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Nat. Register of Historic Places
National Park Service

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 Register and Tribune Building
other names/site number _____

2. Location

street & number 715 Locust Street not for publication N/A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.)

Shuckey 28 APRIL 2016
Signature of certifying official Date

State Historical Society of Iowa
State or Federal agency and bureau

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

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

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

Joe Ebsen K. Beal 6-21-16
Signature of Keeper Date of Action

Register and Tribune Building
Name of Property

Polk, Iowa
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

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

Category of Property

(Check only one box)

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

Number of Resources within Property

(do not include previously listed resources in count)

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

Name of related multiple property listing

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

"The Architectural Legacy of Proudfoot & Bird in Iowa, 1882-1940"

Number of contributing resources previously listed in the National Register

None

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE: business

INDUSTRY/PROCESSING/EXTRACTION:

communications facility

Current Functions

(Enter categories from instructions)

VACANT/NOT IN USE

7. Description

Architectural Classification

(Enter categories from instructions)

Beaux Arts

Moderne

International Style

Materials

(Enter categories from instructions)

foundation CONCRETE

walls STONE/granite

STONE/limestone

roof SYNTHETICS

other METAL/aluminum

GLASS

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

- Property is associated with events that have made a significant contribution to the broad patterns of our history.
Property is associated with the lives of persons significant in our past.
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.
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:

- owned by a religious institution or used for religious purposes.
removed from its original location.
a birthplace or a grave.
a cemetery.
a reconstructed building, object, or structure.
a commemorative property.
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
COMMUNICATIONS
ARCHITECTURE

Period of Significance

1918-1964

Significant Dates

1918
1948
1961

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Proudfoot, Bird and Rawson
Emery, Amos B.

Primary Location of Additional Data:

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

Name of repository:

Register and Tribune Building
Name of Property

Polk, Iowa
County and State

10. Geographical Data

Acreage of Property less than 1 acre

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

Datum if other than WGS84: _____

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

See continuation sheet.

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Jennifer I. James, MAHP date October 14, 2015, revised April 25, 2016
organization Jennifer James Communications for R & T Lofts, LC email jenjames123@gmail.com
street & number 4209 Kingman Blvd. telephone 515-250-7196
city or town Des Moines state IA zip code 50311

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps: A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **sketch map** for historic districts and properties having large acreage or numerous resources.

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

Additional items

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

Property Owner

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

name R & T Lofts, LP, John Sullivan, vice president
street & number 333 N. Pennsylvania St., Suite 100 telephone 317-550-3844
city or town Indianapolis state IN zip code 46204

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

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

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7. Narrative Description

Materials, walls, continued:

METAL/aluminum
GLASS

Significant dates, continued:

1967

Architects, continued:

Brooks-Borg
Amos Emery & Associates
Emery-Prall & Associates

Summary:

Located in Polk County, Iowa, in the capital city of Des Moines, the Des Moines Register & Tribune Building occupies a half-block site within the center of the main western downtown central business district. The physical plant, 715 Locust Street, occupies the northeast corner of Locust and Eighth streets, as designed by the pre-eminent Iowa architecture firm, Des Moines-based Proudfoot, Bird and Rawson, and successor firms over time. The newspaper office building with basement printing plant, rear newspaper truck loading area, and limited tenant space was built, expanded, and modernized in the mid-twentieth-century in order to serve the growing communications company, adapt to changes in communications technology, and contribute to the modernization of post-World War II downtown commercial business district. The building footprint comprises three major sections: the 14-story 1918 tower with rear brick wing, with the tower largely re-clad with a 1961 International Style skin; a west 1948 Streamlined Moderne granite-and-limestone 4-story L-shape annex with ribbon windows and aluminum canopy (upon which sits a 1956 addition and mechanical envelopes), and a smaller rear north 1967 Modernistic granite-and-limestone addition topped by a 1978 rooftop single-story addition.

The Register and Tribune Company continued in the building until the 1985 sale of the *Des Moines Register* to Gannett Corporation, which brought additional communications offices to the building; presses moved to a separate printing facility in 2000, and Gannett moved all offices in 2013 into smaller leased downtown office space. As such, key character-defining features have been retained including interior finishes and fixtures still in place—and thus its integrity strongly conveys its original location, design, setting, materials, workmanship, feeling, and association. On the exterior, changes since 1964 have been limited to the north rear 1967 addition with limestone-clad 1978 rooftop story and to two skywalk connections on the west and south elevations. The skywalk connections are part of the citywide skywalk system that the *Des Moines Register* and *Des Moines Tribune* newspapers both editorialized in support of and that the publishers and owners worked with other business leaders to bring to fruition—in these ways the skywalk connections further physically express the leadership roles the newspapers and their parent company took in reshaping downtown Des Moines in the post-World War II era and beyond. Just as other NRHP-listed

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properties in Des Moines have similar skywalk connections, these do not diminish the appearance of the mid-century architecture. In sum, the newspaper office and printing plant building clearly expresses its optimistic midcentury modernism in stone, glass, and metal. The full building description that follows represents the building's current pre-rehabilitative state as of the new owner's purchase in late 2014. The building was documented first in a draft National Register nomination as the Part 1 Evaluation of Significance for the federal historic tax credit program by historian James Jacobsen; this Part 1 was approved by the National Park Service.

Setting

Des Moines is located just south of the center point of the State of Iowa and is the capital city. The downtown straddles the Des Moines River and occupies a level site. The building site is situated on the relatively flat plain of the central western downtown business district. (See Figure 1) During the twentieth century, Locust Street (onto which the building fronts) and Grand Avenue (to the rear) developed into a corporate, insurance, and financial district between approximately Fourth and Ninth streets, with some of the largest business buildings downtown located nearby; the setting is one that the Register and Tribune leaders shaped both through editorials and leadership with the Des Moines Chamber of Commerce and successor groups. Directly across the street to the south is the Brutalist Greater Des Moines Partnership Building (successor of the Des Moines Chamber of Commerce), kitty-corner to the southeast is the century-old Flynn Building, former office of Proudfoot & Bird architects (Locust and Seventh streets) and the 19-story former insurance company headquarters Equitable Building, formerly the tallest building in Iowa (1924, NRHP 2015). Directly east is a Brutalist high-rise hotel developed by financial and transportation magnate John Ruan, who also developed the 36-story modernist steel Ruan Center fronting Locust at Seventh streets. Directly west is a city parking ramp and kitty-corner at Locust and Eighth streets is the century-old former Des Moines Club headquarters and office building. To the rear is the former YWCA location, soon to be redeveloped into a hotel skyscraper, and kitty-corner across the street is the tallest building in Iowa, the Principal Insurance Company's 801 Grand Building. (Polk County Assessor's Office)

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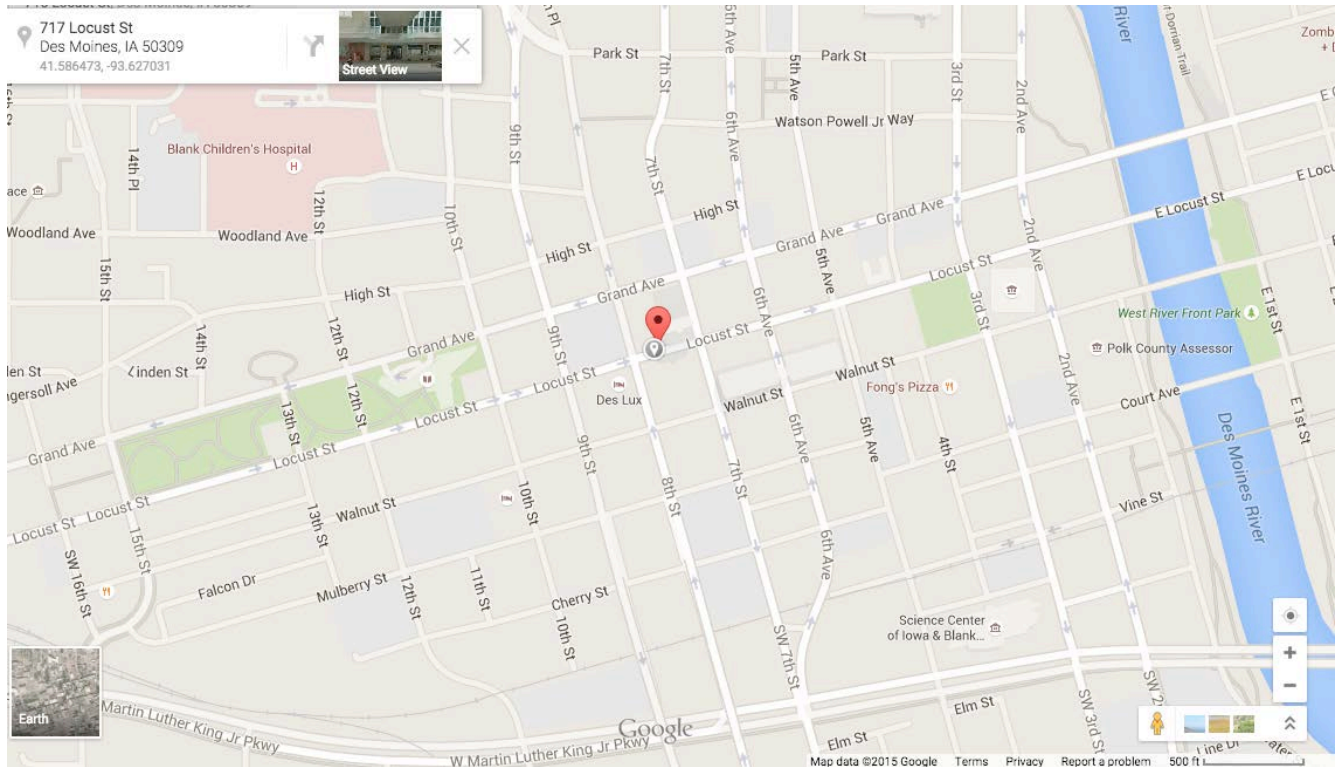


Figure 1: Map showing location of Register and Tribune Building in the downtown Des Moines commercial business district west of the Des Moines River.

(Scale, longitude and latitude, and north arrow are all provided on the map.) (Google maps, 2015)

Site

The Register and Tribune Building occupies a prominent flat half block that consists of Lots 3,4,5, and 6 and a vacated east-west alley in Block A of Commissioner's Row, bounded by Locust Street on the south, Eighth Street to the west, Grand Avenue to the north, and a narrow north-south public paved alley to the east. (See Figure 2) This half block was initially platted in quarter blocks subdivided by two alleys: east-west (nonextant) and north-south. Lot 3, where the original 1918 building stands, and Lot 4, occupied by the 1948 annex, orient north-south toward Locust Street and comprised the southwest quarter of the full block. Lots 5 and 6, occupied by part of the 1948 annex and the narrow rear 1967 addition, orient east-west fronting Eighth Street to the west and comprise the northwest quarter of the full block. These lots were assembled over time as adjoining buildings came available and then were eventually replaced by modern additions to accommodate the needs of the evolving newspaper business. The Register and Tribune Company assembled the land over time via long-term leases and outright purchase. Presently, all parcels of land and the building are owned outright by the same entity, R & T Lofts, LP.

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The building occupies the site fully, with the public concrete sidewalk abutting the building on Locust, Eighth, and Grand; the alley directly abuts the east elevation. The Register and Tribune Building site street-level footprint is also the National Register boundary. There are no objects affiliated with the property. (Note: limited city-owned street signs, light poles, parking meters and such that occupy the city right-of-way are not included nor counted.)

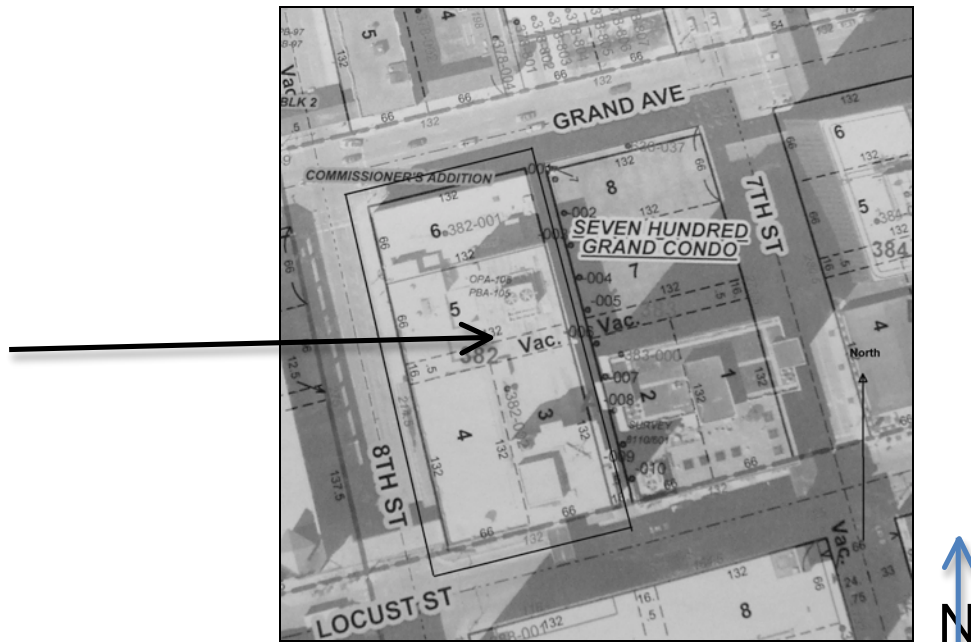


Figure 2: Plat map, black rectangle and arrow denote the subject half-block, comprising Lots 3-6 and the vacated east-west alley. (Polk County Auditor's Office, 2015; also Jacobsen: 21)

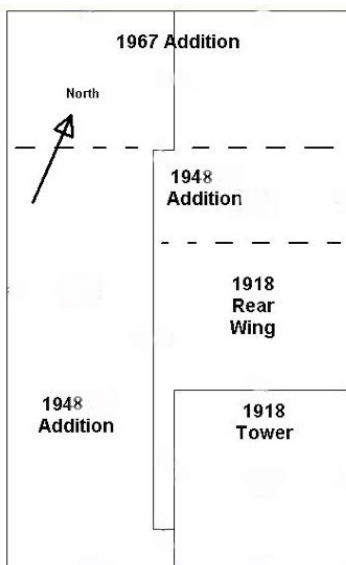
Exterior

This section will review the three main portions of the building footprint and the exterior design: 1918 tower and rear wing; L-shape 1948 west and north wrapping annex; and 1967 rear narrow north addition. (See Figure 3) The 1918 tower footprint measures 69 feet square, with the 1918 rear wing measuring 67 feet square. The L-shape 1948 west annex measures 67 by 218 feet on the west (fronting Locust Street) and 134 by 84 feet on the north. The 1967 rear north addition measures 59 feet (fronting Eighth Street) by 134 feet (along Grand Avenue). The massing of the Register & Tribune Building varies: 14-story tower with penthouse plus 1956 mechanical chases added to the west and east elevations of the tower, 7-story rear wing with 2-story-volume 1956 mechanical area, 4-story 1948 annex with a recessed 1956 fifth-story storage area and penthouses plus rear east addition; 4-story 1967 rear north addition with 1-story 1978 addition. The massive midcentury mechanical/ service areas relate to the intense needs for electrical power, heating, and cooling due to the powerful printing presses and other equipment required to operate newspapers and are distinct due to their white painted vertically corrugated steel sheathing. (Jacobsen: 1)

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*Figure 3: Building sections with sub-footprint outlines and construction dates.
(Polk County Assessor, 2015)*

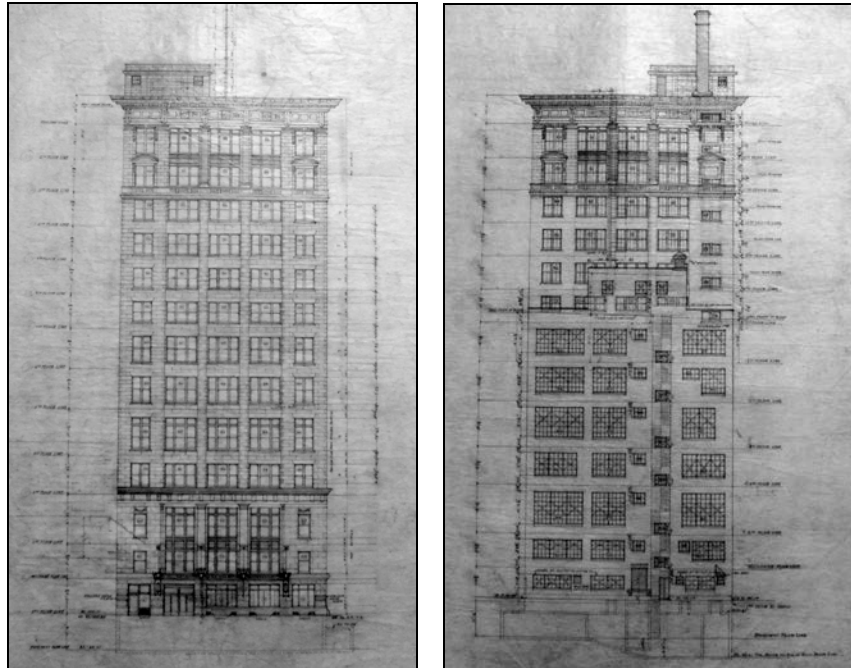
The 1918 Tower Exterior:

The tower bears evidence of successive modernizations as the Register and Tribune Company both expanded its physical plant and championed the use of modern architecture to improve the downtown central business district. As such, it is instructive to provide a bit of history in describing the exterior. The esteemed Proudfoot, Bird and Rawson architecture firm executed the original 14-story low-rise skyscraper in the Beaux Arts style with a tri-partite architectural division of base, column, and capital. (Note: The top floor is a shorter attic level, leading to some descriptions of it as a 13-story tower.) (See Figures 4-5) The tower was richly clad in granite and limestone with double-hung windows; today the first-story south façade granite storefront, southeast corner facade wrap, and the upper level limestone corners of the tower retain original 1918 materials. The 1918 rear wing adopted a utilitarian appearance with brick walls and industrial steel-sash windows; the east elevation in places retains this appearance, but visible only from the alley, with some windows infilled with brick, glass block, or later metal-frame windows. (Jacobsen: 2)

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Figures 4-5: Drawings of original south (left) and north (right) elevations, 1918 tower
(Brooks Borg Skiles Architects Engineers in Jacobsen: 9)

Under direction of a Proudfoot successor architecture firm, storefront modernization occurred circa 1940, with new recessed twin revolving doors into the main lobby; these doors or perhaps later replacements remain in place. The 1948 wraparound annex to the west brought further modernizations of the tower to unify the expanded south façade, which added: a new wide continuous streamlined aluminum canopy stretching along the south elevation from the alley across the tower and wrapping around to the west elevation of the annex. This included the reconfiguration of the south entry with a new west recessed entrance vestibule with fluted metal column surround in what was formerly a retail tenant space; glass doors are newer replacements. Three newer storefront display windows with transoms infill historic window openings; the metal-framed windows are arrayed to the east of the entrances. A raised granite-faced water table projects at the windowsill level. Basement openings are half exposed below the water table. This granite façade treatment wraps the southeast corner into the alley, where the same large windows on the ground level tower base are mostly infilled with glass block and centered smaller rectangular lights. A substantial granite bumper projects along the entire base of the tower along this side, protecting the building from alley traffic.

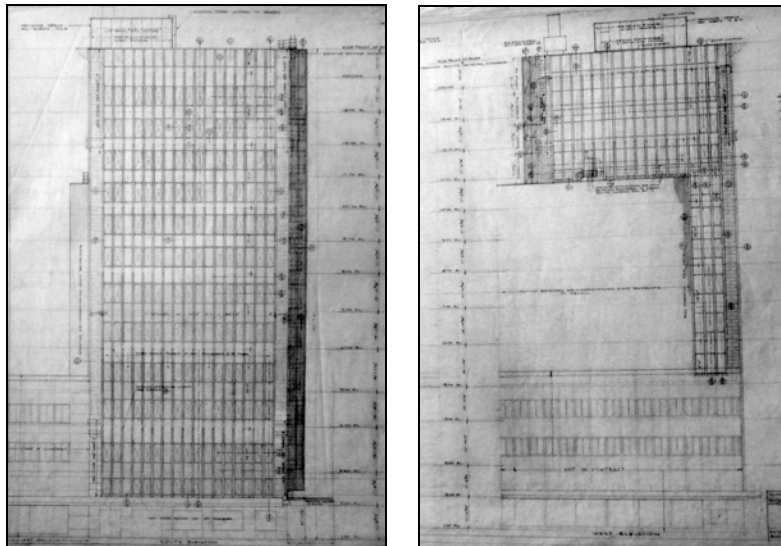
The 1961 tower recladding reconfigured the tower as a sleek International Style skyscraper: Most original stone decoration was trimmed flat, and original windows and cornice removed in order to infill between the existing limestone corners of the building with glass-and-aluminum curtain walls. (Original or early wire-glass double-hung windows remain at the fire escapes.) The new design transformed the wall planes into

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vertically and horizontally banded grids of glass and reflective black spandrel panels defined by anodized aluminum mullions. (See Figures 6-7) The rectangular black panels cover structure; the ribbons of fixed-pane glazing are grouped in pairs and triples on the south façade where the curtain wall begins above the first-story storefront. The curtain wall wraps the tower, with treatment tailored to the specifics of the other three elevations. On the west elevation, where the 1948 annex attaches and is topped with a recessed 1956 fifth story and multi-story metal mechanicals enclosure that affixes to the tower, the only west side windows are on the southwest corner and black panels infill elsewhere; this elevation historically had fewer window openings due to being located on the historical 1918 lot line adjoining a multi-story building. On the rear north elevation, which abuts the rear 1918 wing topped with the 1956 mechanical area, only floors 10 and up are visible on the tower; the curtain wall extends on either side of the centered modernistic mechanical duct screen. On the east alley elevation, the tower is partially clad: the curtain wall extends on either side of the centered modernistic screened fire escape (screening is visible only on two sides) from top floor down eight floors, but then north of the fire escape on the floors below to the alley the cladding ends; an appended vertical rectangular duct exists here and continues to the seventh floor. The roof is flat, with no parapet or cornice; a single-story elevator penthouse is located on the west side of the roof.



Figures 6-7: Drawings of tower curtain wall, completed 1961: South (left) and west (right) elevation sketches (note the pre-existing mechanicals envelope on this elevation) (Brooks Borg Skiles AE in Jacobsen: 12)

As mentioned, behind the tower resides the 1918 rear wing, which itself is backed by the 1948 L-shape annex; both the rear wing and 1948 annex were added onto (annex received three-story addition and both were topped by a mechanical penthouse containing air-conditioning equipment) and remodeled in 1956. (See Figure 8) This 1956 rooftop addition is largely visible only from the east alley; wall materials are light brick except for the top, being the mechanical enclosure encased in white painted corrugated metal. Windows here mostly date to 1956 and are metal-framed with a distinctive horizontal lite pattern. Other

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windows have been infilled with glass block.

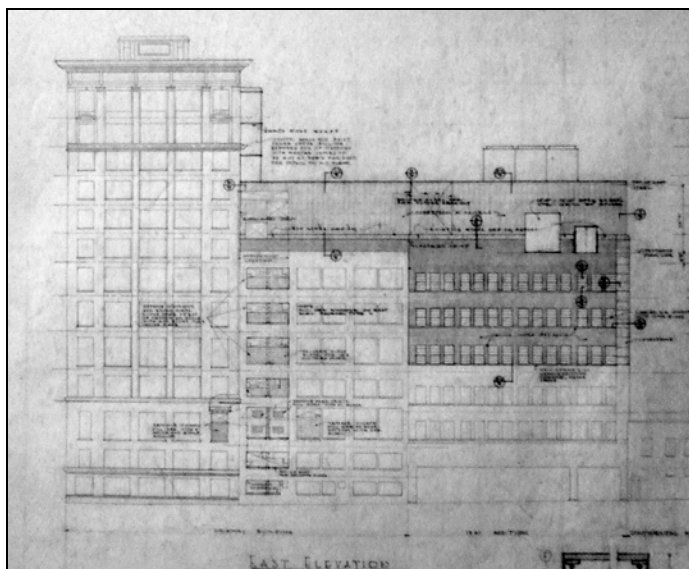


Figure 8: East elevation drawing: Tower at left, pre-existing 2-story building at right; at middle stand 1918 seven-story rear wing and 1948 addition, with 1956 upper-story addition (shaded). (Brooks Borg Skiles AE in Jacobsen: 13)

To integrate the building into the miles-long downtown skywalk system, one of two skywalk connections occurs in the tower front on the south façade, near the southwest corner on the third floor level. This translucent skywalk is elevated above the canopy and below the fourth-story window band. Because the metal-framed glassed skywalk's materials are similar to the tower's curtain wall, the building as a whole can be viewed through the skylight, minimizing its impact. (Jacobsen: 2)

The 1948 Annex Exterior Topped with 1956 Addition:

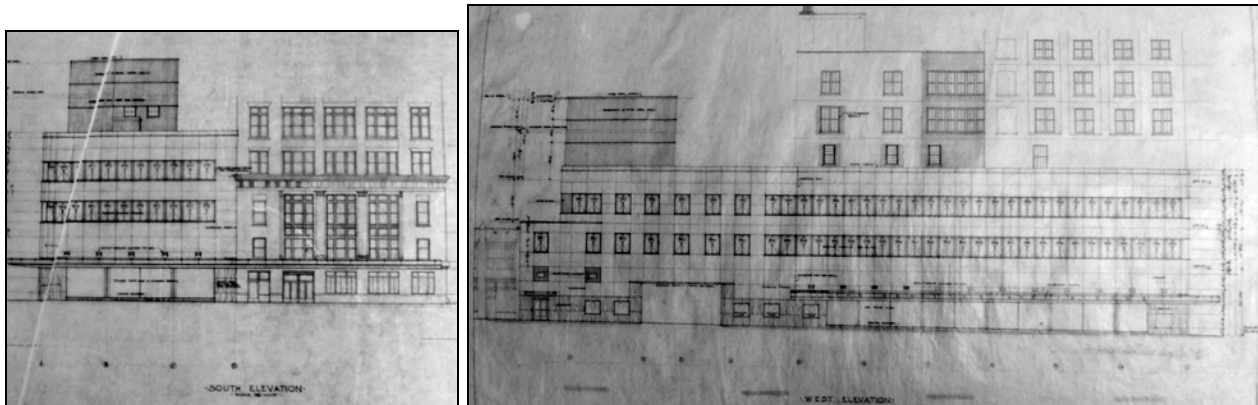
The four-story L-shape annex completed in 1948 is sited west of the tower and wraps around the rear 1918 wing of the tower. At the southwest corner, a 1956 west recessed metal-clad fifth-story storage area adjoins a multi-story mechanical envelope that attaches to the tower; at the northwest end are elevator penthouses. At the northeast corner of the addition sit four added stories topped with a two-story mechanical envelope, all added in 1956, and mostly visible from the narrow alley. The bold, straightforward design of the 1948 annex is rendered in Streamlined Moderne, primarily embodied in its curved southwest corner treatment; curved wide aluminum canopy that wraps much of the west and all of the south elevation including the aforementioned tower south façade and is repeated on a smaller scale over the rear west employee entrance; and alternating upper-story horizontal bands of limestone panels and ribbon windows. (See Figures 9-10) The principal south and secondary west facades are at street level veneered with smooth-finished reddish-brown agate granite panels fitted around ribbons of storefront glazing; the upper stories combine uniform smooth limestone panels with ribbons of windows, topped by limestone coping. The north

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end of the annex contains the wide delivery truck loading bay entrance; flanking this rectangular opening are granite panels inset with five small display windows and the rear employee entrance previously mentioned. Above the truck entrance, the third- and fourth-story window cadence changes to one of alternating windows and limestone panels. (See Figures 5-6) On the east alley elevation, open truck loading bays have been enclosed; upper stories are brick topped by the metal-clad mechanical envelope. Above rises the 1956 multi-story addition topped by metal-clad mechanical envelopes. Window openings remain, with later infill glazing on the south and west elevations; after introduction of 1956-1957 building-wide air-conditioning, operable windows were no longer needed.



Figures 9-10: Annex 1948: Left, South façade elevation sketch; Right: West secondary façade elevation sketch (Brooks Borg Skiles AE in Jacobsen 10-11)

The post-war annex design employs a rational modernist gridded system for the upper stories, whereby the panels of limestone align with the glazing units and the coping sections, creating vertical lines that intersect the alternating horizontal bands of limestone panels and ribbons windows. This grid undoubtedly set the pace for the 1961 tower curtain wall. Functionalism is celebrated: vents and mechanicals project where needed and ornamentation is sparse—the windows themselves offered something better than fixed decorations, showcasing lively views inside the three-story basement press room where giant presses rumbled; third-story “mailroom” where newspapers were assembled, folded, and bundled; and fourth-story open plan newsroom. In other words, the oversized rectangular ground level windows on Eighth Street allowed the passing public to watch the massive presses in the basement below; after the 1966-1967 remodeling that removed the Locust Street leasable storefronts, the south display windows showcased the pressroom as well. (The single-leaf aluminum-framed pedestrian door at the southwest corner remains as evidence of the two non-extant Locust Street tenant spaces.) (Jacobsen: 2-3)

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The 1967 North Addition Exterior:

The north addition completed in 1967 occupies the northernmost portion of the site. The modernist design echoes the exterior architecture of the 1948 annex, providing continuity between the two additions. (See Figures 11-12) When built, the massing was the same as the 1948 annex: both were four stories in height with flat roofs and limestone coping, although the fifth story was planned and the structure built to accommodate future expansion, but it was not built until 1978. (As an aside, the original 1948 addition plans called for an eight-story addition that was shortened to four stories with column extensions for future growth added behind the parapet wall; in 1956 additional stories were added to the east portion of the 1948 addition.) The 1967 north addition wall cladding continues the 1948 annex's smooth-finished granite cladding on the first story and smooth rectangular limestone panels on upper stories; the corners of the granite-framed truck bay openings and upper-story limestone northeast and northwest corners are also rounded, referencing the Streamline Moderne detail. The 1967 addition also includes a ribbon of windows on the north elevation and an alternating window and limestone panel cadence on the west elevation that echoes that of the 1948 annex's north end. The first-story exterior includes additional truck delivery entrances: the northwest Eighth Street entrance is rectangular and has a metal gate; the northeast Grand Avenue/alley elevation is angled on the corner and has a fixed metal fencing; the east alley openings have been enclosed with wood panels. The 1978 addition added a rooftop limestone-clad fifth story that blends. (See Figure 13) (Jacobsen: 3)



*Figures 11-12: Sketches for 1967 north addition, looking northeast and southwest
(Brooks Borg Skiles AE in Jacobsen 15-16)*

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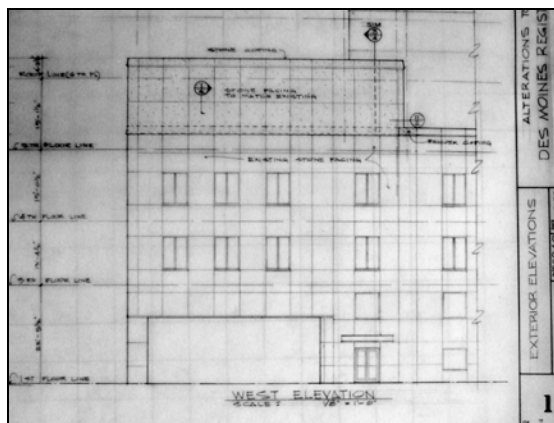


Figure 13: West elevation, 1978 single-story rooftop addition to 1967 rear north addition (first proposed in 1966 plans). (Brooks Borg Skiles AE in Jacobsen: 17)

Interior Structure, Floor Plan, and Design

1918 Tower and Rear Wing

The skyscraper tower consists of a full basement and fourteen floors along with an elevator penthouse. The rear wing consists of a full basement and seven floors that date to 1918, plus a 1956 rooftop mechanical addition. The combined basement plan for tower and rear wing extends beyond the upper building footprint, under the east alley and under Locust Street to the south. The building structure consists of reinforced concrete footings and perimeter walls, cast-iron column anchors, steel beams, and composite steel columns (four sections riveted comprising an “H” section); the steel is fireproofed with concrete. Floors and ceilings consist of concrete formed with flat tile arches.

The tower’s interior floor plan is laid out with a west core that extends to the northwest corner containing three passenger elevators, glassed mail chute, main open staircase, restrooms, janitorial closets, and chimney; on many floors a narrow hallway exists at the central staircase. (The 1918 tower originally contained two passenger elevator shafts centered on the west wall; a third was added in 1948 to assist with moving staff and visitors to the 1948 annex.) To the north of the elevators are the 1918 open stairs, which retain original ornamental metal structure and balustrades with wooden railings (all except for the top two floors where railings were removed by tenants), plus marble treads (lower stories) or terrazzo treads (upper stories). On the lower levels, restrooms are located off of each intermediate landing; above the seventh floor, restrooms are off of the north end of the stair halls on each regular floor level. The rear wing connects to the tower on first through third floors plus fifth floor via a central double-loaded corridor that extends north to where a central freight elevator and rear service staircase are located; on other floors the plan is largely open in the rear wing. The structural system informs the existing floor plan in that the structural beams utilize a regular column and row arrangement, with column spacing tighter in the tower and spaced further apart in the rear wing: Two exceptions to the column placement exist, which provide limited clear spans on all floor levels—single column piles were eliminated in the rear wing to accommodate the original basement

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mechanical rooms, and in the tower's center to accommodate a two-story-high portion of the public lobby with mezzanine, east of the elevator lobby (ceiling enclosed in the midcentury and mezzanine converted to a full second story of the tower). (Jacobsen: 4)

First Floor:

The Locust Street entrance is the main and public method of entrance into the building. Twin revolving doors provide entrance from the south into a richly stone-clad elevator lobby: 1918 and/or 1930 gray marble wall panels frame the elevators and extend to the main staircase lobby to the north, where marble wainscot continues in the stairway to the second floor, and flooring is circa-1940 oversize stone pavers. A secondary Locust Street handicap accessible entrance with double glass doors exists to the west; this area has dark stone cladding surrounding display cases and was originally built as a small leased storefront. The elevators have modern stainless-steel doors and push-button panels. A circa-1995 counter is opposite the elevators, and behind it is the general lobby defined by a circa-1962 half-circle dark marble enclosure where a giant rotating globe resided (globe was removed in 2014 to the Iowa State Historical Society); prior to a midcentury remodeling, the area above was open to a mezzanine, but the ceiling there and in the elevator lobby is now a contemporary acoustical tile ceiling. Off of the staircase lobby is a narrow steep staircase to the basement printing press area. To the east and north of the public lobby are private offices with modern office cover-up materials. North of the stair lobby is the rear wing, which has a double-loaded corridor with terrazzo flooring that leads to electrical and telecommunications rooms, rear work rooms, rear staircase, rear and the rear truck loading / parking area.

Second – Thirteenth Floors:

The ability to flexibly reconfigure non-load-bearing partition walls allowed the 1918 tower and rear wing to readily accommodate changes in technology, business divisions housed on site, size of workforce, additions, and contemporary fire code and public safety measures. The tighter column spacing in the tower led to smaller individual perimeter offices and smaller open interior spaces; the rear wing's broader column spacing led to larger offices and larger open spaces. Window openings are untrimmed and the extra-deep windowsills are mostly tiled (the depth changed when the original recessed windows were removed in order to accommodate the curtain wall windows placed on the exterior). Perimeter walls also include build-outs for radiators, more recent HVAC ductwork, and conduit chases. Most floors have typical modern office materials. Floors twelve and thirteen, which were leased to a law firm for decades, have the stairwell on these floors clad in plywood paneling. Besides the main staircase, limited exposed original or early terrazzo flooring exists at some stair and elevator lobby areas, and removal of cover-up flooring shows additional terrazzo appears to exist throughout the tower. At least some original or early plaster ceilings exist above recent dropped ceilings, a few of which have been removed. The building also contains remnants of a pneumatic tube delivery system that is only visible on the ground floor southeast corner and one sending station on the fifth floor. An older walk-in safe is located in the front of the plan on the fifth floor as well. Other surviving early building components include limited drinking fountains; limited restroom doors, fixtures and marble base plates; freight elevator doors, and elevator hoisting machinery.

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Fourteenth Floor and Penthouse plus Basement:

The main stairs lead to the 14th floor attic storage area; this top unfinished floor has a partial-height exposed ceiling, exposed masonry walls with limited screened vents (no windows), and concrete floor. Elevator machinery is housed above in the penthouse, which walks out onto the flat roof. The basement is exposed walls, concrete floor, and exposed ceiling with exposed columns and some partition walls.

The 1948 Annex with 1956 Addition Interior

The L-shape 1948 annex consists of a full basement that at the south is mostly three stories in volume, a rear first-floor rear truck delivery garage that is two stories in volume, a partial second story, full third and fourth floors, a 1956 recessed fifth-floor storage area at the southwest corner and a five-story addition on the east side, and the base of a 1956 mechanical envelope that attaches to the tower. The basement extends under the Eight Street sidewalk. Reinforced concrete beams and columns structurally support the annex; in the three-story pressroom, broad clear span is achieved with just two rows of columns, but elsewhere the column grid is tighter. Due to this being an annex to the 1918 original building, pedestrian circulation is provided in part by the stairs and elevators in the adjoining tower; the rear north end of the annex, at the west employee entrance, contains a utilitarian circulation core consisting of employee staircase, twin elevators, and large freight elevator that all front west onto a short corridor. Truck deliveries entered through a rear north end bay (eastern alley bays have been enclosed); opening from the truck delivery garage is a second freight elevator that served the basement pressroom and third-story "mailroom."



Figure 14: 1948 annex delivery truck garage interior sketch by Kendall Griffith, looking west, with newspaper chutes along the walls. (Brooks Borg Skiles AE in Jacobsen: 33)

Narrow stairs from the rear of the tower lead down to the tower basement, which flows via a concrete ramp into the annex's clear-span southwest pressroom. The annex basement has exposed concrete floor, masonry/concrete walls, concrete ceiling, and concrete columns. The pressroom's floor has a grid of press pits surrounded by a metal track used for the printing presses; a line of massive squared columns rise up three stories. Looking up, the first-story storefront windows are visible; a metal staircase accesses a narrow first-floor perimeter walkway around three sides of the plant opening. The ceiling is hung with various mechanicals and punctuated with now-enclosed openings through which printed newspapers were delivered via conveyor belt until the printing presses were moved off-site circa 2000. At the rear of the press area is a mezzanine area, where a freight elevator is centered. Behind the mezzanine, the north end of the

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annex contains a large open storage area that flows into the 1967 addition basement.

The first-floor plan has a rear mezzanine area with the aforementioned freight elevator and mechanical rooms. The remainder of this floor is occupied by the original two-story-high delivery truck loading garage and the employee circulation core. The original in-wall newspaper delivery chutes survive on the south wall of the 1948 annex garage, with papers sent down the chutes from the third-floor mailroom; the annex north wall contains four considerably more massive turn-screw chutes that were inserted into the original north wall when the 1967 addition was built to the north. Beyond the annex north wall/turn-screw chutes lies the 1967 addition portion of the garage, which flows seamlessly. The garage is utilitarian with the annex portion containing concrete floors, masonry walls, concrete ceiling.

The annex second story exists only as volume for the south basement pressroom and north first-story delivery truck garage. The utilitarian third floor was dedicated to "mailroom" operations of collating and packaging newspapers, which were delivered down chutes; the floor is divided into two open plan areas—south and north, the latter which flows seamlessly into the 1967 addition. Floors are covered with a worn, buckling wood parquet floor; masonry walls are painted; ceilings are exposed; and squared concrete columns march in rows. The defining feature of the south room besides the columns are inset polygonal capped openings (capped flush with the floor with a metal piece), through which conveyor belts once ran from the press room below, and capped round mail chutes (capped flush with the floor with a metal piece), which were installed to slide newspaper bundles into delivery trucks parked in the garage. The north room roughly at its center contains a row of four wide turn-screw newspaper chutes (and the in-floor cap for a fifth chute) added as 1967; they stand near the east-west dividing line between 1948 annex and rear north 1967 addition. These areas were essentially vacated after the presses moved off site in 2000.

The fourth floor of the annex sits slightly lower than that of the tower and rear wing's fourth floor, necessitating short stair runs to adjust for the differential. The south end of the annex is one large open room, designed and used as the newsroom. Columns here mostly wrapped (rounded), fluorescent lighting and HVAC ducts suspend from the tall ceiling, and floor is carpeted. The fifth floor has a lower ceiling and a large portion was used for storage, including a walk-in safe north of the tower. The sixth and seventh floors of the annex are located on the east alley side of the building only; these areas connect to the rear wing and tower. These floors sport typical modern office finishes: Dropped ceilings, GWB partition walls, and carpeting. The two-story volume mechanical envelope on the east elevation contains air-conditioning equipment accessed via a northeast corner staircase. (Jacobsen: 4-5)

The 1967 North Addition Interior:

The smaller north addition begun in 1966 and completed in 1967 consists of a full basement, a first-floor truck delivery garage that is two stories in volume, full third and fourth floors, plus fifth floor planned and engineered for in 1967—but not built until 1978. As built, the 1967 addition flows seamlessly into the 1948 L-shape annex due to removal of most of the annex's former north exterior wall and programmatic use that allowed the north addition to become an extension of the 1948 annex. This 1967 addition is built of massive steel beams and columns, some of which have sprayed fireproofing. Interior walls are veneered with a light

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brown ceramic tile laid in stack bond. The utilitarian basement footprint extends beneath the sidewalks of Eight Street and Grand Avenue; a freight elevator connects from here to the first-floor garage. The two-story-high 1967 garage flows into the 1948 annex garage, the only differences being the steel construction, introduction of the larger corkscrew newspaper chutes set above concrete loading docks, and the central freight elevator. The third floor contains the mailroom extension with the aforementioned corkscrew newspaper chutes. The fourth floor of the addition contains the former newspaper stacks room north of the newsroom and finished offices. The fifth floor is largely open plan plus northeast corner storage room. (Jacobsen: 5)

Alterations:

As summarized by historian Jacobsen: “This building necessarily has a very complex evolutionary history, made all the more complex because it combines industrial uses with office uses, and both of these on a massive scale.” (Jacobsen: 5) Alterations occurred with relative frequency during the height of the Register and Tribune Company’s post-war growth, which ended by the late 1960s. As such, in order to continue to operate at the same site, the company needed to expand its physical plant; in order to meet changing technological and workforce needs, the company needed to reconfigure its physical plant; in order to retain its image as a leading business, the company needed to remodel its physical plant. The company grew resulting in adaptation of its physical plant post-World War II, but it also grew because of those midcentury adaptations.

Jacobsen’s review of architectural drawings retained by architectural firm Brooks Borg Skiles AE, the successor firm of the three generations of architects who designed for the Register and Tribune Company at its 715 Locust Street site (1918-1987), found plans for the original building and four major expansions that grew the building to its present size. His review also found drawings for projects that may or may not have been implemented, along with plans for nonextant buildings used by the newspaper company before it constructed the 1948 annex and 1967 addition. Similarly, Jacobsen’s review of the City of Des Moines Building Permit Log (actual permits no longer exist) found a number of permits pulled, but lacking descriptive detail, the impact of some of these projects is guesswork at best. As such, the following summary (based on Jacobsen: 5-9) focuses on major expenditures and the impact of the changes on the building.

Plan Date (or Permit Date)	Bldg. Permit Log Notes	Architectural Drawing	Impact to the R&T Building
Plans dated June 1, 1915 with 1916 alterations		Proudfoot, Bird and Rawson (PBR), architects, full plans and elevations	This was the 14-story tower with penthouse and basement.
June 1924		Printing press pit foundation (PBR)	Probable press replacement(s)
Feb. 15, 1926 and Sept. 15, 1926	\$55,000 cost and \$2,500 cost	Steel girder plans	Undetermined impact, the 1952 project list includes a \$288,000 addition dated to 1926, work possibly related to press room

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Plan Date (or Permit Date)	Bldg. Permit Log Notes	Architectural Drawing	Impact to the R&T Building
April-May 1927		New press foundation	May have involved installing presses in leased space to the west where 1948 annex stands.
March 1930		Lobby remodeling with marble wainscot, display cases	The marble remains although with subsequent remodeling.
May 7, 1940	\$10,000 cost	June 1940: new elevator entrances, cars and car doors, twin revolving doors (Proudfoot, Rawson, Brooks and Borg, architects)	Twin revolving doors remain, although doors may be later replacements
March 26, 1946 (permit), Oct. 7, 1946; May 28, 1947 (plans)	\$1,000,000 cost	Wrap-around 4-story addition and major interior changes to tower bathrooms, adding a third passenger elevator, present canopy extension, enclosure of remainder of west central light court, new mail chutes. Brooks-Borg and Amos Emery, architects	The annex building substantially remains identical in massing (apart from penthouses and other major mechanicals on the roof) as when built. (Note: Two upper stories to the 1918 rear wing were drawn, but not built until 1956.)
April 2, 1955 (permit), March 1955, Jan. 9, April 5, June 8, Nov. 13, 1956 (plans)	\$708,000 cost	Additions to annex and rear wing: Floors 5-7 and new metal-clad penthouse/mechanicals, west duct covering on tower; lobby changes including globe enclosure and new counter; relocation of 1 st floor offices; 7 th floor women's restroom. Amos B. Emery and Brooks-Borg, architects	Belated vertical addition and mechanicals meet growing workforce and HVAC needs. The larger women's restroom presumably marks the presence of a larger female workforce. Existing window schemes largely date to this period.
July 2, 1959 (permit), June 24, July 27, 1960 plans	\$1.4 million cost	Plans for International Style tower curtain wall. Amos Emery & Associates, architects.	Use of Modernist architectural cladding to update the old building into the new vision for downtown Des Moines. Completed 1961.
Sept. 2, 1960 (permit), May 6, 1960 (plans)	\$226,000 cost	12 th -floor remodel for attorneys Smith & Brown, 12 th floor, Amos B. Emery & Associates, architects	Documents leased 12 th -floor office using the same architect; 1968 saw further remodeling by the law firm.
Jan. 11, 1961		2 nd and 8 th floors remodeling	Lobby was also updated (<i>Des Moines Register</i> , June 10, 1962)
Dec. 27, 1966 (permit) Oct. 14, Nov. 17, 1966, Feb. 16, April 26, Nov. 14, 1967 (plans)	\$500,000 cost	Rear north four-story addition with unbuilt fifth story designed; new mechanicals penthouse; new drop chutes in expanded delivery truck garage. Locust Street storefronts removed; 1918 tower remodeled internally. Emery-Prall & Associates, Architects; Peterson & Appell, engineers, and W. H., Bossenberger,	Removal of Locust Street tenant spaces opens the basement pressroom to first-story storefront windows. Marks an end to most leased space within the Register and Tribune Building, with the notable exception being a law firm long-term ensconced on the 12 th and 13 th floors of the tower.

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Plan Date (or Permit Date)	Bldg. Permit Log Notes	Architectural Drawing	Impact to the R&T Building
		structural engineer.	
Oct. 31, 1971 (permit), March 8, July 12, Aug. 31, Sept. 1971 (plans)	\$42,000 cost	9 th floor remodel (March), 10 th and 13 th floor alterations (Sept). remodel (includes leased 13 th -floor offices for law firm. Emery Prall & Associates, architects	Documents executive offices and leased law firm office remodels.
Dec. 18, 1974		4 th floor newsroom remodel	1969 also saw 4 th floor alterations
July 19, 1977 (permit), May 2, 1977 (plans)		10 th floor remodel	
August 1977		Press room foundations, Brooks Borg & Skiles, architects	Replace series of five isolated press footings into a continuous one.
March 27, 1978		Adds rooftop 1-story addition to rear north addition; engineering for this was built into the 1967 addition. Brooks Borg & Skiles, architects	Business needs require additional square footage—final expansion on the historic building site.
August 1982		Locust Street skywalk and lobby, Charles Herbert & Associates, architects	<i>Register</i> and <i>Tribune</i> newspapers advocated for skywalks and the publisher actively worked to implement the downtown-wide system
Oct. 5, 1990 (permit), Feb. 25, 1991 (plans)		8 th Street skywalk, Kendall Griffith Russell Artiago, architects. Kendall Griffith had worked on the 1948 annex; his firm returned to the subject building.	Skywalks continue to be an important aspect of downtown revitalization, which the <i>Des Moines Register</i> continues to editorialize in support of.
June 9, 1995			Main entrance and lobby remodel with new information desk, improved security
2000			\$52 million new printing plant south of downtown begins operations. Basement pressroom, mailroom, truck delivery garage largely vacated.
June 13, 2013			Newspaper moves to leased office space downtown; Register and Tribune Building is vacated.

(Table: Jacobsen: 5-9)

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Integrity Assessment

The Register and Tribune Building exhibits integrity, indicative of the original owner building and occupying the building and expanding and modernizing the building during its period of greatest growth and highest circulation, 1918 through the mid 1960s. Examining the building according to the seven aspects of integrity—location, design, setting, materials, workmanship, feeling, and association—as defined in the *National Register Bulletin No. 15: How to Apply the National Register Criteria for Evaluation*, requires understanding the property’s significance within the continuum of American history, time, and place. This examination, which follows, finds the building retains excellent historic integrity in four aspects and very good historic integrity in two aspects and good historic integrity in one aspect.

Location: The Register and Tribune Building remains at its original site within the downtown central business district of Des Moines. With regard to location, its integrity is excellent.

Design: As a resource considered eligible under Criterion C for the way it was expanded and adapted using modernist architecture, and for the way it illustrates changing attitudes about how to improve the central business district using modernist architecture—integrity of design is retained given that the three major component sections of the building, the original 1918 tower with its 1961 International Style curtain wall, the 1948 Streamline Moderne annex, and the 1956 additions (as well as 1967 rear Modern Movement addition) have exteriors that are relatively unchanged since they respectively entered into service. All of these additions were executed using a design continuity of cladding materials and fenestration. Most of those changes pre-date 1964. In other words, the building as it stands presents a historical integrity that supports the period of significance. A sufficient proportion of the 1918 tower, including the storefront, canopy, exposed limestone corners, combined with surviving internal features, and most important its overall massing, survives to complement the well-preserved 1948 annex. The very visual 1956 mechanical housings and the west envelope, while modern looking and visually prominent, both functionally interpret the heating, cooling, and ventilating demands of a massive newspaper plant—and the envelope in particular directly influenced the design of the slip screen for the tower. The glassed skywalk connections detract slightly from the integrity, but because the Register and Tribune Company was directly involved with advocating for the skywalk system, the building’s inclusion into the skywalk system stands as a tribute to the company’s continued push toward modernizing downtown Des Moines, as will be discussed further in the significance section. In these ways, the building retains a very good integrity of design.

Setting: Overall the integrity of setting is good given that the building remains within the financial, insurance, and business core of western downtown, clustered with the majority of other skyscrapers, some of which date to the era of the original 1918 building, others which date to the Modern Movement era of architecture represented by the recladding of the tower and additions, and a few of which date to a post-modern era.

Materials: The integrity of materials is excellent; the exterior of each of the segments remains nearly unchanged from the midcentury era: the 1918 tower with its 1961 International Style recladding sympathetic to the 1948 Streamline Moderne annex with 1956 rooftop additions (as well as 1967 modernistic rear addition). The stone, metal, glass, as well as brick and concrete materials have proven to be durable,

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expertly installed, and the original design intent of the mix of these materials remains in strong evidence. Specifically, integrity of materials is embodied in the tower's combination of original limestone and aluminum-and-glass slip screen tower cladding, the aluminum canopy and the granite storefronts of both the tower and the annex, and the continuation of stone cladding on the west and north elevations. The limestone panels and granite base play a key role in unifying the entire building on its public frontages. Internally the broad range of original or early components in public areas of the tower lobby, tower central stairs, tower elevator lobbies, as well as non-public work areas including basement pressroom, third floor mail room, employee north circulation core, columned office areas with tall ceilings and in the tower terrazzo floors, and untouched 14th floor attic storage are also important to this integrity measure.

Workmanship: The integrity of workmanship is very good. As will be discussed below in the significance section, the quality work demanded by the architects is most strongly embodied in the exterior's stonework, aluminum canopies, and tower slip screen. Internally the public first-floor lobby, central elevators and stairway, employee circulation core, terrazzo floors, extant plasterwork, pressroom, and rear garage concrete and steel work exhibit excellence in craftsmanship. This quality construction has withstood continual use—although some fixtures, finishes, and systems such as the HVAC and electrical systems are nearing the end of their lifespans.

Feeling: Integrity of feeling is met to a degree that few large buildings might offer. The three-story pressroom is visually astounding and despite the absence of the massive presses, evokes the sheer scale of newspaper plant, as do the mailroom areas with newspaper chute/capped chute locations and the two-story-volume delivery truck garage below with drop chutes. The building's overall complexity with differing ceiling heights, floor finishes, mix of open plan and subdivided office space, and massive mechanical rooms add to the ability of the building to portray how it was expanded and modernized over time, adding to the lingering sense of time and place.

Association: This unique building retains its association to the highest degree with the Register and Tribune Company and its newspapers. Integrity of association, much like feeling, is retained inasmuch as a former owner or employee would have no difficulty finding and recognizing his or her workplace.

Future Plans

The new owner has committed to rehabilitating the Register and Tribune Building according to the U.S. Secretary of the Interior's Standards for Rehabilitation. The company is applying for state and federal historic tax credits. The National Park Service has approved federal Part 1 and Part 2 applications for the building; the NPS Part 1 reviewer granted preliminary determination for National Register eligibility with a period of significance of 1918-1964.

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8. Narrative Statement of Significance

Summary

The Register and Tribune Building in Des Moines, Iowa, is locally significant under National Register Criterion A—Communications, Criterion A—Commerce, and Criterion C—Architecture. The period of significance is 1918-1964, being based on the completion of the original skyscraper tower in 1918, Streamline Moderne annex in 1948, International Style re-cladding of the skyscraper tower in 1961, at which time the Register and Tribune Company had succeeded in redeveloping nearly an entire half-block into a modern and modernistic newspaper plant. (At the time of the initial National Register nomination draft, the 1967 addition fell outside the 50-year National Register cut-off point; in addition, NPS/TPS has requested a period of significance of 1918-1964, which is being used here.)

The building is significant under the category of Communications for its association with the twin newspaper empire—morning *Des Moines Register* and afternoon *Des Moines Tribune*—arguably the state's premiere newspapers. The building and its evolution directly represents the emergence of the dual-newspaper company, the Register and Tribune Company, as the Des Moines-based papers acquired statewide reach—the annex construction (1948) and redesign of the tower (1961)—bookmarking the era of new circulation records (up to 550,000 in a state with only 2.8 million in population) and national journalism awards (including multiple Pulitzer Prizes, second only to *The New York Times*). The building is also significant under Commerce as one of the city's largest employers and community promoters, with the building's expansion a testament to the commercial vitality of the locally owned parent company, particularly during the post-WWII era. Finally, the building is significant under the category of Architecture for its association with the work of the master architecture firm Proudfoot, Bird and Rawson and successor firms and Modern Movement design. The building and its additions represent a consistency of design resulting from a sustained design relationship spanning in total 1918 to 1978, with all work being completed by architects associated with what has been recognized as Iowa's premiere master architectural firm. The expansion and remodeling of the building took place during the newspaper's height of circulation and influence in reshaping the post-World War II era downtown to improve the building stock and staunch further loss of business by encouraging high quality modernistic new construction and remodeling. Both in its editorial pages and within its own headquarters, the Register and Tribune Company and its newspapers lead the way in heralding a modern downtown Des Moines. This significance encompasses the historic adaptation of the original 1918 skyscraper and illustrates the changing architectural tastes and attitudes about the downtown commercial district in the post-WWII era. The Register and Tribune Building's significance is magnified by the fact that it appears to be the last extant daily newspaper-related building in a city with a strong journalism heritage that for several decades supported four competing daily newspapers. With further research, the building may be eligible for statewide significance.

Period of Significance and Significant Dates

The Register and Tribune Building period of significance, 1918-1964, encompasses the construction of the original skyscraper tower (1918), completion of the west Streamline Moderne annex (1948), and International Style re-cladding of the 1918 tower (1961), at which point the company had tailored nearly a full

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half-block into a modern newspaper plant, state of the art in both operations and architecture.

Brief History of the Register and Tribune Company

The rich history of the *Register* and *Tribune* newspapers and Cowles family Register and Tribune Company has been documented in at least two books, and a collection of Cowles family papers at Drake University's Cowles Library has inspired other scholarly research. As such, this encapsulation briefly summarizes some of the major innovations detailed by longtime political reporter George Mills in his book *Harvey Ingham & Gardner Cowles, Sr.: Things Don't Just Happen*; historian William Friedrichs, PhD, in his book *Covering Iowa: The History of the Des Moines Register and Tribune Company, 1849-1985*, and Drake University professor emeritus of journalism Herbert Strentz, PhD, in historical essays on the Cowles family for the Cowles Collection.

The Register and Tribune Company traces its roots to the first newspaper published in Des Moines, the 1849-founded *Iowa Star*, which evolved into the Democratic *Des Moines Leader*. The Republican *Iowa Citizen* newspaper began in 1855 or 1856, changing its name to the *Iowa State Register* in 1860; the Clarkson family ran the newspaper from 1870 to 1902. These two papers competed with other dailies in covering the capitol and capital city until a 1902 merger. In 1903, Algona, Iowa, banker, state legislator, and former newspaperman Gardner Cowles Sr. (1861-1946) acquired the indebted, struggling *Register and Leader* with editor Harvey Ingham, a one-time Algona newspaper competitor. In 1908, Cowles acquired the competing upstart daily *Des Moines Evening Tribune*, and renamed his company the Register and Tribune Company. Under Cowles' business acumen and Ingham's editorial prowess, the papers prospered and expanded coverage statewide. *The Register* dropped "*Leader*" from its title around 1916 to become *The Des Moines Register*; it published mornings daily, with the *Des Moines Sunday Register* edition. In the 1920s, Cowles purchased the last two competitors, the Scripps-Howard chain's *Des Moines Daily News* (1886-1924) and *The Des Moines Capital* (1881-1927), and folded them into the afternoon *Tribune*, which published Monday through Saturday. In 1924, Cowles merged business operations for the Register and Tribune. By the early 1930s the *Register* was Iowa's largest circulation newspaper and the slogan "The Newspaper Iowa Depends Upon" was added to its banner. (Mills: 3-38; Strentz, "Gardner Cowles Sr.")

The company's success continued via the second generation, with dedication to technology and new business ventures continued by John Cowles Sr. (1898-1983; president Minneapolis Star and Tribune Company and predecessor companies 1935-1968; chairman Register and Tribune board 1945-1970) and his younger brother Gardner "Mike" Cowles Jr. (1903-1985; Register and Tribune Company president 1943-1971; chairman of the board 1971-1973). In 1922, John Cowles Sr. established the Register and Tribune Syndicate to market newspaper content around the state and later nationally; this highly profitable enterprise eventually carried some 70 columns, commentaries, comics and cartoons including "Family Circle" and "Spider Man" to hundreds of newspapers. (Friedrichs: 88). Also in 1922, the Register and Tribune Company started its first radio station, and in the 1930s purchased additional stations in Iowa and other states. The Des Moines-based stations broadcast from the 13th floor of the tower, with the broadcasting divisions offices located below; television would join in the 1950s. (Friedrichs: 84-85) In the late 1920s, Gardner Cowles Jr. implemented some of the earliest reader surveys after meeting University of

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Iowa graduate student George Gallup while teaching a journalism class; he persuaded Gallup to teach at Des Moines-based Drake University's journalism school and conduct research for the Register and Tribune Company. Gallup's findings reshaped the company's news and photo coverage, and in the 1940s the company would introduce the nation's first annual statewide newspaper poll. (Friedricks: 4, 85-86) By 1928 Gardner Cowles Jr. brought his passions for aviation and photography to bear with the first of nine company-owned airplanes for news coverage and aerial photography; its own photographers developed rapid-fire cameras that allowed the Register and Tribune to become national leaders in photography—and Gardner Cowles Jr. personally purchased land for the City of Des Moines's expanded airport in 1937 and helped shape the airport development through the 1940s. Despite the Depression, the company established a Washington, D.C. news bureau in 1933 to cover New Deal legislation affecting the state. In 1935, the family expanded into the Minneapolis, Minnesota, newspaper market and by 1941 had purchased the competitors to create twin morning and evening newspapers led by John Cowles Sr. In 1937, Gardner Cowles Jr. debuted the nationally distributed *LOOK* magazine (1937-1971), initially officed from the Register and Tribune Building. (Strentz, "Gardner Cowles Jr.") During this era, the company also cultivated young readers with such offerings as comics, special children's pages and special sections (Figure 27), and large-scale recruitment of young paper delivery boys (and later girls).

Also during this era, the Cowles family became influential in supporting the arts and architecture, particularly in locations where their publishing ventures occurred. For example, in Des Moines, the family was instrumental in supporting the new standalone modernistic Des Moines Arts Center building, designed by Eliel Saarinen and completed in 1948, with later additions by I.M. Pei (1968) and Richard Meier (1985). (Lane: 7-2) ; Florence Call Cowles donated the 1949 Carl Milles fountain sculpture in the original Saarinen courtyard reflecting pool, and the family donated the Cowles Sculpture Court in the Pei addition, along with more than 50 works of art. At the private Des Moines higher education institution Drake University, various branches of the Cowles family plus the Register and Tribune Company funded construction of all or portions of thirteen buildings beginning with the 1937 Colonial Revival red brick Cowles Library (and the library's 1967 expansion), plus donated two major modern works of art. Publisher Gardner Cowles and Register editor Harvey Ingham (for whom the 1949 science building on campus was named) both served as Drake trustees. Some of the Drake projects are linked with the Art Center in that in 1945, Drake hired the architectural firm of Saarinen and Swanson (later Saarinen and Saarinen), with father-son team Eliel and Eero Saarinen developing a master plan for the campus expansion and design of eight buildings on campus funded with a crucial gift from the Cowles Foundation, Register and Tribune, and government loan that enabled work to begin in 1952. It should be noted that Saarinen and Saarinen designed Ingraham Hall with Brooks-Borg, a successor firm of Proudfoot, Bird and Rawson, whose work with the Register and Tribune Building used a modernistic architectural palette. The Cowles-donated artworks are the 1954 Cowles Foundation-commissioned Stuart Davis "Allee" large-scale abstract mural (the Cowles Foundation paid for mural restoration in 1983) and Florence Cowles Kruidenier-commissioned 1971 steel sculpture by James Rosati for the Drake Fine Arts Center outdoor sculpture court. ("Cowles Family Publishing Legacy, Drake University"; *Building a Modern Campus; The Drake Alumnus*, March 1949)

The third generation to lead the Register and Tribune Company, grandson of Gardner Cowles Sr., David

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Kruidenier (1921-2006; president and publisher 1971-1982; chairman and CEO 1982-1985; president, CEO and chairman of Cowles Media Company from 1973-1993), began his involvement with the Register and Tribune the 1950s. Kruidenier followed his elders' footsteps in influencing and participating in community betterment including as a key leader in implementing a 1961 downtown redevelopment plan and continued as a main fund-raiser for major projects such as the Civic Center theater. (Elbert: 59-63) In 1955 the Register and Tribune Company debuted KRNT TV, which broadcast from the Register and Tribune Building as an early central Iowa television station; however, the communications group revolving around the newspapers proved be less profitable than anticipated, requiring specialized expertise and large outlays of capital for evolving technologies, so the radio and television stations were sold off later in the midcentury. (Friedricks: 8-9) The company acquired and started numerous other newspapers and publications in the Midwest and East Coast in the 1950s through 1970s. However, circulation declines led the company to close or sell off many holdings in the 1970s and 1980s, with the *Tribune* shuttered in 1982 and the *Register* sold in 1985. The great-grandson of the company founder, Charles C. Edwards Jr., served as the fourth-generation family publisher and later publisher/president of *The Des Moines Register*, first under Cowles Media Co. ownership and then under Gannett Company, Inc. (1984-1996). (Friedricks; Strentz, "Gardner Cowles Jr." and "John Cowles Sr."; *Des Moines Register*, April 16, 2015)

Register and Tribune Building Tower, 1915-1940s

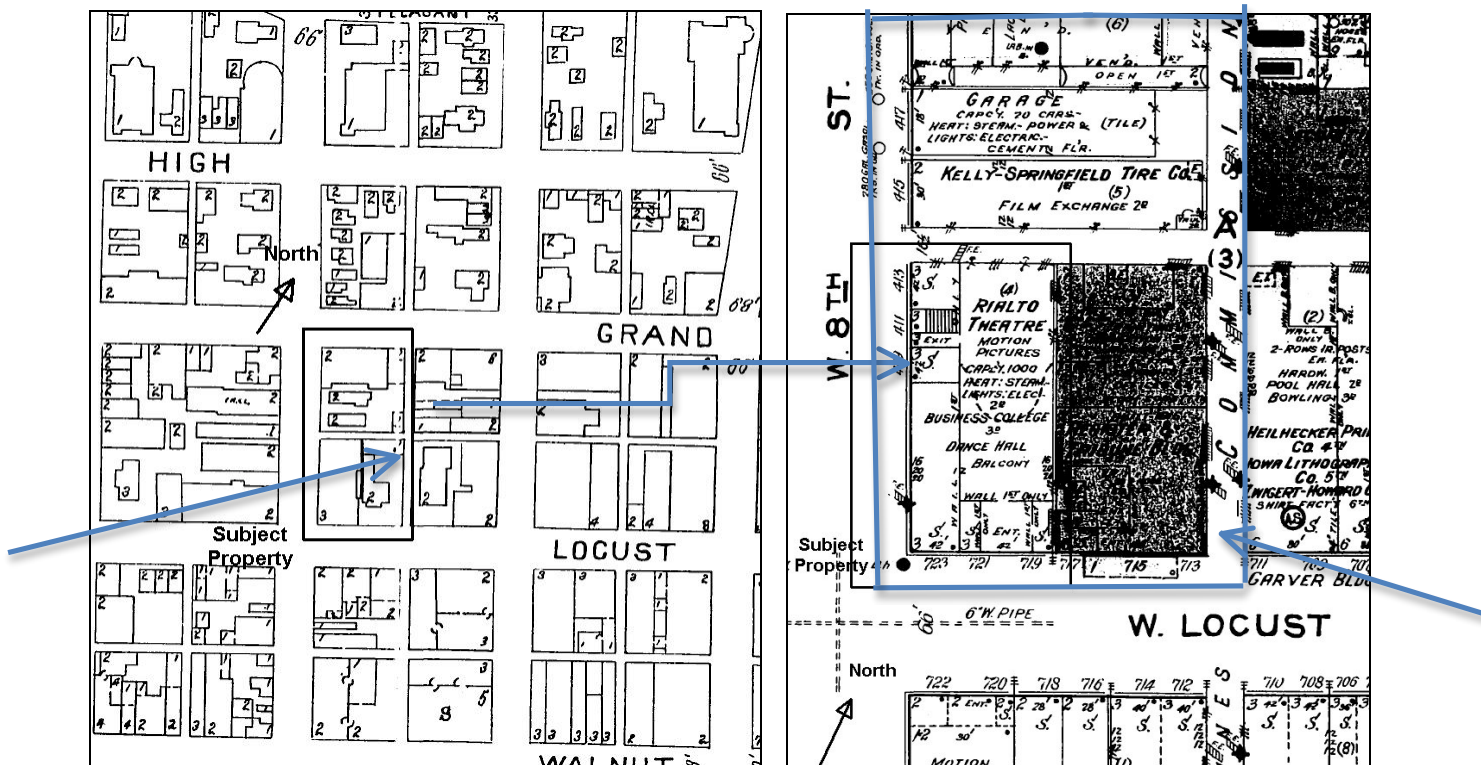
As of Cowles' 1903 purchase of the *Register and Leader*, the newspaper occupied a prominent towered four-story block on Court Avenue and Fourth Street, near the county courthouse. This building was the home of the *Register* from the 1870s onward. A February 21, 1915, fire destroyed that edifice, but the newspaper remained in operation at temporary quarters initially using competitor *Des Moines Capital's* printing plant. (*Register and Leader*, February 22, 1915; *Des Moines Capital*, April 2, 1915) Cowles engaged architects Proudfoot, Bird and Rawson to design a replacement building; initial drawings showed a much shorter six-story rectangular plan with interior arrangements that matched the final building plan on those floor levels. At the same time, the company scouted for a new site, deciding by late April 1915 upon the Locust Street location, which contained a two-story structure. This new location required leasing the land, a common scenario in downtown Des Moines and one that carried forward until Gannett recently sold the building to the present owners. (Polk County Assessor; Jacobsen: 20-21)

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Figures 15-16: Left: 1906 Sanborn map detail; left gray arrow points to the future tower site. Right: 1920 Sanborn map detail: right gray arrow points to Register and Tribune Building; glass canopy projects out over the sidewalk. (Jacobsen: 22) To the west is the Rialto Theatre (nonextant; now 1948 annex) and north across the alley are three commercial buildings (nonextant; now 1948 annex and rear 1967 addition). (Jacobsen: 24)

The relocation of the Des Moines *Register* to Locust Street location clustered all four dominant newspapers in the same area: The Des Moines *Capital* resided at 710 Locust Street (nonextant), across the street from the future subject building site; the *Daily News* operated at 211 Seventh Street (nonextant), a few blocks south. (Jacobsen: 22; city directories) The Register and Tribune Company’s decision to build a skyscraper (defined as more than ten stories) also led the way introducing high-rise construction on Locust Street west of Seventh Street, furthering the construction of taller buildings in the former residential neighborhood that was undergoing redevelopment. (Jacobsen: 21) When the subject location was announced, the *Capital* observed of its competitor, under the headline “Locust Street To Be Skyscraper Avenue”:

When this building is completed and the Chamberlain hotel has been raised to twelve stories, this thoroughfare [sic] with the Equitable building will have three skyscrapers within a stone’s throw of each other. ...[I]n some parts of Broadway [New York] by comparison, will look like a side street in Valley Junction [small railroad town west of Des Moines]. (Des

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Moines Capital, April 23, 1915, as cited in Jacobsen: 20)

Moving to the west end of the commercial district would bring the Register and Tribune Company into the heart of the commercial district, where it would remain for nearly a century. The final plan set was dated June 1, 1915, with some interior floor plan revisions made in June 1916. (Proudfoot, Bird and Rawson) The newspapers officially moved to the new Register and Tribune Building May 4, 1918—and also advertised their old location as for lease for wholesale, jobbing, automobile, or hotel use. (*Des Moines Register*, May 4, 1918) The newspapers initially occupied the building up through the fifth floors, with presses operating in the basement, visible by visitors from interior windows adjoining the two-story oak-paneled newspaper lobby with upper mezzanine. Leased offices occupied floors above; tenant firms included insurance, bonding, petroleum, and mortgage firms. On the west end of the building, where the west lobby entrance is today, was the C. C. Taft shop, a tobacco and fruit business, one of a number of small retail outlets for this wholesale company. (*Building and Building Management*: 24 as cited in Jacobsen: 22-23)



Figures 17-18: Left: South and west elevations, 1944, looking northeast before the new annex was constructed. (*Des Moines Register*, June 21, 1949, cited in Jacobsen: 28)

Right: South and east elevations, 1930, looking northwest. (Proudfoot, Rawson, Souers and Thomas, cited in Jacobsen: 25)

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Press accounts about the new building such as “Des Moines Has a New Skyscraper” in the September 1918 *Building and Building Management* journal included figures demonstrating the strength of the business both in terms of circulation and employment. The combined daily *Register* and *Tribune* plus *Sunday Register* paid circulation topped 115,000, above the City of Des Moines’s 110,000 population—a fact that was portrayed as perhaps setting a national record for per-capital newspaper distribution. In total, the employment for the papers was 350, with a weekly payroll estimated second only to the Des Moines streetcar company. (*Building and Building Management*: 36) In fall 1918, the Rialto Theater, located just to the west, joined the completed building—but the theater operation was short-lived. (*Des Moines News*, April 14, 1918; city directories, as cited in Jacobsen: 23)



Figure 19: Aerial view of the core of downtown west side high-rises, ca. 1940 with arrow denoting Register and Tribune Building location. By this time, skyscrapers had clustered both along Locust Street and Sixth Avenue to the south of Locust (lower left) (*Lost Des Moines*, cited by Jacobsen: 26)

By the 1927 city directory, Register and Tribune Company and new business ventures had grown large enough to warrant occupying much of the tower plus additional space in an “annex” in the former Rialto Theater building; limited storefront businesses remained in both the tower and adjoining theater building. During this era, city directories show newspaper-related firms were among the limited tenants ensconced at the Register and Tribune Building, including the Associated Press, United Press, and a branch office of the Western Union Telegraph. With purchase of radio stations, broadcasting moved to top floors of the tower. Despite the economic difficulties of the Depression, newspaper circulation grew and so did the company. By 1940, little physical space remained for future growth, with presses, editorial offices, newsroom, art department, wire photo and Associated Press, *LOOK* magazine, photography department, circulation, local and national advertising offices, composing, job printing, Register and Tribune Syndicate, executive offices, editorial writers, radio offices and studios nearly filling the tower plus and the old theater building to the west. (*LOOK* magazine occupied a full floor as of 1940, but grew so large that by 1943 the publication had relocated to its own building, at 10th and Mulberry streets.) (Jacobsen: 23-27)

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Register and Tribune Building Expansion, 1940s-1961

The midcentury era of 1940s through early 1960s saw the highest circulation of the Register and Tribune newspapers—and the need for the company to expand its physical plant to modernize for efficiency and to create room for its growing staff and subsidiaries. The chart below (Figure 20) shows that the *Register* and *Tribune* newspapers experienced their circulation zenith of 500,000 to 550,000 in the post-World War II era, which dovetails with the physical expansion of the Register and Tribune Building, 1948 to 1961 plus the 1967 addition. The chart provides a succinct overview of the circulation numbers for the *Sunday Register*, *Register* and *Tribune*, with three annotations added: The peak of circulation, about 550,000 is marked by “A” and dated to 1952; “B” marks the point in time with *Register* circulation finally surpassed that of the *Tribune*; and “C” marks the point (1970) when total circulation fell below the 500,000 mark for the first time since 1948. (*Des Moines Register*, June 2, 1982).

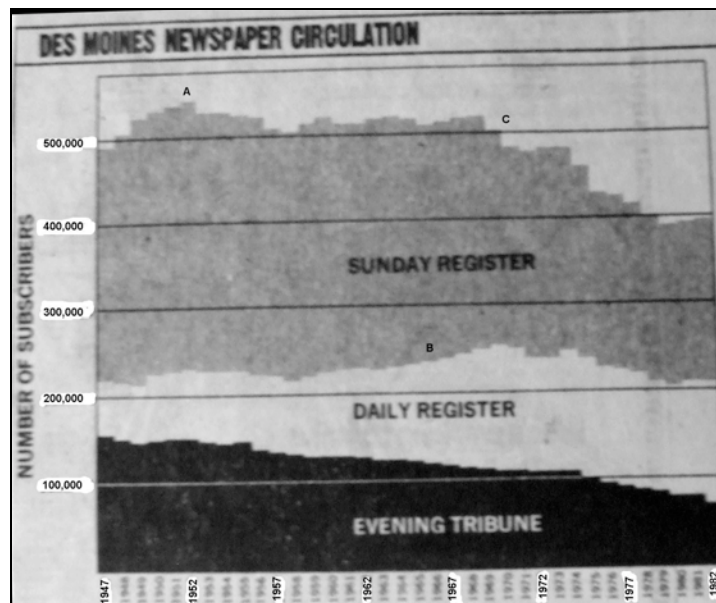


Figure 20: Register and Tribune circulation, 1947-1982 (*Des Moines Register*, June 2, 1982, cited in Jacobsen: 34)

1948 West Annex

Planning for building expansion began during World War II, when land to the north (Lot 6) was acquired in late 1943 in order to erect a new building north of the 1918 building. (See Figure 21) Company president Gardner Cowles Jr. anticipated adding capacity and providing jobs in the post-war era:

If business conditions at the end of the war justify it, the Register and Tribune expects to build a modern air-conditioned plant to house all of its mechanical departments on the quarter block at Eighth and Grand.... This new plant would be combined with the present Register and Tribune building by bridging the alley at the rear of our present building. Eventually we expect to tear down the present Register and Tribune [old theater building] annex at Eighth and Locust and replace it with

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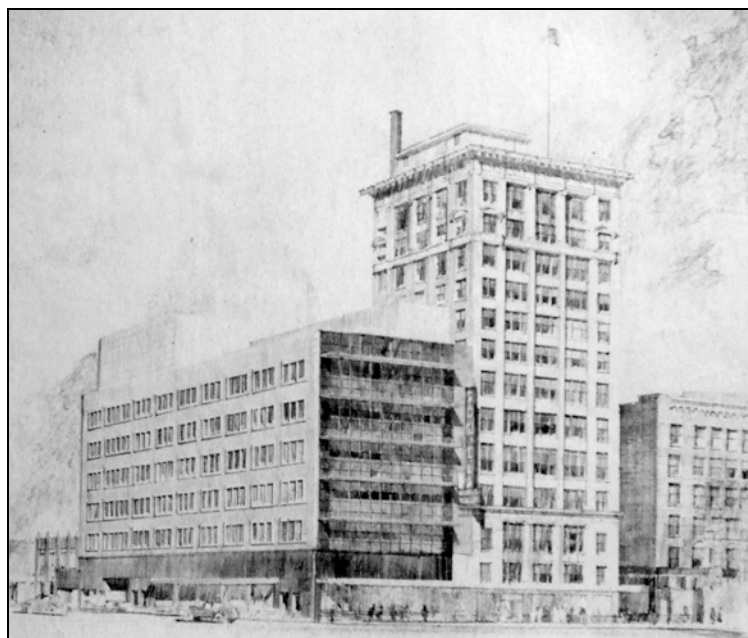
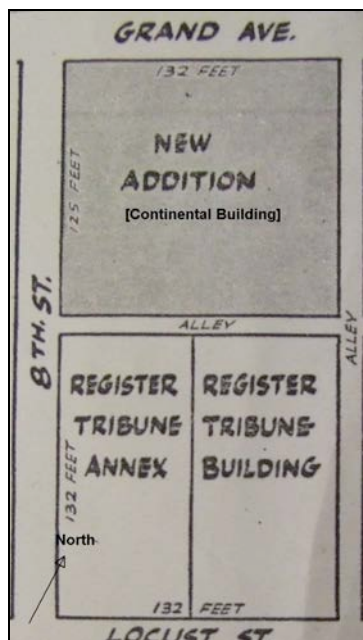
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a modern building matching the Register and Tribune building.

There have been many advances in newspaper equipment. We want to modernize the Register and Tribune plant throughout to enable us to turn out the best possible newspapers.

There may be substantial unemployment in Des Moines in the period at the end of the war. Our thought is to build this new mechanical plant as a major addition to the Register and Tribune building to help the employment situation at that time, and to give us in every respect fine working conditions for the Register and Tribune employees. (*Des Moines Tribune*, October 15, 1943, cited in Jacobsen: 29)

The Register and Tribune Company acquired the north half of Lot 5 on December 5, 1945; the east/west running alley was vacated and acquired on March 4, 1946 for the expansion. (Polk County Transfer Books, Polk County Auditor's Office) However, this rear addition was placed on hold in lieu of building to the west. An early rendering (Figure 22) envisioned a seven-story rectangular structure with south façade window bands and west façade window sets. The final plan scaled down the height to L-shaped four stories that wrapped the 1918 rear wing and provide a continuous canopy on the south elevations of both buildings and most of the west elevation.



Figures 21-22: Left: Proposed site plan showing 1943 planned location of proposed new printing plant (unbuilt) north of the 1918 building and the old theater annex. (*Des Moines Tribune*, October 15, 1943, cited in Jacobsen: 28) Right: Early taller annex concept (unbuilt) with twin penthouses, view northwest. (Brooks Borg Skiles cited in Jacobsen: 29)

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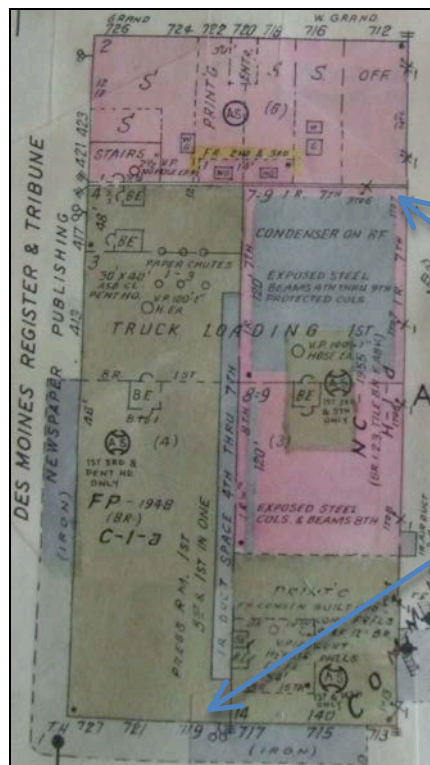
In late 1946 the city issued a building permit, with plans prepared by architect Amos Emery, AIA, and the firm Brooks-Borg. (Jacobsen: 6) The building was placed into service in late 1948, however, the grand opening celebration was postponed until summer 1949 to coincide with the *Register's* and City of Des Moines's centennial celebrations (1849-1949). The *Tribune* described the completed annex as a "new streamlined structure of steel, Indiana limestone and Cold Springs agate [granite]—one of the most modern and efficient newspaper plants in the world. The new four-story structure adjoining the remodeled taller building is 217 feet long and has a loading area of 11,000 square feet in the rear, with 15 truck-loading chutes. Nearly 400 trucks roll out from here every morning hauling papers to all corners of Iowa." (*Des Moines Tribune*, June 24, 1949) Historian Jacobsen noted: "The Weitz Construction Company of Des Moines was the general contractor, and a Weitz advertisement for the completed building tallied the use of 53 carloads of structural steel, 18,000 square feet of limestone, 12,000 square feet of granite, 250,000 board feet of lumber, and 50,000 square feet of acoustical ceiling tile." (*Des Moines Register*, July 24, 1949, as cited in Jacobsen: 30) The annex included two high-speed Goss presses that each weighed 400 tons; their installation in the basement pressroom brought the total of black-and-white presses to eight and there was a separate color press used for printing the comics for the *Sunday Register*. (*Des Moines Tribune*, October 6, 1948) Insertions and bundling of newspapers took place in the third-floor mailroom, where bundles were zipped down newspaper chutes into waiting trucks. The newsroom occupied the fourth floor of the annex. The added space left additional leased space in the tower. Figure 23 also documents the emergence of a massive electrical sign that celebrated the circulation total for the three newspapers. The 500,000 circulation mark was reached in March 1948. (*Des Moines Register*, March 14, 1948; Jacobsen: 29-31)

During the summer 1949 centennial celebrations, the Register and Tribune Company played the lead role in this weeklong event and the subject building necessarily served as the venue for the centennial program. A series of public tours opened to inspection the Register and Tribune Building, decked with electric lights and fluttering banners and flags. Some 2,500 people attended the formal building dedication ceremony held on a closed-off Eighth Street. A 100-year steel time capsule was filled with newspaper related microfilm and other documents and was buried in the 1918 basement; by this time, three more Pulitzer Prizes had been claimed by the newspaper since 1938, which were represented by copies placed in the capsule. (*Des Moines Tribune*, June 18, 20-24, 1949, cited in Jacobsen: 29-30)

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Figures 23-24: Left Photograph announcing dedication of the completed annex, view northeast; vertical sign on the tower documents 500,000 circulation. (Des Moines Sunday Register, June 19, 1949, cited in Jacobsen: 32)

Right: Detail of 1957 Sanborn updated to 1965 showing west 1948 annex and rooftop 1956 additions. (cited in Jacobsen: 39)

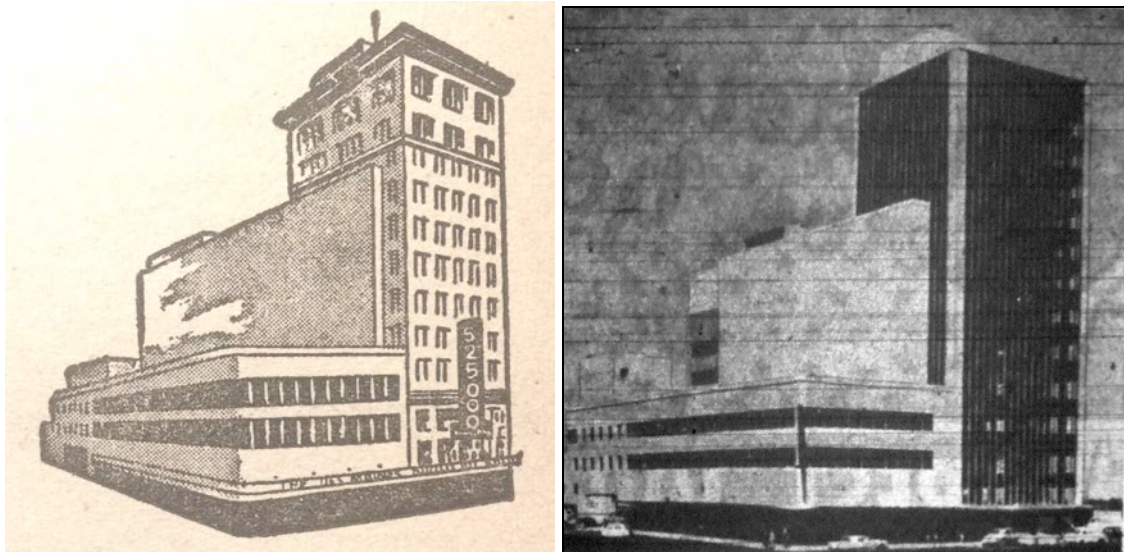
1956 Addition:

By the late 1950s, additional floor space was required—and air conditioning was needed in order to cool both the industrial portions of the plant and the tower. This important but less public expansion occurred rooftop the 1948 annex and 1918 rear wing, as well as tied into the tower. Other changes updated the lobby and first-floor offices in the tower. The architects were Amos B. Emery and Brooks-Borg. (Jacobsen: 6-7) The Register and Tribune Company used an architectural rendering showing the 1956 mechanical envelope (Figure 25) as of a 1956 advertisement. (The Messenger, December 7, 1956)

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Figures 25-26: Left: Rendering of the south and west elevations showing 1956 mechanical envelope. (The Messenger, December 7, 1956)

Right: Architect's model of the tower recladding, view northeast (Des Moines Register, August 14, 1960, cited in Jacobsen: 36)

1961 Tower Modernization:

By the late 1950s, modernism was the accepted architectural language for downtown Des Moines corporate buildings. That left the 1918 Beaux Arts skyscraper looking out of sync, especially as its cornice deteriorated and birds roosted in the recessed windowsills and on the building projections. Company president Gardner Cowles Jr. explained that because removal of the cornice alone would have made the rest of the building appear "make-shift," the company decided to completely modernize the tower. The *Register* ran a photograph of the architect's model of the International Style reclad tower along with commentary from Cowles Jr., who stated: "This remodeling project indicates our confidence in the future of downtown Des Moines.... When finished our building will be one of the most modern in the Midwest. We hope it will stimulate other building improvements in downtown Des Moines" (*Des Moines Register*, August 14, 1960 cited in Jacobsen: 37). The plans by Amos B. Emery and Associates called for installing a new streamlined curtain wall between the original limestone corners of the building, which would minimize disruption given that the curtain wall with windows would be installed before the original recessed windows were removed (Figures 26-28). To fit the curtain wall required planing the tower elevations of excess stone and decoration from cornice to second story. The east side fire escape was to be enclosed. The circulation sign moved to the annex corner. Ringland-Johnson, Inc. was the general contractor for the \$325,000 project. The completion target date was February 1, 1961. (Jacobsen: 37)

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Figures 27-28: Left: Circa-early 1960s promotional section showcased the modernized newspaper plant with 1956 rooftop mechanicals (gray arrows) and tower recladding. (Courtesy Russell Bitterman, AIA) Right: Streamlined reclad tower looking northwest was highlighted as modern and streamlined six years after the remodel was completed. (Des Moines Register, February 13, 1966, cited in Jacobsen: 37)

1967 Rear North Addition:

This is outside the period of significance and does not add new architecture to the building. The company had been using a pre-existing building (Continental Building) for limited office space and leased tenant space since acquiring the property in 1943. In 1966 the old building was demolished, and architect Amos Emery's firm Emery Prall & Associates conducted a space use study to determine how best to meet the needs of the company. Design was replicated from the 1948 addition, using the same materials, massing, and design. However, steel construction using massive 4-foot- and 5-foot-high steel beams created clear spans on the interior—this change differentiates the 1967 addition from the column-dependent 1948 annex. The new addition provided offices for promotions, syndication, and commercial photography departments, expanded basement storage for newsprint, plus crucially expanded the mailroom and the two-story-volume

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delivery truck garage with new larger newspaper chutes. (Friedricks: 150) A fifth-floor plan was drawn up and engineering put in place for it, but actual construction would not occur until 1978. (Bitterman) Also at this time, the twin Locust Street storefronts were removed and the basement pressroom opened to first-story storefront windows, where passersby could watch newspapers printing.

Collaborating Architectural Firm and Architect:

Proudfoot, Bird and Rawson et al firms and Amos B. Emery, AIA

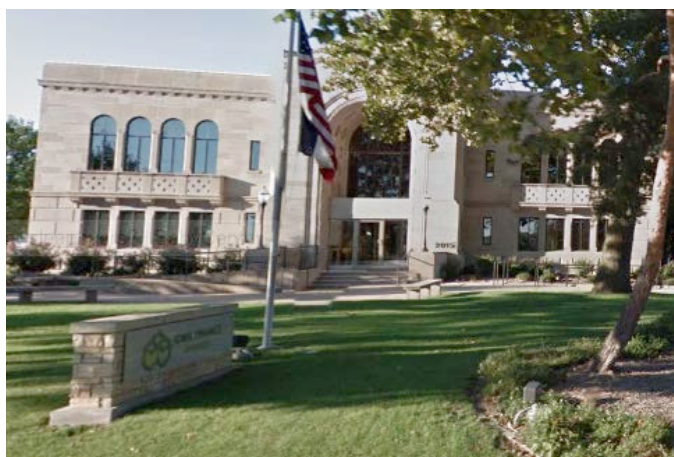
The present day building represents design continuity on the part of the Proudfoot, Bird and Rawson architecture firm and successor firms Brooks-Borg and Brooks Borg Skiles and principal post-war architect, Amos B. Emery, AIA (1868-1973). The Proudfoot firm was considered “the foremost architecture firm in the state, especially between 1910 and 1925,” as documented in historian Barbara Beving Long’s 1988 Multiple Property Document “The Architectural Legacy of Proudfoot & Bird in Iowa, 1882-1940.” (Long) It was during this era that the Register and Tribune Company commissioned its skyscraper tower and the firm and its successors retained its relationship with the Cowles family through the final expansion of the Locust Street building in 1978. Emery’s prolific 60-year career began in 1913 at Proudfoot, Bird and Rawson and ended in 1973 at successor firm Brooks Bork Skiles, and throughout his work life he retained direct ties to the firm and various partners. His long-time friend and partner in Brooks-Borg, John Woolson Brooks, AIA, described Emery as a brilliant designer and forceful administrator of contractors. (Shank: 58-59) Emery also sustained a twenty-plus-year professional relationship (1945-1967) with the Register and Tribune Company, for which he designed the modern physical plant that stands today.

Emery began working for the celebrated Des Moines firm Proudfoot, Bird and Rawson in 1913, at age 18. He may have worked on the original design for the Register and Tribune Building skyscraper (which began in 1915 with work continuing through 1918 completion). By 1917 he was attending University of Pennsylvania’s architecture school, and interrupted his studies to enlist in World War I. While overseas, he completed a four-month course of architectural studies at the Ecole des Beaux-Arts—one of 50 Americans to do so. In 1922, he graduated from the University of Pennsylvania with a bachelor of arts in architecture. His college roommate and friend was Des Moines resident John Woolson Brooks, who joined Proudfoot, Bird and Rawson in 1912 and became a partner in circa 1933. During vacations between 1919 and 1921, Emery returned as a draftsman for Proudfoot, Bird and Rawson. Post-graduation, Emery worked with the Philadelphia firm Bissel & Sinkler and then as a draftsman for the noted New York City firm George R. Post & Sons. Emery returned to Proudfoot, Bird and Rawson in 1923, rising to designer and chief draftsman with administrative powers. He is credited as the designer of the iconic Gothic Revival-style tower on the General Hospital at the University of Iowa (Figure 29), which was completed in 1928 after he had left the firm; successor firm Proudfoot, Rawson and Souers included the work as an example of its best designs in its 1931 promotional catalog. (Proudfoot, Rawson, Souers and Thomas) Emery registered as an architect by exemption in 1927. (Shank: 59; Long: E-15; Jacobsen 40-41)

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Figures 29-30: Left: Emery's 1928 iconic Iowa City hospital tower (Proudfoot, Rawson, Souers, Thomas cited in Jacobsen: 41)

Right: Normile & Emery's c. 1928 Great Western Insurance Company's headquarters office building, 2015 Grand Avenue, Des Moines. (Google street view, 2013)

By 1927, as the Midwestern farm and financial crisis afflicted building trades including the Proudfoot firm, Emery and John Normile, a fellow Proudfoot architect who also had seen wartime service and studied at the Ecole de Beaux-Arts, formed the firm Normile & Emery. Among their commissions: the St. Ambrose Cathedral's Rectory (NRHP 1979), which seamlessly melds the 1927 stone-clad Romanesque Revival building with the 1891 Romanesque Revival church; Emery's detailed architectural sketch (Figure 31) was published in the local press in early March 1927. (*Des Moines Sunday Register*, March 6, 1927; St. Ambrose Rectory plans; Shank: 59; Long: E-7) By May 1927, heating contracts were being announced for a large stone insurance headquarters building at 2015 Grand Avenue for Great Western Insurance Co., designed by Normile & Emery (Figure 30). Emery via his father, Rudolphus D. Emery, secretary and treasurer of Great Western, most likely made the political connections for the commission. (*Domestic Engineering and the Journal of Mechanical Contracting*) In the 1993 book *Buildings of Iowa (Buildings of the United States)*, Society of Architectural Historians series, architectural historians David Gebhard and Gerald Mansheim included the insurance headquarters as an important Des Moines building, noting the limestone-sheathed symmetrical design's dramatic deeply set Roman coffered arch with an infill of metal-framed windows and doors that leads to the central two-story space. (Gebhard and Mansheim: 217) It appears that the firm also designed St. Anthony's Church in Des Moines, circa 1928, and St. Augustin's rectory, circa 1928, as both Emery and Normile have taken credit or being credited (separately) with these building designs. (Bowker 1962: 517; *Des Moines Register*, February 3, 1973) The architecture firm's Great Western

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building appeared in an advertisement for Pella Rolscreen with an endorsement by Amos B. Emery in 1930 *Architectural Forum* and *Architectural Record* issues. (*Architectural Forum*; *Architectural Record*) The particulars of why the partnership dissolved are unknown, but the 1929 stock market crash and ensuing Great Depression's effective end to most new construction undoubtedly played a role. It is worth noting that the 1927 rectory plans are dated March 1927 by Normile & Emery. This date is important to note because the 1962 AIA directory gives the firm's dates as 1928-1930, although the 1970 directory uses 1927-1930. John Normile also stated (misstated?) on a 1947 Architects Roster questionnaire that he formed his partnership with Emery in November 1927 and ended in August 1929, which post-dates the rectory and Great Western building announcements.

Perhaps Emery's first national acclaim resulted from his design of the Leo Weeks residence in Des Moines in 1932. (Shank: 59) Also in 1932, Emery's friend the Pulitzer Prize-winning *Register* editorial cartoonist and conservationist Jay "Ding" Darling secured the architect a position as senior refuge planner, U.S. Biological Service, and senior inspector, National Park Service, in Washington, D.C. There he oversaw some 200 architects across the nation who were working on designs for national parks and conservation areas, which were built by Civilian Conservation Corps; Emery played a direct role in the design work and is credited with many designs. He left federal service in 1937 and partnered with H. Clark Souers, formerly a partner at the Proudfoot firm, as Souers and Emery. When World War II limited work for architects, Emery became supervising architect for the Cedar Rapids firm, Howard R. Green Company, Architects and Engineers. During the years 1942-45 he built an air base at Lincoln, Nebraska, and an Iowa POW camp at Algona. (Shank: 58-60; 122-23; 153-54; Iowa City *Press Citizen*, February 2, 1973; Baldwin: 88).

After the war, Emery began work as the construction architect for the Register and Tribune Company, 1945 to 1949, while teaching at Iowa State. Emery's precise role as corporate architect is not fully understood but it appears he worked in tandem with the firm Brooks-Borg; the project plans for the 1948 annex list his name following Brooks-Borg, which may indicate that he was the lead designer. (Iowa City *Press Citizen*, April 9, 1973; Brooks Borg Skiles) For the 1961 recladding, Emery was directly credited by the Register for the modernist design. In fact, Emery listed the Register and Tribune Building as one of his top projects in the 1956 and 1962 American Institute of Architects directories, specifying in the 1962 directory three different projects for the building: 1948 annex, late 1940s KRNT TV station (13th floor of tower), and 1961 modernization of the tower—plus 1959 remodeling of an extant building into the Register and Tribune Company's *LOOK* magazine headquarters (extant but substantially remodeled). (Bowker, cited by Jacobsen: 42) Emery also designed the 1956 and 1967 additions to the Register and Tribune Building.

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Figures 31-32: Left, 1927 sketch by Amos B. Emery of Normile & Emery's St. Ambrose rectory (Des Moines Register, March 6, 1927; original copy St. Ambrose Cathedral)
Right: The Des Moines Sunday Register highlighted three of Emery's successful modernistic remodelings of downtown corporate buildings. (Des Moines Register, February 13, 1966)

Emery's subsequent modernist design projects in downtown Des Moines have special relevance to his association with the subject building. The downtown development context below discusses the importance of modernism in remaking the downtown commercial district. Emery directly contributed via new modernistic construction such as the early 1960s Federal Building (designed along with three other architectural firms; recently reclad/remodeled) and his 1969 main federal Post Office and Vehicle Maintenance Facility on the north edge of downtown (extant). He also applied modernistic facades to several older buildings for corporations and was heralded in Des Moines Register stories for his creative work. A 1966 story on redesigns of older buildings showcased Emery's reimagining of old Auto Row buildings into Pioneer Hi-Bred Seed Company's headquarters (nonextant) and the recladding of an old masonry warehouse with green enameled brick for the Cowles's LOOK magazine (recently reclad/remodeled), noted as "one of the most exciting buildings in downtown Des Moines." (Des Moines Register, February 13, 1966) At the start of 1966, Emery partnered with Clifford Prall as Emery-Prall & Associates, replacing Amos B. Emery & Associates formed in 1956. Emery-Prall designed the 1967 north end addition on the subject building. Emery's last position was once again with Brooks Borg and Skiles, and he died in 1973 on the job supervising the construction of the new Iowa City post office (a Charles Overton design). (Bowker 1956: 157; Bowker 1962: 195, Bowker 1970: 157; Shank: 60; Des Moines Register, February 3, 1973; Iowa City Press Citizen, February 2, 1973).

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Emery was respected by his architectural peers, serving at least three terms as president of the AIA – Iowa Chapter (1930, 1946, and 1947). He was a member and chairman of the Iowa Capitol Planning Commission in the 1960s, served on the Iowa Board of Architectural Examiners, and the Des Moines Parks Board in the 1930s. (*Des Moines Register*, February 21, 1965) He also was quite prolific, especially in his later years; future research may determine others of his work, but certainly the Register and Tribune Building stands as one of his enduring modernistic Des Moines projects. Other known projects: Iowa State College Greek residences (1931); Gull Point Lakeside Library at Spirit Lake (1936); Hills Department Store, 1936 (Des Moines, nonextant); Convent, St. Anthony’s Parish, 1952 (Des Moines); WHO TV Station, 1955 (Des Moines); Sioux City Airbase Housing, 1959 (Sioux City); Iowa State University, Telecommunications Building, 1962 (Ames); preliminary plans for A.H. Blank Children’s Zoo, 1964 (Des Moines); Married Student Housing, University of Iowa, 1965 (Iowa City), Findley Elementary School, 1966 (Des Moines); U.S. Post Office in conjunction with architects Crites & McConnell, 1968 (Cedar Rapids); Des Moines Area Community College, 1969 (Ankeny); Algona High School and other facilities, 1969 (Algona); Grundy Center High School Building, 1969 (Grundy Center); five-building core of Des Moines Area Community College campus (1971), 2,000-foot-high transmission tower Palmer Broadcasting Company, Alleman, Iowa, (1971). (*Ames Tribune-Times*, February 28, 1931; *Ames Daily Tribune*, September 11, 1971; *Spirit Lake Beacon*, December 24, 1936; *Des Moines Register*, April 1, 1964; January 2, 1966; June 7, 1966; May 20, 1971).

Post-World War II Modernization of Downtown Des Moines:

In the early 20th century through the 1980s, the original 1918 skyscraper was one of the city’s taller buildings. The Register and Tribune Company’s move from Fourth Street and Court Avenue to the central business district contributing to the emergence of Locust Street as the key east-west location for the city’s skyscrapers, rivaled only by north-south Sixth Avenue. The west side central business district was the location of all but two of the city’s taller buildings (defined as six stories high or taller). Taller buildings were being built in the downtown through 1940, when construction halted due to World War II. Postwar building projects encompassed both remodelings of existing buildings and new construction. Review of Sanborn fire insurance maps for the west side commercial business district shows the Register and Tribune Building’s 1948 Streamline Moderne annex represents one of the first modern post-war commercial building projects in the downtown. The 1913 Proudfoot, Bird and Rawson-designed ten-story Hubbell Building, 904 Walnut Street, (NRHP 2009) appears to be the first postwar modern makeover of a low-rise skyscraper in Des Moines, completed in the mid-1950s; by removing the distinctive terra-cotta trim and cornice and covering these areas with stone panels, the Hubbell Building streamlined its two-story base and its uppermost floor. The 1957 YMCA Building (nonextant) marked the beginning of the post-war era of high-rise construction.

At the same time, by the mid 1950s, Des Moines leaders saw the downtown falling behind suburban development, as told in *Standing on the Shoulders of Giants*, a history of the Greater Des Moines Partnership (successor of the Chamber of Commerce) written by retired *Des Moines Register* business editor Dave Elbert. In 1959 the Chamber of Commerce, of which the Register and Tribune Company was a member, hired city planning firm Harlan Bartholomew and Associates of St. Louis and the Real Estate Research Corp. to work with the city, local architects, and the state highway commission to produce a

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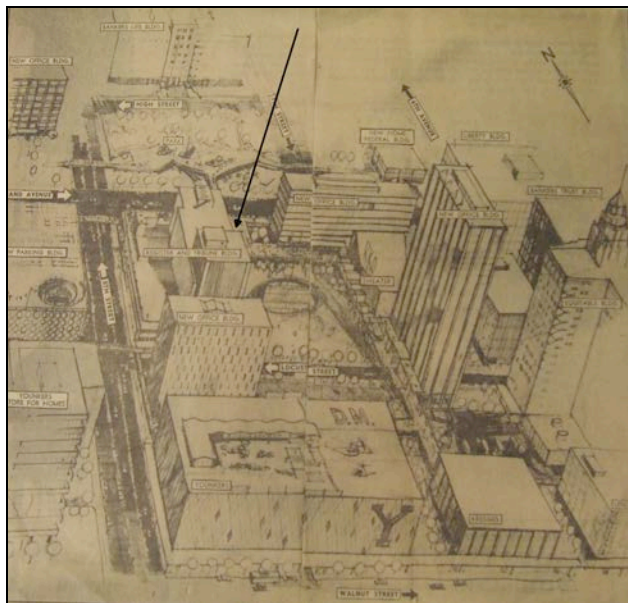
comprehensive plan for the central business district. Completed in 1961, the 85-page report laid out an ambitious 20-year \$300-million plan for remaking downtown: clearing undesirable buildings, bringing in highways, providing new parking ramps, and constructing new modernist skyscrapers and low-rise buildings to provide government services, commerce, and housing. The report included analysis of the 766 central business district buildings, and found only 98 of “architectural or aesthetic value.” Further, only 5 percent of all floor space was Class 1 (new and modern), and only 17 percent was Class 2 (good, well-maintained structures). (Elbert: 57-58)

It needs to be noted that planning for the Register and Tribune tower recladding began at least by 1959. This was also the year that one of the largest savings and loan associations in the city and state, Home Federal Savings and Loan Association of Des Moines, announced plans for its new three-story Mies van der Rohe-designed banking facility; the president of Home Federal was the past-president of the Chamber of Commerce. (*Des Moines Register*, March 3, 1959) In this way, recladding of the Register and Tribune tower as well as construction of the new Home Federal Building represented a fulfillment of a portion of the Bartholomew blueprint for progress. Some 49 private sector improvements were announced in late June 1961 and included in this list was the makeover of the Register and Tribune building at a cost of \$350,000. Gardner Cowles Jr. wrote in an editorial that he hoped that the remodeling would spur the modernization of the downtown; while the streamlining of the subject tower wasn’t one of the more expensive projects, it had a visual impact. In the wake of the redevelopment plan, a range of new downtown building projects followed. These included the new modernistic ten-story Federal Building (Figure 34), then the largest office building in the city, designed and erected 1962-1965 by the subject building’s long-term architect, Amos B. Emery and three other architectural firms. In 1962, American Republic Insurance Company announced its construction of a new eight-story corporate headquarters designed by noted modernist architect Gordon Bunshaft, FAIA, with the New York office of Skidmore, Owings and Merrill (SOM). Work began on the Mies van der Rohe-influenced 14-story Central National Bank and Trust Company skyscraper, 317 Sixth Avenue, designed by Epstein and Sons Engineers of Chicago; the bank occupied the first three stories and other tenants populated the remainder. (Epstein) (*Des Moines Tribune*, June 28, July 7, August 10, 1961; September 2, 6, 1962; 1957 Sanborn Map; Eckardt, 1995, all cited in Jacobsen: 43)

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Figures 33-34: Left: Future envisioned downtown core (black arrow denotes the location of the Register and Tribune Building; north arrow is in upper right corner)
(Des Moines Tribune, December 1960, Des Moines Public Library Clipping File, in Jacobsen: 44)
Right: Federal Office Building by Amos B. Emery and three other firms, 1962-1967.
(Des Moines Register, February 12, 1967 in Jacobsen: 44)

Postscript

What had been a stable newspaper environment even during the Depression changed beginning in the 1950s and 1960s, and accelerated in the 1970s and 1980s, with the advent of social and technological changes. The rise of women in the workforce impacted readership, television competed for time, and movement of population from rural to urban all led to fewer subscribers, particularly in the outstate areas where smaller regional papers offered local news. (Friedricks: 8-9) By 1982, when the *Tribune* ended publication, 50 national afternoon papers had failed or switched to morning publication, with four of these being Iowa publications. (Des Moines Register, June 2, 1982)

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10. Geographical Data

Verbal Boundary Description:

The Register and Tribune Building is located at 715 Locust Street, constructed on the Vac E/W Alley Lying South and Adjacent Lot 5 & All Lots 3, 4, 5, and 6, Block A, Commissioners Addition.

Boundary Justification

The boundary includes the building on its fully built footprint on the parcel historically associated with the Register and Tribune Building.

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Photographs

Photo Log

Register and Tribune Building, Polk County, Iowa.

All photographs taken July 2015, by Jennifer James, Jennifer James Communications, LC, Des Moines, Iowa.

A CD-ROM of all images will be on file with the property owner and the Iowa State Historic Preservation Office. CD image numbers will be added after first draft review with SHPO.

1. (IA_PolkCounty_RegisterTribuneBldg_0001) View north of southwest corner of south façade (1948 annex).
2. (IA_PolkCounty_RegisterTribuneBldg_0002) View northeast of south and west elevations (1948 annex and 1918 tower with 1961 curtain wall).
3. (IA_PolkCounty_RegisterTribuneBldg_0003) View north of southeast corner of south façade (1918 tower).
- 4A. (IA_PolkCounty_RegisterTribuneBldg_0004A) View northwest of street level south and east elevations (1918 tower with 1961 curtain wall).
- 4B. (IA_PolkCounty_RegisterTribuneBldg_0004B) View northwest of upper levels of south and east elevations (1918 tower with 1961 curtain wall).
5. (IA_PolkCounty_RegisterTribuneBldg_0005) View southeast of west elevation (1948 annex).
6. (IA_PolkCounty_RegisterTribuneBldg_0006) View northeast of west elevation (1948 annex and 1967 rear addition).
7. (IA_PolkCounty_RegisterTribuneBldg_0007) View southeast of west and north elevations (1948 annex and 1967 rear addition).
8. (IA_PolkCounty_RegisterTribuneBldg_0008) View southwest of north elevation (1967 rear addition).
9. (IA_PolkCounty_RegisterTribuneBldg_0009) View south of east alley elevation (1967 rear addition and 1948 annex).
10. (IA_PolkCounty_RegisterTribuneBldg_00010) View west of east alley elevation (1918 rear wing and 1948 annex).
11. (IA_PolkCounty_RegisterTribuneBldg_00011) View north of east alley elevation (1918 tower with 1961 curtain wall).
12. (IA_PolkCounty_RegisterTribuneBldg_00012) View east of delivery truck garage (1948 annex).
13. (IA_PolkCounty_RegisterTribuneBldg_00013) View southwest of delivery truck garage (1967 annex).
14. (IA_PolkCounty_RegisterTribuneBldg_00014) View southwest of main public entry and elevator lobby (1918 tower).
15. (IA_PolkCounty_RegisterTribuneBldg_00015) View northwest of main public elevator lobby with stair lobby beyond (1918 tower).
16. (IA_PolkCounty_RegisterTribuneBldg_00016) View southwest of main public stair lobby (1918 tower).
17. (IA_PolkCounty_RegisterTribuneBldg_00017) View east of main public stair lobby and central staircase (1918 tower).
18. (IA_PolkCounty_RegisterTribuneBldg_00018) View north of basement pressroom (1948 annex).

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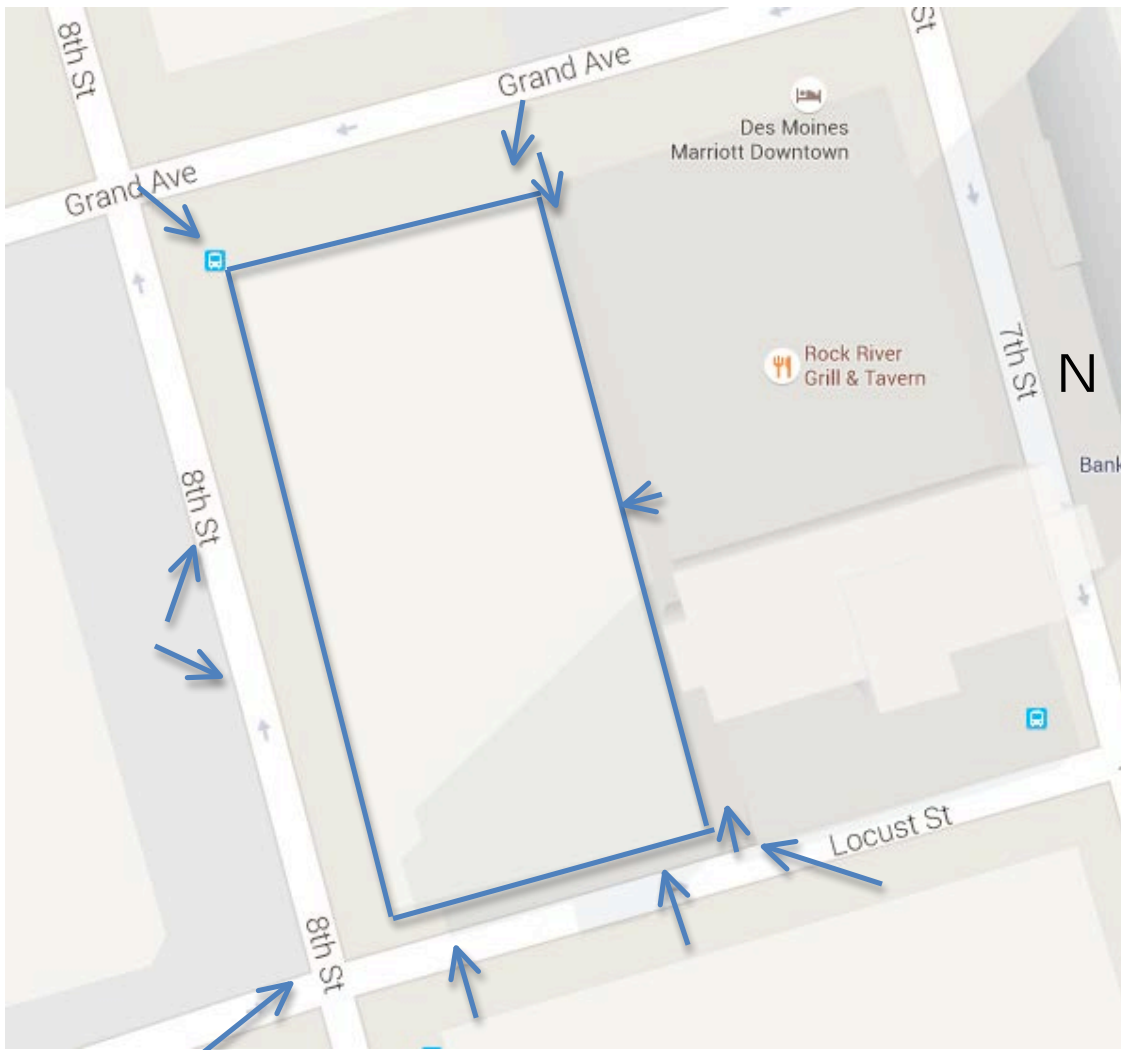
19. (IA_PolkCounty_RegisterTribuneBldg_0019) View southwest of third-floor mailroom (south room, 1948 annex).
20. (IA_PolkCounty_RegisterTribuneBldg_0020) View north of third-floor mailroom (north room, 1948 annex and 1967 rear addition).
21. (IA_PolkCounty_RegisterTribuneBldg_0021) View south, typical columned office interior (1918 tower, 10th floor).
22. (IA_PolkCounty_RegisterTribuneBldg_0022) View northwest, typical upper story elevator lobby (1918 tower, 10th floor).
23. (IA_PolkCounty_RegisterTribuneBldg_0023) View south, typical upper story stair lobby (1918 tower, 10th floor).
24. (IA_PolkCounty_RegisterTribuneBldg_0024) View down of central staircase from 11th floor (1918 tower).
25. (IA_PolkCounty_RegisterTribuneBldg_0025) View south, typical rear employee stair/elevator lobby (1948 annex, 4th floor)
26. (IA_PolkCounty_RegisterTribuneBldg_0026) View east, typical rear employee stair/elevator lobby (1948 annex, 3rd floor)

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Sketch map – Site plan, 2015



(Source: Google maps, 2015)

The National Register boundary follows the line of the completed building footprint.

Photo numbers 1-11.

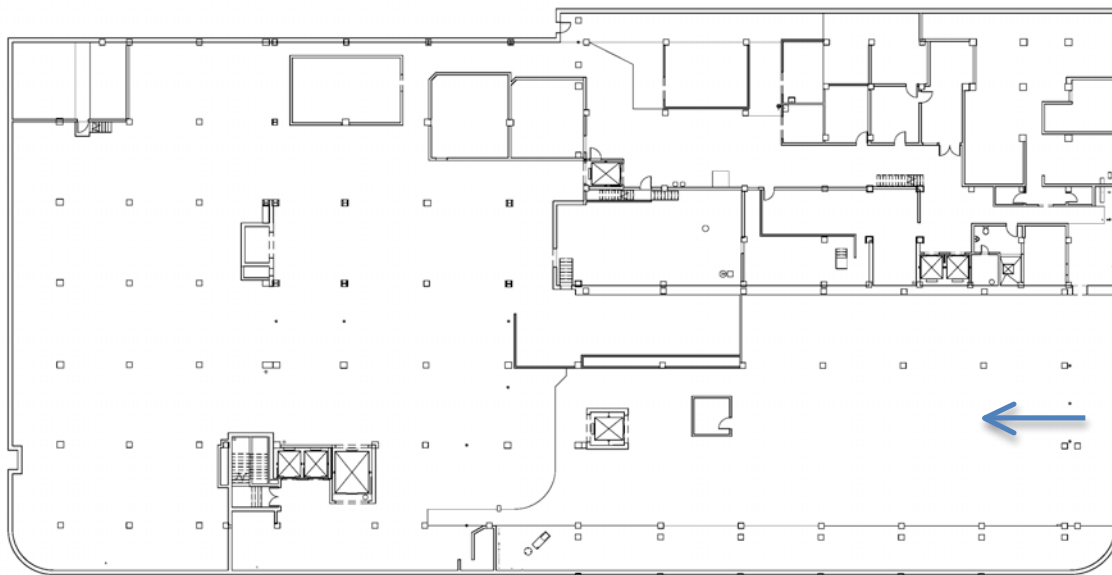


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Sketch map – Basement floor plan, 2015



BASEMENT PLAN



(Source: Shiffler Associates Architects)

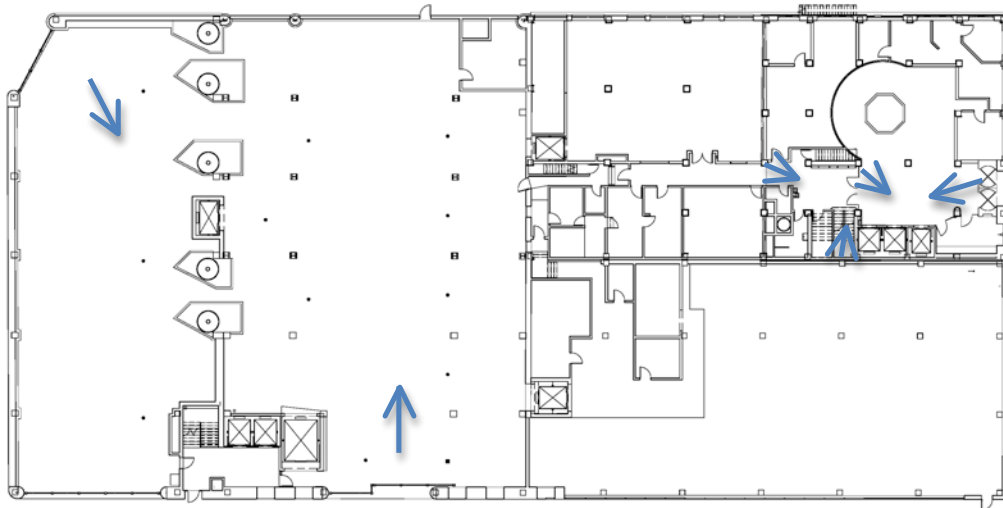
Photo number 18.

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Sketch map – First floor plan, 2015



1ST FLOOR PLAN



(Source: Shiffler Associates Architects)

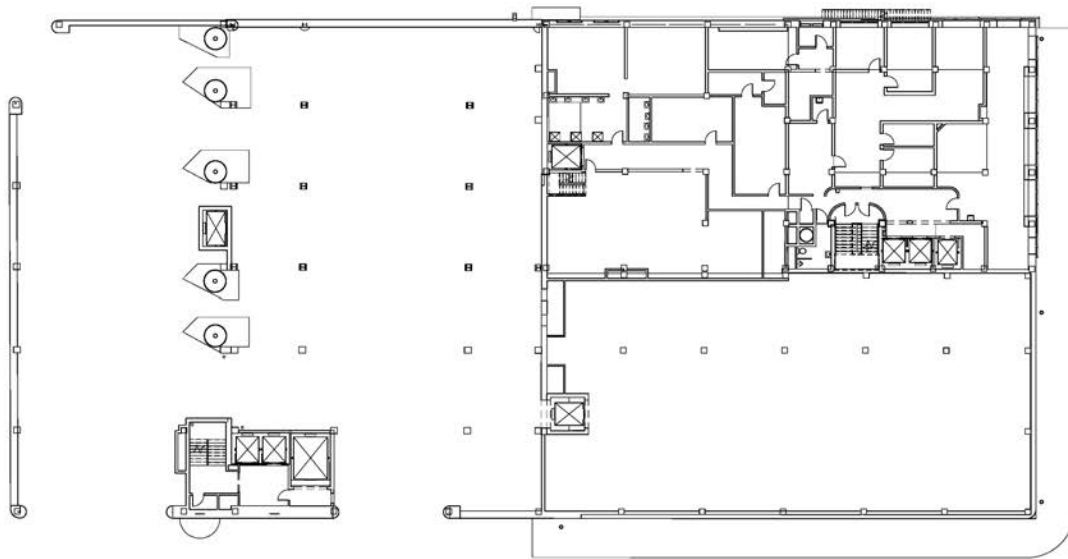
Photo numbers 12-17.

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Sketch map – Second floor plan, 2015



2ND FLOOR PLAN



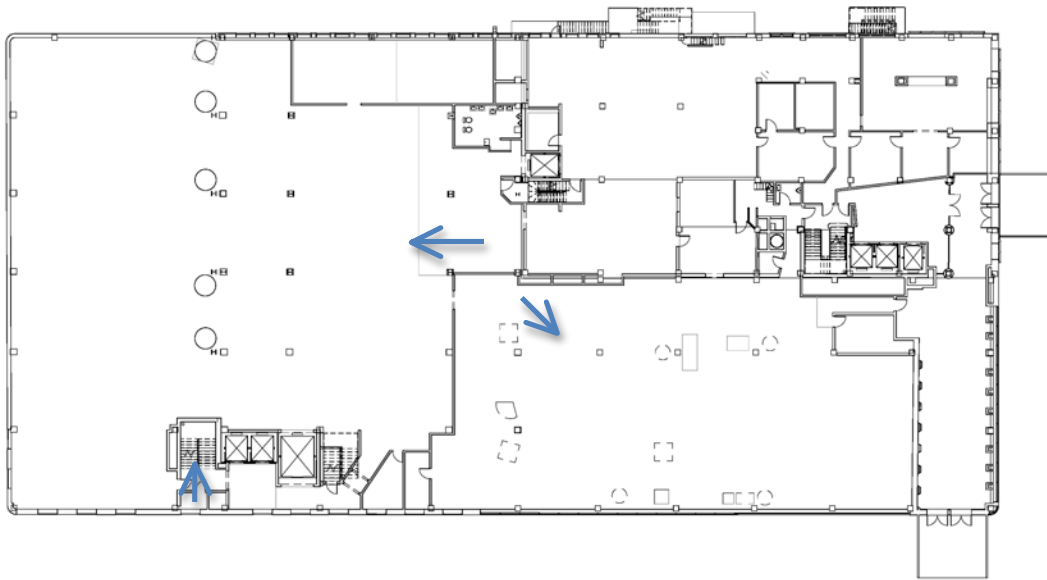
(Source: Shiffler Associates Architects)

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Sketch map – Third floor plan, 2015



3RD FLOOR PLAN



(Source: Shiffler Associates Architects)

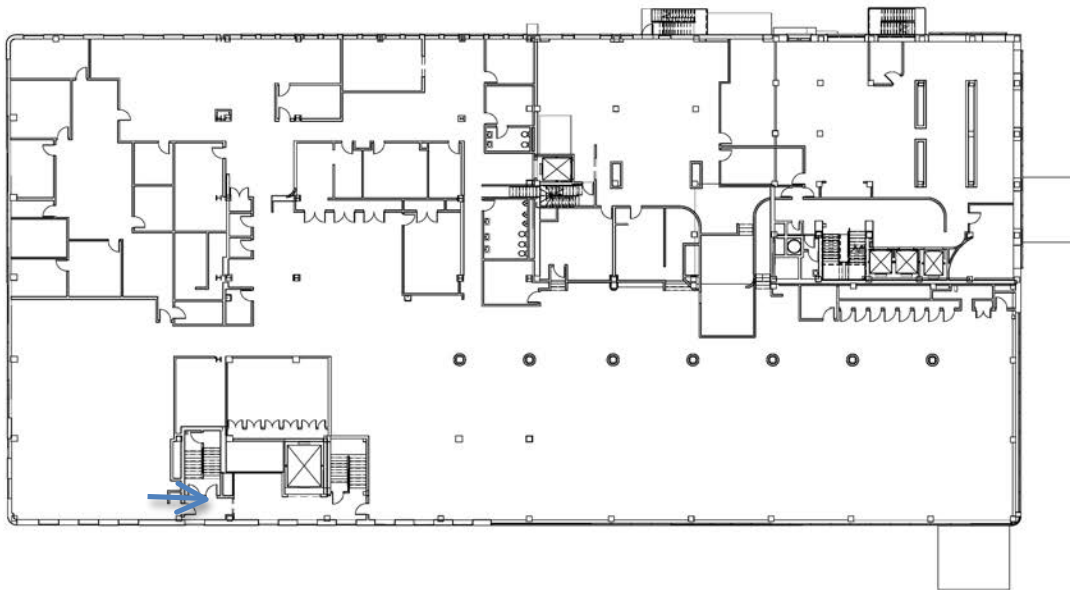
Photo numbers 19-20 and 26.

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Sketch map – Fourth floor plan, 2015



4TH FLOOR PLAN



(Source: Shiffler Associates Architects)

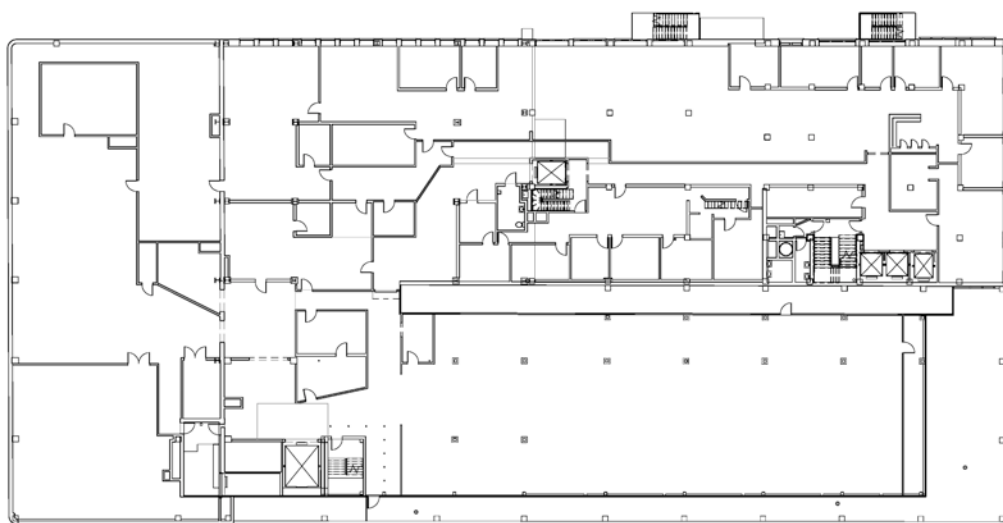
Photo number 25.

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Sketch map – Fifth floor plan, 2015



5TH FLOOR PLAN



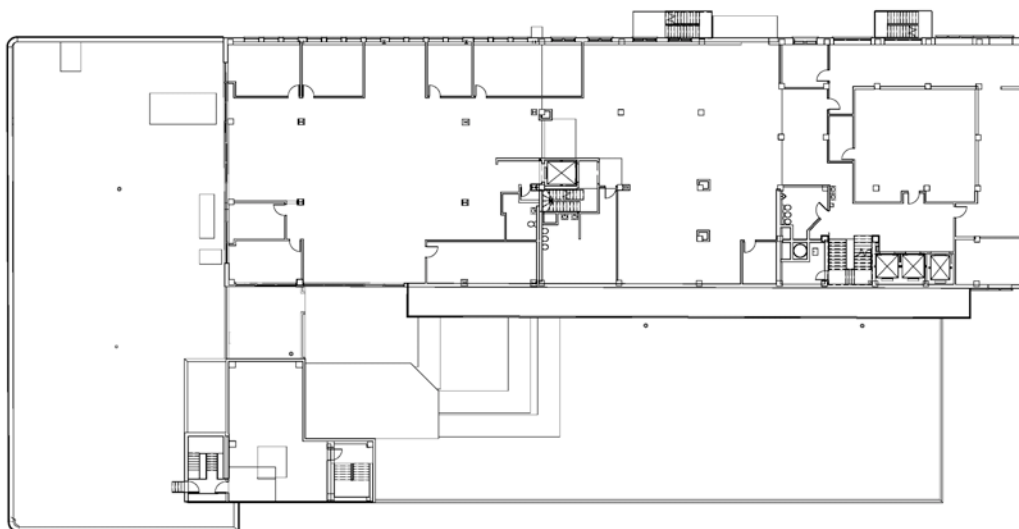
(Source: Shiffler Associates Architects)

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Sketch map – Sixth floor plan, 2015



6TH FLOOR PLAN



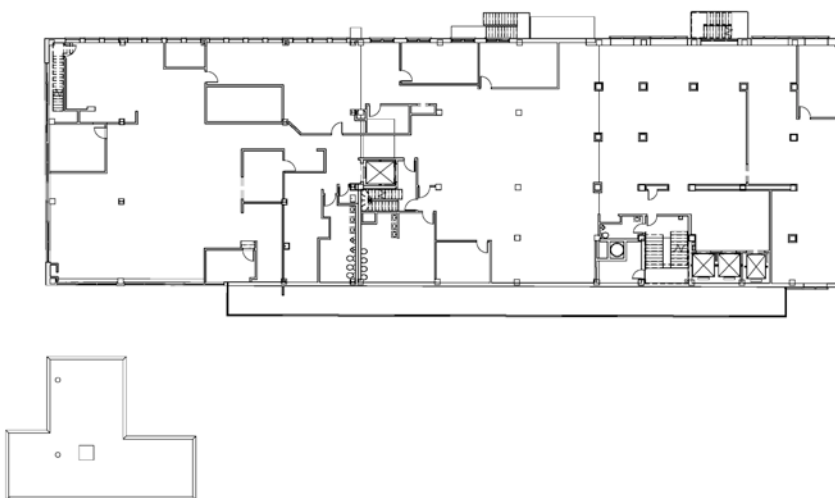
(Source: Shiffler Associates Architects)

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Sketch map – Seventh floor plan, 2015



7TH FLOOR PLAN



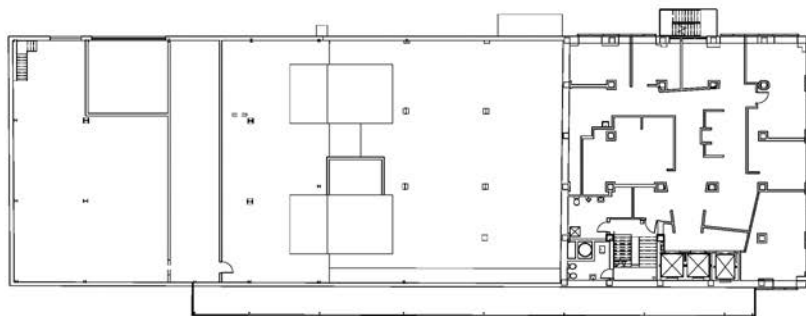
(Source: Shiffler Associates Architects)

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Sketch map – Eighth floor plan, 2015



8TH FLOOR PLAN



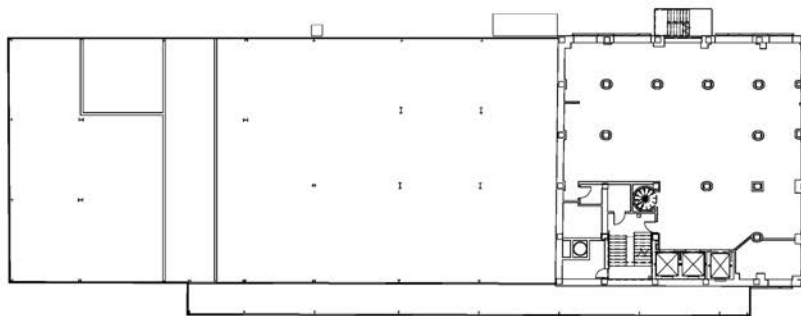
(Source: Shiffler Associates Architects)

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Sketch map – Ninth floor plan, 2015



9TH FLOOR PLAN



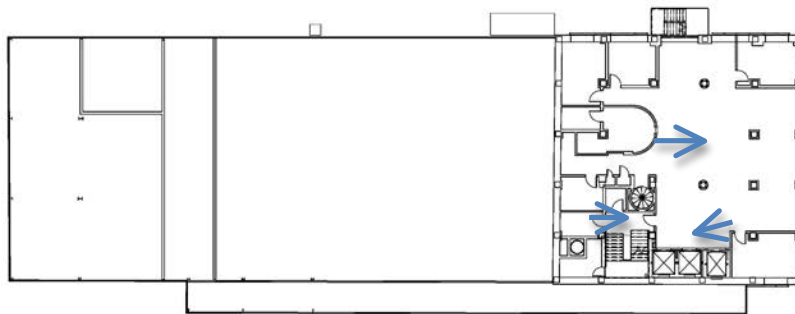
(Source: Shiffler Associates Architects)

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Sketch map – Tenth floor plan, 2015



10TH FLOOR PLAN



(Source: Shiffler Associates Architects)

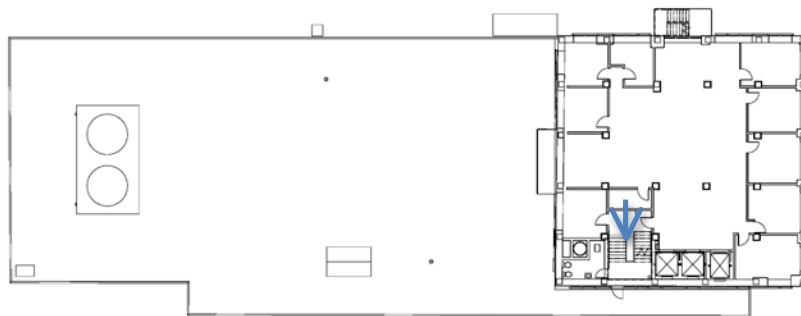
Photo numbers 21-23.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 59 Property name Register and Tribune Building
County and State Polk, Iowa

Sketch map – Eleventh floor plan, 2015



11TH FLOOR PLAN



(Source: Shiffler Associates Architects)

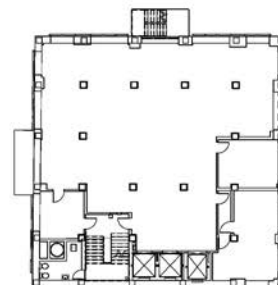
Photo number 24.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 60 Property name Register and Tribune Building
County and State Polk, Iowa

Sketch map – Twelfth floor plan, 2015



12TH FLOOR PLAN



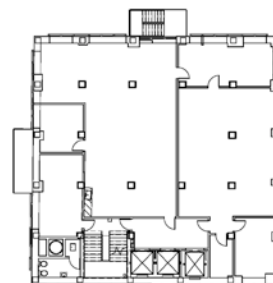
(Source: Shiffler Associates Architects)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 61 Property name Register and Tribune Building
County and State Polk, Iowa

Sketch map – Thirteenth floor plan, 2015



13TH FLOOR PLAN



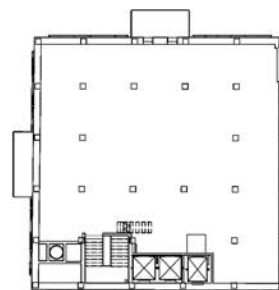
(Source: Shiffler Associates Architects)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 62 Property name Register and Tribune Building
County and State Polk, Iowa

Sketch map – Fourteenth floor plan, 2015



14TH FLOOR PLAN



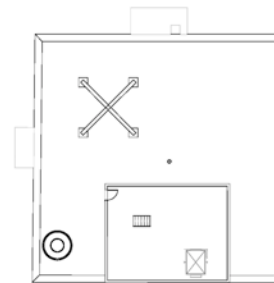
(Source: Shiffler Associates Architects)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 63 Property name Register and Tribune Building
County and State Polk, Iowa

Sketch map – Penthouse and roof floor plan, 2015



ROOF PLAN - TOWER



(Source: Shiffler Associates Architects)





8th St

ONE WAY



WPIA
TWO
TWS
TWS

SMYTH HILL
We've Moved to 40
Locust Street

ROAD
WORK
AHEAD



















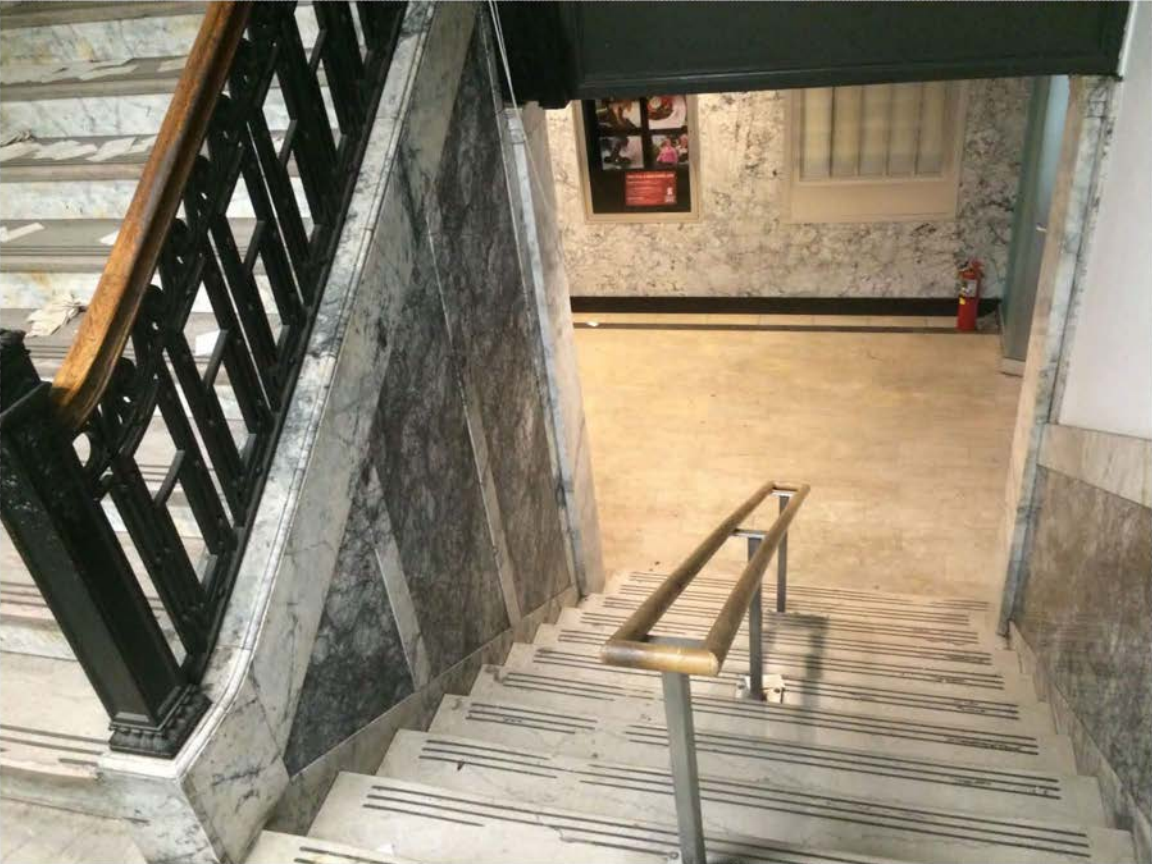








Safety
NO
SMOKING





















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Register and Tribune Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: IOWA, Polk

DATE RECEIVED: 5/06/16 DATE OF PENDING LIST: 5/25/16
DATE OF 16TH DAY: 6/09/16 DATE OF 45TH DAY: 6/21/16
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 16000385

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 6-21-16 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

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

IOWA DEPARTMENT OF CULTURAL AFFAIRS

MARY COWNIE, DIRECTOR
CHRIS KRAMER, DEPUTY DIRECTOR

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

April 28, 2016

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

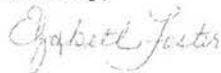
Dear Mr. Loether:

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

- Register and Tribune Building, 715 Locust Street, Des Moines, Polk County
- Apperson-Iowa Motor Car Company Building, 1420 Locust Street, Des Moines, Polk County

Thank you for your consideration.

Sincerely,



Elizabeth Foster
National Register Coordinator
State Historical Society of Iowa