

**Site Inventory Form**  
**State Historical Society of Iowa**  
 (December 1, 1999)

State Inventory No. 70-00957  New  Supplemental  
 Part of a district with known boundaries (enter inventory no.) \_\_\_\_\_  
 Relationship:  Contributing  Noncontributing  
 Contributes to a potential district with yet unknown boundaries  
 National Register Status: (any that apply)  Listed  De-listed  NHL  DOE  
 Review & Compliance No. \_\_\_\_\_  
 Non-Extant (enter year) \_\_\_\_\_

**1. Name of Property**

historic name Broud Department Store  
 other names/site number Field Site #: FS-025

**2. Location**

street & number 123-129 West Second Street  
 city or town Muscatine  vicinity, county Muscatine  
 Legal Description: (If Rural) Township Name \_\_\_\_\_ Township No. \_\_\_\_\_ Range No. \_\_\_\_\_ Section \_\_\_\_\_ Quarter of Quarter \_\_\_\_\_  
 (If Urban) Subdivision Original Town Block(s) 34 Lot(s) E1/3 LOT 1 & W20'E41'

**3. State/Federal Agency Certification [Skip this Section]**

**4. National Park Service Certification [Skip this Section]**

**5. Classification**

Category of Property (Check only one box)	Number of Resources within Property		
	If Non-Eligible Property	If Eligible Property, enter number of:	
	Enter number of:	Contributing	Noncontributing
<input checked="" type="checkbox"/> building(s)	_____ buildings	<u>1</u>	_____ buildings
<input type="checkbox"/> district	_____ sites	_____	_____ sites
<input type="checkbox"/> site	_____ structures	_____	_____ structures
<input type="checkbox"/> structure	_____ objects	_____	_____ objects
<input type="checkbox"/> object	_____ Total	<u>1</u>	_____ Total

Name of related project report or multiple property study (Enter "N/A" if the property is not part of a multiple property examination).  
 Title \_\_\_\_\_ Historical Architectural Data Base Number \_\_\_\_\_  
Historical and Architectural Survey and Evaluation of the Downtown Commercial District 70-013

**6. Function or Use**

<b>Historic Functions</b> (Enter categories from instructions)	<b>Current Functions</b> (Enter categories from instructions)
<u>02F: Commerce / Department Store</u>	<u>02E09: Commerce / Specialty Store / Furniture</u>
_____	_____
_____	_____

**7. Description**

<b>Architectural Classification</b> (Enter categories from instructions)	<b>Materials</b> (Enter categories from instructions)
<u>09F05: Commercial / Brick Front</u>	foundation <u>04C: Stone / Limestone</u>
_____	walls <u>03: Brick</u>
_____	roof <u>08B: Asphalt / Rolled</u>
_____	other _____

**Narrative Description** ( SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

**8. Statement of Significance**

**Applicable National Register Criteria** (Mark "x" representing your opinion of eligibility after applying relevant National Register criteria)

<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	A	Property is associated with significant events.
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended	B	Property is associated with the lives of significant persons.
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	C	Property has distinctive architectural characteristics.
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	D	Property yields significant information in archaeology or history.

County Muscatine  
City Muscatine

Address 123-129 West Second Street

Site Number 70-00957  
District Number \_\_\_\_\_

**Criteria Considerations**

- 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.

**Areas of Significance** (Enter categories from instructions)

05: Commerce

02: Architecture

**Significant Dates**

Construction date

1949  check if circa or estimated date

Other dates \_\_\_\_\_

**Significant Person**

(Complete if National Register Criterion B is marked above)

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

**Architect/Builder**

Architect

\_\_\_\_\_  
Builder \_\_\_\_\_

**Narrative Statement of Significance** ( SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

**9. Major Bibliographical References**

Bibliography  See continuation sheet for citations of the books, articles, and other sources used in preparing this form

**10. Geographic Data**

**UTM References (OPTIONAL)**

Zone	Easting	Northing	Zone	Easting	Northing
1	_____	_____	2	_____	_____
3	_____	_____	4	_____	_____

See continuation sheet for additional UTM references or comments

**11. Form Prepared By**

name/title Maryrose and John Peterschmidt (Member and Volunteer) (R.L. McCarley, consultant)

organization Muscatine Historic Preservation Commission date March 18, 2005

street & number 215 Sycamore Street telephone 563-264-1550

city or town Muscatine state Iowa zip code 52761

**ADDITIONAL DOCUMENTATION (Submit the following items with the completed form)**

**FOR ALL PROPERTIES**

- Map:** showing the property's location in a town/city or township.
- Site plan:** showing position of buildings and structures on the site in relation to public road(s).
- Photographs:** representative black and white photos. If the photos are taken as part of a survey for which the Society is to be curator of the negatives or color slides, a photo/catalog sheet needs to be included with the negatives/slides and the following needs to be provided below on this particular inventory site:

Roll/slide sheet # \_\_\_\_\_ Frame/slot # \_\_\_\_\_ Date Taken \_\_\_\_\_  
Roll/slide sheet # \_\_\_\_\_ Frame/slot # \_\_\_\_\_ Date Taken \_\_\_\_\_  
Roll/slide sheet # \_\_\_\_\_ Frame/slot # \_\_\_\_\_ Date Taken \_\_\_\_\_

- See continuation sheet or attached **photo & slide catalog sheet** for list of photo roll or slide entries.
- Photos/illustrations without negatives are also in this site inventory file.

**FOR CERTAIN KINDS OF PROPERTIES, INCLUDE THE FOLLOWING AS WELL**

- Farmstead & District:** (List of structures and buildings, known or estimated year built, and contributing or non-contributing status)
- Barn:**
  - A sketch of the frame/truss configuration in the form of drawing a typical middle bent of the barn.
  - A photograph of the loft showing the frame configuration along one side.
  - A sketch floor plan of the interior space arrangements along with the barn's exterior dimensions in feet.

**State Historic Preservation Office (SHPO) Use Only Below This Line**

Concur with above survey opinion on National Register eligibility:  Yes  No  More Research Recommended  
 This is a locally designated property or part of a locally designated district.

Comments: \_\_\_\_\_

Evaluated by (name/title): \_\_\_\_\_ Date: \_\_\_\_\_

# Iowa Site Inventory Form Continuation Sheet

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<u>Broud Department Store</u>	<u>Muscatine</u>
Name of Property	County
<u>123-129 W. 2<sup>nd</sup> Street</u>	<u>Muscatine</u>
Address	City

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## 7. Narrative Description

The Broud Department Store was constructed at 123-129 West 2<sup>nd</sup> Street in 1949 after a fire. It is a two-story, four-bay, brick structure with a high parapet wall. It is constructed of yellow glazed brick, laid in running bond with a soldier course at the top of the parapet. The second floor features four large window openings; the openings have been covered with painted wood paneling. A rowlock course of brick extends across the façade above and below these windows. Between each window opening, also across the full building width, are three inset courses, creating four wide bands. The storefront frieze is covered with wood paneling. The storefronts consist of aluminum plate glass display windows and two aluminum glass double-door entries. Modern awnings protect the merchandise on display in the windows.

## 8. Narrative Statement of Significance

The Broud Department Store appears to be individually eligible for the National Register of Historic Places under Criteria A and C. Additionally, it is a contributing structure in a potential downtown historic district.

The Broud Department Store is one of two “department store” structures built in downtown Muscatine in the decade following World War II. Though the department store concept dates to an earlier period, the department stores constructed after World War II reflect a more streamlined approach to this business. Fewer specialty stores were constructed in this period. Both this structure and the Woolworth Building (121-123 E. 2<sup>nd</sup> St) were constructed with yellow brick facades, large storefront windows, and simple details on the upper portion of the façade. This structure is about twice as large as the Woolworth Building. Though the upper windows have been covered, it retains a higher integrity in the storefront and demonstrates better the simplicity of detail typical to structures of this period. Thus, this structure appears to be individually eligible for the National Register of Historic Places under Criteria A and C as a post-WWII department store.

Additionally, this structure contributes to a potential National Register downtown historic district. It falls within one historic context identified for this district: “20<sup>th</sup> century Business and Industry.” The 1949 “modern” architecture contributes a later aspect of commercial architecture to this historic district than the majority of the contributing buildings. Additionally, its construction as a department store in this period reflects the commercial history of this period.

This structure occupies the space formerly occupied by the McQuesten Hardware Company (123) and three sections of the 1854 Union Block structure spanning 125 to 133 W. 2<sup>nd</sup> St (70-00159). Broud’s Army Store first appears in Muscatine city directories at 123 and 125 W. 2<sup>nd</sup> Street in 1927. J.C. (Joe) Broud remodeled both store fronts in 1940, eliminating the Italianate style and introducing the simple, yellow brick façade that is seen today (*Muscatine Journal Centennial Edition*, May 31, 1940, 7). Broud continued his business as a hardware store at 123 and 125 W. 2<sup>nd</sup> Street until 1946. He then purchased the two properties at 127 and 129 West 2<sup>nd</sup> Street and undertook a major remodeling of the entire

# Iowa Site Inventory Form Continuation Sheet

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<u>Broud Department Store</u>	<u>Muscatine</u>
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business complex. Then called Broud's Department Store, the resulting storefront then appeared to be one store, rather than four individual store facades. In September 1948 the remodeling was nearly complete and the store was fully stocked with new merchandise, when a fire broke out. The fire totally gutted the newly remodeled structure and destroyed its contents ("Blaze Destroys Broud's Store," September 12, 1948, 1; "Set Fire Loss at Broud's Near Quarter Million Dollars" September 13, 1948, 1).

Joe C. Broud regrouped and rebuilt his department store in 1949. He established temporary quarters for his business and kept his employees working during the time it took to rebuild. The new and current structure completed in 1949 is almost identical to the 1948 remodeled appearance of the three story structures. However, the rebuilt structure, not need the third story inherited with the previous existing structures, was only two stories with a tall parapet rather than a full three-story structure ("Business And Recreational Facilities Expansion," December 30, 1949, 11). Broud only operated in this new building for a few years, selling his business in 1952 to the W.T. Grant Company, a chain department store company, which continued to prosper at this location into the 1960s.

## 9. Major Bibliographical References

"Blaze Destroys Broud's Store," *Muscatine Journal*. September 12, 1948, p. 1

"Business And Recreational Facilities Expansion," *Muscatine Journal*. December 30, 1949, p. 11.

City Directories, Muscatine. Various publishers, 1925-1959. Available at the Musser Public Library.

*Muscatine Journal Centennial Edition*. Muscatine Business Directory. May 31, 1940, p. 7.

Sanborn Map Company. "Muscatine, Iowa" Sanborn fire insurance maps. Pelham, NY: Sanborn Map Company, 1928, 1946. Accessed online at: [Sanborn.umi.com](http://Sanborn.umi.com)

"Set Fire Loss at Broud's Near Quarter Million Dollars," *Muscatine Journal*. September 13, 1948, p. 1.

# Iowa Site Inventory Form Continuation Sheet

Site Number 70-00957

Related District Number \_\_\_\_\_

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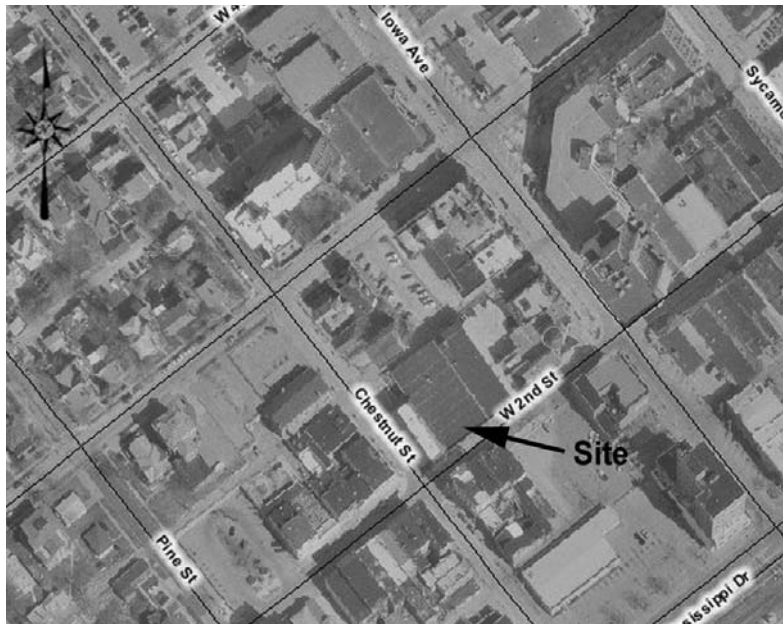
Broud Department Store  
Name of Property

Muscatine  
County

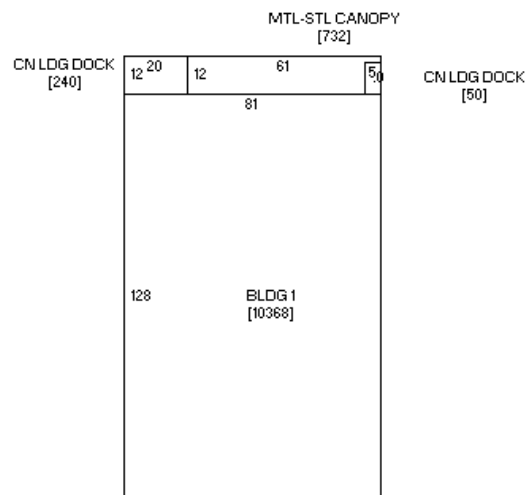
123-129 W. 2<sup>nd</sup> Street  
Address

Muscatine  
City

## Location Map



## Plan (from assessor's office)



(front)

# Iowa Site Inventory Form Continuation Sheet

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Broud Department Store  
Name of Property

Muscatine  
County

123-129 W. 2<sup>nd</sup> Street  
Address

Muscatine  
City

## Photograph of building (digital image)

