IOWA SITE INVENTORY FORM State Historic Preservation Office (January 2016)	State Inventory Number:
Read the lowa Site Inventory Form Instruc this form. The instructions are available on ou	tions carefully, to ensure accuracy and completeness before completing ur website.
Property Name	
A) Historic name: <u>City Hall Block</u>	
B) Other names: 2023 downtown survey #	DT-038
• Location	
A) Street address: 105 N. Jefferson St	
B) City or town: Mount Pleasant	(Vicinity) County: Henry
C) Legal description:	
· —	Range No.: Section: Quarter: of Quarter:
<u>_</u>	Block(s): 4 Lot(s): N 20' of E 100' of Lot 8 and S 20' of E 100' of Lot 7
• Classification	Newsbar San Control of the Control o
, ,	Number of resources (within property): If eligible property, enter number of: If non-eligible property, Contributing Noncontributing enter number of: 1 Buildings _ Buildings _ Sites _ Sites _ Structures _ Structures _ Objects Objects 1 Total Total If non-eligible property, enter number of: Suidings _ Suites = Sites _ Structures _ Objects _ Objects _ Total
C) For properties listed in the National Reg National Register status: Listed De-list Differ properties within a historic district: Property contributes to a National Register or low Property contributes to a potential historic distriction Property does not contribute to the historic distriction.	ted NHL NPS DOE cocal certified historic district. ict, based on professional historic/architectural survey and evaluation.
Historic district name: <u>Mt Pleasant Downtow</u>	<u>/n Historic District</u> Historic district site inventory number: _44-02280
E) Name of related project report or multip MPD title Intensive Level Historical and Architectural	Historical Architectural Data Base #
	nd terms) from the Iowa Site Inventory Form Instructions
A) Historic functions	B) Current functions
02E11: COMMERCE/TRADE / grocery store	e 02E: COMMERCE/TRADE / specialty store - hardware
02F01: COMMERCE/TRADE / department	store
02E05: COMMERCE/TRADE / hardware sto	<u>ore</u>
 Description Enter categories (codes and ter 	rms) from the Iowa Site Inventory Form Instructions
A) Architectural classification	B) Materials
09F05: Commercial / brick front	Foundation (visible exterior): 04C: Limestone
05B: Italianate	Walls (visible exterior): 03: Brick
	Roof: 15C: Rubber
	Other:

Site Number: 44-02241 Address: 105 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 p Criterion C: Property has distinctive architectural characteristics Criterion D: Property yields significant information in archaeology.	s.
 B) Special criteria considerations: Mark any special considerations. ☐ A: Owned by a religious institution or used for religious position. ☐ B: Removed from its original location. ☐ C: A birthplace or grave. ☐ D: A cemetery 	
C) Areas of significance Enter categories from instructions 05: Commerce	D) Period(s) of significance
E) Significant dates Construction date 1858	F) Significant person Complete if Criterion B is marked above
G) Cultural affiliation 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 con Zone Easting Northing NAD Zone 1 2 3 4	
Form Preparation	
-	h by Joy Lapp Date: April 24, 2024 PC E-mail: sparkconsulting@octaspark.com Telephone: 319-200-9767 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, I	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 at Yes No More research recomme This is a locally designated property or part of a locally	bove survey opinion on National Register eligibility: ended
Comments:	
SHPO authorized signature:	Date:

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7. Narrative Description

This three-story brick building was constructed around 1858. The arch windows with pilasters separating the seven window bays is characteristic of this period in downtown Mt Pleasant. The storefront was remodeled for John Green Store in 1957, with the full façade also remodeled either at this time or for Montgomery Ward in 1963. Earlier brick detailing on the top of the building was simplified with a rebuilt parapet during the facade remodel, with also infilled the window bays between the pilasters. The current storefront with large aluminum windows and a single door with transom in the south portion appears to date to the remodel in 1957. At this time, the storefront transom area was extended to the height of the building to the south for a unified appearance across both buildings, enlarging the earlier signage area that extended across both buildings. Tile was installed at this time on the storefront transom, which was later covered by the current diagonal wood in the middle of the 1980s. Thus, the majority of the second story windows were covered, which were not visible at the time with the infill between the window bays. The infill in the window bays between the brick pilasters was removed and the building sandblasted as one of the last "Operation Pride" projects in spring 1982. Thus, the upper third of the second story windows are currently visible, with a single light sash in the visible portion. The six original six-over-sixlight double-hung arch wood windows on the third story were uncovered, and they have been retained. Thus, the building retains elements of the original design in the arch windows and brick pilasters, elements of the 1957/1963 remodel in the storefront / enlarged transom area and simple parapet of the building, and elements of the partial restoration work in 1982 that uncovered the window openings and sandblasted the brick.

8. Narrative Statement of Significance

City Hall Block 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, reflecting various periods of downtown development. The construction reflects downtown development in the late 1850s, with a large community hall on the 3rd story that later served as the location of the library. It was remodeled into space as part of one large department store by William Hoaglin in 1908, serving as a department store along with the building to the south until 1963. 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, this building 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 three-story, brick commercial building was constructed around 1859, and it was known originally known as City Hall Block. Although it was originally built as one building, the north and south halves

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were owned separately until Wm Hoaglin purchased both sides from their respective owners in 1903. It has remained under joint ownerships since 1903.

In the 1850s, J.W. Cole acquired the N¼ E 100' Lot 8 (location of south half of the building) and WA Saunders acquired S¼ E 100' Lot 7 (location of north half of the building). They appear to have jointly constructed this building in late 1858 or early 1859. In March 1859, F.M. & J.C. Bowman placed an ad in the *Home Journal* that read: "The undersigned would inform their friends and the public generally, that they have removed their Stove and Tin Store to Cole and Hutton's new stone front building, four doors north of the northwest corner of the public square on Jefferson street" (Mar 17, 1859, p. 4). Cole is presumably J.W. Cole, the owner of the N¼ E 100' Lot 8, one of the Cole Brothers of Mount Pleasant's large pump and lightning rod company, and Hutton likely refers to Cole's brother-in-law Thomas Hutton, married to Elizabeth Cole. A notice in the *Home Journal* on March 17, 1859, indicates that the two were involved in business together, stating, "Notice is hereby given that J.W. & R.S. Cole and Thomas V. Hutton, of Mount Pleasant, on the 20th day of January 1859, made to the undersigned an assignment of property, real, personal, and mixed, for the payment of their debts." The undersigned is T. Whiting, considered the wealthiest man in Mount Pleasant at the time, who later became the president of the National State Bank in Mount Pleasant.

The 1859-60 City Directory lists F.M. & J.C. Bowman, Stoves and Tinware, at 23 Jefferson and W.A. Saunders, Dry Goods and Groceries, as well as the American Express Agent, at 25 Jefferson. W.A. Saunders is the owner of the north half (S¼ E 100' Lot 7). The building became known as the City Hall Building or the City Hall Block in reference to the large hall on the third floor. In May 1859, S. McFarland, Esq. moved his law office to the City Hall Block, 2nd floor, first door on the left side (*Home Journal*, May 12, 1859, p. 3). In June 1859, the Episcopal church held a benefit, with Miss Buckingham on the piano, in "the spacious new City Hall" (*Home Journal*, Jun 2, 1859, p. 3). In August, Dr. J. Holmes moved his office to the City Hall building, the back room, "over Bowman's Stove and Tin Store, north Jefferson street" (*Home Journal*, Aug 25, 1859, p. 1). The Mount Pleasant Greys advertised their 3rd Annual Ball, to be held on Jan 9, 1860, in the City Hall (*Home Journal*, Dec 15, 1859, p. 3).

The City Hall was initially a meeting and performance hall rather than the location of the city government offices. However, in 1861, the city council, which had been renting a room on "the 3rd story of W. N. White's building for \$25 per year," (Home Journal, Apr 7, 1859, p. 2) accepted the offer of WA Saunders for the use of a room "in his building under the City Hall" for only \$15 per year (Home Journal, Apr 6, 1861, p. 2). The City Hall, on the third floor, served for a year or two as the county court room because the Court House in the center of the square did not have adequate space. In September, 1861, the Home Journal offered their editorial position as to whether the court should continue to use City Hall or accept the offer of Ambler and Penn to move into their new building on the north side of the square. While the City Hall had been "the only room in the city which could at all accommodate the courts." Ambler and Penn's new hall now seemed preferable, especially since "The City Hall is much used as a dancing Hall, and is very badly arranged as to light for courts. All that enters is either at the front or rear, thus throwing the light full in the eyes of the Bar one way, and in those of the Judge in the other" (Home Journal, Sep. 28, 1861, p. 3). The courts did move to Ambler and Penn's Union Block in succeeding years. In 1862, the city council again rented a room on the second floor of W.A. Saunder's building for their meetings (Home Journal, Apr 12, 1862, p. 3). In 1864, for the last time, the city council accepted "the proposition of W A Saunders to furnish room for Council" at \$15 for the year (Home Journal, Apr 9, 1864, p. 2). The following year, the city council moved their offices to the Court House (Home Journal, July 21, 1865, p.

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3). One of the final cultural events to be held in the City Hall on the third floor was a concert of Beethoven, Chapin [sic], Liszt, etc. on a piano furnished by Prof. Walker (*Home Journal*, Nov 24, 1865, p. 2).

In 1863, I.W. White opened a new store, selling groceries and tinware, "in rooms heretofore occupied by J. C. Bowman as a Tinshop" at 23 Jefferson (*Home Journal*, Aug 15, 1863, p. 4). In 1864, Cole, Throop, & Co opened an office for their pump and lightning rod business "over I. W. White's Grocery Store, in the City Hall Building" (*Home Journal*, Apr 9, 1864, p. 3). In 1865, White's grocery was replaced by Serviss & Roads, who also sold groceries (*Home Journal*, May 5, 1865, p. 4). Cole, Throop, & Co. dissolved in Feb of 1865 (*Home Journal*, Feb 24, 1865, p. 1), to be replaced by Cole Brothers, a partnership of JW, RS, WR, and JJ Cole, that became a powerhouse for pumps and lightning rods across a region of several states (*Home Journal*, Mar 3, 1865, p. 3). In March of 1866, the Cole Brother's office in the City Hall Block was designated as the voting location for "Ward No. two."

In April of 1866, the *Home Journal* announced "Our New Office." They reported, "It is in the old City Hall on North Jefferson Street, third stories of No's 23 & 25. We are glad that we have moved, as we now have the best office, and of course the best paper in the State" (*Home Journal*, Apr 27, 1866, p. 2). On June 29, 1866, the publisher T.A. Bereman announced: "Having sold the materials, stock and good will of the HOME JOURNAL office to Richard Hatton, Esq., my connection with this paper will terminate with this issue" (*Home Journal*, p. 2). The next edition of the paper, a week later on July 6, 1866, was renamed the *Mount Pleasant Journal* with Richard Hatton, Proprietor (*Mt Pleasant Journal*, p. 1). Richard's son Frank Hatton, managed the *Mt Pleasant News*. Frank later went on to become the US Postmaster General, and then part-owner and editor of the *Washington Post*.

The 1867 City Directory lists A. Roads, Groceries and Provisions at 23 Jefferson and four businesses at 25 Jefferson: W.G. Saunders, Dry Goods and Groceries; Cole Brothers Pumps & Lightning Rods on the second floor; and the *Mt Pleasant Journal*, Newspaper, on the third floor, along with Hatton & Brady, Book & Job Printers.

On Apr 6, 1868, the ownership of the north half ($S\frac{1}{4}$ E 100' Lot 7) was transferred from W.A. Saunders (by Admin) to Louisa Saunders [his wife]. On Feb 9, 1869, the transfer books list a "Deed of Correction," clearing title of the south half (N 20' E 100' Lot 8) from R.S. Cole & wife to J.W. Cole.

In 1869, R.D. Allen & Co advertise Groceries, Dry Goods, Boots & Shoes, at 25 N Jefferson (*Mt Pleasant Journal*, Oct 29, 1869, p. 8). The 1870 City Directory lists Excelsior Mills, Flour, Feed & Groceries, at 23 Jefferson and three businesses at 25 Jefferson: R.D. Allen Dry Goods & Groceries; Cole Brothers Pumps & Lightning Rods on the second floor; Frank Hatton, *Mt Pleasant Journal*, on the third floor. In 1872, Early's shoe repair business is located "Over 25 North Jefferson St., North of Cole Brothers Office" (*HC Press*, Jun 14, 1872, p. 4).

In 1873, O. J. Gimble Groceries is located at 25 N Jefferson (*HC Press*, May 2, 1873, p. 1). In 1875, O. J. Gimble advertised "Ice! Ice!" that he would deliver through the city "as soon as the season commences" (*Mt Pleasant Journal*, Apr 15, 1875, p. 2). O. J. Grimble continued to advertise in 1883 as an Ice Dealer at 25 N Jefferson (*Free Press*, May 3, 1883, p. 3).

In January of 1874, a rental notice was printed in the paper: "A good business room, No. 23, North Jefferson street, Mt. Pleasant. Apply at Cole Bros.' office" (Free Press, Jan 8, 1874, p. 2). In October,

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an ad was run for the Oakland Factory Store of Garlick, Waters & Co., selling Blankets, Flannels, Yarns, etc., all made of Henry County wool, which had moved into 23 North Jefferson (*Free Press*, Nov 5, 1874, p. 3). A visitor to the Oakland Factory Store in 1875 commented: "They were carding and weaving and spinning and it would be useless to attempt to tell half the gentlemen and ladies were working at, but they were working like they meant business" (*Free Press*, Sep 9, 1875, p. 3). The Oakland Factory Store continued to advertise on N Jefferson until 1880 when "Mrs. A Herrick removes this week her stock of groceries three doors south of the old stand, to the room formerly occupied by the Oakland Factory store" (*Free Press*, Apr 29, 1880, p. 3). Her ad on June 3, 1880, stated that in addition to staple and fancy groceries, she had a Lunch Department, located at 23 N Jefferson (*Mt Pleasant Journal*, p. 4). In 1882, G.H. Batchelder & Co moved into Herrick's old stand with a new grocery store (*Free Press*, Oct 5, 1882, p. 3).

In 1882, the ladies' library (precursor to the free public library) moved from the east side of the square to "their new hall on North Jefferson street, over Cole Bros. office" (*Free Press*, Feb 2, 1882, p. 3). A later history of the library reported, "In 1882 the room on the east side of the square seemed too small and it was decided to move into larger quarters on the west side in the building known as City Hall. As the room was badly out of repair, the rent was given for three years on condition that the ladies make all needed repairs. In March, having refinished the rooms they moved into the nice new home. It was that summer our cyclone came and it rolled the tin roof up like a scroll, greatly damaging the books and cases" (*Free Press*, Mar 2, 1905, p. 1).

The 1886 Sanborn map shows a three-story brick building with a wall between the north and south halves on the first and second stories. A central stairs is located between the two halves of the building. Both halves have a one-story rear section. The usage on the first story is "Groceries" in the south half and "Groceries" in the north half. The second floor has "Office" in the south half and "Hall" in the north half. The full third story is occupied by the library. A frame building used as an ice house is located behind the north half of the building at the alley.

In 1890, G.H. Batchelder sold his grocery business (south half) to John Bowman (*Mt Pleasant Journal*, Dec 25, 1890, p. 2). On Oct 3, 1891, Louise Saunders (widow) sells north half (S 20' E 100' Lot 7) to Wm. F. McClary. A new grocery store replaces O.J. Gimble (north half), run by C.M. Clark, and advertising Groceries, Flour & Feed at 113 N Jefferson (*MP Free Press*, Feb 5, 1891, p. 2).

The 1892 Sanborn map shows a 3-story brick building with central stairs and a dividing wall on the first and second stories. Both halves continue to show the rear one-story addition, with a frame one-story addition added on the rear of the south half. The south half of the building has an address of 109 N. Jefferson, with grocery on the first story and office on the second story. The central stairs has an address of 111 N. Jefferson. The north half of the building has an address of 113 N. Jefferson, with a toy and stationary store on the first story, and no use noted on the second story. The full third story is the library.

The 1893 City Directory lists a new grocery at 109 N Jefferson, R.J. Pierce. Two businesses are listed at 113 N Jefferson: Walker & Dallner Hardware and Ed N. Kitchen, Insurance. Two businesses are also listed at 111, which is presumably the second floor: Smith and Linn, Physicians, and C.S. Rogers, News publisher. In 1896, the Boquet Millinery moved into "rooms formerly occupied by Drs. Smith & Linn" (*Free Press*, Jan 2, 1896, p 2). The *News* remained at 111 N Jefferson until 1898 when it moved to the Kaster Building on N Main ("The Bystander's Notes," *Mt Pleasant News*, Jan 2, 1948, p. 5). In 1898, R.R. Grant

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had a grocery at 109 N Jefferson, which he sold to his nephew, W.F. Grant (*Mt Pleasant Daily News*, Jan 19, 1898, p. 1).

The 1899 Sanborn map shows a three-story brick building. The south half continues to have a one-story rear brick section, and the north half has a two-story rear brick section. The frame addition to the rear of the south half is gone. The usage for the south half (109 N. Jefferson) is "Groceries" and the north half (113 N. Jefferson) is "Hardware." No particular use is indicated for the second story, though offices remained. The third floor is marked "Hall." In 1899, the public library moved. The *Mt Pleasant Daily News* reported, "At its last meeting the club, by a unanimous vote, decided to move from its present location on North Jefferson street to the lower level of the Baptist Church" (Mar 11, 1899, p. 4).

On Nov 16, 1899, W.F. McClary & wife sold the north half (S 20' E 100' Lot 7) to H.C. Weir.

On February 26, 1903, Cook & Grant, a grocery & queensware business, were at 109 N Jefferson and Rukgaber & Co purchased the Walker & Dallner Hardware (*Free Press*, p. 1). On March 12, 1903, Grant sold his interest in the Cook & Grant grocery and queensware store at 109 N Jefferson to Mrs. Lewis (*Free Press*, Mar 12, 1903, p. 7). An ad on Mar 26, 1903, lists Cook & Lewis at 109 Jefferson Street, advertising, "Groceries and Queensware – New Firm – New Goods" (*MP Republican*, p. 1). On Apr 23, 1903, S.S. Case purchased the Rukgaber Hardware store on North Jefferson Street (*Free Press*, Apr 23, 1903, p. 8).

On March 5, 1903, William F. Hoaglin purchased the north half (S 20' E 100' Lot 7) from HC Weir for \$4300. On March 12, Wm. F. Hoaglin purchased the south half (N 20' E 100' Lot 8) from Jas W Cole & wife for \$4085. These two purchases made Hoaglin the first person to own the entire building. 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).

In February of 1906, Wm. Hoaglin moved his dry goods store from 137-139 N Jefferson to his new location at 105-107-109 N Jefferson, retaining the space at 137-139 as his Annex (*Mt Pleasant Journal*, Feb 9, 1906, p. 3). In December of 1907, Hoaglin expanded into the north half of the building, 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 1909 Sanborn map shows the partition has been removed between the north and south halves of the building, creating a large double store. Doors have been added in the south wall to connect the building with the building to the south, also owned and occupied by Hoaglin. The usage written across

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both buildings is "Dry Goods and Boots & Shoes." This building continues to have the addresses of 109-111-113 N. Jefferson St listed. The building to the south has addresses of 103-105-107 N. Jefferson St.

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).

Th 1920 Sanborn map has the same footprint as 1909, but there are now doors in the north wall to connect this building to 117 N Jefferson to the north. The usage is listed as "Department Store," which is written across all the stores from 103-117. 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 this building (N 20' E 100' Lot 8, S 20' E 100' Lot 7) 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).

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 100' Lot 8, S 20' E 100' Lot 7) 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

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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 building to the south and 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 the 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 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' S $\frac{1}{2}$ Lot and E 90' S $\frac{1}{2}$ N $\frac{1}{2}$ Lot 8) and other property from Hoaglin's Incorporated. On Jan 27, 1958, Hoaglin's Dept

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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.

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 was then 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 to the south was held on Friday October 11, 1963 ("John Green Stores To Open Remodeled Store Friday," *Mt Pleasant News*, October 10, 1963, 1). The address for the John Green Store was simply 103 N. Jefferson in the 1964 city directory.

In November 1963, the new Montgomery Ward catalog store opened on N. Jefferson in the space north of the John Green store. The store had been remodeled and modernized for a display of many items of merchandise and for the local offices, as well as for storage of merchandise as it arrives for customers. Richard Murphy was manager ("Ward Catalog Store to Open Here," *Mt Pleasant News*, November 13, 1963, 1). The store in Mt Pleasant was among the five new retail stores and eight new catalog stores that Montgomery Ward opened in November across the country ("Montgomery Ward Openings This Month," *Mt Pleasant News*, November 5, 1963, 3). In August 1964, Montogomery Ward advertised their complete farm catalog available for free from the store at 105 N. Jefferson (*Mt Pleasant News*, August 28, 1964, 11). The 1968 City Directory lists Montgomery Ward at 105 N Jefferson. The City Directories in 1970, 1972, and 1973 continue to list Montgomery Ward at 105 N Jefferson.

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On Mar 31, 1969, John Green sold this building (N 20' E 100' Lot 8, S 20' E 100' Lot 7) and other property to Vernon Dean Nebel. On Apr 7, 1969, Vern and Marjorie Nebel sold this building (N 20' E 100' Lot 8, S 20' E 100' Lot 7) and other property to the Iowa Investment Corp. On Nov 23, 1973, the Iowa Investment Corp sold this building (N 20' E 100' Lot 8, S 20' E 100' Lot 7) and other property to United Service Corp.

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's 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 September 1990, an 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 14th 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).

On Apr 16, 1991, the United Service Corp sold this building (N 20' E 100' Lot 8, S 20' E 100' Lot 7) and other property to Harold and Barb Bezoni. 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. The store occupied both the building at 103 N. Jefferson and 105 N. Jefferson.

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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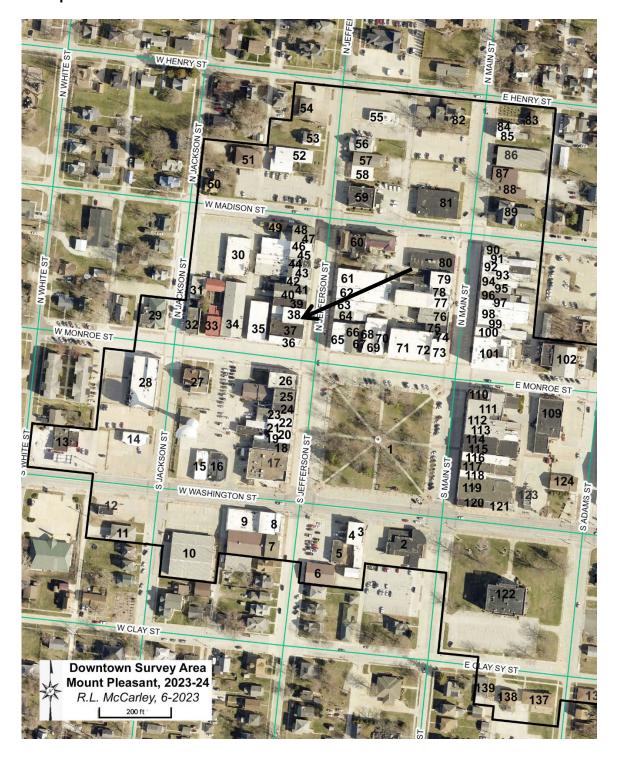
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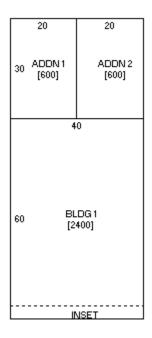
Location map



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Building footprint



Sketch by www.camavision.com

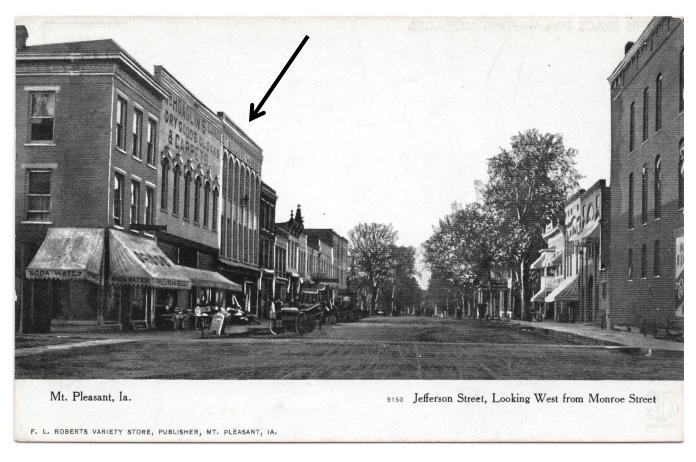
Henry County Assessor (https://beacon.schneidercorp.com)

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Historic images



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

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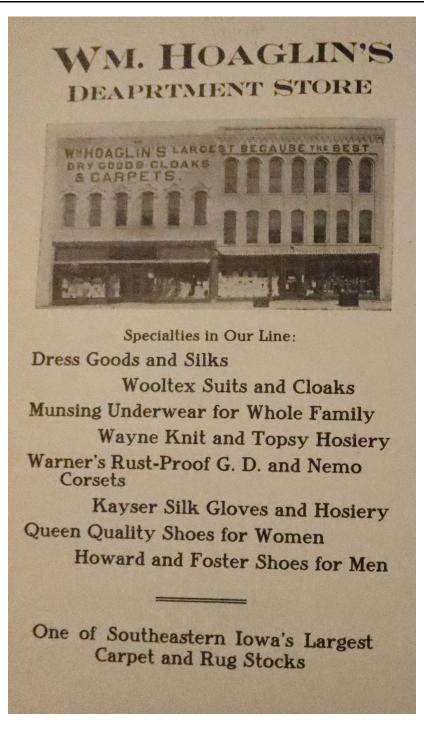


West side of 100 block of N Jefferson St around 1908, looking southwest (HCHT Facebook album)

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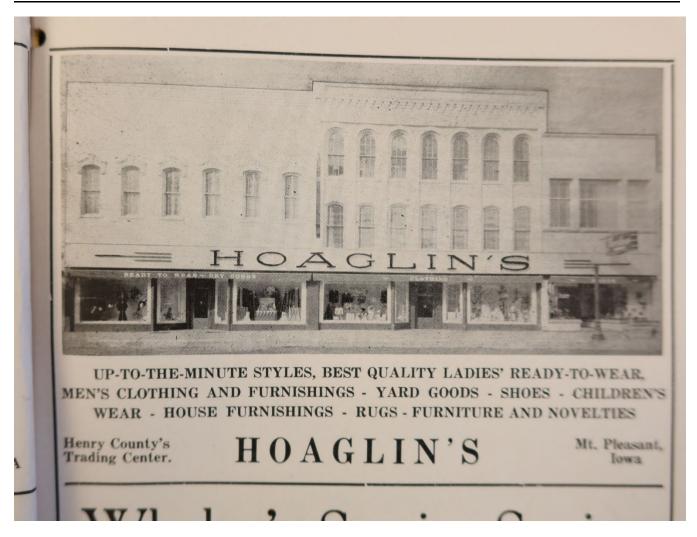
<u>City Hall Block</u>	Henry
Name of Property	County
105 N. Jefferson St Address	Mount Pleasant City



Ad for Hoaglin's in 1911-12 county directory

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Related District Number: 44-02280

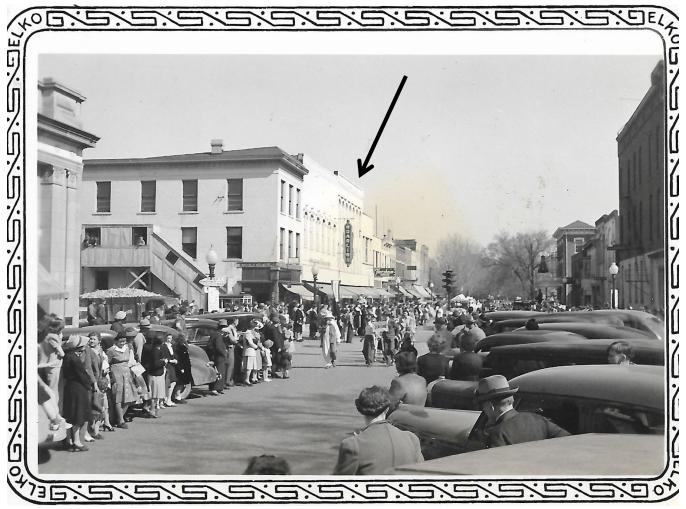
City Hall Block Name of Property	Henry County
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Ad for Hoaglin's in 1944 telephone directory

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

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Building around 1955 (HCHT files)

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<u>City Hall Block</u>	Henry
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West side of 100 block of N. Jefferson St in July 1965 (HCHT files)

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City Hall Block Name of Property	Henry County
_105 N. Jefferson St Address	Mount Pleasant City

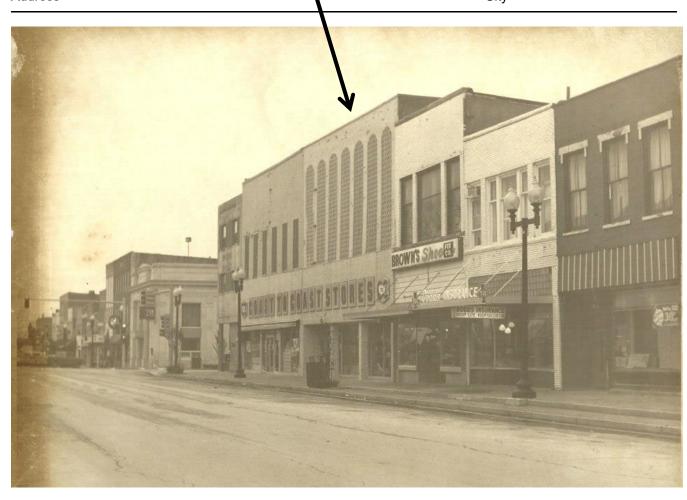


Looking north on 100 block of N. Jefferson in 1978 (HCHT Facebook album)

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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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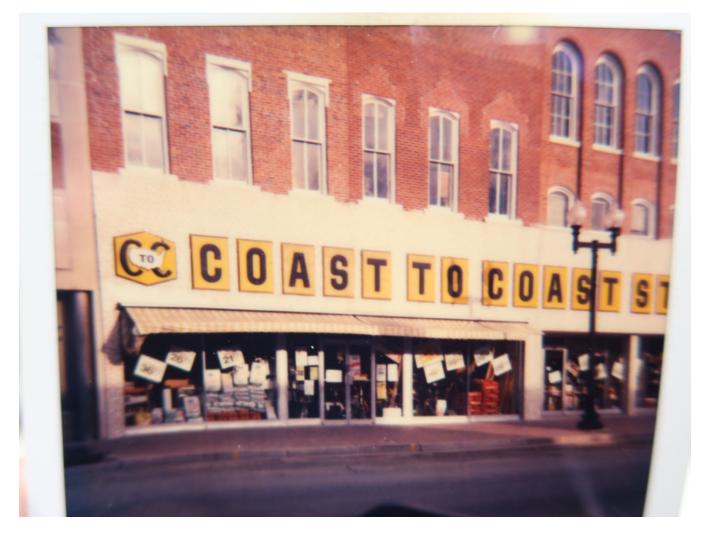


Building work in March 1982 (Mt Pleasant News, March 29, 1982)

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

windows restored as part of Operation Pride

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Building at right in 1990 survey photograph (Naumann 1991)

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City Hall Block Name of Property	Henry County
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Digital photographs



Photograph 44-02241-001. East elevation, looking west (October 2023)

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Photograph 44-02241-002. West elevation, looking northeast (October 2023)