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Nat. Register of Historic Places
National Park Service

NPS Form 10-900
(Rev. 10-90)

OMB No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Nomination Form

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 any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional 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 G.W. Jones Building

other names/site number Electric Farm Lighting Co., Laster Motor Company

2. Location

street & number 1430 Locust Street not for publication N/A

city or town Des Moines vicinity N/A

state Iowa code IA county Polk code 153 zip code 50309

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination ____ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets ____ does not meet the National Register Criteria. I recommend that this property be considered significant ___ nationally ___ statewide s X locally. (___ See continuation sheet for additional comments.)

Steve King 22 APRIL 2016

Signature of certifying official Date

State Historical Society of Iowa

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 commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

Signature of Keeper Date of Action

- [x] 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): _____

6/14/16

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 count)

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1	0	Total

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

The Architectural Legacy of Proudfoot & Bird in Iowa, 1882-1940

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE: specialty store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: business
VACANT/NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19th CENTURY AND EARLY 20th CENTURY
AMERICAN MOVEMENTS: Commercial Style
LATE 19th CENTURY AND 20th CENTURY REVIVALS: Classical Revival

Materials
(Enter categories from instructions)

foundation CONCRETE
walls BRICK
STONE: limestone
roof SYNTHETIC
other METAL

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)

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

Criteria Considerations
(Mark "X" in all the boxes that apply.)

Property is:

- ☐ A owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or a 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.)

Areas of Significance
(Enter categories from instructions)

COMMERCE
ARCHITECTURE

Period of Significance

1920-1943

Significant Dates

1920

Significant Person
(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Proudfoot, Bird & Rawson
Neumann, A.H.

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
  # _____

Primary Location of Additional Data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository:

10. Geographical Data

Acreage of Property less than 1 acre

Latitude/Longitude Coordinates (decimal degrees)
(Enter coordinates to 6 decimal places; place additional references on a continuation sheet)

Datum if other than WGS84: _____

	Latitude	Longitude		Latitude	Longitude
1	41.584374	-93.635890	3		
2			4		

☐ See continuation sheet.

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Jennifer James, MAHP, historian email jenjames123@gmail.com

organization Jennifer James Communications for Locust Street Investments date September 25, 2015

street & number 4209 Kingman Blvd. telephone 515/250-7196

city or town Des Moines state Iowa zip code 50311

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps: A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs: Representative **black and white photographs** of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name Kyle J. Krause, Locust Street Investments, LC (c/o Kum & Go)

street & number 6400 Westown Parkway telephone 515/226-0128

city or town West Des Moines state Iowa zip code 50266

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.0. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

7. Narrative Description

Summary

The G.W. Jones Building automotive showroom and workshop at 1430 Locust Street, Des Moines, Polk County, Iowa, occupies a mid-block lot in the heart of the former automobile sales and service district on the western edge of the downtown commercial core. The two-story rectangular building constructed 1920 from plans designed by Proudfoot, Bird & Rawson is a two-part commercial block with a decorated facade; the secondary elevations are unadorned. The interior is divided into two zones differentiating the formal first-floor front showroom with finished second-floor offices from the utilitarian rear first- and second-floor workspaces. Built to house a Delco-Light generator showroom, distribution center, and assembly/repair workrooms, the building soon after was adapted as an automobile showroom with rear workrooms. The building retains a high degree of architectural integrity and clearly communicates its historic associations with the early automobile industry.

The new owners are completing a rehabilitation of the building and the neighboring Apperson-Iowa Motor Car Company Building, 1420 Locust Street, following the Secretary of the Interior's Standards and Guidelines for Rehabilitation. Applications have been made for state and federal historic preservation tax credits; the National Park Service has approved the Part 1 and Part 2 applications for this building; in the Part 1 application NPS gave a preliminary determination that the building appears to be eligible for individual listing and will likely be listed in the National Register of Historic Places. The following description reflects the post-rehab condition of the building.

Setting

The G.W. Jones Building is located on the built-up western edge of the downtown Des Moines commercial business district in what has been known as "Auto Row" or "Motor Row," a commercial and light industrial district associated with cars, trucks, and associated businesses. Starting in the 1910s, the burgeoning auto industry pushed west from the existing retail core into the neighboring "West End" residential district, replacing late-nineteenth-century frame houses with mostly one- and two-story masonry showrooms, garages, accessories shops, and related buildings. By 1920, when construction began on the G.W. Jones Building, the district extended from Grand Avenue (one block north) to Mulberry Street (two blocks south), and from Eighteenth Street (west) to Ninth Street (east). Locust Street, in the center of "Auto Row," attracted the premier auto showrooms and commanded the highest prices for land and building sales.

The city designated Locust Street an east-flowing one-way four-lane arterial in 1953. Locust today remains a high-profile arterial thoroughfare that begins at (west) Eighteenth Street, runs through the main commercial core, and terminates at East Seventh Street at the base of the Iowa State Capitol as a planned vista. The surroundings have changed to the north, with redevelopment of several blocks and removal of Auto Row buildings. This makes the rare-surviving Auto Row buildings all the more important.

Site
West 37 Feet of Lot 8 and East 14 Feet of Lot 9, Block 2, of J.C. Savery's Park Addition, in the middle of the south side of the 1400 block of Locust Street. This gently sloping parcel is rectangular, measuring 44 feet by 169 feet (east-west frontage width by north-south depth). The lot is highest at the center and slopes downward to Locust Street and to the rear alley. As with other auto-related commercial buildings, the G.W. Jones Building's rectangular footprint occupies the entire lot, with no setbacks.

The north side is the main and primary facade, and abuts the public concrete sidewalk next to Locust Street. On the west, the building shares a sidewall with an adjoining historic auto showroom, 1436 Locust Street (now included under a blanket address of 1440 Locust Street). The south elevation abuts the paved public alley, which runs east-west between Locust and Walnut streets. Historically, automobiles entered 1430 Locust through the alley via a centered garage door opening to the service center and a garage door opening to the freight elevator. The east elevation abuts a concrete sidewalk skirting a paved parking lot, created circa 1978 after demolition of the apartment building that occupied the site.

The building is located in the middle of the south side of the 1300-1400 double block of Locust Street, which retains rare and scattered remaining Auto Row buildings.

Building

Structure
The building footprint measures 44 feet (east-west) by 169 feet (north-south), covering the entire building lot. The structure consists of brick-veneered structural clay tile walls over a concrete foundation, interior wood columns over concrete piers/footings, girders, and concrete/tile floors on the first story and wood flooring on the second story, plus framing, columns, and roof decking. In the rear abutting the alley is a partial basement. The original staircases have been removed and replaced with code-compliant staircases at the south end and center of the building. The original freight elevator masonry stack occupies the southeast corner.

Exterior
As designed by the prominent Des Moines architectural firm of Proudfoot, Bird & Rawson, the building is of the predominant commercial architectural style of the period, the Commercial Style. Here, the building embodies the style with its symmetrical design, large square window openings with wood display windows topped by transoms and second-floor double-hung window openings with 6-over-1 divided lites, restrained Neoclassical architectural details, and parapet walls instead of a cornice.

The main exterior building materials are finished buff-colored brick on the primary facade, with larger common red brick employed on the remainder of the walls. The facade employs Indiana Oolitic limestone for a lintel course, diamond insets, balustrades near the roofline, and coping. Wood is used on the primary facade on the first floor for window frames and second floor windows—replacements based on the historic building plans (originals windows removed at an unknown date). A mix of original windows plus a few new

window openings (located on the rear east side elevation); original steel-sash windows have been rehabilitated.

On the roof, the original skylight openings have been re-opened, again bringing natural light into the second floor via these historic openings. Mechanical equipment and access to the elevator penthouse are also located on the rooftop.

North elevation: This main and primary facade features four symmetrical brick wall piers set atop stone blocks that bear the upper façade wall; these piers divide the elevation into three bays. At the street level, the facade is divided into three main bays of plate glass that extend to a few courses of brick. The center bay contains the recessed entryway: double doors with transoms above.

Above the display windows, in the signband area, are three Proudfoot, Bird & Rawson signature limestone diamonds inset into the brick wall, a feature highlighted by historian Barbara Beving Long in her Multiple Property Document study on the architecture of Proudfoot & Bird & successor firms. (Long 1988: E-12) Above that are three window bays infilled with new windows within the original window openings. The windows rest on brick sills. A continuous projecting limestone drip lintel tops the windows and caps the brick piers. Three sets of carved stone balustrades decorate the brick frieze above the windows. At the roofline, stone coping topped with metal crowns the low parapet wall.

East elevation: The wall is of common brick, with the metal-capped parapet wall stepping down at regular intervals. Limited fenestrations exist, including a new doorway with a contemporary entryway that stands on the adjoining parking lot, 1424 Locust Street. The southwestern corner rises to the freight elevator penthouse. Historically, the east wall behind the northeast corner was not visible due to the tight location of the adjoining building at 1424 Locust Street, which was destroyed by a fire in 1978.

South elevation: The rear wall surface has a stucco-type material over brick. The south elevation also contains utility connections and mechanisms and a light.

This elevation features three bays at alley/street level. The western bay contains a recessed pedestrian egress door topped with a transom. The middle bay is mostly infilled and includes a pedestrian egress door (originally a modest garage door, this opening had been enlarged to contain a truck-size garage opening). The eastern bay has metal chain-link fence doors infilling the original freight elevator opening.

On the second story, there are two bays, which stack above the western and middle bays at the alley level. The western and middle bays each contain original rehabilitated steel-cased windows, which rest atop cast-concrete sills. Above the windows, the stuccoed brick continues to metal coping and a hanging gutter. The eastern portion of the second story is dedicated to the freight elevator shaft and brick chimney, which rises up above the elevator penthouse. The penthouse roofline has a metal cap and metal hanging gutter with metal downspout channeling water to the lower hanging gutter.

West elevation: The wall is shared with the adjoining commercial building, and is not exposed/visible.

Interior
The interior configuration and original building materials/finishes of the G.W. Jones Building clearly reflect its historic commercial use. On both the first and second stories, the front third of the building is finished formal space, with the rear two-thirds dedicated to unfinished utilitarian workspace. Structurally, the interior in both formal and utilitarian areas is divided into three north-south bays created by the location of columns, walls, and girders/steel beams supporting the building. (Proudfoot-b: 13)

The original open floor plan is largely intact. Although the original front staircase was removed at an unknown date by a previous owner, the massive alley-accessible freight elevator shaft remains intact at the rear southeast corner. New stairs and ADA-accessible elevator on the east side in the rear half now provide code-compliant vertical circulation.

On the first floor, the formal front showroom contains rehabilitated ornate plaster walls with decorative wood trim and rosettes, beamed ceiling, restored plastered columns, plus restored original ceramic tile flooring. The lower portion of the rear wall of the showroom was removed at an unknown date by a previous owner. Beyond the showroom, original exposed building materials, structural members, and finishes remain intact in the industrial-finish rear service workroom. Exposed concrete floors, exposed masonry walls, and exposed wood ceiling are the main materials, with some wood columns and later steel beams and columns.

On the second floor, the front one-third historically served as offices and product display/storage; as such, walls and ceilings are finished, with wood trim around fenestrations. An original beadboard-surrounded skylight brings additional light to this area. The rear workroom was designed as one open, unfinished area lit by two re-opened skylights, rear restored steel-sash windows, and limited new windows on the east.

A partial basement is located at the rear (south) end of the building and contains a boiler room, coal room, and “engine room.” The engine room’s purpose was to house a 110-volt D.C. two-wire Delco-Light plant that supplied all the light and power to the building, excepting the A.C. power supply from exterior overhead service originally used to run the elevator. (Proudfoot-b: 15) The engine room contains a concrete pad; the Delco-Light plant is no longer in the room. The boiler was decommissioned in the 1980s, but remains in place.

Integrity
The G.W. Jones Building retains excellent integrity in one aspect, excellent to very good integrity in two aspects, very good historic integrity in three aspects, and good historic integrity in one aspect.

Location: With regard to location, its integrity is excellent. The G.W. Jones Building remains at its original site, with the original orientation of public sidewalk in front of the north facade and public alley at the rear south elevation.

Design: The design continues to reflect the building's historic dual use of formal public Delco-Light generator showroom/distributorship sales offices with industrial-finish rear workspaces, as well as early-20th-century building technology and architecture. Although the facade windows have been replaced with sympathetic new glazing, the primary facade is otherwise unchanged and in very good condition. The stylish showroom, finished front offices on second floor, and utilitarian rear workrooms remains. Overall the building is well preserved and possesses very good integrity, with no additions or demolitions to the footprint.

Setting: The overall integrity of setting is good. The G.W. Jones Building is located on the south side of the Locust Street double block (1300-1400 block), which retains the majority of the original early-20th-century Auto Row streetscape, including three auto dealerships that have been listed on the National Register of Historic Places and another pending nomination. The location retains its relationship as the main thoroughfare into the downtown commercial core. The loss of auto-related buildings across the street and elsewhere within the historic Auto Row area elevates the importance of the rare-surviving scattered buildings such as the subject one.

Materials: The integrity of materials is very good to excellent. The G.W. Jones Building exterior and much of the interior remains relatively unchanged from when it was originally constructed. The brick that predominates is in excellent condition, and the limestone that accents the main facade is in very good condition. Although windows have been replaced on the façade, the window openings are intact. Original steel-sash windows have been rehabilitated on the upper south elevation. The publicly viewable area front showroom with soaring beamed ceiling, restored plaster walls with decorative wood rosettes and trim, and original tile floors are in very good to excellent condition. The rear industrial workrooms retain exposed structure and surfaces.

Workmanship: The integrity of workmanship is very good to excellent. The quality of craftsmanship expected by Proudfoot, Bird & Rawson, as detailed in the building specifications and carried out in the execution of the building, is clearly expressed throughout the exterior in the high-quality brickwork, facade brick detailing, and carved stone trim. Inside, the showroom expresses workmanship in the boxed ceiling beams, decorative columns, highly decorated walls, and hand-laid ceramic tile floor. In the rear industrial areas, the original well-constructed structural supports exposed on the ceilings, neatly laid clay-tile walls, and solid columns express the engineering technologies of the time and particularly those employed by the Proudfoot, Bird & Rawson firm.

Feeling: The integrity of feeling is very good. The exterior as well as the interior conveys the G.W. Jones Building's historic character as a stylish early-1920s automobile-related Delco-Light showroom with formal showroom and formal front second-story offices, contrasting with the industrial-finished rear and second-story work areas.

Association: The integrity of association is very good. The building retains its association as an early-20th-century auto-related commercial building through its large display windows, soaring formal showroom, and

industrial-finished rear and second-floor work areas. It retains its association as part of the Locust Street Auto Row through its location on the south side of the Locust Street double block, which contains several scattered original auto-related showrooms and service centers. This building has been rehabilitated using the state and federal historic tax programs following the U.S. Secretary of the Interior's Standards for Rehabilitation. The building remains a commercial building. An early owner or employee would readily recognize the exterior as well as interior spaces.

8. Narrative Statement of Significance

Summary Statement of Significance and Period of Significance

The G.W. Jones Building meets the registration requirements for an automobile-related building designed by Proudfoot & Bird et al, as set forth in the National Register of Historic Places Multiple Property Documentation (MPD) Form "The Architectural Legacy of Proudfoot & Bird in Iowa, 1882-1940." The MPD was approved June 28, 1989, by the Keeper of the National Register as a basis for evaluating properties designed by the various iterations of the "Proudfoot & Bird et al" architectural firm. The building meets the registration requirements for significance, important subtype (auto-related building), and integrity, as set forth by historian Barbara Beving Long. (Long 1988: F3-4)

The G.W. Jones Building is locally significant under Criterion A – Commerce, being associated with events that have made a significant contribution to the broad patterns of our history: the rise of the automobile industry in Des Moines, with Delco-Light generators being one of the auto-related sales and repair businesses found in Auto Rows including the Des Moines Auto Row.

The G.W. Jones Building is also locally significant under Criterion C – Architecture, embodying the distinctive characteristics of a type, period, and method of construction and representing the work of the master architectural firm: an early automobile industry building in Des Moines and the work of the Proudfoot, Bird & Rawson architectural firm.

The Period of Significance for the G.W. Jones Building is 1920-1943, marking the years that the building was constructed and owned by the pioneering Des Moines auto dealer and Delco-Light generator distributor George W. Jones; during this time the building was leased first to his Delco-Light generator distributorship and then to a series of early auto dealerships/distributors and related auto industry businesses. The building also represents the automobile-related commercial architecture subspecialty developed during Proudfoot, Bird & Rawson's most prolific years (1910-1925) as the state's most prominent architecture firm in Iowa. (Long 1988: E.5-E.6) The Significant Date for the headquarters complex is 1920, marking the year that the building was placed in service as the Electric Farm Lighting Co. Delco-Light plant and appliance showroom and distribution headquarters.

Criterion A: The G.W. Jones Building derives local significance for its association with Commerce due to its construction as an interwar two-story urban auto-related dealership/distributorship, a specialized variation of commercial architecture tailored to attract customers (retail and wholesale), demonstrate electric generators and the appliances they could run, and assemble and perhaps repair the related equipment. It is an example of a once-common showroom-and-workshop property type associated with downtown Des Moines automobile-related commerce prior to World War II; and specific to electric generators, it represents one of several competing firms that provided the means for generating electricity within rural communities and farms, which were largely "off the grid" until government-led rural electrification in the late 1930s. As a rare-surviving local example of the general and specific property type, it calls attention locally to the importance of auto-related commerce in the development of Des Moines and the city's role in distributing electric

generators and related appliances to outlying communities. The building, constructed by one of the leading auto dealers on the premier street within Des Moines' Auto Row, combined a formal front-of-house showroom and offices for retail and wholesale sales, with a rear unfinished work zones. The building even included a Delco lighting system for its main power source to demonstrate the product.

Criterion C: The G.W. Jones Building is significant locally as a rare-surviving example of an interwar-era urban auto-related dealership/distributorship that calls attention to the work of Proudfoot, Bird & Rawson, the esteemed Des Moines-based firm whose commercial and public buildings dominated downtown Des Moines by 1920. The firm developed an important subspecialty: automobile-related commercial and industrial buildings. A well-designed facade and showroom helped sell the public on the new concept of electric light plants and electrical appliances for everyday living as well as sell a particular brand, allowing dealers to capture the public's attention and differentiate their product in a crowded emerging marketplace. Auto dealers and businessmen investing in auto-related firms like George W. Jones sought Proudfoot, Bird & Rawson in part to bring the gravitas and solidity of the banks, government buildings, and insurance skyscrapers the firm was noted for to the new commercial form required for modern automobile-related merchandising. The two-story G.W. Jones Building dealership/distributorship embodies the distinctive building form, architectural elements, and materials associated with Proudfoot, Bird & Rawson's urban automobile-related commissions. Many of the firm's early-20th-century Auto Row buildings in Des Moines have been demolished; this well-preserved example is located within the largely intact portion of the premier street within the district, Locust Street. In addition, this building was at least the third auto-related showroom/workshop that Jones commissioned Proudfoot, Bird & Rawson to build for him, and the only one remaining—and thus is an important representative commercial building that attests to Jones' leading role in developing and furthering commerce in Des Moines' Auto Row.

Auto-Related Commerce Significance: Exponential Growth in the 1910s and 1920s
Completed and first placed into service in 1920, the G.W. Jones Building is historically significant under National Register Criterion A - Commerce for its use as an automobile-related dealership showroom and distributorship built during a period of exponential growth in the nascent auto industry, in which Des Moines entrepreneurs played a key role in making Iowa a national sales leader. As a rare-surviving interwar example, it calls attention to the special architecture engineered and built for distributor dealerships, which served the multi-functions of preparing Delco-Light generators for sale (final assembly), meeting with retail and wholesale customers, showcasing model generators and accessories such as appliances, servicing the machines, and stocking parts. It is important to note that the "machines" the building was built to showcase were generators and appliances that were built by auto manufacturers. But this building's replication of key design elements in use by auto showrooms of the day, as directed by auto dealer/distributor and building owner George W. Jones, created a showroom with workshop that later attracted auto dealer/distributor tenants.

Scholarly study has documented the rise of the automobile in the United States: Michael L. Berger's *The Automobile in American History and Culture: A Reference Guide* encapsulates how what started as a luxury curiosity for entertaining the wealthy in the 1890s quickly grew in the first decades of the 20th century to

become a desired and relatively affordable necessity for work and leisure transportation on the farm as well as in the city. And automotive writer Robert Genat's *The American Car Dealership* looks in-depth at trends impacting showrooms as manufacturers further winnowed out and the industry evolved toward an oligarchy in the 1920s and 1930s with the farm crisis and then the Great Depression hollowing out middle-class auto sales. (Genat: 9-17; Berger xvii-xxiv)

The role of Des Moines as a regional retail center for automobiles and related accessories during the early development of the U.S. auto industry has been documented in two large-scale scholarly studies. Historian James E. Jacobsen in his architectural and historical report "Des Moines' First 'West End' and Its Transition from Residential Neighborhood to Auto Row, from a Commercial District to the Western Gateway" found that "Des Moines played a leading role in promoting auto ownership in Iowa. Iowa proved to be a national leader in car ownership. As would be expected, the capital city dominated the state's lesser cities and held market sway in the center of the state." (Jacobsen 2000: 31) Historian Barbara Beving Long—in "Des Moines, Center of Iowa: Survey of Historic Sites," a 1983 architectural and historical report plus related Iowa Site Inventories—found that the city's Auto Row developed as a district during the period of the greatest growth in registered vehicles in the state. (Long 1983b: #21) Period local newspaper and chamber of commerce accounts lauded Iowa's and Des Moines' leading status in auto ownership. "Iowa Still First in Cars Per Capita," with one car to every 6 people versus the 1:15 ratio nationwide, reported the October 5, 1919, *Des Moines Sunday Register* motorist news page. In 1920, the year G.W. Jones built his showroom at 1430 Locust Street, Iowa again led in autos per person, and so did the capital city: A news item highlighted "Des Moines in Top Place" for having more autos per capita than any other U.S. city; Omaha came in second and Detroit third. (*The Des Moines Register,* January 19, 1920; *The Des Moines Register,* May 6, 1920) This leadership position with auto sales plus the large rural unelectrified portions of the state set up Iowa as an important sales ground for farm lighting plants.

Just as auto manufacturers relied upon independent or franchised auto dealers to sell their cars in defined territories, often through regional distribution networks via manufacturer-owned branch houses or distributor-dealers who sold vehicles and parts retail and wholesale, Delco appears to have used a similar if not same approach for its electric light plants and accessories. (Genat: 17-20) Des Moines—with its central location, capital city designation, and easy rail line access—became a regional hub for distribution via both branch houses and distributor-dealers for both vehicles and light plants. Until the late 1940s, it was an accepted business practice for vehicle dealers and distributors to represent several brands as well as trucks and/or tractors, thereby increasing their sales options and lessening their risk should one go out of business. (Genat: 22) Some dealers maintained multiple manufacturer representations by setting up separate dealerships, sometimes each with its own showroom/vehicle lot. (Peverill informant interview) This seems to be how Jones could sell both Hudson autos and also General Motors-owned Delco light plants.

Looking at the impact of the overall Des Moines auto industry, the Chamber of Commerce's new Motor Trades Bureau: Upon its establishment in 1916, the Motor Trades Bureau reported that it represented a local industry of $12 million with $1.9 million in capitalization, employing 1,000 workers with $1 million in wages paid; less than four years later, and the bureau estimated the local industry at $75 million annually

with $5 million in capitalization, employing 7,000 workers with $3 million in payroll in 1920. (*Des Moines,* May 1916; *Des Moines Sunday Register,* January 25, 1920) The bureau counted 150 motor-related "houses" (businesses) in 1919; six months later, the bureau touted 200 motor-trade establishments. (*Des Moines,* August 1919; *Des Moines Sunday Register,* January 25, 1920) The G.W. Jones Building and Jones's company that operated there, Electric Farm Lighting Co., were part of this growth, being established in circa 1919 and quickly expanding from space in his Hudson dealership to its own building. In addition, Jones was a director of the Chamber and intimately involved with the new Motor Trades Bureau.

While the auto industry and electric light plant industries seemed to be limitless in sales growth in the 1910s, demand crashed against forces out of the control of dealers and manufacturers. Several problems occurred in 1919 and into 1920: a shortage of raw materials to make auto parts, strikes by auto plant workers and railroad workers, and shortage of rail freight cars that combined to slow production, assembly, and distribution. (*The Des Moines Register,* "Some Troubles of the Auto Dealer," October 19, 1919: 4-S) Used cars also competed with new cars; the same situation may also have affected light plants. Genat explains the impact: "With sales down, the manufacturers had a difficult time holding prices. Raw material costs remained high and reduced production cut into profits. Sales continued to decline and many manufacturers temporarily closed their doors. Even the mighty Ford Motor Company halted production for a short period." (Genat: 26) The economic slowdown hit extra hard in Des Moines and Iowa due to a parallel farm crisis caused by slumps in grain prices that led to a reduced cash flow, especially among potential rural buyers. (*Motor World,* January 26, 1921; Long 1988: E7)

Auto-Related Commercial Significance: Auto Industry Pioneer George W. Jones
Pioneering Des Moines auto dealer and distributor George Washington Jones (1875-1945) was born in Springfield, Missouri, son of a farmer-banker, George Martin Jones. (1880 U.S. Census; Fairbanks and Tuck) By the 1900 census, G.W. Jones was working as an implement dealer. In 1907 he married Katherine Holbrook, also of Springfield, daughter of capitalist-banker Marcellus M. Holbrook. (1900 Census) (Note: In various public documents her name is also spelled Catherine, Kathryne, Kathrine, and Katharine.) The newlyweds moved to Melbourne, Australia, where he worked in importing for a year or two. (Consular Registration) Upon returning to the United States in circa 1909, he became involved in automobile sales in Kansas City. Jones is listed in the 1910 Kansas City directory as treasurer of the Hathaway Electric Car Company. President William S. Hathaway was also district manager of the Maxwell-Briscoe Motor Co. and general supervisor of all branch houses for the western district of the United States Motor Co., a sales company formed in 1910 that represented several automobile makes in an early attempt at consolidation within the auto industry. (Harter: 21-39) Hathaway's 1911 territory included branches in Minneapolis, Omaha, Des Moines, St. Louis, Kansas City, Dallas, Los Angeles, San Francisco, and Seattle. In 1911, G.W. Jones also formed a corporation with Hathaway and others as United State Motor Company of Kansas City. (*Motor Age,* August 18, 1910: 31)

It was via his involvement with Hathaway and the United State Motor Co. that brought Jones to Des Moines; by the 1911 Des Moines city directory, Jones was manager of United Motor Des Moines Company, 1015 Walnut Street (nonextant), a branch house for the United States Motor Co. The Des Moines branch had

distributed Maxwell and Columbia autos under different management, as listed in the 1909 and 1910 city directories. In 1912, United States Motor Co. went into receivership, with cost-cutting expert Walter E. Flanders picking up the pieces and eventually reorganizing the firm into the Maxwell Motor Co.; Walter P. Chrysler would became president of Maxwell by 1920 and in 1925 reorganize the firm as Chrysler Corp. (Harter: 21-39) The Des Moines branch was taken over by Flanders in early 1913, after which Jones purchased controlling interest in the Moyer Automobile Company of Des Moines. He managed Moyer Auto, 1118 Locust Street (nonextant) before forming his own Hudson-Jones dealership, which dealt in high-end Hudson vehicles made in Detroit plus, circa 1917, Graham Brothers trucks made in Evansville, Indiana. (*The Automobile,* February 27, 1913: 573; Moyer Auto Company *Des Moines Daily News,* May 25, 1913 and August 7, 1913) Jones' Hudson dealership was also a distributorship, in which he sold cars wholesale to smaller dealers within his territory; by 1916 he had 91 dealers under his distributorship. Sales figures from Hudson's dealer trade journal recorded Hudson-Jones selling 138 Hudsons in 1913, 575 cars in 1915, and more than 300 cars sold by mid-1916. (*The Hudson Triangle,* August 8, 1916) In summer 1922, the Hudson corporation hailed Hudson-Jones for its assertive dealership recruitment, expanding to 200 dealers in Iowa and growing business orders. (*The Hudson Triangle,* August 1, 1922)

Jones also led emerging automotive trade groups at local and state levels, and participated in national groups as well. In Des Moines, he was selected as the first chairman of the Des Moines Chamber of Commerce's inaugural Motor Trades Bureau and also served on the chamber board of directors in the 1910s; through these roles, he was elected to the National Chamber of Commerce in 1917. (*The Des Moines News,* September 10, 1917) Jones participated in the Des Moines Automobile and Truck Dealers associations, such as in 1923 serving on the board of directors, which hosted an annual spring auto show. (*The Des Moines Capital,* "Admission Fee of 35 Cents Will Be Charge for Show," February 22, 1923: 8)

At the state level, Jones served as treasurer and president of the Motor Trades Bureau of Iowa, the statewide dealers association. In a 1920 newspaper story about the statewide bureau's second annual trade convention held in Cedar Rapids and attended by 800 representatives from the motor trades in Iowa, Jones was heralded as "one of the leading men in the motor industry, he spends much time working in its interests." (*Des Moines Capital,* December 5, 1920)

On a national level, Hudson-Jones Auto Co. was one of the first Iowa dealerships elected to the newly created National Automobile Dealers Association, which was founded in 1917. In 1922, there were fourteen Iowa dealerships in the association, with nine from Des Moines. Members had to demonstrate moral and financial responsibility: "The membership is … composed of men who have been in business nearly three times as long as the average automobile dealer in this country." (*Automobile Trade Journal,* April 1, 1922)

Jones commissioned the Proudfoot architectural firm to design at least three auto-related buildings for him: Hudson showroom and garage, 1212 Locust Street (nonextant), in 1915; Hudson showroom and garage, Waterloo (nonextant), in 1919; and the Delco-Light showroom and workspace, 1430 Locust Street, in 1920. A fourth Proudfoot building has been attributed as a Hudson-Jones used car showroom, 1201 Walnut Street (nonextant), constructed 1925. More research into the Proudfoot archives may yield additional commissions

or information. The Hudson-Jones dealership building in Des Moines garnered substantial local press coverage, as noted in a historical survey by James Jacobsen. (Jacobsen 2000b: 9) The Hudson corporation applauded Jones's two-story building with mezzanine offices, second-floor workshop, and basement car wash in a full-page story with photographs published in the dealer journal, *The Hudson Triangle*:

> Every detail to facilitate sales and for the rendition of Hudson Service has been provided…. The windows of the show room are unusually spacious. The show room itself it perfectly appointed…. The tiled floor is of artistic design, walls and ceiling are decorated with good taste. ... (*The Hudson Triangle,* August 8, 1916)

Jones served as a captain in the Army briefly in 1918 before the war ended. (*Des Moines Daily News,* November 3, 1918) He added business partners to Hudson-Jones, folding in the Peverill family's Hudson dealership in Waterloo; J.A. Peverill became manager of Hudson-Jones in Des Moines in early 1919 and assumed ownership circa 1924 as president, along with Walter M. Orr as vice-president. (*The Hudson Triangle,* February 15, 1919; Peverill; Baldwin: 200 and 208) The new owners moved Hudson-Jones to 1406-1410 Locust Street (extant) in 1929, and during the 1930s leased space in 1420 Locust Street (National Register nomination pending). Hudson-Jones continued as one of the largest auto dealerships and distributorships in Iowa until the Peverills sold the dealership in 1952 after the Hudson corporation did away with distributors. (Peverill informant interview; Peverill, undated period news clippings)

In 1924 Jones retired from the auto industry and moved with his family to the greater Los Angeles, California, area, where he worked in banking and finance as president of the Beverly Hills Security Corporation. (Cross: 159; 1930 U.S. Census) Jones and his security company brokered large real estate deals such as the 1944 $2.7 million mortgage loan on "the largest privately owned rental-housing project in the West," Wyvernwood Housing Project in Los Angeles, acquired by Bankers Life Co. of Des Moines with representation by Beverly Hills Securities Co./George W. Jones. (*Los Angeles Times,* September 17, 1944) Jones and his family joined an established population of former Iowans who moved to Southern California before the Depression; history professor Daniel (Dan) Cady reports that more than 40,000 Iowans had migrated to Los Angeles alone by 1930. (Cady: 19) Jones and his wife retained ownership of 1430 Locust Street until 1943. (Abstract) He died in Los Angeles in December 1945. (*Los Angeles Times,* December 26, 1945)

Auto-Related Commercial Significance: Electric Light Plants, Delco-Light, and Electric Farm Lighting Co.

With electricity and the growing number of time-saving and life-enhancing appliances—radio, washing machines, lighting, tools, and so on—readily available to urban citizens, demand for these devices and a method of powering them grew for rural residents. The automotive industry responded with electricity-producing generators powered by automotive-style motors that backed up electricity into automotive-style storage batteries. Soon, a variety of auto industry firms had created companies to manufacturer and distribute such generators and affiliated appliances. The leading farm lighting plant was Charles F. Kettering's generator, produced through his Dayton Engineering Laboratories Company (DELCO also known as Delco)— the auto industry's first research and development laboratory, located in Dayton, Ohio.

(Kettering, who would head General Motors from 1920 through 1947, held nearly 190 patents including ones for an electric automobile starter, leaded gasoline, and Freon, which led to Delco's involvement with manufacturing and selling electric Frigidaire refrigerators.) William Durant purchased Delco in 1916, and General Motors (GM) took over Delco-Light a few years later. A 1919 newspaper story about GM incorporating Domestic Engineering Company for Delco-Light stated: "The marvelous growth of this industry has been outstanding…. The company was organized in 1916…. The machine which [Domestic Engineering Company] manufactures has greatly transformed rural life by taking the place of kerosene lamps, lanterns, and candles for lighting purposes. It has manufactured 100,000 lighting plants in the past three years." (*The Des Moines Register,* October 4, 1919) Interest in bringing rural electrification via light plants dovetailed with the rural betterment movement in Iowa. The various household and farm appliances—from radios to refrigerators and cream separators to well pumps—that Delco sold to be used with its light plants simplified life on the farm and showcased the innovation of the Delco company.

Jones formed Electric Farm Lighting Co. as a Delco-Light dealership/distributorship in 1916. The company was first located with offices out of his Hudson-Jones auto dealership/distributorship, 1212-1214 Locust Street. When the firm required larger space or perhaps its new ownership by GM conflicted with his Hudson auto business, Jones secured offices at 1200 Locust Street and brought on a new manager, D.L. Howland. (*Des Moines,* August 1919) Jones' involvement remained direct, reflected in his continued inclusion of his name and identification as the owner on Electric Farm Lighting Co. advertisements. Electric Farm Lighting Co. marketed itself creatively, such as a fall 1919 involvement with a truck trade tour through Iowa. Electric Farm Lighting Co. sent along its own truck to provide electric night illumination at various stops, and power a motion picture machine also sent along on the tour—all via Delco-Light generators. "Delco Light: – Is The Official Light Plant For the Truck Tour. – Is The Farm Electric Plant For You to Install," stated the over line on the quarter-page ad that accompanied a newspaper story about the truck trade tour. The ad further stated that more than 5,554 Delco-Light plants were in use in Iowa, and that the federal government purchased more than 4,000 generators from the company for World War I work. (*The Des Moines Register,* October 12, 1919)

In early 1920, Jones sought to expand again. He purchased a lot—identified initially as "1424 Locust"—for a record-setting $44,000; the newspaper reported that the purchase price was equivalent to $1,000 per foot of frontage on Locust Street, the highest price paid to that date for commercial land on that prestigious retail street. The story further detailed that Jones intended to begin construction soon on a new Delco-Light building, next door to the Still College. (*Des Moines Register,* January 4, 1920). Jones commissioned Proudfoot, Bird & Rawson—in what was his third commission of record with the Des Moines architectural firm—to draw up plans for the showroom/workshop. The plans are labeled "A Building for Mr. G. W. Jones, Des Moines, Iowa"; they are dated February 1920.

For reasons unknown, no building permit was recorded in the city's permit log for the G.W. Jones Building at W 37 of Lot 8 and E 7 of Lot 9, Block 2, J.C. Savery's Park Addition. *American Contractor* trade magazine said footings were in as of the March 27, 1920, publication; the same article described the building as a $50,000 garage for owner Hudson-Jones Auto Co., G.W. Jones, 1212 Locust St. Also noted:

Proudfoot et al is listed as the architectural firm; A. H. Newman (sic – Neumann is correct spelling) is listed as the general contractor. (*American Contractor,* March 27, 1920) It's unclear whether the building had a dual purpose to serve as an auto garage for Hudson-Jones, or whether this term applied generally to auto-related showroom/workshop buildings.

The brick structure was in place by early May 1920, when a photograph of an auto dealership at 1440 Locust Street caught 1430 Locust in the background. (*Des Moines Capital,* May 9, 1920) More than 100 Delco-Light dealers from across the state who in town for the Electric Farm Lighting Co.'s big distributor convention in June 1920 toured the new facility, which was described as still under construction. By October, curtains were hanging in the display windows when a portrait of Still College of Osteopathy students in front of their school building recorded the northeast corner of 1430 Locust Street. (Still College Archives, October 12, 1920 class portrait) Ads in early November announced "Call and See Our New Home at 1430 Locust Street, Des Moines, Iowa," with 7,000 square feet of display space (this would represent the finished areas on the first and second floors of 1430 Locust St.); one such ad also touted a new Delco-Light model, available at a greatly reduced price of $425. (*Des Moines Capital,* November 5, 1920) Electric Farm Lighting listed more than 40 dealers divided into four divisions, each with a division manager, all labeled as "Dealers in District No. 34," per summer 1920 advertisements. (*Des Moines Register,* June 12, 1920) The company may have had additional districts. The company was one of four distributors in Iowa as of 1920 and 1921 Delco-Light advertisements. (*The Iowa Homestead,* January 15, 1920; July 7, 1921)

Delco-Light dealers sold 32-volt accessories—radios, fans, kitchen appliances, farm tools, pumps, and more. Competing power and light plant manufacturers grew in the late 1910s and early 1920s, as reflected by new firms in Des Moines. Local competitors included dealer/distributors Parritt-Denman Co., 1320 Walnut Street, which distributed Willys Light power and light plants, driven by Willys-Knight engines (Willys was an auto manufacturer) as of 1919. (*The Des Moines Register,* October 22, 1919) Iowa Farm Lighting, 1505 Grand Avenue, formed in fall 1919 to distribute Uni-Lectric light and power plants, plus iceless refrigerators, in Iowa. Edwards-King Electric Co. formed in early 1920 to sell Western Electric light and power plants to 26 Iowa counties as well as electric appliances from its Des Moines retail shop, 511 Seventh Street; the new firm advertised frequently in 1920. (*Des Moines Sunday Register,* February 22, 1920)

In October 1922, Jones was a speaker at the Midwest radio trade show alongside a who's who panel—agricultural publisher and former U.S. Secretary of Agriculture E.T. Meredith, Ford distributor and auto manufacturer (and later Governor and Senator) Clyde Herring, and Clemens Automobile Company and Standard Glass and Paint Company co-owner Ross Clemens—all referred to as "pioneers in the radio phone game," addressing the "pleasure and profit" derived from early radios. (*The Des Moines Capital,* October 1, 1922) Radios were one such appliance that could be operated with an electrical generator.

By January 1922, an auto dealer was occupying 1430 Locust Street—and Electric Farm Lighting Co. was advertising Frigidaire electric refrigerators at 1020 Locust Street (nonextant). (*The Des Moines Capital,* March 26, 1922) Research is inconclusive as to what became of Electric Farm Lighting Co. after 1922.

Although the Delco-Light distributorship occupied 1430 Locust for less than two years, Jones retained ownership of the building until 1943, renting it to various auto dealerships and auto-related commercial uses. Upon his 1924 move to California to pursue banking, Jones may have sold the dealership/distributorship or may have continued ownership from afar. Farm light plants became redundant after the Rural Electrification Administration started its program in the mid 1930s. (Kline)

Auto-Related Commercial Significance: Early-20th-Century Automobile "Sales Palaces" and the Development of Auto Rows

To further understand the commercial significance of the G.W. Jones Building as an example of specialized commercial architecture required of interwar urban auto-related dealerships/distributorships, it is helpful to further examine the development of the automobile showroom as a building type.

In *Main Street to Miracle Mile,* scholar Chester H. Liebs examines how the "car met commerce" in the United States, changing spatial relationships, reimagining architecture through the lens of a speeding windshield, and producing new types of buildings and cultural landscapes to meet the needs of an auto-driven culture. (Liebs: 7-3) In the beginning, autos were sold as a sideline by mainline merchants. (Liebs: 9) But the volume of sales—and sometimes the weight and size of the merchandise—began to overwhelm existing retail infrastructure. (Liebs: 75) Some renovated, but many more turned to new construction, adapting traditional storefronts by adding larger windows to showcase oversized merchandise and maybe a garage door if side or rear access was not available. Inside, "[m]any early showrooms were laid out like any large retail shop. …. [T]he back room was reincarnated as a repair shop with workbenches, lubrication pit, wash rack, and turntable (if the site did not permit sufficient turnaround space). If a building was more that one story high, upper floors, rather than containing offices or apartments, were instead portioned out into inventory and storage areas made accessible by a heavy-duty freight elevator." (Liebs: 76-77)

As public interest and acceptance of autos rose, auto companies jockeyed to increase market share in the crowded marketplace—and turned to showroom architecture as a means of differentiating their product and increasing sales. Some built "object lesson" showrooms in large cities Liebs examines the importance of dealership architecture in this era and the influence that model showrooms had:

> Automobile-dealership buildings were no longer considered merely places where a fad was merchandised; now they were the point of contact between the public and a rapidly expanding industry, consisting of scores of manufacturers. Nagging questions plagued the early-twentieth-century car buyer. "Should it be a Gray, Dodge, Autocar, Studebaker, Oakland, Regal, Chandler, Gordon, Packard, or Ford?" "Will the company be around in ten years?" "Will parts continue to be available?" Producing good cars and convincing advertisements was one way to inspire public confidence. *Building impressive and attractive showrooms was another*." [emphasis added]
>
> …. Instead of being patterned after ordinary Main Street commercial blocks, these model showrooms were crafted to resemble the most impressive office buildings, banks, and railroad depots so they would instantly be perceived as civic assets. Exteriors often sported bas-reliefs, grand ornamental cornices, and entrance porticoes, while inside cars were sold in elegant surroundings in large, opulent salons.

> Many early auto showrooms were not designed to stand up under the ever-increasing load of cars, engines, repair equipment, batteries, tires, and myriad parts, nor were they constructed to take the constant pounding and shaking cause by moving automobiles. They were also susceptible to fire. With gasoline and electricity in close proximity, one misplaced spark could quickly turn early motor marts, with their wooden floors and ceilings, into blistering infernos.
>
> …. It was not long before these model facilities were having the desired effect. By the second decade of the new century, dealers began pouring their own money into lavish new facilities. Within ten years, fashionable showrooms were going up by the hundreds, and auto-showroom construction had become a game of visual one-upsmanship. Now architectural imagery was used not just to give credibility to fledgling companies, but also to symbolize the power of established corporations and the prosperity of successful dealers. (Liebs: 78-81)

Liebs further explains how dealers and speculators in smaller cities built “scaled-down sales palaces.” “Through the creation of an environment that offered leisure and luxury, companies, dealers, and their architects had developed an effective backdrop, a stage set for selling.” (Liebs: 83) What is important to note is that the early backroom functions of assembly, repair, and parts storage still took place out of view of the fancy newer showrooms. Liebs calls this the “dichotomous architectural program of stimulating sales while providing for service, all under the same roof.” (Liebs: 85) With the evolution of new houses of commerce came the development of a new type of commercial district: the automobile row. Liebs describes the creation of an auto row as starting with dealers building their own often larger sales palaces outside of cramped central-city quarters, with speculators infilling between with one-story, less ornate showrooms rented by agents of smaller, lesser-known automakers. (Liebs: 83)

In Des Moines in the 1910s and early 1920s, auto dealers and related businesses adopted the “dichotomous architectural program” of fancy primary facade and front showroom with utilitarian secondary facades and industrial-finish service and work areas behind and above the showrooms. Study of period newspapers, the Des Moines Chamber of Commerce magazine, as well as national auto trade publications show Des Moines dealers competing for potential customers (and press coverage to attract customers) via the appearance of their facilities. Advertisements from the era often showed photographs of new dealership buildings and showroom interiors, as well as the products sold there.

In his 2000 study of Des Moines’ Auto Row, Jacobsen examined the architectural trends and anomalies. He found that most auto-related businesses built or leased showrooms of one or two stories—some with mezzanines. (Jacobsen: 96-97; 152) Resources were devoted to adding design details to facades and the sales floor.

In her 1983 study of Auto Row, Long described the typical Des Moines Auto Row building appearance:

> The new structures along Locust were of the auto age, often having larger doorways and elevators for the vehicles and ample showroom windows to display the gleaming merchandise.... Most of these new buildings were brick but exhibited a variety of decorative detail, including geometric brick patterns, organic terra cotta (sic) designs and classically inspired detail. In some cases, open space

> for parking was part of the original layout, making for a less congested arrangement." (Long 1983a: 42)

For auto-related businesses that chose to locate on the Locust Street superblock in the 1910s and 1920s, this location and this particular time made sense because it was located on the main street connecting the downtown commercial core where wealthy individuals worked with the west-side upper-class neighborhoods where they lived. By redeveloping what was mostly a residential neighborhood adjoining an industrial zone, auto dealers had more room to expand (especially since the lots in the Locust Street 1300-1500 double block were larger than some in the concentrated commercial core), maximizing their exposure while retaining access to potential buyers.

As to the location of the new auto showrooms, the national trend of infilling around the larger buildings also took place in Des Moines. "The location of the three big concerns...Herring Motor Company, Clemens Automobile Company and Studebaker Corporation—mark fairly well the new motor district," reported the Chamber of Commerce in its May 1916 magazine. (*Des Moines,* May 1916: 6) Locust already being the prominent retail street in the commercial core, terminating across the river at the Capitol, retained that status on Auto Row. Grand Avenue was an up-and-coming street. Walnut and Mulberry streets were more industrial, and attracted truck, tractor, and specialty auto businesses. Ninth Street (and Tenth Street where the Clemens and Herring buildings were located), formed the eastern boundary, and 18th Street with the Ford factory formed the western boundary.

The G.W. Jones Building embodies the post-World War I "sales palace" showroom type as discussed by Liebs, with its polished facade and ornate showroom with upper level finished offices, contrasted with utilitarian rear and upper workshop areas. The facade is composed of glass and brick with limestone accents. Although the original framed glazing and doors have been removed, the expansive masonry openings remain in place infilled with windows based on the historic architectural drawings.

The building's structural load is carried in part by two rows of columns that originally marched front to back (north to south), decked in rich trim in the showroom for decorative effect and plain wood in the work zones. The columns divided the interior into three bays mirrored by the placement of the girders, with adequate space left for maneuvering equipment and laden trucks into the rear work area—and later, accommodating autos when the building was converted to car dealership use.

Vehicles entered the building via a centered garage door on the alley. A freight elevator with a tall garage door also offered alley access. Given the original central staircase location, it's not known how cars reached the front showroom; perhaps the smaller size of 1920s autos allowed safe passage or perhaps modifications were made to the rear (south) end of the showroom.

This building evokes its time and place, constructed during the early 1920s farm crisis that hit Midwestern states particularly hard but also caused a general economic slowdown. The growing financial depression weeded out weak, overextended auto industry manufacturers as well as dealers. Further 1920s construction

within Des Moines' Auto Row slowed due to these economic conditions. (Long: E7) Further contraction in the number of auto industry dealers and manufacturers would continue during the 1930s Great Depression, when few had the means to buy new products, and into the early 1940s wartime, when few new civilian auto-related products were manufactured. (Genat: 10-11) It would not be until post-World War II that large-scale auto-related building construction would again resume in Des Moines' Auto Row.

Auto Row remained a desirable location for auto-related businesses in the midcentury because of its location and number of available showrooms and car lots. Businesses continued to use older showrooms without making many updates—the detailing of the architecture was no longer important to dealers or manufacturers: "Customers didn't come to see the buildings, they came to see the cars," explained long-time dealer Bill Jensen, retired owner of Crescent Chevrolet, who began working in the Des Moines auto industry in 1949 and subleased auto storage space in 1420 Locust Street during the 1950s. "The showrooms were the eggshells and the cars were the yolks—the cars were what mattered." One challenge that faced dealers using older showrooms was maneuvering wider, heavier vehicles through narrow garage doors and columned interiors. Later, auto manufacturers required dealerships to use specific architectural plans and finish materials, resulting in contemporary "cookie cutter" dealerships. (Jensen informant interview)

Architectural Significance: Proudfoot & Bird et al Multiple Property Document
The G.W. Jones Building is architecturally significant under National Register Criterion C — Architecture under the MPD "The Architectural Legacy of Proudfoot & Bird in Iowa, 1882-1940," by historian Barbara Beving Long. (Long 1988) As Long sets forth, "For well over forty years, the Des Moines architectural firm of Proudfoot & Bird et al played a significant role in designing Iowa's architectural heritage.… The firm's statewide legacy is broad and deep. Of their approximately 658 Iowa commissions between 1885 and 1940, about half (an estimated 338) were in Des Moines." (Long 1988: E1) Regarding the significance of Proudfoot & Bird et al. buildings, Long states:

> The property type directly calls attention to the meaningful role the Des Moines architectural firm of Proudfoot & Bird, et al. played in designing Iowa's architectural heritage.… Proudfoot & Bird, et al. was considered the foremost architectural firm in the state, especially between 1910 and 1925. However, the firm's Iowa years date from 1896 (and possibly as early as 1882) and illustrate an unusual continuum. Few firms can trace a similar record of uninterrupted practice, one that places it in the forefront of architectural practice in the state. The experience of the firm offers opportunity to learn about architectural practice in Iowa from the late nineteenth century through the 1930s. (Long 1988: F2)

Long set forth registration requirements (Long 1988: F3-4). Below, these requirements will be quoted verbatim (set italics), with fulfillment discussion of how the G.W. Jones Building meets those requirements:

Area of Significance.

a. Criterion C: properties that represent the work of a master architectural firm.
b. Date from presence in Iowa, 1882-1940

Fulfillment: This building represents the work of a master architectural firm, being designed by Proudfoot, Bird & Rawson. It falls into the date range, being constructed 1920.

Characteristics and Qualities.
a. Association with Proudfoot & Bird, et al. is attributable.
b. Of sufficient design quality to embody distinctive and successful characteristics of the firm's design work.
c. Illustrate architectural heritage of Iowa, 1882-1940.
Important Subtypes.
d. Commercial, including … automobile-related buildings.

Fulfillment: The association with the firm is attributable via architectural plans for the building currently housed at the Proudfoot successor firm of Brooks Borg Skiles AE, via historical newspaper reporting about the construction of the building.

The design quality is more than sufficient to embody the distinctive and successful characteristics of the firm's design work. Long specifically cites automobile-related buildings and industrial buildings as two "important subtypes" of Proudfoot, Bird & Rawson. She states: "The firm's one- and two-story commercial buildings, especially automobile-related ones, are typically brick, have fairly simple geometric detail (including the diamond shape), and contrasting stone or concrete trim." (Long 1988: E11) Long also identifies decorative diamonds as a distinctive characteristic:

> Proudfoot, Bird & Rawson often added decorative diamonds to their commercial facades. The motif is more common on smaller commercial buildings, especially automobile-related ventures. The diamonds are executed in contrasting trim (stone or concrete) and are often used in conjunction with brick patterns, another inexpensive early 20th-century technique for enlivening the surface of a design. Most examples [diamond motifs] have been altered…. (Long 1988: E12)

In the case of the two-story G.W. Jones Building, it fits the pattern of use of brick with limestone. The exterior's facade as originally designed and as exists today is perfectly symmetrical. Inside the formal showroom, symmetry continues. The soaring ceiling, decorative columns, boxed beams, decorated plaster walls would have looked at home in luxurious bank and hotel lobbies. The overall effect taken from examining the architectural plans and the extant showroom is one of elegance. (Proudfoot 1920a)

Finally, the automobile-related use is an important subtype, as identified by Long. She states: "The firm also received commissions for a significant number (at least seventeen) of automobile-related buildings in Des Moines and across the state…." Long left open the possibility of additional buildings yet to be discovered as commissions from the firm. (Long 1988: E12)

Integrity. Alterations should not impair appreciation of quality of design.
b. Commercial buildings: some ground floor alterations may be acceptable, especially for prominent

buildings.

Fulfillment: Overall, the alterations to the exterior and interior of the G.W. Jones Building have retained significant historic fabric. As is typical for buildings in retail settings, the ground-floor storefront system was modernized in the past but original window openings and sills remain. The remainder of the façade remains intact. The stone trim and decorative diamond motifs remain in very good condition. The brickwork is also in very good condition. Original steel-sash windows inset into the south elevation have been rehabilitated. Inside, the floor plan remains largely intact. Stepping into the front showroom, it is evident from the soaring ceiling with decorative beams and columns that this room was built to showcase a luxurious amenity for rural families outside the electrical grid: electricity. Full rehabilitation of the long-hidden original ceramic tile floor, plaster walls, ceiling, and columns has returned the showroom to its glory. The rear and second-floor workspaces retain original exposed masonry walls, exposed ceilings, structural steel, support columns, and original steel-sash windows—all as specified in the Proudfoot, Bird & Rawson plans. In these workrooms, the light-industrial finishes demonstrate that behind the glamorous showroom, dirty work needed to be done to prepare and maintain the equipment.

Architectural Significance: Proudfoot, Bird & Rawson and Auto Row Architecture
As Long details, under architect Harry D. Rawson's tenure with Proudfoot, Bird & Rawson, the firm became the leading architectural firm in Iowa and expanded into new building types including automobile showrooms/service centers. Through its many early-20th-century commissions for auto-related business places, the firm helped shape the appearance of Des Moines Auto Row, bringing to this emerging district the dignity and design finesse employed in its numerous civic and financial institution landmarks. That Harry Rawson personally invested in building at least modern auto showrooms on Locust Street (1301 Locust and 1420 Locust) further shows his regard for the auto-related building subtype and the particular design of 1430 Locust Street, next door to his 1921 showroom.

Long examined how architect Harry D. Rawson arrived at the firm at the time of unprecedented prosperity in Iowa, thanks to high crop prices and high demand for them. Growth in urban population, business starts, and school children increased total architectural commissions, especially those of the Proudfoot firm, which she attributes to Rawson: "Strengthened by political and social connections of Rawson, the newly formed Proudfoot, Bird & Rawson emerged as the foremost architectural firm in the state." (Long 1988: E6)

Rawson was born in 1872, the youngest son of a prominent Des Moines pioneer family. He received his bachelor of arts degree in architecture from Massachusetts Institute of Technology (MIT) in 1896, toured Europe, and then worked for a Chicago architectural firm. Rawson then returned to Des Moines and by 1898 was in partnership with architect George E. Hallett as Hallett & Rawson. This partnership continued until Hallett withdrew from the firm in 1910 and Rawson joined with Proudfoot & Bird to form Proudfoot, Bird & Rawson. (Long 1988: E3-4; Harlan: "Harry D. Rawson") Rawson leveraged his family's political ties and connections to win commissions for his firm. (Long 1988: E4) Oldest brother Charles was chairman of the Republican State Central Committee (1912-1922), appointed U.S. Senator in 1922, and then served as a member of the Republican National Committee (1924-1932). Brother Hollis "Hallie" was married to the

daughter of Iowa Governor and U.S. Senator Albert Cummins, who twice ran for president.

Proudfoot, Bird & Rawson's varied work during this boom time (1910-1925) included high-profile government projects (including at least 63 schools, several college buildings, and four city halls), 118 houses, landmark skyscraper office buildings, about 20 banks, a dozen apartment buildings, and at least 17 auto-related buildings. The firm's commissions also reflected carefully cultivated and maintained long-term relationships with organizations such as the State Board of Education and Des Moines school district, as well as individuals such as the wealthy Hubbell family, which owned (and still owns) considerable property in the Des Moines commercial core. (Long 1988: E6-11)

Thus, the use of Proudfoot, Bird & Rawson for building auto dealerships and other auto-related commercial architecture fits Liebs' findings of model auto showrooms borrowing from highly regarded civic architecture. With the Des Moines firm's high quality designs located throughout the downtown commercial core and well-represented in upper-class neighborhoods via beautiful homes and schools wrought by its architects, hiring Proudfoot, Bird & Rawson would have imbued an auto dealership with dignity and grace attractive to customers.

In Proudfoot, Bird & Rawson's commercial work, Long found one- and two-story brick buildings predominate, particularly with auto-related commissions. Facade detailing was relatively simple and geometric, with decorative diamonds being a common motif especially used on auto-related ventures. (Long 1988: E11-12) The two-story G.W. Jones Building follows Proudfoot conventions with a sophisticated neoclassical arrangement of brick walls with limestone and wood detailing (wooden columns flanking original entry doors have been removed) on the façade. Brick piers set atop limestone bases divide the elevation into three bays, which on the first floor each contain oversize storefront windows or entryway topped with transoms, and on the second-floor, sets of windows. Diamond patterns featuring limestone are inset in the brickwork; these treatments divide punctuate the floor level area and top each brick pier. Per the architectural rendering, the facade was perfectly symmetrical, down to the paired entry doors hinged to open from the center.

Inside the formal showroom, symmetry continued. The tall ceiling with deep cornices, impressive boxed ceiling beams, decorative columns, and ornate wall paneling with plaster rosettes would have looked at home in lux bank and hotel lobbies. The showroom terminated at a wide central staircase, flanked by built-in product display cases (nonextant); the stairs led to the upstairs offices and product rooms. The overall effect taken from examining the architectural plans and the extant showroom finishes is one of elegance. (Proudfoot-a) Rear work rooms featured plain, industrial finishes befitting messy work areas where oil and other such materials were used daily.

The significance of this building is amplified by Jones' continuing relationship with the architectural firm and his important contributions to the early Des Moines auto industry—and the fact that this is the sole surviving Auto Row building built by Jones. Jones hired Proudfoot, Bird & Rawson for his Hudson-Jones Auto Co. flagship dealership/distributorship in Des Moines (plans dated 1915; nonextant) and a Hudson-Jones

showroom/service center in Waterloo (plans dated 1919; nonextant), plus the headquarters for Electric Farm Lighting Co. (Proudfoot 1915, 1919, 1920a)

Auto-Related Businesses Occupying the G.W. Jones Building, 1920-1943
The period of significance for the G.W. Jones Building is 1920-1943, reflecting the years that George W. Jones (and his wife Katherine) owned the property. Below is a list of the auto-related businesses that occupied the building during Jones' ownership, in chronological order.

As a footnote, Jones retired from Hudson-Jones Auto Co. in 1924, selling the business to top managers and leaving Des Moines to manage real estate investments in California. (Peverill informant interview; *Los Angeles Times,* December 26, 1945) The Des Moines Chamber of Commerce Motor Bureau noted that Jones and his family spent the winter of 1917 in California, indicating that the family may have maintained a second home in California before moving their permanently. (*Des Moines,* May 1917)

• *Electric Farm Lighting Co. (fall 1920-late 1921):* G.W. Jones's Delco-Light dealership/distributorship moves from 1200 Locust Street to larger custom headquarters at 1430 Locust. Dealers from across the state visit in June, during a convention, with newspaper coverage reporting the building still under construction although advertisements list 1430 Locust as "our new home." The firm has full occupancy by November 1920. (*Des Moines Register,* June 11, 1920; June 16, 1920; November 6, 1920) But its stay is short, for reasons unknown; the 1922 city directory shows Electric Farm Lighting Co. at 1020 Locust Street, an address used in March 1922 to advertise Frigidaire electric refrigerators, another General Motors product.

• *Laster Reo-Saxon Co. (early 1922-circa 1924):* By late January 1922, this dealership/distributorship had moved west to here, from smaller quarters at 923 Locust Street. (*Motor Age,* January 26, 1922) The firm in 1919 secured exclusive rights to distribute Saxon cars in 55 counties in Iowa [Iowa has 99 counties] and four in Missouri. (*The Des Moines News,* January 7, 1919) Representing the fluid, fast-paced change in the auto industry, dealership owners Frank and Donald Laster (father and son) added the Reo distribution covering 20 counties in central Iowa in summer 1921; this distribution opened up when the Sears Motor Co. was required by Dodge to become an exclusive dealer and thus terminated its cross-selling of Reos. (*Motor World,* August 31, 1921.)

In September 1922, Frank Laster died at his son's house—news that made the front page of the newspaper. (*The Des Moines Capital,* September 22, 1922) Laster-Reo Co. was one of the first Iowa dealerships elected to the newly created National Automobile Dealers Association; in 1922, there were fourteen Iowa dealerships in the association, including Laster-Reo and their landlord George W. Jones's Hudson-Jones Auto Co. (*Automobile Trade Journal,* April 1, 1922) Don Laster served on the board of directors for the Des Moines Automobile Dealers Association in 1923, alongside Jones. (*The Des Moines Capital,* February 22, 1923)

• *Willys-Overland, Inc. (summer 1924-circa 1928):* By July 1924, a Willys-Overland Inc. factory branch was in place at 1430 Locust Street, picking up representation of the brand from Clemens Automobile Company

in Des Moines; the manufacturer was based in Ohio. Immediately the manager of Willys-Overland Inc. advertised for a salesman to sell Willys-Knights and Overland cars wholesale in a territory that covered northeastern Iowa. (*Waterloo Evening Courier,* August 2, 1924) A large November 1924 advertisement in an Iowa City newspaper for the Overland coupe-sedan—"World's Lowest Priced Closed Car"—included a tagline at the bottom saying "direct factory contract available in Iowa City," and provided telephone and address for the Des Moines office as well as the name of a person listed at a local hotel. (*Iowa City Press-Citizen,* November 8, 1924) The manager of the agency, G.V. Orr, was promoted by the year's end to manager of the Illinois Overland company in Chicago. (*The Pella Chronicle,* "January 1, 1925)

• Vacant (circa 1929-circa 1930): City directories for 1929 and 1930 list the address as vacant.

• *Reo Sales & Service (circa 1931-circa 1932)*: The Lansing, Michigan, manufacturer struggled during the Depression and discontinued passenger cars in the mid 1930s in favor of truck manufacturing. (Phillips: 559)

• *B.F. Goodrich Co.* (*circa 1934-circa 1937)*: City directories list this building being used for wholesale tire purposes.

• *B&W Trailer Manufacturers (circa 1942)*: This company moved to 1424 Grand Avenue by the 1943 city directory.

After Jones sold the building, auto-related use ended but wholesale light industrial uses continued. The long-time janitorial supply tenant, Clark Sanitary Supply Co., distributed products including Armstrong flooring. (*Des Moines Sunday Register,* September 19, 1966)

Background: Early Land Development in J.C. Savery's Park Addition, Block 2 prior to Auto Row
Several phases of planning and development have taken place in the plat where the G.W. Jones Building was built, in J.C. Savery's Park Addition. This section will briefly review their impact on the creation of Auto Row west of the downtown commercial core.

Locust Street Railroad Depot Double block: Mid-19th-century transportation aspirations led to the creation of a "triple block" on Locust Street between 12th and 15th streets reserved for a railroad depot for the Mississippi & Missouri Rail Road (sic) Company, which never arrived in Des Moines. In the late 1840s and early 1850s, a group of investors purchased adjoining tracts of land west of the Fort Des Moines plats and each contributed land to the depot site. Investor Jonathan Lyon Jr. eventually lost his depot land to various creditors in the 1860s. (Abstract of title for 1420 Locust Street)

West End Garden District: In the 1870s and 1880s, well-to-do community leaders moved west from the early Fort Des Moines plats and to build homes surrounded by gardens in and around the early depot site. (Jacobsen 2000) But in the 1880s, as industrial development encroached to the south along the river and rail lines, high-end housing began shifting still farther west; this freed up land for redevelopment. (Long

1982: 2.2-2.3) J. C. Savery's Park Addition illustrates these trends: In the late 1860s, businessman James C. Savery reassembled some of Lyon's depot land and in 1870 recorded a plat of 24 lots within a double block on Locust Street—largely today's 1300-1400 block of Locust Street. (Abstract of Title for 1420 Locust St.) In 1880, newspaper editor J.S. Clarkson moved to a large house, 1428 Locust Street, with grounds occupying four lots including the land occupied by the present 1430 Locust Street; by 1889 Clarkson had sold the house and three lots for a $10,000 loan. (Abstract of Title for 1430 Locust St.; Sanborn maps; Still College Archives)

College Campus Development and Later Auto Row Redevelopment: In 1898, a group of osteopathic doctors and backers purchased the former Clarkson lots on which to build one of the first osteopathic medical colleges in the country. The Dr. S.S. Still College of Osteopathy opened in fall 1898, holding classes in the large Clarkson house until the first phase of a new college building designed by architects George Hallett and Harry D. Rawson was completed in 1899; Rawson joined Proudfoot & Bird in 1910. (Further additions were to be built upon the land to the west, including 1430 Locust Street, when enrollment and funding permitted; however, the college never expanded on the site.) (*The Des Moines Daily News,* August 30, 1898; City directory, 1899: 682A; Still: various undated newspaper clippings) The college underwent institutional division and financial struggles, taking on financial backers starting in 1905 that included the Hubbell family, major property owners in the city. Eventually the college building, 1424 Locust Street, was split off from the remaining lots—and three lots containing the old Clarkson house (nonextant; demolished 1918) to the west of the college building were sold or developed by the F.M Hubbell Trust. The future building site for G.W. Jones Building was first sold by the Hubbell Estate in 1916; the new owner's death tied up the property in probate until 1919, when investors Ralph Plumb and Walter St. John purchased the lot, and then resold it to G.W. Jones. (Abstracts 1424 and 1430 Locust Street) About a year after completion of the G.W. Jones Building, in 1922, an adjoining auto showroom at 1436-1438 Locust Street was constructed (using the west wall of the G.W. Jones Building as its east sidewall). (City of Des Moines; city directories) After the college moved to new quarters in 1927, the old medical school building directly east, 1424 Locust Street, was converted to an apartment complex, which continued until the building was destroyed by fire in 1978. (*Des Moines Sunday Register,* October 2, 1927)

Postscript of the Des Moines West End Auto Row

Automobiles allowed urban residential development to extend beyond streetcar and interurban lines, decentralizing settlement. (Liebs: 7-37) In Des Moines, smaller auto rows grew outside of the West End, including the East Side. As car sizes grew larger, some early auto dealership buildings became unusable due to tight turning radiuses and difficulty in entering and maneuvering within the buildings; this may have been the case with the G.W. Jones Building. In the post-war era of the 1950s and 1960s, downtown Auto Row expanded north to Ingersoll Avenue, Linden Street, and High Street, with some dealerships adopting open lots and others applying Modern Movement architectural styles to classic auto showroom plans such as Crescent Chevrolet commissioning a modernistic two-story showroom with large display windows on both first and second floors for showcasing scores of vehicles under one roof. (Jensen informant interview)

In the late 1960s and 1970s, in response to white-collar jobs and suburban homes pushing farther west and

northwest, Des Moines dealerships began to follow suit. In 1967, dealers on the Merle Hay Auto Mile advertised 24-hour shopping (viewing) of parking lots filled with cars; downtown Auto Row dealers countered by advertising brightly lit lots and touting the benefits of indoor showrooms for protecting vehicles and customers from hail storms and other inclement weather. ("Hail? No!" stated one Orville Lowe ad following a hail storm that damaged autos that were displayed outdoors.) By the 1990s, most downtown dealerships had left or been decommissioned due to retirement, with old showrooms used by smaller auto-related service or specialty firms (radiator repair, vehicle radio installation, vehicle alignment, etc.), for other light industrial uses, or for low-rent uses.

Large-scale demolition of downtown Auto Row Buildings has occurred since the 1990s due to two massive corporate campus construction projects and the creation of a large sculpture park and public library on the West End. The last decade has seen a renewed interest in the rare remaining old showrooms and other auto-related buildings, with several being restored or rehabilitated for new commercial and/or residential uses.

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10. Geographical Data

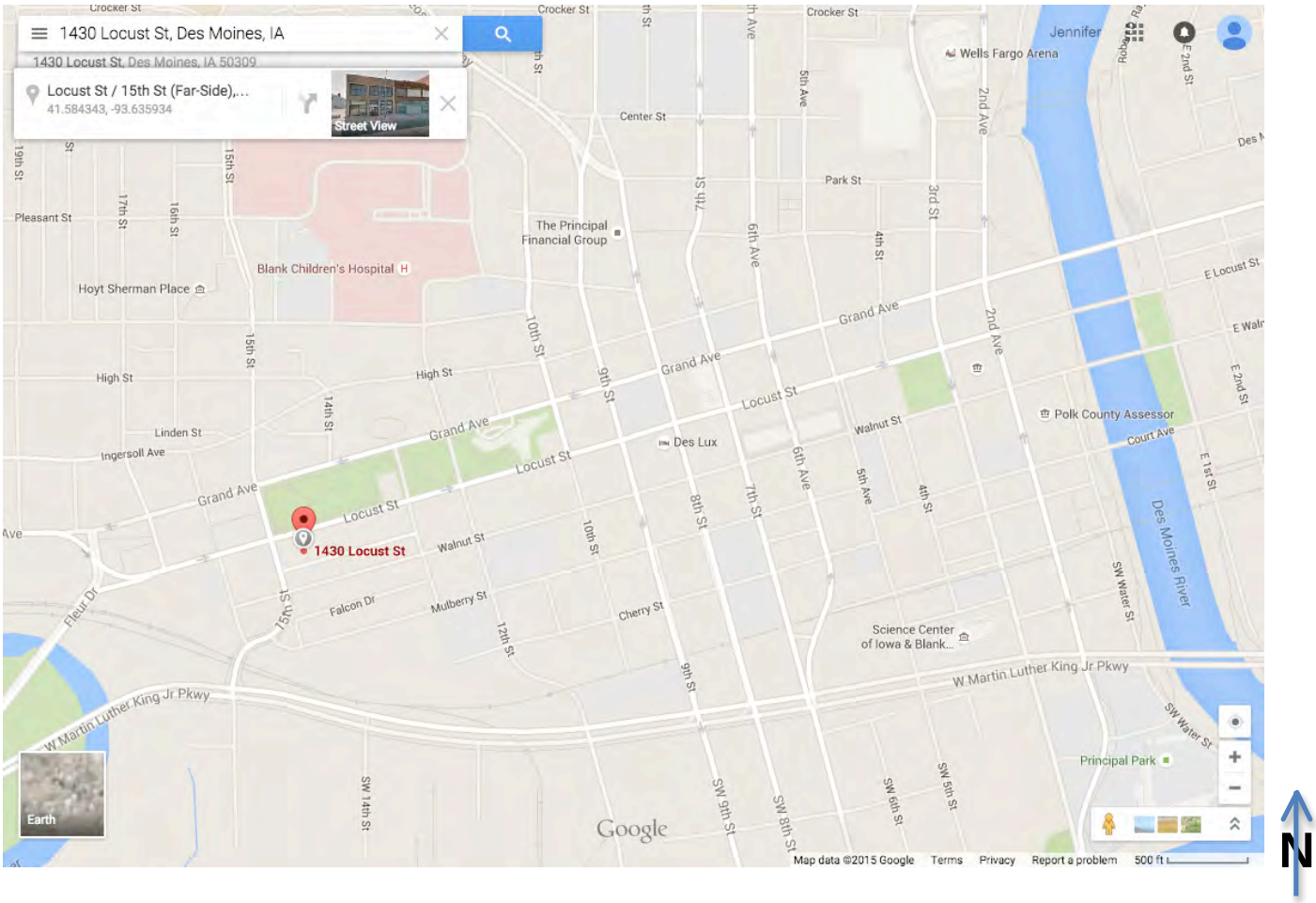
Verbal Boundary Description

The G.W. Jones Building is located at 1430 Locust Street, constructed on J.C. Savery's Park Addition, Block 2, W 37 ft Lot 8 and E 7 ft of Lot 9.

Boundary Justification

The boundary includes the G.W. Jones Building on its original parcel historically associated with the building.

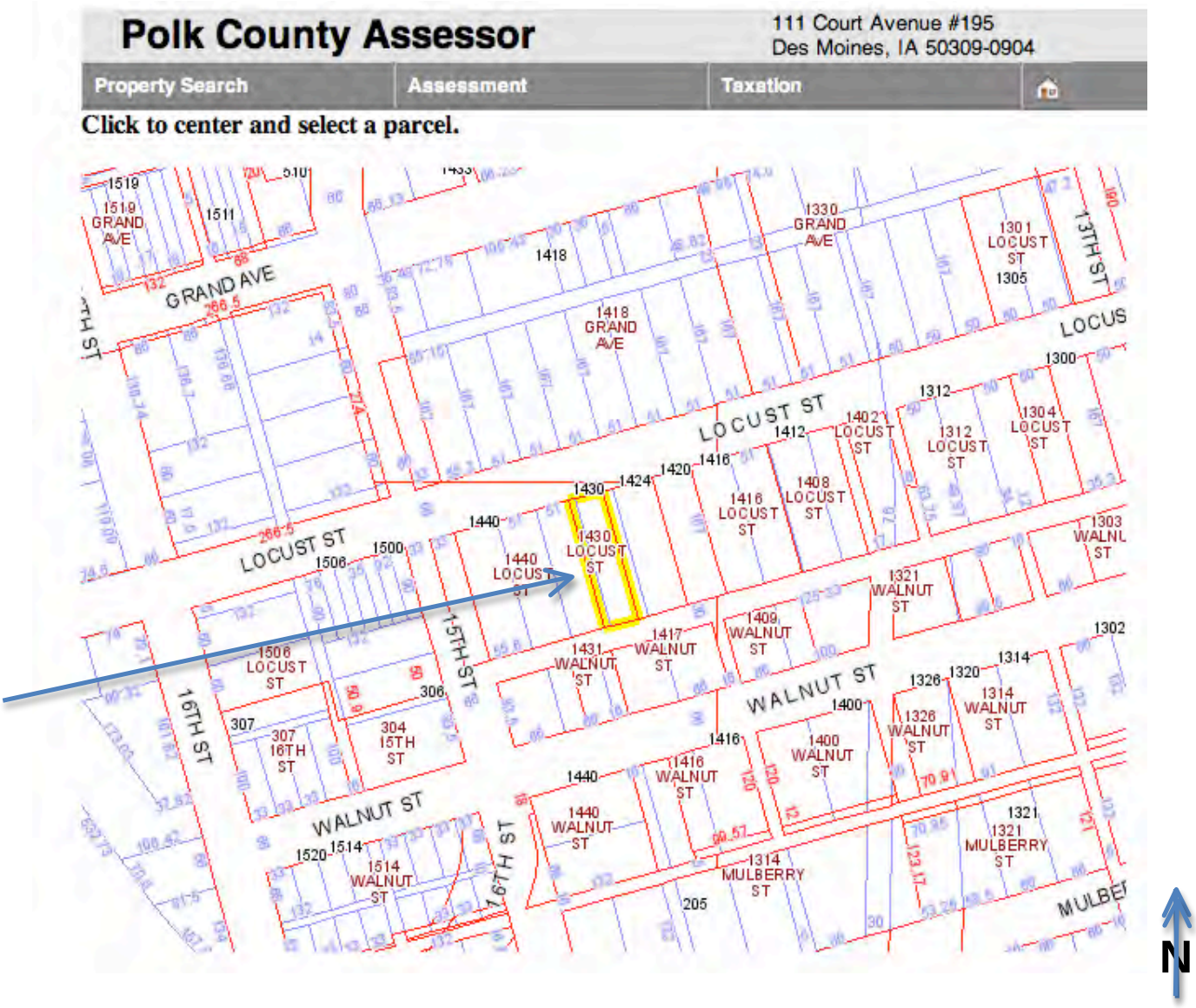
Figure 1. Map – Google Maps, 2015



(SOURCE: Google maps, 2015.)

The dropped pin labeled 1430 Locust Street indicates the location of the G.W. Jones Building within the west side commercial business district. The map includes latitude/longitude and scale.

Figure 2. Assessor's Parcel Map, 2014



(SOURCE: Polk County Assessor's Office website, 2014.)

The shaded box indicates the location of the G.W. Jones Building, 1430 Locust Street.

Figure 3. HISTORIC MAP – Fire Insurance Map, 1920

(SOURCE: Sanborn Map Company, “Des Moines,” 1920.)

The arrow indicates the location of the site prior to construction of the G.W. Jones Building, 1430 Locust Street; newspaper coverage indicates ground was broken for the garage in November 1920.

Figure 4. HISTORIC MAP – Fire Insurance Map, 1920-1950

(SOURCE: Sanborn Map Company, “Des Moines,” 1920 updated to 1950.)

The arrow locates the property, the G.W. Jones Building, 1430 Locust Street.

Figure 5: HISTORIC IMAGE – Dr. S.S. Still College of Osteopathy East Wing, 1424 Locust Street, c. 1900

(SOURCE: Still College Archives, *Cosmopolitan Osteopath,* Vol. IV, No. 6, July 1900: 2.)

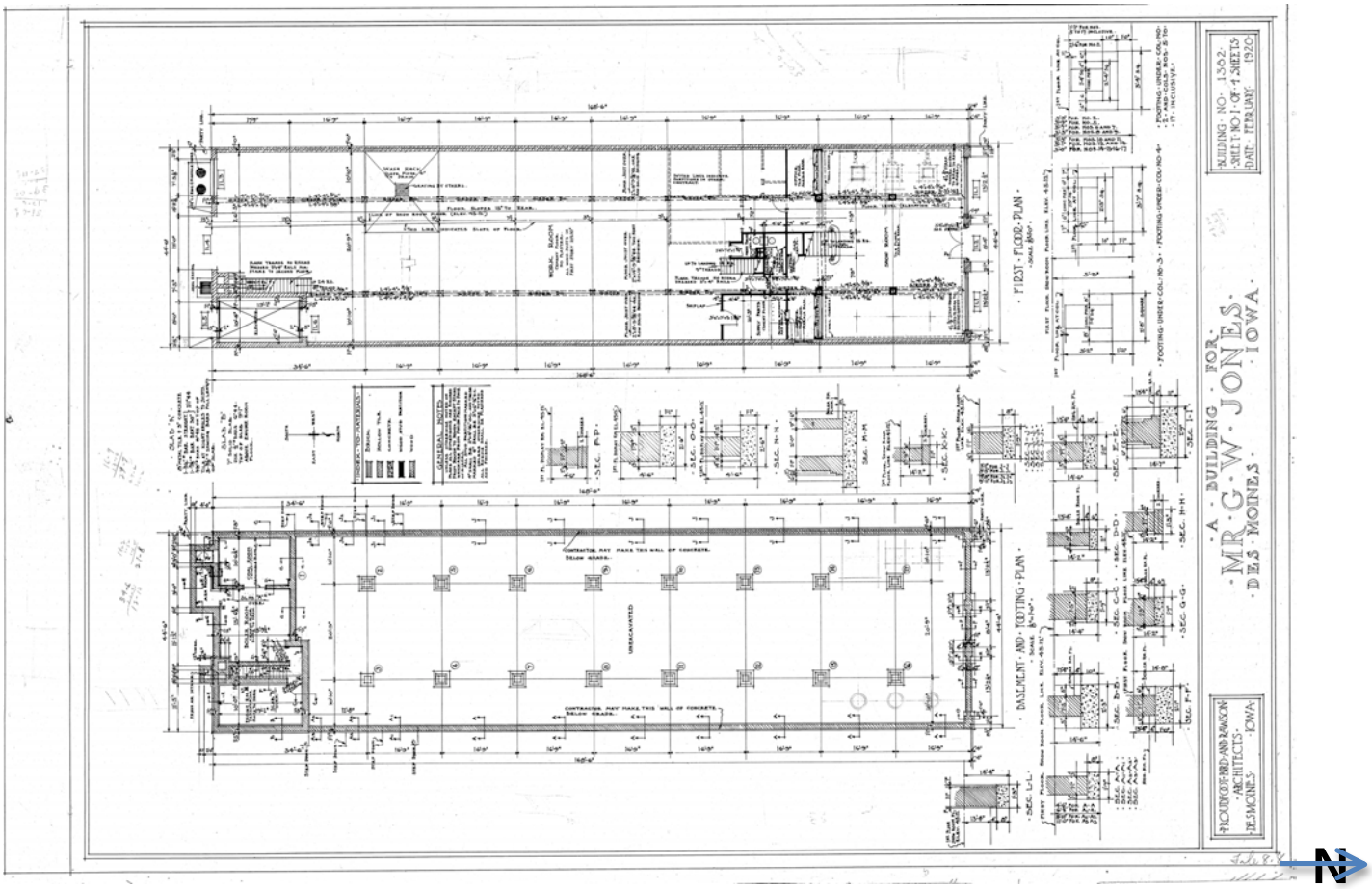
In this photo, taken approximately a year after construction was completed on the four-story masonry medical school building for the Dr. S.S. Still College of Osteopathy, 1424 Locust Street, the immediate surrounding neighborhood was strictly residential. The carriage house to the right, occupying part of the 1430 Locust Street lot, is a remnant of the J.S. Clarkson garden home, which originally occupied Lots 7-10 that were purchased by the college in 1898.

Figure 6. HISTORIC IMAGE – G.W. Jones Building, 1430 Locust Street, April 1923

(SOURCE: Still College Archives, Still College of Osteopathy student portrait, dated April 1923.)

This photograph shows the nearly completed Locust Street transition from residential to strictly Auto Row. Still College of Osteopathy, 1424 Locust Street, occupies the center of the photograph above. Flanking the college are two auto-related showrooms with rear workshops. The G.W. Jones Building is at the right, with Laster Motor Co. now leasing the space.

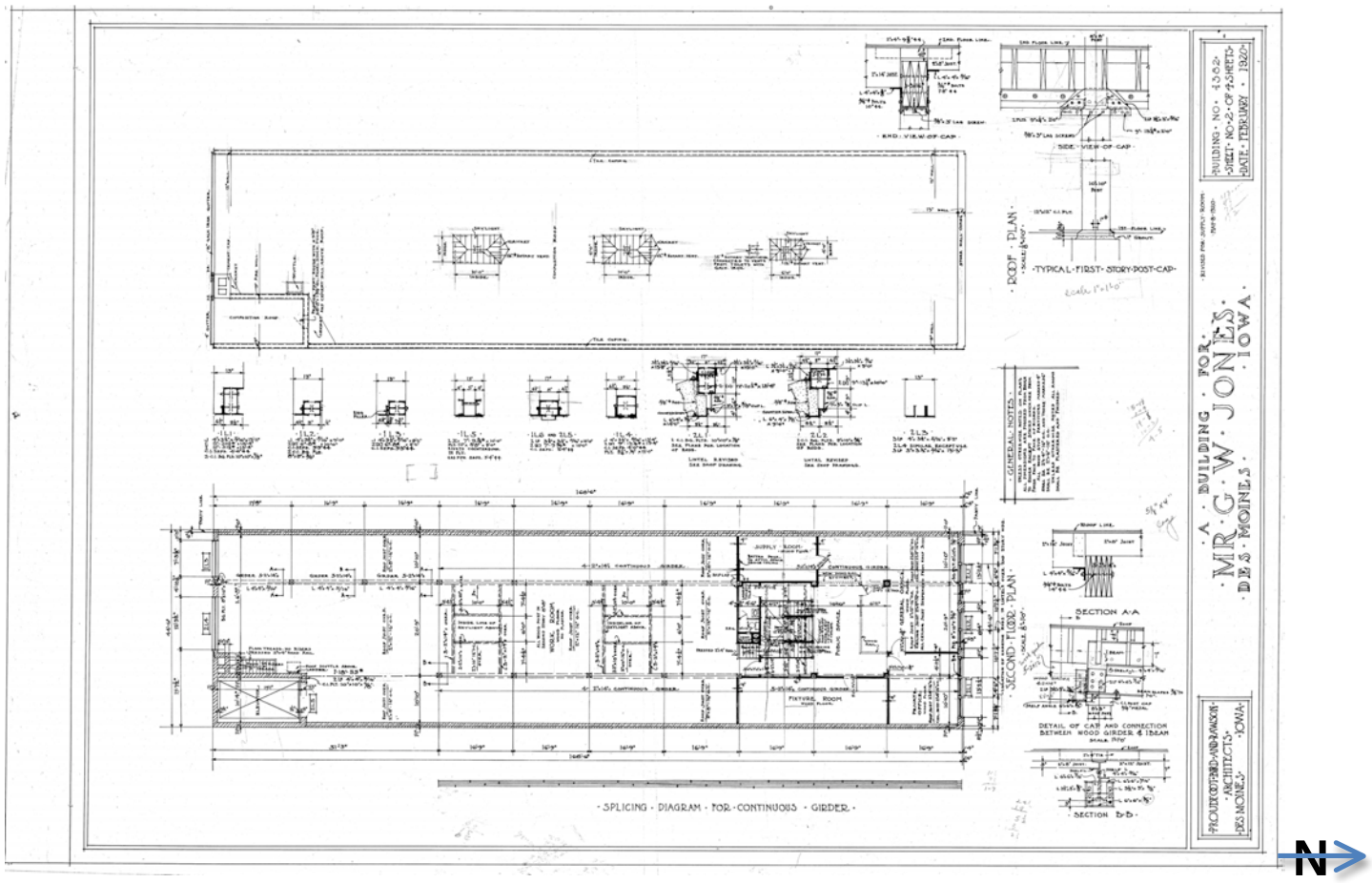
Figure 7: HISTORIC IMAGE – Basement and Footing Plan, February 1920



(SOURCE: Proudfoot, Bird & Rawson; original architects' drawings, February 1920; Stimmel/BBSAE.)

These plans represent G.W. Jones' third (at least) commission of Proudfoot, Bird & Rawson to design an auto-related showroom/workshop. The top page the page is roughly west..

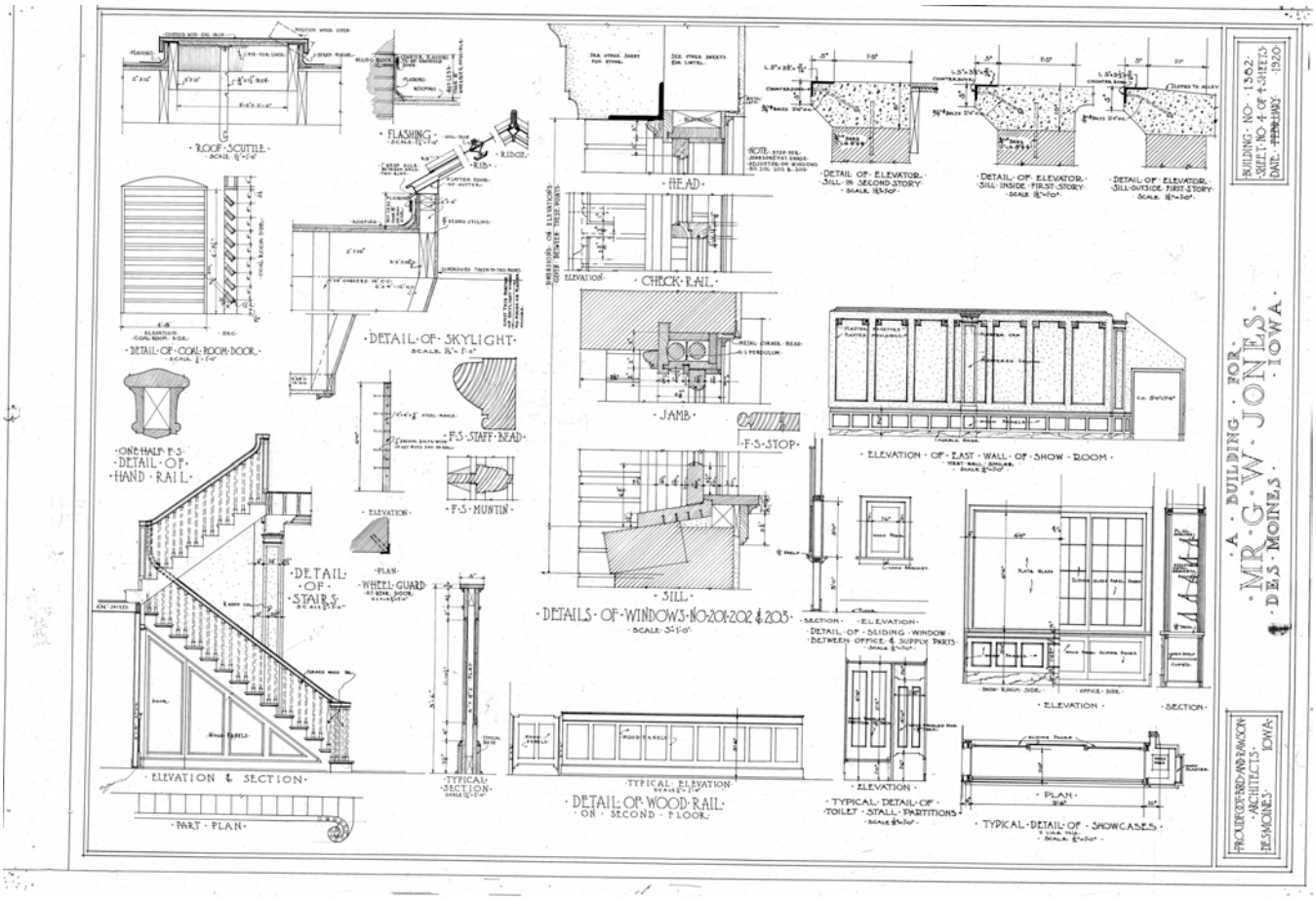
Figure 8: HISTORIC IMAGE – Second-Floor and Roof Plan, February 1920



(SOURCE: Proudfoot, Bird & Rawson original architects' drawings, February 1920; Stimmel/BBSAE.)

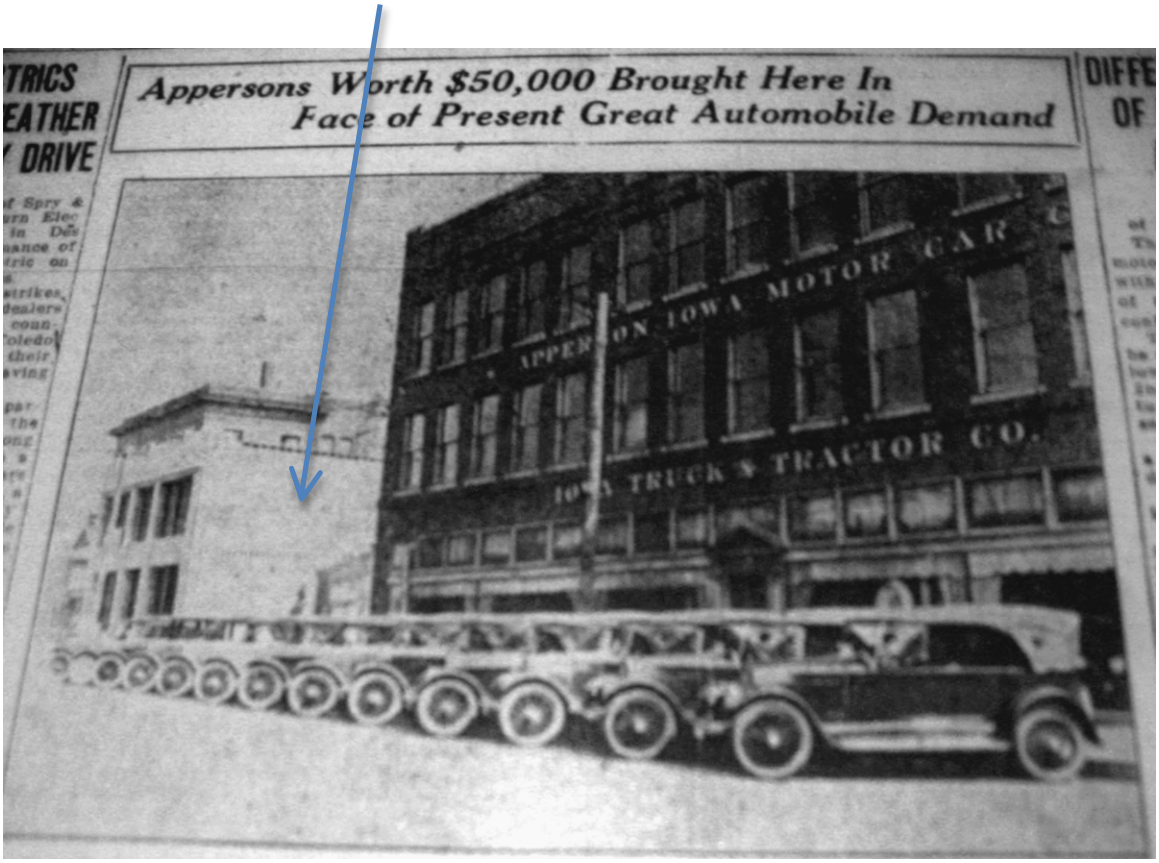
The top page the page is roughly west.

Figure 9: HISTORIC IMAGE – Showroom and Staircase Elevations and Details, February 1920



(SOURCE: Proudfoot, Bird & Rawson original architects' drawings, February 1920; Stimmel/BBSAE)

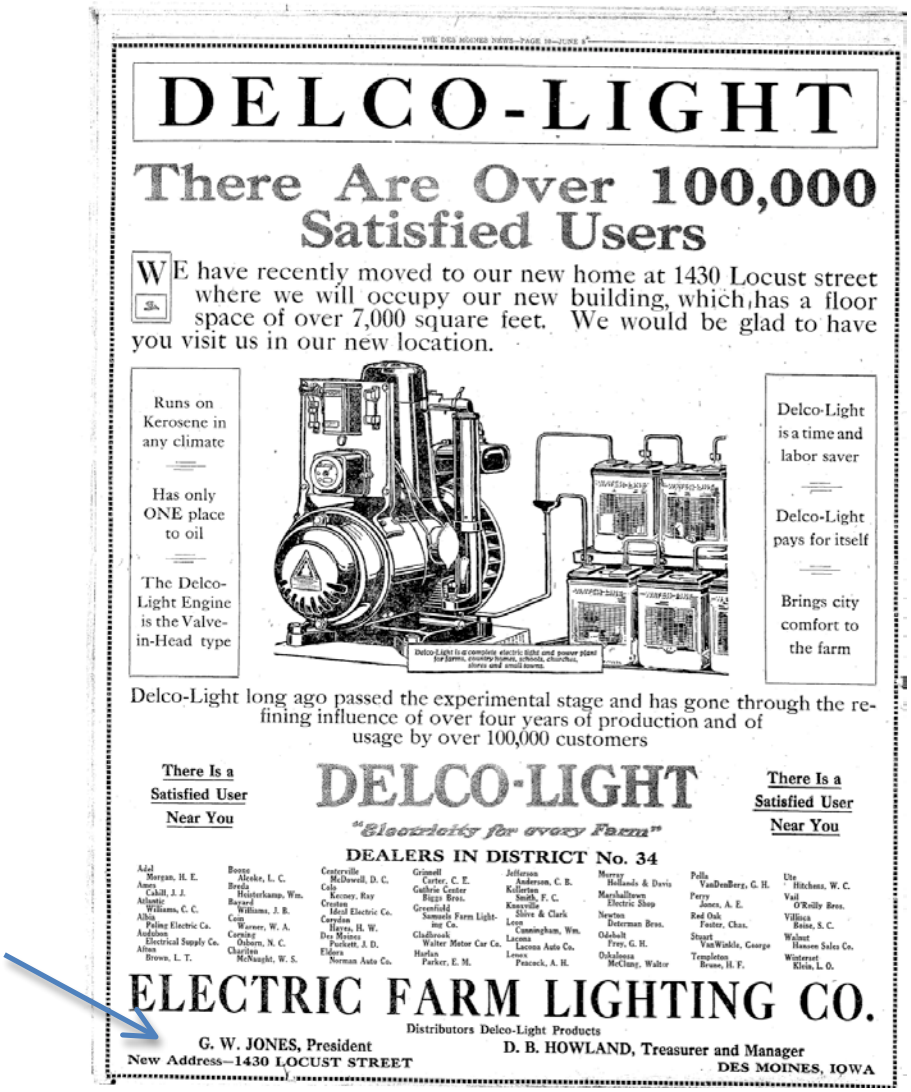
Figure 10. HISTORIC IMAGE – 1430 Locust Street Under Construction, May 1920



(SOURCE: *The Des Moines Capital,* May 9, 1920: 12.)

A story about the auto dealer occupying 1440 Locust Street captured the construction of the G.W. Jones Building in the background. The masonry walls are up, but north façade windows have yet to be installed. Peeking out atop 1430 Locust Street is the four-story Still College of Osteopathy (so named after Dr. S.S. Still left the college in 1905).

Figure 11. HISTORIC IMAGE – Electric Farm Lighting Co. Advertisement for New Showroom, 1430 Locust Street, June 1920



DELCO-LIGHT

There Are Over 100,000 Satisfied Users

WE have recently moved to our new home at 1430 Locust street where we will occupy our new building, which has a floor space of over 7,000 square feet. We would be glad to have you visit us in our new location.

Runs on Kerosene in any climate

Has only ONE place to oil

The Delco-Light Engine is the Valve-in-Head type

Delco-Light is a time and labor saver

Delco-Light pays for itself

Brings city comfort to the farm

Delco-Light long ago passed the experimental stage and has gone through the refining influence of over four years of production and of usage by over 100,000 customers

There Is a Satisfied User Near You

DELCO-LIGHT

"Electricity for every Farm"

There Is a Satisfied User Near You

DEALERS IN DISTRICT No. 34

Adel Morgan, H. E.
Ames Cahill, J. J.
Atlantic Williams, C. C.
Albia Paling Electric Co.
Audubon Electrical Supply Co.
Afton Brown, L. T.
Boone Alcoke, L. C.
Brooklyn Heisterkamp, Wm.
Bayard Williams, J. B.
Coin Worner, W. A.
Corning Osborn, N. C.
Charlton McNaught, W. S.
Centerville McDowell, D. C.
Colo Keeney, Ray
Creston Ideal Electric Co.
Corydon Hayes, H. W.
Des Moines Puckett, J. D.
Eldora Norman Auto Co.
Grinnell Carter, C. E.
Guthrie Center Biggs Bros.
Greenfield Samuels Farm Lighting Co.
Gladbrook Walter Motor Car Co.
Harlan Parker, E. M.
Jefferson Anderson, C. B.
Kellerton Smith, F. C.
Knoxville Shive & Clark
Leon Cunningham, Wm.
Lacona Lacona Auto Co.
Lenox Peacock, A. H.
Murray Hollands & Davis
Marshalltown Electric Shop
Newton Determan Bros.
Oakdale Frey, G. H.
Oskaloosa McClung, Walter
Pella VanDenBerg, G. H.
Perry Jones, A. E.
Red Oak Foster, Chas.
Stuart VanWinkle, George
Templeton Brune, H. F.
Ute Hitchens, W. C.
Vail O'Reilly Bros.
Villisca Baise, S. C.
Walnut Hansen Sales Co.
Winterset Klein, L. O.

ELECTRIC FARM LIGHTING CO.

Distributors Delco-Light Products

G. W. JONES, President
New Address—1430 LOCUST STREET

D. B. HOWLAND, Treasurer and Manager
DES MOINES, IOWA

(SOURCE: *The Des Moines News,* June 8, 1920: 8.)

This full-page ad called attention to the Electric Farm Lighting Co.'s new and larger showroom, 1430 Locust Street, during a Delco-Light dealer convention; convention attendees toured the building, which an accompanying story noted was still under construction. Note the prominent placement of president G.W. Jones' name.

Figure 12. HISTORIC IMAGE – Clark Sanitary Supply, 1430 Locust Street, 1974

(SOURCE: Steven Elmets, Iowa Site Inventory Form for 1430 Locust Street, from Architectural Windshield Survey, Summer 1974.)

The G.W. Jones Building was documented in a 1974 architectural survey of Des Moines. By this photo, the entrance doors had been replaced. Note the placement of the brick wall in front of the former Still College of Osteopathy building (nonextant); during the building's conversion to apartments in 1927, the brick courtyard wall was added, and adjoined the neighboring buildings at 1420 and 1430 Locust Street.

Figure 13. HISTORIC IMAGE – "For Lease," 1430 Locust Street, 1983

(SOURCE: Barbara Beving Long, Iowa Site Inventory Form for 1430 Locust Street, from Auto Row documentation, 1983.)

The G.W. Jones Building was vacant when the first comprehensive study of Auto Row was undertaken in 1983 by historian Barbara Beving Long.

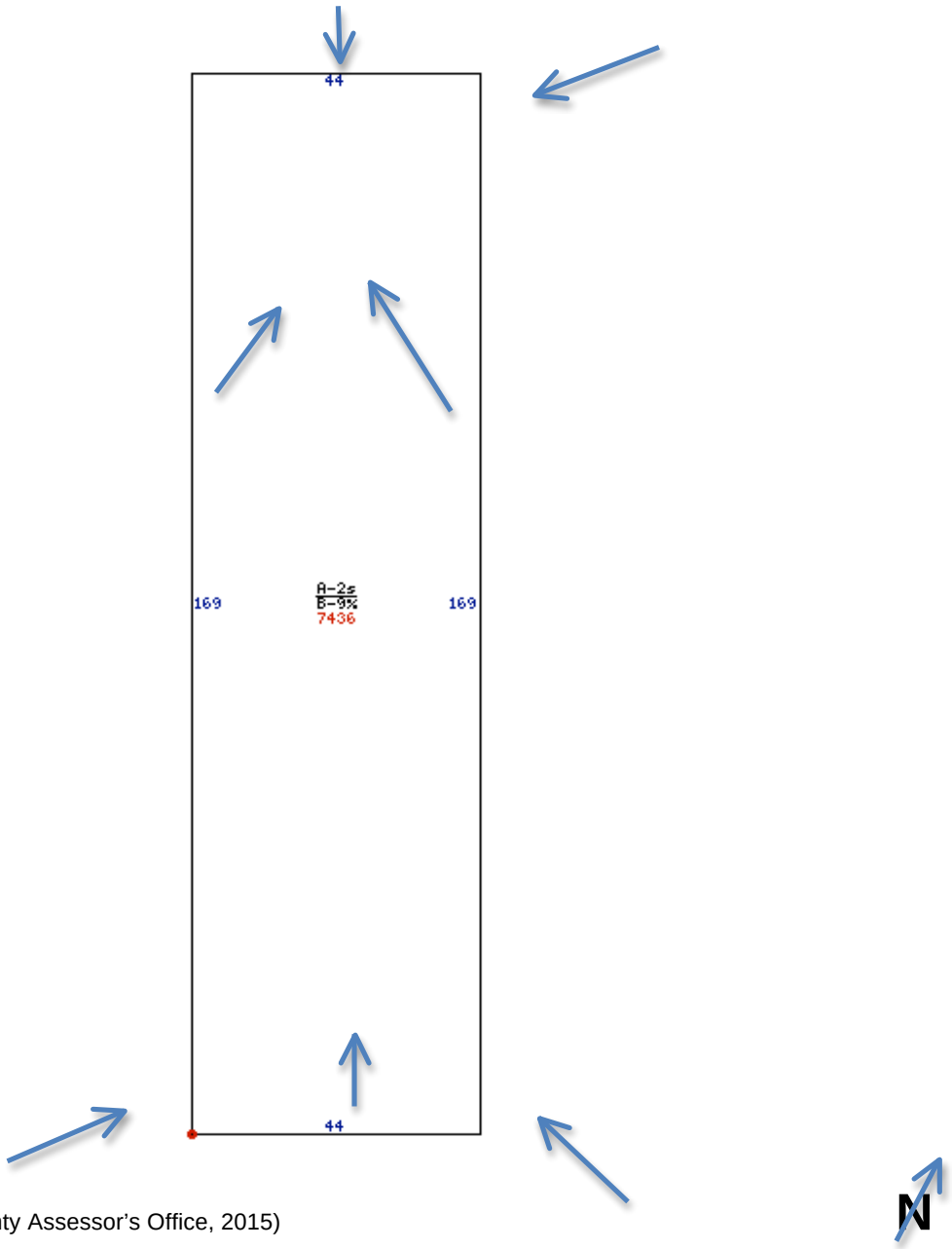
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos **Page** 47 **Property name** G.W. Jones Building

County and State Polk County, Iowa

Site Plan / First Floor Plan Sketch Map and Photo Key, 2015



(SOURCE: Polk County Assessor's Office, 2015)

Photographs are indicated by arrows, corresponding to the Photo Log.

NPS Form 10-900-a
(8-86)

OMB No. 1024-0018

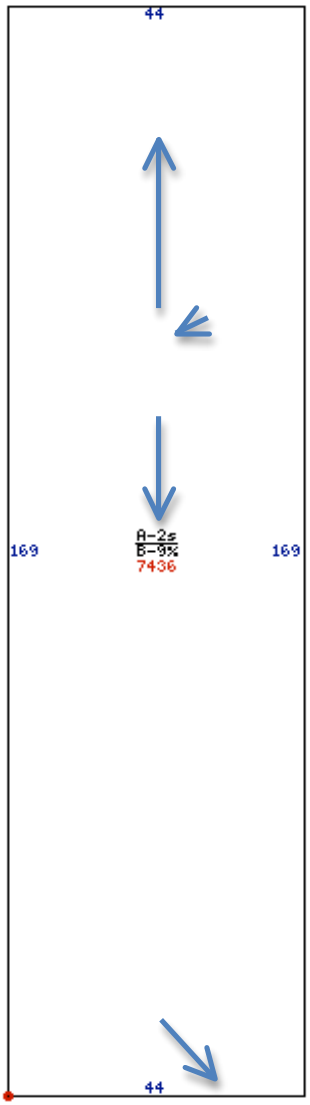
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos **Page** 48 **Property name** G.W. Jones Building

County and State Polk County, Iowa

Second Floor Plan Sketch Map and Photo Key, 2015



(SOURCE: Polk County Assessor's Office, 2015)

Photographs are indicated by arrows, corresponding to the Photo Log.

Photo Log

G.W. Jones Building, Des Moines, Polk County, Iowa.

All photographs taken by Jennifer James, Jennifer James Communications, Des Moines, Iowa, July 2015. Photographs total 11.

1. View of north (primary) elevation of G.W. Jones Building, looking south across Locust Street.

2. View of north (primary) and east elevation of G.W. Jones Building, looking southwest across Locust Street.

3. View of west and south elevations of G.W. Jones Building, looking northwest from alley.

4. View of south and elevation of G.W. Jones Building, looking northeast from alley.

5. View of first floor showroom looking northeast.

6. View of first floor showroom looking northwest.

7. View of first floor rear workroom looking north.

8. View of second floor front offices looking north.

9. Detail of second floor front offices skylight looking up.

10. View of second floor rear workroom looking south.

11. Detail of second floor rear workroom rehabilitated south elevation steel-sash windows.

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