

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

State Inventory No. 70-00953 **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 Baker Hospital No. 2
 other names/site number Eagles; Field Site #: FS-110

2. Location

street & number 408 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) 15 Lot(s) 9 & N. 51' of Lot 10

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 Enter number of:	If Eligible Property, enter number of:	
<input checked="" type="checkbox"/> building(s)	_____	Contributing <u>1</u>	buildings
<input type="checkbox"/> district	_____	Noncontributing _____	sites
<input type="checkbox"/> site	_____	_____	structures
<input type="checkbox"/> structure	_____	_____	objects
<input type="checkbox"/> object	_____	_____	Total
	_____	<u>1</u>	

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>11A03: Health Care / private or public hospital</u>	<u>02: Commerce/Trade / "vehicle parts retailer"</u>
<u>03A04: Social / fraternal organization hall</u>	_____
_____	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>06F: Mission/Spanish Colonial Revival</u>	foundation <u>03: Brick</u>
_____	walls <u>16: Clay Tile</u>
_____	roof <u>15C: Rubber</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 checked="" type="checkbox"/> Yes <input 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 408 E. 2nd Street Site Number 70-00953
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 1930 check if circa or estimated date
Other dates _____

Significant Person

(Complete if National Register Criterion B is marked above)
Norman Baker

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 Jim Rudisill, Planning & Community Development Coordinator (R.L. McCarley, Consultant)
organization Muscatine Historic Preservation Commission date June 13, 2005 revised _____
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>Baker Hospital No. 2</u>	<u>Muscatine</u>
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7. Narrative Description

Baker Hospital No. 2 is a three-story building constructed in 1930 in the Mission/Spanish Colonial Revival style with "fireproof" construction. The foundation for the structure is brick, which also appears to form the lower portion of the first story walls. The remainder of the walls is constructed of structural clay tiles. A one-inch overlay of concrete stucco covers the exterior, which prevents making a determination of the bonding used in the lower brick wall. The interior is plastered. The building's skeleton includes a framework of both horizontal and vertical steel support beams. The building has a flat roof that is clad in a rubber coating, with a parapet that runs around its entire perimeter, except for the back.

Little of the exterior has been altered at this time. In June 2005, HNI began rehabilitation of this building. So far, the non-historic cladding on the first story of the façade and side addition have been removed. The central entry remains, but the current door is a non-historic glass unit. With the removal of the cladding, the entry is framed with a "pediment" and pilasters. A large storefront window on either side of the entry is also emphasized with a slightly projected "frame," sill, and pediment. These windows have been filled with concrete block. An identical window is found on the east elevation, just around its northeast corner. Historic photos and postcards (ca. 1935) show the two side bays contain single, storefront windows. It is impossible to determine from the photos if the entry was recessed or flat, but the existing configuration appears to suggest flat. The photos also show a decorative, full-width wood or metal canopy extending out from the first story Baker Hospital No. 2 is printed across its front. The top of the canopy is flat, with the bottom shaped with three arches. Four columns appear to support the front of the canopy, with each column under one of the arms of an arch. (Randleman 1981). A similar large storefront window on the northwest corner of the west wall, complementing the east wall window, was converted to a non-historic double-door side entry.

The remainder of the façade remains intact, including the concrete detailing. Windows include a row of six-light tilt over three-light fixed sash windows that run along the entire front of the second story. Each concrete window surround is arched. Above this row of windows, the third story fenestration includes a row of three sets of windows. The outside pairs match the second story windows in style and size, while the middle set includes narrower six-light units. These two units flank an arch with extended arms that reach nearly to the first story. A rectangular inset is located under the arch. The photos also show a third story balcony extending out from the building under the central windows. Since there does not appear to have been a functional door leading to the balcony, it apparently was decorative only. The balcony is no longer on the structure. Other decorative details on the façade include pilasters on the northeast and northwest corners, and a parapet roof line with central mission style pediment and two matching rectangular insets. Between the two insets is a smaller, more circular third inset.

The east (side) elevation includes a short stub extension that apparently was used to provide a side entrance to the building. A historic first story side entry is located in the north wall of the stub. An arched window, similar in size and shape to the front façade windows, is located on each floor above the entry. A similar window located on the short perpendicular east wall of the main building matches each of these windows. The east wall of the stub also includes six windows. The first story windows include a six-light rectangular window in the north end of the stub, while a much larger 20-light window is located in the south end. Two matching nine-light units are located above these windows on the third and second stories. The south wall of the stub includes one square six-light window on the first story and one nine-light unit on both the second and the third story. Continuing back on the east wall of the main building, two 20-light windows are located on the first and second stories. An outside chimney runs along the exterior of the wall and extends a few feet above the parapet. The back portion of the

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east wall includes three 20-light windows on the first story and five nine-light windows on the second and third stories. It appears there were originally 11 basement windows, but these have all been closed up.

In addition to the double-unit entry on the northwest corner of the west elevation of the historic structure, a second non-historic entry that led into the non-historic side addition that was removed in June 2005 is now an exterior entry on this elevation. Other fenestration includes a row of 11 second-story windows. Each unit is a 9-light tilt window similar to the façade windows in style that is equally spaced along the length of the wall. Above this row are 13 third story windows, each the same design and size as the second story units. A c.1962 gable-roof brick side addition on this side remains standing at this time.

The south (rear) elevation includes a mixture of openings, including two 20-light windows on the east side of the first story. A matching opening that has been converted into a loading door is located in the southwest corner of the building. A basement entrance is located between the first story openings. An iron fire escape that was installed after the hospital closed is attached to the back of the building. Fenestration on the second story includes four nine-light windows spaced across the back. The fire escape door is located to the west of the far east window in the row. In addition to these openings, a centrally located bricked-over doorway is easily seen on this floor. This doorway marks the location of the walkway that connected Baker Hospital No. 1 to Baker Hospital No. 2. On the third story are three nine-light windows equally spaced along the wall. The third story fire escape door is located just west of the middle window.

The interior of the building has remained basically intact. The ceiling on each floor is tin, although in some areas there has been some remodeling and in those cases a suspended acoustic ceiling has been installed. The flooring is hardwood. All three floors contain a large open room, with smaller rooms located in the south end of the building on the second and third stories. An operating elevator with scissor doors continues to operate. A small hallway and office are located along the west side of the first story.

The c.1962 building/addition on the west side of the property covers much of the lower portion of the older building's west wall. The non-historic structure is a front-gabled cement structure that has a brick veneer along its west elevation. In addition, a four-light, steel door and four 20-light windows are equally spaced along the west wall. The north wall of the block building faces the south wall of the metal building, but they do not join. The south elevation of the cement structure contains three, eight-light windows with a loading ramp door between the west and middle windows.

8. Narrative Statement of Significance

Baker Hospital No. 2 appears individually eligible for the National Register of Historic Places under Criteria A, B, and C. Additionally, it appears to be a contributing building in a potential downtown historic district.

This building is one of the few remaining sites in Muscatine directly associated with Norman Baker. It was at the heart of his medical efforts in the 1930s, attracting people from across the country and stimulating further regulation of the industry. With the success of Baker Hospital No. 1 to the rear of this building, Baker converted this building into Baker Hospital No. 2 in 1935. Though he only operated here until 1938 when his empire began to fail, the Baker Institute was at the heart of his medical theories and the controversy that surround this prominent historical figure. Baker Hospital No. 1 was demolished, leaving only this building

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standing with such a direct association with this significant aspect of Baker's life. With the activities of Baker at this location and the impact he had on medical practice in the United States, it appears to be eligible under Criteria A and B.

Additionally, the architecture of the building is distinctly unique in Muscatine. It is the only Spanish Revival building in the downtown, exhibiting concrete detailing not seen on any other building. Its cement coating created an adobe-like appearance that was originally highlighted by dark-colored corners on the building's façade. The rounded windows with awnings added to the building's southwestern charm, and complemented the many sharp angles on the building. The rows of windows that dominate the two side elevations and the front also created an image of cool breezes drifting throughout the building. Broader storefront windows provided an open invitation to newly arrived patients or passersby to glance into the hospital and see the miracles being performed. Thus, the Baker Hospital No. 2 also appears eligible for the National Register of Historic Places under Criterion C.

Finally, the Baker Hospital No. 2 is a contributing building in a potential downtown historic district. It falls within one historic context identified for this district: "20th century Business and Industry." As noted above, Norman Baker's medical institute played a prominent role in Muscatine in the 1930s, focusing the attention of the national medical community on Muscatine. Additionally, it significantly helped the neighboring businesses by attracting visitors and patients to town. The architecture is unique in downtown Muscatine, and this building provides a significant anchor on E. 2nd Street at the east end of this potential district.

Baker Hospital No. 2 was originally constructed in 1930 as a print shop for the Progressive Publishing Company. The company printed the Mid-West Free Press. President Herbert Hoover started the company presses for their inaugural run on December 19, 1930, while sitting in his White House office. Hoover used a long-distance telephone line and a gold telegraph key to send the signal to the presses at 2:30 p.m. that afternoon. The telegraph key was made of the first gold discovered in the Klondike. The newspaper claimed the president's action marked the first time a president had started the presses of any newspaper in the country (Mid-West Free Press 1930, 1).

Norman Baker acquired the property in 1935 through a sheriff's sale to satisfy an \$86,816.44 debt. Baker, who had no medical training, initially used the structure to print his own publications, but soon converted the building into his second hospital to treat cancer and other diseases. Norman Baker was a controversial figure, but a natural showman and entrepreneur. Born in Muscatine on November 27, 1882, he quickly became exposed to marketing products through his father, who patented a large number of inventions. During the early 1900s, Baker worked as a machinist in Muscatine's pearl button factories, but eventually realized he had the ability to influence people through his voice. He began to work as a mentalist on the vaudeville circuit. Later he formed the Tangle Company in Muscatine and began manufacturing air-powered calliopes. He also opened an art school and in 1925 formed a radio station, KTNT (Know The Naked Truth). His business empire continued to flourish during this time with the addition of the KTNT Café, a gas station, mail order and retail business and the TNT (The Naked Truth) Magazine. The magazine and radio station provided him with an ideal forum to preach against a wide-ranging list of individuals and organizations he considered enemies. His favorite targets became the moneyed establishment, the fat cats of government, print media, broadcasting, and medical industries (Schlutz 2004).

When he formed the Baker Institute in November 1929, and began using KTNT to promote public "mass healings", his fight with the medical establishment quickly skyrocketed. Although he had no medical training, he

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was able to use his skill as a salesman to market cures and treatments that traditional medical practitioners claimed were worthless. The American Medical Association (AMA) accused him of being a quack and Baker responded by filing a \$500,000 lawsuit against the organization. The case, which was heard in Davenport, attracted newspapers from across the county. In what became a landmark for the AMA's efforts to separate medical science from quackery, Baker lost his suit.

Though his medical activities were strongly condemned by government regulators and established medical organizations as quackery, many patients who could not be helped by the traditional medical care of the day eagerly sought a cure at the Institute. Many others were attracted to Muscatine because of Baker's various business activities. In a front page article, the Midwest Free Press claimed nearly 1 million people came to Muscatine over a five-year period because of marketing efforts launched from KTNT (MWFP, Feb. 2, 1931, P1).

Government regulators were also beginning to launch investigations into Baker's business practices, including his use of the airwaves to practice medicine without a license. The Federal Radio Commission eventually denied an application to renew his broadcasting license in 1931, arguing the renewal would not be in the public interest. He then constructed a new radio facility just across the border in Mexico.

With the success of the Baker Institute, Baker acquired this building in 1935 to expand his hospital. Baker Hospital No. 1 was located across the alley from this building in the same block. Together they formed the Baker Institute, which Baker hoped would eventually make Muscatine the medical center of the world. The institute's slogan, "Cancer is Curable", is visible in historic photos on the front of Baker Hospital No. 1. A connecting walkway ran between the two buildings, but Baker Hospital No. 1 was demolished several years ago, leaving Baker Hospital No. 2 as the only remaining structure in Muscatine connected to Baker's medical activities.

Although the Baker Institute was eventually exposed as a bogus medical facility, for nearly 10 years from 1929 to 1938, it provided a hope for desperate patients seeking a cure for an illness that traditional medicine could not conquer. Muscatine became well known as the site for an alternative treatment for a fatal and debilitating disease. Two patients who received treatment at the Baker Institute demonstrated that attraction. The 1938 obituary for Clayton P. Hart, 53, explained the Redwood, NY resident spent five months at the Baker Institute of Muscatine, Iowa in 1937 (Dixon 2004). Closer to home, a compilation of articles completed by Delores Ford Mobley uncovered a report in the August 13, 1936 Kinmundy (IL) Express that Leo Fitzpatrick, his wife and their little son had returned home from Muscatine, Iowa where he had entered the Norman Baker hospital for an examination. "He received very little encouragement in regard to his condition," the paper reported (Mobley 1999-2003). These accounts demonstrate the draw that the Baker Institute had for people. Although Baker was unable to actually provide patients with a cure for cancer, his efforts did have the effect of stimulating laws and policies to safeguard the public health. His techniques of offering cash prizes and other awards on his radio shows also influenced a wide range of marketing techniques and enterprises during the initial growth of radio in this country.

Baker closed the Baker Institute, including Baker Hospital No. 2, in 1938, sneaking his entire staff, furnishings and other material aboard several railroad cars in the middle of a summer evening. He moved his entire operation to Arkansas and attempted to continue operating his clinic at the Crescent Hotel and Spa in Eureka Springs. This third cancer clinic was intended to have over 1000 beds. However, he was unable to complete this project (Rohrbach 2000). In 1937 he was convicted of violating broadcast rules that prohibited the use of a transmitter on foreign soil to circumvent U.S. rules and standards. Although that conviction was later overturned, his empire

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finally collapsed in 1941 when he was convicted of mail fraud and sentenced to four years at the federal penitentiary at Leavenworth, KS. He died in 1958.

After the Baker Hospital #2 closed, the Fraternal Order of Eagles purchased this building in 1946 and its top floor provided a meeting hall for the group until 1957.

It was recently used for storage before being purchased by HNI (formerly HON) in spring 2005. On May 20, HNI announced that it would renovate the existing building into shared corporate offices for HNI Corp. and The Gunlocke Company, an operating company of HNI. HNI Corp. is the second-largest office furniture manufacturer in the United States. HNI is also the nation's leading manufacturer and marketer of gas- and wood-burning fireplaces. The company's brands, including HON, Allsteel, Gunlocke, Paoli, Heatilator, Heat & Glo™, and Quadra-Fire, have leading positions in their markets. After selling its former headquarters at 414 E. Third to Muscatine County for additional courthouse space, HNI sought a new facility to accommodate future growth. The project will include renovation of an existing structure at 408 E. Second St, along with construction of additional space for a total of approximately 35,000 square feet. The sustainable design will allow the building to be LEED certified by the U.S. Green Building Council. Tax incentives approved by the Iowa Department of Economic Development will allow HNI to recover up to \$4.6 million of the \$5.5 million project costs. The project is scheduled to be completed in April 2006 (Tecklenburg, May 20, 2005).

9. Major Bibliographical References

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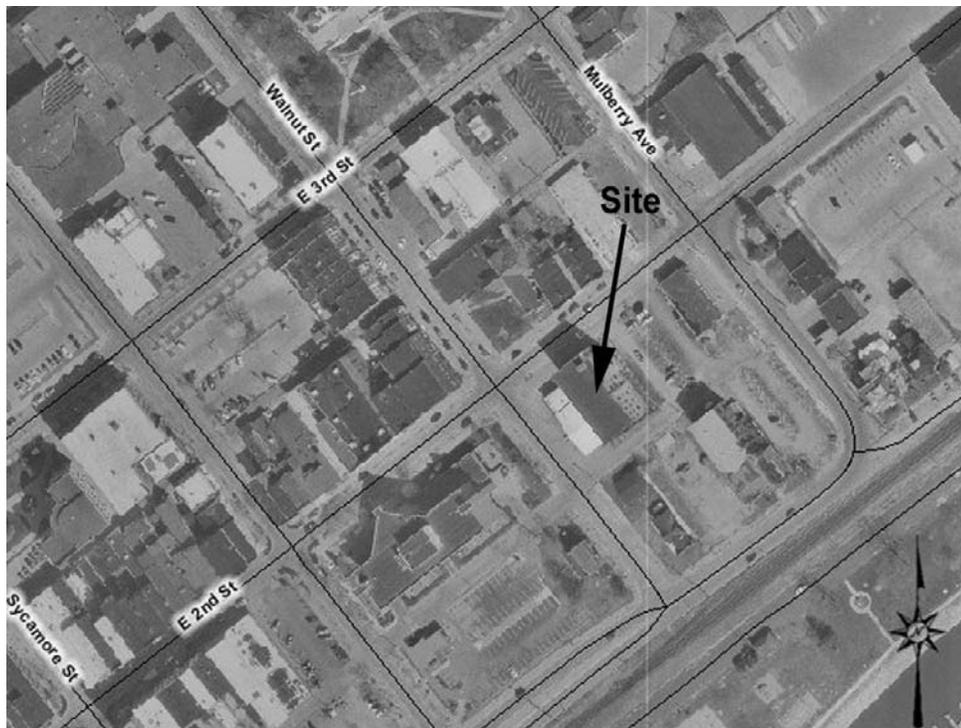
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Location Map



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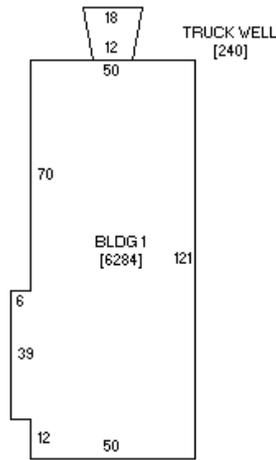
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Plan (from assessor's office)



(front – E. 2nd St)

Photographs of building (digital image)



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June 13, 2005



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