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United States Department of the Interior National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Lagomarcino-Grupe Company
other names/site number Rand & Coolbaugh Block, Rand & Palmer Block

2. Location

street & number 101-111 Valley St N/A not for publication
city or town Burlington N/A vicinity
state Iowa code IA county Des Moines code 57 zip code 52601

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property x meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide x local

Signature of certifying official: Berry M. Bennett, Deputy SHPO

Date: 8/8/13

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official
Title

Date: STATE HISTORICAL SOCIETY OF IOWA
State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:

- entered in the National Register
determined eligible for the National Register
determined not eligible for the National Register
removed from the National Register
other (explain):

Signature of the Keeper: [Handwritten Signature]

Date of Action: 9.30.13

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**5. Classification**

**Ownership of Property**  
 (Check as many boxes as apply)

**Category of Property**  
 (Check only one box)

**Number of Resources within Property**  
 (Do not include previously listed resources in the count.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

<u>Contributing</u>	<u>Noncontributing</u>	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	districts
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	<b>Total</b>

**Name of related multiple property listing**  
 (Enter "N/A" if property is not part of a multiple property listing)

**Number of contributing resources previously listed in the National Register**

N/A

0

**6. Function or Use**

**Historic Functions**  
 (Enter categories from instructions)

**Current Functions**  
 (Enter categories from instructions)

COMMERCE/TRADE / warehouse

COMMERCE/TRADE / specialty store

COMMERCE/TRADE / specialty store

VACANT / NOT IN USE

INDUSTRY / manufacturing facility

DOMESTIC / hotel

**7. Description**

**Architectural Classification**  
 (Enter categories from instructions)

**Materials**  
 (Enter categories from instructions)

LATE VICTORIAN / Romanesque

foundation: Stone

walls: Brick

roof: Asphalt

other: \_\_\_\_\_

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### **Narrative Description**

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

#### **Summary Paragraph**

The Lagomarcino-Grupe Company headquarters building was constructed in 1869 at the corner of Valley and Front streets in downtown Burlington (Figures 1 and 2). This location was (and is) near the Mississippi River and railroad tracks, offering multiple shipping options for the wholesale businesses located within the four main spaces of the building. The three-story brick building continues to stand as a large commercial building occupying the full quarter block at the end of Valley Street. Commercial buildings stretch along several blocks to the west of the Mississippi River. The Lagomarcino-Grupe Company headquarters building is a three-story, 14-bay, brick Romanesque Revival building designed with four storefront spaces, as well as upper businesses space. The Romanesque Revival style is more restrained than on other commercial buildings in the downtown, reflecting its more utilitarian use for wholesale businesses. The style is reflected in the arch windows with simple brick arch lintels and inset brick detail and the continuous brick corbel table along the cornice on the Valley Street (north) and Front Street (east) sides. The Lagomarcino-Grupe Company headquarters building is significant under Criterion A for its association with the wholesale industry of Burlington from 1869 to 1964, particularly with the Lagomarcino-Grupe Company from 1892 to 1964.

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### **Narrative Description**

The Lagomarcino-Grupe Company headquarters building sits at the far east end of downtown Burlington at the foot of Valley Street, historically on the edge between the more wholesale and manufacturing uses to the south and more commercial and retail uses to the north and west. The three-story brick Romanesque Revival building stands as one of the oldest extant buildings constructed for wholesale businesses in Burlington. Demolitions over several decades around the building have somewhat separated it from the Manufacturing and Wholesale Historic District to the south and west (listed on the National Register of Historic Places in 2012), and thus it is nominated individually rather than as part of that district. Additionally, it pre-dates the period of significance for the historic district, built along the Mississippi River and railroad tracks running parallel to the river rather than with the later development along the railroad tracks that extend inland to the west. The building retains its historic location within the downtown area, and the use of the blocks around the building and setting of the building continue to be commercial in nature.

The primary façade of the Lagomarcino-Grupe Company headquarters building faces Valley Street to the north. The three-story building has 14 bays on this side, historically three bays for each of the four storefronts with one bay above the two central entries on the west half and east half of the building that led directly to the upper stories. The storefront addresses were historically 101, 105, 107, and 111, with the upper story entries assigned addresses of 103 and 109. Historic photographs show that the first story historically had large brick arches, and these were uncovered during storefront remodeling project in 2011, with the current stucco cladding then installed (no plans to remove it at this time). The two central storefront spaces are associated with the primary business in the building, with small office spaces for two additional spaces in the front half of the 101 and 111 storefronts on each end. All the openings have modern windows and doors on the first story. The second and third story windows retain their arch configuration with an inset brick detail further emphasizing the perimeter of the arch. The arch lintels consist of two rowlock courses of brick. The second story windows have a continuous stone sill band, and the third story windows also retain their stone sills. The second story has windows that date to various periods of improvements. The seven windows on the west half appear to date

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to remodeling in the 1940s or 1950s, and they consist of one-over-one-light double-hung wood sashes with an arch transom. The next three windows are one-over-one-light double-hung wood arch windows. The four east windows are modern divided-light double-hung windows with arch transoms installed for the current business, chosen to reflect the design of the west seven windows. The 14 windows on the third story retain original six-over-six-light double-hung wood arch sashes. The cornice of the building is adorned with a continuous brick corbel table that stretches across the width of the façade, reflecting the decorative metal cornices with brackets of the commercial Romanesque Revival style.

The secondary façade of the Lagomarcino-Grupe Company headquarters building faces Front Street to the east. Historically, a railroad spur extended along this side of the building, with a canopy along this side wrapping around to the east half of the primary façade. The canopy has been removed. Several of the first story openings have been filled with brick, though their location and configuration remains evident. Modern double-doors have been installed in the central side entry. Two periods of painted ghost signs reading A. Lagomarcino Wholesale Fruits remain on the north half of the first story. A ghost sign for the company between the second and third story windows is less discernible. The second and third story windows retain their brick arch openings, with only the north façade designed with the inset brick detail. The arch lintels are two courses of rowlock bricks similar to the façade. The second story windows have a continuous stone sill band, and the third story windows retain their stone sills as well. The second story windows date to various periods of remodeling. The south window was replaced with a segmental arch one-over-one-light double-hung wood window, while the next three windows retain one-over-one-light double-hung arch wood sashes similar to the second bay of the north façade. The north five windows are modern divided-light double-hung windows with arch transoms. The seven windows on the third story reflect various combinations of original six-light wood sashes and later single-light wood sashes. From south to north, there is a one-over-one-light double-hung wood window, a one-over-one-light double-hung wood window, a six-over-one-light double-hung wood window, three six-over-six-light double-hung wood windows, and a one-over-one-light double-hung wood window. A continuous brick corbel table extends along the cornice of this side as well, in a smaller configuration than the main façade.

The west side of the building historically was located along an alley, with a slightly older brick building on the corner lot to the west (home to the Hotel Delano for several decades, later Hotel Hawkeye). The buildings were connected with a skywalk on the second and third stories, added with the construction of hotel rooms on these stories in the late 1870s and demolished in the 1940s when the hotel rooms were no longer used. The building has since been demolished, exposing more of this side than historically visible. The first story has a side entry near the center and near the rear of the brick building. The arch openings have been filled with brick with modern doors installed. The second and third stories appear to have originally had three arch windows on the north/front half and four arch windows on the south/rear half, identical to the east side, with openings added between the first and second windows for doors to the walkway to the main hotel building and an additional window added between the fifth and sixth windows on the second story. The second story door was converted to a window likely in the 1940s when the walkway was removed and the corporate offices added in this portion of the second story. The adjacent windows were likewise replaced at this time with the current one-over-one-light double-hung windows with arch transoms. The next two windows were covered, and the four windows to the south were filled with brick in an earlier period (related to the installation of an interior cooler). Interestingly, the six-over-six-light double-hung wood arch sashes were left in place, visible from the interior. The added door on the third story remains with a door in the opening. The windows on either side of the door are covered with metal, as well as the remaining windows on the third story. Again, the six-over-six-light double-hung wood arch sashes were left in place in many of these openings, visible from the interior.

The south (rear) elevation historically sat along a planned alley access, with the building not occupying the full depth of the lot. The older one-story rear brick addition was constructed in the 1930s across this space and into the lot to the south, acquired by Lagomarcino-Grupe Company. This east side of this addition was clad in 2011

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with the construction of the large metal building/addition to the south side. The second and third story windows on this side have segmental arch brick lintels and stone sills. The second story windows on the rear of the historic brick building are generally no longer visible from the street, with the parapet wall on the east of the rear additions and the building on the west side of the alley. The west three windows had been previously filled with brick likely in the 1940s (location of added interior coolers), with wood paneling covering most of the remainder of the windows. One window near the center retained six-over-six-light double-hung sashes. The third story has 12 segmental arch openings, with the windows generally covered with wood paneling and smaller double-hung windows installed in four openings. The historic brick parapet remains intact on the south elevation, with a higher center section and two stepped sections to either side.

The first story of the building has been remodeled for the current businesses over the last couple decades (Figure 3). The historic four storefront spaces remain visible in plan, with offices added throughout each space. The main dividing walls are thick, with historic arches through the walls retained in the current layout. Large columns extend through the middle of the large spaces, particularly within the historic 107 section. The second story stairs on the east half remain in their historic location, though appear rebuilt or clad in modern materials. The main entry to the primary business on the first story is the historic location of the upper story entry on the west half, with the upper story stairs removed at some point and a bathroom currently installed in their place. One of the original coolers was left intact near the rear of the 105 section, currently used as a conference room. The finishes and materials throughout the first story are non-historic.

The basement of the building retains its historic character throughout each of the four main spaces (Figure 4). The thick stone walls are intact and remain generally exposed. The basement would have originally provided cold storage for the wholesale businesses occupying the building, with coolers later built on the first and second stories. Large stone columns extend through the middle of each of the spaces. The location of the original basement stairs under the upper story entry stairs remains intact with their brick walls, and the stairs on the east half remain in place though not accessible from the first story. A later set of stairs was added near the rear of the 107 section, under the secondary set of second story stairs. The east (101) section retains its historic coolers used for banana storage along the east wall, with the elevator at the rear of the space. Reinforcing columns under two beams were added at some point in the west (111) section. The area under the sidewalk to the front of the building remains accessible from the basement spaces.

The majority of the second story layout and details date to the occupancy of the building by the Lagomarcino-Grupe Company (Figure 5). The second story is primarily accessed by the stairs in the center of the east half of the building. Offices were located on either side of these stairs historically, associated with the operations of the Burlington branch of the company by the 1950s. They have been remodeled for the current company. A long hallway then extended to the west half of the building. The northwest corner has four offices that were likely constructed in the 1940s, after the hotel vacated their use of this building. These were the corporate offices for the Lagomarcino-Grupe Company from the 1940s until 1964 when the company closed. Interestingly, these offices have working windows between the spaces. The stairs in the center of the west half appear to have been historically removed, though the date is unknown. Two large rooms have been built more recently for document storage along the north wall in the remainder of the space, with a large open space between the rooms. The two rooms along the skylight to the south appear older, with a large transom window above the door to the east room and an older bathroom located in the smaller west room. It is believed that the skylight was added in the early 20<sup>th</sup> century, related to hotel room improvements. In the wall to the west of the skylight, a large historic wood door with a large two-light transom leads into the south (rear) half of the west (111) section. This space is dominated by the two large coolers built along the south wall. They retain their cork walls, with cooling pipes located within the walls. The installation of the coolers likely resulted in the earlier brick infill of the windows on the west and south elevations of this section. The space in front of the coolers was used for storage as well, with the six-over-six-light double-hung arch window visible from the interior though the opening is filled with brick on the exterior. The south half of the 107 section to the east is one large room used

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for storage by the Lagomarcino-Grupe Company. Wood columns extend through the middle of the space, and an older set of stairs with a wood balustrade is found along the west wall. The east half of the building has the two office spaces on the north quarter, with the south three-quarters historically used for storage by the Lagomarcino-Grupe Company. The stairs to the third story have been reconfigured for the current hallway, and two small offices have been added to the east of the stairs. The large room to the south remains open, with the elevator located in the southeast corner. The wood walkways to assist with the rolling of carts with goods remain intact through the space, providing insight into the circulation and stacking/storage patterns. A room was historically located at the south end of the east (111) space, and a large cooler in the south third of the adjacent 109 section is accessed from a door across from the elevator for ease of access. This cooler remains largely intact, with some deterioration/demolition of the insulating cork walls. The room roughly in the center of the 107 space, north of the cooler, is lined with shelves on all walls, and it was used for storage of candy, gum, cigars, and cigarettes in the 1950s. A machine was historically located near the column in the center for stamping cigarette packages.

The features of the third story likewise primarily date to the occupancy of the building by the Lagomarcino-Grupe Company (Figure 6). The east half of the building is accessed by stairs near the center and the elevator near the southeast corner. The east half is divided into three main large spaces, with a small storage room in the southeast corner of the building. The front room extends across the width of the building, with columns across the center and a wood walkway intact from the rooms to the south. The two other main storage rooms likewise have columns through the center of the spaces, with wood walkways providing insight into circulation and storage patterns. The rear third of the 105 space has a slightly raised wood platform, located above the cooler on the second story. A door in the center wall of the building provides access into the south half of the 107 section. A large room with two rows of columns occupies the space from the skylight to the rear wall. The remainder of the west half of the building continues to reflect use of this portion of the building by the hotel to the west across the alley. The hallway extends roughly through the center of the west (111) section, with seven hotel rooms along the west wall. The door to the bridge over the alley is evident at the end of the front hall, and the room in the northwest corner is filled with wood filing cabinets. Five additional rooms extend along the north wall, and two rooms are located on the south side of the hall, with light from windows from the skylight. Two toilet rooms and a bathtub room are also located on the south side of the hallway, with an air shaft/vent connecting the top of these spaces. Sinks were located within each of the hotel rooms. A larger and smaller room are located then to the south of the bath and toilet rooms, with a window into the skylight as well.

The Lagomarcino-Grupe Company headquarters building retains sufficient integrity to convey its historical significance. The building remains in its original location in a commercial setting in the historic downtown of Burlington. The overall integrity of design, workmanship, and materials is intact, and the building is in good condition. It retains its association to the wholesale history of Burlington and the overall feeling of a large commercial block. Specific aspects of the building's integrity include:

Location: The building is located on its original lot at the southwest corner of Valley and Front streets in downtown Burlington.

Setting: The setting continues to be within the downtown area, with railroad tracks and the Mississippi River to the east of the building. As noted, the site is historically on the edge between the more wholesale and manufacturing uses to the south and more commercial and retail uses to the north and west. Additional rail lines are located about one block to the south of the building, spurring construction of later wholesale and manufacturing buildings along this corridor and further west along Valley. Many of these buildings remain intact, recently listed in the National Register within the Manufacturing and Wholesale Historic District. Commercial buildings were historically and are currently located on the blocks to the north and northwest of the building.

Design: The overall Romanesque Revival design of the building remains intact, with the arch windows and brick cornice details clearly defining the building historically and currently. As noted, the Romanesque Revival design is more simply though yet elegantly interpreted for this building designed for wholesale

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businesses along the riverfront and railroad, in comparison with other Romanesque Revival commercial buildings in Burlington. The interior design of the building with four storefront spaces remains somewhat discernible within the modern floor plan of the first story and more explicitly on the other stories. The layouts of the upper stories with both office and storage spaces developed over decades of use by the Lagomarcino-Grupe Company are intact. Hotel rooms continue to be found at the west end of the third story as well.

Materials: Brick is the dominant exterior material for this building, and the brick walls and details are intact throughout the building. Stucco cladding has been added on the storefront. Wood windows remain intact in many of the window openings. The stone foundation walls are visible within the basement, historically used for cold storage. The second and third stories retain historic materials in the wood floors, walkways, columns, and moldings. Modern materials are located throughout the first story and remodeled second story office spaces.

Workmanship: The historic workmanship of the building remains intact, reflected in the historic design elements and materials.

Feeling: The overall feeling of the building is that of a large historic brick block, with large interior spaces used for storage by wholesale companies.

Association: The building retains good association to its historically significant occupancy by the Lagomarcino-Grupe Company, with interior details on the basement and upper stories that continue to reflect its use for many years by the company.

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**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply)

Property is:

- 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 old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

Commerce

**Period of Significance**

1869-1964

**Significant Dates**

1869

1892

**Significant Person**

(Complete only if Criterion B is marked above)

n/a

**Cultural Affiliation**

**Architect/Builder**

unknown

**Period of Significance (justification)**

The period of significance for the Lagomarcino-Grupe Company headquarters building extends from completion of the building in 1869 to the merger of Lagomarcino-Grupe Company with another company in 1964. Significant dates include the completion of the building in 1869 and the move of A. Lagomarcino's wholesale fruit business into this property in 1892.

**Criteria Considerations (explanation, if necessary)**

n/a

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## Statement of Significance

**Summary Paragraph** (provide a summary paragraph that includes level of significance and applicable criteria)

The Lagomarcino-Grupe Company headquarters building in Burlington, Iowa, is nominated under Criterion A for its strong and significant association with commerce in Burlington, particularly related to the wholesale industry. The period of significance extends from 1869 when this building was completed and housed several wholesale businesses through 1964 when the Lagomarcino-Grupe Company merged with another statewide business headquartered in Burlington. Andrew (Andrea) Lagomarcino moved his wholesale fruit business into this building in 1892, and it was incorporated as the Lagomarcino-Grupe Company in 1903. The business grew to one of the largest wholesale fruit houses in Iowa by 1915, with ten branches across the state. It continued to operate through the 1920s and 1930s, retaining twelve locations in Iowa and Illinois by 1940. Throughout this period, this building in Burlington served as the headquarters for this company, and the scope of the company grew to wholesale fruits and vegetables, ice cream manufacturing, and wholesale groceries. The building is nominated at a local level of significance, though it may be further evaluated at a future date for statewide significance.

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**Narrative Statement of Significance** (provide at least **one** paragraph for each area of significance)

The Lagomarcino-Grupe Company headquarters building is significant under Criterion A for commerce, particularly within the significant wholesale industry of Burlington as well as within the wholesale fruit industry of Iowa. The original construction of the three-story, four-storefront brick block in 1868-1869 provided space for a number of growing wholesale businesses, including William Bell & Company, E. Chamberlin & Company, and Delahaye, Purdy & Company. By 1874, the wholesale industry in Burlington was noted as "far too extensive to be described, with ever so much brevity, in a single issue" of the newspaper. The wholesale businesses in this block evolved but continued to represent some of the leading businesses in Burlington. The wholesale liquor business of Delahaye & Purdy, which operated here from completion of the building in 1869 until the business closed under new state laws in 1889, was noted as one of the most successful wholesale businesses in Burlington and perhaps the oldest of its type in the state. In 1892, Andrew Lagomarcino moved his wholesale fruit business into this building, continuing the building's strong association with this aspect of Burlington's history. A. Lagomarcino & Company started as a retail and wholesale fruit business in 1875, becoming a strictly wholesale business around 1881. The company opened branch locations in Cedar Rapids in 1894 and Creston in 1901, before incorporating as the Lagomarcino-Grupe Company in 1903. Seven additional locations in Iowa were opened by 1915, with three locations then closing and two more opening by 1923. Nine of the 53 listings for wholesale fruit businesses in the 1922-23 *Iowa State Gazetteer* were the fruit houses of the Lagomarcino-Grupe Company, which continued to operate from their headquarters in this building in Burlington. Through this period, Lagomarcino-Grupe Company was one of two primary wholesale fruit houses in Burlington, a city that continued to be known statewide for its large wholesale businesses. Through the 1930s, the Lagomarcino-Grupe Company continued to prosper, opening two Illinois branch locations and adding beer distribution with the end of Prohibition. They also expanded their specialty ice cream manufacturing in this period. As the wholesale fruit industry blended with the wholesale grocery industry in the post-World War II era, Lagomarcino-Grupe Company evolved to carry more grocery products and worked to sustain the local retail grocery amid competition from national and statewide chain stores. At the time of their 75<sup>th</sup> anniversary in 1950, the company maintained their corporate offices at this main wholesale office in Burlington as well as retaining their eleven branch locations. The company further evolved in the 1950s with the Grupe family retired and withdrawing, leaving the sons and grandson of Andrew Lagomarcino at the head of the company. The wholesale grocery industry fought increasing competition from

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affiliated and chain grocery stores, and the growth of trucking reduced the need for a large number of branch wholesale houses. The number of branches of the Lagomarcino-Grupe Company was reduced to four by 1960, with the company focused on distribution in southeast Iowa and western Illinois. The company merged into the Benner Tea Company in 1964, ending the nearly 100 year association between this building and the wholesale industry in Burlington.

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### **Developmental history/additional historic context information**

Burlington proved to be an ideal location for the success of the Lagomarcino-Grupe Company. The groundwork for a community with successful large scale wholesale businesses was laid in the first decades after settlement in 1833. By 1850, Burlington had a population of 4,082, and it was the largest community in Iowa. Burlington benefited from a railroad bridge across the Mississippi River in 1869, and the population grew from 14,930 in 1870 to 19,450 in 1880. Rand & Coolbaugh completed this three-story brick block with four storefronts in 1869, and several wholesale businesses immediately opened in this location near the Mississippi River and along the railroad tracks. In the last quarter of the 19<sup>th</sup> century, Burlington developed a significant manufacturing and wholesale base for its economy. Retail businesses expanded into wholesale with ready markets in distant states via the river and railroad. Andrew Lagomarcino opened a retail fruit store in 1875 and quickly shifted his focus to wholesale. He operated his wholesale fruit business nearby on Main Street, moving into the east half of this block in 1892. The location near both the river and railroad tracks provided easy access for goods to arrive and be shipped from this building. The business incorporated as the Lagomarcino-Grupe Company in 1903, with five branch houses in other Iowa cities. By 1907, they had acquired and expanded into the west half of this three-story building, operating within all four storefronts, in the basement, and on the upper stories. Wholesale and manufacturing businesses continued to be strong in Burlington in the first quarter of the 20<sup>th</sup> century, with a number of new businesses forming and prospering. Many manufacturing and wholesale businesses with their starts in the late 19<sup>th</sup> century continued to operate in the middle of the 20<sup>th</sup> century. The Lagomarcino-Grupe Company was among these prominent local businesses, and the only wholesale fruit company to operate throughout this period. At the time of its merger in 1964, the company had operated for 89 years in Burlington and 72 years in this building.

### ***Construction of the Rand & Coolbaugh Block and early wholesale businesses, 1869-1892***

The early history of Burlington positioned the community to support the growth of large wholesale businesses by the last quarter of the 19<sup>th</sup> century. The natural features of the town site provided for ample room for a town to develop and a ready supply of water for industrial development. Burlington grew with access to steamboat traffic in the 1840s and then a strong railroad connection in the 1850s. The town served local residents, regional farmers, and settlers crossing the Mississippi River to the west with retail and manufactured goods. Thus, the model of supplying customers outside the town boundaries began early in Burlington. Wholesale businesses developed in the years following the Civil War, including early forms of later prominent businesses. The construction of the Chicago, Burlington, and Quincy (CB&Q) railroad bridge in 1869 over the Mississippi River solidified Burlington's prominence among Iowa cities in the last quarter of the 19<sup>th</sup> century, permitting the rise of significant wholesale businesses in the community.

It appears to have been the construction of the Chicago, Burlington, and Quincy (CB&Q) railroad bridge in 1869 that spurred the construction of this large block near the Mississippi River and railroad tracks in Burlington, as well as several other large buildings. Residents of Burlington understood the importance of transportation routes to their prosperity and growth, and they saw the increased prevalence of railroads by the 1850s. In 1853, they incorporated the Burlington and Missouri River Railroad, which was formed as a sister

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company to the Chicago, Burlington, and Quincy Railroad (CB&Q). In 1855, the CB&Q reached a point on the Mississippi River across from Burlington in Illinois. The Burlington and Missouri River Railroad received a land grant in 1856, and they built west from Burlington to Mt. Pleasant. The CB&Q also reached Quincy in 1856. The Burlington and Missouri River continued west to Ottumwa by 1859, which remained the terminus until after the Civil War. Other railroad companies also organized to build lines connected to Burlington, such as the Peoria & Burlington Railroad in 1858. Wholesale and industrial development in Burlington received an additional boost with the completion of the CB&Q bridge across the Mississippi River in 1869. The CB&Q railroad also established shops in Burlington at this time, quickly became the leading employer in Burlington. The completion of the bridge spurred additional development of seven railroad lines into Burlington, and increased the connections and markets for wholesale and manufactured goods distributed from Burlington (*History of Des Moines County* 1879: 484, 522; Svendsen 1977: 22-23, 44-45, 50-51; Antrobus 1915, Vol. 2: 240). The 1873 map of Burlington shows the development of the town in relation to the Mississippi River and Hawkeye Creek, as well as the railroad lines completed in town by this date (Figure 7).

This three-story brick block with four storefronts was built for Eldridge D. Rand and William F. Coolbaugh in 1868 to 1869. The building occupies a full quarter block, sitting on Lots 43 and 44. As noted, this construction was likely spurred by the completion of the CB&Q railroad bridge over the Mississippi River, along with other construction in the late 1860s. E.D. Rand established the first lumber yard in Burlington in 1842, and he married his second wife Caroline Sherfey in 1852. In 1866, he formed the firm of E.D. Rand & Company, including himself, William Carson, and J.M. Sherfey. They were manufacturers, wholesale and retail dealers in lumber, shingles, lath, and square timber. By 1873, Carson lived in Wisconsin to manage their pine lands there, and they operated branches in 11 other Iowa cities. Carson & Rand were also partners in the large milling business of Berry & Company and the planing mill of D. Winter & Company. E.D. Rand was a director in First National Bank and National State Bank in Burlington (Andreas 1873: 22). William F. Coolbaugh was not living in Burlington at the time that this building was constructed. He moved to Burlington in April 1843 and started a dry goods business. He was elected to the state senate and then turned his interests to banking in the 1850s. He was president of the State Bank of Iowa in Burlington when it was organized in 1859. In 1862, he resigned this position to move to Chicago and launch W.F. Coolbaugh & Company, which became Union National Bank in 1865. His obituary noted that he built several business buildings in Burlington over the course of his life ("W.F. Coolbaugh," *Burlington Daily Hawk-Eye*, November 15, 1877, 5).

Several sources in 1869 and the 1870s refer to this building as the Rand & Coolbaugh Block. Half interest in lots 43 and 44 transferred from E.D. Rand to W.F. Coolbaugh on July 21, 1868, and construction likely began around this time. In March 1869, it was noted that Hood and Young were completing the carpentry work on Rand & Coolbaugh's new block (*Burlington Daily Hawk Eye*, March 17, 1869, 4). On April 15, 1869, the *Burlington Hawk-Eye* published an account of Rand & Coolbaugh's "magnificent" new building on the corner of Front and Valley, which they had spent an hour or two examining. The building had four storefront spaces completed, with some work continuing on the second and third stories. The 28-foot wide west storefront (11, later 111 Valley) was to be occupied the wholesale dry goods business of William Bell & Company, with a glass partition of the rear 15 or 20 feet for a counting room. They also occupied the basement, second, and third stories, except for office rooms in front. Notions and lighter goods were stored on the upper stories. The next storefront (7, later 107 Valley) was occupied by E. Chamberlin & Company, wholesale grocers. They occupied the basement, second, and third stories of this section, with the basement "particularly noticeable for its size and height and excellent adaption to the wholesale grocery trade." The tobacco and cigars wholesale house of M.J. Taylor & Company had moved from Main Street to the basement and first story of the next storefront to the east (5, later 105 Valley), with Lasell & Company occupying the second story. They were wholesale dealers in hats, caps, furs, buck and straw goods, umbrellas, parasols, etc. The east storefront, next to the railroad tracks and Mississippi River across Front Street, was occupied by Delehaye, Purdy & Company, wholesale liquor dealers. They were noted as one of the most extensive liquor dealers in the state of Iowa. The second story included a suite of rooms being completed for offices for the Burlington, Cedar

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Rapids, & Minnesota and Burlington & Southwestern railroads. Overall, the newspaper noted "Rand & Coolbaugh block must be pronounced a very gratifying success" with first class rooms in first class hands for first class tenants. With its construction among other projects, "the commercial supremacy of Burlington above St. Louis and west of Chicago must be unquestioned as well as unquestionable" ("A Fine Block of Fine Stores," *Burlington Daily Hawk-Eye*, April 15, 1869, 4). Property records show that William Carson owned part of Rand's interest in the property by 1869. In spring 1872, Rand & Carson transferred their combined half interest in the east half to Coolbaugh, who transferred his half interest in the west half to Rand & Carson. Coolbaugh then sold the east half of the property to Luke Palmer on April 8, 1872, and Rand continued to own the west half until his death and it remained in the Rand family until 1907. The building continued to be referenced as Rand & Coolbaugh's Block into the 1870s.

The early tenants in Rand & Coolbaugh's Block show the role of this building in the wholesale trade of Burlington from the start. The building was laid out with four storefronts (101, 105, 107, 111), with a wide stairs and entry to the upper stories between the two storefronts on each half of the building (103, 109). The 1869 city directory listed some of the same businesses noted in the April 1869 article as well as some different ones. Delahaye, Purdy & Company (distillers, rectifiers, and wholesale dealers in brandy, gin, wine, bourbon and rye whiskey, etc.) operated at No. 1 Valley Street. Schmitt and Hunter, cigar manufacturers, were listed at No. 3 Valley Street, which was the stairs entry to the upper stories of the east half of the building. The next storefront (No. 5 Valley Street) was occupied by Chamberlin & Co, wholesale groceries, with Lasell & Co (hats, caps, furs, & straw) and the ice cream saloon of S. Schmitt also listed at No. 5. The west half of the building included the wholesale dry goods and notions business of Wm. Bell & Co at No. 7 Valley Street, with job printers Snow & Vogt on an upper story. A. Freeman Agency was listed at No. 9 Valley, the upper story stair entrance for the west half. Althof & Hirsch, liquor dealers and rectifiers, are then listed in the west storefront at the No. 11 Valley Street. Per the 1872 city directory, Delahaye & Purdy remained in the east storefront (1), with Chamberlin & Co to the west (5) and Wm. Bell & Co in the east storefront of the west half (7). The printer on the third story changed to the Iowa Tribune Company, offering both German and English printing. By 1876, only Delahaye & Purdy was left of the original tenants in the building, now listed at 101 Valley. Commission merchant Charles Wedartz operated in the 105 Valley storefront, offering wholesale fruits. Elliot, Kelly, & Company, wholesale dealers in agricultural implements, moved from around the corner on Front Street to 107 Valley, and Iowa Tribune Company continued to operate on the third story. N. Parsons & Co operated at 111 Valley Street, as wholesale dealers in stoves, hollow ware, tin plates, sheet iron, metals, wire, and plain and japanned ware.

The prominent role of these businesses in the Rand & Coolbaugh Block in the commerce of Burlington in this period is noted by their descriptions in a November 22, 1874 article on the wholesale trade in Burlington. The article notes that the businesses included are the highlights, though they "very imperfectly represent the actual extent and importance of the wholesale trade of this city, which is far too extensive to be described, with ever so much brevity, in a single issue." In Burlington, "our wholesale men are progressive; there is none of the conservative element in the jobbing trade of Burlington. They were first to see the immense advantages this city possessed as a commercial centre, and they were prompt to seize on those advantages and develop them into their full force and value, and in a score of years the great result is what we see outlined below, business reaching out from us to every point in the compass." The early wholesale businesses of E. Chamberlin and Wm. Bell & Co are included in this article, both dating their history back to the wholesale dry goods business of J.S. Kimball started in 1842. The business evolved to Kimball & Company and then to Wright, Bell & Chamberlin in 1866. The wholesale dry goods and groceries departments split in February 1869 with William Bell continuing the dry goods portion, and E. Chamberlin continuing the dry goods portion. Both had moved to a building on Main Street by this date. Two of the businesses that moved into this building by 1876 were also highlighted in the article. N. Parson & Company occupied the three stories and basement of 111 Valley Street by 1874, operating an exclusively jobbing business in stoves, hollow ware, tin plate, sheet iron, wire, zinc, rivets, metals, pressed and japanned ware, and tinnery's stock. They served several markets to the west and

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were noted with business of up to \$500,000 per year, with hardly a rival in the business in the state. The wholesale agricultural implement business of Elliot, Kelly, & Co had started in 1870, and they did about \$40,000 of annual business ("Our Wholesale Trade," *Burlington Hawk-Eye*, November 22, 1874, 4).

The wholesale liquor business of Delahaye & Purdy was also included in the November 1874 issue, and it deserves further consideration as the prominent wholesale liquor business in Burlington, as well as the business with the greatest longevity in the building prior to the 1890s. L. Delahaye and Hiram Purdy entered the wholesale liquor business as L. Delahaye & Company in 1860 in Burlington. While Delahaye appears as the senior partner in the business, Hiram Purdy was known for his inventions, including a patent process for gauging liquor and a patent on improvements in distilling techniques. L. Delahaye & Co became Delahaye, Purdy & Co in January 1867, consisting of L. Delahaye, Hiram Purdy, and F.M. Wever. They were operating at 20 Water Street at the time. Wever left the business in 1869, and the business became Delahaye & Purdy. In 1869, they moved into the east storefront of Rand & Coolbaugh's block at Valley and Front streets. The 1874 article notes that they occupied the three stories and basement of the 101 Valley Street section. Their rectifying apparatus was very complete, and the receivers in the basement held large quantities of liquor. They employed three traveling men, with business up to \$250,000 annually and a growing trade in Illinois, Missouri, and Nebraska. In addition to their rectifying and compounding business, they also were wholesale dealers in fine imported liquors, with a large stock of Pennsylvania and Kentucky whiskies. By June 1883, they were believed to be the largest and heaviest stocked wholesale liquor house in state. They had the oldest and finest standard liquor brands in stock as well as wine. They were one of the wealthiest wholesale businesses in Burlington, with a large area of trade far outside the city. Their business was cut to the quick with new laws on sale and distribution of liquor in Iowa over the next five years. Iowa's "prohibitory" liquor law resulted in the business being transferred out of the state to Gladstone, IL in the winter of 1888-89, with the business in Burlington at 101 Valley closed out under the enacted law. They were believed to be oldest wholesale liquor business in Iowa at the time and had always had been financially strong. They maintained an office in the National State Bank building in 1889, before the unexpected bankruptcy of the company in August 1889 (*Burlington Hawk-Eye*, January 8, 1867, 1; *Burlington Hawk-Eye*, September 5, 1869, 1; "Our Wholesale Trade," *Burlington Hawk-Eye*, November 22, 1874, 4; *History of Des Moines County, Iowa* 1879: 658; *History of Des Moines County, Iowa* 1879: 631; "Delahaye & Purdy," *Hawk-Eye*, June 1, 1883, 12; "Unexpected Failure," *Burlington Hawk-Eye*, 7).

While Delahaye & Purdy operated at 101 Valley from the 1870s to 1888, new businesses opened in the other storefronts in this period. Elliott, Kelly, & Company continued to be listed at 107 Valley in 1879, prior to moving into larger quarters. In 1880, Bell, Tolerton, & Company was formed, with William Bell again entering the wholesale grocery business, now with O.O. Tolerton, E.G. Segner, and C. Whit Smith. The 1881 and 1883 city directories list them operating at 107-109-111 Valley (west half of the building, including entry to upper stories). An article on the company in June 1883 connected their prosperity with the prosperity of Burlington as a whole: "The growth of the wholesale grocery trade affords a gauge and index of the growth and prosperity of any city or town." Bell, Tollerton & Co had started their wholesale grocery business three years ago, with the business names shifting to Bell, Smith, & Segner by this date (William Bell, Emanuel Segner, C. Whit Smith). The firm occupied both storefronts in the west half of this block as well as the basement and second stories ("Bell, Smith, & Segner," *Hawk-Eye*, June 1, 1883, 16). By 1887, the company evolved to Brooks, Smith & Taylor Company (H.E. Brooks, C. Whit Smith, and J.S. Taylor), and they moved to a newly constructed four story building along the railroad tracks at 3<sup>rd</sup> and Market (*Portrait and Biographical Album of Des Moines County* 1888: 765).

The 1886 Sanborn map shows the use of the building for these two prominent wholesale businesses as well as for an additional uses that continue to be reflected in the current layouts of the building (Figure 8). The 101 (east) storefront is noted as wholesale liquor, which appears connected with the 105 storefront to the west. A small office is located in the front of this space, and vinegar is stored in the basement. The 107-111 half is

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noted as wholesale groceries. However, hotel rooms are noted on the second and third stories of this half. The map shows a walkway/bridge over the alley to the west to Hotel Duncan at the southeast corner of Valley and Main streets (demolished). This building was constructed by Theodore W. Barhydt in 1868, at the same time as the Rand & Coolbaugh Block. The library and post office moved into the Barhydt Block in November 1868, and it was often referenced as the post office block. The first hotel in this building was opened in 1876 by V. M. Gorham and George W. Mundy, known as the Gorham House. In 1879, the post office moved from the first story, and this space was converted to office/lobby for the hotel. With business steadily growing, they expanded across the alley to connect their upper stories with the upper stories of the west/Rand half of this block to the east prior to June 1883. In 1882, V.M. Gorham bought out Mundy, and he operated alone for about a year. In June 1883, he then formed the Gorham & Duncan Hotel company with George A. Duncan, with a capital of \$15,000. A new tier of 14 rooms was then opened in the third story of the Purdy/east half (101-105) of the block to the east, giving the Gorham House a full block frontage along Valley from Main to Front on the third story ("Hawkeye Hotel was Delano then," *HawkEye*, March 28, 1965, 14; "Gorham Hotel," *Hawk-Eye*, June 24, 1883, 5). The hotel hosted several prominent guests over the years, including President Benjamin Harrison in 1890.

While wholesale fruit businesses, particularly Lagomarcino-Grupe Company, primarily occupied this building from the 1890s to 1930s, the Delano Hotel continued to operate within a portion of this building. In January 1895, O.W. Delano bought the hotel interests and leased the space from T.W. Barhydt, and the hotel became the Delano Hotel. He remodeled the hotel to a modern, clean facility at a cost of \$30,000, including a new dining room, rooms with attached modern baths, modern office, reading room, toilet rooms, and new boilers and radiators. Their business greatly increased, and they employed 45 people by the following year (*A Souvenir of Burlington* 1896: 76). The hotel rooms remaining on the third story of the west half of the building likely date to this period. The 1900 Sanborn map shows the Hotel Delano with the bridge to this building and hotel rooms on the second and third stories. The Hotel Delano continues to appear here on the 1931 Sanborn map, with the large skylight noted on the west half of the upper stories of this building. The Delano Hotel continues to be listed in the 1940 city directory at 122 N. Main Street. The Pettigrew Hotel corporation, started by R.E. Pettigrew who began as manager of the Hotel Burlington in the 1920s, bought the hotel in 1940. The hotel was renamed Hotel Hawkeye, and it was operated as a Pettigrew hotel along with Hotel Burlington (206 N. 3<sup>rd</sup> St, extant) and Union Hotel (301-305 S. Main, demolished) (*Hawk-Eye*, August 4, 1942, sec 1, p 6). It appears that this purchase ended the use of the Rand & Coolbaugh Block for hotel rooms, and the second story and east half of the third story were then remodeled for use by the expanding Lagomarcino-Grupe Company. The 1952 Sanborn map no longer shows the connecting bridge. Old hotel rooms associated with the Delano Hotel remain on the third story of the west half of the building in 2012. The Barhydt Block suffered damage when a wall collapsed in February 1965, and the building was later demolished.

By 1890, the two major wholesale tenants of this block had moved out, leaving the space ready and waiting for the next major business. The 1889 birds-eye view of Burlington shows this large three story building along Front Street at Valley with a spur of the railroad servicing the building (Figure 9). The 1890 city directory lists Rand & Palmer's Block at southwest corner of Valley and Front streets. The directory notes no identified occupant in 101, printer Conrad Lutz in 103 (second story on east half), no identified occupant in 105, the wholesale fruit and produce business of M.H. Gahegan in 107, rag and metal dealer Jacob Hirschberg in 109 (second story on west half), and no identified occupant in 111. Gahegan was one of four wholesale fruit dealers in Burlington at this time, with A. Lagomarcino operating around the corner at 112-114 N. Main Street and Copeland & Martin operating next door at 116 N. Main. By the 1892 city directory, Conrad Lutz was listed at 101-103-105 Valley, offering printing, publishing, binding, and blank book production. The wholesale fruit and commission business of L.G. Zaiser moved into the west half at 109-111 Valley. A. Lagomarcino & Co was still listed at 112-114 N. Main. However, Andrew Lagomarcino moved into the east half of this building in 1892, and the June 1892 Sanborn map shows wholesale fruit as the use of the east half at 101-105 Valley (Figure 10). Printing and binding continue to be noted on the second story (103 stairs), with hotel room in the

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front of the third story. Zaiser's business is noted in the west half of the building, with wholesale produce in 107 and wholesale commission in 111. The map continues to assign 109 to the stairs to the upper stories on the west half, and hotel rooms are noted as the use on the second and third stories of the west half. The 1893 city directory lists A. Lagomarcino & Co at 101-105 Valley, with wholesale fruit business of J.D. Gorman at 107 Valley. L.G. Zaiser had moved to 218 N. 3<sup>rd</sup> Street, and Copeland & Martin continued to operate at 116 N. Main. By the 1894 city directory, perhaps the two largest wholesale fruit businesses in Burlington operated in this building, with A. Lagomarcino & Co listed at 101-105 and Copeland & Martin listed at 107-109-111 Valley. Thus, the significant association with Lagomarcino-Grupe Company and this building had begun, and it would continue until the business was sold in 1964.

### ***Andrew Lagomarcino and the wholesale fruit business, 1875-1903***

Throughout Burlington, a number of wholesale businesses that would be successful into the 20<sup>th</sup> century formed in the 1870s. For example, John Blaul, who opened a retail grocery in 1856, expanded his business and opened a wholesale grocery house in 1874. The business became John Blaul & Sons in 1882, and the sons continued the business after his death in 1885. The wholesale grocery business of Biklen, Winzer & Company organized in 1875. By 1888, their business area extended through Iowa, Illinois, and Missouri (*Portrait and Biographical Album of Des Moines County 1888*: 763-65, 771; Antrobus 1915, Vol. 2: 445, 472). In many of these cases, an initial retail business evolved into wholesale trade and then chose to specialize in the latter customer base. Among other business leaders, Andrew Lagomarcino arrived in Burlington in 1875 and started the first fruit import business in Burlington on Main Street. He was born on December 1, 1848 in the town of Lagomarcino near Genoa, Italy. He arrived in New York in 1867, and he ran a successful fruit and grocery business in Wheeling, West Virginia, for several years. In 1875, Andrew (Andrea, Andy) Lagomarcino moved to Burlington, and he established the "first real fruit store" with partner S. Oppice. While other fruit dealers had existed previously, often affiliated with grocery businesses, Lagomarcino was noted as the first man to import bananas to Burlington, which were sent by express from New York and quite a novelty at the time ("Andrew Lagomarcino," *Burlington Hawk-Eye*, October 5, 1907, 2). An ad for A. Lagomarcino & Co at 109 S. Main Street in January 1877 notes that they were dealers in foreign and domestic fruits, with oranges and lemons a specialty. They operated both a retail and wholesale business already by this time (*Hawk-Eye*, January 11, 1877, 5).

A. Lagomarcino & Company grew and evolved through the end of the 1870s. In 1878, William H. Grupe began to work for the business as a bookkeeper. In 1879, Andrew Lagomarcino dissolved his partnership with Oppice, and he operated for several years on his own or with a brother. The *History of Des Moines County* published in 1879 lists A. Lagomarcino & Co at 113 S. Main Street, and it describes the business as wholesale and retail dealers in foreign and domestic fruits and also agents for D.D. Mallory's oysters (*History of Des Moines County, Iowa 1879*: 647). The family of Andy and Mary Lagomarcino grew, with Paul born in 1874, Louisa (Lizzie) born in 1877, Charles born in 1879, Joseph born in 1882, and Angelo born in 1884. By 1880, the business is listed as A. Lagomarcino & Bro, with brother Paul joining the business. The rise of the fruit business in Burlington was covered by the *Burlington Hawk-Eye* in May 1880. Burlington was compared favorably in the number of businesses and amount of green fruit handled to other cities in Iowa. A. Lagomarcino & Bro. was noted as conducting both retail and wholesale/jobbing business, with all kinds of foreign and domestic fruits, nuts, etc. Their business this spring again reached record numbers, and they were competitive with Chicago dealers. They averaged two car loads of oranges, lemons, and bananas direct from importers each week that they sold retail to the public as well as to retail dealers ("Something about the Fruit Trade," *Burlington Hawk-Eye*, May 13, 1880, 4). Their June 4, 1881 advertisement states that they had the largest trade in oranges, lemons, and bananas in state, and they had just received a lot of Havana pineapples and choice red and yellow bananas (*Burlington Hawk-Eye*, June 4, 1881, 5). By fall 1882, the advertisements shifted back to only A. Lagomarcino, though then the 1883 city directory again lists A. Lagomarcino & Bros,

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with Paul affiliated with the company with Andrew and Henry Lagomarcino noted as working for them. Paul is not listed then in the 1885 city directory. In 1885, William H. Grupe became a partner, and the business returned to operating as A. Lagomarcino & Co. A March 1885 advertisement lists the business at 113-115 S. Main with both partners noted. It continues to advertise the business as wholesale dealers in foreign and domestic fruits, with oranges and lemons a specialty (*Burlington Hawk-Eye*, March 15, 1885, 1).

The wholesale fruit business across the state was growing throughout this period, with retail dealers offering wholesale services and many groceries offering fruit among their products as well. The 1880-81 *Iowa State Gazetteer* includes only three listings for wholesale fruit in the state, with A. Lagomarcino & Bro in Burlington included under retail fruit listings. The number would grow to 30 by the 1889-90 *Iowa State Gazetteer*, including both A. Lagomarcino & Co and Copeland & Martin in Burlington. A number of wholesale grocery and dry goods businesses in Burlington grew through the 1880s as well. The strength of Burlington's wholesale and industrial base was recognized in the 1879 history of Des Moines County and partially attributed to the connections offered by the eight railroads into Burlington: Chicago, Burlington & Quincy; Toledo, Peoria, & Warsaw; Burlington, Carthage, & Quincy; Burlington & Missouri River; Burlington, Cedar Rapids, & Northern; Burlington & Keokuk; Burlington & Southwestern; Burlington & Northwestern; Rockford, Rock Island & St. Louis (*History of Des Moines County 1879*: 519-22). The history noted:

Burlington is well situated for becoming a great commercial and manufacturing city. With lines of railroad radiating in every direction, bringing to her warehouses the products of near and distant portions of the country; with the Mississippi River at her door, ready to float upon its bosom such products as seek a Southern market; with a wealth of timber suited to manufacturing purposes near at hand; with inexhaustible coal deposits within easy reach either to the east or west; and with the great South and West as an unflinching market for either manufactured articles or surplus breadstuffs; it does appear as if promising future opened before the city; and it is not unreasonable to believe that within a few years these expectations may be realized. (*History of Des Moines County 1879*: 590)

The 1886 Sanborn map shows the resulting variety of wholesale and manufacturing interests in the blocks between Valley and Market/railroad tracks as well as in the blocks to the south on Main and 3<sup>rd</sup> streets (Figure 8). The railroad connections permitted Andrew Lagomarcino to offer the variety of imported fruits to his customers, and they would facilitate the expansion of his business over the next decades.

After operating at 113-115 S. Main (demolished) for 10 years, A. Lagomarcino & Co. moved in October 1886 to new quarters 112-114 N. Main Street (extant, Iowa Inventory #29-01241) (Figure 9). The company had grown substantially over the last few years, requiring more space. They also had shifted to strictly wholesale trade, with domestic fruits bought direct from growers and foreign fruits bought at the point of import entry. An article noted that the carpenters had remodeled the building to include a large room in the basement to store bananas and other fruits shipped before fully ripened, and they had a large refrigerator for storage. They also offered a full line of home and foreign nuts, fine cigars, and D.D. Mallory & Co's Diamond Brand oysters. The entire three-story brick building from basement to top was occupied by the business, and they had a five year lease. At this time, A. Lagomarcino & Co. served customers in Iowa, Missouri, Illinois, and Minnesota ("Fruit," *Burlington Hawk-Eye*, October 17, 1886, 1). An advertisement for the wholesale fruit and commission business in June 1887 noted they offered bananas, Florida oranges, raisins, Chinese cider, figs, dates, grapes, and the Diamond brand of fresh oysters (*Burlington Hawk-Eye*, June 5, 1887, 2).

With the growing wholesale fruit business in Iowa and the local success of A. Lagomarcino & Co., competitors began to appear. Locally, William W. Copeland arrived in Burlington in 1887 and established his wholesale fruit and oyster business in 1888 with partner D.K. Martin. Thomas Rankin had been previously involved in the retail fruit business, becoming a commission merchant in fruits in 1871 with A.V. Dodge, though the partnership was better known for their wholesale and retail ice trade. By 1888, they expanded to become wholesale dealers in fresh fruits and vegetables as well (*Statistical Review of Burlington 1882*: 107; *Portrait and Biographical Album of Des Moines County 1888*: 473). As noted, the 1889-90 edition of the *Iowa State*

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*Gazetteer*, a statewide business directory, listed 30 businesses under wholesale fruits, including Copeland & Martin and A. Lagomarcino & Co. The 1890 Burlington city directory lists A. Lagomarcino & Co at 112-114 N. Main Street (extant) and Copeland & Martin next door at 116 N. Main (demolished). Two other wholesale fruit dealers were listed, M.H. Gahegan in the Rand & Coolbaugh Block at 107 Valley and Rankin & Dodge at 605 Jefferson. This storefront business location of the latter did not offer any storage space per the 1892 Sanborn map, so this business appears to have been primarily commission agents (connecting the producer and retail business) and local fruits, rather than a full wholesale fruit business.

A. Lagomarcino & Company moved around the corner into the east half of this building at 101-105 Valley Street in 1892. As noted, the 1892 city directory continues to list printer Conrad Lutz at 101-103-105 Valley, and the new wholesale fruit and commission business of L.G. Zaiser was located in the west half at 109-111 Valley. At that time, A. Lagomarcino & Co was still listed at 112-114 N. Main. However, Andrew Lagomarcino moved into the east half of this building in 1892, and the June 1892 Sanborn map shows wholesale fruit as the use of the east half at 101-105 Valley (Figure 10). Lagomarcino had moved in and Zaiser apparently moved out by September, as the storeroom adjoining Lagomarcino & Co on Valley Street was advertised for rent (*Burlington Hawk-Eye*, September 1, 1892, 3). The 1893 city directory lists A. Lagomarcino & Co at 101-105 Valley, with the new wholesale fruit business of J.D. Gorman at 107 Valley. L.G. Zaiser had moved to 218 N. 3<sup>rd</sup> Street, and Copeland & Martin continued to operate at 116 N. Main. Andrew's oldest son Paul began working for the company by this date. By the 1894 city directory, perhaps the two largest wholesale fruit businesses in Burlington operated in this building, with A. Lagomarcino & Co listed at 101-105 and Copeland & Martin listed at 107-109-111 Valley. Interestingly, both companies participated in the local baseball league, and the Lagomarcino Lemon Squeezers posted a dominating season in 1893. In fall 1896, Luke Palmer advertised his east half of the block for sale, and A. Lagomarcino and W.H. Grupe bought the east half of the block in February 1896. Heirs of E.D. Rand would continue to own the west half for the next decade until the Lagomarcino-Grupe Company expanded into this space as well. In the 1896 city directory, A. Lagomarcino & Co is listed as a wholesale fruit dealer and cigar manufacturer in the east half at 101-105 Valley, and Copeland & Martin is listed in the west half at 107-111 Valley as dealers in wholesale fruits and commissions agents. A photograph from this period shows the two companies in this building (Figure 11). The east half of the building also appears on A. Lagomarcino & Co letterhead from this period (Figure 12).

The statewide wholesale fruit business was evolving by the 1890s, with both A. Lagomarcino & Co and Copeland & Martin becoming active players beyond the local level. With their success, Andrew Lagomarcino and William H. Grupe expanded by opening their first branch wholesale house in Cedar Rapids in 1894. It appears to have been a family affair, with William's younger brother George G. Grupe listed as manager of the branch by 1900 and Andrew's brother Charles Lagomarcino working for the company along with several of his sons. The number of wholesale fruit companies listed in the *Iowa State Gazetteer* grew from 30 to 37 by 1895, with four listings in Burlington: A. Lagomarcino & Co, Copeland & Martin, J.B. Pettit, and G.W. Turner. Other towns with wholesale fruit houses included Cedar Rapids (4), Clinton (1), Council Bluffs (3), Davenport (1), Des Moines (6), Dubuque (3), Fort Dodge (1), Keokuk (2), Mason City (1), Muscatine (2), Oskaloosa (1), Ottumwa (1), Sioux City (4), and Waterloo (2). Only 11 of these companies would survive to be listed in the 1910 *Iowa State Gazetteer*, with perhaps A. Lagomarcino & Co reflecting the most success: A. Lagomarcino & Co (Burlington and Cedar Rapids, plus five other branches by 1910), Copeland & Martin (Burlington), Clinton Fruit & Produce Company (Clinton), C.C. Taft Co (Des Moines), Todd & Kraft Co (Des Moines), M.M. Walker Co (Dubuque), Hahn Bros & Co (Muscatine), Haley & Lang (Sioux City), Headington and Hedenbergh (Sioux City), Palmer Fruit Co (Sioux City), and Waterloo Fruit and Commission Co (Waterloo).

The success of the Midwestern companies and issues with New York suppliers led to the creation of the Western Fruit Jobbers Association in February 1899 in Des Moines, with members from Iowa, Illinois, Wisconsin, South Dakota, and Nebraska. The president, first vice president, and secretary elected were heads of Iowa companies, with five of the six additional directors also from Iowa including William W. Copeland. A

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year later, W.W. Copeland was elected president of the newly formed National Banana Jobbers Association of the United States after a meeting in Chicago in February 1900 in conjunction with the annual meeting of the Western Fruit Jobbers Association. This move appears to have been particularly directed at the Fruit Dispatch Company, known as the "banana trust" (*Burlington Hawk-Eye*, February 22, 1899, 4; "Western Fruit Jobbers," *Des Moines Daily News*, March 13, 1899, 2; "Banana Jobbers," *Dubuque Herald*, February 4, 1900, 1). By April 1902 when the Western Fruit Jobbers Association met in Dubuque to discuss pricing, William H. Grupe of Burlington had been elected as president. The three vice presidents and the treasurer as well as four of the six directors were also from Iowa. The main issue continued to be the increase in prices of bananas from the United Fruit Company of New York, who controlled nearly the full supply of bananas from Central America as they worked direct with the growers. The 30 members of the association in 1902 included A. Lagomarcino & Co (Burlington, Cedar Rapids, Creston), Copeland & Martin (Burlington), Cedar Rapids Commission Company, Charles Dickenson (Clinton), Delay & Holcomb (Creston), H A Hatton (Creston), Martin Woods & Co (Davenport), Davidson Bros. Co (Des Moines), Todd & Kraft (Des Moines), M. M. Walker Co. (Dubuque), L K. Dohs (Fort Dodge), W B. Daniels (Keokuk), Baxter Bros. & Co. (Mason City), Baxter Bros. & Co (Marshalltown), B H Emery & Co (Ottumwa), Haley & Long Co. (Sioux City, Fort Dodge, and Sioux Falls, SD), Palmer & Co. (Sioux City), W J McGraw & Co (Sioux City), Waterloo Fruit and Commission Company, Stacey Fruit and Produce Company (Albert Lea, MN), John C. Burns (LaCrosse, WI), J. I. Lamb (LaCross, WI), J.O. Reuter & Co (Peoria, IL), J.R. Snyder (Omaha, NE), and B.C. McCrossin Fruit Co (Sioux Falls, SD ("Fruit Men Meet," *Waterloo Daily Courier*, April 21, 1902, 5; "Fighting the Octopus," *Cedar Rapids Evening Gazette*, April 17, 1902, 8).

At the turn of the century, both wholesale fruit businesses in this building were prospering and growing. The 1900 Sanborn map shows A. Lagomarcino & Company in the east half at 101-105 with "wholesale fruit" as the use of the building up to the third story, noted with apartments (Figure 13). The 1900 city directory notes that the company offered wholesale fruits, nuts, and oysters at 101-103-105 Valley, indicating use of the second story. A price list from this period likewise shows the wide variety of products sold wholesale by the company (Figure 14). While Andrew Lagomarcino's large family lived at 2131 S. Main, Carlo and Giacomina Lagomarcino (likely brothers or cousins) are listed as living at 101 Valley, likely the apartments indicated on the third story. Andrew's two oldest sons worked for the family company, with Paul as shipping clerk or bookkeeper and Charles as a traveling salesman. By the 1902 directory, son Angelo had also joined the business as a billing clerk. The 1900 Sanborn map shows Copeland & Martin in the west half at 107-111, with hotel rooms associated with Hotel Duncan to the west on the second and third stories. The 1900 city directory lists the company at 107-109 Valley, likely the two west storefront addresses. They offered wholesale fruits and oysters. Both companies likely utilized the full basement for cold storage in this period. Four other wholesale fruit companies were listed in the 1900 city directory: J.P. Melcher (307 Front, three-story brick, demolished), George W. Stone (312 N. Main, small office, demolished), F.F. Thul (100 N. Main, three-story brick, demolished), and G.W. Turner (502 Jefferson, storefront, extant). Thus, in addition to housing the two most prominent wholesale fruit businesses in Burlington, this building remains as the strongest associated with the wholesale fruit industry in Burlington in this period from 1892 into the early 1900s.

Expansion and resulting changes would then occur for both companies over the next few years. In 1901, A. Lagomarcino & Co opened a branch wholesale house in Creston in southwest Iowa, about 200 miles directly west of Burlington along the main line of the Chicago, Burlington, & Quincy railroad. Robert Haney was hired as manager of the company, and he held this position until his death in 1918. The company operated at 228 N. Pine through the 1910s and 1920s (Creston city directories). The 1901-02 *Iowa State Gazetteer* has 34 listings for wholesale fruit companies, including the three for A. Lagomarcino & Co in Burlington, Cedar Rapids, and Creston. Copeland & Martin is the only other listing in Burlington in this statewide directory, though the Burlington city directories continue to show the other companies in operation. Other towns with listings in Iowa include: Albion (1), Boone (1), Cedar Rapids (3), Cherokee (1), Council Bluffs (3), Creston (4), Davenport (1), Des Moines (4), Dubuque (1), Fort Dodge (2), Hamburg (1), Keokuk (2), Manning (1), Marshalltown (1), Mason

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City (1), Muscatine (2), Ottumwa (1), Sioux City (1), and Waterloo (1). Baxter Bros Co was the only other company with listings in multiple cities in Iowa, accounting for the businesses in Marshalltown and Mason City. Both local fruit companies played in the last year of the jobbers' baseball league in 1903 prior to organized baseball in Burlington, with the Lagomarcino Lemon Squeezers posting a 14-0 season over the Copeland Banana Peelers, Churchill's Waparillas, Clinton-Copeland 4 Cs, and Burt Zaiser Autumn Leafs ("Joe Lagomarcino, 49 Years with Wholesale Firm, Retires, *Burlington Hawk-Eye Gazette*, April 9, 1947, 2).

On January 19, 1903, Copeland & Martin dissolved, with William W. Copeland continuing the business himself. D.K. Martin had spent the last 15 years on the road for the company, and he decided to retire with Copeland buying out his interests. Copeland was a financial partner in the Clinton-Copeland Candy Company, organized in 1899, though his business interests remained primarily on the wholesale fruit business ("W.W. Copeland Now," *Burlington Hawk-Eye*, January 20, 1903, 6). This shift in business organization appears to have prompted a change in location as well. Between the 1902 and 1904 city directories, W.W. Copeland moved his company across the street from 107-109 Valley to the three-story brick building at 201-205 N. Front (and 100-110 Valley), previously occupied and owned by the Pilger Grocery Company (demolished). This move appears to have doubled his space, as Copeland appears to have only utilized the first story and basement at 107-111 Valley with the hotel rooms on the upper stories. The 1904 city directory lists W.W. Copeland as a dealer in wholesale fruits, oysters, etc. at the northwest corner of Front and Valley. His biography in 1905 notes that he was the sole proprietor of one of the largest fruit and commission businesses in the Midwest. The large three-story brick building at Front and Valley had tracks extending in front of the building for direct unloading and loading (*Biographical Review of Des Moines County, Iowa* 1905: 59-60). A 1906 article notes that W.W. Copeland was the most prominent exclusively Burlington business in the wholesale fruit industry, and he employed seven salesmen and buyers. His territory was throughout southeast Iowa and into Illinois and Missouri, and he had annual business around \$500,000 (*Burlington Evening Gazette*, March 24, 1906, sec 3, p 3; Antrobus 1915, Vol. 2: 103). He would continue to operate this business until around 1918, shifting to a strictly commission business operated from the Iowa State Savings Bank building by that time. The Burlington Fruit Company (George A. Turner, president) then moved into his building at the northwest corner of Valley and Front. Thus, William W. Copeland operated his wholesale fruit business at 116 N. Main from 1887 to 1893 (demolished), then at 107-111 Valley from 1894 to 1903, and finally at 201-205 N. Front (100-110 Valley) from 1904 to 1918 (demolished). Though he only operated in the west half of this building for about a third of the company's existence, it is the only extant building associated with the business.

As Copeland reorganized and moved his business, Andrew Lagomarcino and William H. Grupe also considered the future of A. Lagomarcino & Co. On April 23, 1903, the Lagomarcino-Grupe Company was incorporated, with A. Lagomarcino as director and president, W.H. Grupe as director, secretary, and treasurer; George G. Grupe as director and vice president; and Paul Lagomarcino as director. The same paperwork was filed by George G. Grupe in Linn County for the business (Lagomarcino-Grupe Company files, Burlington Public Library). Thus, the company remained a family business, directed by Andrew Lagomarcino, his son Paul Lagomarcino, William H. Grupe, and his brother George G. Grupe. They received local press in May 1903 for a banana tree that the company had received from Costa Rica – the first banana plant ever in Burlington. The 20-foot tall tree was by the company building in a bucket of water with green bananas near the top for anyone to stop and see (*Burlington Hawk-Eye*, May 6, 1903, 7). Paperwork for the incorporation trickled down into the property ownership records with the east half of the building transferred from A. Lagomarcino and wife to Lagomarcino-Grupe Company on August 18, 1903. The company may have begun renting the west half of the building around this time as well, later purchasing this half in June 1907. With paperwork on the business settled, the officers of the Lagomarcino-Grupe Company looked forward to a significant expansion plan over the next few decades.

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### ***Expansion and success of the Lagomarcino-Grupe Company, 1903-1940***

According to the company history upon its 75<sup>th</sup> Anniversary in 1950: "There were wholesale houses in larger eastern cities and as far west as Chicago and St. Louis, but Lagomarcino-Grupe company pioneered a wide territory in fruit distributing. Orders were solicited by mail and by salesmen, and markets served included Minneapolis, Sioux Falls, Omaha, Lincoln, Des Moines, Mason City and Waterloo. All of the citrus fruit imported into this area in the early days came from Sicily, Italy and Spain, and many of the shipments came in sailing vessels. Bananas from the Central Americas and the Indies were brought by sail to New Orleans, being first introduced to Iowa by the Lagomarcino-Grupe company. "Fresh to you" has been a byword of this firm for 75 years. It has kept abreast of the times, has added modern equipment, improved shipping methods, and developed a high level of efficiency in the handling of quality foods" ("Lagomarcino-Grupe Company marks 75<sup>th</sup> Anniversary of its Founding," *Burlington Hawk-Eye*, January 23, 1950, 16). With branches in Cedar Rapids (1894) and Creston (1901) already established, the Lagomarcino-Grupe Company would open branches in Davenport in 1903, Dubuque in 1905, Ottumwa in 1906, Clinton in 1907, Keokuk in 1911, Centerville in 1914, Estherville in 1914, and Muscatine in 1916. While the branches in Dubuque, Centerville, and Estherville would close in the 1910s and 1920s, additional branches would be opened in Iowa City in 1923, Fort Madison in 1928, Galesburg (Illinois) in 1930, and Quincy (Illinois) in 1939.

The 1904 *Atlas of the State of Iowa* captures the Lagomarcino-Grupe Company at this point of transition. The company is included among the images of key businesses in Burlington. The image not only includes the large building in Burlington, but it also includes the branch in Cedar Rapids and the brand new branch in Davenport (Figure 15). Interestingly, the images of the buildings in Burlington and Cedar Rapids are apparently a year or two old, as they retain the "A. Lagomarcino & Co" signs (Huebinger 1904: 74). The branch in Davenport was announced in December 1902, and the *Burlington Hawk-Eye* announced in April 1903 that Paul Lagomarcino would be moving to Davenport and in charge of the branch office beginning on May 1, 1903 (*Burlington Hawk-Eye*, April 10, 1903, 7). Andrew Lagomarcino and William H. Grupe remained in charge of the main office in Burlington, George G. Grupe was manager in Cedar Rapids, Robert Haney remained manager in Creston, and Paul Lagomarcino was manager in Davenport. The 1904 city directory in Burlington lists the Lagomarcino-Grupe Company as dealers in wholesale fruits, oysters, nuts, etc. Andrew Lagomarcino continued to be president of the company, and his children Angelo, Charles T., Joseph, and Theresa are listed as working for the company. Julian Lagomarcino (cousin) also continued to work for the company, living at 103 Valley on the upper story of the company building. Carl Lagomarcino (cousin) opened his own retail fruit store at 219 S. Main by 1904, and his brother Angelo briefly worked for him before relocating to Moline, Illinois, in 1908 and opening a fruit and later ice cream store. The 1906 city directories in both Davenport and Cedar Rapids list the Lagomarcino-Grupe Company, and it is clear that Burlington is the headquarters. Andrew Lagomarcino and William H. Grupe are listed in both towns with their positions with the company, with notations that they lived in Burlington. Paul Lagomarcino is listed as manager in Davenport, and his brothers Joseph and Charles T. have also moved to Davenport to work for the branch here. George G. Grupe remained listed as manager in Cedar Rapids, with son Milton working as a traveling salesman for the company. Charles Lagomarcino (brother of founder Andrew) also continued to live in Cedar Rapids, with his son Andrew working as a traveling salesman.

Lagomarcino-Grupe Company was one of several wholesale businesses related to the food industry in Burlington to find success in the first decade of the 20<sup>th</sup> century in Burlington. By the turn of the century, Burlington's population growth leveled off as commerce and industry supported an existing base. The population grew slightly from 22,565 in 1890 to 23,201 in 1900, and it reached 24,057 by 1920. The wholesale grocery business of John Blaul & Sons incorporated in February 1903, and they constructed a large addition on the east side of their building at 421-425 Valley (State Site #29-01641). In 1906, they had a canned goods plant on the north side of Burlington as well. Two other wholesale grocery companies also continued to prosper, the Biklen, Winzer & Co (tracing its history back to 1873) and Burt-Zaiser Company (incorporated in 1897, also earlier history). In 1899, A.J. Benner started the Home Tea Company, which became the Benner

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Tea Company in 1908. The National Biscuit Company started on S. 3<sup>rd</sup> Street, and the Iowa Biscuit Company would be launched in 1907 (State Site #29-00120). The Clinton-Copeland Candy Company incorporated in 1899 to produce chocolates and hard candy stamped with the C.C.C. (triple C) brand, and they constructed the four story brick building along the railroad on S. 4<sup>th</sup> Street in 1905 (State Site #29-00184). E.T. Gardner and E.C. Gould launched the Gardner & Gould Company on June 1, 1900 to manufacture fine chocolates and sell confectioners' supplies. They quickly outgrew this facility and moved in March 1904 to 223 S. 3<sup>rd</sup> Street (State Site #29-00122). By 1906, their Fern Brand of chocolates was known across the country with 45-60 people employed as well as six salesmen in Iowa, Illinois, Nebraska, Missouri, and Kansas ("Gardner & Gould," *Burlington Evening Gazette*, March 24, 1906, sec 3, p 1; Antrobus 1915, Vol. 2: 348, 353; John Blaul's Sons Co," *Burlington Evening Gazette*, March 24, 1906, sec 3, p 2; "Clinton-Copeland Candy Company," *Burlington Evening Gazette*, March 24, 1906, sec 3, p 3; Svendsen 1977: 52).

In 1906, the *Burlington Evening Gazette* reported that there were 111 factories in Burlington and over 100 individual artisans. Additionally, there were 25 large wholesale houses. The network of railroads through Burlington distributed goods across the country (Figure 18). The town had a strong wholesale trade in paints, oils, groceries, fruit, hardware, sash and doors, notions, dry goods, clothing, produce, pianos, seeds, meats, flour, liquors, grain, paper, feed, and agricultural implements as well as other products (*Burlington Evening Gazette*, March 24, 1906, sec 2, p 3, sec 3, p 3). The newspaper noted that "Burlington to-day is full of promise for a great future" and described the commercial and industrial interests:

Our merchants, wholesale and retail, have grown up with our town and to-day present an unbroken front of growth and prosperity that has no equal in any town of its size on the globe. Every factory in this whole city...they are largest and more numerous than any other Iowa town, have grown from diminutive size and primitive business until they will compare in size with the greatest and compete with them all in the market of the world.... A Burlington product is famous in every market it reaches, just by the name. (*Burlington Evening Gazette*, March 24, 1906, sec 2, p 1)

As well as standing among the wholesale businesses in Burlington, the Lagomarcino-Grupe Company also grew to stand out within the wholesale fruit industry in Iowa. The 1905-06 *Iowa State Gazetteer* includes 30 listings for wholesale fruit dealers, including the main business house of Lagomarcino-Grupe Company in Burlington and their three branch locations in Cedar Rapids, Creston, and Davenport. Though Copeland continued to operate locally, Lagomarcino-Grupe Company is the only company listed in Burlington. Other towns listed with wholesale fruit businesses include Cedar Rapids (4 - L-G is one), Clinton (1), Council Bluffs (3), Creston (2 - L-G is one), Davenport (2 - L-G is one), Des Moines (4), Dubuque (1), Fort Dodge (2), Glenwood (1), Keokuk (1), Marshalltown (2), Mason City (1), Muscatine (1), Ottumwa (1), Sioux City (2), and Waterloo (1). The Iowa Fruit Jobbers Association held monthly meetings in this period, and William H. Grupe of Burlington and George Grupe of Cedar Rapids were listed among the regular attendees ("Fruit Men Meet," *Waterloo Daily Courier*, May 7, 1906, 7). Lagomarcino-Grupe Company opened their fifth branch location in 1905 in Dubuque. City directories indicate the business was located at 136-146 S. Main Street, and William Rhodes was the local manager. Their sixth branch was then opened shortly thereafter in early 1906 in Ottumwa. City directories list the branch at 212-214 Commercial with W.C. Koett as the local manager. However, Joseph J. Lagomarcino was also listed as working for the company in Ottumwa. At the time that the business in Burlington was profiled in March 1906, they had six wholesale houses in Iowa, dealing in fruits, vegetables, produce, and nuts. In Burlington, Lagomarcino-Grupe Company continued to be listed at 101-105 Valley (east half of this building), and a switch of the railroad served their 28,800 square feet in the building. The building included cold storage for ten carloads of fruit and fruit ripening rooms for five carloads of bananas. The company offered two exclusive specialties – the Linmoneri Lemon (the lemon that keeps) and Better Brand Orange (the finest that is grown, from Arlington Heights, CA). Their annual business reached \$1,250,000. Andrew Lagomarcino remained as president of the company, with the Burlington business managed by W.H. Grupe, secretary and treasurer of the company. The company was known for promptness

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of delivery, treating customers right, reasonable prices, and prompt meeting of all obligations ("Lagomarcino-Grupe Co," *Burlington Evening Gazette*, March 24, 1906, sec 3, p 3).

The Lagomarcino-Grupe Company expanded as it evolved in 1907 with the death of Andrew Lagomarcino. In June 1907, the company acquired the west half of the building from the John J. Fleming Trust, and they would continue to own the entirety of this three-story, four-storefront brick building until 1964. They appear to have initially moved into only the first story and basement of this half, with the Hotel Delano continuing to maintain hotel rooms on the upper stories of this half. The obituary of Andrew Lagomarcino appeared on the front pages of both the *Burlington Gazette* and *Burlington Hawk-Eye* on October 4, 1907. He died at age 58 after an illness of many weeks. He was noted as a self-made man with great success through hard labor and perseverance. His company started as A. Lagomarcino & Co, and it had been incorporated in 1903 as Lagomarcino-Grupe Company. At the time of his death, the company had branches in Cedar Rapids (1894), Creston (1901), Davenport (1903), Dubuque (1905), and Ottumwa (1906), while "the Burlington house remained headquarters for this finely organized system of stores." It was noted as one of largest wholesale fruit company in United States ("A. Lagomarcino," *Burlington Gazette*, October 4, 1907, 1). He left his widow Maria and eleven children: Paul and Charles of Davenport, Joseph of Ottumwa, Mrs. John Bardenhelmer of St. Louis, and Mrs. W.H. Dempsey, Angelo, Albert, Andrew, Columbus, Rosanna, and Mayme Lagomarcino of Burlington ("Andrew Lagomarcino," *Burlington Hawk-Eye*, October 5, 1907, 2). His oldest son, Paul Lagomarcino, who had worked for the company since the 1890s and had become a director and manager of the Davenport branch in 1903, became president of the Lagomarcino-Grupe Company upon his death. William H. Grupe remained as head of the Burlington operations and in his key role as secretary and treasurer. His brother George G. Grupe remained manager of the Cedar Rapids branch and vice president of the company.

As the branch in Clinton is not mentioned in Andrew Lagomarcino's obituary, it apparently opened later in 1907, as this year is cited for its launch in many later profiles of the company. Later city directories list the branch at 113-115 5<sup>th</sup> Avenue and J.A. Haugh as manager. This new branch brought the total number of locations for the Lagomarcino-Grupe Company to seven. The structure of the company and benefits of the branch locations is outlined in a 1909 article. In March 1909, the *Oskaloosa Daily Herald* reported that the company opened a branch office in Oskaloosa, managed by W.C. Koett of Ottumwa. This location appears to have operated only briefly or more as a satellite distribution point of the nearby Ottumwa branch. The other branches in Davenport, Dubuque, Clinton, Cedar Rapids, Ottumwa, and Creston are also noted. Burlington is noted as the location of the main office and a large distribution point for the company. The company had served local merchants in Oskaloosa for years, and the opening of the local distribution point would provide better, fresher products and more favorable prices, as well as an immense amount of business for Burlington and Iowa Central railroad lines ("Opens A House Here," *Oskaloosa Daily Herald*, March 31, 1909, 6).

The Lagomarcino-Grupe Company maintained a prominent role in the wholesale fruit industry of Iowa in the 1910s. The 1910-11 *Iowa State Gazetteer* includes 39 listings for wholesale fruit companies, including the seven locations of the Lagomarcino-Grupe Company in Burlington, Cedar Rapids, Clinton, Creston, Davenport, Dubuque, and Ottumwa. Only two other companies have multiple locations listed in Iowa: Davidson Bros Company in Marshalltown, Des Moines, and Fort Dodge, and Haley & Lang in Sioux City and Fort Dodge. The Fruit Dispatch Company, the marketing company for the large banana business of the United Fruit Company, maintained offices in Des Moines and in Burlington in the Tama Building at this time as well. Thus, Burlington had these two listings as well as the continuing business of William W. Copeland at 100-106 Valley. Of the 39 listings in 1910, only 19 would remain in the 1922 *Iowa State Gazetteer*, including five listings for the Lagomarcino-Grupe Company. These wholesale fruit businesses listed in 1910 and 1922 included: Lagomarcino-Grupe Company (Burlington and branches in Cedar Rapids, Clinton, Creston, and Davenport, two others closed and two opened by 1922), Davidson Bros (only Des Moines, two branches closed), Goldman Bros (Des Moines), C.C. Taft Co (Des Moines), Todd & Kraft Co (Des Moines), M.M. Walker Co (Dubuque), Hahn Bros & Co (Muscatine), Gamble-Robinson Fruit Co (Oelwein), E.H. Emery & Co (Ottumwa), Galinsky

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Bros Co (Sioux City), Haley-Neeley Co (Sioux City), Headington and Hedenbergh (Sioux City), Palmer Fruit Co (Sioux City), and Waterloo Fruit and Commission Co (Waterloo).

The Lagomarcino-Grupe Company expanded both in products distributed and locations served in the 1910s as well. The 1910 city directory for Burlington notes that the Lagomarcino-Grupe Company carried wholesale fruits, produce, nuts, etc. at 101-111 Valley as well as wholesale fish a block to the north at 217 Front (demolished). The 1913 directory lists the company as dealers in fruits, vegetables, fish, oysters, and soda. Images from this period show a canopy built along the east side of the building for unloading carloads from the spur of the railroad (Figures 16 and 17). The painted signs on the building clearly proclaim the company and its business in wholesale fruit. In 1911, a new branch was opened down the river in Keokuk (Figure 18). It was later managed by Percy Keehn, after his 1918 marriage to William H. Grupe's daughter Dorothy. The company expanded into northwest Iowa in 1914 with the opening of a branch in Estherville. The operations were set in place by George G. Grupe of Cedar Rapids and W.H. Grupe of Burlington, with Fred Trevitt of Estherville as the local manager. The article noted that he had been with the company for 23 years, and the company already conducted a large amount of business in the area ("Another Enterprise," *Estherville Democrat*, August 12, 1914, 1). Near Ottumwa in south central Iowa, the company also experimented with another branch, opening a location in Centerville in 1914 as well.

The 1915 *History of Des Moines County* includes lengthy profiles on the Lagomarcino-Grupe Company, Andrew Lagomarcino, and William H. Grupe. The company was founded by Andrew L. Lagomarcino, who immigrated to New York from Italy in 1872 and moved to Burlington in 1875. He opened the first exclusive fruit store in Burlington with S. Oppice, and he was reportedly the first man to import bananas to Burlington for sale, shipped by express from New York. Burlington native William H. Grupe joined the company in 1878 and became his partner in 1885. The company had grown to the "largest fruit house in the middle west outside of Chicago," employing 200 people and 60 traveling salesmen. In addition to the main office in Burlington, they maintained branch houses in Cedar Rapids, Creston, Davenport, Dubuque, Ottumwa, Clinton, Keokuk, Estherville, and Centerville. The company processed 1,500 carloads of fruit and vegetables annually. Additionally, they operated three ice cream factories and sold soda fountains and supplies. They also maintained a separate house for fish and oysters. Their business was noted as throughout the state of Iowa, with wholesale connections throughout the country and around the world (Antrobus 1915, Vol. 2: 471-472). Andrew Lagomarcino's living children included Paul, Charles, Joseph, Angelo, Mrs. John Bardenheier, Theresa Bley, Albert, Andrew, Columbus, Rosanna and Mamie. William H. Grupe continued to manage the company in Burlington. His children included son Harold and three daughters Dorothea, Helen, and Marion (Antrobus 1915, Vol. 2: 429, 471). On a lighter note, the Lagomarcino family and employees of the company maintained their keen interest in baseball, with regional championships in Muscatine noted for the league between the Lagomarcino-Grupe Co of Burlington and the Lagomarcino-Grupe Co of Davenport (*Muscatine Journal*, June 25, 1915, 6). The officers of the Lagomarcino-Grupe Company continued their national presence in the wholesale fruit industry in this period as well. In 1915, William H. Grupe was president of the Western Fruit Jobbers Association, with other officers of the organization based in Oklahoma City, Los Angeles, Chicago, Denver, and Utah. Paul Lagomarcino of Lagomarcino-Grupe Company in Davenport served on the advisory committee on transportation, and George G. Grupe of Lagomarcino-Grupe Company in Cedar Rapids was chair of the committee on peddling from cars (*Western Fruit Jobber*, May 1915, 16, 18).

By September 1915, the Lagomarcino-Grupe Company also advertised offices in St. Louis and Kansas City. The company dealt in wholesale fruit, vegetables, produce, nuts, oysters, cheese, fountain supplies, confections, soft drinks, and cigars ("Lagomarcino-Grupe," *Dubuque Telegraph-Herald*, September 12, 1915, sec 3 p 2). In March 1915, the Lagomarcino-Grupe Marketing Company was organized in Burlington, with the option of opening offices in other cities. Its primary purpose was the buying, selling, storing, or handling of fruits, vegetables, nuts, and groceries of all kinds (Articles of Incorporation for Lagomarcino-Grupe Marketing Company, Vertical Files, Burlington Public Library). It appears to be this arm of the company that maintained

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the out-of-state offices in this period. In June 1915, the *Western Fruit Jobber* carried an advertisement for the Lagomarcino-Grupe Marketing Company with offices and warerooms at 1125 N. 3<sup>rd</sup> Street in St. Louis and in the Produce Exchange Building in Kansas City, Missouri, both of which were noted to be equipped to handle almost an unlimited quantity of produce. They also had offices in Burlington, Davenport, and Cedar Rapids, Iowa, and they recommended contacting them before shipping to those locations. The company could handle carloads of fruits and vegetables for account of shipper and obtain excellent prices for the usual commission rates. The *Western Fruit Jobber* carried an advertisement for the Lagomarcino-Grupe Marketing Company in April 1916, noting its base as St. Louis with offices also in Burlington, Cedar Rapids, Davenport, and Ottumwa. The company was equipped to handle all kinds of fruits and vegetables in carloads on commission, with a large outlet for products at St. Louis (*Western Fruit Jobber*, April 1916, 10).

As noted in the 1915 history, the Lagomarcino-Grupe Company was not only expanding to new locations but it was also expanding in the products offered. Ice cream manufacturing was perhaps the key addition to the company in this period, which appears to have begun associated with the Davenport branch run by president Paul Lagomarcino. By the 1915 city directory for Davenport, Lagomarcino-Grupe Company is listed at 109 S. Brady (demolished) as one of seven "ice cream manufacturers and dealers" in Davenport as well as one of three wholesale dealers in fruits and vegetables. Davenport salesman Harry Tiecke moved to Muscatine in 1916 to manage the new branch house there when it opened in 1916, and he continued to serve here as manager in 1950 (*Celebrating Our 75<sup>th</sup> Year*, Lagomarcino-Grupe Company brochure, 1950, page 4-6). A December 1916 advertisement for the Lagomarcino-Grupe Company in the *Muscatine Journal* notes they deal in wholesale fruits and produce (including Sunkist oranges and lemons) and soda fountain supplies. They had offices in Burlington, St. Louis, Cedar Rapids, Creston, Davenport, Ottumwa, Clinton, Keokuk, Estherville, Centerville, Clarinda, and Muscatine (*Muscatine Journal*, December 9, 1916, 14). Around this time, Lagomarcino-Grupe Company, particularly in Cedar Rapids, began advertising that the company was distributors of the Bevo soft drink bottled by Anheuser-Busch in St. Louis. They also distributed Schlitz Famo, a non-alcoholic cereal beverage made by Schlitz of Milwaukee.

In Burlington, Harold W. Grupe (son of William H. Grupe) became manager of the main office in 1916, with William remaining as secretary-treasurer of the company. Percy Keehn married William's daughter Dorothy in 1918, and they moved to Keokuk where he became branch manager. The 1916 city directory for Burlington only lists the Lagomarcino-Grupe Company at 101-111 Valley and the office of the Fruit Dispatch Company in the Iowa State Bank building under wholesale fruit. Around 1918, however, the Burlington Fruit Company was organized with George Turner as president and Copeland's former bookkeeper Arthur J. Wagner as treasurer and general manager. They operated at 100-106 Valley (demolished) in the building formerly occupied by William W. Copeland across from Lagomarcino-Grupe Company. In addition to these wholesale fruit companies, three wholesale grocery companies continued to operate in Burlington in 1920: Biklen-Winzer Grocer Company, John Blaul's Sons Company, and Burt-Zaiser Company. Locally, Lagomarcino-Grupe Company was not listed among the three ice cream manufacturers. However, they were making strides in ice cream manufacturing and offered the product from their Burlington office, as well as other branches. A newspaper advertisement in August 1920 noted that the Lagomarcino-Grupe Company of Iowa had adopted and obtained exclusive rights for the vitalized carbonated process for the manufacture of their Ideal Ice Cream brand. This process raised "the purity of Ideal Ice Cream to a standard impossible to reach through any other method of manufacture" by using carbon-dioxide gas (as for soft drinks) instead of air in the freezing process (*Burlington Hawk-Eye*, August 15, 1920, 20). Advertisements in Davenport, Cedar Rapids, and Iowa City newspapers shows that Lagomarcino-Grupe Company continued to distribute Anheuser-Busch products through the early 1920s, including Bevo, Ginger Ale, Root Beer, Barley Malt Syrup, and Budweiser – an "aged" food drink during the era of Prohibition.

By the early 1920s, the Lagomarcino-Grupe Company was trimmed to the main office in Burlington plus eight strong branch locations before then adding a ninth branch again in 1923. The earlier branches in Dubuque

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and Estherville had been previously closed around the time of World War I, apparently with competition and proximity to other branches as the main factors. The 1922-23 *Iowa State Gazetteer* includes 53 listings for wholesale fruit businesses in Iowa. Nine of these listings (17%) were for the wholesale fruit houses of the Lagomarcino-Grupe Company. For Burlington, the Lagomarcino-Grupe Company and Burlington Fruit Company were listed, operating across Valley Street from each other. Other communities with wholesale fruit houses included Ames (1), Carroll (1), Cedar Rapids (4, including L-G branch), Centerville (1, the L-G branch), Chariton (1), Clinton (1, the L-G branch), Council Bluffs (1), Creston (1, the L-G branch), Davenport (2, including L-G branch), Des Moines (5), Dubuque (5), Estherville (1), Fort Dodge (1), Herrold (1), Keokuk (2, including L-G branch), Marshalltown (3), Muscatine (3, including L-G branch), Oelwein (2), Ottumwa (3, including L-G branch), Sioux City (10), Sioux Rapids (1), and Waterloo (2). The Haley-Neeley Company (evolution of Haley & Lang) was the only other Iowa wholesale fruit company to maintain multiple locations, continuing their main office in Sioux City and branch house in Carroll. A Minneapolis based company with several Minnesota branches, Gamble-Robinson, had opened branch locations in northern Iowa by this time, one in Estherville and one in Oelwein. The Fruit Dispatch Company had office locations in Dubuque and Sioux City in 1922. Interestingly, one of the Cedar Rapids listings is the Vaccaro Brother & Company. This was another national company, noted in a March 1922 article as controlling the largest banana and coconut plantations in world. Paul Lagomarcino and John Grupe of Lagomarcino-Grupe Company spent two weeks in March in Coiba, Honduras, working with the company to secure its large supply of bananas and coconuts. The company was starting a two year project with the List-Gifford Construction Company to build a railroad along the coastline to open up new territory for shipments, with a large part of the \$1,500,000 financed by Davenport investors ("Lagomarcino and Grupe Home from Honduras," *Davenport Democrat and Leader*, March 2, 1922, 29). Both Paul Lagomarcino and George Grupe continued to serve as directors of the Iowa Fruit Jobbers Association in this period as well.

Personnel changes in this period brought new leadership to various aspects of the Lagomarcino-Grupe Company. In May 1922, George G. Grupe, vice president of the Lagomarcino Grupe Co and manager of the Cedar Rapids branch, announced his pending retirement after nearly 35 years with the company. His brother William's son-in-law Percy Keehn took his place as manager of the Cedar Rapids branch ("George Grupe to Retire," *Western Fruit Jobber*, May 1922, 47; "Lagomarcino-Grupe Company marks 75<sup>th</sup> Anniversary of its Founding," *Burlington Hawk-Eye*, January 23, 1950, 16). New incorporation papers were filed in December 1922, 20 years after the original incorporation. The name shifted officially to the Lagomarcino-Grupe Company of Iowa, and it was incorporated with \$1,000,000 capital. Officers for the company included Paul Lagomarcino (president), Harold W. Grupe (vice president), and William H. Grupe (secretary and treasurer, also general manager), with Andrew Lagomarcino's widow, Mary Lagomarcino, serving as a director. Thus, the company remained in the hands of the two generations of the Lagomarcino and Grupe families. A related article noted that "Burlington proved an ideal point for wholesale fruit distribution" and the company grew to the main headquarters location in Burlington with the current eight large branch locations in Davenport, Cedar Rapids, Centerville, Keokuk, Ottumwa, Clinton, and Muscatine. It was noted as a leader in the wholesale fruit industry, and one of the largest wholesale industries in Iowa ("Fruit Company Boosts Capital Half Million," *Hawk-Eye*, December 29, 1922, 1). In 1923, the company expanded with the addition of a ninth branch location in Iowa City. H.W. Stuck, who started in Burlington in 1914 and had been assistant manager in Cedar Rapids, moved to Iowa City as branch manager, and he continued in this position in 1950 ("Lagomarcino-Grupe Company marks 75<sup>th</sup> Anniversary of its Founding," *Burlington Hawk-Eye*, January 23, 1950, 16).

The 1926 city directory for Burlington lists the Lagomarcino-Grupe Company at 101-111 Valley in Burlington, with officers as listed above and the notation that president Paul Lagomarcino resided in Davenport. Two other wholesale fruit companies operated in Burlington, the Burlington Fruit Company across the street at 100-106 Valley and the Nash-Finch Company adjacent to them at 209 Front. Nash Finch originated in North Dakota in 1885, expanding and moving to Minneapolis in 1919 as one of the largest Midwestern wholesale fruit companies. They bought out the Cedar Rapids based Flodin Fruit Company, and they took over their several

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branch locations, including this location in Burlington. The Iowa branches continued to be run by Clarence C. Flodin, including branches in Burlington, Ottumwa, Davenport, Clinton, and Marshalltown by the time of his death in 1933 ("C.C. Flodin Passes Away," *Daily Hawk-Eye Gazette*, November 15, 1933, 2). A 1928 photograph shows the comparative scale of these wholesale fruit houses in Burlington (Figure 19). Lagomarcino-Grupe Company occupied the large three-story, 14-bay brick building at the far left, with the Burlington Fruit Company across the street in a three-story, wide six-bay brick building (demolished) and the Nash Finch Company house occupied the smaller three-story, four-bay brick building to the north (right) (also demolished). Thus, the Lagomarcino-Grupe Company building represents not only the largest wholesale fruit house in Burlington, but it is the only extant building from this period related to this industry. The building is clearly marked with a Lagomarcino-Grupe Co painted sign across the Valley Street and Front Street sides, and the canopy for unloading/loading on the spur of the railroad along the Front (east) side is also visible with railroad cars parked along this side (Figure 20).

Transportation around and out of Burlington continued to evolve through the 1920s, providing key support for the various wholesale and manufacturing concerns of Burlington including the Lagomarcino-Grupe Company. With the designation of highways in Iowa, Burlington found itself at the crossroads of Highway 61 that ran north-south along the Mississippi River and Highway 34 that ran east across the bridge into Illinois and west to Mt. Pleasant and on to Des Moines. The historic transportation corridor, the Mississippi River, was improved in 1928 with the construction of a modern dock that met federal standards for barge traffic. Thus, this historic connection to traffic on the river was maintained through this period (*Burlington Hawk-Eye*, July 10, 1962, 80). A.J. Hartman began operating the first airport in Burlington in 1927, beginning a hopeful new chapter in transportation (Svendsen 1977: 24). Thus, businesses in Burlington continued to benefit from its transportation corridors and connections.

Changes and growth continued over the next few years for the Lagomarcino-Grupe Company. In 1926, Harold W. Grupe moved from Burlington to Ottumwa and became manager of that branch ("Lagomarcino-Grupe Company marks 75<sup>th</sup> Anniversary of its Founding," *Burlington Hawk-Eye*, January 23, 1950, 16). Maria (Mary) Lagomarcino's death in March 1927 removed her as director for the company, and she left eight surviving children: Paul, Columbus, and Albert of Davenport; Theresa (Matt) Bley of St Louis; Rosanna Oglesby, Andrew, Joseph, and Mamie Lagomarcino of Burlington ("Mrs. Lagomarcino Taken by Death in Saint Louis, Mo.," *Burlington Hawk-Eye*, March 20, 1, 3). The branch location in Centerville closed in the middle of the 1920s, and it was then replaced with a new branch location in 1928 in Fort Madison, between the Burlington and Keokuk operations. In October 1928, William H. Grupe celebrated 50 years with the company. He started as bookkeeper, and he continued to maintain his position as secretary and treasurer since the company since it incorporated in 1903. The headquarters for the company remained in this building in Burlington, with branches in Davenport, Cedar Rapids, Creston, Ottumwa, Clinton, Keokuk, Muscatine, Iowa City, and Fort Madison. The company continued to be a family operation. William's son Harold was vice president and manager of Ottumwa branch, and his son-in-law Percy Keehn was manager in Cedar Rapids. Andrew Lagomarcino's son Paul was president and manager of the Davenport branch, with his brothers Columbus and Albert also with company in Davenport. Joseph and Andrew Lagomarcino worked in the Burlington office ("W.H. Grupe Completes 50 Years in Wholesale Fruit Company Here," *Burlington Hawk-Eye*, October 16, 1928, 4).

In 1930, Lagomarcino-Grupe Company continued to be one of three wholesale fruit companies that operated in Burlington, and the wholesale fruit company in Iowa with the largest number of branch locations. They expanded to their first out-of-state location with the opening of a branch in Galesburg, Illinois, in 1930. The 1930 city directory for Burlington continues to list the Lagomarcino-Grupe Company at 101-111 Valley and the Burlington Fruit Company at 100-106 Valley (demolished, Arthur J. Wagner, president/treasurer/manger), while the Nash-Finch Company moved west along the railroad line to 800-808 Jefferson (extant). The 1931 Sanborn map shows the Lagomarcino-Grupe Company at 101-111 Valley, with some uses noted throughout the

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building (Figure 21). "Wholesale" fruit is noted in the east half of the building (101-105), with "office" in the front part of the second story of 101 and "cold storage" noted on the rear of the third story of 101-105. Elevators have been added in the rear sections of the 101 and 107 sections since 1900. The railroad cars for unloading/loading still appear along the east side of the building in this period (Figure 22). A "store" is noted in the front portion of 107 with wholesale fruit storage on the first story of 111. The hotel rooms on the second and third story of the west half of the building (107-111) continue partially into 105, and a large skylight is now noted in the front center portion of 107. The bridge to the main Hotel Delano location to the west remains intact as well. The building has no rear additions noted at this time, though the company would soon acquire the north 19' feet of Lot 42 to the south from the MacArthur family (Frank Millard & Company) in October 1931. They would later acquire the remainder of Lot 42 in the early 1940s. Four wholesale grocery companies also continued to operate in Burlington in 1930: Biklen-Winzer Grocer Company, John Blaul's Sons, Burt-Zaiser Company, and Thompson Company.

William H. Grupe continued to serve as secretary and treasurer of the Lagomarcino-Grupe Company until his death in 1931, and the company continued under the strong leadership of Paul Lagomarcino as president after his death. William H. Grupe was hit by an automobile crossing the street on December 10, 1931, dying at age 72. His obituary noted he started as bookkeeper for Andrew Lagomarcino and later became his partner in the business that had grown to the largest wholesale fruit company in this section of the country. He was survived by his son Harold of Ottumwa, and daughters Percy Keehn of Cedar Rapids, Mrs. Kenneth Bonser of Cedar Rapids, and Mrs. Guerdon Parker of Burlington ("W.H. Grupe Hit by Auto and Killed," *Burlington Gazette*, December 11, 1931, 1, 12; "William H. Grupe Killed by Auto," *Burlington Hawk-Eye*, December 11, 1931, 1, 4). The *Narrative History of the People of Iowa* included a biography of Paul Lagomarcino in 1931. He continued as president of the Lagomarcino-Grupe Company, wholesale dealers in fruits, vegetables, and ice cream. The company was headquartered in Burlington, and it comprised "perhaps the largest organization of its kind in the Mississippi River Valley, operating branches and supply houses at Davenport, Clinton, Cedar Rapids, Ottumwa, Burlington, Muscatine, Keokuk, Creston and Iowa City." Paul Lagomarcino had been elected as president of the Western Fruit Jobbers Association in January 1930, an organization that included companies from Chicago to the Pacific Coast. He was also a member of the Iowa Fruit Jobbers Association, director in the American Commercial & Savings Bank of Davenport, a former president of the Chamber of Commerce in Davenport, and president of the Davenport Baseball Club in the Mississippi Valley League (Harlan 1931: 66; "Paul Lagomarcino Chosen President of Fruit Association," *Burlington Hawk-Eye*, January 28, 1930, 17).

While the economy of Burlington was significantly impacted with the start of the Great Depression in 1929, many businesses recovered well over the next few years. Two of the four banks in town closed in this period. A state relief administrator would later note that Burlington was the hardest hit city in Iowa ("29 Depression Hit Burlington Hard," *Burlington Hawk-Eye*, July 10, 1962, 76). The *Hawk-Eye* highlighted a number of industries that continued to operate in Burlington in October 1931. The industries included: Chittenden & Eastman (furniture), Klein Manufacturing Company (hardware, backyard furniture), Dehner Seed Company (largest seed house in southeast Iowa – largest importer of bulbs), Witte Paints, Burlington Casket Company, Burlington Sanitary Milk Company, Mehmken Fuel Oil, F.H. Wiedemeier & Son (brooms), Gustafson Bros Dairy, and Dehner Cigar Company (Black Hawk cigars) (clipping in "industries" file at library, *Hawk-Eye*, Sunday October 1931). While some companies struggled in this period, other companies expanded and evolved their operations. The Midwest Biscuit Company acquired the former Iowa Biscuit Company and building at 216 S. 3<sup>rd</sup> Street in 1934 (State Site #29-00120). They expanded their line of wholesale cakes, cookies, and crackers into the 1940s under the leadership of Frank J. Delaney. The Benner Tea Company, started in 1899 by A.J. Benner in Burlington, had already expanded to four branches by 1915 and to 25 stores by 1925, including six Benner Tea Company stores and 19 affiliated Benteco Kash Stores. They further expanded their scope of operations by opening a supermarket in Burlington in 1939. The company would add 33 stores to their grocery chain over the next 20 years, located within 100 miles of Burlington. The 1937 city directory lists them among

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the local wholesale grocers, along with Biklen-Winzer Grocer Company, John Blaul's Sons, Burt-Zaiser Company, and Thompson Company.

Lagomarcino-Grupe Company responded to the Depression by increasing diversification of products available wholesale for their retail business partners. Their Ideal Ice Cream was further emphasized through advertisements in this period, manufactured by the company. Specialty flavors were made and marketed, such as fresh strawberry in June 1933 (*Burlington Gazette*, June 23, 1933, 14). The end of Prohibition in 1933 brought the possibility of beer distribution to the companies already handling soft drinks distribution. Distributor licenses were issued, with the General Beverage Company at 113 Valley incorporated in April and receiving distribution of Anheuser-Busch products in Des Moines, Henry, and Louisa counties. Lagomarcino-Grupe Company became a distributor locally instead for Kingsbury beer from Manitowoc Wisconsin. The arrival of the first carload of beer to Burlington on April 18, 1933 was covered by the *Burlington Gazette*, and it was Kingsbury beer shipped from Wisconsin to the Lagomarcino-Grupe Company ("General Beverage Co. Incorporated Here," *Burlington Hawk-Eye*, April 16, 1933, 5; "Incorporation Papers for General Beverage Company Filed Here," *Burlington Hawk-Eye*, May 27, 1933, 3; "First Car of Beer Arrives," *Burlington Gazette*, April 18, 1933, 5; *Burlington Gazette*, May 5, 1933, 10). By 1937, they also distributed Heileman's Old Style Lager from their headquarters location at 101 Valley Street in Burlington. The 1937 city directory in Burlington lists Lagomarcino-Grupe Company under wholesale fruit and vegetables, wholesale fruit dealers and brokers, ice cream manufacturers, and beer distributors. The Burlington Fruit Company continued to be their main local competitor, still located at 100-106 Valley, and Benteco Fruit Company appeared in the former Nash-Finch location at 806 Jefferson. Interestingly, the W.W. Copeland Marketing Agency was listed as a wholesale fruit dealer and broker at 218 N. 3<sup>rd</sup> Street. Burlington Fruit Company was also listed as a beer distributor, along with Harry S. Flodin Company (listed as a wholesale beverage distributor by 1930). The Stadtlander Brothers had been the only ice cream manufacturers listed in 1930, joined then locally by Lagomarcino-Grupe Company (manufacturers and distributors of Ideal Ice Cream) and Burlington Sanitary Milk Company (manufacturers and distributors of White House ice cream).

New articles of incorporation for Lagomarcino-Grupe Company of Iowa were filed on December 30, 1938, with the principal office and place of business designated as Burlington. They maintained their authority to establish branch offices in and out of Iowa. Their company mission to buy, sell, trade, and deal in fruits, vegetables, nuts, import and export, either as principal, factor, or agent was further expanded to general jobbing, manufacturing, and merchandising business at retail and/or wholesale for goods, wares and merchandise of every kind. The 1938 city directory again lists Lagomarcino-Grupe Company at 101-111 Valley under wholesale fruit and vegetables, wholesale fruit dealers and brokers, ice cream manufacturers, and beer distributors. Officers include Paul Lagomarcino – president (Davenport), his brother Joseph J. Lagomarcino – vice president (Burlington), and Harold W. Grupe – secretary and treasurer (Ottumwa). Paul's son John P. Lagomarcino is listed in the Davenport city directory as assistant treasurer. In 1939, they opened their second branch location in Illinois, further down the Mississippi River in Quincy. Thus, at the end of the 1930s, the Lagomarcino-Grupe Company maintained their headquarters in Burlington, with branches in Davenport, Cedar Rapids, Creston, Ottumwa, Clinton, Keokuk, Muscatine, Iowa City, Fort Madison, Galesburg (IL), and Quincy (IL). These branches would continue in operation into the 1950s.

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### ***Evolution of the Lagomarcino-Grupe Company of Iowa, 1940-1964***

While the first four decades of the 20<sup>th</sup> century marked a period of great expansion and growth for the Lagomarcino-Grupe Company, they would need to evolve to survive among the new market conditions posed in the middle of the 20<sup>th</sup> century. As alluded to with the expansion of stores associated with the Benner Tea Company, the concept and number of chain stores grew significantly in the post-World War I economy in the 1920s, particularly useful within the grocery store industry. The chain store bought their products at bulk rate from suppliers to stock their stores directly, cutting out the need for wholesale merchants. The number of chain stores was highly concentrated in the Northeast and the Midwestern states east of the Mississippi River (Mayo 1993: 84-85). Large wholesale grocery and fruit houses continued to supply the residents of Iowa, perhaps one of the reasons for the limited initial success of these national chain grocery stores. With the increased products offered by wholesale fruit houses in the 1920s and 1930s to remain competitive, it was perhaps a natural transition to offer additional "grocery store" products, blurring the line between the wholesale fruit and the wholesale grocery industries in the post-World War II period.

The 1940 city directory lists Lagomarcino-Grupe Company at 101-111 Valley as dealers in wholesale fruits and vegetables, ice cream manufacturers, and beer distributors. Officers of the company include Paul Lagomarcino (president, son of founder Andrew Lagomarcino), Joseph J. Lagomarcino (vice president, son of founder Andrew Lagomarcino), Harold W. Grupe (secretary, son of William H. Grupe), and John P. Lagomarcino (treasurer, son of Paul). The Burlington Fruit Company continued to operate across the street, with Arthur J. Wagner as president, and the W.W. Copeland Marketing Agency also acted as fruit brokers. Lagomarcino-Grupe Company was one of five ice manufacturers in Burlington, and three wholesale grocery companies continue to be listed: Biklen-Winzer Grocer Co, John Blaul's Sons Co, and Thompson Co. The Delano Hotel is listed in the 1940 directory, but it was bought by R.E. Pettigrew with the Hotel Burlington company and then listed as the Hawkeye Hotel in 1942. The leasing arrangement for the second and third story rooms in this building at 107-111 Valley then appears to have not been renewed or abandoned, freeing up this space for further expansion of warehouse and office space for Lagomarcino-Grupe Company. The wholesale and manufacturing district in Burlington along 3<sup>rd</sup> Street near the railroad tracks is pictured on an aerial photograph dating to 1941 (Figure 23). The large brick buildings associated with Chittenden & Eastman south of the railroad tracks on the 100 block of S. 3<sup>rd</sup> Street are clearly visible and define this block. The five-story Midwest Biscuit Company building on the block to the south also stands out, as well as the three-story brick buildings at the south end of this 200 block. The four blocks north of the railroad tracks to Valley Street are densely built. The three-story wholesale and industrial buildings through this area are also discernible, including the side of the Lagomarcino Grupe Company at 101-111 Valley, the Burlington Fruit Company across the street at 100-106 Valley (demolished), the Biklen-Winzer Grocer Company around the corner at 101-111 N. 3<sup>rd</sup> St (demolished), and John Blaul's Sons Company further down the street at 416 Valley (State Site #29-01641).

The shift deeper into the wholesale grocery industry for the Lagomarcino-Grupe Company is then indicated in over the next few years, as well as other local changes in the industry. The lean years during World War II may have required evolution for continued success or the shift may have resulted more from the changes within the industry as a whole. The 1943 city directory lists the same officers for the Lagomarcino-Grupe Company at 101-111 Valley, with the company described as dealers in wholesale fruits, vegetables and groceries, manufactures of Ideal Ice Cream, and beer distributors. The Burlington Fruit Company continues to be listed only under the wholesale fruits and vegetables, with the W.W. Copeland Marketing Agency still listed as wholesale fruit brokers. Four companies are listed under wholesale groceries, with this notable addition: John Blaul's Sons Co (416 Valley, extant), Grocers Supply Co (wholesale grocery arm of the Benner Tea Company, 104 S. 4<sup>th</sup>, extant), Lagomarcino-Grupe Company (101 Valley, extant), and Thompson Company (923 Osborn). The same companies continued to operate in Burlington in 1945, though Grocers Supply Company was not always listed locally. The Burlington Fruit Company continued to operate until fire struck the

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building on October 11, 1947, and the company was formally dissolved in June 1948. The Lagomarcino-Grupe Company became a beer distributor for Anheuser-Busch of St. Louis by this period, with the "wholesale fruit" signage on the building replaced by "Budweiser" signs (Figures 24-26). Individual products were advertised on the columns of the storefront arches. Though carloads of products continued to arrive via railroad and be unloaded daily, the distribution to local retail stores was carried out through a fleet of trucks.

The Lagomarcino-Grupe Company was cited as one of the largest wholesale fruit firms west of the Mississippi River at the time that Joseph Lagomarcino retired as vice president of Lagomarcino-Grupe Company in 1947. The building in Burlington had expanded with additions to the plant as well as acquisition of new space. The company continued to be a family operation, with his brother Paul as president, brother Andrew as manager of the Keokuk branch, and brother Columbus L. (Jack) as manager of the Davenport branch. Paul's son John P. Lagomarcino was secretary. Out of town guests for his retirement party demonstrate the key company personnel at this time: Paul Lagomarcino, C.L. Lagomarcino, Norman Schmeltzer and W. M. Daykin from Davenport; Harold W. Grupe, Spencer Smith, and Ed Dronsife from Ottumwa, Percy F. Keehn and W.G. Rozek from Cedar Rapids; Richard Lagomarcino, Frank Gahn and Karl Koehler from Clinton; Andrew Lagomarcino from Keokuk; Roy Youngren and John Harshaw from Creston; H.W. Stuck and John Theobold from Iowa City; L.L. Bjorhman and William Farreil from Galesburg; Antonio Champagne and E. C. Chaney from Monmouth; and J. P. Clinton and Joseph McGarth from Quincy ("Joe Lagomarcino, 49 Years with Wholesale Firm, Retires, *Burlington Hawk-Eye Gazette*, April 9, 1947, 2). Elections for company officers were then held, with Paul Lagomarcino reelected as president, G.D. Parker elected as vice-president (Harold's brother-in-law); Harold W. Grupe, Ottumwa, as secretary; and John Lagomarcino as treasurer (Paul's son). The board of directors included the officers, P. F. Keehn, Cedar Rapids (Harold's brother-in-law), and C. L. Lagomarcino, Davenport (Paul's brother) ("Paul Lagomarcino Again Heads Firm," *Burlington Hawk-Eye Gazette*, April 11, 1947, 2).

Advertisements for the company in 1947 indicated that the Lagomarcino-Grupe Company carried a wide variety of fruit, vegetables, and grocery products. The by-line indicates them to be "wholesalers since 1875" of "fruits, vegetables, and specialties." Their fruits and vegetables line included oranges, grapes, apples, prunes, peaches, celery, cabbage, potatoes, and onions, as well as dried fruits, canned fruits and vegetables, dried beans, preserves, jams, and jellies. Additionally, fish and poultry were offered, as well as Birdseye frozen fruits and vegetables. They encouraged everyone to eat fresh fruits and vegetables all winter, but if not available to then ask your dealer for the Birdseye frozen fresh fruits and vegetables – full of vitamins and flavor (*Burlington Hawk-Eye Gazette*, September 22, 1947, 16; *Iowa City Press Citizen*, February 1, 1947, 44). Lagomarcino-Grupe Company was noted as to have pioneered frozen food distribution in the Midwest, per their 1950 company history ("Celebrating our 75<sup>th</sup> Year," Lagomarcino-Grupe Company ad, *Burlington Hawk-Eye*, January 23, 1950, 16). Frozen food had risen in popularity during World War II with canned goods shipped overseas and tin needed for wartime production. The number of stores during the war that could carry frozen foods were limited due to low production of refrigerated cabinets, which then increased in the post-war economy. The sale of household refrigerators also increased 82% in the decade after the war, permitting better storage of cold items in the home (Mayo 1993: 159, 161, 163). Lagomarcino-Grupe Company also increased the staple grocery store items available, such as cereals and baking goods. A July 1948 article notes that they had received a shipment of 812,000 pounds of granulated, powdered, and brown sugar from a sugar refinery in Gramercy, Louisiana – believed to be the largest shipment of sugar to arrive in Burlington by waters. It was expected to take all week to unload, and then it would be available from branches in Burlington, Cedar Rapids, Iowa City, Ottumwa, and Fort Madison ("Record Shipment Large and Sweet," *Burlington Hawk-Eye Gazette*, July 13, 1948, 2).

Burlington retained its strong transportation connections in the post-war economy, evolving to serve truck lines for shipping as well as railroad and river options. In 1943, Holabird & Root of Chicago designed a new depot for the CB&Q railroad in Burlington. The depot was complete with opening ceremonies held on March 28,

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1944. By this time, trucking was developing as an alternative to shipping solely via the railroad. Burlington sat at the intersection of two major highways in Iowa. Highway 61 ran north-south near the Mississippi River throughout eastern Iowa, while Highway 34 ran east-west across Iowa, crossing the Mississippi River in Burlington ("100 Years of Road Progress," *Daily Hawk-Eye Gazette*, September 2, 1938, 22). These improvements and additional developments in transportation sustained Burlington's attractiveness to wholesale businesses and industry. In addition to shipping by rail and river, the Lagomarcino-Grupe Company also expanded to quick shipments by air in this period as well (Figure 27). The population of Burlington grew from 25,832 in 1940 to 30,613 in 1950. The *Des Moines Register* reported in November 1951 that industry was booming in Burlington, with workers laid off after the war back to work and additional jobs created. The historic manufacturing core of Burlington along the railroad tracks began to weaken with the development of large industrial sites in West Burlington ("Burlington's Big Industrial Boom," *Des Moines Sunday Register*, November 4, 1951, 11).

The post-war economy spurred suburban development throughout the United States, and supermarket chains were well-suited for significant expansion to serve these new customers. They followed their earlier model of buying in bulk rather than through wholesale distributors, and self-service items and stores continued to increase. While supermarkets accounted for only 3% of grocery stores in 1946 and 5.1% of grocery stores in 1954, their sales volume grew from 28% to 48% of total grocery sales through this period (Mayo 1993: 162). The traditional neighborhood grocery stores, supplied by wholesale fruit and grocery companies, began to see a shift in their neighborhoods as well as competition from chain stores. At the same time, there was a push to improve the independent grocery, a move particularly supported by the wholesalers. In 1948, Lagomarcino-Grupe Company hosted a fresh fruits and vegetables school for retailers in the tri-state area, run in cooperation with the U.S. Department of Agriculture. The program was designed to increase both production and consumption of fresh fruits and vegetables to keep the industry viable, with the goal to teach retailers of proper methods of distribution of fresh fruits and vegetables. The company personnel attended the class on Sunday, May 2, with daily classes then offered to around eight retailers each day from the rear of the company building for about six weeks. The school idea was started by merchandising institute of United Fresh Fruits and Vegetables association, with the U.S. Department of Agriculture stepping in to expand the program to train around 4,000 retailers per month. The schools sponsored in various regions by wholesalers who had merchandising departments to follow up with retailers ("Lagomarcino-Grupe Sets Up Fruit and Vegetable School," *Burlington HawkEye*, April 23, 1948, 7). The merchandising school was repeated in the spring of 1949 and 1950, with company employee B.J. Meloan as instructor. By 1950, it was noted that merchandising and advertising was a must for independent grocers to continue to survive ("Lagomarcino Co. School Postponed," *Burlington Hawk-Eye Gazette*, April 24, 1950, 3).

In the midst of these changing times, the Lagomarcino-Grupe Company celebrated their 75<sup>th</sup> anniversary in January 1950. A lengthy article appeared in the *Burlington Hawk-Eye* on January 23, 1950 on the company, complemented by smaller advertisements including bits of branch history in other communities with branch locations. A history booklet on the company was also issued, outlining the history included in the newspaper coverage. The history noted that the company started as a pioneer in the wholesale fruit industry of the Midwest, with orders by mail and salesmen serving areas as far away as Minneapolis, Sioux Falls, Omaha, Lincoln, Des Moines, Mason City, and Waterloo. It was first and best known for its quality products, which was the foundation of its growth. "Fresh to you" was the company motto for 75 years, and they now offered a complete line of fresh, frozen, and canned foods and ice cream – a quality line of the finest foods from around world. They worked with other companies to distribute their products to retailers, permitting the companies to avoid their own distribution costs and lower prices for consumers. Their products available included a complete line of Birds Eye Frozen Foods; Sunkist and Blue Goose Fresh Products; Town Club, Setter and Tendersweet Canned Goods; and their Ideal and Town Club Ice Cream from their newest and finest plant in Burlington. The company employed 78 salesman, working out of their main office in Burlington and eleven branch locations in Cedar Rapids, Creston, Davenport, Ottumwa, Clinton, Keokuk, Muscatine, Iowa City, Fort

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Madison, Galesburg (IL), and Quincy (IL) (Figure 28). They utilized all modern methods of transportation, including air freight. Their fleet of 116 modern trucks included large semi-trailers, refrigerated reefer trucks, and small pick-up trucks to deliver every type of food on schedule. Peaches were delivered fresh from California, Texas, Colorado and Georgia; limes from Florida and Mexico; figs and dates from Syria and Egypt; pineapples and coconuts from Cuba and Central America; olives from California and Italy; pomegranates from Florida, as well as "special offerings from practically every state in the Union." Additionally, the company offered the Lagomarcino-Grupe Pension Trust to provide life income for employees after age 65 (*Celebrating Our 75<sup>th</sup> Year*, Lagomarcino-Grupe Company brochure, 1950, 2-3, 7; "Celebrating our 75<sup>th</sup> Year," Lagomarcino-Grupe Company ad, *Burlington Hawk-Eye*, January 23, 1950, 16).

The personnel of Lagomarcino-Grupe Company continued to stand out for their leadership and achievements within the industry. The board of directors at this time was composed of Paul Lagomarcino (president since 1907, general manager since 1931, oldest son of founder Andrea Lagomarcino), Guerdon D. Parker (vice president, manager of Burlington office, son-in-law of William Grupe), Harold W. Grupe (secretary, manager of Ottumwa branch, son of William Grupe), John Lagomarcino (treasurer, general counsel, and manager of corporate office, son of Paul), C. L. Lagomarcino (manager of Davenport branch, brother of Paul), and Percy F. Keehn (manager of Cedar Rapids branch, son-in-law of William Grupe). In looking towards the future, the company also had a junior board of directors, which included Ed Dornsife (department manager in Ottumwa, grandson of William Grupe), J. David Keehn (department manager in Cedar Rapids, Percy's son), Richard Lagomarcino (manager in Clinton, Paul's son), James Lagomarcino, Dale Lee (head of ice cream department in Burlington), DeLoss Smith (assistant manager in Davenport), and Don Youngren (manager in Creston). Paul Lagomarcino was past president of Western Fruit Jobbers Association, forerunner of the United Fresh Fruit and Vegetable Association. G.D. Parker was active in the United Fresh Fruit and Vegetable Association, serving on an advisory board for research on better methods of warehousing and shipping, and a director of the Wholesale Food Institute of Iowa. Percy F. Keehn was president of Wholesale Food Institute of Iowa. Roy Youngren served as director of the Wholesale Food Institute of Iowa. Personnel in the Burlington office included G.D. Parker, vice president and branch manager; John Lagomarcino, treasurer, general counsel and manager of the corporation office; George S. Higgins, department manager; Dale Lee, head of ice cream department; Samuel Mahon, general buyer and supervisor of canned goods and groceries department; B.J. Maloan, merchandising manager; Henry S. Pearce, traffic manager; Fred J. Wooten, auditor; and nine salesmen. Offices for the frozen food division were maintained in Davenport, with W. M. Daykin as manager. Managers of branch offices included Percy F. Keehn (Cedar Rapids since 1922, 11 others in office), Roy Youngren (Creston since 1920, six others in office), C.L. (Jack) Lagomarcino (Davenport since 1920s, 12 others in office), Harold W. Grupe (Ottumwa since 1926, nine others in office), Richard Lagomarcino (Clinton since 1930s, nine others in office), Andrew S. Lagomarcino (Keokuk since 1922, two others in office), Harry Tiecke (Muscatine since 1916, three others in office), H.W. Stuck (Iowa City, since 1923, four others in office), Dave Welle (Fort Madison since 1930s, two others in office), L.L. Bjorkman (Galesburg since 1930, seven others in office), and John P. Clinton (Quincy since 1940, nine others in office) (*Celebrating Our 75<sup>th</sup> Year*, Lagomarcino-Grupe Company brochure, 1950, page 3-6; "Lagomarcino-Grupe Company marks 75<sup>th</sup> Anniversary of its Founding," *Burlington Hawk-Eye*, January 23, 1950, 16).

Lagomarcino-Grupe Company continued to work in 1951 to support the vitality of the independent retail grocery. In April 1951, the Town Club Food Stores were announced with a two-page newspaper advertisement (Figure 29). The stores were a co-operative of 12 independent local grocery stores affiliated to offer quality foods at lower prices for their customers, and they were all "home owned" stores. Lagomarcino-Grupe sponsored the Town Club Food Stores. They were manufacturers of Ideal and Town Club Ice Cream; distributors of Town Club food products, Budweiser Beer, Birdseye Frozen Foods, Good Luck Margarine, Fisher's Cheese, and King Edward Cigar; wholesalers of fresh fruits and vegetables, dry groceries, paper products, candy/gum/confections, other food specialties, and cigarettes and tobacco ("Town Club Food Stores," *Burlington Hawk-Eye Gazette*, April 26, 1951, 24-25). The decreasing number of wholesale

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operations in Burlington is evident in the 1951 city directory. Lagomarcino-Grupe Company is the only listing under wholesale fruits and vegetables, and they are one of three listings under wholesale grocers, along with John Blaul's Sons (425 Valley, extant) and Latona Coffee Company (1107 N. 8<sup>th</sup> St). The Biklen Winzer Wholesale Grocery to the south at 101 N. 3<sup>rd</sup> Street had closed (demolished), and the former Burt-Zaiser wholesale grocery building at Main and Market had closed and was later destroyed by fire on February 8, 1953 (*Burlington Hawk-Eye*, July 10, 1962, 39). Five ice cream manufacturers operated in Burlington, with the Burlington plant of the Lagomarcino-Grupe Company noted as new in the 1950 company brochure. The 1952 Sanborn map shows the expansion of products and changing uses of portions of the Lagomarcino-Grupe Company at 101-111 Valley (Figure 30). The entire building was now utilized for the company, likely since the 1940s, with the bridge even demolished to the Hawkeye Hotel to the west. The office is indicated in the front of the second story of 101, with corporate offices operating in the front of the second story of 107 and 111 in this period. The ice cream factory is noted on the first story of 111 at the west end. The main elevator is indicated near the rear of 101 at the east end, with a railroad spur along the east edge of the property. A one-story rear addition stretches across the south (rear) of the building, noted as used for truck loading. A separate building with additional ice cream factory space is located to the south of the main building.

John P. Lagomarcino, grandson of Paul Lagomarcino and son of treasurer and corporate office manager John Lagomarcino, worked here during high school in the early 1950s and confirms the usage of the building during this period. He recalls that an order desk was maintained on the first story for orders for customers in town, with trucks then delivering the orders to retail grocery stores, hospital, and schools. Three or four boxcars with products were unloaded daily along the east edge of the building under the canopy, with perishables (fruits and produce) primarily stored on the first story, as they had a quick turnaround. A large cooler was located in the rear of the first story, and additional coolers were located on the second story. Coolers were lined with thick cork with two-inch cold water pipes through the walls. Produce including lettuces, radishes, carrots, beans, and cauliflower were stored in these coolers as well as citrus fruits such as oranges, lemons, and grapefruits (which came in three sizes). Bananas were stored in the basement, with a track to move the heavy stalks to and from the elevator and a warning to workers to watch for tarantulas. The cool basement also provided storage for Budweiser products, with beer supplied in half barrels to bars and in bottles and cans to bars, grocery stores, and liquor stores. The elevator at the east end received heavy usage, with "dry" goods moved up to the second and third stories. Four wheel carts rolled on wood walkways to lines of stacked storage, which were strategic stacked to ensure that the oldest would be moved out first to maintain fresh goods for all customers. Grocery and drug store items were stored on the second story, along with the items in the three coolers. Canned goods (including Campbells), flour, sugar, and cereals (including Kellogg) were among the items stored in stacks of their shipping crates or cases on the second story. One room near the middle/front of the second story offered rows of shelves to store cigarettes, cigars, Prince Albert, chewing gum, and candy bars, and a machine was operated near the center to stamp cigarettes. The second story also had two sets of offices, with local manager G.D. Parker's office at the front of the east end. Several corporate offices were then located at the west end of the second story, with corporate office manager John Lagomarcino in the corner and others adjacent with windows between each office. Advertising for all branches was coordinated from this office by the advertising manager. The third story offered storage for lighter goods, such as some cereals as well as paper products including napkins, paper towels, and toilet paper. The section with former hotel rooms at the west end of the third story was not used, so these rooms remained untouched. Ideal Ice Cream was manufactured in the southwest portion of the building. The process was labor intensive with a low capacity of output, which worked well in the 1930s and 1940s but faced stiff competition from national brands by the 1950s that eventually resulted in the line being closed. During this time, workers in the main office included a day crew of around 12 and a night crew of about the same number. The night crew worked on filling late afternoon orders for the next day's deliveries, with Sundays dedicated to heavy unloading of products in preparation for busy Mondays (Lagomarcino, August 17, 2012).

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Biographies of three key Lagomarcino-Grupe Company leaders along with some company history were included in the 1952 *The Story of Iowa: The Progress of an American State*. The company, one of oldest and largest wholesale food operations in the Midwest and a "most successful business venture," maintained offices at Burlington, Davenport, Cedar Rapids, and branch locations in Ottumwa, Creston, Clinton, Keokuk, Muscatine, Iowa City, Fort Madison, Galesburg (IL), and Quincy (IL). In Davenport, 60 people were employed, with overall around 350 employed. The company had 75 large trucks for deliveries. Paul Lagomarcino was president and general manager of Lagomarcino-Grupe Company, and he was based in the Davenport office and son of the founder Andrew Lagomarcino. Paul started as billing clerk in 1890, advanced to bookkeeper in 1897, salesman in 1898, branch manager in Davenport in 1903, president in 1907, and general manager in 1931. He was very active in trade organizations and civic groups, serving as president and general manager of Western Fruit Jobbers Association, member of International Apple Association, member of Iowa State Food Institute, past president of the Chamber of Commerce in Davenport, past vice president of the Rotary Club, president of the Davenport Baseball Club from 1929 to 1937, and current director of the Davenport Pirates. His son, John Lagomarcino, was born in Davenport in 1908, received a law degree from the University of Iowa, and now served as treasurer of Lagomarcino-Grupe Company in Burlington. His second son, Richard Lagomarcino, studied business administration at Harvard and had been general manager of the Clinton branch of Lagomarcino-Grupe Company since 1937. He supervised the 32 employees based from the Clinton branch, which was exclusively in wholesale fruit and vegetables for stores within a 50-mile radius (Peterson 1952, Vol. 3: 255-256, 274). Percy F. Keehn was also profiled in the history, director and manager of Lagomarcino-Grupe Company branch in Cedar Rapids. He started with the company as a salesman in Burlington, advanced to manager of the Keokuk branch in 1918 (married to William Grupe's daughter Dorothy in that year), and then to branch manager in Cedar Rapids in 1922. Since 1949, he had served as president of Wholesalers Food Institute of Iowa (Peterson 1952, Vol. 3: 406). William's son, Harold W. Grupe, had retired from the company in June 1950 and continued to live in Ottumwa until his death in June 1952 ("Harold W. Grupe Dies in Ottumwa," *Hawk-Eye*, June 19, 1952, 13).

The Lagomarcino-Grupe Company faced increasing competition from grocery store chains and changing business practices as well as aging company leadership and buildings in the early 1950s. Through this combination of factors, several changes were made for the Lagomarcino-Grupe Company over a short period starting in 1952. John Lagomarcino stepped into his father Paul's position as president in 1950, with Paul remaining as chairman of the board and vice president. With Harold Grupe retiring in 1950 and dying on June 19, 1952, the remaining Grupe family decided to sell their interests to the Lagomarcino family. Percy F. Keehn retired from the company and resigned then as director on July 1, 1952 after 38 years with the company. G.D. Parker then resigned as director of the company, though maintained his job as manager of the Burlington branch. Dorothy Keehn, Helen Parker, Marion Dornsife, and Lois Grupe then sold their stock. In Cedar Rapids, the branch office was closed on June 28, 1952, after 58 years of business in the city. General economic conditions were cited as the reason for the closure, with excess merchandise sold to competitor Nash-Finch Company. John Lagomarcino then announced closures of the branch offices in Clinton, Creston, and Fort Madison as well, leaving six branches in Iowa and two branches in Illinois open ("Lagomarcino to Quit C.R. Market," *Cedar Rapids Gazette*, June 19, 1952, 8; "Grupe Family Sells Interest in Lagomarcino Grupe Company," *Cedar Rapids Gazette*, July 1, 1952, 10). However, the Davenport building was condemned in July, and a suitable alternative location not found, so the Davenport branch was then closed on August 2 as well, impacting its 87 employees ("Lagomarcino-Grupe Company Closes Davenport Branch," *Burlington Hawk-Eye Gazette*, July 22, 1952, 15). His son, John P. Lagomarcino, recalls that while branch locations were preferable prior to World War II, the branches were becoming inefficient to supply by the early 1950s and the increase of trucking in the post-war years permitted greater distances for shipping products. Many of the retailers supplied by one of the closed branch locations continued to be supplied by the next closest branch (Lagomarcino, August 17, 2012). This evolution of the wholesale grocery industry is also noted with the sale of John Blauls' Sons Company to Benner Tea Company (Benner Food Stores), which integrated the company with their wholesale division Grocery Supply Company. John Blauls' Sons was noted as once one of the

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largest wholesale houses in the Midwest, but with the dominance of trucking in the last few years they had concentrated their operations on the areas around Burlington and a branch in Cedar Rapids ("Benner Buys Blaul Sons Co. Business," *Burlington Hawk-Eye Gazette*, September 22, 1954, 1).

Thus, the Lagomarcino-Grupe Company operated their main office in Burlington and branch offices in Iowa City, Ottumwa, Keokuk, Muscatine, Galesburg (IL), and Quincy (IL) by 1953, with the Lagomarcino family firmly at the head. The 1955 city directory lists company as dealers in wholesale fruits, vegetables, and groceries; beer distributors; and manufacturers of Town Club and Ideal Ice Cream. In addition to fruit ice cream flavors, the company also mixed candy with its ice cream by this period to create unique flavors, per newspaper advertisements. Officers of the company included all Lagomarcino family members: John P. Lagomarcino, president (Burlington, son of Paul, grandson of Andrew), Paul Lagomarcino, vice president (Davenport), Joseph J. Lagomarcino, secretary (son of Andrew), and Andrew S. Lagomarcino, treasurer (son of Andrew). C.L. Lagomarcino (Davenport, son of Andrew) replaced his brother Andrew S. as treasurer by 1957. The ice cream manufacturing also shifted from the address of the main building to the building to the rear at 101 Front Street by 1957. The treasurer position was no longer noted by the 1958 city directory, with John P. Lagomarcino listed as president (Burlington, son of Paul, grandson of Andrew), Paul Lagomarcino as vice president (Davenport), and Katherine S. Lagomarcino as secretary (wife of John P.). Lagomarcino-Grupe Company continued to be listed as dealers in wholesale fruits, vegetables, and groceries; beer distributors of Budweiser; and manufacturers of Town Club and Ideal Ice Cream. The main office continued to be listed at 101-111 Valley, with ice cream manufacturing to the south/rear at 101 Front. Competition from national brands then ended ice cream manufacturing by the Lagomarcino-Grupe Company, with the Ideal Ice Cream name apparently bought and continued at a smaller scale by Kenneth Snyder at 840 Washington, per the 1959 city directory. Officers of the Lagomarcino-Grupe Company remained the same, and they were listed as dealers in wholesale fruits, vegetables, and groceries and distributors of Budweiser in the 1959 and 1960 city directories. Long-time former president and chairman of the board Paul A. Lagomarcino died at age 88 in November 1962, finally closing a long era of his involvement with the company. He served as president from 1907 to 1950 and then remained as chairman of the board until his death. His two sons survived him, John P. Lagomarcino, president and treasurer of Lagomarcino-Grupe Company, and Richard Lagomarcino of Tampa, FL. Six brothers, four sisters, and his wife preceded him in death, leaving a sister Mamie Lagomarcino in the family home at 2131 S. Main ("Lagomarcino Dead at 89," *Burlington Hawk-Eye*, November 11, 1962, 3).

A September 1962 advertisement for the Lagomarcino-Grupe Company simply stated that the company had been quality wholesale food distributors since 1875. They were also distributors of Budweiser and Busch-Bavarian Beer. Branch locations continued to be listed in Iowa City, Ottumwa, Quincy, and Galesburg, with the Keokuk and Muscatine locations closed in the 1950s (*Burlington Hawk-Eye*, July 10, 1962, 88; *Burlington Hawk-Eye*, September 2, 1962, 27). The wholesale fruit business had nearly ceased to exist, blending into the wholesale grocery business, which faced increasing competition from chain and discount grocery stores. The 1963 city directory lists the company at 101-111 Valley with John P. Lagomarcino as president and treasurer, Roy H. Youngren as vice president (long-time manager of Creston branch), and Katherine S. Lagomarcino as secretary (wife of John P.). They were listed under wholesale fruits and vegetables, fruit dealers/brokers, and wholesale groceries and frozen foods, the only listing in each of these categories. John P. Lagomarcino, facing significant health problems, made the decision with the board and few remaining family members to merge the Lagomarcino-Grupe Company with the Benner Tea Company. This move merged two of the remaining oldest food distribution firms in the tri-state area. Charles C. Fitzmorris, Jr., president and chief executive officer of Benner, continued in these positions for the new merged company, with John P. Lagomarcino elected as chairman of the board. Initially, the branches of Lagomarcino-Grupe Company at Burlington, Iowa City, Ottumwa, and Quincy were maintained ("2 Food Distributors Plan to Consolidate," *Waterloo Daily Courier*, April 24, 1964, 1). John P. Lagomarcino died in December 1971, with his obituary noting he had been retired since selling the company. The Lagomarcino-Grupe Company quickly became one of the several earlier companies merged into large Benner Tea Company (Benner Food Stores, Grocers

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Supply Company), which maintained their headquarters in Burlington. The building at 101-111 Valley Street is listed as vacant by 1966. Charles Fitzmorris later sold the 24-store Benner Tea Company to Aldi's (All Discount), a Western German grocery company in 1976, with 35 Aldi Food Stores in Iowa, Illinois, and Missouri then opening. The company operated for several years as Aldi-Benner ("Germans Back Aldi super surge," *Burlington Hawk-Eye*, May 29, 1977, 20).

This large three-story building at 101-111 Valley sat vacant for several years before becoming the new headquarters for another historic Burlington business. The 1966 and 1968 city directories list the building as vacant. Transfer records show that the title for the building owned by Lagomarcino-Grupe, which was now the Benner Tea Company, was adjusted on December 9, 1970 into the latter's name. The building was then sold to George Coffin on December 14, 1970. Frank Millard & Company (George Coffin, president) then moved into this building, along with Millard Distributing Company (MacArthur Coffin, president). Frank Millard & Company started as a lumber and coal business after the Civil War, which expanded into heating and cooling in the 20<sup>th</sup> century. They operated for many years around the corner on N. Main Street, with the rear of their building near the rear of the Lagomarcino-Grupe Company (Figure 26). Frank Millard & Company continues to operate in this building in 2012, and they recently built a new rear addition for their operations. There are no current plans for future rehabilitation projects.

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Sanborn Map Company. *Burlington, Iowa.* Fire insurance maps, 1886, 1892, 1900, 1931, 1952.

*A Souvenir of Burlington.* Burlington: Journal Company, 1896.

Svendsen, Marlys. *Historic Sites Survey of Burlington, Iowa.* Prepared for Division of Historic Preservation, Des Moines, IA. November 21, 1977.

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

*Development of this nomination has been financed in part with Federal funds from the National Park Service, U.S. Department of Interior, through the Certified Local Government program. However, the contents and opinions do not necessarily reflect the view or policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.*

*This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability or age in its federally assisted programs. Any person who believes he or she has been discriminated against in any program, activity, or facility as described above or if who desires further information should write to: Office of Equal Opportunity, National Park Service, 1849 C Street NW, Washington, D.C. 20204.*

**Previous documentation on file (NPS):**

preliminary determination of individual listing (36 CFR 67 has been Requested)  
 previously listed in the National Register  
 previously determined eligible by the National Register  
 designated a National Historic Landmark  
 recorded by Historic American Buildings Survey # \_\_\_\_\_  
 recorded by Historic American Engineering Record # \_\_\_\_\_

**Primary location of additional data:**

State Historic Preservation Office  
 Other State agency  
 Federal agency  
 Local government  
 University  
 Other  
Name of repository: \_\_\_\_\_

Historic Resources Survey Number (if assigned): Iowa Site Inventory #29-01636

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
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**10. Geographical Data**

**Acreage of Property** less than 1 acre  
(Do not include previously listed resource acreage)

**UTM References**  
(Place additional UTM references on a continuation sheet)

1	<u>15</u> Zone	<u>660155</u> Easting	<u>4519238</u> Northing	3	<u>15</u> Zone	<u>                    </u> Easting	<u>                    </u> Northing
2	<u>15</u> Zone	<u>                    </u> Easting	<u>                    </u> Northing	4	<u>15</u> Zone	<u>                    </u> Easting	<u>                    </u> Northing

**Verbal Boundary Description** (describe the boundaries of the property)

The boundary follows the outside parcel lines for Lots 43, 44, 45, and 46 in the Original Town of Burlington, and it is depicted on Figure 2. The boundary starts at the southwest corner of Valley Street and Front Street, extends 120 feet to the west along Valley Street, 240 feet to the south along the alley, 120 feet to the east along Market Street, and 240 feet to the north along Front Street to the point of beginning.

**Boundary Justification** (explain why the boundaries were selected)

The boundary for the property includes the property currently and historically associated with the Lagomarcino-Grupe Company building. The brick building sits on Lots 43 and 44, while the rear additions sit on Lots 45 and 46.

Lagomarcino-Grupe Company  
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**11. Form Prepared By**

name/title Rebecca Lawin McCarley, Architectural Historian  
organization SPARK Consulting date July 18, 2013  
street & number 17 Oak Lane telephone 563-324-9767  
city or town Davenport state Iowa zip code 52803  
e-mail sparkconsulting@octaspark.com

**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.  
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Photographs:** **Representative** black and white photographs of the property.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items)

**Property Owner:**

(complete this item at the request of the SHPO or FPO)

name CMM Co LC  
street & number 107 Valley Street, PO Box 278 telephone 319-752-4571  
city or town Burlington state IA zip code 52601

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
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**Photographs:**

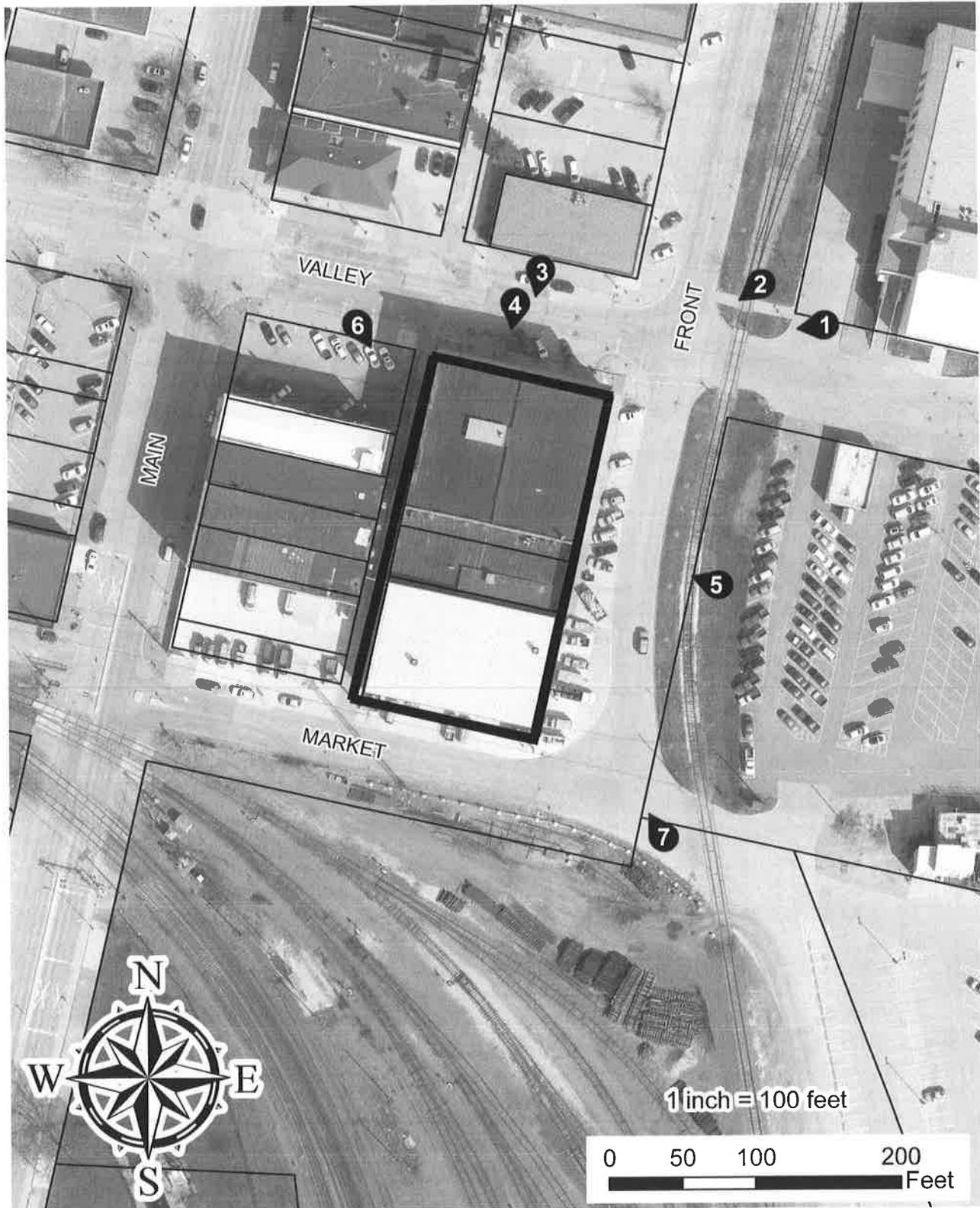
Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

The photographs of the Manufacturing and Wholesale Historic District, Burlington, Des Moines County, Iowa, were taken by Rebecca Lawin McCarley, SPARK Consulting, on June 26 and September 12, 2012. The digital photographs were printed with HP 100 photo gray Vivera ink on HP Premium Plus Photo Paper (high gloss). The photographs were also submitted digitally, per current guidelines. A sketch map depicting the location of the photographs is found on the following page.

1. Setting of Lagomarcino-Grupe Company building, camera looking west-southwest.
2. Lagomarcino-Grupe Company headquarters buildings, camera looking southwest.
3. North elevation, camera looking south.
4. Detail on north elevation, camera looking south.
5. East elevation, camera looking west.
6. West elevation, camera looking southeast.
7. South elevation, camera looking northwest.
8. Column and arch evident on first story in west (111) section, camera looking northeast.
9. Corporate offices on second story in west (111) section, camera looking northwest.
10. Coolers at rear of west (111) section on second story, camera looking southwest.
11. Storage room on second story in 107 section, camera looking southwest.
12. Storage room on second story in east (101) section, camera looking south.
13. Cooler on second story in rear of 105 section, camera looking south.
14. Storage room across front of east half of third story, camera looking northeast.
15. Storage space in rear half of east half of third story, camera looking southwest.
16. Storage room in rear of third story of 107 section, camera looking southwest.
17. Hall with hotel rooms in west (111) section of third story, camera looking south.
18. Front hall with hotel rooms in west (111) section of third story, camera looking northeast.
19. Coolers in basement of east (101) section, camera looking southeast.
20. Storage space in basement of 105 section, camera looking north.

Lagomarcino-Grupe Company  
Name of Property

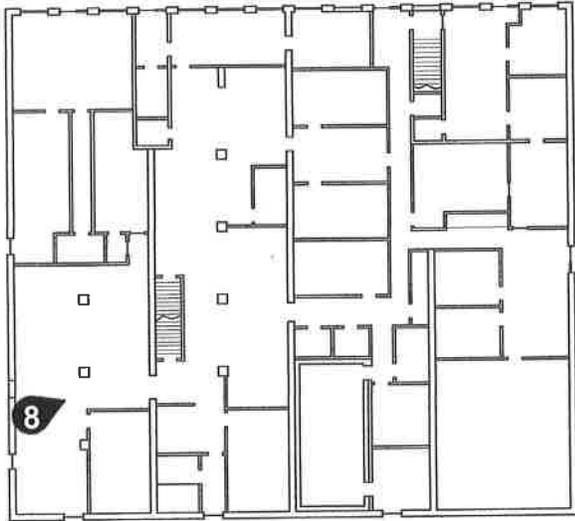
Des Moines County, Iowa  
County and State



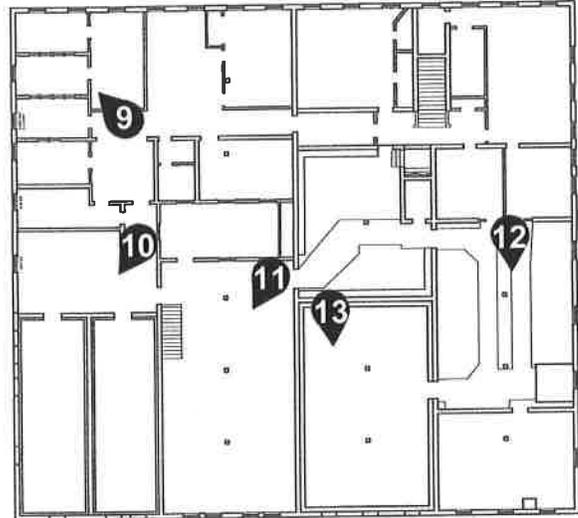
**Photograph key 1 – exterior (McCarley 2012).**  
*Base aerial photography by Aerial Services Inc for Des Moines County GIS Commission, 2012.*

Lagomarcino-Grupe Company  
Name of Property

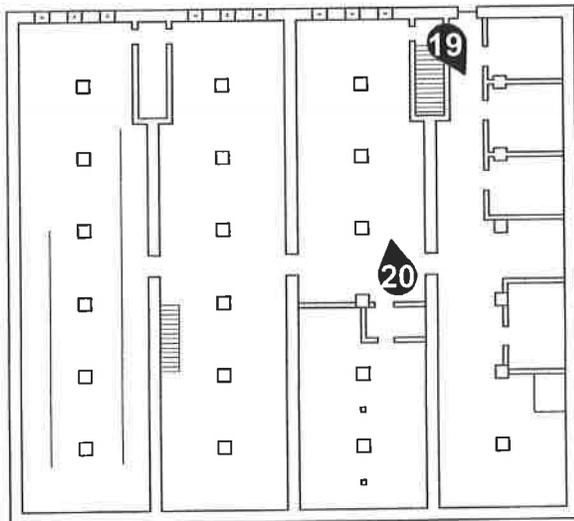
Des Moines County, Iowa  
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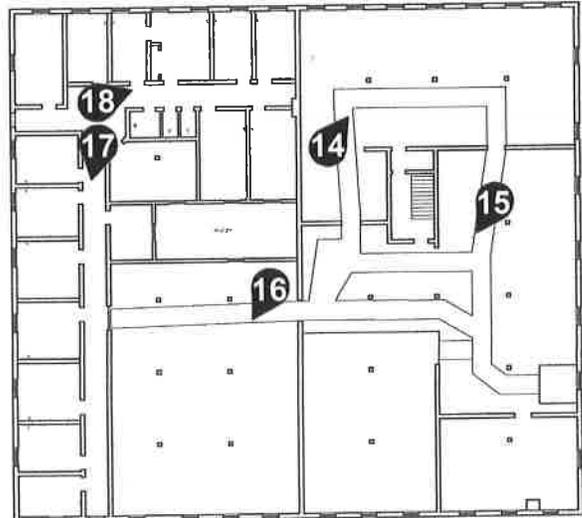
**First story**



**Second story**



**Basement**



**Third story**

Photograph key  
Lagomarcino-Grupe Company  
Burlington, Iowa

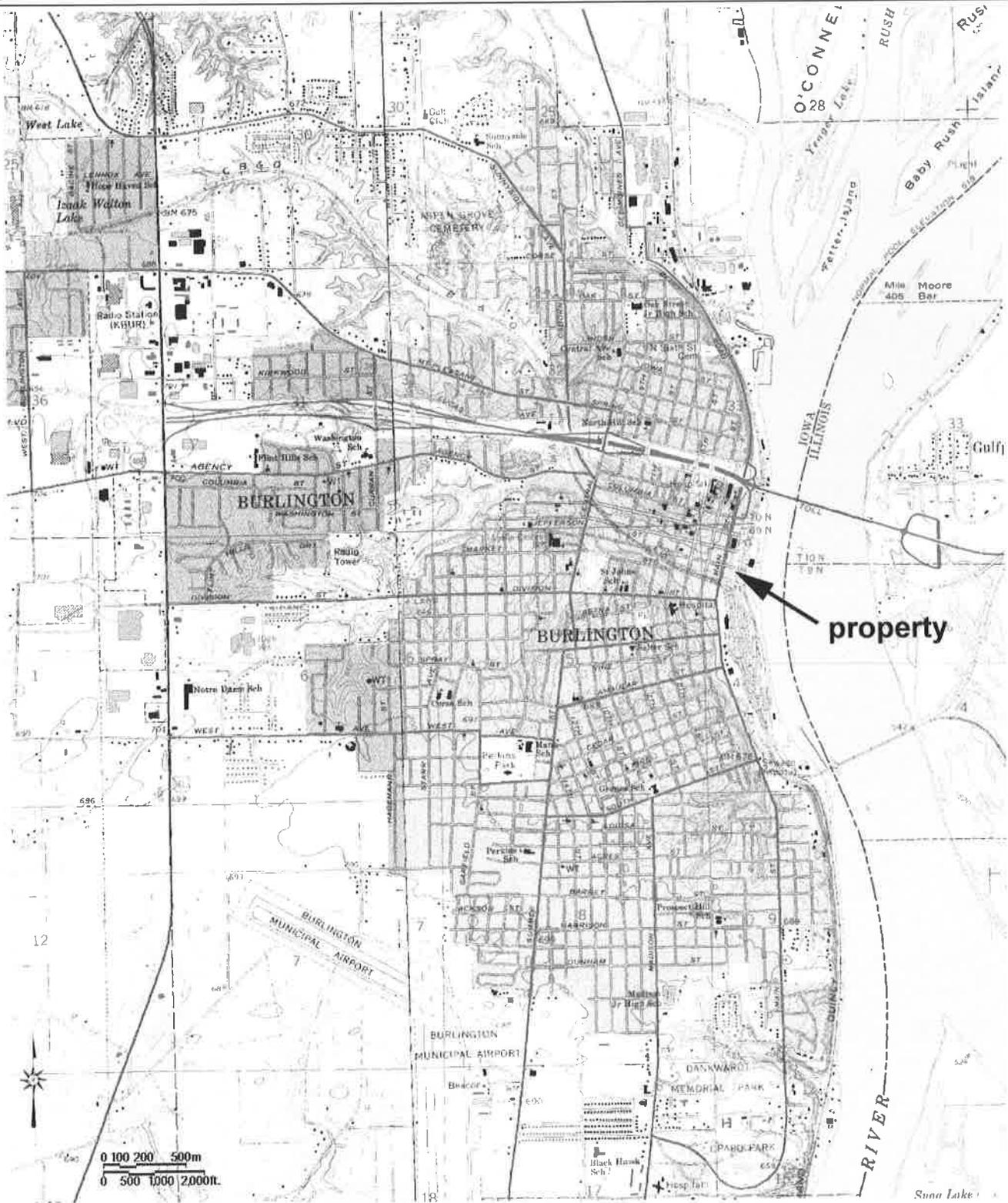
1"=40' (sketch of general layouts)   
R.L. McCarley, SPARK Consulting  
November 2012

**Photograph key 2 – interior (McCarley 2012).**

Lagomarcino-Grupe Company  
Name of Property

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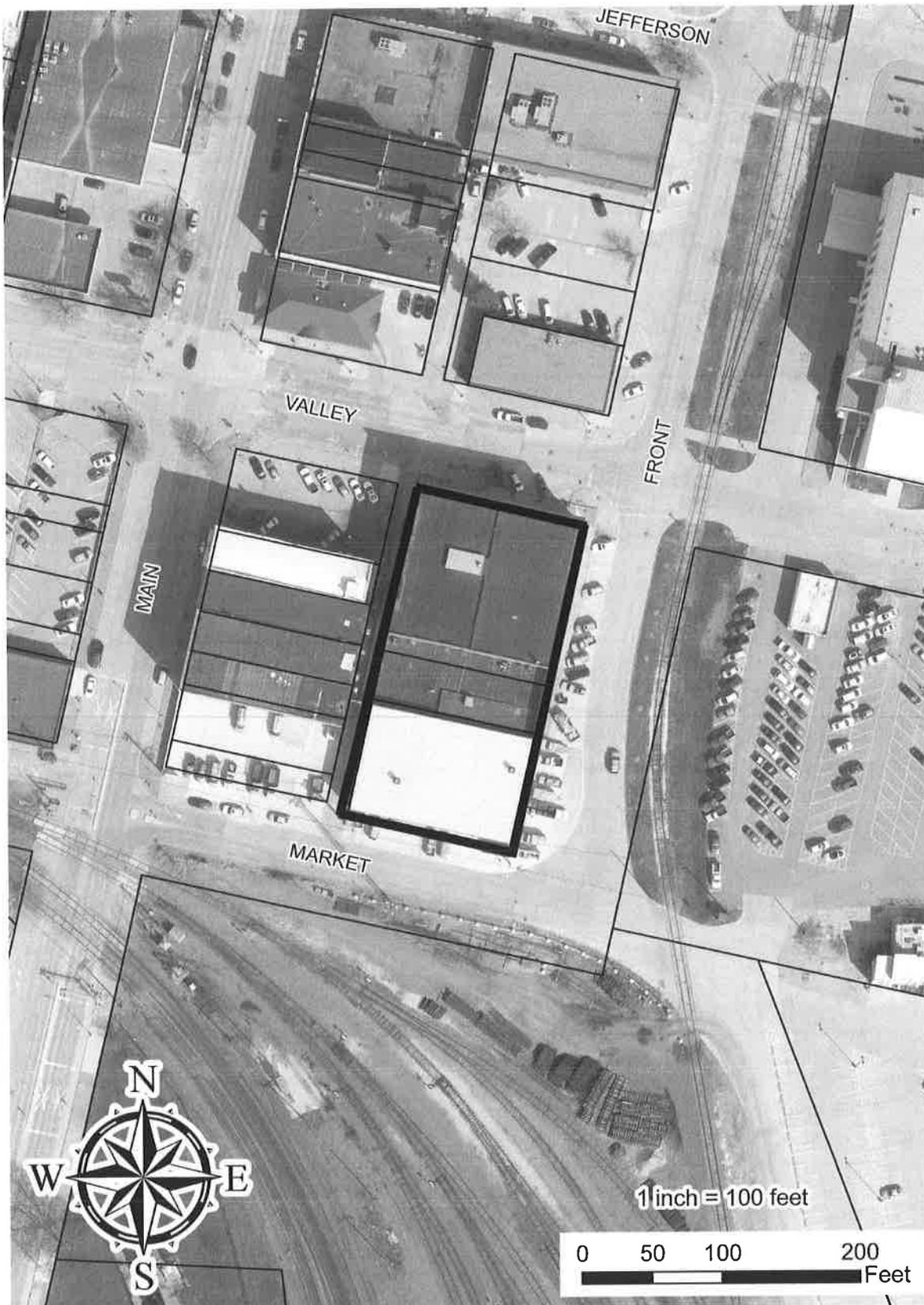
**Maps:**



**Figure 1. Location map.**  
*USGS topographical quadrangle map, photorevised 1976*

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
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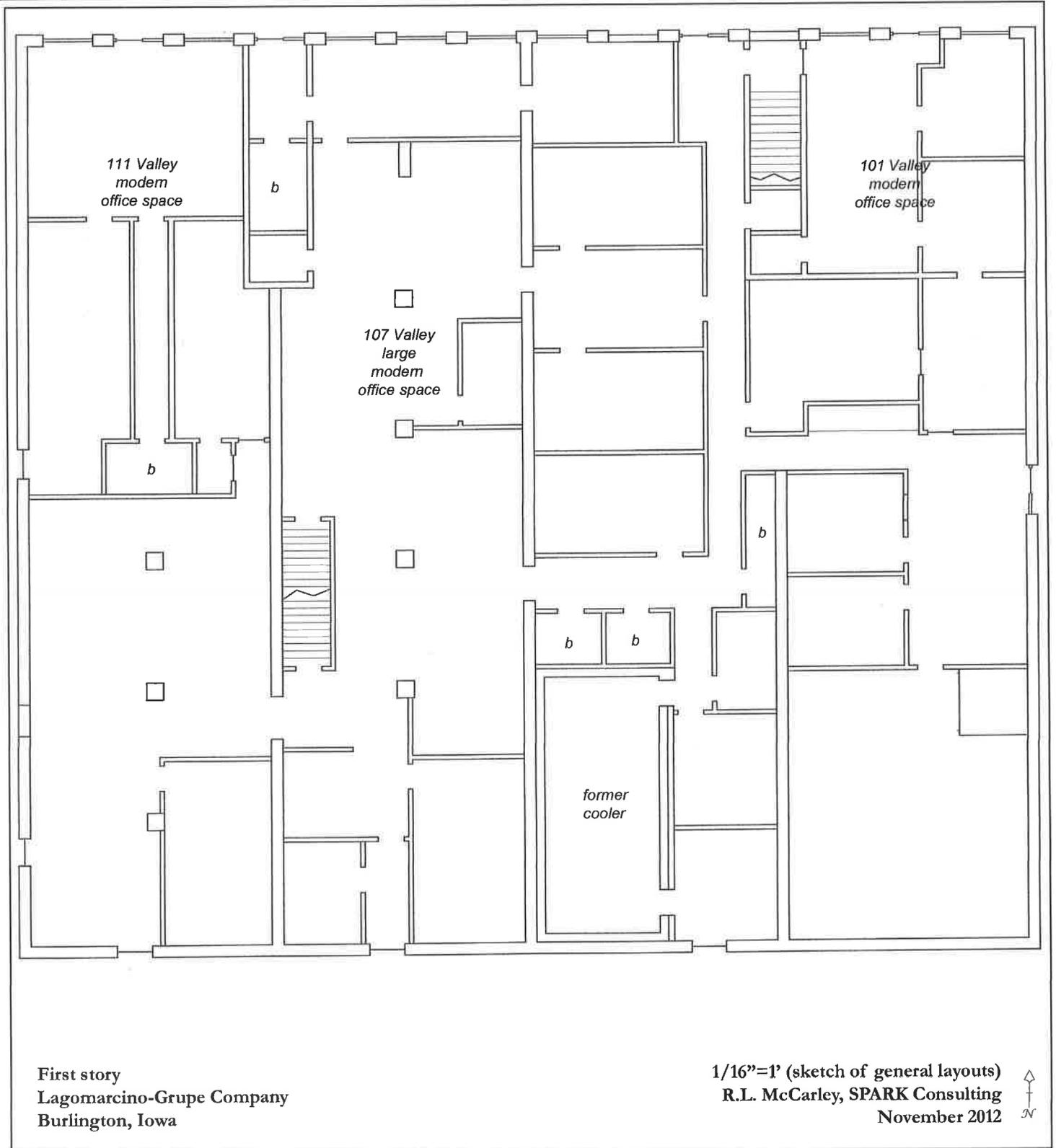


**Figure 2. Site plan with National Register boundary (McCarley 2012).**  
*Base aerial photography by Aerial Services Inc for Des Moines County GIS Commission, 2012.*

Lagomarcino-Grupe Company  
Name of Property

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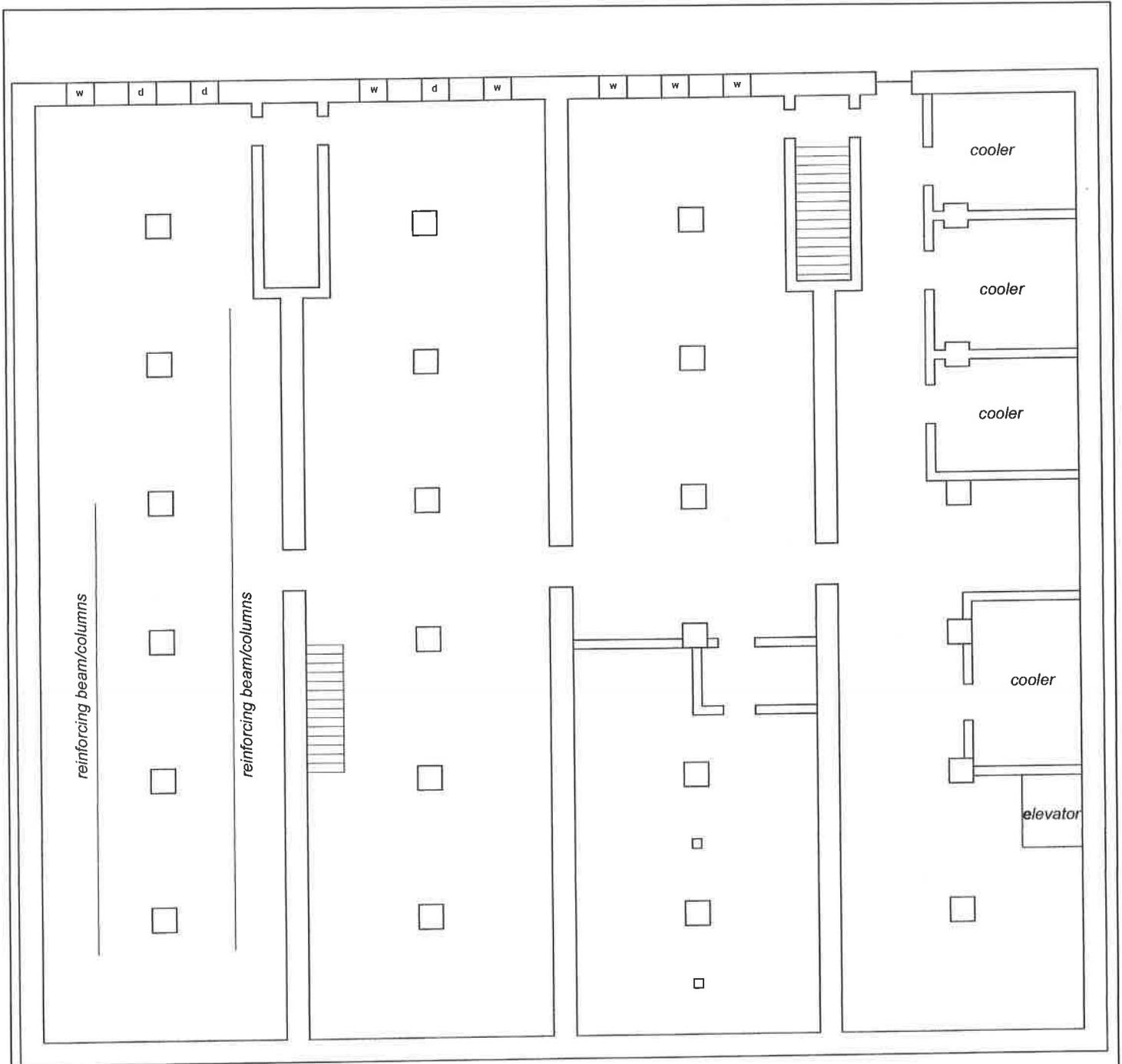
**Floor plans:**



**Figure 3. Current first story plan for Lagomarcino-Grupe Company building (McCarley 2012).**

Lagomarcino-Grupe Company  
Name of Property

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Basement  
Lagomarcino-Grupe Company  
Burlington, Iowa

1/16"=1' (sketch of general layouts)  
R.L. McCarley, SPARK Consulting  
November 2012



Figure 4. Current basement plan for Lagomarcino-Grupe Company building (McCarley 2012).

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
County and State

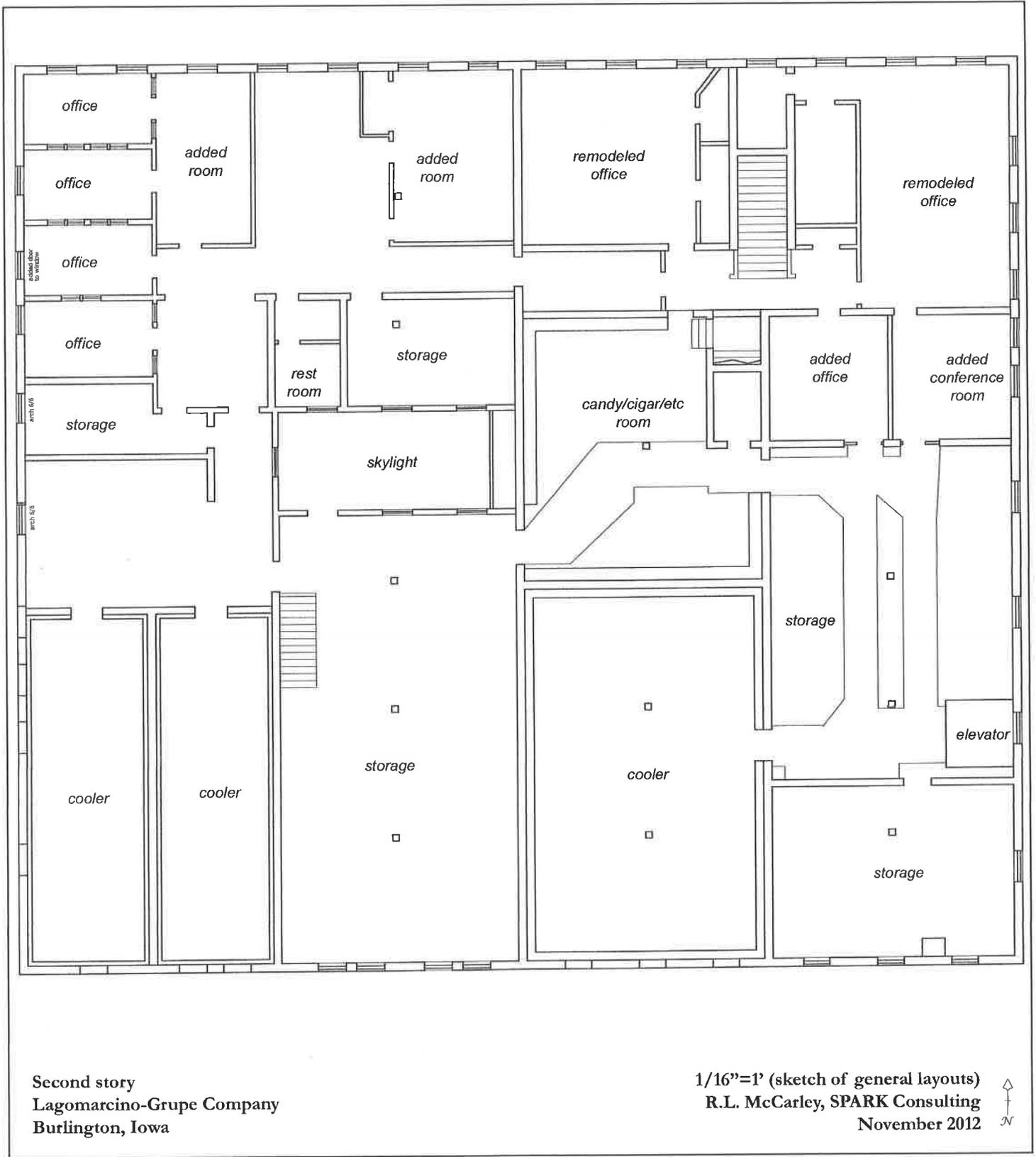


Figure 5. Current second story plan for Lagomarcino-Grupe Company building (McCarley 2012).

Lagomarcino-Grupe Company  
Name of Property

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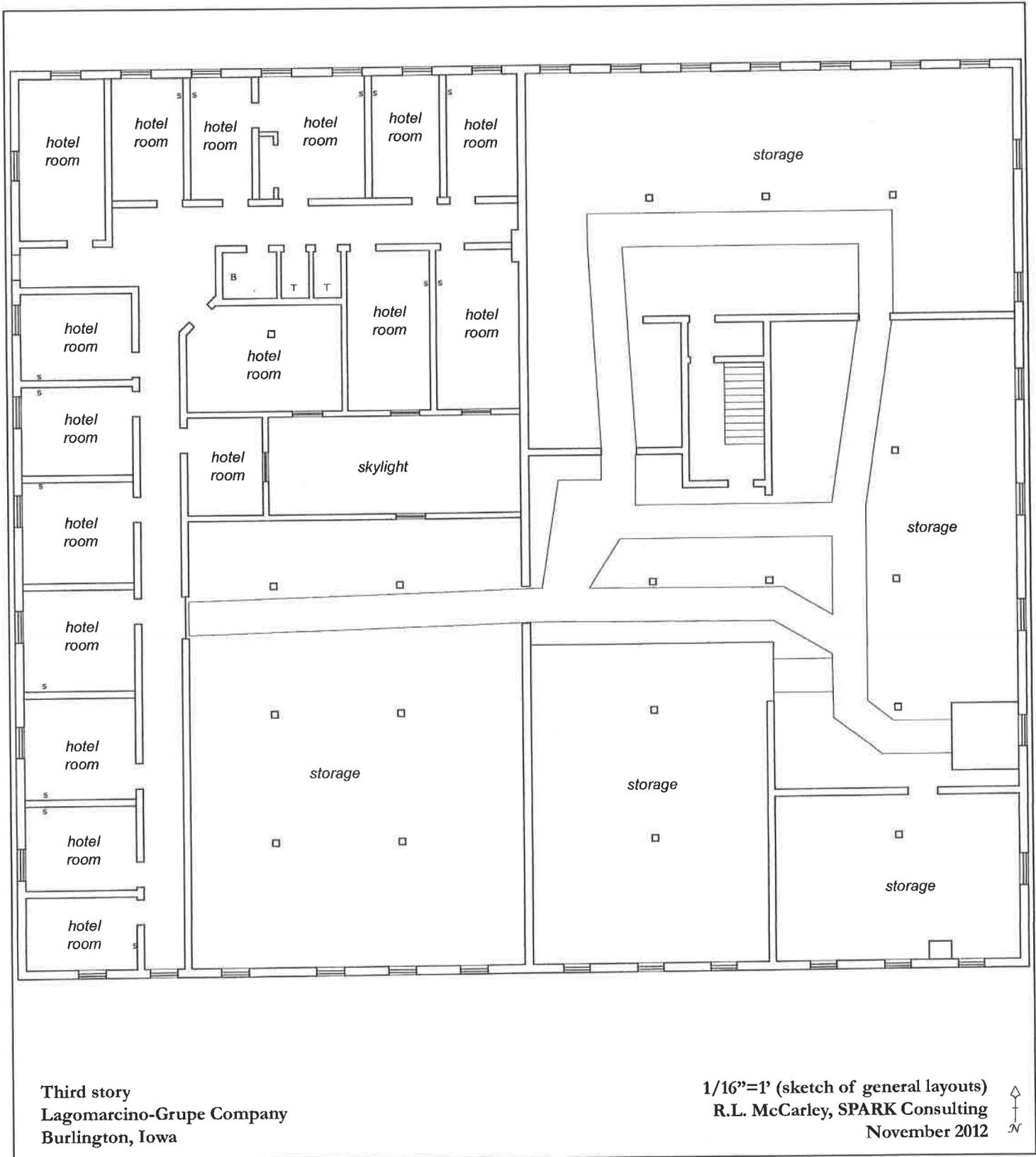


Figure 6. Current third story plan for Lagomarcino-Grupe Company building (McCarley 2012).

Lagomarcino-Grupe Company  
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Historic images:

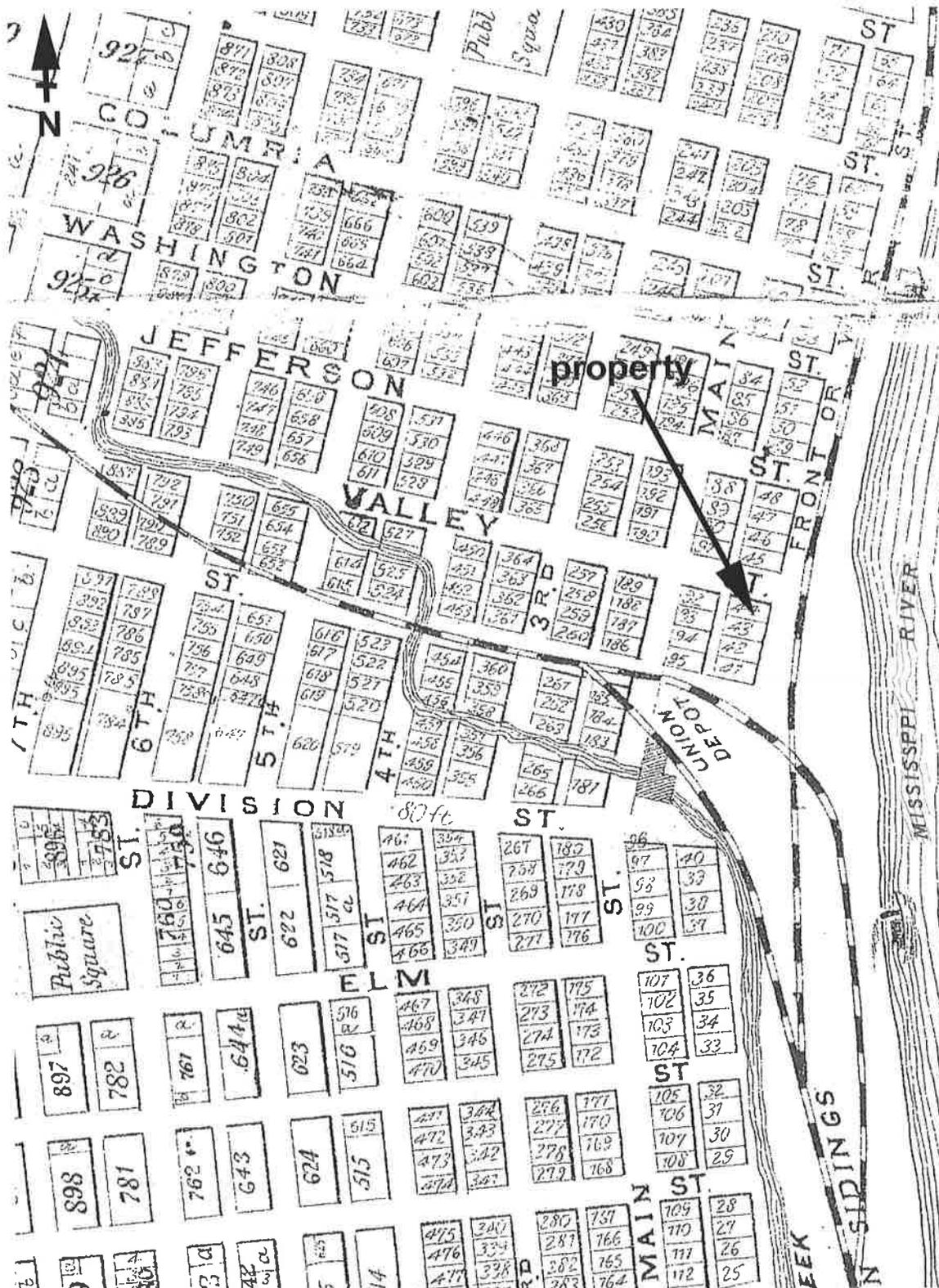


Figure 7. Downtown Burlington in 1873, with property location indicated (Andreas 1873).

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
County and State

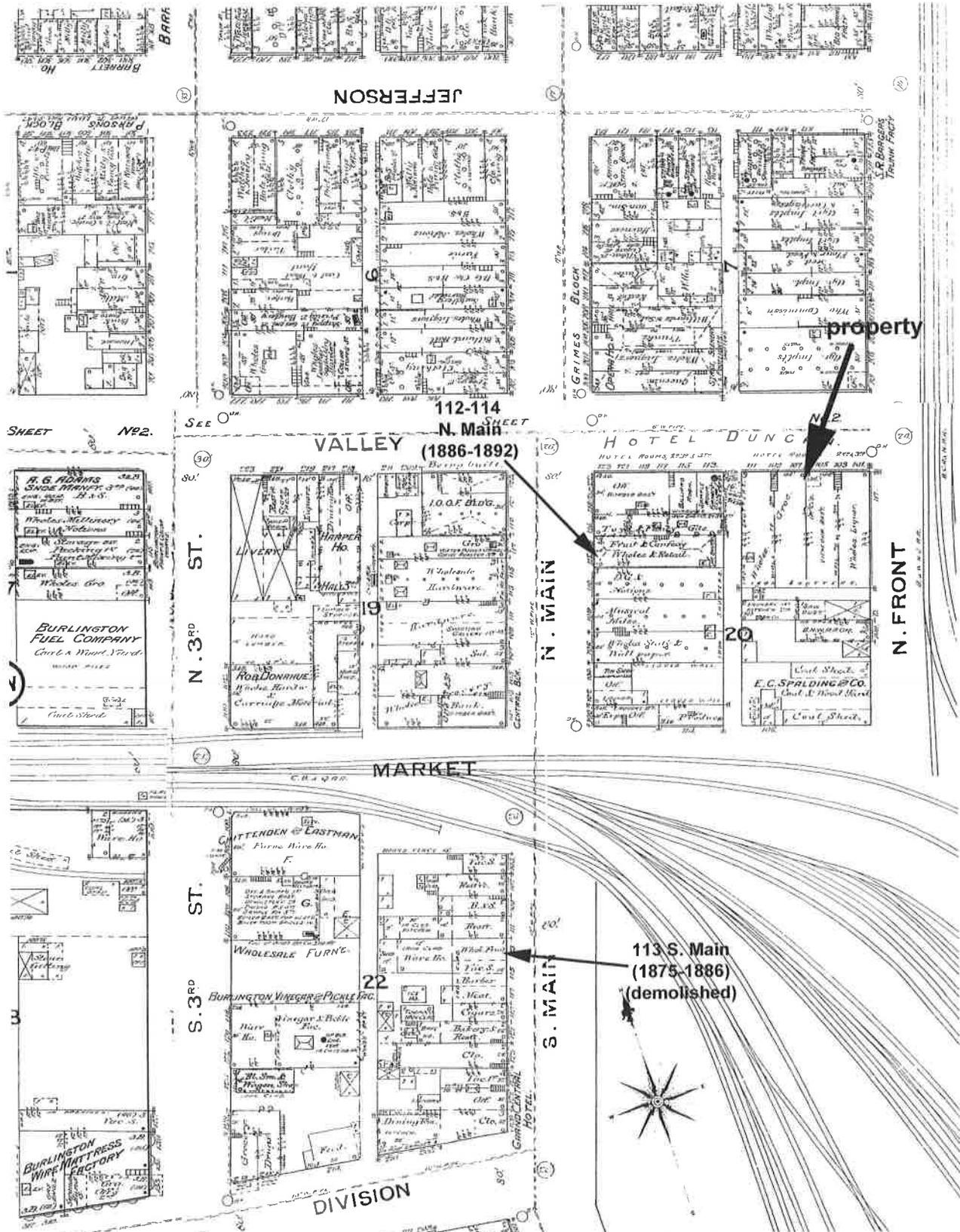
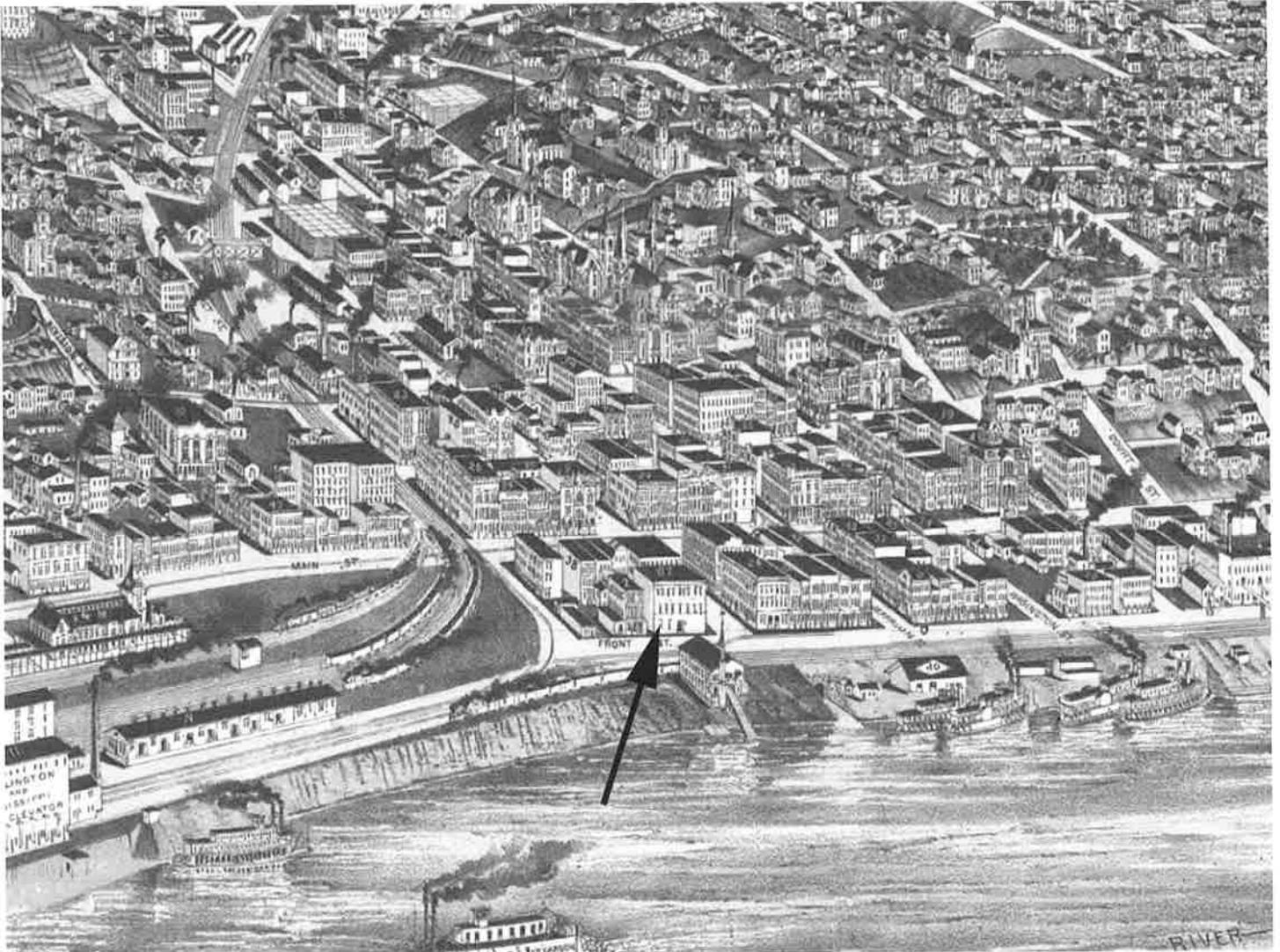


Figure 8. 1886 Sanborn fire insurance map of Burlington, with property location indicated as well as earlier locations of A. Lagomarcino & Co (Sanborn Map Company 1886).

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
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**Figure 9. Aerial perspective of downtown Burlington in 1889, looking west, with property indicated  
(*Perspective Map of the City of Burlington, IA 1889*).**



Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
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**Figure 11. View looking west on Valley Street in 1890s, with building at left (Lagomarcino collection).**

*also in collection of Burlington Public Library*

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
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We are not responsible for damage to goods during transportation. Claims for damage or delay must be made upon Railroad Companies. If goods are not satisfactory on arrival, make your complaint at once direct to the house. We will not entertain a claim made after goods have had time to decay on your hands.

*W. P. ...*



**BOUGHT OF**  
**A. LAGOMARCINO & CO.**  
WHOLESALE  
**FRUITS · NUTS · ETC.**

**SPECIALTIES**  
BANANAS, ORANGES  
LEMONS, GRAPES  
APPLES, CRANBERRIES  
PINEAPPLES  
BEANS, NUTS  
Etc.

101, 103 & 105 VALLEY COR. FRONT ST.  
*Durington Iowa* 189

**TERMS CASH**  
When you remit please state date  
and amount of each bill.  
Remittances must be prepaid

Boxes Lemons	✓ 15	30 Apples	5000
Boxes Oranges			
Bunches Bananas			

*Order Ref Lagomarcino of and son - offer  
for 300 1 day after offer - 1890  
M. May 1890*

Figure 12. Invoice from 1890s with sketch of building (Lagomarcino collection).



Lagomarcino-Grupe Company  
 Name of Property

Des Moines County, Iowa  
 County and State

## A BARGAIN IN BANANAS.

Just unloaded a car extra fancy Port Limon Bananas which arrived nearly all ripe. Must be sold this week. We offer at about cost. Fruit is sound and beautiful color. Take advantage of this. A mail order requested. Refrigerator cars on all lines.

<b>BANANAS—Finest Quality.</b>		
Genuine Jumbo bunches, each		1.00 to 1.50
<b>WASHINGTON NAVELS</b>		
Extra fancy, 126, 150s, box	2.75	Fancy, box 2.50
" " 176, 200s, " "	3.00	" " " 2.75
<b>EXTRA FANCY NORTHERN CALIF. ORANGES</b>		
High color Sweet, Budded, 96, 126, 150, 176, 200, 250, 300s, box		2.25
" " Mediterranean Sweets, 126, 150, 176, 200, 226, box		2.50
<b>NEW YORK APPLES—Sound stock.</b>		
Baldwins, bbl.	3.00	Russets, bbl. 3.00
Choice Baldwins, bbl.	2.25 to 2.50	Common Cookes, bbl. 2.25
If you want fine stock order here.		
<b>PORTERVILLE CALIF. LEMONS—VERY FANCY.</b>		
Extra fancy 360s, box	2.75	300s, box 2.75 240 size, 2.50
ALMERIA GRAPES, Green, keg	6.50	Tinted, keg 7.50 to 8.00
<b>Our FULL CREAM CHEESE is extra fine.</b>		
Fancy, Mild Flats, per lb.	11c	Young Americas, lb. 11c
Shield Brand, brick, 13c	Case lots 12½c	Limberger Cheese, lb. 13c
<b>EXTRA FANCY CALIFORNIA CELERY</b>		
Extra large fancy bchs, washed, trimmed,		65c
" " unwashed, per crate, 7 to 8 doz.		3.50
<b>SALT WATER FRESH OYSTERS</b>		
Large Stand, solid meat, gal.	1.00 to 1.10	Selects, gal. 1.50
XXX, per can	.15	Extra Selects, per can .28
Flag, " "	.18	A. L. & Co. Selects, per can .30
Medium, " "	.20	N. Y. Counts, " " .35
Extra Standards, per can	.23	
A. L. & Co. " " full cans, .25		
Paper Oyster Pails—Queens, per 100 qts.	1.10	Pints, 75c Heyls, qts. 75c Pints, 50c
Oyster Crackers, cots, lb.	6½c	Continental Shells, lb. 7½c
<b>WISCONSIN KRAUT</b>		
FINEST SAUER KRAUT,		Half Bbls. 2.50
<b>CAPE COD CRANBERRIES</b>		
Fancy sound Bell and Cherry, large bbls.		8.50 Bu. 3.00
<b>NEW HAL. DATES—JUST RECEIVED.</b>		
New 50 lb. boxes, lb.	5c	Fards, 12 lb. boxes, lb. 10c
" Sugared Walnuts, box	1.10	Package Dates, 30 lb. cases, per case, 2.00
<b>NEW FIGS</b>		
Calif. 10-1 lb. Packages, box	75c	3 Crown Smyrnas Figs, lb. 10c
Smyrnas 20 lb. boxes, 5 crown, lb.	12c	30 lb. boxes, 5 crown " 13c
<b>VEGETABLES</b>		
Canadian Rutabagas, large bbls.	1.50	Fcy Jersey Sweet Potatoes, bbl.- 2.75
Fine Holland Cabbage, per lb.	2c	Choice Table Potatoes, bu. - 45 to 50c
		Special prices on car lots.
<b>NEW NUTS</b>		
Calif. Walnuts, - lb. 13c	Sacks, 11c	Brazil, fancy, - lb. 14c Sacks, 13c
New Tar. Almonds, " 17c	" 14c	Pecans, " 12c " 10c
" Filberts, " 15c	" 13c	Hickory Nuts, small, - bu. 3.00
Mixed Nuts, lb.	10c to 12c	
<b>NEW BANNER PEANUTS</b>		
The old reliable brand, - lb. 5½c		Very best Roasted Peanuts, lb. - 7c
Spanish Shelled, sacks,	7½c	Less quantity, lb. - 8c
Salted Peanuts, best, 10 lb. boxes, each		1.25
<b>HONEY</b>		
COLO. COMB HONEY, White, 24 section cases.		4.00
<b>DUFFY'S NEW YORK CIDER</b>		
Sweet Pure Juice, bbl. 4.75	Halves, 2.75	Refined Juice, bbl. 5.50 Halves, 3.25
BARRETT'S & BARRETT'S, bbl. 5.00		Halves, 3.25
ARCADIAN GINGER ALE, per case, 50 qt. bottles,		6.50
MAPLE SUGAR, 1 lb. bricks, 50 lb. boxes, lb.		10c
Cove Oysters, 1 lb. cans, per doz.		95c
Oregon Salmon, ½ flat cans, 4 doz. cases, doz.		1.00
Domestic, ¼ oil Sardines,	4½c	Imported, ¼ oil Sardines, 7½c

### A. LAGOMARCINO & CO.,

February 12, 1901. Prices subject to change. Cedar Rapids, Iowa.

NOTICE—All bills due on 1st and 15th of each month. Fruits and Vegetables are a cash article in a jobbing way, hence our reason for collecting the 1st & 15th of each month.

**Figure 14. Price list from Cedar Rapids branch in 1901 showing scope of products offered (Lagomarcino collection).**

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
County and State

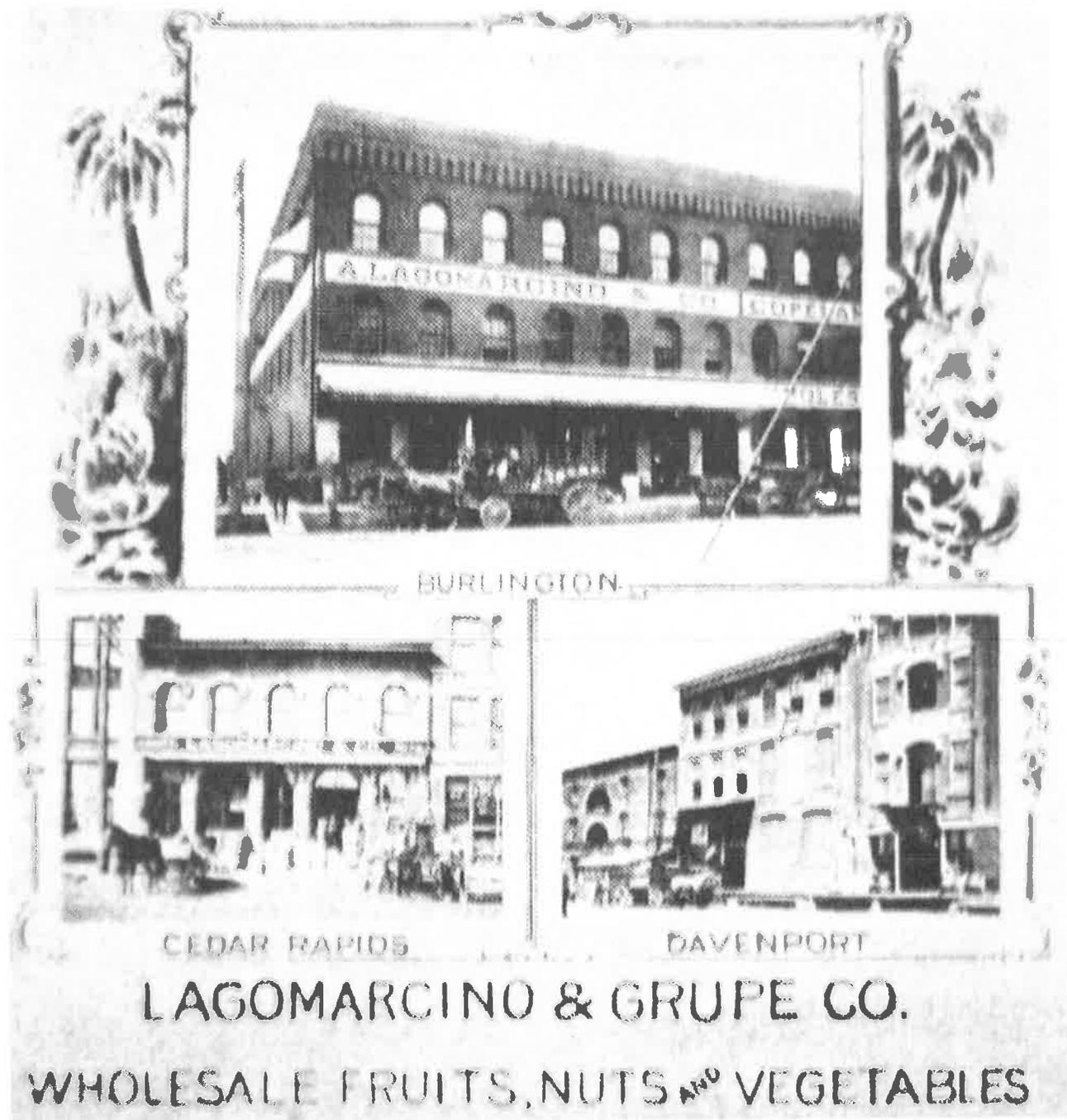


Figure 15. Enlarged view of images of Lagomarcino-Grupe Company on Burlington page in 1904 *Atlas of the State of Iowa* (Huebinger 1904: 74).

Lagomarcino-Grupe Company  
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**Figure 16. Postcard from the 1910s showing railroad and Lagomarcino-Grupe Company building at far left with side canopy (Frevert collection).**

Lagomarcino-Grupe Company  
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**Figure 17. Lagomarcino-Grupe Company around 1910s (Businesses 003, Burlington Public Library).**

Lagomarcino-Grupe Company  
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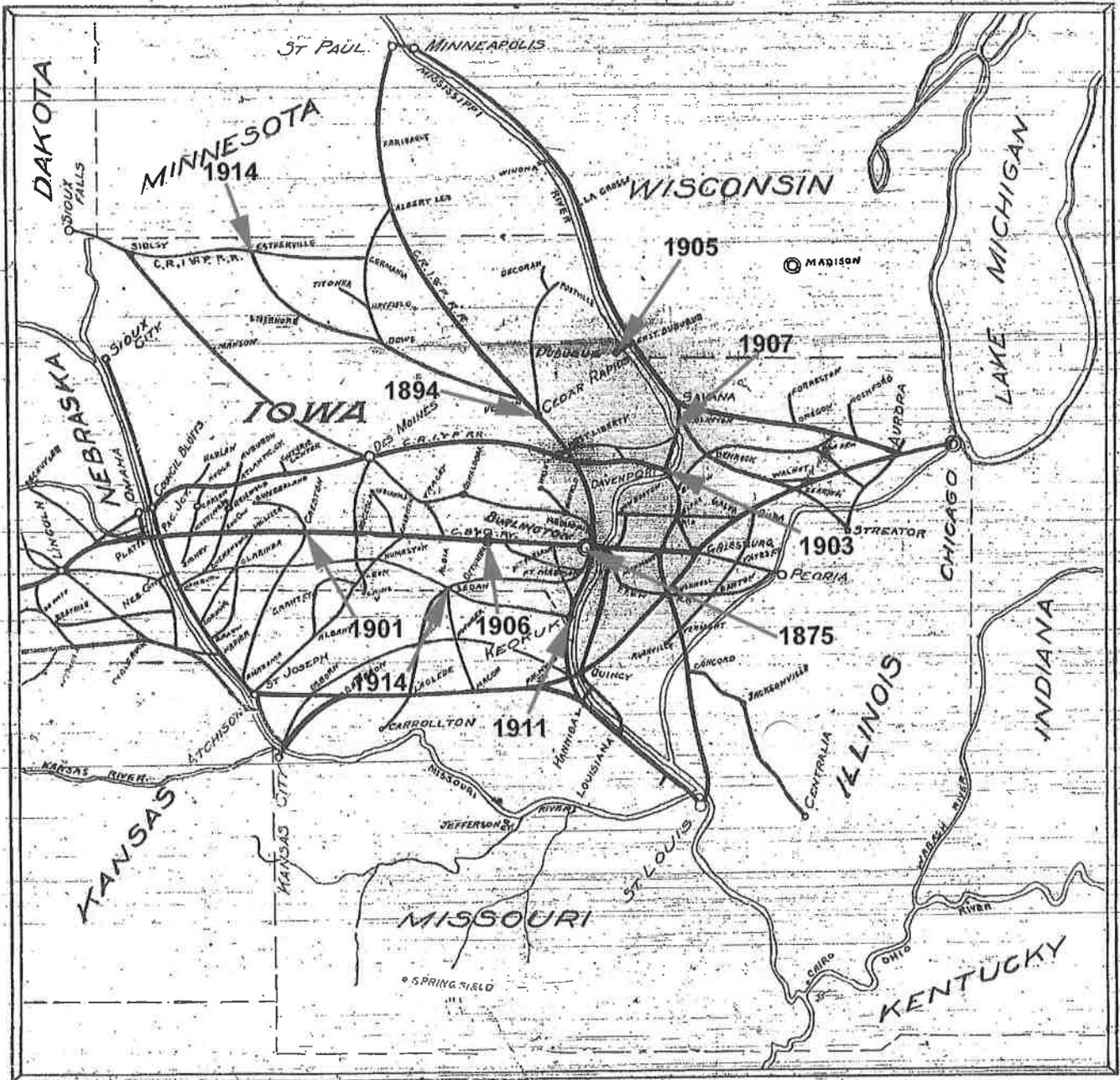


Figure 18. Branch locations by 1915 indicated on map of railroad lines through Burlington in 1906  
(Burlington Evening Gazette, March 24, 1906, sec 2, p 1).

Lagomarcino-Grupe Company  
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*Photograph May 21, 1928  
E. H. Clapp Photographs  
Burlington, Iowa.*



**Figure 19. 1928 photograph of buildings along Front Street and Mississippi River ("Front Street" photograph file, Des Moines County Historical Society).**

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**Figure 20. Enlarged section showing Lagomarcino-Grupe Company in 1928 photograph of buildings along Front Street and Mississippi River ("Front Street" photograph file, Des Moines County Historical Society).**

Lagomarcino-Grupe Company  
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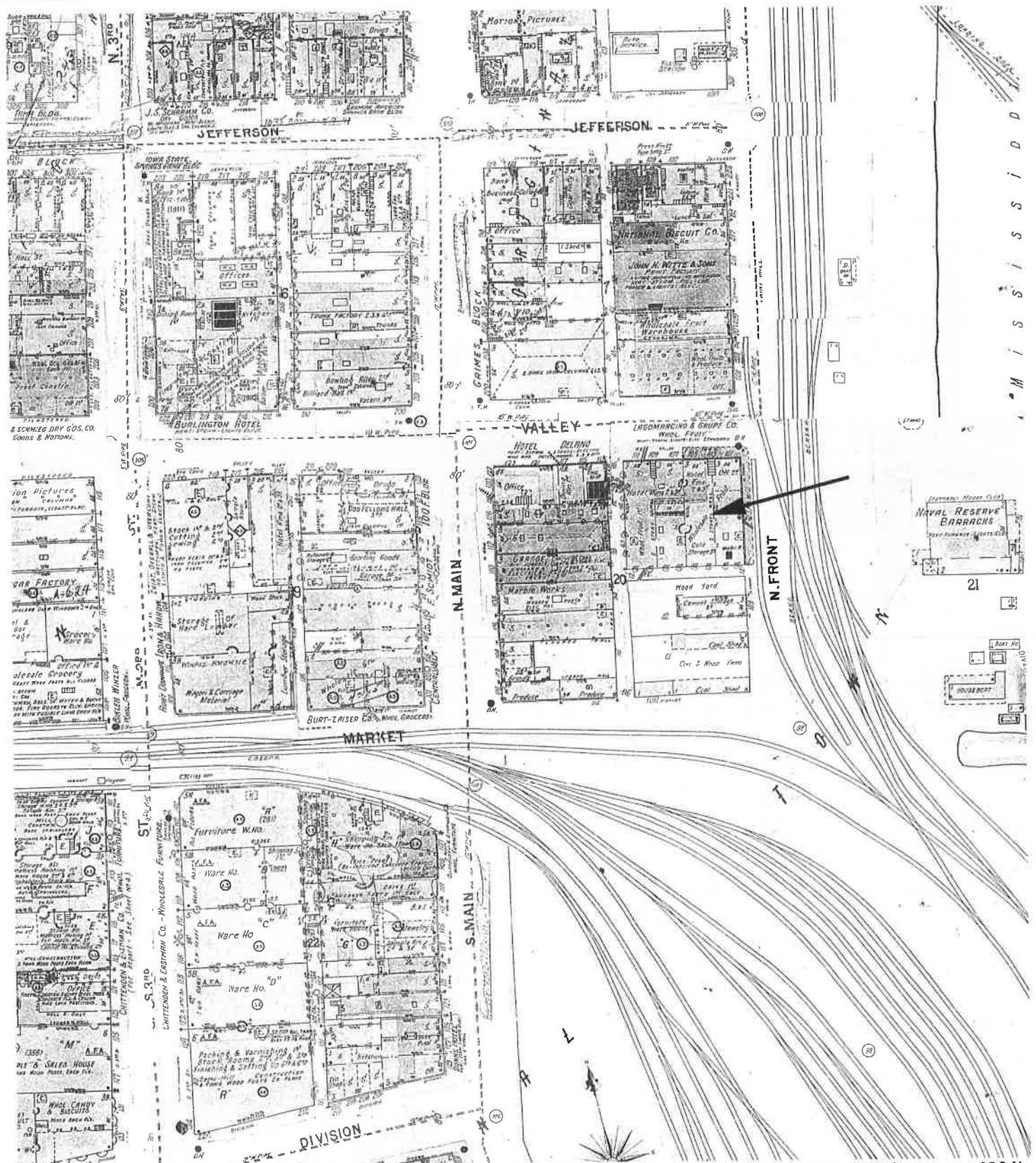


Figure 21. 1931 Sanborn fire insurance map of Burlington, with building indicated (Sanborn Map Company 1931).

Lagomarcino-Grupe Company  
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## WHEN BANANAS WERE A NOVELTY

Most persons like bananas, and are so accustomed to them that they find it hard to realize that there was a time, not so long ago, that the banana was practically unknown in this section.

In 1875, when the firm of A. Lagomarcino & Co. was established in a building at Main and the railroad crossing, where the C. & E. building now stands, very few persons in Burlington had ever seen a banana.

Lagomarcino & Co. received the first shipment of bananas which entered this territory.

When W. H. Grupe made trips as a salesman, he had great difficulty in describing bananas to the retailers, as most of them had never seen this now popular fruit, and his descriptive powers were not equal to the occasion. However, here and there a bold spirit would order a bunch in order to see what they were, and in order to have a novelty to offer to his trade.

Later this well known fruit house moved to larger quarters at the corner of Valley and Front streets, and has since opened branches located at Cedar Rapids, Keokuk, Iowa City, Ottumwa, Fort Madison, Creston, Clinton, Davenport, Muscatine and Galesburg. While originally the company handled only fruits, it now wholesales vegetables, candy, soda fountain supplies, staple groceries, grocery specialties, beer, etc., and manufactures and sells the well known Ideal Ice Cream.

In 1903 the business was incorporated under the name of the Lagomarcino-Grupe Co. of Iowa. Mr. Guerdon Parker and Joe Lagomarcino are the managing heads of the institution.

# Lagomarcino Grupe Co.

Figure 22. Lagomarcino-Grupe Company advertisement for celebration of Iowa's centennial  
(*Burlington Hawk-Eye*, September 11, 1933, 16)

Lagomarcino-Grupe Company  
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**Figure 23. Aerial photograph showing the infill along river east of Lagomarcino-Grupe Company in 1941, looking west (Hass-McFadden 1941).**

Lagomarcino-Grupe Company  
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Figure 24. Photograph of building around 1945, looking southwest (Lagomarcino collection).

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
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Figure 25. Photograph of building around 1945, looking southeast (Lagomarcino collection).

Lagomarcino-Grupe Company  
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Des Moines County, Iowa  
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Figure 26. Rear of building around 1945, looking north (Coffin collection).

Lagomarcino-Grupe Company  
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*Every modern transportation method, including air-freight, is used by Lagomarcino-Grupe Company to speed fresh provisions to dealers in the prime of flavor and ripeness. Here we see the unloading of a plane load of peaches which were recently delivered by air freight to the Galesburg, Illinois, branch . . . just a few hours from the growers in Texas.*

**Figure 27. Truck being loaded from airplane in 1950 (Celebrating Our 75<sup>th</sup> Year, Lagomarcino-Grupe Company brochure, 1950, page 7).**

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
County and State

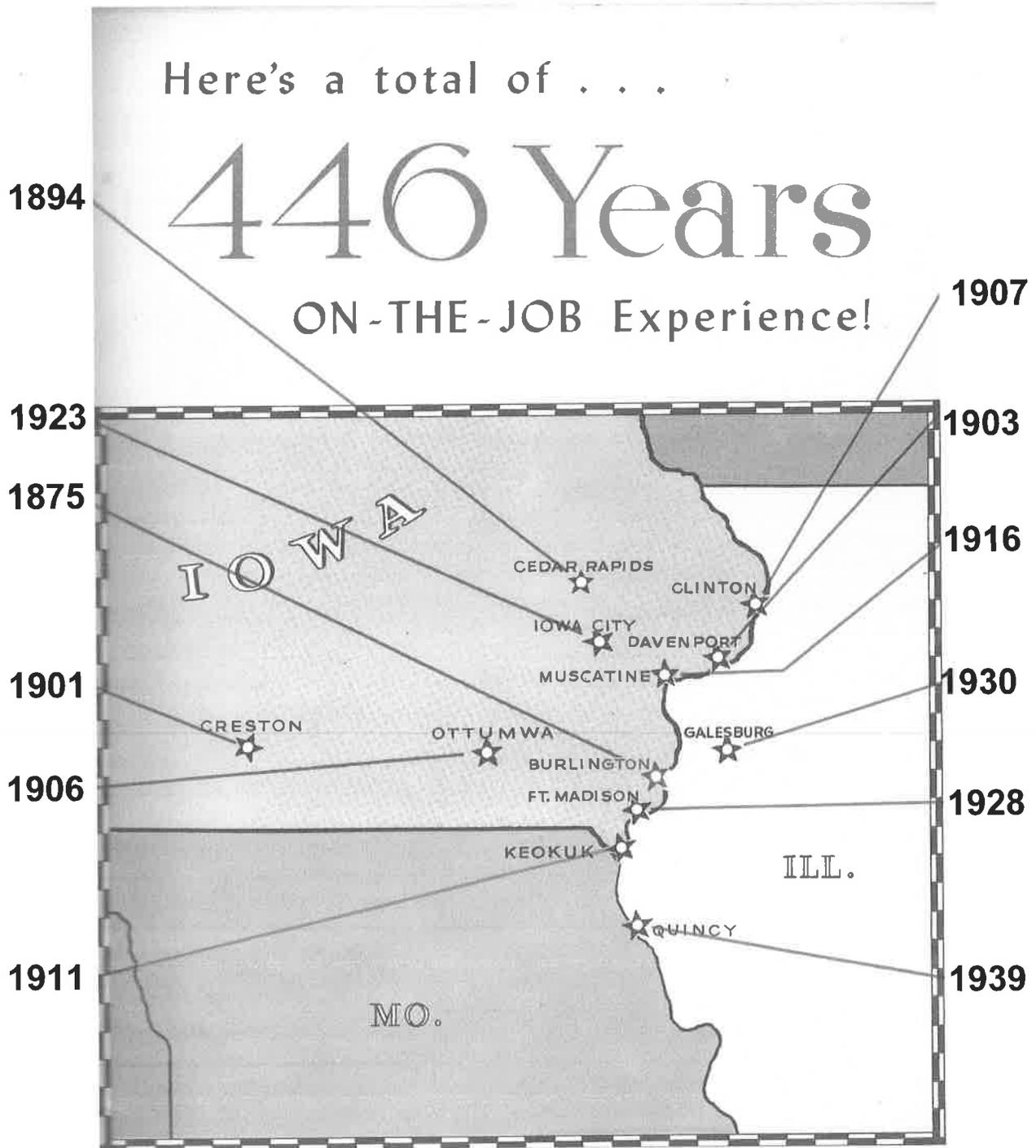


Figure 28. Branch locations of Lagomarcino-Grupe Company in 1950, with dates added to map page (*Celebrating Our 75<sup>th</sup> Year*, Lagomarcino-Grupe Company brochure, 1950, page 5).

Lagomarcino-Grupe Company  
 Name of Property

Des Moines County, Iowa  
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Burlington, Ia., Hawk-Eye Gazette - Thurs., April 26, 1951

# The Whole Town Starts Saving Today AT ALL Town Club Food Stores

Local Independent Grocers Co-operate to Reduce Food Prices!



Seated right to left: Warren Durfee, Bellevue Mkt.; Henry Oelken, Oelken's Grocery; Norman Gunnolly, Kunz Market; Mark Bennett, Lenox Grocery; Ellis Carter, Carter's Grocery; Gus Krawanski, Gus's Market; Ray Wilke, Wilke's Grocery; Al Boeck, Boeck's Grocery. Standing right to left: Bob Hodgen, South Hill Food Mkt.; Kenny Hartman, Ken's Korner Grocery; Harold Stoll, Stoll's Mkt.; (Inset) Carl Gustafson, Gustafson Food Mkt.

## Our pledge to you...



### LOW EVERYDAY PRICES ON HIGH QUALITY FOODS

We are not sacrificing quality to get price. When you buy at Town Club you get QUALITY as well as LOW PRICES.

### Friendly, Efficient SERVICE in Clean Surroundings

Your Town Club Grocer OWNS HIS STORE. He is personally interested in SATISFIED CUSTOMERS. Trade with your HOME OWNED and HOME OPERATED Town Club Store for the BEST SERVICE IN TOWN.

### COMPLETE ONE STOP FOOD STORES

Whether it is QUALITY MEATS; FRESH, CRISP FRUITS & VEGETABLES; BIRDSEYE FROZEN FOODS; THE BEST IN GROCERIES, or any other food needs—do all your shopping at your convenient Town Club Store. "YOUR ONE STOP FOOD SHOP"

### WHY CAN TOWN CLUB FOOD STORES REDUCE FOOD PRICES?

Because each store is COMBINING his BUYING POWER with that of all other Town Club Stores and CONCENTRATING their BUYING POWER as much as possible with one source of supply—enabling that supplier to BUY their requirements IN CARLOAD LOTS. By this method and by sharing advertising costs and other expenses Town Club Stores ARE REDUCING FOOD PRICES.

### PROOF POSITIVE THAT YOU SAVE AT TOWN CLUB

We invite you to come in soon and check our EVERYDAY LOW PRICES with those anywhere in the city. After you have done this we are sure you will be a steady customer from now on.

**Where TO GO TO SAVE!**  
 For Delicious Foods That Fit Your Budget Shop at Any of the Town Club Food Stores Listed Below:

<b>WILKE'S GROCERY</b> 1000 So. Central Phone 5040	<b>STOLL'S MARKET</b> 105 Broadway, West Burlington Phone 2154
<b>SOUTH HILL FOOD MKT.</b> South & Madison Phone 1397	<b>OETKEN'S GROCERY</b> 733 N. 6th St. Phone 3040
<b>KUNZ MARKET</b> 1109 Sumner St. Phone 539	<b>LENOX GROCERY</b> Roosevelt Ave. Phone 806
<b>KEN'S KORNER GROC.</b> 818 Maple St. Phone 7018	<b>GUS'S MARKET</b> 1523 Madison Ave. Phone 732
<b>CARTER'S GROCERY</b> 1700 Mt. Pleasant St. Phone 6060	<b>BOECK'S GROCERY</b> 301 So. Central Ave. Phone 2527
<b>BELLVUE MARKET</b> 2105 Kirkwood St. Phone 4684-J	<b>GUSTISON FOOD MKT.</b> 2019 S. Main St. Phone 2470

# Town Club Food Stores

ARE SPONSORED BY THE

## LAGOMARCINO-GRUPE COMPANY

Manufacturers of

Ideal and  
 Town Club  
 Ice Cream

Distributors of

Town Club Food Products  
 Budweiser Beer  
 Birdseye Frozen Foods  
 Good Luck Margarine  
 Fisher's Cheese  
 King Edward Cigars

Wholesalers of

Fresh Fruits & Vegetables  
 Dry Groceries  
 Paper Products  
 Candy, Gum & Confections  
 Other Food Specialties  
 Cigarettes & Tobacco

## TIME MARCHES ON!

### The Cracker Barrel Is Gone

Your food store has kept pace with modern methods of food merchandising to serve you more efficiently and economically.

Refrigeration plays an important part in food distribution and your grocer has many facilities for preserving the quality and freshness of all perishable foods.

OUR BEST WISHES TO THE TOWN CLUB STORES

## FOLK EQUIPMENT CO.

Distributors of

HUSSMANN REFRIGERATION...  
 FOOD STORE EQUIPMENT

610 N. Main St.

Phone 3797

Sales and Service Since 1927

## Our Sincerest Wish for SUCCESS

To The New

## TOWN CLUB STORE'S

From the Dairy Serving the Best with the Best—

White House Dairies

## Best of Luck to the new TOWN CLUB FOOD STORES

on their  
 Grand Opening!

Silk Screen Signs

Sourwine Sign Service

## BEST WISHES

to the new

## TOWN CLUB FOOD STORES

from

Grapette Bottling Co.  
 Distributors of

- Grapette
- Messer's Old Fashioned Root Beer
- Bell-O Flavors
- Canada Dry Products

BURLINGTON'S

POPULAR

CHOICE

SUNSHINE MILK

AND

MILK PRODUCTS

We offer

## CONGRATULATIONS

to the new

## TOWN CLUB STORES GROUP

The Burlington Coca-Cola Bottling Co.



## THE NEWLY ORGANIZED TOWN CLUB FOOD STORES

Grand

## Opening!

Gustafson Bros. Dairy

Phone 1708

The "Fresh Up" Family Drink!

So pure... So good...  
 so wholesome for everyone...  
 including the tiniest toddlers!

You like it... it likes you!

KEEP A CASE AT HOME FOR YOUR FAMILY AND GUESTS!

Figure 29. Announcement advertisement for Town Club Food Stores (Burlington Hawk-Eye Gazette, April 26, 1951, 25).

Lagomarcino-Grupe Company  
Name of Property

Des Moines County, Iowa  
County and State

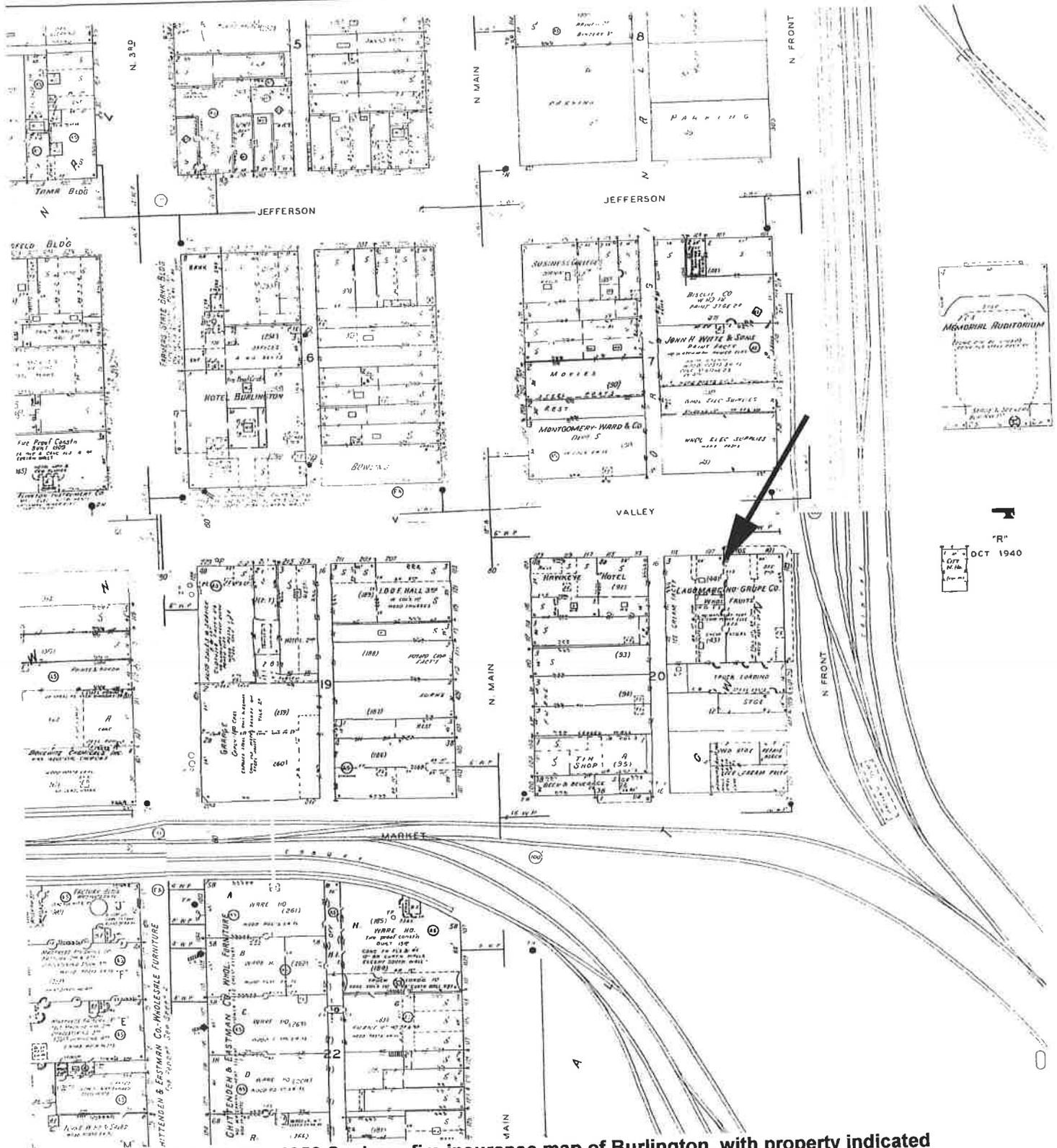
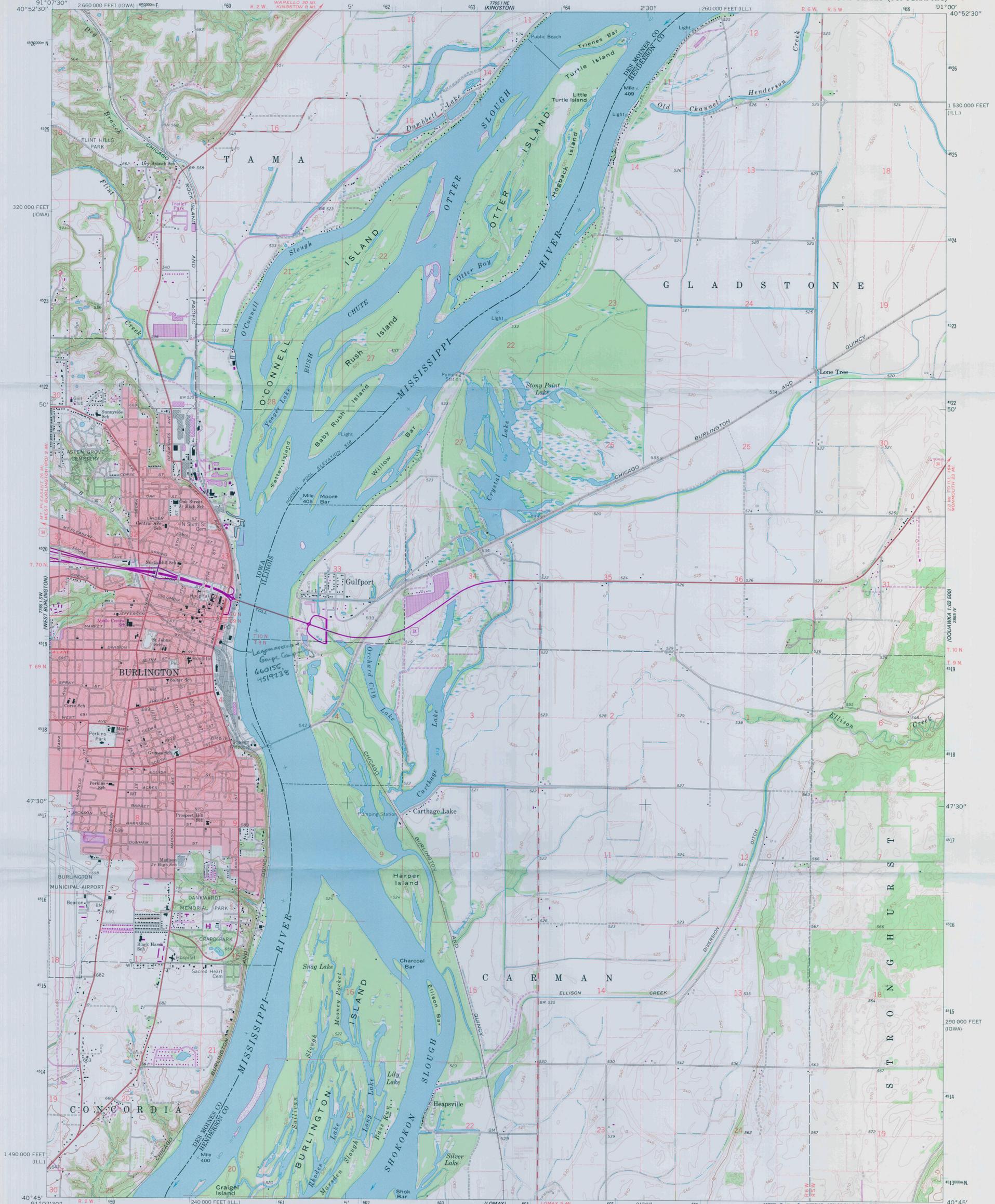
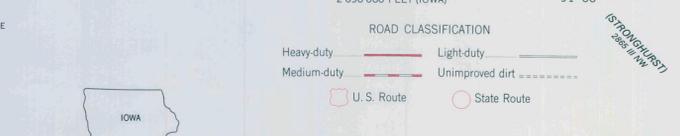
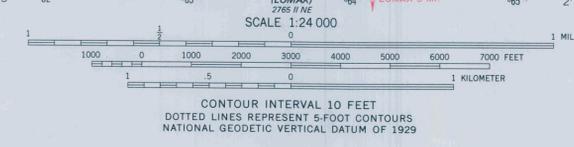
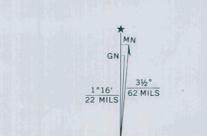


Figure 30. 1952 Sanborn fire insurance map of Burlington, with property indicated (Sanborn Map Company 1952).



Mapped, edited, and published by the Geological Survey  
Control by USGS and USC&GS  
Topography by photogrammetric methods from aerial  
photographs taken 1962 and planetair surveys 1964  
Polyconic projection. 1927 North American datum  
10,000-foot grids based on Illinois coordinate system, west zone, and  
Iowa coordinate system, south zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 15, shown in blue  
Red tint indicates area in which only landmark buildings are shown  
Fine red dashed lines indicate selected fence and field lines where  
generally visible on aerial photographs. This information is unchecked  
Revisions shown in purple compiled from aerial photographs  
taken 1976. This information not field checked  
Purple tint indicates extension of urban areas



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
STATE GEOLOGICAL SURVEY, URBANA, ILLINOIS 61801,  
AND IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

BURLINGTON, IOWA-ILL.  
N4045-W9100/7.5  
1984  
PHOTOREVISED 1976  
AMS 7765 1 SE-SERIES 8786



LPL Financial  
Greg Miller  
Financial Advisor

MILLARD  
AND COMPANY, INC.

THE  
BURLINGTON

VERONT





L.P.I. Financial  
Greg Miller  
Financial Advisor

MILLARD  
AND COMPANY, INC.

MILLARD  
AND COMPANY, INC.



  
LPL Financial  
Serving Advisors  
Financial Advisor

  
FRANK MILLARD  
AND COMPANY, INC.  
Since 1864

  
PRALL  
INSURANCE

107

111









 **PRALL**  
**INSURANCE**



NO PARKING  
VIOLATORS MAY BE  
TICKETED AND TOWED



2 HOUR  
PERMITTED  
LOADING  
8:00 AM  
TO 5:00 PM  
MON. - FRI. ONLY  
\$5 OR FINE  
FOR  
VIOLATION





THE  
BURLINGTON

FRANK  
WILLARD  
AND COMPANY, INC.











FRAM  
THAN  
CONTI

POWER LINE EGGS  
Model No. P 1116  
MADE IN U.S.A.



FedEx  
ENVELOPE  
155477

check Sales Tax  
HyVee #2, Exp. 1/1/13  
HyVee #2, Exp. 1/1/13  
Alec, My Present position  
Bessica (March)

CEA  
THE  
POWER  
OF  
GOVERNMENT  
MILWAUKEE











Handwritten notes in red ink on the wall, including the number '33' and some illegible text.

33 angle

5/5

160



32



