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United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name New Era (Dobson) Building
other names/site number Town Clock Building

2. Location

street & number 115-117 East Platt not for publication
city, town Maquoketa vicinity
state Iowa code IA county Jackson code 097 zip code 52060

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>2</u>	<u>0</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u>2</u>	<u>0</u> objects
			<u>0</u> Total

Name of related multiple property listing: Architectural & Historical Resources of Maquoketa, IA
Number of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.

David [Signature] 6/19/91
Signature of certifying official Date
State Historical Society of Iowa
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.
 See continuation sheet.

determined eligible for the National Register. See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

Bob Boland 8/9/91

Signature of the Keeper Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Current Functions (enter categories from instructions)

COMMERCIAL/Specialty Store

COMMERCIAL/Specialty Store

7. Description

Architectural Classification
(enter categories from instructions)

Materials (enter categories from instructions)

Late Victorian

Other: No style

foundation Limestone

walls Brick

roof Asphalt

other Cast Iron

Describe present and historic physical appearance.

This two story brick double storefront building was constructed in two parts, the west half in 1882 and the east half in 1890, but the two halves are nearly identical. A triangular brick identification pediment unites the two sections. Second floor windows have brick patterned hoodmolds with keystones, and a simple brick cornice with panels and dentils caps the facade. These hoods and cornice are similar to those found on several other vernacular commercial buildings in Maquoketa from the 1880s. Iron storefronts were part of the original design and are extant today. A frame clock tower was located on the roof of this building. It was not a clock tower like you would find on a courthouse, but looked more like a wooden water tank. It was removed in 1941.

Alterations to this building include metal panels over the transom area of the display windows, and the lower panel areas of the windows filled in with brick. The iron columns and recessed entries are in place. At the second floor level panels have been placed in the top of the windows on the west half. These panels appear to cover the top sash, not replace it. The overall design of the building, at street level, upper level windows, and the cornice area, retains a high degree of integrity. This survey and nomination project focused on the exterior of the buildings, with little or no information gathered on the interiors.

This building is not located on Main Street, but around the corner on East Platt, occupying part of the lot where John Goodenow's first brick hotel was located in 1849. Historic photographs show the early wagon trains coming through town on Platt, and Iowa Highway 62 follows Platt through Maquoketa. There have always been some commercial enterprises located on Platt (including two livery stables in the 19th century), but the majority of the businesses were on Main.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Period of Significance

Significant Dates

Architecture

1882 & 1890

1882 & 1890

Cultural Affiliation
N.A.

Significant Person
N.A.

Architect/Builder
Bldr: John Lake

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The New Era (Dobson) Building is significant under Criterion C as a good example of the vernacular brick commercial buildings constructed in Maquoketa during the 1880s.

This building does not have the elegance of design that is found on the Sanborn Building or Hurst Hotel, but it is an unpretentious, function design. Like Mitchell-Maskrey and the Cundill Block, this illustrates the brickwork used on many buildings from this period. The brick patterned segmental arched hoodmolds with keystones, and cornice of brick panels and dentils were common designs in the community. This is one of two commercial buildings that have been identified as being the work of John Lake (the other is the I.O.O.F. Building). While it has not been proven, it is possible that Lake may have been responsible for the construction of the other buildings in Maquoketa with this same type of brick patterning. Maquoketa appears to be somewhat unusual in the large number of major brick blocks which utilized this simple brick treatment rather than the popular cast hoodmolds and decorative metal cornices. The New Era Building is in relatively unaltered condition and is a significant building because it is representative of this type.

Known variously as the New Era, or Dobson, or Town Clock Building, it illustrates how the business district expanded along Platt in the last part of the 19th century. The side streets (including Pleasant one block south) tended to house more services than goods, and this building is no exception. The first recorded tenants were a carriage repository and a harness shop. Other occupants over the years included a tailor, pool hall, printing office, and wholesale hardware. In 1899 the city council chambers were located on the second floor.

See continuation sheet

9. Major Bibliographical References

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Jackson Sentinel Centennial Edition, 1854-1954, Sec H p 5

Maquoketa Excelsior, July 19, 1890, no page

A four page promotional brochure used by Dr. Dobson.

There Grew a Timber city, (Maquoketa: Jackson State Bank, 1976), p 81

"First Regular Strike of Old Town Clock Resounded 45 Years Ago,"
undated and unidentified newspaper clipping from 1935.

See continuation sheet

Previous documentation on file (NPS):

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

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreage of property Less than one acre.

UTM References

A 15 6932055 4761598,6,0
Zone Easting Northing

B _____
Zone Easting Northing

C _____

D _____

See continuation sheet

Verbal Boundary Description

O.P. N 100' of E 24' Lot 24 Blk 19
O.P. N 100' Ex E 9' Lot 23 Blk 19 (A.K.A. W 27' of E 30' Ex S 20' Lot 15 Blk 19)

Sec 19 T84N R3E
City of Maquoketa

See continuation sheet

Boundary Justification

This boundary includes the lots historically associated with this resource.

See continuation sheet

11. Form Prepared By

name/title Molly Myers Naumann, Consultant (515) 682-2743
organization Maquoketa Historic Preservation Comm. date May 1991
street & number City Hall, 201 S. Olive telephone (319) 652-2486
city or town Maquoketa state Iowa zip code 52060

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National Register of Historic Places Continuation Sheet

Section number 8 Page 2

CFN-259-1116

Probably the most interesting fact about this building is not who or what occupied it, but who owned it. The second half was built for Dr. A.B. Dobson, a "Clairvoyant Physician and Magnetic Healer." He had arrived in Maquoketa in 1875, shortly after the town started growing so rapidly. He advertised widely, and was said to receive a market basket of mail each day. His ads said "Send three two-cent stamps, lock of hair, name, sex, age, one leading symptom, and he will tell you what ails you, free. Medicine sent by mail, postage free. The best of references if required." He was said to have successfully combated cancer, lameness, lack of appetite, and heart trouble. Dobson was very highly regarded, and served as mayor in 1891. He personally supplied shoes for the poor children of school age during the winters, provided drinking fountains around town, and purchased the town clock which was located on the top of this building. Dobson moved from Maquoketa in 1891, but he left an indelible mark on the community, both in terms of his gifts, and his legend. Dobson's residency coincided with Maquoketa's "Boom Years."