

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

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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" on the appropriate line or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name JONES BUSINESS COLLEGE
other names/site number Jones Building

2. Location

street & number 1305 Otley Avenue N/A not for publication
city or town Perry N/A vicinity
state Iowa code IA county Dallas code 049 zip code 50220

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 (_ nationally _ statewide X locally). (See continuation sheet for additional comments.)
[Signature] DS/PP 7-18-00
Signature of certifying official/Title 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 certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is :
 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) _____

Signature of Keeper [Signature] Date of Action 11/30/00

Jones Business College
Name of Property

Dallas County, Iowa
County and State

5. Classification

Ownership of Property
(Check as many lines as apply)

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

Category of Property
(Check only one line)

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

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

Contributing	Noncontributing	
<u>1</u>		buildings
		sites
<u>1</u>		structures
		objects
<u>2</u>		Total

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

"Downtown Perry, Iowa"

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

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

EDUCATION/college
COMMERCE/TRADE/business

Current Functions
(Enter categories from instructions)

DOMESTIC/multiple dwelling

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS

Materials
(Enter categories from instructions)

foundation Concrete
walls Concrete

roof Asphalt
other Wood
Glass

Narrative Description

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

Jones Business College
Name of Property

Dallas County, Iowa
County and State

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" on one or more lines 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" on all the lines that apply)
Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

SOCIAL HISTORY
ARCHITECTURE

Period of Significance

1913-1921

Significant Dates

1913

Significant Person

(Complete if Criterion B is marked above)

Jones, C. Durant

Cultural Affiliation

Architect/Builder

Unknown

Narrative Statement of Significance - (Explain the significance of the property on one or more continuation sheets)

9. Major Bibliography 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):

- previous determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Record
- designated a National Historic Landmark
- recorded by American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historical Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository

Jones Business College
Name of Property

Dallas County, Iowa
County and State

10. Geographical Data

Acreage of Property Less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1 | 15 | 408400 | 4632100 |

Zone Easting Northing

2 | --- | --- | --- |

Zone Easting Northing

3 | --- | --- | --- |

Zone Easting Northing

4 | --- | --- | --- |

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 William C. Page, Public Historian
organization Perry Historic Preservation Commission date February 18, 2000
street & number 520 East Sheridan Avenue (Page) telephone 515-243-5740
city or town Des Moines state IA zip code 50313-5017

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 SHPO or FPO.)

name George and Joan McCarty
street & number 1502 Warford Street telephone 515-465-2680
city or town Perry state IA zip code 50220

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 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.O. Box 37127, Washington, DC

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 1

CFN-259-1116

Jones Business College, Dallas County, Iowa

GENERAL DESCRIPTION

Jones Business College is a 2-story building completed in 1913. Its foundation and walls are constructed of poured concrete. Its footprint is rectangular in shape and measures 51' x 60'. Originally constructed for educational purposes and administrative offices, the building was converted many years ago into an apartment building, a use which remains to the present day. The site features several landscape architectural amenities commensurate with the building's function as an educational institution. The property is located on the southeastern edge of downtown Perry in a transitional area between the central business district and a residential section of the city.

BUILDING

Exterior

Jones Business College is constructed of poured concrete walls and rests on a poured concrete foundation. It is covered with a flat roof of built-up composition materials. The building employs cast concrete extensively, including the following features:

CONCRETE FEATURES
JONES BUSINESS COLLEGE

Feature	Finish	# of elevations where present
Water table	smooth	4
Belt course bet. 1 & 2 floors	smooth	4
Cornice	rusticated	3
Brackets & dentils	smooth	4
Frieze (parapet)	rusticated	3
Coping	smooth	3
Walls	rusticated	4
Corner posts	smooth	4
Lintels	smooth	4
Window sills	smooth	4
Plaque	smooth	1
Parapet	rusticated	3
Front porch walls	rusticated	N/A
Front porch trim	smooth	N/A
Columns at front door	smooth	N/A

Each elevation of the building features windows symmetrically arranged. The facade features a combination of single and paired windows on both floors. Windows are double-hung sash, generally of 5/1 configuration.

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Jones Business College, Dallas County, Iowa

A parapet surrounds the building on three sides. Cast concrete spheres cap this parapet at each of the building's four corners. The facade of the building is crowned with a name cast concrete plaque, situated above the parapet, reading "1912/Jones."

A 1-story unenclosed porch, original to the building, is centered on its facade. This porch measures 5' x 11' and, like the building's main block, is constructed of poured concrete. The entrance to this porch features a Romanesque arch. A flight of concrete steps leads from the grade to the porch. The porch is embellished with poured concrete architectural detailing, including a parapet around its roof. Each of the two projecting corners of this parapet is capped with a cast concrete sphere.

A 1-story enclosed porch is situated at the rear of the building. Built circa 1988, it measures 13' x 21' and is constructed of wood frame. This porch is covered with a shed roof of asphalt shingles. It provides a rear entrance to the building.

An interior-placed, brick chimney is located near the rear of the building at the southeast corner.

Interior

The interior possesses two large apartments on the first floor and four apartments on the second floor. The interior walls are finished with plaster and/or sheet rock. The floors are constructed of soft wood. The building features a full basement with two apartments. The floor of the basement is concrete. The building possesses a total of eight bathrooms, one for each of the apartment units.

A fire damaged the interior of this building in 1987. The interior subsequently was gutted and rebuilt. New doors and woodwork were installed. Drywall was installed in many places. Although these alterations have impacted the building's integrity, they were restricted to its interior and are not visible from the outside.

STRUCTURE

These amenities include pedestrian walks and two entrance columns.

Jones Business College is situated on a larger than standard-sized parcel and consists of Lot 8 and the east 5 feet of Lot 7 in Block 17 of the original town of Perry, Iowa. This parcel measures 55' x 150'. The site's topography and that of its surroundings are level. An east-west alley is situated at the rear of the property. The building faces to the north.

The front yard of this parcel possesses several landscape architectural amenities, constructed of concrete, and designed to augment the dignity of the property. This site is counted as one contributing resource to this nomination for reasons discussed in Section 8.

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Jones Business College, Dallas County, Iowa

One pedestrian walk runs parallel to the facade of the building, and one pedestrian walk runs perpendicular to it, connecting the front door of the college building with Otley Avenue. This walk measures 9' in width. Two columns, constructed of poured concrete and capped with spheres, are situated in the grassy area adjacent to the street. The columns measure, in plan view, 28 x 28 inches and flank the walk leading to the street. The columns stand about three feet high and are capped with cast concrete spheres. The spheres have diameters of 22 inches. (See Continuation Sheet 7-5.) The use of concrete for these amenities provides visual continuity with the building itself.

A single-family dwelling occupies the remainder of Lot 7, a corner parcel. The east elevation of this building is situated near to the west elevation of the Jones Business College. During the early years of the Twentieth Century, the house on this parcel was the home of Mr. and Mrs. C. Durant Jones and their family.

The college building stands in a transitional area between the southeastern corner of downtown Perry and a residential section of the city. A large parking lot and a supermarket now occupy the city block immediately north of the college building. The other surroundings are residential, with single-family dwellings predominating.

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

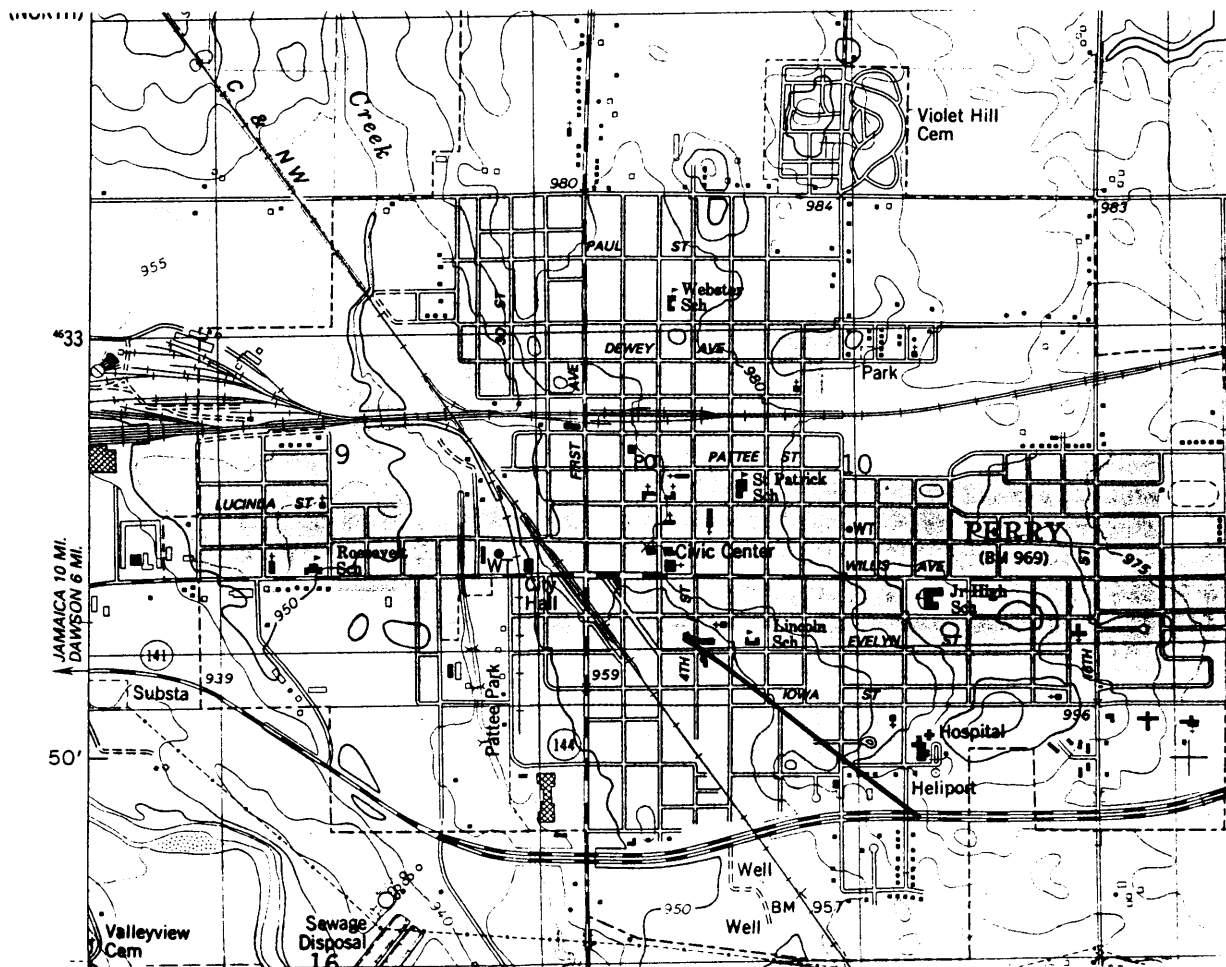
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Jones Business College, Dallas County, Iowa

SITE MAP

ARROW LOCATES PROPERTY



Source: U.S.G.S. Map (7.5 Minute Series), Perry Quadrangle, 1956, Photorevised 1976.

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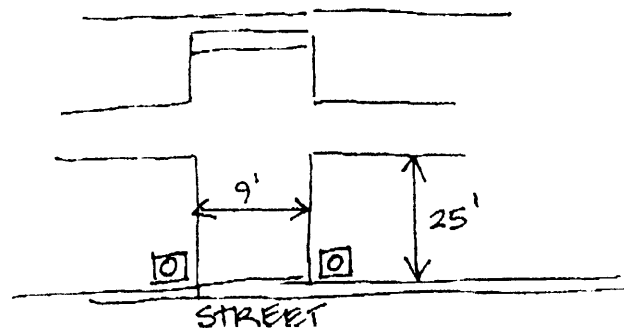
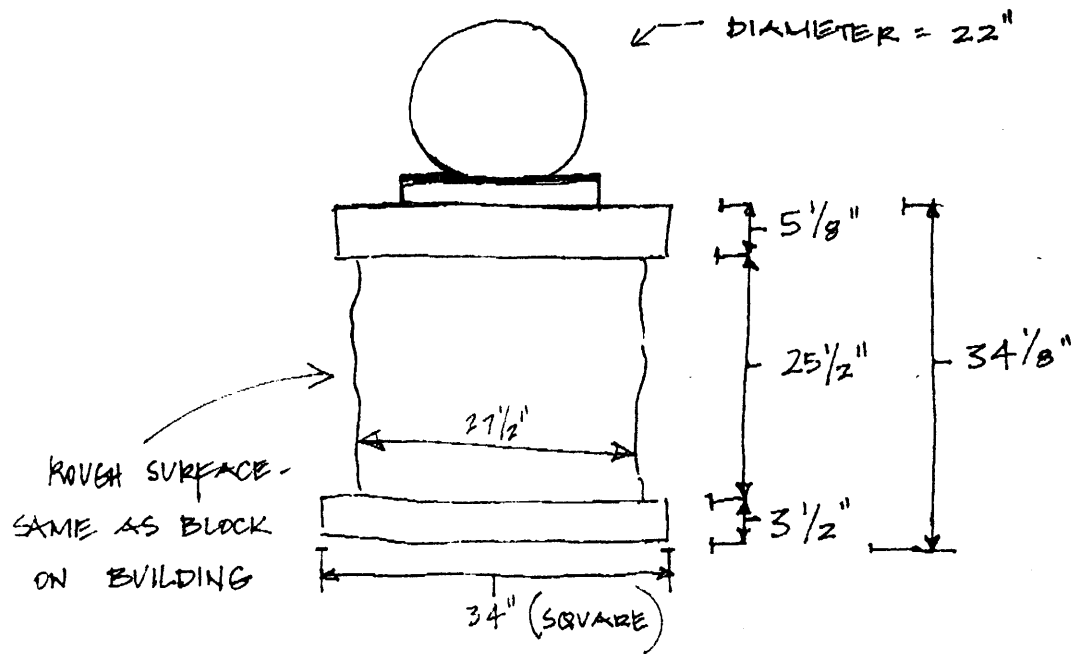
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Jones Business College, Dallas County, Iowa

SKETCHES OF COLUMN AND FRONT YARD



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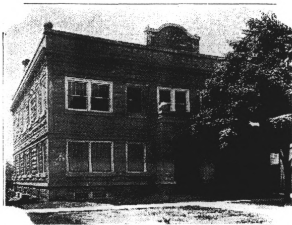
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Jones Business College, Dallas County, Iowa

ADVERTISEMENT



20 Years Old

Positions Secured

JONES COLLEGE

C. DURANT JONES, PRESIDENT

Commercial and Short Hand Course, and full courses
in Music.

Invest \$500, in a College Education and increase
your earning capacity \$500 per year.

WOULDN'T THAT PAY?

JONES COLLEGE

PERRY, IA.

This photograph pictures the Jones Business College the first year it opened in this building.

Source: *Pictorial Souvenir of Perry*, 1913.

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

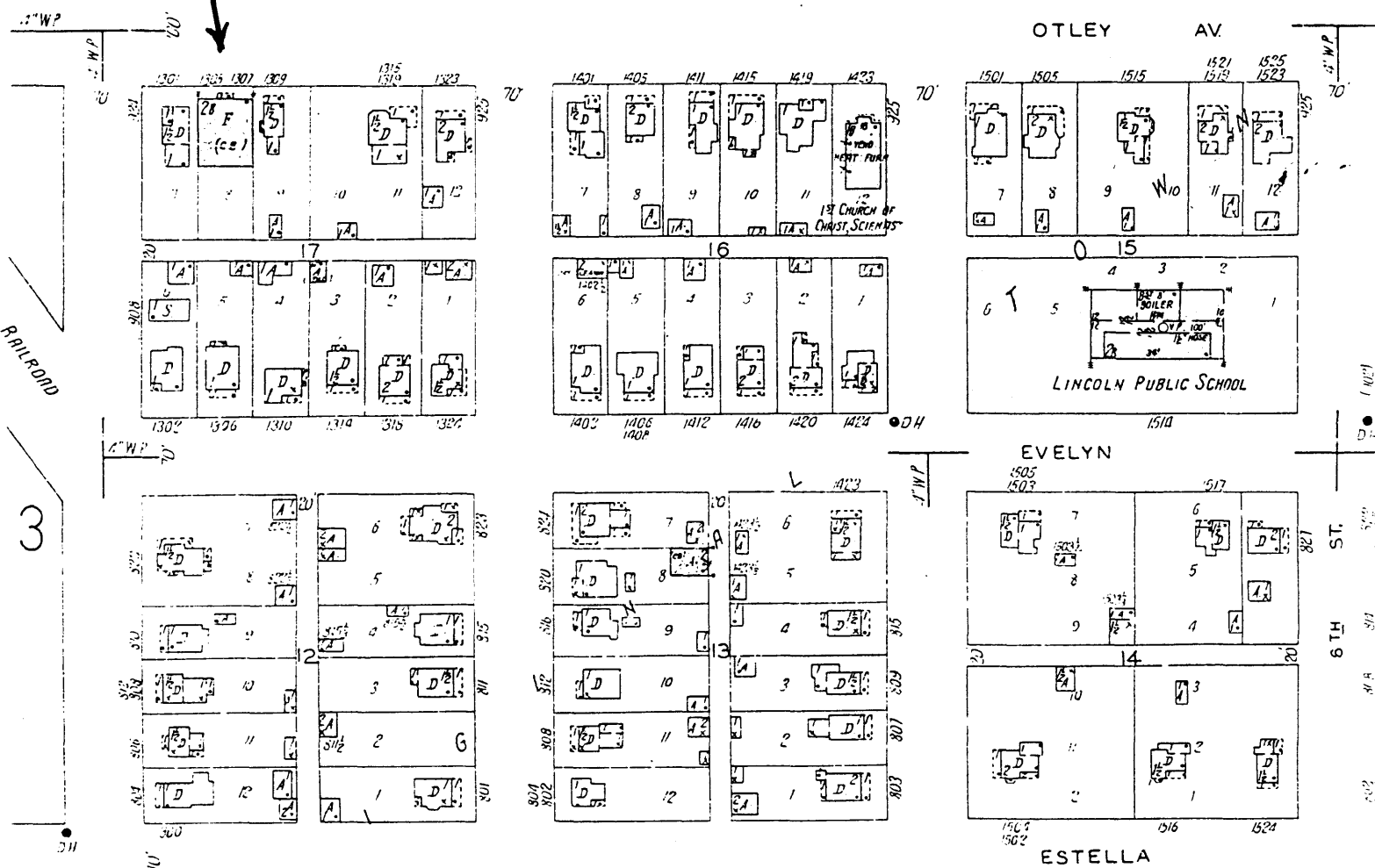
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Jones Business College, Dallas County, Iowa

1933 FIRE INSURANCE MAP

ARROW LOCATES PROPERTY



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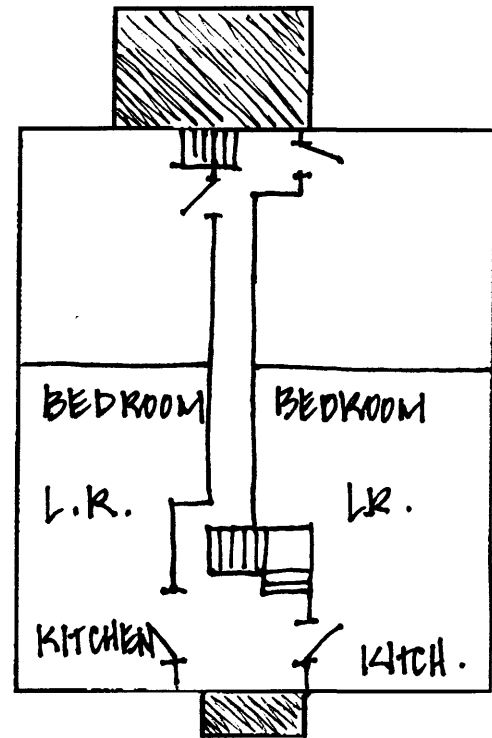
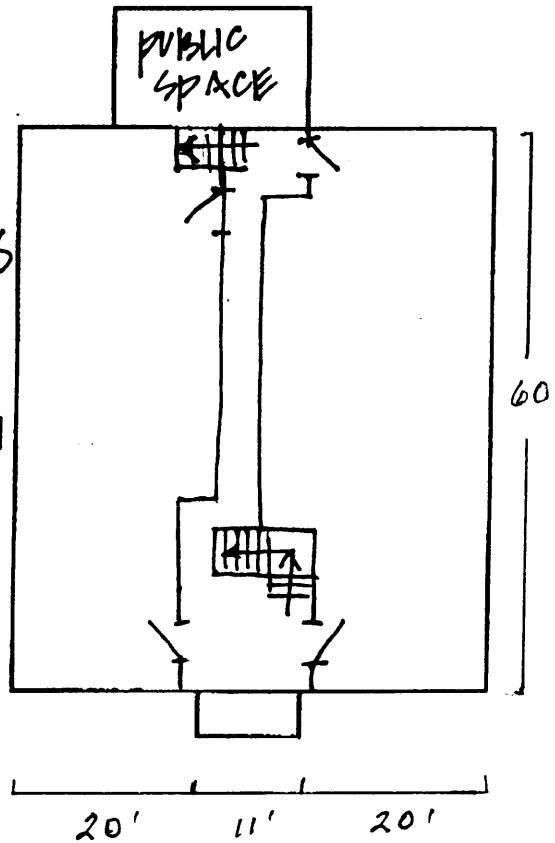
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Jones Business College, Dallas County, Iowa

FLOOR PLAN SKETCHES

FIRST FLOOR: TWO APARTMENTS

- KITCHEN
- DINING ROOM
- LIVING ROOM
- 2 BEDROOMS



Second Floor

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Jones Business College, Dallas County, Iowa

**JONES BUSINESS COLLEGE
CIRCA 1918**



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Jones Business College, Dallas County, Iowa

SUMMARY OF SIGNIFICANCE

Completed and first occupied in 1913, Jones Business College is locally significant, under National Register Criterion B, because it calls attention to C. Durant Jones, a state-wide social activist and champion of Prohibition. Jones established and operated the "Jones Chautauqua System," a successful series of Chautauqua-type entertainments, whose programs--peppered with temperance promotion--played across Iowa in the 1910s. Jones also owned and operated a normal school and a commercial school. Both of these businesses, as well as the Jones Chautauqua System, were housed in the Jones Business College. C. Durant Jones also led a colorful career as one of Perry's foremost businessmen and community leaders during the first quarter of the Twentieth Century.

Jones Business College is significant, under National Register Criterion C and on the local level, as an architecturally ambitious example of concrete construction in Perry. This durable, economical, and fire-resistant material was seen as a progressive solution to the many fires that had plagued Perry. The Jones Business College illustrates how concrete could be manipulated through the architectural influence of Late 19th and 20th Century Revival styling. This influence is most notable in the building's symmetrically conceived facade, arched entryway, denticulated cornice, and cast concrete trimwork. The property also possesses other amenities constructed of concrete. These include a series of pedestrian walks and two entrance posts located in the front yard. These amenities provide entrance features to the property and confer dignity upon it, a quality befitting its function as an educational institution.

The period of significance for Jones Business College, under Criterion B, is 1913-1921, the period of time C. Durant Jones owned the building and operated his series of Chautauqua-type programs from it. The period of significance, under Criterion C, is 1913, the year in which the property was completed and first occupied.

The property contains two resources for this nomination--the building, which is classified as a building, and the parcel of land on which it is located, which is classified as a site. Both resources are contributing.

C. DURANT JONES

Clarke Durant Jones was a forceful Temperance advocate, educator, entrepreneur, and local politician during the first quarter of the Twentieth Century in Perry. His name was usually styled "C. Durant Jones."

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Jones Business College, Dallas County, Iowa

Temperance Advocate

C. Durant Jones militantly advocated for temperance and agitated across the State of Iowa to regulate the consumption of alcoholic beverages during the first quarter of the Twentieth Century. At one time he served as state chairman of the Prohibition party in Iowa. Jones also

published the Prohibition Journal, which was widely read over Iowa. His little print shop on North Second St. was sometimes spattered with eggs. Despite the malignity of some people he persevered in his course and some years later the people of Perry elected him as Mayor for two terms. (Fragment of document in files of Hometown Perry, Iowa)

This journal has been described as "colorful," "hard-hitting" and "violently partisan." It also set forth the national Prohibition party platform. (*Perry Chief* in Hamman Scrapbooks)

In addition to publishing, Jones established a series of Chautauqua-type programs to promote temperance across Iowa.

To further advance the cause of temperance, Mr. Jones launched what he called the Iowa Temperance Chautauqua. The first year's chautauqua, although small in size, proved very successful in spreading temperance reform. Besides yielding some degree of profit. The next year the name was changed to Jones Chautauqua System, although the policies remained mostly the same. Five tents and sessions were simultaneously in operation, reaching 65 towns in all parts of Iowa. The schedule was carefully planned from Perry, and things moved along like clockwork. The talent was secured from Maine and California, and proved very interesting and instructive. In most places the sessions were decidedly successful. In a few years the business had grown until several complete circuits, independent of each other, were in operation over an area of 12 states. The magnitude of the business in view of declining interest in chautauqua throughout the country soon plunged the business into bankruptcy. (*Ibid.*)

Jones's efforts on behalf of Prohibition earned praise for him as "one of the most militant of the local workers" in this cause. (*Ibid.*)

The Jones Chautauqua System had been established in 1909 as an educational enterprise partly with the intent of promoting Prohibition. These programs were peppered with Jones's temperance beliefs:

There is one feature of the programs that Mr. Jones never omits and that is he insists that in each chautauqua there shall be some prohibition numbers given. He has held chautauquas in communities where there was strong anti-prohibition sentiment and the local committee has come to him with good financial propositions offering him increased pay if he would omit the prohibition numbers, but Mr. Jones has steadfastly refused to do

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Jones Business College, Dallas County, Iowa

this, and one town of considerable financial ability and strong chautauqua support is off the list this year because it asked that the prohibition numbers be omitted. Perhaps there is no other chautauqua system in the country where any particular idea is made the dominant note so emphatically as in this system. (*Ibid.*)

During the heyday of its activity, the Jones Chautauqua System was housed in the Jones Business College building. From the opening of the building in 1913 to 1921, Jones operated his Chautauqua business from this site. The business paid out "thousands of dollars for printing, railroad fares, postal matter and talent," according to one publication. (Davis 1913) Much of this money stayed local.

Following World War I, national and state-wide interest in Chautauqua waned. The automobile, motion pictures, and radio offered more enticing avenues of entertainment. The passage of the Eighteenth Amendment to the U.S. Constitution in 1919, which prohibited the sale and consumption of alcoholic beverages, diminished the urgency of Jones's temperance advocacy, and interest in the Jones Chautauqua System flagged. As a result,

The Jones system opened its 12th season the first week in June 1921 but it was not as large as in former years. Only two circuits were in operation, one a three-day circuit and the other a five-day. In the past 11 years the Jones System had given 2,438 chautauquas. Articles of incorporation were filed June 2, 1921 with the secretary of State with capital stock of \$25,000. (Fragment of document in files of Hometown Perry, Iowa)

According to the Iowa Secretary of State's records, these articles of incorporation were filed on May 27, 1921. Incorporation could not forestall the demise of the Jones Chautauqua System.

The magnitude of the business in view of declining interest in chautauqua throughout the country soon plunged the business into bankruptcy. (*Ibid.*:171)

The articles of incorporation were subsequently canceled on April 2, 1934. (Secretary of State) By this time, Jones had relocated to Texas.

Educator

C. Durant Jones is notable for his contributions to local education. He established and managed the Jones Business College, a private educational institution in Perry, Iowa.

The Jones Business College was an outgrowth of the Perry Normal College. H. C. Wall had established the Perry Normal College as a private educational institution in Perry in 1892. It provided training for grade school teachers and commercial occupations. According to one source:

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Jones Business College, Dallas County, Iowa

A great many of the country school teachers received their training here, and the time required was less than it took to graduate from high school. (Hastie 1962:57)

The school's ownership and management passed to William Tarr in 1895. At that time, the school possessed at least seven faculty members. Tarr had previously served as an instructor in its faculty. Over the next decade, Tarr expanded the school's attendance, so that at one time as many as 250 students attended classes, some of which spilled over from the normal school's rooms, located on the entire second floor of the Diddy Building (which stood just west of the former Montgomery Ward Building) into the local high school. (Hastie 1962:56) In 1906, C. Durant Jones became the owner and president of the institution. A photograph of him and his family was prominently pictured in the school's 1908 catalog. (See Continuation Sheet 8-19.) The school prospered for a time. Then in 1910, Perry's new high school opened and included normal and commercial subjects in its curriculum. This turn of events spelled the end for private education in these subjects, although Jones pressed ahead in the face of this challenge with the construction of his new Jones Business College in 1913.

During the 1910s and early 1920s, C. Durant Jones permitted other community groups to use the Jones Business College. In 1914 he opened the assembly rooms for lodges, which had no permanent meeting places in Perry. In 1920 the Christian Church worshipped there on Sundays. In 1921 the Church of God hosted a series of gospel meetings in the building. (Patterson:87)

Entrepreneur and Politician

In addition to his temperance and educational interests, Jones was also active as an entrepreneur and local politician. He owned and operated a cement works, an automobile garage, and served two terms as the mayor of Perry from 1911 to 1912.

The Jones Cement Works was located on Railroad Street on the south side of downtown Perry. Originally known as Cement Block Products, this business was not successful and ceased operations in bankruptcy. H. M. Shively, the receiver, sold his interest in the property to C. Durant Jones about 1912. In 1914, Jones expanded the business by constructing a new factory building. (See below for more information.)

Later Years

Jones Business College ceased operations sometime after 1921. By this time, the Security Savings Bank of Perry had a financial interest in the college's assets. Then, following the closure of that bank during hard times in the 1920s, court proceedings ordered the payment of a 15% dividend to bank depositors from funds having become available through the sale of the Jones Business College building. Mrs. Charles Repp of Perry had purchased the building for \$11,200. (*Ibid.*) It was later converted into an apartment building, its present use.

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Jones Business College, Dallas County, Iowa

C. Durant Jones relocated from Perry to Texas in 1928. While residing in Perry, Jones and his family had lived in the house at 1301 Otley Avenue, an extant building adjacent to the west of the Jones Business College.

ARCHITECTURE

Jones Business College is architecturally significant to Perry, Iowa, because it calls attention to the local fabrication of decorative poured concrete and its employment as a building material in the community. The college building is the most fully developed and architecturally ambitious example of poured concrete construction in Perry. Its architectural design shows the influence of Late 19th and 20th Century Revival styling.

Concrete

In the late Nineteenth and early Twentieth Centuries, concrete block became popular as a building material in the Midwest. It was durable, economical, fire-resistant, easy to manufacture, and, in Perry, it was seen as a progressive solution to the many fires that had plagued the community.

A firm known as Cement Block Products began the manufacture of concrete block around the turn of the Twentieth Century in Perry. The firm was not successful and ceased operations in bankruptcy. (See cover document, Section E, Chapter III.) C. Durant Jones acquired this firm about 1912 and sought to revitalize it by demonstrating the utility of concrete products. According to one local historian, he:

started the manufacture of various products in his auto company building. He purchased the Cement Block Products business from receiver H. M. Shively. Along with this went nine lots the company owned on Railroad Street, eight of them utilized for the building and storage yards. Jones also got the small parcel of land at the corners of Otley and Railroad streets in the angle of the electric light plant and Waters garage

On May 15, 1913, Jones announced that a new garage was to be built on Railroad Street just north of the Shotwell and Davis plant. Ground was broken on May 17 for the building just south of the cement works. The next venture was to build concrete residences. By December, he had twenty-six buildings under construction and more than 100 men on the payroll. He signed a contract with Henry Wiese for the construction of a two-story block building on the west side of Wiese's lot on Lucinda, opposite Lester's Livery barn. Along with this there was also the Jones Realty Company. (Patterson:35)

The table on the following page summarizes these projects. There might have been others as well.

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CFN-259-1116

Jones Business College, Dallas County, Iowa

BUILDINGS CONSTRUCTED BY C. DURANT JONES

Name	Date of Construction	Address
Jones Building	1903	809 Railroad St.
Jones Business College	1913	1305 Otley Ave.
Jones Automobile Company	1913	Railroad Street
Single-family Dwellings (foundations of at least 26)	c. 1913	Perry Corporate Limits
Wiese Block	c. 1913	cor. Lucinda St.
Jones Cement Works	1914	Railroad Street

Source: Page, 1996.

The Jones Building, located at 809 Railroad Street, is included in this list--although it was built prior to Jones' purchase of the factory--because it attests to the fact that Jones was interested in concrete products before that purchase. The 1903 year of this building's construction is memorialized in a poured concrete plaque near the top of the facade, along with the name "Jones." The Sanitary Meat Market, located at 1301 2nd Street, is another example of a commercial building constructed of concrete as fabricated by the Cement Block Company before Jones' acquisition. It was constructed in 1900.

The construction in 1914 of a new factory to manufacture concrete block attests to Jones' satisfaction with the progress of the business. This site--between Evelyn and Estella upon ground belonging to the Inter-urban Railway Company--included a private water system from a well drilled on the site. (1914 newspaper clipping in Hamman Scrapbooks)

A surfeit of disaster ensued. According to one account:

WALL TUMBLES

The walls of the new building of the Jones Cement plant along the Inter-urban right of way suffered in the storm of Monday night [May 25, 1914]. The west wall collapsed and the manner of its falling shows that some unusual force was at work. The marks upon the blocks would indicate that it was struck by lightning although a sudden twist of the wind might have been responsible. The walls had been laid up and were ready for the roof which would have been in place in a few days more. The damage extended clear to the foundation which was torn up with the blocks. It will be immediately repaired and the building finished. (*Ibid.*)

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Shortly thereafter:

The wind seems to be antagonistic to the erection of the main building of the Jones Cement plant at the corner of W. 2nd and Evelyn Streets. Some week or 10 days ago the wind landed on the west wall and caused its collapse. This was rebuilt and all the walls were standing awaiting the putting on of the roof when the wind storm of yesterday afternoon came up. The force of the wind seemed to come from the southeast and the south, west and north walls of the building toppled and fell, the heavy cement blocks bounding for several feet away from the structures. The east wall is still standing but there is some question whether or not it will be able to withstand a hard wind should one come before it can be braced and the other walls tied to it again. (*Ibid.*)

On June 25, 1914, another severe storm visited Perry. Evidently the Jones Cement works took another hit, for in mid-July:

BLOWN DOWN AGAIN

For the fourth time since the structure was started the walls of the new building which was erected by the Jones Cement Co. near the Inter-urban tracks northwest of the condensory were blown down yesterday afternoon. It was the most disastrous "blow down" of the four and will cause a loss of perhaps \$700. The building was insured several days ago, however, and the loss will not be on the shoulders of Mr. Jones.

The building was just being completed. The roof was on and the employees had started to install the machinery. In the sudden storm which came up about four o'clock yesterday afternoon the roof was blown off and the two side walls collapsed.

Mr. Jones stated this morning that the building would be put up again and that as long as it continued to blow down he would continue to put it up. (*Ibid.*)

This incredible series of disasters leaves the reader wondering if human nature were involved.

Yet another mystery surrounds Jones and his concrete. A close inspection of the Jones Business College reveals that its walls are constructed of poured concrete, not concrete block. (The exterior walls show no mortar joints, the seams from concrete forms are visible in the interior of the basement, and the present owner attests to the presence of such seams on the inside of the exterior walls when the building was undergoing interior reconstruction.) The origin of this building method, as employed in Perry, is presently unknown. While several other buildings from the same period in Iowa have been identified with poured concrete walls, they too are unusual. They include the J. T. Dahl Tire Store at 412 Main Street in Ames (Page 1992:I-86) and a nonextant building in Pocahontas (Informant interview with Farwell T. Brown).

Given Perry's history of devastating fires, it might seem peculiar that concrete block never became popular for commercial buildings, but buildings constructed of this material projected a heavy and austere mien.

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After its initial popularity around the turn of the Twentieth Century, concrete block enjoyed only a limited use in Perry, except for foundations. C. Durant Jones relocated to Texas from Perry in 1928. (Patterson:34) It is likely that his concrete block business had ceased operations before that time.

Late 19th and 20th Century Revival Styling

The Jones Business College illustrates how Late 19th and 20th Century Revival architectural styling could be manipulated with concrete. This influence is most notable in the building's symmetrically conceived facade, arched entryway, denticulated cornice, and cast concrete trimwork. The building's monumentality, another characteristic of this revivalism, is accented by the concrete spheres situated on each corner of the parapet and above the entrance porch. These features hint at Beaux Arts Classicism, with its extensive use of statuary in such places.

According to a newspaper story from August 1913, when first opened, the building was:

one of the most handsome structures in Perry. It was constructed of reinforced concrete of artistic design and the interior was of solid oak. The college and Chautauqua offices were on the first floor. The second floor was devoted wholly to college purposes. (Patterson:87)

Although it is supposed that the concrete block used for the walls of this building were locally manufactured, the likelihood that the building's rich trimwork was locally fabricated is open to question.

Site Amenities

The Jones Business College possesses a series of landscape architectural amenities that confer dignity upon the property commensurate with its original function as an educational institution. A series of pedestrian walks and entrance posts are situated in the front yard of the grounds. (See Section 7.) The walks provide pedestrian approaches to the main entrance of the building. The posts serve several practical and aesthetic functions. Their presence signals the main entrance to the grounds. Their presence visually separates the private grounds of the college from the public street. Their presence provides an experience for pedestrians walking between them. This act of passage symbolizes the entrance into a world of education, which lies beyond. The presence of the posts hints, if only slightly, of an academic cloister. As such, the landscape architecture of the Jones Business College lends a dignity to it as befitting an educational institution.

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REPRESENTATION IN PREVIOUS SURVEYS

The Jones Business College was surveyed during a "Planning for Preservation" project undertaken by the Perry Historic Preservation Commission and William C. Page, Public Historian, in 1996. That survey identified the property as individually significant, as well as a contributing resource within a potential Otley Avenue-Evelyn Street Historic District. (Page 1996:I-14, I-16)

POTENTIAL FOR HISTORICAL ARCHAEOLOGY

Although the site's potential for historical archaeological research is, as yet, unevaluated, the likelihood of uncovering historical data is slight. The large size of the Jones Business College probably destroyed evidence of earlier improvements to the site. Evidence of privy sites at the rear of the property might be uncovered.

RESEARCH METHODOLOGY

This nomination is a collaborative effort. The building was selected by the Perry Historic Preservation Commission in 1999 as one of two individual properties for nomination to the National Register as part of a Certified Local Government grant with the State Historical Society of Iowa (SHSI). The commission provided historical research, photographic products, and liaison with property owners. This project continued a series of grants-in-aid from the SHSI for preservation in Perry.

RECOMMENDATIONS FOR FURTHER RESEARCH AND REGISTRATION ACTIVITIES

As more is learned about C. Durant Jones and his contributions to Perry, other properties associated with him should be evaluated for their potential eligibility for nomination to the National Register. Several of these properties are mentioned above.

Research should continue into the history of concrete, its use, and its manufacture in Perry. The use during this period of poured concrete is most unusual and deserves further investigation. The origins of the trimwork for the Jones Business College is another unanswered question.

This project has been funded with the assistance of a matching grant-in-aid from the State Historical Society of Iowa, Community Programs Bureau, through the Department of the Interior, National Park Service, under provisions of the National Historic Preservation Act of 1966; the opinions expressed herein are not necessarily those of the Department of the Interior.

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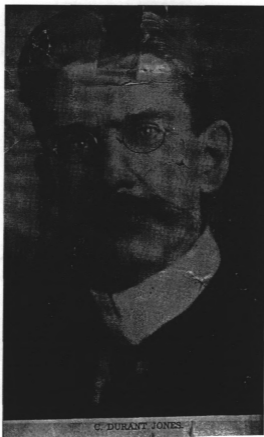
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PHOTOGRAPHIC PORTRAIT



Source: Unscribed newspaper clipping in the files of Hometown Perry, Iowa.

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PHOTOGRAPHIC PORTRAIT

School Forty-Eight Weeks of the Year



PRESIDENT AND MRS. C. DURANT JONES
(And Two Members of the Class of 1918)

We Pay Students' Railroad Fare

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Jones Business College, Dallas County, Iowa.

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MAPS

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1896, February.

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1933, January.

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INFORMANT INTERVIEW

Wenzel, C. G., with William C. Page; May 16, 2000. Wenzel resides in one of the apartment units. She gave Page a guided tour of the building.

Brown, Farwell T., with William C. Page; May 1, 2000. Brown is the City Historian of Ames, Iowa, and a retired real estate appraiser for the Iowa Department of Transportation.

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Jones Business College, Dallas County, Iowa.

VERBAL BOUNDARY DESCRIPTION

Lot 8 and the east five feet of Lot 7 in Block 17 of the Original Town of Perry,
Iowa.

BOUNDARY JUSTIFICATION

Contains all land historically associated with the resource.

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LIST OF PHOTOGRAPHS

1. Jones Business College
 1305 Otley Avenue
 Perry, IA 50220
 Looking southeast
 Alex McDowell, Photographer
 February 11, 2000

2. Jones Business College
 1305 Otley Avenue
 Perry, IA 50220
 Looking north
 Alex McDowell, Photographer
 February 11, 2000

3. Jones Business College
 1305 Otley Avenue
 Perry, IA 50220
 Detail of front porch
 Looking South
 Alex McDowell, Photographer
 February 11, 2000

4. Jones Business College
 1305 Otley Avenue
 Perry, IA 50220
 Detail of facade
 Looking southwest
 Alex McDowell, Photographer
 February 11, 2000