening as discussed above.

The mid-1920s were a time of growth but also of continuing farm financial crisis and overextension of credit, which Mack Truck annual reports for 1926 through 1928 referenced as "abuses of the truck industry." To correct its path, the company created a new credit policy and priced vehicles used and new at or even below cost. This model appears to have assumed that the truck purchase was the initiation into a lifetime of parts and service purchases. (Mack Truck, 1926, 1927, 1928) By the publication of the 1927 Mack Truck, Inc. annual report, the Des Moines location was no longer a company-operated direct factory branch, although it remained in operation as presumably independently owned service center and perhaps continued retail sales; the location retained city directory listings under the same Mack-International name. The reason for the Des Moines Mack location loss of factory branch status is unknown at this time, but may be related to the building ownership being outside of Mack control (owned by J.E. Lovejoy, whereas the subsidiary Mack Realty owned many factory branches) and/or cost control during turbulent financial times. The non-factory branch Des Moines Mack service center remained at 1122 Mulberry Street through the 1928 city directory.

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As of the 1929 city directory, the Mack outlet moved a few blocks east to 201 Ninth Street (northeast corner of Ninth and Mulberry streets; appears to be extant but remodeled); the service center remained at this same or similar location (later addressed as 207 Ninth Street) through the 1938 city directory. By 1931, the company was making drastic reductions in wages and production due to the general financial depression; by this year the Sioux City factory branch had been removed and was perhaps converted into a privately owned dealership. (Mack Truck, 1931) The Davenport branch remained factory-operated until circa 1939, when Des Moines reappeared as a factory branch location. (Mack Truck, 1927, 1936, 1939)

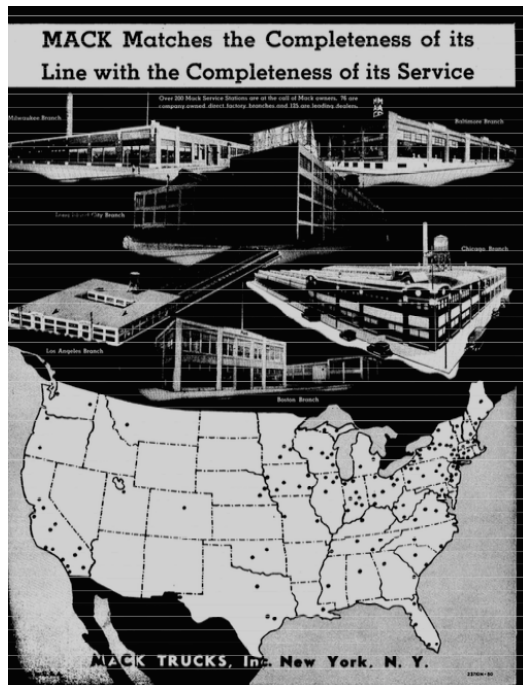


Figure 5: Iowa with six service stations led Western and Midwestern states in the number of Mack Service Centers, per this graphic included in the 1936 Mack Truck, Inc. Annual Report. (Mack Truck, 1936)

A 1936 Mack Truck annual report demonstrates the growth of independent dealers in the Mack Truck corporate strategy for delivering complete “Mack Service” through more than 200 Mack Service Stations—76 being company owned and 125 being “leading dealers.” Per the annual report map, Iowa with six Mack Service Station locations (indicated by dots on a map—it appears Des Moines is included) led Western states behind only California and led Midwestern states behind only Ohio and Indiana in terms of number of stations per state. This same 1936 map also includes photographs of six branches in large cities; the photographs show a diversity of architectural design, indicating that design of factory branches varied and may have been decided locally or regionally rather than dictated as a uniform company-wide standard design. (Mack Truck, 1936) By the 1939 annual report, Des Moines once again had a factory branch, located on the other side of the Des Moines River within the East Side auto row at 106 E. Grand Avenue



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(nonextant). The 1939 annual report tallied about 70 factory branch locations, with Des Moines being the only one in Iowa. By the 1958 directory, the operation was listed as Mack Truck Sales Co., 335 SW Sixth Street (nonextant?), with Rainsford A. Brown as manager; the Brown family remains involved in trucking in Des Moines via Brown National Lease. (Brown)

Meanwhile, following Mack's circa 1929 relocation, J.E. Lovejoy secured the first of a succession of three key auto-related businesses that would use the first floor (perhaps some second-floor office space) and would prompt the construction of the annex. United Motors Service Inc. first appears in the 1929 city directory at 1122 Mulberry Street and remained in the building through the 1938 city directory listing. Lally's Service Inc., "complete auto service and accessories, wholesale and retail" moved into the building as of the 1936 city directory, then returned in the 1939 city directory; this company's painted sign adorns the south elevation. The firm was operated by husband-wife L. Lenihan and Alice E. Lally. These other auto uses demonstrate the desirability of the Mack Building in the interwar era to auto-related businesses and the continuation of the Auto Row use of the building through the period of significance.

**Background: Land development of Lots 3-4 Block 23 Keene & Poindexter's Addition to Fort Des Moines**

Several phases of planning and development have taken place in the plat where the Mack Building was built. This section will briefly review their impact on the eventual construction of the Auto Row facility.

The land was first platted a decade after the founding of Des Moines in 1843 as the military Fort Des Moines No. 2, located on the west side of the Des Moines River. In 1846, following title of former Native American lands transferring to the U.S. government, the town of Fort Des Moines was platted as square blocks on the west side of the river only. (Henning: 184) The nucleus of Des Moines' West Side, today's downtown commercial district core, began as small square blocks oriented toward the river. Each block was divided by double alleys running roughly north-south and east-west, given the river's position. (Huntington: 250) Continuing this method of platting, in 1854 several men laid out Keene & Poindexter's Addition to Fort Des Moines: Samuel Y. Keene, William A. Poindexter, and Charles H. Poindexter, with attorney in fact William A. Poindexter. (Abstract)

Mulberry Street developed early on as a residential street. The two lots were first sold in 1861 and were eventually split into three parcels: South 24 feet and 2 inches of Lots 3-4 (115 12<sup>th</sup> Street; broken off in 1877); West 25 feet of the North 107 feet of Lot 4 (1122 Mulberry Street; broken off in 1892); and the remaining North 107 feet of Lots 3-4 (1112, 1114, 1118, and 1120 Mulberry Street). By the time of the 1901 and 1920 Sanborn maps, the two lots contained five single-family frame houses on Mulberry Street (1112, - 1122 Mulberry Street, with one house converted to a grocery store) and one single-family frame house at 115 12<sup>th</sup> Street.

J.E. Lovejoy purchased the houses at 1112-1120 Mulberry Street in 1908; no cost was given in the abstract. Lovejoy also purchased the house and lot corner lot at 1122 Mulberry Street in 1916 for \$8,500. Lovejoy attempted to sell his assembled lots in 1920 through a real estate broker, but declined the offer given; this resulted in a lawsuit, Barnett v. Lovejoy, which was heard by the Supreme Court of Iowa in January 1922,

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and found in favor of Lovejoy. (Northwest Reporter: 1-3) At the time of the 1924 lease with Mack-International, Lovejoy was leasing five buildings, two used as stores and three as houses. The 1924 city directory showed residents in the houses to be African-Americans (race was denoted through the 1924 directory). Construction of the Mack building occurred over the North 107 feet of Lots 3-4. J.E. and Helen Lovejoy deeded the Mack Building in August 1938 to John and Theodore Lovejoy, the second-generation owners of the Lovejoy construction firm.

Meanwhile, F.M. Hubbell, real estate magnate and president of the Equitable Life Insurance Co., purchased the house and lot at 115 12<sup>th</sup> Street in 1902 for \$1,000. J.E. Lovejoy leased the property starting in 1926, and built an addition on it (the Mack Building annex, approximately 115 12<sup>th</sup> Street) in circa 1931. (Abstract; City Permit Log; Sanborn, 1950, 1957) F.M. Hubbell, Son & Co. Inc. sold the annex land (12<sup>th</sup> Street property) to John Lovejoy in 1974. (Abstract)

In 1972, John Lovejoy became the sole owner of the main Mack Building. (Abstract) In 1977, following the death of John Lovejoy, the Estate of John Lovejoy sold the combined Mulberry and 12<sup>th</sup> Street properties (all of Lots 3-4 Block 23) on contract to Donald F. Walsmith Jr., co-owner of a printing and engraving company; the contract was satisfied in 1987.

**Interwar tenant occupancy in 1114-1122 Mulberry Street / 113-121 12<sup>th</sup> Street**

The following research is based on city directories; dates of actual occupancy may vary by a year in either direction. The use of circa (c ) indicates a gap of one or more volumes of city directories from the Des Moines Public Library Central branch collection. *Note: 1118 Mulberry appears to have been used as the primary address for second-floor tenants/occupants, but room numbers were not listed.*

First-floor auto-related tenants, various addresses

- 1925-1928: Mack international Motor Truck Corp., 12<sup>th</sup> and Mulberry / 1122 Mulberry St. (*Note: the 1925 city directory also included the 511 13<sup>th</sup> Street address as a separate listing, perhaps a typo or indicative of dual operations for a time period.*)
- 1929-1936, 1937-1938: United Motors Service Inc., 1122 Mulberry St.
- 1936, 1939+: Lally's Service Inc. and later Iowa Service Co. Hobbies, 1122 Mulberry Street. "Complete auto service and accessories, wholesale and retail"; later Lally's opened a lawn mower repair shop in the building. Operated by husband-wife L. Lenihan and Alice E. Lally.

Second-floor construction-related tenants, 1118 Mulberry Street

- 1926+: J.E. Lovejoy and successor firms, which by the 1960s but perhaps earlier occupied the east side suite of rooms. The general contractor operated eponymously; by 1939 his sons John and Theo operated the company as J.E. Lovejoy Co.

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- 1929-1950: O'Rourke Construction Materials. Concrete and paving contractors, distributors of Ready Mix concrete; separate plant at 2-10th St.
- 1930-1942: F.B. Dickinson & Co. General contractors (Francis B. Dickinson); projects included the 1937 Des Moines Fire Station No. 1 and Shop Building campus, 900 Mulberry Street.
- 1930-1942: Warren Dickinson. Civil engineer and golf course architect for more than 100 courses around the country. Father of F.B. Dickinson.
- 1933: Lynch Construction Co.
- 1936-1940: John P. Abramson Construction.
- 1936-1940: Longerbone Construction Co.
- 1936-1953: Adel Clay Products. Sales office for Redfield, Iowa, factory products of brick, tile, and vitrified Irontile. In 1954 moved to 101 Ashworth Rd, West Des Moines.
- 1937-1939: State Highway Commission construction department.

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*Ames Daily Tribune*

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grandson of J.E. Lovejoy; Roger worked for Lovejoy Construction as his father Jonathan and uncle Theodore were near retirement and later led the company with his brother, David, circa late 1960s through circa 1989. February 4, 2015.

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County and State   Polk, Iowa  

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**10. Geographical Data**

Verbal Boundary Description:

Lots 3 and 4, Block 23 in Keene & Poindexter's Addition to Fort Des Moines.

Boundary Justification

The building is historically associated with these parcels, being situated on these lots.

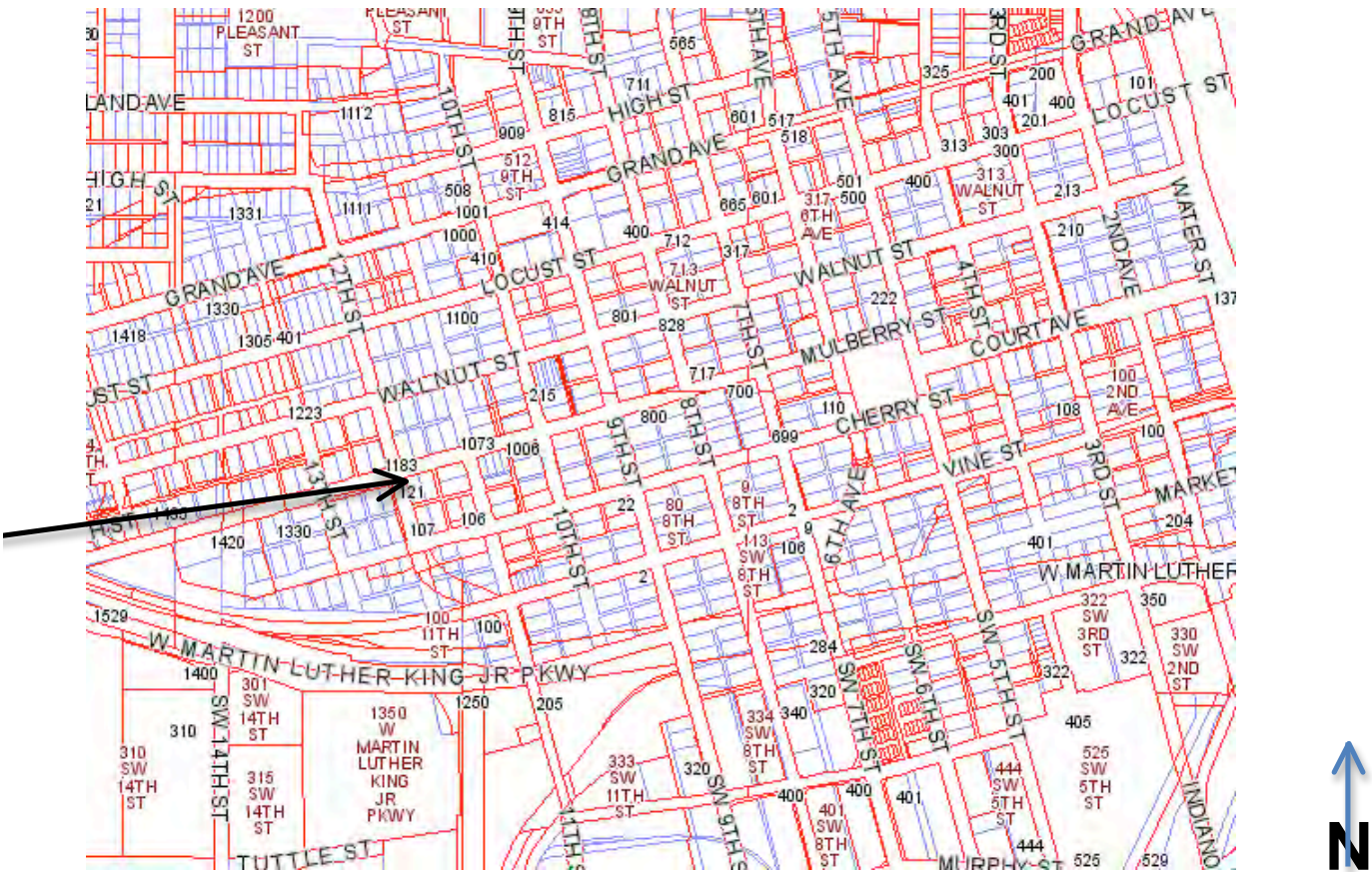
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**Images**

**Figure 1: Plat map, 2014**



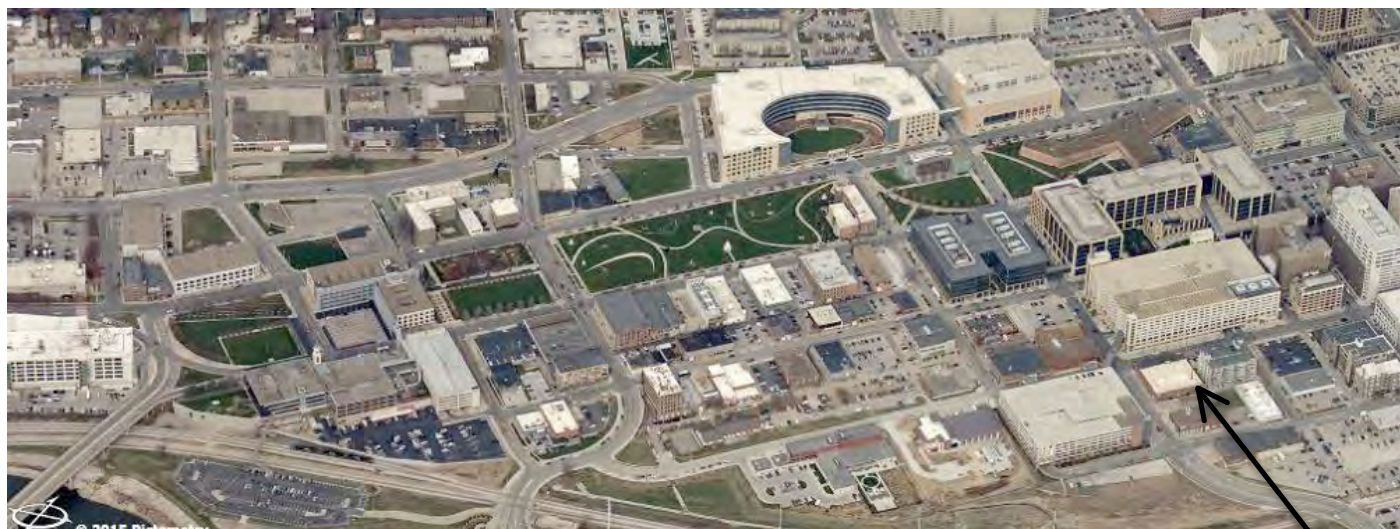
*Arrow marks the Mack Building. Plat map of central business district, from Des Moines River at right to 15<sup>th</sup> Street, left. Polk County Assessor's Office.*

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**Figure 2: Aerial photograph of Des Moines Auto Row Area, 2012**



*Arrow marks the Mack Building, 121 12<sup>th</sup> Street. Pictometry, Polk County Assessor's Office.*

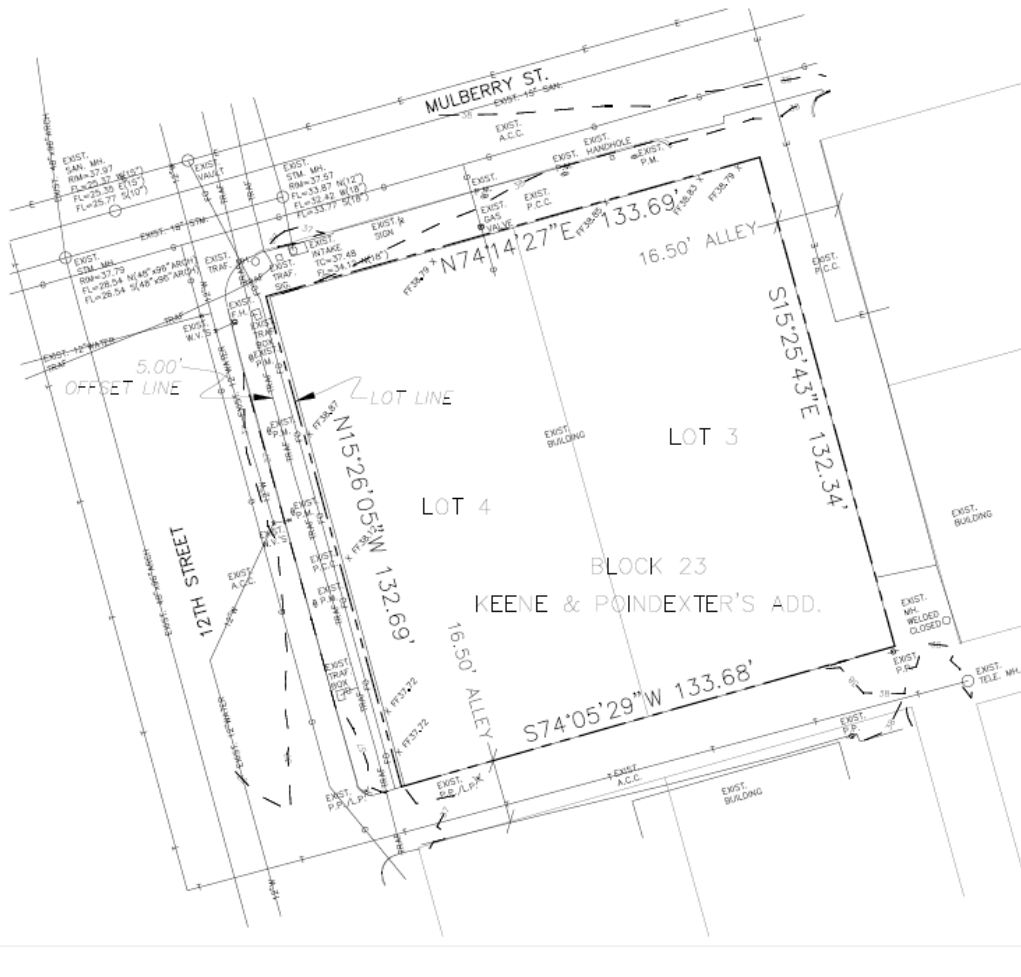


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Figure 3: Site map, 2015



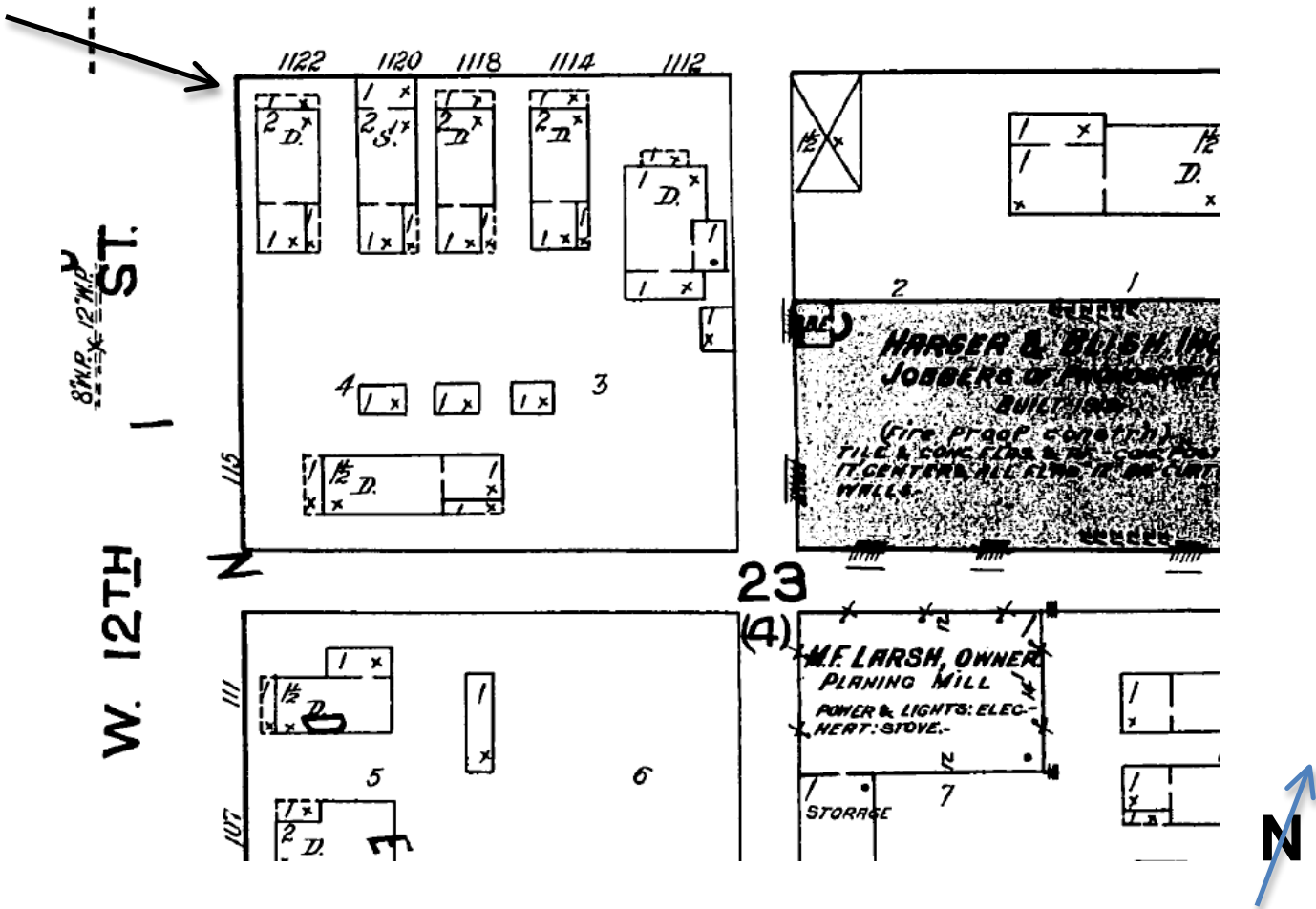
ERG Engineering Resource Group.

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National Park Service

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Figure 4: Sanborn Fire Insurance Map, 1920 detail



Sanborn Fire Insurance Map.

Future site of Mack Building is indicated by the arrow; five smaller houses and a store occupy the quarter block (Lots 3-4). Note the presence of housing throughout the block.

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Figure 5: Sanborn Fire Insurance Map, 1936



Sanborn Fire Insurance Map (North of Grand Neighborhood Association)

Mack Building with rear annex is indicated by the arrow. The prior Sanborn map, 1920, was too early to include the building. The north arrow is integrated into the map.

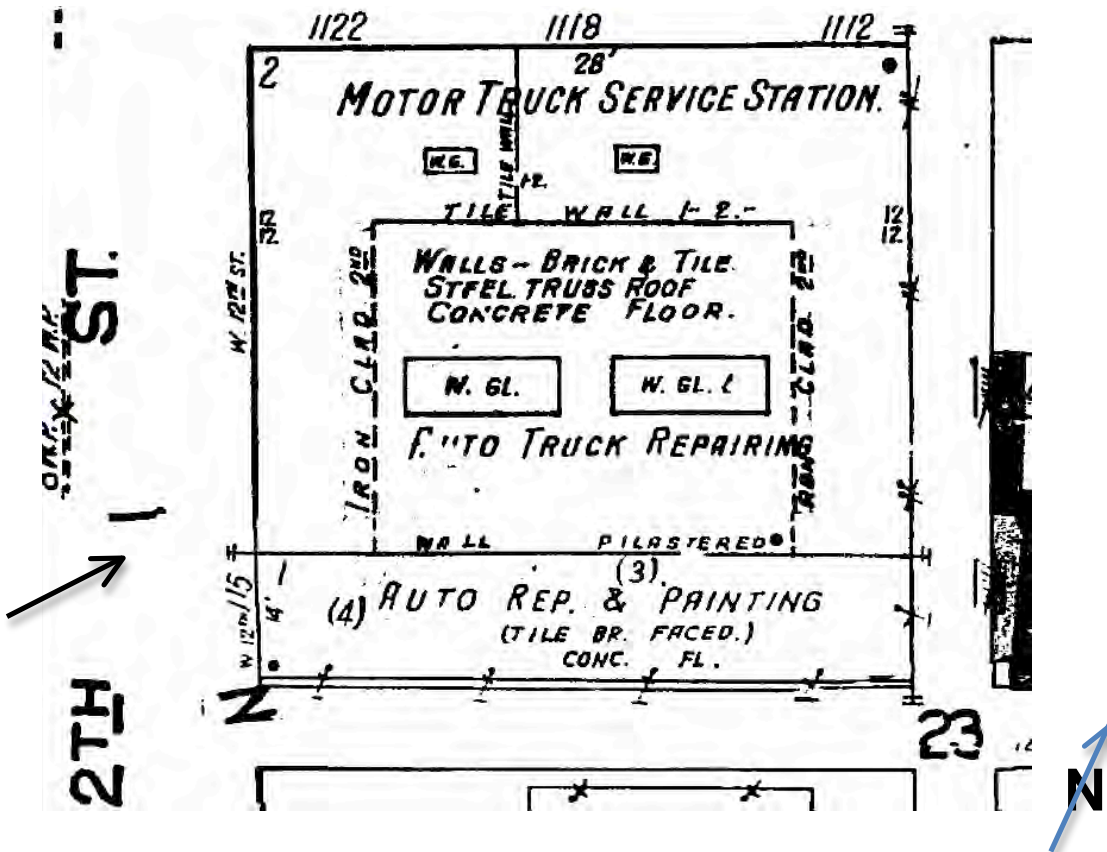


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Figure 6: Sanborn Fire Insurance Map, 1950 detail



Sanborn Fire Insurance Map, Sheet 9.

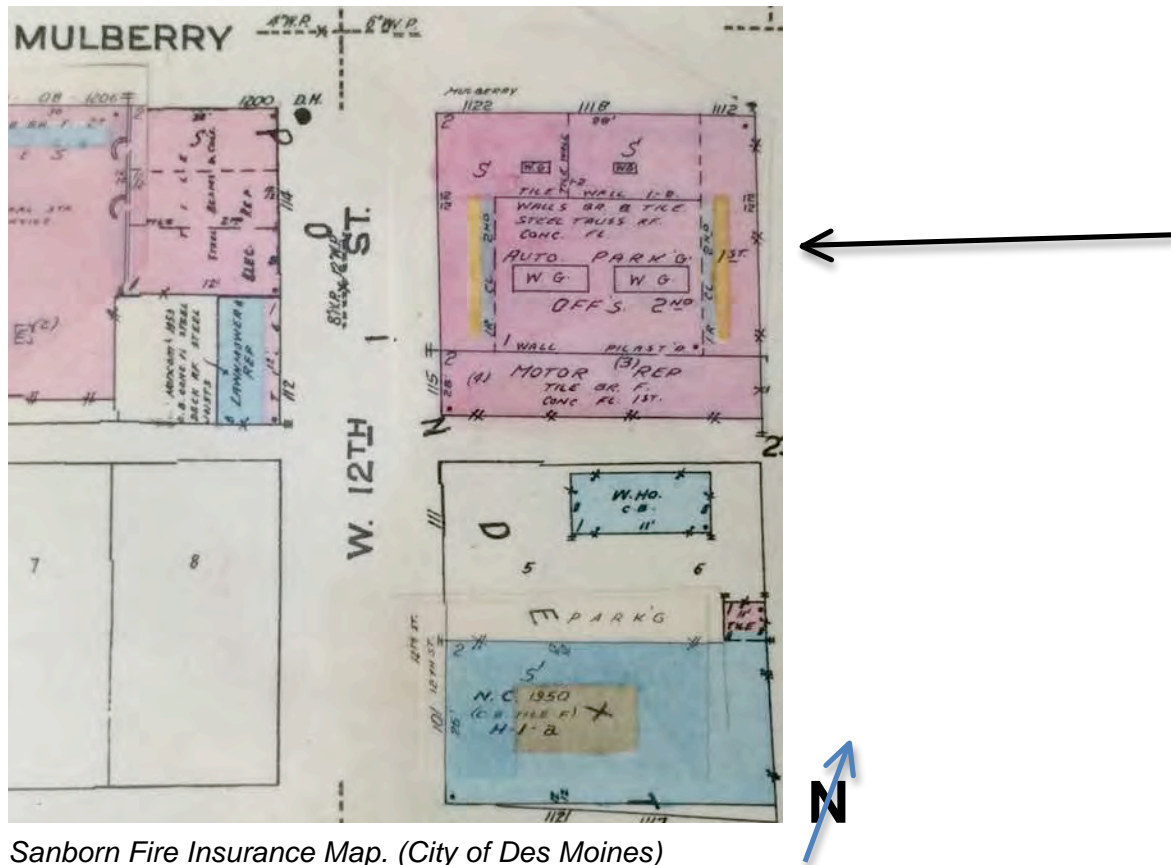
Mack Building detail. The annex is only one-story per this map, but it is possible that the second story had been added earlier as evidenced by the 1940s building permit. In the 1957 revised map, the annex is indicated as two stories, hence the circa-1950s date of construction for the second story.

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Figure 7: Sanborn Fire Insurance Map, 1965 revised detail



Sanborn Fire Insurance Map. (City of Des Moines)

Mack Building indicated by arrow. This rare color map last updated in 1965 shows the southern annex with two-stories, as it was on the 1957 revised Sanborn map.

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**Section** Photos **Page** 47 **Property name** Mack-International Motor Truck Corp. Building  
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**Photograph Log**

Property: Mack-International Motor Truck Corporation Building

City, county, state: Des Moines, Polk County, IA

Photographer and date: Jennifer James, December 24, 2014, and February 3, 2015

Location of original digital files: 4209 Kingman Blvd., Des Moines, IA 50311 and owner.

Photo 1: N & W elevations from Mulberry looking southeast.

Photo 2: E & N elevations from Mulberry looking southwest.

Photo 3: W & S elevations from 12th St. looking northeast.

Photo 4: S & E elevations from alley intersection looking northwest.

Photo 5: S & E elevations from alley intersection looking north.

Photo 6: E & N elevations from Mulberry at eastern alley looking southwest.

Photo 7: 1st floor rear service center E wall looking east.

Photo 8: 1st floor rear service center looking north.

Photo 9: 1st floor western motor/repair room looking north.

Photo 10: 1st floor annex looking southeast.

Photo 11: 2nd floor truss system over rear service center looking east.

Photo 12: North staircase looking south and up from first floor.

Photo 13: 2nd floor N corridor looking west.

Photo 14: 2nd floor typical office (#205) looking north.

Photo 15: 2nd floor W corridor looking south.

Photo 16: 2nd floor typical office (#212) looking east.

Photo 17: 2nd floor typical office (#214) looking southwest.

Photo 18: 2nd floor annex, rear room, looking west.

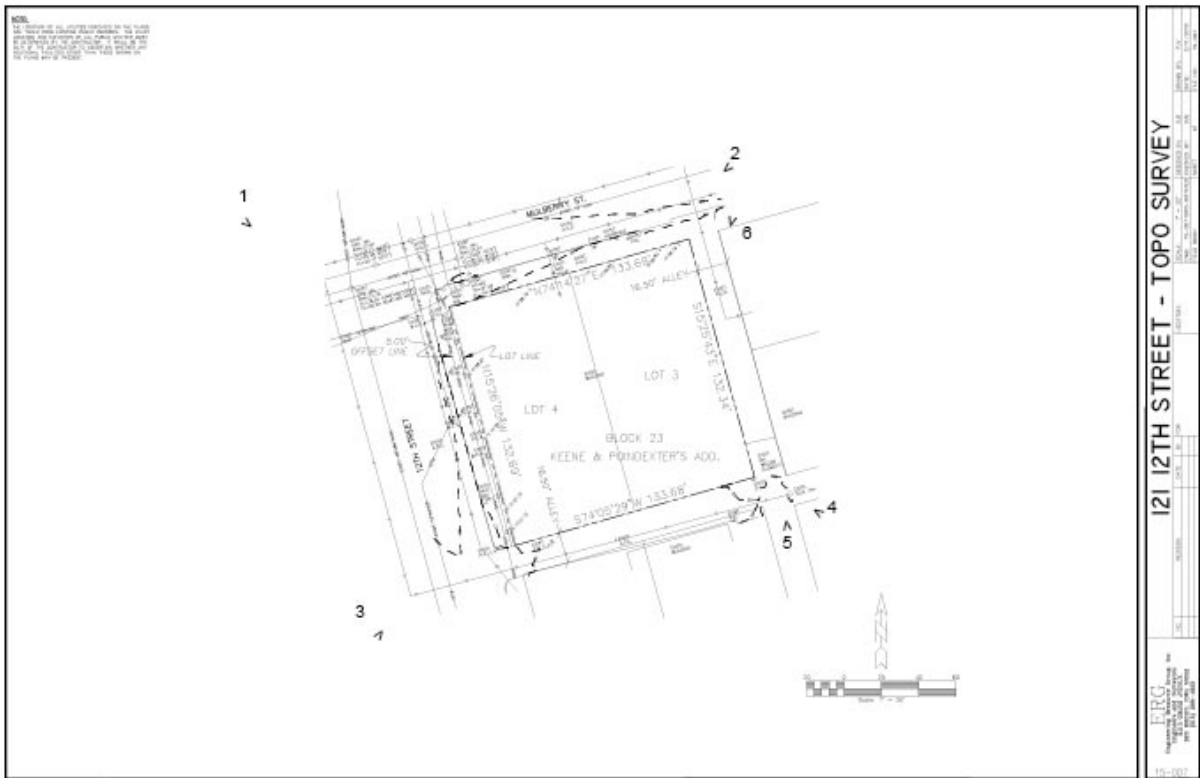
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Photo Key – Site Plan / Exterior Photos

National Register Photo Key, Mack-Lovejoy Building, 121 12th Street, Des Moines, IA



Existing Site Plan

Source: Engineering Resource Group, Inc., 2015

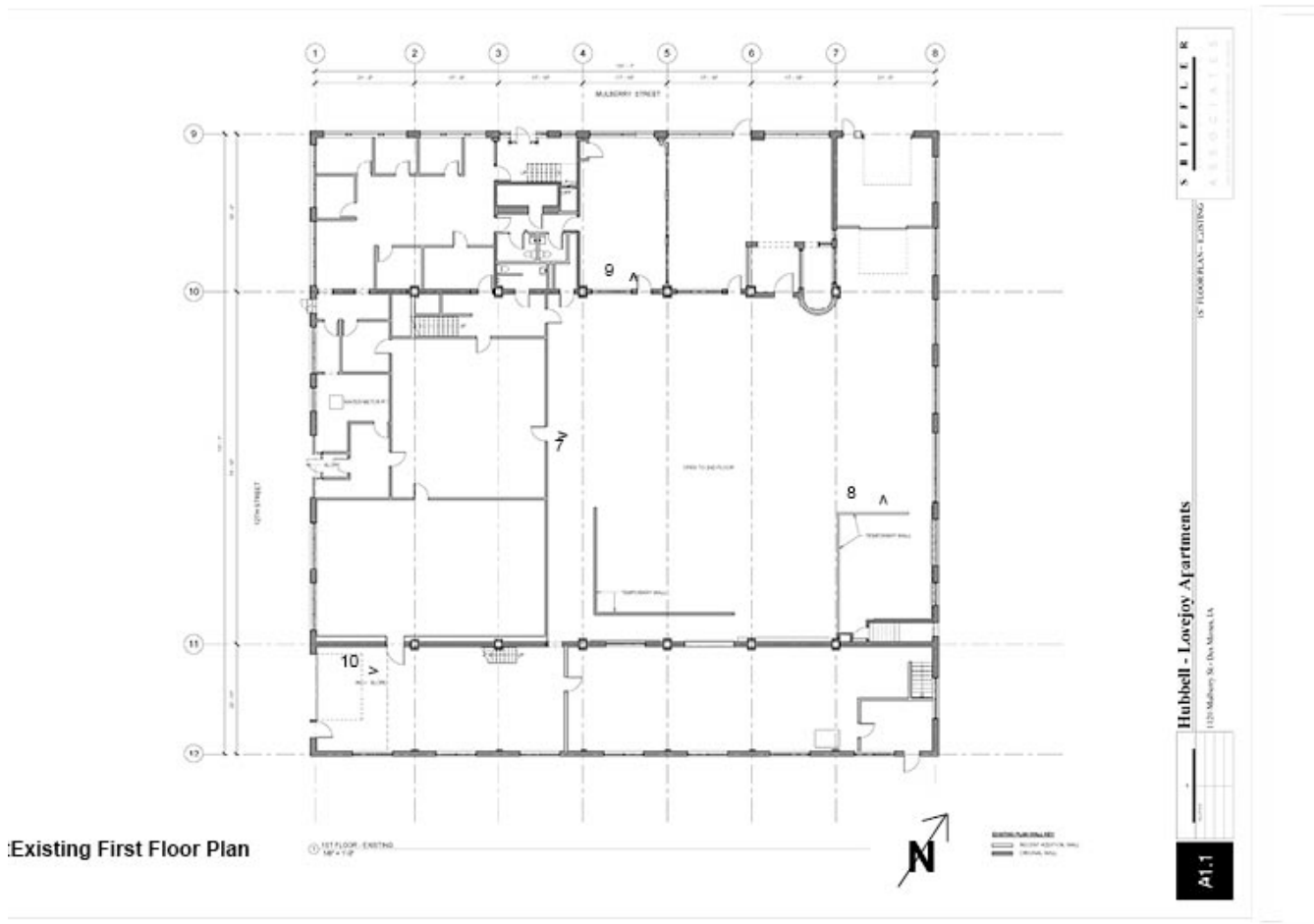
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Photo Key – Site Plan / Exterior Photos

National Register Photo Key, Mack-Lovejoy Building, 121 12th Street, Des Moines, IA



Source: Shiffler Associates Architects, 2015

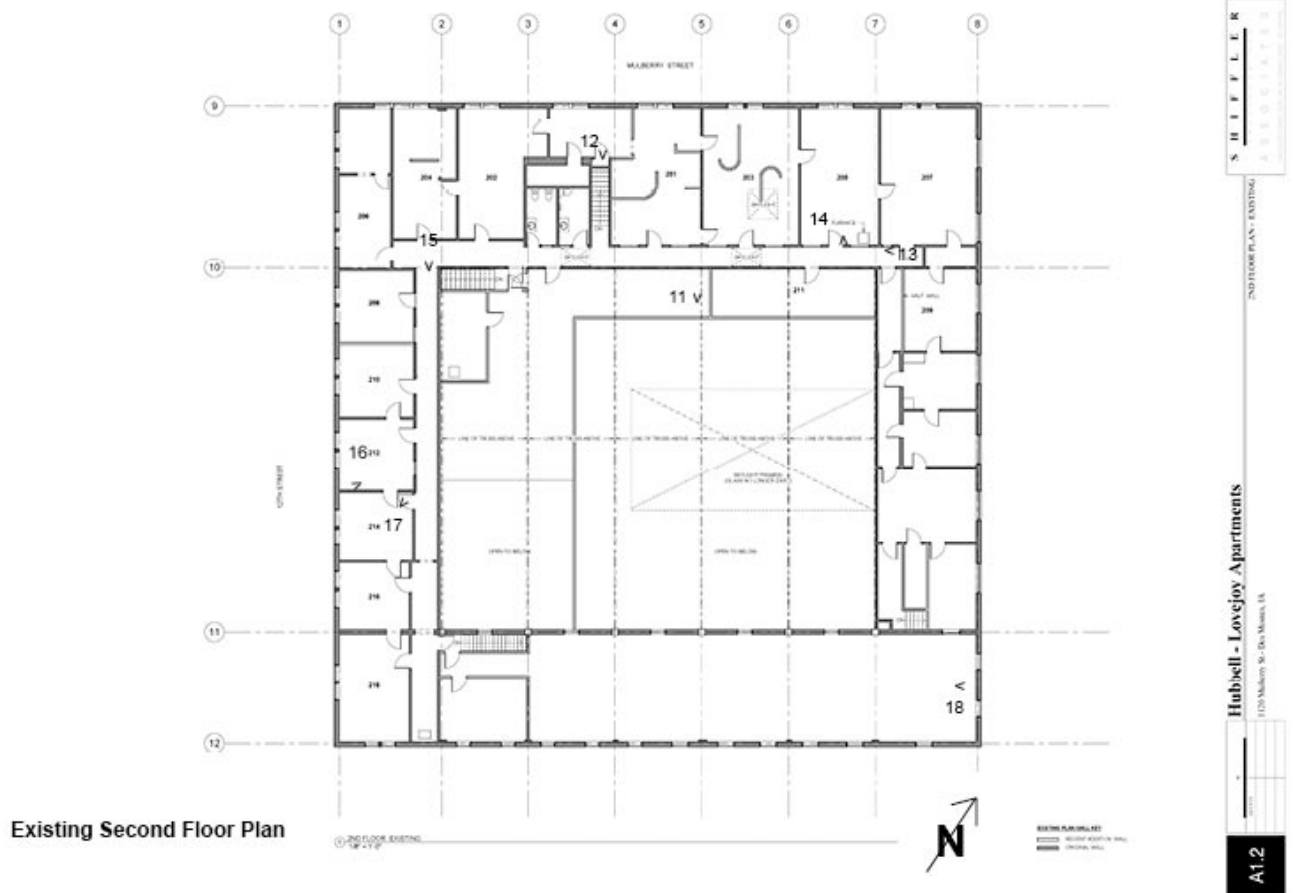
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Photo Key – Site Plan / Exterior Photos

National Register Photo Key, Mack-Lovejoy Building, 121 12th Street, Des Moines, IA



Source: Shiffler Associates Architects, 2015



12th St

7













































HARGER & BUSH  
Edison & RADIO JOBBERS

Edison  
& RADIO  
Edison  
AND  
RADIO

MACK INTERNATIONAL MOTOR TRUCK CORPORATION

MACK TRUCKS

Mack Buses

Mack Buses

Mack Buses

Mack Trucks

Mack Trucks

Mack Buses



K.6094  
10/26/24

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

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

Reference number:

Nominator:

Reason For Review:

Accept       Return       Reject      1/17/2017 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Edson Beall      Discipline Historian

Telephone \_\_\_\_\_      Date \_\_\_\_\_

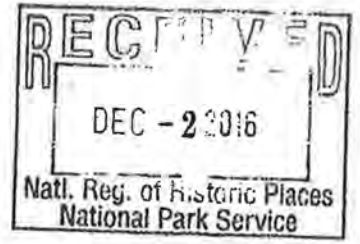
DOCUMENTATION:    see attached comments : No    see attached SLR : No

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

IOWA DEPARTMENT OF  
CULTURAL AFFAIRS

MARY GOWAN DUBOIS, DIRECTOR  
VONNE KHANER, DEPUTY DIRECTOR

STATE HISTORICAL SOCIETY OF IOWA  
MURIEL REYNOLDS, EXECUTIVE DIRECTOR



November 30, 2016

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

Dear Mr. Loether:

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

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

Thank you for your consideration.

Sincerely,

Elizabeth Foster  
National Register Coordinator  
State Historical Society of Iowa

STATE HISTORICAL SOCIETY OF IOWA

PROPERTY OF IOWA

STATE HISTORICAL SOCIETY OF IOWA

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