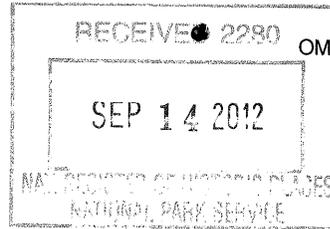


AUG 27 2012

NPS Form 10-900  
(Oct. 1990)



OMB No. 10024-0018

889

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Registration Form**

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

**1. Name of Property**

historic name Washington Avenue Historic Commercial District

other names/site number \_\_\_\_\_

**2. Location**

street & number 401-714 Washington Avenue, 300 blk Stephens Street, 200 & 300 Blk Oak Street [ ] not for publication  
city or town Iowa Falls [ ] vicinity

state Iowa code IA county Hardin code 083 zip code 50126

**3. State/Federal Agency Certification**

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

[Signature] 9/12/12  
Signature of certifying official/Title Date

**STATE HISTORICAL SOCIETY OF IOWA**

State or Federal agency and bureau

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

\_\_\_\_\_  
Signature of certifying official/Title Date

\_\_\_\_\_  
State or Federal agency and bureau

**4. National Park Service Certification**

I hereby certify that the property is:

entered in the National Register.

Signature of the Keeper

Date of Action

Patrick Andrews

10/31/2012

- 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:)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Washington Avenue Historic Commercial District**

Name of Property

**Hardin County, IA**

County and State

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply)

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

**Category of Property**

(Check only one box)

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

**Number of Resources within Property**

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
37	15	buildings
		sites
		structures
		objects
37	15	Total

**Name of related multiple property listing**

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

N/A

**Number of contributing resources previously listed in the National Register**

7

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

COMMERCE/TRADE/Department Store

COMMERCE/TRADE/Specialty Store

COMMERCE/TRADE/Financial Institution

COMMERCE/TRADE/Restaurant

SOCIAL/Meeting Hall

RECREATION & CULTURE/Theater

GOVERNMENT/City Hall

**Current Functions**

(Enter categories from instructions)

COMMERCE/TRADE/Department Store

COMMERCE/TRADE/Specialty Store

COMMERCE/TRADE/Financial Institution

COMMERCE/TRADE/Restaurant

SOCIAL/Meeting Hall

RECREATION & CULTURE/Theater

GOVERNMENT/City Hall

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

LATE VICTORIAN/Italianate

LATE 19<sup>th</sup> & 20<sup>th</sup> CENTURY REVIVALS/

Classical Revival

**Materials**

(Enter categories from instructions)

foundation STONE/Limestone

walls BRICK

roof SYNTHETIC

other STONE

TERRA COTTA

**Narrative Description**

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

Washington Avenue Historic Commercial District  
Name of Property

Hardin County, IA  
County and State

**8. Statement of Significance**

**Applicable National Register Criteria**

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

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

**Criteria Considerations**

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

Property is:

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

**Narrative Statement of Significance**

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

**9. Major Bibliographical References**

**Bibliography**

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

**Previous documentation on file (NPS):**

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

**Areas of Significance**

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

**Period of Significance**

1857 – 1960

**Significant Dates**

1874

**Significant Person**

(Complete if Criterion B is marked above)

Ellsworth, E.S.

**Cultural Affiliation**

**Architect/Builder**

Lytle Company

**Primary location of additional data:**

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

Name of repository: \_\_\_\_\_

Washington Avenue Historic Commercial District  
Name of Property

Hardin County, IA  
County and State

**10. Geographical Data**

**Acreage of Property** Approximately 11 acres

**UTM References**

(Place additional UTM references on a continuation sheet.)

1	<u>[1][5]</u>	<u>[4][7][8][1][4][0]</u>	<u>[4][7][0][7][5][5][3]</u>	2	<u>[1][5]</u>	<u>[4][7][8][4][9][2]</u>	<u>[4][7][0][7][5][5][3]</u>
	Zone	Easting	Northing		Zone	Easting	Northing
3	<u>[1][5]</u>	<u>[4][7][8][4][8][9]</u>	<u>[4][7][0][7][4][4][5]</u>	4	<u>[1][5]</u>	<u>[4][7][8][2][0][8]</u>	<u>[4][7][0][7][4][4][5]</u>

See continuation sheet

**Verbal Boundary Description**

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

**Boundary Justification**

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

**11. Form Prepared By**

name/title Molly Myers Naumann, Consultant mollynaumann@pcsia.net  
organization \_\_\_\_\_ date August 2012  
street & number 167 West Alta Vista telephone 641-682-2743  
city or town Ottumwa state IA zip code 52501-1437

**Additional Documentation**

Submit the following items with the complete form:

**Continuation Sheets**

**Maps**

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

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

**Photographs**

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

**Additional items**

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

**Property Owner**

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

name Various (See attached)  
street & number \_\_\_\_\_ telephone \_\_\_\_\_  
city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

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

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

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**Washington Avenue Historic Commercial District  
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**ARCHITECTURAL CLASSIFICATION (Cont.):**

**LATE 19<sup>TH</sup> & 20<sup>TH</sup> CENTURY REVIVALS/Italian Renaissance  
MODERN MOVEMENT**

**NARRATIVE DESCRIPTION:**

The Washington Avenue Historic Commercial District is the core of the central business district in Iowa Falls, Iowa. It is located on a hilltop high above the Iowa River. The business district is on the north side of the river and is linked to the south side of town by bridges on both the east and west ends of the district. (Figure 1, page 30) Although Iowa Falls is the largest town in Hardin County with a 2010 population of 5,238, it is not the county seat. Eldora, a community of approximately 3,700 in the southeast part of the county, was designated the county seat in 1853. A fierce rivalry has always existed between the two communities.

This is a linear historic district with an east/west axis that includes both sides of Washington Avenue from Fremont to Main Street and the north side of Washington for one-half block west of Main. In addition, it includes 200 and 300 blocks of Oak just north and south of Washington, and the 300 block of Stevens (just north of Washington). (Figure 2, page 31) The city park, now known as Estes Park, is one block north of Washington, bounded by Estes, Stevens, Rocksylvania and Main streets. Washington Avenue and Main Street were the only downtown streets originally laid out 80 feet wide, with the others being the more common 66 feet wide. The corner of Washington and Oak, near the east end of the district, is the intersection of U.S. Highway 65 and U.S. Highway 20 (Business Route). There are fifty-nine resources within this district, seven that are already individually listed on the National Register of Historic Places, thirty-seven that are considered contributing, and fifteen that are non-contributing. (National Register sites shown in Figure 3, page 32.) The buildings in this district were constructed or remodeled between 1857 and 1960 and exhibit a range of commercial styles popular during this century of development.

Commercial/office buildings make up the largest individual group of resources in this district. These buildings are rectangular in shape, varying from one to three stories in height, of masonry construction, with a flat roof sloping gently to the rear. These buildings fill the entire width of their lot (creating party walls), and were built at the front of the lot, forming a common setback from the street. Although the majority of Iowa Falls commercial buildings are two story single storefront buildings, there is a group of eight which are two or three storefronts in width. In addition to brick, materials used on the facades of these buildings include: metal, stone, cast stone, terra cotta, wood, and in a few cases, concrete block. These buildings were rarely architect-designed, being constructed by local contractors in the popular styles of the period, influenced by catalogs or local tradition. Visually these buildings vary the most in terms of detailing on the facade. Decorative cornices, hood molds, quoins and other design elements could be ordered from catalogs to give each building a touch of a popular style such as Italianate. The details may vary, but the overall mass of the buildings remains constant. The differences are cosmetic, not structural. The brick exteriors vary in color, with the nineteenth century buildings constructed of rosy-red brick and those from 1900 on exhibiting facades of several different brick colors, dark brown, charcoal, and buff. Concrete block and glazed

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hollow tile were used for secondary elevations on a few of the buildings. These buildings were built to house retail businesses on the first floor with the upper stories occupied by offices or by specialty businesses such as photographers or tailors, or in some instances, by fraternal lodges such as the Masonic and/or Odd Fellows organizations.

A second, much smaller, group of resources are the free-standing commercial buildings. These are rectangular in shape and are of masonry construction. Roof shape will depend on size and use of building. These buildings are located along the edges of the central business district. The majority of the free-standing buildings in this district are auto garages. These single story buildings often feature round arched roofs created by wide trusses to provide the open interior space needed to drive in automobiles for either sales or service. Early examples were built on the front of the lot directly next to the sidewalk, while later examples are set back from the sidewalks with paved parking areas to the front and sides. Large plate glass display windows and wide garage doors are the main defining elements of this building type. Pre-1940 garages may have a simple decorative detail on the façade, usually of stone or concrete. The concrete parking is considered part of the overall design. The five auto garages included in this district demonstrate the growing reliance on the automobile that occurred from the first decade of the twentieth century on. These are a new building type, unlike those that catered to a horse-drawn society. The need for these buildings forced the expansion of business from the central core along Washington Avenue to the edges of downtown. These buildings represent the beginning of what we now think of as "urban sprawl."

One other building type found in the district is also free-standing. That is the public building. City Hall is the only example in this nomination, but just north of the district are two other public buildings that illustrate this building type, the US Post Office at 401 Main Street and the Carnegie Ellsworth Public Library at 520 Rocksylvania. Both are listed on the National Register of Historic Places. Public buildings in Iowa Falls are rectangular in shape, with a symmetrical façade, and varying rooflines ranging from flat, to hip with dome, to partially gabled. They are of masonry construction with detailing of limestone and/or wood. These buildings are surrounded by a grassy lawn or paved parking. These buildings are symbols of the community and as such are larger and more elaborate in design than privately owned buildings. As a rule, public buildings are architect designed, although no architect has yet been identified for City Hall. Only cities of a certain size, usually county seats, could afford to have buildings constructed for specific public purposes. The fact that Iowa Falls has not only a City Hall, but also a large Post Office and substantial Public Library, demonstrates the importance of the community within Hardin County and the surrounding market area.

## **400 Block of Washington:**

This easternmost block of the district is early twentieth century in both construction date and style. It developed commercially only after the Oak Street bridge was built in 1898. The north side of the block includes two resources at the east end that were originally residential. However, by 1945 the brick residence at 410 had become a photography studio and the frame residence at 408 had become a lodge hall. The rest of that side is filled with three two story double storefront buildings and a one single storefront. At the northeast corner of Washington

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and Oak are the two story double storefront Farrington & Taylor Building and the Ellsworth Building, both from 1901. These are almost identical in design, with the major difference being that the Farrington & Taylor Building is on the corner and has a secondary elevation that matches the façade. Both buildings have stone date and identification panels centered above the upper story windows, and the Ellsworth Building retains the original stone pediment. The buildings show an Italianate influence with round arched second floor windows with flat brick patterning and stone keystones, and brick patterned cornices. The second floor window openings have been partially infilled, small double hung windows and the street level storefronts have been altered. The single story, single store front building immediately east and the two story double storefront Iowa Falls Electric Company Building (1915) next to it complete this side of the block. The Electric Building at 412 Washington has a simplified design with paired upper story windows, a stone beltcourse and simple herringbone patterned panel. The façade is of brown, rather than red, brick.

The south side of the 400 block features a non-contributing frame dwelling and two examples of a new twentieth century building type: auto garages. Although these buildings are constructed at the front of the lot like typical commercial buildings, these are free-standing structures, reflecting the potential flammability of gas fueled vehicles. The garage at 401 is of brick and hollow tile construction and dates from around 1920. The large display windows with prism glass transoms indicate its use for both sales and service. It is a typical auto garage of the period in relatively unaltered condition. The Dougan Garage from 1914, located at 417 Washington is the oldest extant auto garage in the district. It retains the original display windows, but doors at the east end of the façade have been bricked-in, as has a portion of the doorway on the west end. This building retains not only the name and date panel, but also the five finials from the original design. Like the garage to the east, it is a good example of the building type. The location of auto garages along the edges of the central business district was common during the first part of the twentieth century.

## **500 Block Washington:**

The north side of this block contains eight buildings, including two double storefronts and one triple storefront (that appears to be a four front building due to the later construction of a matching storefront on the west). All of these are two stories and range in construction date from 1884 to 1917. The facades exhibit several different colors of brick: rosy red, deep dark red, and brown, plus three facades that are either totally or partially painted. Several of these buildings originally had metal cornices which have been removed. (An interesting note is that only six buildings in the district have retained the original metal cornices.) A cluster of buildings at the northwest corner of Washington and Oak appears to be a single structure, but these were actually built as three separate buildings. The narrow building on the corner (502 Washington) was built for Daniel Griffiths in 1895. Next door west, from the same year is the Shipley-Herriott & Shoenhair (aka Comly-Shipley) Building. These two were obviously designed to complement each other and both feature round arched windows throughout the upper story. These Renaissance revival influenced arched windows vary from single tall slender, to a band of three, to single wide arches. Each is defined by patterned brickwork, not by cast hoodmolds. The Griffith Building has a triple window on the primary façade (Washington) with individual windows

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arranged in pairs along the secondary elevation (Oak Street). The Shipley building has a tripartite upper story design with a triple window in the center flanked by a broad arched window on each side. The original triangular brick pediment and finials have been removed. Immediately west of the Shipley building is another that matches the Griffiths Building with a triple window on the second floor. This building was constructed between 1897 and 1902. These buildings had matching brick patterned cornices. The street level storefronts have been altered on all three of these. The 1884 Ellsworth Block next door at 512 Washington is the oldest building in the 500 block. It is a double storefront that has been altered by the loss of the heavy pressed metal cornice, and the covering of the prism glass transoms. The upper story windows have been partially blocked-in and small double hung windows inserted into the openings. The façade has been painted, and the storefronts modernized. The Cuplin Block at 514-518, is a triple storefront (with the fourth front on the west added later) that dates from 1913 and represents the more simplified design of that period. Rather than an elaborate metal or corbelled brick cornice, it has a simple modified Greek key patterned brick cornice. The upper story windows are symmetrical above each individual storefront with a 2-1-2 pattern. The fourth story section of the building continues this pattern. The street level of each storefront has been modernized. A single storefront at 522 has been given a very simple façade treatment that probably is an alteration, though no historic views have been found. The entire façade has been painted and all traces of a cornice removed. The building at the west end of the block (northeast corner of Washington and Stevens) is of brown brick with simple decorative brick patterning on both the primary and secondary elevations. It illustrates the simplicity of commercial design from the first quarter of the twentieth century.

The south side of the 500 block contains one new building at the southwest corner of Washington and Oak with a small pocket park along the west side. Two National Register of Historic Places buildings are located in the center of this block: the Ellsworth-Jones Building from 1902, and the Metropolitan Opera House from 1899. Originally there was a two story double storefront building built for Ellsworth in 1901 located on the present site of the pocket park. The Ellsworth-Jones and Metropolitan are both three stories and both include the lavish use of terra cotta detailing. The Ellsworth-Jones building is of deep red brick with matching deep red terra cotta. The entire façade is original, with steps leading up to a raised first floor, triple windows on the upper stories, and a pressed metal cornice. The Metropolitan is of buff-colored brick with creamy ivory terra cotta neo-classical detailing. Although the storefronts that flank the large round arched center entrance have been altered with modern glass panels, this building retains its original elegance, complete with the heavy bracketed metal cornice. The last two buildings in the 500 block represent some of the newest of the historic resources. The IOOF Building and the Strutz Building were both built in 1941, using the buff-colored brick that echoes the new City Hall one block north. These two buildings represent the simplified modern design of mid-twentieth century with minimal detailing created by stone belt-courses and simple brick patterned panels. The upper story of the IOOF building demonstrates the use of paired and banded windows, while the Strutz Building continues the same window size and shape, but spaces them individually across the primary façade. Both of these buildings retain the original recessed storefront configuration.

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### 600 Block Washington:

The 600 block was the original commercial center of Iowa Falls. Both sides of it were lined with buildings on the earliest Sanborn map from 1885. It is bounded by Stevens on the east and by Main Street on the west, so it includes the intersection of the two widest streets in town, Washington and Main. Both the north and south sides of the street in this block contain seven buildings, but there is also a small pocket park near the middle of the south side. Although this block was the site of early buildings, with two possible exceptions all the present buildings in the block date to the twentieth century.

The majority of the brick buildings on the north side of the 600 block are two stories. The building at the east end of the block has been painted a bright blue and portions of it are either sheathed in vertical siding or stuccoed. While it appears to be one of the earliest buildings in the district, in its present condition it must be considered a marginal contributing resource. Next door west at 604 Washington is a single story building that retains its original pressed metal cornice. The single story double storefront at 606 retains the simple brick patterning commonly used in the early decades of the twentieth century. The narrow building to the west features very simple flat decorative brickwork panels executed in a different color of brick. This simple building retains the original recessed entrance. The two storefronts at 612 and 614 are twins in design with a very simple crenellated parapet capped by stone coping. Narrow horizontal stone panels are located on each side and in the center with very simple vertical brick patterned panels immediately below them. The upper story windows are symmetrical, with three above each storefront. The design of these buildings is typical of the first quarter of the twentieth century. Both storefronts are altered at street level with either stucco or enameled panels. The remaining buildings on the north side of the street, 616-620, are all either new construction or remodeled to match the new construction. This is the result of the Citizens Bank's decision to expand in 1959.

The south side of the 600 block contains three National Register buildings. The first is the 1<sup>st</sup> National Bank (now Iowa Falls State Bank) at 601 from 1918. This was designed by the Lytle Company of Sioux City, Iowa in the style most popular for bank buildings in the early twentieth century, the Neo-classical. The exterior is of brown brick with lavish cream-colored terra cotta detailing. The corner location allows for this detailing to continue around on the secondary elevation as well. The Iowa Falls State Bank expanded west into the double storefront at 603-605 in 1960, resulting in the present modern glass façade. Immediately to the west is the Princess Sweet Shop (NRHP) from 1935. This is a wonderful example of Art Deco design with a black Carrera glass storefront, stuccoed pink second floor, and original neon sign. A pocket park separates the Princess from the third National Register site in the block, the McClanahan Building at 613. This is a fine unaltered example of simplified commercial design from 1913. The exterior is of orange-brown brick with marble panels below the display windows, recessed entrance, and prism glass transom. Next door to the west is the first building constructed to be a movie theater is Iowa Falls 615 Washington. This single storefront features glazed white brick with charcoal brick trim. The street level has been greatly altered. The broad single story building at 617-621 dates to 1977 and is non-contributing to the district. At the southeast corner of Washington and Main, 623, is a two story buff-colored brick building. This was originally constructed in the first decades

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of the twentieth century of concrete block. The block was covered with buff brick veneer in the mid-twentieth century. This brick is similar to that used for the IOOF and Strutz buildings in the 500 block. This building is considered a contributing structure because the alteration falls within the period of significance.

### 700 Block Washington:

The south side of the street in the 700 block which included the historic Western/Woods Hotel has been totally demolished and recently rebuilt. For that reason, only the north side of the street is included in the district. At the northwest corner of Washington and Main is the *Iowa Falls Sentinel* Building (NRHP) from 1904. The deep red brick exterior has the appearance of a castle with its crenellated corner oriel. It features two curved pediments, one centered over the narrow Washington Avenue façade and one on the long Main Street elevation. It is the Main Street pediment that contains both the name and the date. Six buildings extend west from the Sentinel building before the block becomes residential. The west end of the historic district is the last commercial structure at 714 Washington. All of the buildings in the 700 block are narrow two story single storefront buildings. Next door to the Sentinel Building at 704 is Sayer's Hall the oldest building in the district dating to 1857. It is the construction of this building that establishes the beginning date of significance for the district. Although Sayer's Hall has been altered over the years (note the shadow of the horseshoe shaped hoodmolds above the second floor windows), it retains the original single row sawtooth brick cornice with a simple row of brick dentils below, and a very simple metal cornice that probably was added in the late nineteenth century. The building at 706 is an early twentieth century building with a crenellated parapet similar to the buildings in the 600 block. 708 is a slightly shorter two story building with the same type of simplified early twentieth century design. 710 is the Women's Relief Corps (WRC) Hall from 1898. Listed on the National Register of Historic Places, this building is a good unaltered example of very simplified Italianate design that has strong local historical significance. The small two story building at 712 appears to date to the 1920s, with a new façade by 1950. The last building in the 700 block is a two story concrete block building from 1905, the front portion of which is currently covered by vertical siding. This building is considered non-contributing due to the siding.

### 200 Block Oak:

The Oak Street Bridge across the Iowa River leads directly into the 200 block of Oak Street. During much of the development of the central business district, Oak was considered to be the east boundary. It was only after the bridge was built in 1898 linking the business district to the south side of town that Oak began to develop. The arrival of automobiles soon after the completion of the bridge influenced the type of construction that took place along Oak. The lots along the west side of the 200 block were empty in 1917, and those on the east side contained a lumberyard, a dwelling, and a tiny commercial building near the corner. The oldest extant building on the block is located on the west side of the street at 209 Oak, the Burkett-Johnson Motor Company garage from 1920. Like the two auto garages in the 400 block of Washington, this is a free-standing masonry building of reddish-brown brick built at the front edge of the lot. It has an arched roof providing large open interior spaces to allow room for the repair shop and large glass display windows to highlight new models. A large parking area

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adjoins the garage on the south. On the north side of the alley is a new non-contributing building with a small parking lot in front.

The east side of the 200 block is the location of the Central Motors building. It was constructed in 1948 of buff-colored brick, the same color used for the City Hall, IOOF Building and Strutz Building. The Central Motors building is at the front of the lot with parking area on both sides. This parking was part of the original plan. A garage door opens directly off Oak Street, while the rest of the façade was originally given over to large display windows in the showroom. These windows have been partially enclosed, changing the appearance, but not negating the importance of the building in the changing world of transportation following WW II. Two new, non-contributing buildings are located on the east side between the alley and Washington.

**300 Block Oak:**

The district includes the two buildings on the west side of the 300 block of Oak, and one on the east side. The building on the west side of the street immediately north of the alley at 315 is a two story single storefront design from the 1920s. Like buildings one block west along Stevens, the exterior is of brown brick and it features the simplified modern design common to the period. It retains a high degree of integrity with a recessed entry between large display windows, and a doorway to the upper level on the right side of the façade. There does not appear to have ever been a building adjacent to it on the north. The north wall is now covered by a large, colorful mural. Just north of this two story building there is a (former) gas station set back from Oak with a large parking area for pumps in front of it. This gas station does not fall within the period of significance and is non-contributing.

The only building on the east side of the 300 block was built as Braga Motors in 1948. This free-standing single story buff-colored brick building is long and narrow. Located at the back of the lot, there is a large paved parking area in front of it. This building originally had three large garage doors facing Oak at the south end, and two large glass display windows facing Oak at the north end. Like the Central Motors building one block south, the Braga building was designed and built to function solely as an auto dealership and repair shop. It has recently changed hands and major changes have been made to the north end of the building, having a negative impact on the integrity of the design. Although it is now considered to be non-contributing to the district, its location and the south part of the building continue to illustrate the impact of the automobile on the community.

**500 Block Estes:**

There is only one building on the south side of the 500 block of Estes between Oak and Stevens, and it is included in the historic district to maintain a logical boundary. This building at 503 is a single story concrete block gable roof building with a brick façade that does not fall within the period of significance and is non-contributing.

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## 300 Block Stevens:

This block contains seven buildings, all of which are located north of the alley. The four buildings on the east side of the street represent three different periods. 314, the single story building on the alley, appears to be the oldest from around 1900. Although the façade and "boomtown" front have been greatly altered by the application of vertical wood siding, the original metal cornice remains, and this building is a rare extant example of a wood commercial building with gable roof. The single story brick building at 316 and the two story brick at 318 both date to the 1920s. 316 has been greatly altered, but the two story retains its original simplified design with brick patterned cornice panel and recessed entry. The building at 320 may be individually eligible and is certainly a contributing structure in the district. Built in 1904 of concrete block ("artificial stone") it appears unaltered except for the installation of new upper story windows. This is a very simple design with raised first floor (similar to Ellsworth-Jones), transoms above the windows, and an oval window above the front entrance. Three horizontal concrete block panels highlight the cornice area, with a simple row of dentils above. This building was constructed to house the *Hardin County Citizen* newspaper and has strong local historical significance.

The west side of the street contains three buildings, two of which follow the basic commercial design or plan, being built flush with the front lot line. These two buildings are located at 313 and 315 Stevens, immediately north of the alley and both were built between 1917 and 1930 according to Sanborn maps. Although 313 is two stories, and 315 is a single story, both illustrate the simplified design that was common during this period. Both have a very simple stepped brick parapet, and 315 has a façade of the brown brick that became popular during the first quarter of the twentieth century. Note the diamond-shaped concrete panels inset below the cornice. Although both buildings retain a recessed entrance, the rest of the street level has been altered.

The building with the greatest significance in this block is the 1941 City Hall located at 321 Stevens. Built of buff-colored brick with dressed stone trim, this building is a fine example of subdued Art Deco design. This is seen in the design of the surround above the front entrance and the piers with decorative capitals flanking the entrance. The short rectangular windows are paired on all elevations. A single story multi-bay fire station of matching buff-colored brick is attached to the building on the west (rear) elevation. This fire station was part of the original design, not a later addition. This building differs from almost all of the others in the district in that it is a free-standing structure and is set back from the front of the lot. This siting of the building demonstrates its function as a public structure.

## Conclusion:

The Iowa Falls central business district is visually cohesive and geographically well defined. It is made up of individual masonry buildings sharing a common set-back, similar rooflines, similar red brick exteriors, first floor storefronts of glass, and upper stories with windows and cornices creating a rhythmic pattern. Along the edges of the central business district are found the free-standing buildings that grew up to cater to the automobile. The majority of the

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buildings within this historic district were constructed between 1857 and 1960, and they share a common use/function, such as retail/office, that is visible and adds to the sense of time and place. These commercial buildings illustrate the development of the Iowa Falls central business district during the period of significance. The number and size of these commercial buildings demonstrate the importance of Iowa Falls as a commercial/retail center within Hardin County and the surrounding market area. Visually these buildings are good examples of their building type, displaying distinct characteristics that are representative of their period of construction, style, use of materials, and/or have been designed by a recognized architect. There is a cohesive visual element in this district.

## Integrity:

The determination of contributing and non-contributing status for each building has been made based on the seven aspects of integrity. In all cases, the most important integrity consideration is that the building retains sufficient elements of the original design, materials, and setting that the builder/original owner would recognize it. In addition, the building must retain a sense of the original function as a commercial building. It is expected that the storefronts of commercial buildings may have been altered to present a more "modern" appearance. For this reason, some alterations to the first floor façade of commercial buildings may be acceptable if the upper stories of the building retain the original design and fabric. Metal cornices have often been removed to "modernize" or because of maintenance issues. While such alterations would not be acceptable for a building being considered as individually eligible (a key structure), contributing buildings in a historic district can retain a lesser degree of integrity. This integrity must include the overall size, shape, building material, and fenestration. Buildings which have been "slip-covered" are considered non-contributing to the historic district. If the slip-cover is removed at some point in the future, the building should be re-evaluated.

Washington Avenue has, from the very beginning of Iowa Falls, been the **location** of the business district. The **setting**, created by the construction of the buildings at the front of the lots, filling their lot from side to side, creates a very different environment than that of a residential neighborhood with its widely spaced dwellings sitting well back from the street. The commercial feeling is continued in the **design** of the buildings (two or three story rectangles with flat roof, with facades featuring wide display windows and upper stories with symmetrically arranged windows), sharing a common building **material** (brick). Architectural elements from the 19<sup>th</sup> and 20<sup>th</sup> centuries such as brick-patterned hoodmolds and cornices, metal cornices (both simple and highly decorative), limestone sills and belt-courses, and elaborate terra cotta details, speak to the quality of the **workmanship** involved in the design and construction of this district. The massing of buildings on each side of street creates a pedestrian friendly shopping area that was common in the pre-automobile days. In the same way, the location of the free-standing auto garages at the edge of the business district illustrates the mobility brought about by the automobile. It is the overall physical appearance of this group of buildings that creates both the **feeling** of an earlier time, and the **association** with the commercial enterprises of the day.

The contributing resources in this district are the best surviving examples of commercial architecture in Iowa Falls during the period 1857-1960. (Figure 4, page 33) The Washington

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Avenue Historic Commercial District retains the strong sense of time and place necessary for a historic district.

**RESOURCE LIST**  
 Listed on the NRHP, Contributing (C), or Non-Contributing (N)

ADDRESS	NRHP	C	N
<b>Washington Avenue</b>			
401		X	
408			X
409			X
410		X	
412		X	
416		X	
417		X	
418		X	
422		X	
502		X	
503			X
506		X	
508		X	
511	X		
512		X	
513-517	X		
514-518		X	
520		X	
521		X	
522		X	
523		X	
524		X	
601	X		
602			X
603-605			X
604		X	
606		X	
607	X		
610		X	
612		X	
613	X		
614		X	
615		X	
616-620			X

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ADDRESS	NRHP	C	N
<b>Washington Avenue</b>			
617-621		X	X
623			
702	X		
704		X	
706		X	
708		X	
710	X		
712		X	
714			X
<b>Oak Street</b>			
202		X	
209 (213)		X	
211			X
212			X
222			X
315		X	
317			X
320			X
<b>Estes Street</b>			
513			X
<b>Stevens Street</b>			
313		X	
314		X	
315		X	
316			X
318		X	
320		X	
321		X	

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## STATEMENT OF SIGNIFICANCE:

The Washington Avenue Historic Commercial District has local Criterion A significance as forty-four of the fifty-nine resources within the district speak directly to the commercial development of this non-county seat community between the years 1857 and 1960. These buildings housed not only the vital goods and services needed in a growing community, but also some of the amenities that made life more interesting, such as the Metropolitan Opera House and the Rex Theater. The changes brought about by the automobile are well represented by auto dealerships along the east edge of the business district. The district has local Criterion C significance as a good collection of commercial buildings representative of the types, styles and building materials commonly used between 1857 and 1960, and demonstrates the evolution of building types during this period. The period of significance begins with the construction of the oldest extant building in the district, Sayer's Hall from 1857, and ends with the expansion of the community's two largest banks in 1960.

### Commercial Development in Iowa Falls, Iowa: 1857-1960

The first settlement in the vicinity of Iowa Falls took place in 1851 by Benjamin I. Talbott. His claim included the land where Iowa Falls is located today as well as land east of Rock Run. He built a mill and planned to lay out a town called Rocksylvana. Many people thought the name was too difficult to pronounce and spell.

"Don't thee see," he said to me, "how Pennsylvania was named...sylvania is woods, and so it was named Penn's Woods, or Pennsylvania, and here are the rocks and woods which make Rocksylvana." I tried to compromise with him and call it Rockwood but did not succeed. (*Iowa Falls Sentinel*, June 3, 1914, p 1, c 6)

Ultimately Talbott gave up, sold his mill, and moved onto his land east of Rock Run where he laid out another small town and named it Rocksylvana. Much later this town became part of Iowa Falls, but the original blocks and streets remain as laid out by Talbott.

The original plat of Iowa Falls was bounded on the west and south by the Iowa River, on the north by Union Street, and the section line (one-half block east of Oak) on the east. The location of Iowa Falls was eloquently described by A.T. Andreas in 1875 (p 485):

The situation of the town is one of the most beautiful, picturesque and romantic in Iowa, being located on the east bank of the Iowa River, or as some say on the north bank, the river here making a great bend to the east. The principal part of the town site is on a gently rolling well drained plateau of ground, some seventy feet above the river, which here cuts its way through a deep gorge with perpendicular rocks or palisades rising on either side some fifty or sixty feet above the water.

The original plat contained 48 blocks, each consisting of eight lots measuring 66 feet by 132 feet. A public square was located near the center. The lots have a north/south axis except for those on each side of Main Street between Estes and Hickory which have an east/west axis. Main and Washington Streets measured 80 feet wide while all of the others were 66 feet. The width of Main and Washington streets indicated from the beginning that the business district would not develop around the public square. (Figure 5, page 34)

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When Iowa Falls was first platted most people felt the business district would grow up the hill from the river on the west (along Washington Street). However, the town actually grew on the top of the hill, the location of the present commercial district. In 1856 a three story stone mill was built near the south end of Main Street, and a stone hotel called the Western House was built at the southwest corner of Washington and Main. As the town developed, plans were made for a future railroad, and it was thought that the best place for the tracks would be along the south edge of town, at the crest of the palisade above the mill. Thus, the street nearest the river is named Railroad Street, not River, Front, or Water. Unfortunately, when the railroad arrived, the decision was made to cross the Iowa River east of downtown, and the tracks were laid on the south side of the river.

New settlers arrived in a steady stream throughout the late 1850s and 1860s. In 1863 and 1864 the *Hardin Sentinel* in Eldora noted the growth of Iowa Falls. Business was brisk, there were many new faces, several first class stores were being built, and others were planned. Mills were driven to capacity, a lumber yard was opened, and Lyman Wisner established the first bank in Iowa Falls in 1865. (Nichols, Pioneer Days in Iowa Falls, Iowa, pp 14-15.) In December 1865 the editor of the *Hardin Sentinel*, Marcus Woodruff, decided to move the newspaper from Eldora to Iowa Falls. In the first paper printed in Iowa Falls he wrote

Ten years ago the 7<sup>th</sup> of August (1855) we alighted from a lumber wagon within 40 rods from where we are now penning these lines and turning our eyes in every direction saw but a single dwelling, a log cabin, and around about it a small farm lot from which had just been harvested a small patch of wheat and on which stood a few acres of corn. Some ten or a dozen faces, the entire population of the town, smiled a welcome to White's Mill, now Iowa Falls, which at that time had neither local habitation nor a name. Where now exists the teeming mart of our town, then stood a maturing crop of corn. Where now is heard the constant hum of active industry, the clink of the mechanic's hammer and trowel, the rapid stroke of the mill saws, the lumbering rattle of wagons and the tramp of teams, the Babel of tongues waging upon all sort of subjects, where now stand nearly 200 buildings where now move to and fro in the active pursuits of life over 1,000 human beings, then could be seen the single farmer's unpretending cabin and its half dozen inmates, surrounded by an almost illimitable solitude of woodland and prairie. Then an unreliable weekly mail brought us news ten days old. Now we have three mails per day. Then our nearest railway market was 150 miles away. Now we are within earshot of the locomotive's scream. Then the arrival of a stranger was the theme of comment for days and even weeks. Now the lack of arrivals daily is a wonder. Then a wilderness, now a rapidly growing flourishing village. It should be borne in mind that the bulk of this improvement has been made in the single year past.

What then may we expect in the near future? In a few months at most the railroad will have given the town additional emphasis. The telegraph will transmit to us with lightning speed the intelligence of the busy work. (Ibid., p 13)

Marcus Woodruff wrote that editorial from the second floor of Sayer's Hall, a building still standing at 704 Washington Avenue. Built in 1857, Sayer's Hall has played a very important role in Iowa Falls' growth. It has hosted all kinds of social and political gatherings including: conventions, the Grange, railroad meetings, lodge meetings, and district court. Although the façade has been altered several times, the building has strong local historical significance. (Figure 6, page 35)

On April 15, 1866 the first train arrived in Iowa Falls, greeted by a large crowd of people at the depot. This was the Dubuque and Sioux City Railway, later to become the Illinois Central. A special

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excursion train ran from Dubuque to Iowa Falls on April 24. Evening entertainment consisting of dinner and dancing, was held at Sayer's Hall. On the following day the excursion returned to Dubuque where another grand celebration was held. Both the *Dubuque Herald* and *Dubuque Times* carried stories of the celebration. (*ibid.*, pp 71-72)

For two years Iowa Falls was the end of the rail line. In 1868 a bridge was built across the Iowa River at the site of the present bridge (east of the business district). By May 1869 the Iowa Falls and Sioux City Railroad Company had completed the track from Iowa Falls to Fort Dodge, and another celebration was held. The Burlington, Cedar Rapids and Northern reached Iowa Falls in September 1880. A daily passenger train from Iowa Falls to Cedar Rapids connected with east/west trains. The town became both a freight and bridge division on the road, and a ten stall round house was built. Iowa Falls businessman E.S. Ellsworth recognized the need for a connection between Iowa Falls and Des Moines, and in 1903 the Des Moines, Iowa Falls & Northern Railway was built. Locally known as the Short Line, it later was extended to Mason City and ultimately became part of the Rock Island system.

The changes brought about by the railroads were many. Building materials, groceries, all sorts of goods, could be shipped rapidly and inexpensively by rail. No longer did everything have to come overland by wagon. The accessibility of these materials helped Iowa Falls grow. New businesses were added along Washington Avenue (locally just called "the avenue") to meet the needs of a growing population. A bridge was built across the Iowa River at River Street in 1868, and in 1869 when the town was formally incorporated, the population had reached 1,200. (This is an unofficial estimate.) At that time the town could boast of five general stores, six groceries, two hardware stores, two drug stores, two furniture stores, two harness shops, a marble shop, four boot and shoe stores, three hotels, a printing office, four blacksmith shops, a wagon shop, four farm machinery dealers, two liverys, two grain dealers, a flouring mill, a saw mill, a machine shop, a woolen factory, a photo gallery, two millinery shops, one bank, four lawyers, three doctors, and three land agencies. (*ibid.*, p 18)

To demonstrate just how important the railroads were, freight records from April 1, 1873 to April 1, 1874 show the following shipments out of Iowa Falls: 280 cars of grain, 70 cars of stone and lime, 12 cars of potatoes, and 20 cars of miscellaneous cargo. The same records show the following incoming freight: 130 cars of lumber, 40 cars of coal, 15 cars of implements and household goods, and 12 cars of "miscellaneous." (*ibid.*, p 20)

A July 1874 fire destroyed almost all of downtown Iowa Falls, necessitating the immediate rebuilding of the business district. During the fall of 1874 the *Sentinel* wrote

Whack, bang, rip, apparently all is tumult for the length of nearly two blocks on Washington Avenue. Twenty-six carpenters, ten masons, thirty-six skilled workmen in all, together with an army of shovelers, teamsters, hod carriers, and men of all work, though it may look like confusion, still you find all working systematically and rapidly, accomplishing a vast amount of work each day. (*ibid.*, p 136)

The town was forced to take on a more cosmopolitan appearance by the fire. By January 1875 twenty-three new business buildings had been constructed. The spring of 1876 saw new brick buildings being erected for Israel Klopp and J.L. Estes, a new fence was built around the public square (now Estes Park), and E.S. Ellsworth was elected mayor. For decades following the fire there was a certain uniformity of design in the downtown area because so many of the buildings had been built at the same time, by the same builders, using the same materials.

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The building boom continued with the *Sentinel* commenting in 1880

...it is almost impossible to hire a carpenter, mason, painter, or laborer, every man that can build is busy, because the town is growing so fast. (*Iowa Falls Sentinel*, November 10, 1880, p 3, c 2)

In 1882 the excitement of the telephone reached Hardin County, and a petition was circulated to put telephone instruments in the courthouse in Eldora to connect with Iowa Falls and Ackley. February 1882 brought telephone wires to Iowa Falls and four businesses "have instruments in place." (*Ibid.*, February 15, 1882, p 3, c 2) That same year the ladies of Iowa Falls decided that the public square would be improved by a pagoda. The fund-raising for this project took sixteen years (until 1898), with the total cost of construction being \$277. Other improvements to the business district included the laying of board sidewalks in front of some buildings, with stone crossing laid across the major downtown intersections. The First National Bank constructed a new building on Washington that had "very fine" ornamental stonework on the façade, and the local foundry cast iron columns for the front of Winslow's new store. The newspaper noted that there was no longer a need to go to Chicago for such iron work anymore. A skating rink was opened on the southwest corner of Oak and Washington. Measuring 110 feet by 44 feet, it had a large reception room in which to put on the skates, a hard maple floor, and a 4 foot platform on all sides for the spectators. (*Ibid.*, March 12, 1884, p 3, c 4) In later years a stage was installed so it could be used as a theater and meeting hall as well. In 1883 John Weiland recorded an unofficial Iowa Falls population of 1521. This figure may well have been accurate as the US census of 1880 listed 955 inhabitants, and the 1890 US Census listed a population of 1796. The town was definitely growing.

It was during the 1880s that E.S. Ellsworth (1848-1907) began to physically leave his mark on Iowa Falls. In his book *Pioneer Days in Iowa Falls*, I.A. Nichols wrote extensively of Ellsworth, saying

I think that it can be said in all truth that Eugene Ellsworth did far more toward the upbuilding and advancement of Iowa Falls than any other citizen in the history of the town...He was a man of restless energy and keen business ability and rapidly amassed considerable wealth. (Nichols, p 325)

Ellsworth's family moved to Iowa Falls following the Civil War, his father opening a livery business. Young Ellsworth worked with his father, often driving prospective land buyers out to look at land, thereby gaining knowledge of real estate. In 1869 he opened his own livery, began handling land on the side, and found time to take a business course at a Dubuque Business College. He soon (1872) opened his own real estate agency offering land in several surrounding counties, and the following year he opened a loan business in connection with his real estate office. This was the beginning of a mammoth land and loan business. When the Cedar Rapids, Iowa Falls and Northwestern Land and Town Lot Company was formed in 1880 to handle the sale of lots in the towns along the B.C.R.&N line, Ellsworth was named secretary of the company, and the town of Ellsworth, Minnesota was named for him. (*Ibid.*, p 330) That same year he hired L.E. Jones to work in the office, and four years later made him a partner under the firm name of Ellsworth & Jones. One of the first telephones in town linked the firm's office to the BCR&N depot, connecting the business district to the railroad.

Ellsworth owned thousands of acres of farmland in northern Iowa. He put the first steamboat on Spirit Lake in 1882, and, with some other investors, built the Hotel Orleans in Okoboji a year later. Over the years he established (or helped establish) Ellsworth College, the public library building, the first golf house and golf course in the community, the Zoological Park, and Ellsworth Hospital. In addition to his

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Iowa farmland Ellsworth owned thousands of acres of land in southern Minnesota, South Dakota and the Red River Valley. The Ellsworth and Jones loan business developed into a marvelous affair with offices in Boston, Chicago, Iowa Falls, and Crookston, Minnesota. It was said that from the time Mr. Ellsworth began lending money in 1873 until his death in 1907 no mortgage was ever foreclosed on a loan that he or his firm made.

Washington Avenue between Stevens and Fremont contains four buildings for which Ellsworth was responsible (a fifth building has been demolished). In 1884 he built his first commercial building, the Ellsworth Block. This was a two story double storefront brick, on the north side of the street at 512 Washington. (Figures 7 & 8, page 36) He started buying lots across the street on the south side of Washington, and on June 28, 1899 he announced plans for a magnificent opera house. The Metropolitan Opera House (NRHP) was

... unsurpassed by any in the state. Among the actors playing the Metropolitan in the early years were Otis Skinner, Charles H. Hanford, Walker Whiteside, and Sousa's Band. Theater parties came from surrounding towns, often by special trains. The Metropolitan orchestra furnished the music for all opera house performances. From 1899 to 1944 E.O. Ellsworth (son of E.S.) was the manager. (*Ibid.*, p 330)

In 1901 he had a two story double storefront built at 418-410 Washington (non-extant), the Ellsworth-Jones Building (NRHP) at 511 Washington next door to the Metropolitan was completed in 1902 (Figures 9-11, page 37), followed by the construction of a three story double storefront building immediately next door at 507-509 Washington (non-extant). When Eugene S. Ellsworth died in February 1907 his funeral services were held at the Metropolitan Opera House which was packed to overflowing. Special trains brought mourners from Clarion and Eldora, while many other communities sent delegations.

Ellsworth was not the only businessman building new brick commercial blocks. In 1895 two fine two story brick blocks were built on the northwest corner of Washington and Oak, one for Daniel Griffiths at 502 Washington and the other for Comly and Shipley at 506 Washington. (Figures 12 & 13, page 38) The northeast corner of Washington and Oak was filled in 1901 by the construction of the Farrington-Taylor building at 422 and another Ellsworth Block at 418 Washington. (Figures 14 & 15, page 39) At the opposite (west) end of the business district the Women's Relief Corps (WRC) #48 decided to build a new two story lodge hall on their lot in 1898. This building was listed on the National Register in 1993. (Figure 16, page 40) These newest buildings also included "cement" sidewalks instead of the wooden walks found elsewhere. The city voted to install a municipal sewer system in 1899, and shortly after the turn of the century decided to replace all the wooden sidewalks downtown with modern "cement" ones and to place waste receptacles in convenient places "to improve untidy appearance" of the business district. A new city hall was planned on the site of the old Stevens Hotel (southwest corner of Stevens and Estes). All of this activity spurred the two rival newspapers to each build a new building in 1904. The *Iowa Falls Sentinel* had a two story brick (NRHP), complete with rounded corner oriel window, built at the corner of Washington and Main. (Figures 17 & 18, page 41) The *Hardin County Citizen* built a two story artificial stone (concrete block) building on the east side of Stevens just south of the park. (Figures 19 & 20, page 42)

The growth of the business district was undoubtedly boosted by the strong rail system that intersected in Iowa Falls. The railroads provided excellent passenger as well as freight service. In 1891 the Burlington, Cedar Rapids & Northern had two passenger trains and two freight trains leaving Iowa Falls northbound daily except Sunday, and two passenger and two freight southbound also. The Illinois Central had two passenger trains and an "express" plus two freights leaving eastbound daily except

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Sunday, and two passenger and three freights westbound. The Chicago, Iowa & Dakota had two passenger trains daily southbound and two northbound. (*Iowa Falls Sentinel*, January 7, 1891, p 1, c 1) In 1903 a new brick Union Depot (NRHP) was constructed on East Rocksylvania. Iowa Falls is unusual because the railroad tracks do not run through or near the central business district.

For years traffic moving in and out of downtown Iowa Falls was east and west along Washington. However, in 1897 Byron Bliss brought about the opening of a new north/south route leading out of Iowa Falls across the river. He platted the land on the south side of the river, and helped finance the building of the first Oak Street bridge in 1898. This played a major role in the development of Iowa Falls in the coming decades. (The Iowa Department of Transportation built a new bridge at this site in 2011)

The first automobile arrived in Iowa Falls in 1902 with Frank McMillan at the wheel. By 1906 E.S. Ellsworth owned a Winton "Model K" and several other autos were seen around town. The spring of 1909 brought the opening of the first automobile garage in Iowa Falls. Built by W.G. Gohring just south of his blacksmith shop on Stevens, the 22 foot by 50 foot building was designed for the sale as well as repair of autos. (Figure 21 page 43) Sheridan Babcock soon joined the firm as a partner. Four different kinds of automobiles were offered by the firm of Gohring and Sheridan: Reo, Mitchell, Ford, and Overland. Within a few months two other dealerships opened. C.L. Gade was the agent for the "Lampert" and Nelson and Son decided to handle Jackson and Mason cars in addition to their implement business. The *Sentinel* was full of information about autos, dealers, owners, and speed limits.

Speed limit set by city council is six miles per hour, but everyone is violating this ordinance. It seems the ordinance should ask all autos to drive on the right side of the street to help avoid accidents. (*Iowa Falls Sentinel*, August 10, 1910, p 1, c 1)

It would appear that many of the sixty-seven autos in Iowa Falls in 1910 were being driven in a somewhat reckless manner. Not content with driving in town, auto owners planned excursions to neighboring cities. A caravan of twenty-two autos carrying ninety-three people drove down from Mason City to have dinner at the Woods Hotel. The trip from Mason City was made in about three hours. More auto garages were springing up around Iowa Falls, with J.E. Dougan building a fine large 66 foot by 132 foot garage at 417 Washington in 1914. (Figures 22 & 23, page 43) This is the oldest of the extant garages in Iowa Falls. Six years later the Burkett-Johnson Motor Company built their new garage around the corner at 209 Oak.

There was talk of a new bridge across the river at the west end of Washington, and some citizens were recommending that the streets in the business district be paved. The Commercial Club ordered ornamental electric cluster street lights to line both sides of Washington "from the *Sentinel* corner (Main) to the Farrington corner (Oak)." (*Iowa Falls Sentinel*, October 25, 1910, p 1, c 2) With the installation of the new lights it was said that Iowa Falls had gained a metropolitan appearance. A few years later street lights were extended to the business section on Stevens. The official census figures for 1910 showed Iowa Falls with a population of 2797, but many businessmen disagreed. The directors of the Commercial Club completed their own count and found a population of 2965, a gain of 168 over government figures. (*Iowa Fall Sentinel*, February 28, 1911, local page, c 1) The much hoped for Washington Avenue bridge was completed in 1912. This opened a whole new area of town west of the river for development.

Like most communities, the first streets to be paved were in the downtown area. Eighteen blocks of paving were laid in 1912, ten on Main (leading from downtown north to the Ellsworth College campus), six on Washington, and two on Stevens. As soon as it became known that Main was to be paved, the

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residents got busy and had a 20 foot strip in the center landscaped, creating a boulevard through their neighborhood. The following year twenty more blocks were paved, with six more being done in 1916.

The improvements downtown were not limited to streets and lights. Among the new buildings was the triple storefront Cuplin Block which was built in 1913 on the north side of Washington. (Figures 24 & 25, page 44) One block west on the south side of the street Dr. McClanahan erected a substantial two story brick building, NRHP. (Figure 26, page 45) At the southwest corner of Washington and Main the 1850s Western Hotel was superseded by the Woods Hotel (non-extant). Just south of the business district St. Matthew's by the Bridge Episcopal Church, NRHP was built on the corner of Railroad and Oak, perched on the palisade overlooking the Iowa River. In December the *Sentinel* reported that Iowa Falls had had a prosperous year with over one half million dollars spent for improvements in 1913. (*Iowa Falls Sentinel*, December 23, 1913, p 1, c 1)

Along the north edge of the business district lots on Main Street facing the public square (Estes Park) were selected as the site for the new Federal Building/Post Office. When the new Post Office, NRHP, opened in December 1914 the *Sentinel* carried a front page story with pictures. However, the month before the paper had been less than enthusiastic about the building.

The work on the new federal building seems to be progressing rather slowly. There is too much "gingerbread" about the building. It would have been a better plan to cut out some of the "flub-dubbery" and given us stone pillars in front rather than wooden posts. It is rather a surprise that the government builds extravagant along certain lines and then reduces expenses by using wooden pillars on outside. (*Iowa Falls Sentinel*, September 29, 1914, p 1, c 1)

The first building to be built specifically as a movie theater, the Rex (Figure 26, page 45), was constructed at 615 Washington in 1914. The southwest corner of Washington and Stevens had long been the home of the First National Bank. In 1917 an elegant new bank building was designed by the Lytle Company of Sioux City, a firm which specialized in bank designs. Just twenty-two feet wide, the two story building (NRHP) was of brick with lavish terra cotta detailing in the Neo-Classical style popular for banks of the period. (Figure 27, page 46)

The biggest news of the early twentieth century was the routing of two federal highways through Iowa Falls. Talk of two great automobile routes passing through the community was heard in 1911, but it was 1916 before the dream became a reality. The north/south Jefferson Highway (US 65) was graded during the spring and summer of 1916, while the grading for the east/west Grant (or Hawkeye) Highway (US 20) was approved in August 1916. Both of these highways were transcontinental in scope, the Jefferson running from New Orleans to Winnipeg; and, the Grant from Boston to Seattle. (Figure 28, page 47) While all the discussion was going on about the two federal highways, the citizens of Hardin County argued the pros and cons of graveled county roads. After many problems, the whole primary road system of Hardin County was drained, graded, and graveled (68 miles in all) by November 1922. In 1929 it became generally recognized that gravel was not the answer for the federal roads, and the decision was made to pave. By October 1930 US Highway 65 was paved across the county, and in 1932 the paving of US Highway 20 was completed.

Oil stations (a new building type) were constructed in Iowa Falls along Oak and Washington, the routes of the two highways. In 1924 there were five oil stations located on Oak alone. It does not appear

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that any of these early stations are extant. In 1927 the city bought three stop and go signs for use on Washington. The automobile had changed the way of life even in rural Iowa counties.

Although the stock market crash occurred in 1929, the real crunch in Hardin County (like much of Iowa) came in 1932 and 1933. A review of the *Sentinel* from late 1929 does not reveal a feeling of foreboding. People were continuing to carry on their everyday lives. As noted earlier, major road paving in the area was accomplished between 1930 and 1932, providing jobs for not only the laborers but also people involved with the manufacture of the machines and materials necessary for the project. There continued to be a few construction projects in Iowa Falls during the 1930s.

About the only good thing to happen in 1932 was the completion of a new Washington Avenue bridge (extant). The first of the Iowa Falls banks closed its doors in June 1932 (State National). The mayor called for a ten day business holiday on July 4<sup>th</sup>. Bank customers were asked to sign waivers promising not to deplete accounts by more than 10% per month. Three banks were able to reopen under this waiver system (First National, People's Trust & Savings, and Security Savings). On Wednesday December 21, 1932 all three banks closed. It was five months before a new bank opened, when the Iowa Falls State Bank opened for business in the old First National building on the southwest corner of Washington and Stevens.

In 1929 two Greek emigrants (Harry Pergakis and Ernest Karrys) combined their businesses into the Princess – Sweet Shop, a candy kitchen, ice cream parlor, and café. It rapidly became one of the most popular establishments in Iowa Falls. On Christmas Eve 1934 the Princess burned. Even in the midst of the Depression the business was immediately rebuilt. Today the Princess (NRHP), in the 600 block of Washington Avenue, retains the sparkling black Carrara glass façade, with sophisticated lettering, and neon sign of the 1935 Art Deco design. (Figure 29, page 48)

Although there was little new downtown construction between 1935 and 1940, the local businessmen were constantly looking to improve their businesses and their community. On May 16, 1940 the *Iowa Falls Citizen* carried a front page article that might be considered prophetic:

Farmers, Businessmen to Discuss Corn-Alcohol Plan

The use of corn-alcohol blended gasoline as an anti-knock agent was discussed. "Corn-alcohol is almost ready to step out of the lab onto the highway."

Unfortunately, there does not appear to have been a follow-up article about the local reaction to this prescient idea.

1940 brought several changes to the street landscape in the Iowa Falls business district. The city council decided that parking along Washington should be limited to two hours, new sidewalks were installed in several blocks, and traffic lights were installed at two intersections that were on the highway: Oak at Washington, and Oak at Rocksylvania. Later in the year there was news of new construction planned for 1941. The city decided to replace the City Hall with a new building on the same site (southwest corner of Stevens and Estes). This two story buff-colored brick building illustrates a simplicity of design which was first seen in the 1930s. Most second floor windows are grouped in pairs sharing a single sill. The parapet at the top of the building is capped by a simple stone belt-course, and the symmetrical entrance is highlighted by brick pilasters with stone trim in the Art Deco style. (Figures 30 & 31, page 49) While the new building was under construction all city offices were moved to the basement of the Estes Park band shell.

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Two buildings on Washington Avenue from the same year are also constructed of buff-colored brick in a simplified modern design. The IOOF Hall at 521 Washington (next door to the Metropolitan Theater) is a two story double storefront building with a recessed central entrance, and an upper story entrance on the right side. Windows on the second floor are banded by stone sills and lintels. The use of stone is continued on the parapet. An identification stone reading "IOOF" with the chain link symbol of the organization is centered above the upper story windows. (Figure 32, page 50) Next door at 523 Washington is the Strutz Building, also from 1941. It is a two story buff-colored brick building, with a single storefront, but the secondary elevation faces Stevens and received the same simple decorative treatment as the façade: stone sills and lintels above the windows, with a single row of brick corbelling at the parapet. (Figure 33, page 50) Dedications of all three new buildings (City Hall, IOOF, and Strutz) took place in 1942.

This buff-colored brick was very popular from the 1930s through the 1960s and changes the character of "Main Street." No longer is the street lined with heavy red brick buildings. The light buff color seems to open the space. There are several other examples of the use of this buff-colored brick in Iowa Falls. 623 Washington, built as the Scenic City Land & Loan Building, was originally of concrete block construction. The present light brick façade and secondary elevation was applied in mid-century to "modernize" the building.

There was little other construction during the war years due to lack of materials. During this period the town was continuing to enjoy Thursday night band concerts in Estes Park, and the band celebrated its 50<sup>th</sup> anniversary. In the summer months the Commercial Club encouraged its members to close their stores at noon on Thursday to give their employees time off (probably due to the lack of air conditioning). The need for a place for teenagers to congregate was recognized and a storefront located on Main Street was rented. Teens and adults worked together cleaning, painting, etc. This teen center appears to have been located in the same block as the Sanitary Dairy at the southwest corner of Main and Estes. According to Dawn Schwebke who worked at the dairy as a teenager, everyone met "at the Dairy." (Interview, November 2009)

Following World War II and the return of the veterans, things picked up in downtown Iowa Falls. The city council decided that "head in" parking should be banned, with only parallel parking allowed on Washington from Fremont west to the river. New metal street signs were ordered for the entire community, and there was a movement to build an airport. A special election in 1945 approved the airport, construction began shortly, and in May 1947 an estimated 7,000 people attended the dedication and air show at the new Iowa Falls Municipal Airport. 110 airplanes flew in for the flight breakfast that day.

The war years had seen automobile production turned to war production, and by 1946 people were eagerly awaiting the arrival of new cars. Figures show that there were 443 vehicles purchased in Hardin County in 1946: 323 autos, and 120 trucks. (*Iowa Falls Citizen*, March 6, 1947) Street re-surfacing had also been on hold during the war, so 1947 brought a city-wide street repair program. The first parking meters were installed downtown in 1948. That same year both the Central Motors and I.W. Braga auto garages (Figures 34 & 35, page 51) were built along Oak using the same buff-colored exterior found on the City Hall, IOOF Building and Strutz Building. By 1950 there were twelve new car dealers in Iowa Falls and in 1953 one of the dealers advertised

"We have on display the new Austin Somerset Deluxe Sedan. You must see this new English car. Many Americans are buying this amazing foreign car. Stop in at Gohring Motor Co. at 211 Stevens Street." (*Hardin County Times*, Sept 29, 1953, p 2)

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The invasion of foreign cars had begun. By 2012 there were only two new car dealers in Iowa Falls.

The Commercial Club revived the annual Fall Festival with a street carnival and rides on Main Street. Fifty local businessmen formed a caravan to visit 17 towns to promote downtown Iowa Falls. The weekly *Iowa Falls Citizen* announced that they would start publishing twice a week (Tuesday and Thursday) and in 1948 longtime editor Ira Nichols retired. The *Citizen* brought in Carl Hamilton from Washington, D.C. to fill the editor's chair. Two years later Hamilton announced plans for the construction of a new building and printing plant in the spring of 1951 at 408 Stevens (on the east side of Estes Park). At that time Hamilton was editor of both local newspapers, the *Iowa Falls Citizen* and the *Hardin County Times*. The first paper to be printed in the new building rolled off the presses on July 31, 1951.

Along Washington Avenue businesses were moving from one building to another, expanding, changing owners, changing names, Grocery stores had always been part of the downtown retail mix. However, in 1949 a step taken by one store, Piggly Wiggly, was the precursor of things to come. Piggly Wiggly closed their downtown store and opened a new one on Highway 65 South, south of Lewis Implement. This was the first store to leave the central business district (Washington, Main and Stevens) for a location that would provide ample parking for their customers. The days of the "Main Street" mom and pop grocery were numbered. A few years later Fareway would open a store on Oak between Estes and Rocksylvania, and other locally owned groceries sold out to chain stores. The city fathers recognized a need for more downtown parking, and in 1950 a city parking lot was created on the south half of the block bordered by Washington, Railroad, Stevens and Main. (One of the oldest stone buildings in town was demolished for this lot.)

The early 1950s brought another new invention, one that was to radically change the life style of Iowa Falls...television. Large ads for TVs filled the newspapers, and you could win a new Admiral TV just by naming the new supermarket. Keith Schwebke was the assistant manager of the Gambles store at the corner of Oak and Washington. One of his jobs was to install the roof-top antennas for the new televisions sets. He laughingly tells that he only fell off one roof during all the installations, and that was a single story house. (Interview, November 2009)

In the mid-1950s the Merchants' Committee changed the weekly shopping night from Saturday to Monday, thinking (hoping) that this would be more convenient for shoppers. More parking meters were purchased and installed, and three streets around Estes Park were widened to allow more diagonal ("head-in") parking. The 1950s appear to have been a time when all communities across the state were working hard to promote their home town, and Iowa Falls was no exception. A *Hardin County Times* editorial said

Lets settle on "Iowa Falls, the Scenic City" and promote it on all our signs,  
[and] in all other ways and means at our disposal." (May 4, 1954, p 1)

That slogan continues to be used today to promote the community. A Soviet delegation visited Iowa Falls in 1955. The visitors were given tours of plants, farms, and the Purina facility. They showed interest in costs and salaries. (*Hardin County Times*, July 25, 1955 p1) The 1955 Centennial Celebration was attended by 35,000 people who enjoyed parades, an aquarama and other events. There were two new gas stations built at the corner of Oak and Washington (non-extant), and the local Ministerial Association protested the idea of Sunday shopping. It was rumored that one of the supermarkets planned to be open on Sunday. Changing times brought the sale of the Rex Theater building to the Moose Lodge and the

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sale of the Metropolitan Theater to Iowa Theaters of Des Moines. Iowa Theaters also took over operation of the Rex Theater.

Late 1959 brought the news that the two largest downtown banks, Citizens Bank on the north side of Washington, and Iowa Falls State Bank at the corner of Washington and Stevens both planned to expand. Each bank had purchased the two storefronts immediately west of their present building and more than doubled in size. This expansion by the local banks indicated a strong belief in the local economy. This was strengthened by an article in the *Hardin County Times* (June 23, 1959, p 1) that announced that Iowa Falls had spent \$11 million in community improvements during the 1950s...A Decade of Growth. The population of Iowa Falls had grown by 25% between 1940 (4,425) and 1960 (5,565).

## CONCLUSION

Iowa Falls was platted and grew as a "market town," with a linear "Main Street" that extended from Fremont on the east to the Iowa River on the west. It was like many of the Iowa "towns [that] dotted the landscape, each with a length of Main Street devoted to the provision of goods and services or to the distribution of products and livestock." (Nash, E-5) The retail economy of Iowa Falls was directly linked to rise and fall of the agricultural economy of the surrounding counties. (*ibid.*) The linear development of the business district was probably based on two things. 1) The original plat included two streets that were wider than the others (80 feet vs 66 feet) and these streets intersected not far from the public square. 2) Iowa Falls was not the county seat. If Iowa Falls had been designated the county seat, there is the strong probability that the courthouse would have been located in the center of the square and the business district would have developed around it. However, with the designation of Eldora as the county seat (a decision that Iowa Falls tried to dispute), the need for the public square changed. It remained a public park, and the business district developed one block to the south along Washington Ave

Richard Francaviglia describes this linear Main Street plan as "...Main Street at its most functional..." (Francaviglia, p 78) A linear pattern creates a very different business district from that around a public square. John Jakle wrote that "this type of linear Main Street is tightly bounded by the architecture of the buildings lining it." (Jakle, pp 18-19) This is very true in Iowa Falls. Washington Avenue between Oak and Main is lined with two story brick buildings, constructed at the front edge of their lots, creating a common setback, an unbroken wall of masonry on each side of the street. This becomes almost like a brick canyon with the only open space being a small pocket park, the sidewalks and the street itself.

From the beginning the earliest buildings were constructed along Washington. Although many of the early buildings were probably of frame construction, the earliest that lasted any length of time at all were of limestone construction. The Western House (later Woods Hotel) at the southwest corner of Main and Washington was an early stone building and its location established the west end of the business district. Oak appears to have been the eastern end of commercial development. While Washington was the major street in the business district, side streets such as Oak, Stevens, Main, Estes, and Railroad all contained commercial buildings, but often on a somewhat smaller scale. The majority of buildings in downtown Iowa Falls are two story single storefront buildings. There are a surprising number of two story multi-storefront buildings for a community of this size. The 400 and 500 blocks of Washington contain eight well maintained double and triple storefronts.

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The driving force for commercial development changed during the years. Originally, the arrival of the railroads appears to have been the major factor. However, the fire of 1874 required the rebuilding of downtown Iowa Falls, thus creating a street lined with new, "modern" buildings with a visual and stylistic cohesion. The role of E.S. Ellsworth in the building of downtown should not be underestimated. He personally was responsible for the construction of at least five major two story multi-front buildings between 1884 and 1902. This brought a major change to the landscape of the 500 block of Washington. The advent and popularity of the automobile, along with the attendant new building types such as garages (both sales and service), oil stations, and paved highways were another major force in downtown development. The routing of two US highways through downtown Iowa Falls ensured the strong retail health of the community.

It is interesting that it was the construction of new buildings which changed the face of downtown Iowa Falls from the 1860s until World War II. From approximately 1945 on, however, the face of downtown was changed by upgrading the public features: changing in parking design, new sidewalks, new streetlights, the installation of parking meters, and the establishment of the first city-owned parking lot.

Despite the relocation of a few businesses to US Highway 65 south of the railroad tracks, the Iowa Falls business district remains a vibrant, viable retail area.

The Washington Avenue Historic Commercial District has Criterion A significance as forty-four of the fifty-nine resources within the district speak directly to the commercial development of this non-county seat community between the years 1857 and 1960. These buildings housed not only the vital goods and services needed in a growing community, but also some of the "frills" that made life more interesting, such as the Metropolitan Opera House and the Rex Theater. The changes brought about by the automobile are well represented by auto dealerships along the east edge of the business district. The district has Criterion C significance as a good collection of commercial buildings representative of the types, styles and building materials commonly used between 1857 and 1960, and demonstrates the evolution of building types during this period. The period of significance begins with the construction of the oldest extant building in the district, Sayer's Hall from 1857, and ends with the expansion of the community's two largest banks in 1960.

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May 26, 1880-December 1883  
1884-1887  
January 7, 1891-June 21, 1894

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November 2, 1898-July 17, 1901  
1901-1902  
June 1903-November 1906  
January 1, 1907-March 1909  
April 1909-December 1909  
January 1910-March 1914  
April 1914-December 1915

## **Photographs**

Frank Foster collection of historic photographs, Manuscript Collection, State Historical Society of Iowa, Iowa City, IA. Copies also available at the Iowa Falls Historical Society, Iowa Falls, IA.

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## GEOGRAPHIC DATA:

### Boundary Description:

The boundary of the Washington Avenue Historic Commercial District, Iowa Falls, Iowa is shown on the map entitled "Washington Avenue Historic Commercial District." (Figure 2, page 32 ) The district includes:

Original Town, Block 5, lots 2-4  
Block 6, lots 1-3  
Block 9, lots 1-4, 7 & 8  
Block 10, lots 1-8  
Block 19, lots 1 & 2, 5-8  
Block 20, lots 1-4  
Block 24, pt lot 6, lots 7 & 8  
Talbot's Add, Block 4, lots 3 & 4  
Block 9, lots 1 & 2

### Boundary Justification:

This is the geographic area that most clearly illustrates the commercial development of Iowa Falls during the period of significance, 1857 to 1960.

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The photographs submitted with this nomination were taken by Richard Reber in July 2009, Molly Myers Naumann in August 2011, and Marian Gehrls in February 2012. All of the photographs are accurate representations of the resources as they appear in 2012.

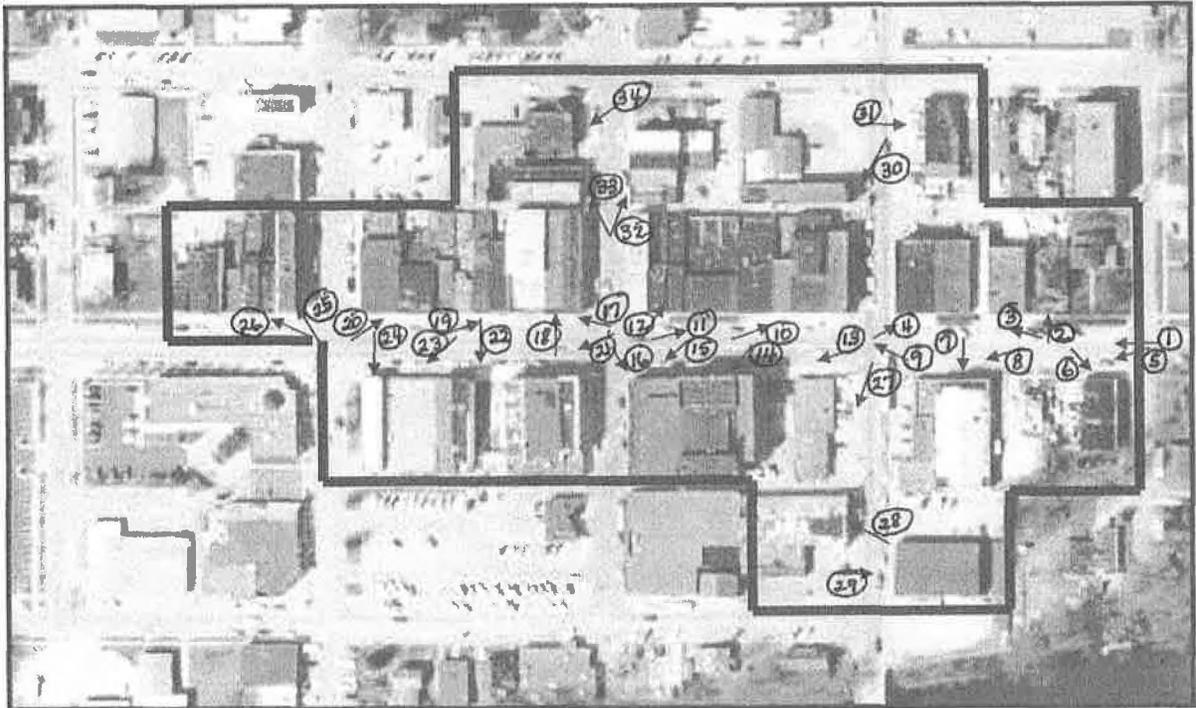
0001	Washington Avenue looking west from Fremont Street
0002	410 Washington looking north
0003	412-422 Washington looking northwest
0004	Northeast corner of Washington/Oak looking northeast
0005	South side of 400 block of Washington looking southwest
0006	401 Washington looking southeast
0007	417 Washington looking south
0008	417 and the south side of the 500 block of Washington looking southwest
0009	Northwest corner Washington/Main & the north side of 500 block looking northwest
0010	502 to 514 Washington looking northeast
0011	506 to 522 Washington looking northeast
0012	522 & 524 Washington looking northeast
0013	South side of 500 block Washington to southwest
0014	Ellsworth-Jones Building & Metropolitan Theater (both NRHP) to southwest
0015	IOOF Building & Stutz Building (521 & 523 Washington) looking south
0016	Southeast corner Washington/Stevens looking southeast
0017	600 block Washington looking northwest
0018	602 & 604 Washington looking north
0019	604-616 Washington looking northeast
0020	Northeast corner Washington & Main looking northeast
0021	1 <sup>st</sup> National Bank (NRHP) & south side of 600 block Washington looking southwest
0022	607 & 613 Washington looking south
0023	615 through 623 Washington to southwest
0024	623 Washington to south
0025	Sentinel Building (NRHP), northwest corner Washington/Main looking northwest
0026	North side 700 block Washington looking northwest
0027	West side 200 block Oak looking southwest
0028	209 (213) Oak looking northwest
0029	202 Oak looking to east
0030	315 Oak looking southwest
0031	320 Oak looking east
0032	East side 300 block Stevens, 314 through 320, looking northeast
0033	West side 300 block Stevens, 313 through 321, looking northwest
0034	City Hall, 321 Stevens, looking southwest

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Map showing photo angles for the Washington Avenue Historic Commercial District

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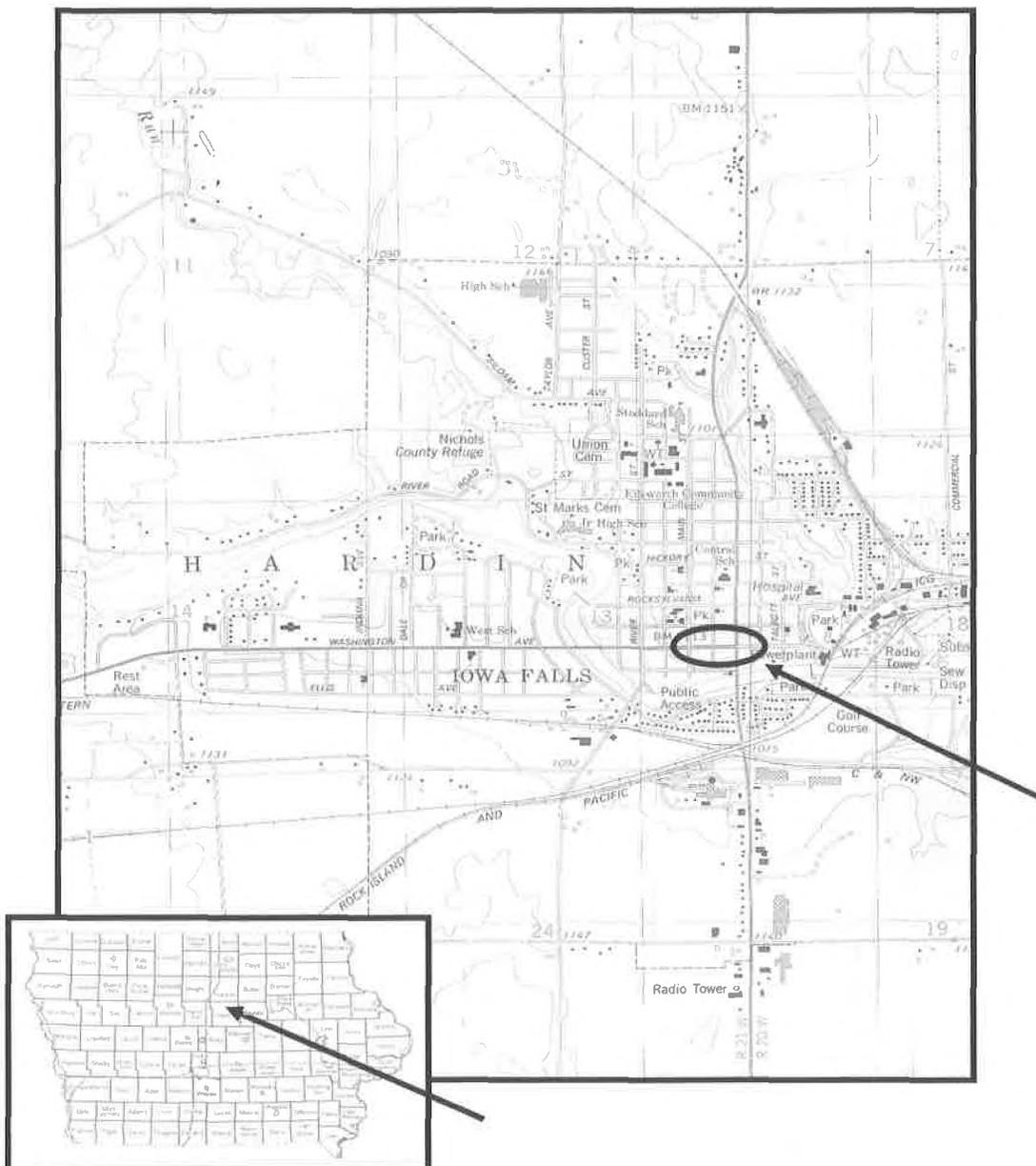


Figure 1

USGS Map of Iowa Falls (1979)

Oval indicates location of the Washington Avenue Historic Commercial District  
Arrow on Iowa map indicates location of Iowa Falls

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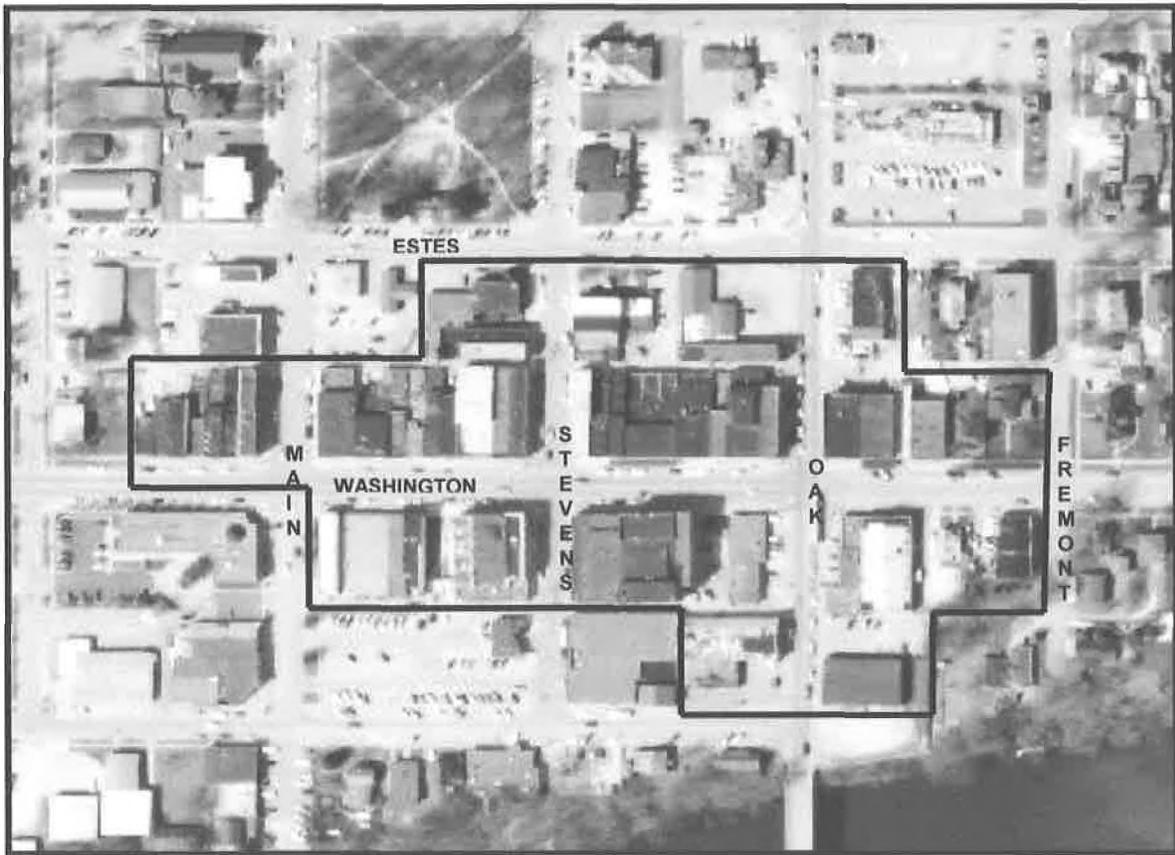


Figure 2  
Map showing boundaries of Washington Avenue Historic Commercial District  
(2009 aerial photograph)

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Figure 3  
National Register of Historic Places sites in downtown Iowa Falls  
(2009 aerial photograph)

Within the Washington Avenue Historic Commercial District

- |                                  |                                 |
|----------------------------------|---------------------------------|
| A- Women's Relief Corp Hall      | B- Iowa Falls Sentinel Building |
| C- McClanahan Building           | D- Princess Café                |
| E- 1 <sup>st</sup> National Bank | F- Metropolitan Opera House     |
| G- Ellsworth-Jones Building      |                                 |

Outside the Historic District

1 U S Post Office

2 St Matthew's by the Bridge

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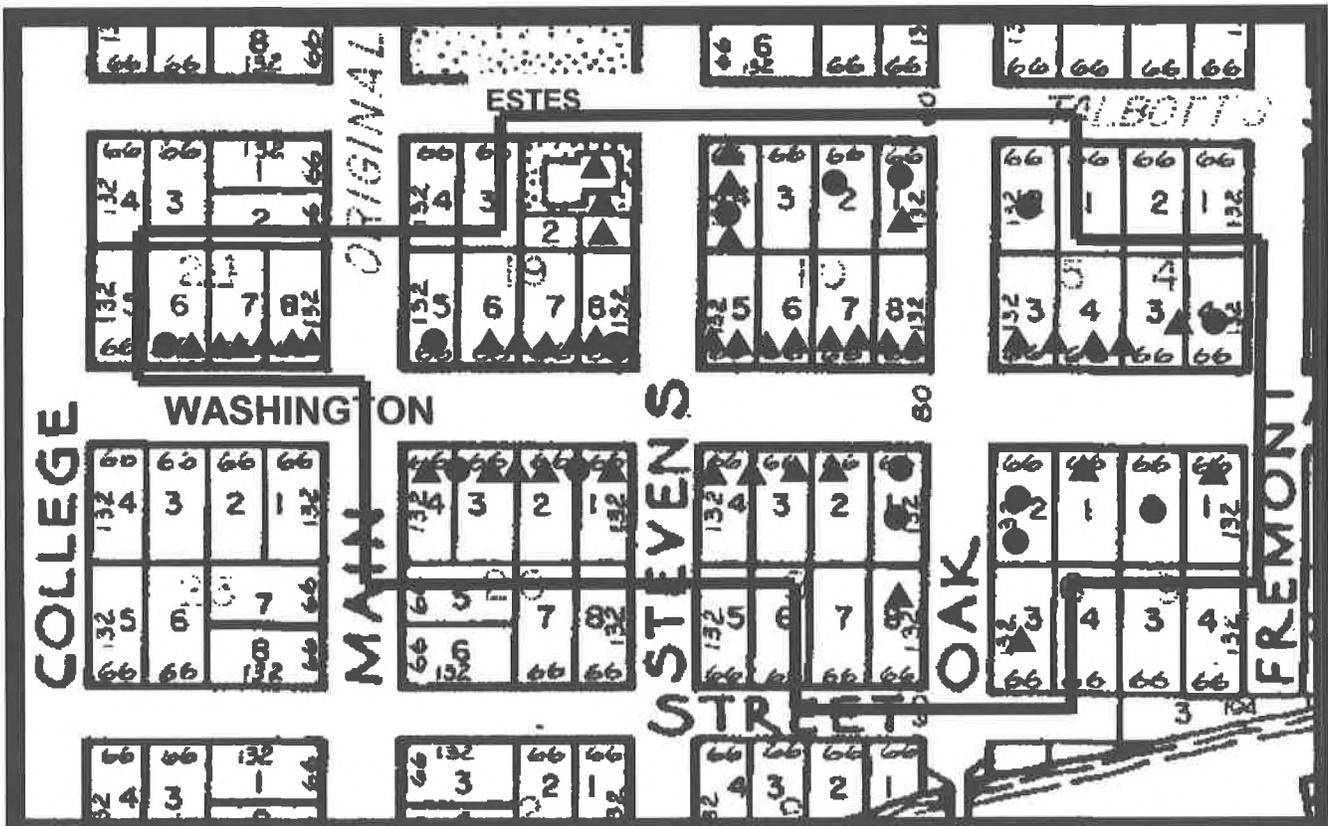


Figure 4

Plat map showing location of contributing and non-contributing resources

- ▲ Contributing
- Non-Contributing

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Figure 5  
Map showing Original Plat of Iowa Falls  
(1903 Atlas of Hardin County)

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Figure 6  
Sayer's Hall, 704 Washington Avenue  
2009 Photo

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Figure 7  
Ellsworth Block, 512 Washington, 1915 Photo

Figure 8  
Ellsworth Block, 2009 photo



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Figure 9

Ellsworth-Jones Building and Metropolitan Theater, 511 and 513-517 Washington, 1915 photo

Figures 10 & 11

Ellsworth-Jones Building and Metropolitan Theater, 2009 photos  
Both buildings are on the National Register of Historic Places (NRHP)



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Figure 12  
Comly-ShIPLEY Block, 506 Washington, 1915 photo

Figure 13  
Comly-ShIPLEY, 506 Washington, 2011 photo



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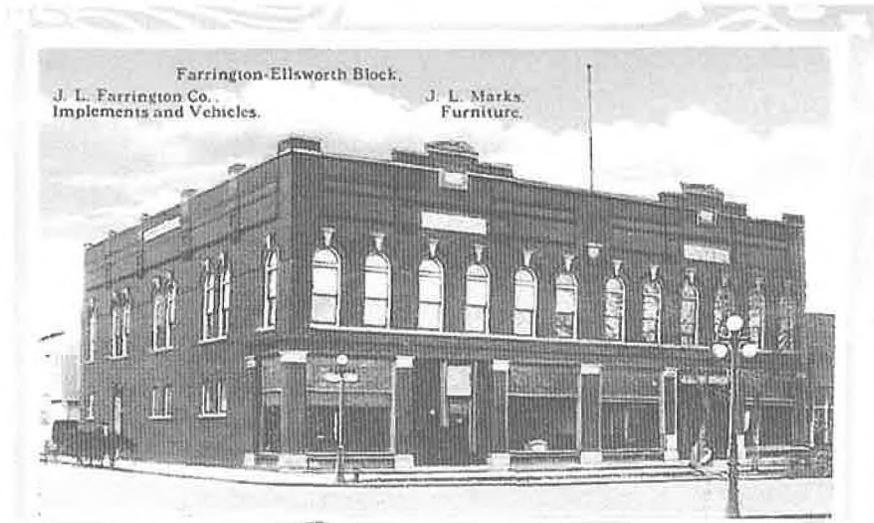


Figure 14  
Farrington-Taylor and Ellsworth Blocks, 418 & 420 Washington, 1915 photo

Figure 15  
Farrington-Taylor and Ellsworth Blocks, 2011 photo



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Figure 16  
Women's Relief Corps (WRC) Hall (NRHP), 710 Washington,  
2009 photo

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Figure 17  
Iowa Falls Sentinel Building, 702 Washington, 1915 photo

Figure 18  
Iowa Falls Sentinel Building (NRHP), 2009 photo



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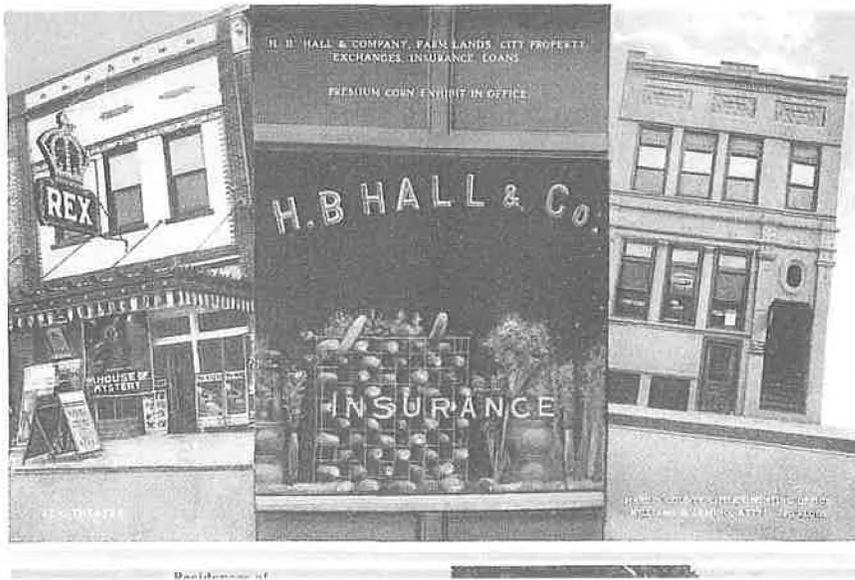


Figure 19  
Hardin County Citizen Building on right, 320 Stevens,  
on right, 1915 photo

Figure 20  
Hardin County Citizen Building, 2009 photo



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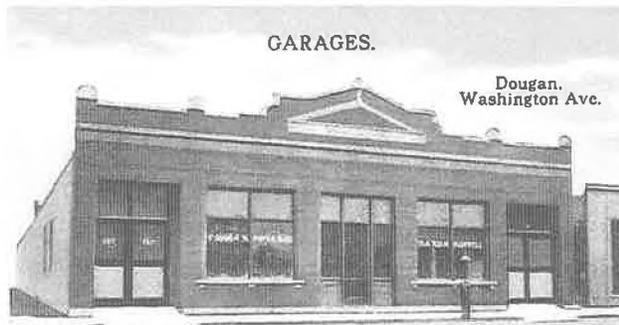
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Figure 21  
Gohring Auto Garage (non-extant), 211 Stevens, 1915 photo

Figure 22 & 23  
Dougan's Auto Garage, 417 Washington, 1915 photo and 2009 photo



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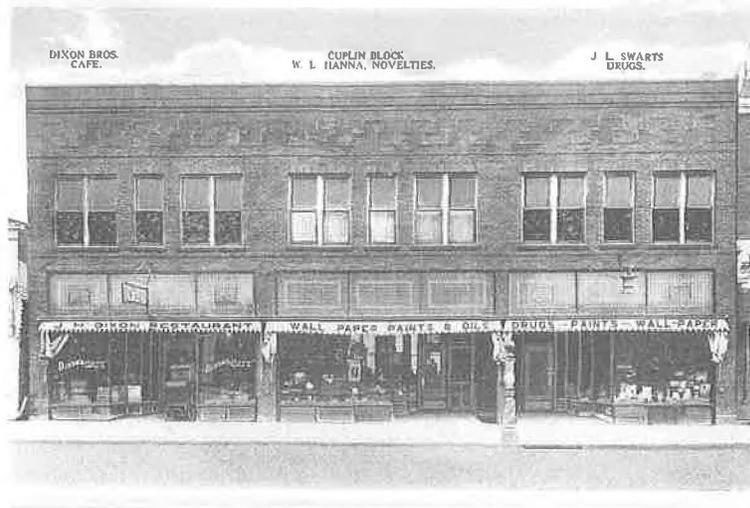


Figure 24  
Cuplin Block, 514-518 Washington, 1915 photo

Figure 25  
Cuplin Block, 2009 photo  
Note addition of matching storefront on left



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Figure 26  
McClanahan Block (NRHP), 613 Washington, and Rex Theater, 615 Washington  
2011 photo

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Figure 27  
First National Bank (NRHP), 601 Washington  
2009 photo

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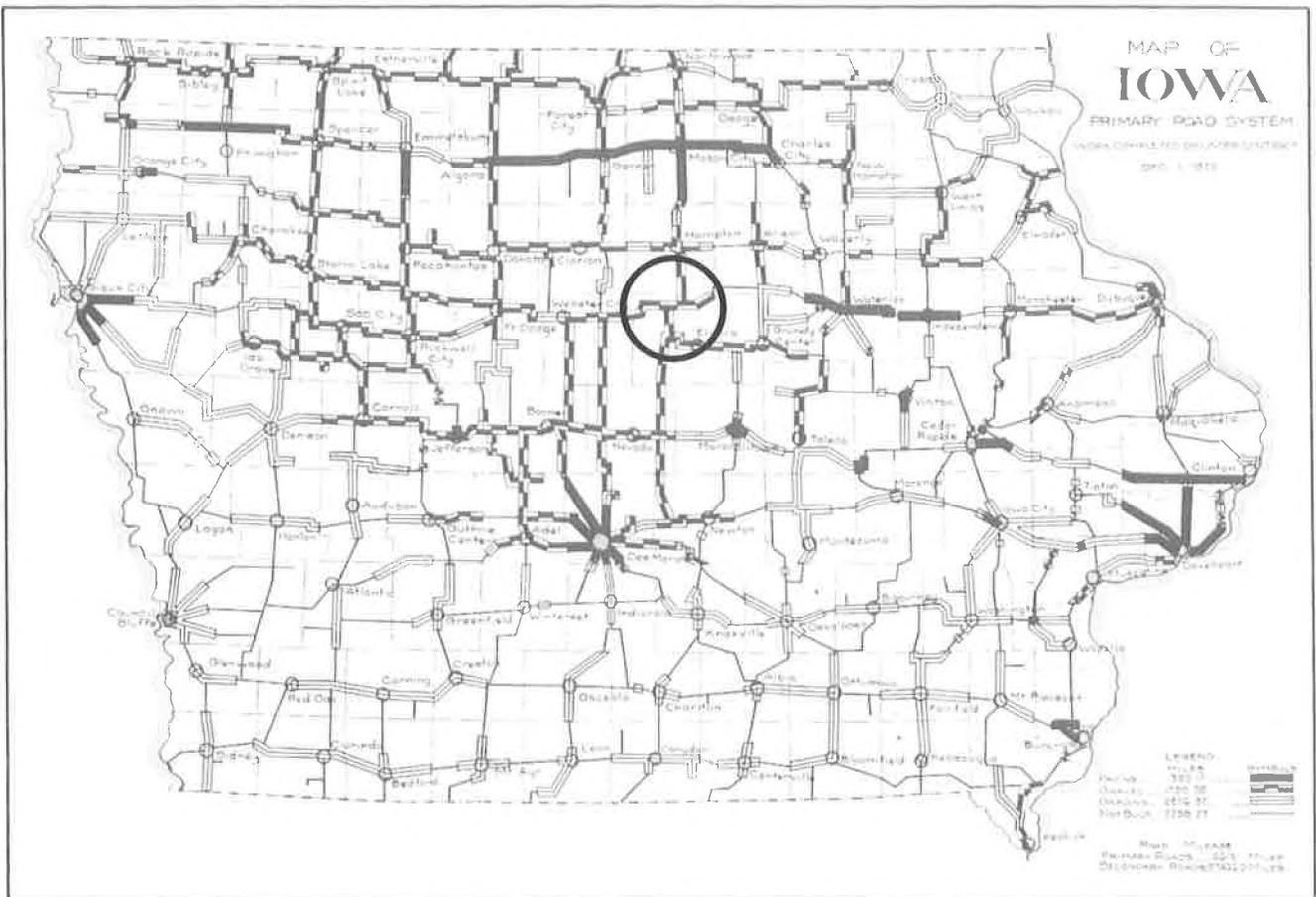


Figure 7-4  
Primary Road System by surface type, 1922.  
(Courtesy: Iowa State Highway Commission Service Bulletin, 1922)

Figure 28  
Map showing location of major highways in 1922  
Circle indicates location of Iowa Falls and the intersection of the  
Jefferson and Grant Highways (US Highways 20 and 65)  
(Thompson, p 152)

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Figure 29  
Princess Café (NRHP), 607 Washington  
2009 photo

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Figure 30  
City Hall, 321 Stevens, 2011 photo

Figure 31  
Police Station at rear of City Hall, 2009 photo



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Figure 32  
IOOF Building, 521 Washington, 2009 photo

Figure 33  
Strutz Building, 523 Washington, 2009 photo



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Figure 34  
Braga Motors, 320 Oak, 2009 photo

Figure 35  
Central Motors, 202 Oak, 2009 photo

