

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



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**National Register of Historic Places
Registration Form**

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

1. Name of Property

historic name Waterloo East Commercial Historic District

other names/site number _____

2. Location

street & number 128-329 E. 4th St.; 612-616 Mulberry St.; 501-632 Sycamore St. N/A not for publication

city or town Waterloo N/A vicinity

state Iowa code IA county Black Hawk code 013 113 zip code 50703

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).

Barbara A. Michels/DSHS October 3, 2011
Signature of certifying official/Title Date

State of STATE HISTORICAL SOCIETY OF IOWA

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

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

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:)

Signature of the Keeper

Date of Action

Edson H. Beall 11-18-11

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	
28	8	buildings
0	0	sites
0	0	structures
0	0	objects
28	8	Total

Name of related multiple property listing

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

Iowa's Main Street Commercial Architecture

Number of contributing resources previously listed in the National Register

2

6. Function or Use

Historic Functions

(Enter categories from instructions)

- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/restaurant
- COMMERCE/TRADE/department store
- COMMERCE/TRADE/financial institution
- DOMESTIC/hotel
- GOVERNMENT/post office
- FUNERARY/funeral home
- SOCIAL/meeting hall
- HEALTH CARE/pharmacy
- TRANSPORTATION/rail-related
- RECREATION AND CULTURE/theater

Current Functions

(Enter categories from instructions)

- DOMESTIC/multiple dwelling
- COMMERCE/TRADE/restaurant
- COMMERCE/TRADE/professional
- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/business
- COMMERCE/TRADE/organizational
- COMMERCE/TRADE/financial institution
- HEALTH CARE/pharmacy

7. Description

Architectural Classification

(Enter categories from instructions)

- LATE VICTORIAN/Italianate
- LATE VICTORIAN/Queen Anne
- LATE VICTORIAN/Romanesque

Materials

(Enter categories from instructions)

- foundation STONE
- walls BRICK
- roof ASPHALT
- other METAL

Narrative Description

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

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7. Narrative Description

Architectural Classification continued

LATE 19TH & EARLY 20TH CENTURY REVIVALS /Classical Revival
LATE 19TH & EARLY 20TH CENTURY REVIVALS/Late Gothic Revival
LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS/Commercial Style
MODERN MOVEMENT/Streamline Moderne

Materials continued

foundation CONCRETE
walls CONCRETE
other GLASS

The Waterloo East Commercial Historic District is located in the heart of the City of Waterloo in Black Hawk County, Iowa. The topography here is essentially flat; the major landscape feature is the Cedar River, which flows through the center of town. Waterloo is the second county seat and has functioned in this capacity since 1855 when the seat was removed from Cedar Falls a few miles up the Cedar River. The city also served as a division point for the Illinois Central Railroad in the late nineteenth and early twentieth centuries and developed a significant industrial base focused on meat packing and agricultural implement manufacturing. The buildings within the Waterloo East Commercial Historic District comprise the surviving historic core of the city's East side commercial area. As the district evolved, the commercial blocks filled in with large block buildings that were influenced by popular styles of the day including Italianate, Classical Revival, and Commercial. A number of these buildings were architect designed. Most of the buildings are brick and two to three stories in height but higher multiple-story buildings are also present. These high rises have a significant impact on the look of the district and represent the high water mark in the district's physical development. Both single-unit commercial buildings and multi-unit block buildings are present. Fires, especially in the 1920s and 1950s, had a significant impact on the current look of the historic district, with most fire-damaged areas rebuilt with stylish new facades. Several buildings were refaced with updated facades in the mid-twentieth century, particularly in the 1940s-50s, with most of these updates diminishing but not destroying the buildings' overall integrity. Noncontributing buildings in the district were resurfaced in more recent decades, with modern materials, and lack integrity. Only one land parcel has suffered from demolition of its historic building and that lot is now a landscaped parking lot. Despite the recent remodeling of several facades and the one demolition, the commercial district presents a good sense of time and place from the late nineteenth to the mid-twentieth centuries, containing a collection of low and high rise buildings only seen in the larger communities of Iowa. The nominated district is essentially L-shaped and with East 4th Street forming the upright segment, beginning at Sycamore on the southwest and terminating in the northeast at Mulberry Street. The base of the L-shape is Sycamore Street, from East 4th to the intersection with East 5th Street on the southeast. The alleyway behind these buildings, or the rear walls of the buildings where alleyways no longer exist, form the outside boundaries on the southwest, the northwest, and the southeast. The buildings in the district all front either East 4th or Sycamore Streets, with the exception of one building that fronts Mulberry Street.¹ All buildings in the district are commercial in both historic and current functions. The district contains 2 buildings previously listed in the National Register, 28 contributing buildings, and 8 noncontributing buildings. The previously listed properties are: The Fowler Co. Building, added to the National Register in 2009, and Marsh-Place Building, added in 1998.

¹ This building on Mulberry is the subject of a tax credit project and its inclusion within the district boundaries was recommended by the Iowa Deputy SHPO because of the building's appropriate age and historic commercial function.

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COUNTING SYSTEM FOR BUILDINGS

The counting system for buildings within the district is based on the original historic configuration of the building and its separation from adjacent buildings by structural walls and building dates and not by internal store unit divisions. Therefore, a block building constructed as a structurally identifiable building separate and distinct from adjacent buildings but having any number of internal store unit divisions, would count as only one building even though it might have two or more storefronts or internal store units.

PROPERTY TYPES

The property type references used herein are borrowed from those devised for the *Iowa's Main Street Commercial Architecture* Multiple Property Documentation Form (hereafter MPD or Multiple Property Document) as submitted to the National Register. The following is a brief listing and summary of each type. Type I is the commercial district itself. Type II consists of the first generation of buildings, structures, sites and objects constructed around the commercial district. Type II buildings are typically, but not always, wood frame. Type III represents the second and later generations of construction in the district, which are often tied to a building boom associated with prosperity and growth. Type IV consists of specialized buildings constructed for a specific purpose such as a courthouse, Carnegie public library, post office, grain elevator, or gas station. Type V represents properties that have undergone substantial modification reflecting the updating of commercial properties in the form of facade remodeling as well as buildings, structures, sites and objects that are late additions to the district but within the period of significance. Type VI consists of modern infill properties added to the district after the period of significance.

The Waterloo East Commercial Historic District as a Property Type I meets the registration requirements set forth in the *Iowa's Main Street Commercial Architecture* MPD under Criterion A² by retaining sufficient integrity and reflecting the development of the city of Waterloo, particularly in how the city's economy and commercial development affected the importance of Waterloo as a regional center for shopping and distribution of goods and services. There are no known Type II wooden buildings remaining in the district. Construction dates (known and estimated) as well as the predominance of brick as the building material indicate district buildings are Type III or Type V. There are no Type IV resources in the district. Table 1 categorizes the district buildings by Types. Table 2 gives more details about each resource in the district including historical and additional architectural data.

INTEGRITY

The Waterloo East Commercial Historic District retains good integrity and conveys a sense of time and place as the historic business district in the heart of the city. While there have been repeated modernizations to commercial storefronts and necessary reconstruction of some buildings damaged by fires, collectively the alterations diminish but do not destroy the district's integrity. Above the sidewalk, the historic facades are generally intact except for windows, which are replaced in many buildings. Specifically the district retains moderate to good integrity as follows: 1) location—the district is in its original location and buildings have not been moved; 2) design—the district is composed of attached multiple-level buildings of vernacular origins, but it also retains a number of architect-designed buildings and buildings that are good examples of architectural styles dating from the late

² The District does not meet the MPD requirements for Criterion C; however, within the historic context written specifically for this nomination and the District is eligible for Criterion C without relying on the MPD.

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nineteenth and early twentieth centuries; 3) setting—the district still conveys the historic setting of Waterloo’s heyday as a regional entrepôt with this district as the largest and most robust retail and financial center in the city; 4) materials—the district retains good integrity of materials in the surviving collection of masonry buildings that reflect the brick, stone, cast stone, and concrete block that could be obtained locally or brought in by the city’s excellent rail connections; 5) workmanship—the district shows this aspect in the surviving brick buildings and structures and their reflection of the skills of the local masons and contractors, as well as the design skills of the many architects who had a hand in the district; 6) feeling—the surviving resources of the district still convey a strong sense the commercial nature of the buildings; and 7) association—the district consists of resources that were directly associated with the growth and development of Waterloo from the late nineteenth century through its boom period of the 1910s and throughout its recovery from the doldrums of the Great Depression and World War II, and several fires in the 1950s. The Waterloo East Commercial Historic District meets the registration requirements for Commercial Districts under Criterion A within the “Iowa’s Main Street Commercial Architecture” Multiple Property Document. Its Criterion C eligibility lies outside the MPD, as a property that embodies the distinctive characteristics of a type, namely the city’s urban center commercial district with components that largely lack individual distinction but as grouped together represent a significant and distinguishable entity.

TABLE 1. LIST OF PROPERTY TYPES BY ADDRESS, CONSTRUCTION DATES, AND DISTRICT STATUS
(Refer to the map on page 58 for building locations by number,)

BLDG. No.	STATUS	ADDRESS	PROPERTY TYPE / ARCHITECTURAL INFLUENCE
1	C	323-329 E. 4 th	Type III / Late 19 th and Early 20 th Century Revivals: Classical Revival
2	C	319-321 E. 4 th	Type III / Late 19 th and Early 20 th Century Revivals: Classical Revival
3	C	315 E. 4 th	Type V / Commercial Vernacular
4	C	311-313 E. 4 th	Type V / Late 19 th and Early 20 th Century American Movements
5	NC	309 E. 4 th	Type V / no style
6	NC	305-307 E. 4 th	Type V / no style
7	C	301-303 E. 4 th	Type III / Modern Movement
8	C	225-229 E. 4 th	Type V / Modern Movement: Streamline Moderne
9	C	221-223 E. 4 th	Type III / Modern Movement: Streamline Moderne
10	NC	215-219 E. 4 th	Type III / Modern Movement: Corporate Design / Modern slipcover
11	NC	211-213 E. 4 th	Type III / Modern slipcover
12	C	501 Sycamore	Type III / 1913-14: Late 19 th and Early 20 th Century Revivals: Late Gothic Revival; 1928-29: Modern Movement: Art Deco
13	NC	501 Sycamore	Type V / Modern slipcover
14	C	128 E. 4 th	Type V / Modern Movement: Streamline Moderne
15	C	610-614 Sycamore	Type III / Modern Movement: Commercial
16	C	616-620 Sycamore	Type III / Late 19 th and Early 20 th Century American Movements :Commercial
17	C	622 Sycamore	Type III / Late 19 th and 20 th Century Revivals: Classical Revival
18	C	626-630 Sycamore	Type V / Late 19 th and Early 20 th Century American Movements: Commercial
19	C,NR,1998	627 Sycamore	Type III / Late 19 th and Early 20 th Century American Movements: Commercial
20	C	621 Sycamore	Type III / Late 19 th and Early 20 th Century American Movements: Commercial
21	C	617-619 Sycamore	Type III / Late 19 th and Early 20 th Century American Movements: Commercial
22	C	611-615 Sycamore	Type III / Late 19 th and 20 th Century Revivals: Classical Revival

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TABLE 1. LIST OF PROPERTY TYPES BY ADDRESS, CONSTRUCTION DATES, AND DISTRICT STATUS (CONT.)

BLDG. No.	STATUS	ADDRESS	PROPERTY TYPE / ARCHITECTURAL INFLUENCE
23	C	200 E. 4 th	Type III / Late 19 th and Early 20 th Century American Movements: Commercial
24	C	206 E. 4 th	Type III / Late Victorian: Italianate
25	C	208 E. 4 th	Type V / Late 19 th and Early 20 th Century American Movements: Commercial Style remodel
26	NC	210 E. 4 th	Type V / Recent remodel
27	NC	212 E. 4 th	Type V / Modern remodel
28	NC	214 E. 4 th	Type V / Modern remodel (2000s)
29	C	216-218 E. 4 th	Type III / Late 19 th and Early 20 th Century American Movements: Commercial
30	C	220-224 E. 4 th	Type III / Late Victorian: Queen Anne
31	C, NR, 2009	226-228 E. 4 th	Type III / Late Victorian: Queen Anne
32	n/a	Parking Lot	n/a
33	C	306-310 E. 4 th	Type III / Late Victorian: Romanesque Revival
34	C	312-314 E. 4 th	Type III / Late 19 th and Early 20 th Century American Movements: Commercial
35	C	316-318 E. 4 th	Type III / Late 19 th and 20 th Century Revivals: Classical Revival
36	C	320-322 E. 4 th	Type III / Late 19 th and 20 th Century Revivals: Classical Revival
37	C	324 E. 4 th	Type III / Late 19 th and Early 20 th Century American Movements: Commercial
38	C	326-330 E. 4 th	Type III / Late 19 th and Early 20 th Century American Movements: Commercial
39	C	612-616 Mulberry	Type III / Late 19 th and Early 20 th Century American Movements: Commercial

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TABLE 2. DESCRIPTION AND EVALUATION OF PROPERTIES IN COMMERCIAL DISTRICT

SOURCES: Frequently used sources are abbreviated as follows: Black Hawk County Assessor Record (AR); Sanborn Map Co. Fire Insurance Maps (S); City Directories (CD); Census Data (C); [Waterloo] *Iowa State Reporter* (ISR); *Waterloo Daily Courier* (WDC); *Waterloo Courier* (WC); *Waterloo Evening Courier* (WEC); *Waterloo Times-Tribune* (WTT); *Waterloo Reporter* (WR); *Semi-Weekly Reporter* (SWR); *Waterloo Courier and Reporter* (WCR); *Waterloo-Cedar Falls Courier* (WCFC); Corwin and Hoy refers to *Waterloo: A Pictorial History* (1983); Long refers to "Waterloo: The Factory City of Iowa" (1986). See bibliography for other sources.

BLDG. NO.	EVALUATION STATUS	ADDRESS HISTORIC NAME(S)	YEARS BUILT & REMODELED IF KNOWN	PROPERTY TYPE / ARCHI- TECTURAL INFLUENCE	HISTORICAL REMARKS	ARCHITECTURAL REMARKS
I	C	323-329 E. 4 th St. WCF&N Terminal "Waterloo, Cedar Falls & Northern Railway", aka "Cedar Valley Road"	1916 1954	Type III Late 19 th and Early 20 th Century Revivals: Classical Revival	*1916: WCF&N (interurban) Railway Terminal; first bldg. dedicated as passenger terminal function; previously WCF&N offices and waiting room located in nearby "Lafayette building." (WTT, 5/6/1917). *The new terminal caused no changes in lines or service. No new tracks had to be laid, "as the trackage is now ample to take care of all St. railway and interurban traffic" (WTT 4/22/1917). With a simple adjustment, "the Cedar Falls cars now wait on Mulberry St., instead of at E. 4th and Lafayette Sts." (WTT 5/6/1917). *New terminal officially opened on May 1, 1917 (WTT 5/1/1917).	<u>Architect</u> : Clinton P. Shockley <u>Description</u> : built as 3-story interurban and bus terminal and offices. It was updated in 1954; interior upper floors well detailed *Interior Arrangement: First floor: the waiting station, baggage room, and ladies' rest rooms were located in the rear half of the building. The front contained the offices J. F. Cass and the Iowa Investment Company. The WCF&N planned "to use the Martin building (next door to the SW) as a concession room and for that reason a large opening has been left in the wall between the two buildings." When finished, the concession room would offer "cigar stands, a soda fountain and restaurant" for waiting passengers (WC 4/28/1917) *Second floor: the offices of the president, the auditor, and the traffic department. Also on the second floor was the general office, the office of the affiliated Cedar Valley Construction Company, and a room for the use of government examiners (WC 4/28/1917) *Third floor: the general

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BLDG. NO.	EVALUATION STATUS	ADDRESS HISTORIC NAME(S)	YEARS BUILT & REMODELED IF KNOWN	PROPERTY TYPE / ARCHI- TECTURAL INFLUENCE	HISTORICAL REMARKS	ARCHITECTURAL REMARKS
						<p>manager's office, "rooms occupied by the special agent, the engineers and the superintendent," and the drafting room. The basement contained "an assembly room for the motormen and conductors," complete with lockers and lavatories, as well as a storeroom (WC 4/28/1917)</p> <p><i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i></p>
2	C	319-321 E. 4 th St. Terminal Annex Building Hope C. Martin Building	1917	Type III Late 19 th and Early 20 th Century Revivals: Classical Revival	*name from Mr. H. C. Martin, real estate developer (WTT 6/9/1917) *1917-?: Branch of Schuneman's drug store in [WCF&N Rwy] Terminal Annex Building:: *1944: National Tea Co. Food Stores, 319 E. 4th St. (WDC 5/18/1944)	<u>Description:</u> 2 stories; modern storefront and awning; 2 nd story retains original architectural features of brick and stone; interior of initial drug store tenant included a cigar counter (right of entrance); perfume & toilet articles (left of entrance); circular counter for leather and misc merchandise (center); prescriptions and soda fountain (rear); oak fixtures, tiled floor, tinted walls (WTT 8/1/1917)
3	C	315 E. 4 th St. Black Hawk Fruit Co. Grocery Store	c. 1954 significant remodel of 19 th c. bldg.	Type V Commercial Vernacular	*1918, The Ark Candy Kitchen (WEC 5/3/1918) *1919, Interurban Confectionery Co. (WTT 4/26/1919) *1931-1944: Independent Meat & Grocery Stores (WDC 10/15/1931 and 5/18/1944) *1932-to c. 1954: Black Hawk Fruit Co. occupies store and buys	<u>Description:</u> 1 story commercial building; brick or stone foundation; exterior walls concrete block

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BLDG. No.	EVALUATION STATUS	ADDRESS HISTORIC NAME(S)	YEARS BUILT & REMODELED IF KNOWN	PROPERTY TYPE / ARCHI- TECTURAL INFLUENCE	HISTORICAL REMARKS	ARCHITECTURAL REMARKS
					bldg. in 1944 *1954: Black Hawk Fruit Co. remodels and expands grocery line: (WDC 6/24/1954). 1954 Remodel may have removed 2 nd floor of older bldg. or reconstructed a new one-story bldg.	
4	C	311-313 E. 4 th St. Great Atlantic & Pacific Tea Company (A&P), later Gamble's	1929	Type V Late 19 th and Early 20 th Century American Movements	*1929: complete remodel or rebuild of earlier bldg by Great Atlantic & Pacific Tea Co. (A&P) Food Shop at 311-113 E. 4th (WEC 3/29/1929) A&P was large customer of Rath Packing Co., buying meat to distribute to 17,000 stores in 34 states; initiated self-serve grocery business in town	<u>Remodeling contractor, 1929:</u> John G. Miller Construction Company <u>Description:</u> 1 story; A&P remodeled an existing bldg; adding a stepped pediment with medallion.
5	NC	309 E. 4 th St.	c. 1959 1980s-90s	Type V No style, Recent storefront remodel	*replaced easternmost storefront of the two-story, 6-storefront Columbia Block following 1958 fire *over the years this downtown lot was the site of a dry goods shop, a boots and shoes store, a cigar factory, and a music store, with apartments upstairs (Sanborn fire maps, various years)	<u>Description:</u> 1-story masonry building likely rebuilt after late 1958 fire destroyed multiple businesses in this block; because the storefront equals about half of the building's façade and the façade is plain and unadorned, the impact of the remodeling is greater than on a multiple-story building.
6	NC	305-307 E. 4 th St.	c. 1959 1980s-90s	Type V No style, Recent storefront remodel	*replaced two store bays of the two-story, 5-bay Columbia Block following 1958 fire *over the years these downtown lots were the	<u>Description:</u> 1-story masonry building likely rebuilt after late 1958 fire destroyed multiple businesses in this block; because the storefront equals about half of the building's

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BLDG. No.	EVALUATION STATUS	ADDRESS HISTORIC NAME(S)	YEARS BUILT & REMODELED IF KNOWN	PROPERTY TYPE / ARCHI- TECTURAL INFLUENCE	HISTORICAL REMARKS	ARCHITECTURAL REMARKS
					sites of a meat shop, a second floor hall, a plumber business, a candy shop, and an ice cream factory (Sanborn fire maps, various years) *1962, 305-store; 307-store (S-1918-62)	façade and the façade is plain and unadorned, the impact of the remodeling is greater than on a multiple-story building.
7	C	301-303 E. 4 th St. Service Optical Company	1959	Type III Modern Movement	*Service Optical Co. opened in 2 new building bays at the corner of E. 4 th and Lafayette following an 1958 fire that destroyed several businesses on this block (WDC 6/14/1959)	<u>Description:</u> 1 story; brick or stone foundation; exterior walls brick on block; no window or door openings except at recessed corner entrance with portico; exhibits a good sense of the 1950s architectural era; intact
8	C	225-229 E. 4 th St. Walgreen Drug Co. former Wangler Bldg.	1934 extensive rebuilding or remodel of 1889, plus bldgs.	Type V Modern Movement: Streamline Moderne remodel	*two buildings constructed here in the 1880s; one, the Wangler block, was an ornate Italianate similar to The Fowler Bldg. across the street (Bldg.#31). (ISR 7/5/1883) *1880s-1934, among other stores, there was a drug store located on this corner; Chicago-based Walgreen's replaces this local drug store in 1934 with a much expanded store.	<u>Architect:</u> 1889: Wangler Bldg. – George Ellis, Marshalltown <u>Builder:</u> 1899-Haffa & Striegel <u>Architect:</u> 1934 Remodel-Mortimer B. Cleveland <u>Description:</u> In 1934 Walgreen Drug Co. gave the building a Streamline Moderne exterior remodel and built a 1-story addition in the alley behind facing Lafayette. New stacked hopper-windows, "chromium" metal trim, yellow brick and stone cladding completely replaced the former Italianate styling, unifying both Lafayette and E. 4 th street facades. At ground level, brick pilasters and load-bearing members were replaced by vertical steel columns and plate glass display windows. A fire in 1952 in nearby buildings caused smoke and water damage, but the store

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BLDG. No.	EVALUATION STATUS	ADDRESS HISTORIC NAME(S)	YEARS BUILT & REMODELED IF KNOWN	PROPERTY TYPE / ARCHI- TECTURAL INFLUENCE	HISTORICAL REMARKS	ARCHITECTURAL REMARKS
						was open shortly after the fire was out (WDC 1/29/1952). 1934 streamline makeover of chromium and glass remains the dominant style.
9	C	221-223 E. 4 th St. Arnold's (Women's Apparel Store)	1953	Type III Modern Movement: Streamline Moderne	*1953: Arnold's open in new building on site of Dotson's store destroyed by fire in 1952. Basement and first floors were salesrooms; 2 nd floor housed the stockroom and mechanicals. Bldg has pink and black "Appalachian marble façade." Arnold's opened in Waterloo at 122 E. 4 th St (nearer the river) in 1948 (WDC 8/16/1953)	<u>Description</u> : 2 stories; façade retains its prominent marble façade but the script "Arnold's" sign has been removed; storefront entrance reworked but street level remains largely glass and intact. A similar pink and black marble was extensively used a decade later for city hall (by architectural firms Finn & Saito and Deuth & Gibson, c. 1960) and the county courthouse (c. 1962).
10	NC	215-219 E. 4 th St. S. S. Kresge Company	1956 2000s	Type III Modern Movement: Corporate Design / Modern slipcover	*1956: 19 th century buildings razed to build new and expanded Kresge store next to its 1920 store at 211-213 E. 4 th (S-1918-62) Kresge's corporate look in 1920 was self-titled "Green Front Store" (everything in the store under a \$1)	<u>Architect</u> : Emil G. Jehle, Kresge Design Division <u>Builder</u> : Jens Olesen & Sons Construction Co. <u>Description</u> : 1955 façade (see 211-213 E. 4 th St.) has been covered very recently with modern materials
11	NC	211-213 E. 4 th St. S. S. Kresge Company	1920 remodeled in 1956, and 2000s	Type III Modern slipcover	*constructed in 1920 by Detroit-based S.S. Kresge Co., *replaced a mid-1880s two-bay building long housing a hardware store, grocery, second floor offices; also replaced a movie theater in one bay since at least 1918. *1920- S. S. Kresge Co. built a "Green Front Store," the first	<u>Architect</u> : Emil G. Jehle, staff architect, Kresge Design Division (1955 remodel) <u>Builder</u> : Jens Olesen & Sons Construction Co. <u>Description</u> : Original 1889 building was remodeled as Kresge's first Waterloo store in 1920; store kept this end and expanded building new 1-story building at 215-219. New enlarged store was unified with "porcelain enamel

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					Waterloo store established by this early chain (that eventually changes its name to Kmart) (WEC, 7/6/1920) *1956- Kresge's expanded by building #11 and remodeling this building	façade accentuated by a stacked face brick pier and parapet" (WDC 11/30/1955). The 1956 façade has been covered very recently with modern materials
12	C	501 Sycamore St. James Black Dry Goods Co. Black's	1913-14 1928-29 "annex" const. by Company	Type III 1913-14: Late 19 th and Early 20 th Century Revivals: Late Gothic Revival 1928-29: Modern Movement: Art Deco	*original 8-story building constructed in 1913-14 on the site of the old Logan House hotel; constructed for James Black Dry Goods store (WC 6/20/1954). *the new store employed 300 and had four elevators *1924: Black's acquired the adjacent lot to the northwest on Sycamore St. in order to expand *1928-29: The annex extended the department store building seventy more feet along Sycamore St. and added 120,000 square feet to its interior (WC 12/31/1928; <i>Our Community</i> , 1999:9). *1928: Annex formally opened the week of October 15, 1928 (WC 12/31/1928).	<u>Architect:</u> 1913-14 -Clinton P. Shockley <u>Builder:</u> 1913-14-H.A. Main Co. <u>Architect:</u> 1928-29-John S. Bartley <u>Builder:</u> 1928-29-J.E. Currie Construction Co. Constructed of reinforced concrete and clad with brick, granite, and terra cotta. Two bottom floors are partially clad with an EFIS synthetic stucco
13	NC	501 Sycamore St. George Lichy Building Black's 3-story "addition"	by 1918 expanded c. 1928 remodeled 1956 remodeled	Type V modern slipcover	*by 1918 - 2-story Park Ave. and Sycamore St. corner building was constructed by grocer Geo. Lichy and housed a glass and paint shop in 1918 (Sanborn) * 1928 - 3 rd story added by Lichy at time	<u>Architect:</u> 1956 slipcover remodeling-Mortimer B. Cleveland 2- and then 3-story brick building with steel column interior frame; slipcover by Cleveland had historical significance connected to

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			2008-09		Black's 8-story annex built * by 1956 - Lichy building purchased by Black's and renovated with new slipcover designed by locally prominent architect 2008-09- Lichy/Black's building renovated by application of EFIS and reopening window fenestration	Black's attempts to compete with the growing number of suburban malls but its integrity destroyed by most recent renovations Lichy was a very successful wholesale grocer; establ. business in 1889, constructed large warehouse outside district in 1906 and expanded in 1910; became president-elect in 1913 of the National Wholesale Grocers' Assn. (Corwin & Hoy, 59)
14	C	128 E. 4 th St. Newton's Jewelers	1870 remodeled 1947	Type V Modern Movement: Streamline Moderne	* built 1870 as G. W. Miller's Block (WC 11/3/1870) to house Geismar & Israel Bros. Union Clothing Emporium and, on the 2 nd floor, U. Scott's photography studio and gallery; and professional offices of attorneys and a physician (WC 10/27, 11/3/ and 12/8/1870); * 1886-1909: main business remains a clothing store, then a series of subsequent tenants including a cigar shop and a hat shop. * 1916-1935: United Cigar Stores (CD-1916, 1918, 1935) * 1941: Peggy Price Hat Shop (CD-1941) * 1941: fire in January 1941 (WDC 1/1/1941) * 1943-1947: Raye's Millinery building until March 1947 (CD-1943, 1946; WC 3/13/1947) * 1947: Building purchased and exterior remodeled by George	<u>Description:</u> 2 tall stories with a mezzanine; constructed of brick on a limestone foundation. 1947: a significant renovation transforms the building's appearance from a late 19 th century brick storefront to a highly recognizable commercial landmark on this prominent corner lot. Streamline Moderne in style, the remodeled exterior included pink and black structural glass panels, glass-block ribbon windows, extensive use of white metal trim, neon wall signage and a vertical corner sign that springs from a rounded entrance canopy up to the top of the building. The words "Newtons" and "Diamonds" appeared on this vertical signage and a gigantic round-cut "diamond" jewel crowned the vertical corner sign. The combination of color, shiny cladding material, and the remarkable signage the building sports make this 1947

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					Newton, Jr. proprietor of Newton's Jewelers, a family business begun 1914 by George Newton Sr., McAlester, OK. All four sons became partners (CD-1948; WDC 6/22/1947; Corwin and Hoy 1983:154; C-1920; WDC 6/20/1947; Joplin Globe, 4/4/1954). *19472007: George Newton Jr. opened the Waterloo store in June as 5th Newton's Jewelers store in Midwest and the building remained a jewelry and watch store until closure 50 years later (Dodge 1953; WCFC 11/7/2007)	remodeled building literally a landmark in downtown Waterloo (and the subject of photographs by historians of commercial architecture) <i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i>
15	C	610-614 Sycamore St. Cedar Book Store and S&H Green Stamp Store	1956	Type III Modern Movement: Commercial	*Built "for Mrs. Faye D. Anderson" to house a new location of the Cedar Book Store and the "S&H Green Stamp Store" (WDC, 1/27/1956)	<u>Description:</u> 1-story; two-store building, built of concrete walls. Its façade design employs smooth concrete or stone to frame the two stores' entrances and display windows. Over the entrances, yellow brick fills the frame to the roof. The façade has a streamlined modern appearance and its single story reflects the obsolescence of the tendency to build second-story residential quarters in downtown buildings.
16	C	616-620 Sycamore St. Elks Hall H.M. Reed Building	1906	Type III Late 19 th and Early 20 th Century American Movements: Commercial	*Built/owned by Herbert M. Reed (WTT, 11/5/1905) *1906: 3-story building; 1 st floor has double storefront and single storefront, Post Office.	<u>Architect:</u> John G. Ralston <u>Builder:</u> Andrew Streigel <u>Description:</u> 3 stories; exterior brick walls; overall symmetry; bracketed and pedimented cornice missing; storefront

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				Style	<p>Station A tenant in one (S-1906); C.H. Eighmey's grocery store moves into double bay on 1st floor and basement (WTT, 3/29/1906); the Elks fraternal organization controlled the 2nd floor rooms and had an elaborately designed and fitted meeting hall and ancillary rooms on the 3rd floor, with a 10 year lease.</p> <p>*1915: Fire occurred in Red Cross Drug company (the single store bay) (WEC, 1/21/1915) and the Elks moved out (WTT, 7/27/1915)</p> <p>*1916: Knights of Columbus move into Elks' Hall in April (WTT, 1/9/1916)</p> <p>*1918: K of C hall converted to temporary hospital for Spanish Influenza victims (WEC, 11/23/1918)</p> <p>*1918/19 K of C does not return; Reed renovates the interior adding a mezzanine level above the two-story bay 1st floor; remodels and rents the upper floors as a dance hall and club rooms (S, 1918; physical inspection)</p> <p>*Brown Derby night club, called a "bottle club" because "members" brought their own liquor, occupied the upper floor</p>	<p>remodeled</p> <p><i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i></p>

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					in the 1940s and 1950s (owner, owner's photo collection). *1954: Reed Estate remodeled storefront (WDC, 8/25/1954) *1954: Arthur H. Knief Custom Tailor open newly remodeled store (WDC, 10/20/1954)	
17	C	622 Sycamore St. (some sources list as 624) C. A. Marsh Building	1911	Type III Late 19 th and 20 th Century Revivals: Classical Revival	*the brick building built by C. A. Marsh on this lot replaced the wood-frame Freidl bakery and restaurant building, in a block that had some of the last remaining first generation wood buildings (WEC, 8/29/1911) *c.1917-1932: the J. B. Pool Hall (aka J. and B. Billiard Parlors) remained a long term tenant (WTT, 2/23/1917; WEC, 10/5/1920; WDC, 7/18/1930 & 2/11/1932) Newspaper articles suggest a history of prohibition raids at this establishment *1937: Marsh Estate sells building to Dora Blot of Oelwein (WDC 6/18/1937; WDC 7/2/1937) who rents for a "beer parlor;" upstairs was vacant. *In the early 1940s, Frank's Gym, operated from the second floor. Boxers of the day, including African Americans, trained and spared for the public (WDC, 5/27/1940;	Builder: James A. Maine Construction Company Description: 2 stories; single storefront; decorative brick and white cast stone trim (used at street level to frame the storefront, and 2 nd floor window sill, corner blocks, keystones) and ornamental cornice) Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.

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					WDC, 6/11/1940; WDC, 7/21/1940; WDC, 5/4/1941) *1947-ca. 1949: The building was converted to less masculine uses and "The Tot Shop", a children's clothing store, moved in (WDC 9/9/1947; WDC, 4/10/1949)	
18	C	626-630 Sycamore St. Gasser Block	1898, 1899 remodeled 1927	Type V Late 19 th and Early 20 th Century American Movements: Commercial Style	*built by Mike Gasser, owner of former wooden livery on same site, which burned in 1898 *first 20' bay quickly built on corner in late 1898; with next two bays built 1899, resulting in a 64' wide by 80' deep bldg. block (WDR 4/1/1899) *1898: P.J. Goswiler's saloon moved into corner storefront (ISR 9/16/1898) *1898: F. W. White moved his harness shop into rear of corner storefront (WDR, 10/25/1898) *other tenants include a hardware store and Klinefelter's billiard hall (WDR 8/17/1899) *1899: Frank Siberling moves bowling alley to basement (WDR 11/17/1899) *1900: billiard hall, a hardware store, and a saloon occupy the ground floor, with a tin shop the Iowa Shirt Manufacturing company on the 2 nd (S-1900)	<u>Architects:</u> 1898-99-John T. Burkett 1927 remodel-Howard B. Burr <u>Builder:</u> 1898-99-A.B. Miller and McMahon, Kretchmer & Steinbrecher (fnd.) <u>Description:</u> 2-story corner building; originally built of "St. Louis pressed brick and terra cotta"; stone foundation; *Sycamore St. façade was updated in 1927 with highly decorative brickwork, consisting of deeply raked brick courses buttered with red mortar, basecourse brick panels, soldier-only beltcourses, and cast stone trim; also vertical light window sashes; and the canted corner entrance of the original 1898 bay was removed. This remodel is described in Burr's commission notebook as: "1927-Gasser Double Store front remodel" (SHSI, Iowa City, Howard Bowman Burr collection).

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					<p>*1906: the Times-Tribune Printing Office replaced the Iowa Shirt Mfg. business (S-1906)</p> <p>*1910: by this year the building tenants included a new restaurant, and a barber and tailor in addition to the hardware store and saloon. (S-1910)</p> <p>*1927, when the building was remodeled, the tenants were Diamond Bros. grocery store and Tony Gentle fruit store after entrances changed to center of each store (WEC, 4/25/1927)</p>	
19	C (NRHP Listed, 1998)	627 Sycamore St. Marsh-Place Building	1910	Type III Late 19 th and Early 20 th Century American Movements: Commercial Style	<p>*built by Waterloo businessmen builders Charles A. Marsh and Augustus M. Place</p> <p>*contained retail shops on ground floor and 85 offices above, which could be rented singly or as suites</p> <p>*1910 occupants of Marsh-Place Building included the owners; the contractor James Maine & Sons Company; and the Golden Eagle men's clothing store.</p> <p>*1912 occupants included Associated Manufacturers Company (gasoline engines, etc.); Peerless Cream Separator Company; the city's Commercial Club; and the city's Board of Trade (NRHP nomination by Barbara</p>	<p><u>Architect:</u> Hallett and Rawson, Des Moines</p> <p><u>Builder:</u> James Maine & Sons</p> <p><u>Description:</u> 6-stories, L-shaped footprint, structural concrete frame covered by brown brick; designed in 3-part base-shaft-capital, an approach to tall buildings popularized in Chicago; 6 stories; reinforced concrete foundation; brick exterior walls; storefronts modernized; transom covered; beltcourse between 5th and 6th floors; bracketed cornice; upper stories arranged in four bays; fenestration – one triple window group to each bay; windows are 1-over-1 double hung sash</p> <p>*has been renovated to residential apartment units</p>

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					J. Henning)	
20	C	621 Sycamore St. Public Pharmacy later Stricklers Pharmacy Robert Drug Company Fox's Shoes and Hosiery	1912 remodeled 1927	Type III Late 19 th and Early 20 th Century American Movements: Commercial Style	*1911: fire destroyed the former one-story wood-frame building on this lot *1912: the present building is constructed and first temporarily used in city election year as the campaign headquarters for the "French ticket," headed by W.R. French (WTT, 3/23/1912). *1912: L. O. Hieber's Public Pharmacy became the first tenant. Hieber is associated with several downtown businesses in the over the years and is indicted between 1913 and 1917 for illegal sale of liquor; *1917: William C. Strickler and R. H. Woker buy the building and open Strickler's Pharmacy (WR, 4/3/1913; 12/14/1917) *1920: Robert Drug Company occupied the store (WEC, 1/8/1920) *1927: Fox's Shoes and Hosiery remodels the storefront (WEC, 1/31 and 2/18/1927). Fred G. Fox was longtime Waterloo shoe retailer (WEC, 2/8/1927)	<u>Description:</u> 1 story; brick; corbelled cornice; painted wood storefront with two entry doors (main one recessed between steel columns), display windows with transoms, and bracketed wood "awning." The wooden storefront is the result of a remodeling project, but is historically appropriate and replaced more inappropriate 1960s or later alterations.
21	C	617-619 Sycamore St. Wagner Hotel Wagner Building	1911	Type III Late 19 th and Early 20 th Century American Movements: Commercial	*built 1911-1912 by owner Anna Wagner, widow of Peter Wagner who had operated a "Wagner Hotel" in the 600 block of Sycamore St. since 1871 (WEC,	<u>Description:</u> 4 stories; tan brick walls with a red brick cornice; three white masonry panels near the top of the façade, one of which reads "Wagner" are the only decoration on the building.

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				Style	7/25/1911; WEC, 12/30/1911) *1912: New Wagner Building businesses— Joe Schiel hardware (WEC, 3/22/1912); The Waterloo Trunk Company, (WEC, 4/3/1912) *1918: ground floors were occupied by retail shops, hotel rooms on the 2 nd floor (Hotel Wagner) and probably the 3 rd and 4 th floors (S-1918) *1924: Mrs. Anna Wagner sold her building, including the 50-room Hotel Wagner business to Frank Y. Lory, Beloit Wisconsin (WEC, 11/1/1924) *1925: hotel renamed Hotel Lory (WEC, 3/3/1925, p.15) *1926: 617-Lewis Stores Inc., of Minneapolis open in building (WEC 5/4/1926) *1928: 617-Star Clothing Co. opens (WEC, 3/30/1928); but soon thereafter has going-out-of-business sale (WEC 9/26/1928) *1918-1962: 617-front-store; 619-front-restaurant; 617-619-- 2 nd floor-Hotel Wagner; 3 rd and 4 th floors- unspecified (S-1918-62)	street level storefronts have been altered; upper story windows are replacements but sit on original masonry sills, which coordinate with the masonry name panels above.
22	C	611-615 Sycamore St. Fowler-Bratnober	1900	Type III Late 19 th and 20 th Century Revivals:	*1900: 3-story commercial hotel block built by wholesale grocer F. J. Fowler and	<u>Architect:</u> Fred G. Shaw, Shaw & Shaw <u>Builder:</u> C. E. Atkinson,

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		Block aka Century Building, Iowa Hotel, New Plaza Hotel		Classical Revival	land developer C.P. Bratnober in part to provide a temporary location for the Waterloo Post Office until a permanent building could be built in West Waterloo (WDR 8/31/1900). Other initial and early tenants included: Wills Bros. Barber Shop in the building's basement, and the Columbia Club, which leased the third floor, having had the space finished for "modern club rooms," such as a library room, game room, ladies parlor, and billiard hall (ISR 12/11/1900; WDC 3/6/1901) *1915: local industrialist J. B. Litchfield remodeled upper two floors into the Iowa Hotel conducted on the European plan, (WDC 6/6/1933 WR 2/11/1914; WTT, 11/18/1915). Over the following decades the hotel had several names (Lincoln, Lucerne, New Plaza) and women proprietors, gradually becoming less a travelers hotel and more of a residential hotel/rooming house.	Webster City <u>Description:</u> 3 stories; façade has beige fancy brick, sides and rear common red brick with some concrete block infill; storefront has modernized recessed entry with plate glass surrounded by white metal; hotel entrance to upper floor rooms is intact and located at northwest corner of the façade; façade is heavily detailed with ornamental brickwork and stone or cast stone details including stone used in the wide cornice block and topping the roofline in a narrow cornice; stone shelf beltcourses between 2 nd and 3 rd floors and the 2 nd and 1 st floor, and stone quoining along 2 nd floor corners. Decorative brickwork includes: projecting courses over 2 nd floor windows to form a Greek (Revival) shape of flared "headers"; above the round, Roman arched 3 rd floor windows; and in three blank oculus forms above the 3 rd floor windows. Additional decorative comes from the five bronze (?) medallions that dot the façade between the 2 nd and 3 rd floors, probable tie rod anchor plates. On the interior, many upper floor original features remained suggesting a long period of vacancy. Original tin ceilings exist on the 1 st floor and the hotels original staircase at the corner of the building leads to intact 2 nd and 3 rd story hotel rooms and hallways; wood trim appears to be dark-stained Douglas fir, perhaps a product of the building's renovation to hotel

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						<p>rooms on the top floors, c. 1915.</p> <p><i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i></p>
23	C	<p>200 E. 4th St. First National Bank Building</p>	<p>1911 by-1953</p>	<p>Type III Late 19th and Early 20th Century American Movements: Commercial Style</p>	<p>*1910, building under construction (S-1910) *First National Bank— F. J. Fowler, President; Directors: J.W. Rath; C.F. Fowler, James Black, H.W. Grout and others (WEC 1/10/1910) *1930s, though the oldest and strongest national bank in the city, organized in 1865, this bank failed in 1932 (Corwin & Hoy, 34, 185); new bank, National Bank, opened in this building a year later, and stayed until 1953 (Ibid.)</p>	<p><u>Architect:</u> Mortimer B. Cleveland; and Joseph C. Llewellyn, Chicago <u>Builder:</u> James A. Maine & Sons <u>Description:</u> 8 stories; first three stories are clad with white brick and matching mortar; higher stories are clad in red brick with red mortar; design follows the three-part base/shaft/capital arrangement, however the heavy shelf cornice forming part of the "capital" has been removed, probably btwn 1940 and 1953, to streamline the building's appearance (Corwin & Hoy, 168-169). Stone courses still decorate to top of the building and stone frames and brackets are extant on the 8th floor. Windows replacements are present throughout the building.</p> <p>Cleveland was a prominent local architect who would eventually have several downtown buildings to his credit. Llewellyn (1855-1932) has received recent scholarly attention, see Mary E. Ottoson, "The Revival of a Master Architect: Joseph C. Llewellyn" (M.A. Thesis, Art</p>

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						<p>Institute of Chicago, 2009). Llewellyn's collection is held by the Ryerson & Burnham Archives, Art Institute of Chicago.</p>
24	C	<p>206 E. 4th St. Peabody Block aka Balliett & Weld, jewelers; Fessler & Demmel, jewelers</p>	1878	<p>Type III Late Victorian: Italianate</p>	<p>*built by W. H. Peabody, a wealthy Dubuque merchant (ISR 7/31/1878; WC 8/7/1878; ISR 10/2/1878) 1879: first occupant-Gaines Ludden, merchant tailor from New York. Ludden opened for business in the spring of 1879" (<i>History of Black Hawk County</i> 1878: 470; ISR 4/16/1879). *1887-1897, Balliett & Weld, jewelers occupy the building (ISR 10/6/1887; ISR 12/27/1894; WDR 8/21/1897) *1892, jewelry (S-1892) *1898-Weld dies, Balliett continues on alone until 1903 (WDR 8/18/1903) *btwn 1897-1910, jewelry; building extended to rear (S-1897, 1900) *1903- Balliett sells business to longtime employees Fessler & Demmel, jewelers; Balliett dies in 1905 (WDR 8/18/1903; SWR 4/7/1905) 1903-1922: Fessler & Demmel, jewelers, occupy the building (WC 3/1/1922) 1922-1932: Palais Royal</p>	<p>Among the earliest downtown commercial districts remaining extant</p> <p><u>Builder:</u> Beck & Naumann</p> <p><u>Description:</u> 2 stories; stone foundation and red brick walls; the single storefront has large display windows and an offset entrance. Next to the store entrance, is a second doorway leading to stairs to the second floor. An I-beam and metal rosettes are positioned above the ground floor; windows on the second floor have decorative window hoods and inset brick panels in between the openings. This building was slipcovered in recent years but the remodeling project that rehabilitated the storefront to a historical appearance also removed the slipcover.</p> <p><i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i></p>

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					Women's Outfitters (WC 3/1/1922; WDC 7/14/1932) 1932: Sweeney's women's clothing (WDC 7/14/1932; 7/21/1932)	
25	C	208 E. 4 th St. Pierce Building	1891 c. 1927 remodel	Type V Late 19 th and Early 20 th Century American Movements: Commercial Style remodel	*1891: W.W. Pierce builds 2-story brick block in conjunction with barber Emmett Blowers next door (210 E. 4th); the buildings share a stairway to the second floor where the barber kept his shop and Pierce rented to a tenant. A dry goods store occupied both store sides on the ground floor. The two buildings have a unified façade, but Pierce's building extends nearly twice as deep into the lot as Blowers's (who formerly had a small wood frame building on his lot and kept a shed behind his new brick building (S-1892) *1910, by a restaurant has moved into Pierce Building and the shared stairway is absent, perhaps reflecting new ownership of Blowers' bldg, which has had a large addition added to its rear and the neighboring building to the northeast, which now houses the Crystal Theatre (S-1910) *1910: 208-Krinnitz & Co. restaurant (WR 1/1/1910)	<p><u>Description:</u> Originally shared a unified façade with its neighbor at 210 E. 4th, this building again shared a rebuilt façade with the neighbor after a fire in late 1926. Today, this c. 1927 façade is intact and consists of dark brown fancy brick laid in decorative patterns of stretchers only. The single, slightly off-center, 3-part Chicago window on the second floor and the half-panel of the decorative brickwork toward the roof suggest the history behind this building and the intentions of one owner to partner with his neighbor to create a more impressive, if illusory, "building" than either could effect on his own.</p> <p><i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i></p>

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					<p>* 1926, a fire late in the year prompted rebuilding the next year; Pierce's estate again joined with the neighboring property owner to put up a unified façade. 1928: Pierce estate sold the building to Rhey N. Cowin, Waterloo real estate developer</p>	
26	NC	210 E. 4 th St. Blowers Building	1891 c. 1927 2000s remodel	Type V Recent remodel	<p>*1891: Emmett Blowers (barber) built his 2-story bldg. in conjunction with investor/developer W.W. Pierce's bldg. (at 208 E. 4th) the two owners decided on a unified façade and shared a stairway to the 2nd floor * 1892: the dry goods store still occupied both ground floor spaces (S-1892) * Blowers has his barber shop on the second floor until 1898, when he sold the business to Beebe & Simmons (WDR, 12/7/1898); a barber shop remains here until at least 1906 * 1906: Hieber-Metz Co., dry goods store opens, occupying both the Pierce and Blowers buildings; the two buildings are referred to as the Pierce-Blowers block *c.1926-1933: *by 1926, when the fire occurs, a jewelry store occupies the Blowers building. Siberts</p>	<p><u>Description:</u> Built in 1891 to replace a small wood-frame barber shop, this brick building was smaller than its neighbor, Pierce Bldg., but shared a unified façade with it. Rebuilt after a 1926 fire, the two owners again unified their façade behind a dark brown face brick. Today, the Blowers Building is completely covered by a modern cladding that is also seen covering the adjacent buildings to the northeast (212 and 214 E. 4th).</p>

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Black Hawk County, Iowa

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BLDG. NO.	EVALUATION STATUS	ADDRESS HISTORIC NAME(S)	YEARS BUILT & REMODELED IF KNOWN	PROPERTY TYPE / ARCHI- TECTURAL INFLUENCE	HISTORICAL REMARKS	ARCHITECTURAL REMARKS
					remodels its interior space and stays until 1933, when Tenenbaum's jewelers takes over the building's store space (WDC 8/6/1933) *1950: Tenenbaum's has moved into the Pierce Bldg. next door (208 E 4 th) by 1950 (WDC, 12/29/1950)	
27	NC	212 E. 4 th St. Crystal Theatre State Theatre Osco Drug Co.	1910 1927 2000s remodel	Type V Modern remodel	*1910-1933: Crystal Theatre—motion pictures & vaudeville (S-1910); operated by McClinton, Payne & Co. (WR 9/3/1910; 9/12/1910) *1933: State Theatre opened (WDC, 10/22/1933) *1956: Osco Drug occupies the building (WDC 9/30/1956)	<u>Builder:</u> 1910, James Maine & Sons <u>Following 1926 fire:</u> <u>Architect:</u> 1927, Mortimer B. Cleveland redesigned the theater in the "Spanish style" (WEC, 3/26/1927) <u>Builder:</u> 1927 H.A. Maine Co., Waterloo <u>Description:</u> The entire façade is now clad with modern material, similar to the cladding two neighbors (210 and 214).
28	NC	214 E. 4 th St. Waterloo Loan & Trust Company Dreamland Theatre Steely Building	1907 2000s remodel	Type V Modern remodel (2000s)	*This building is built on a long, narrow 20-90-foot lot by the Waterloo Loan & Trust Company at the same time as the Steely Building next door at 216-218 E 4 th St. Almost immediately it is referred to as part of the Steely Building. The bank was not happy to have built on such a small lot and that may explain why soon after a nickel theater locates there instead (WDC, 4/17/1907) *1907: Dreamland Theater (a nickelodeon)	<u>Architect:</u> John G. Ralston <u>Description:</u> Today a very modern cladding covers this façade and two neighbors (210 and 212 E. 4 th)

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					locates in new single block (WDC 8/9/1907) and remains until sometime prior to 1918 (S-1910, 1918)	
29	C	216-218 E. 4 th St. J. M. Steely Block (see also #36 also by J. M. Steely)	1907	Type III Late 19 th and Early 20 th Century American Movements: Commercial Style	*1907: L. O. Hieber Co. (ladies haberdasher) moves store into new Steely building (WDC 10/30/1907; 10/31/1907; and 1/6/1908) *1907: Chicago Dental Parlors occupies the New Steely Block, 2 nd Floor, next to Dreamland Theater (WTT 10/13/1907) *1910-18, 1 st and 2 nd floors house a dry goods & clothing; store (S-1910—S-1918), perhaps the Burch Bros. clothing store, for which the property owner enlarged the store (WR 5/18/1910)	<u>Architect/Builder:</u> John H. Stewart <u>Description:</u> 2-story brick double storefront. Dark brown bricks clad the façade, which is decorated by a concrete or cast stone cornice and brackets. A long patterned brickwork panel spans the sidewalls at the roofline as well. Storefronts are modernized but historically appropriate and represent an improvement from a prior modernization era. Second floor Chicago windows, if not original, likely follow the original glazing and sash configuration. This building is very similar in design to the single-store building #37
30	C	220-222-224 E. 4 th St. A. W. Haffa Block	1888	Type III Late Victorian: Queen Anne	*1888, "native lumber" wooden building from c. 1864 torn down by A. W. Haffa to clear lot for his new building (ISR, 5/31/1888); *1888 Haffa purchased adjacent 30" frontage lot to have 60" frontage parcel (ISR, 4/12/1888) *1888, 3-store-bay brick building built by A[braham]W. Haffa, ready for occupancy by end of the year and boot and shoe makers/dealers	<u>Builder:</u> A. W. Haffa <u>Description:</u> An evaluation written in the 1970s or 80s and found in the Iowa SHPO's files is still accurate, with the exception that a recent renovation project has improved the street front store entrances with more historically appropriate materials and designs: "The building's name is taken from an inscription plaque above its fine stamped metal cornice. The 2 nd story façade...is divided into three

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					<p>Larson and Christenson move into one store bay (ISR, 12/20/1888) *1892, 220-clothing; 222-drugs & books; 224-boots & shoes [old address 66 E. 4th St.] (S-1892) *1897, 220-clothing; 222-drugs & books; 224-boots & shoes (S-1897) *1900-1906, 220-"Racket"; 222-drugs & books; 224-shoes (S-1900, 1906) *1900: "The Racket Store," [clothing] 220 E. 4th St (WDC 1/4/1900) *1910, 220-haberdasher; 222-drugs & clothing; 224-boots & shoes (S-1910) *1918, 220-222 are one store; 224 separate store (S-1918) *1962, 220-224 all one store (S-1918-62)</p>	<p>bays by pilasters, between which are three tall rectangular windows, each with a metal pediment. Above these windows each bay is further decorated by brick corbel tables, above which is the metal cornice, punctuated by gables with sunburst designs over the center bay. On the ground floor, the building appears to have been remodeled."</p> <p>A historic photo indicates the stamped cornice once had a band of stamped metal running between the sunburst gables and across the top of the "A.W. Haffa" name. This part of the cornice is missing but the remaining cornice still represents a view of 19th century building decoration that is now rare in the downtown area.</p>
31	C (NRHP Listed, 2009)	226-228 E. 4 th St. Fowler Co. Building	1884	Type III Late Victorian; Queen Anne	<p>*1879: Fowler [grocery] Company was incorporated by a family from NY; developed into thriving wholesale grocery business *1884: Office/warehouse built; ten years later a second large brick building was constructed and connected to the rear of Fowler building (nonextant) for use as a warehouse</p>	<p>Description: 3-story commercial Queen Anne building sits at corner of E. 4th and Lafayette; the corner 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; common red brick walls sit on a limestone foundation. Window sills are also limestone. At roofline, walls are capped with a highly ornamental metal cornice; stamped metal cornice on the primary 4th St. façade and the canted corner have central</p>

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						<p>pediments flanked by tall finials and supported by massive brackets with smaller interstitial brackets; large, 4th St. cornice pediment bears the date "1884." Under this on the masonry wall are the words "The Fowler Co." in raised stone letters.</p> <p><i>Note: This building was rehabilitated as a Certified Historic Structure under the Historic Preservation Tax Incentives program.</i></p>
32	NC	No address Parking Lot	n/a	n/a	parking lot was created following the removal of the "Lafayette Bldg." (c. 1905) sometime after 1962 (S. 1918-1962)	City-owned parking lot with small landscaped greenspace near E 4 th St./ sidewalk;
33	C	306-310 E. 4 th St. I.O.O.F. Black Hawk Lodge No. 72 Odd Fellows Block	1890 1954	Type III Late Victorian: Romanesque Revival	<p>*Built 1890 as I.O.O.F. Lodge *1890: Local lodge organized in 1855, nearly contemporaneous with the founding of Waterloo itself. Black Hawk Lodge No. 72 grew and in 1890 the men moved their hall from Bridge and Commercial streets in West Waterloo across the Cedar River to the "handsome building on E. 4th St., valued at \$22,000" (Hartman, 1915: 253). *In the 3rd floor hall behind the large lunette window, Black Hawk Lodge No. 72 met every Wednesday; related auxiliaries, Waterloo Encampment No. 51, Canton Crescent No. 17,</p>	<p><u>Architect:</u> Josselyn & Taylor, Cedar Rapids - probably Henry S. Josselyn (ISR, 4/3/1890)</p> <p><u>Description:</u> 3-story brick Romanesque Revival commercial building *concrete foundation and a brick exterior trimmed with terra cotta and limestone; façade walls faced with kidney-red bricks laid in stretcher rows with matching dark-red mortar; center bay of the third floor, which is devoted to a large lunette window, originally divided by thick mullions separating clear glass, this lunette is now filled in with glass block (1954 alteration by the Lodge itself); two crown chimneys are missing from the tops of the pilasters on either side of the central section holding the</p>

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					<p>and Temple Lodge No. 54 Daughters of Rebecca, each met in the hall bi-monthly (CD-1897/98). The building was known in town as "Odd Fellows Block" (CD-1897-98). Because of its architectural signage and symbolism, it remains identifiable as the Odd Fellows Block.</p>	<p>lunette window; keystone of lunette window bears the well-known and most common insignia of the Independent Order of Odd Fellows, three links of a chain standing for friendship, love, and truth. The local chapter's name, "Black Hawk Lodge No. 72," appears with the date "18" and "90" flanking it, on a red terra cotta plaque prominently featured just above the lunette window's keystone *1954-Third-story central window replaced with steel column, concrete sill, and glass blocks (WDC, 8/25/1954) *second floor held offices *ground floor divided into two store areas, one of which is a double bay. The stairway to upper floors separates the double store from the single-bay store (Sanborns)</p> <p><i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i></p>
34	C	<p>312-314 E. 4th St. J. H. Miller Block Waterloo Furniture Company Waterloo Furniture and Carpet Company Dunn and Erberly Company</p>	<p>1900 before 1910</p>	<p>Type III Late 19th and Early 20th Century American Movements: Commercial Style</p>	<p>*1900-at least 1906, 2-story, double bay bldg., furniture sales on ground floor; furniture storage in 2nd floor, repair shop in basement (S,1900) *1907: The furniture business housed in the building is purchased by "Dunn and Erberly Company" which also promises to establish a</p>	<p><u>Architect:</u> 1900-Murphy & Ralston <u>Builder:</u> 1900-C. A. Stoy & Co., <u>Description:</u> 2 stories originally; 4 stories by 1910; storefront newer; upper stories divided into 3 bays with 2 windows each; patterned brick includes corbelling over second story windows and at</p>

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		(wholesale mattress and furniture makers)			mattress factory in the city (WTT, 12/20/1907); unverified by this perhaps prompts the addition of two floors to the building *by 1910, two floors have been added to this building, which is now: 4-story bldg w/ elevator: furniture and furniture repair (S-1910)	cornice; exposed north wall has faded advertising signage 1901 photo in newspaper clearly shows 2-story building (Semi Weekly ISR, 1/9/1901) 1910: advertisement in Black Hawk Co Atlas shows photo of 4-story bldg. (BH County Atlas 1910:114A)
35	C	316-318 E. 4 th St. W. Brown Block	1902 c. 1941	Type III Late 19 th and 20 th Century Revivals: Classical Revival	*1902: Named Brown Block. Built to be office and storeroom for doors sashes and fixtures for the Waterloo Lumber Company, mgr Warren Brown (WDR 4/5/1902; 7/31/1902; and 1/1/1903; ISR 1/2/1903) *The lumber yard had long operated in the northern half of Block 28, commencing as early as 1885 as the "Jackson & Brown Lumber Yard (S, 1885) The narrow space between the Brown Block and Steely Block next door (bldg. #36) was left open to be a drive into the interior of the block, which was still being used as a lumber yard when Brown Block was built *1903: Waterloo Furniture Company leased 2 nd floor of Brown Block for furniture storage (WDR 1/1/1903) 1911: Waterloo Lumber Co vacate lumberyard;	<u>Architect/Builder:</u> John H. Stewart <u>Description:</u> 2 story brick building, constructed in 1902; with a 1-story side addition constructed around 1941; The 1902 building is similar in design to the larger 3-story building next door at 320-322 (Steely Block) designed by same architect and built at same time; brownish brick and corbel tables, but without the arched windows as in Steely Block Brown Block and its side addition are unified at the street level by a common storefront; above the addition vertical height has been created by the erection of pillars supporting a beam that spans the side walls of the two adjacent buildings.

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					<p>office remains in Brown Block until at least 1936 (WR 12/30/1911), but may occupy upper floors after 1911</p> <p>*1911:-Sherwood, florist (WTT 12/30/1911)</p> <p>*1936: 318-Black Hawk Sport Shop (WDC, 5/17/1936)</p> <p>*c. 1941: Sanborn maps suggest Brown Block was expanded into the former lumber drive and ground floor opened up between the two by substituting steel columns for the south ground floor wall of the Brown Block.</p> <p>*Trimble's Health Spot Shoe Shop moves into expanded Brown Block and given 316 E. 4th as its postal address (WDC, 6/12/1941)</p> <p>*1955: N.G. Clark Jewelry has moved into the Trimble shoe store space (WDC, 9/5/1955)</p>	
36	C	<p>320-322 E. 4th St.</p> <p>Steely Block (see also #29 also by J. M. Steely)</p> <p>Osco Drug Store</p>	1902	<p>Type III Late 19th and 20th Century Revivals: Classical Revival</p>	<p>*1902: lot purchased and building constructed by John M. Steely, Waterloo real estate developer. (WDC 3/19/1902; WTT 3/18/1902)</p> <p>*The first floor was most consistently occupied by a series of retail pharmacies and grocers; 2nd floor were apartments; 3rd floor was a lodge hall (CD-1902-1950).</p> <p>*1902 First tenants—</p>	<p><u>Architect/Builder</u> : John H. Stewart</p> <p><u>Description</u>: 3 stories; 2-story bays; foundation concrete; façade tan brick trimmed with a reddish-brown brick and limestone; façade is symmetrical; through brickwork, stone, and fenestration, the front wall is divided into three distinct horizontal floors separated by sill courses and four vertical bays separated by pilasters; one inset paired window fills</p>

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					<p>Evans Pharmacy and Black & Payne's Billiard Parlor and Cigar Store; 3rd Floor-Howland Lodge, No. 274, Ancient Order of United Workmen (A.O.U.W.) (SWISR 10/17/1902; WTT 9/30/1902; WDC 10/7/1902) *1905: Acme Grocery became Steely Block's first major long-term commercial tenant. (WDC 6/21/1905) *1908: Acme Grocery expanded its store, taking up the entire first floor of Steely Block (WDC 8/4/1908) 1910-1914: Acme Café opened and remained in business until 1914 (WDR 4/30/1910; CD-1910-1914) *1914-1950, a series of florists, beauty shops, and grocers occupied one store bay. *1946, Osco Drug Store moved into the building, remaining there until at least 1950 (CD-1914-1950)</p>	<p>each bay between brick pilasters that extend from the stone sill course between the 1st and 2nd stories up to the stepped pediment; central pilaster alone extends below the 2nd story into the 1st, terminating in a stone sill just above the plate-glass windows; storefronts newer with large, plate-glass windows and doors; 2nd story features four rectangular paired windows resting on a stone sill course; 3rd story has 4 inset tall paired windows rest on a stone sill course; stone stringcourse divides each window pair from four arched transoms above; each 3-light transom is accentuated by a brick arched surround.</p> <p><i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i></p>
37	C	324 E. 4 th St. Hileman & Gindt Building (Undertakers)	1908	Type III Late 19 th and Early 20 th Century American Movements: Commercial Style	<p>*1908: Hileman & Gindt, funeral directors, erect a 3-story, single-bay business block adjoining Steely Block; morgue in basement, art store and picture framing on 1st floor; funeral space and chapel on 2nd floor, hall 3rd floor (<i>Atlas of Black Hawk Co</i> 1910: 91;</p>	<p><u>Architect</u>: unknown but could be John H. Stewart because of similarity to known Stewart design (see #29) <u>Builder</u>: Charles A. Gracely <u>Description</u>: 3 stories; pressed brick; patterned brick and stone cornice; storefront modern; each upper story has a Chicago window (may be</p>

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					WDC 3/17 and 4/2/1908; SWR 3/20 and 4/17/1908; WTT 7/7/1908)	replacements but if so they follow the original configuration). This building is very similar in design to the double-front building #29
38	C	326-330 E, 4 th St. Model Laundry Cleaning & Dyeing Company Balliett Building (developer of the lot, WEC, 11/4/1910; Mrs. C.O. Balliett, WR, 1/2/1911) Penn Bldg. (c. 1954-62) Repass Bldg. (1962-current)	1910 late 1950s	Type III Late 19 th and Early 20 th Century American Movements: Commercial Style	*at least 1885-1909: The future Model Laundry lot is undeveloped and served as a lumber storage area and/or driveway for Jackson & Brown Lumber Co. (19 th century) and later Waterloo Lumber Co. (S, 1885, 1892, 1897, 1900, 1906) *1910: Model Laundry & Cleaning Company built and opened by Henry O. Bernbrock, a successful laundryman from Quincy, IL. Moved to Waterloo in 1902 after purchasing a share in the Waterloo Steam Laundry, which he still owned in 1910 (S-1910; CD-1910; S-1910; Hartman, 1915:10; Swisher, 1940:47) 1912: Bernbrock formed a partnership in 1912 with George R. Spensley, another experienced laundryman from Dubuque, who had owned laundries in Oelwein, Iowa, and Albert Lea, Minnesota. (Spensley bio, 1938). 1920: After WWI, Spensley bought out Bernbrock's interest in the company and	<u>Description:</u> 3-story brick-faced building (WR, 1/2/1911) constructed as a commercial laundry; relatively undecorated architectural features: two tones of red brick used on walls; rectangular windows, some accented with stone or concrete squares at top corners, others with brick arches; soldier brick beltcourse; window sashes date to the 1950s remodel <i>Note: This building is a Certified Historic Structure and the subject of a Certified Rehabilitation under the Historic Preservation Tax Incentives program.</i>

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					<p>became president of the Model Laundry Cleaning & Dyeing Co. Spensley operated the Model Laundry until at least 1938 (Spensley bio, 1938)</p> <p>*1948-1954: Model Laundry shared its building with a barber shop and an insurance company. The Model Laundry continued until 1954 (CD-1948-1954).</p> <p>*c. late 1950s: the building underwent a major interior remodeling project that converted the second and third floors into professional offices; 1962, remodeled office building, known as Penn Bldg., sold to Don Repass (WDC, 5/16/1962)</p>	
39	C	<p>612-616 Mulberry St.</p> <p>Webberking Building</p> <p>Mulberry Apartments</p>	<p>1917</p> <p>1923</p>	<p>Type III</p> <p>Late 19th and Early 20th Century</p> <p>American Movements: Commercial Style</p>	<p>1917: Ernest Webberking pulled down his condemned building housing his seed business and had constructed a new, 3-story brick building with plans to rent to an auto parts sales company (Gotcha Auto Supply) on the 1st floor, a commercial college on the 2nd, and apartment dwellers on the 3rd (WTT, 7/20/1917)</p> <p>*1920-Waterloo College of Commerce leases 3rd floor as well as leasing 2nd floor to make room for more students; teaches secretarial and other business skills to</p>	<p><u>Architect:</u> 1917: unknown</p> <p><u>Builder:</u> 1917: Rynearson & Kock (WEC, 12/31/1917)</p> <p><u>Architect:</u> 1923- 2nd & 3rd floor apartment renovations- Mortimer B. Cleveland (WEC, 1/19/1923)</p> <p><u>Description:</u> 3-story building of clay tile block and brick; retail space at front of first floor; apartments at rear of first floor and upper two floors; ground-floor, alley way apartment entrances had Craftsman porch details.</p> <p><i>Note: This building is a Certified Historic Structure and the subject of a Certified</i></p>

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					mostly women students (WEC, 10/9/1919) *1921-Good Fellows Club (a Christian charity club) locates headquarters on 2 nd floor (WEC, 1/10/1921) *1923-new owner Lichty remodeled 2 nd and 3 rd floors into 8 modern apartments with Mulberry St. entrance; alleyway doors lead into several ground floor apartments behind the Mulberry St. store space as well (field inspection, 2008; WEC, 1/9/1923)	<i>Rehabilitation under the Historic Preservation Tax Incentives program.</i> <i>Note 2: Additional research following the approval of Part 1 of the Historic Preservation Certification Application has confirmed the building's construction date as 1917 rather than 1904. This research also provided the details on the 1923 apartment units' construction.</i>

Waterloo East Commercial Historic District
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 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)

ARCHITECTURE

COMMERCE

SOCIAL HISTORY

Period of Significance

1870-1959

Significant Dates

1884

1910

1913

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Cleveland, Mortimer Burnham
Shockley, Clinton Philip

Primary location of additional data:

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

Name of repository:

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8. Statement of Significance

Architect/Builder continued

Bartley, John Solomon

Burkett, John T.

Burr, Howard Bowman

Ellis, George

Hallett and Rawson

Jehle, Emile G.

Josselyn and Taylor

Llewellyn, Joseph C.

Murphy and Ralston

Ralston, John G.

Shaw, Fred Gordon

Stewart, John H.

Narrative Statement of Significance

Statement of Significance

Waterloo's downtown East side district reflects the making of an American Midwest regional *entrepôt* during an era of rising wealth, an expanding middle class, and a growing consumer culture that focused as much on spending as making money. Through their construction stories and occupancy histories, the district's buildings reveal the dichotomies of class, gender, and, to some extent, race. These diverging facets of American culture in the late nineteenth and first half of the twentieth centuries played out in a growing Midwestern city that had achieved the critical mass necessary to fully participate in, if not help shape, the social patterns of the state. In Waterloo, aspiring middle class businessmen moved from their positions as speculating land agents and small-time shopkeepers to financiers overseeing the capital of the Cedar Valley's wealthy and into the offices of large corporations aimed at marketing essential and leisure products to a growing consumer market. At the same time, because of Waterloo's growing list of industrial employers, immigrants, rural youth, and poor African-Americans from the Deep South—all representing the margins of Waterloo's economic circles—migrated to the city and participated in a worker culture that often focused on East side venues after hours. Like cities everywhere, the East side commercial district changed in character when the sun went down and the business class returned to their suburban homes. During the daytime, middle class women might shop the stores and lunch in the 8th-floor "tea room" of Black's department store, served throughout the day by women clerks and the occasional female shop owner. But at the end of the day, these women shoppers also returned home, while women with other purposes remained downtown. The Waterloo East side had its eras of reformers who targeted "houses of ill-repute" and saloons, as well as periods of public outcry about government graft and corrupt law enforcement. But it also had wildly successful business growth that funded and promoted civic improvements carried out by both men and women, and which benefited the whole town with a more inclusive community and robust economy lasting well into the twentieth century. The buildings that remain in the East side commercial district ably reflect this history of growth and its consequences, and are eligible as a district for the National Register under Criterion A for their social history and under Criterion C for the property types present. These property types represent a long era of commercial building in Waterloo and a trajectory that travels both upward with increasing prosperity but also

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downward as shopping patterns changed and moved toward the outskirts of town following World War II. The period of significance for Criteria A and C is from 1870, the date of construction of the earliest extant building in the district, to 1959, when the last era of building and significant remodels ended.¹ The Waterloo East Commercial Historic District also meets the registration requirements for Commercial Districts under Criterion A within the "Iowa's Main Street Commercial Architecture" Multiple Property Document. Its Criterion C eligibility lies outside the MPD, however. It is eligible under C as a property that embodies the distinctive characteristics of a type, namely the city's urban center commercial district with components that largely lack individual distinction but as grouped together represent a significant and distinguishable entity.

Waterloo's Founding and Earliest Development

The earliest Yankee² settlers arrived in the Waterloo area in the early 1850s and found themselves on the west side of the Cedar River, having moved into Black Hawk County from the south.³ Forging the river was a necessity from the very start and the future 4th Street site offered a good location for that *most* of the time.⁴ The river, with its northwest to southeast trajectory toward an outlet into the Mississippi River hundreds of miles away, thus became a critical player in the development of Waterloo and would forever challenge the geographical history of the town. The earliest town plats on both sides were laid parallel to the river creating awkward junctions when later additions that followed the traditional cardinal orientation were surveyed and platted. Residents quickly settled on an east/west jargon to describe the two sides of Waterloo, but could have easily made it a north/south dialogue instead. The actual town divides into northeast and southwest sides, but this geography-in-fact generally was only applied to the most formal of circumstances like legal descriptions. Whether this east side/west side concept sparked a healthy competition that encouraged residents to take chances on future prosperity, or simply wasted resources by duplicating services (two school districts, two libraries, two post offices, two commercial districts, etc.) is probably a matter for the eyes of the beholder. The evidence, however, leans toward the presence of a productively competitive environment during the town's first hundred years. What booster groups from each side of town may have viewed as simply trying to get an edge over the other side—attracting a new industrial family to

¹ Because this nomination is driven by more than 10 historic structure tax credit projects and the budget limitations those entail (see Table 2), the present research focused on the East side streets that form just the heart of the commercial district. The East side's district remains the larger district compared with the extant West side district on the other side of the Cedar River, and because of the loss of historic buildings near the river on both sides, there is no integrity nor opportunity for a joint East side-West side historic 4th St. district. Future surveys of the blocks surrounding the East side commercial district, especially along East 5th St., may reveal some potential for an enlarged *East side* commercial district. Waterloo is both a Main Street community under the program of the National Trust for Historic Preservation, and a Certified Local Government administered by the State Historical Society of Iowa.

² Most of the first settlers were native-born migrants especially from New York and Pennsylvania. Nativity of the foreign born was largely German, British, and Canadian. Barbara Beving Long, "Waterloo, Factory City of Iowa" (prepared for the City of Waterloo, 1986), 5-6.

³ At least, the earliest settlers in the Cedar Falls region just upriver had come from Iowa City and vicinity (*History of Black Hawk County* [Chicago: Western Publishing Company, 1878], 310-311). Both Cedar Rapids and Iowa City were established settlements to the south. Iowa City had functioned as the territorial capital in the 1830s and 40s, and then as state capital, the latter status not relinquished to Des Moines until 1857.

⁴ Flooding regularly and frequently made fording impossible and later swept away numerous bridges. Even in 2008, the massive flooding experienced by the Midwest saw the Cedar River crumple a robust plate-girder railroad bridge in central Waterloo whose limestone piers and abutments had withstood a hundred years of high water.

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town for example—often had the serendipitous and beneficial effect of increasing the overall industrial base of the city.

Despite the advantages of its earlier settlement and initial growth, development of the village's western bank slowed compared to the East side, and by 1856, the East side had secured the new county court house.⁵ In 1858, the community division of competing loyalties was formalized when eastsiders petitioned for a separation from Waterloo township. The petition prayed for a new township line to be drawn along the river channel in order to partition the East side from the township. Its supporters doubted passage, but the river stepped in to affect the outcome. The "Judge ordered the question to be submitted to the people, to be voted on at the [East side] Court House...but when the day came for the election a rain had swollen the Cedar to the highest point, and not a man from the west side appeared...Sixty votes were cast, all of them in favor of the division...It was accordingly divided, and that portion lying east of the river was newly organized and named East Waterloo."⁶ Even by the start of the Civil War, then, East Waterloo's 4th St. commercial district, beyond the riverbank grist and saw mills, was positioned to become a growing mercantile district of regional importance.

"Waterloo Way Wins" to "Factory City of Iowa"

The success of Waterloo's commercial district was associated, from the very beginning, with the town-building efforts of its residents who worked hard to attract new industries and populations. These were not settlers content to break the prairie a few acres at a time, though many new arrivals were intent on doing just that. Waterloo's earliest residents were drawn to the river for its potential to power the industrial mills that soon were established on either side of a dam constructed about 1853.⁷ "Commercial development emanated from this mill core," which was dubbed Mill Square. It then spread both east and west along 4th St., according to historian Barbara Beving Long, only impeded on the West side by low, wet topography.⁸ Snatching county seat status in 1855 from its rival, Cedar Falls, just up river, further enhanced the young town's chances for growth and prosperity.⁹ Civic (booster) activities then resulted in the first railroad connections in town by 1861,¹⁰ far-sighted efforts that would pay significant dividends when in 1871 the Illinois Central located its repair shops and roundhouse in the city's East

⁵ *History of Black Hawk County*, 343. Iowa historian Barbara Beving Long, in her excellent local history study from 1986, surmised that the sloughs and the lower topography of the western bank, as well as the position of the mills inhibited the West side's commercial development along 4th St. (Long, 4). Indeed, a physically larger and more densely built East side commercial area existed by the turn of the nineteenth century based on a bird's eye image from 1904 (see the "Bird's Eye View of Waterloo" found in John C. Hartman, ed. *History of Black Hawk County and its People*, vol. 1 (The S.J. Clarke Publishing Company, 1915), 272.

⁶ *History of Black Hawk County*, 347. The concept of a divided town became the bedrock of Waterloo's "sense of community." Plats such as "Westside" were named after their orientation to the river, city services were apportioned by location, and the local newspaper reported the progress to its readers in east or west side numbers. In its 1900 progress edition, for example, the *Waterloo Daily Reporter* announced street, sewer, paving, and library expenditures for the prior year in separate geographical categories. "Improvement Edition," *Waterloo Daily Reporter*, January 1, 1901.

⁷ *History of Black Hawk County*, 324. The term "Mill Square" was already employed by 1853 because of the clustering of mills here. The very first mill, however, had been horse powered. F. Gwynne Weston, *The Story of Waterloo, The Factory City of Iowa* (Waterloo: Waterloo Chamber of Commerce, c. 1928), 7.

⁸ Long, 4.

⁹ *Ibid.*, 2.

¹⁰ Weston, 7.

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side, north of the commercial district, and later made Waterloo its main stop between Chicago and Omaha.¹¹ The repair shops would employ a significant number of men and draw future industrial development to the East side, giving it a more working class character than the West side.¹² Finally, the crucial lack of a Cedar River bridge crossing anywhere but 4th Street until 1887 meant *all* wagon and pedestrian traffic was funneled along 4th Street for the town's first 30 years, past a growing collection of shops, banks, and businesses.¹³ Fourth Street had little competition for becoming the heart of the commercial sector and of the town as a whole.

Waterloo's transformation into Iowa's "factory city,"¹⁴ which began with the mills and the arrival of the Illinois Central, surged between 1900 and 1920 when the city's golden era of industrialization took place. The 28 factories in town in 1881 grew to 144 by 1914, fueled by an excellent transportation network that included three main line railroads.¹⁵ The Burlington, Cedar Rapids, and Northern (later acquired by the Rock Island) had arrived in Waterloo in 1870 and the Chicago, Great Western (via its precursor called the Diagonal), was in place by 1887.¹⁶ The combination of agricultural-related factories and railroad networks produced a rapidly growing urban population of workers and families who became customers for the downtown shops and banks, and a rapidly spreading physical town that created wealth for land agents and large-property owners as residential and industrial additions were platted. The extremely successful streetcar-turned-interurban system developed by East side businessman Louis S. Cass from 1896 through the 1910s further benefited the town's commercial shopping district, *especially* the East side where the main terminal was located, by bringing more shoppers into the city from a number of neighboring small towns.¹⁷ At the turn of the century, Waterloo had become the dominant wholesale

¹¹ Long, 19. In 1900, the Waterloo became the railroad's division point, resulting in major improvements to the northern East 4th St. facility. By 1928, the Illinois Central employed somewhere from 946 to 1,100 people in its East side shops (depending on the source), and pumped an annual 3 million dollar payroll into the local economy. Weston, 77; Long, 20.

¹² Long, 51. True to its East/West parallel development, the West side would benefit from significant industrial development also, with notable agricultural manufacturing companies like Galloway and Deere locating there. The associations of Iowa agriculture with Waterloo industry have been recognized at the national level with the Silos & Smokestacks National Heritage Area designation in 1996. See <http://www.silosandsmokestacks.org/>.

¹³ Long, 15.

¹⁴ The phrase "Factory City of Iowa" may well have been employed before 1928 when F. Gwynne Weston wrote *The Story of Waterloo* for the Chamber of Commerce, but the phrase certainly remained the local lexicon after its publication. A splendid "booster book," *The Story of Waterloo* is a heavily-illustrated monograph on the merits of the prospering city, written at the end of two decades of phenomenal growth and development. The Chamber of Commerce was associated with West side business operators and bankers, but the book exalts the merits of the town in general. The Factory City moniker supplanted an earlier motto of civic pride—"Waterloo Way Wins"—which, as the "slogan of the city...expresse[d] the character and disposition of the city better than anything else," according to John C. Hartman. Waterloo, this author and local newspaperman claimed in 1915, had become "the [Midwest] mecca of manufacturers of implements for farming and dairying." Hartman, vol. I, 242.

¹⁵ Long, 66-67.

¹⁶ *Ibid.*, 2-3.

¹⁷ Cass arrived in town in 1895, a railroad and lumber man with experience with various railway companies including the Chicago Great Western Railroad (John C. Hartman, ed. *History of Black Hawk County and its People*, vol. 11 [The S.J. Clarke Publishing Company, 1915], 148-149). In 1917, at the height of the interurban's development, Westinghouse Electric & Manufacturing Company, of East Pittsburg, PA, maker of the WCF&N's electric locomotive engines, published a book entitled *The Story of the Cedar Valley Road*. In it, the company described the conversion of the original Waterloo horse-car line to an electric line that connected with Cedar Falls. Then, "about 1901," the line was extended to Denver 14 miles away, using "the first high tension line in the state of Iowa." Addition towns were added to the system in 1903 and beyond, including "Denver Junction." Crossing over to steam line rails owned by other companies enabled the "Cedar Valley Road" to reach Sumner and Waverly to the north and LaPorte City and Cedar Rapids to the south. The WCF&N also operated a freight service over these roads, but most importantly over an electric "Belt Line" around Waterloo that

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and retail city in northeastern Iowa. Local historians described it as the “shopping center” for Black Hawk and surrounding counties.¹⁸

Population in Waterloo, which stood at 5,508 in 1875, grew slowly until 1890 but “soared” thereafter, from 6,674 at the beginning of the decade to 12,580 in 1900, and then to 26,693 individuals by 1910.¹⁹ This meant a doubling of residents every decade, though this rate slowed after 1920. Eleven new factories were added to the tax rolls in 1910 alone, adding dozens if not hundreds of jobs.²⁰ East side industrial development included an expansion of companies locating in the “Upper Fourth Street” factory district first established by the Illinois Central beyond the commercial district, and dairy-related businesses in the Sycamore Street warehouse district southeast of E. 4th St.²¹ The industries and factories downriver of the East side commercial district eventually included the regionally important Alstadt & Langlas Baking Company, the seasonal Waterloo Canning Factory, and, largest of all, The Rath Packing Company, attracted by the East side’s Board of Trade booster group.²² The upriver East side failed to attract lasting factory employers, perhaps because of its low-lying landscape prone to inundation when the dam at 4th St. stalled flood waters. Construction of the eastside Maynard power station early in the twentieth century (nonextant) certainly acted as a barrier to upriver development.

Employer expansions meant the community attracted waves of new residents, many of whom were immigrants, to augment the original native-born and Protestant founding families.²³ Among the earliest were Irish Catholics with a history of fleeing famine in their homeland in the early 1800s, and a long association of work on American canal and railroad building.²⁴ Work on the Illinois Central likely brought most of Waterloo’s Irish to the East side where they built St. Joseph’s Catholic Church in 1893.²⁵ Danish and Germans also arrived, the latter becoming the dominant non-native group in town but largely settling on the West side and in townships to the south of town.²⁶

connected to factories on both the East side and West side (*The Story of the Cedar Valley Road*, 5-6, 39-49). The Cedar Valley Road’s freight depot still exists north of the East side downtown district. Some rural depots also are extant, but the number is unknown at this date. Additional depots were once operated in Robbins, Urbana, Gilbertville, Brandon, and Lafayette (*Ibid.*, 14). Many of the former depots sit next to the bike trail that now uses the old WCF&N grade. Center Point’s depot serves as a bike trail “welcome center.” The exceptionally fine multiple-span concrete arch bridge used by the interurban to cross the Cedar River south of Waterloo (and featured prominently on the cover and within the pages of *The Story of the Cedar Valley Road*) was significantly damaged by massive floods in 2008. In 2010, the beautiful bridge was demolished and a new bike-trail bridge erected.

¹⁸ Hartman, vol. I, 239.

¹⁹ *Waterloo Evening Courier*, December 30, 1910; Long, 67.

²⁰ Long, 67-68.

²¹ Long, 135, 139.

²² The Alstadt & Langlas Baking Company has been described as “the leader in the development of wholesale baking in Waterloo and in northeast Iowa” (Long, 104). Its building is extant. Much of the Rath Packing Company district has been lost, though portions have been adapted for use by Crystal Ice, another long-standing Waterloo industry. The canning factory is gone, a victim of an increasingly consolidated and nationalized food industry. The West side had its own vitally important industries, among them the Galloway factories (nonextant) and the Waterloo Gasoline Engine Company (nonextant), which would later grow into the Westside Addition’s John Deere tractor works (some buildings extant).

²³ Long, 7.

²⁴ Karl S. Bottigheimer, *Ireland and the Irish: A Short History* (New York: Columbia University Press, 1982), 255-257; Rebecca Conard, “The Advent and Development of Railroads in Iowa: 1855-1940” (NRHP Multiple Property Document, 1990), 27, citing Homer L. Calkin, “The Coming of Foreigner,” *The Palimpsest* (February 1964), 51.

²⁵ Long, 8; Hartman, vol. I, 235.

²⁶ Long, 6-9.

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Migration to the United States of populations from southern and eastern Europe predominated after the turn of the new century into the 1910s. Croatians, Italians, and Greeks arrived in Waterloo on that immigrant wave.²⁷ With the exception of the African-Americans who were drawn to Waterloo in 1911 by the Illinois Central to break a widespread strike, all of the new immigrant groups moved on or were assimilated into the business and social patterns of the city within a few generations. The African-Americans would write their own story, however, a story that closely mirrors the black experience nationwide.²⁸

Following the 1911 strike of skilled shopmen and unskilled immigrant workers against the Illinois Central in Waterloo, the company encouraged southern African-Americans from Mississippi to move to town by offering free passage and waiting jobs at the railroad's East side shops. In the next few years, the East side's black population grew from fewer than 20 to about 400 in 1915, or one percent of the town's population. These new "strangers in town" would bring cultural changes to the business and recreational pursuits along East 4th Street, and were the undeserved target of newspaper editorials that "insisted upon identifying East Siders with vice and criminality, regardless of social distinctions among the people who had moved into the area. Local journalists argued that the rising black population brought increased lawlessness to the city, ignoring the fact that white citizens—many of them quite prominent politically—directed most underworld activity on the East Side."²⁹ Indeed, following the 1912 banishment of saloons in Waterloo, bootlegging (along with its attendant vices of gambling, drugs, and prostitution) grew in the East side's poorer neighborhoods, but this changing character was neither restricted to African-Americans nor centered in the East side commercial district.³⁰ Based on newspaper reports of police raids and arrests, some downtown buildings clearly were adapted for these unsavory uses, especially along Sycamore St. and around the corner on East 5th St. These vices were simply a more notorious and covert form of commercial activity.³¹

²⁷ Ibid., 68.

²⁸ See, for example, *Our Community Through the Decades, 1900-1999, Waterloo-Cedar Falls Courier*, 1999, 8-9.

²⁹ Robert Neymeyer, "May Harmony Prevail: The Early History of Black Waterloo," *The Palimpsest* 61 (May/June 1980): 84-85.

³⁰ Ibid., 85.

³¹ Ibid. The changing character of the neighborhood around the corner from East 4th Street is evidenced by newspaper accounts of various raids. Newspaper research results were heavily weighted toward articles on prostitution, suggesting either more of that activity was located in the downtown area or, perhaps the authorities were more determined to stamp it out. The Globe Hotel, formerly on the site of today's 610-614 Sycamore (#15), in particular had a solid reputation for being associated with prostitution. It was shut down in 1904 when its proprietors and 20 women and men were arrested in a midnight raid by plain-clothed and uniformed officers of Waterloo's police force (*Iowa State Reporter*, March 4, 1904). A year later, Globe Hotel operators were again fined for "keeping a disorderly house," this time the arrest involved a young couple who arrived on the Illinois Central and set up business at the Globe (*Waterloo Times-Tribune*, April 16, 1910). Several years later, the nearby Windsor Hotel, a half block down the street (just outside the district) underwent a police raid, this time in the middle of the afternoon, when "two men, evidently farmers, were seen going up the stairway in broad daylight, following the women who preceded them to their lairs" (*Waterloo Times-Tribune*, August 8, 1909). The city's police chief, E.A. Leighton, was spotlighted for his role in closing down this particular "retreat for women of the underworld" (*Waterloo Times-Tribune*, September 2, 1909). A short year later, however, Leighton was gone and the new police chief already was standing trial, apparently for the corrupt action of looking the other way while prostitution and houses of ill fame operated in a number of homes adjacent to the East side commercial district (*Waterloo Evening Courier*, August 18, 1910). Even an unsystematic search of Waterloo newspapers in the first two decades of the twentieth century resulted in numerous references to East side hotels, most just outside the commercial district, that were accused of being "houses of ill fame." Clearly, the blocks adjacent to the primary retail street in the district changed in character as well as function. Gambling raids occurred downtown as well, as in the 1934 case of Waterloo's finest breaking up a poker game in "a small room under the sidewalk at 228½ Fourth," a hidden vault associated with basement storage under a commercial building. Which side of the river was not specified (*Waterloo Daily Courier* May 10, 1934).

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The daytime inhabitants of the East 4th St. commercial district were powerful bankers and businessmen with much invested in seeing that their shopping and banking district remain respectable. During the same years that the upper East 4th neighborhoods were home to increasing numbers of working men and their families, immigrants, and newly arrived African Americans, the East side downtown district witnessed its most vigorous construction campaign in which new high rises like Black's Department Store, the First National Bank, and Marsh-Place Building were erected. These huge capital investments in the downtown East side succeeded in giving the intersection of East 4th and Sycamore streets a distinctly urban flair, attractive to shoppers and investors alike. And at the same time a few Sycamore St. hotels were raided as houses of ill-repute, the Cass family and its WCF&N interurban were bringing in greater numbers of daily shoppers to the East 4th St. commercial district from the surrounding communities. If there was a tension between the polite society of the 4th Street civic and commercial leaders and the underworld activities around the corner, it remained in the shadows for the most part, though undoubtedly still a thorn in the side of the East sides' Board of Trade.³² Certainly the popular publications like Hartman's two-volume *History of Black Hawk County* (1915) Weston's *Story of Waterloo* (1928) failed to spotlight the commercial district's nightlife.

Role and Character of the East 4th St Commercial District

A town the size of Waterloo, populated by working men and women, surrounded by rich agricultural fields and prospering dairy farms, and favored by a location at the heart of the nation's great railway system, had all the necessary ingredients to become an important regional entrepôt at the beginning of the twentieth century. Booster groups stirred the mix by enticing new businessmen and industries to town, offering them low cost land for their new developments.³³ Capital accumulation and profit-making became the *raison d'être* for Waterloo's business owners, not simply the traditional aspiration of many small-town shopkeepers to make a living by supplying the necessities to the local community.³⁴ Waterloo manufacturing interests had greater goals. They converted the raw products of northeast Iowa to finished goods and shipped out agricultural implements, gasoline engines, and foodstuffs like cheese, butter, hams and bacon in massive quantities. Wholesale dealers and jobbers utilized the wonderful rail network to supply a wide market area of the upper Midwest with groceries, fruit, and other products stored in Waterloo's warehouses. It was estimated that 100,000 freight cars moved in and out of town in 1912

³² The Board of Trade was the East side's very effective counterpart of the West side's Chamber of Commerce.

³³ For example, The Rath Packing Company was established in East Waterloo in 1891 following the successful efforts of the Board of Trade, members of which approached the Rath family in Dubuque, who had just experienced a fire at their plant, and "pointed out the virtues" of Waterloo just 90 miles west on the Illinois Central. The booster organization "made an attractive offer," most likely involving the land it owned along the Cedar River, and the Raths relocated their plant to Waterloo. *Waterloo Packer: The Story of The Rath Packing Company* (Waterloo: The Rath Packing Co., 1941) [located in Special Collections, Iowa State University]; Long, 100.

³⁴ In adopting these goals, Waterloo business owners were assuming the modern mindset of the expanding worldwide middle classes, or the *bourgeoisie*. Consumption of goods and services, enabled by the increasing wealth of middle classes, was an integral part of both Waterloo's success and of modernizing social life during the early twentieth century. The transition from traditional to modern ways of doing business has been addressed by many scholars including Richard D. Brown, in *Modernization: The Transformation of American Life, 1600-1865* (New York: Hill and Wang, 1976) and Eric Hobsbawm, *The Age of Empire, 1875-1914* (Vintage Books, 1987). On the growing worldwide middle classes, see especially Hobsbawm, 167-171; for changing business structures and their impact on social patterns, see Alan Trachtenberg, *The Incorporation of America: Culture and Society in the Gilded Age* (Hill and Wang, 1982) and Oliver Zunz, *Making America Corporate, 1870-1920* (University of Chicago Press, 1990).

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alone, constituting a huge annual transfer of food, finished goods, and manufactured items.³⁵ And the excellent interurban system greatly expanded the numbers of shoppers in town. According to Long, “Waterloo retailers served a wide hinterland by 1915. A substantial body of potential shoppers—around 300,000—lived in 150 communities within one hundred miles of Waterloo...An average of 30,000 passengers, many of them shoppers, arrived and departed Waterloo each month in 1915. The Illinois Central alone operated sixteen passenger trains a day. And an amazing 71 passenger trains came to or left Waterloo every 24 hours.”³⁶ Many of the passengers on these trains were the “commercial travelers” taking orders and selling goods, each needing overnight accommodations or meals in the East side’s restaurants and cafes.³⁷

With this many visitors and shoppers coming and going, James Black, an early dry goods merchant, joined the retail trend in larger cities like Chicago of building an emporium of consumerism—a store with numerous separate departments that cumulatively provided the customer with every conceivable item she might need or want. To that end, in 1913 Black hired a prominent local architect and built an 8-story high rise on the most desirable corner of the commercial district, the intersection of East 4th and Sycamore streets. Recognizing the importance and increasing affluence of middle class women shoppers, Black’s new building offered women a rest lounge of cushioned wicker furniture on the mezzanine and boasted a top floor “tea room” for social lunching. Black’s also employed an increasing number of women clerks, a key to the developing gendered workforce as well as gendered space in the commercial district.³⁸

The wealth accumulated by the Cedar Valley’s mercantile families was deposited in Waterloo banks and often reinvested in real estate in the commercial districts. Between 1900 and 1920 the East side and West side both developed a skyline of buildings several floors higher than the typical, nineteenth century, 2- and 3-story brick blocks. These buildings were not built taller—to six, eight, or even ten stories—because of the extreme value or scarcity of urban land, as in downtown Chicago or New York. But they did share other motivations with larger urban developers. Waterloo’s high rises were a symbol that advertised the success of the best and most skilled Waterloo entrepreneurs, and the upper floors provided the modern offices desired and needed by the professionals and white collar employees who traveled downtown each day, spaces that supplanted the upper floors of the older brick buildings traditionally used as apartments, fraternal halls, and shopkeeper storage.³⁹ The new high rises were designed by a few local architects who occupied the same elite business circles and held the same fraternal memberships as their clients, both important characteristics of the commercial district’s male populations. First up

³⁵ Hartman, vol. 1, 240.

³⁶ Long, 153.

³⁷ By 1910, the Illinois Central’s passenger depot was located on the East side, between Sycamore and the Cedar River, just northwest of East 4th. The depot’s location suggests the reason for so many hotels along Sycamore Street, as well as the logic of building the luxurious, 9+ stories, President Hotel nearby at Sycamore Street and Park Avenue during the 1920s. *Waterloo Evening Courier*, January 10, 1929. The President Hotel was built by a corporation, the Tangney-McGinn Hotels Company, which operated or managed a number of the state’s larger hotels. *Ibid.* and *Waterloo Evening Courier*, October 17, 1929.

³⁸ See generally, Jan Olive Nash (Full), with Jennifer A. Price, “James Black Dry Goods Company,” draft National Register of Historic Places nomination (on file with the Iowa State Historic Preservation Officer, 2008), especially p. 26. The women shoppers and employees at Black’s are discussed within this nomination, which also states: “The eight-floor Gypsy Tea Room was known for its fine cuisine, which attracted ‘white glove’ customers from the top of Waterloo’s social community,” citing *Our Community*, 9.

³⁹ At least one hotel was constructed as a high rise during this time, the 1914 Russell-Lamson Hotel on the West side. The 10-story Leavitt & Johnson Bank (later Pioneer Bank) building was also constructed on the West side during this building boom. Margaret Corwin and Helen Hoy, *Waterloo, A Pictorial History* (Rock Island, IL: Quest Publishing, 1983), 90, 100.

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was the 6-story Commercial National Bank at the southwest corner of East 4th and Sycamore streets, built in 1909 (nonextant).⁴⁰ The next year, architect Mortimer B. Cleveland, in concert with Chicago architect, Joseph C. Llewellyn, designed the First National Bank building.⁴¹ Upon its completion in early 1911, Cleveland kept a suite of offices on an upper floor. The 8-story First National Bank was constructed on the northeast corner of the important East 4th and Sycamore intersection. Two or three years later Clinton P. Shockley designed Black's new department store—described as “the pride of East Waterloo” to fill the northwest corner of the intersection across from these banks.⁴² Like Cleveland, Shockley then maintained his professional offices in an upper floor office suite. Only the fourth corner of this pivotal intersection was not rebuilt with a new high rise. Here the 2-story brick block constructed in 1870 by George W. Miller, an attorney and land agent, remained. It continues to be the oldest identified extant building in the district today though now clad with a post-World War II renovation.⁴³

Gendered space certainly was always present to some degree in the East 4th St. commercial district, but as the nineteenth century ended and the new century began, the physical manifestations became more numerous and the historical record more clear about the sex-based distinctions in the district. Traditionally, throughout the nineteenth century, males dominated the commercial world of Midwestern small-town shopkeeping, trades, and crafts.⁴⁴ And while women certainly were a large percentage of shoppers and consumers in such towns, typically men were the meat-market butchers, the saloon bartenders, the store owners, and the livery stable operators, filling the ranks of downtown workers. Women might own the occasional millinery shop or café and run the lodging houses (or, after hours, work as prostitutes in some of them). Daughters and wives frequently clerked in the family's store. But as Waterloo and the East 4th St. district grew, more women were both working and shopping downtown.

When the Model Laundry (#38) opened its doors in 1910 at the north end of the district, it joined at least three other commercial laundries in the downtown area, one of which was just around the corner (outside the district). Two others were located on the West side. These were “modern” steam laundries that could handle bulk quantities of intermingled laundry from many customers as opposed to the smaller family-segregated bundles typically cleaned by small, hand-wash laundries. By virtue of its larger scale of operations, Model Laundry employed a proportionately greater number of women, who joined the ranks of an occupation dominated nationwide by females (70% according to the 1914 federal manufacturing census).⁴⁵ A decade later, when the “five and dime”

⁴⁰ *Waterloo Evening Courier*, December 30, 1910.

⁴¹ Llewellyn was active in the Chicago area from at least 1896 until the late 1920s, specializing in banks, factories, and schools. He had bank commissions in Florida, Michigan, and Illinois, in addition to working with Mortimer Cleveland on the First National Bank in Waterloo. Llewellyn was prominent in Chicago architectural circles, serving as president of the Chicago Architectural Club and the Architectural League of America. He died in 1932. His papers are at the Art Institute of Chicago and he has been the subject of recent scholarly work (Mary Ottoson, “The Revival of a Master Architect: Joseph C. Llewellyn,” M.A. thesis, Dept. of Historic Preservation, The School of the Art Institute of Chicago, 2009). Mary Ottoson to Jan Olive Full, email correspondence, November 16-17, 2010.

⁴² Corwin and Hoy, 48.

⁴³ The Miller building (#14) was significantly remodeled in 1947 by Newton's Jewelers, with a stylish Streamline Moderne program that included black architectural glass, pink panels, and elaborate neon signage, including a vertical corner sign topped by a gigantic solitaire diamond shape.

⁴⁴ Lewis Atherton's nostalgic portrait of small-town Midwest life, written in the middle of the last century, remains a good source for understanding Main Street gender distinctions, as well as small-town commercial districts' sights and smells. See *Main Street on the Middle Border* (1954, reprinted Bloomington: Indiana University Press, 1984).

⁴⁵ U.S. Department of Commerce, *Census of Manufactures: 1914-Power Laundries* (Washington, D.C.: Government Printing Office, 1916) and Arwen Palmer, “Laundrymen Construct Their World: Gender and the Transformation of a Domestic Task to an Industrial

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chain store S.S. Kresge's built a new "Green Front Store" store in the district (#11), the corporation advertised for 60 "ambitious saleswomen" to work there.⁴⁶ The company, which had 180 stores nationwide by then but was among the first chains in downtown Waterloo, not only specifically wanted women sales clerks, but also proudly provided them with second floor "facilities for rest and relaxation [including] a reading room, restaurant and locker room." The logic was that "contented employees [would] assure the service [to customers] which Kresge standards require."⁴⁷ Marketing mass-produced items to consumers during this era of ever larger corporate stores also involved the value of good service, a value significantly diminished in today's marketing strategies.

The landmark Black's department store just up the street from Kresge's also attempted to provide for the comfort and shopping convenience of the women it its store, providing an inviting lounge or "rest room" on the mezzanine floor fitted especially for their comfort. Described by a local newspaper just before opening in 1914, this mezzanine was to be "carpeted in green velvet and furnished with fibre [sic] furniture in a soft shade of brown, including writing desks, tables, magazine racks, chairs, couches and seats of all kinds. Off this compartment is a large and commodious toilet room done in white Italian marble. There is also a small room for the manicure girl where milady can conveniently have her nails touched up."⁴⁸ At one end of the mezzanine, the Waterloo Women's Club operated a "fiction library" staffed by volunteers from the town's prominent families. The library, "at the far end of the balcony at Black's...was open to the use of all persons in Waterloo and vicinity."⁴⁹ Black's was and remains the district's most prominent building, both by its physical presence and its history.

James O. Black was an Irish immigrant who opened his first dry goods store on East 4th in 1892. His business acumen and adoption of modern retail practices brought him great wealth, which he plowed back into the district through the construction of the extant high rise (#12), the original tower of which was started in 1913 (and doubled in size in 1928-29, a decade after Black's death). Though not well known outside Iowa, Black professed many of the same values, virtues, and entrepreneurial motives that made other merchants—from Philadelphia's John Wanamaker to Chicago's Marshall Field—household names at the turn of the twentieth century.⁵⁰ Black was an outgoing, congenial man with a strong Christian background. He maintained a progressive interest in temperance and an abhorrence of business and government corruption. According to the local newspapers writing at the time of his death, Black lived by Christian principles that governed his management style and pervaded his store.⁵¹ The pious atmosphere created by Black meant his establishment was a safe and welcoming venue for even the single woman shopper.⁵² By 1915, Black's department store employed over 300 people, many if not most of them, women clerks serving middle-class women shoppers.⁵³

Process, *Technology and Culture* 38 (January, 1997): 98. Initially, Model Laundry kept the women workers' duties divided into the traditional "laundress's" jobs of washing, drying, starching, and ironing, but as the process mechanized, the number of discrete tasks multiplied too. These roles as well as the female-dominated laundry occupation are discussed extensively in Part I of the building's federal Historic Preservation Certification Application (2007).

⁴⁶ *Waterloo Evening Courier*, June 28, 1920.

⁴⁷ *Waterloo Evening Courier*, July 1, 1920.

⁴⁸ *The Waterloo Reporter*, January 1, 1914; also a historic postcard, Collection of Donna and Vern Nelson, and "James Black Dry Goods Company," 4.

⁴⁹ *Waterloo Evening Courier*, December 18, 1926.

⁵⁰ William Leach, *Land of Desire: Merchants, Power, and the Rise of a New American Culture* (New York: Vintage, 1994), 116-117.

⁵¹ *Waterloo Evening Courier*, March 14, 1919.

⁵² "James Black Dry Goods Company," 17.

⁵³ Hartman, vol. II, 69.

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Like his contemporaries, Black belonged to a variety of popular clubs and associations, often fraternal or male-dominated.⁵⁴ Black was a member of both the East side Board of Trade and the Commercial Club, though he was among the rare business man who failed to join a fraternal lodge, perhaps finding his Presbyterian faith in tension with membership in such clubs, some of which were faith-based. Even a cursory glance of the biographies of prominent men in 1915 reveals a long list of groups an ambitious man might join in Waterloo to advance his professional life, including the Masons, Knight Templars, Mystic Shrine, Benevolent Protective Order of Elks, Knights of Pythias, Order of Moose, Knights of the Maccabees, the Ancient Order of United Workmen, and the United Commercial Travelers. Booster clubs included the Commercial Club and Board of Trade, both on the East side (they would merge eventually), the West side's Chamber of Commerce and Waterloo Club, and the Town Criers Club, "an organization which has for the purpose the advertising of Waterloo, all for Waterloo, without reference to section" (clearly a direct effort to stitch together the East and West sides).⁵⁵ Women's civic clubs and groups in 1915 included the Women's Club, Eastern Star, Board of Associated Charities, Women's Christian Temperance Union, Fortnightly Literary Club and the local chapter of the Daughters of the American Revolution.

The physical places these groups used as their halls and meeting rooms within the East 4th St. district constitute another identifiable category of gender-specific spaces. With membership rolls filled by the most prominent business leaders, the more prosperous groups eventually constructed their own edifices and installed meeting rooms on the upper floors while leasing the ground-floor shop space to local merchants. This was true of the Black Hawk lodge of the Odd Fellows who constructed their impressive three-story brick block (#33) on East 4th St. in 1890. Promise of a long-term lease by the Elks prompted Herbert Reed to tear down the last remaining nineteenth century wooden falsefronts on Sycamore Street in 1906 in order to build a grand meeting space for that fraternal order on the third floor (#16). The 1902 Steely Block's third floor served as a lodge hall for an as yet unidentified group.⁵⁶ And the Masons occupied the third floor of the Union Block on East 4th St. near the Cedar River until they constructed their own building a block to the northwest in 1899.⁵⁷ The Union Block stands just outside the district.

Historians have theorized that the impulse to join so many groups and clubs at the end of the nineteenth and early twentieth centuries was a result of an increasingly mobile American society. Migration of individuals of all persuasions from rural areas into the cities, beginning in the middle of the nineteenth century, broke the long associations people held to one place and to multiple generations of their own families. Migration was both a "manifestation of modern attitudes" involving the conscious assessment of one's prospects at home and elsewhere, and a "modernizing force" that caused a new awareness of the larger groups into which these people moved.

⁵⁴ Ibid., 69-79.

⁵⁵ *Waterloo Evening Courier*, December 30, 1919. The biographies are found in Hartman's volume II.

⁵⁶ Hartman, vol. I, 253.

⁵⁷ The Union Block's top floor hall experienced an unusual example of "gendered space" in 1872 when well-known suffragist Susan B. Anthony delivered a lecture on "Intemperance and Prostitution, or, Temperance and Social Purity," to a mixed-sex audience that included a reporter of the *Waterloo Courier*. The reporter (publisher/editor?) found her tactics shocking (among other things she called President Grant a drunkard) and her arguments specious. For example, he wrote: "She sent a solid shot that went *ricocheting* right through the starched and venerable properties of the orthodox churches, by recommending chess, billiards, dancing and cards as social amusements, and so shocked the straight-laced and puritans in her audience.—Of course, these amusements should be provided at home, and by thus making homes attractive with harmless amusements parents would not drive their boys to the saloons, gambling houses and brothels." *Waterloo Courier*, April 25, 1872.

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Individuals sought to replace the loss of their former associations, be they familial or not, by joining voluntary organizations in their new locations. They joined new groups to regain a sense of community.⁵⁸ Group efforts coincidentally benefited the greater Waterloo community by existing at the right time to prompt growth through exceptionally effective booster activities. Not all Iowa towns would benefit as solidly as Waterloo by the popularity of voluntary associations. Many failing towns today could benefit by the leadership that was fostered in these civic groups and by the concerted community action they enabled.

Building Trends and Changes in the East 4th St. District

Four broad construction eras were seen in the East side district, three of which are currently represented by extant buildings or physical features. Changes from one era to the next were driven by evolving building technologies, evolution in the highest use of the land as population increased and the district grew more dense, and changes in the nature of commercial practices. The *first era*, roughly covering the 1850s-to about 1900, of which no known example survives, involved the initial generation of log and wood-frame stores built by the first settlers. Local history books reprinted early photographs that illustrate what this early East 4th Street landscape looked like. Shops along East 4th emanating from Mills Square were narrow, single-bay buildings, with a central entrance flanked by large display windows containing large glass panes secured by wooden muntins. Wooden false-fronts followed the tradition of frontier towns and made the buildings appear taller. False-fronts also hid the front-facing gable, making the building appear less domestic in character.⁵⁹

The blocks of first-generation small wooden shops eventually were punctuated by larger brick buildings, reaching two and three stories. One of the first was the 1868 Union Block (aka Union Hall because of its third floor hall accommodations), built by R. H. Pardee & Bro. on the southeast side of East 4th, between Sycamore and the Cedar River.⁶⁰ This building has one of the most distinguished histories of any structure on the East side, having served as city hall, a theater and opera venue (and site of Susan B. Anthony's 1872 lecture), the Mason's meeting hall, and, on the ground floor, the home of one of the earliest successful wholesalers, Ferdinand F. Cutler's hardware company.⁶¹ Brick buildings increasingly replaced the wooden ones, both because they reflected the progress and success of the merchants who built them and because brick was more fire resistant, an important feature in a district of attached business houses illuminated and heated through various combustion-based technologies. Among the other brick blocks to interrupt the wooden skyline along East 4th St. was the *first* First National Bank at the corner of Sycamore, where the high rise bank now stands. The banking business was organized in 1865 and soon thereafter constructed a smart two-story, corner building with a large footprint that occupied two or three normal size lots. Its front entrance was contained within a canted corner facing the center of the landmark East 4th/Sycamore intersection. In a nod to the importance of East 4th, the canted corner wall of the bank and its entire 4th Street façade appear to have been faced with stone ashlar, while the less prominent Sycamore side was plain

⁵⁸ Brown, 166-169.

⁵⁹ Corwin and Hoy, 37. These first buildings constitute Property Type II buildings under the Registration Requirements of "Iowa's Main Street Commercial Architecture" Multiple Property Document (2002).

⁶⁰ *Waterloo Courier*, December 24, 1868. This building lost its entire façade in recent years, leaving it with poor integrity. Its interior upper floors are very intact.

⁶¹ Hartman, vol. II, 2, 5-6.

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brick.⁶² At least three additional storefronts were incorporated in the building, two on 4th and one on Sycamore. Overhead, the building was decorated with elaborate rounded window hoods and a bracketed and denticulated cornice at the roofline. While this building no longer stands, the roofline height and decorative elements were closely copied next door by its neighbor on East 4th and that building still stands (#24, the Peabody Block constructed in 1878).⁶³

Wooden stores managed to survive along the margins of the commercial district longer than along East 4th Street. Sanborn Company fire insurance maps reveal that within the district a few persisted along Sycamore, between 4th and 5th, until about 1906. At that point, the last were torn down to make room for the new Elks Hall (#16) constructed by Herbert Reed. Sycamore Street within the historic commercial district was by then well on its way to being converted from a transition block behind the retail stores of East 4th housing livery stables and transient hotels, to a modern urban block anchored at both ends by high rises (the Marsh-Place building, #19, at the corner with East 5th, erected in 1910).

The second building era of brick, or, more broadly, of masonry construction in downtown East Waterloo, which began in the late 1860s never really ended, since essentially all new buildings from that point on were constructed of or faced with either brick or concrete block. On the other hand, the era of 2- and 3-story masonry construction in the district ended around the turn of the century, when the prospering local banks and hotels began to build high rises, thus signaling the arrival of the *third construction era* downtown, lasting from 1909 to about 1920.⁶⁴ The first bank to do so was the 6-story, 1909 Commercial National Bank (nonextant) at the southwest corner of Sycamore and East 4th, followed soon after by the West side's Black Hawk National Bank, a tall structure designed by the Chicago architectural firm of Weary and Alford, noted bank architects.⁶⁵ By the end of 1910, the East side's First National Bank was under construction. High rises remained popular across the river also, where the Black Hawk bank was followed by the 10-story Leavitt & Johnson (Pioneer Bank) Building and the 8-floor Russell-Lamson Hotel. Hotel developers returned to the East side to construct one of the last high rises downtown, the 9-floor President Hotel just outside the East side district on Sycamore at Park Avenue, constructed in 1928.⁶⁶

That tall buildings should be rising in Waterloo between 1909 and 1928 is no surprise considering the booming local economy and the increasingly corporate nature of its business world, with the attendant growth in middle class office workers. Architects in Chicago had been exploring ever-higher buildings with new structural techniques since the invention of the elevator in the 1850s and the Fire of 1871.⁶⁷ Because of the excellent railroad connections linking Waterloo and Chicago, the latter's tall buildings and their designers directly influenced "hinterland" builders and business owners, including Waterloo's. According to one historian, though, changes in

⁶² Corwin and Hoy, 34.

⁶³ Brick buildings that replace the initial frame structures are Property Type III, second generation and later replacement buildings, under the "Iowa's Main Street Commercial Architecture" Multiple Property Document.

⁶⁴ Waterloo's high rise buildings are Property Type III buildings under the "Iowa's Main Street Commercial Architecture" Multiple Property Document.

⁶⁵ *Waterloo Daily Courier*, January 7, 1909; also a "google" search of "Alford and Chicago" on November 23, 2010 revealed information about the firm.

⁶⁶ Corwin and Hoy, 90, 100, 111, 129.

⁶⁷ Carl W. Condit, *American Building: Materials and Techniques from the First Colonial Settlements to the Present* (Chicago: University of Chicago Press, 1968), 84; Carl W. Condit, *The Rise of the Skyscraper* (Chicago: University of Chicago Press, 1952), 12.

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the size and construction of large urban buildings would have occurred with or without architects leading the way. "The growing complexity of modern industry demanded concentrated administrative centers where large numbers of people could work...The increasing centralization of the business process, along with other social factors, led to ever increasing intensity of land use" during the last decades of the nineteenth century. In Chicago, land in the downtown Loop swelled from \$130,000 for a quarter-acre in 1870 to \$900,000 in 1890 and Chicago's population followed a similar upward trajectory.⁶⁸ Further, historians have argued that the early skyscrapers built in Chicago and New York were as much the result of aggressive, sometimes overzealous, real estate speculation as changes in business practices, improvements in building technology, or rising land costs, though all these factors interacted.⁶⁹ Waterloo's population and economy were growing exponentially in 1909 and 1910, but downtown land costs were probably not much of a factor in the decision to construct taller buildings. The East side district was, after all, not a physically large place and new office buildings located just outside the district would still be within easy walking distance. Streetcar rides from residential neighborhoods would have been, perhaps, only minutes longer to a new office on Mulberry and 5th rather than Mulberry and 4th. Rather, it was undoubtedly the prestige of the East 4th/Sycamore street intersection and the perception that this was the "heart" of the town that had the most to do with the location choices for the new high rises.

The 1910s rebuilding of the important intersection with high rises marked the pinnacle of the East side district's physical development. Indeed, the East side's streetscape was so transformed from the early days of wooden falsefronts and 2-story brick blocks, that one well-known cultural critic who "arrived in the city over the Illinois central railroad" from East Aurora, New York in October, 1913 to deliver a lecture, took a walking tour with a *Courier* reporter and was quoted at length in the next issue: "Wonderful, to say the least, has been the growth of Waterloo," said Elbert Hubbard. "I was here fifteen years ago and at that time it was a typical middle western city with no particular urban traits...As I walked out Bridge street, across the Fourth street bridge to Waterloo east this morning the wonderful transformation seemed evident on all sides. Large, stately buildings have supplanted the wooden structures of fifteen years ago and the multiplied number of street cars, automobiles, wagons and motorcycles whizzing around the corners make [the] urban scene complete."⁷⁰ The era that followed Hubbard's observations, from about 1920 to 1959 would involve considerably less construction and investment in the district.

During this *fourth and final building era* of the East 4th Street commercial district (c. 1920-1959), new buildings were prompted by fires in some blocks and the arrival of nationwide chain stores like Kresge's in others.⁷¹ Following the building hiatus brought about by the Depression and World War, new faces were applied to a number of stores with the Newton's Jewelers (#16) make-over being the most remarkable. The very old, red brick building at the southeast corner of East 4th and Sycamore was completely clad with new materials that constituted far more than a simple renovation. It was a stylish and clearly expensive investment in the downtown district, which by the late 1940s was on the brink of a major change. Because store operators in a competitive commercial district always seek to attract the customer's eye, whether that shopper is a pedestrian, or driving past in a horse

⁶⁸ Condit, *Rise of the Skyscraper*, 17.

⁶⁹ Carol Willis, *Form Follows Finance: Skyscrapers and Skylines in New York and Chicago* (New York: Princeton Architectural Press, 1995), 8-9.

⁷⁰ *Waterloo Daily Courier*, October 13, 1913.

⁷¹ Replacement buildings would fall under the MPD Property Type III category, while remodeled buildings that have the majority of their facades remodeled are Property Type V resources under the MPD. The Kresge's structure (##10, 11) unfortunately is clad behind a very modern slipcover and has no integrity currently.

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and buggy or, later, an automobile, storefronts typically are remodeled multiple times over the decades. Generally, the goal is to stay modern and up-to-date looking, though sometimes the alteration was intended to hide a dilapidated physical condition or simply take short cuts on maintenance. The latter tends to be common in moribund shopping districts.

Within Waterloo's East 4th Street district, the A&P grocery store (#4) is a good example of a chain store's extensive remodeling of an existing building to meet its specific needs. This occurred in 1929. Another chain, Walgreens, did the same thing to the much older Wangler Building (#8) in 1934, utilizing a Moderne design by architect Mortimer Cleveland. Following Walgreens arrival, it appears little reconstruction or investment in the East side downtown took place until after the conclusion of World War II. The postwar era took off then with the remarkable restyling of Newton's Jewelers in 1947. During the 1950s, many storefronts were updated, not only in response to the long building hiatus, but also because of the prospering economy that followed the war, the growing families of consumers (aka the "baby boom"), and toward the end of the 1950s, the developing trend that saw shopping strips and malls being located at the edge of towns rather than the center. The year 1959 marks the end of the district's historic development when the Service Optical (#7) building was constructed after a 1958 fire. Buildings that were remodeled in the 1950s include Arnold's (#9, in 1953, utilizing pink and black marble later used extensively in the new Waterloo City Hall and new Black Hawk County Court House, 1960-1964); the Black Hawk Fruit Company (#3 in c. 1954); Kresge's (#10, in 1955-56), the Faye D. Anderson building (#15) in 1956, and the buildings at 305 East 4th (#6) and 309 E. 4th (#5), both remodeled about 1959, but now both clad behind another more recent covering. Likewise, Mortimer Cleveland's Midcentury Modern, 1950s renovation of an older 3-story building (#13) for use by Black's department store, has been recently covered over with a synthetic siding that has the appearance of stucco and new windows openings were punched through rendering it without integrity as either the nineteenth century brick building under the synthetic siding or the midcentury Cleveland design.

Architectural Significance and Architects Working in the District

Architectural Significance of the District

Architectural significance primarily lies in the cumulative ability of the district's individual buildings to project a time and place. While the majority of buildings are significant as contributing vernacular examples of one- to three-story, attached brick blocks and stores, a few buildings are also individually eligible as artistic renditions of influential architectural styles as applied to commercial buildings. The latter includes (# = building number assigned to each and used in the Tables and elsewhere):

#1 WCF&N Terminal, 1916, Classical Revival style by Clinton P. Shockley

#12 James Black Dry Goods Store, 1913-14, Late Gothic Revival style by Clinton P. Shockley /1928-29 Annex in Art Moderne style by John S. Bartley

#19 Marsh-Place, 1910, Commercial Style by Hallett and Rawson (NRHP, 1998)

#30 A.W. Haffa Building, 1888, Queen Anne style by unknown designer

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#31 Fowler Co. Building, 1884, Queen Anne style by unknown designer (NRHP, 2009)

Architects in the District

Though no quantitative comparison of cities is available, the number of architects having a hand in Waterloo commercial buildings is remarkable and perhaps somewhat higher than was typical for an Iowa city during its historic development stage. Table 3 below lists these architects and the buildings that are known to be associated with them. Most of these men were local, but a number of firms from other Iowa cities are represented as are two out-of-state designers. Among the local architects, John S. Bartley, who designed the second part of the 8-story Black's high rise following Clinton Shockley's premature death in 1927, went on to work extensively with the Rath Packing Company. Howard B. Burr designed primarily in the Prairie School style but his practice did not survive the Great Depression.⁷² Of all the local architects, Shockley and Mortimer B. Cleveland had the best architectural training, most successful practices, and have been generally acknowledged as the two most prominent designers in town during the first decades of the twentieth century.⁷³

TABLE 3. ARCHITECTS WORKING IN EAST SIDE COMMERCIAL HISTORIC DISTRICT

ARCHITECT AND/OR FIRM (local unless otherwise specified) * = indicated men for which biographical data is available in Long's "Waterloo, The Factory City of Iowa," and/or Shank's <i>Iowa's Historic Architects</i> .	BLDG. #	HISTORIC BUILDING NAME AND ADDRESS	YEAR BUILT / RE- */MODEL ED
*BARTLEY, JOHN S., (c. 1894-1985) Graduate, University of Illinois, architecture and engineering	12	Annex to The James Black Dry Goods Co.-501 Sycamore	1928
*BURKETT, JOHN T. (?- 1925 or later)	18	M. Gasser Block - 626-630 Sycamore	1898-99
*BURR, HOWARD B., (1885-1964)	18	M. Gasser Block remodel -626-630 Sycamore	1927
*CLEVELAND, MORTIMER B. (1882-1979) Graduate, University of Illinois, B.S. and M. Arch.	23	First National Bank Building-200 E. 4 th (with JOSEPH C. LLEWELLYN, of Chicago)	1910-11
	39	Webberking Bldg renovations (creation of apartment units)- 612-614 Mulberry	1923
	27	Crystal Theater reconstruction-212 E. 4 th	1927
	8	Walgreen Drug Co. remodeling of Wangler Bldg.- 225-229 E. 4 th	1934
	13	Geo. Lichty Bldg./Black's 3-story addition remodeling -501 Sycamore	1956
ELLIS, GEORGE, Marshalltown	8	Wangler Building-225-229 E. 4 th (later Walgreen Drug Co.)	1889
*HALLETT & RAWSON, Des Moines	19	Marsh-Place Building-627 Sycamore	1910
JEHLE, EMILE G. S.S. Kresge Co. Design Division, Detroit, Michigan	10, 11	S.S. Kresge Co. Store -211-219 E. 4 th (remodeled and enlarged)	1955

⁷² Jan R. Nash (Full). "Howard Burr—Master of the Prairie School," *The Iowan Magazine* 40 (Winter 1991): 36-43.

⁷³ Wesley I. Shank, *Iowa's Historic Architects* (Iowa City: University of Iowa Press, 1999), 42-43; Long, 183-184, 186-187.

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ARCHITECT AND/OR FIRM (local unless otherwise specified) * = indicated men for which biographical data is available in Long's "Waterloo, The Factory City of Iowa," and/or Shank's <i>Iowa's Historic Architects</i> .	BLDG. #	HISTORIC BUILDING NAME AND ADDRESS	YEAR BUILT / RE- */MODEL ED
*JOSSELYN & TAYLOR, Cedar Rapids	33	Odd Fellows Building-306-310 E. 4 th	1890
LLEWELLYN, JOSEPH C., Chicago	23	First National Bank-200 E. 4th (with MORTIMER B. CLEVELAND)	1910-11
*MURPHY & RALSTON	34	J. H. Miller Block-312-314 E. 4 th	1900
*RALSTON, JOHN G. (1870-1956)	28	Waterloo Loan & Trust Co/Steely Building-214 E. 4 th	1907
*SHAW, FRED G. Shaw & Shaw	22	Fowler-Bratnober Block-611-615 Sycamore	1900-01
*SHOCKLEY, CLINTON P. (1876-c. 1926) Graduate of Armour Institute in Chicago	16	Elks Building 616-620 Sycamore	1906
	12	The James Black Dry Goods Co.- 501 Sycamore	1914
	1	WCF&N Terminal and Office Building-323-329 E. 4 th	1916
	2	Hope C. Martin Building (aka WCF&N Annex) - 319-321 E. 4 th	1916
*STEWART, JOHN H.	36	Steely Block-320-322 E. 4 th	1902
	29	Steely Building-216-218 E. 4 th	1907

Future Plans in the District

This nomination was prompted by a number of individual historic preservation tax credit projects involving buildings that were certified by the National Park Service as contributing to the Waterloo East Commercial Historic District with boundaries as shown on the Site Plan in the Additional Documentation continuation sheets (refer to Table 2 for which buildings are "certified historic structures"). Waterloo is both a Main Street community under the program of the National Trust for Historic Preservation, and a Certified Local Government administered by the State Historical Society of Iowa, thereby having a locally-appointed Historic Preservation Commission. The presence of these organizations suggests there will be more preservation activity in the district.

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Major Bibliographic References

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Continuation Sheet

Waterloo East Commercial Historic District
Black Hawk County, Iowa

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Also refer to the individual Tables within the text for additional sources.

10. Geographical Data

Acreage of Property 8 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1 15 554485 4705318
Zone Easting Northing
3 15 554661 4705441

2 15 554605 4705138
Zone Easting Northing
4 15 554744 4705367
 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 Full/ Architectural Historian and Historian, w/ assistance by Jennifer A. Price
organization Tallgrass Historians L.C. date December 2010
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 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 see continuation sheets
street & number telephone
city or town state zip code

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

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

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

**National Register of Historic Places
Continuation Sheet**

**Waterloo East Commercial Historic District
Black Hawk County, Iowa**

Section 10 Page 54

10. Geographical Data

Verbal Boundary Description

The boundary of the Waterloo East Commercial Historic District is shown as the dashed line on the accompanying map and includes the 200 and 300 blocks of East 4th Street, the 200 block of Sycamore Street, and one building on Mulberry Street adjacent to the northern intersection of East 4th and Mulberry.

Boundary Justification

The boundary includes that portion of the historic East 4th and Sycamore Streets commercial area east of the Cedar River that maintains good integrity and includes buildings that face or front onto the streets. There are several certified historic buildings within this area undergoing rehabilitations and that activity prompts the present nomination. There may be a somewhat larger potential district beyond the named boundaries, but nothing beyond the present district boundaries has been surveyed or evaluated.

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National Park Service

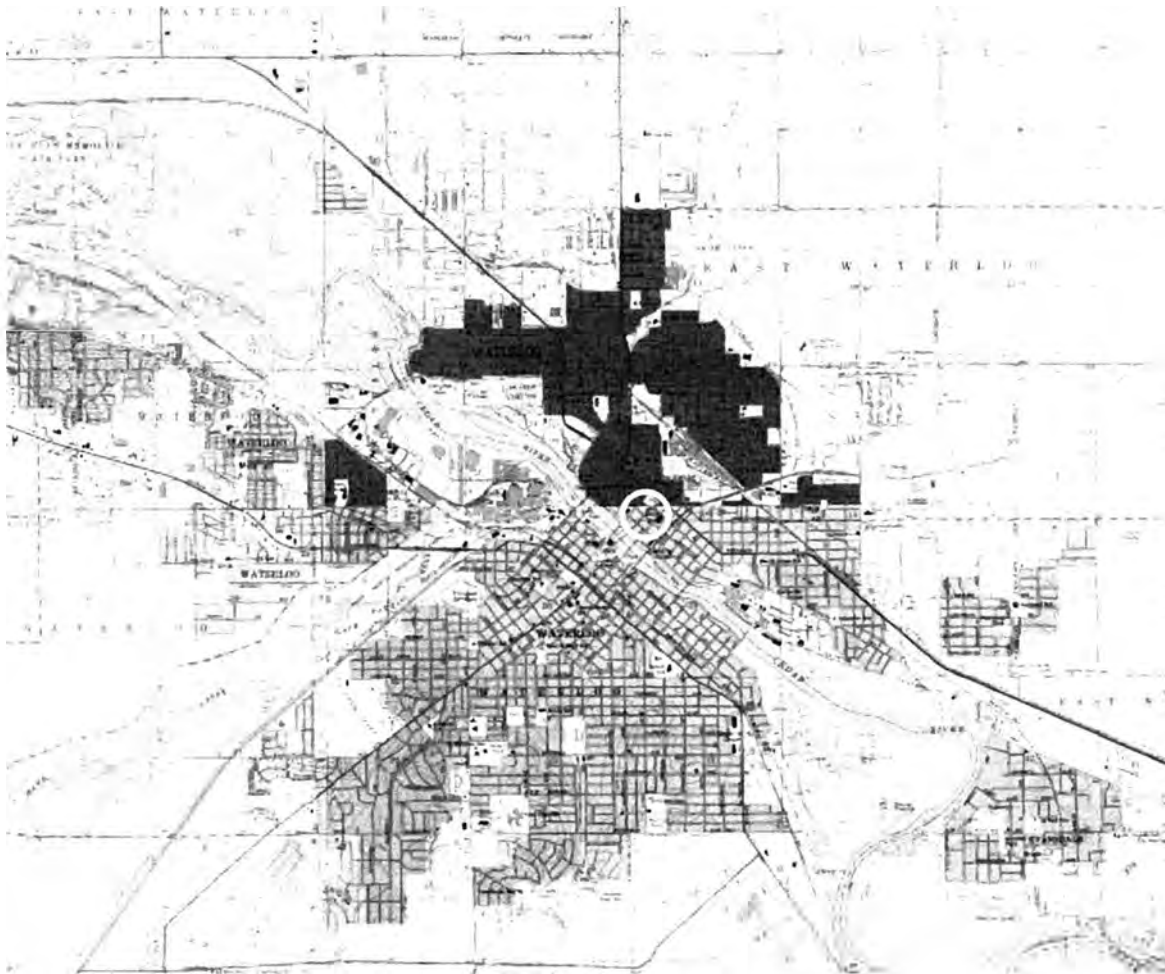
**National Register of Historic Places
Continuation Sheet**

**Waterloo East Commercial Historic District
Black Hawk County, Iowa**

Section Additional Documentation Page 56

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

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



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National Park Service

National Register of Historic Places
Continuation Sheet

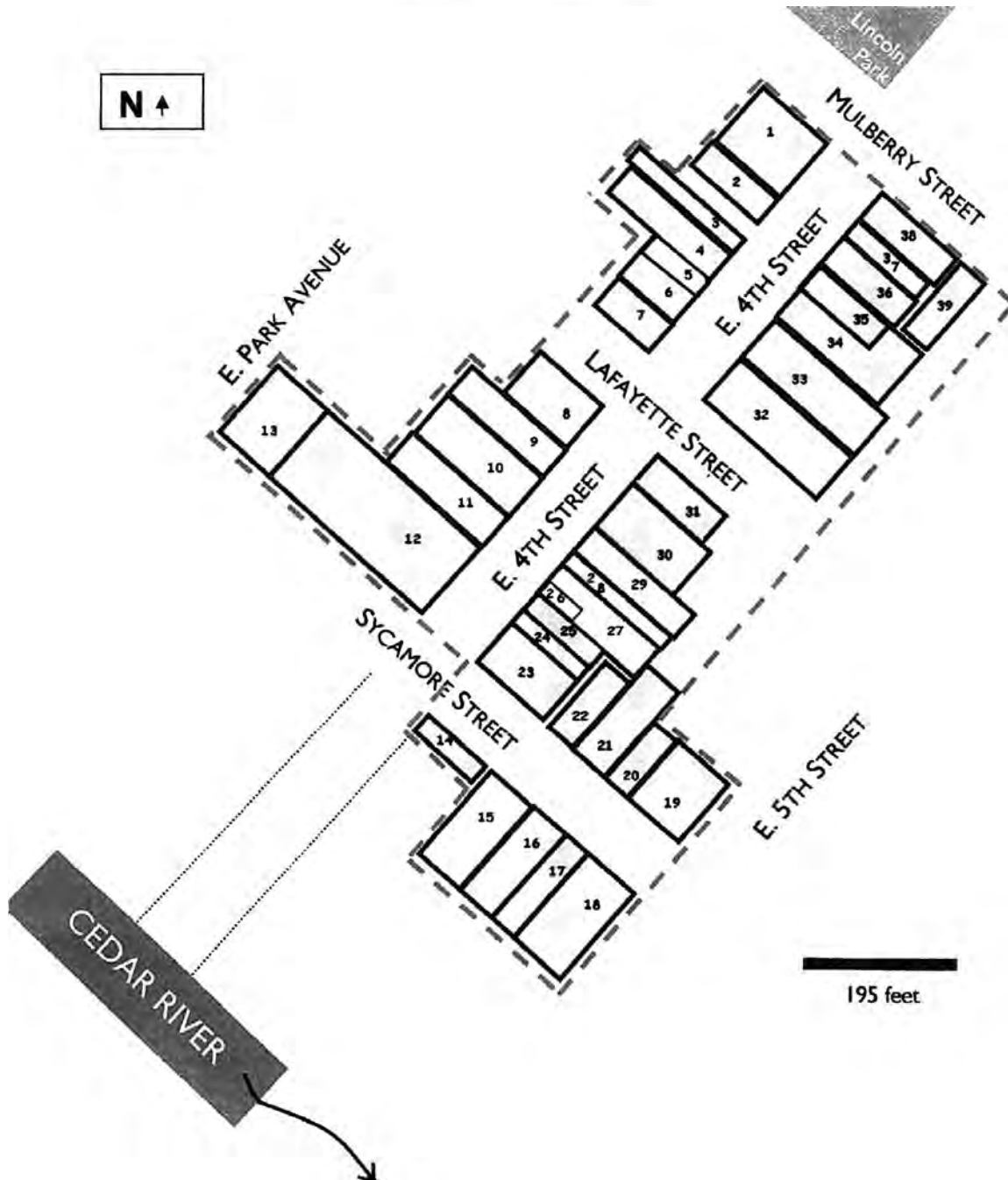
Waterloo East Commercial Historic District
Black Hawk County, Iowa

Section Additional Documentation Page 57

Site Plan

district boundary is shown as dashed line -- contributing buildings as shaded rectangles

(Tallgrass Historians L.C., 2010)



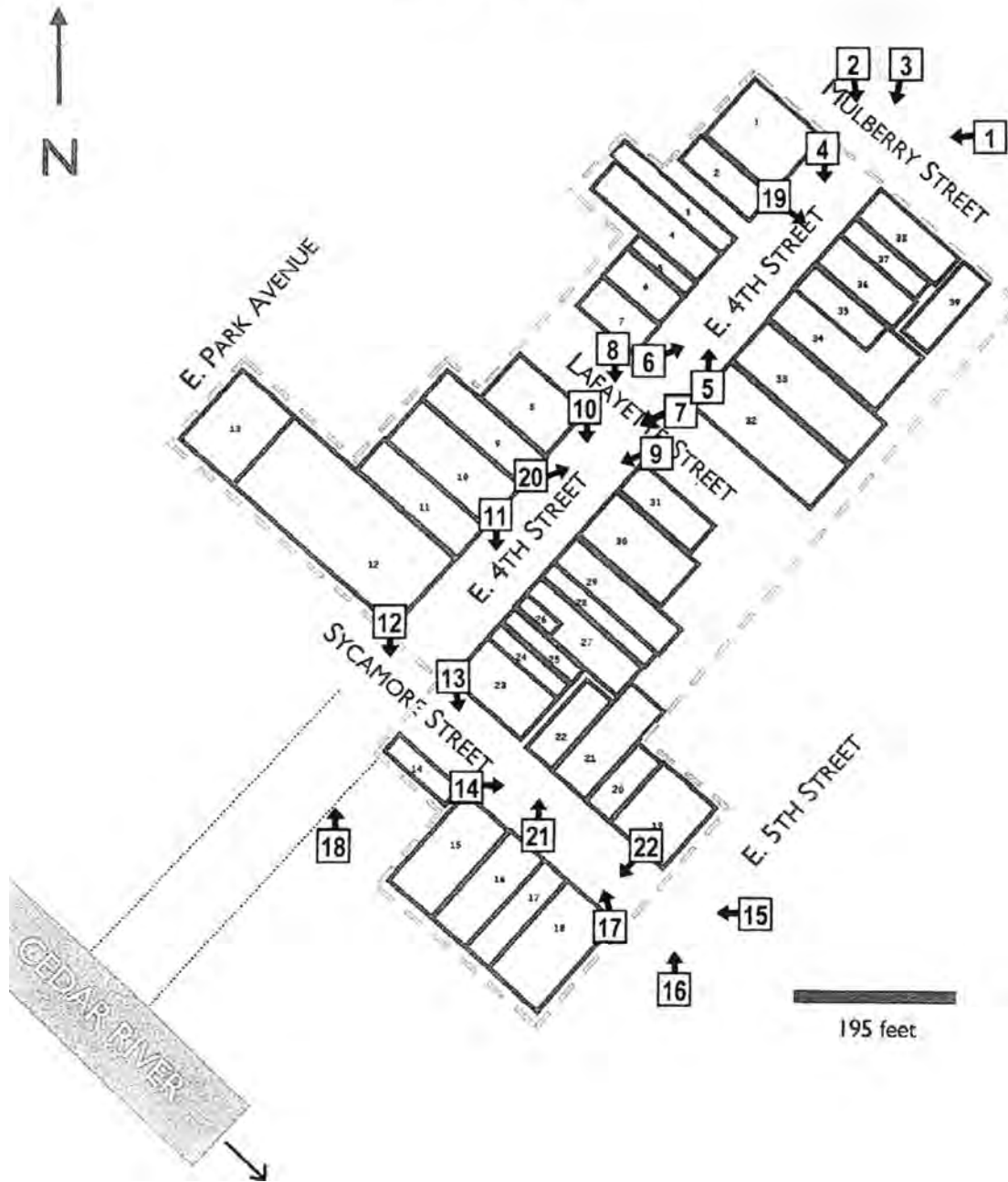
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National Park Service

National Register of Historic Places
Continuation Sheet

Waterloo East Commercial Historic District
Black Hawk County, Iowa

Section Additional Documentation Page 58

Photograph Locations



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Waterloo East Commercial Historic District
Black Hawk County, Iowa

Section Additional Documentation Page 59

Photograph label information (Photos 1, 2, 3, and 5, share information)

1. Waterloo East Commercial Historic District
2. Black Hawk County, IA
3. Tallgrass Historians L.C. (Jan Olive Full and Jennifer A. Price)
4. Photos 1, 4, 6, 7, 9, 12, 15, 16, 17, 18, 19, 22 : March 2008
4. Photos 20: November 19, 2008
4. Photos 2, 3, 5, 8, 10, 11, 13, 14, 21: June 2009
5. N/A (original digital files located at Tallgrass Historians LC, Iowa City, Iowa)
6. Photo view and direction camera is facing:
 - 1: WCF&N (#1) building, facing west
 - 2: 300 block of East 4th St., southeast side, facing south-southeast
 - 3: 300 block of East 4th St., southeast side, facing south-southwest
 - 4: mid-block 300 block of East 4th St., southeast side, facing south
 - 5: mid-block 300 block of East 4th St., northwest side, facing north
 - 6: southwest end of 300 block of East 4th St., southeast side, facing slightly northeast
 - 7: 200 block pf East 4th St., facing southwest
 - 8: north end of 200 block of East 4th St., southeast side, facing south
 - 9: north end of 200 block of East 4th St., northwest side, facing southwest
 - 10: mid-block 200 block of East 4th St., southeast side, facing south
 - 11: south end of 200 block of East 4th, southeast side, facing south
 - 12: southeast corner of East 4th and Sycamore Streets, facing south
 - 13: southwest side of 200 block of Sycamore St., facing south-southeast
 - 14: northeast side of 200 block of Sycamore St., facing east
 - 15: southwest side of 200 block of Sycamore St., facing west
 - 16: Marsh-Place (#19) building, Sycamore and East 5th Streets, facing north
 - 17: northeast side of 200 block of Sycamore St., facing northwest
 - 18: James Black Dry Goods Co. (#12), facing north
 - 19: southeast side of 300 block of East 4th St., facing southeast
 - 20: northeast corner of intersection of Lafayette and East 4th Streets, facing east-northeast
 - 21: northeast side of 200 block of Sycamore Street, facing north
 - 22: Gasser Block (#18) building, southwest corner, Sycamore and East 5th Streets, facing southwest

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National Park Service

**National Register of Historic Places
Continuation Sheet**

**Waterloo East Commercial Historic District
Black Hawk County, Iowa**

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Illustrative Photographs

East 4th Street, looking northeast toward Lafayette, c. 1907

The prominent corner bank building on the right is the original First National Bank and was replaced by the high rise First National Bank (#23), see below. The building on the left was the Logan Hotel; the site is now occupied by Black's (#12).



Source: "East Waterloo, IA" by F.J. Bandholtz, Des Moines, Iowa. Library of Congress collection; obtained at <http://memory.loc.gov>

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**National Register of Historic Places
Continuation Sheet**

**Waterloo East Commercial Historic District
Black Hawk County, Iowa**

Section Additional Documentation Page 61

First National Bank (#23) and Sycamore St., looking southeast c. 1915.

The buildings visible in this view are within the district, which ends just beyond the tall building (Marsh-Place, #19) at the end of the block behind the First National Bank. The tallest building at the far right margin of the view is the Elks (#16), also prominent in the 1907 view below.



Source: Jan Olive Full Collection

United States Department of the Interior
National Park Service

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Continuation Sheet**

**Waterloo East Commercial Historic District
Black Hawk County, Iowa**

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Sycamore St., looking northwest from East 5th St., c. 1920

The buildings visible in this view are within the district. Marsh-Place high rise (#19) is the near right building. On the left, the Gasser Block (#18) is the nearest building. The tallest building in the distance on the left is the nonextant Commerce Bank.



Source: Jan Olive Full Collection

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Continuation Sheet**

**Waterloo East Commercial Historic District
Black Hawk County, Iowa**

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East 4th (right) and Sycamore (left), looking southeast toward G.W. Miller's building (#14), c. 1907

The 2-story building in the center of the photograph is now Newton's Jewelers (#14) and is the oldest known building in the district. That corner building and the block to its left along Sycamore St. (including the tall Elks building) are within the district. Everything else visible in this photo is outside the district. The buildings to the right of the corner building constitute the 100 block of East 4th between Sycamore and the Cedar River and are mostly nonextant with the exception the Union Block, the tallest visible building in the middle of the block. The 1868 Union Block's ornate brick and stone façade collapsed in the late 20th century and was rebuilt with concrete block leaving it with poor exterior integrity. Its upper floors, which held the city's earliest offices and a well-used meeting hall were intact as of 2008. The building has been renovated since then. Compare the Union Block streetscape with the 1970s view below.



Source: "East Waterloo, IA" by F.J. Bandholtz, Des Moines, Iowa. Library of Congress collection; obtained at <http://memory.loc.gov>

East 4th Street, looking northeast from 4th Street bridge. c. 1970.

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National Park Service

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Continuation Sheet**

**Waterloo East Commercial Historic District
Black Hawk County, Iowa**

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The James Black department store high rise (#12) is the tall building on the left, marked by its landmark rooftop signage. First National Bank (#23) is the other tall building on the right. Outside the district, most of the buildings in the foreground on both sides of the street, between Black's and the bridge, are nonextant. A modern bank building and greenspace replaced the Commercial Bank and the brick stores on the left. On the right, the Paramount theater is gone also, but the old Union Block building remains, now clad behind a flat light-colored façade with the signage "Walkers" on its roof. An earlier photo from the opposite end of East 4th St. is below.

Greetings from Waterloo, Iowa



Source: Jan Olive Full Collection

East 4th Street, looking southwest at Mulberry St. intersection. c. 1940.

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Continuation Sheet

Waterloo East Commercial Historic District
Black Hawk County, Iowa

Section Additional Documentation Page 65

Black's (#12) is the tall building on the right, marked by its prominent rooftop signage. Lincoln Park is on the near right with the trees. The buildings in the foreground on the left are nonextant, including the Strand. The building in the distance that appears to be in the middle of the street is the YMCA across the river. A later photo from the opposite end of East 4th St. appears above.



Source: Jan Olive Full Collection

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National Register of Historic Places
Continuation Sheet

Waterloo East Commercial Historic District
Black Hawk County, Iowa

Section Additional Documentation Page 66

No.	Building Address	Property Owner	Mailing Address
1	323-329 E 4th	Lincoln Park Building LLC	Lincoln Park Building LLC 346 E Ridgeway Av Waterloo, IA 50702
2	319-321 E 4th	Running Hawk LLC	Running Hawk LLC 321 E. 4th St. Waterloo, IA 50703
3	315 E 4th	Marvel, Richard M Marvel, Eunice E	Baugh, Earl J 302 Walnut St. Waterloo, IA 50703
4	311-313 E 4th	Ament Investments LLC	Ament Investments LLC PO Box 325 Waterloo, IA 50704
5	309 E 4th	Waterloo and Davenport Reh LLC	Waterloo and Davenport Reh LLC PO Box 696 Cedar Rapids, IA 52406
6	305-307 E 4th	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703
7	301-303 E 4th	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703
8	225-229 E 4th	Micou, William C Jr.	Micou, William C Jr. 928 Beech St. Waterloo, IA 50703
9	221-223 E 4th	Martin, Paul L	Martin, Paul L 1178 Hickory Ridge Dr. Buckingham, IA 50612
10	215-219 E 4th	J and D Landco L C	Four East Village Properties LL 315 E 5th St Waterloo, IA 50703
11	211-213 E. 4th	J and D Landco L C	Four East Village Properties LL 315 E 5th St Waterloo, IA 50703
12	501 Sycamore	Midtown Development LLC	Midtown Development LLC 501 Sycamore St. #710 Waterloo, IA 50703
14	128 E 4th	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703
15	610-614 Sycamore	Bradford, Robert P Henderson, Margo J	Bradford, Robert, P Henderson, Margo J PO Box 936 Waterloo, IA 50704
16	616-622 Sycamore	SYCAM OOR LLC	SYCAM OOR LLC 315 E 5th St. Waterloo, IA 50703
17	617-619 Sycamore	Eveland, John D	Eveland John D 617 Sycamore St. Waterloo, IA 50703

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National Park Service

National Register of Historic Places
Continuation Sheet

Waterloo East Commercial Historic District
Black Hawk County, Iowa

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18	626-632 Sycamore	Nelson, Verner D Nelson, Donna L	Nelson Properties 501 sycamore St. #710 Waterloo, IA 50703
19	627 Sycamore	Marsh Place LP	Marsh Place LP PO Box 473 Spencer, IA 51301
20	621 Sycamore	Penn Rich Armfield Penn, Sharon	Penn Rich Armfield Penn, Sharon PO Box 1355 Waterloo, IA 50704
22	611-615 Sycamore	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703
24	206 E 4th	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703
25	208 E 4th	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703
26	210 E 4th	Cedar Skyline Corp	Cedar Skyline Corp 329 E 4th St. Waterloo, IA 50703
27	212 E 4th	Cedar Skyline Corp	Cedar Skyline Corp 329 E 4th St. Waterloo, IA 50703
28	214 E 4th	Cedar Skyline Corp	Cedar Skyline Corp 329 E 4th St. Waterloo, IA 50703
30	220-224 E, 4th	Fowler Project LLC	Fowler Project LLC 616 Sycamore St Waterloo, IA 50703
31	226-228 E 4th	JSA Development LLC	Fowler Projects LLC 616 Sycamore St., Waterloo, IA 50703
32	Lot, 4 th & Lafayette	City of Waterloo	City of Waterloo 715 Mulberry St. City Owned Waterloo, IA 50703
33	306-310 E 4th	JSA Development LLC	RC Management 346 E. Ridgeway Av Waterloo, IA 50702
34	312-314 E 4th	Grimes Port Jones Schwerdtfeger	Grimes Port Jones Schwerdtfeger 314 E. 4th St. Waterloo, IA 50703
35	316-318 E 4th	Nolta, Brian E.	Nolta, BrianE. PO Box426 Waterloo, IA 50704
36	320-322 E 4th	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703
37	324 E 4th	JSA Development LLC	JSA Development LLC

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National Park Service

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Continuation Sheet

Waterloo East Commercial Historic District
Black Hawk County, Iowa

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			315 E. 5th St. Waterloo, IA 50703
38	326-330 E 4th	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703
39	612-616 Mulberry	JSA Development LLC	JSA Development LLC 315 E 5th St. Waterloo, IA 50703

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Waterloo East Commercial Historic District
NAME:

MULTIPLE Iowa's Main Street Commercial Architecture MPS
NAME:

STATE & COUNTY: IOWA, Black Hawk

DATE RECEIVED: 10/07/11 DATE OF PENDING LIST: 10/28/11
DATE OF 16TH DAY: 11/14/11 DATE OF 45TH DAY: 11/22/11
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 11000813

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 11.18.11 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in
The National Register
of
Historic Places**

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

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

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



MAIN STREET

MAIN STREET WATERLOO

MAIN STREET KENTUCKY

Waterloo East Commercial Historic District
Black Hawk Co., IA
#1



E 4TH ST

BANKOWA

CU

Waterloo East Commercial Historic District
Black Hawk Co., IA
#2



E 4TH ST

BANKIOWA

ATM

CA

NO PARKING

Waterloo East Commercial Historic District
Black Hawk Co., IA
#3



Waterloo East Commercial Historic District
Black Hawk Co., IA

#4



H&R BLOCK

Special Tax
Courses
Group
Plan



CEC

18-2924

18-121

Waterloo East Commercial Historic District
Black Hawk Co., IA
#5



Waterloo East Commercial Historic District
Black Hawk Co., IA
#6



Waterloo East Commercial Historic District
Black Hawk Co., IA
#7



THE FOWLER CO.

FIRST NATIONAL BANK
SECOND FLOOR

HOTEL



BUSINESSES OPEN!

BUSINESSES OPEN!

Waterloo East Commercial Historic District
Black Hawk Co., IA
#8



Waterloo East Commercial Historic District
Black Hawk Co., IA

#9



Waterloo East Commercial Historic District
Black Hawk Co., IA
#10



Waterloo East Commercial Historic District
Black Hawk Co, IA
#11



NEWTON

DIAMOND'S NEWTON'S



Waterloo East Commercial Historic District
Black Hawk Co., IA

#12



Waterloo East Commercial Historic District
Black Hawk Co., IA
#13



Waterloo East Commercial Historic District
Black Hawk Co., IA

#14



SYCAMORE ST

HYDRA CON
MOTOR OILS

RESTAURANT

BAR

Waterloo East Commercial Historic District
Black Hawk Co., IA
#15



Waterloo East Commercial Historic District
Black Hawk Co., IA
#16



Waterloo East Commercial Historic District
Black Hawk Co., IA
#17



Black's

SUB CITY II

Waterloo East Commercial Historic District
Black Hawk Co., IA

#18



Waterloo East Commercial Historic District
Black Hawk Co., IA
#19



THE FOWLER CO.

A.W. HAFFA

Home Comforts

THE FOWLER CO. HOME FURNISHINGS



Waterloo East Commercial Historic District
Black Hawk Co, IA
#20



Waterloo East Commercial Historic District
Black Hawk Co., IA

21



AYUDA CON
BUSQUEDA DE DOCUMENTOS
TAPES SIN DOCUMENTACION

OBTENGA AQUI SU
PASAPORTE MATRICULA
LICENCIA INTERNACIONAL

MIDWEST
SALE

Waterloo East Commercial Historic District
Black Hawk Co, IA

#22

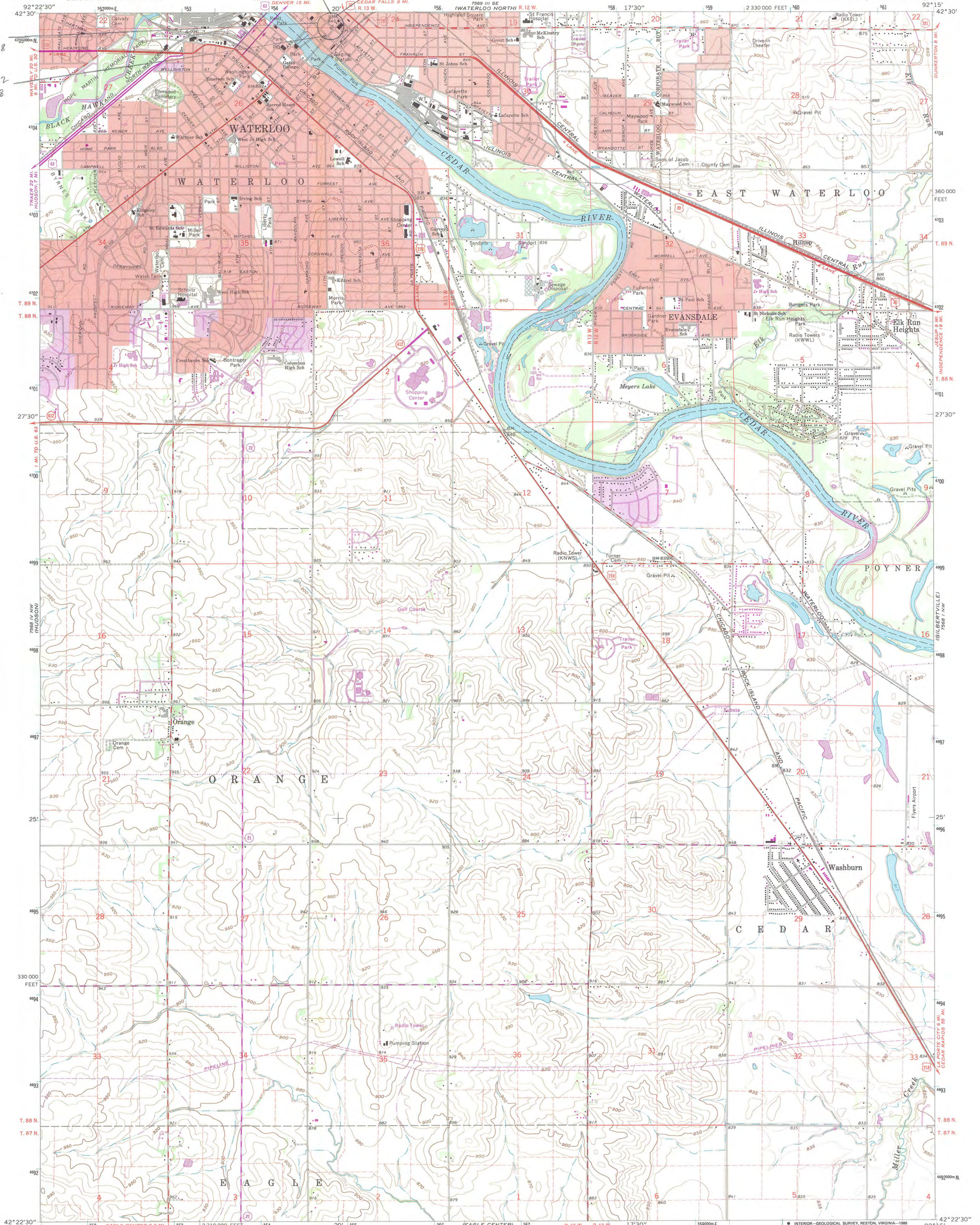
UTM Reference #1
15/554 485/4705318

UTM Reference #2
15/554 605/4705138

Waterloo East Commercial
Historic District
Waterloo, Black Hawk Co
IA

UTM Reference #3
15/554 66/4705441

UTM Reference #4
15/554 144/4705367



Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS

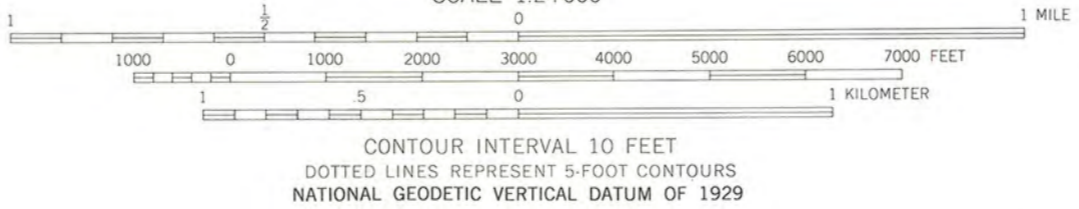
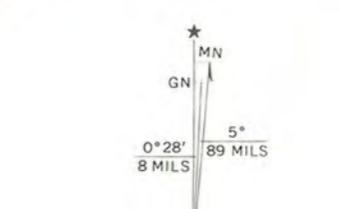
Topography by photogrammetric methods from aerial
photographs taken 1958 and 1963. Field checked 1963

Polycyclic projection. 1927 North American datum
10,000-foot grid based on Iowa coordinate system, north zone
1000-meter Universal Transverse Mercator grid ticks,
zone 15, shown in blue

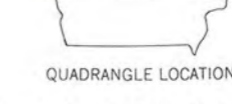
Red tint indicates areas in which only landmark buildings are shown
Fine red dashed lines indicate selected fences and field lines where
generally visible on aerial photographs. This information is unchecked

Revisions shown in purple compiled from aerial photographs
taken 1972. This information not field checked

Purple tint indicates extension of urban areas



CONTOUR INTERVAL 10 FEET
DOTTED LINES REPRESENT 5-FOOT CONTOURS
NATIONAL GEODETIC VERTICAL DATUM OF 1929



ROAD CLASSIFICATION	
Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
U.S. Route	State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

To place on the predicted North American Datum 1983,
move the projection lines 4 meters north and
15 meters east as shown by dashed corner ticks

WATERLOO SOUTH, IOWA

42092-D3-TF-024

1963
PHOTOREVISED 1972
DMA 7568 IV NE-SERIES 7876

DEC 09 2010

IOWA DEPARTMENT OF

CULTURAL AFFAIRS

MARY TIFFANY COWNIE, DIRECTOR

TERRY E. BRANSTAD, GOVERNOR

KIM REYNOLDS, LT. GOVERNOR

RECEIVED 2280

OCT - 7 2011

NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

STATE
HISTORICAL
SOCIETY of
IOWA

JEROME THOMPSON
ADMINISTRATOR



MATTHEW HARRIS
ADMINISTRATOR

600 E. LOCUST
DES MOINES, IOWA
50319

T. (515) 281-5111
F. (515) 282-0502

CULTURAL.AFFAIRS.ORG

October 4, 2011

Carol Shull, Chief
National Park Service
National Register of Historic Places
1201 Eye Street, N.W.-- 8th Floor
Washington, D.C. 20005

Dear Ms. Shull:

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

- Armour Creameries Poultry House, 218 5th Ave. South, Coon Rapids, Iowa
- Waterloo East Commercial Historic District, 128-329 E. 4th St.-612-616 Mulberry St. -501-632 Sycamore St., Waterloo, Iowa

Sincerely,

A handwritten signature in cursive script that reads 'Elizabeth Foster Hill'.

Elizabeth Foster Hill, Manager
National Register and Tax Incentive Programs