#### **Iowa Site Inventory Form State Inventory Number:** 44-00185 ☐ New ☐ Supplemental 9-Digit SHPO Review & Compliance (R&C) Number: \_\_\_\_\_ **State Historic Preservation Office** (January 2016) □ Non-extant Year: Read the lowa Site Inventory Form Instructions carefully, to ensure accuracy and completeness before completing this form. The instructions are available on our website. **Property Name** A) Historic name: Hoaglin's B) Other names: 2023 downtown survey # DT-037 Location A) Street address: 103 N. Jefferson St B) City or town: Mount Pleasant ( Vicinity) County: Henry C) Legal description: Rural: Township Name: Township No.: Range No.: Section: Quarter: of Quarter: Block(s): <u>4</u> Lot(s): <u>Lot 8: N 20' of E 90' of S 1/2 & S 20' of E 90' of N 1/2</u> Urban: Subdivision: Original Classification A) Property category: Check only one B) Number of resources (within property): If eligible property, enter number of: □ Building(s) If non-eligible property. ☐ District Contributing Noncontributing enter number of: ☐ Site 1 Buildings Buildinas ☐ Structure Sites Sites ☐ Object Structures Structures Objects Objects Total **Total** C) For properties listed in the National Register: National Register status: Listed De-listed NHL NPS DOE D) For properties within a historic district: Property contributes to a National Register or local certified historic district. Property contributes to a potential historic district, based on professional historic/architectural survey and evaluation. Property *does not* contribute to the historic district in which it is located. Historic district name: Mt Pleasant Downtown Historic District Historic district site inventory number: 44-02280 E) Name of related project report or multiple property study, if applicable: MPD title Historical Architectural Data Base # Intensive Level Historical and Architectural Survey of Downtown Mt Pleasant, Iowa HADB-02986 Function or Use Enter categories (codes and terms) from the lowa Site Inventory Form Instructions A) Historic functions **B)** Current functions 02E: COMMERCE/TRADE / specialty store - antiques 02E03: COMMERCE/TRADE / dry goods 02F01: COMMERCE/TRADE / department store 02E05: COMMERCE/TRADE / hardware store Description Enter categories (codes and terms) from the Iowa Site Inventory Form Instructions A) Architectural classification **B) Materials** 09F05: Commercial / brick front Foundation (visible exterior): <u>04C: Limestone</u> Walls (visible exterior): 03: Brick Roof: 15C: Rubber

Other:

Site Number: 44-00185 Address: 103 N. Jefferson St	City: Mt Pleasant County: IA District Number: 44-02280	
Statement of Significance		
A) Applicable National Register Criteria: Mark your opin Criterion A: Property is associated with significant events. Criterion B: Property is associated with the lives of significant property of Criterion C: Property has distinctive architectural characteristics Criterion D: Property yields significant information in archaeology.	s.	
<ul> <li>B) Special criteria considerations: Mark any special considerations: Mark any special consideration.</li> <li>☐ A: Owned by a religious institution or used for religious position.</li> <li>☐ B: Removed from its original location.</li> <li>☐ C: A birthplace or grave.</li> <li>☐ D: A cemetery</li> </ul>		
C) Areas of significance Enter categories from instructions 05: Commerce	D) Period(s) of significance	
E) Significant dates  Construction date  1853	F) Significant person Complete if Criterion B is marked above	
<b>G) Cultural affiliation</b> Complete if Criterion D is marked above	H) Architect/Builder Architect	
	Builder/contractor	
Bibliography   See continuation sheets for the list reset     Geographic Data Optional UTM references   See continuation sheets for the list reset     See continuation sheets for the list reset     Northing   NAD		
Form Preparation		
Name and Title: Rebecca Lawin McCarley / research by Joy Lapp Date: April 24, 2024 Organization/firm: SPARK Consulting / Mt Pleasant HPC E-mail: sparkconsulting@octaspark.com Street address: 1630 Park Ave SE Telephone: 319-200-9767 City or Town: Cedar Rapids State: IA Zip code: 52403		
ADDITIONAL DOCUMENTATION Submit the follow.	ring items with the completed form	
unique photo number.  3. Photo key showing each photo number on a m number to indicate the location and directional vi 4. Site plan of buildings/structures on site, identifying B) For State Historic Tax Credit Part 1 Applications, R	roperty/building name, address, date taken, view shown, and hap and/or floor plan, using arrows next top each photo iew of each photograph.  g boundaries, public roads, and building/structure footprints.  historic districts and farmsteads, and barns:	
See lists of special requirements and attachments in	the Iowa Site Inventory Form Instructions.	
State Historic Preservation Office (SHPO) Use Only E  The SHPO has reviewed the Site Inventory and concurs with all  Yes No More research recommed  This is a locally designated property or part of a local	bove survey opinion on National Register eligibility: ended	
Comments:		
SHPO authorized signature:	Date:	

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#### 7. Narrative Description

This two-story brick commercial building is actually two earlier buildings that were remodeled for a unified tall façade around 1908. The second story of the building is taller than the adjacent buildings, with a simple brick façade extending above the windows to the height of the adjacent three-story buildings. Each half of the building originally had decorative stone window hoods, which were removed as part of the remodel around 1957 or 1963 that simplified the façade. This work also removed the simple decorative brick detail at the top of the building, infilled the windows, and added small tile on the storefront transom. This remodel reflected work being done on other downtown buildings in this period, which installed new simple brick facades. The current storefront with large aluminum windows and double aluminum/glass doors with a shared transom appears to date to the 1957 or 1963 remodel. The storefront transom was covered in the 1980s with the current diagonal wood, which also again connected this building to the building to the north. The second story windows and brick were restored as one of the last "Operation Pride" projects in spring 1982. Similar to other buildings, the brick was sandblasted to remove paint, and the windows were opened up. The six windows have two-over-two-light double-hung wood sashes, with a simple hood added on the three windows on the south half. Brick patching is evident above the windows where the original hoods were previously removed.

#### 8. Narrative Statement of Significance

Hoaglin's appears to be eligible for listing on the National Register of Historic Places as a contributing building within the potential Mount Pleasant Downtown Historic District. The building contributes to the historic commercial character of the downtown, occupied by and remodeled for Hoaglin's, John Green, and Coast to Coast within the period of significance. The appearance of the building reflects various periods of remodeling, with the current appearance clearly reflecting a historic brick commercial building. The building retains sufficient integrity to convey its significance as a historic commercial building in a historic district.

Based on research and evaluation conducted to date, Hoaglin's does not appear to likely be individually eligible for listing on the National Register of Historic Places. The current exterior appearance reflects work completed after Hoaglin's closed, with later remodels impacting the integrity of earlier remodels. Assessment of the interior features and modifications would be required for a full evaluation of the individual eligibility of the building.

#### Developmental history of property

This double-storefront building appears to have been constructed in 1853 for two separate owners. The south half was a three-story building, and the north half was a two-story building. Additional height was added to the north building, windows uniformly remodeled, and interiors combined around 1906 when William Hoaglin expanded his department store into these buildings. Thus, the building currently at 103 N. Jefferson St appears as a single building, has remained under joint ownership, and it has been used as a single building for over 100 years.

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The commercial brick building at 103 N Jefferson, which is currently the width of two storefronts and has a height of three stories, was constructed as two separate buildings, originally numbered 19 and 21 Jefferson Street. According to the transfer books, Shaw & Snyder acquired the E 100' S½ N½ of Lot 8 (north half of the building) at an unspecified time. An ad for the business of James B. Shaw (who also built 101 N Jefferson to the south) and John Tyner with a start date of Nov 9, 1853, states, "The undersigned have removed into their NEW BRICK BUILDING, first door north of McDowell and Young's Dry Good Store, and are now opening a large and well selected stock of BOOTS, SHOES, HATS, CAPS" (Weekly Observer, Dec 28, 1854, p. 3). According to the transfer books, James M. Kibben and Alvin Saunders each acquired a half-interest in the N½ S½ E 100' of Lot 8 in Block 4 (south half of the building) at an unspecified time. Alvin Saunders and wife later transferred their half-interest to James M. Kibben. Presumably Kibben built the south half of the building about 1853. An ad for McDowell & Young, dated Feb 9, 1854, said they were located at the "Northwest corner of Public Square, Brick Block, sign of the New Store" (Weekly Observer, Apr 6, 1854, p. 3). Thus, both halves of the building were presumably constructed by November of 1853.

#### south half - historically 19 / 103-105 N. Jefferson

The 1859-60 City Directory places Edward L. Penn, Dry Goods, at 19 Jefferson. An 1860 ad for E L Penn at 19 N Jefferson advertised dress goods, hats and caps, carpets, and cheap boots and shoes (*Home Journal*, Oct 13, 1860, p. 3). In 1865, JW McCoy & Co advertised "the best plow in the world" at 19 N Jefferson (*Home Journal*, Feb 24, 1865, p. 2). The 1867 City Directory lists McCoy & Beeson, selling hardware, stoves, and agricultural implements, at 19 Jefferson. An 1867 ad for J W McCoy mentions, "Shelf and heavy hardware, stoves, tinware, and farm implements" (*Mt Pleasant Journal*, Aug 30, 1867, p. 4). The 1869 bird's eye map provides the earliest image of the building. This building is depicted as a three story building with a central door flanked by a tall window on each side on the first floor, and a row of three tall windows on the second and third floors. The 1870 City Directory lists Robinson Brothers, Dry Goods, at 19 Jefferson. An 1870 ad for the Robinson Brothers, selling dry goods at 19 N Jefferson, includes the name "New York Store" (*Mt Pleasant Journal*, Jul 13, 1870, p. 4). A notice in April 1875 stated, "Robinson Brothers will open their new store about the 20th of this month. It is one door north of their old stand, iron front" (*Mt Pleasant Journal*, Apr 22, 1875, p. 2).

The property ownership at 19 N Jefferson also transferred in 1874, following the death of James M Kibben on Sep 9, 1874. Three of Kibben's children transferred their interest in the  $N\frac{1}{2}$  S $\frac{1}{2}$  E 100' of Lot 8 to their mother, Rebecca F. Kibben: Prudence Murphy & hus to Kibben, Mrs. R, Nov 3, 1875; Mary K Ingalls & hus to Kibben, Mrs. R F, Dec 6, 1875; and Oliver P Kibben to Rebecca F Kibben on Dec 21, 1875.

In 1876, an ad for Sisson and Warwick's advertised "new goods just arriving from Chicago" and listed their location as "Next door to Rukgaber and Clarke" [the corner hardware at 17 N Jefferson] (*Free Press*, Apr 20, 1876, p. 3). An ad in 1877 announced that Mrs. E M Elliott had moved her millinery establishment to "the rooms formerly occupied by Miss Sallie Garvin, over Sisson and Warwick's dry goods store" (*Mt Pleasant Journal*, Mar 15, 1877, p. 2). In 1884, the Art Association leased "the rooms over Mr. Warwick's dry goods store," which could be entered "by the first stairway north of the corner hardware store" (*Mt Pleasant Journal*, Sep 11, 1884, p. 2).

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The 1886 Sanborn map shows a three-story brick building with a 2-story brick section at the rear. There are stairs to the upper levels at the front along the south wall. The use of the building is noted as queensware. The address is noted as 541. The 1892 Sanborn map has the same footprint as 1886, but the numbers have changed. This south part of the building is used for a grocery, and it is numbered as 105 N. Jefferson. The stairs along the south wall to the upper stories has an address of 103 N. Jefferson.

The 1893 City Directory lists three businesses at 103 N Jefferson: Farmer's Flour & Feed; Mrs. Mary Pontius, Dressmaker; and Howard & Co Job Printing. An ad in 1893 says that Farmer's Flour & Feed had moved into "the rooms formerly occupied by R.J. Pierce" (*Mt Pleasant Journal*, Jun 15, 1893, p. 4). This is likely the store on the first story. In 1894, Miss A. Kealson's New Millinery Store moved to 105 N Jefferson, "first door north of Hargrave & Son" [Hargrave was at 101 N Jefferson] (*Free Press*, Jun 7, 1894, p. 3).

On Sep 17, 1894, Mary Ingalls et al [desc of Rebecca Kibben] sold the N 20' E 90' S½ of Lot 8 to Mollie Waibel. A story in the *Mt Pleasant Daily News* in 1894 announced that Theo. Waibel [who had a pharmacy on N Main] had purchased "the entire building north of Hargrave's on Jefferson." The story went on to say: "The third floor, for many years the home of the "EVENING NEWS", will be occupied by a college society. The second floor has been nicely fitted up for Dr. Lessenger, and the ground floor entirely occupied by Mr. Waibel's Pharmacy" (Oct 12, 1894, p. 8). Dr. Lessenger, who had been located on N Main, changed the address in his listing in the paper to "Office 103 North Jefferson, 1st door north of Hargrave & Son" (*Mt Pleasant Daily News*, Oct 8, 1894, p. 1).

On Feb 27, 1895, the *Mt Pleasant Daily News* reported, "Yesterday Mr. Theo Waibel sold his drug store, and business to Messrs Harry Waugh and Dr. Holland" (p. 4). An ad for Holland & Waugh, 105 N Jefferson, said, "WE ARE THE PEOPLE who will give you the full value of your money in Pure Fresh Drugs, Soaps, Perfumes and Window Glass" (*Mt Pleasant Daily News*, Dec 5, 1895, p. 4). The *Mt Pleasant Journal* reported that Dr. J. E. Holland had purchased his partner's interest and would conduct the business himself (Jul 22, 1897, p. 3).

The 1899 Sanborn map has the same footprint as 1892. The height of the building is now noted, which was 35' (the same as the two-story building to the north). The usage of the first story is a grocery store with an address of 105, with stairs on the interior of the south wall with an address of 103.

In September 1900, J E Holland, a registered pharmacist, applied for a liquor permit for a store at 105 N Jefferson (*Mt Pleasant Journal*, Sep 7, 1900, p. 4). In December, a liquor permit was issued to A H Bosworth, a registered pharmacist, at "the old Holland drug store on Jefferson street" (*Mt Pleasant Journal*, Dec 11, 1900, p. 4). A story in January 1901 stated that Holland was now in business with Drummond, adding that "Mr. Holland was formerly the owner of the drug store on North Jefferson street now owned by Bosworth & Bro" (*Mt Pleasant Daily News*, Jan 16, 1901, p. 4). In December of 1902, Bosworth & Holland opened a drug store at 101 N Jefferson, the "former corner hardware of J B Shaw & Co" (*Free Press*, Dec 4, 1902). In 1903, Fidler and Hackley moved their barber shop to "the Hoaglin building, recently vacated by Bosworth & Holland" (*Mt Pleasant Daily News*, Jun 20, 1903). In 1904, the barber shop at 105 N Jefferson, with three chairs and strictly up-to-date work, was run by A.L. Allender (*Mt Pleasant Journal*, Dec 13, 1904, p. 4).

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#### north half - historically 21 / 107 N. Jefferson

The 1859-60 City Directory places John Tyner, Boots & Shoes, at 21 Jefferson. Also at 21 Jefferson were Miss Eliza Davis, Milliner, 3 doors n of Monroe 2d floor, and Miss Eliza Fariss, Dressmaker, also 3 doors n of Monroe 2d floor. An 1859 ad for John Tyner, Boots and Shoes located him "opposite the ruins of the late Tiffany House," which had been destroyed by fire (*Home Journal*, Aug 4, 1859, p. 3). In an ad dated Dec 9, 1863, Kramer & Co, Boots & Shoes, advertised their Boot, Shoe, and Leather Store at "John Tyner's old stand, No 21 North Jefferson Street" (*Home Journal*, Feb 13, 1864, p. 1).

The 1867 City Directory lists three businesses at 21 Jefferson: Coulter & Anderson, Boots and Shoes, Manufacture and Retail; J. Beaty [sic], Saddle and Harness Manufacture; and Mrs. J L Van Tress, Millinery, Fancy Goods. In 1867, J W Hampton, Dealer in Dry Goods, Boots and Shoes, opened his store at 21 North Jefferson, "in rooms previously occupied by Kramer & Beatty" (*Mt Pleasant Journal*, Dec 20, 1867, p. 8). Hampton purchased the property at an unknown date, as there is a transfer in 1875 in which he sold it to Robinson. The 1869 bird's eye map provides the earliest image of the building. Both No. 19 and No. 21 have a central door flanked by a tall window on each side on the first floor, and a row of three tall windows on the second and third floors. Interestingly, this building is depicted as three stories on this hand-drawn map, though it was only two stories.

The 1870 City Directory lists Robinson Brothers, Dry Goods, at 19 Jefferson to the south, and two businesses at 21 Jefferson: J.W. Hampton & Co, Dry Goods, Washing Machines; and Mrs. J L Van Tress, Millinery, Fancy Goods. On January 6, 1875, J.W. Hampton sold the S½ N½ E 100' of Lot 8 to FW, JA, and WM Robinson. A story in the *Free Press* reported that the Robinson brothers "have bought the store room owned by Mr. J. W. Hampton, and now occupied by Black and Warwick, on North Jefferson Street." The story went on to say that they were remodeling the building, and "Some important additions are to be made, among them an iron front, with other improvements to match" (Jan 14, 1875, p. 3). A notice in April stated, "Robinson Brothers will open their new store about the 20th of this month. It is one door north of their old stand, iron front" (*Mt Pleasant Journal*, Apr 22, 1875, p. 2). Improvements for 1876 included: Robinson Bros – improvements to store building – solid French plate glass windows, iron columns, fine shelves - \$1000 (*The Free Press*, January 6, 1876, 3).

In 1880, Templin & Woods removed to 21 N Jefferson, "Robinson Bro's old stand," where they advertised dry goods, notions, boots and shoes (*Free Press*, Jun 17, 1880, p. 3).

The 1886 Sanborn map shows a 2-story brick building with a 1-story brick section at the rear. No stairs to the second story are noted. The use of the building is dry goods and notions. The address is noted as 539. The 1892 Sanborn map has the same footprint as 1886, but the numbers have changed. This building is now 107 N. Jefferson, and the use remains dry goods and notions. Stairs to the second story are not noted, suggesting that it was accessed from the interior.

On Mar 27, 1882, Wm N Robinson sold the E 90'  $S\frac{1}{2}$  N $\frac{1}{2}$  of Lot 8 to Alex Short. On Apr 9, 1887, William Short et al transferred ownership of E 90'  $S\frac{1}{2}$  N $\frac{1}{2}$  of Lot 8 to Mary Short.

The 1893 City Directory lists Templin & Woods, Dry Goods, at 105 N Jefferson, although an ad for Templin & Woods in 1892 lists the address as 107 North Jefferson (*Free Press*, May 5, 1892, p. 3). Despite the address in the directory, they remained in this location. An ad in 1896 for the dry goods store

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at 107 N Jefferson changed the name from "Templin & Woods" to "J. T. Woods" (*Mt Pleasant Journal*, Jun 4, 1896, p. 1).

The 1899 Sanborn map has the same footprint as 1892 with the same usage at 107 of dry goods and notions. The height of the building is now noted, which was 35' though it remained noted as a two-story building. That 35' was the same height as the building to the south, suggesting that the façade had been built up to this height by 1899. Earlier maps do not note the height of the buildings on this block.

In November of 1901, a holiday store was advertised "at J. T. Woods old stand" (*Mt Pleasant Journal*, Nov 30, 1901, p. 4). In November of 1902, a shop called "The Golden Rule" selling "dress goods, underwear, cloaks and blankets at a great saving of money" was advertised at "J. T. Woods old stand" (*MP Republican*, Nov 20, 1902, p. 8).

#### Both halves combined

On Apr 17, 1899, Libbie Woods et al sold the north half (E 90' S½ N½ of Lot 8) to Wm F Hoaglin and on Apr 19, 1899, Joseph Short et al sold property with the same description (E 90' S½ N½ of Lot 8) to Wm F Hoaglin. On Feb 13, 1900, Mollie Waibel sold the south half (N 20' E 90' S½ of Lot 8) to Wm F Hoaglin for \$4550. In March 1903, the newspaper announced that William Hoaglin has purchased the double three-story building from H.C. Weir and W.R. Cole on Jefferson St just to north of two business houses that he already owns, which positioned him to put in a mammoth dry goods store at any time. His present location present location was leased for another two years ("Wm. Hoaglin Buys More Busi-Houses," *Mt Pleasant Journal*, March 10, 1903, 1).

Hoaglin's name first appeared associated with the north part of this building later in March 1903, when the *Mt Pleasant Journal* ran an ad for "Wm. Hoaglin's Annex, J. T. Woods old stand," selling ladies' clothing and underwear (Mar 31, 1903, p. 2).

A headline in February 1906 read: "In His New Location. Wm Hoaglin Has Moved His Main Store." The story reported that Hoaglin was moving "into his new quarters near the corner of Jefferson and West Monroe streets." The story went on: "He has three business rooms in his new location, all thrown into one." These three rooms were 105, 107, and 109 N Jefferson. He had previously been using 107, "J. T. Woods old stand," as Hoaglin's Annex. He would now move his annex to his old location at 137-139 N Jefferson (Mt Pleasant Journal, Feb 9, 1906, p. 3). Thus, he occupied both halves of this building, as well as the south portion of the building to the north in 1906. In December of 1907, Hoaglin expanded into the north half of the building to the north at 113 N Jefferson. The Mt Pleasant Journal reported, "He already occupies three business rooms on North Jefferson street with the second stories loaded down with goods, but this does not give him sufficient room. During the last few days, he fitted up the store room formerly occupied by the hard ware store just north of his store, and has now a large amount of holiday goods on display" (Mt Pleasant Journal, Dec 6, 1907, p. 1). In April of 1908, Hoaglin remodeled the entire row of four store fronts that he occupied for his department store. The Mt Pleasant Journal reported, "He will use the second story of the four buildings, and also the third floor of the north double room which has just recently been vacated by the Modern Woodmen of America lodge" (Apr 3, 1908, p. 1). The façade of the shorter building was likely built up at this time as well, creating a unified appearance.

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The 1909 Sanborn map shows that the wall has been removed between 105 and 107, with this building noted with iron posts in the center of the first and second story (where the wall had been). Doors had been added in the north wall to allow access from this building (103/105/107) to the building to the north (109/111/113). This double building (103/105/107) is now indicated as a 2-story brick building (rather than 3-story for the south half), extending as one building at two-stories all the way to the rear of the building (earlier rear sections not separately indicated). The height of this building is now indicated as 40'. The usage listed across this building and the building to the north (from 103 to 113) is Dry Goods and Boots & Shoes.

The 1911-12 City Directory lists William Hoaglin under Department Store and Dry Goods at the northwest corner of the square. The 1913 telephone directory is more specific, listing Wm Hoaglin at 103-113 N. Jefferson, occupying both buildings. The 1915, 1917, and 1919 telephone directories have the same listing.

A fire struck the area to the rear of the west side of the 100 block of N. Jefferson St on June 17, 1914, starting in a barn at the rear of the grocery store of H.A. Duncan and spreading through the middle of the block. Overall, William Hoaglin owned eight buildings on the block, with a total loss of \$40,000-\$50,000 for buildings and stock. Damage to this building at the south end of the block was minimal, with his heaviest damage to the buildings to the north ("Many Business Houses Are Destroyed by Fire," *Mt Pleasant Daily News*, June 29, 1914, 3). The report on the Hoaglin's department store read, "five fronts, owned by Wm Hoaglin. Damage to building slight. Damage to stock from smoke, water and moving amount to many thousand dollars" (*Mt Pleasant Journal*, Jun 18, 1914, p. 4).

The 1920 Sanborn map has the same footprint for this two-story brick building as the 1909 map. The usage of "Department Store" extends across the building to the north at 109-113 N. Jefferson and the building at 117 N. Jefferson. The 1921 and 1923 directories continue to list William Hoaglin at 103-113 N. Jefferson, and he was simply listed on N. Jefferson in the 1925 and 1927 telephone directories.

On January 26, 1931, Wm Hoaglin transferred N 20' E 90' S½ Lot and E 90' S½ N½ Lot 8 (and other property) to the Corn Land Investment Co (a Hoaglin family company).

On May 19, 1932, the *Mt Pleasant News* (p. 1) reported that four of Hoaglin's creditors, with claims of \$1,650, had filed an application that "Wm Hoaglin be placed in involuntary bankruptcy" and the store was taken over by the Bechtel Trust Company. In November, after a court hearing, a settlement was made, the case was dismissed, and all of Hoaglin's property was released to him (*Mt Pleasant News*, Nov 30, 1932, p. 1). Advertisements for Hoaglin's Department Store appear in the newspaper in May 1933 and May 1935.

A brief history of the business in fall 1934 notes: "The Hoaglin Department store was started 45 years in the single room in the R.K. Crane buildings on N. Jefferson St. It moved to its present location about 33 years ago, occupying the south part of the present store. Mr. Hoaglin later remodeled the second room, and he has enlarged to the present size of five rooms ("Several Merchants in Business Here Over Fifty Years," *Mt Pleasant News*, September 25, 1934, 5). The five rooms would be counted as the two rooms in this building at 103, two rooms to the north at 107, and one room at 109 N. Jefferson (currently).

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William F. Hoaglin died on Mar 21, 1936, at the age of 67. On Jan 5, 1937, The Corn Land Investment Co transferred ownership of this building (N 20' E 90' S½ Lot and E 90' S½ N½ Lot 8) and other property to Hoaglin's Incorporated.

The 1937 telephone directory lists Hoaglin's Inc on N. Jefferson, noted as Department Store, Dry Goods, Shoe Dealers, and Milliners. The 1938 city directory lists Hoaglin's Inc and Hoaglin's Department Store on N. Jefferson under the categories of Department Store, Dry Goods, Shoe Dealer, Shoe Repairing, Ready-To-Wear, Ladies' Ready-To-Wear, Men's Furnishing, and Milliner. Hoaglin's 5c to \$1 Store also had opened on the west side of the square at 103-105 S. Jefferson by 1938.

In 1938, C.S. Rogers, long-time publisher/editor of the Mt Pleasant News, wrote a history of the store on the occasion of its 50th anniversary in June 1938. William Hoaglin moved to Mt Pleasant from Rome around 1886, working for his brother Hannibal Hoaglin who opened a store in the frame building ("The Ark") at 114 N. Main St (present location of the Smith & Linn building). In 1888, William Hoaglin opened his own store at 137 N. Jefferson with a stock of groceries, leaving the general store to his brother. Hannibal Hoaglin moved to the west side of the square and established his "Racket" store, two doors south of the present bank. Another Hoaglin brother, J.L. Hoaglin, had a store further south on the west side. William Hoaglin added a dry goods line, which pushed out the groceries. He expanded into the space to the north at 139 N. Jefferson. Additional space was required, and he established an "annex" in the south room of the Cole building, which is now the main building of the six Hoaglin rooms. He bought the building, consisting of two wide store rooms and a full three stories, moving to this building. Two more buildings were then purchased to the south, and two more to the north, creating a series of six storefront rooms. The north room was never occupied, but Hoaglin ensured that a good grocery always occupied the space. William Hoaglin fought off bankruptcy proceedings in the early 1930s to reclaim his stores, then working to rebuild the business. After the death of William Hoaglin (1936), the store passed into hands of the Hoaglin family, with the department store in the hands of his nephew William Hoaglin as manager. The entire interior was modernized, and the store has resumed its place among great merchandising concerns in southeastern lowa by the time of its 50th anniversary. In honor of the anniversary, Hoaglin's took out 12 full pages of advertising in the Mt Pleasant News. The first newspaper work by C.S. Rogers had occurred in the present Hoaglin building on the second story to the north of the present stairs ("The Bystander's Notes," Mt Pleasant News, June 14, 1938, 2).

Hoaglin's Inc is listed in the 1939 telephone directory on N Jefferson. The 1941 City Directory lists Hoaglin's Inc at 103-111 N Jefferson. The 1942 Sanborn map has the same footprint as the 1920 map and the usage of "Department Store" spans this building as well as the two buildings to the north.

When a new sign was installed at Hoaglin Department Store in June 1942, it raised the question on size. It was one of largest in southeast Iowa, spanning across 56' of building. Additionally, a neon sign was in perpendicular to building in use for some time. It would be remodeled in keeping with the new front and other improvements ("Huge Sign Installed at Hoaglin Store," *Mt Pleasant News*, June 13, 1942, 1). The new sign is visible in the photograph of the building included in the 1944 telephone directory.

Hoaglin's Inc is listed in the 1943, 1944, 1945, 1947, 1948, and 1949 telephone directories on N Jefferson. The shoe department in the two-story building to the north was sold to Brown's Shoe Fit Co in November 1952, with Hoaglin's remaining in the two double-storefront buildings. The 1955 city directory lists Hoaglin's Inc more specifically at 103-117 N Jefferson. The address shifts to current

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numbering for the 1957 city directory, with Hoaglin's Inc listed at 103-107 N. Jefferson St (which was the two double-storefront buildings, currently 103 and 105 N. Jefferson).

On September 23, 1957, Greenberg Mercantile Corp purchased this building (N 20' E 90' S½ Lot and E 90' S½ N½ Lot 8) and other property from Hoaglin's Incorporated. On Jan 27, 1958, Hoaglin's Dept Store Inc purchased this building (N 20' E 90' S½ Lot and E 90' S½ N½ Lot 8) and other property from Greenberg Mercantile Corp.

In July 1957, announcement was made of the purchase of Hoaglin's Department Store by John Greenberg of St. Louis. It would operate as part of the Greenberg chain of 38 stores, but it would continue to be known as Hoaglin's. This would be the 38th store in the chain. In addition to the John Green Store in Keokuk, there were others in MO, IL, IN, KY, and IA, with negotiations underway for two other locations. The building would have extensive remodeling, with a new storefront and air conditioning installed. Their purchase included the building housing Hoaglin's store on N. Jefferson just off of square, as well as the building in which Brown's Shoe Fit Store was located. Hoaglin's Department Store was one of the best known department stores in southeast Iowa, established 69 years ago by William Hoaglin and operated by him for many years. It became known as "a big department store" in Mt Pleasant trade territory and beyond. The store was continued by son Karl after his death and later modernized ("Hoaglin Dept Store Sale is Announced," *Mt Pleasant News*, July 22, 1957, 1). The first John Green store opened 33 years ago, and none had closed. Discussions about purchasing Hoaglin's had spanned the last nine years. The store was anticipated to be remodeled in spring, making the entire interior as a "one room" store and installing a new front ("Hoaglin's Store Employees Hear Company Executive," *Mt Pleasant News*, August 30, 1957, 2).

The 1960 and 1962 city directories list the John Green Department Store at 103-107 N Jefferson, occupying the full space of Hoaglin's.

Remodeling in 1963 made changes to this building and divided the former combined space. In August 1963, announcement was made of plans for Montgomery Ward to open a catalog shopping center in Mt Pleasant in the north half of the present John Green Store space. The John Green Store would continue to occupy the south half of the present space. Plans included a complete remodeling for the new John Green, making it strictly modern. The new, smaller, store would be comparable to the size of other stores operated by the company ("Ward to Open Center Here," Mt Pleasant News, August 16, 1963, 1). In September, merchandise was moved into the north half of the store until work was finished on the south half, then moved back. The north portion would then be remodeled for Montgomery Ward ("Start Remodeling John Green Store," Mt Pleasant News, September 9, 1963, 1). Grand opening for the newly remodeled John Green Store was held on Friday October 11, 1963. The building had been completed renovated from front to back, boasting of the latest all-weather air-conditioning, new lowered ceiling, new floors, new lighting, and a complete self-service type of fixtures. The electric sign was anticipated to be installed in November. The new quarters were planned so that the John Green Store could bring in new departments. The store was a subsidiary of Greenberg Mercantile Corporation of St. Louis, which had stores in 60 locations throughout the Midwest. It was founded by Nathan Greenberg, approaching its 50th year of building under the leadership of his son and president John Greenberg. Mr. Marlow was the local manager since 1962, with general manager Max F. Saninker planning the remodeling ("John Green Stores To Open Remodeled Store Friday," Mt Pleasant News, October 10. 1963, 1). John Green Super Department Stores then advertised in October 1963 as Mt Pleasant's newest, most modern, self service

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department store (*Mt Pleasant News*, October 10, 1963, 3). The newly modernized John Green store included an all new store front ("At Store Opening," *Mt Pleasant News*, October 17, 1963, 1). The address for the John Green Store was simply 103 N. Jefferson in the 1964 city directory.

In June 1965, a new sign was installed on this building, with the P.N. Hirsch name replacing the John Green name. The P.N. Hirsch Company had purchased the John Green chain of stores a few months ago ("Erect New Name Sign," *Mt Pleasant News*, June 3, 1965, 6). The 1966 and 1968 city directories list P N Hirsch & Co at 103 N Jefferson St.

On Mar 31, 1969, John Green sold this building (N 20' E 90' S½ Lot and E 90' S½ N½ Lot 8) and other property to Vernon Dean Nebel. On April 7, 1969, Vern & Marjorie Nebel sold this building (N 20' E 90' S½ Lot and E 90' S½ N½ Lot 8) and other property to the lowa Investment Corp. In 1973, the lowa Investment Corp sold this building (N 20' E 90' S½ Lot and E 90' S½ N½ Lot 8) and other property to United Service Corp.

In August 1969, announcement was made of the new Coast to Coast store to open at 103 N. Jefferson St in Mt Pleasant on August 6. There were 1,400 Coast to Coast stores nationally, and there had been a store in Mt Pleasant many years previously. The new store would carry hardware, automotive accessories, sporting goods, housewares, plumbing supplies, electrical supplies, small appliances, lawn and garden tools, farm supplies, toys, paint, and supplies. William Gell was the owner, moving here recently from Indianola ("New Coast to Coast Store to Open in Mt. P. on Wednesday," *Mt Pleasant News*, August 4, 1969, 1).

The 1970 and 1972 City Directories list Coast to Coast Hardware at 103 N Jefferson. The 1973 City Directory lists Coast to Coast Hardware at 103 N Jefferson in this building, with Montgomery Ward listed to the north at 105 N Jefferson.

In November 1973, an announcement was made that the Montgomery Ward Catalog store located at 105 N. Jefferson would move to the former Walgren IGA location at 104 S. Adams. Coast to Coast at 103 N. Jefferson would expand into the Ward location next door. Both moves would occur around January 1, 1974. Ward's would increase their space from 3,000 to 8,100 square feet, with new departments added. The additional storefront would double the space for Coast to Coast, with all 11 departments anticipated to be enlarged once remodeling was completed ("Wards, Coast to Coast to move," *Mt Pleasant News*, November 8, 1973, 1). Coast to Coast Hardware is listed at 103 N Jefferson in the 1976 to 1987 City Directories, utilizing this address for their expanded store.

In March 1982, one of the later "Operation Pride" projects was the sandblasting of this building (and the building to the north) and the uncovering/replacement of the upper level windows. Storefront remodeling as planning later ("Operation Pride project," *Mt Pleasant News*, March 29, 1982, 1)

In September 1990, announcement was made that the local Coast to Coast store would no longer be affiliated with the national franchise chain. Buzz and Barb Bezoni were private owners of the store, with September 5 marking their 14<sup>th</sup> year affiliated with the chain. They had struggled with getting merchandise, and the national store had filed for bankruptcy. They planned to change the business at 103 N. Jeffersont to a True Value outlet ("Bezonis bring MP store out from corporate problems," *Mt Pleasant News*, September 6, 1990, 5).

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In April 1991, Harold and Barb Bezoni officially purchased this building (N 20' E 90'  $S\frac{1}{2}$  Lot and E 90'  $S\frac{1}{2}$  N $\frac{1}{2}$  Lot 8) and other property from the United Service Corp. They continue to own this building, as well as the building to the north at 105 N. Jefferson and the building to the west at 211 W. Monroe St.

In the 1994 City Directory, True Value Hardware is listed at 103 N Jefferson. From 1997 to 2015, Bezoni's True Value is listed at 103 North Jefferson in the city directories.

In 2016 and 2018, Brown Bear's Basket Antiques is listed at 103 North Jefferson, utilizing both the space at 103 and 105.

In the 2023 City Directory, Jefferson Street Antique Mall/Perfectly Vintage is listed at 103 N Jefferson, also continuing to use the space at 105 N. Jefferson.

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Henry County Recorder's Office / Henry County Auditor's Office. Property records, transfer books, and deed records. Henry County Courthouse, Mt Pleasant, Iowa

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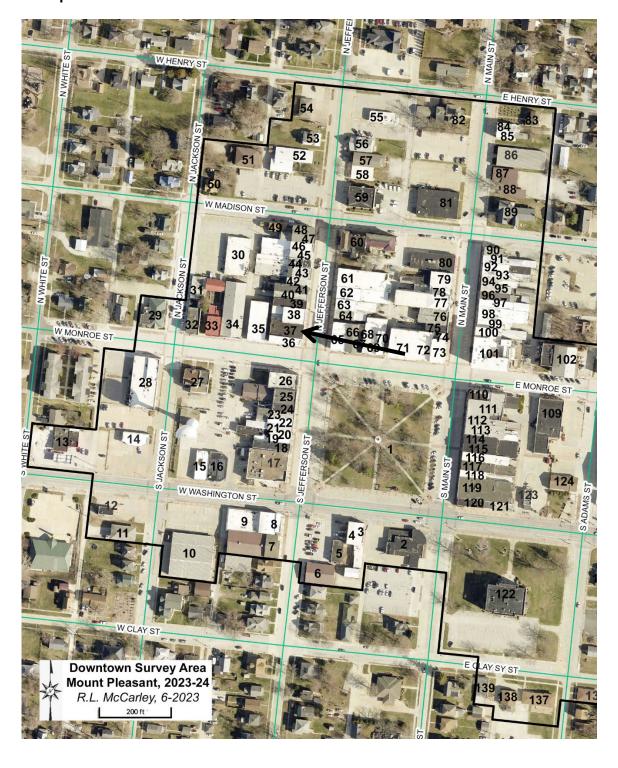
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#### **Location map**

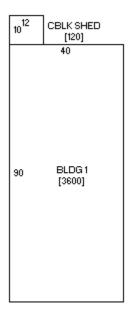


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# **Building footprint**



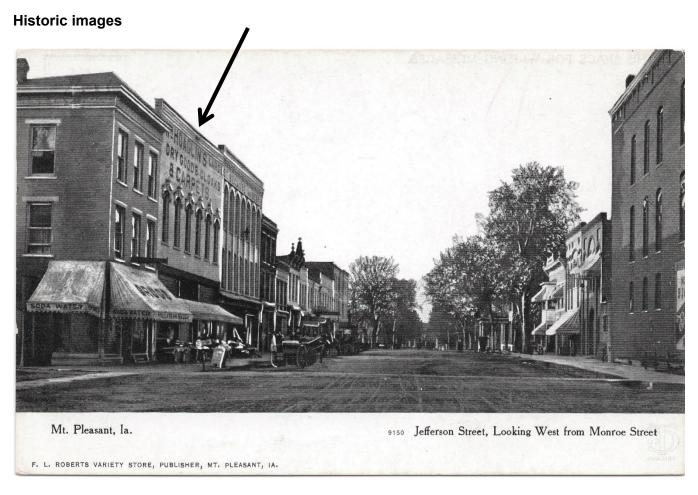
Sketch by www.camavision.com

Henry County Assessor (https://beacon.schneidercorp.com)

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Looking north on 100 block of N. Jefferson St in early 1900s (HCHT Facebook album)

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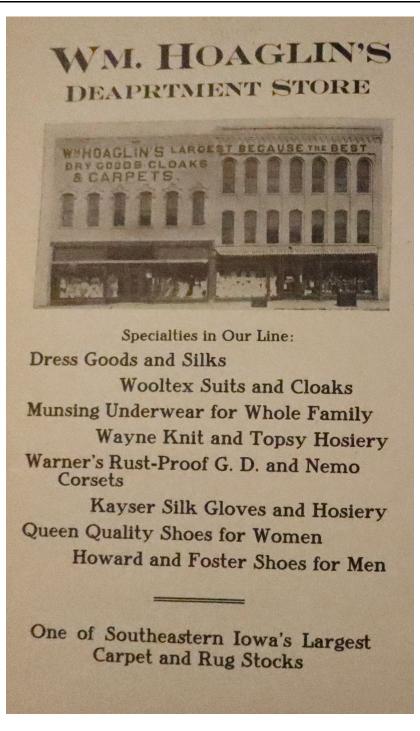


West side of 100 block of N Jefferson St around 1908, looking southwest (HCHT Facebook album)

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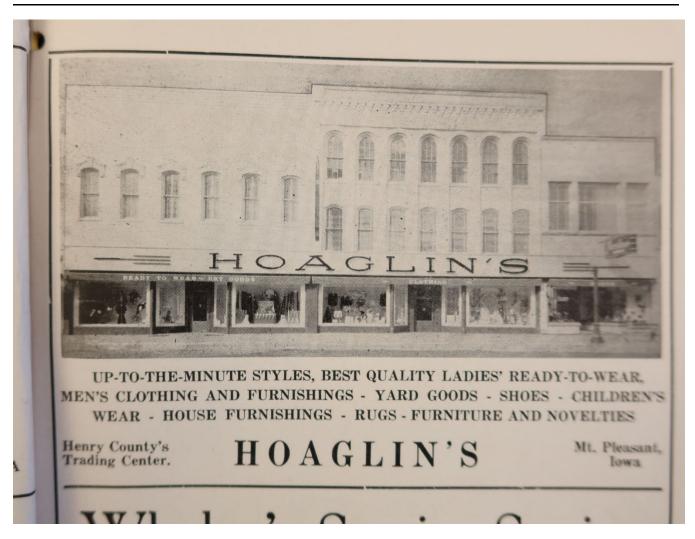
Hoaglin's Name of Property	Henry County
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Ad for Hoaglin's in 1911-12 county directory

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Ad for Hoaglin's in 1944 telephone directory

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Looking north on 100 block of N. Jefferson St in 1940s (HCHT Facebook album)

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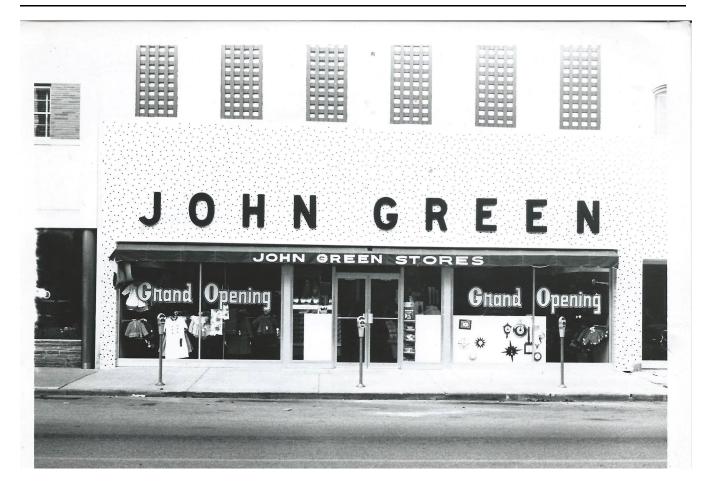
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**Building around 1955 (HCHT files)** 

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Building when John Green opened in 1957 or after 1963 remodel (HCHT Facebook album)

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Hoaglin's Name of Property	Henry County
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West side of 100 block of N. Jefferson St in July 1965 (HCHT files)

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Looking north on 100 block of N. Jefferson in 1978 (HCHT Facebook album)

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Hoaglin's Name of Property	Henry County
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Detail of storefront of building in 1978 (HCHT Facebook album)

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West side of 100 block of N Jefferson St in early 1980s, looking southwest (HCHT Facebook album)

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Hoaglin's Name of Property	Henry County
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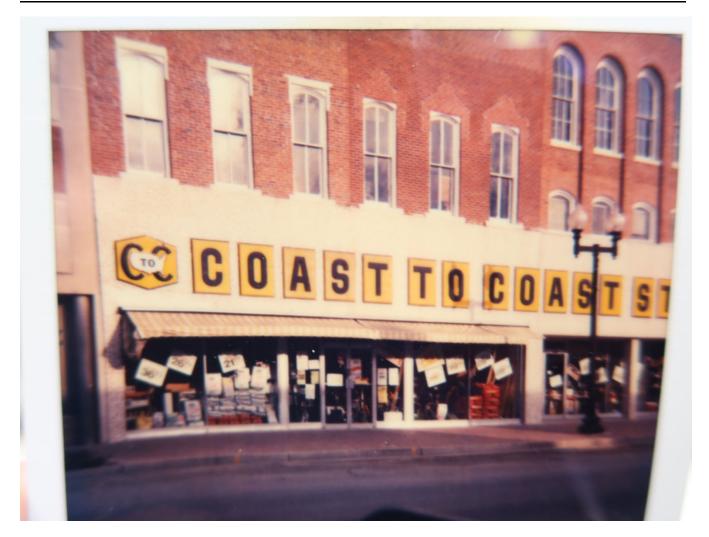


Building work in March 1982 (Mt Pleasant News, March 29, 1982)

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**Building in June 1983 (City of Mt Pleasant building permits)** 

windows restored as part of Operation Pride

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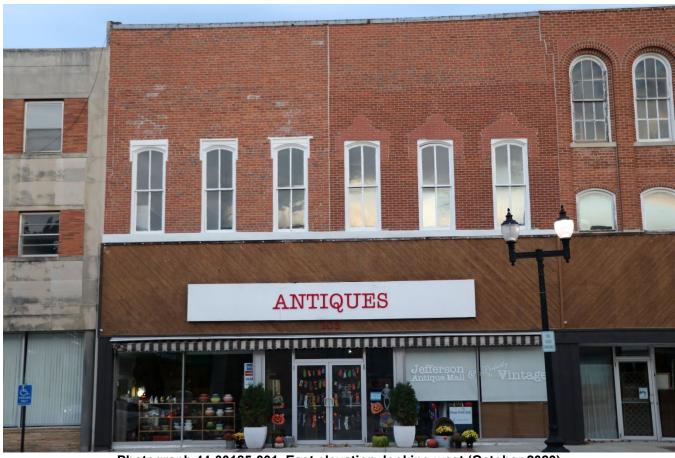
1990 survey photograph (Naumann 1991)

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# **Digital photographs**



Photograph 44-00185-001. East elevation, looking west (October 2023)

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Photograph 44-00185-002. West elevation, looking northeast (October 2023)