

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

State Inventory No. 70-00460  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 Muscatine Journal Building  
 other names/site number Red Paint Store, Field Site #: FS-041

**2. Location**

street & number 214(-216) Iowa Avenue  
 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) South 60' Lot 6

**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:
<input checked="" type="checkbox"/> building(s)	_____	Contributing _____ Noncontributing _____
<input type="checkbox"/> district	_____	_____
<input type="checkbox"/> site	_____	_____
<input type="checkbox"/> structure	_____	_____
<input type="checkbox"/> object	_____	_____
	_____ buildings	<u>1</u> _____ buildings
	_____ sites	_____ sites
	_____ structures	_____ structures
	_____ objects	_____ objects
	_____ 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>02A05: Commerce /Trade/Newspaper</u>	<u>70: Vacant/Not in Use</u>
<u>02E: Specialty Store</u>	_____
_____	_____

**7. Description**

<b>Architectural Classification</b> (Enter categories from instructions)	<b>Materials</b> (Enter categories from instructions)
<u>05D: Late Victorian/Queen Anne</u>	foundation <u>03: Brick</u>
_____	walls <u>03: Brick</u>
_____	roof <u>08B: Rolled Asphalt</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 214 Iowa Avenue

Site Number 70-00460  
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)

06: Communications

02: Architecture

**Significant Dates**

Construction date

1904  check if circa or estimated date

Other dates

1920s storefront

**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 John Sayles, Volunteer; Devin Pettit, Vice-Chairman M.H.P.C. (R.L. McCarley, consultant)

organization Muscatine Historic Preservation Commission date December 12, 2004

street & number 215 Sycamore telephone 563-264-1550

city or town Muscatine state IA 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: \_\_\_\_\_

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<u>Muscatine Journal Building</u>	<u>Muscatine</u>
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## 7. Narrative Description

This two-story, two-bay brick Queen Anne commercial building was built in 1904 for the *Muscatine Journal* on the site of their previous building. The storefront windows and entry have been modified somewhat from the original construction. A picture from 1910 shows that the entry used to be flush with the storefront windows. The entry had decorative elements above, with windows on either side. An iron cornice also appears across the storefront, now covered/replaced by wood (#O.G. 1112). A c.1933 photograph of the building, when the Red Paint store was located here, shows that the storefront had been remodeled, including the tile work and recessed entry (Burr and Johnson 1992: 80). The single-door entry is currently recessed, with a canopy over the entryway. The storefront retains large storefront windows, with decorative transom windows. Ceramic tile was also installed under the display windows during remodeling. The brick second story features two original oriel windows. The center window in each oriel window is a large cottage window with leaded glass transom, typical of the Queen Anne style. One-over-one-light double-hung windows are located on either side of the center window. The building has brick corbelling under the frieze, a decorative frieze, and decorative capping on the parapet. The roof is flat.

The south (alley) elevation of the building is brick in fair condition. The first floor features a bricked-in display window, a bricked-in door, bricked-in display window with two smaller single light windows, an old display window has been converted to a door with a window above and beside, and a boarded-up window with an electrical panel and meter attached. On the second floor there are 4 paired two-over-two-light double-hung windows with segmental arch lintels. One additional paired opening has been filled with glass block and brick. All five window openings have stone sills. An old stable building is located directly behind this building (70-00977). The north elevation is a party wall with the adjacent building.

An interior feature of note is the tin ceilings.

## 8. Narrative Statement of Significance

The Muscatine Journal Building appears to be individually eligible for the National Register of Historic Places under Criteria A and C. It also appears to be a contributing building in a potential downtown district.

The Muscatine Journal Building (1904) appears to be individually eligible for the National Register of Historic Places under Criterion A for its association with the *Muscatine Journal* and Lee Enterprises. At the time that the *Journal* operated in this location, it was the largest newspaper in Muscatine, succeeding several earlier newspapers. It was involved in several community issues during the period that it operated in this building, including the heated battle over saloons that resulted in prohibition in 1908. Additionally, the Muscatine Journal Building appears to be individually eligible for its association with Lee Enterprises. The *Muscatine Journal* was the first newspaper that A.W. Lee worked for, beginning his career. After he became publisher of the *Ottumwa Courier* in 1890 and significantly expanded the paper and its circulation, he acquired the *Davenport Times* in 1899 and the *Muscatine Journal* in 1903,

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following his vision of the network of related, locally controlled newspapers. Today, Lee Enterprises, Inc. is based in Davenport, Iowa, and its operations encompass 21 daily newspapers, 73 weekly newspapers and specialty publications, 9 network-affiliated television stations, and 7 satellite television stations. In January 2005 they announced plans to acquire Pulitzer, Inc., a St. Louis based newspaper conglomerate with 14 daily newspapers and over 100 weekly newspapers. They are projected to become the fourth largest U.S. newspaper publisher in terms of dailies owned and seventh largest in circulation, growing from 44 to 58 daily newspapers in 23 states, with new total circulation of 1.7 million daily and 2.0 million Sunday (Lee Enterprises, Inc. website: <http://www.lee.net/newsreleases>).

This building at 214 Iowa also has significant history associated with the Red Paint Store. This business started in the adjacent building in 1880, moving into this building in 1919 when the *Muscatine Journal* moved to their new building. They continued to operate here until 1982. Around 10 stores in Muscatine were offering paint in the early 1900s, including hardware stores and even a few drug stores. The Red Paint Store was the only one in Muscatine to sell only paint and paint supplies until Pittsburgh Paint Store opened in 1934 (and closed by 1946). Additionally, city directories indicate there was no separation of wholesale or retail paint suppliers before 1929. However, in the 1929 directory, the Red Paint Store is the first store specifically identified as a wholesale paint supply outlet. During the time that the Red Paint Store was located here, the storefront was remodeled, likely in the 1920s.

Additionally, the *Muscatine Journal* Building appears to be eligible for the National Register of Historic Places under Criterion C as an excellent example of Queen Anne commercial architecture with a 1920s storefront. The building's oriels and cornice have extensive millwork, and the oriel's caps have brackets underneath. The windows appear to be original, based on photo from 1910. On the interior the ceiling is clad in pressed tin. There are relatively few buildings in the downtown that have tin ceilings left, or at least exposed, the other examples include 220 Iowa Avenue, and 110 and 124 East 2<sup>nd</sup> Street. The storefront remodeling, likely in the 1920s, also contributes to the architectural significance of this building. The art deco style storefront is very unique in Muscatine, with the recessed entry, black and red tile work, and stylized transom windows. The Red Paint Store, responsible for this remodeling, was a locally significant business that operated here from 1919 to 1982.

Finally, the Muscatine Journal Building appears to be a contributing building in a potential downtown historic district. It falls within one historic context identified for the district: "20<sup>th</sup> century Business and Industry." The development and growth of Lee Enterprises is rooted in the 19<sup>th</sup> century and grew into a reality in the 20<sup>th</sup> century. Few of the business dreams that were launched in Muscatine reached such a level of success. As an example of 19<sup>th</sup> and 20<sup>th</sup> century business acumen, no other locally developed business can claim as much success over that period of time. Additionally, its long association with the Red Paint Store from 1919 to 1982 also represents a very successful local business. Its history and architecture strongly contribute to the commercial nature of the potential downtown historic district.

The building at 214 Iowa served as the home of the Muscatine Journal from 1904 to 1919. The 1889 *Portrait and Biographical Album of Muscatine County* notes that "This excellent paper dates its beginning from Oct. 27, 1840, when it made its first appearance under the name of the Bloomington Herald, with Hughes and Russell, editors and proprietors, John Russell being its controlling spirit." It went through

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several editors, and in November 1847 John Mahin entered the office as an apprentice, at the age of thirteen years. In 1849, Noah M. McCormick came from St. Louis, revived the paper, and changed its name to the *Muscatine Journal*. He sold it to Jacob and John Mahin, father and son, in July 1852. John Mahin assumed sole charge of it in 1857, and continued as manager without change of proprietors until January 1866. On Jan. 1, 1879, the name and style of the "Journal Printing Company" was adopted, with John Mahin, President; J.B. Lee, Treasurer, and A.W. Lee, Secretary. The company was incorporated soon after (*Portrait and Biographical Album of Muscatine County* 1889: 608).

This management continued until January 1889, when John Mahin and John Lee Mahin, his eldest son, purchased the Journal Printing Company, the capital stock at that time being \$20,000. John Lee Mahin entered the employ of the Journal in 1885 and was city editor of the paper from September 1887 to March 1889. At this time, A. W. Lee's left for Chicago and John Lee was made business manager, a position he held until 1891, when he also left for Chicago to enter a larger field. During the next few years, the management of the paper fell back on the elder John Mahin. About 1900, Mr. Mahin's second son, Harold J. Mahin, assumed the responsibilities of business manager, a position he retained until he went to Washington, D. C., in August 1902 (Richman 1911, Volume 1: 393-394).

At this time, the building had the address of 214-216 Iowa, with two storefronts. The 1892 Sanborn map shows that "printing" was located at 214 with a saloon at 216. By 1899, the Journal offices had taken over both storefronts. The Sanborn map notes the press room on the first story of 214, office and composing on the second story of 214, and job printing on the second story of 216.

Prohibition became a heated issue in the late 1880s and 1890s in Muscatine as some citizens protested against unruliness. Saloon owners argued back and forth in debates penned in the two local newspapers. The *Muscatine Journal*, edited by John Mahin, argued for prohibition, while the *News Tribune* staff supported the saloon owners. Mahin's house (513 West 2<sup>nd</sup> Street) was bombed along with two others on May 11, 1893, bringing the sympathies of the town to the prohibitionist's side (Carlson 1984: 39; Randall 1981: 84).

After working for the paper for over 50 years, John Mahin retired in 1903. In January 1903, A. W. Lee, W. L. Lane and H. M. Sheppard purchased the stock of the Journal Printing Company. Mr. Lane, who afterward became publisher, had before this time acted as business manager of the Journal and soon after the purchase Mr. Sheppard came from Ottumwa to join him in the conduct of the paper, which was at this time added to the Lee syndicate of newspapers. After the paper was purchased by Mr. Lee, the building the Journal had occupied for the past thirty-six years was torn down, and a new one was built in the same spot and completed by November 1904 (Richman 1911: Volume 1, 393-97; "Red Paint Store," *Muscatine Journal Centennial Edition*, 1940, 18). The 1905 Sanborn map shows a more unified building noted to be the "Journal Printing Office" with the two bay windows on the front, and perhaps the central entry. The office was located in first story of 214, linotyping on the second story of 214, press room on the first story of 216, and job printing on the second story of 216.

After leaving for Chicago in 1889, A.W. Lee (John Mahin's nephew) decided to become publisher himself in 1890, buying an Ottumwa, Iowa, newspaper. Lee conceived a formula to acquire a number of

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newspapers to be controlled by one “family” but remaining directly under local control. In 1899, he gained controlling interest in the *Davenport Times*. After buying the *Muscatine Journal* in 1903, he and his associates bought the *La Crosse Tribune* in Wisconsin and the *Hannibal Courier-Post* in Missouri in 1907. He also sent his nephew, Lee P. Loomis, who had been city editor in Ottumwa, to become managing editor in Muscatine. Unfortunately, he soon became ill and died, instructing E.P. (Emanuel Philip) Adler to take over as head of the company. Under Adler’s leadership, the company continued to flourish, acquiring the *Davenport Democrat* in 1915 and Madison’s *Wisconsin State Journal* in 1917 (Lee Enterprise, Inc. website: [www.lee.net/aboutlee/history.shtml](http://www.lee.net/aboutlee/history.shtml)). Other buildings associated with the early history of the company, included those in Ottumwa and Davenport, have been demolished (Naumann 2005; Lee Enterprises staff 2005; Davenport Public Library, 2005). Thus, the building at 214 Iowa appears to be the oldest building associated with this prominent company.

The fight for prohibition continued after the turn of the century. Prohibitionists finally succeeded in passing legislation to prohibit alcohol in Muscatine in 1908. This significantly changed the business culture in downtown as over thirty saloons closed. The *Journal* praised the new law at the end of 1909, bragging that Muscatine was the largest dry town in Iowa. By 1914, it was reported all these storefronts were filled with other businesses, and that despite difference of opinion on their absence, “business as a whole seems to have gone forward with as much marked success as it did before” (*Journal* 1909, Dec 16: 45; RPC 1914: 3; Carlson 1984: 39).

The *Journal* continued to require more space for its growing business. In 1919, a new brick structure was built at 301 East 3<sup>rd</sup> Street to provide ample accommodations for the various departments being designed specifically for newspaper occupancy (*Muscatine Journal*, May 31, 1940). The paper continues to publish at this location and remains affiliated with Lee Enterprises, Inc.

The Red Paint Store, which had been located next door at 218 Iowa Avenue, moved in shortly after the paper moved out. The Red Paint Store was founded by Everett Brandenburg in 1880. Brandenburg originally worked as a painter, but eventually dropped that occupation in 1908 to concentrate on running the store. The business was first located at 220 Iowa, followed by the 218 address, and then the 214-216 Iowa Avenue location by 1921 (“Red Paint Store,” May 31, 1940, 30). George Jehring took it over in 1912 and ran it until 1928, when John Damron assumed control. Damron ran it only one year before Jehring resumed management. It was likely in the 1920s that they updated this building with the new storefront with the recessed entry, black and red tile, and stylized transom windows. A c.1933 photograph shows this remodeled storefront. Damron then ran it by himself until 1949, when Howard Hill and John Tiedemann joined him. They ran it together through 1956.

Around 10 stores in Muscatine were offering paint in the early 1900s. City directories indicate there was no separation of wholesale or retail paint suppliers before 1929. However, in the 1929 directory, the Red Paint Store is the first store specifically identified as a wholesale paint supply outlet. In addition, during this time most of the other stores sold paint as a sideline, not their only business. These included hardware stores and even a few drug stores. The Red Paint Store was the only one in Muscatine to sell only paint and paint supplies. That changed in 1934 when the Pittsburgh Paint Store opened, but by

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1946 that business was gone. Three years later the 1949 directory did not list any wholesale paint supplier, and only five retail outlets.

The Red Paint Store stayed at this location until 1982. The business then moved to the 500 block of Mulberry where it went out of business in 1996.

## 9. Major Bibliographical References

Burr, Jim & Richard E. Johnson, eds. *A Pictorial History of Muscatine*. Muscatine, Iowa: Muscatine Journal, Molly P. Carroll, publisher; 1992.

Carlson, Jon. *Muscatine: A Pictorial History*. Rock Island, IL: Quest Publishing, 1984.

City directories, Muscatine, various publishers, various dates. Available at Musser Public Library

Davenport Public Library, Davenport, Iowa, Conversation with reference librarian by Devin Pettit, May 26, 2005

Hayes, Jeff, owner of property at 214/216/218 Iowa Avenue, Conversation with John Sayles, November 2004.

Lee Enterprises, Inc. website: [www.lee.net](http://www.lee.net)

Lee Enterprise staff, Conversation with Devin Pettit, May 2005.

Naumann, Molly Myers, architectural historian from Ottumwa, Iowa, Conversation with Devin Pettit, June 1, 2005

"OG-1112," November 23, 1910, Oscar Grossheim Photograph, Grossheim Collection, Musser Public Library, Muscatine, Iowa.

Randall, William. *Little Known Stories of Muscatine*. Muscatine, 1981. Vol. 1; 84-85.

Record Printing Company (RPC). *Muscatine, Iowa, The Pearl City: Pearl Button Center of the World*. Muscatine: Record Printing Company, c.1914.

"Red Paint Store," Muscatine Journal Centennial Edition, May 31, 1940, 30.

Richman, Irving B. *History of Muscatine County, Iowa*. Chicago: S.J. Clarke Publishing Company, 1911.

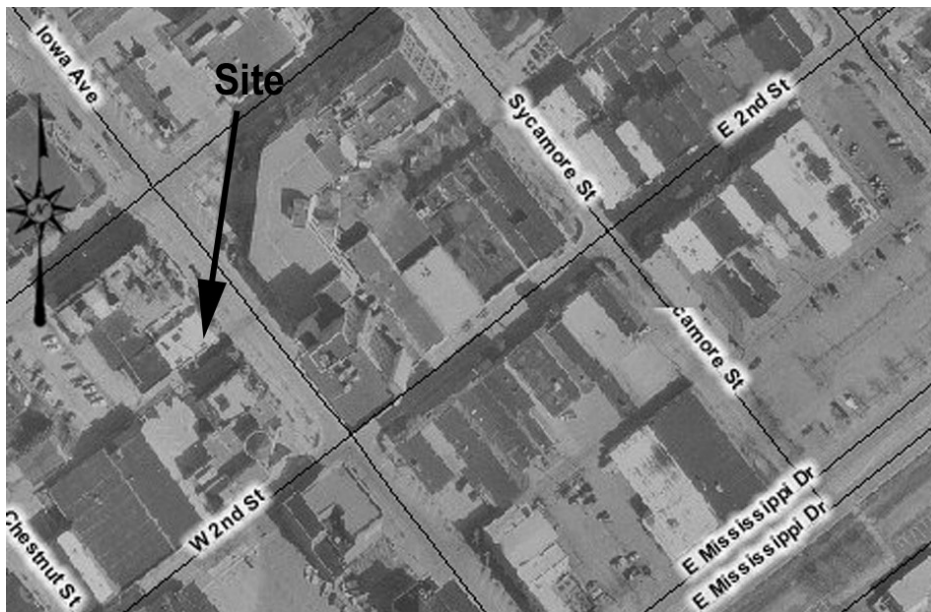
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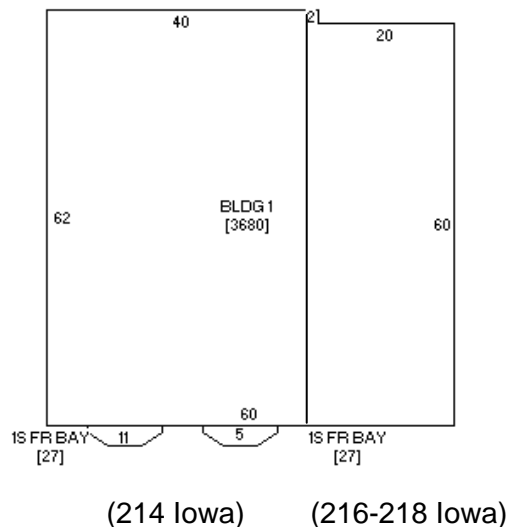
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Sanborn Map Company, "Muscatine, Iowa," Sanborn Fire Insurance Maps, Pelham, NY, Sanborn Map Company; 1883, 1888, 1892, 1899, 1905, 1912, 1919, 1928-1946. Accessed on line at "sanborn.uni.com."

## Location Map



## Plan (from assessor's office)





Iowa Department of Cultural Affairs  
State Historical Society of Iowa  
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Site Number 70-00460

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

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**Historic photograph of building** - "OG-1112," November 23, 1910, Grossheim Collection, Musser Public Library



**Historic photograph of building** — Red Paint Store in February 1933, Night photo - Burr and Johnson 1992: p 80.



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## Photograph of building (digital image)

