

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

State Inventory No. 70-00131  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 Gerdes Jewelry  
 other names/site number Field Site #: FS-074

**2. Location**

street & number 213 E. 2<sup>nd</sup> St  
 city or town Muscatine, Iowa  vicinity, county \_\_\_\_\_  
 Legal Description: (If Rural) Township Name \_\_\_\_\_ Township No. \_\_\_\_\_ Range No. \_\_\_\_\_ Section \_\_\_\_\_ Quarter of Quarter \_\_\_\_\_  
 (If Urban) Subdivision \_\_\_\_\_ Original Town \_\_\_\_\_ Block(s) 32 Lot(s) W 1/3 Lot 3

**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)	_____	<u>1</u>	_____	buildings
<input type="checkbox"/> district	_____	_____	_____	sites
<input type="checkbox"/> site	_____	_____	_____	structures
<input type="checkbox"/> structure	_____	_____	_____	objects
<input type="checkbox"/> object	_____	<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 and Architectural Survey and Evaluation of the Downtown Commercial District Historical Architectural Data Base Number 70-013

**6. Function or Use**

<b>Historic Functions</b> (Enter categories from instructions)	<b>Current Functions</b> (Enter categories from instructions)
<u>02E06: Commerce / Jewelry Store</u>	<u>06A01: Religious / Church</u>
_____	_____
_____	_____

**7. Description**

<b>Architectural Classification</b> (Enter categories from instructions)	<b>Materials</b> (Enter categories from instructions)
<u>05: Victorian</u>	foundation _____
_____	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 Address 213 E. 2<sup>nd</sup> St Site Number 70-00131  
City Muscatine 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)

02 Architecture  
05: Commerce

**Significant Dates**

*Construction date*  
1892  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 Jay Brady, Chair (R.L. McCarley, Consultant)  
organization Muscatine Historic Preservation Commission date February 6, 2005  
street & number 215 Sycamore telephone 563-264-1554  
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: \_\_\_\_\_

# Iowa Site Inventory Form Continuation Sheet

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<u>Gerdes Jewelry</u> Name of Property	<u>Muscatine</u> County
<u>213 E. 2<sup>nd</sup> Street</u> Address	<u>Muscatine</u> City

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## 7. Narrative Description

This building is a c. 1892 three story, Victorian commercial building. A single story building stood at this site prior to 1892, as indicated on the 1883 and 1888 Sanborn maps. An 1888 Graham Collection photo also shows the single story building (Graham Photo Collection, GR165, Vol 4, 1888). The 1892 Sanborn map depicts a three-story building on this site. No use is noted, perhaps indicating it was still under construction or newly completed. A 1900 Oscar Grossheim photograph shows the building front much like it is today, unfortunately the storefront is obscured in the photograph. A permit to remodel the building was issued in January 1960, and it appears that the storefront may date to this remodel ("Building Permits," December 30, 1960, Sec. 2, p. 3).

The original storefront has been modified, but the second and third stories are relatively intact. Brick pilasters at each side of the front elevation frame the building. The storefront has been remodeled with a modern glass entry door, plate glass windows, and non-historic upper entry door. The entries to the upper floors and to the store are offset to the east side of the storefront, and neither is the historic size. The storefront windows consist of three metal clad windows: two single lights of same size at a slight angle to the street and a smaller single light at angle to the door from the windows to the entry. The storefront windows rest on a brick knee wall with a decorative brick inset, typically of the first few decades of the 20<sup>th</sup> century. The brick knee wall rests on a cast iron foundation cap. The inside facing of the door entries have stamped decorative metal panels. A metal awning is suspended from the wall by three steel rods, and metal clads the remainder of the storefront frieze about the awning.

The second and third story windows are single-over-single-light double-hung wood windows that have triangular peaked cast iron window hoods with decorative brackets at the sides. The window sills appear to be stone. This building has an elaborate cast iron roof frieze/cornice with two large brackets on the outside brick pilasters and two smaller intermediate brackets at the building thirds. Fleur-de-lies decorate the end brackets and frieze. The brackets support projecting iron cornice. The east and west elevations are party walls with the adjacent buildings. The visible portion of the rear elevation of the main building is brick.

A single story brick outbuilding was constructed at the alley between 1892 and 1899. The single story outbuilding was replaced with a larger two-story brick outbuilding by 1919 (Sanborn Map).

## 8. Narrative Statement of Significance

The Gerdes Jewelry building appears to be individually eligible for the National Register of Historic Places under Criterion A. Additionally, it appears to be a contributing structure in a potential downtown historic district.

This building was associated with jewelry business from its construction around 1892 through 1952. It is a significant reflection of the community's wealth and the related prosperous jewelry trade. Gerdes

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<u>Gerdes Jewelry</u>	<u>Muscatine</u>
Name of Property	County
<u>213 E. 2<sup>nd</sup> Street</u>	<u>Muscatine</u>
Address	City

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appears to have constructed the building as his business grew and was successful. H.F. Barnard, a successful jeweler himself, moved into this building by 1907 and continued to operate here into the 1930s. At this time, the Muscatine Jewelry Company moved into this building, conducting business here through 1952. The jewelry business in Muscatine has remained fairly constant over the years with this industrious city supporting from three stores in 1907 and 1916 to a high of seven in 1929/1931. Generally 4 to 5 stores were to be found in most years. The original late Victorian architecture of the building has more refined detailing. The detailing of the window hoods and cornice may reflect the construction of the building by and for the jewelry trade. Thus, the Gerdes Jewelry Building appears individually eligible for the National Register of Historic Places under Criterion A for its association with the jewelry business in Muscatine.

Finally, this building would likely be a strong contributing building in a potential downtown commercial historic district. The building is located in the middle of a key block centered in the business district. It falls within two historic contexts identified for this district: "19<sup>th</sup> century Business and Industry" and "20<sup>th</sup> century Business and Industry." Its 80 years of service as a fixture in the jewelry trade contributes to the historic business context of the downtown district. Additionally, its late Victorian style is uncommon in Muscatine and would make a strong architectural contribution to this district.

Historically, this building has been associated with jewelry interests in Muscatine. F. Gerdes was practicing the watch and jewelry trade in Muscatine in 1874-75 and is listed at 202 Second. In 1876 he is listed on the north side of 2<sup>nd</sup> St, 7 east of Sycamore (213 E. 2<sup>nd</sup>). Originally, he conducted his business in a modest single story building, but by 1892 this building had been replaced by the fine building that is present today. The business listing at that time was simply F. Gerdes, Watchmaker & Jeweler. S.A. Foulke, Notions and Fancy Goods, joined him in this building in 1893 and the two businesses would continue as separate business at this location into the early 1900s. The 1899 Sanborn map depicts "notions" as the use of this building.

H.F. Barnard Company started its operations at 107 E. 2<sup>nd</sup> Street in 1902, and he moved to 213 E. 2<sup>nd</sup> by 1907 and operated at this location through 1934. Harry Barnard, a Muscatine native, entered the jewelry business in 1889 likely in his home. In 1891, he is noted as having a fine large store (113 E. 2<sup>nd</sup> Street according to the City Directory), very centrally located and stocked with a complete and carefully selected stock of watches, clocks, and all kinds of jewelry ("H.F. Barnard", Semi-Centennial Edition of the Muscatine Journal, January 1891, p. 77). He was listed at 201 E. 2<sup>nd</sup> in the 1893-94 and 1895-96 City Directories. He is listed at 223 E. 2<sup>nd</sup> in the 1897-98 City Directory, prior to moving into this building by 1902. He stayed at this location significantly longer than his previous locations, operating here into the mid-1930s. In his 1911 biography it was noted that "He has one of the most complete and attractive jewelry stores in the state and has gained an enviable reputation for honest dealing, being today one of the most estimable citizens of Muscatine." (Richman 1911: 39.). By 1936, Barnard had moved to 400 Hershey.

From 1936 through 1952, the Muscatine Jewelry Company had its retail operations at 213 E. 2<sup>nd</sup> St. The Muscatine Jewelry Company was established in Sept 1926 by Edward W. Hotka. Edward Hotka, proprietor of the Muscatine Jewelry Store, worked for two jewelry firms in Iowa City and two in Muscatine

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<u>Gerdes Jewelry</u>	<u>Muscatine</u>
Name of Property	County
<u>213 E. 2<sup>nd</sup> Street</u>	<u>Muscatine</u>
Address	City

before opening his own business here in September 1926. He started in the jewelry business on August 10, 1904 at Iowa City and in 1916 came to Muscatine to work for George Volger. He later was employed at the Cadle Store and in 1925 bought out the jewelry business of Albert Koetting, who had been located at 304 E. 2<sup>nd</sup> St since about 1919. Mr. Hotka continued in business in that location until 1936 when he moved to 213 E. 2<sup>nd</sup> St, the store formerly occupied by the Barnard Jewelry. ("Muscatine Jewelry Co," May 31, 1940, Sec. 7, p. 5). Barnard's Jewelry was again listed at this location from 1954 to 1959.

The upper stories have been used for tenant housing since the 19<sup>th</sup> century.

## 9. Major Bibliographical References

"Building Permits," *Muscatine Journal*. December 30, 1960, Sec. 2, p. 3

City Directories, Muscatine, Various publishers, 1869-1959. Available at the Musser Public Library.

GR165, Second East from Sycamore Photograph, 1888, Graham Photo Collection, Volume 4. Available at the Musser Public Library.

"H.F. Barnard", Semi-Centennial Edition of the *Muscatine Journal*, January 1891, P. 77.

"Harry F. Barnard", Richman, Irving B., *History of Muscatine County Iowa*, Volume II, Chicago: S.J. Clarke Publishing, 1911, P. 39.

"Muscatine Jewelry Co." Centennial Edition, *Muscatine Journal* newspaper, Muscatine, Iowa, May 31, 1940, Section 7, Pg 5. Available at the Musser Public Library.

OG #A-42, 2<sup>nd</sup> St at Cedar looking West, C 1906, Grossheim Photo Collection. Available at the Musser Public Library.

OG #A-107, Vol 27, Street Fair, September 10-15, 1900, Grossheim Photo Collection. Available at the Musser Public Library.

Sanborn Map Company. "Muscatine, Iowa," Sanborn fire insurance maps. Pelham, NY: Sanborn Map Company, 1883, 1888, 1892, 1899, 1907, 1912, 1919, 1928, 1946. Accessed online at sanborn.umi.com.

Second Street Muscatine, Randallman's Post Card Collection, 1907. Available at the Musser Public Library.

# Iowa Site Inventory Form Continuation Sheet

Site Number 70-00131

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

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Gerdes Jewelry  
Name of Property

Muscatine  
County

213 E. 2<sup>nd</sup> Street  
Address

Muscatine  
City

## Location Map



## Plan (from assessor's office)

	20
	36 ADDN 2 [720]
	ADDN 1 [1000] 50
	20 BLDG 1 [1080] 54
MTL CANOPY [160]	8

(front - 2<sup>nd</sup> St)

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Gerdes Jewelry  
Name of Property

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## Photograph of building (digital image)

