

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

State Inventory No. 70-00145 **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 Batterson Building
 other names/site number Field Site #: FS-094

2. Location

street & number 319-321 E. 2nd 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) 31 Lot(s) E 1/2 of Lot 3 & W 1/2 of Lot 4

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

| | |
|--|---|
| Historic Functions (Enter categories from instructions) | Current Functions (Enter categories from instructions) |
| <u>02F01: Commerce/ Department Store/General Store</u> | <u>02A01: Commerce/Trade/Business/Office Building</u> |
| _____ | _____ |
| _____ | _____ |

7. Description

| | |
|--|---|
| Architectural Classification (Enter categories from instructions) | Materials (Enter categories from instructions) |
| <u>05D: Late Victorian/Queen Anne</u> | foundation _____ |
| _____ | walls <u>03: Brick</u> |
| _____ | roof _____ |
| _____ | 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 type="checkbox"/> Yes <input checked="" 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 319-321 E. 2nd Street Site Number 70-00145
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)

05: Commerce

Significant Dates

Construction date 1898 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 Jerry Kleindolph, volunteer & Jim Rudisill, City of Muscatine (R.L. McCarley, consultant)

organization Muscatine Historic Preservation Commission date February 22, 2005

street & number 215 Sycamore telephone 563-264-1554

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: _____

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7. Narrative Description

The Batterson Building at 319-321 E. 2nd Street is a three-story, brick building constructed in 1898 and converted a few years later to house a department store. The grand opening of Batterson's occurred on January 28, 1904.

The current first story façade shows that the entire storefront level has been remodeled. The flush-mounted storefront windows and transoms have been removed, and the entire storefront has been recessed. This has allowed an overhang to be developed for the first story. The overhang is supported by a series of brick columns along the front of the building. Smaller storefront windows have been installed in a new exterior wall that has been constructed under the overhang. The transom openings have been covered with a new frieze and "The Batterson Building" has been inscribed on the bottom of this paneling. A 1923 and 1945 photo of the building shows the storefront windows are flush with the front of the building. The storefront is divided into three sections. The middle section has a set of double doors on either side of a central display window. Above these windows are a second series of narrow openings that appear to be opaque transoms, and an awning extends across the building. An entry at the far right provided exterior access to the upper stories (Grossheim 1923; Grossheim 1945).

The second and third stories have not been as extensively altered as the first story, although various historic photos show a series of oriel windows on the second story were removed between 1899 and 1904 ("PC# 289, *Postcards of Muscatine*, 1899; "OG# A-39" Grossheim Collection, 1900; "OG# 687" Grossheim Collection, 1907). The 1899 Sanborn map also shows the new building at that site, with bay windows indicated along the entire façade. The 1905 Sanborn shows the windows removed, apparently in conjunction with Batterson's 1904 move into the building. The initial construction of the windows and their subsequent removal would indicate the building was not originally built to house the Batterson Department Store. The c.1904, 1923, and 1945 photographs show composite window openings on the second story. Each window includes a large center windows flanked by one-over-one-light, double-hung sidelight with a transom window spanning the entire unit. The overall design of these units remains intact, though panels and new sashes have been installed in the openings. The panel in the transom window has been painted into three units, continuing the lines upward from the main portion of the window. All the windows are fixed sash units, and two exterior units in each window are slightly narrower than the central unit they surround. Individual white panels are located under each window component. Above the second story windows is a metal entablature that extends across the top of the second story windows. The cornice is slightly projects and supported by small brackets. Garlands decorate the frieze.

The historic third-story windows have also been replaced. Originally these units appear to have been one-over-one-light, double-hung units with an individual transom over each window. The individual transoms remain over the modern windows, but those units are now fixed sash windows. A stone band extends across the façade at the level of these window sills, and at the level above and below the windows. Slightly projected sections are above and below the windows. Brick pilasters divide the third story into three sections.

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The top of the building has undergone little change. The roofline includes a parapet with an overhanging cornice line supported by decorative brackets. At each end of the parapet wall is a larger bracket. Each of these terminal brackets has a finial on its top. A series of garlands decorated the frieze. The historic photograph from the opening day promotional brochure shows a pediment centered above the parapet, which may have had the name or date in it. This pediment was removed early in this building's history, as it no longer appears in the 1923 photograph of the building by Grossheim. A projected sign that extends vertically from the center of the building on the upper two stories has been added. A 1945 photograph shows the side view of this sign, as it is lit up at night, proclaiming "Batterson's." This sign has also been removed.

8. Narrative Statement of Significance

The Batterson Stores Building does not appear to be individually eligible for the National Register of Historic Places under Criteria A, B, or C. However, it does appear to be a contributing building in a potential downtown historic district.

Battersons apparently constructed the building in 1898, originally just building a business block. It seems unlikely the Batterson Company initially planned to use the building as a department store due to the installation of bay windows on the second story and other history. The building was used for several stores with residents on the upper stories, until Batterson decided remodel the building as a large department store and move his business to this location in 1904. While this building represents the earliest "department store" in Muscatine, it was later significantly remodeled for Batterson in 1968. Thus, the building does not appear to retain sufficient integrity to reflect this early significance as an individually eligible building. The interior layout was further impacted as it was converted to office space after the department store closed in 1972. Thus, it does not appear to be individually eligible for the National Register of Historic Places under Criteria A, B, or C.

The building, however, does contribute to a potential historic downtown district. Since most of its history lies in the 20th century, it is directly associated with that historic context identified for the district: "20th century Business and Industry." The Batterson Store represented the switch from the family-run specialty stores to larger department stores that offered everything from aspirin to zoot suits; delivery service; electric elevators for easy movement between the floors; special rest rooms with free magazine reading and other special amenities; and a corps of salespersons whose object was to serve in a reliable and satisfactory manner. All of this on 31,000 square feet and under one roof – the 20th century had arrived in Muscatine with the construction of the Batterson Store. Even the company's 1913 motto, "Retailers of Everything," appears intended to convince consumers that Batterson's was their ultimate, one-stop convenience store. It was the first department store in downtown Muscatine; the only one noted on the 1905 Sanborn map. Based on the historic photos, the store retains sufficient integrity to convey this significance as a contributing building in a historic district.

Samuel M. Batterson established the Batterson Bee-Hive Store in 1885, occupying the first and second stories at 117-119 2nd Street by 1891. They were known for their fair prices, and 25 people were

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employed. By 1891, it was one of the largest commercial establishments in the city ("The Batterson Bee-Hive" 1891).

The building at 319-321 E. 2nd Street first appears on the 1899 Sanborn map and appears to have a first-floor that is divided into four equal areas. The southeast quarter is identified as a hand printing and hardware shop, the southwest corner is a clothing store, the northeast section is a tin shop and the northwest quarter is apparently connected with an iron business. Individual stores identified in the 1900 city directory included M.N. Bond (hardware and iron products); Baker and Neidig (printers); and Mackey's Model Clothing. A newspaper ad for M.N. Bond in November 1898 indicates the store is moving from its location at 310 E. Second to the "new Batterson Building" (Advertisement, *Muscatine Journal*, November 12, 1898, Part 2, p. 8). A later advertisement confirms the hardware made the move around November 28, 1898 (Advertisement, *Muscatine Journal*, December 7, 1898, Part 4, p. 3). The 1899-1900 city directory also confirms the hardware store and other businesses relocated to the building about that time. Prior to this, the 1897-98 city directory shows Mackey's is located at 128 E. Second; Baker and Neidig is at 301 E. Second; and Bond at 310 E. Second. Batterson apparently did not intend to occupy the entire building at the time of construction, and rather built a typical business block. The presence of oriel windows on the façade would also indicate the second floor was intended for apartments. The third floor was identified as the AOUW Hall. Batterson's continued to be listed at 117-119 West Second during this period.

Though the rationale is unknown, Batterson apparently decided to remodel the entire building into a department store about five years after the original construction. It may be that he was sensing the trend toward larger stores rather than specialized small business and sought to expand his store into this type of business. Batterson also acquired the inventory of Bond's Hardware store and continued to sell those products from the building (Advertisement, *Muscatine Journal*, January 23, 1904, p. 8). When Battersons open the doors to the new store in 1904, it apparently was well received by the community. The *Muscatine Journal* called the new store a "credit to Muscatine. The fact is that the Batterson Stores is a real surprise to those who visit the establishment for the first time, as it is found that it is being conducted on metropolitan lines, with a view of keeping apace with the times..." (*Muscatine Journal* 1972, 2).

A promotional brochure provided by the store during its opening shows a new marketing technique was developing in the community, as well as describing the building and its stock. The first floor contained such items as silks and velvets, men's furnishings, dress goods, stationary, leather goods and other items. The second floor was the location for furs, draperies, sewing machines, rugs, blankets and other material. The third floor contained furniture, baby carriages, mattresses and was also the location for repair personnel. Even the basement was used for stocking merchandise. Here the consumer could find crockery, cut glass, lamps, general hardware and similar equipment. The store pointed out in the brochure the list was not inclusive. "A partial list of the goods to be found regularly on sale and reasonably priced at this store," the brochure told consumers, adding that "other items were in contemplation and will be added as soon as they can be arranged."

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The store apparently wanted to calm any concerns that customers might have over the staff's ability to answer questions about the bewildering amount of merchandise offered for sale in the store. "Although this store deals in varied classes of goods, it is thoroughly in line with the modern idea of specializing," the brochure advised customers. Continuing, the brochure explained how store clerks, buyers and other staff concentrated in one area of merchandise, becoming an expert in that one product. "This plan of specializing is the foundation of the department store system," the brochure informed the customers. Elsewhere in the brochure, the store made other promises to its customers and proudly proclaimed it "Our Policy." It included a statement that the strong underlying policy of the store would always be "absolute fidelity in every transaction."

The 1905 Sanborn map shows the new department store at 319-321 E. 2nd Street. It was the only "Department Store" noted in downtown Muscatine, and the building stood out as having the largest footprint along 2nd Street. Iron columns were found on all floors, with an elevator near the center of the building. A later Sanborn map notes the iron ceiling on the first story.

Batterson's obviously prided itself on being the first business in Muscatine to claim the "department store" label. "Retailers of Everything," the company claimed in the 1913 city directory. While other dry goods stores, such as Glatsteins, McCombs, Lilly's, Reinemund, Ryan and others continued to list some of their specific services and goods, Batterson's just claimed to sell everything. It is the only store listed under the new department store category in 1913. By 1916 however, Glatsteins is claiming the department store label, and soon the other big "dry goods" stores join the name rush. By 1927, six stores were classified under the department store category in the directory. Throughout the rest of the century, all the stores struggle to continue operating. Batterson eventually drops its motto and eventually begins listing its products. The 1954 directory identifies apparel for women, men and children, draperies, rugs, linoleum, china and glassware and yard goods as part of its inventory.

In 1968, the building was extensively remodeled. It was this remodeling that removed the upper story windows and installed a new storefront. According to a newspaper article, "there was not one wall or fixture that appeared as it did before the 14-week remodeling was started" ("Public Invited to attend Grand Opening at The New Batterson's," *Muscatine Journal* April 24, 1968, p. 29). Specific work mentioned in the article included recovering of the walls to match specific sections. Light wood identified the boys' section, masculine mahogany for the men's section; and attractive wallpaper for the women's section. A wide center aisle with tile floor and "street lights" on poles was constructed in an effort to create "the effect of a shopping mall." The front was also remodeled and a full-length canopy installed. When this remodeling was complete, Batterson held another grand opening.

No explanation of why the store closed in 1972 was included in the closing announcement. The major interior and exterior remodeling in 1968 apparently was not enough to draw more customers, although store officials at the time praised the community support the store had received in the past. During the decades prior to its closing, the store did not appear to suffer from any lack of business, although no real documentation was located to confirm this. The Batterson family had actually sold the property in 1915, but it continued to operate under the Batterson name. Herman Segal, a clothing wholesaler from Rock Island, was the owner at the time the decision to close the store was made. He had owned the property

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since about 1962. Prior to that it had been part of the Ely Walker chain of department stores ("87-year Batterson history going to end in Muscatine," 1972, 2).

Soon after the Batterson closed in 1972, there were at least eight other remodeling projects on or within the building in the 1970s. The major alteration was the partition of an open first story into various office suites. The canopy was also removed and the storefront windows were apparently moved into the building. Brick pillars were also installed. The original center entry does not appear to have been moved.

9. Major Bibliographical References

Batterson Advertisement, *Muscatine Journal*, January 23, 1904, 8.

"The Batterson Bee-Hive," *Semi-centennial Souvenir Edition of the Muscatine Journal*. Muscatine, 1891. Online at <http://www.rootsweb.com/~iamuscat/semi-cent.htm>

Batterson Stores Advertisement, *Muscatine Journal*, January 28, 1904, p. 8

Batterson Stores. Grand Opening Promotional Brochure, Muscatine, Iowa, c.1904?. Online at www.rootsweb.com/~iamuscat/pics.htm

City Directories, Muscatine. Various publishers, 1856-present. Available at the Musser Public Library.

Grossheim, Oscar. "Batterson Store (night view)" c.1945, Historic photograph, Oscar Grossheim Collection, Musser Public Library, Muscatine, Iowa. Online at <http://www.umvphotoarchive.org/cgi-bin/viewer.exe?CISOROOT=/muspl&CISOPTR=654&CISORESTMP=&CISOVIEWTMP=>

Grossheim, Oscar. "Batterson Store," February 20, 1923, Historic photograph, Oscar Grossheim Collection, Musser Public Library, Muscatine, Iowa. Online at <http://www.umvphotoarchive.org/cgi-bin/viewer.exe?CISOROOT=/muspl&CISOPTR=1080&CISORESTMP=&CISOVIEWTMP=>

Grossheim, Oscar, "OG #A-39," c. 1900, Historic photograph, Oscar Grossheim Collection, Musser Public Library, Muscatine, Iowa.

Grossheim, Oscar, "OG #687," 1907, Historic photograph, Oscar Grossheim Collection, Musser Public Library, Muscatine, Iowa.

"PC# 289, 1899, Historic photograph, *Postcards of Muscatine*, V. 2, Musser Public Library, Muscatine, Iowa.

"Public Invited to Attend Grand Opening at The New Batterson's," *Muscatine Journal*, April 24, 1968, p. 20.

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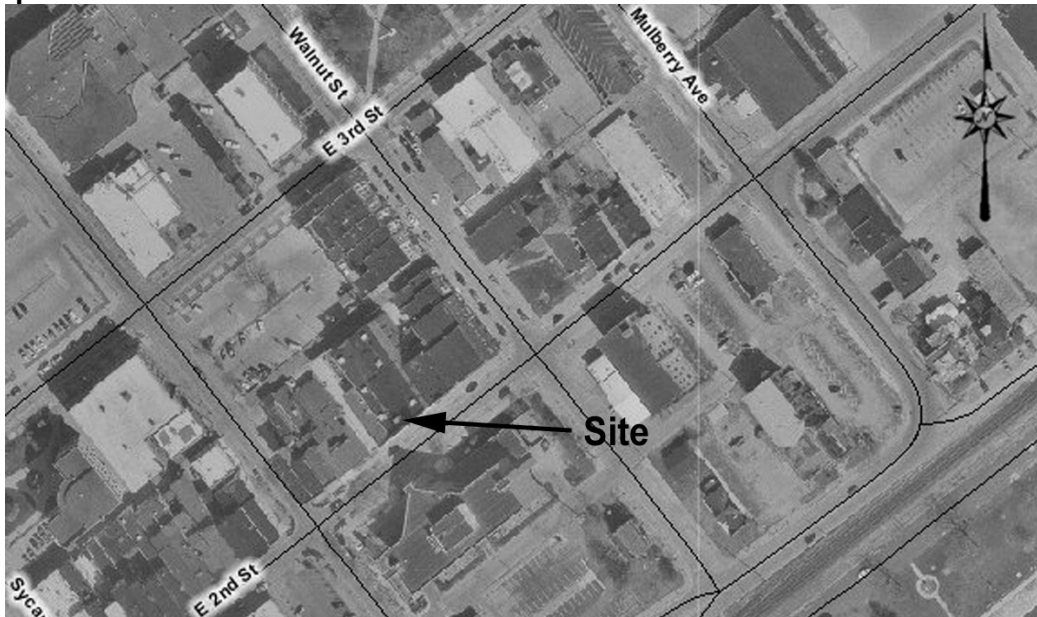
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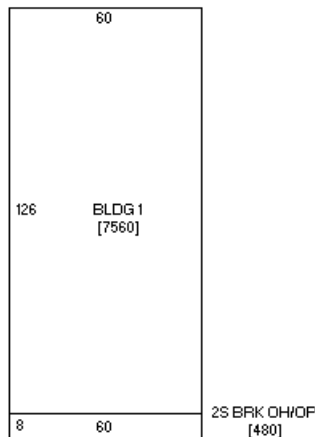
Sanborn Map Company, New York. Maps of the City of Muscatine dated September 1883, August 1888, October 1892, August 1899, December 1905, February 1912, July 1919, March 1928 and June 1946.

“87-year Batterson history going to end in Muscatine,” *Muscatine Journal*, April 26, 1972, p. 2

Location Map



Plan (from assessor's office)



(front – E. 2nd St)

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Historic Photograph



February 20, 1923 – Oscar Grossheim photograph
Grossheim Collection, Musser Public Library
Online through the Upper Mississippi Valley Digital Image Archive, #2766a
<http://www.umvphotoarchive.org/cgi-bin/viewer.exe?CISOROOT=/muspl&CISOPTR=1080>

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Photograph of building (digital image)

