

1

11 E. Broadway

**Walter B. Schmoeller,
Tailor Building**

Built: 1840 ca.

The residence and store were both built around 1840.
In 1910/1911 the dwelling was turned into a store.

2

16 E. Broadway

**William and Catherine
Miller House and Store**

Built: 1835 ca.

The structure is the oldest building in the Middletown Historic District Boundary Increase II. It is one of the few extant examples of the early residential buildings that combined their business operations on the first floor. Alterations and a roofline change took place circa 1909. After 1979 a new storefront was added.

3

31 E. Broadway

Ryder, Krug and Badasch Building

Built: 1840 ca.

The Ryder, Krug and Badasch Building had fraternal lodge rooms upstairs above the store which fronted on Broadway but with the steep sloping hillside it had easy access to receive shipments from the riverboats and later trains from its rear entry at the basement level that extends down toward Front Street. These photos of the building were taken in 1939 as the top floor and shallow pitched roof were being removed.



4

301-309 E. Broadway

Mineral Springs Hotel

Built: 1914

The 1914 Mission Revival, Mineral Springs Hotel covers the half block east of Alton Street from Broadway to Front Street. The property was designed by St. Louis architects Helfensteller, Hirsch and Watson. A mineral spring discovered during construction inspired the hotel's name, Mineral Spring Hotel. The hotel was extravagantly designed, featuring Turkish and mineral baths, a restaurant, swimming pool, saloon and 80 hotel rooms with individual telephones. The hotel also supported a rooftop garden used for outdoor dining during seasonal months. The promotional illustration of the Mineral Springs Hotel shows Luer Brothers Packing and Ice Company on the lower levels behind the hotel, facing Front Street (the area without windows).



5

319-323 E. Broadway

H.T. Heuser Garage/Overland
Alton Auto Company/Walz
Motor Company

Built: 1914

By the 1910s, the emerging automobile industry led to the construction of new buildings as well as the conversion of some buildings for automotive businesses. When built in 1914, this was one of the first commercial buildings in Alton designed with the automobile in mind—the overhead garage door was incorporated into the storefront design alongside of its display windows. The 1944 photo on the right shows the Mineral Springs Hotel at the right with Walz Motor Company, an Oldsmobile dealership, with its large neon sign promoting Oldsmobile “Used Cars” like the coupe visible through the large display window. Since this was during World War II, new car production was limited and dealerships focused on selling used cars. Walz’s was one of a series of automobile dealerships and service garages that operated in this building from 1914 to 1952.



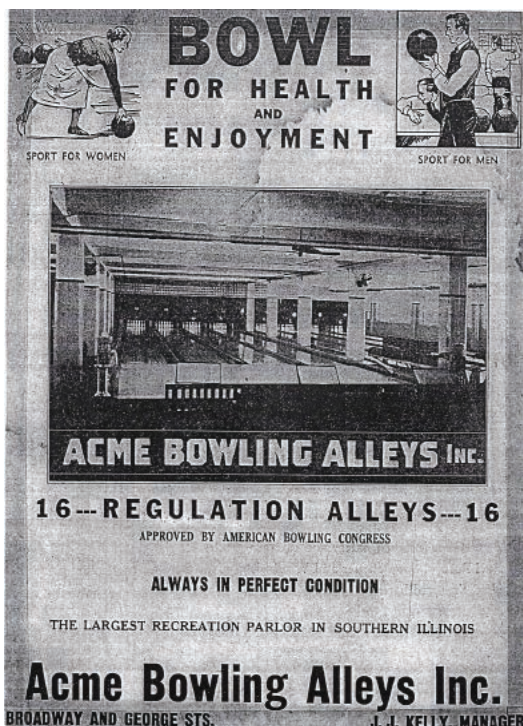
6

329-331 E. Broadway

Private Garage/
Reilley Brothers Inc./
Acme Bowling Alleys

Built: 1917

Some buildings were substantially enlarged and got new facades for the entire building at the same time. The construction of this warehouse/parking garage structure extended with two additional floors for the garage (likely for all of those visitors now driving to the Mineral Springs Hotel) over the Brokaw-Eden Manufacturing Company Building at 324-330 Front Street. Its entire exterior was blended (with the use of stucco) with that of the Mineral Springs Hotel complex on the western half of this city block. It would also serve as a service location for the Reilley Brothers, Inc. car dealership from 1926-1935. By 1926, the portion of the second and third floors had been transformed into the Acme Bowling Alley, operating in this location until 1968.



7

424 E. Broadway

Eagles Hall/Fraternal
Order of Eagles, Aerie 254

Built: 1911

Fraternal, social, and union organizations had facilities on the upper levels of a number of the downtown buildings but the only example of an entire building constructed for a fraternal lodge is the Fraternal Order of Eagles, Aerie 254 with large additions in 1950 and 1967 wrapping the original 1911 building.



8

435 E. Broadway

Alton Tire Sales Company

Built: 1928

Alton Tire Sales Company built their own building, also a one-story building, as part of the trend popularizing smaller, one story commercial storefront buildings (since these buildings were now serving automotive businesses which did not have a need for upper levels but ones that also wanted broader display windows for showcasing this large merchandise, tires or complete cars and be easily visible from street traffic, not just pedestrians). Alton Tire Sales Company operated from their new building from 1928 to 1954 with their business name carved in the stone frieze above the display window.

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9

541-549 E. Broadway

New Germania Bank

Built: 1957

By the late 1950s, three of Alton's financial institutions constructed new buildings, each with a distinctly modern design, as if to help usher downtown Alton into the post-war modern era. This Germania Bank was finished in 1957. It was built with the automobile consumer in mind with its dedicated parking lot and drive-up teller windows. Subsequent changes in recent years added additional stories to the bank building and deleted the drive-in lanes/operations.

10

601-611 E. Broadway

Zephaniah B. Job Block

Built: 1885-1889

The architectural firm that designed the Job Block was established by Lucas Pfeiffenberger (1834 – 1918), a German immigrant who moved to Alton in the 1850s. In addition to his talents as an architect, Pfeiffenberger was instrumental in forming Alton's Fire Department and served four terms as Mayor of Alton (1871 – 1883). Two of his sons, George and John, joined the firm and took over the business following their father's death.

This architectural firm was responsible for the designs of numerous buildings in downtown Alton, some of which still exist today. At least 5 of their building designs have been identified in the Middletown Historic District Boundary Increase 2, although some have had significant alterations. They include the Zephaniah B. Job Block; the 1896 office building, the Laura Building, and the 1897 Pieper Hotel.

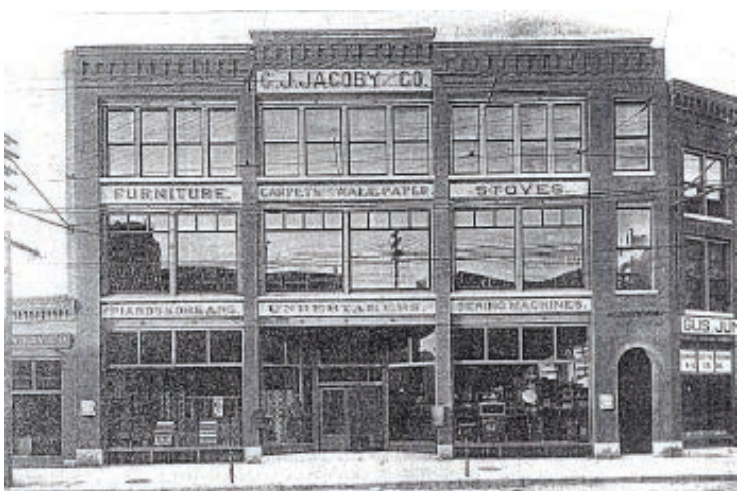
11

627 E. Broadway

Jacoby Furniture Store

Built: 1904

One of the major commercial buildings of note is the former Jacoby Furniture Store. This large three-story building was constructed when the company outgrew an earlier building at 555 E. Broadway (non-extant). The business was owned by C.J. Jacoby, who established a furniture and undertaking business in Jerseyville in 1883. The company expanded to Alton in 1899. The building at 627 E. Broadway was significantly enlarged in 1930 when an older annex was removed and a three-story addition alongside the original store was constructed. At that time, they also rebuilt the entire front façade and changed the windows and display windows. Jacoby's was originally both a furniture store and a funeral home. The building had a chapel on the second floor and a basement morgue. The property continued to function as a furniture store long after the funeral business closed. The Jacoby Family retained the business until 1997.



12

630-632 E. Broadway

Wutzler Block

Built: 1893 ca.

The Wutzler Block was built ca. 1893. Subsequent façade renovations did not always successfully restore the original historic features. At first glance the details look original to this building until it is compared with historic images of the building to see that the window shapes, cornice, and as well as the storefront are distinctly different than on its 1893 façade. The cast iron architectural details were in fact salvaged from an 1850s Cairo, Illinois building.

13

620 E. Broadway

Alton Banking and Trust Company, “Wedge Bank”

Built: 1904

This Second Renaissance Revival, wedge shaped building was designed by Victor J. Klutho. The building has historically served as a bank, beginning in the year of its construction, 1904 and extending through the 1990s. The building's curved narrow corner facing this intersection creates the edifice's wedge shape, which earned the bank its nickname. The bank was established by local businessmen in 1902 and a large percentage of customers were German immigrants that settled in the nearby Hunter Addition. Alton Banking and Trust Company was the city's only bank that did not close, even temporarily, during the Great Depression. After World War I, more than a dozen buildings in the downtown updated their building facades or added additions, in many cases completely modernizing the appearance of their building. The Alton Banking and Trust Company expanded into the building in the middle of this block, and totally modernized that building's façade as well as their bank lobby and upstairs offices.

