MAR 1 6 2012

247

National Park Service

United States Department of the Interior

National Register of Historic Places Registration Form

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

1. Name of Property Paul Jones Building historic name other names/site number 073-398 2. Location street & number 319 W River Street not for publication vicinity city or town Eureka code KS 073 zip code 67045 state Kansas county Greenwood code 3. State/Federal Agency Certification As the designated authority under the National Historic Preservation Act. as amended. I hereby certify that this x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property x meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: statewide X local 3-15-12 Signature of certifying official Title State or Federal agency/bureau or Tribal Government In my opinion, the property ____ meets ____ does not meet the National Register criteria. Date Signature of commenting official Title State or Federal agency/bureau or Tribal Government 4. National Park Service Certification I, hereby, certify that this property is: v entered in the National Register determined eligible for the National Register determined not eligible for the National Register removed from the National Register other (explain:) Signature of the Keeper

Ownership of Property (Check as many boxes as apply)Category of Property (Check only one box)		Number of Resources within Property (Do not include previously listed resources in the count.)			
		Contributing Noncontributing			
X private	X building(s)	1 1 building			
public - Local	district	district			
public - State	site	site			
public - Federal	structure	structur			
	object	object			
		1 1 Total			
me of related multiple protection of the protect of the property is not part of	operty listing a multiple property listing)	Number of contributing resources previous listed in the National Register			
Roadside Ka	insas	0			
Function or Use					
listoric Functions		Current Functions			
ter categories from instructions)		(Enter categories from instructions)			
ommerce/Trade: Specialty S	Store; Auto Showroom	Work In Progress			
		·			
*					
Description					
		Materials			
chitectural Classification		Materials (Enter categories from instructions)			
chitectural Classification nter categories from instructions)					
chitectural Classification ter categories from instructions)		(Enter categories from instructions)			
. Description rchitectural Classification inter categories from instructions) lodern Movement: Moderne		(Enter categories from instructions) foundation: Concrete			
chitectural Classification nter categories from instructions)		(Enter categories from instructions) foundation: <u>Concrete</u> walls: <u>Concrete Block with Stucco finish</u>			

2

٠

Narrative Description

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

Summary

The Paul Jones Building (built 1946) is located along the south side of Highway 54 / West River Street east of the bridge spanning Fall River. It is the second property east of the river adjacent to the Riverside Motel, which marks the west edge of Eureka's roadside commercial district along Highway 54. The property includes one contributing building and a non-contributing outbuilding in disrepair.

Elaboration

The building was built in 1946 to serve as an auto showroom for a dealership with a service area. It is an example of the Auto Dealership & Showroom property type (Streamline Moderne subtype) defined in "Roadside Kansas" multiple property documentation form.¹ Like other Streamline Moderne dealerships of this period, the Paul Jones Building is constructed of fireproof materials including concrete, stucco, and steel, and features a unique barrel vaulted truss system that accommodates a wide column-free expanse. There are many windows including large display windows along the front of the building, multi-light steel windows with operable pivot sashes.

The exterior is typical of mid-twentieth-century design consisting of a cement block building with a stucco finish. The stucco exterior was recently refinished. The exterior architectural detailing is minimal, but there are subtle character-defining stylistic elements, such as slightly rounded corners at the corners of the building and around the window and door openings. The showroom area includes large picture windows, whereas the service areas along the sides and rear of the building include multi-light industrial steel windows.

The north (front) elevation faces West River Street (Highway 54). This elevation includes a garage bay at the east end, which was historically used for "wash and lubrication." Historically, the opening contained inward swinging wood garage doors, but they have been replaced with a modern overhead door that functions within the original opening. Adjacent to the garage door is a modern pedestrian door that leads into the finished showroom area. There are two large display windows adjacent to the door along the west side of the north elevation. Centered at the flat roofline is a small inlayed concrete sign that reads "Paul Jones." Historically, other signage was painted on the surface or was hung from the wall, but they are no longer extant.

The west (side) elevation includes two large showroom windows just like those found on the front elevation. The parapet steps down to the south. The service bay is clearly delineated where the barrel roofline becomes visible. There is a garage door opening with historic inward-swinging wood garage doors. The garage door opening is flanked by 24-light industrial metal windows with operable pivot sashes – one on the north and three on the south.

The east (side) elevation includes a pedestrian door at the northeast corner leading into the "wash and lubrication" garage. Adjacent to this door are three 24-light industrial metal windows with operable pivot sashes. The garage is only accessed from the exterior of the building. There is another pedestrian door leading into a small room off the showroom. The rear service area is not flush with the east elevation and is set back several feet. The east elevation of the service area has seen the most change and now includes three garage bay openings and one 24-light industrial metal windows with an operable pivot sash. The northernmost garage bay is boarded over on the exterior, but the historic inward-swinging wood garage doors are intact. The other two garage openings are not historic and the feature non-historic overhead garage doors.

¹ Elizabeth Rosin and Dale Nimz, "Roadside Kansas" National Register multiple property documentation form (Topeka: Kansas Historical Society, 2010), F-60. Accessed online at:

http://www.kshs.org/resource/national_register/MPS/RoadsideKansasMPDF.pdf.

Paul Jones Building Name of Property

The south (rear) elevation includes four 24-light industrial metal windows with operable pivot sashes. The rounded roofline takes the shape of the barrel vault roof.

Interior

The interior of the building consists of 4400 square feet. The roof structure is an open span barrel steel truss system. Large full span arched steel trusses are supported by heavy steel columns. The floor is concrete and the walls are plaster. There is no basement. There only significant modification to the building includes expanding openings to accommodate three garage bays along the east elevation of the rear service area.

Except for the "wash and lubrication" garage at the northeast corner, the north one-third of the building features a higher level of interior finish including plaster walls and simple trim around the doors and windows. The ceiling would have been finished, but the rafter system is currently exposed. Showroom spaces were typically more finished than utilitarian service areas, as is the case in this building.

The rear service area is completely open and unfinished. The floor is concrete, the walls are concrete block, and the roof structural system is exposed.

Integrity

The building retains a high degree of integrity. Importantly, it retains its location and setting along highway 54, which helps interpret its significance as a roadside business. It also retains a high degree of its design, materials, and workmanship, which communicate the building's historic function and period of construction. There has been some alteration to the showroom windows on the west elevation and some garage and pedestrian doors are modern replacements. On the interior, there is a clear delineation between the finished showroom and the utilitarian work areas.

Name of Property

А

8. Statement of Significance

Applicable National Register Criteria

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

x

Property is associated with events that have made a significant contribution to the broad patterns of our history.

в Property is associated with the lives of persons significant in our past.

С	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.

Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions)

Commerce

Period of Significance

1946-1962

Significant Dates

1946 - Construction

Criteria Considerations

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

Property is:

D

		Owned by a religious institution or used for religious
_	Α	purposes.

removed from its original location. в

С a birthplace or grave.

- a cemetery. D
 - Е a reconstructed building, object, or structure.
 - F a commemorative property.
 - less than 50 years old or achieving significance G within the past 50 years.

Significant Person

(Complete only if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Period of Significance (justification)

The period of significance begins with the construction of the building in 1946 and extends to 1962, the fiftyyear cut-off date established by the National Park Service to provide sufficient passage of time to allow objective evaluation of the historic resource eligibility at the time of its listing.

Criteria Considerations (explanation, if necessary) N/A

Greenwood County, KS County and State

Narrative Statement of Significance

(Provide a summary paragraph that includes the level of significance and applicable criteria. Elaborate on the property's history and argue the property's significance according to the criteria selected.)

Summary

The Paul Jones Building (built 1946) is nominated to the National Register of Historic Places as part of the "Roadside Kansas" multiple property nomination for its local significance under Criterion A in the area of commerce. It is an example of the Auto Dealership & Showroom property type (Streamline Moderne subtype) defined in "Roadside Kansas" multiple property documentation form.

Elaboration

Euro-American settlers were in the Eureka area along Fall River as early as 1857, but the community's growth and development was largely delayed until after the Civil War. The town was laid out by the Eureka Town Site Company in 1867, it was incorporated in 1870, and it was selected as the seat of Greenwood County in 1872.² Railroad development through the area in the 1870s and 1880s attracted investment and settlers, and by 1880, the county's population totaled 10,548.³ Eureka's population reached 2,333 by 1910, and the town included a wagon factory, broom factory, flourmill, four banks, hotels, and two newspapers.⁴ The early twentieth century brought new interest in the area with the discovery of oil in Butler and Greenwood counties. By the mid-1920s, Greenwood County produced a million barrels each month, making it an attractive area for investment and development.⁵

With the community's proximity to El Dorado and Wichita and the increasing industrial development, the need for good roads was obvious. Associations formed throughout Kansas during the early twentieth to promote good roads and connectivity as favorable for business and tourism. With US Highway 54 passing through Eureka, local businessmen and civic leaders saw the importance of good roads. Eureka resident L. F. Reed participated in one such statewide committee aimed at improving roads and promoting the idea of "dustless highways."⁶ Later during the 1940s and 1950s, Eureka businessman Paul Jones became active in the Highway 54 Association. Jones opened his Dodge and Plymouth showroom along Highway 54 in 1946 during at time when Eureka was experiencing post-war growth, in part due to the continued and growing success of the surrounding oil and gas industry. That same year J.C. Penny's and the Goodrich Store opened in Eureka as did Utopia College, which was started by Massachusetts economist Roger Babson.⁷

Jones was a community leader and participated in the development and promotion of Highway 54 through Eureka. On October 12, 1956, three weeks before his unexpected death, Paul Jones was elected president of the National Highway 54 Association at the group's annual meeting held in Nevada, Missouri. Jones assumed the duties of the association's president on November 1, 1956, taking over for past-president Bob Ward of Greensburg, Kansas. Ward was to serve as the vice president. For representation in the association, each state elected a state vice president.

² William G. Cutler, *History of the State of Kansas* (Chicago: Andreas Publishing Co., 1883). Accessed online 23 December 2011 at www.kancoll.org.

³ Historical Census Browser. Retrieved 23 December 2011, from the University of Virginia, Geospatial and Statistical Data Center: http://fisher.lib.virginia.edu/collections/stats/histcensus/index.html.

⁴ Frank Blackmar, *Kansas: A Cyclopedia of State History, vol. 1* (Chicago: Standard Publishing Co., 1912), 599. Accessed online 23 December 2011 at http://skyways.lib.ks.us/genweb/archives/1912/.

⁵ Craig Miner, *Discovery! Cycles of Change in the Kansas Oil and Gas Industries, 1860-1987* (Wichita, KS: KIOGA, 1987), 160-164. See also: Christy Davis, "Robertson House" National Register of Historic Places nomination (Topeka: Kansas Historical Society, 2010), 7.

⁶ *Kansas City Star*, 16 October 1938. Note: Paul Jones referenced in this newspaper is a newspaper editor from Lyons, Kansas, and is *not* the same Paul Jones that developed this property in Eureka.

Utopia College also operated as Midwest Institute until 1970.

The death of the 50-year-old Jones came about as a shock to the community. Jones obituary stated that he was the owner of the Paul Jones Motor Company in Eureka and that he had recently been elected president of the highway association.⁸

Its not known when the Highway 54 Association was formed, but it had been active prior to Jones' death in 1956 and continued past 1962, the year when the U.S. Highway 54 national headquarters was located in Greensburg, Kansas.

The overall mission of the association was to spread the word out about Highway 54, its conveniences to travel across the country, and the businesses and vacation spots along the way. Brochures were available for travelers to pick up at the headquarters. Cutting through the center of the country, Highway 54 was considered the "diagonal federal highway." The association believed that the federal government and the states involved should take immediate steps to develop the route, which was established in 1926. The highway began in Chicago and ended in El Paso, Texas, about 1,500 miles southwest.

The association also agreed to raise \$30,000 to tie in with the national radio station advertising program. The association, working with radio stations covering the length of Highway 54 will be the recipient of 10,000 or more radio spot announcements boosting travel on U.S. 54 in the next year. "Travel with News, Music and Weather on U.S. 54 – Mid-America's Diagonal Boulevard" was the theme accepted to be used on the new strip maps and place mats in restaurants.⁹

Prior to 1962, the association's headquarters had been located in whichever city the current president resided. For example, in 1956 the headquarters was located in Jones' hometown of Eureka. In 1962, the Greensburg, Kansas Chamber of Commerce constructed a building on the east edge of town out of which the Highway 54 Association operated rent free for a 15-year term.

The national headquarters for highway 54 will also be a nationwide tourist information center, with brochures and literature available to tourists for the 50 states. The National Highway 54 Association's budget for 1962 is \$30,000; the group anticipates a budget in excess of \$100,000 within the next five years, president August Dick said. 'We are planning a big highway sign program, plus a stepped up communication program using newspapers, radio, and TV media. We plan to spend a lot of time contacting state highway engineers, commissioners, legislatures and governors to try to sell them on the importance of the tourist dollar to each state and to the taxpayers in helping build wider and better roads,' Dick said.¹⁰

A preliminary review of road-related Kansas newspaper articles from 1957 – 1967 shows that at least eleven highway associations existed in Kansas.¹¹ By 1968, regional highway associations at the state level began appearing, such as the Southeast Highway Association.

The Paul Jones Motor Company closed after Jones' death, and in subsequent years several auto-related repair shops operated out of the building. Matt Wilson of Invena Corporation purchased the long-vacant Paul Jones building in July 2006, and it is currently undergoing a major restoration.

Roadside Context

7

⁸ Eureka (KS) Herald, 8 November 1956.

⁹ Wichita Eagle, 25 September 1962.

¹⁰ *Kiowa County Signal* (Greensburg, KS), 8 August 1962. Note: In 1960, Dick August owned the Greensburg Motel relating his involvement with roadside related components.

¹¹ These newspaper clippings are archived at the Kansas Historical Society under call number 625.7 K 13h clipp. v. 1.

Paul Jones Building Name of Property Greenwood County, KS County and State

Dealerships and auto repair shops were initially housed in more traditional commercial storefront spaces in downtowns, increasing popularity of the automobile after World War II outpaced the availability of existing retail infrastructure in many Kansas towns and cities. Jones' building illustrates this mid-twentieth-century shift out of the traditional downtown to highway corridor along the edge of town where an automobile-focused commercial district was taking shape. Jones built his auto showroom and service shop next to the Riverside Motel and Café, which had been built just seven years prior.

Jones saw a growing market in automobile sales after the war, which had halted production. "When automobile production resumed at the end of the war, there was a tremendous surge in the number of new vehicles purchased. Existing automobiles were beginning to age, and when new vehicles became available, dealers were overwhelmed by the public's pent-up demand for new models. The growth in the number of car dealers after 1945 reflected this demand from American consumers."¹² His new building reflected characteristics similar to other contemporary roadside dealerships, with its streamlined design, curved forms, and large showroom windows. The showroom wasn't glamorous, and there was a clear emphasis placed on service. Jones' building included a "wash and lubrication" garage in addition to a large service area at the rear.

The building features a simple Moderne architectural style, which is expected of this type and vintage of building. Its primary materials are fireproof, including concrete block, stucco, and steel. Its barrel vault roof system and metal multi-light industrial windows also are typical of this type of roadside resource.¹³

 ¹² Rosin and Nimz, "Roadside Kansas," E-21-23. See also: Chester Liebs, *Main Street to Miracle Mile: American Roadside Architecture* 1985, reprint edition (Baltimore, MD: Johns Hopkins University Press, 1995), 87-88.
 ¹³ Ibid., F-60

Greenwood County, KS County and State

9. Major Bibliographical References

- Blackmar, Frank. Kansas: A Cyclopedia of State History, vol. 1. Chicago: Standard Publishing Co., 1912. Accessed online at http://skyways.lib.ks.us/genweb/archives/1912/,
- Cutler, William G. *History of the State of Kansas.* Chicago: Andreas Publishing Co., 1883. Accessed online at www.kancoll.org.
- Davis, Christy. "Robertson House" National Register of Historic Places nomination. Topeka: Kansas Historical Society, 2010.

Eureka (KS) Herald. 8 November 1956.

Historical Census Browser. Retrieved from the University of Virginia, Geospatial and Statistical Data Center: http://fisher.lib.virginia.edu/collections/stats/histcensus/index.html.

Kansas City Star. 16 October 1938.

Kiowa County Signal (Greensburg, KS). 8 August 1962.

- Miner, Craig. Discovery! Cycles of Change in the Kansas Oil and Gas Industries, 1860-1987. Wichita, KS: KIOGA, 1987.
- Rosin, Elizabeth, and Dale Nimz. "Roadside Kansas" National Register multiple property documentation form. Topeka: Kansas Historical Society, 2010. Accessed online at: http://www.kshs.org/resource/national_register/MPS/RoadsideKansasMPDF.pdf.

Wichita Eagle. 25 September 1962.

Previous documentation on file (NPS):	Primary location of additional data:
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 #	x State Historic Preservation Office Other State agency Federal agency Local government University Other Name of repository: Kansas Historical Society

Historic Resources Survey Number (if assigned): ____N/A

10. Geographical Data

Acreage of Property <a> <a

UTM References

(Place additional UTM references on a continuation sheet)

1	14 Zone	738870 Easting	4188790 Northing	3	Zone	Easting	Northing
2	Zone	Easting	Northing	4	Zone	Easting	Northing

Verbal Boundary Description (describe the boundaries of the property)

Eureka City, Tuckers Addition, Lots 7 thru 12 & part of vacated Sycamore St. beginning at SW corner of lot 7: W22'. N 250', E 22', S 260', to POB, less R/W.

Boundary Justification (explain why the boundaries were selected) The nominated property includes the land historically associated with the Paul Jones Building.

11. Form Prepared By				
name/title Larry Coleman (Sarah Martin & Rick Anderson, KSHS)				
organization Coleman Management	date _5-2-2011			
street & number 223 N Main	telephone 316-665-6621			
city or town Eureka	state Kansas zip code 67045			
e-mail Icoleman@colemanmanagement.com				

Additional Documentation

Submit the following items with the completed form:

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location. •

A Sketch map for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- Additional items: (Check with the SHPO or FPO for any additional items)

Photographs:

Description of Photograph(s) and number:

1 of 8 North (front) and east (side) elevations, facing SW

2 of 8 East (side) elevation, facing NW

3 of 8 East (side) and south (rear) elevations, facing NW

South (rear) and west (side) elevations, facing NE 4 of 8

- 4 of 8 South (rear) and west (side) elevations, facing NE
- 5 of 8 West (side) elevation, facing NE
- 6 of 8 Interior, showroom space at north end of building, facing SE
- 7 of 8 Interior, windows along south wall of service area, facing SW
- 8 of 8 Interior, roof trusses

Property Owner:				
(complete this item at the request of the SHPO or FPO)				
name Invena Corporation – Contact: Matt Wilson street & number 416 E 5TH ST	telephone 620-583-8630			
city or town Eureka	state Kansas zip code 67045			

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

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

Figure 1: undated photograph



Figure 2: undated photograph



Figure 3: Undated photo taken between 1946 and 1956



Figure 4: Aerial photo - likely taken in 1950s



UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Jones, Paul, Building NAME:

MULTIPLE Roadside Kansas MPS NAME:

STATE & COUNTY: KANSAS, Greenwood

DATE RECEIVED: 3/16/12 DATE OF PENDING LIST: 4/06/12 DATE OF 16TH DAY: 4/23/12 DATE OF 45TH DAY: 5/02/12 DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000247

REASONS FOR REVIEW:

N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: Ν APPEAL: N PERIOD: N PROGRAM UNAPPROVED: N PDIL: OTHER: N REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N COMMENT WAIVER: N DATE ACCEPT REJECT RETURN

ABSTRACT/SUMMARY COMMENTS:

Entered in The National Register of Historic Places

RECOM./CRITERIA		
REVIEWER	DISCIPLINE	
TELEPHONE	DATE	

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.





















phone: 785-272-8681 fax: 785-272-8682 cultural_resources@kshs.org

Kansas Historical Society	HECEIVED 2280 Sam Brownback, Governor
	Jennie Chirn, Executive Director
	MAR 1 6 2012
N	AT. REGISTER OF HISTORIC PLACES

NATIONAL PARK SERVICE

March 15, 2012

Carol Shull National Register of Historic Places National Park Service 1201 Eye Street, N. W. 8th Floor (MS 2280) Washington, DC 20005

Dear Ms. Shull:

Please find enclosed the following National Register documents:

- Westside Service Station & Riverside Motel Eureka, Greenwood County (new nomination)
- ✤ Paul Jones Building Eureka, Greenwood County (new nomination)
- Emporia Downtown Historic District Emporia, Lyon County (new nomination)

Please do not hesitate to contact me if you have any questions. I may be reached at 785-272-8681 ext. 216 or smartin@kshs.org.

Sincerely yours,

Saul Mate.

Sarah J. Martin National Register Coordinator

Enclosures