

Iowa Site Inventory Form

State Historic Preservation Office

(January 2016)

State Inventory Number: 44-00189 New Supplemental

9-Digit SHPO Review & Compliance (R&C) Number: _____

Non-extant Year: _____

Read the Iowa 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: Goe Building

B) Other names: 2023 downtown survey # DT-062

• Location

A) Street address: 110 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: _____

Urban: Subdivision: Original Block(s): 7 Lot(s): Lot 3 - N 24' - also S 10' of Lot 2

• Classification

A) Property category: *Check only one*

- Building(s)
- District
- Site
- Structure
- Object

B) Number of resources (within property):

<i>If eligible property, enter number of:</i>		<i>If non-eligible property, enter number of:</i>	
<u>Contributing</u>	<u>Noncontributing</u>		
<u>1</u>	Buildings	<u>—</u>	Buildings
<u>—</u>	Sites	<u>—</u>	Sites
<u>—</u>	Structures	<u>—</u>	Structures
<u>—</u>	Objects	<u>—</u>	Objects
<u>1</u>	Total	<u>—</u>	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: Intensive Level Historical and Architectural Survey of Downtown Mt Pleasant, Iowa Historical Architectural Data Base #: HADB-02986

• Function or Use *Enter categories (codes and terms) from the Iowa Site Inventory Form Instructions*

A) Historic functions

02A03: COMMERCE/TRADE / livery stable

02E01: COMMERCE/TRADE / auto showroom

02E: COMMERCE/TRADE / specialty store

B) Current functions

02E: COMMERCE/TRADE / specialty store

• Description *Enter categories (codes and terms) from the Iowa Site Inventory Form Instructions*

A) Architectural classification

09F05: Commercial / brick front

B) Materials

Foundation (visible exterior): 04C: Limestone

Walls (visible exterior): 03: Brick

Roof: 15C: Rubber

Other: _____

C) Narrative description *SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED*

Site Number: 44-00189 Address: 110 N. Jefferson St City: Mt Pleasant County: IA District Number: 44-02280

• **Statement of Significance**

A) Applicable National Register Criteria: *Mark your opinion of eligibility after applying relevant National Register criteria*

- Criterion A: Property is associated with significant events. Yes No More research recommended
Criterion B: Property is associated with the lives of significant persons. Yes No More research recommended
Criterion C: Property has distinctive architectural characteristics. Yes No More research recommended
Criterion D: Property yields significant information in archaeology/history. Yes No More research recommended

B) Special criteria considerations: *Mark any special considerations; leave blank if none*

- A: Owned by a religious institution or used for religious purposes. E: A reconstructed building, object, or structure.
 B: Removed from its original location. F: A commemorative property.
 C: A birthplace or grave. G: Property less than 50 years of age or
 D: A cemetery achieved significance within the past 50 years.

C) Areas of significance

Enter categories from instructions

05: Commerce

02: Architecture

D) Period(s) of significance

E) Significant dates

Construction date

1901 *check if circa or estimated date*

Other dates, including renovations

1948

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

I) Narrative statement of significance **SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED**

• **Bibliography** *See continuation sheets for the list research sources used in preparing this form*

• **Geographic Data** *Optional UTM references* *See continuation sheet for additional UTM or comments*

Zone	Easting	Northing	NAD	Zone	Easting	Northing	NAD
1				2			
3				4			

• **Form Preparation**

Name and Title: Rebecca Lawin McCarley / research by Pat White Date: April 23, 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 following items with the completed form*

A) For all properties, attach the following, as specified in the Iowa Site Inventory Form Instructions:

- 1. Map** of property's location within the community.
- 2. Glossy color 4x6 photos labeled** on back with property/building name, address, date taken, view shown, and unique photo number.
- 3. Photo key showing each photo number on a map and/or floor plan, using arrows next to each photo number to indicate the location and directional view of each photograph.**
- 4. Site plan** of buildings/structures on site, identifying boundaries, public roads, and building/structure footprints.

B) For State Historic Tax Credit Part 1 Applications, 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 Below This Line

The SHPO has reviewed the Site Inventory and concurs 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: _____

SHPO authorized signature: _____ Date: _____

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7. Narrative Description

This is a two-story brick building that was constructed for J.L. Goe & Son in 1901. The façade was remodeled in 1948 while the Mt Pleasant Motor Company occupied the building. Thus, the building has historic integrity from this later period. New storefront windows and entry have been installed in the last 10 years, retaining the earlier configuration between the brick columns from the 1948 remodel. The entry with windows to either side remains in the south/right portion of the storefront, with large display windows to the north. The transom windows were previously covered with wood paneling. The second story entry remains at the right. The second story reflects the 1948 remodel, with new brick and two sets of windows. Each set of windows consists of a center picture window flanked by one-over-one-light double-hung windows. The original wood windows have been replaced by vinyl sidings. The remainder of the brick façade lacks any decorative detail, with a simple cornice on the parapet. This lack of detail reflects the trends for remodels in the late 1940s and 1950s in downtown Mt Pleasant.

8. Narrative Statement of Significance

This commercial building 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, and it reflects the period of downtown development in the late 1940s. This was one of the earlier simple façade remodels in downtown Mt Pleasant. 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. 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 2-story, brick building, located at 110 North Jefferson Street was built in 1901 by Joseph L. Goe and his son Charles B. Goe, to be used as a feed barn and livery. This brick building replaced an earlier, narrow 1-story frame building used as a livery on the same property. The façade of the building was remodeled with the current brick façade in 1948.

The Cole Brothers acquired the north 50' of Lot 3 in 1872, constructing the brick building on the south half of this parcel for their office. The 1886 Sanborn fire insurance map shows no building on this portion of the lot, which has an address of 513 Jefferson. To the south is a 2-story, brick building with an address of 514 Jefferson. The building has a one-story rear warehouse section. A large frame livery is attached to the rear of this section. Its footprint extends into the north portion of the parcel as well.

On 30 November 1887, W.R. Cole and wife sell the N 24' of lot 3 block 7 to J.L. Goe and C.B. (Goe) (Transfer Book "B", page 3). In March 1888, J.L. Goe & Son noted that they expected to open their new livery and sale stable about April 1 (*The Free Press*, March 25, 1888, 3). In May 1888, J.L. Goe & Son advertise their dray line and livery as the first door south of the Harlan House, which would be this

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property. They provided freight hauling, moving household goods, pianos and organs a specialty (*The Free Press*, May 3, 1888, 2). The 1893 city directory lists the livery stable of Goe & Son at 122 N. Jefferson.

The 1892 Sanborn fire insurance map shows a very long, narrow frame building, with a gable roof, extending from Jefferson Street to the alley on the north portion of Lot 3. The west section is 1-story, with an iron clad wall on the north. The east section is 1 ½-story, which appears to be part of the earlier livery building at the rear of the lot. The building is used for a livery. The 1893 Mount Pleasant City Directory shows Goe & Son (Joe L. Goe & Charles B. Goe) operating a livery stable at 122 N Jefferson. The 1899 Sanborn fire insurance map shows the same footprint for this 1-story, frame livery building. The 2-story, brick building to the south has an address of 514 Jefferson.

On 18 January 1900, Mary Lincoln and Robert T. (Lincoln) sell the S 12' of lot 2 block 7 to Charles B. Goe (Transfer Book "B", page 16). Charles B. Goe and wife would later sell the N 2' of the S 12' of lot 2 block 7 to William Hoaglin in 1916, retaining the S 10' (Transfer Book "1", page 9).

A new building was then constructed on this property in 1901. The petition of J.L. Goe & Son to be allowed to project a bay window, two feet more or less beyond their property line on North Jefferson Street was granted on motion in May (Council Proceedings from May 6, 1901, *Mt. Pleasant Daily News*, May 8, 1901, page 1). The new stone and brick barn of J.L. Goe & Son is going up very rapidly now and will be quite an imposing structure by July (*Mt. Pleasant Daily News*, July 27, 1901, page 4). The new bus of J.L. Goe & Son appeared yesterday afternoon for the first time since the Harlan House closed, and will run in its resplendent coat of paint in connection with the hotel under its new management (*Mt. Pleasant Daily News*, September 10, 1901, page 1).

In February 1907, J.L. Goe sold interest in the livery barn to C.S. Smith, who has been employed at the barn. Mr. Goe was 81 years old and felt half a century of business life is enough to entitle him to a well-deserved rest ("Business Changes," *Mount Pleasant Journal*, February 5, 1907, page 1).

The 1909 Sanborn fire insurance map now shows a long, 2-story, brick building (20' in height), extending to the alley, where the building is 17' in height. The building is noted as stone on the first story. A single, bay window is shown on the front (north half) of the building facing Jefferson Street. The building is used for a livery; no address is shown. The lot to the north continues to be vacant. The 2-story, building to the south has an address of 514 Jefferson.

A circa 1909 image of "Goe & Smith's Livery Stables, North Jefferson Street" (*Mt. Pleasant Beautiful*, 1988, page 28) clearly shows this building. The pediment on the building reads "J.L. Goe & Son."

The 1911-1912 Henry County Directory advertises Goe & Smith (Charles B. Goe & C. Sumner Smith) operating a livery and feed barn at 122 N Jefferson. The livery of C.G. Goe is listed at 122 N. Jefferson St in telephone directories from 1913 to 1927. Charles Goe died in April 1935, noted as associated with the livery stable business and large with the auto storage and taxi business here for many decades. He was also well known in fair circles having developed many race horses. The livery business was known as Goe & Son and later Goe & Smith. For many years, he made regular trips to the station to meet all passenger trains. He also served as Henry County sheriff and on city council ("Frank Schliep and Chas. Goe Taken by Death," *Mt Pleasant News*, April 10, 1935, 1).

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The 1920 Sanborn fire insurance map shows the same footprint for this 2-story, brick building as the previous map. The west/front section is used for a garage, with capacity for 12 cars. It has a stove in the office for heat and electric lights. The bay window remains on the front of the building. The rear/east section is used for a feed store, likely by the business to the south.

On 28 July 1934, Emma Goe Strawn, et al, via a quit claim deed, transfer the N 24' of lot 3 to C.B. Goe (Transfer Book "1", pg 9).

Ching's Barber Shop operated in the Goe Building in 1934 and 1935: Visit Ching's Barber Shop, Goe Building, North Jefferson Street (*Mt. Pleasant News*, April 10, 1935, page 4).

Max Long announced in March 1936: "I wish to announce that I have opened a cream and produce station in the Goe building on North Jefferson, first door north of Swift's" (*Mt. Pleasant News*, March 14, 1936, page 4). He was formerly connected with the Swift produce station, which operated to the south at 108 N. Jefferson (*Mt Pleasant News*, March 26, 1936, 5). The 1937 and 1939 telephone directories list Max Long Produce at 122 N. Jefferson St. The 1938 city directory lists him at the same location, under the categories of produce, poultry dealer, and cream station. The 1941 Mt. Pleasant City Directory shows Max Long Produce at 122 N Jefferson. The 1944 telephone directory has the same listing.

On 1 December 1939, the C.B. Goe Estate changes title in the S 12' of lot 2 and the N 24' of lot 3 to Bertha Goe (Transfer Book "1", page 9). On 13 January 1942, Bertha Goe (single), sells the S 10' of lot 2 and the N 24' of lot 3 to Max E. Long and Stella M. Long (Transfer Book "1", page 191).

The 1942 Sanborn fire insurance map shows the same footprint for this 2-story, brick building as the previous maps. The building is used for a produce business. The 2-story, brick building to the south is also a produce store, with an old address of 514 N Jefferson. There is now a 2-story, brick implement store to the north, with an address of 126-130 N Jefferson.

By August 1946, Max Long had retired from business after an extended illness, leasing this building where his produce station had operated to Mt Pleasant Motor Company, operated by M.D. Linder and Lynn Wright. They were dealers for Willys and Jeeps, with the service department to be located in the rear of the building ("Move Auto Firm to New Location," *Mt Pleasant News*, August 7, 1946, 1).

On 4 November 1946, Max E. Long & Stella M. Long sell the property to M.D. Linder & Lynn C. Wright (Transfer Book "1", page 191). Mt Pleasant Motor Company operates in this location from 1946 to 1949. They are noted here in November 1948 ("Rahe Sells Feed Store," *Mt Pleasant News*, November 3, 1948, 1).

A building permit was granted by city council to Clyde McKenzie to construct a new front on the building occupied by the Mt Pleasant Motor Company on N. Jefferson St in October 1948. Work had started and would be completed in 3-4 weeks ("Permits Are Granted by City Council," *Mt Pleasant News*, October 7, 1948, 1). One of the more recent major improvements in the business district noted in November 1948 was the face list of the old Goe building to the south of the Harlan Hotel. A particular interesting feature of the project was noted as the removal of the old stone front, replaced by new handsome brick construction. In taking down the old limestone front, a cornerstone was discovered by contractor Clyde

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McKenzie, in charge of the work. The sealed zinc coated box was set in the wall on June 4, 1901. It contained a small pocket New Testament with the signature of Joe Goe and his son Charles B. Goe, who had built the structure as a livery stable. Other articles included the business cards of several local businesses and the calling card of Mrs. Charles Goe with her signature. A statement of William Davis noted that the old limestone in the structure built by Goe and Son was cut from the limestone ledge south of town by a Daniel ___ and used in the walls of the pork house in 1856 for William Davis and sold to Joseph Goe in 1901 to be put into the walls of his new livery barn. Copies of the *Dial of Progress* (a temperance weekly publication by Rev. W.R. Cole and his wife), *Evening Journal*, and *Mt Pleasant Daily News* were also in the cornerstone ("The Bystander's Notes," *Mt Pleasant News*, November 3, 1948, 2).

On 5 October 1949, M.D. & Gracia J. Linder and Lynn C. & Edna Wright sell the lots to Fred C. & Thelma F. Ackerman (Transfer Book "2", page 8). On 7 June 1960, the Estate of Thelma Ferne Ackerman changes title in the S 10' of lot 2 and the N 24' of lot 3 to Fred C. Ackerman (Transfer Book "2", page 8).

The 1950, 1952, and 1955 list F.C. Ackerman & Company at 122 N Jefferson. They are listed under Electrical Appliances & Supplies, Electricians & Contractors, and Heating / Air Conditioning in the 1955 city directory. By the 1957 directory, the address shifted to the current numbering of 110 N. Main St. F.C. Ackerman & Company is listed under Electricians & Contractors and Heating / Air Conditioning in the 1960 city directory at 110 N. Main St. They remain listed here through the 1960s. Saunders Electric (Russell L. Saunders) is also listed at the same address in the 1962 city directory.

Guinn's Auto Repair is located in rear of the building along the alley at 122 N Jefferson in the 1948, 1950, and 1952 telephone directories. They remain in this portion of the building in the 1955 city directory, with their address likewise shifting to the current numbering of 110 N. Jefferson in the 1957 city directory (the last directory that lists them).

In the 1966 city directory, Mt. Pleasant Electrical Contractors is listed under electrical contractors at 110 N. Jefferson St, and F.C. Ackerman & Co is listed under electrical equipment at 110 N. Main St. The 1970 city directory lists Mt. Pleasant Electrical Contractors at 110 N. Main St. The 1973 city directory also lists them at 110 N. Jefferson, with Richard A. Wittich as president, Rodney W. Wittich as vice president, and Robert F. Shaw as secretary.

On 29 March 1974, Frederick C. & Helen G. Ackerman sell the property (via warranty deed) to Mt. Pleasant Electric Contractors, Inc. On the same day, Mt. Pleasant Electric Contractors, Inc., sell the property to Carl & Pamela J. McKellar (Transfer Book "2", page 8).

The 1976 city directory lists T.J. Johnson at 110 N. Jefferson and Waunita Biggs at 110 ½ N. Jefferson.

On 14 October 1978, Carl McKellar, Jr. & Pamela J. McKellar sell the N 24' of lot 3 and the S 12' of lot 2 (except for a 2' stone and brick wall) to Robert Welander. For the next two years, this same described property changes hands several times, with Thomas S. & Mary Reavely owning the property on August 28, 1980 (Transfer Book "3").

An article on Operation Pride in April 1979 notes that the program had begun the previous year and would have tangible results by summer. Four projects had signed contracts for exterior work on their buildings as the second set of projects in 1979: Nesbitt's at 114 N. Main, Added Touch Decorating Center at 110

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N. Jefferson, American Family Insurance building next door (108 N. Jefferson), and new dental offices of Dr. Richard L. Buss on E. Monroe. Craig Smock owned the two buildings occupied by Added Touch and the insurance office. The projects were focused on sandblasting and tuckpointing to clean and restore the original appearance of masonry, with an emphasis on restoring original features. The original scope of the project for Added Touch included sandblasting, tuckpointing, shutters added, and gable roof added similar to that on Mt Pleasant Bank & Trust ("Operation Pride progress begins to show," *Mt Pleasant News*, April 6, 1979, 1).

In 1981, J & J. TV Service, Ltd. is located at 110 N Jefferson. John C. Iverson is the owner.

The 1993 city directory lists Fitness World at 110 N. Jefferson.

The 2001 city directory lists Danielson & Wilson Law Office at 110 N. Jefferson. Tenants also appear to live in the rear of the first story and on the second story.

In June 2009, Thomas S. & Sally Reavely sold the building to Dale H. Marzolf and Cynthia H. Danielson

The 2011 city directory lists Whitfield & Eddy PLC Law Office at 110 N. Jefferson.

Dale H. Marzolf and Cynthia H. Danielson sold the building on contract to Brice and Micah Leslie in April 2020, with the deed granted in December 2021.

This 2-story, brick building located at 110 N Jefferson is currently occupied in 2024 by Skin is My Canvas Spa, owned and operated by Micah Leslie.

9. Major Bibliographical References

Biographical Review of Henry County, Iowa. Chicago, IL: Hobart Publishing Company, 1906.

Building and sign permits, City of Mount Pleasant, Iowa

City and telephone directories, Mt Pleasant:

Bowron, Watson. *Henry County Directory for 1859-60*. Burlington, IA: Watson Bowron, 1859.

Annawalt & Lawrence's Bi-ennial Mt Pleasant Directory. Burlington, IA: Hawk-Eye Steam Printing House, 1867.

Annewalt, E.H., compiler. *Mount Pleasant City Directory*. Burlington: Daily Gazette, 1870.

Mount Pleasant City Directory for 1893. Mt. Pleasant, IA: Francis D. Craig, 1893.

Mason, George T. *Directory of Henry County, Iowa, 1911-12*. Mt. Pleasant, IA: The News, 1911.

Mount Pleasant Telephone Company. Telephone directories issued in 1913, 1915, 1918, 1921, 1925, 1927, 1937, 1939, 1944, 1948, 1950, 1952.

Groce, W.H. *The City Directory of Mt. Pleasant, Iowa*. Mt Pleasant: Groce, 1938.

Johnson Publishing Co. *Mt Pleasant, Iowa*. City directories issued in 1955, 1957, 1960, 1964, 1966, 1968, 1970, 1873, 1976, 1981, 1986, 1993, 2001, 2011. Manitowoc, WI: Johnson Publishing Co.

Cornerstones. Mt Pleasant: Mt. Pleasant Beautiful Committee, 1991.

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Henry County Bicentennial Commission (HCBC). *The History of Henry County*. Dallas, TX: National ShareGraphics, Inc., 1982.

Henry County Historical Society. Vertical files and albums in files at Mt Pleasant Public Library.

Henry County Heritage Trust. Collection of historic images, in files and posted in Facebook albums. Collection in former Saunders School, Mount Pleasant, Iowa.

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

History of Henry County, Iowa. Chicago: Western Historical Company, 1879.

Jaynes, Peter H., ed. *Highlights of Henry County History 1833-1976*. Burlington, IA: Doran & Ward Lithographing Co., 1977.

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Mount Pleasant Beautiful. Mt Pleasant: Mt Pleasant News Company, 1909. Reprint issued in 1988.

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Naumann, Molly Myers. *Architectural and Historical Resources of Mount Pleasant, IA*. National Register of Historic Places Multiple Documentation Form, May 1991. On file with the State Historic Preservation Office, Des Moines, IA.

Portrait and Biographical Album of Henry County, Iowa. Chicago: Acme Publishing Co., 1888.

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Location map



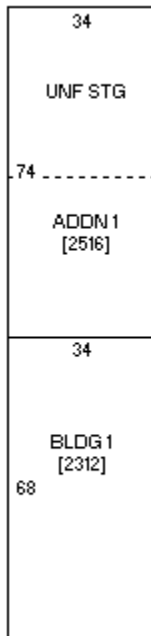
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Building footprint



Sketch by www.camavision.com

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

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Historic images



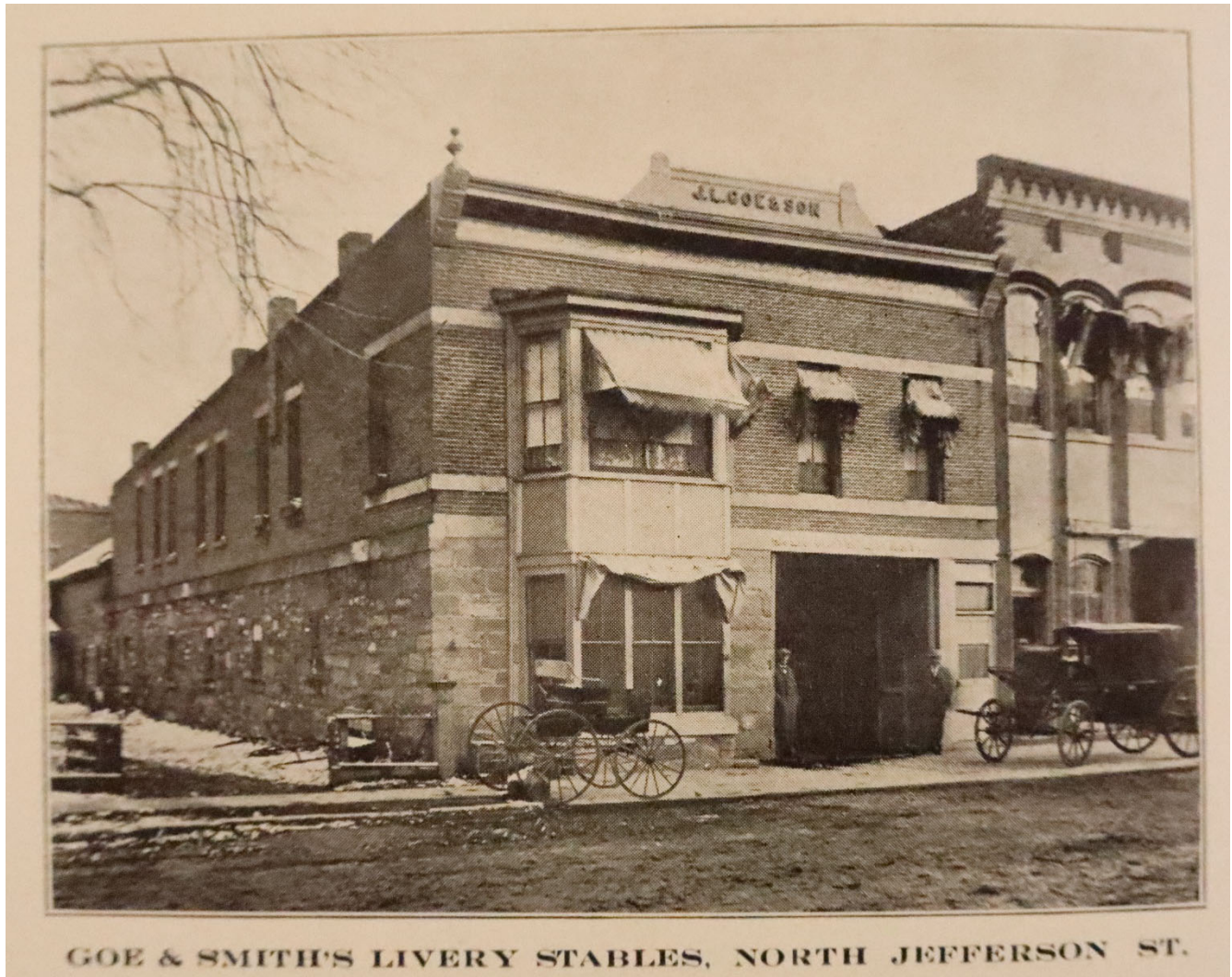
Looking north on 100 block of Jefferson St in early 1900s (HCHT Facebook album)

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Building in 1909 (*Mt Pleasant Beautiful 1909: 28*)

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Building at right in July 1961 after 1948 façade remodel (HCHT Facebook album)

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JUL 61

Building at right in July 1961 after 1948 façade remodel (HCHT files)

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East side of 100 block of N. Jefferson in July 1965 (HCHT files)

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1990 survey photograph (Naumann 1991)

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Digital photographs



Photograph 44-00189-001. West elevation, looking east (October 2023)

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Photograph 44-00189-002. East elevation, looking northwest (October 2023)