

OCT 22 2004

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

OCT 28 2004

**National Register of Historic Places
Registration Form**

NATIONAL REGISTER, HISTORY
& EDUCATION
NATIONAL PARK SERVICE

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 Standard Glass and Paint Company Building

other names/site number

2. Location

street & number 112 10th Street [N/A] not for publication

city or town Des Moines [N/A] vicinity

state Iowa code IA county Polk code 153 zip code 50309

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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).

Howell Lortie October 26, 2004
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

hereby certify that the property is:

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

Howell Lortie Edson H. Beall 12/6/04
Signature of the Keeper Date of Action

Standard Glass and Paint Company Building

Name of Property

Polk, 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

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

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

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade: Specialty Store

Commerce/Trade: Warehouse

Current Functions

(Enter categories from instructions)

Domestic/Multiple Dwelling

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th & Early 20th Century Revivals: Classical Revival

Materials

(Enter categories from instructions)

foundation Concrete

walls Brick

roof Asphalt

other

Narrative Description

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

Standard Glass and Paint Company Building

Name of Property

Polk, 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 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

Period of Significance

1913-26

Significant Dates

1913

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Unidentified

Lovejoy, J. E. (builder)

Primary location of additional data:

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

Name of repository: #

Standard Glass and Paint Company Building
Name of Property

Polk, County, Iowa
County and State

10. Geographical Data

Acreage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1 [1] [5] [4] [4] [7] [6] [2] [0] [4] [6] [0] [3] [5] [4] [0]
Zone Easting Northing

2 [] [] [] [] [] [] [] [] [] [] [] [] [] []
Zone Easting Northing

3 [] [] [] [] [] [] [] [] [] [] [] [] [] []

4 [] [] [] [] [] [] [] [] [] [] [] [] [] []

[] See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title James E. Jacobsen

organization History Pays! Historic Preservation Consulting Firm date October 22, 2004

street & number 4411 Ingersoll Avenue telephone 515-274-3625

city or town Des Moines state IA zip code 50312-2415

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 10th Street Lofts, L.L.L.P

street & number 6932 Lakeshore Drive telephone (214) 763-8272

city or town Dallas state Texas zip code 75214

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.

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 **Page** 1

Standard Glass and Paint Company Building

Polk County, Iowa

7. Narrative Description:

Summary Description:

This five-story brick veneered concrete block commercial warehouse and salesroom was designed in a Classical Revival style. Three key elements dominate its otherwise utilitarian façade design, these being the pressed metal cornice (this had been removed and is now being replaced), the stone capitals that cap the six full-height pilasters at the parapet base, and the cut stone entryway. The probable architects are Sawyer & Watrous of Des Moines and it is also probable that the designers were influenced by 110 West 10th Street, the Herring Motor Car Company Building (1912, enlarged 1913, designed by the noted design firm of Proudfoot, Bird and Rawson) which is located directly to the south.

The building occupies an entire city lot in the west part of the downtown proper of Des Moines, Iowa. The building fronts east onto 10th Street. The associated lot to the north is part of the same property and is being developed as a parking lot. This building has been redeveloped into apartment housing.

Exterior Elements:

This moderate size 2-part commercial block is a four-story plan that dates to 1913. The building occupies the whole of its lot, save for the westernmost 12 feet, which was formerly used for a railroad spur. There is an alleyway on the south and west sides of the building. The north wall abuts on Lot 4 to the north. Lot 4, also historically associated with this property has been redeveloped as a private park surrounded by an ornamental iron fence with brick support piers. The building's design is that of a utilitarian commercial block with some Classical ornamentation around the entrances. The metal denticulated cornice, now replaced, underscored that classical theme. This building was designed to serve multiple functions, including both warehousing and wholesale trade. The latter function required the provision of a storefront and the result was a centered principal entrance flanked by three large square display window and transom combinations, two of which are offset to the left of the entrance. A secondary front entrance with square transom is located at the right-hand front corner and leads to a corner stairwell. A line of basement windows with block glass infilling underlays the ground level windows. The facade above ground level consists of three identical stories with five symmetrically distributed rectangular windows that are separated by plain brick pilasters. There are no transoms and the windows were originally infilled with three rectangular metal industrial windows. Each window includes an operable louver sash. Plain brick wall panels are recessed with the windows and separate the rows of windows. The windows are unadorned apart from the provision of limestone sills. The two entrances have elaborate carved stone surrounds. The main entrance features square-cut engaged columns and a straight-cut entablature with a denticulated cornice base. The lesser front main entry has brick square columns and an entablature that is capped with a denticulated cornice. The capitals on both entrances appear to be blends of the Tuscan and Doric forms. The entablatures are variations of the Greek Ionic form. Stone bases define the six brick pilasters which enframe the front and stone capitals, matching those on the entries, cap them. The cornice also mirrored the Greek Ionic entablature theme. The darker brick and design elements were not continued on side walls.

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 **Page** 2

Standard Glass and Paint Company Building

Polk County, Iowa

The south and west (rear) walls of the building were originally fully fenestrated. The north side wall was unfenestrated originally but matching windows (to the south side wall) have been added to this tertiary façade as a part of the building's adaptation for residential use. The window openings were infilled and reduced replacement windows installed. Replacement windows, matching closely with the originals, have been installed. The columns and beams of the reinforced concrete skeleton of the building are exposed on the outer walls. The original fenestration consisted of multiple light metal industrial sash with operable sash. Brick curtain walls infilled the bays below the windows.

The storefront transom openings remain in place. All of the other windows have been replaced or sealed up over time. The west and north outer walls have been covered with an insulating stucco board product (EFIS, installed 1981) and there are just four small windows remaining on the rear or west wall. The former openings have been uncovered. There is a single rear door and a freight door and the latter exited onto a concrete stoop. This entry has been transformed into a double door entry. The roof profile is interrupted by an elevator penthouse in the southwest corner. A single story loading dock (1944) extended to the north from the rear of the first level but it was removed. It was of brick construction with concrete front and rear loading docks and a frame roof. It was unrelated to the history of the Standard Glass and Paint Company and it was being removed in conjunction with the redevelopment of the building. The catwalk connection with the adjacent 104 10th to the south was similarly added in 1944, and it too has been removed and the affected window panel restored where it joined with this building. The EFIS was to have been removed as part of the redevelopment of the building but the extensive use of an adhesive on the original brickwork made this unfeasible. The exterior south and west (rear) walls have been painted a matching dark brown, eliminating a banded color pattern on the EFIS exterior.

Interior Elements:

The profile of the concrete columns and ceilings is unusual. The square-cut columns were cast in union with a unified lateral beam. The ceiling is angled down toward this beam on either side, creating a vaulted ceiling effect. The plan consists of seven bays (two shorter end bays) that are arrayed east/west, and there are four bays north/south. Staircases are located in the northeast and west central areas of the plans.

The basement was largely open and empty but the building's redevelopment has necessitated the construction of a number of special purpose exercise, laundry and storage areas. The first floor was largely sub-divided in later years into small offices or modules, none of which are of any significance and all of which have been removed. The then surviving sub-divisions had no relation with what is known of the original floor plan. The ground or first floor level is now infilled with loft style apartments. The second story was similarly subdivided into an array of small offices which run along each exterior wall. These too have been removed and replaced with new apartment partitions. The fourth floor had isolated office partitions in the northeast and west areas. Here too apartments have been constructed and occupy the entire floor. At each floor level the concave concrete ceilings have been left exposed. Significant interior components include two marble-clad entryways and the two stairwells, all of which has been retained. There is a fairly modern freight elevator in the southwest corner.

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

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 3

Standard Glass and Paint Company Building

Polk County, Iowa

Historical (1913) construction accounts noted that the building measured 82x132 feet and contained 51,000 square feet of floor space. The building contained 6,000 square feet of polished glass and it was claimed that “this is the largest building in the United States outside of New York City in which this kind of glass is used exclusively.” The building was termed five stories in height, apparently by counting the basement. The layout featured protective steel doors between the several departments (one floor each for plate glass, window glass, and paints, varnishes and oils), a modern shipping room, a well-lighted sample room (located on the main floor next to the office) (*Capital*, December 17, 1913).

Building Setting:

Like its Herring Motor Car Company counterpart located immediately south, this building is full free-standing with a narrow private side alley to the south, and for almost its entire history, a largely undeveloped lot along its north side wall. A public alley to the rear (west) contained a railroad spur line that connected to this property from the south. The remainder of the block is now commercial (refer to the series of Sanborn Fire Insurance Maps at the end of Section 8 that document the changing land uses on the block).

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 **Page** 4

Standard Glass and Paint Company Building

Polk County, Iowa

8. Significance Statement:

The Standard Glass and Paint Company Building is individually eligible for listing on the National Register of Historic Places on the basis of Criterion A, under the theme of Commerce for its direct association with the Standard Glass and Paint Company of Des Moines, that city's leading wholesale/retail supplier of a broad range of building and remodeling materials and supplies. This leading Des Moines business firm was in existence from 1903 through 1979 and was the leader in its sector, successfully growing to become a significant regional wholesale provider of its products across the state. This singular building, the only Des Moines warehouse built specifically for the glass and paint wholesale trade, represents the early and rapid successful growth of the company and the city's emergence as a wholesale and jobbing center, in addition to its expanding industrial base. This wholesale/jobbing expansion is attested to by a final phase of multi-story warehouse buildings, located along the downtown's southern and western perimeters, of which the subject building is an excellent surviving example. When newly finished, a local newspaper claimed that the new building was "the largest structure for exclusive glass and paint business west of Chicago" and "the best equipped building for the purposes for which it is intended, in the whole country." Local hyperbole aside, the building represented a successful and important part of the developing wholesale commercial sector in the city. A clustering of these massive warehouse buildings in the southwest corner of the downtown proper, marked the westernmost limits of downtown tall buildings. This building in particular, was the third such to mark the transition of West 10th Street from residential to commercial purposes during the years 1910-1921. This transition culminated in the construction of the landmark Hotel Fort Des Moines (1921). This building is locally significant and the period of significance is based upon the time period during which the firm occupied this building, 1913-17.

The Significance of the Standard Glass and Paint Company:

The Standard Glass and Paint Company was the only glass and paint firm that was so successful that it required an entire massive fireproof warehouse to house its own warehousing operations under a single roof. The very early construction of this building in 1913, bespeaks remarkable company growth in just the first ten years of the firm's existence. The company occupied this building until an even larger seven-story warehouse, owned by the same founders, became available for the expanding firm c.1925-26. Absent the availability of this other building, the subject building would surely have continued to house Standard Glass and Paint and would have been expanded upwards or to the north.

That this building was more than a Des Moines end of year accomplishment is attested to by the *Capital* newspaper boast that this was a record-breaking edifice for this line of business (*Capital*, December 17, 1913). No other then contemporary Des Moines glass and paint firm had the resources to erect its own building, let alone one of this scale. Indeed, the Standard Glass and Paint Company rapidly eclipsed all of its local rivals and as late as 1962, the company maintained its claim to a regional wholesaling market. At that time the *Register* noted "The firm now is one of the Midwest's largest distributors of paint, glass, wallpaper and hard surface floor covering. Many dealers have been its customers for 40 to 50 years and some for the entire sixty years. Some of the lines sold by the company have been distributed by them the entire 60 years. Major paint lines are Martin Senour and Minnesota Paint. It handles primarily Libby-Owens-Ford glass" (*Register*, August 12, 1962).

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 5**Standard Glass and Paint Company Building****Polk County, Iowa**Competing Glass and Paint Companies in Des Moines:

A comparison of glass and paint companies is rendered difficult by the sheer complexity of the business. On the glass side of the equation alone, period city directories classify the sector by type of glass, window and plate, by treatment, beveled or art glass, and by wholesale/retail services. Other businesses tended to prioritize wallpaper, paints and that range of products, in lieu of glass. Logically those firms that operated both wholesale and retail departments, were the more dominant and significant businesses, as Standard Glass and Paint did. Based on city directory listings for wholesale plate glass, the evidence indicates that on the Des Moines scene the Standard Glass and Paint Company was the sole survivor of the various contemporary glass and paint companies which appear in period listings. A list of the companies with their dates of listing follows. Note how all of the earliest firms disappear, how the list constantly changes and how, by 1915, the list is largely dominated by the local branch representatives of national chain firms or actual glass manufacturers. One of these, Kawneer, produced a range of replacement storefronts that the Standard Company offered as one of its preferred lines by 1950. It is illustrative that Standard Glass and Paint Company could be both a local non-chain or franchise business and one that was successful for 75 years. The following list excludes businesses that had no wholesale paint and glass department:

Allward-Bowman Company (established 1889, the only "art glass" firm in central Iowa as of 1912), last listing 1914
Standard Glass and Paint Company, 1903-79
George A. Boody Company, 1910-13
Boody-Holland Company (same address as above) 1910-1913
Charles W. Rogg Company, 1913-31
Buck Brothers, Buck-Tyne Manufacturing Company, 1913-
Pittsburg Plate Glass Company, 1915+
Loetscher & Burch Manufacturing Company, 1916+
Plate-Kawneer Manufacturing Company, 1917-
Carr Glass & Company, 1940
Iowa Paint Manufacturing Company, 1940

Downtown Development Context:

The downtown proper, located on the west side of the Des Moines River, began a westward expansion c.1903. West Walnut Street was the principal commercial arterial and there was a scattering of commercial and institutional buildings amongst what was otherwise a residential area west of 9th Street. West 10th Street, solidly residential, began a commercial transition in 1905 when Meredith Publish Company converted and first occupied a former duplex at 207-11 West 10th, located across the street and southeast of the subject building. Beginning in 1906, the four-story National Biscuit Company was the first substantial factory/warehouse building to be built on the west side of West 10th, north of Cherry Street. The Herring Motor Company warehouse followed, immediately north, in 1912, and was immediately expanded from four to six stories a year later. The four-story Standard building followed in 1913, even

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 6**Standard Glass and Paint Company Building****Polk County, Iowa**

as the Herring was being expanded. The Clemens brothers, owner of the Standard Building, built a seven story automotive warehouse and dealership immediately north of Mulberry Street, in 1917 and the Herring Motor Company erected its huge five-story building on the east side of West 10th, opposite the Standard Building, that same year. The massive Hotel Fort Des Moines was built in 1920-21, to the north of the Clemens building. Save for the hotel, all of these buildings were warehouses and all of the buildings were taller edifices, being at least four stories in height. They represented a tall building period that dated back to the 1890s, and one that would largely conclude only with the Great Depression. Collectively the buildings formed a sharp demarcation between the downtown proper and what was to develop as "Auto Row" to the west, the latter being larger but shorter buildings, mostly two stories high. The buildings also represented the importance of the warehousing and jobbing sectors to the growing City of Des Moines (Jacobsen, Des Moines First "West End" ..., pp. 25-33).

Company History:

Ashton Clemens (1872-1923) was a notable Des Moines entrepreneur during the pre-World War I years. Like many other businessmen, Clemens established or played a key leading role in numerous substantial business ventures. He began his business career in Omaha, Nebraska where he established sold a paint business which he sold in 1902. Anecdotal family accounts describe how Clemens, along with his brother, Ross J. Clemens (1882-c.1950) sought out a new market area for a new paint company. Des Moines was selected because they "found every house...was painted white and they [the home owners] all burned soft coal" which meant that there would be a constant demand for house paint. Their new company, located at 407 5th Street, was titled the Standard Glass and Paint Company and the brothers opened for business in 1903. The name of the new firm was based on the premise that only standard lines of merchandise were offered. This venture consumed the entrepreneurial energies of the brothers through c.1906. Brother Ross Clemens was the sole traveling salesman, while Ashton Clemens ran the wholesale-retail business. Ross Clemens was vice president of the firm by 1907 but thereafter he had no company association until 1913, by which time he was its treasurer. By 1907 Ashton Clemens was treasurer for the Des Moines Cabinet Company. By 1909 Ashton Clemens was president of the Riddle Automotive Company, with brother Ross serving as secretary and manager. By 1912, the Loetscher-Jaeger Manufacturing Company had displaced Des Moines Cabinet Company in the family portfolio and Ashton Clemens was its vice president. This was a Des Moines branch of a noted Dubuque mill working firm.

Beginning in 1917 yet another new company was listed on Ashton Clemens' resume, this was the Ankeny Linseed Oil Manufacturing Company. This company was clearly directly related to paint and glass business. The Riddle Automotive Company was renamed Clemens Automotive Company on June 1, 1913 (*Horseless Age*, June 11, 1913) and this firm became the family flagship firm. The company sold Willy, Overland and Knight automobiles and first located at 321-25 Grand Avenue, 1913-17. Brother Ross Clemens was solely in charge of the automotive firm despite his older brother's serving as its president. The firm was the sole distributor for Overland automobiles in Central Iowa. By 1917, the automobile company was so successful that the brothers built the Clemens Building at 200 West 10th, a six-story automotive department store, located immediately north of the subject building. Noted local architects Sawyer and Watrous were the designers (City Directories, 1903-19, Des Moines *Capital*, December 17, 1913).

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 7

Standard Glass and Paint Company Building

Polk County, Iowa



Company delivery wagon parked in front of the original storefront
(Des Moines Register, August 12, 1962)

Ashton Clemens achieved his pinnacle of success by 1918, by which time he was serving a third consecutive one-year term as president of the Des Moines Chamber of Commerce. He first served as a Chamber director in 1915. Nationally he was Councilor for the Chamber of Commerce of the United States. His wartime home front service included his roles as vice president of Polk County Chapter of the American Red Cross, membership on the Executive Committee of the Seventh Federal Reserve District, a leadership role in the Third Liberty Loan Campaign, serving as treasurer of the Iowa Division, Military Training Camp Association, and vice chairman of the Des Moines War Recreation Board. In addition to his work with the Des Moines Chamber, Clemens was a member of the Greater Iowa Association, the Greater Des Moines Committee, and the Des Moines Rotary and Des Moines clubs. His business roles consisted of his serving as president and manager of the Standard Glass and Paint Company, president of Clemens Automotive Company, vice-president of the Jaeger Manufacturing Company, vice-president of the Ankeny Linseed Oil Company, and as a director of the Iowa National Bank, the Bankers Trust Company and the Des Moines Hotel Company (*Des Moines Magazine*, February-March, 1918).

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 8

Standard Glass and Paint Company Building

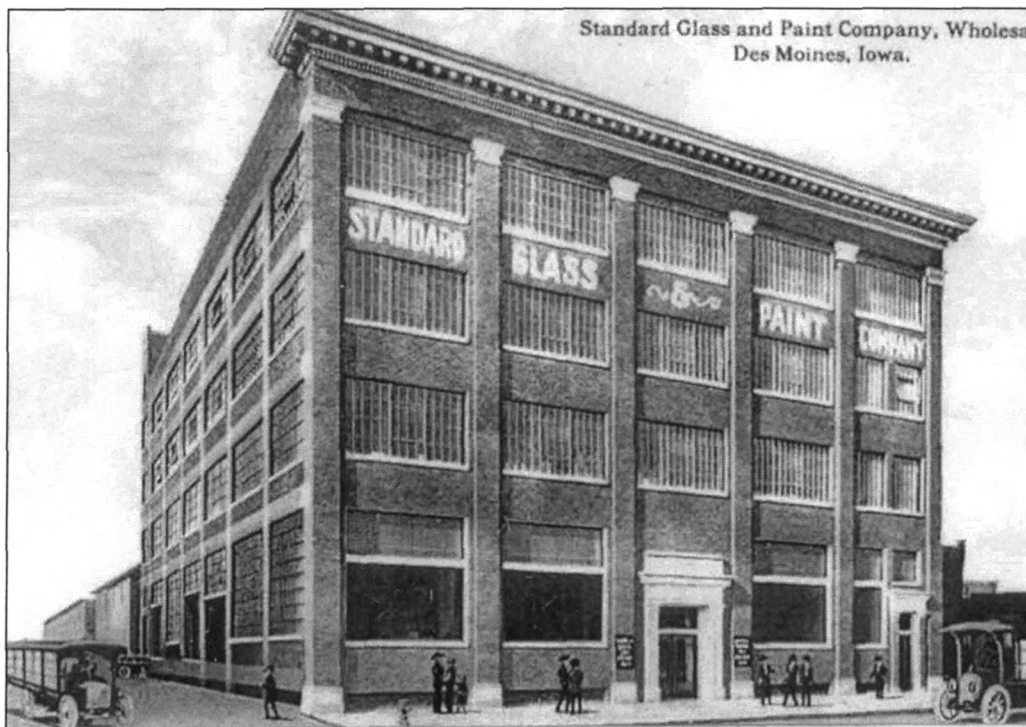
Polk County, Iowa



Ashton Clemens (1872-1923)
(*Des Moines Magazine*, February-March, 1918).

Ashton Clemens died at the age of 51 years on August 24, 1923. His death appears to have been related to the demise of the premier family company, the Clemens Automotive Company. That firm is no longer listed in city directories after 1923 and the Clemens Building, 200 West 10th Street was vacant as of 1924. His widow, Emma [Ohlson] Clemens (1875-?) was also actively involved in World War I home front work. The couple had three daughters, two of whom were still minors at the time of their father's early death, but none of them participated in leadership positions within the Standard Glass and Paint Company (*Who's Who In Des Moines*, 1929, p. 57).

The Standard Glass & Paint Company retail operation was relocated to 915-17 W. Walnut in 1904-05 and retained that storefront through the 1920s, this address being the principal retail or "city trade" location through the 1920s. The wholesale outlet, which occupied the subject building, is first listed in city directories in 1913. While the company would occupy their new building just a dozen years, it was this building that was built specifically to house the glass and paint firm and the company proudly promoted its new wholesale warehouse as the following postcard indicates.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 9**Standard Glass and Paint Company Building****Polk County, Iowa**

Promotional Postcard, Standard Glass and Paint Company

With the death of Ashton Clemens and the closing of the Clemens Automotive Company, the control of Standard Glass and Paint Company passed to brother Roy J. Clemens and his descendants. While no details are known concerning the decision to relocate the company, it is logical that the family preferred to place the business in a building that was fully owned, building and its lot. Some sources date the move to this building to 1924, but the first city directory listing is found in 1926. The new location housed the company offices and wholesale department until 1979 when the company was discontinued. Ross J. Clemens was listed in city directories as company president beginning in 1925 and he continued in that position until 1947. As of 1950 he was chairman of the company board. Ross served as president of the National Paint Distributors Association and the National Glass Distributors Association. He served as director of the Central National Bank and Trust Company and served for 32 years as a director of the Bankers Life Company (1928-60) and he served as president of the Greater Des Moines Committee and the Des Moines Club. His son, Philip A. Clemens (1918-?) replaced him as president and would run the firm until it closed. He was trained as a chemist at Iowa State College (B.S. 1942) (*Businessmen of Iowa*, 1953, p. 127; *Register*, August 12, 1962).

By 1919 the company had added storefront construction to its range of products, and the 1950 city directory listing specified "Kawneer Storefronts" as its preferred vendor. By 1915 the retail storefront for the company was relocated to 514 East Locust by 1915 and it remained there through 1946. A new storefront was established at 3405 Ingersoll and this branch store was continued until the company folded. A second storefront was at 2407 University as of 1962.

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 10

Standard Glass and Paint Company Building

Polk County, Iowa

As of 1962 the company retained its regional importance with branch stores located at Waterloo, Fort Dodge, Cedar Rapids (established 1921) and Mason City. A new warehouse and store was finished at Cedar Rapids that same year. Noted Iowa artist Libby Momberg (1930-), worked for the firm for six years during the early 1970s.



Roy J. Clemens (left), Philip Clemens (right)
(Des Moines Register, August 12, 1962)

The New Building:

The importance of the completion, in late 1913 of the new company warehouse/storefront on 10th Street, is reflected in the multi-page grand opening coverage that it was given in local newspapers in late 1913. The local accolades celebrated both the completion of a major commercial building and the success of the growing firm. The *Capital* noted "The Messrs. Clemens enjoy the distinction of owning and managing the largest glass and paint business in the middle west and the business is increasing rapidly. The sales for 1913 will show a large increase over any previous year." The double storefront on Walnut Street was said to be "the largest exclusive glass and paint store in Iowa." In its retail and wholesale departments, the company boasted the "largest stock of paints, oils and varnishes in all [of] Iowa." A principal part of the firm's trade was supplying contractors and builders. The company provided "everything that is needed in the line of plate glass, glass for homes, paints, varnishes, oils, etc." Sixty national companies had made Standard Glass and Paint their Iowa distributor. These were listed in the *Capital* article and the list included such notable firms as Martin-Senour Company of Chicago, the Glidden Varnish Company of Cleveland,

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 **Page** 11

Standard Glass and Paint Company Building

Polk County, Iowa

Ohio, Pratt and Lambert, also of Chicago, and the Edward Ford Plate Glass Company, Toledo, Ohio, the largest independent plate glass manufacturer in the nation, and Berry Brothers, of Detroit, the world's largest varnish manufacturer (*Des Moines Capital*, December 17, 1913).

With regards to the building, the same source provided bountiful construction information but unfortunately failed to identify the designer. Ashton Clemens personally superintended the building construction. It was a family policy to award the supply and contracts locally. The general contractor was J. E. Lovejoy, a noted veteran builder of many major commercial and warehouse buildings in the city. The Iowa Portland Cement Company provided 3,800 barrels of cement. The Des Moines Marble Company supplied the marble and floor tile (used in the first floor entryways). Barber Asphalt Paving Company of Des Moines produced "Des Moines Impervo Brick" in its own kilns for the building. Nichols Roofing Company built the roof, and they had done the same on other major local buildings. The Coon River Sand Company furnished the sand. Iowa Electric Supply Company provided the electrical equipment and installation. Jaeger Manufacturing Company provided the millwork (reflective of the Clemens' association with this firm). Century Lumber Company supplied 200,000 board feet of lumber, principally for the concrete forms required. The *Capital* offered this summary opinion of the new warehouse:

From basement to roof the new building is in every way a credit to the builder and his art. Nothing but the best materials were used and it is believed no better workmanship has ever been secured for a Des Moines structure. The building is fireproof. It is one of the best lighted structures in Des Moines...being exposed on three sides to street and alleys, it was possible to allow a great deal of window space and all this was taken advantage of.

Like a lumberman employing numerous exotic woods in his residence, this building celebrated the potential for using industrial glass in a warehouse design. The building literally advertised one of the major product lines of the firm in its plentiful allowance of windows (*ibid.*).

Architects Ralph Edmund Sawyer (1873-1947) and Charles Albert Watrous (1875-1940) were both MIT graduates and formed a design partnership in Des Moines in 1905. Watrous was the business manager and construction supervisor, while Sawyer was the designer. Watrous did not come to Des Moines until 1909 so the Standard Glass and Paint Building, if one of their designs, would have been an early commission for the new firm. The partnership endured until Charles Watrous' death. Architectural historian Wesley Shank credits the firm with "a number of significant commissions in Des Moines" and their works included a great many notable residences. The pages of *Des Moines Magazine*, published 1915-21, are filled with commissions completed by the firm. In the figure depicted below, the architects appear to have pictured the two buildings, the lesser Standard building in the foreground, and the Clemens building in the background.

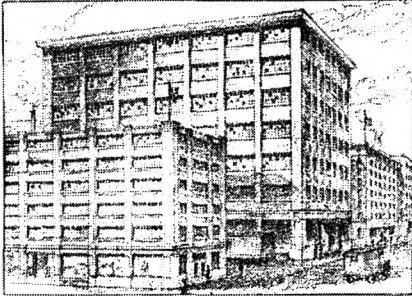
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 12

Standard Glass and Paint Company Building

Polk County, Iowa



MAKE your factory building suit your product; not your product suit a building. House your business in a home planned for you instead of the second-hand home of another.

Production problems are lessened in a well lighted, well ventilated, modernly constructed "made-for-you" manufacturing plant.

Increased production, reduced operating expense, healthier working conditions, less over-time expense makes the modern factory a paying investment to its owner.

We would be pleased to consult with you on your individual business building problems.

Sawyer & Watrous
Architects
Suite 201 Rippee Building, Des Moines

Architects' factory building advertisement (*Des Moines Magazine*, May 1918)



The newly completed building (*Capital*, December 17, 1913)

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 13**Standard Glass and Paint Company Building****Polk County, Iowa**

The building was unusual in that three of its sides were exposed and fully fenestrated, allowing for “a great deal of window space.”¹ The building also marked the persisting popularity of reinforced concrete construction in taller buildings in the city. Both the Herring Motor Car Company (110 W. 10th, 1912-13) and this one used this structural system. It is curious that successive tall buildings constructed on West 10th immediately north in 1917 (Clemens, the second Herring Building at 10th and Mulberry) both used steel skeletons. In both cases the same architectural firms provided the designs. For whatever reason, the brief and newly acquired affection for high-rise reinforced concrete construction waned after 1913.

Historical Accounts of the Building Construction:

On February 19, 1913, the *Tribune* announced the groundbreaking for the new warehouse. Construction would be rushed to completion it was reported. The same source continued “The new structure will cover a site 83x123 feet. It will be fireproof and of concrete and reinforced construction. The building will cost about \$50,000. In outside appearance the building will resemble to a great extent that new home of the Herring Motor Car Company, located on the adjoining lot to the south. The designers were at least influenced by the design of the Herring Motor Car Company (1912, enlarged 1913) located immediately south of this building. The Standard Glass and Paint building design replicates the central part of that building’s façade, with rectangular windows vertically arranged in recessed bays, and the bays being set off by the use of shallow pilasters. Both designs employ twin front entries, this one has a centered public entry with a right-hand side stairwell base entry. The entire building will be occupied by the Standard Glass & Paint Company.” The construction of the building marked the rapid and large-scale commercial redevelopment of West 10th Street. Previously a residential enclave that was well west of the downtown proper, beginning c.1910 a row of very tall warehouse buildings arose to house single companies. The development represented the emergence of Des Moines as a wholesale and jobbing center. The National Biscuit Company came first, c.1910, being followed by the Herring Building in 1912, this one in 1913, and three more to the north, including the Hotel Fort Des Moines, in 1917-18. For years, in fact until 2002, these buildings comprised the western wall of the high-rise downtown (*Tribune*, February 19, 1913, *Register & Leader*, February 20, 23, 1913).

The *Register & Leader*, in late March 1913, noted that this building effort was one of three major ones in the city that same year, the others being the Central Trust Company (6th & High) and the Empress Theater (8th & Locust). The apparent lack of progress in the image hints that the initial progress was slowed by unstated factors (*Register & Leader*, March 30, 1913).

The building was built on leased land. There were no land transactions related to this building apart from the granting of railroad right-of-way to the Des Moines Union Railway Company on March 25, 1913. This arrangement extended a rear (west) railroad spur to this site. The Frankel family owned Lot 3 and the east 75 feet of Lot 4 to the north as of August 1909 (Polk County Assessors Office).

¹ The north side wall was left completely blank. The builders apparently anticipated that a neighboring building on land that they had no control over.

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 14

Standard Glass and Paint Company Building

Polk County, Iowa



Reppert Transfer & Storage Company buys the building
(*Tribune*, December 22, 1943)

City directories indicate that the Standard firm remained at this address as sole occupant through 1924-25. The company remained in business until quite recently, but occupied other business locations, including a retail outlet on East Locust Street. The building was vacant 1927-31. The following tenant firms are listed:

- 1933: 112-18 W. 10th Street: Winston & Newell Company Wholesale Grocers
Independent Grocers Association
- 1935-37: 112-18 W. 10th Street: Winston & Newell Company Wholesale Grocers
Independent Grocers Association
118 W. 10th Street: Sidles-Duda-Myers Company, radios
- 1939: 112- W. 10th Street: Sink Paper Company
112- W. 10th Street: Sidles Company Radios
Furniture Sales Company (second floor)
Bermingham-Presser Company, wholesale paper
- 1943: 112 W. 10th Street: Sink Paper Company
118 W. 10th Street: Bermingham-Presser Company, wholesale paper

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 15

Standard Glass and Paint Company Building

Polk County, Iowa

Furniture Sales Company (second floor)

- 1946: 112 W. 10th Street: Reppert Transfer & Storage Company
Kash-Kelvinator Sales Corporation
118 W. 10th Street: Bermingham-Presser Company, wholesale paper
- 1950: 112 W. 10th Street: Reppert Transfer & Storage Company
Retail Merchants Delivery
114 W. 10th Street: Nash-Kelvinator Sales Corporation
118 W. 10th Street: Bermingham-Presser Company, wholesale paper
H. R. Colony Company, water heaters
Ray M. Warner, Manufacturers Agent
Al Leonard Brokerage Company
Federal Envelope Company
Louise Fabisis, Inc., cosmetics
- 1954: 112 W. 10th Street: Reppert Transfer & Storage Company
114 W. 10th Street: American-Kelvinator Manufactures Company
118 W. 10th Street: Federal Envelope Company
Lewin-Mathes Company, Plumbing Supplies
Fred C. Arndt, Microfilm Service

Howard Clinton Reppert (1893-?) purchased the building in late 1943 for \$90,000. Reppert came to Des Moines in 1911 and operated the city's first Ford automobile dealership and served as Polk County Sheriff during the 1930s. He established the Reppert Retail Merchants Delivery prior to 1929, and moved his firm to the building where it remained until 1981.² The words "REPPERT BUILDING" were mounted on the upper part of the front façade at this time (no trace remains today). The family also acquired Lot 4 to the north. The company received a building permit for 124 W. 10th on July 15, 1944, to erect a \$4,500 loading dock extension on that lot. Cowles Publishing Company/Look Magazine occupied 110 W. 10th by 1950 and the company obtained a building permit on May 1, 1951 to erect a \$4,000 catwalk between the fourth floor levels of 110 and 112 W. 10th. By the 1980s, Communications Data Services, a growing fulfillment firm, occupied all of this building. Look Magazine ceased operations c.1972 and Downe Computer Services was formed as a fulfillment firm. It was renamed Charter Data Services in 1978, and Communication Data Services in 1982. Remodeling permits were issued on March 25, 1981 (\$22,000) and July 28, 1982 (\$2,000) to Charter Data Services (Building Permits, City of Des Moines; Ms. Suzanne Gordon; Who's Who in Des Moines, 1929, p. 218).

The building appears in the right hand center of the 1941 aerial image shown below. The view is towards the east and the back of the building is visible, just in front of the building with the large water tower.

² The family owned the property until 2004. Son Howard Clinton Reppert, Jr. (1918-89), a decorated World War II B-17 bomber pilot and Iowa state representative and senator, succeeded his father in the ownership and operation of the property (Ms. Suzanne Gordon).

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

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 16

Standard Glass and Paint Company Building

Polk County, Iowa



1941 aerial view of the west edge of the main downtown
The Standard building is immediately right of center, below the water tower
(Plan and Zoning Department, City of Des Moines)



A c.1981 view of the building, view to the southwest (Communications Data Services)

This 1981 image shows the building just prior to the covering of its north side and rear wall with EFIS. Some of the front windows have been sealed up for some reason, as have some ground level display windows. The small restaurant in the foreground was long known as Shorty's Restaurant, and in more recent years as Gracey's (or "Greasy's"). The restaurant is non-extant.

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

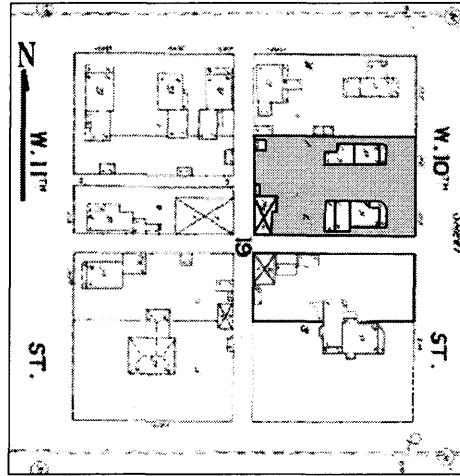
**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 17

Standard Glass and Paint Company Building

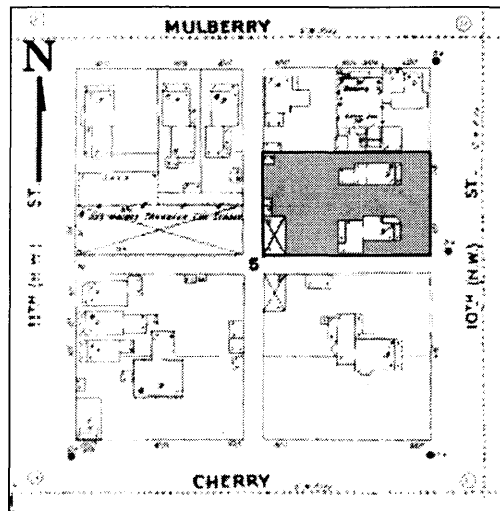
Polk County, Iowa

Site Development, Sanborn Map Images, 1891-1963:



1891 Sanborn Map (Standard building shaded gray)

Two small residences occupy the future site of the building. The block is entirely residential in its makeup.



1901 Sanborn Map (Standard building shaded gray)

Commercial encroachment has begun, but only in the center of the west side of the block in the form of a large stable. As of 1912, tenants occupied 114 (N. W. Porter), 116 (Frank Spencer, Mrs. Mattie Burtie) and 118 (Henry Dreshoff) West 10th Street. By this time a bakery, fronted north to Mulberry Street, occupied the middle part of Lot 4. A combination store and dwelling occupied the corner to the east.

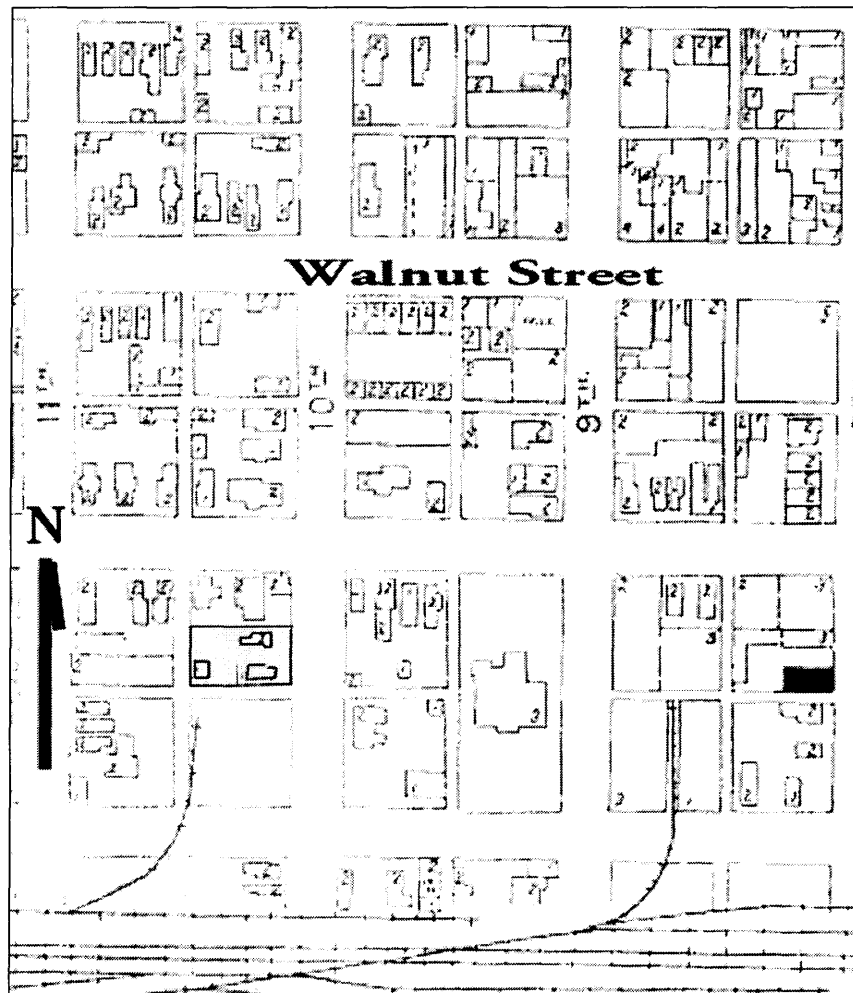
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 18

Standard Glass and Paint Company Building

Polk County, Iowa



1906 Sanborn Map (Standard building shaded gray)

The 1906 Sanborn Fire Insurance Map depicts the clearing of the southeast quarter of the block and the construction of an alley-way railroad spur to that portion. This was in anticipation of the construction of the National Biscuit Company building on the south half of that quarter block. The Standard building will be built in seven years north of the alley and beyond the railroad spur. The western edge of the downtown proper, principally along Walnut Street, is visible on the upper right hand corner of the map detail.

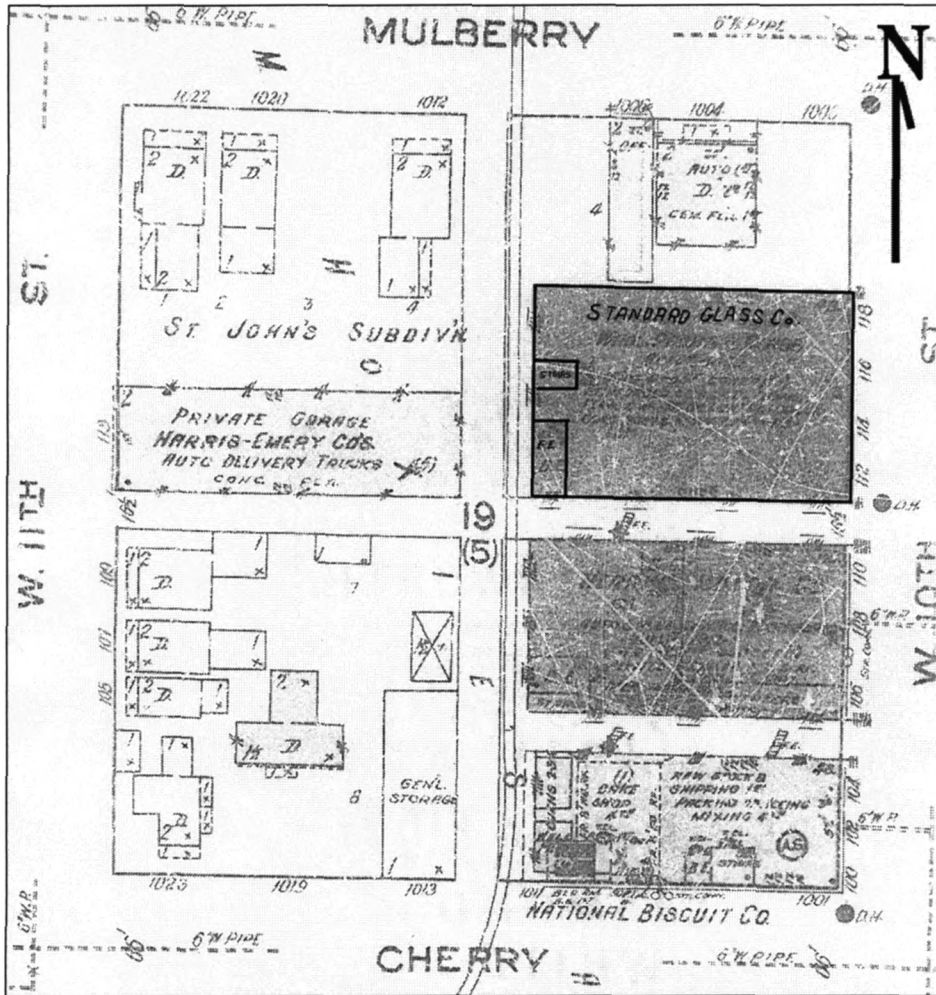
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 19

Standard Glass and Paint Company Building

Polk County, Iowa



1920 Sanborn Map (Standard building outlined as are the stairwell and freight elevator)

Commercial encroachment is well begun on the east half of the block. By this time the east half of the block was solidly commercial, and there was a large garage that separated clusters of housing at either end of the west half of the block. Two small commercial buildings fronted north to Mulberry Street, to the north of the Standard Glass and Paint building.

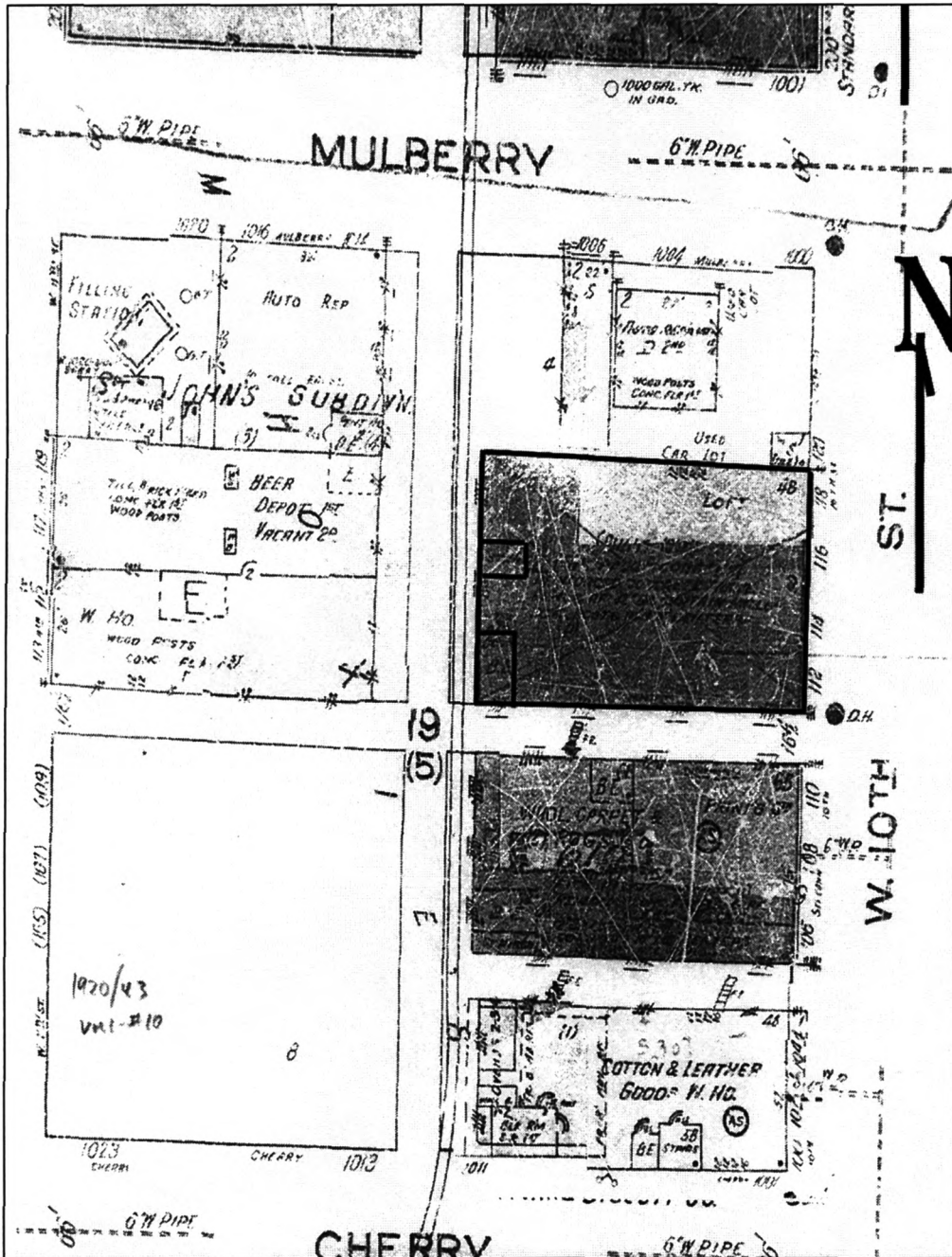
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 20

Standard Glass and Paint Company Building

Polk County, Iowa



1920/43 Sanborn Map (Standard building outlined as are the stairwell and freight elevator)

By 1943 all residential land uses were gone from the block. A small restaurant was just north of 112 West 10th and the other two commercial buildings remained on Lot 4. These would be removed when the loading dock was built a year later.

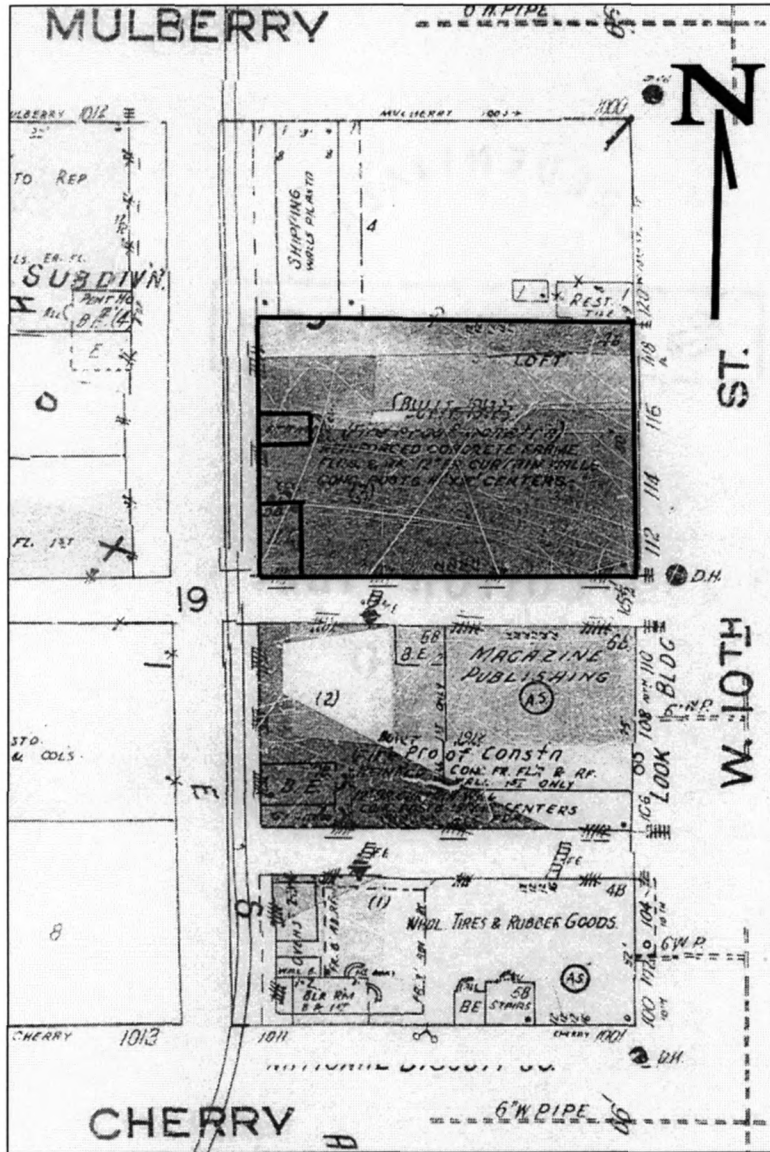
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 21

Standard Glass and Paint Company Building

Polk County, Iowa



1920/63 Sanborn Map (arrow locates north)

Absent from this map is the catwalk between 110 and 112 West 12th. The catwalk is being removed as part of the redevelopment work. The restaurant north of Standard Glass and Paint (shaded in image) has been enlarged and the loading dock and parking lot are depicted.

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

**National Register of Historic Places
Continuation Sheet**

Section number 9 **Page** 22

Standard Glass and Paint Company Building

Polk County, Iowa

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Des Moines Register, August 12, 1962, "Smoke, White Houses Led Paint Firm to D.M. in 1902"

Des Moines *Tribune*, February 19, 1913; December 22, 1943; September 7, 1944

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Interviews:

Libby Momberg, May 23, 2004 (former Standard Glass & Paint Company employee, 1970's)

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

**National Register of Historic Places
Continuation Sheet**

Section number 9 **Page** 23

Standard Glass and Paint Company Building

Polk County, Iowa

Ms. Suzanne Gordon, May 26, 2004, Colorado Springs (Reppert family descendant)
Ms. Dixie (Reppert) Murphy, May 26, 2004, Las Vegas (Reppert family descendant)

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

**National Register of Historic Places
Continuation Sheet**

Section number 10 **Page** 24

Standard Glass and Paint Company Building

Polk County, Iowa

10. Geographical Data:

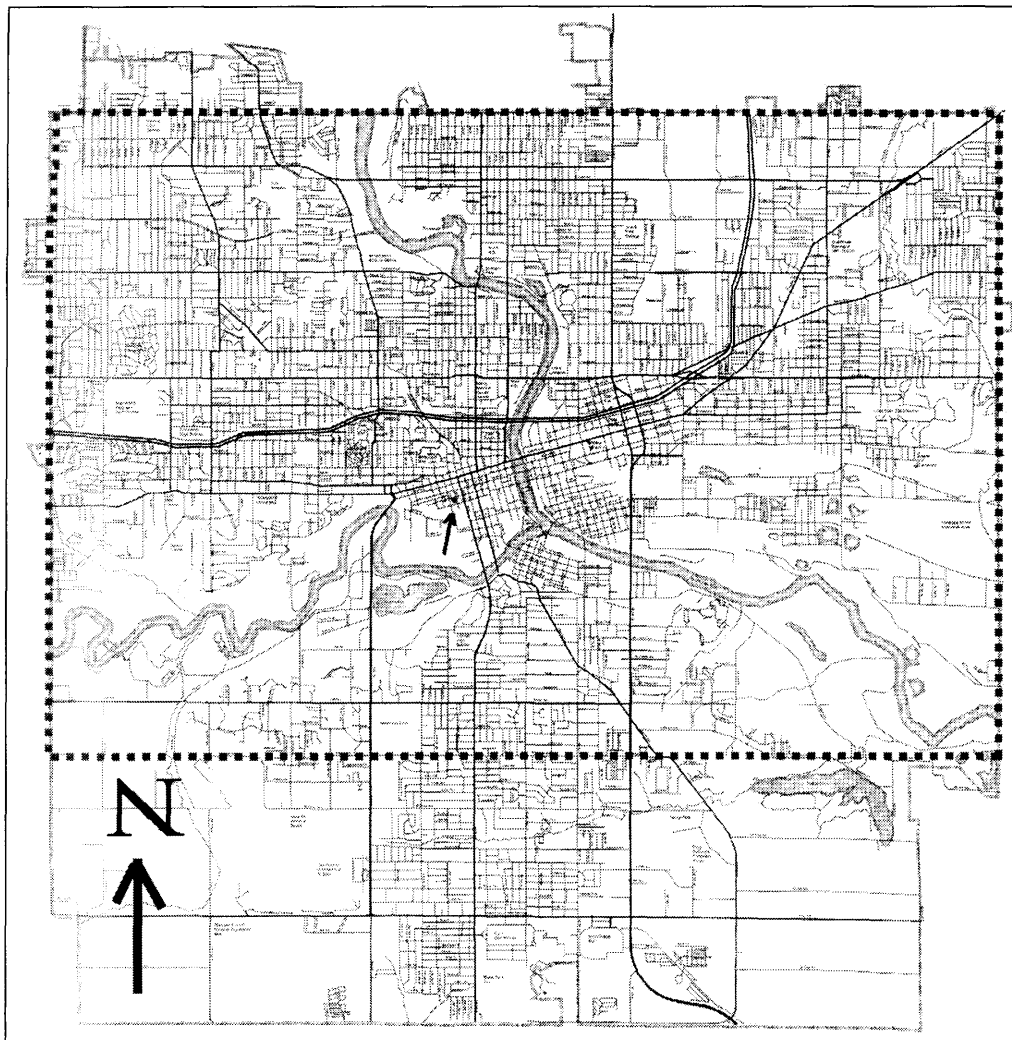
Boundary Description:

Block 19, H. M. Hoxie's Addition, Lots 3-4

Boundary Justification:

The building occupies the entirety of its lot.

Map:



Locational Map (the small arrow locates the property)

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

**National Register of Historic Places
Continuation Sheet**

Section number 10 **Page** 25

Standard Glass and Paint Company Building

Polk County, Iowa

Photographs:

Within another month the building will have its windows in place, its cornice rebuilt, and its north and west walls revealed—new photographs will be taken, along with detail shots of the entrance and storefront detailing.

Photographer: James E. Jacobsen

Date: October 12, 2004

Negatives: Owner retains

Frame:	Direction:	Description
1	SW	façade, elevated perspective
2	W	Cornice detail
3	W	Main entrance detail
4	NW	South side wall
5	SE	West/rear wall
6	SE	same, elevated view showing rooftop
7		
8		