

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 any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name The Fowler Co. Building

other names/site number _____

2. Location

street & number 226-228 E. 4th Street not for publication N/A
city or town Waterloo vicinity N/A
state Iowa code IA county Black Hawk code 013 zip code 50703

3. State/Federal Agency Certification

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

Barbara Mitchell, DSHPO July 30 2009
Signature of certifying official Date

STATE HISTORICAL SOCIETY OF IOWA

State or Federal agency and bureau

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

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

- I, hereby certify that this property is:
- entered in the National Register
- See continuation sheet.
- determined eligible for the National Register
- See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): _____

Edson H. Beall 9.16.09
Signature of Keeper Date of Action

The Fowler Co. Building
Name of Property

Black Hawk County, Iowa
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)
 private
 public-local
 public-State
 public-Federal

Category of Property
(Check only one box)
 building(s)
 district
 site
 structure
 object

Number of Resources within Property
Contributing Noncontributing
 1 0 buildings
 sites
 structures
 objects
 1 0 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

 N/A

6. Function or Use

Historic Functions
(Enter categories from instructions)
COMMERCE/TRADE/warehouse

Current Functions
(Enter categories from instructions)
WORK IN PROGRESS
COMMERCE/TRADE/business

7. Description

Architectural Classification
(Enter categories from instructions)
LATE VICTORIAN/

Materials
(Enter categories from instructions)
foundation STONE/Limestone
roof WOOD
walls BRICK
other _____

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

The Fowler Co. Building
Name of Property

Black Hawk County, Iowa
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 a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

COMMERCE
ARCHITECTURE

Period of Significance

1884-1937

Significant Dates

1884

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

N/A

Architect/Builder

UNKNOWN

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 # _____

Primary Location of Additional Data

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - _____ University
 - Other
- Name of repository:

The Fowler Co. Building
Name of Property

Black Hawk County, Iowa
County and State

10. Geographical Data

Acreege of Property less than one acre

UTM References (Place additional UTM references on a continuation sheet)

	Zone Easting	Northing	Zone Easting	Northing
1	<u>15</u>	<u>554644</u>	<u>4705374</u>	
2	<u> </u>	<u> </u>	<u> </u>	<u> </u>
3	<u> </u>	<u> </u>	<u> </u>	<u> </u>
4	<u> </u>	<u> </u>	<u> </u>	<u> </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 Jan Olive Nash, Historian & Architectural Historian

organization Tallgrass Historians L.C. date January 2009

street & number 2460 S. Riverside Drive telephone 319.354.6722

city or town Iowa City state IA zip code 52246

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

Photographs

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

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

Property Owner

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

name Fowler Project L.L.C. (c/o James E. Walsh, Jr.)

street & number 315 E. 5th St. telephone 319-287-5389

city or town Waterloo state IA zip code 50703

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

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

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The Fowler Co. Building

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7. Description

Summary Paragraph

The Fowler Co. Building (Fig. 1) is a three story, flat roofed, commercial edifice constructed in 1884 on a busy corner of the two-block long eastside business district in Waterloo, Iowa.¹ The building is situated at the southeast corner of the intersection of Lafayette and East 4th streets, not far from the Cedar River, the historic power source for a generation of nineteenth-century mills along East 4th. The Fowler Co.'s decision to build at this corner put its new offices and wholesale grocery warehouse at the heart of the robust and growing eastern Iowa prairie town. Though no building currently exists along Lafayette between the Fowler building and the alleyway behind it, The Fowler Co. Building has handsome brick commercial buildings of a similar age and style as its immediate neighbors along East 4th. Constructed of red brick and trimmed with limestone details, the Fowler building's pattern of windows, stonework, and ornate pressed metal cornice render this building not only stylish and visually interesting, but also a lasting tribute to the wholesale grocery business and the local family who grew the business and constructed the building.



Figure 1 The Fowler Co. Building in 2008, rehabilitation complete. *Photo by Douglas J. Steinmetz, 2008*

¹ The historic name of this building best reflects the way the public would have viewed the name, from the still prominent name block on the building itself, to the company's signage and its frequent advertisements (see Figs. 5 and 10).

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Exterior

Though generally rectangular in shape, the corner of the Fowler building that faces the center of the intersection is canted in a width sufficient to accommodate the front entrance at ground level and a single window on each floor above. The building's common red brick walls sit on a limestone foundation. Its window sills are also limestone. At the roofline, the walls are capped with a highly ornamental metal cornice. The stamped metal cornice on the primary 4th St. façade and the canted corner have central pediments flanked by taller finials and supported by massive brackets with smaller interstitial brackets (Fig. 2). Between each small bracket and on the face of each large bracket are circular designs, mildly floral in nature. The large, 4th St. cornice pediment bears the date "1884" (Fig. 3). Under this on the masonry wall are the words "The Fowler Co." Segmental-arch window headers throughout are composed of soldier bricks separated by stone keystones, with flat stone drops incised with circles on either side. Wall surfaces along the Lafayette St. elevation are decorated with widely-spaced horizontal courses of single bricks turned to expose a corner, which creates a dark contrasting shadow on both sides and results in an animated visual pattern across the wall. Wide, deep, brick corbels above the top floor windows on both streetside elevations form a strong, rhythmic horizontal band and draw the eye towards the ornate metal cornice at the roofline. The brickwork on the primary East 4th St. façade and canted corner is further differentiated by pilasters. Windows are located within inset brick panels between these pilasters.



Figure 2 Detail of metal cornice atop the canted corner. *Photo by Tallgrass Historians L.C., 2008*

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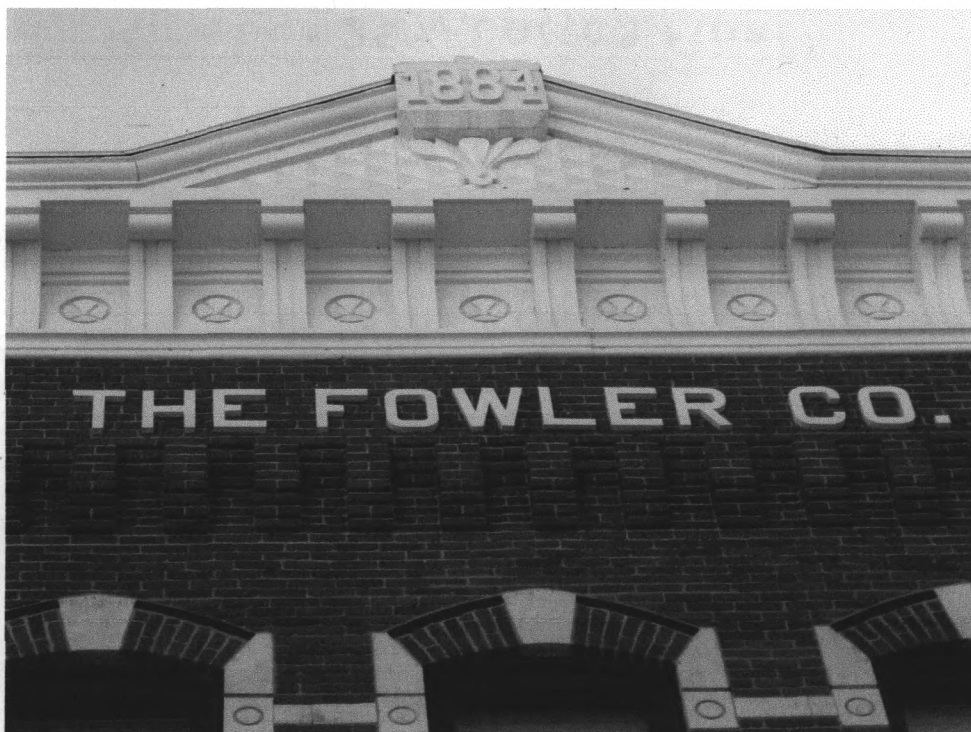


Figure 3 Detail of signage and metal cornice atop East 4th Street façade. *Photo by Tallgrass Historians L.C., 2008*

Upper floor fenestration on the 4th St. façade is regularly spaced on the top or third floor. On the second floor, the historic 4th St. fenestration pattern has been restored by removal and replacement of two large windows that replaced the four original windows, probably in the 1930s (Fig. 4). Upper floor fenestration on the long elevation fronting Lafayette Street is vertically balanced but not horizontally symmetrical. The windows on the rear half of the Lafayette side are widely spaced, but the spacing on the front half becomes irregular. Also one of the windows here is wider than all the others on this side of the building and once accommodated or illuminated a doorway (nonextant) reached by an exterior side stairway (nonextant). Ground floor fenestration on the 4th and Lafayette streetsides was altered, probably in the 1950s, by replacement of the original pilasters, wall surfaces, and windows with modern plate glass display windows supported by steel posts. Over these new sidewalk display windows, a concrete-clad rigid awning was attached to the building, also probably in the 1950s. On the roof, the tall crown chimneys seen in a historic photograph (Fig. 5) were removed at an unknown date.

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As a result of the current rehabilitation project (for which tax credits were sought), the awning was removed and the sidewalk level fenestration was returned to a more historically appropriate configuration, though the Lafayette St. side remains open and glazed (refer back to Fig. 1). Fenestration on the rear wall, which was once narrowly separated from The Fowler Co.'s other building (nonextant), was irregular and lacked the ornamentation of the two public sides. Most of these have been filled in and the entire wall is painted a brick red color. There is no fenestration on the 4th side, a party wall shared with the adjacent "Haffa Building" (1880s). Windows on both public elevations were replaced recently with new units approved by the Iowa State Historic Preservation Officer and the National Park Service as acceptable matches to the historic windows.



Figure 4 The Fowler Co. Building in 2005, before the present rehabilitation. The building's brick and stone walls were painted gray with the ornate cornice a darker battleship gray. Note the large second story window on the East 4th Street façade (right) and the heavy-looking hanging canopy over the sidewalk on both elevations. All these alterations were reversed. Photo by Tallgrass Historians L.C., 2005

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Figure 5 This well-known historic photograph of The Fowler Co. Building existed by 1894, when the second Fowler building at the far left was constructed. The same photograph, with its distinctive team of gray horses and push cart, also appeared on the front page of the *Waterloo Daily Reporter's* November 23, 1896 issue illustrating an article about a fire in the second building. Taken from *Souvenir [of] Waterloo, Iowa (1899)*, Leonard Katoski Collection, Grout Museum of History and Science

Interior

Over the years, most of the interior surfaces throughout the building had been remodeled and modernized. Some of this work was required after a fire in the building in 1896; other renovations were probably needed after an 1899 fire in the adjacent Fowler building due to smoke and water damage.² Various tenants long had occupied parts of the building and, especially after 1937 when the Fowler Company moved to a new location beyond the downtown area, tenant requirements would have resulted in additional interior changes.³ Prior to the current rehabilitation project, the basement housed the lower floor of the bar that occupied the street level floor. The second floor remained open warehouse space in the rear of the building, with 1930s vintage partition walls for office space in the front part facing East 4th St. Above this, on the top or third floor, the space lacked partition walls but the

² *Iowa State Reporter*, November 27, 1896; *Iowa State Reporter*, October 17, 1899.

³ Fowler Company entries in the Waterloo city directories indicate the business moved to Center Street in 1937.

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Figure 6 The rear wall of The Fowler Co. Building once closely faced a second Fowler warehouse and office building, erected in 1894. Bridgeways were created between the two buildings and their locations are faintly visible in this photograph. The second brick Fowler building was damaged by fire and is nonextant. The bridgeway openings and the remaining upper level windows on this rear wall have been filled in. *Photo by Tallgrass Historians L.C., 2008*

exterior walls were plastered and the windows trimmed with early twentieth century woodwork. The current rehabilitation project saved, restored, and reused remaining historic materials where possible. This included the first floor's pressed metal ceiling, which was consolidated to cover as much ceiling area as the available historic material permitted. Now this ground floor remains largely open space, with a line of metal columns down the center for support. Between the second and third floors, a historic stairway and walls surrounding it were preserved. Beams and columns on the second floor were left exposed. This is true on the third floor also, where the historic wood ceiling was preserved in the new public hallway. In the basement, the wood joists at the ceiling were left exposed and the stone foundation walls and stone structural piers remain exposed as well. The basement utility room has a bricked-in entrance to a tunnel or perhaps an old boiler room under Lafayette Street. A bar business occupies the ground floor currently and makes use of the canted corner doorway as its entrance. The upper floors were converted to offices and residential space, with historically sensitive designs in the woodwork and fenestration arrangements (Figs. 7 and 8).

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Figure 7 Current 2nd floor interior, looking northwest toward offices overlooking East 4th St. *Photo by Douglas J. Steinmetz, 2008*



Figure 8 Current 3rd floor interior, front corner room, looking toward Lafayette St. *Photo by Douglas J. Steinmetz, 2008*

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Integrity

All seven aspects of integrity (location, design, setting, materials, workmanship, feeling, and association) are maintained at or have been restored to good to excellent levels. The Fowler Co. Building sits in its original location and, because it shares a historic 4th Street landscape, the building also has excellent integrity of setting and feeling as well, though the loss of the 1894 building has a negative effect on the nominated building. The Fowler Co. Building's design elements and materials are largely intact, or where necessary have been renovated with historically appropriate replacements. The recent rehabilitation project removed a number of inappropriate street-level storefront alterations and additions, as well as the large second floor windows where the window pattern was returned to the original pattern. Double hung windows are new and date to the recent rehabilitation but are historically accurate replacements. Because the gray paint on the exterior walls was removed, the stylish masonry combination of red brick and pale stone trim has been revealed for the first time in decades, resulting in excellent integrity of workmanship. Though the mason and/or architect-designer of the building is unknown, The Fowler Co. Building is the best and only extant commercial building associated with the important Fowler Co. wholesale grocery business during the peak of its business life, leaving the building with excellent integrity of association as well. A comparison of historic and current photographs of The Fowler Co. Building suggest the current condition of the building's exterior closely resembles the historic building when constructed.



Figure 9 East 4th streetscape. Tallgrass Historians L.C., 2008

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8. Narrative Statement of Significance

Summary Paragraph

The Fowler Co. Building is locally significant under Criterion A as a fine example of Late Victorian commercial architecture, with Queen Anne influences, executed in brick and stone and constructed in 1884 by one of Waterloo, Iowa's pioneering and most successful wholesale businesses, which occupied the building until 1937. As constructed, its red-brick wall surface is richly decorated with pilasters, corbelling, and canted-brick courses. Contrasting stone trim in the window headers, window sills, between the windows, and at the street level set up a lively visual pattern that even the casual observer cannot miss. The building's ornate metal cornice adds overscale pilasters, finials, pediments, floral and circle imagery, and quilted surface textures. Overall, the decorative treatment results in an animated surface on a solid-looking building of a size and scale that proclaimed the success of its owner, The Fowler Co. grocery business. The cornice and masonry patterns make this building a remarkable one in downtown Waterloo, where it is one of the oldest buildings of its kind remaining.

The Fowler Company at Its Downtown Location

The history behind The Fowler Co. Building reveals an important chapter in the evolution of Waterloo as a regional *entrepot* and wholesale distribution center. The company—the owners persistently and formally called it The Fowler Company or The Fowler Co. with a capital T—was incorporated in 1879. However, the enterprise began a decade earlier as a modest grocery business run by two enterprising men from New York state, Cortlandt Fowler and Joseph A. Fowler. The men (thought to be brothers by some local sources) had arrived in town shortly after the Civil War, while a third relative, George, stayed behind in New York to ship barrels of vinegar as well as fresh and dried apples to Waterloo.³ The foodstuff sold well and in 1873 George relocated to Waterloo and the men began to buy or produce more of their foodstuffs locally.

They established a nursery, though it was probably less to produce fruit for sale than to grow the trees themselves for sale. The latter is suggested by the ads placed in the newspaper in 1879 (the same year the company incorporated) when the nursery was closed and the company offered “large quantities of apples and crab trees, also grape vines, ornamental trees, shrubs, etc. at low prices.”⁴ A few weeks later, the company placed another ad that offered “all types of trees” for sale.⁵ In May, 1883, The Fowler Co. “broke ground for a cheese factory in Janesville,” a small town a few miles upstream on the Cedar River from Waterloo revealing the men's continuing entrepreneurial tendencies and suggesting that their company was enjoying some degree of financial success.⁶ By the turn of the

³ Cortlandt F. Fowler arrived in Waterloo in 1868 at the age of 23. John C. Hartman, *History of Black Hawk County, Iowa, and its People* (Chicago: S.J. Clarke Publishing Company, 1915), 162. The spelling “Courtland” is also used occasionally in local records.

⁴ *Iowa State Reporter*, April 9, 1879.

⁵ *Waterloo Courier*, April 23, 1879.

⁶ *Iowa State Reporter*, May 30, 1883.

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century, The Fowler Co. also had a vinegar factory at yet a third location. The company operated with only limited competition as the town was served by just one other general wholesale grocer, an offshoot run by former employees and Louis E. Fowler (likely a member of the same Fowler family). According to one historian who has studied and written extensively about the economic development of Waterloo, the "Fowler Company was Waterloo's *pioneer grocery wholesale business*. Besides apple products, they had a small cheese factory from 1880 until 1916. In 1884 the Fowler Company built a warehouse on East Fourth and Lafayette [the extant building being nominated], and ten years later built a connected warehouse on Lafayette Street. By 1908 forty employees busily stocked the five-story wholesale house with 'an excellent stock of staple and fancy groceries'" (emphasis added).⁷



Figure 10 This advertisement is from a 1901-1902 Waterloo City Directory and is based on a second, slightly newer photograph that is not the one in Figure 5. The photograph itself has been published in Corwin and Hoy's *Waterloo: A Pictorial History*.

The original Fowlers, Cortlandt and Joseph, and their sons and grandsons not only operated the successful wholesale grocery business, but also rose in the ranks of Waterloo's most important and influential businesses. Cortlandt Fowler was involved in the Waterloo & Cedar Falls Union Mill Company (nearly at East 4th Street on the river), the First National Bank of Waterloo, and the

⁷ Barbara Beving Long, "Waterloo: The Factory City of Iowa" (unpubl. report prepared for the City of Waterloo, 1986) 150-151.

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Waterloo Canning Company (located a few blocks south of downtown near the industrial district dominated by the Rath Packing Company). In 1910, Frank J. Fowler, who was either Cortlandt's brother or a member of the next generation (written sources conflict but Iowa SNRC member Richard Carlson feels he was a brother), was vice president of The Fowler Co. At the same time he served also as president of the First National Bank, president of the Waterloo Canning Company, vice president of Concrete Stone Company, vice president of the Waterloo Malleable Iron Co. [*sic*], and vice president of Rath Packing Company.⁸ It is clear that as the Fowler family of wholesale grocers prospered at their business, they also expanded their civic roles as community leaders and Waterloo boosters.

The Fowler Co. business did not, however, operate without financial crisis, especially as a result of fires in their downtown brick buildings. The first major conflagration occurred in the building being nominated herein. Construction of this building had been a notable community event followed by the local press. In March, 1884, one Waterloo newspaper noted that "The Fowler Co., extensive wholesale dealers in groceries, supplies of all kinds, and whose necessary business has compelled them to secure larger quarters, purchased the Howland property on the corner of East Fourth and Lafayette streets last Friday, the consideration being \$3500. They talk of and will, probably, erect a three story brick building 40x100."⁹ This was followed by a short press notice in June that "The Fowler Co. has commenced work on their new building."¹⁰ In July, 1884, work was underway on the foundation and by the end of August, the newspaper announced that "the walls of the Fowler Co. block are going up rapidly under the leadership of Mr. N. Roebuck."¹¹ It is unclear whether Roebuck was a construction superintendent, a builder, a mason, or an architect, but no other person was identified in the press with the construction of the building. By the middle of December, 1884, the newspaper noted with satisfaction that "The Fowler Co. are getting settled in their new building. It is one of the handsomest blocks in the city."¹²

A few years after its construction, The Fowler Co.'s first major fire occurred in November, 1896. The attached rear 4-story building constructed by Fowler just two years earlier to accommodate the growing business—referred to in the papers as the Lafayette building—was not damaged by this first fire, which started in the ground floor of the 1884 building and spread north. The fire was extinguished but smoke and water virtually destroyed the sundries, foodstuffs, and other contents on all floors. The company survived this fire and in the spring of 1899, moved its office into the Lafayette building. Later the same year, nearly three years to the day after the first fire, a bigger fire struck the Lafayette building too. This time, the fire started on the top fourth floor and caused it to collapse down to the third floor below it. Smoke and water further damaged the floors below but the Queen Anne building on East 4th St. was largely spared.¹³

After The Fowler Co. moved its offices to the Lafayette St. building in early 1899, it continued to use

⁸ *McCoy's Waterloo City Directory*, 1910.

⁹ *Iowa State Reporter*, March 27, 1884.

¹⁰ *Waterloo Courier*, June 25, 1884.

¹¹ *Iowa State Reporter*, July 3, 1884; *Iowa State Reporter*, August 28, 1884.

¹² *Iowa State Reporter*, December 18, 1884.

¹³ *Waterloo Daily Courier*, October 16, 1899.

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the rear portion of the 1884 Queen Anne building as warehouse space. The front part of the building, with its fine location for retail shops along busy East 4th St., housed a variety of tenants in the two storefronts at 226 and 228 East 4th. According to city directory listings, at various times the storefront tenants included the B.L. Gates Jewelry Co.; B.W. Schuneman, druggists; Sam Frank Co., clothiers; the Fonda Mae Shop; and Dixie Frocks. Tenants also occupied the front part of the second floor, which carried the address of 228½ and may have been accessed by the substantial set of stairs on the Lafayette St. side, which may have been seen in historic photographs (see Fig. 5). Upstairs at 228½ East 4th St., tenants included the Waterloo College of Commerce, run by Miss Mary Rice (1910); and Sam Lipkin, a tailor (1920). There are no city directory listings for the 228½ address in the 1930s, reflecting perhaps the nationwide economic depression and the reduced activity on and above "main street." In 1937, The Fowler Co. abandoned its downtown location and moved away from the East Fourth/Lafayette Street region entirely, probably because of changing transportation delivery modes.¹⁴ The building's street level stores continued to be occupied by retailers, including, in 1950, Dixie Shops (women's clothing) and Shanks Jewelry and Music Store.

With the demolition of The Fowler Co.'s second building, on Lafayette Street, the Late Victorian, Queen Anne-influenced building at the corner of East Fourth and Lafayette, which first housed the company and which still prominently displays its name, is clearly the best extant building to reflect the establishment and growth of one of Waterloo's most important wholesale businesses and most influential business families. It also stands as a notable example and rare survivor of Waterloo's 1880s commercial Queen Anne-influenced architecture. While recent surveys of nineteenth-century commercial buildings in this town's downtown core are unavailable, personal observation by the author suggests there is nothing of similar age, scale, and decoration within the eastside downtown business district. The corner location, combined with the prominent cornice high above most of the surrounding buildings, especially make this building stand out from its neighbors. Today, the building has been rehabilitated successfully and houses retail and office tenants. Likewise other buildings along this block have been rehabilitated and the entire block is being studied for potential as a historic district.

¹⁴ City directory listings in 1937 put The Fowler Co. on Center Street, about three quarters of a mile northwest of downtown. There is a building at this location today that appears to date from the early twentieth century and could be the Fowler building. It is a long, low, single story brick building with truck loading docks on one end, reflecting a horizontal work flow within and use of trucks rather than horse-and-wagon or rail modes for shipping and deliveries.

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Major Bibliographic References

Corwin, Margaret, and Helen Hoy. *Waterloo: A Pictorial History*. Rock Island, Illinois: Quest Publishing, 1983.

Hartman, John D. *History of Black Hawk County, Iowa, and Its People*. Volume II. Chicago: The S. J. Clarke Publishing Company, 1915.

Iowa State Reporter, various dates as noted in text.

Long, Barbara Beving. "Waterloo, Factory City of Iowa." Unpubl. report prepared for the City of Waterloo, 1986.

Our Community Through the Decades, 1900-1999. Waterloo: Waterloo-Cedar Falls Courier, 1999.

Sanborn Map Company, fire insurance maps of Waterloo, various years.

Van Metre, Isaiah. *History of Black Hawk County, Iowa, and Representative Citizens*. Chicago: Biographical Publishing Company, 1904.

Waterloo City Directories, 1873-1950. [Includes *McCoy's Waterloo City Directory* and *Bailey's Waterloo Directory*, located at the Grout Museum, Waterloo, Iowa.]

Waterloo Courier, various dates as noted in text.

Waterloo Evening Courier, various dates as noted in text.

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10. Geographical Data

Verbal Boundary Description

The nominated property is the commercial parcel located at the southeast corner of the intersection of East 4th and Lafayette Streets, in Waterloo, Black Hawk County, Iowa, which parcel forms a rectangle that extends 40 feet along East 4th Street and 100 feet along Lafayette Street, all of which lies in Block 14 of the Original Plat of Waterloo East.

Boundary Justification

The boundary includes the entire extant building constructed by The Fowler Co. at this corner location.

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The Fowler Co. Building

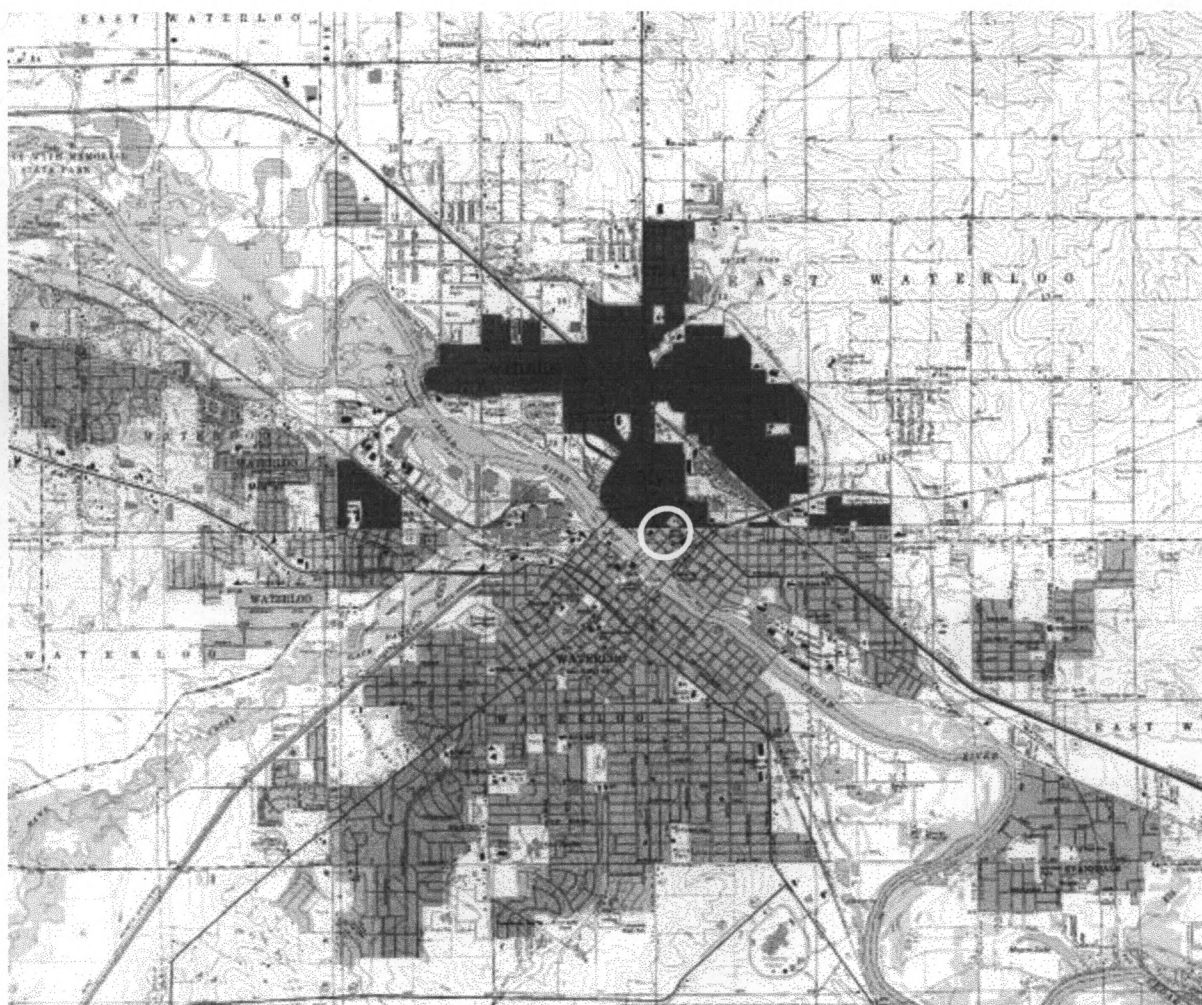
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City of Waterloo, Black Hawk County, Iowa with the general location of the property circled.

(Source: Map obtained from <http://cairo.gis.iastate.edu> on December 23, 2008)



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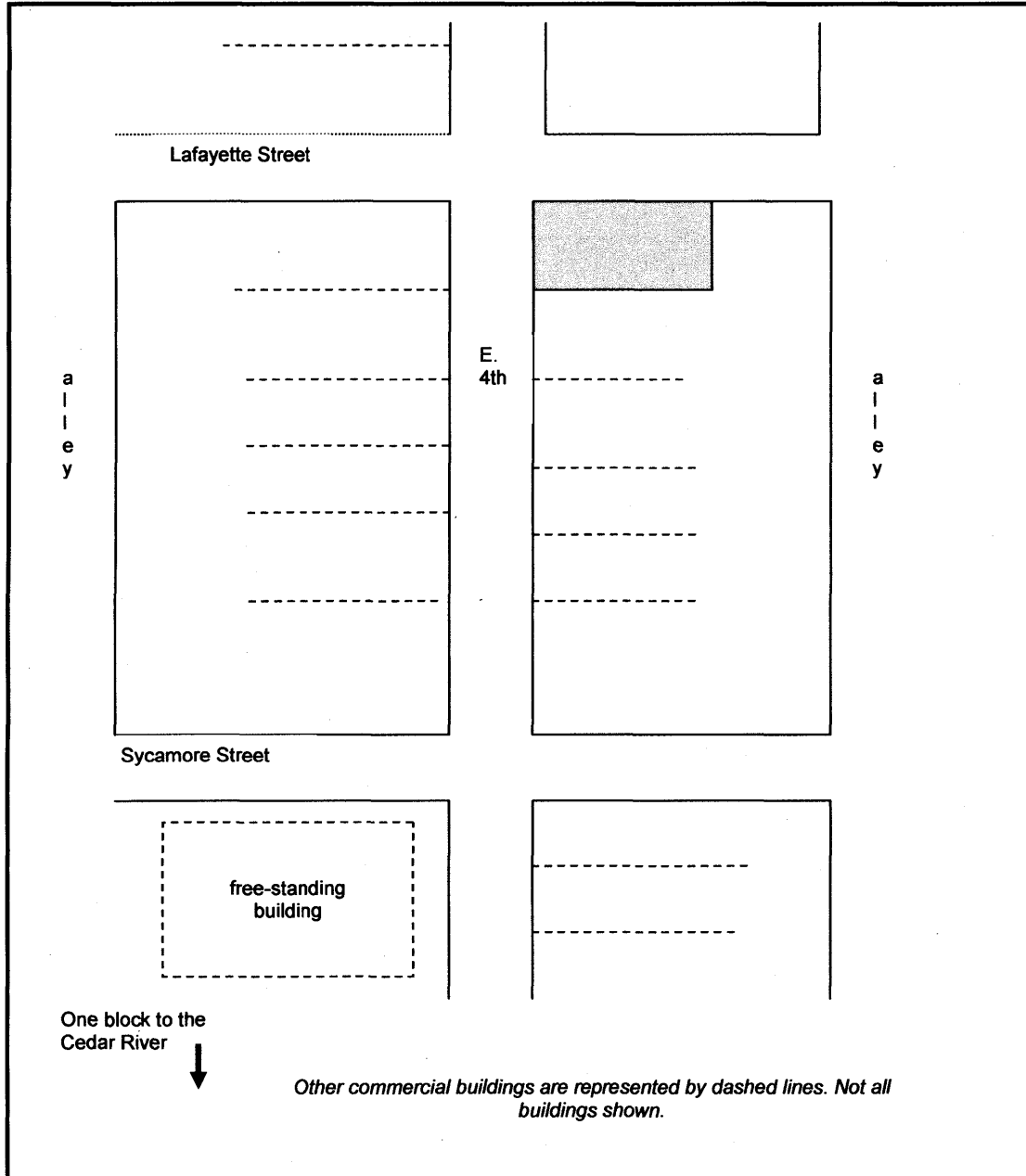
The Fowler Co. Building

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Site Plan (Tallgrass Historians L.C., 2008) (not scaled; gray shading =nominated property)



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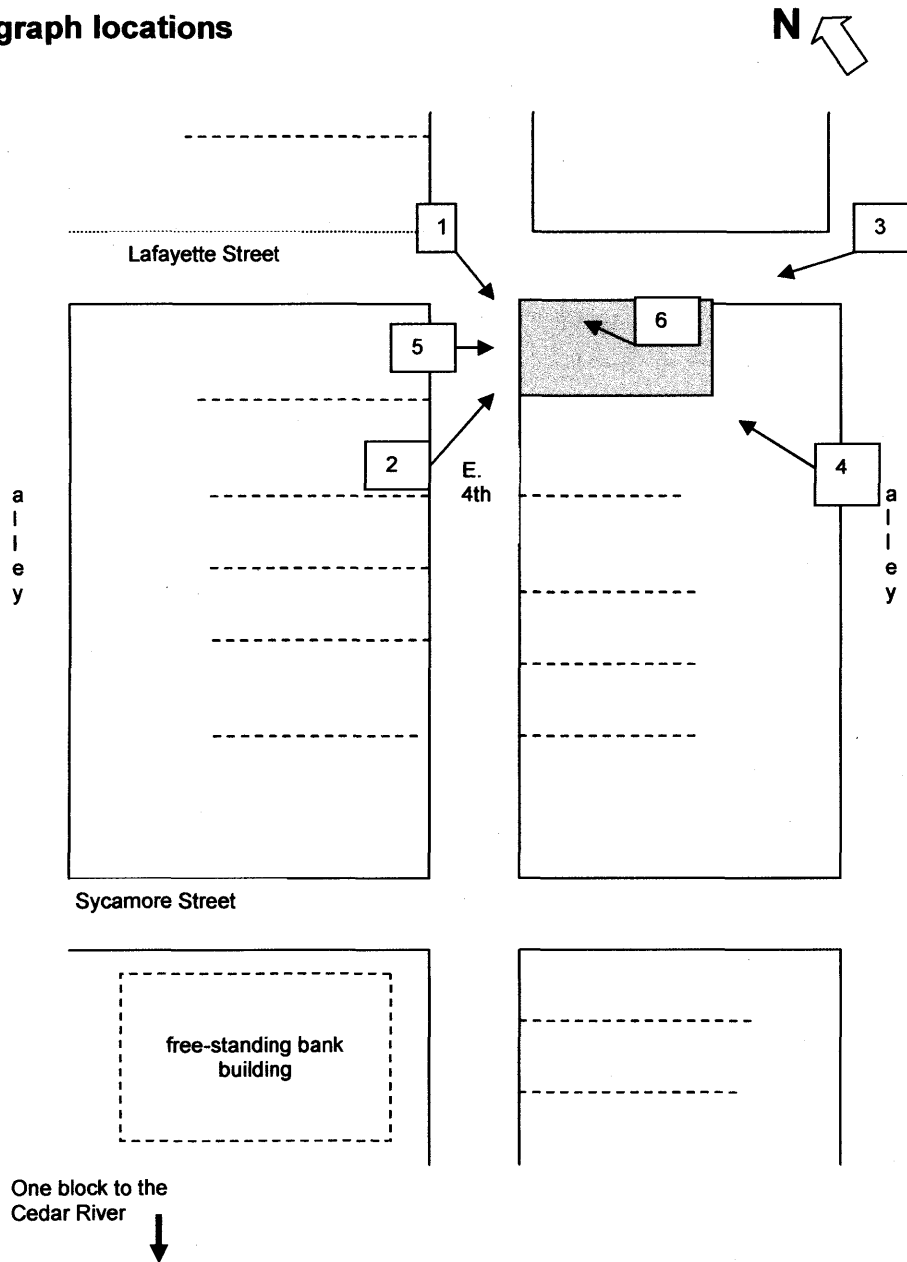
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Photograph locations



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Photograph Label Information (## 1,2,3,4,& 5, share information)

- 1. The Fowler Co. Building**
- 2. Black Hawk County, IA**
- 3. Tallgrass Historians L.C.**
- 4. November 19, 2008**
- 5. Tallgrass Historians L.C., Iowa City, IA**
- 6. Photo #1: Streetscape looking south at canted corner of the building**
Photo #2: Streetscape looking northeast at East 4th St. facade
Photo #3: Streetscape looking west at rear of building and Lafayette St. side
Photo #4: Streetscape looking north at southwest side and rear of building
Photo #5: Detail of East 4th St. cornice area
Photo #6: Interior view of 2nd floor hallway with offices on right side, facing northwest

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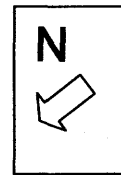
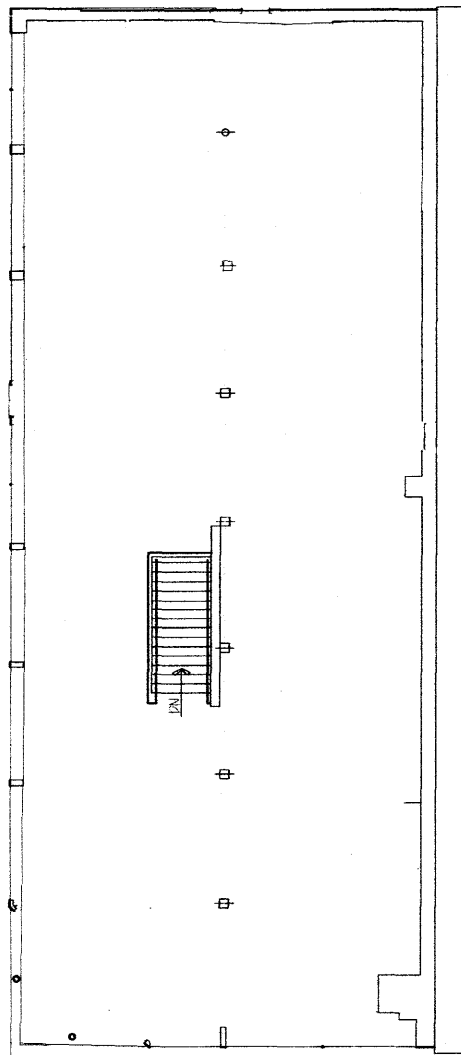
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Floor Plans

(baseline drawings by Douglas A. Steinmetz, c. 2005, modified by present wall positions provided by property owner)



Basement



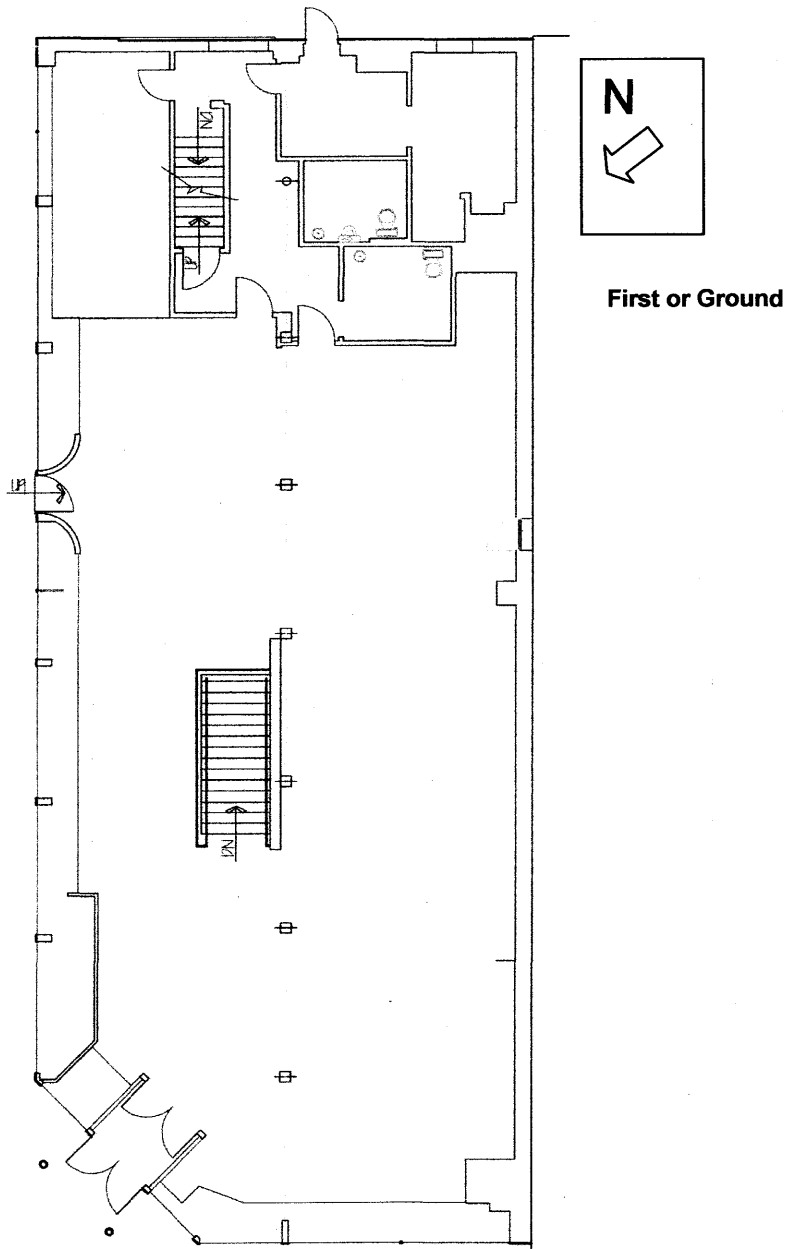
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MAIN FLOOR PLAN
SCALE: 1/8" = 1'-0"
0 5 10 15 20 FEET

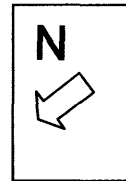
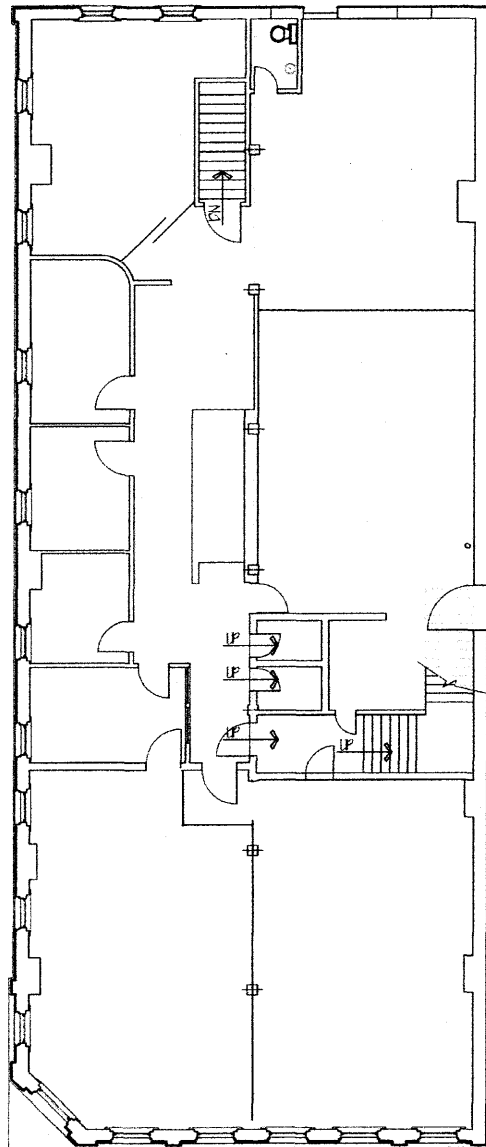
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Second

SECOND FLOOR PLAN
SCALE: 1/4" = 1'-0"
DATE: 1/11/01
DRAWN BY: [illegible]
CHECKED BY: [illegible]

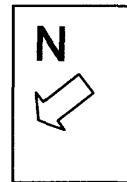
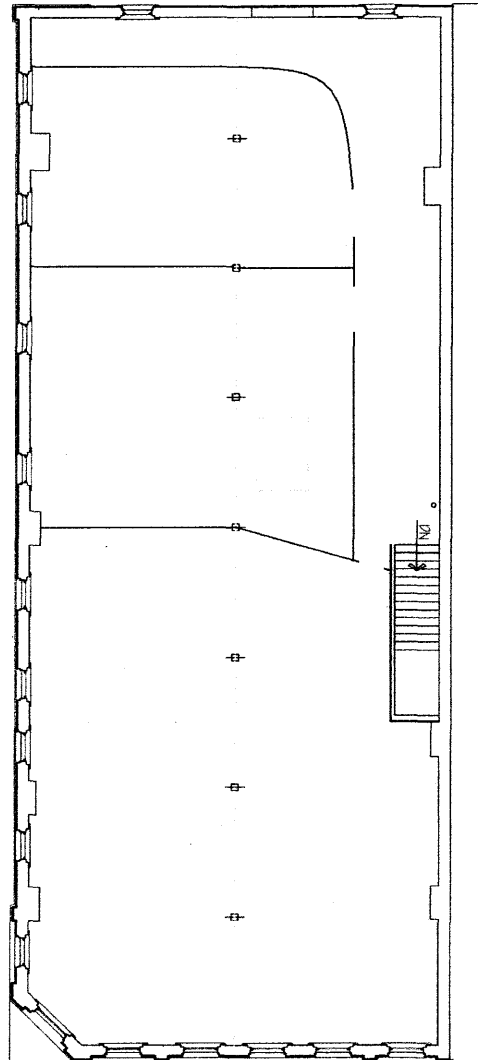
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Third

① THIRD FLOOR PLAN
SCALE: 1/8" = 1'-0"
0 5' 10' 15' 20'