Site Inventory Form State Historical Society of Iowa (December 1, 1999)	Relationship	t with known long to the contribution of the c	boundaries (ente uting	nown boundaries ed	DOE
1. Name of Property					
historic name McLaughlin and Hu	mphrey Building.				
other names/site number					
2. Location					
street & number 111-115 N. Main city or town Elkader Legal Description: (If Rural) Townsl (If Urban) Subdivision Origina	<u>l Town</u>		□ vicinity, co No. Range N (s) <u>4</u>	unty <u>Clayton</u> No. Section Quarter of Qu ————————————————————————————————————	_
3. State/Federal Agency Certific					
 National Park Service Certific Classification 	ation [<i>Skip this Se</i>	ction]			
Category of Property (Check only or	ne hox) Number of I	Resources w	ithin Property		
	If Non-Eligib Enter numbe bu sit str ob	le Property er of: ildings	If Eligible and Contributing 1	Property, enter number of: ng Noncontributing buildings sites structures objects Total	_
Name of related project report or more Title Arch. & Hist. Resources of the Elka 6. Function or Use			Hi	art of a multiple property examinatior storical Architectural Data Base Num 2-030	
Historic Functions (Enter categories	from instructions)	Curre	ent Functions	Enter categories from instructions)	
02G04 Tavern			2 Office Building	,	
02E03 Dry Goods		<u>70 Va</u>	acant/Not in Use		
			_		
7. Description					
Architectural Classification (Enter	categories from instructi	ions) Mate	rials (Enter catego	ries from instructions)	
05B Italianate		found	dation <u>03 Brick</u>	; 04 Stone	
05G Romanesque Revival		walls	03 Brick		
		roof	<u>15C01 F</u>	Ruber Membrane	
Narrative Description (SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)					
8. Statement of Significance Applicable National Register Criteria	(Mark "x" representing	vour opinion of e	eligibility after applyin	g relevant National Register criteria	
Applicable National Register Criteria (Mark "x" representing your opinion of eligibility after applying relevant National Register criteria) ☑ Yes ☐ No ☐ More Research Recommended A Property is associated with significant events. ☐ Yes ☐ No ☐ More Research Recommended B Property is associated with the lives of significant persons. ☐ Yes ☐ No ☐ More Research Recommended C Property has distinctive architectural characteristics. ☐ Yes ☐ No ☐ More Research Recommended D Property yields significant information in archaeology or history.					

County Cla	<u>ayton</u> kader	Address <u>111-115 N. I</u>	<u>Main</u>						nber <u>22-01357</u> nber <u>22-01381</u>
☐ A Ow for ☐ B Re	religious purposes moved from its ori pirthplace or grave	iginal location.	□ F □ G	A comme	morati	l building, o ive property ears of age	<i>1</i> .		e within the past
Areas of S	Significance (Ent	ter categories from instruction	ons)	Signi Constr		t Dates			
02 ARCHI	<u>TECTURE</u>			1898 Other o	dataa	check	if circa	or estimated da	te
05 COMMI	<u>ERCE</u>			Other	iales				
	National Register Cri	iterion B is marked above) Significance (□ SE	E CON	Archite Guilbe Builder Jense	ct ert, G. en, J.N		tor; Ar	nton Willie, brid	
	Bibliographical	<u>`</u>	001	11110711	1011	JIILLIO, I	7711101	TWOOT BE O	OWN ELTED)
		ation sheet for citations of the	e books,	articles, an	d other	sources use	ed in pre	paring this form	
	aphic Data							-	
UTM Reference Zone 1 3	Easting	Northing		2 2 4	Zone —	Easting		Noi	rthing
		eet for additional UTM refer	ences or	comments					
11. Form F	Prepared By								
	-	en, Svendsen Tyler, Ind	<u>).</u>						
•	on City of Elkade					date		<u>7/2011</u>	
	ımber <u>N3834 De</u>	ep Lake Road				telephone	<u>/15</u>	5/469-3300	
city or towr						state WI		zip code <u>5</u> 4	<u>4870</u>
		FATION (Submit the follo	owing ite	ems with th	ne com	pleted form	1)		
 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:									
		PROPERTIES, INCL							
2. Barn:		ist of structures and building			-				uting status)
b. Ap	photograph of the I	e/truss configuration in th loft showing the frame co f the interior space arran	nfigurat	ion along	one si	de.			
State Hist	oric Preservatio	on Office (SHPO) Use	Only I	Below T	nis Li	ne			
		opinion on National Re nated property or part					□ <i>M</i>	ore Research	Recommended
Comments	B:								

Date: _____

Evaluated by (name/title):

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7. Description:

This building is estimated by the Clayton County Assessor to have been built in 1898. The building was in place sometime between 1895 and 1902 according to the Sanborn Maps for Elkader published in those years. Historic photos in 1899 and newspaper accounts in late 1898 and early 1899 confirm the building date of 1898. The design of the building is consistent with designs for other second generation masonry buildings in the downtown of a similar style.

The McLaughlin and Humphrey Building. at 111-115 N. Main Street is one example of several architect-designed commercial buildings in the downtown historic district. It demonstrates a blend of the Italianate and Romanesque Revival styles that took place at the turn of the 20th century. This 2-story building has a limestone foundation, reddish-brown colored brick walls, a flat roof, a bracketed cornice made of embossed metal, and a double-wide front divided into three bays. The building was designed by architect G.F. Guilbert of Dubuque with J. M. Jensen serving as contractor and Anton Willie as brick mason. It has an elaborate bracketed cornice that is identical to that of the Schoch Building next door at 119 North Main Street. The only difference is the presence of a large semi-circular parapet section announcing the building's owners and date in the McLaughlin and Humphrey Building.

This is the earliest building identified in the downtown with an architect and as such it is not surprising that the design incorporates several modern features – symmetrically placed oriels on the second level and plate glass window glass in the twin shop spaces. On the upper level, the building design has a pair of semi-circular arched windows with limestone sills, keystones and footers centered beneath the round arched name-date block and above the entrance way. The hipped roof angular oriels on the upper level were likely the first such window groups in the downtown and prompted installation of a similar window up the street at the B.S. Whitney Building a few years later. Each bay retains its original design that included narrow 1/1 units on the sides and a wider 1/1 unit on the front with continuous rows of square panels beneath the sill levels.

On the first floor, the façade's three bays contain two shop spaces with the original or similar plate glass windows on the north and south sides and a cluster of three doors in a recessed entrance are at the center. The centermost door leads to the upper level flats with the flanking doors serving as shop entrances.

A contemporary newspaper account from November 1898 described progress on the building noting the fine plate glass windows in the building as the largest in town at the time. As construction progressed, the building was described in greater detail:

"One of the handsome new fronts on Front Street is that of the new block of McLaughlin and Humphrey. It is of brick 44 by 80, containing a store and a room for a saloon on the first floor, while the second story will have two well arranged flats. The front elevation presents a fine appearance with its large plate glass windows and overhanging bay windows. The saloon is to be fitted up in the most modern style with the flooring and

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arched ceiling and new fixtures. The building is supplied with electric bells and will be heated with steam throughout."¹

8. Significance:

The McLaughlin and Humphrey Building. at 111-115 N. Main Street is an example of an architect-designed commercial building in the downtown historic district. It is individually National Register eligible under Criterion C as a work of Dubuque architect G.F. Guilbert. It demonstrates a blend of the Italianate and Romanesque Revival styles that took place at the turn of the 20th century that was in evidence in several downtown Elkader buildings. The building occupies a prominent site along North Main Street and is a contributing resource in the Elkader Downtown Historic District. The district derives significance under both Criteria A and C. Under Criterion A, the district's commercial buildings are associated with the historic contexts developed for the downtown in the "Architectural and Historical Resources of the Elkader Downtown Historic District" Multiple Property Documentation form covering the years 1846 to 1960. Under Criterion C, the district's Italianate and Romanesque Revival style buildings such as the McLaughlin and Humphrey Building. are representative of commercial architectural development that took place from the 1880s through the turn of the 20th century.

Elkader Downtown Historic District Background:

The town of Elkader was laid out in 1846 along the banks of the Turkey River approximately 16 miles upstream from the Turkey River's confluence with the Mississippi River. The town was surveyed and laid out in 1846 with the Original Town Plat filed in June 22, 1846by Timothy Davis, Chester Sage and John Thompson, friends and business partners, who began operating a sawmill on North Front (Main) Street in 1845 before the town was even platted. By 1849 they had a successful flour mill in operation. The new town was named for Abd el-Kader, an Algerian freedom fighter and world figure who was admired by Davis. The principal building stimulating development in the 1840s and 1850s was the Elkader Mill. After 1860 when the Clayton County voters selected Elkader as the permanent county seat, the downtown saw a variety of merchants set up shops, several hotels open, a number of newspapers begin publication, and small manufacturing concerns get underway in the city center. Elkader numbered 440 residents in 1860.

The new county court house saw its first section completed in 1869 opposite the downtown. New limestone buildings were erected along both North and South Main Street with public halls frequently located on upper floors. During the 1870s and 1880s 2-story brick buildings began replacing frame business houses. A permanent railroad connection was completed by the Chicago, Milwaukee and St. Paul RR in 1886 but service remained poor as Elkader was located at the end of a spur rather than along a main line route. A more important transportation improvement during the 1880s was the completion of the Keystone Bridge across the Turkey River in 1880. Its completion prompted a period of economic vitality and community investment. The community was officially incorporated two years later in 1891 and a new waterworks system and city well were completed in 1896. Electricity was rejected by locals until the end of the decade in 1900, however. In the meantime, new churches were

¹ Unidentified Elkader newspaper accounts, November 10 and December 15, 1898, Elkader Historical Society/Carter House Museum research files.

lowa Department of Cultural Affairs State Historical Society of Iowa

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built in 1897 for the Congregationalists on the east side of the river and in 1897-1899 for the Catholics on the west side of the river Coupled with a series of major fires during the 1890s, the downtown saw a period of rebuilding with a new hotel and bank at the entrance to the business district at the turn of the century. The new opera house was completed on North Main Street while other 2 and 3-story brick blocks appeared both north and south of Bridge Street.

By 1900, Elkader's population stood at its peak of 1,321 – an increase of 77 percent during the decade of the 1890s. Development continued in the downtown before and after World War I but at a much slower pace. Floods and fires damaged the Elkader Mill in 1902, 1906 and 1908, but it was nevertheless rebuilt by Schmidt Brothers & Co., retaining a key employer and anchor for Elkader's downtown. The business district began to extend to the west before and after the war with the principal changes seen along West Bridge Street. Here livery stables and wagon shops were replaced by automobile dealerships, implement companies and filling stations. Five stations eventually located along West Bridge with a sixth one block to the south along First Street SW. The national economic depression of the 1930s was coupled by the closing of the Elkader Mill in 1939 following a major fire. Natural disasters after World War I included major floods in 1922, 1947, and 1958 with a tornado destroying section of South Main Street in 1958 as well.

Despite these natural and human made disasters, Elkader saw steady but modest population growth from 1,223 in 1920 to 1,526 in 1960. The impact of the automobile was seen in traffic patterns, parking patterns, and traffic signs and the introduction of electricity saw several generations of street lighting come and go. The popularity of the opera house waned and the first floor became the municipal fire station while two movie houses came and one stayed in the downtown drawing evening crowds for entertainment and shopping. As many as 130 people resided in downtown flats during this period. A good system of inter and intra-state highways connected Elkader and its downtown to other parts of the state and country in a way that railroads had never served the community. By 1960, downtown Elkader was well-established as one of several geographically dispersed retail centers serving Clayton County. Virtually every storefront was filled with start-up businesses or multi-generational family stores as Elkader's downtown achieved a stable and healthy status for local and countywide residents.

Historic Background for 111-115 N. Main Street:

In September 1893 according to newspaper accounts, James Humphrey purchased an interest in John McLaughlin's saloon "The Palace," which was located on the east side of South Main Street. In 1898, in an effort to expand their business and participate in the prosperity of the decade by investing in downtown real estate, Humphrey and McLaughlin built a new building at 111-115 N. Main Street. They opened their saloon "The Palace" in half of the building in February of 1899 and a month later, Hempel and Klotzbach moved their clothing and furnishing store into the other half. Later that year, Humphrey and McLaughlin had a concrete sidewalk and curb installed by Stoops and Williamson in front of the building extending south to Bridge Street leaving only one step between 101 and 115 North Main Street.

Hempel and Klotzbach had their business in Elkader since 1892, prospering in the intervening years to the point that a larger shop space was warranted. After their business relocated to the Humphrey and McLaughlin Building in a November 9, 1899 newspaper account, the business was praised:

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"The steady growth of this popular and representative clothing house since establishing business here in 1892, has been the legitimate result of honorable methods, which have characterized its transactions. The store, centrally located, is stocked to overflowing with a complete line of men's and boy's and children's wearing apparel, and one of the largest lines of fur coats to be found in the city, in every style, design, variety and pattern, including all the most recent fabrics, both in fine and medium grades, and whether you buy a silk lined garment of one that isn't, the style, the gracefulness is in everyone, and are equal to the merchant tailor make and superior to most of them. There is also a beautiful assortment of fine white and fancy shirts, novelties in neck ties, collars and cuffs, and underwear of all kinds, silk and linen handkerchiefs, gloves, hosiery, etc. The hat and cap department is unusually attractive and embraces all the latest styles in that line. The house enjoys a large trade not only in Elkader, but throughout the surrounding territory. The large trade is due to the simple fact of keeping the very best in each line of goods, selling at low prices and faithfully fulfilling each and every representation made to customers.

Personally Messrs. Hempel and Klotzbach are enterprising and progressive business men and owing to courteous treatment of patrons, fair and honorable dealings have made this establishment a most popular headquarters for the citizens of Elkader and farmers of the surrounding territory to procure their wearing apparel." (November 9, unidentified newspaper account in Elkader Historical Society/Carter House Museum research file for 111-113-115 North Main Street)

In May 1909 Humphrey and McLaughlin announced that they would be moving The Palace to the corner of Main (Bridge) and Front (Main) streets. They closed their saloon on Main Street and rented it for other purposes to avoid any question of their business being too near the Friedens Church located at the southeast corner of 1st and Cedar streets. Operation of saloons was subject to the ongoing temperance debate in Iowa before and after the turn of the century including discussions about hours of operation, distance from parks, schools and churches, and Sunday hours. In 1909 the Moon Law was passed by the General Assembly prohibiting the number of saloons in a community to one per 1,000 people. By removing The Palace from the Friedens Church, Humphrey and McLaughlin hoped to be able to keep their saloon within the law and maintain their business's right to operate.

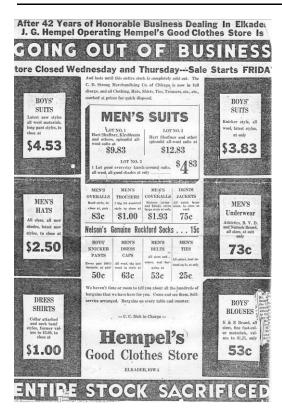
By July, the former saloon space was leased to B.P. Johnson of Chicago for opening a "Fair Store" franchise. The business was considered to be a discount department store offering a wide range of merchandise like a fair, all on sale for cheaper prices. The Fair Store national firm became the S.S. Kresge syndicate in 1925 by which time The Fair Store in Elkader had closed.

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Meanwhile the Hempel & Klotzbach business became known as "Hempel's Good Clothes Store" by the early 1930s continuing sales of men's clothing. The business suffered during the Depression years and in May 1937, J.G. Hempel announced that the store would be closing. (Going out of business advertisement, May 26, 1937, Clayton County Register)

9. Major Sources:

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Appraisal Records for Elkader Downtown Properties, Clayton County Assessor's Office, 1949 – 1965.

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Elkader Historical Society/Carter House Museum research file for 111-115 North Main Street; files focusing on downtown Elkader buildings, businesses, civic leaders and related information. Compiled by Marge Costigan and other museum volunteers. Research files contain hundreds of historic photos, newspaper articles, publication transcriptions, property ownership records, and information from interviews. Digital copies of some research files were loaned to Marlys Svendsen, October 2010 and others were made available in March 2011 for duplication.

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- Clayton County, Iowa, Memories & Heritage from the Photo Albums of Clayton County. Elkader, Iowa: The Clayton County Register, 1997.
- Downtown Building Survey (73 surveyed buildings) records including survey questionnaires, draft Iowa Site Inventory Forms and digital photographs. Main Street Elkader, 2009.
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- Downtown Elkader Individual Property Site Maps compiled by Eli Garms, Clayton County GIS, Engineer's Office, Elkader, November 2010.
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- "Plat of Elkader, June 22, 1846." Recorder's Office, Clayton County, Court House, Elkader, Iowa,.
- Powell, Harry. "The Elkader Story." unpublished first draft, December 1980; copy available at Elkader Public Library.
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Property Transfer Records for Blocks 3 – 10 and Fractional Blocks 3-6 in Town of Elkader, Clayton County Auditor's Office and Recorder's Office, Clayton County Court House, Elkader, Iowa.

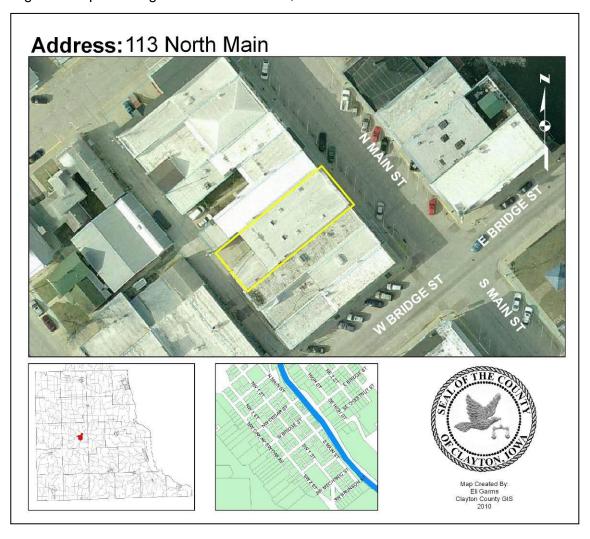
Shank, Wesley I. *Iowa's Historic Architects: A Biographical Dictionary*. Iowa City, Iowa: University of Iowa Press, 1999.

Standard Atlas of Clayton County, Iowa. Chicago: George A. Ogle & Co., 1902.

United States Census, 1850-2010. (population figures provided by State Library of Iowa, January 2011 and City of Elkader, March 2011).

Additional Information:

Full Legal Description: Original Town of Elkader, S. 2/3 of LOT 3 BLK 4



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Photographs: historic view looking west along North Main Street after the fire that destroyed the Borman corner in June 1899. The newly completed McLaughlin and Humphrey Building is visible across the street (photo courtesy of Myra Voss, Voss Realty); contemporary view , looking west (September 16, 2010, Marlys Svendsen, Svendsen Tyler, Inc., photographer)



