

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1004

JUL 27 2000

NATIONAL REGISTER, HISTORY
NATIONAL PARK SERVICE

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions on 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 BRUCE'S SNOWBALL MARKET #1 ADDITION

other names/site number Snowball Grocery; Bruce's Snowball Grocery; Perry Fruit Market

2. Location

street & number 921 Railroad Street N/A not for publication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 nomination request for determination of eligibility) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet) the National Register criteria. I recommend that this property be considered significant (nationally statewide locally). (See continuation sheet for additional comments.)

Signature of certifying official [Signature]
STATE HISTORICAL SOCIETY OF IOWA

Date 7-18-00

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

9/18/00

Bruce's Snowball Market #1 Addition
Name of Property

Dallas County, Iowa
County and State

5. Classification

Ownership of Property
(Check as many lines as apply)

Category of Property
(Check only one line)

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

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

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

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

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

Number of contributing resources previously listed in the National Register

"Downtown Perry, Iowa"

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/warehouse

DOMESTIC

DOMESTIC

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

MODERN MOVEMENT/Art Deco

foundation Concrete

walls Brick

roof Asphalt

other Metal

Glass

Narrative Description

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

Bruce's Snowball Market #1 Addition
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)

COMMERCE
ARCHITECTURE

Period of Significance

1930-1950

Significant Dates

1930

Significant Person

(Complete if Criterion B is marked above)

N/A

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

Bruce's Snowball Market #1 Addition
Name of Property

Dallas County, Iowa
County and State

10. Geographical Data

Acreeage of Property Less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1	1 5	4 0 8 2 7 0	4 6 3 2 1 0 0	
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Zone Easting Northing

2	---	---	---	
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Zone Easting Northing

3	---	---	---	
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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 20, 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 Robert B. and Betty L. Wenger
street & number 2102 West 2nd Street telephone 515-465-9353
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

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 1

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

GENERAL DESCRIPTION

Bruce's Snowball Market #1 Addition is a 2-story, brick, commercial building. Built in 1930, it rests on poured concrete footings with steel and wood framing clad with brick veneer. The market is situated at 921 Railroad Street. This site is in the south of Otley Avenue section of downtown Perry. The footprint of the building conforms to its irregular-shaped site. (See Continuation Sheet 7-6.) Bruce's Snowball Market #1 Addition should be viewed as a 1930 edifice in and of itself, although it includes a small wing at the rear, part of which was constructed in 1922. (The rest of this 1922 building--which served as Bruce's first market at this site--is nonexistent.) The property's designation as "#1" distinguishes it from other markets the Bruce family subsequently established in Perry.

BUILDING

Bruce's Snowball Market #1 Addition is covered with a flat roof of built-up composition. A grocery store occupied the first floor historically, and the second floor served as one apartment. A small, 1-story wing adjoins the building at the rear. The footprint of the main block is quadrilateral in shape. (See Continuation Sheet-6.)

The building possesses three primary facades. One faces due north; one faces due west; and one faces northeast. (For convenience, the latter is called the "east facade" in this description.)

Each of these primary facades features storefront windows. The west facade possesses two storefront windows. Of these, the northern window possesses a brick bulkhead separating the window from grade. The southern window has been covered-up and this material also hides bulkhead. The east facade possesses one storefront window. A brick bulkhead separates it from grade. The original storefront of the north facade has been altered. An historic photograph pictures it. (See Continuation Sheet 7-8.) The north storefront was altered sometime within the last 35 years. Now it features glass panels, held in place by aluminum mullions, with an aluminum and glass front door centered on the facade. The windows on the north facade storefront reach all the way to grade. Each of the storefront windows on each of the facades features transoms above them. The transoms are capped with brickworked lintels, laid in soldier courses. All of these transoms are now covered up and have been for many years, as the historic photograph demonstrates, but original prism glass might remain extant beneath the cover-up materials.

The exterior of the building features a variety of brick and cast concrete embellishments. The bricks vary in color--red, orange, and beige--and lend a tapestry effect to the exterior walls. Each brick is of one color, rather than mottled. The building is also embellished with cast concrete trim, described in more detail below.

Each of the building's facades features a similarly designed second floor. Its fenestration is symmetrically placed with 1/1 double-hung sash. The west facade possesses nine windows, the east

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 2

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

facade possesses three, and the north facade possesses four. Each of these windows is flanked by decorative pilasters, worked in brick and triangular in plan. They rest on cast concrete brackets and are capped with cast concrete crowns. The areas above the second floor windows are decorated with brickwork panels laid diagonally in a basketweave design. Centered in each of these panels is a cast concrete plaque, square in shape and laid diagonally to conform with the basketweave design. The plaques feature an impressed geometric motif. A parapet of cast concrete surrounds the building on all four sides and ties into the pilaster crowns on each of the building's facades. The window sills are formed of brick laid in header courses canted downward from the plane of the building.

A fixed metal awning is attached to the north facade of the building and is situated between the transom and the storefront windows. The fascia of this awning features a reeded design, which runs horizontally along it. Although this awning is a later addition to the building, it is not visually distracting because it masks none of the building's features.

The first floor of the building was used as the market. The second floor was used as an apartment. The interior floor materials on the first floor are of concrete and the second floor of softwood. Several areas on the first and second floors also employ mastic tile. The wall surfaces are of plaster on both floors, with some walls on the second floor clad with paneling installed at a later time. The building is heated by a hot water vapor system fired by an auto burner. The building has no basement.

A 1-story wing stands at the rear of the market. (See Continuation Sheet 7-7.) The evolution of this wing is complex. Part of it was constructed in 1930, when the 2-story market was built. It houses a staircase to the second floor and is faced with brick veneer on the first floor and clapboard on the second. Another part of the rear wing was constructed in 1922. This is a fragment of a larger building built at the same time, most of which is nonextant. This building served as the original Bruce's Snowball Market at this location. (See Continuation Sheet 8-6.) It was a 1-story building designated as 915-919 Railroad Street. In 1930, a major expansion took place, and the 2-story market building at 921 Railroad Street was erected. The old building and the new building were connected by a passageway. Over the years, the 1922 building fell into disrepair and began to pull away from an adjoining wall with the 1930 building. In the early 1990s, the 1922 building was reduced in size. Some of the old tile walls were parged with concrete and some new walls were built using concrete block to form a portion of the 1-story wing, which remains today. Because of these alterations, Bruce's Snowball Market #1 Addition should be viewed, architecturally, as a 1930 edifice, and the remaining fragment of the 1922 building should be viewed as intrusive.

Although these alterations have changed the 1930 configuration of the market, they have not impacted the architectural integrity of the 1930 building. This is because the 2-story unit should be viewed as an architectural design in its own right.

The general condition of this property is very good. Some of the exterior walls need selective repointing.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 3

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

SITE

Bruce's Snowball Market #1 Addition is located on a quadrilateral-shaped parcel of land. The footprint of the building conforms to this shape. (See Continuation Sheet 7-6.) This parcel is formed by the intersection of 2nd Street, Railroad Street, and Otley Avenue. This location is situated on the south side of downtown Perry. Railroad Street bisects on a diagonal the intersection of the other two streets to form this odd-sized site. (See Continuation Sheet 7-5.) The footprint of the edifice itself is shaped to conform to its site.

This site confers considerable visibility upon Bruce's Snowball Market #1 Addition. For example, the viewer looking south from the Triangle--the hub of downtown Perry--sees the east side of 2nd Street, the east side of Railroad Street, and Bruce's Snowball Market #1 Addition situated at the point where these two streets converge.

The architectural design of Bruce's Snowball Market #1 Addition further capitalizes on this site's potential for high visibility. The north facade is aligned to the sight lines described above. As such, the building provides a terminus to this important urban vista.

A free-standing garbage screen, constructed of cinder block circa 1991, is situated on the west side of the building between it and 2nd Street. This screen is three sided. It was constructed to hide garbage containers from sight. Although this screen is modern, it is not counted as noncontributing to the nomination because its presence is only incidentally and not visibly distracting to the overall composition of the property.

The building has historically maintained a symbiotic relationship with the automobile (see Section 8). Head-in parking spaces are provided on the east side and on the north side of the building, where public sidewalks would otherwise be located.

This property is presently known as 921 Railroad Street, although historically it has also been designated 1201 Otley Avenue.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

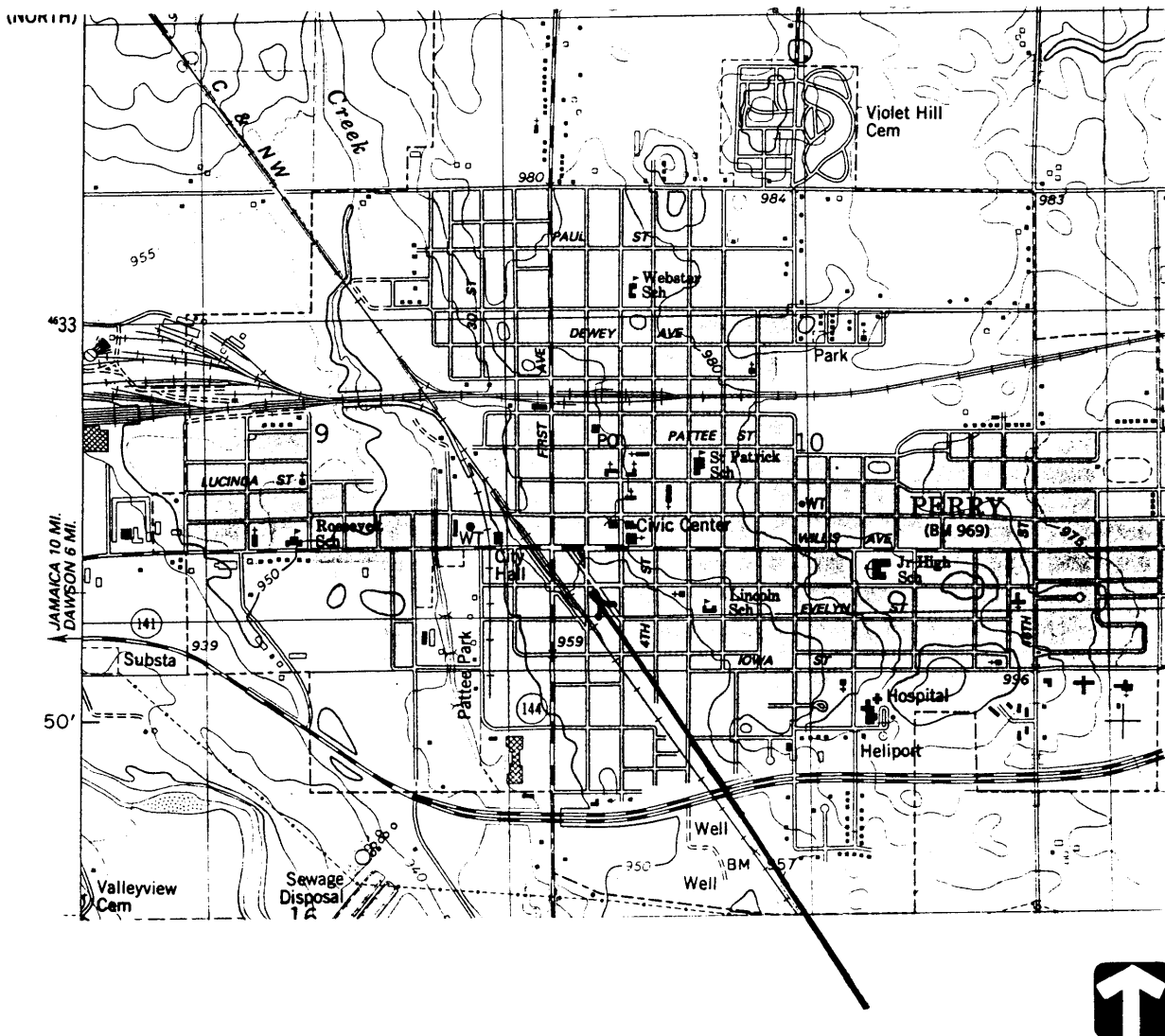
Section number 7 Page 4

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

SITE MAP

ARROW LOCATES PROPERTY



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

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

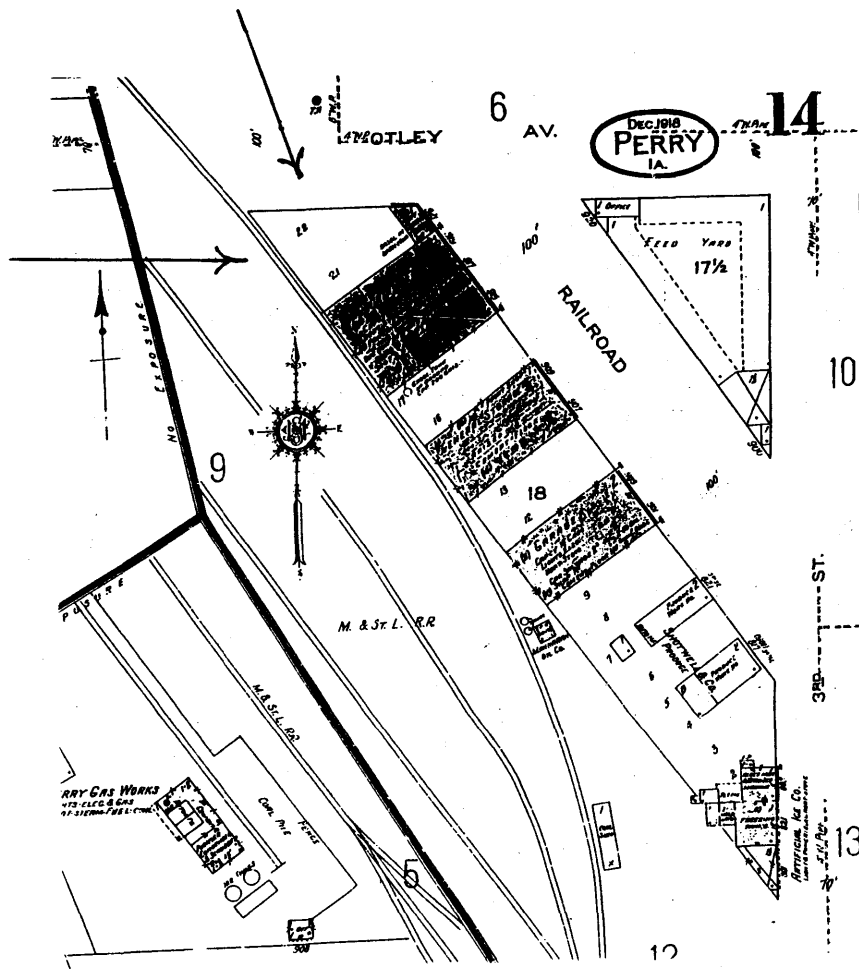
Section number 7 Page 5

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

1918 FIRE INSURANCE MAP

ARROW LOCATES UNIMPROVED SITE



Source: Sanborn Map Company, Perry, Iowa, 1918.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

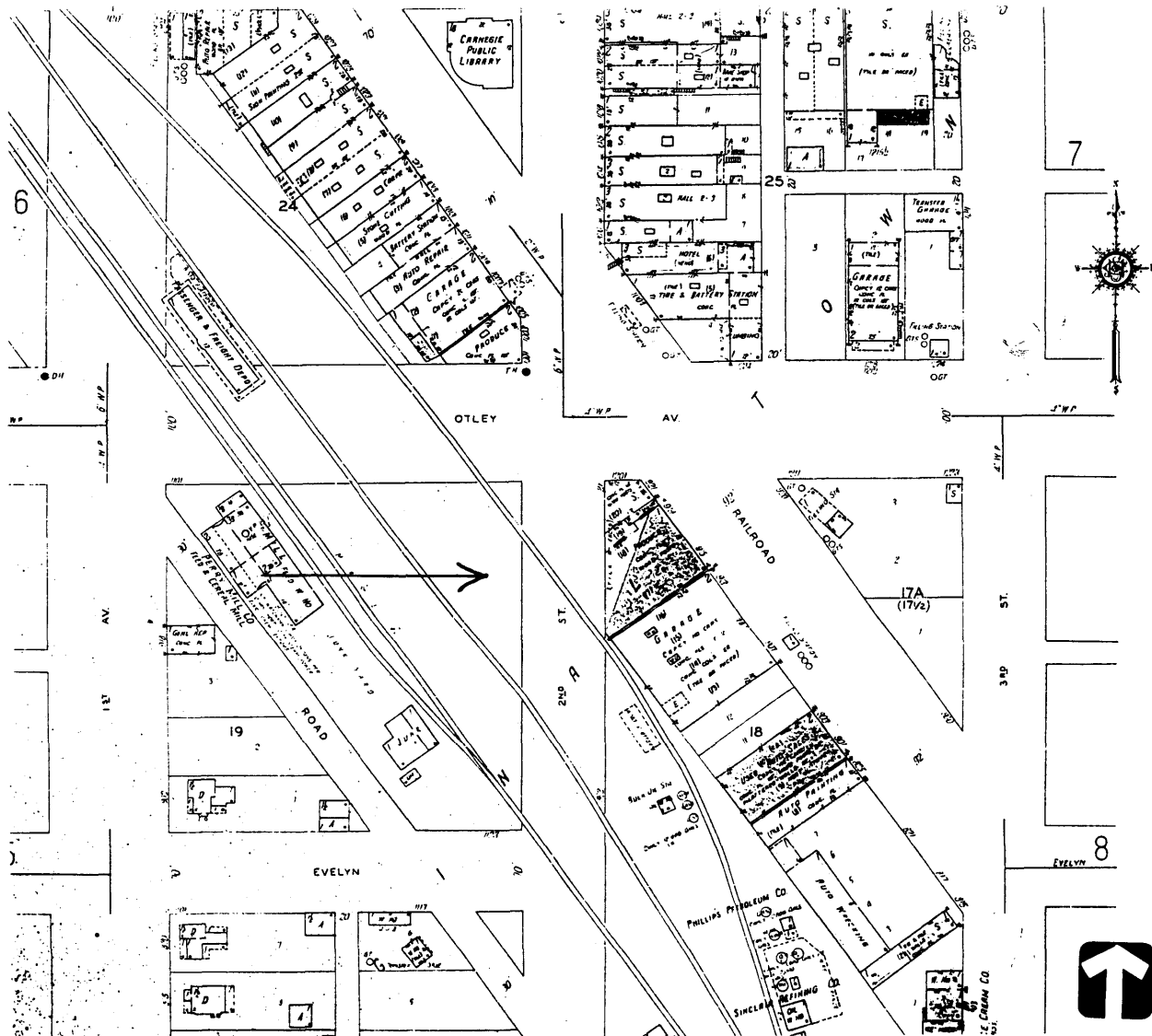
Section number 7 Page 6

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

1933 FIRE INSURANCE MAP

ARROW LOCATES PROPERTY



The building shaded at the arrow is 915-919 Railroad Street property--Bruce's, original Snowball Market #1. Bruce's Snowball Market #1 Addition, as built in 1930 at 921 Railroad, is the irregularly-shaped property adjacent to the north.

Source: Sanborn Map Company, Perry, Iowa, 1933.

United States Department of the Interior
National Park Service

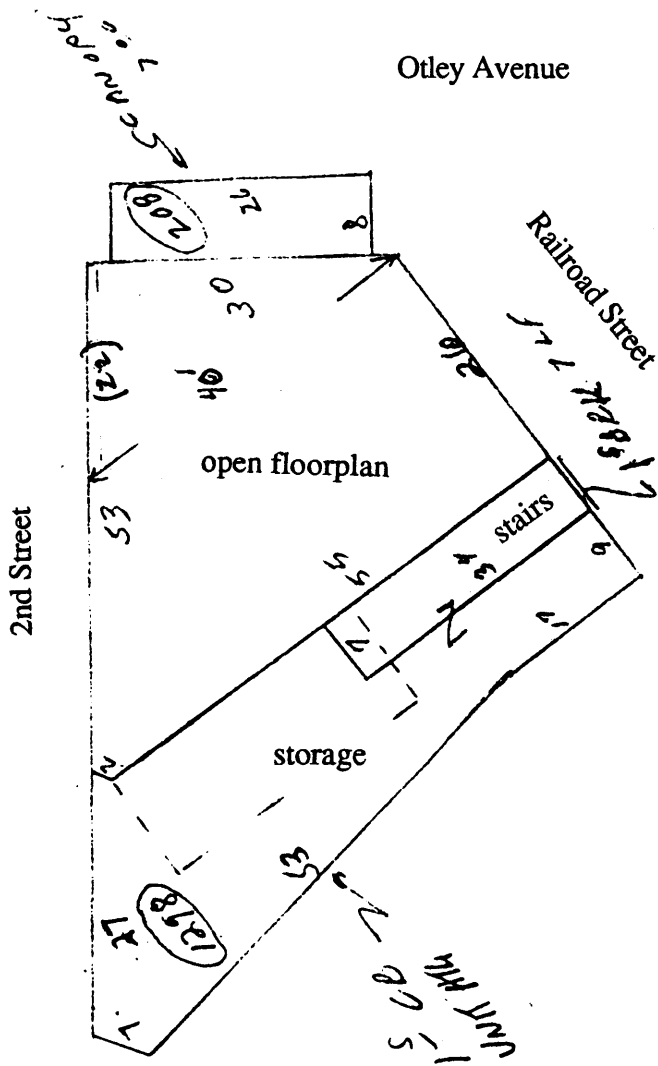
NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 7

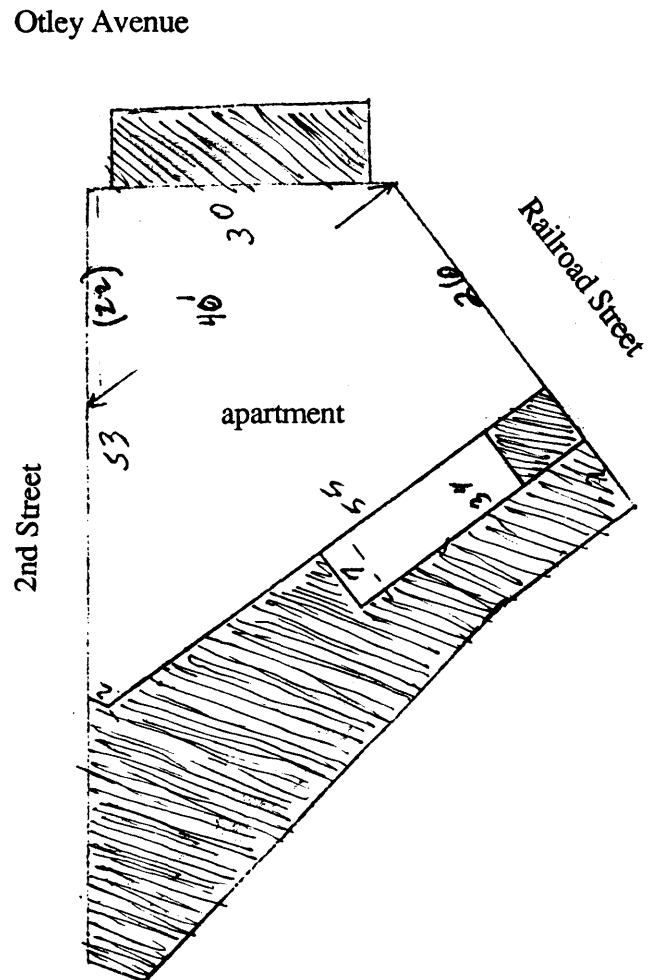
CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

FLOOR PLAN SKETCHES



First Floor



Second Floor



United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 7 Page 8

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

HISTORIC VIEW CIRCA 1948



Source: Image files, Hometown Perry, Iowa.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 9

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

SUMMARY OF SIGNIFICANCE

Completed and first occupied in 1930, Bruce's Snowball Market #1 Addition is significant, under National Register Criterion A and on the local level, as an early example of a grocery geared to shoppers arriving by automobile. The building is located south of Otley Avenue, a fringe section of downtown Perry. The commercial importance of this area emerged during the Twentieth Century, when Perry's booming economy stimulated downtown growth and the automobile became an important factor in American life. While in earlier times, grocers would have selected store locations in the core of the downtown, shoppers could now drive to destination points to buy their goods. Bruce's Snowball Market #1 Addition calls attention to this pattern of change. Parking stalls are located on the north and east sides of the building.

Bruce's Snowball Market #1 Addition is significant, under National Register Criterion C on the local level, because of its architecture. The building shows the influence of Art Deco styling on its design. These influences include brickwork and cast concrete trim styled in chevron patterns, a popular Art Deco motif. The building's design brilliantly exploits its site as the terminus of an important urban vista in Perry. The design also exploits its unusual site by manifesting three facades--one primary and two secondary--one facade facing each of the property's adjoining streets. This architectural ploy further augments the property's visibility.

The period of significance for Bruce's Snowball Market #1 Addition, under Criterion A, is 1930-1950. The period of significance, under Criterion C, is 1930, the year in which the property was completed and first occupied.

BACKGROUND

Jack Bruce was of Scottish decent. He was born in Edinburgh, Scotland, and came to the United States with his parents at the age of two. The father worked for the Milwaukee railroad, and the family settled in Perry in 1882.

Jack's first business--a butcher shop--was located on the southwest corner of 2nd and Pattee Streets. (*Perry Chief* 1928) That building burned about 1900, and Bruce relocated to the northwest corner of 2nd and Lucinda Streets. (Harry Bruce, Jack's brother, continued in business at this location, operating the Sanitary Meat Market.) On October 1, 1922, Jack opened his first Snowball grocery business at 2nd and Otley. In addition to his grocery business, Jack Bruce engaged in local politics in Perry. He was elected Perry's mayor five times, beginning in 1913. (*Ibid.*) Jack Bruce died about 1932, and the Snowball Market #1 was rented to Frank Bordenaro, who operated the Perry Fruit Market from it.

Following the success of Bruce's Snowball Market #1, Mr. Bruce established Bruce's Snowball Market #2 at the intersection of 2nd and Rawson Streets and, still later, Bruce's Snowball Market #3 at 1504 6th Street. Sometimes Snowball was spelled as two words (see Continuation Sheet 8-13), but as time passed "Snowball" became the preferred spelling and is used in this nomination.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 10

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

The Snowball name was a boon for business. Its derivation probably stems from an early refrigeration system installed in the market, but this remains undocumented. The name was intended to suggest fresh foods, and the unusual and appealing moniker enjoyed wide-spread recognition and goodwill in the community.

COMMUNITY DEVELOPMENT

Downtown Perry developed in three stages of organic growth. Commercial activity initially clustered around the Triangle, Perry's public square. Towards the end of the Nineteenth Century, 2nd Street emerged as a corridor of commercial importance. Then, in the early years of the Twentieth Century, commercial activity began to develop in the area south of Otley Avenue.

Bruce's Snowball Market #1 Addition calls attention to the third phase of this growth. Its south of Otley location is sited at the intersection of Otley Avenue, Railroad Street, and 2nd Street. This is the most highly visible location in the south of Otley area. As such, Bruce's Snowball Market #1 Addition acted as an anchor for its development. (See cover document for a fuller discussion of this phenomenon.)

The automobile stimulated growth in this area of town, and Bruce's Snowball Market #1 Addition was automobile friendly. About six parking stalls are located in front of its primary facade. (An historic photograph of the building shows two "Customer Park Only" signs posted on the building's north facade. See Continuation Sheet 8-8.) Parking stalls are also located on the east side of the building. Prior to automobile transportation, many people walked downtown to buy their groceries and other goods. Merchants vied with one another for strategic locations for their businesses. With the automobile, these patterns began to change. Stores could be located on fringe areas of the downtown, particularly if these stores--like grocery markets--were destination points for shoppers.

ARCHITECTURE

Bruce's Snowball Market stands as an outstanding example of commercial architecture in Perry. The building's design manipulates its unusually-shaped site to great effect and provides a visual terminus to an important urban vista in Perry. This design features no fewer than three facades, a treatment, which confers on the edifice additional visual presence. For this reason, the site of the market is counted as one contributing resource. The building's rich architectural detailing is influenced by Art Deco styling. Although an architect for this resource is as yet unidentified, the hand of such a professional is apparent.

The building's design shows a careful analysis of its unusually-shaped site and a masterly hand for achieving visual effect. The parcel of land, on which this building stands, forms the terminus of a vista, as seen from the Triangle--the hub of downtown Perry and the heart of the community. As one looks along the apex of this Triangle to the south, Railroad Street and 2nd Street converge. (See Continuation Sheet 7-6.) The viewer's vision is directed along the axes of these streets to the point

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 11

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

where they meet--a distance of about one city block. This point is the site of Bruce's Snowball Market #1 Addition. Its presence at this point provides a terminus to this urban vista. The quality design of this building further contributes to the importance of this vista, as discussed below. In this regard, the Snowball Market resembles vaguely the siting of the Flatiron Building in New York City--situated on an essentially triangularly shaped parcel with its apex forming the terminus of a vista.

Art Deco

Over the years, most of the nationally popular architectural styles have found expression in some way or another on commercial architecture in Perry. Although not as prevalent as Late Victorian and Classical Revival styles of architecture, the influence of Art Deco styling can be seen in several business houses in the city. In this regard, Bruce's Snowball Market #1 Addition provides an outstanding example.

Bruce's Snowball Market #1 Addition shows the influence of Art Deco design most clearly on its second floor. Diagonal patterns are most evident here--redolent of the chevron, a popular Art Deco motif. They include basketweave designs, worked in brick, in the panels above the windows; cast concrete plaques set within these panels; and triangularly-shaped brick pilasters flanking the windows, which are supported by v-shaped cast concrete brackets, and capped with triangular crowns. These repeating diagonal and triangular patterns form a rhythm across the second floor of the building and help visually link its three facades into a unified composition.

Bruce's Snowball Market #1 Addition possesses three decorative facades. The east elevation, west elevation, and north elevation all feature large storefront windows and rich architectural detailing on the second floor. Although cost could have been spared by constructing just one decorative facade, Bruce's Snowball Market #1 Addition imparts the feeling of architectural importance when approached from every direction.

EXPLANATION OF HISTORIC NAME

The historic name for this property--Bruce's Snowball Market #1 Addition--reflects a complicated but historically appropriate derivation. Jack Bruce's original market at 1301 2nd Street was named Bruce's Meat Market. When Bruce relocated to Railroad Street, he coined the name "Bruce's Snowball Market." Later in the 1930s, Bruce established two other Snowball Markets in Perry, and, to differentiate them, he named each sequentially "Snowball Market #2" and "Snowball Market #3."

In the meantime, Bruce had constructed the 2-story building at 921 Railroad Street in 1930 as an addition to the 1-story market building at 915-919 Railroad, built in 1922 and now mostly nonextant. The moniker "Snowball Market #1" was coined after the 2-story unit was completed but referred to both units. For the sake of clarity in this nomination, it was decided to designate the 1930 edifice as Bruce's Snowball Market #1 Addition. As discussed earlier, the addition is building in its own right.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 12

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

REPRESENTATION IN PREVIOUS SURVEYS

Bruce's Snowball Market #1 was evaluated during an intensive survey project undertaken by the Perry Historic Preservation Commission and William C. Page, Public Historian, in 1997-1998. That survey identified the property as significant within the historic context "Architectural Resources, Central Business District, Perry, Iowa, circa 1880-circa 1948" and individually eligible for nomination to the National Register. (Page 1998:F-69)

POTENTIAL FOR HISTORICAL ARCHAEOLOGY

Although the site's potential for historical archaeological research is, as yet, unevaluated, the possibility of uncovering historical data is problematical. The footprint of the building covers almost all of its site, and the demolition of the building would be required to uncover any such data.

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 historic preservation in Perry, and was funded, in part, by a match in cash by Hometown Perry, Iowa.

RECOMMENDATIONS FOR FURTHER RESEARCH AND REGISTRATION ACTIVITIES

Jack Bruce and his family were important grocers in Perry during the Twentieth Century. The Bruce Meat Market, located at 1301 2nd Street, is included as a contributing resource in the Downtown Perry Historic District, another nomination within this Multiple Property Submission. H. S. ("Harry") Bruce was the proprietor of this business. It was also called the "Sanitary Meat Market." (Page 1998:Iowa Site Inventory Form 25-01-035) There is more to be learned about the Bruce family.

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.

This program received Federal funds from the National Park Service. Regulations of the U.S. Department of the Interior strictly prohibit unlawful discrimination in Federally Assisted Programs on the basis of race, color, national origin, age or handicap. Any person who believes he or she has been discriminated against in any program, activity, or facility operated by a recipient of federal assistance should write to: Director, Equal Opportunity Program, U.S. Department of the Interior, National Park Service, 1849 C Street NW, Washington, D.C. 20240.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 13

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

SNOWBALL MARKET #1



This is an interior view of Jack Bruce's Snowball Market No. 1, opened Oct. 1, 1922, at Second and Otley. Later Bruce opened two

more Snowball stores, one at Second and Rawson and the other at 1504 Sixth St. Bruce was elected mayor of Perry five times

This historic photograph pictures the interior of Bruce's Snowball Market #1, located at 915-919 Railroad Street about 1928.

Although it lacks clarity, the photograph shows merchandise stacked in haphazard fashion on a plank floor. Bruce's new building, built in 1930 to adjoin it at 921 Railroad Street, provided a modern facility. The 1922 store is nonexistant.

Source: *Perry Chief*, September 19, 1928.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 8 Page 14

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

PHOTOGRAPHIC PORTRAIT



JACK BRUCE, Mayor of Perry, Iowa

United States Department of the Interior
National Park Service

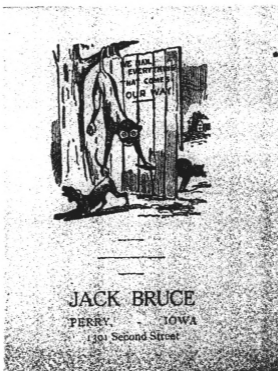
NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 15

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

ADVERTISEMENT



Jack Bruce had a flair for advertising, albeit this one's jingoism. This market was later taken over by Harry Bruce, his brother.

Source: *Perry in Pictures*, c. 1908.

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National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 9 Page 16

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

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1896, February.

1900, November.

1911, July.

1918, December.

1933, January.

1933, January - April, 1947 (1933 map updated with changes to 1947).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 9 Page 17

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 10 Page 18

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

VERBAL BOUNDARY DESCRIPTION

Lot 20A and the east 26 feet of Lots 21 and 22, all in Block 18 of the Original Town of Perry, Iowa.

BOUNDARY JUSTIFICATION

Contains all land historically associated with the resource.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 10 Page 19

CFN-259-1116

Bruce's Snowball Market #1 Addition, Dallas County, Iowa.

LIST OF PHOTOGRAPHS

1. Bruce's Snowball Market #1 Addition
921 Railroad Street
Perry, IA 50220
Looking southeast
Alexa McDowell, Photographer
February 11, 2000

2. Bruce's Snowball Market #1 Addition
921 Railroad Street
Perry, IA 50220
Looking southwest
Alexa McDowell, Photographer
February 11, 2000

3. Bruce's Snowball Market #1 Addition
921 Railroad Street
Perry, IA 50220
Looking northeast
Alexa McDowell, Photographer
February 11, 2000

4. Bruce's Snowball Market #1 Addition
921 Railroad Street
Perry, IA 50220
~~Looking south and showing building as terminus of vista~~
Alexa McDowell, Photographer
February 11, 2000

DETAIL
OF
WEST
ELEVATION