

77-09250

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Registration Form**

PDF

COPY

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name The Highland Park Historic Business District at Euclid and Sixth Avenues

other names/site number _____

2. Location

street & number Euclid Avenue and its intersection with Sixth Avenue N/A not for publication

city or town Des Moines N/A vicinity

state Iowa code IA county Polk code 153 zip code 50313

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 meets does not meet the National Register criteria. I recommend that this property be considered significant

nationally statewide locally. (see continuation sheet for additional comments).

Patricia Ohlkins DSHPO 6-4-98
Signature of certifying official/Title Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

entered in the National Register.

See continuation sheet.

determined eligible for the National Register.

See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
18	4	buildings
		sites
		structures
		objects
18	4	Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

- Commerce/Trade/Financial Institutions ✓
- Commerce/Trade/Business ✓
- Commerce/Trade/Specialty Store ✓
- Commerce/Trade/Organizational ✓
- Commerce/Trade/Restaurant ✓
- Commerce/Trade/Department Store ✓

Current Functions

(Enter categories from instructions)

- Commerce/Trade/Financial Institutions
- Commerce/Trade/Business
- Commerce/Trade/Specialty Store
- Commerce/Trade/Organizational
- Commerce/Trade/Restaurant
- Commerce/Trade/Warehouse 0217

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th and Early 20th Century American Movements

Materials

(Enter categories from instructions)

- foundation brick
- walls brick
- roof Asphalt
- other Concrete

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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.)

[X] 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.

[X] 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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # _____

Areas of Significance

(Enter categories from instructions)

Commerce

Architecture

Period of Significance

1893-1948

Significant Dates

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Wetherell and Gage

Hallett and Rawson

Primary location of additional data:

[X] State Historic Preservation Office

[] Other State agency

[] Federal agency

[] Local government

[] University

[X] Other

Name of repository:

North Branch Des Moines Library

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Narrative Description:

The Highland Park Business District consists of 23 substantial single, two- and three-story brick buildings which cluster at the intersection of Sixth Avenue (running north and south) and Euclid Avenue (running east and west). All but 6 of these are oriented in whole or in part to Sixth Avenue, the primary arterial street within the district. This collection of brick commercial buildings dates from the early 1890s through the years just following World War II. The grouping constitutes the largest neighborhood-centered historic commercial district within metropolitan Des Moines.

Highland and Oak Parks are the two northernmost subdivisions of North Central Des Moines, lying east of the Des Moines River. These neighborhoods share Sixth Avenue as a north-south boundary and thus share this commercial district as a retail and service center, with Oak Park lying west of Sixth, and Highland Park to the east of it. The "Parks" occupy a high "plateau" which is said to be one of the highest areas in the city proper and the commercial district occupies the south central edge of that plateau, with Sixth Avenue descending from it to continue south, some three miles to finally reach the downtown. Euclid Avenue similarly surmounts the rise from the west. The commercial district is located on level ground.

Today the district survives remarkably intact with but a few vacant lots. One of these and a later infill building mark the sites of fairly substantial frame commercial buildings which finally were worn out and replaced. Two broad commercial architectural themes are expressed in the district, the earlier late-Victorian brick commercial fronts and the later "automobile era" range of commercial fronts. Collectively the whole visually evokes a compelling sense of time and place, this sense being further fostered by the fact that the area remains a mixed retail and service area and it retains the spirit of those who made it what it was, the most successful and well known suburban commercial node in Des Moines.

District Boundaries:

The district includes 22 buildings and two vacant lots, which cluster at the intersection of Sixth and Euclid Avenues, or which front on those two streets between 413 and 615 Euclid, and between 3519 and 3703 Sixth. Eleven buildings front on Sixth, the remainder on Euclid. The boundary line (see detailed description, Section 10) follows the public right-of-way or lot alleylines for the most part. Just two vacant lots are included within the district, both being former building sites.

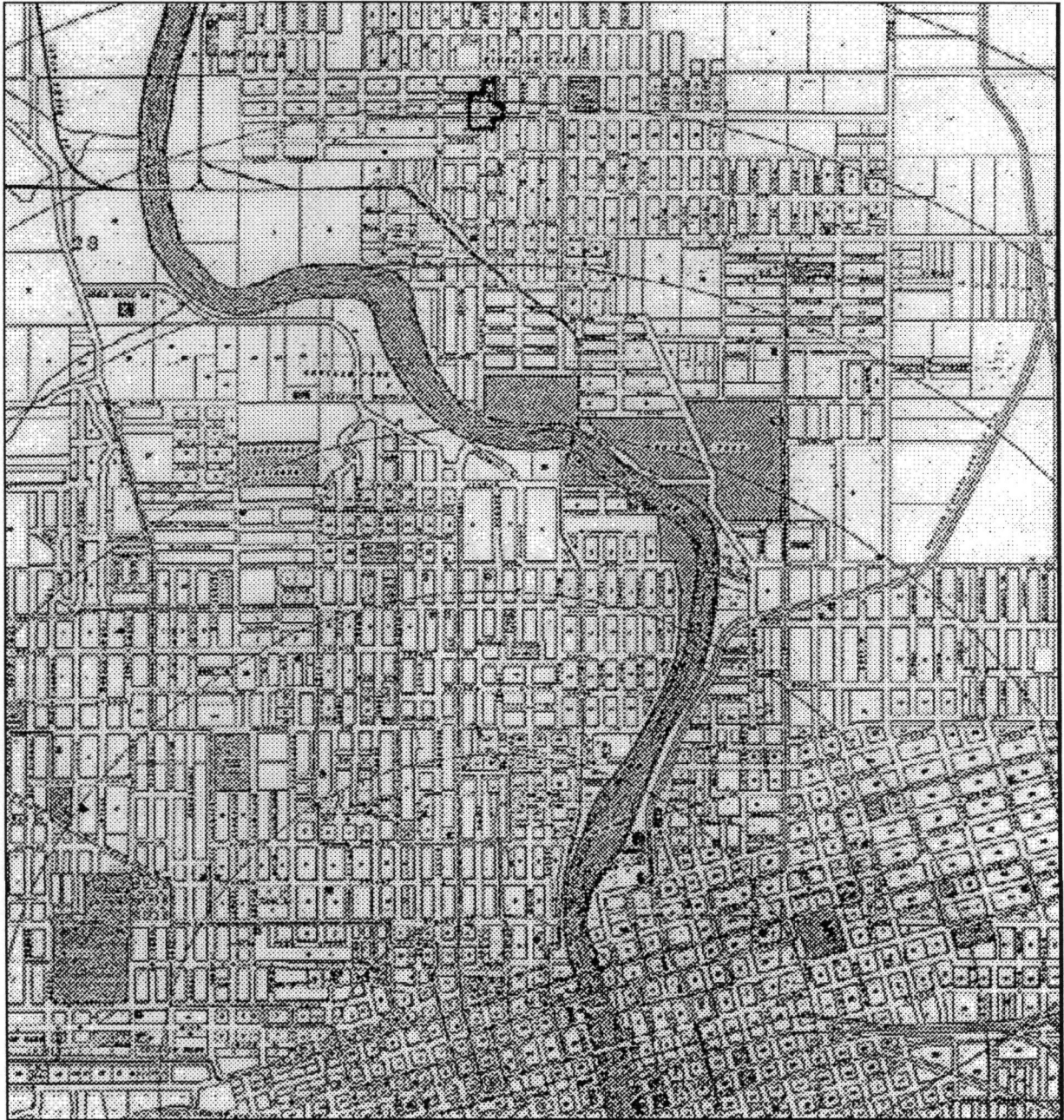
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Commercial Club Map of Des Moines, 1906 with district boundary highlighted
Arc through district marks 3-mile mark from downtown post office

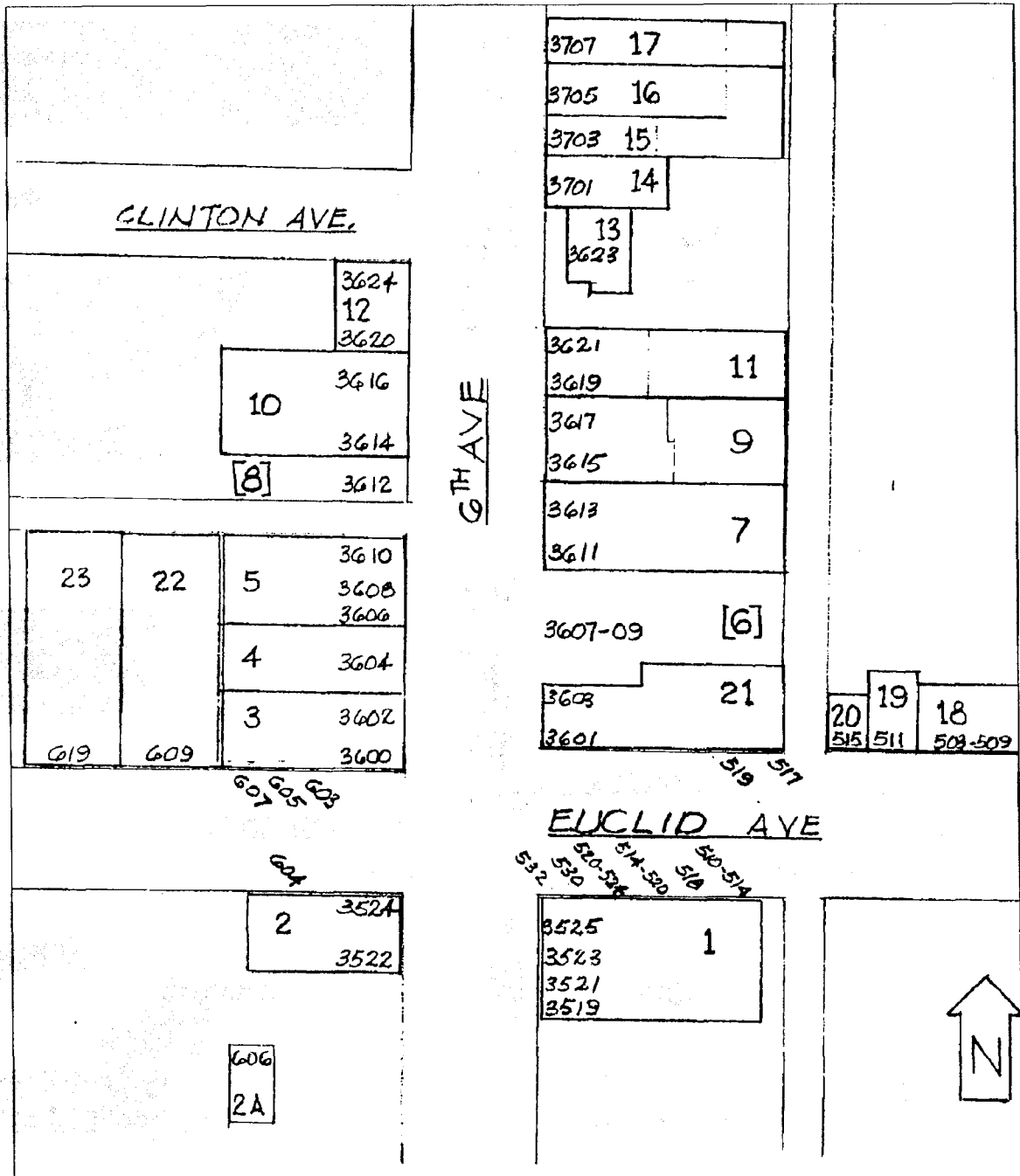
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 3

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Addresses and Site Numbers, Highland Park Historic Business District
Drawn by Professor Wesley Shank

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 4

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Master Property List (the property count excludes two vacant lots which are marked below, note building 2A which makes total 24 buildings):

<u>Map#:</u>	<u>Address:</u>	<u>Construction Date:</u>	<u>Relationship to District Eligibility:</u>
✓1.	3519-25 Sixth 516-32 Euclid	1919/1929	contributing-Criterion A (commerce) contributing-Criterion C (One Part Commercial).
2.	3522 Sixth	1915	contributing- Criterion A (commerce) Criterion C, (Two Part Commercial).
2A	606 Euclid Avenue	1915	contributing- Criterion A (commerce)
3.	3600-02 Sixth	1919	contributing- Criterion A (commerce)
4.	3604 Sixth	1900	non contributing, (One Part Commercial).
5.	3606-10 Sixth	1893-95	contributing- Criterion A (commerce) Criterion C, (Two Part Commercial).
[6].	3607-09 Sixth	---	vacant lot, (was Two Part Commercial).
7.	3611-13 Sixth	c.1917	contributing- Criterion A (commerce) Criterion C (Two Part Commercial)
[8].	3612 Sixth	---	vacant lot, (was One Part Commercial).
9.	3615-17 Sixth	c.1917	non-contributing, (One Part Commercial).
10.	3614-16 Sixth	1907	contributing- Criterion A (commerce) Criterion C, (Two Part Commercial).
11.	3619-21 Sixth	1917, 1927	contributing- Criterion A (commerce) Criterion C, (One Part Commercial).
12.	3620-24 Sixth	1904-05	contributing- Criterion A (commerce) Criterion C, (One Part Commercial).
13.	3623 Sixth	1894	contributing- Criterion C, (Two Part Commercial).
14.	3701 Sixth	c.1910	contributing- Criterion A (commerce) Criterion C, (One Part Commercial).
15.	3703 Sixth	1904	contributing- Criterion A (commerce) Criterion C, (One Part Commercial).
16.	3705 Sixth	c. 1917	contributing- Criterion A (commerce)
17.	3707 Sixth	1920-41	contributing- Criterion A (commerce)
18.	501-09 Euclid	1938	contributing- Criterion A (community) Criterion C, (One Part Commercial).
19.	511 Euclid	1913	contributing- Criterion A (commerce) Criterion C, (Two Part Commercial).
20.	515 Euclid	1913	contributing- Criterion A (commerce)
21.	517-23 Euclid	1953	non-contributing, (One Part Commercial).
22.	609 Euclid	1922	non-contributing, (One Part Commercial).
23.	619 Euclid	1924	contributing- Criterion A (commerce) Criterion C, (Two Part Commercial).

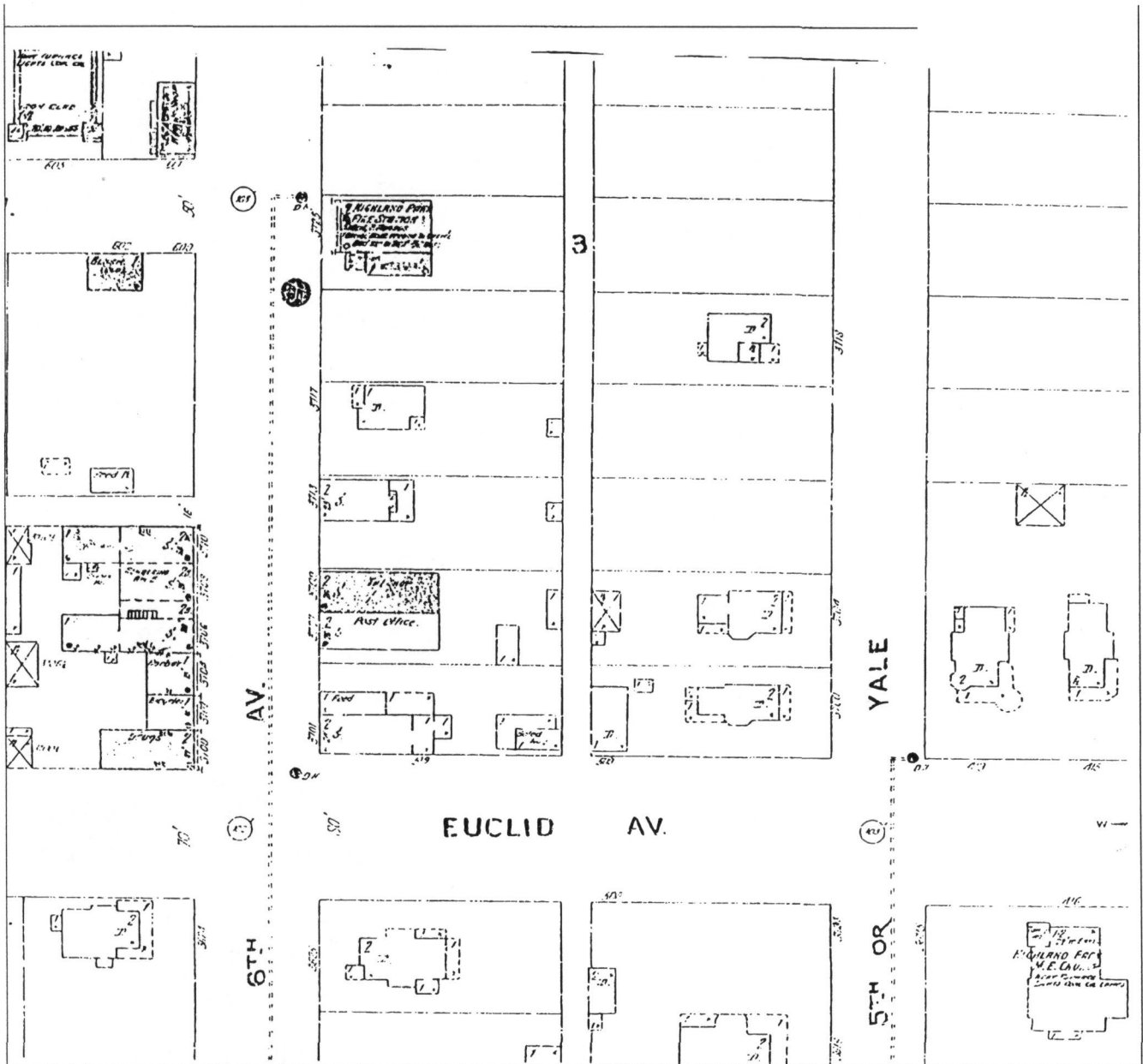
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Sanborn Fire Insurance Map, 1901

Note the southward concentration of the business district along Sixth towards Euclid

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 6

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Summary Descriptive Comments:

A few general descriptive trends typify all of the district's commercial buildings. The buildings tend to group in four chronological groupings or clumps. Three buildings and one demolished building pre-date 1900. The upper facades of these two-story brick buildings have bold cornice lines, segmental arched window hoods and fairly narrow window openings. The original storefront has a recessed center entrance, a square-cut transom above the single door entry and large side display windows which continue up the top of the storefront proper. Cast iron structural columns support the storefront and frame these openings. Broader or multiple storefronts often have a paired central entryway with mirror-image display arrangements.

Twelve buildings date from between 1901-1919, accounting for one half of the present range of district buildings, and all of the substantial ones, with but one exception.. There are two major chronological subsets within this broad grouping, those which pre-date 1910 (four buildings) and those which were associated with a prosperous construction period which begins in 1914, as the United States prospered from European contract work for World War I. No buildings date from between 1910 and 1915. Eight date from 1915-19. The upper facades of these two-story brick buildings have plain and unelaborated cornice lines, perhaps a coping stone and slightly defined parapet wall (created by corbelled brickwork), slightly wider window openings and round arched window hoods. The original storefront still had a centered recessed main entrance, commonly a single door in width. The major change was the use of a band of usually square cut transom windows above the door and display windows.

World War I slowed construction in Des Moines by 1919 in the face of greatly inflated labor and materials costs. Commercial building never matched the pre-war levels and didn't achieve significant numbers until the mid-1920s. Just three buildings (also one demolished store) and two major expansions date to the 1920's, the new ones to the early 1920s, the enlargements to 1927-29. The new buildings reflect the reorientation of commercial trade to Euclid Avenue. These buildings are most commonly single story buildings but when a second story is present the facade has a corbeled brick cornice line, broader and frequently banded or paired second floor windows which are quite wide, and inserted decorative parapet wall rectangular recessed panels. They also tend to use metal window frames, particularly on their side and rear walls. Another notable transformation at this time is the provision of a wider, yet shallower single storefront, reflecting changing merchandising techniques.

Just three buildings and one expansion date from just prior to or after World War II. These include the two Modern storefronts, executed in stone and colored porcelain tile.

Commercial Building Typology:

Architectural historian Richard Longstreth defined 11 basic commercial building types and his useful schema has been applied to the Highland Park commercial buildings. His types are all defined by the fundamental massing and facade arrangement and each type more or less persists over the years 1800-1950, and each tends to be influenced by the same styles, popular changes and evolving technologies and the availability of new building materials.

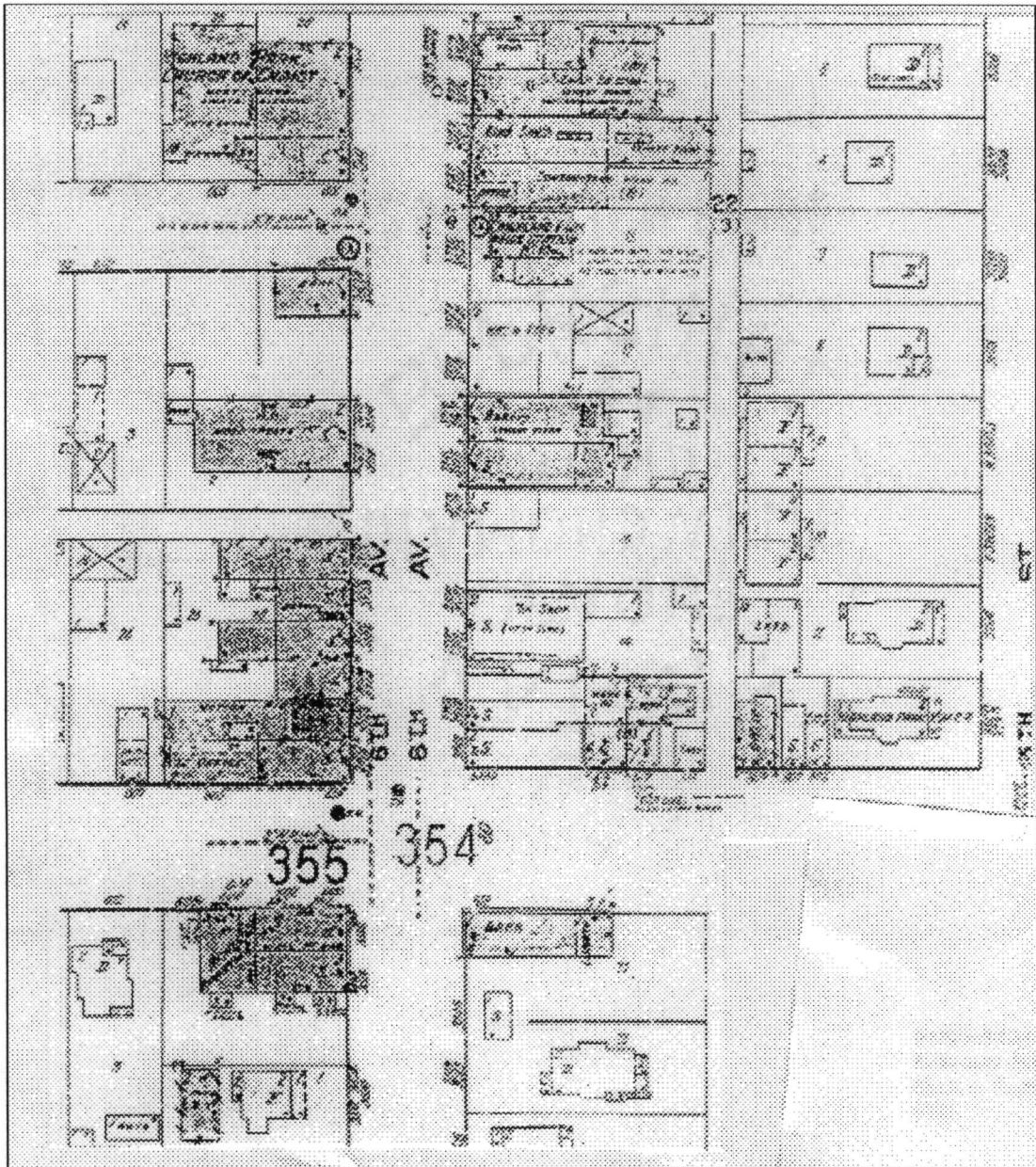
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 7

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Sanborn Fire Insurance Map, 1920

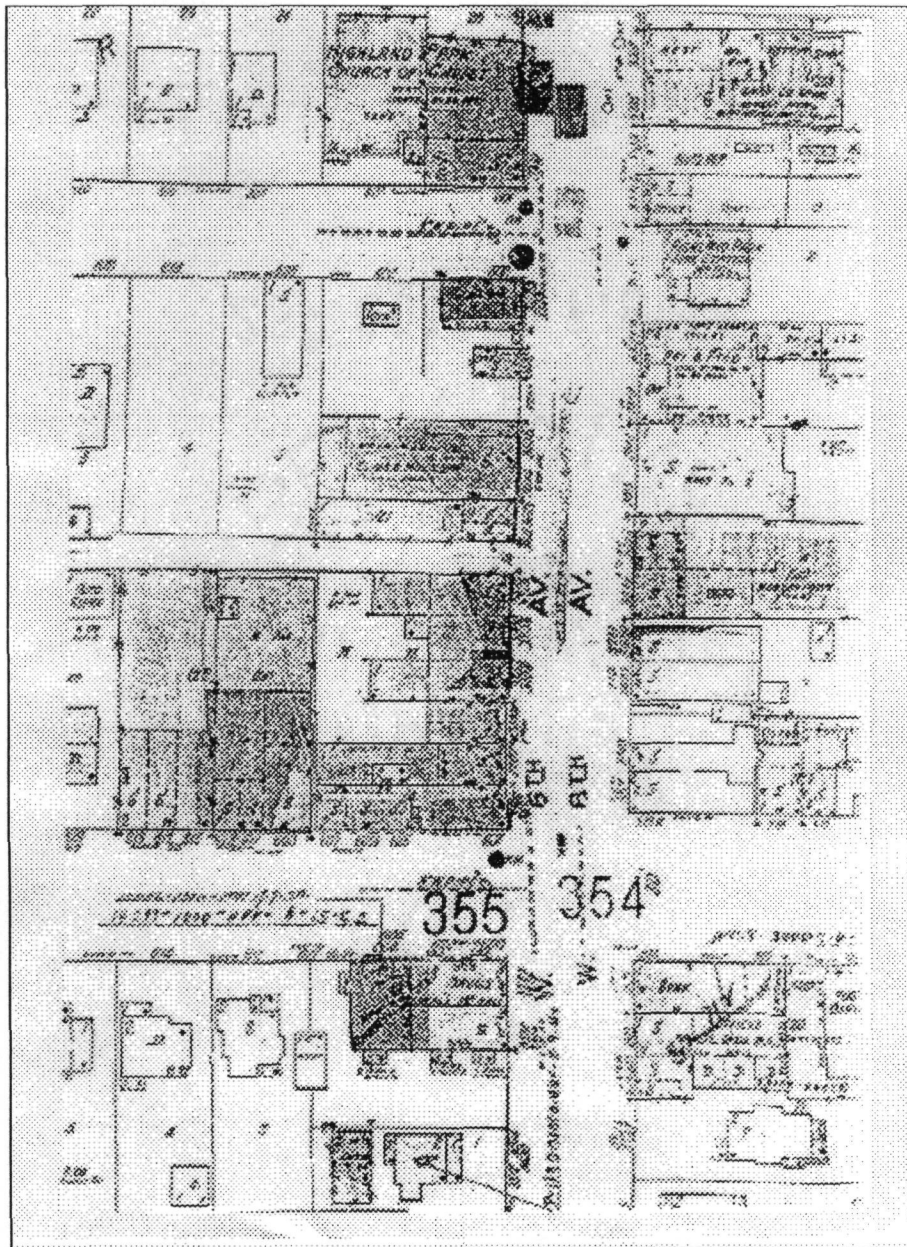
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 8

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Sanborn Fire Insurance Map, 1921/1941, West Half
Shows business district to west of Sixth Avenue

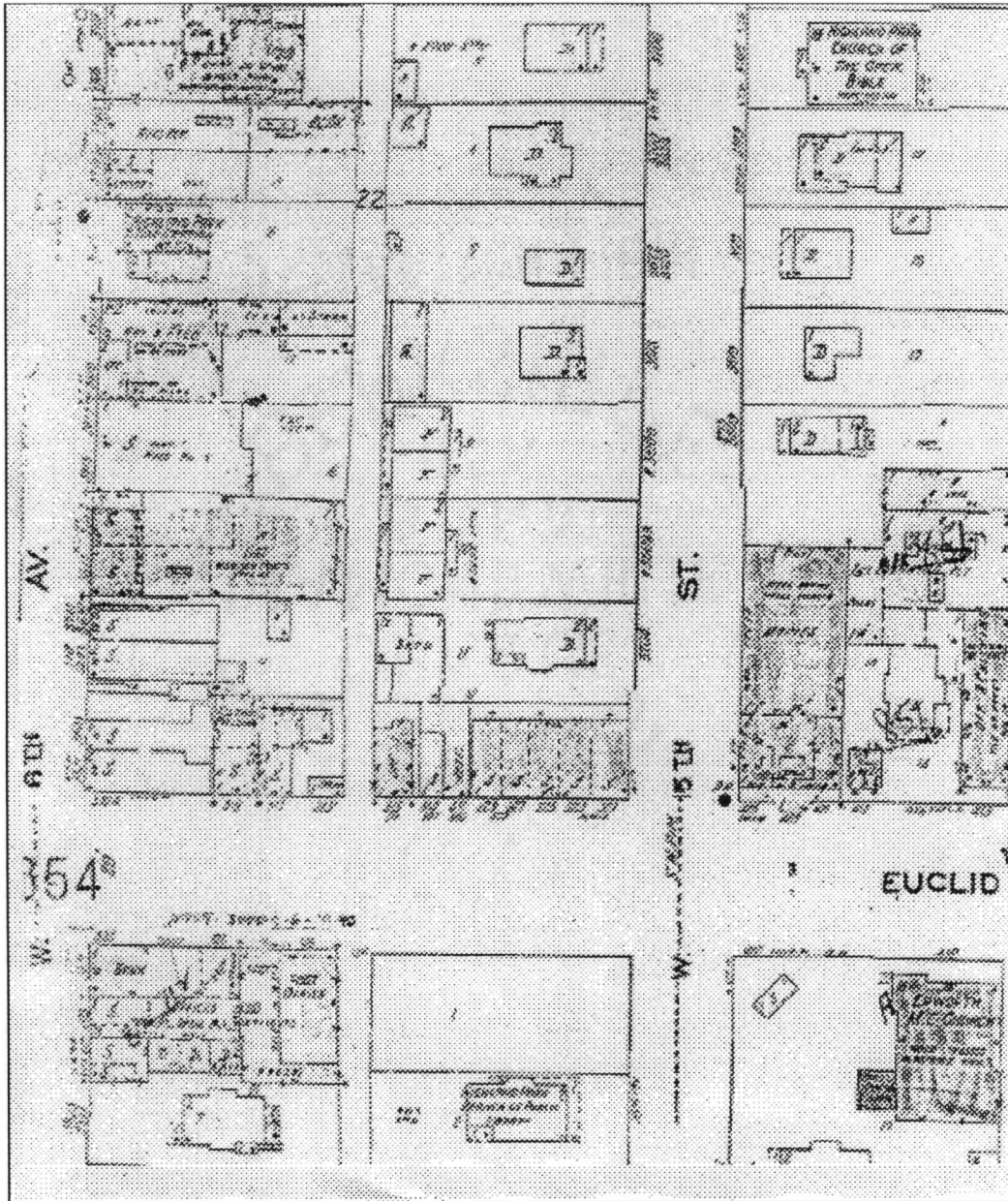
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 9

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Sanborn Fire Insurance Map, 1920/1941, East Half
Shows business district to east of Sixth Avenue

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 10

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Two-part Commercial Block:

Nine surviving buildings fall within this common type, all of which are two stories high, and these constitute almost all of the visually dominant buildings in the district. One of the vacant lots was the site of a 10th example. This type consists of two to four story buildings. The facade is divided into two horizontal zones, the public storefront level and the more private upper floor. In the earlier examples the upper level ornamentation is additive and is generally not associated with the facade. The two-part type was well adapted to house a diversified range of commercial uses including banks, hotels, office buildings and department stores. The type reflects the Victorian period of ornate exaggeration. The High Victorian years, continuing into the early 1900s was particularly fanciful, employing varied window openings, a broad range of materials, and fancy attics and turrets. Longstreth credits the Academic Movement (c. 1800s into the 1930s) with bringing about a more proportioned reordering of the decorative elements on the upper floors. That level was more unified, with the decorative elements being subordinated to the overall facade. The commercial building was to be unobtrusive and less ostentatious. Multi-colored brick and thin veneer stone was now available. European modernism first influenced the type between the mid-1920s and mid-1930s. A vertical emphasis was added, tying the floors together, best exemplified by 619 Euclid and 3611-13 Sixth. An enriched wall surface resulted. A second period of influence (1930s-1940s) resulted in a strong emphasis on horizontally with decorative banding, smooth wall surfaces and the integration of signs into the whole building design, but there are no two story examples of this version of the type within the district. The House of Marmion (1946) presents the smooth wall surface (unless it is an enframed window wall type?). The Highland Apartments (1915) at 600 Euclid Avenue, a three story apartment block, fits within this type.

One-Part Commercial Block:

Fourteen district properties fall under this type including one demolished building. This is the single story version of the Two-part type, being essentially only the storefront component, with or without a false front and cornice line above it. The origin of this type was the frontier and suburb and it was commonly expressed in frame construction. This type also includes many later bank buildings although it was overwhelmingly a retailing building type. The same general transitional phases mark the evolution of this type. By the 20th Century detailing was simpler with a greater uninterrupted array of display glass being possible. The Moderne influence resulted in a deeply recessed entrance with a simple wall surface above. The premier district example of this type is the Walker Block (1938).

Individual Building Descriptive Notes:

1. 516-532 Euclid Avenue, 3519-3525 Sixth Avenue Euclid Avenue State Bank

This contributing building (Criterion C) is a visually prominent corner building despite its being a single story in height. The original building, one fourth the size of its present footprint, dates from 1917, its expansion in 1929. The elaborate stone carved entrances to the bank is echoed in the entryway to Highland Apartments, immediately west, across Sixth Avenue..

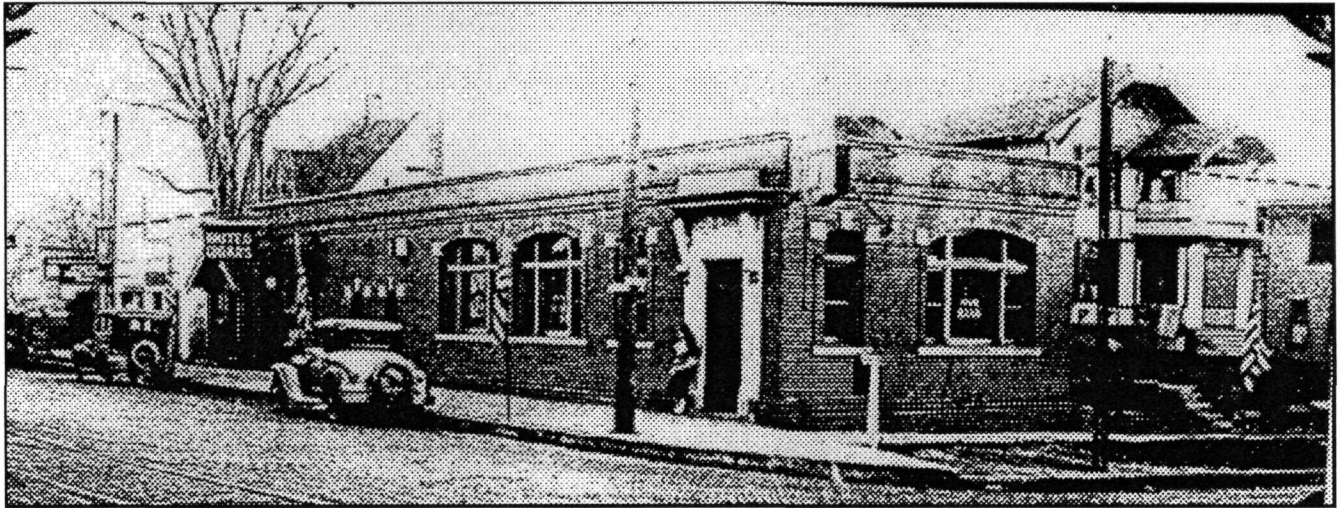
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 11

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Euclid Avenue State Bank, view to southeast

Shows original 1919 building and frame storefront at east rear. Just two storefronts, 514 and 518 Euclid
Paul Ashby Photo Collection, State Historical Society of Iowa

This early version of the “mini-mall” offered as many as eight perimeter storefronts, an interior office area and three rear apartments. It was perfectly suited to the needs of the smaller developing new firms in the district and it reflected changing design tastes for what a modern storefront should be. The original building was a simple rectangle built in 1917 to house the library branch and the bank. The expansion appears to have been a direct response to the securing of the postal substation at this address. The single story building measures 70' x 130' and has a partial basement (1,800 sq. feet). The foundation is of concrete block, the walls of red brick. The principal storefronts feature carved bracketed porticos and door surrounds and round arched windows with white stone keystone and springstone inserts. The original building is demarcated by vertical cuts in the brickwork on the Euclid and Sixth Avenue fronts, and by the chimney on Euclid Avenue which was in the original east wall. The addition duplicated the bank facade with an identical entryway and window set for the post office on the east end of the plan. The other storefronts had unified transom, door and display window sets. The brick parapet wall pattern, employing soldier brick courses, was continued on the addition, and the parapet wall has a tile coping. At some time, two smaller bank windows on the Euclid Avenue front were replaced by a storefront and that storefront has no transom. The hall entrance on Sixth features a simplified stone surround with a simple projecting stone lintel above the door.

2. 3522 Sixth Avenue Highland Apartments/Smith's Pharmacy

This is a contributing building (Criterion C) within the district given its architect design origins, its scale, and its prominent landmark location. The 1975 Des Moines Maves Architectural Survey included this property, terming it a “Tudor design.” This three story brick combination apartment house (12 units) and storefront is an imposing landmark building in the Parks. The first floor features a blond brick with interspersed black or darker brick. The upper floors employ a dark brown brick with window surrounds and belt courses in the color of the first floor brick. The first floor window and door decorative surrounds use the darker brick from the upper floors. The building fronts

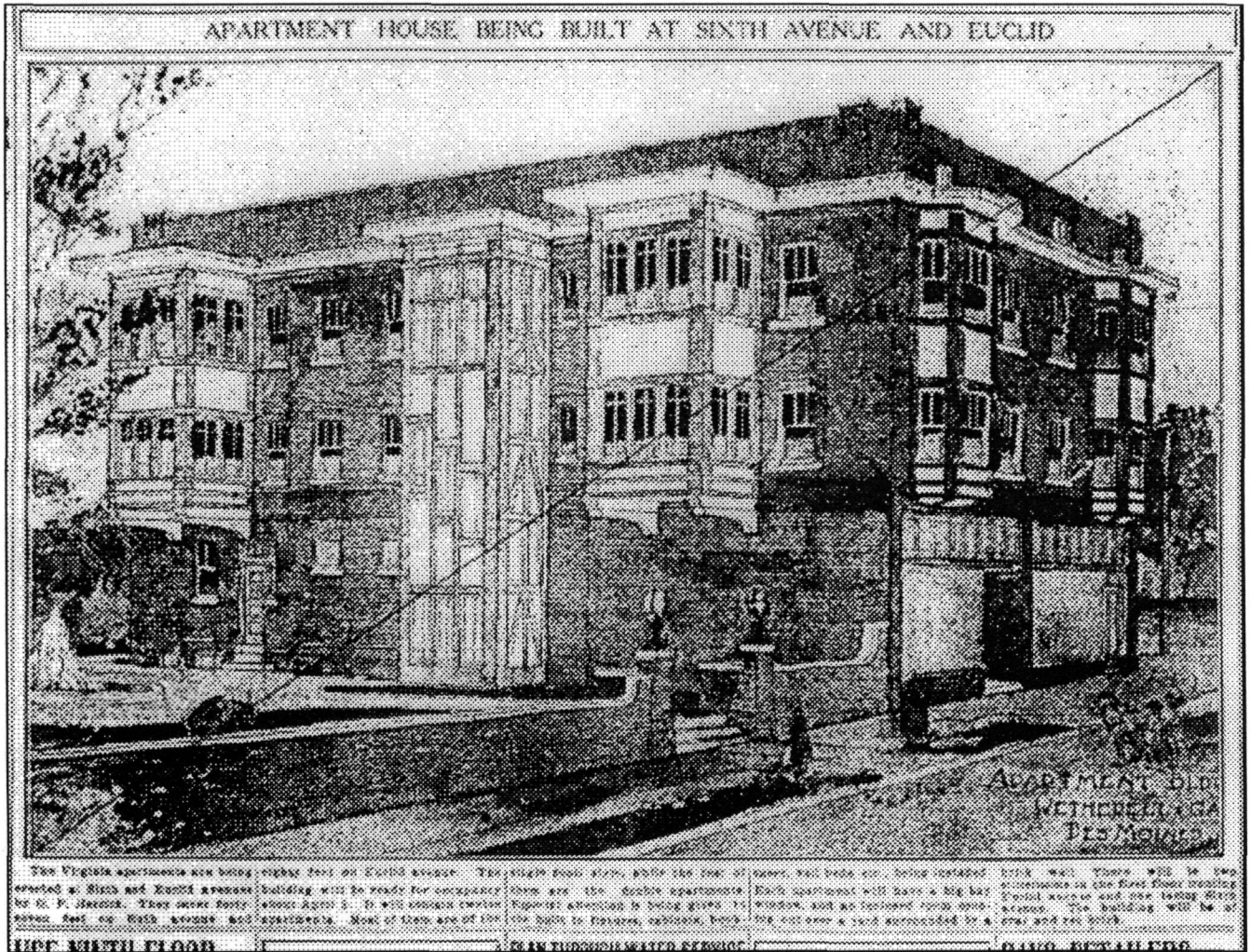
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 12

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Highland Apartments, 604 Euclid Avenue, view north, (Des Moines Register and Leader, October 31, 1915)

in two directions, the apartments to Euclid Avenue or north, and the two storefronts east to Sixth Avenue. As an apartment block the plan is unique to the city, having a full four-front exposure. The architect took advantage of this public exposure, using two story-tall three-sided bays to define each front.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 13

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Highland Apartments, 604 Euclid Avenue, view to southwest
Northern view, *Register & Leader*, April 9, 1916
Note design credit to A. J. Gage (Wetherell & Gage, Architect)

Those on the south and west are larger square-cut sun porches, supported by oversized stuccoed brackets. A central square cut stair-tower is also centered on the south front. Collectively these bays impart a vertical thrust in the building's appearance. A stronger horizontal feeling is created by the first floor brick, the belt courses, and a broadly projecting eavesline which projects to cover each bay. A high parapet wall, capped with a tile coping, surmounts the whole and four attic lights are set in this wall above the eavesline on the east face. Decorative square corner blocks with stone caps, centered square stone inserts, are paired at each parapet wall corner, being defined by buff brick.

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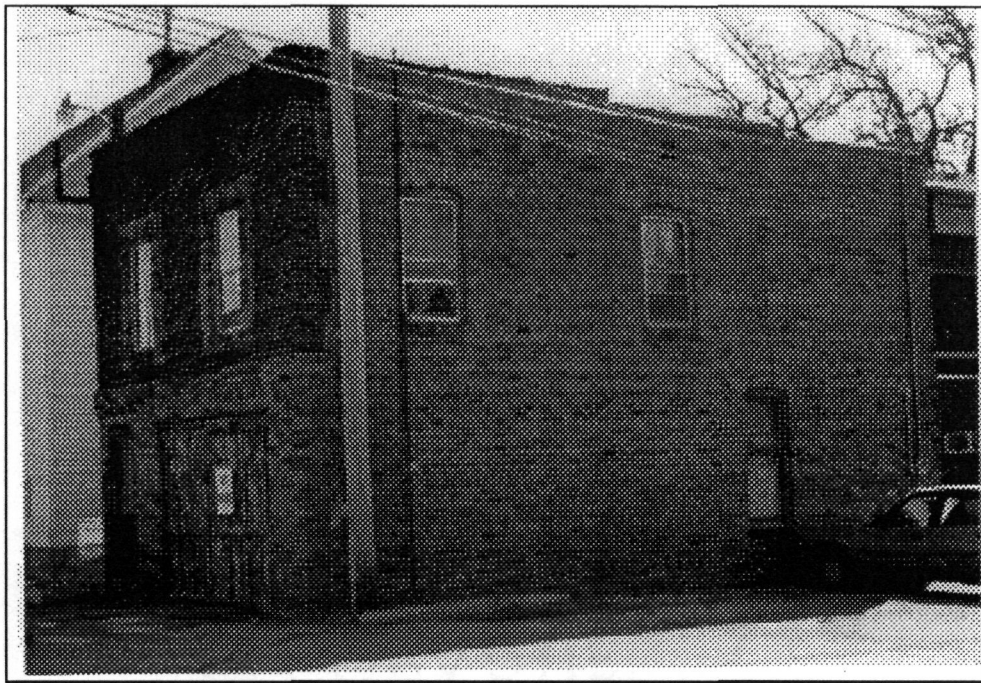
National Register of Historic Places Continuation Sheet

Section number 7 Page 14

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

These raise slightly above the coping. The building footprint measures 81' by 47'. A two story square cut carriage house (site number 2A), constructed of matching brick and styling stands at the southwest rear of the property and housed the building caretaker. The first story was a garage with living quarters upstairs. This building is structurally threatened with a buckling rear wall and roof deterioration.



Caretaker's Apartment, Highland Apartments, 606 Euclid Avenue
Photograph taken in April, 1996, View to southeast

3. 3600-02 Sixth Avenue, 603-05-07 Euclid Avenue, Red Ball Store/Sunnyside Apartments

This building will be a contributing building once it is determined that the original Craftsman style parapet and cornice line is intact beneath the shingled canopy covering. Those materials are known to be in place, although the corner pylons might have been cut back. Oliver Herrick built this building in 1919 and modeled it after his Highland Apartments across the street. The two buildings employ the same corner decorative pylons and the combined raised parapet wall and projecting square cut eavesline. This building reflects increased material and labor costs as well as a taste for using stucco, given that it substituted stucco for a brick exterior. This two story corner landmark storefront contains two east or Sixth Avenue-facing storefronts and three smaller south or Euclid Avenue-facing rear storefronts. It was constructed in late 1919 and likely was a repackaging of two earlier brick buildings, a two story southern half and a single story northern half. The first floor is bricked with a rusticated purple brick and the second floor is stuccoed. Originally a broadly projecting straight-cut eavesline defined the tall parapet wall. That wall, also stuccoed, had a tile coping and featured projecting corner pylons which matched or were very similar to those found on the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

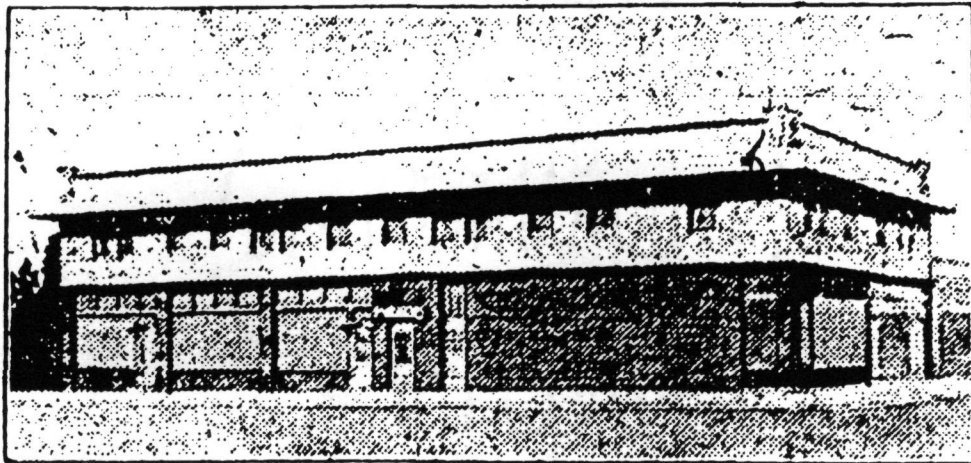
Section number 7 Page 15

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Highland Apartments immediately south. A centered attic light was at the base of the east parapet wall. Simple wooden stringcourses separated the floor levels and underscored the window bands on the second floor. The south side storefronts consisted of three openings, all of which were surmounted by a band of square-cut transom lights. The west and east storefront windows had doors and transoms to the right of the store window. A separate apartment side entrance with stoop and tie rod supported square canopy was to the east of these storefronts. A rear entrance to the southern front store area was to the east of this second floor entrance. This storefront cadence remains although the openings have been sealed and the original window materials, save for the transoms, have been replaced. A mansard cover has infilled the parapet level above the eavesline. The building footprint measures 44' x 100' and a partial basement contains 400 square feet. When the movie theater opened a square cut, flat marquee was hung in front of its entrance. Today the double storefront is unified. Transom windows survive beneath the Aqualand signage.

NEW HIGHLAND PARK POSTOFFICE



Highland Park's postoffice is to have new and up to the minute quarters, July 1, when the new building, pictured above, is completed.

Since the branch office was established some years ago, it has occupied quarters at Second street and Euclid avenue. It has long since outgrown the present accommoda-

tions and will be moved to the site of the new building, Sixth and Euclid avenues.

The building is 84x44 feet in size, is of brick and stone construction, and will cost \$25,000. The second floor contains five apartments. Several retail shops will be housed on the first floor beside the postoffice.

The building is owned by O. P. Herrick.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 16

The Highland Park Historic Business District At Sixth and Euclid Avenues

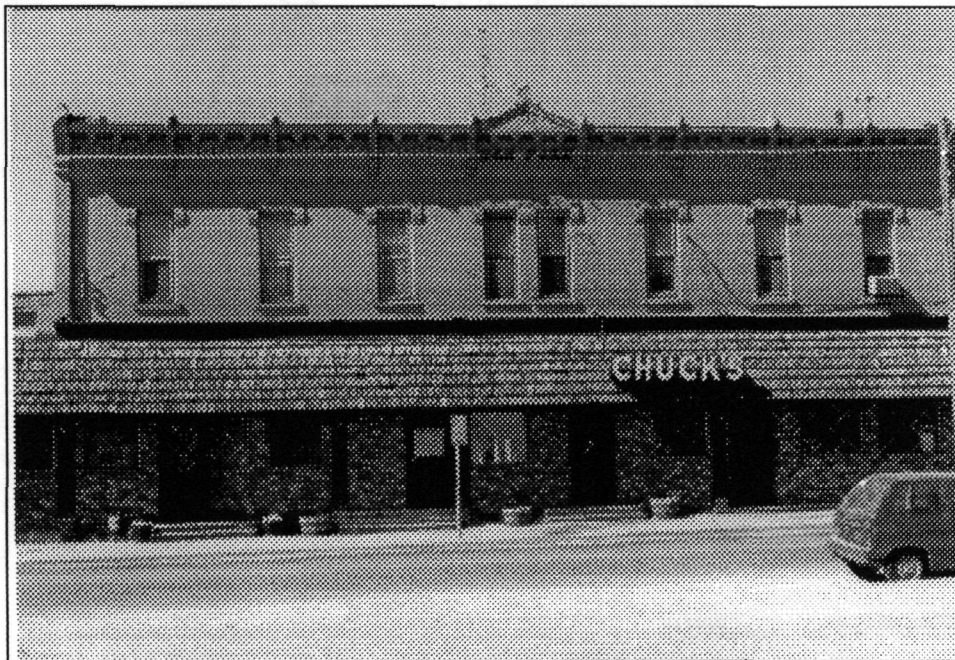
Polk County, Iowa

4. 3604 Sixth Avenue, Brown's Barber Shop

This building, constructed in 1900, is judged to be non-contributing to the commercial historic district because its single story frontage is almost totally obscured by the replacement 1950s brick storefront infilling. The new facade links this building to the Oak Park Block to the immediate north, and it substantially alters its window pattern and presents facade materials which are unrelated to its original appearance. The original brick parapet front of this building does survive however.

5. 3606, 3608, 3610 Sixth Avenue, Oak Park Block

This building is a contributing building within the district. It is architecturally significant (Criterion C) despite its greatly altered multi-colored bricked-in storefront and its unification with an architecturally unrelated single story building (3604) to the south. This significance is based on the fact that this building the earliest surviving major commercial building in the district and an architectural expression of the Oak Park portion of the commercial history of the Parks. This is expressed by the prominent display of the words "Oak Park" on the front pediment of the upper facade. Dating to 1893-95 this building was the first substantial brick block to be raised up in the original district and the only one to offer a triple storefront-wide facade. It is the oldest surviving fraternal hall building in the district. Its Victorian era commercial styling is reflected in the decorative cast stone window lintels and the very unusual front pediment treatment.



3606-3610 Sixth Avenue, (Facade Detail, 1996 photograph)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 17

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

This two story brick block features an impressive symmetrically arranged second story front and decorative cornice and pediment. An interesting window cadence breaks up the second floor, one which must have been justified by the original second floor hall needs. Two windows are centered and paired beneath the pediment, while three single windows are then evenly dispersed to each side of the central pair. This pattern was similar to the one employed in the frame storefront that stood across the street at 3607-09 Sixth. The original facade was built of dark brown brick, but the second floor and cornice are painted a uniform gray today. The words "Oak Park" are emblazoned beneath the central pediment and are now painted black. Ornate cast stone window lintels wrap around each of the second floor windows. Simple stone sills project beyond the window bases. The building originally contained three storefronts and these are defined by stone columns which are painted black and by stone steps. The steps indicate that these storefronts had double door entryways. The storefront area has been greatly modified by the addition of a mansard awning and by the addition of a polychrome brick (brown and buff colors) wall with a reduction of window openings. The two outermost sidewings predate 1901 while the remainder postdate 1941. There are five apartments on the second floor, one of which is occupied. The original building has full basements beneath it. The original clerestory storefront is thought to be intact behind the shingled canopy front.

6. 3607-09 Sixth Avenue, Brewer's Hall/Durette/Healton Drug Store, now a vacant lot

7. 3611-3613 Sixth Avenue, Highland Park Dry Goods

This building is a contributing property within the district (Criterion C) because it represents the best district example of the automobile's influence on the district's commercial architecture. The building is a full two stories tall, in contrast to other buildings in the district of the same period of construction. Its facade is ornamented with a pattern of cast concrete horizontal and vertical lines with arrow motifs. Corner decorated pylons frame the whole facade. This is the only surviving two story commercial front on the east side of Sixth Street and is therefore the visual anchor on the Highland Park side of that street. This building and the former University of Commerce building (615 Euclid) are similar in massing and style.

This storefront combines some traditional and some more modern elements into its facade. Carved stone corner bases (the one to the north is a concrete replacement) represent a holdover from the past. This building was likely constructed by developer Oliver P. Herrick given its striking similarities with buildings which Herrick constructed on Euclid Avenue. The cast stone arrow motifs, used repeatedly on this facade, match a more limited use of the same motif on 609 Euclid. The front is framed by two projecting square cut corner pylons. These have the stone bases and decorative concrete caps and the pylons project slightly above the parapet coping level. The storefront is divided into two storefronts, that on the south is slightly smaller given the need to allow space for a side second floor entrance hall. Originally both storefronts had full width transoms set above matching centered recessed single door entryways. That on the southern storefront has been eliminated. The facade employs brown face brick in a range of colors to form the main wall plane. Cast concrete sills and a repeating pattern of horizontal belt courses set above the windows on the second floor create a sense of horizontal flow. These belt courses are broken up by a centered triple set of upward pointing arrows. Single arrows are centered above each outer window set. The second floor window sets

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

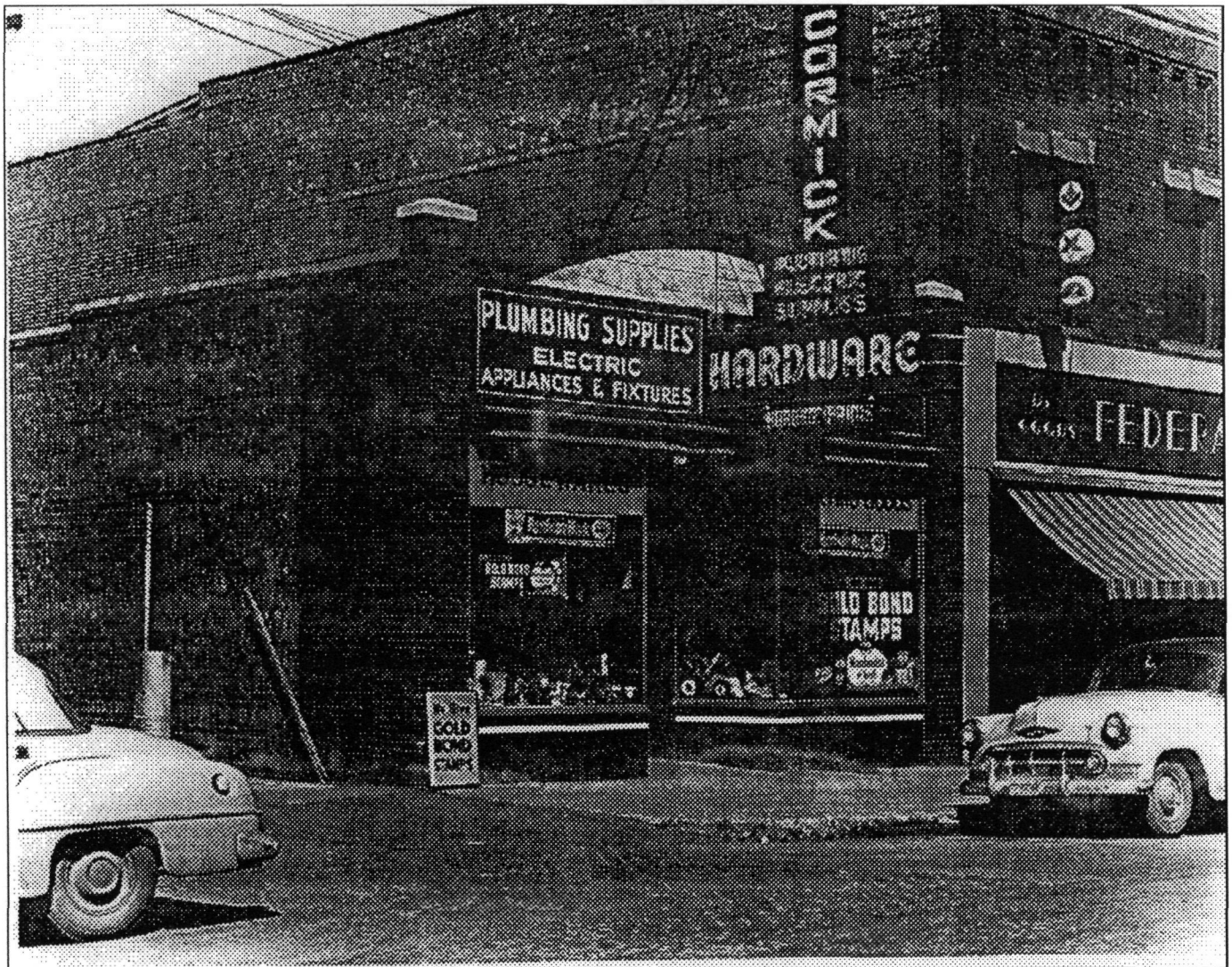
Section number 7 Page 18

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

are modern in scale, filling almost the entire second floor frontage. Each set groups three windows together. The building measures 126' x 25' and the partial basement contains 900 square feet.

8. 3612 Sixth Avenue, former Highland Park Shoe Shop/ McCormick Plumbing and Hardware, now vacant lot.



Early 1950s view of 3612 Sixth Avenue, non-extant
(Courtesy North Branch Public Library)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 19

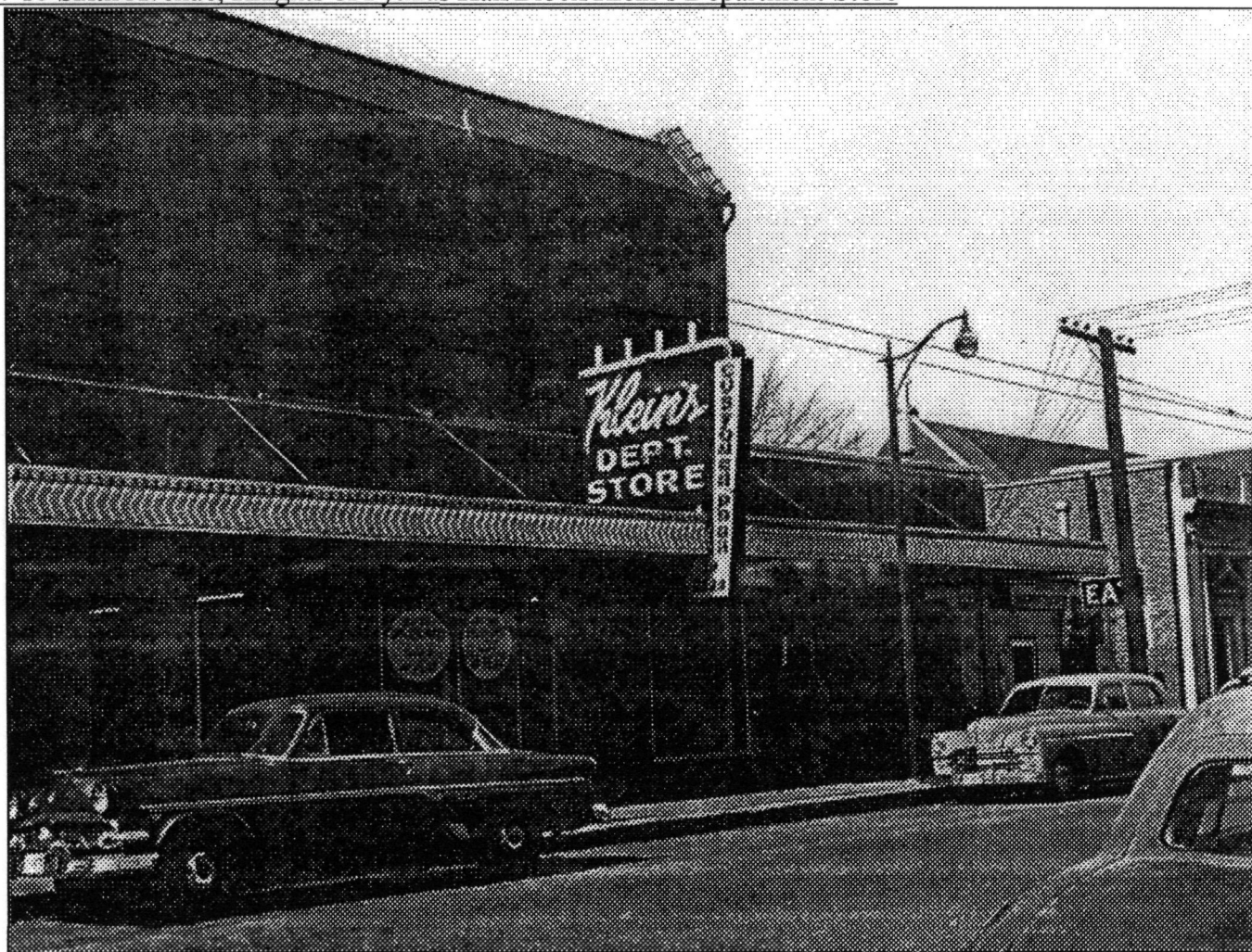
The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

9. 3615-3617 Sixth Avenue, Lewis Hardware

This is a non-contributing building (Criterion C) within a district given that facade is totally obscured by a wooden covering. The plain single story brick facade remains intact behind this covering and its restoration would make this a contributing property. This a single story brick building measures 70' by 50' and has no basement. The foundation is of concrete. The two storefronts were originally symmetrical, with central recessed single door entrances which were flanked by side display windows. The historical storefront is presently obscured by a vertical board covering and a mansard awning. There is a plain, short parapet wall above the storefront.

10. 3614-16 Sixth Avenue, Knights of Pythias Hall/Block/Klein's Department Store



3614-16 Sixth Avenue, C. 1955 photo, courtesy North Side Library

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 20

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

This is a contributing building (Criterion C) within the commercial district due to its scale, style, period of construction, and the inclusion of a fraternal hall within its plan. It is judged to be a contributing building despite the presence of fairly massive canopy porch covering and the related alteration of its storefront. This building is important within the district because it represents the continuing evolution of the commercial store building form. By 1907 the Victorian-era detailing has been eliminated and a more functional and plain facade is the result. A mansard-like pediment treatment with raised tiled sidewalls replaces the expected front parapet-pediment elaboration. Still pre-automotive revolution, the design does not include the decorative motifs which are found on late and post World War I district buildings. This building also represents the shallower yet broader unified storefront, one built to house a larger firm. This represents a departure from the narrower and deeper Victorian-era storefront. The sidewalls of the building retain potentially significant historic commercial signage. That on the lower south wall appears to have pre-dated the presence of the building at 3612 Sixth so the signage might date as early as 1907. The c.1952 canopy does indicate the importance of the Klein Store as a key anchor store in the district and represents the expected modernization of the facade given that role. The facade makeover has eliminated the storefront cadence of the 1952 north addition but that building is too recent to be considered historic anyway.

The ornate brick pendants which ornament the pediment of this two story double storefront date the building to c.1905, a date that is confirmed by its 1907 construction date. The building was actually constructed as a single storefront for a large firm. A second story hall is reached via a left-hand separate front entry. The building front, executed in a purple face brick, is plainly designed, being elaborated only by side columns or pylons, a projecting parapet and the aforementioned brick pendants. Four broad windows are evenly spaced beneath cast stone lintels with keystone motifs. An unusual mansard-like attic front roof treatment rises above the parapet wall and is flanked by tile covered raised sidewalls.

11. 3619-21 Sixth Avenue, Highland Park Fuel and Feed Company

This is a contributing building (Criterion C) given the pronounced automotive-era influenced facade design. The high parapet wall and overall structure represents the intended use as a feed store. This single story brick store building measures 80' x 50' and has no basement. The foundation is built of concrete and the walls of tile and block. The unified facade contains two storefronts. The facade is veneered with brick. A long narrow rectangle is centered in the parapet wall above the storefronts. The rectangle is defined by bricks set in rowlock courses and by corner square stone inserts. Shorter flanking panels, slightly shorter in height and length, flank this central panel. The storefront is defined by side brick pavilions which are anchored by square stone foundation stones (as is the Highland Park Hardware store, 3611-13 Sixth, two buildings to the south), and which are capped with concrete coping stones. A decorative stone pendant survives on the front of the southern pylon. A simple centered raised pediment with stone or concrete coping consists of a row of bricks set in soldier course fashion. Another soldier brick course forms a belt course which separates the storefronts and parapet. The northernmost storefront has its transom window area infilled by brick. That on the south likely survives.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

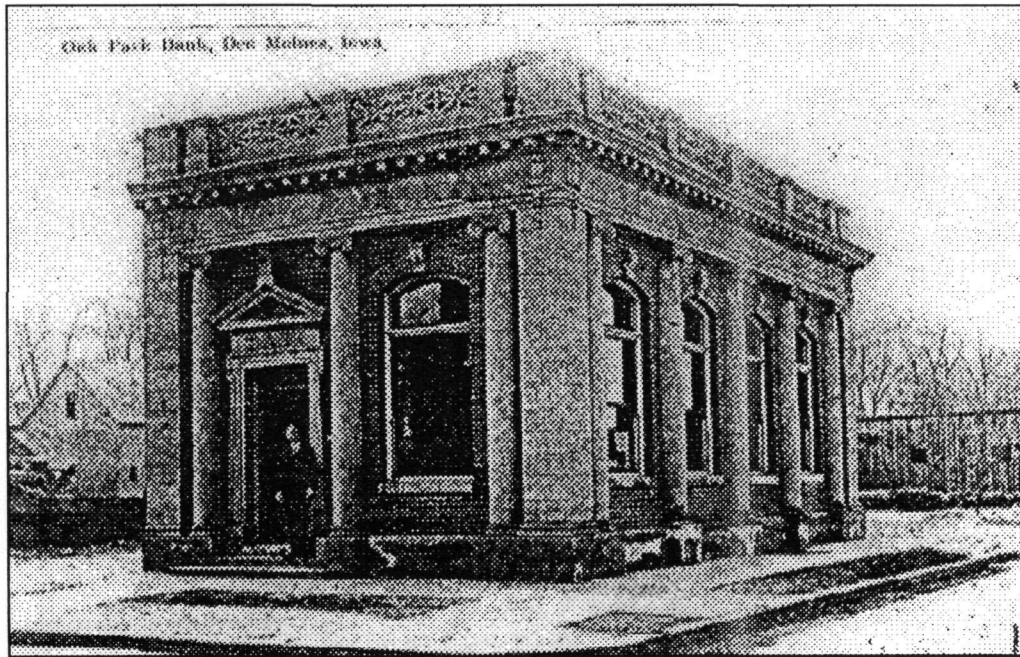
Section number 7 Page 21

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

12. 3620-3624 Sixth Avenue, Holmes Brothers/Oak Park Bank

This is a contributing building (Criterion C) within the district. Architects Hallet and Rawson designed the building in August 1903 and its architectural significance is important on a city-wide as well as a neighborhood basis. It is said to have been the most expensive commercial building in the city on a square foot basis.



3624 Sixth Avenue
1909 Postcard View, Courtesy Iowa Savings & Loan Association

This bank was constructed in 1903-4, and first appears in 1905 city directory. At the time of its construction it was said to have been the most expensive building in Des Moines on a per square foot basis (*Highland Park News*, September 17, 1981). The 1920 Sanborn Map shows this bank as does 1941 Sanborn Map. The original bank has a full basement with a vault in the southwest corner of the basement (Kansas City, USA [sic] maker, Harrigan Safe Company). On the main floor there is an original white marble sink in the northwest rear office area. The vault on the second floor is plain with no makers marks. The original building's footprint measured 37' by 46'. It has a full basement.

13. 3623 Sixth Avenue, Highland Park Fire Station No. 10

This is a contributing building on architectural grounds (Criterion C). This is a very early (1894) institutional building that represents the early importance of this district to the city, a date which coincides with the construction of the Oak Park Block (3606-10 Sixth). While the building retains sufficient historical integrity to interpret its role as a

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 22

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

firehouse, the replacement of the main door would greatly enhance its appearance. This is a two story brick building, almost square in plan (measuring 38.6' x 46'). The building has no basement. The foundation is constructed of brick or stone, and the walls of brick. The southern siding contains a wrap-around stairway. The original building sported an open bell tower on the south wing roof and a different front facade. The upper front window on the siding was round. No date for the remodeling has been found. Rusticated stone lintels remain above the siding openings. The lower doorway was originally a window. The original firehouse door was replaced with the present bay



3624 Sixth Avenue
Mid-1950s View, Courtesy North Side Library

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 23

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

storefront in 1971. The building had an awning over the main doorway and an elaborate cast iron flagpole set to the north of that door.



3623 Sixth Avenue
Photo dated January 22, 1975

14. 3701 Sixth Avenue, Highland Land Company

This is a contributing building (Criterion C) within the district on the basis of its architecture. This c.1910 single story storefront is representative of the diminutive utilitarian commercial buildings which were constructed in this part of the district. The rebuilding of the facade was accomplished more than 50 years ago. This single story brick commercial building with two narrow storefronts. It has an overall footprint that measures 77' by 25.' The building has no basement. The foundation is of concrete, the walls are of brick veneer over tile subwalls. The two

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 24

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

storefronts are mirror images of each other although the arrangement at 3701 was remodeled to match that at 3703 sometime after the late 1930s.

15. 3703 Sixth Avenue, Butler Motor Company

This is a contributing building within the district (Criterion C) on the basis of architectural significance. This is one of the Parks earlier commercial buildings built c.1904. The building retains a well preserved utilitarian brick storefront. This single story tile building has no basement, concrete floor, and two wire-glassed skylights. It measures 122' x 25.' Walls are of brick and the foundation is of concrete. The facade has a double door central entrance with flanking side windows. There is a recessed sign panel above the door and the parapet wall has a tile coping. The overhead door replaced earlier double hinged doors.



Late 1930s image of (left to right) 3707, 3705, 3703, 3701, and 3623 Sixth, View to southeast
(Paul Ashby Photo Collection, #1061, State Historical Society of Iowa)

16. 3705 Sixth Avenue, Hiland Park Garage

This is judged to be a non-contributing building (Criterion C) because of the presence of an aluminum siding slip covering. Historical images document the original appearance and the covering has not obscured the presence of three vertical columns or pylons which appear in the early image and which serve to define the two bays of the facade. This single story combination garage and storefront is likely of frame construction and was mostly glass in the

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 25

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

storefront area. Photos from the 1930s show a row of vertical wooden strips running across the upper front of the facade. A band of three transom lights were set in line above the door and display window. A four-paneled sliding auto door bore the sign "Sound Horn." Today this building is hidden beneath a metal front. The two buildings, 3705-3707 measure 49.5' x 50.' There is no basement.



3707 Sixth Avenue
c. 1955 Photo, Courtesy Highland Park Christian Church Archives

17. 3707 Sixth Avenue, Highland Park Garage

This is judged to be a non-contributing building (Criterion C) because of the presence of an aluminum siding slip covering. Historical images document the original appearance and the covering has not obscured the presence of three vertical columns or pylons which appear in the early image and which serve to define the two bays of the facade.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 26

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

18. 501-509 Euclid, Walker Building

This is a contributing building (Criterion C) for architectural significance. This splendid Art Deco style multiple storefront single story block employs the Art Deco style. It reflects the continuing evolution of store design with small shallow stores assembled into a single unified one story unit. Reflective of its style, the facade is clad in varying colors of green tile with a black tile base. An aluminum slip cover covers the building base. The building side and rear walls are constructed of tile. The main block (501-09 Euclid) includes five storefronts of varying widths, all set behind a striking Art Deco porcelain block facade. The facade has black tile with strongly accentuated white mortar joints below the window level, and a buff or cream facade with dull green horizontal beltcourse lines. A central low raised pedimented is accentuated by three sets of vertical line patterns. The centermost was originally highlighted by a projecting "7Up" sign. The storefront arrangement and window/door cadence is intact although aluminum trim has been added. The black tile base has been obscured by the same material. The building measures 40' by 71'. There is no basement. The foundation is of block and tile. The walls are of brick.

19. 511 Euclid, House of Marmion Home Furnishers

This is a contributing building (Criterion C) within the historical district based on architectural significance. This building barely makes the 50 year minimum cutoff, given its construction date of late 1946. This is the most modern of any of the district commercial facades, with a complete stone veneer and very modern design lines. This two story stone-faced commercial storefront is one of the latest constructed in the district (1946). It is very modern in its lines, with a broad storefront, side recessed entrance, and three simple second story front windows with projecting sills. A straight and plain coping line defines the parapet wall. The current glassed storefront likely dates to 1974-1977 remodelings. The building measures 51' by 24'. It has a full basement. Sidewalls are of tile and the foundation walls of concrete block.

The building is a contributing building (Criterion C) for its architectural significance. The building is architect designed and because of simple and almost modernistic design and use of veneer brick. It is an unusually early example of an architect designed small medical office which was planned and constructed prior to World War I. It is simply noteworthy for its expense, elaborate use of materials, and its small scale. This small single story brick doctor's office has a full basement. This architect-designed building has a small entry hall, a front office area and a rear surgery room. The building was constructed as planned, with a small gabled front pediment (since removed) and the chimney, planned for the west side wall was moved to the back of the building. The three small attic lights are unexplained. The interior ceiling appears to be original so there is no indication that the lights are anything but decorative. The buff colored brick on the facade of this building matches that on Highland Apartments, constructed in 1915. This similarity and the use of attic lights in both buildings makes it very likely that Herrick built this building as well. The building measures 30' x 20' and has a partial basement (416 sq. feet) The foundation is of brick, sidewalls of brick.

United States Department of the Interior
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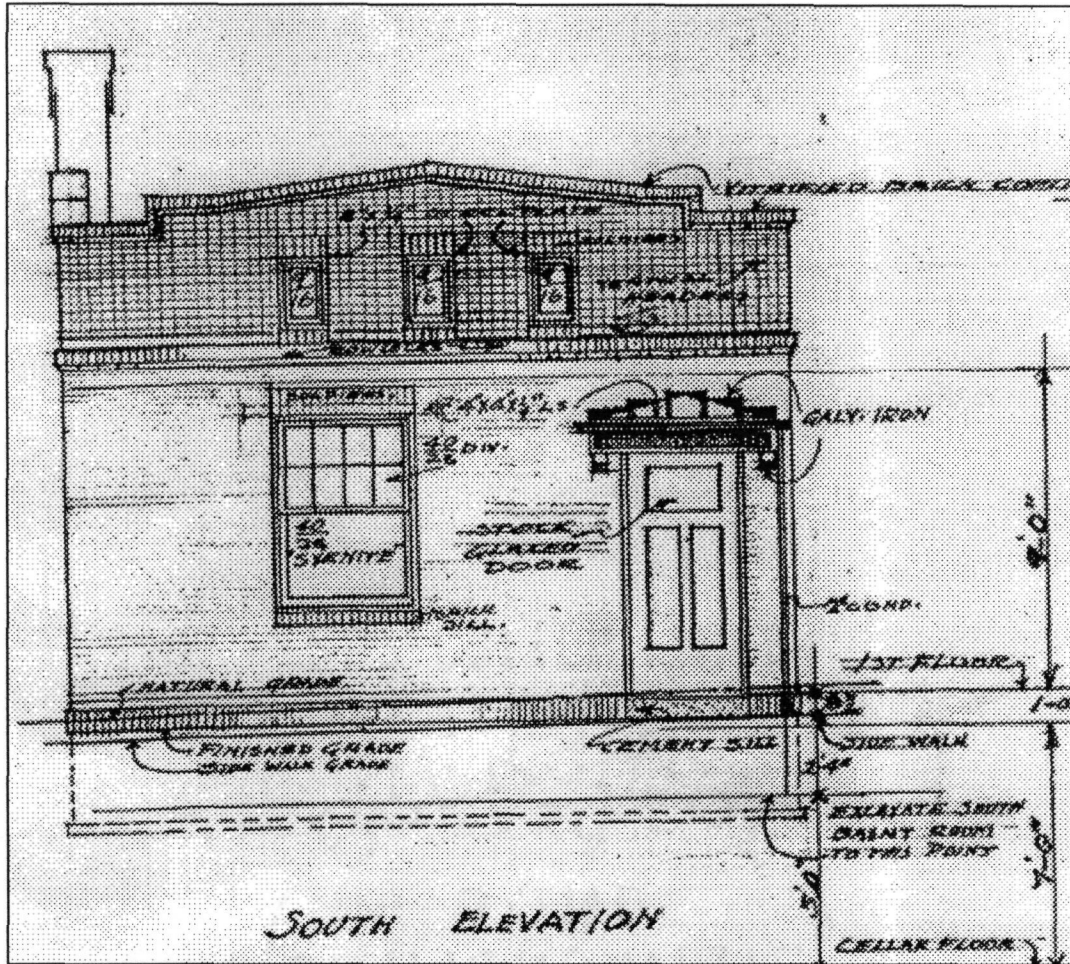
National Register of Historic Places Continuation Sheet

Section number 7 Page 27

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

20. 515 Euclid Avenue, Dr. Frederick Alden's Medical Office



Elevation Drawing, 515 Euclid Avenue, June 1913, Architect E. B. Collins, Des Moines

The building was determined to be a non-contributing building (Criterion C) by the State Nominations Review Committee, despite the fact that it is architect designed and reflects an almost modernistic design and use of veneer brick of a very early date (1913). It is an unusually early example of an architect designed small medical office which was planned and constructed prior to World War I. It is simply noteworthy for its expense, elaborate use of materials, and its small scale.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 28

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

21. 517-519-523 Euclid, (historical address 3601 Sixth Avenue, site of Cline's/Jenney's Grocery Store)

This very recent utilitarian building is non-contributing to the proposed historic district although parts of pre-date the 50-year age minimum set by the National Register program. The building does provide compatible infill and its lines approximate those of the preceding building, although its storefront orientation has shifted nearly completely away from Sixth Avenue and toward Euclid Avenue. That reorientation to Euclid Avenue speaks to the continuing process of an increasing commercial orientation to east-west traffic on that arterial. This recent single story tile building was constructed in sections between 1948 and 1954. The building has no basement areas and occupies a building footprint which measures 130' x 67'. The tile parapet wall has a tile coping. A concrete block addition occupies the northwest rear of the plan. A brick meat locker, dating prior to 1920, survives in the center of the plan. This building replaced a two story double fronted commercial building which fronted on Sixth Avenue. Two rear storefronts (517 and 519) fronted south on Euclid Avenue. The earlier building was demolished sometime after 1941. The City Assessor has dates for three sequential sections built in 1940 (32' by 59'), 1949 (2,814 square feet), and 1952 (2,670 square feet). These dates are not accurate, given that the preceding building was still standing as of 1941, and the final westernmost section was granted a waiver so that it could be rebuilt beyond the established setback limits. The correct dates appear to be 1948, 1950 and 1954 for the three sections (see permits below). The building has no basement. A brick warehouse, which predates 1920, survives in the core of the building, effectively dividing the whole into two parts. Its sidewalls project above the roof level of the newer building.

22. 609 Euclid Avenue, Piggly Wiggly #8 Grocery Store

This building is non-contributing (Criterion C) to the district due to the presence of a slip cover over the parapet wall and an aluminum canopy across the front. The original storefront is most certainly preserved behind this covering and its removal would make this building a contributing property to the district. This architectural significance would be based upon the automobile-influenced storefront design detailing. This detailing matches Highland Park Hardware (3611-13 Sixth) in particular but the single projecting decorated side pylon matches similar elements on the Aqualand building (3600 Sixth) and Highland Apartments (622 Euclid), and the University of Commerce Building (619 Euclid) to the immediate west. All of these buildings, save for Highland Park Hardware, were constructed by developer and builder Oliver P. Herrick. This building has the dubious distinction of having the earliest slipcover of any building in the district. The covering, which predates the present one, was in place by 1943. Architecturally this building reflects the more modern storefront footprint, broader and shallower in plan, with a single story and no basement. The back part of the store has a higher floor level and appears to have housed other service type businesses or was used for storage.

This single story brick storefront has an exaggerated parapet wall, which was originally likely stucco finished. The distinctive decorative feature is a single brick pylon which originally extended several feet above the parapet coping level. A stone arrow motif on this pylon is duplicated in the building at 3611-13 Sixth. Originally the pylon was topped with a carved or cast stone decorative cap. This element presumably blended this building with the two story building to the immediate east. The two smaller left-hand storefronts had a paired central entryway with square transoms set above the single doors. Large single pane display windows flanked the entryway. Six square cut transom

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 29

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

panes were set above these. The building measures 45' x 126' and has no basement. The foundation is of concrete, the walls are brick. The lot was vacant as of 1901 (Sanborn Map). The 1920 Sanborn shows a small iron clad office on east half of lot. The 1941 Sanborn Map shows the present building with three storefronts (the largest on the east side) with a tile building extending to rear of lot.

23. 619 Euclid Avenue, University of Commerce/Garner Publishing



619 Euclid Avenue
1943 View to Northeast (Des Moines Register, July 23, 1997)

This is a contributing building (Criterion C) within the proposed historic district. This landmark two story brick building represents a major new construction effort which coincided with the best years of the Parks commercial district. This building incorporates automotive influenced architectural detailing, reflecting the gradual reorientation of the district to the developing Euclid Avenue arterial. It also served as a western "gateway" to the district and nicely defined the general boundary between commercial and residential properties on the western edge of the district. The removal of the aluminum canopy and a restoration of the storefront would clarify the original building design but the building retains the ability to convey its original style and appearance. The "key" quality of its architectural significance lies in its two story height and the importance which results from buildings of this scale being erected so far away from the city proper. This architectural significance would be based upon the automobile-influenced storefront design detailing. This detailing matches Highland Park Hardware (3611-13 Sixth) in particular in terms of scale, materials and detailing, but also Aqualand building (3600 Sixth) and Highland Apartments (622 Euclid), and the building at 609 Euclid to the immediate east. All of these buildings, save for Highland Park Hardware, were

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 30

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

constructed by developer and builder Oliver P. Herrick. This building has the dubious distinction of having the earliest slipcover of any building in the district. The covering, which predates the present one, was in place by 1943. Architecturally this building reflects the more modern storefront footprint, broader and shallower in plan, with a single story and no basement. The back part of the store has a higher floor level and appears to have housed other service type businesses or was used for storage.

This is a two story brick and stone commercial block with an enlarged front parapet wall. The facade, while simply designed features a distinctive and fairly elaborate pattern of stone detailing. Two corner square cut pylons feature brick recessed central panels and geometric stone inserts at each floor level. Matching first floor columns break up the storefronts into three equal sized openings and set off the second floor entryway which is located on the right-hand side of the front. Six broad window openings light the second floor front and these are capped by stone lintels which are supported on either side of the window by square stone supports. Two broad rectangular decorative panels, executed in a buff brick are set into the parapet front and flank an "H" like symbol made up of the same brick. The pediment is castleated with a slight raised central pediment. All of the second floor windows, on both sidewalls and the rear wall, have been infilled. The original front entryway has been removed but a recessed entry area remains. The building measures 130' x 51' and there is a partial basement (800 sq. feet). The foundation is of concrete block, the walls are of brick

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 31

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

8. Statement of Significance:

The Highland Park Historic Business District, located the intersection of Euclid and Sixth Avenues, is significant under Criterion A, because it represents the commercial heart of Des Moines' premier neighborhood districts, Highland and Oak Parks and that commercial core is the most extensive and successful of any business area located outside of the metropolitan downtown. The district contained the city's first bank to be located outside of the downtown. A second Criterion A claim to significance is the evolving role of transportation, first the streetcar and then the automobile, an influence which maintained the commercial vitality of the district and an influence which reshaped the very layout of the district and its developing architecture. The district is significant under Criterion C because it offers the best sampling of well-preserved late 19th and early 20th century commercial architecture to be found in the city apart from the downtown. The district includes all of the components of a nearly self-sufficient neighborhood downtown and presents representative building designs from the 1890s through World War II.

It is said that Highland Park functioned much as a small town within the larger metropolitan context. Such near self-reliance was made possible by physical isolation, due to its separation from the downtown, and further reinforced by an intervening major river and for much of its early history, but one vehicular bridge access point at Sixth Avenue, and the Interurban-streetcar bridge at Second Avenue. The northern boundary of the district was and remains today the city's municipal boundary. Frustration with a perceived municipal indifference towards its needs and a claimed lack of city support for its college, the district early on organized to fight for political representation and to obtain her just do. It was joked that Highland Park would be just fine if they would just blow up the bridges and leave the district alone. The economic difficulties of the early 1890s nearly closed the college and killed any hope that the city elite would adopt the district as their own. The district population, now working and middle class in composition, by 1905, numbered some 5,000 persons. The district was still a commuting suburb and most of her residents journeyed downtown to work.

The backbone of the neighborhood was the business district. Fortune very much shown upon the merchants. They had location, being astride a major farm to city road. They had a large neighborhood and nearby rural population which welcomed an opportunity to obtain goods and services so far from town. They had a cluster of mainline Protestant churches with growing congregations, which were within or adjacent to the developing business district. Timing played a factor. The incorporated suburbs, annexed to the city in 1889, were residential in their focus and much more close in to the city proper and consequently had no need for commercial self reliance. Highland Park was just far enough away to strike this balance of proximity and convenience. The city also took time to redirect its direction of growth, and the great western movement which took off in the years prior to World War One, were also primarily residential in their focus. Over time zoning restrictions prevented similar intermixings of commercial and residential land use as already co-existed in the Parks. Several arterial streetcar streets, best represented by Ingersoll Avenue and Sixth Avenue, were indifferently lined with f commercial and other non-residential land uses. The two commercial nodes most comparable to this district were those of the Drake Neighborhood, associated with the Drake University, and that of Beavertdale. The former lacked direct street car service and it didn't achieve any importance at all until 1904-05. The latter post-dated World War I, developing only in the mid-1920s. Neither area enjoyed comparable longevity, diversity or scale and neither emerged to be any more than a neighborhood commercial node. The enduring measure of the strength of the Highland Park business district was the presence, throughout its history, of major competing department-type stores.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 32

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

The Criterion A context of commerce focuses upon the fact that this business district achieved the scale and vitality of a virtually self-contained “downtown” within the broader context of the development of the City of Des Moines. Unmatched by any other suburban community located within the incorporated city limits, the business district had its own banks, fraternal halls, fire station, postal substation, four successive local newspapers, and an almost countless range and number of businesses. The business district weathered the bad times and achieved its “heyday” in the late 1930s when its vitality was captured in film footage. At this point in time, in 1939, the business district was contributing a full six percent of the tax base in the city, a figure that compared favorably with the other “better” residential sections of the city. The streetcar lines to the Parks were the most profitable in the city at that same time, another reflection of the strategic location of this northernmost city suburb. The sheer mass of businesses, a great many of which served a city-wide and regional clientele, included numerous department store class firms which enjoyed many years of popular patronage. Collectively these buildings developed a Highland Park reputation for excellence in



A Small Downtown Within a City, View to Northeast
“Air View of Highland Park Business District In North Des Moines, From Tribune-Capital Plane Good News”
(*Tribune*, August 4, 1928)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 33

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

service and quality of product. Hundreds of businesses incorporated the district name (in its many variations, Highland Park, Hiland, Hilan, etc.) into their titles, the best indicator that the name enjoyed this public recognition.

The Criterion C significance association is based upon the fact that this district's array of commercial buildings encompasses a range of buildings which includes some of the best designed buildings to be found outside of the city's downtown as well as the expected rudimentary livery-auto garage. The former, being architect-designed, offer buildings of scale, quality and arrangement, which would be normally found only in the downtown itself or in close proximity along arterial commercial streetcar routes. The three-story Highland Apartments, is fully three miles from the downtown and no comparable apartment house is to be found within a mile of it. The first suburban bank in the city, said to be the most expensive commercial building in the city on a square foot basis, is found here. Perhaps the best indication of the scale of this business district is the 1928 aerial photo (see below) which could readily be mistaken for representing the downtown of a moderate-sized Iowa rural community.

The commercial architecture of Highland-Oak Parks naturally evolved over time and can be readily divided into three rough classifications. The first, dating from the 1890s through 1905, is termed the High Victorian, and represents the early growth and development of the district and the very early construction of first-generation brick buildings. These buildings tend toward a more ornate exaggeration of the facade treatments, with the expected more narrow windows, window surrounds, narrow storefronts, and cast iron or stone storefront support systems. The last of these buildings, constructed between 1904-1907, represent the substitution of corbelled brickwork for the stone, tinwork, and terra cotta of their predecessors. These last buildings collectively represent a prosperous building up which in part responded to the only major district fire of 1906. The second architectural grouping comprises those buildings which were built between 1915 and the middle-1920s. These buildings mirrored the growing importance of the private automobile by influencing a more horizontal design flow, broader and simplified window openings, stylized design lines executed with stone or concrete inserts and string courses, and broader unified storefronts. The final group of district buildings, constructed between the late 1920s and World War II and its immediate aftermath, carry these transformations still further, influenced by Modern and similar stylistic influences and incorporate newly developed ornamental materials such as glazed tile, Carrara glass, aluminum and steel. These buildings are, with one exception, single story designs. The two later categories of buildings are found for the most part along Euclid Avenue, and represent the transformation of that originally residential local street into a state highway by the early 1920s.

A Name for The Business District:

The Highland Park Historic Business District straddles the plats of Oak and Highland Park. The "Oak Park Block" at 3606-10 Sixth Avenue attests to the pride of Oak Park residents. In their early close linked history, each neighborhood had its own improvement league and social organizations. Still, by the mid-1920s the term Highland Park was the dominant reference point for the area. Indeed the US Geological Survey maps used that term beginning in 1905. The separate improvement leagues merged under the Highland Park name. The business district itself, from the start, was organized under the title of Highland Park Business Men's Club, a name that persists today without the reference to men. It is the term "Highland Park" with varied spellings of "Hiland" and "Hy-land" which has been used by literally hundreds of businesses. It achieved a public acceptance as representing quality and personalized service throughout the city and indeed the state. Highland Park is therefore selected as a title for this nomination.

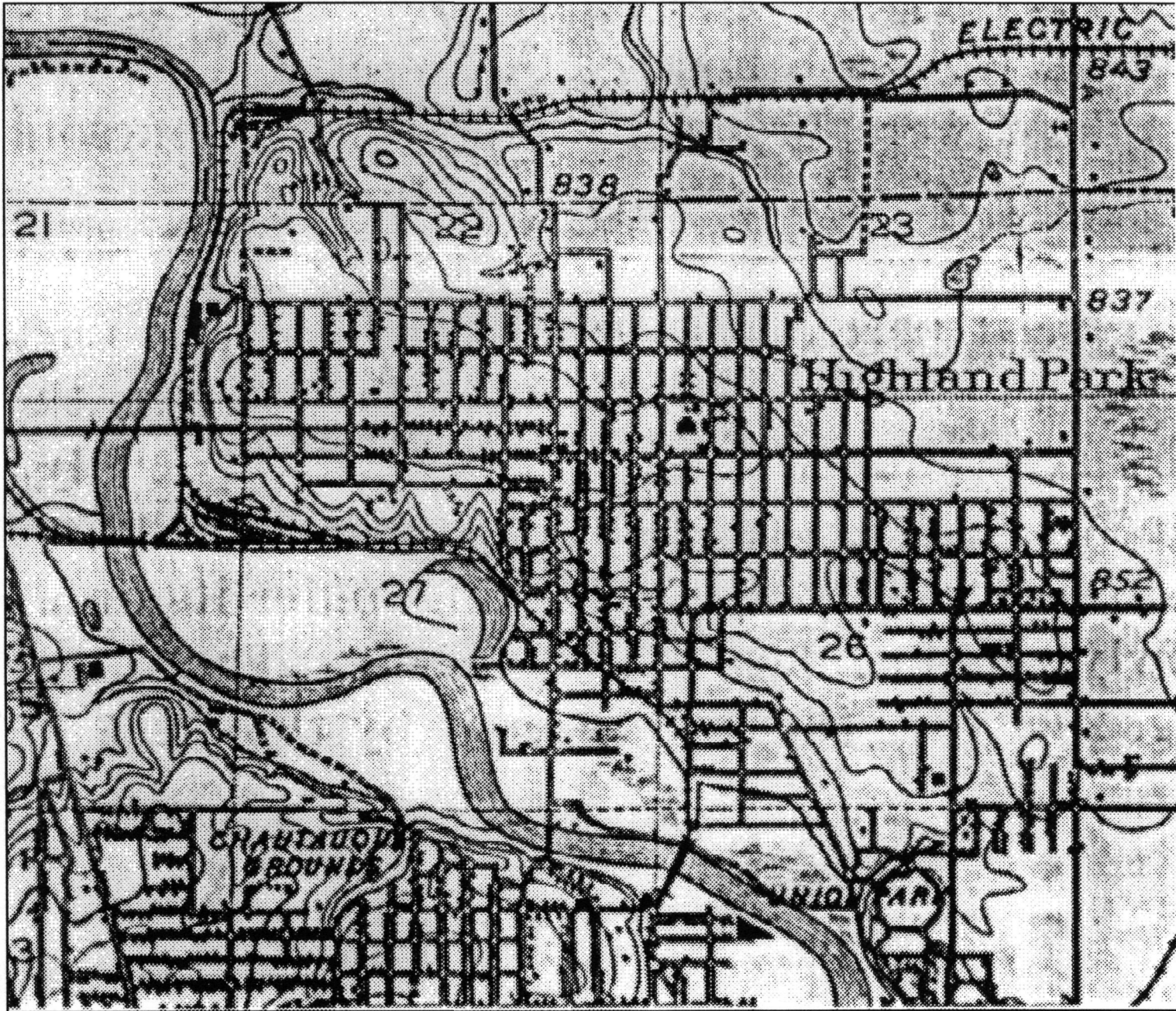
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 34

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Camp Dodge Quadrangle, U.S.G.S. 1918 Map
Note "Highland Park" title. Each dot identifies a building (1905 data)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 35

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

The Origins of Highland and Oak Parks:

The story of Highland and Oak Parks is naturally one which encompasses more than its remarkably vital business district. Like the Drake or Grandview-Union Park neighborhoods, the "Parks" founders and promoter/developers combined attractive institutional draws to sell their residential lots in this northernmost reach of the North Central part of Des Moines. Building on the northward direction of neighborhood development established by the City of North Des Moines, some of the same promoter/developers took one giant step further north, crossing the Des Moines River during the final years of the 1880s. They provided a bridge at Sixth Avenue, established a zoological garden in the river lowlands, and finally founded the city's first secular non-denominational institution of higher learning, Highland Park College. In addition to this, they underwrote the founding of Highland Park Presbyterian Church. They also insured the provision of rapid and direct streetcar service to their new residential plats, located atop a broad plateau and elevated above the smoke and pollution of the city.

In combination, these attributes promised to make the Parks the residential knob hill of Des Moines, and it started to unfold as planned. The unforeseen strength of the outlying location lay in its placement on a major farm to city route of travel. The lack of Des Moines River bridges for miles above the city mandated that a large rural hinterland had to come to town through Highland and Oak Parks and merchants responded quickly to offer goods and services from frame storefronts which were scattered along Sixth Avenue.

Highland Park's founding was unique to the city, being a one-of-a kind fusion of real estate promotion, transportation infrastructure development, the creation of a very successful university "from scratch," and community building. Even today, the label "Highland Park" has a cachet of quality, service, and community pride, values which it developed in this district, the heart of the Highland Park community. An old saying in the neighborhood is "if they would just blow up the [Des Moines River] bridges we would be just fine" attests to the frustrations of a suburban community that felt itself strong and rightful enough to wrestle with the larger city over issues of schools, parks, zoning, traffic, and urban decay. In addition to quality, a number of Highland Park firms were able to claim to be the best (or at least the largest) in their commercial specialty and collectively they could urge customers to "Try Highland Park First (we probably have what you need)." A 1928 aerial photo of this commercial district (see below) can be readily confused with innumerable small town downtowns across the state

The Highland Park Business District, Early Years of Growth and Development:

The history of the Highland Park commercial district is a complex one. Throughout its one hundred-plus-year history innumerable businesses, large and small, came and went. Most of them saw only a brief economic life, but many also survived for one or more generations. Many of these survive in the memories of the district residents. Not only did businesses come and go, they moved to the district, from the district, and of course within the district. They consolidated, split when their partners went their separate ways, and in a few instances grew enough to open other branch storefronts in other districts, even in the downtown. Some prominent city-wide chains made sure that they had stores in Highland Park in the years after World War I. H. S. Chase and Company had a branch store there as early as 1897.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 36

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

HIGHLAND PARK BLACKSMITH,

J. W. DAWSON, PROP.

—
PLOW AND CARRIAGE WORK.
—

HORSESHOEING AND GENERAL BLACKSMITH-
ING. SATISFACTION GUARANTEED.

3711 SIXTH AVENUE.

Highland Park Dry Good Store

Notions, Millinery, Gent's Furnish-
ing Goods, and a Special

Drive In Ladies and

Misses Shoes.

Men's Shoes at Cost.

G. E. Eaton.

GLINE BROS.,

Dealers in

STAPLE GROCERIES FANCY

Sinth and Euclid Aves.,

DES MOINES, IOWA.

Highland Park Meat Market.

Corner 6th and Euclid Ave.

F. W. FORSTER, Prop.

All Kinds of Choice Meats
at Lowest Prices. Give us
Your Trade.

R. G. DURRETTE,

DRUGS AND MEDIGINES,

STATIONERY, PERFUMES, NOT-
IONS, BLANK BOOKS, ETC.

SIXTH AND EUCLID AVE.,

HIGHLAND PARK.

1893 Highland Park Advertisements
(*Christian Worker*, December 1893)

The success of the commercial district no doubt surprised the neighborhood's promoters. The Highland and Oak Park promoters provided no commercial sized lots in their plats, either along Sixth or Euclid Avenues, the two primary routes of north-south travel. Nor did they even act to retain and develop properties along those streets for commercial purposes. The plat lots all fronted north and south, parallel to the main routes of travel. This is surprising given that all city-bound traffic east of the Des Moines River had to pass through the Parks. Sixth Avenue south of the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 37

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

river was well developed as a commercial arterial. The north side of Euclid Avenue, the block just west of Second Avenue, was even reserved for a college playing field and it was not built up commercially for a number of years.

Not surprisingly, the first substantial commercial buildings close to the Parks developed along Sixth Avenue actually clustered at the base of the plateau, between Ovid and New York Avenues, an area termed Lake Park. This area was also close to the Zoological Gardens, a major city attraction immediately to the south and west. The range of services offered by these firms presaged what would soon develop atop the hill in Highland and Oak Parks. City directories dating from 1891-1899 list 20 different businesses located along the 3100 block of Sixth, and at Sixth and Corning, and Sixth and New York. These included notions and variety stores, drug store, meat markets, groceries and dry goods stores, blacksmiths, hay dealers, doctors, realtors, dress makers, and a greenhouse. At least one of these gravitated to Highland Park proper. Homer M. Belding, who ran a variety or notions store at 3100 Sixth as of 1891-92, was running a hardware store at 3606 Sixth by 1893. An early Highland Park resident Mrs. Lizzie Day, later recalled these nearby businesses when she wrote in 1944 that

“The early business houses of Highland Park strike a most interesting light to almost every reader living in this community. The first store building was a brick structure constructed by George Thompson at the corner of what is now Sixth and Corning streets or where the Century Lumber Company’s office once was. This store appeared to be a long way out in the country at that time and the owner would have doubtless become a rich man if he had built it at the corner of Sixth and Euclid.”

The first dated reference to the existence of the Highland Park Business District atop the hill or plateau appeared in a Highland Park Land Company advertisement, dated April 30, 1892, which noted that “A little business center, with grocery, drug and other stores, meat markets, etc. bring[s] market facilities close to the very door of the residents” [*Saturday Review*, same date].

Highland Park’s business success was, as noted above, due to the existence of a number of factors such as location, trade, proximity to a populous residential district, the college, and large churches. These factors led the city early on to award the neighborhood with two additional distinct public services, a fire station and a post office. The latter was in place as early as 1892, the latter by 1894. The post office would move about in its early years, but it was housed in this district after 1919. The fire station was within the district, near its north end. Good fire protection and substantial business buildings would help preserve the present day historic buildings which are the subject of this nomination. Only one major fire, in January, 1905, would destroy any number of buildings.

Commercial structures first clustered at the Euclid intersections on Second and Sixth Avenues, being attracted by the north-south traffic. The first buildings cut up the larger residential lots and fronted their buildings onto Euclid to take advantage of the traffic on that key route into town. The Cline family, from Panora, Iowa, is credited with starting the first business, a grocery store in Highland Park. John B. Cline purchased the northeast corner of the intersection at Sixth and Euclid on February 17, 1890. He, along with his wife Caroline and his brother James N. Cline founded a firm that would eventually own a storefront on Walnut Street in the downtown. Their original building does not survive. It was a two story frame store with a “boom town” parapet wall front. The Cline firm moved cross Sixth Avenue to 3606-08 Sixth by 1915. Merchant John W. Jenney (?-?) and son Norm Jenney would own the same store from 1914 until after World War II where he operated a grocery store. The building was demolished in the late 1940s [*Register*, May 30, 1930].

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 38

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

THE NEW STORE

3716 SIXTH AVENUE

A new, clean stock of DRY GOODS, SHOES, HOSIERY, UNDERWEAR, HATS, CAPS, LADIES' and GENT'S FURNISHING GOODS. We carry the celebrated Monarch Overshirts and the Arrow Collars.

H. TOUBES, Prop.

*Patronize our
Advertisers*

Oak Park Bank

Des Moines, Iowa

Hours, 9 to 12 a. m.---1 to 4 p. m.

Before leaving school purchase those self identifying drafts which are good any place in the world.

Our business relations during the past years have been very pleasant and we welcome an opportunity to serve you in the future.

Thanking you for past business and trusting we may again have the pleasure of serving you, we are,

Yours truly,

OAK PARK BANK

C. A. HOLMES, Cashier

WM. F. BROWN

Barber Shop and Bath Rooms

3704 SIXTH AVENUE

Cigars and Tobacco. Full line of up-to-date Pipes. Agent for first-class Laundry. Tonsorial Tonics and Lotions carried in stock.

Highland Park Commercial Advertisements, 1906
(1906 *Acorn*, Oak Park High School Annual)

The store was still in use when resident Lizzie Day penned her Highland Park recollections (1944) and it loomed large in her:

There was another store building on the north corner of Sixth and Euclid owned by W. J. Cline and operated as a grocery store for many years. Other stores followed in quick succession, one of them a bank building constructed [in 1904] on the corner by Mr. Holmes. The building still stands across the street from the Christian Church.... Today none of the original store buildings are left which made up the initial business district of so many years ago.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 39

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Des Moines city directories do not offer address-based occupant listings until 1907, so any reconstruction of the early Highland Park firms is a hit or miss process, requiring a search of the entire directory. From 1891 on, the directories recognized Highland Park as an important point, so its businesses have that identifying reference in their entries. A summary of the listings between 1891 and 1906 follows:

WE ARE HEADQUARTERS

... FOR ...

Ice Cream and Sodas

Fancy Ice Creams, Ices, Sherbets,
Etc., in all Colors, Shapes
Styles and Flavors

Give us your order for fancy Ice Creams and we will
guarantee satisfaction

HIGHLAND PARK PHARMACY

DR. W. W. GOODRICH, Proprietor

HALF BLOCK NORTH OF SIXTH AND EUCLID

IOWA PHONE 1681 MUTUAL PHONE 415 MAIN

Highland Park Commercial Advertisement, 1906
(1906 *Acorn*, Oak Park High School Annual)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 40

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

City Directory Listings, Highland Park Business District, 1891-1907:

Year	Number of Entries	Key Firms
1891	8	Cline Bros. Meats, Mosier Meats
1892	13	Cline Bros. Grocery, Juvenal Meats, Pickering Bros. Meats, Brewer General Store, Durette Drugs
1893	32	Harter Grocer, Cline Bros. Grocers, Durette Drugs, Hadley Drugs, Porter Meats, Garlick Grocer, Baldwin Grocer, Brewer General Store, Belding Hardware, Alexander Hardware, LaPetite Hardware
1894	9	Cline Bros. Grocery, Harter Grocer, Belding Hardware, Brewer General Store, Durette Drugs, Baldwin Grocer, Fawcett Bakery
1895	28	Cline Bros. Grocery, Harter Grocer, Durette Drugs, Brewer General Store, Baker Meats, Baldwin Grocer, Highland Park Restaurant, Brooks Meats, Ozmun Grocer, Hedlund Baker, Odd Fellows Park Lodge #388
1896	33	Harter Grocer, Durette Drugs, Cline Bros. Grocery, Baldwin Grocer, Ford & Duhigg Meats, Eaton Dry Goods, Ozmun Grocer, Hedlund baker, Odd Fellows Park Lodge #388
1897	14	Harter Grocer, Durette Drugs, Mathes Blacksmith, Chase & Co. Grocers, Cline Bros. Grocers, Odd Fellows Park Lodge #388
1898	15	Harter Grocer, Durette Drugs, Cross Grocery, Chase & Co. Grocers, Cline Bros. Highland Park Grocery, Mathes Blacksmith
1899	31	Healton Dry Goods, Chase & Co. Grocer, Cline Bros. Grocer, Aldridge Blacksmith, Mathes Livery, Hamilton's Dry Goods, Harter Grocer & Meats, Durette Drugs, Spear Grocer
1900	23	Chase & Co. Grocers, Healton Dry Goods, Harter Grocer, Prall Tinner, Durette Drugs, Cline Bros. Grocery, Keller, Apple and Miller, all blacksmiths
1901	9	Chase & Co. Grocers, Durette Drugs, Prall Hardware, Cline Bros. Grocery, French's Stationery/Ice Cream, Miller and Mathis, blacksmiths
1902	14	Prall Hardware, Hild's Feedstore, French's Restaurant, Cline Bros. Grocery, Harter Grocer, Durette Drugs, Chase & Co. Grocers, Brown's Barber/Cigars, Dougherty's Shoe store, Cooper Boots & Shoes, Butler Shoeing & Wagon Repair
1903	14	Cline Bros. Grocery, Chase & Co. Grocers, Dougherty's Grocery, French's Bakery, Harter Grocer, Hild Feed Store, Cooper Shoes, Mathis Livery, White Blacksmith, Kuntz's Millinery,
1904	13	Scruby and Paulsen Bakery, Lewis Hardware, French/Hand Oak Park Bakery, Harter Meats, McArthur's Drugs, Cline Bros. Grocery, Goodrich's Drug Store
1905	24	Cline Bros. Grocery, Lewis Hardware, Dougherty's Grocery-Meats, Cross Feed Store, Scruby Grocer, Cornwall Grocer, Cooper Shoe Store, Goodrich's Drug Store, Shumway (Durette's) Drug Store, Cross Grocery, Dougherty's Restaurant, Ratliff Bros. Feed/Livery, Cline Bros. Grocery & Bakery, Brown Barber Shop, Durette Wallpaper, Webb's Millinery
1906	14	Cline Bros. Grocery, Ulch's Drug Store, Cooper Machinists, Scruby & Paulson Grocers, Lewis Hardware, Cornwall Grocer, Cross Feed Store, Hummer's Park Cafe,
1907	20	Shepherd Hardware, Beehley Jewelry, Willis Tailor, Toube's Dry Goods, Cornwall's Grocery, Scruby & Oliphant Grocers, Cooper Shoes, Knights of Pythias Hall #388, Sheperd Hardware, Cooper Bros. Hardware, Webb Millinery, Brown Dressmaking, Ulch's Drug Store

This tabulation only names the major firms in the district. Clearly there was persistent turnover in individual businesses and their locations but the pattern persists of multiple competing firms, particularly groceries and drug stores. blacksmiths, liveries and feed stores emerge as of 1897, perhaps indicating a growing rural trading pattern. City directories do not list all businesses at this time but the total counts might hint at some oscillations in economic vitality within the district. A clear downturn is evident in 1894, which correlates with general economic patterns. There is a diminution in 1900 and recovery takes a number of years. The year 1905 brought the largest district fire, but the counts for that year follow the fire. Clearly by 1900 the business district was offering fancy goods as well as staple goods, an indication that the shoppers could do all or most of their shopping there.

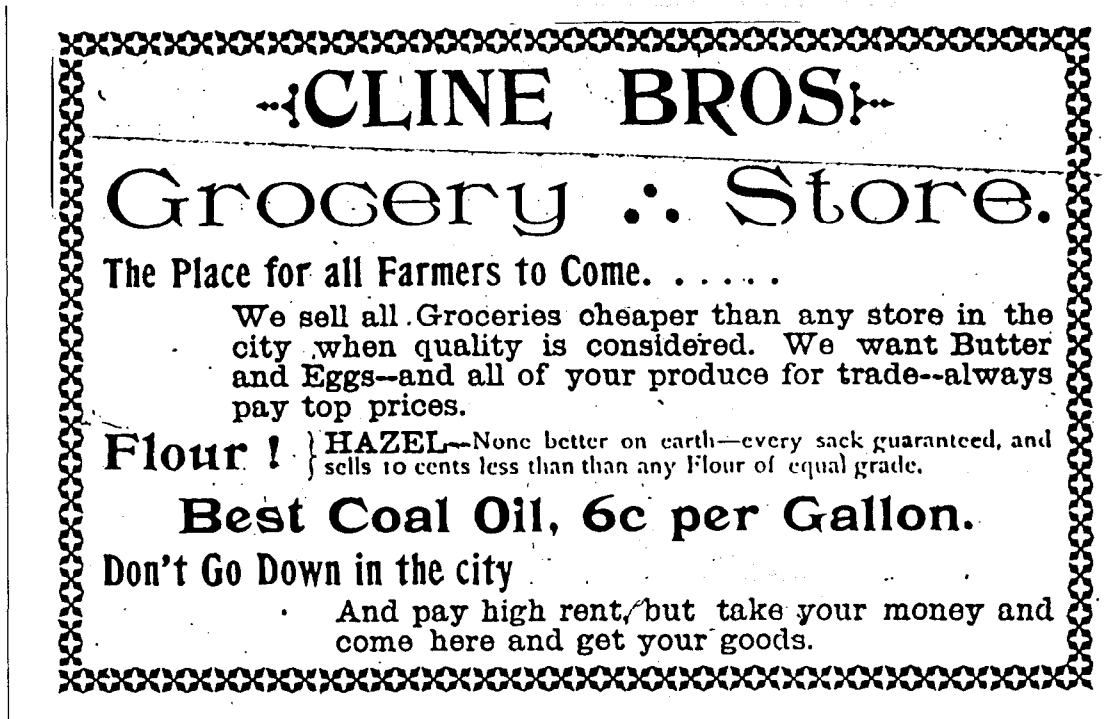
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 41

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



CLINE BROS.
Grocery Store.
The Place for all Farmers to Come.
We sell all Groceries cheaper than any store in the city when quality is considered. We want Butter and Eggs--and all of your produce for trade--always pay top prices.
Flour ! } HAZEL--None better on earth--every sack guaranteed, and sells 10 cents less than than any Flour of equal grade.
Best Coal Oil, 6c per Gallon.
Don't Go Down in the city
And pay high rent, but take your money and come here and get your goods.

"Don't Go In The City," Cline's Grocery Solicits the Farm Trade, 1898
(*Weekly Globe*, March 31, 1898)

The secret weapon of Highland Park was the local newspaper. The newspaper performed a variety of critical community functions. It served as the resident historian, placing events within an understandable context. It advocated and brought order to community advocacy and it set and maintained community norms. It also reinforced residents that theirs was indeed a special and advantageous place to live and trade. The *Weekly Globe* was the first of four neighborhood papers to play this role. It was actually a county paper which sought to serve the suburban communities in Polk County. By 1897 Highland Park had its own dedicated page in that paper. The *Globe* is an excellent historical source for the business district's story. Despite its interest in Highland Park, few merchants advertised in it until after. A typical *Globe* report, dating from mid-1900 follows:

It is on Sixth Avenue that interest centers just now on the two lots north of Mr. Durette's drug store, Messrs. Cooper, Daily and [Henry] Lehman are making improvements. The [James I.] Daily and Lehman building is to be occupied by a barber shop, and the Cooper building by a shoe and barber shop. These two buildings ought to be excellent, as there are from two to ten idlers constantly watching their progress and offering criticism on the work at it progresses... We will soon have three barber shops. Competition will be so great that some of us hope to be able to get shaved on trust. (*Weekly Globe*, June 14, 1900).

The buildings in question were shallow, single story brick commercial buildings. One of these survives as 3604 Sixth Avenue.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 42

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Serving the Rural Hinterland:

Frank Lorey's family moved to Highland Park, probably in the early or mid-1910s. He recalled that there were only two houses, a coal yard, and the Beaver Valley Mill between the Sixth Avenue bridge and Corning Avenue. He described the already developed commercial area:

At Sixth and Euclid there was a Grocery Store on one corner and a Drug Store on another. North on Sixth Avenue there was a Barber Shop, Dry Goods Store, another Grocery Store and a Bank on the west side of the street and on the east side a Hardware Store and a Feed Store between Euclid and Clinton Avenues. The Fire Station was the same place it is now...Next door north there was a Blacksmith Shop...Across the street from the Blacksmith Shop was a small wooden building which was the Christian Church and north of that was a Livery Stable. This was a large wooden building where the farmers could leave their horses to be fed and watered while they took the Electric Trolley cars to go downtown.. [Lorey, "Pioneers," pp. 4-6].

Lowry's account indicates that rural residents could avoid what had been an all day journey downtown to conduct courthouse business or the like. They could drive in to Highland Park, park the rig and horse, probably detail some family members to shop in Highland Park while the father could quickly complete the trip downtown. At any rate, merchants were able to serve a rural constituency just as they did college students and residents.

Highland Park merchants, by 1898, began to appeal to the rural trader, soliciting their produce in trade. The Cline advertisement, reproduced above, also argued that Highland Park prices were lower because store rents were below downtown rates. Similarly, A. C. Harter & Co. Grocers aggressively advocated the superior qualities of its much cheaper "White Loaf Flour" and urged shoppers to trade with them [*Weekly Globe*, November 14, 1900]. Two years later, the *Globe* observed that "Highland Park is a good trading point, all lines are represented, Cline Bros., are the leading grocers" [Ibid., July 25, 1901]. Clines opened the first butcher shop in mid 1901, and F. A. French opened a first class bakery and ice cream parlor and restaurant at that same time [Ibid., May 2, June 6, 13, 1901].

Chain Stores Versus the Independents:

An early measure of the economic vitality of the Highland Park Business District was the appearance of the local chain stores within the district. These threatened the local independent operators and they represented the intrusion of downtown interests into Highland Park. The first indication of this internal friction in the district came in late 1897 when the leading independently owned grocery, Cline Brothers Highland Park Grocery, was directly challenged by the first chain store, Chase & Company. Chase had branch stores in all of the outlying districts so it was no surprise to see the October 21, 1897 *Weekly Globe* announce that "the new store of H. S. Chase & Company in Highland Park is receiving liberal patronage, as they deserve." The store even hired Ralph Budd, son of a noted district family [Ibid., October 28, 1897].

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 43

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Just a week later Cline's was smarting under the pressure of the competition, which they took exception to, and the following appeared in the *Weekly Globe* [November 4, 1897]:

NOTICE-To all our patrons and all whom it may concern; It is commonly reported that certain parties are canvassing among our patrons offering cut prices as an inducement for a change of patronage. Will you be kind enough, dear friends, to report all such transactions to our headquarters? We intend warming up all such work as that. We don't intend to be undersold and this goes without further notice.

Cline Bros., Highland Park Store.

Cline also added an inducement, announcing "the city has established a daily weather bureau at our store. Call and see the predictions for tomorrow" [Ibid.].

Chase & Co. went right after the farmers' trade and the farmer's produce. The November 18, 1897 issue of the *Weekly Globe* urged farmers "Exchange your corn for groceries at Chase's grocery in Highland Park" and added "Wanted-100 rolls of good country butter delivered at Chase's..." In the same issue, Cline's appealed to its rural patrons:

Farmers-the only grocery store in Highland Park wants your butter and eggs, always at the highest price. A store house chock full of new and fresh goods at bottom prices. See us before you sell your stuff or buy your goods. You will lose money if you do your trading elsewhere. Feed, flour, hardware and groceries. Cline Bros.

The competition would be a lengthy one. G. P. Dawson, Chase's Highland Park store manager advertised in late 1902 that "we are willing to meet competition at all times when we have any" [Ibid., December 18, 1902]. Chase & Co. was finally sold to Scrubby and Paulson who renovated their store, adding a bakery, reopening in mid-April 1904. [Ibid., April 13, 1904]. The same issue would reappear after World War I when national chains were introduced. The Red Ball chain first occupied 3600 Sixth Avenue in 1919. Piggly Wiggly occupied the new wide storefront at 609 Euclid in 1925. These firms were cash only businesses, in contrast to the independents who gave credit and delivered goods twice daily.

Fraternal Halls in the Parks, The District Just Misses Getting A "Skyscraper":

Many of the community concerns reflected the needs of the commercial core. These included paved streets, safe sidewalks, street lighting, sewer service, and public halls. As the number of fraternal organizations increased, pressure mounted for the construction of a quality hall in the Sixth Avenue end of the downtown area. The issue first was raised in early 1898, when it was said that "Messrs. Lehman, Daily and Cline Bros. seem to be willing to build a hall if they can make a long term lease at a reasonable price" [*Weekly Globe*, March 31, 1898]. Apparently they couldn't and the Odd Fellows, the largest fraternal organization in the neighborhood, found quarters outside of the district, near the college [Ibid., May 12, 1899]. The brick block at 3606-10 Sixth provided a second floor hall as early as 1893 or 1895, yet there was a continuing call for a more substantial hall although its hall never appears in the city directories.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 44

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

had

The *Globe* reported a most unusual effort to house more than one group in the same hall. Mr. Z. T. Bates, by mid-July, "the plans completed for the proposed new lodge rooms that we are trying to have the different lodges unite in having built. They contemplate a main room 44x56 feet and have several parlors, paraphernalia rooms, kitchen, etc. The plans will soon be submitted to the general committee, then to all the lodges for their action."

FOR—
DRUGS, STATIONERY
DRUGGISTS' SUNDRIES
PRESCRIPTIONS, FAMILY MEDICINES
WALL PAPER, PAINTS, OILS
AND VARNISHES,
CANDY, ICE CREAM AND SODAS
GO TO

Highland Park Pharmacy

DR. W. W. GOODRICH, Prop.

One-half Block North of Sixth and Euclid Avenue

CLINE BROS.

GROCERS, BUTCHERS
..BAKERS..

THE PARK CAFE will serve you with a bite at any time. Our Fountain is complete. Candy that is fresh. Ice Cream delivered by the quart or gallon.

Would say that for nearly twenty years we have been selling up-to-date "Pure Foods" and you can always find them in our little bee hive on the corner.

Phones: Iowa 800X; Mutual 816

SIXTH and EUCLID

**GROCERS
BUTCHERS
BAKERS**

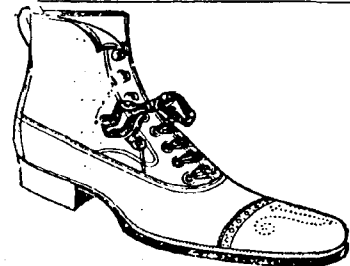
Do you know we own and operate the Largest Bakery in the suburbs of the city?

Make your housekeeping easy by buying your Bread, Pies and Cakes of us.

Our baking is like home made, because we use the best materials and employ the best bakers.

Scruby & Paulson,

Phones: Mut. 159; Iowa 836 M
3706-8 Sixth Ave. Highland Park



Pioneer Shoe Store

3702 Sixth Avenue
We handle Footwear of all Kinds and Prices.
Ladies Fine Shoes Up-to-Date.

Men's Fine Shoes and Working Shoes.
A. E. COOPER, Prop.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 45

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

There is no report of any building progress by Bates through 1901 however. Again, that same fall, it was hoped that Cooper and Durette would make "some arrangement...for the building of a lodge hall over both [of their] buildings" [*Weekly Globe*, June 21, October 11, 1900]. In June, 1901, the *Globe* noted "there is considerable enthusiasm among the lodges relative to a new hall. It is felt by all that it would be a great help to have one."

The hall question was quiet for another three years when the issue flared up again in 1903, with the Odd Fellows taking the lead:

"Considerable interest is manifested by the lodges. The Odd Fellows plan for a new building. Some difficulty is being experienced in finding a suitable location. The good locations are scarce [*Weekly Globe*, October 15, 1903]"

The site of first choice was immediately across the alley and north of the Oak Park Block, and the Odd Fellows obtained an option on a 44' wide piece of property. Things appeared to be moving seriously forward:

"A committee from the Lodge is about to get up plans for a new building and as soon as it is done it is expected that the lodge will take action and push the matter [*Ibid.*, November 12, 1903]."

Then just two weeks later, a second site was under consideration, and an option was obtained on the northwest corner of Clinton and Sixth, known as the "Juvenal Lot," just east of the Church of Christ [*Ibid.*, November 26, 1903]. Funding the hall and securing the property was a community project and not simply a fraternal one. An Odd Fellows subscription committee went drumming to raise the \$500 needed to meet the first note due, and it was reported that "they received very liberal help from practically every businessman on Sixth" [*Ibid.*, December 3, 1903].

The community-wide importance of possessing such a hall was strongly underscored by the *Weekly Globe*:

"Highland Park has greatly needed a large and commodious hall; the prospects are that a large increase in population will soon take place and it becomes imperative to have that kind of building. Every resident north of the river, be he owner or renting, is interested in the success of this improvement...It happens that the Odd Fellows have taken hold of it instead of someone else."

By mid-1904 I.O.O.F. Lodge 612 had purchased a lot for their new hall at Sixth and Clinton and was enjoying growth in new members due to the anticipated new lodge (*Weekly Globe*, May 18, 1904). The Odd Fellows appear to have occupied the old two story building on that site, preparatory to their own construction effort. Their hall is mentioned in mid-February (*Weekly Globe*, February 15, 1905) and the Masons used the hall for their meetings.

The Odd Fellows met the first deadline and closed a contract with lot owner Wesley Juvenal. They announced their plans and set their sites on raising \$1,900 to meet the April 1904 note, stating:

"The intention is to build a large and up-to-date hall in the third floor, and modern living apartments on the second floor, while five business rooms will be erected below; two store rooms fronting Clinton Avenue and three on Sixth Avenue [*Ibid.*, December 10, 1903]."

The total cost would approach \$15,000. The financing plan was to issue \$10.00 bonds to be paid at six percent interest. The April goal was met and the bonds were printed and distributed to those who had subscribed to the project [*Ibid.*, January 14, 1904].

This building was actually built in 1907 outside of this district and near Highland Park College, but it represents an intriguing "what if" question. At the south end of the district, developer Oliver Herrick was planning a three story apartment

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 46

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

block. The five story fraternal hall and block would have anchored the north end of the district, standing where the former Highland Park Church of Christ now stands. Clearly the commercial district at Sixth and Euclid was considered to be the place to be to do business as of 1907.

The Business District Comes of Age, 1901-1912:

The core of the Sixth Avenue commercial district was well established by 1901 with a total of 12 storefronts, comprised mostly of brick structures on the west or Oak Park side, five of which survive today, the rest of frame construction on the Highland Park side of Sixth Avenue. Commercial uses began north of Euclid, with large residences being to the south of Euclid Avenue. Enough growth had taken place so that the Sanborn Fire Insurance Map Company included the district in its 1901 update of Des Moines. The commercial district already had a post office station (as of 1893) as well as a full-fledged fire station. The district consisted of just ten buildings exclusive of the fire station. Only three of these buildings were single story buildings. All save the Oak Park Block, with three storefronts, were single storefront buildings. The eastern commercial cluster on the 200s block of Euclid, consisted of just three buildings, all on the south side of the street. Three churches clustered to the north and east of the district.

The Parks businesses realized "critical mass" during the years 1903 and 1910. These years saw the complete physical infilling of the Sixth Avenue commercial core, the broadening of the range of retail and services offered by the district, and the development of a local pride in the strength and promise held by the suburban retail center. More large grocery and dry goods firms found quarters in the Parks. Fancy goods increasingly supplemented the more basic offerings. A growing rural traffic was reflected in the appearance of numerous blacksmith and livery firms. By 1903, the *Weekly Globe* described a strong community which centered upon a unique suburban commercial core:

"It is a city by itself when it comes to business, three first class groceries, two meat markets, two blacksmith shops, hardware, dry goods, shoe store and a ladies emporium. There is a modern up-to-date three chair barber shop equal to any in the city and a first class restaurant and drug store. Five physicians are residents of the Park and a fire station that affords ample protection from destruction of property from fire. The livery and boarding stable and express baggage business must not be forgotten. As to educational and religious advantages Highland Park College is here situated and the Oak Park High School with a four year course fully accredited at all universities. The free text book system is in practice and a primary training department the best in the west. The four denominations, Methodist, Presbyterian, Evangelical and Christian are represented in religion. Men in the business say that Highland Park is the best investment in real estate to be made at the present time and that it will more than double its value in three years. A great deal of building is going on at the present time and more is to be done as the summer progresses. Highland Park is certainly the place, and its residents have reasons to congratulate themselves upon being so fortunate as to locate in such a pleasing and goodly portion of the city, and point with pride that they reside in the best suburb of Des Moines [Ibid., May 21, 1903]."

It is perhaps surprising that the district was not electrified until September 19, 1901 and the first buildings to be electronically lighted were five stores nearest Euclid on Sixth as well as the fire station. The paper proudly observed that "our suburb is enjoying the luxury of electric lights...a great improvement" [Ibid., September 19, November 14, 1901]. The first consideration of placing a phone in one of the stores was mentioned tongue-in-cheek by the *Weekly Globe* in late October 1904

United States Department of the Interior
National Park Service

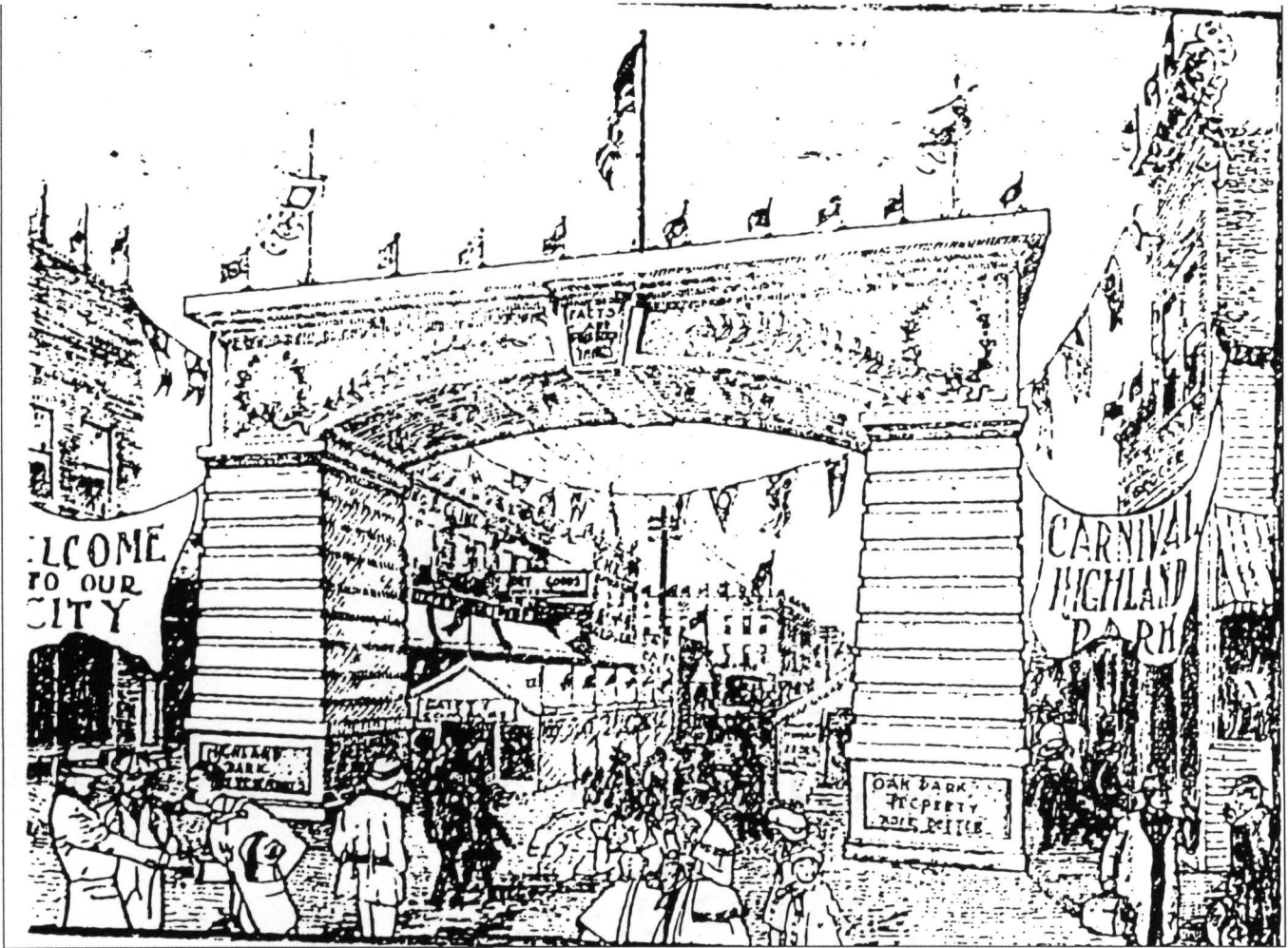
National Register of Historic Places
Continuation Sheet

Section number 8 Page 47

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

[Ibid., October 26, 1904]. The first Highland Park commercial ad to include a phone number was that of Dr. W. W. Goodrich, dated January 11, 1905 [Ibid, same date].



Highland Park Carnival Welcome Arch, View north along Sixth Avenue
(Tribune, September 19, 1917)

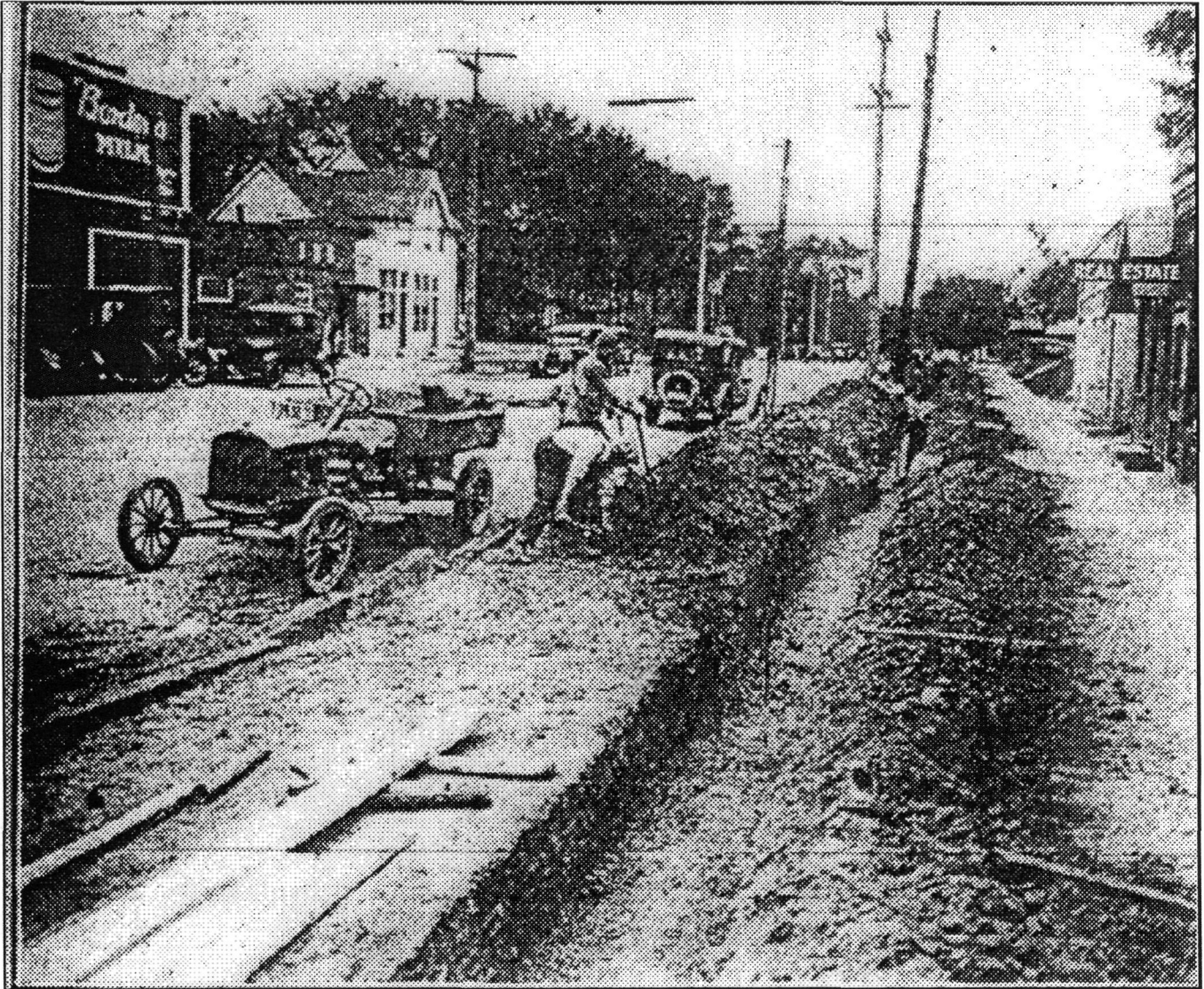
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 48

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Widening Euclid Avenue east of Sixth Avenue, 1925, view east from Sixth Avenue
(*Tribune*, May 30, 1925)

The district gained its own bank by early 1905 when the Holmes brothers from Missouri established a branch bank in Oak Park, on the southwest corner of Clinton and Sixth Avenue. The brothers both had daughters attending Highland Park College and visits to Highland Park led them to moving to the city, building homes, and building a bank. It is very difficult to measure the impact of the bank on the neighborhood, and indeed the *Weekly Globe* made no mention of the bank for fully six years before it reported in early 1910 that "The Oak Park Bank is enjoying a nice business. Mr. Holmes the genial cashier

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 49

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

reports that January 1910 shows a 15 per cent increase over January, 1909" (*Weekly Globe*, February 3, 1910). The bank was the first one to locate outside of the downtown.

Poultry, Butter and Eggs

Best and Cheapest in city.

Only Market of this kind
in Highland Park

Russuck Butter & Egg Market

3701½ Sixth Avenue

GOOD SERVICE
HONEST GOODS

Is Our Policy at All Times

"Try Highland Park First"

Highland Park Hardware Co.

3707-3709 6th Ave.

Phone Walnut 6079

H. S. CHASE & CO.

Iowa's Largest Grocers

Solicit your active grocery account

J. A. SMART Manager
Highland Park Store

3714 SIXTH STREET

Highland Park Commercial Advertisements, 1914
(1914-15 Highland Park Church of Christ Directory)

The worst fire to strike the small downtown struck late on January 23, 1905 when the temperature was eleven below and during a northwesterly gale. The four fire companies encountered frozen hydrants and low water pressure as they set up their hose lines, and the battle was from the start an effort to save the rest of the stores. The fire started south of the firehouse on the north end of the east side of Sixth Avenue. Two two-story frame storefronts were lost, the Oak Park Bakery and Dr. W. W. Goodrich's newly established drug store. These occupied the middle of the east side of Sixth Avenue. Two firemen were

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 50

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

on the second floor of one of the buildings when it collapsed, but both were saved. A third fireman broke his leg. The contents of the bakery, Lewis' Hardware and Hamilton's Dry Goods were successfully evacuated to the street [*Weekly Globe*, January 25, 1905].

"Located for your convenience"

EUCLID AVENUE STATE BANK

CAPITAL \$50,000.00
Resources a Half Million Dollars

<p>CARL HUMMELL, President J. W. JENNEY, Vice President S. C. SONNICHSEN, Vice President Sixth and Euclid Avenue</p>	<p>K. P. POTTORFF, Cashier ANN MORRISON, Assistant Cashier BEHLAH McMICHAEL, Assistant Cashier DES MOINES, IOWA</p>
--	---

Highland Park Shoe Shop
Shoes Repaired Shoes Shined
Hats Cleaned
3612 SIXTH AVENUE

WHEELER'S BARBER SHOP
"The Largest in the Park"
3604 SIXTH AVENUE

HIGHLAND MARKET
Meats and Fish—3608 Sixth Avenue

W. W. KENTNER
JEWELRY and WATCH MAKING
3606 6th Ave.—Wal. 2640-W

JAMES F. PAGE
Attorney at Law
516 Euclid Ave. Walnut 2617

GOUGHNOUR GROCERY
Fancy Groceries and Meats
310 Euclid Ave. Market 3659

**GRAY'S BARBER SHOP
AND BEAUTY PARLOR**
517 Euclid Avenue
MARKET 2039

**Highland Park
Cartage Co.**

We Move Them All. Special Attention
to Students' Trunks

611 Euclid Ave. Market 3636
Res. Tel. Wal. 7482. Night Service

**Highland
Park Printery**

—○—

We Specialize in Fraternity
and Class Printing

—○—

Special Prices Given
D. M. U. Students.

—○—

Call C. Bradley, '28, before you
order anything in the printing
line.

Market 442
3811 Sixth Avenue

STUDENTS !

Spend Your Evenings at
Our Theatre. First Class
Movies at a Lesser Rate.

HILAND THEATRE
Sixth and Euclid Ave.

Highland Park Business Advertisements, 1927
(1927-28 Des Moines University Student's Handbook)

The loss of so much commercial space created a Sixth Avenue real estate rush. At least one of the burned out firms found space on the west side of Sixth. Within a week of the fire, the bank owners purchased the two lots to the south of their new bank. Mr. W. F. Brown announced plans to raise a two-story brick building on the north side of the alley. The *Weekly Globe* observed

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 51

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

'There yet remains one lot between the bank's and the one owned by Mr. Brown. Business lots along Sixth Avenue took quite a boom this week and they are bound to keep on going up in value. As soon as the insurance is fully settled up the buildings recently destroyed by fire, there will undoubtedly be erected in their stead a couple of good buildings [Ibid., February 8, 1905].'

That same source announced that the Holmes Brothers, the newly established bankers, had purchased the two vacant lots south of their new bank (corner Sixth and Clinton Avenues) with the intention "within a year [to] probably see a business block erected thereon."

The predicted building boom would be delayed, likely by the recession which settled in that same year and continued into 1906. At least two major building efforts were deferred until 1907. The Knights of Pythias Block (3614-16 Sixth) which finally filled in much of the vacant area south of the bank, and the Odd Fellows Hall, which was erected four blocks east at Euclid and Second Avenues. The Odd Fellows had acquired the northwest corner of Sixth and Clinton, diagonally across from the fire station, for their hall, beginning in 1902. They envisioned a three story building with five storefronts. They finally built virtually the same plan, at the eastern end of the commercial area, two years later than they had planned.

The *Globe* reporters prepared a special edition walking tour of the Park in February 1908 which was headlined "For A Greater Highland Park; Des Moines' Most Delightful Residence Suburb Has Caught Step in the Forward March of Progress: Fine New Cottages and Modern Business Blocks in Evidence and its Business Man an Aggregation of Active Boosters[!]." The report first offered some general comments about the district:

'While Highland Park is first of all a resident suburb, it has at the same time a line of stores capable of supplying the needs of a colony...Now the suburb has a section of business houses that support a separate lines of traffic and are not only catering successfully to a suburban trade but are bring a large and growing traffic from the outlying country; or rather, are stopping it here enroute to the city.'

The Streetcar Boosts the Park And Euclid Avenue Is Commercialized, 1912-19:

The real boost to the Parks was the provision of faster streetcar service between it and the downtown. This was secured in 1912 by switching the approach route from Second to Sixth Avenue. The *Register and Leader* (May 18, 1916) observed that the new route "gave that part of Des Moines the biggest boost possible. It enables the residents to get to town in fifteen or twenty minutes, which is better time than many similarly located districts of the city enjoy." The same source continued:

"This change in service was met with a hearty response by the people, and the Highland Park district today is one of the fast growing sections of the city. Since the service was changed it has enjoyed a marvelous transformation, and what was then cornfields and vacant tracts are now blocks of nice comfortable homes....In the way of public improvements the district is equal to any other part of the city. It has all the modern conveniences and the pavements are among the best. Recently the council passed resolutions for considerable new paving. Two churches were recently completed, and O. P. Herrick has just finished the completion of a big apartment house. About twenty new homes are now going up."

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 52

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

A. E. REBOL ELECTRIC CO.

Let Us Serve You Electrically

619 Euclid Ave.

Res. Phone 4-0978.

Office Phone-3-3810

Office Phone 3-3714

Res. Phone 4-2053

**HIGHLAND PARK CARTAGE
COMPANY**

OSCAR SWANSON, Prop.
General Transfer and Hauling

COAL — COAL — COAL

Euclid Avenue Bank Bldg.

Des Moines, Iowa.

Did You Know ?

That Highland Park has the largest Business College in Iowa;

That its requirements are higher than any Business College in the state;

That it brings approximately one-fourth million dollars into Des Moines, annually;

That you've never visited the school in session;

That this school referred to above is the

University of Commerce

Sixth and Euclid.
DES MOINES, IOWA.

Start Systematic Saving Now

6%

Deposit any amount, at any time and withdraw part or all upon demand without any deduction for membership or withdrawal fee.

Iowa Building-Loan & Savings

3624 Sixth Ave.

Des Moines, Iowa.

S. M. BOLEN, Secretary.

SAFETY DEPOSIT BOXES \$1.00 Per Year

Highland Park Business Advertisers, 1930

(Highland Park Presbyterian Church, Yearbook and Telephone Directory, June 1930)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 53

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

<p>UP TO A STANDARD NOT DOWN TO A PRICE</p> <p>French Way Cleaners</p> <p>FREE CALL FOR AND DELIVERY SERVICE</p> <p>413 Euclid Ave. Phone 3--4264</p>	<p>Smith's Pharmacy</p> <p>Sixth and Euclid</p> <p>A Buy Rite and Nyal Service Drug Store. Home-owned with the advantage of personal acquaintance and personal interest in your wants.</p> <p>OUR DELIVERY SERVICE IS SPEEDY AND AT YOUR CONVENIENCE.</p> <p>Phones 4--6275 and 4--6276</p>
<p>J. W. Jenney & Son</p> <p>WE HAVE THE BEST IN</p> <p>Groceries Meats Vegetables, Fruits in Season and Bakery Goods</p> <p>SIXTH AND EUCLID. PHONE 3--4208</p> <p>Free Delivery Every Hour</p> <p>"A HOME-OWNED STORE"</p>	
<p>Office Phone 3--2015. Res. Phone 3--3685</p> <p>DR. FREDERICK ALDEN Physician and Surgeon</p> <p>OFFICE, 589 EUCLID AVENUE. RESIDENCE, 3417 SIXTH AVENUE.</p> <p>Office Hours 11:00 to 12:00 A. M. 2:00 to 4:00 P. M. 7:00 to 8:00 P. M.</p> <p>DES MOINES, IOWA</p>	<p>Hollywood Photo</p> <p>3521 Sixth Ave. Dial 3--9610 DES MOINES, IOWA.</p> <p>We are equipped to do the work in the most up-to-date manner and give you SERVICE THAT SERVES AND SATISFIES.</p> <p>Portraits, Frames and Kodak Developing Commercial Photography</p>
<p>ELGIN WATCHES — BIG BEN CLOCKS EYES TESTED — GLASSES FITTED</p> <p>Jim Greenwood</p> <p>Your Jeweler and Optometrist</p> <p>519 Euclid Avenue SALES and SERVICE</p>	

Highland Park Business Advertisements, 1930
(Highland Park Presbyterian Church, Yearbook and Telephone Directory, June 1930)

Sixth Avenue was not double-tracked even to Corning and it is possible that the Sixth Avenue bridge was single tracked as well. Mr. Harrigan stated the first priority would be to "start work on the double tracking of the Sixth Avenue line from Laurel street north just as soon as the weather will permit." Then "the second track will be extended as far north as Corning and then if the situation warrants it will be laid up the hill to Euclid."

The track laid along Corning would then be abandoned and the new line "will give the only straight stretch of track connecting the business district with any suburb." The same source continued:

"Members of the Highland Park Booster club are jubilant over the proposed improvements. They declare that the elimination of the loop will bring them within more than five minutes closer time of the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 54

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

downtown section and with double track service will make that suburb one of the most desirable in the city....Many buildings and business improvements are already being planned in anticipation of the change. A three story brick structure for business purposes on the southwest corner of Sixth and Euclid has been projected and plans are now under way for its erection and it is probable that another may go up before the end of the summer."

The first commercial reorientation to Euclid went way back to the turn of the century when Cline's Store added rear Euclid Avenue storefronts. There were contractor's yards to the rear of 3601 Sixth. By 1920 early frame commercial buildings were located at, 410, 417, 511-13, 516, 517-19, and 610 Euclid. Residential buildings were converted for non-residential uses as well, although these fronted east and west in accordance with the dominant lot orientation. The YMCA occupied the corner house at 3600 5th (future site of the Walker Building) and the Highland Park Public Library Branch occupied the Woods residence at 3516 Fifth.

Within four years the *Register and Leader* [September 24, 1916] would report "Highland Park Is Growing Into Big Residence Section--Growth in Last Two Years Has Surpassed Any Other District--Street Car Service Helps--Advancement Has Been Steady--Many New Homes Are Going Up Daily." That source observed:

"People who live in Highland Park or who own property in that rapidly developing residence section are congratulating themselves these days upon the continuous rise in values which practically every part of the district has experienced in the last few years. While there has never been a real boom in real estate in that section, there recently has been a tremendous lot of building and development work done and values have advanced swiftly and consistently. New houses are being built in practically every neighborhood. New churches, new stores, new apartment houses and all manner of new structures are going up. Streets are being paved, unsightly locations are being beautified, and in every conceivable manner is it apparent that Highland Park is coming into its own as a leading residence district. The turning point in Highland Park's development started several years ago when the street car company laid its tracks straight out Sixth Avenue instead of going over the old belt line. Now Highland Park claims first honors in quick and convenient service to the business center. This service will be quickened when the improvements now being made by the street car company are completed. Highland Park has a great natural location. It is high, nicely shaded, has fine air and is easily accessible. The college is one of the best in the state, is prosperous, and brings many people and considerable money into the community."

The Highland Park business district was largely rebuilt during this prosperous period with the construction of nine new buildings, mostly along the east side of Sixth Avenue. It was at this time that businesses began to reorient their trade toward Euclid Avenue as that street finally began to become an important local arterial. The single story doctor's office at 515 Euclid was the first brick storefront to front on Euclid, being constructed in 1913. Various frame storefronts did the same in earlier years (see Sanborn maps in Descriptive Section) but the difference now was one of volume trade and the fact that more substantial buildings could claim sites along Euclid. The traffic there was still dominated by the streetcar, with connections to the east and west within the district. Euclid still didn't go anywhere at this time. There was no Des Moines River bridge to the west of the district until 1910 and eastward extensions of the avenue were five years in the future.

The business district was nicely anchored by major buildings on the north and south ends with the construction of the three story Highland Apartments (1915, southwest corner Sixth and Euclid) and the two story combination storefront and hall

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 55

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

completed by the Highland Park Christian Church (1916, northwest corner Clinton and Sixth, just outside of proposed district boundary). The latter building stood where the Odd Fellow's four story building was to have been located. Adding the next three years up to 1919 the trend is all the more impressive, with the completion of two more buildings, the Euclid Avenue State Bank (1919, southeast corner Sixth and Euclid, and a two story combination double storefront and apartment block on the northwest corner of Sixth and Euclid (1919, 3601 Sixth). Two trends were clear, the commercial district had crossed to the south side of Euclid, and it had also ventured solidly north, infilling more than two full blocks. Two new church buildings also were completed in 1916, the aforementioned Christian Church and the Highland Park Presbyterian Church, rebuilt following a 1915 fire. Two factors drove this redevelopment, the prosperity of the early World War I years (prior to direct US involvement in the war) and enhanced mass transit links between district and downtown.

By 1914 the district could offer large firms and a very complete range of products and services. Increasingly district advertisers lauded the advantages of trading locally (i.e. not downtown), offering the best prices and services. The Highland Park Hardware Company urged its customers to "Try Highland Park First," an indication that the district's range of offerings was able to compete even with the larger downtown merchants. At least one of the latter, H. S. Chase & Co, which claimed to be "Iowa's Largest Grocers," established a branch store in Highland Park. Every firm promised low or reasonable prices, high quality and the best service. Eight years earlier, Scruby & Paulson, Grocers, Butchers and Bakers, successors to Chase & Co. the city-wide chain, had proudly claimed to be "the Largest Bakery in the suburbs of the city."

Growth and Development Between The Wars, The Automobile Transforms the District, 1920-1948:

By 1920, Sanborn Fire Insurance Map depicted a commercial district that was largely infilled and expanded both north and south. Most growth had been north on Sixth Avenue with the addition of large garages and a lumber yard. Still, there were 36 storefronts exclusive of the fire station. South of Euclid there was a new apartment block with two storefronts on Euclid a new bank building. Euclid Avenue to the east or west was largely still residential and the district was still oriented north and south. A handful of new buildings were built between 1917 and 1919, the most significant being a substantial make-over of 3600 Sixth. One clear transformation, further reflective of the rise of the automobile, was the increasing number of small storefronts, which were set into the sidewalls of the corner buildings at Sixth and Euclid.

The war left a legacy of increased construction costs and new building starts were held back until c. 1924-25. Despite this, several buildings appeared. A new garage was built at 3707 Sixth in 1920. A new chain store building, single story in height, went up in 1922 at 609 Euclid. Two years later it was joined by the two story commercial block at 619 Euclid. These buildings displaced houses on that avenue, and attested once more to the growing importance of Euclid Avenue. The *Des Moines Register* took note of these improvements on August 3, 1924:

"Oak Park and Highland Park have kept pace with other districts of the city in the construction program that has been carried out during the spring and summer, a survey last week showed. Several new business buildings have been erected since the first of the year in both north Des Moines districts. Home construction, however, has been of larger volume in Highland and Oak Park than anticipated by real estate men who specialize in the sale of property in the parks."

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 56

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



“Want Traffic Signal Here. Intersection of Euclid and Sixth avenues, looking west, where residents of Highland Park want an automatic traffic signal” (*Tribune*, July 30, 1926).

By 1941, when the Sanborn Fire Insurance Map was updated, the district had developed a pronounced east-west orientation along Euclid Avenue. Six new commercial buildings were in place and a seventh had quadrupled its size to add multiple storefronts to its Euclid frontage. The Euclid Avenue reorientation dated back as far as 1915 when the first individual Euclid fronted building (515 Euclid) appeared. Four years later two prominent buildings at Sixth and Euclid, one new building (3600 Sixth) and one remodeling (Euclid Avenue Bank) were added. Post-war construction was slowed by higher wage and materials costs but as soon as the building industries and prices adjusted, three major buildings, 609-13 Euclid was built in 1923, and 615-19 Euclid, the notable University of Commerce, and the even more notable French Way Cleaners (413 Euclid, individually nominated), both which followed in 1924. Developer Oliver P. Herrick was the apparent visionary who provided substantial commercial buildings along the Euclid Avenue route. He was responsible for building Highland Apartments (1915), 3600 Sixth (1919), the two buildings just listed, and it would appear that he also served as the contractor for 615 Euclid. The substantial enlargement of the Euclid Avenue State Bank building followed in 1929. The Great Depression followed and no new buildings would follow until the final years prior to World War II. A new theater was constructed at 423 Euclid (greatly modified, excluded) was opened in 1938 and the Walker Block, 501-09 Euclid came that same year. After the war 513 Euclid was constructed (1946) and the old Jenney Store (3601 Sixth) was replaced with a single story tile building, oriented to Euclid (1944-53).

Euclid Avenue came into its own as a major east-west arterial in 1924-25 when it was widened east of Sixth, paved, and extended east to East 14th Street (Highway 65). Reflective of increased traffic on both Sixth and Euclid was the provision of one of the city's first set of traffic control lights at that intersection in 1929. A series of Euclid Avenue improvements between 1932 and 1934 resulted from its designation as a part of US Highway 6. It was widened and paved west of Sixth,

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 57

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

connected with Merle Hay Boulevard (Highway 7) some three miles west, and it gained a modern bridge over the Des Moines River. Finally in 1937, Sixth Avenue, linking the business district and downtown, was widened from its 66 foot width. All of these improvements bolstered the business district which sat astride these key streets. The last new business block raised prior to the war arose at 501-08 Euclid, clad in a Modern style tile exterior.

The district was at risk of losing its banks and did suffer one bank closing. The failure came when many Iowa banks were closing, in the difficult years following World War I. The Oak Park Bank closed in May, 1924. Former Bank president J. O. McClelland and his two unnamed associates were arrested that next summer for accepting deposits after they knew that the bank was insolvent. Some two hundred Highland Park depositors met several times, compared their deposit books and finally went to the Grand Jury, which resulted in the charges. The group, of depositors, led by merchant L. H. Moeller (210 Euclid) secured the services of attorney Clyde H. Miller, met on November 18 and decided not to force bankruptcy proceedings against the bank. McClelland was arraigned June 26, 1925. [*Register*, June 27, 1925, p. 14, col. 3, Nov. 18, 1924, p. 1, col. 3]. The Iowa Savings and Loan Association, founded in 1921, occupied the vacant Oak Park Bank building by 1930. The community fortunately still had the services of the Euclid Avenue State Bank, and that bank would barely survive, becoming the Des Moines Bank just prior to World War II. It was freed from a ban on full services in mid-June 1933 [*Tribune*, June 13, 1933]. By early 1934 the bank was in a stronger position and acted to triple the size of its board, from five to 15 and added a second vice president, in order [*Register*, January 10, 1934].

A telling measure of the solid financial status of Highland Park as of 1940 was the fact that the district was paying six percent of the total municipal taxes of the city. This compared favorably to the entire South side (south of the Des Moines and Raccoon Rivers) or the northeast (bordered by E. 14th and E. University) both of which contributed three cents on the dollar between two and three percent. Municipal planners never tired of berating the city for its over extension and the resulting fact that partially built up suburbs cost the city more than they generated in tax revenues. The 1940 city comprehensive plan noted for example that "Medium income housing in the north central, northwest, and Highland Park area is also costing the city more than is paid in taxes." The downtown and a few of the western suburbs (the district south of W. University and west of the downtown contributed 18 cents of the tax revenue dollar, the downtown 34.66 cents, industry 5.5 cents) made up the tax revenue deficit and business tax revenues made up a high proportion of each tax dollar. The relative value of the Park's tax revenues reflected the extent and solidity of its suburban "downtown" [1940 Des Moines Comprehensive Plan, p. 45].

The Sixth Avenue streetcar line, as of 1940, had the highest ridership and the highest company earnings per mile of any line in the city. Riders during the first half of the year totaled 1,484,300 or 10.94% of total rides on the city system. Total car miles on the line were 264,900 or 8.05% of the total for the system and this translated into an average of passengers per mile of 5.6 and earnings per mile of 32.92 cents. Just five city lines, University, West Des Moines and Douglas, Clark and East 9th, and Sixth Avenue, accounted for 70 percent of all ridership and 60 percent of all car miles. The average "headway" (time between cars) on the system, save for rush hour, was just 15 minutes. The district line was the first one converted to trackless trolleys in 1938, reflective of its heavy usage (1940 Comprehensive Plan, p. 72-73).

By 1941, the district consisted of sixty-five storefronts. Two major changes had taken place. Most importantly, Euclid Avenue was largely commercialized, with several major storefronts to the immediate west, but all the more so to the east. In fact the two commercial nodes were linked, due mostly to the presence of five or six filling stations east of 5th Street. The second trend was the expansion of individual buildings. Churches had grown or been replaced. The Euclid Avenue Bank Building had quadrupled, and permanent block or tile buildings had replaced earlier frame or other lost buildings.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 58

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Among the equipment being used to remove snow from Des Moines streets this week is rotary type plow built by a Cedar Rapids firm and being demonstrated "on the job" by a factory representative. Here it is cutting away packed snow along Sixth avenue in Highland Park.

Snow Removal in Highland Park, 1949, east side of 3600 block of Sixth Avenue
(Register, February 3, 1949)

Individual Building Historical Notes:

Site Number/Address

Owner-Builder Contractor

Original Use

Key Tenant Firms

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 **Page** 59

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

1. 3519-25 Sixth 516-32 Euclid	George B. Jensen-1919/29 W. F. Mitchell Co.	Bank	Euclid Avenue State Bank 1920-35+
2. 3522 Euclid	Oliver P. Herrick-1915	Apartments, Offices, stores	Highland Apartments-1915-present Smith's Highland Park Pharmacy, 1925-65
3. 606 Euclid 3600-02 Sixth	Oliver P. Herrick-1919	Postoffice, apartments, stores	Sunnyside Apartments, 1919- Red Ball Chain Store, 1920-30 Ozone/Hiland Theater-1919-38
4. 3604 Sixth	W F. Brown-1900	Barber shop	Brown's Barber Shop-1901-1906
5. 3606-10 Sixth	Unknown-1893-95	Hall, storefronts	Chase & Co. 1899-1904, H. Toubes Dry Goods, 1901-30 A. C. Harter & Co.-1897-1903 series of dry goods, hardware stores
6. 3607-09 Sixth (burned 1944)	Brewer, c. 1893	Hall, storefronts	
7. 3611-13 Sixth	Charles c.1906-1917	apartments, storefronts	Great A&P Tea Company-1930-40+ Hiland Park Hardware-1940-present
8. 3612 Sixth (demolished)	W. F. Brown-c.1906-	storefront	Highland Park Shoe Shop-1925-28 series of hardware stores to 1960
9. 3615-17 Sixth	J. H. or W. H. Phillips, c. 1906-17	storefronts	Highland Park Livery-1910-15 series of groceries including Thriftway to 1946
10. 3614-16 Sixth	Scruby & Oliphant-1907	hall, storefronts	H. S Chase & Co. Grocers 1910-20 Hiland Dry Goods/Klein's Dept. Store-1938-65
11. 3619-21 Sixth	T. F. Brubaker-1927	feed store	Highland Park Fuel & Feed Co.-1900-52
12. 3620-24 Sixth	Holmes Bros.-1904 Hallet & Rawson, Architects	bank	Oak Park Bank-1905-25 Iowa Building & Loan Asso. 1930-present
13. 3623 Sixth	City of Des Moines-1894	Firestation	Hose Company No. 10 1894-1975
14. 3701 Sixth	Unknown-1910	storefront	Highland Land Company-1910-30
15. 3703 Sixth	Dan Butler-1904	livery-garage	Dan Butler-blacksmith 1902-11 Dan Butler Motor Company-1920-55
16. 3705 Sixth	L. W. Jackson?-pre-1917	garage	Highland Park Garage-1920-40
17. 3707 Sixth	same	same	same
18. 501-09 Euclid	John Walker-1938	storefronts	small firms, Cross Shoe Repair -1955-present
19. 511 Euclid	B. B. Godfrey-1946	storefront, apartments	House of Marmion-1952-70
20. 515 Euclid	Dr. Fred Alden-1913	doctor's office	Dr. Alden, 1915-30, Dr. Abr. Toubes-1935-80
21. 517-23 Euclid	J. F. Dingman-1947	storefronts	site of Cline's, Jenney's groceries.
22. 609 Euclid	Oliver P. Herrick-1922	storefront	Piggly Wiggly 1925-30
23. 619 Euclid	Oliver P. Herrick-1924	storefronts, business school	University of Commerce-1924-35

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 9 Page 60

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 62

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 9 Page 61

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 63

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Geographical Data

Acreage of Property:

6 acres

UTM References:

	Zone	Eastings	Northings
A	15	447,950	4,608,500
B	15	447,980	4,608,500
C	15	447,980	4,608,560
D	15	448,060	4,608,560
E	15	448,090	4,608,470
F	15	448,090	4,608,470
G	15	448,020	4,608,420
H	15	448,020	4,608,420
I	15	447,950	4,608,380
J	15	447,950	4,608,380

Verbal Boundary Description:

The district includes Lots 20-22, Block 24, Lots 1-2, and 21-22 of Block 23, Lots 13-15 and the south half of Lot 16, Block 21, Lots 12-20, Block 22, all of Highland Park Addition, and Lots 25-6, Block 1, Lots 1-2, Lots 23-26, Block 2, and part of Lots 1-2 of Block 3, all in the Oak Park Addition.

The district boundary line begins in the intersection of the centerpoint of Euclid Avenue and that of the north-south alley which divides Blocks 21 and 24, thence north on the latter centerline to the eastward extension of the center line (east-west) of Lot 16, Block 21, thence west to the centerline of West 5th Street, thence south to the eastward extension of the north boundary line of Lot 12, Block 22, thence west along same line to its intersection (westward extension of same line) with the centerline of the alley in Block 22, thence north along same centerline to its intersection with the westward extension of the northern boundary line of Lot 20, same block, thence west along same (its westward extension) to its intersection with the centerline of Sixth Avenue, north on latter centerline to its intersection with the eastward extension of the alley centerline of Block 1, Oak Park Addition, west along same to the point of intersection with a northern extension of the west boundary line of Lot 25, same block, south along same line crossing Clinton Avenue and continuing along the west boundary line of Lot 2, Block 2, same addition to its intersection (southern extension of same west lot line) with the centerline of the alley in Block 2, west along same alley centerline to its intersection with the northern extension of the west lot line of Lot 23, same block, south along same west lot line to its intersection (southern extension of same) with the centerline of Euclid Avenue, east along same centerline to its intersection with a northern extension of the west lot line of Lot 2, Block 3, same addition, thence south along same to the south lot line of same, thence east along same line for 45 feet, thence north to a point 70.14' south of the north lot line of same lot, thence east to the centerline of Euclid Avenue, thence south along same centerline to its intersection with a westward extension of the southern boundary line of Lot 21, Block 23, Highland Park Addition, thence east along same,

**United States Department of the Interior
National Park Service**

National Register of Historic Places Continuation Sheet

Section number 10 Page 64

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

crossing alley and continuing along southern boundary line of Lot 2, same block, crossing 5th Street, and continuing along southern boundary line of Lot 21, Block 24 until the eastward extension of same line intersects with the centerline of the alley in same block, thence north along same centerline crossing Euclid Avenue to place of beginning.

Boundary Justification:

This district includes all contiguous commercial buildings which were associated with the theme of commercial history at Euclid and Sixth Avenues. No buildings were omitted which are even close to the district which were constructed during the period of significance and which still retained even a vestige of their historical integrity. Religious and residential properties were not considered for inclusion within this district.

Additional Documentation:

Photograph List:

Photographer: James E. Jacobsen
Date of Photographs: October 1, 1997
Negatives: Consultant will transfer same to client.

1. Euclid Avenue to southwest, from point just east of Fifth Avenue. 500 block of Euclid Avenue, south side, properties 1, 2.
2. Euclid Avenue to northwest, from point just east of Fifth Avenue. 500-600 block of Euclid Avenue, north side, properties 18-21, right to left.
3. Intersection of Euclid and Sixth Avenues, view to northwest. 600 block of Euclid Avenue to left, 3600 block of Sixth Avenue to right, properties 4, 3, 22,23 right to left.
4. 600 block of Euclid Avenue, north side, viewed to northeast, properties 23, 22, 3, 21, 20, 19, 18 from left to right.
5. 500 block of Euclid Avenue, south side, Euclid Avenue Bank Building (#1) and Highland Apartments (#2), view to southwest.
6. 500 block of Euclid Avenue, south side, Euclid Avenue Bank Building (#1) and Highland Apartments (#2), view to southwest.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 10 **Page** 65

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

7. 3500-3600 blocks of Sixth Avenue, viewed to northwest, taken south of intersection with Euclid Avenue. Properties 2, 3, 4, 5, 10 from left to right.

8. Detail, Highland Apartments (Property 8), view to northwest

9. 3600 block of Sixth Avenue, west side, viewed to northwest, properties 10, 12 and former Highland Park Christian Church, left to right.

10. 3600 block of Sixth Avenue, west side, viewed to southwest, from across the intersection with Clinton Avenue. Properties 12, 10 from right to left.

11. 3600 block of Sixth Avenue, west side, viewed to southwest, from across the intersection with Clinton Avenue, properties 12, 10, 5, 4, 3, and 2, from right to left.

12. 3500 and 3600 blocks of Sixth Avenue, east side, viewed to northeast from south of intersection with Euclid Avenue. Properties 1, 21, 7, 9, and 11, from right to left.

13. 3600 block of Sixth Avenue, east side, viewed to northeast from just north of intersection with Euclid Avenue, properties 21, 7, 9, and 11, from right to left.

14. 3600 block of Sixth Avenue, east side, viewed to northeast, properties 7, 9, 11, 13, and 14, from right to left.

15. 3600 block of Sixth Avenue, east side, viewed to southeast, properties 1, 21, 7, 9, and 11, from right to left.

16. 3600 and 3700 blocks of Sixth Avenue, viewed to east along Clinton Street, properties 12, 13, and 14 from right to left.

17. 3700 and 3600 blocks of Sixth Avenue, east side, viewed to northeast, properties 13, 14-17 from right to left.

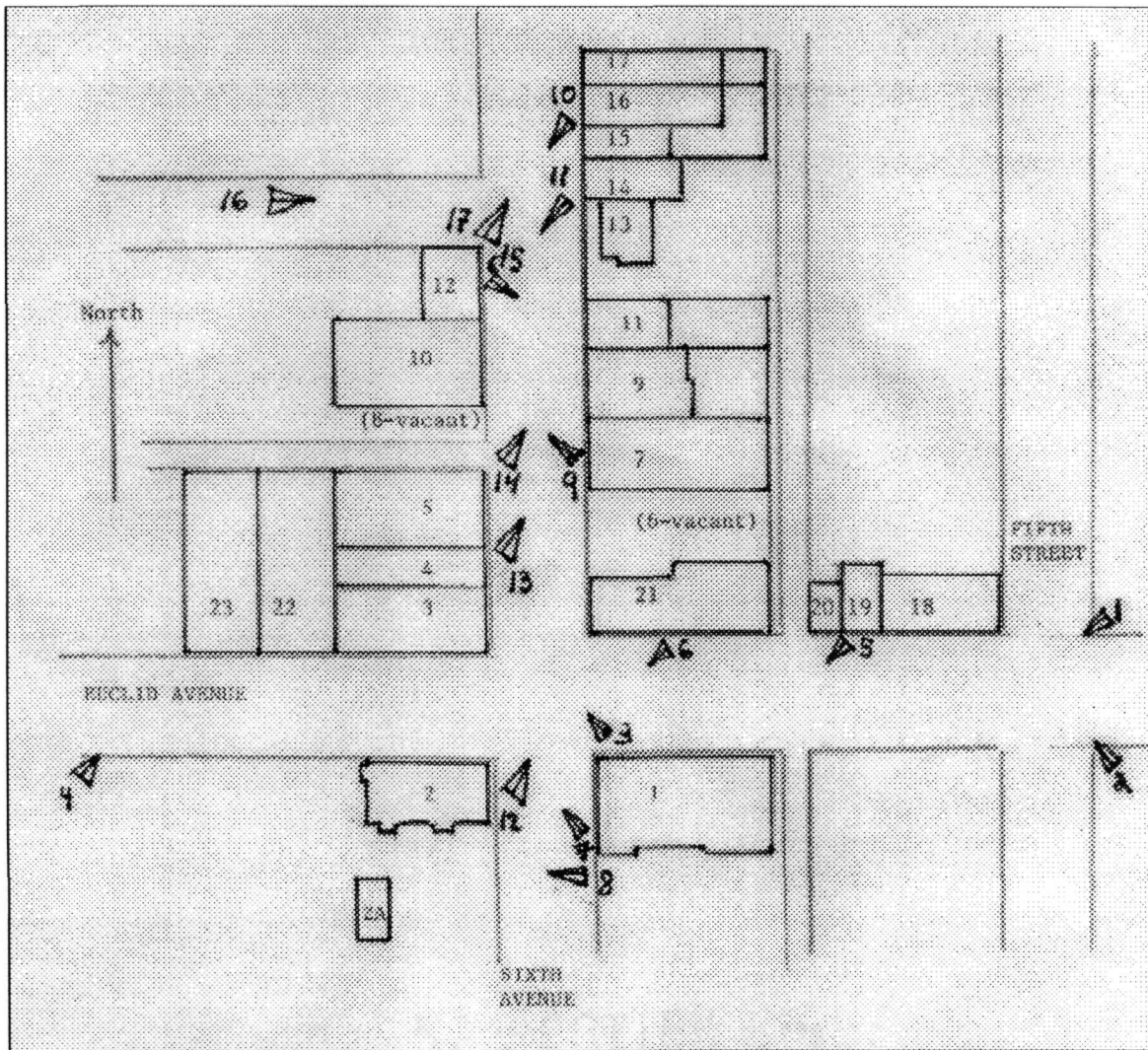
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 66

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa



Sketch Map, Properties (typed numbers) and Photo Angles (arrows, written numbers)

United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number 10 Page 67

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Owners' List:

1. 516-532 Euclid Avenue, 3519-3525 Sixth Avenue

Owner Frank and Marilyn H. Steinbach
Address 1985 Polk City Drive, Ankeny, IA 50021

2. 3522 Sixth Avenue

Owner Frank and Marlys Steinbach
Address 1985 Polk City Drive, Ankeny, IA 50021

3. 3600-02 Sixth Avenue, 603-05-07 Euclid Avenue

Owner Frank and Marilyn Steinbach
Address 1985 Polk City Drive, Ankeny, IA 50021

4. 3604 Sixth Avenue

Owner Linda Bisignano
Address 3604 Sixth Avenue, Des Moines, IA 50313

5. 3606, 3608, 3610 Sixth Avenue

Owner Linda Bisignano
Address 3604 Sixth Avenue, Des Moines, IA 50313

6. 3607-09 Sixth Avenue

Owner William H. and Bibiana W. Wheeler
Address 3611 Sixth Avenue, Des Moines, IA 50313

7. 3611-3613 Sixth Avenue

Owner William H. and Phyllis D. Wheeler
Address 3611 Sixth Avenue, Des Moines, IA 50313

8. 3612 Sixth Avenue

Owner Linda C. Bisignano
Address 3608 Sixth Avenue, Des Moines, IA 50313

9. 3614-16 Sixth Avenue

Owner Rema Ventures Ltd.
Address 3614-16 Sixth Avenue, Des Moines, IA 50313

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 68

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

9. 3615-3617 Sixth Avenue

Owner Gustave and Martha L. Martinson
Address 3615 Sixth Avenue , Des Moines, IA 50313

10. 3615-3617 Sixth Avenue

Owner Gustave and Martha L. Martinson
Address 3615 Sixth Avenue , Des Moines, IA 50313

11. 3619-21 Sixth Avenue

Owner Zephy Corporation/Arlan Banning
Address 3619-21 Sixth Avenue, Des Moines, IA 50313

12. 3620-3624 Sixth Avenue

Owner Iowa State Savings and Loan
Address 3624 Sixth Avenue, Des Moines, IA 50313

13. 3623 Sixth Avenue

Owner L. W. Rissman
Address 3623 Sixth Avenue, Des Moines, IA 50313

14. 3701 Sixth Avenue

Owner Michael J. and Elizabeth A. Harden
Address 690 N.W. 45th Place, Des Moines, 50313

15. 3703 Sixth Avenue

Owner Michael J. and Elizabeth A. Harden
Address 690 N.W. 45th Place, Des Moines, 50313

16. 3705 Sixth Avenue

Owner Kenneth J. and Marion D. Teater
Address 3705 Sixth Avenue, Des Moines, IA 50313

17. 3707 Sixth Avenue

Owner Kenneth J. and Marion D. Teater
Address 3707 Sixth Avenue, Des Moines, IA 50313

18. 501 503-505-507-509 Euclid Avenue

Owner Fred D. Spuzello

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 69

The Highland Park Historic Business District At Sixth and Euclid Avenues

Polk County, Iowa

Address 3612 2nd Avenue, Des Moines, 50313

19. 511 Euclid Avenue

Owner Fred D. Spuzello
Address 3612 2nd Avenue, Des Moines, 50313

20. 515 Euclid Avenue

Owner Ken Boatright
Address 515 Euclid Avenue, Des Moines, IA 50313

21. 517-519-523 Euclid Avenue

Owner William H. and Bibiana W. Wheeler
Address 3613 Sixth Avenue, Des Moines, IA 50313

22. 609 Euclid Avenue

Owner RHB Corporation
Address 800 Euclid Avenue, c/o Sutton, Des Moines, IA 50313

23. 619 Euclid Avenue

Owner RHB Corporation
Address 800 Euclid, c/o Sutton, Des Moines, IA 50313







6th Av

PETS PLUS

AQUALAND

WALMART

TRUCK ROUTE

SECURITY



IOWA
KARATE
ACADEMY

TICS



HARD STREET SIGN
SEE LISTING PAGE 10
CALL 800-850-8500
HARD
STREET
SIGN

HIGHLAND PARK COUNTY FAIR

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LUMINA





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ONLY.

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ONLY.

ELECTRIC
WASHBOARD

PETS
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TR

NO PARKING
EXCEPT
FOR DELIVERY

←

ONLY



ELECTRIC
WASHBOARD

ELECTRIC
WASHBOARD

DES MOINES GUN & PAWN
244-1247

PAWN SHOP

CHEVROLET

070 EVK





PAWN SHOP

IOWA
BUSINESS
BANC
1913

PARKING
7:30 AM
5:00 PM
2 HOUR
PARKING
5:00 AM
5:00 PM

NORTHERN
BAPTIST
CHURCH



PAWN SHOP

CHUCK'S
Restaurant
SINCE 1936

IOWA
SAVINGS
BANK
EST. 1913

ONLY.

ONLY.



Cedar Ave

PAWN CITY

PAWN CITY'S

244 0013

CLEANERS

CLEANERS



Euclid Av

SENTRY

TRUCK ROUTE

P

USED & REPAIRED



HILAND PARK HARDWARE

LAND PARK
HARDWARE

CHEVROLET

BUCK'S
Hardware
and
more
at
50%



CHUCK'S
RESTAURANT
Celebrating
40
YEARS
1956
to
1996

PARK
REALTY

HILAND PARK BARBERS





CHUCK'S
RESTAURANT
Celebrating
40
YEARS
1956

30

P

COUNTRY BLUES ROCK LATH