

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

State Inventory No. 22-01360 New Supplemental
 Part of a district with known boundaries (enter inventory no.) 22-01381
 Relationship: Contributing Noncontributing
 Contributes to a potential district with yet unknown boundaries
 National Register Status:(any that apply) Listed De-listed NHL DOE
 9-Digit SHPO Review & Compliance Number _____
 Non-Extant (enter year) _____

1. Name of Property

historic name Clayton County Journal Building/Hodges and Brown Hardware Store
 other names/site number J-N-J Pizza

2. Location

street & number 127 North Main Street
 city or town Elkader vicinity, county Clayton
 Legal Description: (If Rural) Township Name _____ Township No. _____ Range No. _____ Section _____ Quarter _____ of Quarter _____
 (If Urban) Subdivision Original Town _____ Block(s) 4 _____ Lot(s) Middle 1/3 LOT 2

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: Contributing Noncontributing
<input checked="" type="checkbox"/> building(s)	_____ buildings	<u>1</u> _____ buildings
<input type="checkbox"/> district	_____ sites	_____ sites
<input type="checkbox"/> site	_____ structures	_____ structures
<input type="checkbox"/> structure	_____ objects	_____ objects
<input type="checkbox"/> object	_____ 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 Arch. & Hist. Resources of the Elkader Downtown Historic District MPD Historical Architectural Data Base Number 22-030

6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
<u>02E05 Hardware</u>	<u>02G Restaurant</u>
<u>02A05 Newspaper</u>	<u>01B02 Apartments</u>
_____	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>05B Italianate</u>	foundation <u>03 Brick; 04 Stone</u>
_____	walls <u>03 Brick</u>
_____	roof <u>15C01 Ruber Membrane</u>
_____	other _____

Narrative Description (SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

8. Statement of Significance

Applicable National Register Criteria (Mark "x" representing your opinion of eligibility after applying relevant National Register criteria)

<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	A Property is associated with significant events.
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended	B Property is associated with the lives of significant persons.
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	C Property has distinctive architectural characteristics.
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended	D Property yields significant information in archaeology or history.

County Clayton
City Elkader

Address 127 North Main Street

Site Number 22-01360
District Number 22-01381

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

1868 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 Marlys Svendsen, Svendsen Tyler, Inc.

organization City of Elkader

date 7/2011

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telephone 715/469-3300

city or town Sarona

state WI zip code 54870

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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Clayton County Journal Building/Hodges and Brown Hardware Store	Clayton
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7. Description:

This building is estimated by the Clayton County Assessor to have been built in 1890. The building was in place before 1895 according to the Sanborn Map for Elkader published in that year. An engraving from the 1875 Andreas Atlas shows the building (see attached photo). A September 30, 1868 newspaper account notes that the *Clayton County Journal* is now located in its new building. A ca. 1868 date is consistent with the design of the building and public records.

The Clayton County Journal Building/Hodges and Brown Hardware Store at 127 N. Main Street is an example of a late Italianate Style commercial building. This 2-story narrow front building has a limestone foundation, reddish-brown colored brick walls, a flat roof, a bracketed cornice made of embossed metal, and a front façade divided into three bays. The building has an elaborate bracketed cornice with a semi-circular shaped date and name block centered on the parapet identifying "Hardware" and "1887" as the year the building was converted to use as a hardware store. The cornice brackets have large single units with pendants evenly spaced to mark three dentiled panels.

On the upper level, the building has four individual 1/1 double-hung windows topped by semi-circular transoms and matching arches containing a triple course of raised brick with limestone keystones. The storefront has the entrance to the upper level on the right side of the first floor with a later glass and horizontal paneled wood door and transom intact. The first floor was divided into two shop windows with a centered recessed entrance in 1935. The storefront has been modified in the last decade to have two small single-light sash to either side of the entrance and infill consisting of clapboard-style vinyl siding surrounding the windows and over the original first floor transom area.

8. Significance:

The *Clayton County Journal* Building/Hodges and Brown Hardware Store at 127 N. Main Street is an example of an early Italianate Style commercial building in Elkader. The building occupies a 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 Style designs as seen in this building are representative of commercial architectural development that took place from the 1860s through the turn of the 20th century in the downtown.

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, 1846 by 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

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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 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.

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Historic Background for the Clayton County Journal Building/Hodges and Brown Hardware Store at 127 N. Main Street:

During the 1850s and 1860s, four newspapers were established in Elkader. The *Elkader Tribune* began and operated only briefly during the mid-1850s. Similarly, the *Wildcat Tribune* began publication in 1858 and dissolved within the year after promoting Elkader's merits as a county seat to readers. In 1859, the *Clayton County Journal*, which was originally established by W.F. Howard in Guttenberg, was acquired by Alpheus Scott and moved to Elkader. The fourth paper was the idea of German immigrant Joseph Eiboek, who worked for the *Clayton County Journal* in Elkader. His idea was to publish a politically independent, German language paper. In 1868 he published the first issue of *Der Nord Iowa Herald* as an affiliate of the *Clayton County Journal*.

BROWN & BAHR.
Aug 23 1894

BELOW ARE A FEW OF OUR PRICES:

Galvanized Glidden Barb wire per 100 lbs., with staples	\$ 2.90
Painted " " " "	2.40
Extra large willow clothes baskets	.60
Medium " " " "	.50
Refrigerators, from \$6.00 to the best made	14.50
Gasoline stoves from	\$4.00 to 25.00
No. 7 Ward's deep well pumps	3.50
1 1/4 in. galvanized gas pipes per foot,	.09

We have the finest 3 and 5 gallon oil cans in the world. No pumping. Guaranteed for five years and will last 10.

We also have an endless variety of goods at prices that will defy competition.

PLEASE LOOK US UP, AS IT WILL PAY YOU.

Opposite First National Bank. **ELKADER, IA.**

The new *Journal* Building was constructed in ca. 1868 and remained in use by the *Journal* and *Der Nord Iowa Herald* until 1887 when the *Journal* moved to West Cedar Street and the building's new business occupant - the Hodges and Brown Hardware Store - opened in the former newspaper building. In 1891, Hodges retired and sold his interest in the firm to John Bahr with the new business renamed "Brown and Bahr." The new business dealt in all kinds of hardware, tinware, cutlery, stoves, tinware, barb wire and shelf goods while also doing work in furnace installation. The business was described in a November 9, 1899 newspaper articles as follows:

*Brown & Bahr
Hardware, Stoves, etc.*

A representative and popular establishment in its line in Elkader is that of Brown & Bahr, who established business here in 1891 and they are steadily pushing their way to public favor through the channels of well directed efforts and to-day stand in the front rank of commercial enterprises.

When one considers the great strides the city has taken in the past he must need admit that the indefatigable energy and foresight of her merchants has formed a solid and substantial growth. The above house is an excellent

illustration of this fact. Some extend of the business may be gleaned from the fact that the premises through very large are scarcely sufficient to contain the quantity of hardware, cutlery, manufacturers supplies, builders hardware, shelf goods and tools for all trades, as well as farm and garden tools, stoves, ranges, oil and gasoline stoves, making a specialty of hot air and steam heating, all of which are sold at prices which challenge successful competition.

Through representations pleasing to customers, a large and prosperous trade has been built up and the most honorable and upright methods are pursued in all transactions. Messrs. Brown & Bahr are among our most enterprising and progressive business men who have a reputation which never comes by accident, and it is held by the same principles that made it, namely sterling integrity and straight forward dealings, and it is favorably know throughout the city and country.

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In ca. 1917, the building was taken over by F.L. Heiden who operated Heiden Hardware Store here. In August 1935, the local newspaper noted that remodeling of the Heiden Hardware Store was completed including the removal of the old front, replacing of the one display window and side entrance with a center entrance and two display windows. During the post-World War II years, this building held Schrody's Market and then the Statistical and Addressing Service. In 1971, Angie Lindenberg opened Angie's Café at 127 North Main Street.

In the early 1980s John Bennett opened T.J's Pizza in the building. In 1987 the business was renamed "The Pizza Well" when it was taken over by Darrell Wellendorf. In 1990, Ken Seney and his wife, Sharon acquired the building and continued the Pizza Well. They operated the business at this location until 2005 when both the business and the building were sold to Nikki and Josh Pope and Jeff Walch, co-owners of the current J-N-J Pizza still at this location in 2011.

Owners/Renters of building: (compiled by the Elkader Historical Society/Clayton House Museum volunteers)

1868 – September 30 - Journal office.

1888 – Hodges and Brown Hardware

1891 – Brown and Bahr (moved into Stearn's building in 1894)

1917 – F.L. Heiden

Statistical and Addressing Service

Schrody's Market

1971 – Angie's Café

Early 1980's – T.J. Pizza

1987 – Pizza Well – Darrell Wellendorf

1990 – May – Pizza Well purchased by Ken and Sharon Seney

2005 – J-N-J Pizza purchases business and building (Nikki & Josh Pope)

9. Major Sources:

1984 History of Clayton County. Clayton County Genealogical Society, Elkader, Iowa: Griffith Press, 1984.

Anderson, David C. *Reconnaissance Survey of Elkader Clayton County, Iowa.* Clayton County Historic Preservation Commission and Main Street Elkader, March 1, 1994.

Andreas, A.T. *Illustrated Historical Atlas of the State of Iowa.* Chicago: Andreas Atlas Co., 1875.

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

"Bird's Eye View Map, Elkader, Iowa, 1871." Milwaukee, Wisconsin: Doniat and Zastrow.

Elkader Historical Society/Carter House Museum research file for 127 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

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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.

Census of State of Iowa for the years 1856, 1867, 1875, 1885, 1895, 1905, 1915, and 1925 as printed by various State Printers.

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.

Downtown Elkader Business Questionnaires completed by property/business owners, 2010.

Downtown Elkader Individual Property Site Maps compiled by Eli Garms, Clayton County GIS, Engineer's Office, Elkader, November 2010.

Elkader Building Survey (62 surveyed buildings). Main Street Elkader, 1994-1996.

Elkader Historic Photograph Collection (digital). Elkader Public Library, Elkader. Digital files loaned to Marlys Svendsen, December 2008.

"Elkader, Iowa 1846-1971, the Past, the Present the Future." 125th Anniversary Edition, *The Clayton County Register*, Elkader, Iowa, July 21, 1971.

Elkader Telephone Directories, 1922, 1923, 1924, 1932, 1933, 1960 and 1966.

Gottfried, Herbert and Jan Jennings. *American Vernacular Design, 1870-1940.* New York: Van Nostrand Reinhold Company, 1985.

Insurance Maps for Elkader. (New York: The Sanborn Company), 1895, 1902, 1913, 1930, and 1951.

"Keystone Bridge Centennial Edition." *The Clayton County Register*, Elkader, Iowa, July 26, 1989.

Olson, Edward W. *Look What you Started Mr. Davis...Elkader, Iowa: History, Facts and Folklore about Elkader, Iowa U.S.A.,* ca. 2010.

Plat Book of Clayton County, Iowa, Minneapolis: Warner & Foote, 1886.

"Pages from the Past", *Clayton County Register*, June 19, 2001

"Plat of Elkader, June 22, 1846." Recorder's Office, Clayton County, Court House, Elkader, Iowa,.

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Powell, Harry. "The Elkader Story." unpublished first draft, December 1980; copy available at Elkader Public Library.

Price, Realto E., editor. *History of Clayton County, Iowa from the Earliest historical Times Down to the Present, Volumes I and II*. Chicago: Robert O. Law Company, 1916.

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).

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Additional Information:

Full Legal Description: Original Town of Elkader, Middle 1/3 of LOT 2 BLK 4.

Address: 127 North Main



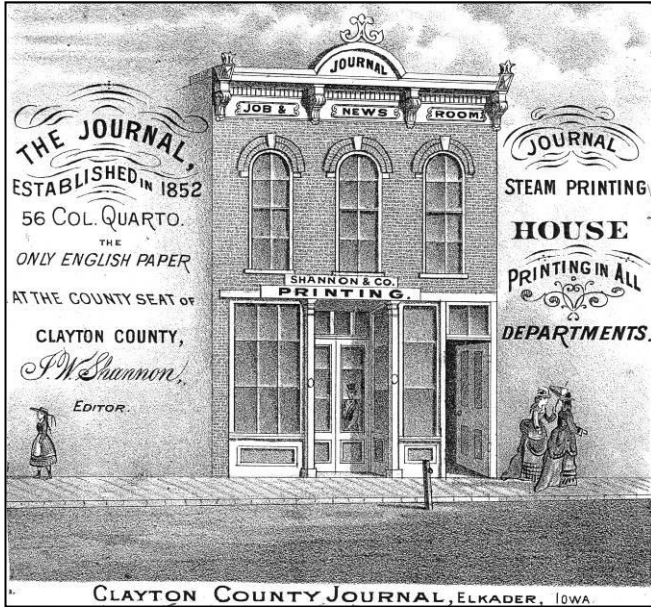
Map Created By:
Eli Garms
Clayton County GIS
2010

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Photographs: Historic view, 127 North Main Street, 1875 (*Atlas of Iowa*, Andreas Publishing, 1875) and contemporary view, looking west (Elkader Downtown Survey Photograph, 10/29/2010, Marlys Svendsen, photographer).



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Photographs: Second floor and cornice detail (above) and street view of 100 block of North Main Street, looking west (September 16, 2010, Marlys Svendsen, Svendsen Tyler, Inc., photographer)

