

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

State Inventory No. 70-00952 **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 C.F. Schroeder Building
 other names/site number Iowa Department Store, Field Site #: FS-096

2. Location

street & number 327-329-331 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) S57' & W5' N37.5' S94.5' & N5' S99.5' of Lot 5

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)	Enter number of:	Contributing Noncontributing
<input type="checkbox"/> district	_____ buildings	<u>1</u> _____ buildings
<input type="checkbox"/> site	_____ sites	_____ sites
<input type="checkbox"/> structure	_____ structures	_____ structures
<input type="checkbox"/> object	_____ 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>02E: Commerce/Trade/Specialty Store/(fabric shop)</u>
_____	_____
_____	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>07E: Early 20th Century American Movements/Craftsman</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 327-329-331 E. 2nd Street Site Number 70-00952
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 1922 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 June 23, 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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<u>C.F. Schroeder Building</u>	<u>Muscatine</u>
Name of Property	County
<u>327-329-331 E. 2nd Street</u>	<u>Muscatine</u>
Address	City

7. Narrative Description

This three-story brick structure was constructed in 1922 in the Craftsman style that was popular at that time. It sets on the northwest corner lot at the intersection of Walnut and E. Second Street. Two sides of the building are exposed, with each facing one of the streets. The remaining walls are party walls.

The south elevation (2nd Street) is four bays, with pilasters separating each bay. The middle pilaster stops at the top of the third-floor window openings, creating a single larger center bay above the third floor. Within this larger section of the frieze is a lighter colored panel that includes the building's name and date. The original storefronts appear to be generally intact. The four storefronts along 2nd Street are arranged differently, with a first-floor storefront window that is flush with the side of the building. From left to right, the first storefront has two entries and small windows; the second storefront has two windows to the left of the entry with transom; the third storefront has two large windows; and the last storefront has a large storefront window to the left of the entry with transom and a smaller sidelight window to the right. There is a small recessed entry apparently provided the main access to the department store that was the original occupant of the building. Large four-light storefront transoms extend across each of the four storefronts.

Previously, the second-story windows appeared to retain their historic sashes, with one window in each bay. Each window was composed of three units: a larger center one-over-one-light double-hung unit with slightly smaller one-over-one-light double-hung units on either side. The current owner began replacing the second and third floor windows in spring 2005, preserving the overall three-unit style. The original windows were replaced with a large fixed multi-light center sash flanked by one-over-one-light, double-hung windows. The proportion of the replacement windows does match the original design, although the center sash is now fixed. A simple rowlock course of brick defines each sill. The third story windows, which included some that had been replaced earlier or had been covered over, have also been updated with the new design. A parapet is present around the entire roof. The name date panel in the center of the frieze reads "19 C.F. Schroeder 22." Slightly projected ends of bricks form a rectangular detail around the signs, with stone corners. This rectangular detail is also seen on the other two bays.

The east elevation (Walnut Street) is also four bays. No pilasters are found along this elevation. The original storefronts appear to be generally intact. The four storefronts along 2nd Street are arranged differently, with a storefront window that is flush with the side of the building. From left to right, the first storefront has two large windows; the second storefront has two large windows; the third storefront has an entry and large window; and the last storefront has been clad in paneling. Large four-light storefront transoms extend across each of the four storefronts. The second-story and third-story windows have been replaced on this elevation as well. Their design is similar to those on the south elevation. The parapet on this side has the rectangular brick detail formed by slightly projected ends, with stone corners, above each of the four bays.

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8. Narrative Statement of Significance

The C.F. Schroeder 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.

When the Iowa Department Store opened its doors in 1922, the trend towards larger department-style stores was well established in Muscatine. Four department stores were listed in the 1921 city directory, and another one joined the group by 1927. It appears these stores represented both traditional family-run stores and new businesses run by corporations. The Iowa Department Store was organized by a local group under a corporate umbrella. The individuals involved in creating the Iowa Department Store corporation were young men who apparently had the backing of one of their fathers. While the father was a former city alderman, none of the men had an association with any significant event, nor to have contributed any significant history to the community. Likewise, several other department stores had operated in town prior to this point, and this store does not appear to have significantly differed from these other stores. While the building represents a good example of an early 20th century business building, reflecting elements of the Craftsman style, it does not appear to be a particularly outstanding example of this style or type. Additionally, the upper story windows have been recently replaced. Thus, this building does not appear individually eligible under Criteria A, B, or C.

The C.F. Schroeder Building does contribute to the potential downtown historic district. It is directly associated with one historic context identified for the district: "20th century Business and Industry." The building was apparently built specifically to house the Iowa Department Store under the management of three family members. It appears to be most recent and final downtown business store actually constructed to house a department-style operation. This store followed an early 20th century trend of department stores replacing specialty stores. Additionally, it is one of the few Craftsman style buildings within the potential downtown district. Thus, this building contributes historically and architecturally to this district.

The C.F. Schroeder Building was constructed in 1922 by German immigrant Carl Fredrick Schroeder. Schroeder had moved to Muscatine around 1882 when he was 20 years old and continued to live in the community for the rest of his life. He died in 1938. He started a meat business in 1889 with partner Jacob Zoller. That partnership was dissolved in 1909. He served on the Muscatine City Council during the 1910-1912, 1912-1913 and 1916-1917 terms (Muscatine Journal 1938, 1). He was serving on the council when it decided in 1912 to seek voter approval for construction of a new city hall. A surge in construction had started to occur in Muscatine around 1907, resulting in a number of new buildings, including the county courthouse, Hotel Muscatine, Hershey Building, German-American Building, U.S. Post Office and others. The city hall construction was a part of this surge.

This period of "civic pride and accomplishment" continued into the early 1920s. The new building at 327-329 E. Second probably falls into this latter group of projects in the late 1910s and early 1920s. Schroeder apparently made his decision in this construction-minded atmosphere and in an effort to tap into the growing early-20th century trend to consolidate consumer services and products under one roof.

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A number of large department stores were either expanding or opening in Muscatine and other communities around the country and Schroeder apparently felt a similar store at 327-329 E. Second presented a strong opportunity for him and his associates. Prior to this period, most downtowns were composed of small, family-run operations that catered to specialized business activity. Muscatine had already been experiencing this 20th century development, with the Batterson Stores and other large, department-style enterprises appearing throughout the downtown.

The C.F. Schroeder Building was constructed on the site of the Kemble Hotel, a location where a hotel had operated in Muscatine since its early days. An arrangement was made to relocate the remaining hotel operations to the first and second floors of an area to the rear of the department store ("Three Local Young Businessmen Incorporate Department Store; Secure New Building," 1922, 2). Previously, as seen on the 1919 Sanborn map, an addition behind the main hotel was used for dining, kitchen, and a barber. The 1928 Sanborn map shows two storefronts on this site, now identified as 206-208 Walnut, but the map indicates that the second and third stories were used as hotel space. This is apparently the rear area identified for the hotel's continued operation in the original arrangement for the new building's construction.

The Iowa Department Store planned to compete with the existing department stores and enter this market, moving into this building in 1922. Schroeder had a more personal interest in constructing this building and establishing the store. Three young men of the community, including Schroeder's son, H. Edward and his son-in-laws Frank E. Woods and Edward M. Warman, formed a corporation in early March 1922 to operate the new store ("Three Local Young Businessmen Incorporate Department Store; Secure New Building," 1922, 2). All three apparently cut short their careers in other businesses to operate the new store. The younger Schroeder, resigned as assistant cashier of the First National Bank to become the corporation's secretary-treasurer. Warman quit as a salesman for the Standard Oil Company to become the Iowa Department Store's vice-president; and Woods, the former basement department manager for the Batterson's Store, was named the new company's president. The construction and development of the store appears to have been a family enterprise. This appears to have been the last downtown department store to be constructed in Muscatine with such a family connection.

When the Iowa Department Store opened its doors in 1922, the trend towards larger department-style stores was well established in Muscatine. At least five separate stores had been operating in the downtown before the new store appeared. The 1921 city directory identified four department stores: Battersons, 323-325 E. Second; Graham's Store, 227-229 E. Second; McColm Dry Goods, Laurel Building (101 E. 2nd Street); and Glatstein Stores, 423-429 E. Second. By 1923 the original four stores were still in operation and had been joined by the Economy Store, 115 W. Second; and the Iowa Department Store. The 1927 directory listed all the previous stores except Graham's and one new one, Kinneer Stores at 117-119 E. Second.

The Iowa Department Store occupied both the first and second floors of the building throughout the 1920s. According to city directories and newspaper reports, items sold at the store included dry goods, notions, men and women furnishings and general merchandise ("Three Local Young Businessmen

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Incorporate Department Store; Secure New Building,” 1922, 2). There is no indication what the third floor was used for when the building was originally constructed, but it may have been offices.

By 1934, the Iowa Department Store closed. While other businesses also suffered a similar fate, none appear to have been developed or constructed so close to the Great Depression. The Iowa Department Store provides a poignant example of the effect the depression caused to local economies and families that few other buildings in the downtown can match.

No residents are identified in this building until 1936-37, when four people or families are listed in the city directory as living at 327-1/2 E. Second. The directory does not indicate if that the apartments are on the second or third floor. Carl F. Schroeder is not listed in the initial group of four, but is listed in the 1938-39 directory. He died at his home at 327-1/2 E. Second in 1938, apparently soon after moving there (“Carl Schroeder, Former Alderman Here, Succumbs,” October 17, 1938, 1).

Several businesses occupied the building over the next several decades, including Ogilvie’s I&I Grocery from 1934 to 1949. The building was apparently partitioned off into separate stores soon after that, with McKee Sports and Hardware located at 327 E. Second, Harry’s Surplus Store at 329 E. Second and K.W. Schlutz Real Estate at 331 E. Second. By 1954 the Iowa Business Exchange was in 329-331 E. Second, with Danny’s Shine Parlor in 327 E. Second. Building permits were issued in 1955 to remodel the building and add a partition, but there was no indication the permit included any storefront changes. There was also a 1956 permit issued to lower a ceiling, but the first floor pressed tin ceiling is still present and does not appear to have been altered. The shine parlor was replaced by 1956 by Dr. William Roudybush who continued to practice at the site until 1987. The Harold Froehner Insurance Agency joined the Iowa Business Exchange at its location in 1975, and after the Exchange left the following year, also continued at the location until 1987. A variety of businesses and activities moved in and out of the building over the next decade. There were also permits issued in 1989 and 1990, but the type of work completed was not identified.

The building had stood vacant for a period of time before the current owners, Tom and Ann Meeker, acquired it in October 2004. Remodeling work on the building began in spring 2005. This work has included the replacement of the upper story windows and interior work. The upper floors are currently being remodeled for apartments, while a fabric/antique shop began operating on the first floor in June.

9. Major Bibliographical References

“Carl Schroeder, Former Alderman Here, Succumbs,” *Muscatine Journal*, October 17, 1938, page 1.

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

“Three Local Young Businessmen Incorporate Department Store; Secure New Building,” *Muscatine Journal*, March 16, 1922, page 2.

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C.F. Schroeder Building
Name of Property

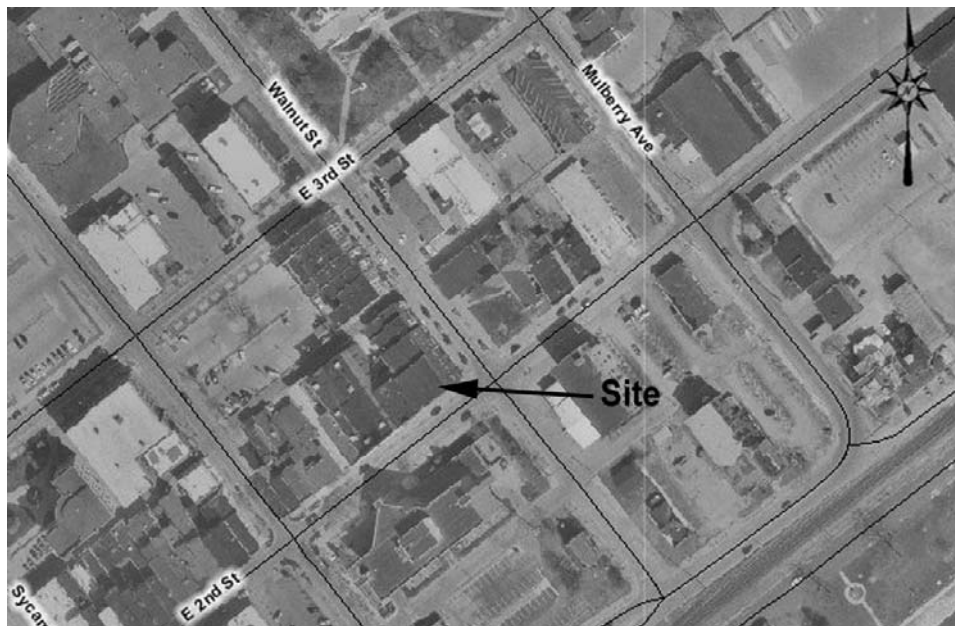
Muscatine
County

327-329-331 E. 2nd Street
Address

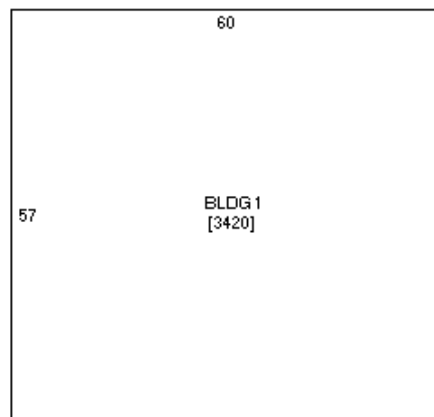
Muscatine
City

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.

Location Map



Plan (from assessor's office)



(front – 3rd Street)

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Photograph of building (digital image)



Photograph from June 2004



Photograph from June 2005