

Site Inventory Form
State Historical Society of Iowa
 (November 2005)

State Inventory No. 29-01091 New Supplemental
 Part of a district with known boundaries (enter inventory no.) 29-03685
 Relationship: Contributing Noncontributing
 Contributes to a potential district with yet unknown boundaries
 National Register Status:(any that apply) Listed De-listed NHL DOE
 9-Digit SHPO Review & Compliance (R&C) Number _____
 Non-Extant (enter year) _____

1. Name of Property

historic name Paule Jewelry Company
 other names/site number Downtown Survey Map # DT-59

2. Location

street & number 313 Jefferson
 city or town Burlington vicinity, county Des Moines
 Legal Description:(If Rural) Township Name _____ Township No. _____ Range No. _____ Section _____ Quarter of Quarter _____
 (If Urban) Subdivision Original City Block(s) _____ Lot(s) 446 E 20' (E 1/3 of E 1/2)

3. State/Federal Agency Certification [Skip this Section]

4. National Park Service Certification [Skip this Section]

5. Classification

Category of Property (Check only one box)	Number of Resources within Property		
	If Non-Eligible Property	If Eligible Property, enter number of:	
<input checked="" type="checkbox"/> building(s)	Enter number of:	Contributing	Noncontributing
<input type="checkbox"/> district	— buildings	<u>1</u>	— buildings
<input type="checkbox"/> site	— sites	—	— sites
<input type="checkbox"/> structure	— structures	—	— structures
<input type="checkbox"/> object	— objects	—	— objects
	— Total	<u>1</u>	— Total

Name of related project report or multiple property study (Enter "N/A" if the property is not part of a multiple property examination).
 Title Intensive Level Historical and Architectural Survey of "East" Downtown Burlington, IA Historical Architectural Data Base Number 29-034

6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
<u>02E06 jewelry store</u>	<u>02E08 beauty shop</u>
_____	_____
_____	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>09F05: Commercial / brick front</u>	foundation <u>04C limestone</u>
_____	walls (visible material) <u>03 brick</u>
_____	roof <u>04E slate</u>
_____	other <u>04A granite</u>

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

8. Statement of Significance

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

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

County Des Moines Address 313 Jefferson Site Number 29-01091
City Burlington District Number 29-03685

Criteria Considerations

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

Areas of Significance (Enter categories from instructions)

05: Commerce
02: Architecture

Significant Dates

Construction date 1891 check if circa or estimated date
Other dates, including renovation _____

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect Charles Dunham
Builder _____

Narrative Statement of Significance (SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

9. Major Bibliographical References

Bibliography See continuation sheet for citations of the books, articles, and other sources used in preparing this form

10. Geographic Data

UTM References (OPTIONAL)

Zone	Easting	Northing	Zone	Easting	Northing
1	_____	_____	2	_____	_____
3	_____	_____	4	_____	_____

See continuation sheet for additional UTM references or comments

11. Form Prepared By

name/title Steve Frevert, chair (research by Barb Mackey) Rebecca L. McCarley, consultant, Davenport
organization Burlington Historic Preservation Commission date January 23, 2013
street & number City Hall, 400 Washington Street telephone 319-753-8158
city or town Burlington state Iowa zip code 52601

ADDITIONAL DOCUMENTATION (Submit the following items with the completed form)

FOR ALL PROPERTIES

- Map:** showing the property's location in a town/city or township.
- Site plan:** showing position of buildings and structures on the site in relation to public road(s).
- Photographs:** representative black and white photos. If the photos are taken as part of a survey for which the Society is to be curator of the negatives or color slides, a photo/catalog sheet needs to be included with the negatives/slides and the following needs to be provided below on this particular inventory site:

Roll/slide sheet #	_____	Frame/slot #	_____	Date Taken	_____
Roll/slide sheet #	_____	Frame/slot #	_____	Date Taken	_____
Roll/slide sheet #	_____	Frame/slot #	_____	Date Taken	_____

See continuation sheet or attached *photo & slide catalog sheet* for list of photo roll or slide entries.

Photos/illustrations without negatives are also in this site inventory file.

FOR CERTAIN KINDS OF PROPERTIES, INCLUDE THE FOLLOWING AS WELL

- Farmstead & District:** (List of structures and buildings, known or estimated year built, and contributing or noncontributing status)
- Barn:**
 - A sketch of the frame/truss configuration in the form of drawing a typical middle bent of the barn.
 - A photograph of the loft showing the frame configuration along one side.
 - A sketch floor plan of the interior space arrangements along with the barn's exterior dimensions in feet.

State Historic Preservation Office (SHPO) Use Only Below This Line

Concur with above survey opinion on National Register eligibility: Yes No More Research Recommended
 This is a locally designated property or part of a locally designated district.

Comments: _____

Evaluated by (name/title): _____ Date: _____

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Paule Jewelry Company

Des Moines

Name of Property

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7. Narrative Description

This is a three story, 20-foot wide, red brick commercial building that faces Jefferson to the north. The limestone foundation is visible in the alley (east side). The south and west walls adjoin 315-317 Jefferson and are not visible. The Romanesque building was designed by Charles Dunham after an 1890 fire destroyed the earlier building on this site. The Romanesque style is reflected in the large brick arch over the third story windows that continues with pilasters through the second story to the top of the storefront. A squared, fluted brick "tower" rises slightly above the roofline on each side of the front façade, as well as slightly back on the east side. A small flared slate roof with a terra cotta eave and brackets extends across the parapet wall between these columns on the façade. The loggia on the third story has been somewhat modified with the flush decorative windows removed and new windows installed further back into the building to create a larger balcony for a potential apartment. The slightly projecting, curved balcony and decorative metal railing remain. The second story windows were also replaced, with the three newer windows set into a rusticated concrete block surround. Paule Jewelry updated their building with a new storefront in 1967. The entire storefront is clad in black granite panels. The storefront is asymmetrical, though the entry remains roughly centered. There is a square column at the northeast corner, with the left/east window and center entry significantly recessed. "Paule Jewelry" is carved in relief over the doorway. The door handle is a large stylized "P" carved out of wood. The west window section is less recessed and designed to feature a diamond room. It features narrow aluminum framed oriel windows, two on the north and two on the east.

The east side extends back for 60' with the Wyman & Rand building to the west wrapping around the rear of the building on Lot 447 to gain access to the east alley. A side entry is located near the rear of the building on the first story with two high windows to the north. The eight second story windows and five third story windows are set within segmental arch openings. The top has a wide decorative brick cornice that rises above the third story window openings.

8. Narrative Statement of Significance

The Paule Jewelry Company building appears to contribute historically and architecturally to a potential Downtown Commercial Historic District. The building was constructed in 1891 after a fire destroyed an earlier building, and the details of the Romanesque design were and are unique among downtown buildings. Though the second and third story windows have been modified, the overall feel of the design remains intact, and the building is architecturally significant within the historic district. Charles C. Paule moved his jewelry store here in 1899, with Paule Jewelry Company later incorporated. His family continued to run the business here until 1996, making it one of the longest running businesses in downtown Burlington. With this significant business history, the building also appears to be individually eligible for listing on the National Register of Historic Places under Criterion A. Further assessment of the interior integrity would solidify this determination. While the building appears to retain sufficient integrity to convey this historic significance, the modifications likely preclude the building from individual listing under Criterion C for architecture.

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<u>Paule Jewelry Company</u>	<u>Des Moines</u>
Name of Property	County
<u>313 Jefferson</u>	<u>Burlington</u>
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The previous building on the site was condemned after being damaged in the 1890 fire that destroyed the adjacent Wyman & Rand Building (*Hawk-Eye*, January 23, 1891, p. 3). The current building was designed by Charles Dunham, one of Burlington's preeminent 19th century architects, for the Albion Parsons Estate, who owned the property after Parsons' death. An article in February 1891 notes that the building was to be a handsome Romanesque building, pressed brick with red sandstone trim and measuring 20 by 60 feet. The building would have a loggia balcony on third story with terra cotta and Spanish tile. A retail space was planned for the first story, with offices on the second story and a hall on the third story, likely occupied by Latter Day Saints (*Hawk-Eye*, February 3, 1891, 3).

The first tenant of the new building was Arthur A. Adams' shoe store (*Hawk-Eye*, August 30, 1891, 4). He had also been in the previous building that was demolished by the fire. Attorney William J. Foxe is listed with a second story office in 1892, and D.J. O'Connell, attorney, is then listed there in 1900. In 1896, the first story was the retail store and soda fountain of James W. Smither's wholesale candy business at 129-131 S. 3rd Street (city directory; *Souvenir of Burlington* 1896), but the retail store did not operate long. C.C. Paule, jeweler, located to this building in 1899, and the 1900 city directory lists him here. The second story office is then occupied by Dr. John P. Harrel in 1902 and 1906. The building suffered damage and losses when the Wyman & Rand building to the west burned again in 1904. However, it was repaired.

Paule Jewelry Company operated in this building for nearly 100 years, from 1899 to 1996, and they were downtown Burlington's longest lived jewelry business. C.C. Paule started as an apprentice for A. Stucke and then worked in Chicago for several years. He returned to Burlington in 1888 and opened a store at 405 Jefferson. He moved to 313 Jefferson in 1899. The 1900 Sanborn map shows the building with a store on the first story and office on the second story. Wyman & Rand's building to the west wraps around the rear of the building to the east alley, and they are listed with a 313-315-317 address in this period, though not occupying this building at 313. Paule Jewelry Company was incorporated in 1903. By the 1910s, they appear to have expanded into the upper stories of the building, with no further tenants listed in the city directories. Officers in 1916 were C.C. Paule, president; E.J. Albertsen, vice president, and Emil A. Baumle, secretary and treasurer. Charles C. Paule eventually purchased the building in 1920 (Transfer Book 7, p. 109). He retired in October 1922 but remained as president, with Emil Baumle (secretary) taking over the management. In 1923, the Paule Jewelry Company completed a major upgrade designed by W.F. Weibley that included an elevator, vacuum heating system, a marble storefront, new display windows, stained glass transoms, and a canopy of stained glass that extended over the sidewalk. The jewelry business operated on the first story, with the Edison phonograph department on the second story, and the ophthalmic department on the third story, run by Dr. C. Lawrence Paule ("Paule Co Expands," *Hawk-Eye*, October 25, 1922, 5; "Paule Jewelry Co.'s New Building Displays Most Modern Ideas," *Hawk-Eye*, March 11, 1923, 5). The 1924 city directory continues to list the same officers with the company selling jewelry and phonographs. By 1928, C. Lawrence Paule has replaced Baumle as secretary and likely manager. Paule Jewelry Company continued to be listed here through the middle of the 20th century. Charles C. Paule continued to be listed as president in 1940 with C. Lawrence Paule as secretary-treasurer. Charles C. Paule is last listed in the 1942 city directory. The 1945 city directory lists Mrs. R.K. Burrus and Dr. C. Lawrence Paule as officers for the Paule Jewelry Company. Alice Burrus and C. Lawrence Paule were siblings, the children of C.C. Paule. They continue to be listed through 1960, with Dr. C.

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Lawrence Paule noted as president and Mrs. Alice P. Burrus listed as vice president, and then C. Lawrence Paule, Jr. listed as secretary-treasurer, with Ralph W. Wischmeier as manager.

In 1967, after damage due to hail and time, the magnificent glass canopy was removed, and the storefront was given a modern makeover with black Andes granite. This remodel was one of a number of remodels of downtown buildings in the middle of the 1960s, with material choice similar to the Farmers & Merchants Bank recently completed at the time. The entry area was greatly recessed with a store window to the east and a diamond room incorporated into the west portion of the storefront. The remodel was designed by Dane D. Morgan & Associates and work done "after hours" by Carl A. Nelson Company, to be completed by Thanksgiving. An article on the work noted that a bridal room as opened last December as part of second story gift shop. The store was then operated by grandson of the founder, C. Lawrence ("Larry") Paul, Jr., who was president and general manager. He was assisted by sons Chuck and Joe ("New Look on Jefferson," *Hawk-Eye*, August 15, 1967, 9). The "P" door handle was also installed at this time.

Paule Jewelry Company continued to be operated by members of the Paule family until the business closed in 1996. David and Carol were the children of Alice Paule Burrus, and David and his wife Ginny and their daughter Alexandra bought the business in 1991. David died in 1994, and the store was continued by Ginny and Alexandra, the great-granddaughter of the founder. The store closing was announced in November 1996, with the store closed after their inventory was sold ("107-year-old gem closes," *Hawk-Eye*, November 10, 1996, 1D).

Currently the Styltique salon operates on the first and second floors. The new owners, Bill and Sonja Belger, remodeled the upper façade, which included removing the elaborate transom windows around the third floor balcony. Their plans to rehab that story as residential space have been stalled for a number of years by egress issues.

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9. Major Bibliographical References

Antrobus, A.T. *History of Des Moines County Iowa and Its People*. Chicago, IL: S.J. Clarke Publishing Company, 1915.

Biographical Review of Des Moines County, Iowa. Chicago: Hobart Publishing Company, 1905.

City Directories, Burlington, Iowa, various dates. On microfiche at the Burlington Public Library

Deed records, per transfer books at Des Moines County Auditor's Office.

Downtown Partners, Inc., a Division of the Greater Burlington Partnership, Burlington, Iowa. Collection of collected historic photographs of downtown Burlington.

Newspapers, various titles and editions. Particular special editions utilized:

Burlington Evening Gazette, March 24, 1906

Daily Hawk-Eye Gazette, September 2, 1938

Burlington Hawk-Eye Gazette, August 4, 1942

Burlington Hawk-Eye, July 10, 1962

Burlington Hawk-Eye, July 4, 1976

Articles on Paule Jewelry Company:

Hawk-Eye, 23 January 1891, p. 3

Hawk-Eye, 3 February 1891, p. 3

Hawk-Eye, 30 August 1891, p. 4

Hawk-Eye, 11 March 1923 (transcription)

Hawk Eye, 15 August 1967, p. 9

Hawk Eye, 10 November 1996, p. 1D

Sanborn Map Company. "Burlington, Iowa," Fire Insurance Maps. New York: Sanborn Map Company, 1886, 1892, 1900, 1931, 1952.

Smith, Claudia, and Marie Landon. 1976 survey of sites in Burlington. Iowa Site Inventory forms prepared on file at State Historic Preservation Office, Des Moines, IA.

Vertical files. Files on business/industry as well as individual businesses. Burlington Public Library, Burlington, Iowa.

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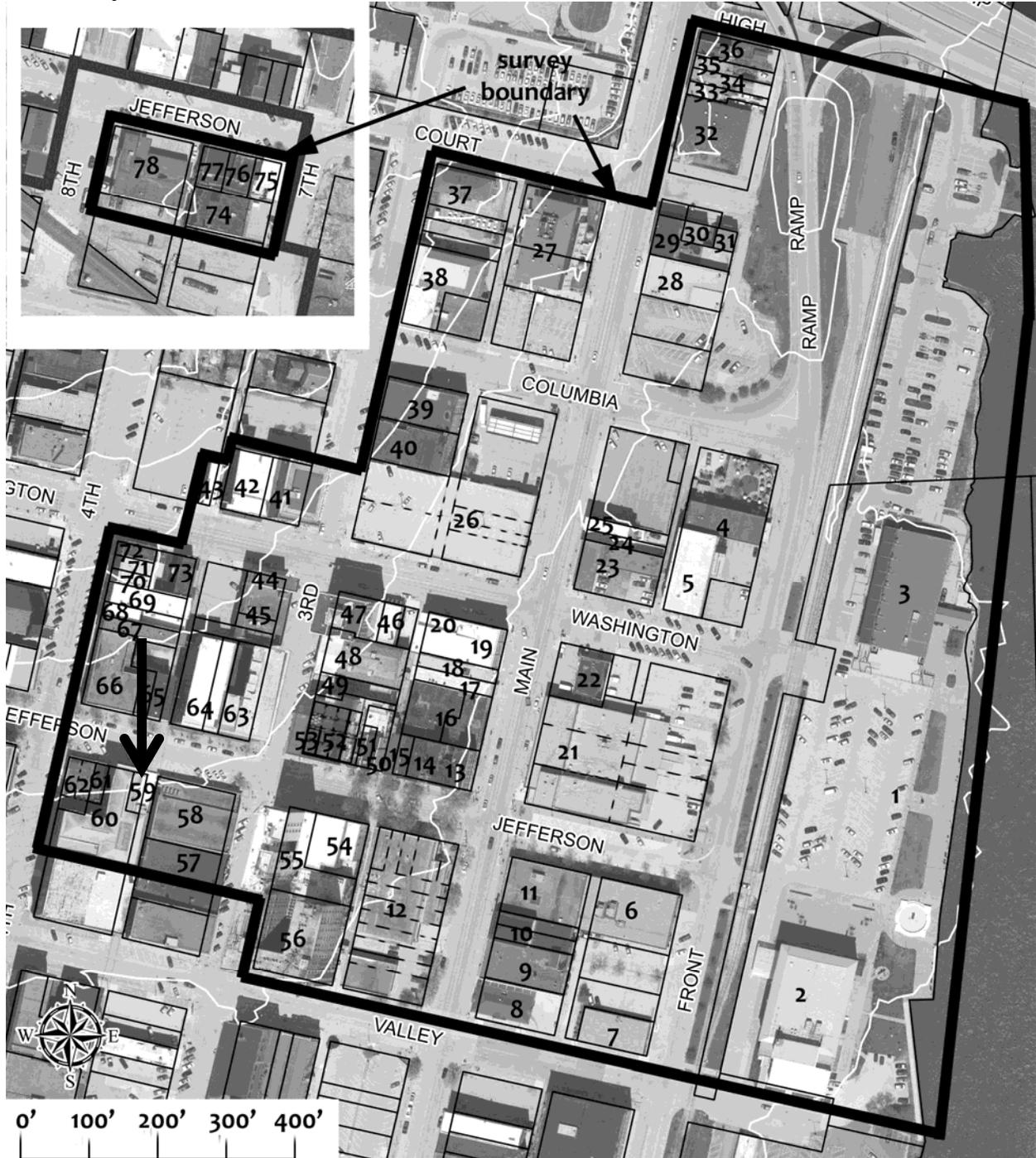
Paule Jewelry Company
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Location map



Base aerial photography by Aerial Services Inc for Des Moines County GIS Commission, March 2010.

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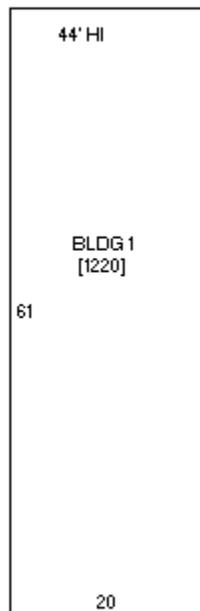
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Building plan (from assessor's website)



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Historic images



Paule Jewelry Company in 1910s (Downtown Partners collection)

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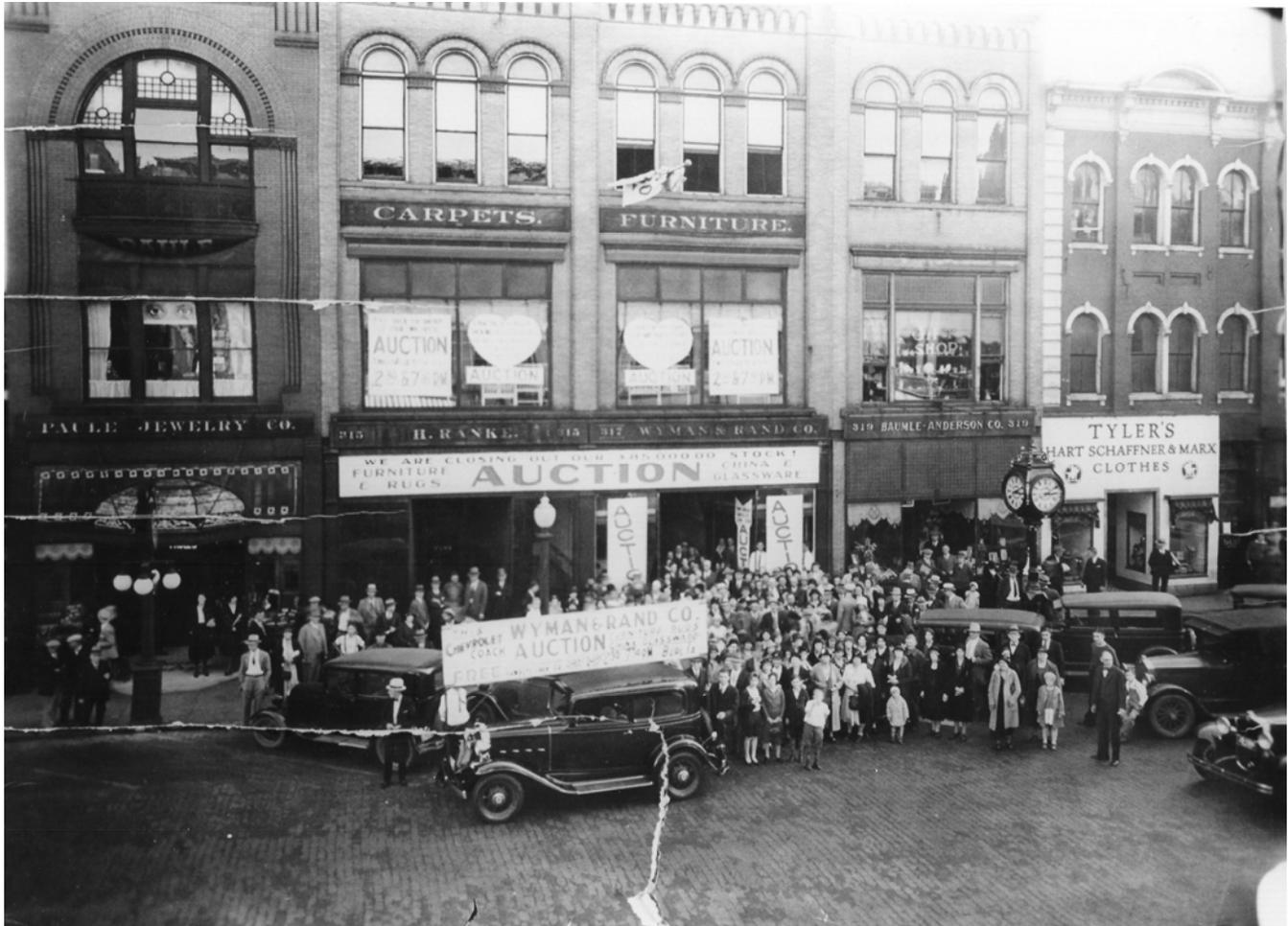
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1930s photograph of south side of 300 block of Jefferson (Downtown Partners collection).

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Paule Jewelry Company in 1950s with 1923 storefront (Downtown Partners collection)

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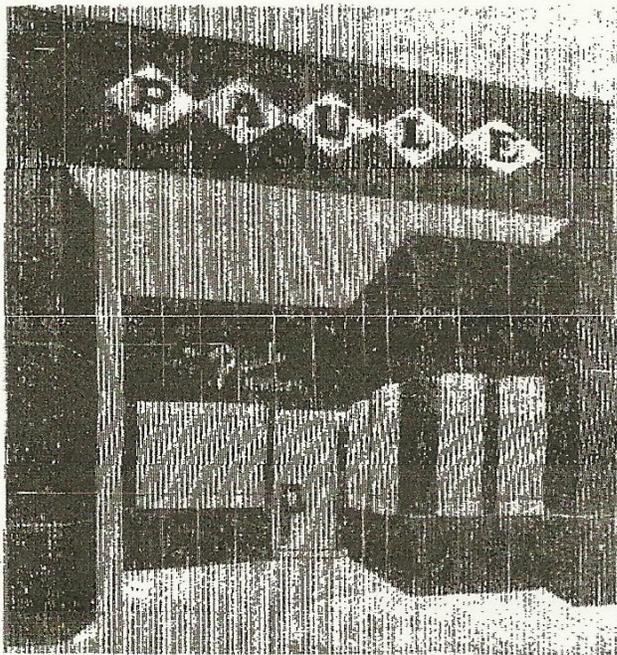
Burlington
City

PAULE'S - THE NEW LOOK ON JEFFERSON!

are proud to
announce their

Open House

THURSDAY - FRIDAY - SATURDAY - NOVEMBER 30, DECEMBER 1 and 2



SERVING BURLINGTON SINCE 1889

OPEN HOUSE STORE HOURS:

Thursday 9 a.m. to 5 p.m.
Friday 9 a.m. to 9 p.m.
Saturday 9 a.m. to 5 p.m.

Everyone Is Invited

We're extremely proud of the new look our store has taken. It's the first major change for the exterior of the store since 1923.

Although all the remodeling work is not yet complete . . . it will be finished soon . . . enabling us to serve you better.

*We especially invite you to see
- our new -
"DIAMOND ROOM"*

This room will give customers privacy for viewing jewelry and diamonds.

1967 remodel of storefront for Paule Jewelry (*Hawk-Eye*, November 29, 1967, 9)

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Digital photographs



Photograph 29-01091-001 – East and north elevations, looking southwest (McCarley, June 20, 2012)

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Photograph 29-01091-002 – Detail of 1967 storefront remodel, looking southwest (McCarley, June 20, 2012)