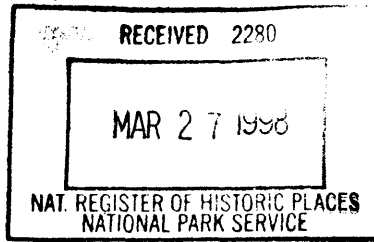


**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Registration Form**



MAR 3 1998
385

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name The College Corner Commercial Historic Business District

other names/site number Highland Park Historic Business District at Euclid and Second

2. Location

street & number Euclid Avenue between Second and Third Avenues N/A not for publication

city or town Des Moines N/A vicinity

state Iowa code IA county Polk code 153 zip code 50313

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant

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

Patricia Oller King DSHPD 3-4-98
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): _____

Edson H. Beall
Signature of the Keeper

Date of Action 4-23-98

5. Classification

Ownership of Property

(Check as many boxes as apply)

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

Category of Property

(Check only one box)

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

Number of Resources within Property

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

Contributing	Noncontributing	
5	2	buildings
		sites
		structures
		objects
5	2	Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

- Commerce/Trade/Business
- Commerce/Trade/Organizational
- Commerce/Trade/Specialty Store
- Commerce/Trade/Financial Institution
- _____
- _____
- _____
- _____

Current Functions

(Enter categories from instructions)

- Commerce/Trade/Business
- Commerce/Trade/Organizational
- Commerce/Trade/Specialty Store
- Commerce/Trade/Financial Institution
- _____
- _____
- _____
- _____

7. Description

Architectural Classification

(Enter categories from instructions)

- Late 19th and Early 20th Century American Movements
- _____
- _____

Materials

(Enter categories from instructions)

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

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

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

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

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

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

Criteria Considerations

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

Property is:

A owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67) has been requested

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey # _____

recorded by Historic American Engineering Record # _____

Areas of Significance

(Enter categories from instructions)

Commerce

Architecture

Period of Significance

1893-1947

Significant Dates

1929

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Liebbe, Nourse & Rasmussen,

Primary location of additional data:

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository:

North Branch Des Moines Library

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National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

The College Corner Commercial Historic District

Polk County, Iowa

General Description:

The College Corner Commercial Historic District consists of 8 substantial one to three story buildings which cluster at the intersection of Second Avenue (running north and south) and Euclid Avenue (running east and west). All of the buildings are oriented to Euclid Avenue. This collection of brick commercial buildings dates from the early 1890s through 1952. The grouping represents a focused commercial retail and service center which developed next to the Highland Park College, later known as Des Moines University. The corner was also a key streetcar stop, where the lines turned west from Second onto Euclid Avenue. Four blocks west, a second and larger commercial area developed simultaneously within Highland Park.

Commercial development at Second and Euclid Avenues was not envisioned by the developers. The north side of the street was at first the college athletic field so buildings were there until after 1900. On the south side of Euclid, traditional residential lots fronted not to Euclid but rather to the side streets. No effort was made to lay out commercial size lots which fronted on Sixth and the land development company failed to buy up the lots which later served commercial purposes. These residential lots had to be were cut up into narrow cross lots as stores popped up.

The college, located at the northeast corner of the intersection of Second and Euclid. These businesses tended to serve the college and student market and book stores, stationery stores, restaurants, druggists, and barber shops predominated. In the years prior to 1919, the district would also include the district postoffice, which bounced periodically around Highland Park depending on where the postmaster owned a building. The merchants preferred a Sixth Avenue location while the college preferred the Second Avenue area for convenience of faculty and students.

Today this cluster of commercial buildings, located a full three miles from the downtown presents a curious anomaly within the area. The three story fraternal hall at 200-02 Euclid is the obvious visual anchor. It would be of impressive scale if placed within the downtown, and is mores at this location. The adjoining buildings at 206-208 are obviously very early ones, and also hint at the influence of some early developmental pressure which would have caused these buildings to have been erected here. The remaining buildings, with their intact commercial facades, by virtue of their massed proximity, show that commercial activity was focused on this single block, located between Second Avenue and Third Street.

Four of the buildings are two story commercial buildings. There is one three story building (200 Euclid) and two single story buildings (213, 222 Euclid). Two buildings, 206 and 208 Euclid, represent the earliest business buildings in Highland Park and one of them (208 Euclid) represents the earliest surviving commercial building and the only remaining two-story commercial frame building.

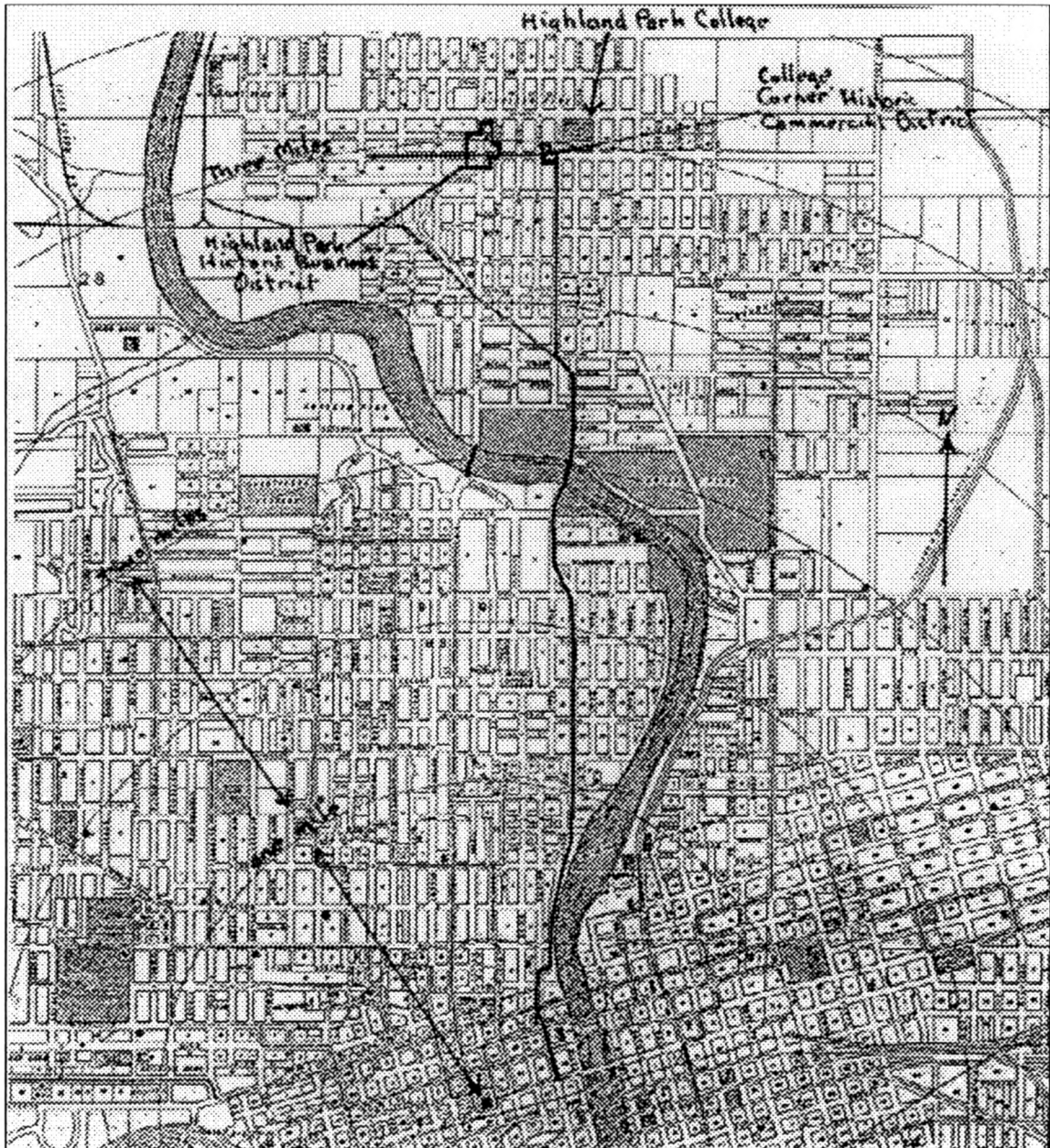
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The College Corner Commercial Historic District

Polk County, Iowa



Commercial Club Map of Des Moines, 1906

College Corner and Highland Park (to be nominated) Business Districts are marked as is the Highland Park College. Interurban-streetcar line and bridges have been highlighted.

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The College Corner Commercial Historic District

Polk County, Iowa

The north side of the 200s block of Euclid was not available for commercial development until c. 1905 because that block was first reserved as an athletic field for the Highland Park College. The discrepancy in age of the buildings on either side of Euclid attests to that belated availability of land. Like the district at Sixth and Euclid, this district had a landmark anchor, the three-story Odd Fellows Building (#1) which was constructed in 1907. This was the tallest commercial building in the northern part of Des Moines. One had to go downtown to find one comparable in size to this one. This district was as "accidental" as was the one to the west, neither being envisioned originally by the subdivision developers. These buildings divided east-west oriented residential lots in order to face onto to Euclid Avenue.

Summary Master Properties Listing:

<u>Address:</u>	<u>Historic Name:</u>	<u>Construction Date:</u>	<u>Eligibility Status:</u>
1. 200-2 Euclid	I.O.O.F. Building	1907	Contributing
2. 206 Euclid	College/Des Moines University Barber Shop	c.1890	Contributing
3. 208 Euclid	Haskin's Hall	c.1893	non-contributing
4. 210 Euclid	L. H. Moeller Shoe Shop	1930	Contributing
5. 213 Euclid	C. A. Lucas Paints	c.1905	Contributing
6. 214-6 Euclid	vacant lot	-----	Not counted.
7. 215-17 Euclid	Wilson Apartments	1922	Contributing
8. 222 Euclid	Highland Park State Bank	1951	Non-contributing

Commercial Building Typology:

Summary Descriptive Comments:

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

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The College Corner Commercial Historic District

Polk County, Iowa

Two buildings (including one vacant lot) date from between 1901-1919. There are two major chronological subsets within this broad grouping, both of which pre-date 1910. No buildings date from between 1910 and 1915. The upper facades of these two-story brick buildings have plain and unelaborated cornice lines, perhaps a coping stone and slightly defined parapet wall (created by corbelled brickwork), slightly wider window openings and round arched window hoods. The original storefront still retains a centered recessed main entrance, commonly a single door in width. The major change was the use of a band of usually square cut transom windows above the door and display windows.

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

Just one building dates from the years following the World War II. This example reflects utilitarian construction methods which were adapted in the face of post-war materials shortages. It also likely represents one of the first drive-in businesses in the city, and certainly a very early drive-in bank example.

Commercial Building Typology:

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

Two-part Commercial Block Type:

Five surviving buildings and the vacant lot, fall within this common type, all but one of which are two stories high. The Odd Fellows building is three stories high with an exaggerated attic level. This type collectively comprises all of the visually dominant buildings in the district. This type consists of two to four story buildings. The facade is divided into two horizontal zones, the public storefront level and the more private upper floor. In the earlier examples the upper level ornamentation is additive and is generally not associated with the facade. The two-part type was well adapted to house a diversified range of commercial uses including banks, hotels, office buildings and department stores. The type reflects the Victorian period of ornate exaggeration. The High Victorian years, continuing into the early 1900s was particularly fanciful, employing varied window openings, a broad range of materials, and fancy attics and

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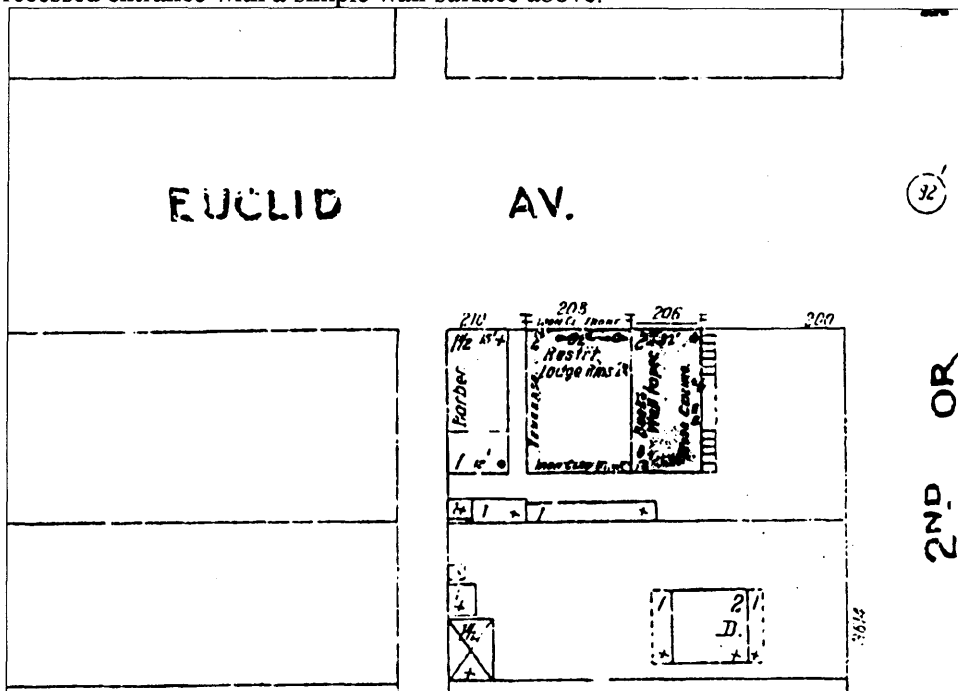
The College Corner Commercial Historic District

Polk County, Iowa

European modernism first influenced the type between the mid-1920s and mid-1930s. A vertical emphasis was added, tying the floors together, best exemplified by 200-02 Euclid. An enriched wall surface resulted. A second period of influence (1930s-1940s) resulted in a strong emphasis on horizontally with decorative banding, smooth wall surfaces and the integration of signs into the whole building design, but there are no two story examples of this version of the type within the district. 210 Euclid (1930) presents the smooth wall surface.

One-Part Commercial Block:

Just two examples fall under this type and one of these being a Quonset hut, probably can't be considered a member of this subtype, although its utilitarian and strongly modern lines certainly fit the final design phase of the type. This is the single story version of the Two-part type, being essentially only the storefront component, with or without a false front and cornice line above it. The origin of this type was the frontier and suburb and it was commonly expressed in frame construction. This type also includes many later bank buildings although it was overwhelmingly a retailing building type. The same general transitional phases mark the evolution of this type. By the 20th Century detailing was simpler with a greater uninterrupted array of display glass being possible. The Moderne influence resulted in a deeply recessed entrance with a simple wall surface above.



1901 Sanborn Fire Insurance Map (north to top of image), Note empty lots to west and north of Euclid Avenue.

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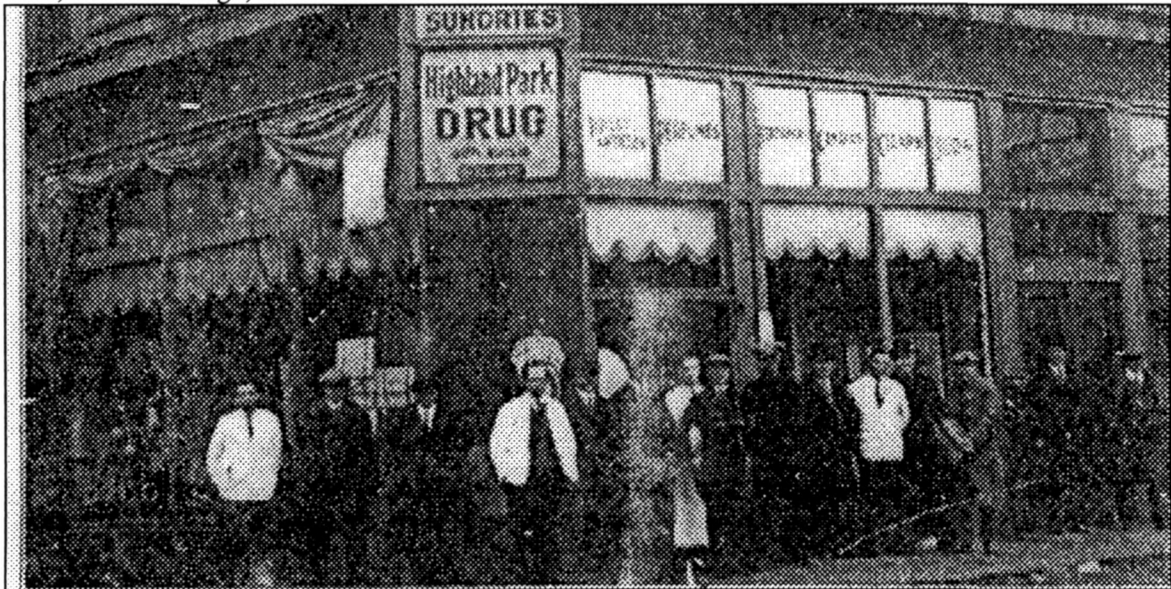
The College Corner Commercial Historic District

Polk County, Iowa

Historic Properties, Descriptive Summaries:

1. 200-02 Euclid Avenue, Odd Fellows Building:

This is a contributing (Criterion C) building to the district despite its recent repainting, the reduction of its upper window openings and the alteration of its storefront and loss of its original central entrance (to the upper floors). It serves as a visual anchor and landmark, defining the east end of the larger Highland Park business district and it represents yet another of the many architect-designed buildings in the Park, this one designed by Liebke, Nourse & Rasmussen. The removal of the mansard canopy would likely reveal an imposing historical storefront. While no internal inspection has taken place, the original lodge hall and offices have almost certainly been completely eliminated when the upper floors were converted for apartment use. This, like the Highland Park Apartments (600 Euclid) four blocks west, is the northernmost three-story hall/commercial building of its sort and these are relatively uncommon outside of the downtown (Beaverdale has one of similar scale, two stories high, which dates from the mid-1920s).



Original Storefront Image, view to southwest, 1923 *Tiger*
200-02 Euclid

This building was constructed in the fall of 1907. The building was substantially remodeled 1930, 1947, 1951, 1973-74 and 1996. "AtoZ Pawn" now occupies the main storefront on the first floor. Seven apartments on second floor, five on third.

The building measures 44x80 feet, and stands three stories high with a large attic area above the uppermost floor. There is a full basement. Its brickwork is a dark brown and the light brownish gray limestone trimwork contrasts nicely with the wall masses. The building facade is on the narrow side, oriented north to Euclid. Square cut pylons or pilasters project beyond recessed wall/window panels to form the exterior wall surfaces, with three such full-length bays on the front and five on the east side. The original full-length windows were paired on each floor. The brickwork between the floors and elsewhere is otherwise plain and unadorned.

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The College Corner Commercial Historic District

Polk County, Iowa



Des Moines Register & Leader, November 17, 1907, photo, view to southwest
200-02 Euclid Avenue

The building has been changed since its construction. The original double storefront was originally defined by a centered main entrance to the upper floors and lodge. This has been structurally eliminated and replaced with a single side door entrance which serviced the apartments. The windows have been reduced to half size with overhead infills. The storefront itself has been replaced or covered and a mansard-like canopy added to both facades. Finally, the entire building was recently painted a combination of light green and turquoise, fairly obliterating its surviving upper colors and architectural highlights.

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The College Corner Commercial Historic District

Polk County, Iowa



2. 206 Euclid Avenue, College Bookstore:

This is a contributing building (Criterion C) within the district based on architectural significance. This building, and 208 Euclid immediately west are likely the earliest surviving commercial buildings in Highland Park. This two story brick building was constructed c. 1890. Its cast stone ornate upper window lintels are similar in style and period to those seen on the facade of 3608-10 Sixth (separately nominated). The property might be a key property if it is determined that the original storefront survives.

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The College Corner Commercial Historic District

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The building was likely constructed c.1890 by its first owner, Dinsmore. City Assessor dates to c.1900 but the 1901 Sanborn Fire Insurance Map shows building already present building with an east side external stair (lost when 200-02 was constructed to the east in 1907). The two story building measures 22x45 feet and has a full basement. The building is constructed with load bearing brick and it consisted of a single storefront as of 1901 and with two very narrow storefronts as of 1920 and 1941, and apartments upstairs. The facade consists of two sets of paired narrow windows. The cast stone window lintels are butted together between the window sets. A plain brick parapet wall consists of a brick frieze which surrounds a central recessed panel. The present store has pressed metal ceiling, above a dropped ceiling. The single storefront today is centered and the side windows are angled. The apartments upstairs are reached via a side door in 208 Euclid. This building and 208 to the west appear to have been linked in some manner, both having a similar parapet wall treatment.

3. 208 Euclid Avenue, Haskin's Hall:

This building is noncontributing but has the potential to be a contributing building (Criterion C) within the district if its facade covering is removed. It is presently completely obscured by the present facade covering. The building is one of the three oldest commercial buildings in Highland Park and likely is the earliest, dating no later than 1893. The building is important because it is a rare surviving building type, the early frame storefront and hall.

The two story frame building measures 33x72 feet. There is no basement. While the Assessor dates it to 1910, the 1901 Sanborn Fire Insurance Map shows a two-storied iron clad/brick veneered building that housed a restaurant (1st), lodge rooms (2nd), as present on the site. The 1920 Sanborn Map again shows the present building as a store. The 1921-41 Sanborn Map shows the building in use as a garage with single story rear additions. A building permit dated July 7, 1953 (for 208-10 Euclid) was issued to Goodyear Tires & Rubber in the amount of \$13,000 for substantial remodeling. This building was linked with that to the east when Goodyear operated it. Two garage doors were added with a single story rear addition. Site investigation indicates that this is a frame or iron clad frame structure with a brick veneer on its facade. The aluminum siding covers the front. An additional remodeling took place in 1964, when a building permit was issued on May 11, to Harry Bentoninzi for work valued at \$ 5,000.

4. 210 Euclid Avenue, Moeller's Barber Shop:

This is a contributing building (Criterion C) on the basis of commercial architecture within the historic district. This is the latest of four buildings which form the east half of the southern 200s block of Euclid Avenue, dating to c.1930.

This two story brick and tile building with full basement measures 26x72 feet. Assessor dates to 1930, recent tenant. It is of tile construction with brick faced facade. The facade includes a single storefront with a centered recessed entrance. A left-hand side door leads to the apartments upstairs. Two paired sets of windows fill the second floor front. The brickwork is somewhat elaborate with side pylons and a projecting fairly formal cornice line framing a slightly recessed storefront panel. The cornice line atop the parapet wall is also elaborate with a central key stone and a symmetrical crenellation (resembling the building at 619 Euclid (which dates to 1924). The side parapet wall steps down as the roof drops toward the rear. Originally the west side wall, on the

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The College Corner Commercial Historic District

Polk County, Iowa

alley, had additional first floor window openings. These are now all infilled. A two-story rear porch addition dates to 1941 or earlier.



213 Euclid Avenue, Mid-1950s photo, view to northwest.
Courtesy North Side Library

5. 213 Euclid Avenue, C. A. Lucas Paints:

This is a contributing building (Criterion C) on the basis of architecture within the historic district. It is a well preserved example of a one-storefront, single story commercial front, one of but a very few surviving in Highland Park. The Assessor dates this building to 1930 but it certainly dates to c.1905, being one of the first buildings on the north side of the 200s block of Euclid.

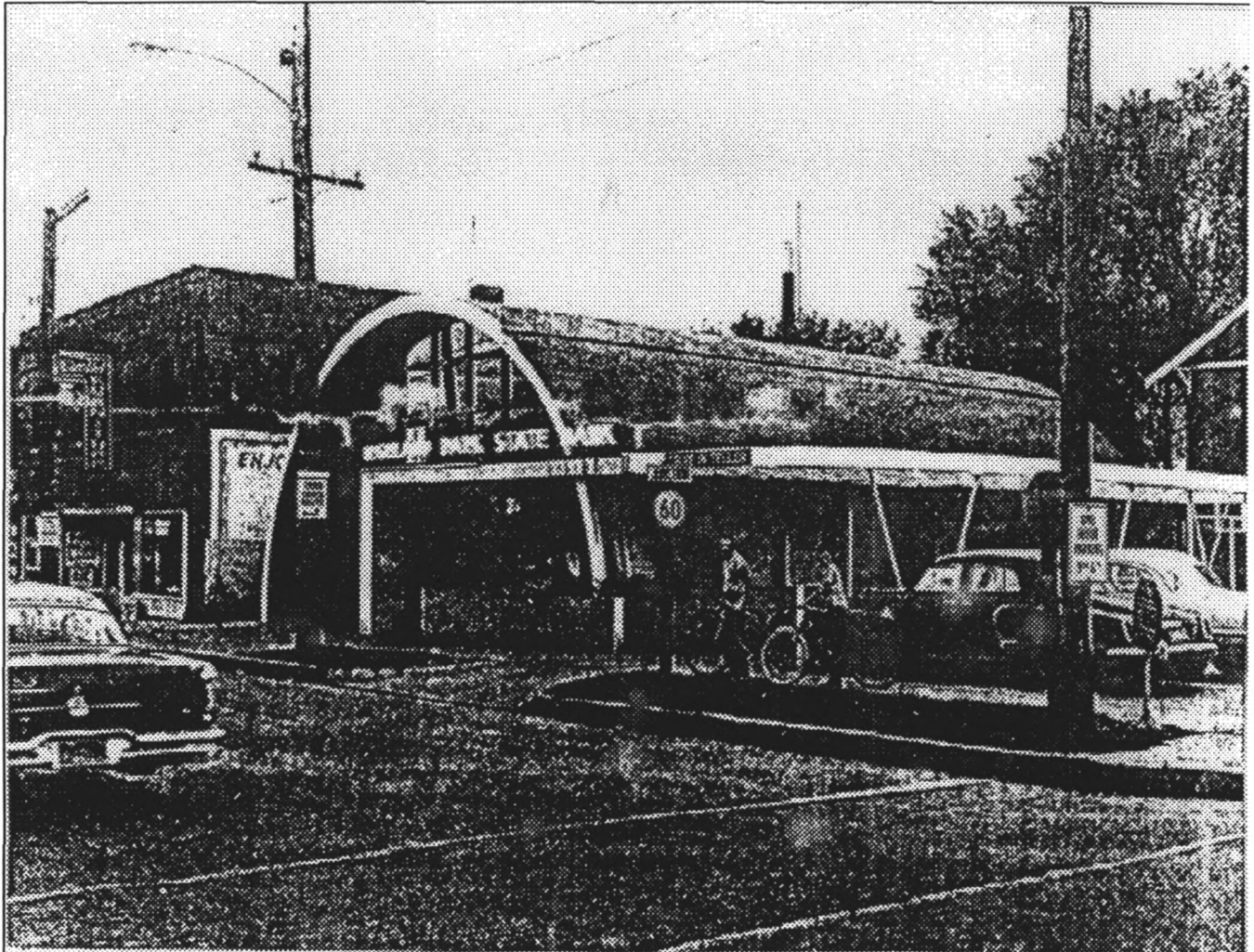
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The College Corner Commercial Historic District

Polk County, Iowa



Highland Park State Bank, 222 Euclid, c. 1952, view to southeast
Non-extant 214-16 Euclid visible to left rear, Euclid Furniture

222 Euclid, photo c.mid-1950's shows C. A. Lucas Paint Store. Building was then painted white.

The building measures 22x90 feet and has a full basement. The facade is simplified and practical but there is some elaboration of the brickwork. The corbelled brick cornice is typical of the period in which it was built. No side pilasters are present but a projecting brick beltcourse defines the top of the transom/storefront level. The single storefront has a side entrance and two large display windows (one broken, has simply been boarded up). A concrete block rear addition dates at least to 1921. No original building permit was found. The storefront was remodeled in 1953 (permit dated Feb. 6, 1953) by owner C. A. Lucas (cost \$1,350). He did

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The College Corner Commercial Historic District

Polk County, Iowa

additional work the next year (permit dated Feb. 25, 1954, cost \$2,000). Three alley side small windows have been bricked in. The 1920 Sanborn Map shows this building present as does 1920/41 map.

6. Vacant lot, formerly 214-16 Euclid Avenue, Euclid Avenue Market

This property is a vacant lot and is not counted as contributing or non-contributing within the district. A substantial brick two story double storefront stood on this property until it burned on January 16, 1981. It measured 44x102 feet. Occupants at the time of the fire included Capitol Optical (which relocated just to the east to 206 Euclid) and five apartments (*Highland Park News*, January 29,

7. 217 Euclid Avenue, Wilson Apartments:

This is a contributing building (Criterion C) on architectural grounds within the historic district. It represents architecturally a large scale late-date commercial property constructed in response to developing traffic on Euclid Avenue. This two story brick building was constructed (permit date June 26, 1922) in 1922 by U. A. Wilson for a reported \$5,000. The Assessor dates to the building to 1910. The 1901 Sanborn Fire Insurance Map shows no building on site, while the 1920 Sanborn Map shows the same, confirming the 1922 building date. The 1920/41 Sanborn Map shows the present building with double store fronts (217-217 1/2 Euclid). The building has a two story rear framed porch with central stair tower. The building has a full basement and measures 41x90 feet.

The facade brick is of a dark brown, while the remaining walls are built with a red brick. The facade design is quite functional with a corbelled brick cornice line running between the second floor windows and the parapet wall. Four double hung-windows are distributed across the upper front story, being equally spaced on either side of a slightly wider wall section. This building never had a neighboring structure to its west side, the intervening lot remained undeveloped. Consequently there is a side entrance and west side second floor fenestration for the apartments.

8. 222 Euclid Avenue, Highland Park State Bank:

This curious building falls outside of the 50-year timeframe, and is therefore deemed to be non-contributing for the present time (until 2002). It is however included here because it will become eligible within five years and it speaks directly to a later and important phase of the district history. It is also well preserved and an unusual property. The building will be historically significant (Criterion C) on architectural grounds because it represents an early and fairly innovative experimental use of the Quonset building form for a drive-in bank. It is almost certainly one of the city's earliest drive in banks and likely the first one constructed specifically for that purpose but more research is required to document this claim. The local innovative application of this building type combined full glass fronts and new retail uses.

This Quonset bank was constructed in 1952. It consists of a Quonset metal building set on a slab foundation. The building measures 41x52 feet, and contains 2,132 square feet. Peculiar to this building is the steel and concrete vault which protrudes from the rounded roof form on the center of the east sidewall. The second floor contains an apartment (624 square feet) and a small dormer window is centered on the west sidewall. The bank opened in 1953. The Assessor dates the building in error to 1957.

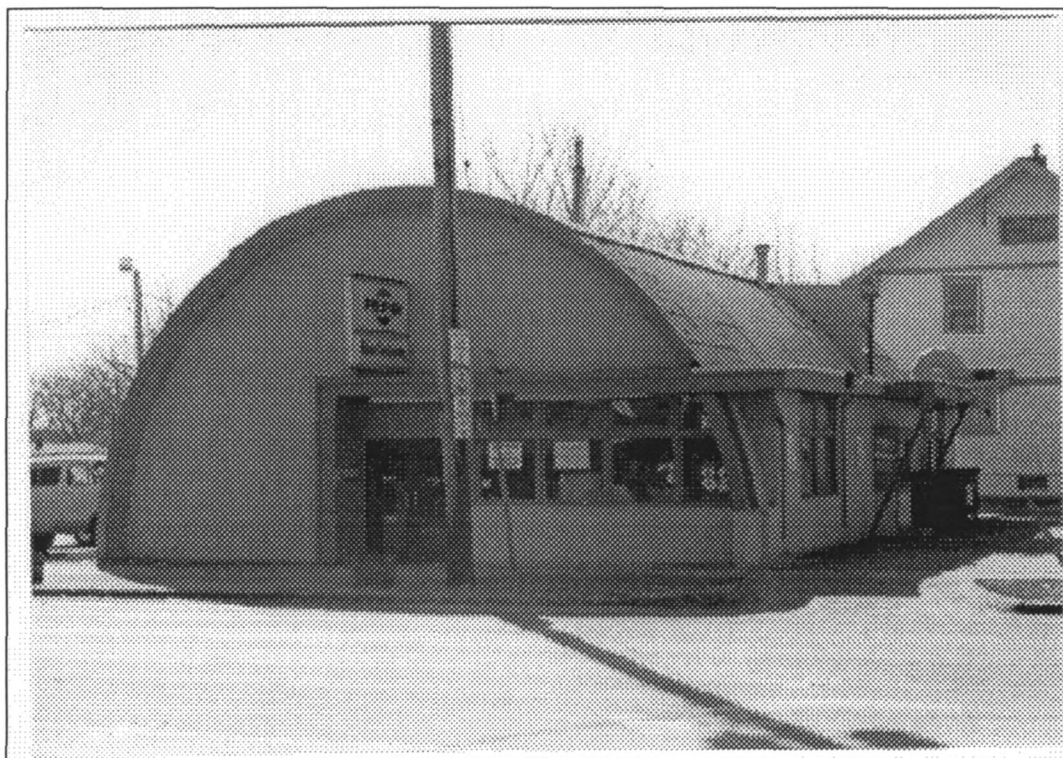
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The College Corner Commercial Historic District

Polk County, Iowa



222 Euclid, view to south
(1996 photograph)

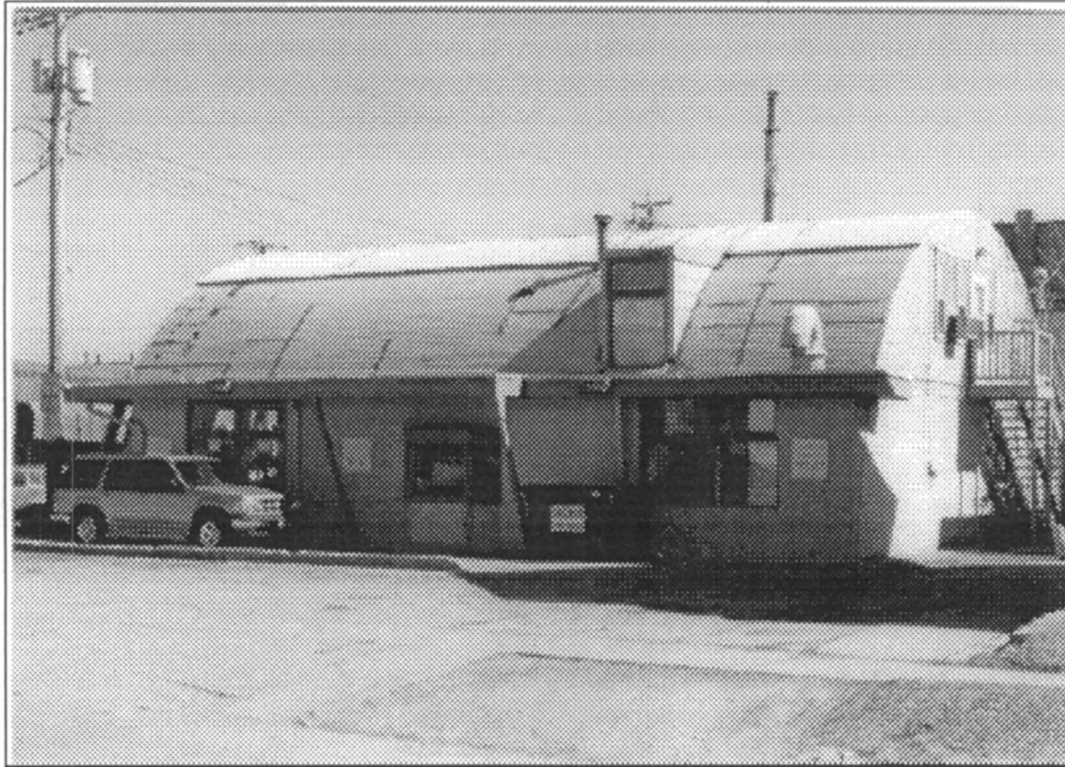
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The College Corner Commercial Historic District

Polk County, Iowa



222 Euclid, view to east
(1996 photograph)

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Section number 8 Page 15

The College Corner Commercial Historic District

Polk County, Iowa

The College Corner Commercial Historic District, located at the intersection of Euclid and Second Avenues, is locally significant under Criterion A, for its emergence as an extensive and successful business district, a part of the larger Highland Park neighborhood. This significance is based upon, the direct association of these businesses with the rise and fall of Highland Park College/Des Moines University between 1889 and 1929. The near total loss of that institution's buildings and the loss or substantial alteration of associated homes of faculty and administrators, makes this commercial area the only means by which the college's important story can be interpreted and appreciated today. The district is also significant under Criterion A for its association with the commercial history of Highland Park, one of the city's premier neighborhood districts. The district's commercial success owed much to its proximity along important streetcar and then emerging east-west automobile routes. These connections maintained the commercial vitality of the district after the college closed in 1929. The district is finally significant under Criterion C because it offers an excellent sampling of well-preserved late 19th and early 20th century commercial architecture to be found in the city apart from the downtown. The district presents representative building designs from the 1890s through the post-World War II years.

Historically this district is defined and distinguished by its close association with Highland Park College and later its successor Des Moines University. This liberal arts college was established in 1889 in conjunction with the platting of the Highland Park and Oak Park neighborhoods. The college barely weathered the hard economic years of the early 1890s but rallied over the years to emerge, at least briefly in the years prior to World War I as a successful experiment in non-sectarian higher education, outstripping all of its Des Moines competitors in terms of the number of students. The school passed into the sponsorship of the Presbyterian Church in 1911 and then the Baptist Church in 1918. It was briefly restyled "Highland Park University" and then "Des Moines University." The district developed in direct response to the founding of the college and the demise of the school in 1928 sent the commercial interests into a tailspin. Efforts to reuse the campus failed to bring back the thousands of students who provided a ready market for the businesses here.

Private colleges and universities selected suburban locations and these utilized lot sales in various ways to secure students and working capital. Their campuses were selected with respect to the streetcar district lines in place or anticipated), and both suburban attractions combined their "gravitational effect" to attract home builders and buyers. Drake University was the earliest and best example of these, relocated to Des Moines in 1881-1883. It anchored the northwest corner of the city's suburban fringe by 1882. In this case, the college preceded the streetcar, the latter reached University Park only in 1890. Highland Park College was a significant alternative case study, wherein real estate and a private educational institution were parallel undertakings. The college, a most unique and successful educational venture, achieved its own historical significance.

The College Corner commercial district is an eastern subset of the larger Highland Park business district. At times it's range of services and its location, with its proximity both to the College and the Second Avenue carline, made this almost the primary part of the broader Parks business district. This was evidenced by the seesaw struggle for the postal substation location, which switched with each successive postmaster appointee, and the 1912 internal struggle to prevent the construction of a more direct carline linking the city directly on Euclid Avenue, to the west. The location of at least one major

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Highland Park institution, the new Odd Fellows Hall, at the corner of Euclid and Second Avenues in 1907, was an early “coup” for this district. As the college gradually weakened, the commercial balance shifted back west with the post office permanently gravitating that direction.. The College Park link with the college can be better appreciated when it is realized that the businesses were really centered within the larger campus setting. Although the campus occupied an entire block immediately to the northeast of the district, the residences of the faculty and administrators were mostly located just west of the business district, particularly along Fourth Street, which was termed “Professors’ Row.” The long-time college president, Oliver H. Longwell, had his private residence (non-extant) just a block further west, on the northeast corner of Third and Euclid.

The first non-residential building of consequence near the College Corner historic district, apart from the Highland Park College, was the Presbyterian Church in the 300 block of Euclid. Like the college, it was largely sponsored by the promoters of Highland and Oak Parks to draw home buyers to the new neighborhood. It was constructed in 1891 and along with the new Highland Park College was the only portion of the district that was covered the 1891 Sanborn Fire Insurance Map. Financially promoted by those who supported the college, the church was consciously placed on donated land half-way between Second and Sixth Avenues, the two primary north-south arterials. The church would serve the many Presbyterians who were already associated with the college, and it would draw other families to the district. When the college was purchased by the Presbyterian Church, this union was naturally stronger and more direct.

The Presbyterian church was only two blocks west from the College Corner business district. Professor O. H. Longwell, the first and long-term president of Highland Park College, resided at the northwest corner of Third and Euclid, immediately east of the church and just a block west of College Corner. The Methodist Episcopal Church, founded in the mid-1890s, was just a block further to the west. It is easy to see with the context of these key institutions why it was that businesses sprung up at Second and Euclid. These congregations, along with others more distant, were closely linked with the college. Euclid Avenue was the frequent setting for processions and parades as churches, district, and college shared in special events and festivities.

After the demise of the university in 1929, combined with the national economic downturn which soon followed, the district suffered a downturn in its vitality. To some extent the early chain stores found a niche, a trend which was much strengthened after World War II when it dominated the district and displaced smaller independent businesses. To some extent the district regained its leadership role within Highland Park when it gained a bank in 1952, a new Thriftway store in the 300s block of Euclid just to the west, and the new American Legion hall just to the north on Second Avenue, the new community focal point for meetings and special events. The Odd Fellows departed their quarters at Second and Euclid in the late 1940’s and apartments replaced their hall. Things looked to be even more hopeful in 1957-58 when Iowa’s first open-air mall, Park Fair, opened on the university site. Overtime it would compete with the local businesses as much as it would draw additional trade for them. Numerous businesses would finally relocate into the mall and these, for many reasons, soon went out of business. If the district had an anchor store, it was Couchman-Wilson Drugs, located in the Odd Fellows building. This business, dating

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back to the original drug store at that location (Highland Park Drug and Supply) finally closed in the mid-1970's

Today the "ghost" of the college campus survives in the form of the Park Fair Mall, which retains the larger part of one college building, the gymnasium. The mall was the first mall to be built in the state and the first to be enclosed. Its proximity proved to be a mixed blessing for the College Corner businesses. In the long run it has tended to draw away tenants from these buildings given its more advantageous parking and the difficulty that shoppers face in trying to walk across either Second or Sixth Avenues, both of which are high-traffic arterials. Another college "ghost" is that of the athletic field, now infilled with ranch houses which contrast with the surrounding bungalows.

Highland Park College/Des Moines University, 1889-1930:

The Community of Highland Park had its origin in the Highland Park Land Company, an entity that used real estate to promote its recently established Highland Park College. City historian Johnson Brigham noted that the school was founded by a company of businessmen who "we're all in a measure interested in real estate in North Des Moines and Highland Park." This was a one-of-a-kind instance where real estate development was conjoined with the founding of a major private educational institution. The two efforts were nearly simultaneous, the real estate effort pre-dating the college concept by less than a year, and quite inseparable in terms of funding, promotion, and the individuals who accomplished these two objectives. Established colleges would sometimes dabble in real estate as a source of funding and students, but in this case, the realtors sought to promote their land development by means of a college.

The linkage of real estate and college interests have likely been overstated. The long-term head of Highland Park College, Oliver P. Longwell (1855-January 17, 1921), was sensitive about this issue to his last days, insisting that the land investors had made back their investment even before the school opened. This was certainly true of Lowrey Goode and Dr. Likes, the original land purchasers [Wiggins, p. 58]. Longwell recalled "Many of them [college investors] had no interest in property within easy reach of the College. Many of the holders of interests in property nearest the College had no interest at all in the College" [Longwell, p. 79].

At the time of Highland Park College's establishment, Des Moines had Drake University, a sectarian school, nearby Des Moines College, a Baptist Church affiliated four year school founded in 1864, what little remained of Callanan College (especially after a devastating fire on June 20, 1889, the unsuccessful yet long-term effort (since 1872) vision of James Callanan), and St. Joseph's Academy [Catholic], founded in 1885. Grand View College, affiliated with the Danish Lutheran Church, a two year school, organized in 1893 [1896?], just southeast of Highland Park. Grandview was a pre-existing school in Wisconsin, lured to Des Moines by the Grand View Land Company which, the Highland Park promoters, offered land, bricks and 100 residential lots if it would located in their plat [Wiggins, pp. 51-2]

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The parent corporation for Highland Park College was the Oak and Highland Park Improvement Company, which was formally organized on April 12, 1889. Capitalized at \$150,000 based on stock shares of unspecified amounts, the principal purpose of the company was to “establish, equip, endow, own and dispose of a College in Highland Park.” The company could also deal in real estate. The original articles of incorporation named no officers but did identify seven interim board members, all of whom were stockholders (E. J. Goode, L. M. Mann, W. W. Fink, E. T. Likes, George C. Newman, Lowry W. Goode, B. F. Holcomb, two other founders were A. S. Wilcoxon and Fred D. Goode) [Polk County Records, Articles of Incorporation, Book 6, pp. 100-01, 581].

The founders first approached the four area Methodist conferences, hoping that they would assume control for the venture and raise the estimated \$300,000 needed for it. This effort failed due “to local jealousies” and the private initiative was put together [Iowa State Register, October 31, 1889].

The *Iowa State Register* (April 14, 1889) contained a company advertisement for bids for two million brick and other materials needed for the first college building. The same source noted that the trustees had examined the preliminary architect’s plans for the entire campus and had ordered some buildings enlarged. The architect C. L. Nourse presented a sketch of the main building to the editors of that same paper a week later and they wrote that “when it is placed upon the beautiful eminence in Highland Park it will stand out boldly as an object of interest and attraction.” By month’s end the plans were finished and a party that included the County Surveyor took the Belt Line to Highland Park, walked the remaining short distance “to the highest point of the broad plateau and proceeded to stake out the exact lines for the college. The main building plan included a 112’ tall tower with an open belfry. Basement excavation work began on April 27, 1889. The cornerstone was laid and dedicated on October 31, 1889 when a series of trains carried regional Masonic representatives, Phinney’s Band, and a host of invited officials to the site. Orators included Col. E. J. Goode, Dr. A. L. Frisbee and Isaac Brandt. Included in the cornerstone contents was a photograph of Fenimore Cooper Goode, youngest son of Fred D. Goode, business cards of A. S. Wilcoxon, Newman and Goode, John E. Newman, Dawson Hardware Company and H. L. Frost, Brick Manufacturer. The speakers lauded the establishment of “a brain factory in our midst” and estimated that its presence would add 1,000-1,200 to the city’s population [Ibid., April 19, 28, October 30, 1889].

A year later, the *Mail and Times* (February 15, 1890) lauded this institutional vision when it was mid-stream in its first term. The paper described
“Our own Highland Park College, standing on the beautiful hill to the north of the city, and which commands a delightful prospect, will become a seat of learning which will achieve a national reputation.”

This was to be a special type of college. W. W. Fink, the Secretary of the college company, later described that access to the school was to be unrestricted, with a curriculum and mission that while “broader and more liberal” was of the “purest ethics...[and]...in line of a faithful fulfillment of the fundamental principles and duties of Christianity.” Fearing the “ill health” and “broken constitutions” that frequently resulted from simply stuffing brains with knowledge, this school would offer “thorough business, professional, scientific and mechanical training” [Iowa State Register, October 31, 1889]. All

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students would undergo compulsory physical training “for building beautiful, well-developed bodies the homes of vigorous cultured minds” [Brigham, I, pp. 432-33].

Just a week later, the *Iowa State Register* (February 23, 1890) announced the hiring of 34-year old Professor Oliver H. Longwell (1855-1921) as the first president of Highland Park College. Longwell was born in Indiana and had headed Normal schools in Iowa for the previous ten years, most notably Western Normal College in Shenandoah, Iowa. Longwell was described as being “broad minded and liberal.” He was given full authority over the educational aspects of his new charge, and the *Register* noted “The new president will formulate his own plans in organizing the faculty, and will direct the equipment of the institution.” The new president also had a five-year contract, being paid \$4,000 annually with ten percent of any profits. Longwell was called “King Oscar.” In his Autobiography the school’s president described the school’s founders as being quite uncertain as to their project. His hiring was so clumsily handled, that the first president was not even invited to the laying of the cornerstone for the first college building [Wiggins, pp. 47, 50, 54].

The paper traced the history of the college, recalling that the Highland Park Land Company had purchased a quarter section of land “in the center of which the college is being erected. The purchase was made and the land platted under the name of Highland Park.” The site for the college was described as follows:

“The beauty of location, the charming view of chaste and varied scenery and the beautiful surroundings of Highland Park suggested the idea to some of the far-sighted members of the company that here was a fit place to found an institution of learning...In this enterprise there is no shadow of opposition to denominational schools. They simply felt there was a need of something outside of sectarian lines which should reach a large class of earnest progressive young men and women who had found sectarian differences a bar to their choices of schools.”

Prof. Longwell would arrive in April, 1890 to take charge of the school. The main college building was enclosed by the fall of 1889, and work was to proceed that spring” [Ibid., Brigham, I, pp. 432-33]. Longwell first occupied a new house at 3216 4th Street. He built his own house at the northwest corner of Euclid and Third (non-extant) which his family occupied in November 1889 [Longwell, p. 67].

The college company expended \$314,000 on improvements in 1890. The *Iowa State Register* reported on January 4, 1891 that

“The attendance of students has so far exceeded their most sanguine expectations that they will be obliged to have more room at the beginning of the next school year.”

The first departmental building, worth \$50,000 was accordingly being designed by Architect Nourse.

The *Weekly Globe* [December 24, 1896] nicely summarized the “essence” of the college’s immediate and sustained success when it noted that “Highland Park has always maintained a splendid reputation as a school where a young man [sic] may secure a thorough education in the shortest possible time and at small expense.”

Historian David Wiggins stresses the Highland Park Normal College was uniquely well funded from its start, and it enjoyed unparalleled success, two unusual circumstances. The school could

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construct as many buildings as it required, unlike those many schools which started and largely remained on a shoestring budget from the start. The explosive growth of its student body, while an affirmation of the need for a liberal non-sectarian school, was also due to the lack of any entrance requirements. The school was truly open to anybody. At the same time, all students were required to take the cultural classes, so the technical student could not pick and choose their courses [Wiggins, pp. 41, 47 54].

The college founders were planning accommodations for the new students, but they also saw an opportunity to link real estate promotion in this area. Renting rooms was increasingly the road to home ownership, often enabling the marginally middle class to purchase a home by contract rather than rent. The *Iowa State Register* offered this advice to potential home builders in Highland Park:

“In the meantime a great many handsome houses will be built in Highland Park for the accommodation of students by persons desirous of moving to that part of the city, for the purpose of giving their children the benefit of the college education” [*Iowa State Register*, February 23, 1890].

The college's motto was “Thoroughly Christian but Non-Sectarian.” The college concept was an instant success, so successful that the school was no doubt nearly overwhelmed by the explosive growth of the student body. It attracted 825 students in its first term, which began in September 1890, these arriving on relatively short notice, and within three years that number rose to 1,500. The *Weekly Globe* boasted in 1906 that this first term headcount was never exceeded by any college or university in the country [*Weekly Globe*, July 29, 1906] The college quickly surpassed the other area colleges if student numbers are a fair indicator. In its first 25 years, the school's eight colleges and extension division served the needs of an estimated 40,000 students (Denny, 1987, p. 61). By 1910-11 the college had 2,000 students as well as 8-900 who were utilizing its correspondence courses (normal preparatory and technical work). At that time (1910-11), Drake had 1,927 students counting its summer students, Des Moines College had 238 students, and Grandview College, established 1893-94 had 125 students (Brigham, I, pp. 432-33, The *Weekly Globe* gives a 140 student head count, December 7, 1905).

The *Daily News* (August 15, 1893) explained some of this success in economical terms, noting that “every student gets the benefit of wholesale purchase of everything” and tuition and other costs were extremely low. It also lauded the quality of the student body:

“The school is one of the most orderly to be found anywhere, for the reason that the young people are too busy with their literary, scientific, normal and business education to engage in the follies so rife in many colleges and universities.”

Another factor favoring student recruitment was the offering of one free tuition to each lot buyer in Highland Park. At this time, college promotional efforts were underway in April rather than August, as is the case today. The Highland Park Company offered the tuition premium in its April 30, 1892 real estate ad. This was a one-time offer and buyers had to act before June 1. The same ad reiterated the purposeful intent of the college not construct any more dormitories, noting “the people must build houses and provide rooms...Highland Park must take care of the students while the trustees take care of the school.”

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After a year of operation, the Oak and Highland Park Improvement Company apparently determined to separate out the function of operating the college from its real estate and fund raising efforts. The "Highland Park Normal College" filed articles of incorporation on June 20, 1891. Its purpose was as follows:

"To establish, regulate and maintain a Normal College, having regular Preparatory, Dictatic, Special Training, Scientific, Literary, Classical, Business, Musical, Fine Art, Shorthand and Typewriting, Elocution, Physical Culture, Pharmacy, Civil Engineering, Electrical Engineering, Mechanical Engineering, Military Law and Medical courses, etc."

The articles promised that "The school shall be open to both sexes, and persons of any and all religions or races, creeds or beliefs." The new use of the term "Normal" reflects the final maturation of the educational mission for the school, derived no doubt from college President Longwell and his faculty. At the same time, the normal school mission was supplemented by a broad range of technical and preparatory courses [Polk County Records, Articles of Incorporation, Book 8, pp. 136-37].

One advantage that the school could uniquely offer was a 48-week class schedule which enabled students to graduate more quickly than in comparable schools which operated on a 36-week class schedule. For the Highland Park merchants this translated into a near-full time college operation, with very few breaks [*Daily Capitol*, June 27, 1904, "Highland Park College Has Successful Year"].

Six stockholders would comprise the board of directors and the initial members were E. J. Goode, L. M. Mann, W. W. Fink, George C. Neuman, L. W. Goode, and Fred D. Goode. It is important to note that College President Longwell while not board member, was awarded much discretion in the educational aspects of the management of the college:

"prescribe rules for the conduct and government of the school generally, for the reception, suspension and dismissal of students, to classify the same, prescribe courses of study in the several departments, and in conjunction with the Professors, as the Faculty of the College, confer such degrees as are usually conferred..."

Capitalization was valued at \$100,000 and curiously indebtedness was limited to a mere \$1,000 [Ibid.].

The Panic of 1893 hurt many of the college's promoters. Historian Johnson Brigham notes that the college itself was doing fine financially but its assets could not be separated from those of its backers. Details of these financial repercussions are not readily found, but Brigham notes that "trouble" attended the school during the years 1894-95. Promoter Leroy W. Mann, apparently untouched or less effected by the panic, stepped in to more closely manage the finances of the college and shored up its financial situation.

Historian David Wiggins simply notes that the number of students at the college declined with the coming of the panic, and leaps ahead in his treatment to the sheriff's sale of 1896, and then into the 1900's. The student body represented over half of the states and the panic had an unequal impact across the country [Ibid., p. 55].

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Longwell is more informative, noting that while the school never closed even for a day, “attendance grew less and less because people were afraid it would close almost any time.” There were two consequences, one being financial, but the financial problems, in Longwell’s words “weakened our power to withstand the criticism of the old line schools and their adherents.” As a result the courses were rearranged “to meet more the stereotyped courses of study, accepted as standard.” He also noted the long-term damage done, stating that after the Panic “they could not get back to our old numbers in the Normal and College Courses” [Longview, pp. 74, 85].

The college made money the first three years but lost money the next three, although Longview notes it was an educational success. The school passed into the hands of a receiver. Longwell himself tried to lease the school before the receiver took it over but he canceled the lease under the threat of legal action. One stark measure of the problem was the unfinished Science Hall, the largest building on campus, which was started in 1892 at the southeast corner of the campus, but left for three years with no roof. It was finished in 1896 [Longwell, pp. 79, 85].

The college reincorporated in 1893 and did so again in 1895. The “Highland Park Normal College” first amended its articles of incorporation in mid-July 1893, reducing its managing board to five members and requiring that at least three board members had to be stockholders in the company. The limit on company debt was limited to two thirds of the capital stock. Several new signatures appeared, replacing those damaged by the economic downturn. M. L. Neville, G. H. Kummers, and A. O. Huffman were the signatories [Polk County Records, Articles of Incorporation, Book 9, p. 351, July 19, 1893]. Entirely new articles followed on September 2, 1895 when the “Highland Park College Company” was established. This company was specifically empowered to purchase five lots in Block 18, for use as dormitories. The company offered common stock valued at \$75,000 and capital stock worth \$125,000 [Ibid., Book 11, p. 81]. This company amended its articles on February 11, 1896 to limit its corporate debt to two-fifths of its capital stock value [Ibid., pp. 505-06].

Despite Longwell’s best efforts, the school was sold in a sheriff’s sale in 1896, presumably to meet the financial obligations of some of its failed original backers. J. B. Dille, of Dixon, Illinois was the purchaser [Ibid., p. 55]. Dille’s interest was due no doubt to the presence of his brother Prof. John I. Dille as the first head of the school’s law department. J. B. Dille began visiting in Highland Park in mid-1901 [Weekly Globe, June 27, 1901]. Still, the school continued to function and through all of this, its original president remained at the helm.

The 1897 reorganization appears to have been more fundamental in its nature than the histories of the college would seem to indicate. The *Weekly Globe* [August 27, 1896] reported; Under its new management [Pres. Rearick], Highland Park College will be an institution of technology as well as an academic college. A deal has just been closed whereby mechanical electrical engineering apparatus of Simpson College will be transferred to Highland Park. Prof. H. G. Sedgwick, the Simpson instructor, will have charge of the work.

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This leadership in technical training would continue throughout Longwell's tenure. "Automotive engineering...a department absolutely novel to western schools" was first offered during the fall term of 1909, headed by Charles Pelon, a Clinton, Iowa mechanic [Ibid., September 9, 1909].

Attendance at the school was still impressive, and the year 1897 was claimed by the *Weekly Globe* [September 2, 1897] to be the highest since the school's founding. Many more were still expected to arrive after the first days of the term had passed. The paper saw "New faces everywhere."

Will Porter, author of the Annals of Polk County, Iowa and City of Des Moines, [pp. 862-64] which was published in 1898, thought the college to be on solid ground following this first reorganization: Highland Park Normal College within the short period of six years has become more widely and more favorably known than any other similar school in the United States. Its phenomenal early growth, followed by a few years of unfortunate business difficulties, its complete and permanent re-establishment, present prosperity and hopeful outlook, form an interesting history.

Two additional reorganizations were reflected in new articles of incorporation. The "Highland Park Company" filed new articles of incorporation on March 25, 1902, being empowered "to acquire real estate...and to carry on, manage and conduct an institution of learning." It was capitalized at \$150,000 [Ibid., Book 15, p. 470].

College President Longwell had retired in 1901 and turned to successfully selling life insurance for the National Life and Trust Company. He was briefly replaced by C. C. Rearick. Rearick fell in January, 1902, crippling his back and forcing his retirement. Longwell was recalled, and in the words of the *Iowa State Register* (March 23, 1902) "was delighted to return to his profession" and came back on March 25, 1902. He "found the school much worse than I had suspected." The student body was disgruntled and the financial situation quite serious. Longwell apparently had some organizational demands which were a pre-requisite to his coming back. The same source reported "O. H. Longwell has resumed his connection with the institution and will be in active management of it...the reorganization includes some of the strongest financial and educational elements in the State." J. B. Dille, of Dixon Illinois was one such talent. He had been "long interested in the Highland Park Company" and owned a similar school at Dixon. The paper apparently welcomed the reorganization and treated the new articles of incorporation filing with unusually in-depth treatment. It closed, noting "Highland Park College has been a huge success. With the new blood and new energy its success in the future will discount that of the past" [Wiggins, p. 56, Longwell, pp. 86, 89].

Following the 1895 reorganization new buildings were added including the belated Science Hall, Engineering School and machine shop and the school quickly received the highest accreditation with its Normal and Engineering Schools being on a par with the comparable state institutions (Brigham, Ibid.). The several colleges were established and each filed its own articles of incorporation between April 1899 and May 1902. As the college's athletic prowess improved the "College Athletic Association" was incorporated on January 14, 1903 [Polk County Records, Articles of Incorporation, Book 14, pp. 56, 219, 221, Book 15, p. 513-16, and Book 16, p. 193]. The athletic field was developed after Longwell's

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return. The football team was permanently organized in the fall of 1897 and could be seen “practicing a while on the athletic grounds west of the college. The first college athletic field was located on the block west of the campus in January 1897. There the college football team lost to the neighborhood Oak Park High School football team, 26 to 7, in front of a crowd of 200. The field was defined each year by a canvas fence that was removed at the conclusion of each playing season [*Weekly Globe*, December 31, 1896, January 5, September 30, 1897, November 19, 1903].

The *Weekly Globe*, which “boomed” for Highland Park and the other suburban towns, also promoted the college and criticized what it thought was a lack of community support. The following complaint appeared in the December 2, 1897 issue:

The Highland Park College, which has had so little encouragement from the people of Des Moines, encouragement that the business men should have given, as a business investment, is going to a grand success under the management of Pres. C. C. Rearick.

The *Weekly Globe* [April 3, 1902] also boomed on behalf of college president Longwell at every opportunity, but the paper’s editor joined with the community in welcoming Prof. Longwell back to the school in 1902;

The people of Highland Park are rejoicing in the return of Prof. Longwell to the presidency of Highland Park college. Under the new management, and, upon a better financial basis than at any time in the history of the institution, our college is certainly on the eve of a larger prosperity than ever before. We are proud of our school, one of the very finest equipped and most largely attended college in the west.

One of the spurs to the school’s growth was the summer training for primary teachers. The 1902 summer attendance had doubled, with 50 primary teachers on campus “taking special methods in the model practice school” [ibid., July 3, 1902].

Mr. Dille’s interest was purchased by A. A. Weaver of Webster City after 1902. Weaver in turn sold his half interest to Des Moines manufacturer A. D. Struthers, who had time to be actively involved with the school’s management [Longwell, p. 92]. The *Register and Leader* [January 2, 1905] described yet another reorganization and sale with the college property passing from President Longwell and Mr. Weaver to a new group that still included those two men, and the other directors, Z. C. Thornburg, Wesley Martin, J. G. Rounds (non-director, but serving as treasurer). Weaver was vice president and Longwell president. The major change was the elimination of stock and stock dividends under the new organization. The 1905 college reorganization resulted in a property tax remission for the school. The property valuation at the time was \$132,000. The revised purpose was “solely to give instruction and not for the purpose of making money” [*Weekly Globe*, April 12, 1905].

The 1902 reorganization indicates that professional educators were gradually displacing the promoters and developers in the management of the school. This was natural, as the institution became well established, and many of the “first generation” promoters were well advanced in age by the turn-of-the century, and several had died. John Sherman, born in 1814, died November 5, 1902. James McCaughan died June 24, 1900, only 46 years old. William H. Gilchrist died March 4, 1898, aged 64. John R. Barcroft, who figured in the 1895 reorganization, died January 22, 1901.

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1924 Aerial View to Northeast
The other buildings have been airbrushed out of image
(The Alma Mater 1924)

In early January, 1903, the college very narrowly averted what would have been at least a symbolic disaster. An attic fire in the administration building was detected early and speedy firemen ran hoses all the way up the stairwells to quickly squelch it. Outside, a terrific wind would have fanned the blaze into a fatal firestorm for the building, if not the other campus buildings. The financial resources for replacing the main campus building would not have been available at this time [*Weekly Globe*, January 8, 1903].

Like Paris, Highland Park was much quieter each August when its college took its only lengthy rest during the year;

During the month of August our suburb is a very quiet place. The hundreds of students who are here attending college during eleven months of the year are at home or elsewhere. The college bell no longer calls 'Come to Class.' Many of the teachers are away on pleasure trips, while others are enjoying the quiet of their own homes..." [Ibid., August 20, 1908].

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A charming description of the Highland Park campus amenities appeared in the July 16, 1903 Weekly News;

The college campus beats a city park any old time now-a-days, with the fine walks for a promenade, and with a band concert every evening the attendants of the summer school certainly have no kick coming on the other entertainments they are being given.

The college band (sometimes called an orchestra) was formally established in late 1896 and made its first appearance at a reception for President C. C. Rearick, at Dr. Scott's house [*Weekly Globe*, November 19, 1903].

Numerous glimpses of turn-of-the century college life, considered quaint today, were recounted in the paper. In mid-1904 it was announced that "a [street] car ride is planned for next Wednesday evening, headed by the College band. Special cars will be provided and many different yells are being practiced" [*Weekly Globe*, July 13, 1904].

The close interaction and cooperation between the college and its host community is not well appreciated today. The campus administration, and especially its chapel, was the regular scene of public meetings and entertainments which were intended for a broader than college audience. Church links were strong and the chapel was frequently the site of union services and other religious meetings and events. The annual May Day program was a major community event [*Register and Leader*, May 4, 1904] and the area churches habitually by-passed their own services, and attended baccalaureate. The college heads and their spouses were regularly involved as leaders in the community betterment movements and the needs of the college/ university and those of the community were uniformly synonymous. The college helped Highland Park in other very tangible ways. An excellent example of this was the offering on the part of the college, to provide classrooms for the high school classes at the overcrowded Oak Park School [*Weekly Globe*, December 21, 1898]. The college finally contracted with Oak Park School to establish "a model school" with the first seven grades [*ibid.*, August 21, 1902]. The college students used the undeveloped areas adjacent to Highland Park for various recreational and educational uses. A walk out to the county poor farm involved 150 college students on a Friday afternoon in late November, 1898 [*ibid.*, November 24, 1898].

The only on-going point of tension between town and gown in these early years seemed to be the location of the district postal station. The residents wanted it at Sixth Avenue, and the students naturally wanted it at Second Avenue, adjacent to the campus. The postmaster position changed with each presidential administration, and the postmaster pretty much decided where the station was to go. Others tried to have a say however. It was on Second Avenue in early 1897 when residents in Oak and Highland Park petitioned its removal to 6th Avenue [*Weekly Globe*, March 11, 1897].

This issue sparked the first documented student demonstration on November 15, 1900 after the postal station was moved back west to Sixth Avenue. A hundred students, with a drum and a miniature post office, marched noisily west to Euclid and Sixth Avenue to bemoan the relocation of the Highland Park post office to a point four blocks from campus. The *Weekly Globe* observed that the move "will give the students an opportunity for a good walk to get their mail." The same source was uncertain

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“whether [the student march] was a demonstration of approval or the opposite” of the change [*Weekly Globe*, November 15, 22, 1900].



1917 Commercial Ads Showing College Connection, The Piper

Real estate sales, as noted above, were at least once linked to free college tuitions and the *Register and Leader* offered a similar premium in early 1905 when any qualified young person who brought in 25 paid-in advance new subscriptions, was to receive a full term college tuition in Highland Park [*Weekly Globe*, February 22, 1905].

Just as the Highland Park churches sought from the start to work in unison, the educational institutions of the city followed suit. In late 1898, the first city-wide meeting of collegians was held in the downtown Y.M.C.A. Auditorium. Three hundred students from Highland Park College participated in what was hoped would be an annual event [*Ibid.*, December 8, 1898].

Five hundred students enrolled for the winter term on September 5, and a total of 900 were anticipated for the largest winter term enrollment of the school’s history. The then record “high water mark” was achieved the next year when 1,400 students were on campus for the winter term and 5,641 were studying through the correspondence department. The total attendance for the year was 2,148! These seemingly vast enrollment totals did not necessarily translate into comparable numbers of final

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graduates of course. The 1906 graduating class totaled 308 students. Since its founding total enrollees were 23,427 while the total number of graduates was considerably smaller than that, about eleven percent, a total of 2,570. The student body as of the 1908 fall term represented 29 states and five foreign countries [Ibid., September 7, 1905] January 11, July 29, 1906, September 17, 1908].

The school appears to have undergone a transformation between 1908 and 1909, perhaps reflecting a somewhat stronger financial standing. One notable reversal of policy was an effort, made in 1909, to finally admit black students to the school. President Longwell contacted the state's leading Black newspaper, the *Bystander*, and the following strong response was his reward:

Highland Park College

We have just received an invitation to attend the commencement exercises at Highland Park College which will be held the latter part of this month, also a card with the following special request; "Kindly send us the names and P.O. addresses of the young people you know who are going away to school; send at least one name.

This is the same college that last year refused to admit colored students, and now soliciting us for students. The *Bystander* will not send them one name, although we know of several young people who expect to attend college this fall, but we will send their names to universities and good colleges that have never refused Afro-American students. So Mr. Longwell if you wait until the *Bystander* recommends your second class college to any student, regardless of sex or race, you will wait a long time. We think you better fitted for some school south of the Mason and Dixon line than one any place else; then there would be no need for you to refuse to allow one of our race to matriculate, for they would never apply and we trust that they will not apply as long as you are president.

It is not known whether the college persisted in its effort to enroll black students [Iowa State *Bystander*, July 16, 1909].

Many of the colleges organizations formed during this peak period. The Faculty Club was formed in late October, 1909, headed first by Dr. Roach. The faculty wives formed their own "social club" the next February. The campus Y.M.C.A. was organized on August 20, 1908, headed by General Secretary A. G. Cushman. Highland Park College was one of only three schools in the state to have such an organization with a full-time staff person. One of the Y.M.C.A. programs was the "Y.M.C.A. Employment Bureau" which offered men for odd jobs and Saturday work [Weekly *Globe*, August 6, October 28, 1908, February 17, December 16, 1909].

Des Moines' eleven institutions of higher learning jointly hosted a "College Day" on November 3, 1906. The idea was that families from throughout the region would come to Des Moines and take advantage of this special joint open house. The *Register and Leader* [November 3, 1906] reported that the day had surpassed all expectations. Drake and Highland Park drew the largest crowds with 3,000 visitors touring Drake alone. The paper noted "the enthusiasm of the crowds was even more remarkable than the great numbers" as the visitors responded to the cheers and demonstrations of the students at each school. The same source stated that

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“...crowds leaving Drake were asked if they didn’t want transfers to Highland Park or Des Moines College and all the [street]cars bore explicit signs showing what colleges might be reached by taking them.”

Highland Park was judged the event’s winner however:

“If it were possible to make comparisons in the degrees of enthusiasm that prevailed during yesterday’s festivities Highland Park would probably be awarded the palm.”

One Highland Park attraction was a free football game that pitted the “Engineers” against the “Commercials.” The evening brought student “physical culture drills” and a concert presented by the music faculty.

Many Highland Park residents lived out their busy days with little or no contact with the college and the *Weekly Globe* [February 7, 1908] set out to familiarize them with their major institution. Comparatively few residents of Highland Park--aside from the thousands of students who have annually contributed to the population of this great industrial hive--are, it is safe to say, familiar with Highland Park College beyond that insufficient knowledge gathered from reading its published reports or annually attending its commencement exercises. To make the rounds of the score or more of departments embraced in the institution’s schools and colleges--to invade on a work-day the innermost precincts of the hive while all the busy bees are buzzing is a liberal education in itself, except that the day is too short. Highland Park College has certainly solved the problem of meeting the demands of a practical modern education--that sort of education which not only enables the graduate to go forth and meet the responsibilities of life, but which convinces him he is bound to succeed. Its laboratories, business departments, etc., the student is required to make practical demonstrations of his attainments, and in order to be perfect, his work must pass a most rigid and searching inspection....last week a *Globe* representative was piloted through the various institutions of the college by President O. H. Longwell and shown the several departments in active operation, a detailed description of which would fill the pages of a book...

Readers were then walked through in an abbreviated tour, complete with a description of the modern equipment, courses of study, and the daily operations of the whole campus. Some of the details remain impressive. The steam traction engine training course, twelve weeks in length, utilized three Aultman and Taylor traction engines. The college steam power plant consisted of four boilers and three steam engines, with a daily consumption of 25 tons of coal. Two 700-light dynamos furnished all of the electricity. The Normal College claimed the second largest pedagogical library in the country. The Civil and Electronic Engineering equipment “is said to be the most elaborate of that of any college in the west..[including] instruments that are only found in universities and the best colleges” The Department of Telegraphy “is not only in charge of a recent chief dispatcher of one of the nation’s greatest railway systems, but a miniature railway equipped with moving trains and the block system of signals runs its trains around a representation of fifty miles of tracks...”The 1907 enrollment was 8,732, 6,600 of whom were enrolled in the correspondence program. The “residence school” had 2,132 enrollees and 295 graduates.

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Then in its 18th year of operation, the *Globe* attributed the success of the college not to its impressive 20-acre campus and its substantial buildings, which while essential were not the "potent factor" for success. That key factor was

...management. The fact that one man has guided the destinies of this popular institution through its vicissitudes, of fortune from the day of its organization bespeaks of a management that falls but little short of generalship. For as the successful general surrounds himself with an efficient staff of officers, President Longwell has at all times employed in his faculty the best talent procurable...As a result all the various departments of this great college work in unison with a precision and accuracy that may be compared to the component parts of an intricate machine--a perfect organization--a triumph of system.

President Longwell observed that while the school term was four weeks underway, a dozen new students were showing up each day, coming from all over the country. He anticipated several hundred new students by the November term and that total enrollment would, for the first time, surpass an unheard of 3,000 students. Longwell considered that these high numbers were due in part to "the extra advantage of good home life surroundings" which the college and neighborhood offered. The college campus then consisted of six buildings (three having burned), 20 acres of land exclusive of the athletic field, and a faculty of 50 members [*Register and Leader*, October 8, 15, 29, 1911].

Significant external financial backing was still necessary and the Presbyterian Church assumed the college's operation in mid-January 1911. The parent company again reorganized as the "Highland Park College Company, Inc. [Polk County Records, Articles of Incorporation, Book 22, p. 77]. This was largely a change of fiscal backers and there was no effect on the faculty, course of study or school leadership. Wiggins states that there was a greater emphasis placed on "music, oratory, and the dramatic arts [Wiggins, p. 59]." Within six months of the Presbyterian "takeover", major fires destroyed two residence halls (Lowell and Franklin, on Block 18) and the machine shops. Normally such a devastating blow might have crippled the schools growth if not its survival but the college's officers responded with a massive fund raising campaign. Longwell notes that the college lost \$10,000 in rents for students before the new dormitory could be built.

The college officers at that time were President Longwell, Vice President McFadden, and Field Secretary McLeod. In three weeks beginning with the start of the fall term, Mr. McLeod secured 22 pledges totaling \$125,000. The College Ladies Auxiliary alone raised \$5,000. Seven area Presbyterian pastors and their congregations and the city's Grant Club (the city's Republican social and political club, organized in 1888), along with a 30-member fund raising committee worked together to raise the needed funds. In early October, 1911, plans for a four story \$70,000 girls dormitory, with a capacity of 288 students was announced. Arthur H. Neumann & Co. was the contractor and Proudfoot, Bird & Rawson were the architects. A week later President Longwell announced plans for

"Campus changes which will result in Highland Park College having the most picturesque arrangement of buildings of any college in the middle west...[these changes were] largely the result of disastrous fires which have visited the college within the past

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six months, but which, so far as appearances are concerned, bid fair to have been blessings in disguise.”

The school alumni had pledged to fund the construction of a memorial building in the form of a new engineering hall that would cost \$40,000. The Administrative Building was to be refurbished as well. The burned remnants of the two dormitories were to be removed that next week. City Mayor James R. Hanna, a college alumnus, headed the alumni fund drive and contributed \$500. to the fund. An effort was underway to involve each of the estimated 36,000 students who had attended the school in the 25 years since its founding [*Register and Leader*, April 28, 1912].

Longwell, in his memoirs, had felt some bitterness that the larger Des Moines community had failed to appreciate and support his college. The 1912 fund raising gained substantial contributions from the Greater Des Moines Boosters, and the Commercial Club had formally endorsed the effort as well. Contributions were coming in from such companies as Harris-Emery, Younker Brothers, Scheuerman Brothers, Davidson Brothers and others. Some initial confusion and hesitancy was encountered because, in the words of the *Register and Leader* “the real nature of the transfer of Highland Park college from Longwell and Struthers, to the twelve trustees acting for the Presbyterian synod of Iowa.” The same source estimated that \$135,000 would have to be raised by the college community before the Presbyterians would similarly back the school. The set goal was even more ambitious, \$150,000 [*Ibid.*, February 8, 1912].

The school even hired a field worker to raise funds. Dr. A. C. Brown joined the college staff at the start of 1912. He was interviewed by the *Register and Leader* [January 28, 1912] and discussed the damage done the school by the several major fires on campus:

The recent fires have been a hard blow because they came just when the attendance of the college was increasing...The attendance may be largely increased if the college only had the equipments and buildings. It seems to me that if it was only a business proposition, it ought not to be hard to raise the money. The college will add tone to the city, and bring a fine class of citizens, and add largely to its business.

It is the intention eventually to bring hundreds of thousands of dollars from the east, but it will be impossible to do that until Des Moines has given a strong local endorsement and the success of raising money in the east will be proportionate to the loyalty and endorsement of the home city [*Ibid.*, January 28, 1912].

Yet another fire occurred in late October 1912 when the college heating plant was “practically ruined” by the school’s third major fire in just three years. The machinery hall had burned in 1910 and two dormitories were lost to fire in 1911. Hose Companies 10 and 15 responded on the night of October 30 and it took an hour to get the flames under control. Damage estimates were \$10,000 but the loss was insured fully. The lighting plant was destroyed but the heating boilers it was thought could be salvaged [*Ibid.*, October 31, 1912].

A 1913 fund raising campaign was jump-started when the school netted a \$100,000 anonymous gift. The short-term campaign goal was \$50,000 with a longer term target of \$250,000. The campaign kicked off at a six-church citywide Presbyterian church rally held at the YMCA downtown in late May

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1913. The announcement followed on news that Dr. George P. Magill, past pastor of Central Presbyterian Church, and associate college president for six months, had been chosen president replacing O. H. Longwell who had just resigned. The mystery donor was credited with having made "the largest ever [donation] every made to a public institution in the state of Iowa. The gift was in the form of real estate and securities and was to be used to retire the Presbyterian debt which resulted from the college acquisition. The church and college leadership deserved much credit for getting through the previous two years. The three major fires had inflicted severe damage. President Longwell had been largely too incapacitated by ill health to play much of a role and the other veteran administrator, Vice President S. D. McFadden, had died a month after Dr. Magill went to work at the college as an Associate Vice President who was to focus on fund raising. He became the principal administrator instead. Still a new engineering hall, fully equipped, a new \$40,000 girls dormitory with 300 rooms had been built or were under construction and the school was enjoying its highest enrollment that very quarter. The college has been recognized by the Des Moines presbytery, the synod of Iowa, and the Presbyterian general assembly, and now starts out on a new career with glowing prospects of achieving a measure of success never won before [Ibid., May 28, 1913, Longwell, p. 92].

Yet another fund raising campaign unfolded in 1914 between February and June, 1914 to raise \$100,000 for the school. This time the Great Des Moines Committee was actively partnering with the college trustees. The city's Presbyterian Churches held their own rally for the college at Central Presbyterian Church in late April 1914. By this time the fund had raised one fourth of its goal. By mid-June the goal was achieved and the Register and Leader announced "Highland Park Is Saved To The City." The money was to be used as an endowment fund for the school although the money was to be used to complete the new dormitory, retire debt and to use as working capital until a permanent endowment could be raised. Ralph Bolton, Secretary of the Greater Des Moines Committee, observed the following about the school and its importance to the city:

It is somewhat difficult to realize what Highland Park college means to Des Moines, in financial terms, but the campaigners have been able to show a large number of business men that it distinctly to their advantage that the institution shall live. Highland Park students now spend more than a half a million dollars a year with Des Moines merchants, which amount is equal to about one-ninth of all the factory payrolls in Des Moines. It is estimated that at present, in a comparative way, 2 per cent of the people of Des Moines depend upon the college for a livelihood.

The school by this time had a total student body of 1,766 students. This may have included the summer session, which reached a record level of 300 in 1913 [Ibid., June 21, 1913, April 26, 30, June 19, 1914].

Things were sufficiently rosy by 1914 that abandoned college traditions could be revived and the May Day observance was one of these. The engineers strung electric arch incandescent lights on campus. The engineers offered exhibits to the curious and the range of festivities lasted until midnight [Tribune, May 1, 1914].

Des Moines College/University, 1918-1930:

Seven years later, in 1918, the Baptist Church purchased the school, renaming the institution "Highland Park University." This was both a change in owners as well as a merging of institutions. Des

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Moines College, the merging partner, represented several antecedent schools, most notably Central College of Pella, but also Burlington Institute and the Sac City Institute. The faculty and students (Wiggins reports it had 238 students, 9 professors, 22 instructors and a 5,000 volume library as of 1910) at the Baptist-sponsored Des Moines College relocated to Highland Park from its 9th and College campus on March 22, 1918, increasing both counts in Highland Park. The union created sufficient consternation at the Highland Park Campus that the Highland Park contingent published no annual. This was also the year when soldiers were being trained to drive trucks on campus. The June 1918 Des Moines College Annual Catalog (p. 15) described the setting of the college as follows:

The neighborhood is decidedly collegiate and has the quietude of a country town without noise, smoke and other disadvantages of the city, while a six-minute street car service connects it with the business center of the capitol and metropolis of the state.

Again, the new ownership did not greatly alter the school's educational mission, although Wiggins indicates that the blending of the pure liberal arts Des Moines College with the combined liberal arts and technical Highland Park College made the union somewhat difficult, some from the former institution considered themselves above but the latter one. The Highland Park College school colors were supplanted, white and purple changing to burnt orange and black, but alumni loyalties did not appear to change. Future Des Moines University annuals proudly listed noted alumni from both schools, sometimes intermixed, sometimes in separate lists. Drinking, smoking, dancing and similar vices were officially banned. As late as 1927-28 there also three men's social fraternities with houses. The several women's sororities had no houses. Although banned under the original owners, fraternities had existed under the guise of being literary societies [Wiggins, pp. 41, 53-4, 62].

The Baptist's purchase, was in Longwell's view, a last minute decision on their part. They had sold their former campus, planning to locate and construct an all new campus. Lacking time and money as their vacation date approached, they purchased Highland Park College. They renamed the school the "Union College of Iowa" and immediately laid daring plans to completely redevelop the campus. They brought in new leadership, with Loran D. Osborne as Chancellor and John W. Million as President. The 1920 Tiger included a "Proposed Campus Plan And Arrangement of Buildings [for the] Union College of Iowa, Highland Park, Des Moines." The stated intention was to make the college "one of the largest institutions of learning in the Middle West." Three million dollars would be raised to "remodel the present buildings and erect new ones. The first new building would be a gymnasium with the City of Des Moines contributing \$200,000 towards the fund raising goal. The fund raising went nowhere, and on December 14, 1920, the school was renamed Des Moines University [1927-28 Des Moines University Student Handbook.

The new owners were dependent upon student tuition as their primary source of funds and they anticipated a considerable increase in enrollment. But the Baptists had inherited an operation that was losing money in a big way. Board President Charles E. Hunn prepared a fund raising appeal entitled "The Alma Mater" in 1924, and targeted the school's 6,900 alumni (presumably excluding Highland Park College graduates who got their degrees before the merger). The Tribune (May __, 1924) reported that the university would spend \$250,000 in a redevelopment program. Hunn noted that the student body had grown over the past four years, numbering 1,539 in 1919 [DMC Annual Catalog June 1919], 1,056 in

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1920 [DMC Annual Catalog June 1920], 1,265 in 1921, 1,379 in 1922, 1,407 in 1923, and growing by 12% by 1924 (Wiggins however says that the year 1921 was the high point in student enrollment following the merger with 729 students on campus and another 100 downtown for the fall semester). At the same time the school had lost \$75,000 in each of those years. The Northern Baptist Convention Board had given \$30,000 annually to cover some of the shortfall. The school was no longer modern in its facilities, lacking a gymnasium, a library building, a social center, student hospital or a university church. The campus consisted of only six buildings, although the university counted three fraternity houses (the former frame dormitories north of campus?) to bolster the count to nine! [Alma Mater, Wiggins, pp. 66-7].

The merchants of Highland Park were quick to tap the augmented student body. The 1918 Orange and Black was the transition annual for the move to the new campus. It contained no Highland Park advertisements. Beginning the very next year, the Tiger contained a large proportion of the business ads were from Highland Park and every advertiser was actively courting the campus crowd. The ads continued right up to the final demise of the college and the loss of this ready market was without a doubt a crippling blow to the merchants, coinciding as the school closing did, with the onset of the Great Depression.

The early 1920's, while difficult for the school, were years of close cooperation because the university leaders and Highland Park leaders as all worked for common goals. The university leadership aggressively worked to bring about community improvements which they felt had been promised them by the city leadership when the Des Moines College had purchased and relocated to the Highland Park campus. Similarly, the university played a central role in community promotions and in offering educational and cultural opportunities for Highland Park.

The *Register* [September 18, 1921] put the best possible face on the college when all of the city's higher educational institutions opened their doors for the fall 1921 session.

Des Moines university reports an advance enrollment of approximately 300. Students have registered from Indiana, Illinois, Nebraska, North Dakota, South Dakota, Minnesota, Missouri, Texas, Wisconsin and the Philippines Islands, as well as Iowa.

A new material testing laboratory for the highway commission has been established and equipped in the engineering department. The foundry has been enlarged with additional equipment. The power plant has been doubled in capacity and is now able to give twenty-four hour service.

The chemistry department has been separated from the pharmacy department and a professional course in chemistry has been introduced. The school of fine arts has been bettered by the purchase of a large amount of new equipment. The vocal department plans the organization of an oratorio chorus of both students and townspeople based on the community idea.

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Des Moines University
Highland Park
Highland Park's Chief Asset

- No factor has contributed more to the growth of Highland Park than Des Moines University.
- Real estate is of greater value in this section because of the University.
- The standing of the community is raised by the location of the school here.
- The university determines largely the class of citizenship which thrives near it. The ideals of association are kept high, by necessity, to meet those who form the university group.
- Newcomers to Des Moines are attracted to Highland Park by the unusual inducements offered to home makers—those who wish to maintain a wholesome, thoroughly American living standard.
- The highest type of educational and cultural programs are brought to Highland Park by Des Moines University.
- A clean, wholesome, American university community—where merit is rewarded.

**"Des Moines University—
a Home School"**

**Boost Your College
Boost Your Town
Boost Highland Park
This Wins Renown.**

Highland Park Booster Week Advertisement, DMU
(Register, June 24, 1923)

No new buildings came about due to the failure of the 1924 campaign. The *Register* [October 24, 1925] reported a Baptism decision to raise \$700,000 for the school, beginning in late October 1925. With the failure of this campaign, University President Million resigned in April 1926 [*Tribune*, April 20, 1926]. An elevation view of one new building, a memorial fieldhouse eventually named in honor of Zenas Thornburg, who died in May 1925, appeared in the *Register* on May 7, 1925. This building was to have stood in the corner of the athletic field with one entrance facing the university, the other the streetcar line. The gymnasium that was actually built, the lower part of which still survives (largely because it was too substantial to demolish) might be that building, completed in 1927 on the northeast corner of the campus [Wiggins, p. 67].

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The year 1926 was a difficult year for the school. President Million resigned in April and a \$50,000 fire loss occurred in late September [*Register*, April 20, September 27, 1926].

The school was by early 1927 deeply in debt with a meager endowment and a third owner was sought. At first the preferred candidate was thought to be Drake University. The *Register* (May 24, 1927) reported the failed Baptist effort to dispose of the school and the pledging of \$15,000 by Highland Park men to save the school. The best offer came from the Baptist Bible Union of North America, the fundamentalist conservative wing of the Baptist faith. This was to be their first university, purified of "Modernist" tenets. The new regime took over in June, 1927, headed by Rev. Thomas Todhunter Shields. Almost immediately the faculty was challenged to sign a contractual commitment to the Bible Union's articles of faith. Some teachers had already discretely departed, sensing what was coming, but the forced departures were so numerous that the summer session of 1927 had to be canceled due to the lack of faculty. By that fall, the faculty had been increased to 36, with some departments being totally unstaffed. The College of Pharmacy had departed in a body with its faculty, Dean E. D. Kagy and Prof. J. Earle Galloway with 73 of its 75 students, existed as an independent entity until 1939, and then affiliated with Drake University [Wiggins, pp. 70-75].

Attorney James F. Page, representing the Highland Park Church of Christ, wrote to Rev. William A. Knight on November 30, 1927, hoping to secure his services for the church (he was successful and Rev. Knight would serve the church as its pastor for 32 years). Page described the church's neighborhood:

Highland is a very beautiful residential district. Des Moines University is owned by the Baptist Bible Union, the fundamentalists of the Baptist Church. It has 378 students and can accommodate three times that number. There is a business college, the University of Commerce within a block of the church, hence this community has quite a college air and consequently, a large number of young people [Highland Park Christian Church Archives].

The 1927-28 Des Moines University Student Handbook (p. 14) depicted an ideal campus setting and an educational program that differed little from that which preceded it:

"The campus of Des Moines University is situated on one of the two highest elevations of the city, the State House standing upon the other. It is within walking distance of Union Park, McHenry Park and the Des Moines river, and is connected with the business district by ample street car accommodations. The campus itself consists of about twenty acres of ground, the spaces not occupied by buildings being covered with beautiful lawn and shapely trees. Rows of over-arching hard maples lining the walk leading to the administration building greatly add to the beauty of the spacious front quadrangle."

A college president was selected only a year later in the person of Dr. Harry C. Wayman. The fall 1929 student body was both small and provincial. There were only 49 seniors, all but nine of whom were Iowans. The junior class numbered 55 students. The faculty totaled 35 including administrative staffers. Finally strained relations between the president and Rev. Shields led to a trustee's meeting in May, 1929 where all university positions were declared vacated. Incumbents could reapply. The

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students rioted, and drove Shield off the campus. President Wayman briefly reopened the school to issue diplomas but the summer session was canceled. The *Register* (August 11, 1929) reported that the reopening of the school would be delayed due to the lack of pharmacy and engineering colleges. The *Tribune* reported on September 7 that a St. Louis bank had seized the campus. The Great Depression followed a few months later and the school never reopened. The former faculty sued and received their salaries [Wiggins, 76-96].

The school alumni acted quickly to form an organization that would preserve their school traditions and heritage. The group was called the "Des Moines University Club" [*Tribune*, October 8, 1929].

For 14 years a series of custodians (Mr. and Mrs. E. R. Stringer, 1939, Mr. and Mrs. Frank Carter, beginning in April 1941) kept the lawns mowed and provided minimal maintenance but the campus and the contents of the rooms remained frozen in time. A tremendous fire destroyed the nearly empty Administrative building on September 17, 1939, and its charred ruins were still flaring up for the next two days. The blaze erupted at 12:30 am and "Several thousand persons were attracted to the site because the blaze lighted up the entire Highland Park area." Twelve hose lines fought the blaze, which required both a second and a special alarm. Eleven pieces of fire fighting equipment were at the scene. Just forty minutes later the roof collapsed, leaving the walls and belfry still standing. The initial blaze triggered a gas explosion (a flash over) which was heard and felt for miles [unattributed newspaper clipping, Edith King Campbell Manuscript Collection, "Old Des Moines University Building Burns" [*Register*, September 18, 1939].

Thousands of Des Moines residents visited the scene on Sunday as firemen continued to soak the ruins. The *Register* noted the "during the last few years efforts have been made largely by the Highland Park Business Men's Club to bring a college to Des Moines to use the campus and buildings." Even after this loss, a member of that group's University Committee, those reuse efforts would continue. The loss was not estimated, but the insurance coverage on the six surviving buildings was given as \$285,000. The property had been for ten years in a receivership, which represented the interests of St. Louis area bondholders who owned the campus.

The *Register* visited the still vacant school in early 1941 in a Sunday article entitled "A School Dies-But Life Lingers in its Musty Halls." Photos depicted the 15,000 volume library, and its other equipments, still in place, ready for use [*Register*, January 5, 1941]. That same source reported the recent sale of the campus for \$150,000 "to an attorney, acting in behalf of the holders of \$203,000 in bonds on the property." It was hoped that the reuse of the campus would be helped if the school was in private hands.

In late August 1943 the sale of the campus to the "Humanity Benefactor Foundation of Detroit" offered a hopeful note. The bond holders in the end received an estimated 26% return on their original investments. A *Time Magazine* article, dated September 6, 1943, offered a sobering warning that strange things were on their way. The article, entitled "Zigzag & Swirl" offered a first glimpse of the fundamental teachings of Alfred W. Lawson, the man behind the Detroit group.

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Between 1943 and 1954, the main campus housed the "Des Moines University of Lawsonsomy" which taught the principles of Lawson, its sole owner and "supreme" head. Lawson's entourage was best described as a cult and there was little mixing between the diminishing student body and the community. Lawson purchased the school and 150 vacant residential lots. He did nothing with the lots, and little with the campus. There was some initial cooperation between the school and community, if the number of commercial ads which appeared in Lawson's newsletter "The Benefactor" are any indication. The wartime issues, dated 1953-45 contain respectable numbers of these ads. By 1954, there were none. The campus was sold in 1954 for redevelopment as Iowa's first enclosed shopping center, the Park Fair Shopping Center (Denny., pp. 48, 62-63)

With the loss of the campus, the history of Highland Park College or Des Moines University is best interpreted through the closely associated commercial buildings, which are located along Euclid Avenue, and by the homes of college faculty and administrators. A two-block section of 4th Street was known as "Professor's Row" because so many instructors lived there [*Highland Park News*, September 17, 1981, p. 5]. A third related interpretive theme would be properties associated with the lives of noted college graduates. These include E. T. Meredith, who served as U.S. Secretary of Agriculture and founded a noted publishing firm in Des Moines, Tom Fairweather, Des Moines mayor, James Hanna, also a Des Moines mayor, Frank Hanna, a civil engineer, Ralph Budd, President of the Great Northern Railroad, Carl A. Weeks, President of the Iowa Perfume Company (he paid for the School of Pharmacy operating costs for one year and played a central role in the transfer of that school to Drake University), A. B. E. Bramson, noted photographer, P. C. McClenahan, State Superintendent of Public Education, and Zenas Thornburg, Des Moines Superintendent of Public Schools, and John W. Budd, Des Moines City Councilman [1920, 1923 Tiger, *Highland Park News*, "Des Moines University Revisited," March 15, 1979].

The Marriage of College, the Community of Commerce, and the Community of Faith:

The interwoven nature of the histories of college and community have been traced above. The direct financial linkage between the students and employees of the college and the community is also an important theme. Just as prospective lot and house buyers in Highland Park were attracted by the opportunity to partly fund their housing expenses by renting space to college students, these same students offered a ready commercial market to merchants who were attracted to start new businesses in the district.

The student factor becomes suddenly apparent in the local paper c. 1906-7 when the firms at 2nd and Euclid begin to receive notice and the I.O.O.F. moves east.

Beginning in 1918, when Des Moines College and the former Highland Park College merged in a single campus in Highland Park, the area merchants began to actively court the trade of the college students. Surely, this was nothing new, but for the first time advertisements in the college annuals are predominantly from the immediate area. The Oak Park High School had a newsletter, and a surviving issue from April, 1906, included a number of Highland Park ads. North High, in its original location

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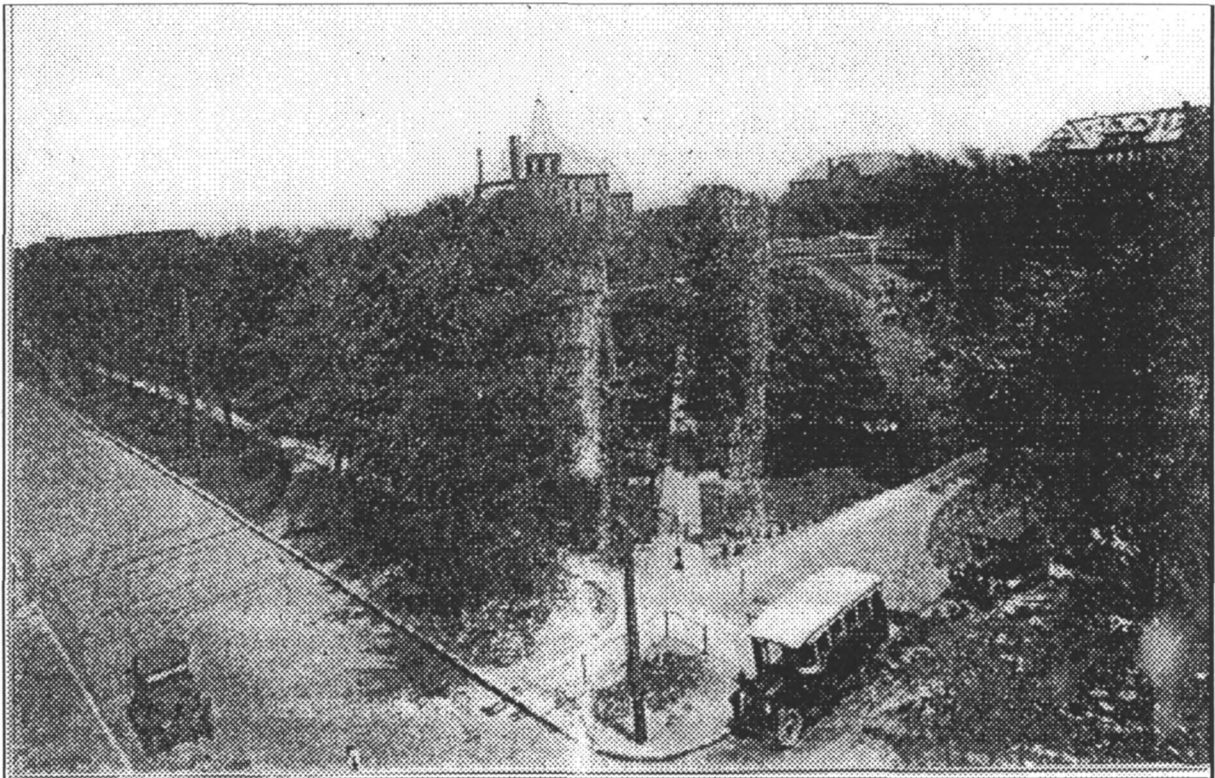
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south of the Des Moines River, did not attract many if any advertisers from Highland Park for its annuals.



The College Corner View of Highland Park College, 1921
Photo taken from the roof of the Odd Fellows Building (1921 "Tiger")

Clearly, the businesses at 2nd and Euclid were the best positioned to tap into the college trade, but firms beyond 6th Avenue also enjoyed much trade. Banking services and the movie theater drew college students the few blocks further west.

"The [college] Corner" was to be found at 2nd and Euclid however. By the mid-1920's there were several businesses located on the southeast corner of the intersection as well. A number of college-oriented businesses were in these buildings. These included the DeVine Cafe which boasted of having a chef formerly associated with the Iowa University Cafeteria and the Harris-Emery Tea Room. C. R. Sickler was the proprietor. "Nick" operated the Tiger Inn, which he termed the "Student's Center" (1926 Tiger).

At least two district churches owed their existence to the presence of college students in the district. The Highland Park Church of Christ (later renamed Highland Park Christian Church in 1949) was a missionary effort on the part of the downtown Central Church of Christ. Starting with but 17

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members in December, 1893, the fledgling congregation met in area halls and businesses until it could build its own simple church in 1897. Over time, through revivals and the like, it would become one of the largest area congregations and a mainstay of the community. The Highland Park Presbyterian Church was even more directly the by-product of the college, land, construction funds and encouragement all coming from the college founders.

District Historical Notes:

The earliest documented business at Second and Euclid was the Highland Park Restaurant, operated by Messrs. Ernest and Myers, which was "opposite" the college as early as 1893, located in Haskin's Hall (208 Euclid). Jacob L. Myers was the restaurateur a year later. In 1895-96 barber Thomas Johnson operated in the same building. He was joined in 1896 by Samuel Holmes' Books and Stationery store. A year later, Haskin's Hall itself appears in city directory listings. By this time Isaac Earnest was operating a restaurant on the southeast corner of Euclid and Second and William C. Mentzer was a publisher of text books for Highland Park College. Mentzer was also the substation postmaster for Highland Park at an unidentified address in College Park district. This was the first indication that a post office had been secured for the Parks. By 1900 the postoffice was at 206 Euclid. By 1895 Isaac Earnest's restaurant is specifically located on Euclid two doors west of Second and Burt H. Samuels was

Highland - Park - Restuarant.

OPPOSITE COLLEGE.

EARNEST & MYERS, Proprietors,

**Candies, Fruits, Oigars, Pies, Oakes,
Bread, Etc., Etc.,**

Warm Meals at All Hours.

**NOTE—A good hall for public events
for rent up-stairs.**

• HAWKEYE • LAUNDRY. •
E. P. WILSON,
Highland Park Agent,
OFFIOE at COLLEGE.
Orders Called for and Delivered.

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selling books and stationery near the southwest corner of Second and Euclid. Samuels remained in business as of 1896. Elkanah J. Jones, carpenter, was operating from 3416 Second as of 1896 as was Jacob L. Myers, a contractor, with an office and yard on the future site of the Odd Fellows building. Both were still in business as late as 1899. W. S. Evans had his Books and Stationery store at 206 Euclid as of 1899, and was serving as the postmaster at that point. William Water's "Waters Rose Restaurant" was at 208 Euclid by that same year. Many of these merchants resided above their businesses. By 1900 known businesses included the Waters Rose Restaurant; 208 Euclid, W. S. Evans, Books and Stationery and Highland Park Postal Substation No. 3; Elkanah J. Jones, carpenter, at 3006 Second; and D. W. Hall, barber, at 210 Euclid.

Fraternal Halls in the Parks:

The Odd Fellows Hall (200-202 Euclid) represented a major coup for the College Corner district. Typical of many projects of the c.1905-6 period its plan (1903) preceded its construction (1907) by some years and only at the last minute did its builders determine to locate at Second and Euclid, some four blocks east and south of the lot which they first acquired. The change of location was likely driven by the need for a larger undeveloped lot. Like most fraternal buildings, this one included two storefronts on the first floor as well as basement and upper level shops and offices. Certainly the chosen site was judged as an excellent business location for these business tenants.

**The
University Book Store**

HEADQUARTERS FOR

**Books, School Supplies,
College Jewelry,
Felt Goods, and
Courteous Service at
All Times**

Plagman & Couchman

Store No. 3

200 EUCLID AVE.

**Highland Park
Cleaning Co.**

15 Years on the Corner

—o—
**CLEANING
PRESSING
DYEING, and
REPAIRING**

for

UNIVERSITY STUDENTS

ED. McBRIDE

Proprietor

202 Euclid Ave. Wal. 2359

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It was three years later that these same plans finally materialized in a totally different location, at Second and Euclid in the College Park Commercial Historic District [*Register and Leader*, May 28, 1907]. It was reported to be an "elegant building in Highland Park...from the present outlook the structure promises to be the most imposing of all the buildings in that suburb." Contractors Benson & Marxer, of Des Moines finished the building by early September 1907. The architects were Liebke, Nourse & Rasmussen.

Highland Park Drug and Supply Company occupied the new Odd Fellows block at Second and Euclid was visited by the editor of the *Weekly Globe* a few months after its new building was finished (*Weekly Globe*, February 13, 1908):

Among the recent acquisitions to Highland Park's excellent mercantile houses--one that is fast developing into one of the most attractive shops in Des Moines--is the new house of the Highland Park Drug and Supply Company. Its location is on the corner of Second and Euclid Avenue in the new Odd Fellow's block commands through its great corner of plate glass a sweeping view of Highland Park College and campus directly cater-cornered, while at the same time it stands in the gateway of traffic between Highland Park and the city proper. A more desirable or easily accessible location would be difficult to find. The new house which handles drugs, books and college supplies is certainly complete in its appointments and its interior arrangements shows originality, practicality and an eye for artistic effect.

The magnificent fountain now being installed from the Liquid Carbornea Company of Chicago, is their new 1908 model--said to be their finest soda fountain made. It is fitted with a row of pumps for syrups, with cabinets for crushed fruits, ice creams, ices, and so fourth all refrigerated and enclosed beneath the artistic liquid fountain which stands between entrance and the entrance and the operator. It is of large and beautiful design, finished in mahogany and onyx and highly ornamental.

The prescription department is a model that pharmacy students may profitably study, for nothing that would add to its efficiency has been omitted either in construction, equipment or arrangement. It is built to receive a side light from the large plate glass window on Second Street which floods every nook and corner of the department with an intense light, so that accuracy and rapidity may be continued in handling the most delicate work. Its equipment embraces every article and implement essential to compounding prescriptions of the most modern type, including the Torsion balance and counter-balance--an expensive glass-encased scale whose mechanism is so delicate that infinitesimal atoms, even to the eight part of a grain, can be accurately weighed. This balance in a larger size is also used on the outside drug counters. In the arrangement of drugs and medicines in the prescription department, which is a study for an expert, nothing is left to be desired--nothing has been omitted. A skillful and experienced pharmacist, graduate of the pharmaceutical department of the Highland Park College of Pharmacy, incidentally, has charge of this department.

A stair from the prescription department leads to a large steam-heated and electric-lighted basement, with concrete floors and ample storage capacity for the great quantities of supplies now being received for the store is increasing its stock. No unsightly or

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untidy goods are displayed in the salesroom, and all oils, varnishes and the like are kept below. It is easy to see that a most careful study has been made in the construction of this interior, for it is unlike anything of its character elsewhere, and still, to borrow from the language of the streets, "It is there with the goods." If you cannot see what you want it is in the basement.

On the drug shelves a departure from the conventional rows of round bottles and magnificent distances is apparent. That division is filled with artistic square jars, set close together and occupying about one-fourth the usual space, yet all the drugs are there. Another division displays a pretty assortment of athletic supplies, with rows of bright banners, badges and ribbons in which the Highland Park College colors predominate. Candies and choicest confections in both trays and boxes form another tempting exhibit, while a case of choice imported and domestic cigars takes the smoker's attention.

All interior wood work is quarter-sawed golden oak, cabinets, counters, desks and show cases being constructed of the same material--the latter with marble base boards. Bevel plate glass mirrors are set in front of [the] prescription case and in cabinets, and the display windows are to be screened with mirror backs. Show cases backed with mirrors are being constructed to go in the display windows--all of the same beautiful golden oak producing a most harmonious effect.

The book department contains text books, books of reference and school and college supplies covering the entire range of the student's requirements. Leading popular magazines, periodicals and late papers are carried in the news department, and the stationery case contains the finest papers, cards and envelopes, on the market. Drafting, drawing and flat papers are kept in a handsomely-finished oak cabinet of odd design which, like other necessary pieces of furniture, are highly ornamental.

The Highland Park Drug and Supply Store was establish[ed] in November 1907, and has satisfactorily handles an excellent trade from the beginning, notwithstanding the fact that its stock and fixtures are not yet all completed. Members of the company are O. H. Longwell, president, A. D. Struthers, vice president; P. E. Wilson, manager and W. C. Fifield, Ph.G. pharmacist. Ample capital is being expended to build in Highland Park what the firm believes to be the finest store of its kind in Iowa.

The tour then moved two doors west to the Handy Cafe (extant, 208 Euclid, excluded from this nomination) another College-oriented business:

"Warm meals and lunches at all hours" is a phrase that appeals with force to every well-organized individual, and with more than ordinary force when the expression is associated with the "Handy Cafe" ... This popular cafe is a favorite resort of students of Highland Park College, as well as the local and transient trade. It is centrally located and easily accessible to the town, college and the street car line. Comfortable tables and lunch counters are provided and the house has a well earned reputation for wholesome food, good cooking and prompt service. It is open until after midnight and meals or lunches are prepared on short notice. All kinds of bakers goods are carried in stock, soda

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water and ice cream are served in their season and leading brands of cigars and tobacco carried...

Mr. H. H. Hand, the proprietor, looks after the business in person and sees to it that all patrons have the best the market affords at the lowest prices. He resides in Highland Park and his active interest in local affairs and favorable personal acquaintance contribute greatly to the success and popularity of the Handy Cafe.

For some reason, the business coverage in the *Weekly Globe* falls off dramatically c. 1905-06, a time during which many businesses changed hands. The city directories do not list building occupants by address until 1907 and consequently, the lists of commercial operators in the Parks can only be partly reconstructed prior to 1907. Only a few firms can be located at the College Corner during these years:

We Carry the Most Complete Line of Shoe
Strings and Shoe Polish in the City

Moeller's Shoe Shop

We Call for and Deliver
NO EXTRA CHARGE

Phone 3-2212. 210 Euclid Ave.

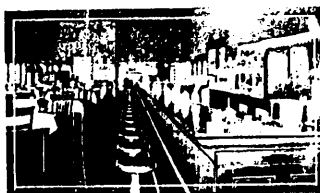
Highland Park Advertisers, Highland Park Presbyterian Church
("Yearbook and Telephone Directory, June 1930)

Greetings:

For thirty years we have welcomed in the Freshman, and bade the Senior godspeed. Those years have been spent in service, anticipating the student's wants, helping him in the selection of school supplies, and accommodating him during times of trouble. No one has forgotten the corner store. Quality Merchandise, Service and Congeniality has made us a permanent fixture in the mind of the student.

The Highland Park Drug
W. C. FIFIELD, Proprietor
"Down at the Corner"

Radio and Orchestra



D. M. U. CAFE

Students Welcome

\$5.50 Meal Ticket
for \$5.00

A. SOLOMON, Prop.

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- 1903: E. C. Daugherty moves shoe repair building from Sixth to corner Second and Euclid, opens grocery
- 1905: Daugherty's Grocery and Meat Market, 205 Euclid Ave., Daugherty's Restaurant
- 1906: Lou McHaffie, will establish modern pharmacy at Second & Euclid in Dougherty Building, Henry H. Hand purchases Watter's restaurant Second and Euclid, Beegley, moves barber shop across Euclid to previous site of E. C. Daugherty's grocery
- 1907: Harvey H. Beeghley, Jewelry, watch repair, 205 Euclid, Raymond H. Willis, tailor shop, IOOF Building (not 200-04 Euclid), New IOOF Hall completed at Second and Euclid, Highland Park Realty Company (Clyde Cunningham), real estate, fire insurance, rentals, IOOF building, College Corner Restaurant and Bakery, Milo C. Hummer, Second and Euclid, Jennie M. Coleman, MD, homeopathic physician, office and residence 206 Euclid over College Book Store, and Raymond Willis, new tailor shop in IOOF (new building at Second and Euclid).

The Streetcar Boosts the Park:

The merchants at Second and Euclid had already benefited by an improved streetcar service since c.1905 when a more direct track was laid up Second Avenue. This less direct route was still slower than what was desired and the line simply ran west on Euclid where it rounded about and returned. Faster service was secured between 1911 or 1912 and the interests on the College Corner acted to oppose the improvement because the best and most direct route would now be up Sixth Avenue. *The Register and Leader* (May 18, 1916) observed that the new route "gave that part of Des Moines the biggest boost possible. It enables the residents to get to town in fifteen or twenty minutes, which is better time than many similarly located districts of the city enjoy." Despite the fact that the Second Avenue approach was retained in service, the interests at Second and Euclid clearly saw a loss of trade by virtue of having their car service downgraded and they were willing to stage an internal struggle within the neighborhood to stop the new improvement. Opponents working through the Highland Park Improvement League and specifically the "committee on street car service" had 300 signatures on petitions by the first week of April, 1912, urging that no change be made in routing the Highland Park cars. The league in fact had its very origin in this issue, as the *Register and Leader* explained:

This league, which was primarily organized some months ago for the purpose of defeating the proposed routing of the Highland Park car line up Sixth avenue to Euclid, has been adding greatly to the number of its members, and they have now organized permanently to the end that Highland Park may secure improvements...The business center of Highland Park is without ample fire hydrant protection there being no fire hydrant within a block in any direction of Second and Euclid.

Apparently the real issue here was where was the "business center" of the district? The original center, at Sixth, had the firehouse. The Second Avenue center came into its own in 1907 with the completion of the Odd Fellows hall and the League was meeting there. Switching the car service westward meant that the Sixth Avenue stores would benefit, becoming the "center of business" for the Parks. The petitions went to Mr. Harrigan on April 5 and another meeting was called for April 10 and two special guests were invited to attend, Mayor Hanna and E. C. Corey "who is interested in the promotion of a new bank for Highland Park [*Register and Leader*, April 6, 1912].

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

People who live in Highland Park or who own property in that rapidly developing residence section are congratulating themselves these days upon the continuous rise in values which practically every part of the district has experienced in the last few years.

While there has never been a real boom in real estate in that section, there recently has been a tremendous lot of building and development work done and values have advanced swiftly and consistently.

New houses are being built in practically every neighborhood. New churches, new stores, new apartment houses and all manner of new structures are going up. Streets are being paved, unsightly locations are being beautified, and in every conceivable manner is it apparent that Highland Park is coming into its own as a leading residence district.

It is a significant fact that the homes now being built in that district are far superior to most of those built a few years ago. Some of the finest bungalows in the city are to be found there, and there is no part of town which can boast of so many pretty, cozy new homes, all strictly modern and nicely finished.

The turning point in Highland Park's development started several years ago when the street car company laid its tracks straight out Sixth Avenue instead of going over the old belt line. Now Highland Park claims first honors in quick and convenient service to the business center. This service will be quickened when the improvements now being made by the street car company are completed.

Highland Park has a great natural location. It is high, nicely shaded, has fine air and is easily accessible. The college is one of the best in the state, is prosperous, and brings many people and considerable money into the community.

Later Infill and Building Up of the District:

By 1920, Sanborn Fire Insurance Map depicted a commercial district that was still only moderately developed, with virtually all of the commercial development being on the east two-thirds of the 200 block of Euclid. All but one of the district's contributing properties were standing by this time, the exception being the Wilson Apartments at 217 Euclid (and of course the 1952 bank at 222 Euclid). The buildings on the north half of the block was still largely of frame construction and there was one house to the east of the alley. Only 207 Euclid resembles its 1920 appearance of those properties which are excluded from this district. It is important to note that no commercial expansion had yet occurred in any direction from this single block of commercial buildings. This was true even of Euclid south of the college and east of Second Avenue.

By 1941, when the same map was updated, few additional changes had taken place in the 200 block of Euclid. The Wilson Apartments had been completed and there was a gas station at 222 Euclid on the future bank site. The lot west of the Wilson Apartments remained undeveloped as did much of the

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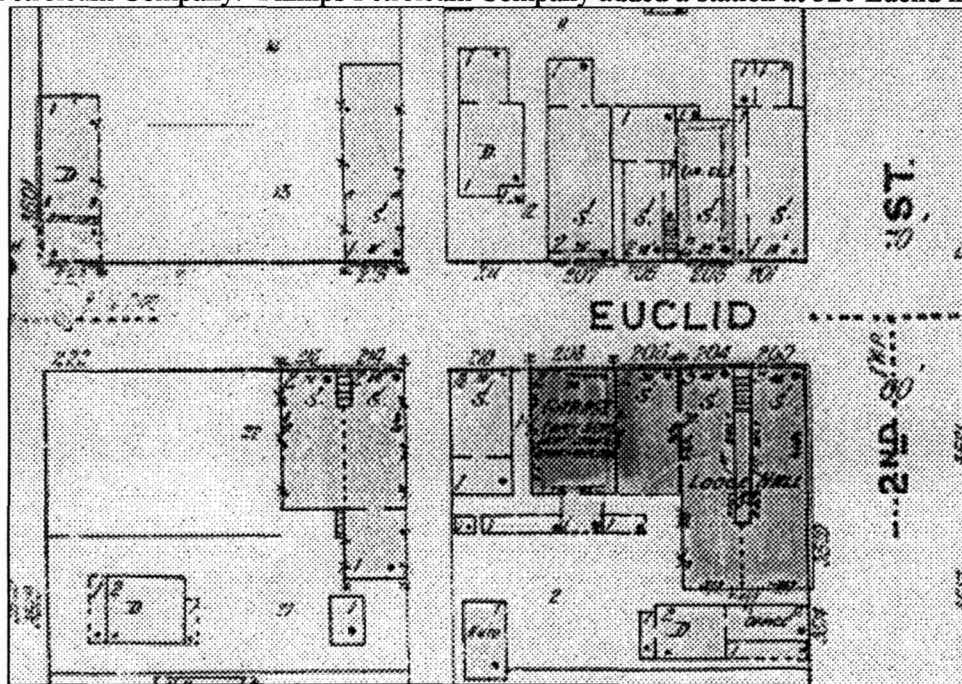
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western half of the block. By this time commercial expansion was underway along Euclid to the east despite the demise of the college.

Commercial Expansion along Euclid Avenue:

Filling stations usually denote the emergence of a new arterial and Euclid Avenue had a clustering of stations, all located at the corners of Third and Fourth Streets and Euclid. These tended to come rather late, once the highway system had been finalized and the routes fully paved. Standard Oil built a station at 220 Euclid in May, 1930, followed closely by Continental Oil Company which built a station at 304 Euclid in March 1931. A station at 401 Euclid followed in October 1935, built by Mid Continent Petroleum Company. Phillips Petroleum Company added a station at 320 Euclid in August



1920 Sanborn Fire Insurance Map (north is to top of image)

1941. The station at 300-04 Euclid was rebuilt in August 1951, as was the one at 320-26 Euclid in July 1956. The Standard station at Third and Euclid forced the demolition of the former home of Highland Park College president O. H. Longwell on that corner. The houses' passing was noted by the *Tribune* on December 18, 1927:

Modern Business Claims Another Landmark...the home...will be recalled by many of the alumni of the institution of those days, as they turn back in their memories to the times when they surrounded the home during gridiron victories and in other celebrations to honor their president. Euclid Avenue, since being widened east of Sixth avenue, is fast becoming filled with mercantile establishments.

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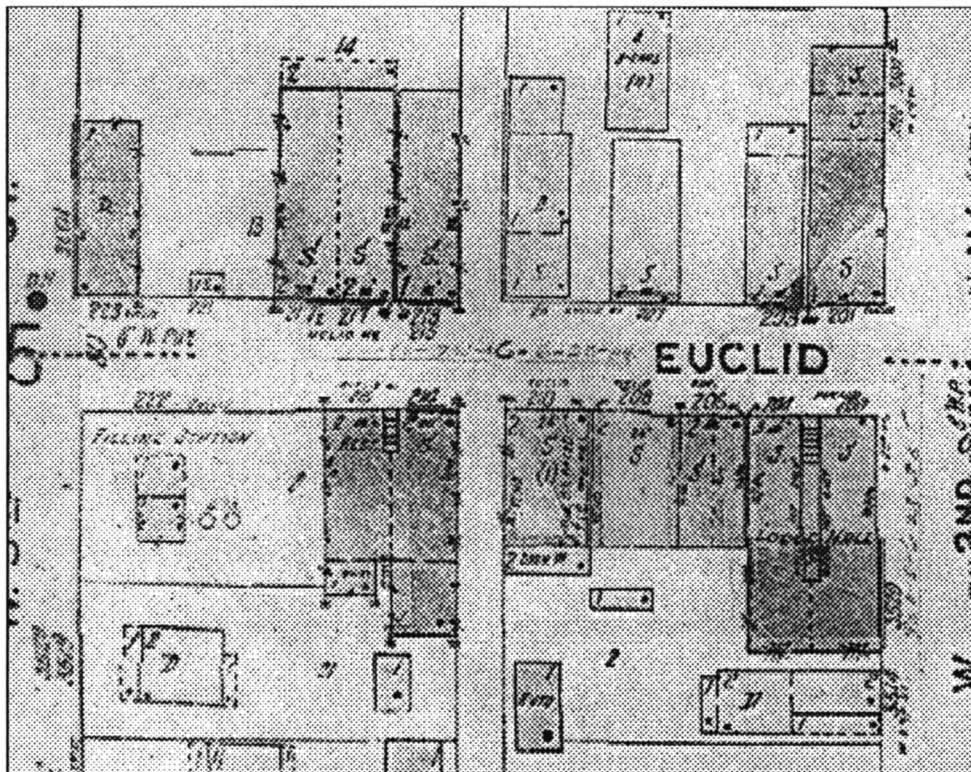
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Building Historical Notes:

1. 200-02 Euclid Avenue, Odd Fellows Building:

This is a contributing building (Criteria A) with the business district under the theme of commerce. This was "the corner" from which the district derived its name and this building housed the key long-term anchor firms which most directly supplied the college community. The building housed at least one major institution (Babcock's School of Chemistry and Pharmacy) which had as yet undetermined links with the college. It also provided classroom space on occasion for college music classes and the like. The hall in this building served as the community meeting place when the effort was made in 1912 to lay a more direct streetcar line up Sixth Avenue. This very substantial building and its Odd Fellows Hall represents the maturation of the Highland Park business district and community in general in that this building represented a long-term goal to build a quality fraternal hall in the Park. The scale of the building is unmatched in Des Moines outlying districts. The hall was used for a range of community and political meetings at least in its earlier years, in addition to its fraternal uses.



1941 Sanborn Fire Insurance Map

This building was built by the Highland Park Odd Fellows in 1907, the contractor was Benson and Marxer of Des Moines. The *Weekly Globe* tracked its construction progress beginning in April, 1907:

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The excavating is being done by J. M. Johnson for the new Odd Fellow building on Second and Euclid Avenues. The contract for the erection of the building was awarded to the firm of Benson and Marxer, by the architects Liebbe, Nourse & Rasmussen. The block will be three stories and will cost about \$20,000 [*Globe*, April 25, May 2, 1907].

The *Register and Leader* described the planned building on May 28, 1907, rating it "an elegant building" and "the most imposing of all the buildings in that suburb." The estimated total cost was \$25,000. The paper described the building plan:

The new structure is to be located at the corner of Euclid and Second, and promises to be one of the most imposing buildings in that suburb. It will be built of select brick and trimmed in gray limestone chiseled out in classical designs. The entire edifice will be of colonial style with pillars on all sides. The dimensions are 44x80 feet with the short side and entrance on Euclid avenue.

In the basement in the southwest corner will be situated up to date tonsorial parlors. Besides this will be coal cellars and boiler rooms as in the modern buildings of the day.

The ground floor will support store rooms on both avenues which will be fitted up with large plate glass windows and all modern conveniences, for mercantile establishments. The main entrance to the stairways will also be situated on this floor opening onto Euclid Avenue.

To the front of the second floor are to be several offices so arranged as to accommodate almost any nature of profession. To the rear will be located the club room 21x40, with a roomy kitchen and side rooms in connection.

The third floor will be devoted exclusively to the secret services of the lodge. In the front will be the lodge rooms, 42x50, adjoined in the rear with comfortable parlors, preparation and ante-rooms.

Its cornerstone was dedicated on June 2, 1907. Over 500 statewide Odd Fellows met at the Knights of Pythias Hall at 6th and Euclid and formed a procession to a flag-bedecked stage at this location. Grand Master L. M. Smith administered the dedication rites. President O. H. Longwell, of Highland Park College and Capt. J. S. Clark represented "the citizens" and six other fraternal members also spoke [*Register and Leader*, June 3, 1907 [*Ibid.*, June 2, 3, 1907]. The *Tribune* (the only area paper not included in the cornerstone contents) noted on May 27, 1907 that "work has been progressing rapidly on the building, which will be one of the most beautiful and imposing structures in the neighborhood when completed." The *Globe*, on June 6, 1907, observed that "no body of men has ever worked harder and more persistently to accomplish an object than has this lodge in its effort to erect this building." The building was ready for occupancy as of November 15, 1907, and the Odd Fellows dedication of the hall took place on November 10, 1907 [*Weekly Globe*, October 10, 24, 1907]. The several IOOF lodge Secretaries were Andrew Royce (1935), and James Bartlow (1940).

P. E. Wilson's Highland Park Book Store, one of the first commercial tenants, announced plans to move into the building at the end of October 1907, and was previously located next door at 206 Euclid as of 1904, and moved into this building when it was built. There was a firm called "College Books" operated by Charles Wilson in the district at that time, possibly this same firm [*Weekly Globe*, June 15, 1904, October 31, 1907].

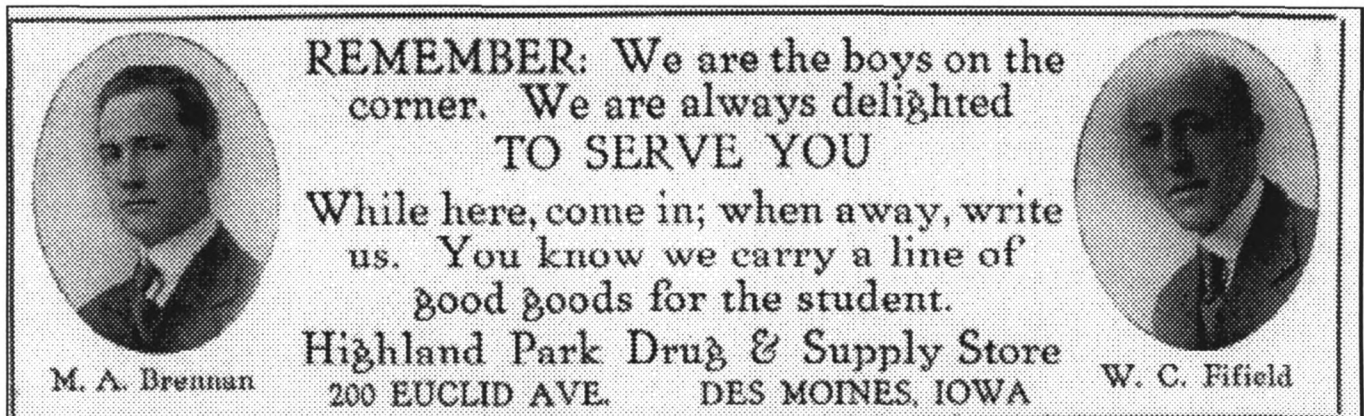
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The College Corner Commercial Historic District

Polk County, Iowa



REMEMBER: We are the boys on the corner. We are always delighted
TO SERVE YOU

While here, come in; when away, write us. You know we carry a line of
good goods for the student.

Highland Park Drug & Supply Store
200 EUCLID AVE. DES MOINES, IOWA

M. A. Brennan W. C. Fifield

(1917 The Piper, Highland Park College Annual)

At least one source links Babcock's School and the pharmacy program at Drake University. Babcock was Prof. Clifton B. Babcock, of Highland Park College [*Weekly Globe*, April 27, 1904]. Babcock, as of 1908, was listed as an "Analytical and Consulting Chemist at the Babcock Institute of Pharmacy and Chemistry, addressed at 202 Euclid Avenue.

Key Occupants History, 200 Euclid:

Highland Park Drug and Supply (Philip E. Wilson, M. A. Brennan-W. C. Fifield) 1910-27

Sells books and college supplies 1914-15. Advertises 1920 as "The Best Drug Store-College Supplies-Athletic Goods-Eastman Kodak Agency" and in 1927-28 as "The University Book Store-Headquarters for Books, School Supplies, College Jewelry, Felt." The 1927-28 Des Moines University Handbook carried a store ad in which druggists Plagman & Couchman "Down on the Corner. For thirty years we have welcomed in the Freshman and bade the Senior godspeed...Quality Merchandise, Service and Congeniality has made us a permanent fixture in the mind of the student."

Plagman & Couchman Drug Company, later Couchman-Wilson Drugs, 1930-70

Babcock Inst. of Pharmacy & Chemistry 1910-25

Key Occupants History, 202 Euclid:

Highland Park Tailoring/Clothing Co., 1910-21

Highland Park Cleaning Co., 1913-30

"15 Years on the Corner-Cleaning, Pressing, Dyeing, and Repairing for University Students, Ed McBride Proprietor."

2. 206 Euclid Avenue, College Bookstore:

1896: Samuel M. Holmes, books and stationery,

1899: W. Scott Evans Books and Stationery

1900: Post Office apparently here, Evans is Superintendent, Substation #3,

1904: Highland Park Book Store (P. E. Wilson)

1905-

1907 P. E. Wilson's Highland Park Book Store

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The College Corner Commercial Historic District

Polk County, Iowa

- 1920: College Barber Shop-White Star Laundry Agency, I. B. Newell, prop (1920 Tiger)
- 1921: University Barber Shop, I. B. Newell (1921 Tiger)
- 1925: Des Moines University Barber Shop, Hyland Beauty Parlor, Lloyd
- 1926: (joint ad) "These Are Union Shops-DMU Barber Shop, I. B. Newell, Hyland Beauty Shop-Call for Appointment-Open Evenings" (1926 Tiger)
- 1927-8: DMU Barber Shop The College Shop-Hyland Beauty Shoppe, I. B. Newell, Prop. (1927-9 DMU Handbook)
- 1930: D.M.U. Barber Shop, Hyland Beauty Parlor
- 1931: Hyland Beauty-Expert Beauty Parlor Service-

3. 208 Euclid Avenue, Haskin's Hall:

D. C. Dinsmore acquired this entire lot on April 11, 1890. He likely leased part of that lot to Norman Haskins who does not appear as having ever owned the lot, and Haskins built this building by 1893. The second story private hall is listed in city directories beginning in 1893 and it was called Haskin's Hall. The founders of the Highland Park Church of Christ met there beginning December 17, 1893, and continued to hold services there for the next year, before moving to a blacksmith shop that adjoined their future church site at Clinton and 6th Avenues. The hall was rented to the Odd Fellows and was "being put in shape for them" as of May 12, 1898 [*Weekly Globe*]. Haskin purchased the "S. F. Jackson" property that fall, which is unidentified but in Highland Park. He was never a Park resident however [*Ibid.*, September 2, 1898]. He might have been involved in the eventual construction of the Odd Fellows hall on the corner at 200-201 Euclid. The *Globe*, on January 6, 1910 referred to Norman Haskins as a "millionaire philanthropist" who owned the property at 2nd and Euclid. Haskin "has offered his restaurant furnished free of charge to the aid societies of Highland Park churches for the purpose of establishing a place where the needy may get a good meal or buy a home made loaf of bread for a small sum. The good ladies now have the proposition of Mr. Haskins under consideration."

- 1893: Highland Park Restaurant, opposite College, Earnest & Myers, Proprietors, Candies, Fruits, Cigars, Pies, Cakes, Bread, etc. etc., Warm Meals at All Hours, Note A Good hall for public events for rent up-stairs" (*Christian Worker*, Dec. 1893)
- 1894: Haskin's Hall, Southeast corner 2nd and Euclid
- 1899
- 1901: Waters Rose Restaurant (208), William P. Waters, residence same
- 1905: D. W. Hall, barber (210)
- 1907: Henry H. Hand "secures from Mr. Watters the restaurant at 2nd and Euclid." Closes for repairs, to reopen November 1, new fixtures and stalls, is to be a branch of Park Cafe, located in Cline's Block (519 Euclid), Milo Hummier to take charge of this new branch.
- 1908: "A new Restaurant and Bakery-College Corner-Complete line of baked goods-fresh every day, Canned goods, fruit, candies, cigars. Complete & up-to-date facilities for serving meals & light lunches-open till midnight" 2nd and Euclid, M. C. Hummer, Manager, new advertisement, (*Weekly Globe*, November 15, 1908)
- 1911: Water's Cafe (Joseph J. Waters, res. 3506 2nd), two apts. up
- 1915: The College Inn, Mrs. E. Fleming (2nd)
- 1920: Euclid Avenue Garage
- 1925: Bakers Novelty and Gift Shop, Godwin & Terrell (both 208), E. A. Stewart (208 1/2)
- 1930: Red Ball Stores Inc.

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- 1938: National Tea Co. branch grocery, Clive N. Ketch meats, two apts. up.
- 1935: Red Ball Stores Inc. Grocery, Clive N. Ketch Meats (208), William E. Lowe (208 1/2)
- 1940: B&C Grocery & Market, Mrs. Rose M. Miller (208 1/2).

4. 210 Euclid Avenue, Moeller's Barber Shop:

- 1905-10 D. W. Hall, barber
- 1911: J. M. Connolly, barber
- 1915-1935: Louis H. Moeller "Shoes Repaired While You Wait-Modern Machinery" (no address) (1919 Orange and Black). Called Park Electric Shoe Shop 1920, Moeller's Shoe Shop after 1926.
- 1927: Moeller's Shoe Repair "Exclusive College Shoeman" (1927 Tiger)
- 1946: Mrs. Luella Lindley Beauty Shop

5. 213 Euclid Avenue, C. A. Lucas Paints:

- 1920: Highland Park Cafe (Audie Wilson, Gladys Wobley) "Where all the people eat most of the time, And most of the people eat all of the time" (1920 Tiger)
- 1921: Highland Park Cafe "Real Home Cooked Meals and Good Service, John Lewis, Prop. (1921 Tiger) Iso called "North Cafe" "Be Served by Fellow Students-Quality and Service-Popular Prices, John L. Lewis, Prop. (Ibid.).
- 1923: A. Biondi and J. C. Lenhart, Fancy Grocers and Quality Meats-We are as near as your telephone (1923 Tiger)
- 1927: "Give Us A Call-Durrie Hardware and Variety Store-At the College Corner" (1927-28 DMU Handbook)
- 1935: Angelo Biondi, Grocer
- 1938: Angelo Blondi, grocer
- 1952-70 C. A. Lucas Paint Store

6. Vacant lot, formerly 214-16 Euclid Avenue, Euclid Avenue Market:

- 1909-11: Post Office
- 1912-15 Ben Ginsberg, Candy, Fruit, Cigars and Canned Goods ("Come See at New Location") (Purple and White, 1912)
- 1920-21 Hockenberg's Cut Rate Grocery-L. Hockenburg, Prop., Bakery Goods and Meats (1920 Tiger)
- 1921: Hockenberg's Cut Rate Grocery-Groceries, Meats and Good Line of Fruits (1919 Orange and Black)
- 1921: The Headquarters Cafe (1921 Tiger) [1920-same-no address, "Headquarters for every Student in Des Moines College-Lee Armstrong (1920 Tiger) here?]
- 1926: Hockenburg Grocery and Meats-Fancy Groceries, Pastry, Candy, Cigars (1926 Tiger)
- 1927: Somar's Cafe "For the best steaks to eat and the best coffee to drink-Wholesome Food-Good Service-Sensible Price" (1927 Tiger)
- 1931-38 Euclid Avenue Market "Open All Day Sunday-Home Owned Store" (Highland

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1950: Park Presbyterian Golden Circle Cook Book, August 18, 1931)
Michl. Falbo grocer
1952: Euclid Avenue Furniture Store or Mart, Louis Hockenburg, Riley Food Market
1955-65 Barnes Cleaners, Hockenburg Apts four units

7. 217 Euclid Avenue, Wilson Apartments:

1928-38: George C. Mack's Grocery, Wilson Apartments
1938-55 Reed's Homemade Ice Cream Co.
1960-65 Gustafson's Meat Market (217)

8. 222 Euclid Avenue, Highland Park State Bank:

This building will be a contributing building (Criterion A) within this district as of 2001 when it becomes 50 years of age. Under a theme of commerce it represents the continuing economic vitality of Highland Park as a replacement bank developed following the relocation downtown of the district's main bank, the Euclid Avenue State Bank. It calls special attention to the continuing development of Euclid Avenue as an important thoroughfare, a fact which is underscored by its early use of a drive up window, and to the eastward movement of the district's "hundred percent location" to the east in the post-war years. This building also helps interpret the story of the use of the Quonset building form in the city and state in the very early 1950s. The Western Steel Corporation Company of Des Moines (factory site still standing south of the Police Station, 317 East Court) strongly promoted the building form. Once numerous in the city, several of these have been torn down in recent years.

Paul Manning Holding Company sold this parcel to Highland Park State Bank on November 9, 1951. The bank opened January 31, 1952 with Bob Hewett and Charles Grochala as officers, Marjoirie Fifield and Dan Griffin as tellers. The building was constructed by Western Steel Corporation, 317 East Court, a proponent of multi-quonset complexes. The quonset idea didn't work well for a bank apparently, given that the bank was in different quarters within six years. The laundromat use has been in place since 1957, for almost all of the building's history. The bank remained in the neighborhood, relocating to a former grocery store in the 300s block of Euclid.

The *Highland Park News and Advertiser* described the new facility in its January 31, 1952 issue:

"The beauty, simplicity and streamlined efficiency of the new bank has to be seen to be even partially imagined. What people once thought would be an "ordinary quonset" has budded forth into a magnificent construction of a modern bank that certainly belongs to this age of the atom, the color television and the impending rocket....

"Highland Park can now hold its own with any community in the country," beamed a long-time Park resident. The good part of it is that we have the only streamlined quonset bank in this part of the country.

Other citizens expressed the belief that the new bank would give Highland Park a rejuvenated boost along the road of business and civic progress. They content that the new bank will be a veritable community "anchor" which will inspire loyalty among the local folks never before realized."

The bank's grand opening took place on February 15, 1952. The bank was here as late as 1955, being replaced by a series of laundromats and that use continues to the present day.

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Geographical Data:

Acreage of Property:

2 acres

UTM References:

	Zone	Eastings	Northings
A	15	448,290	4,608,400
B	15	448,320	4,608,400
C	15	448,320	4,608,460
D	15	448,340	4,608,460
E	15	448,340	4,608,400
F	15	448,390	4,608,400
G	15	448,390	4,608,380
H	15	448,290	4,608,380

Verbal Boundary Description:

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

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

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

The district boundary includes seven buildings and eight properties. Two of these are non-contributing. 208 Euclid is considered to be non-contributing because of a facade covering, but its removal would render the building a contributing property. 222 Euclid is a 1952 drive-in bank. This building is non-contributing because it is less than 50 years old. The district will be amended at a future date once the building achieves that age. One vacant lot at 214 Euclid is included so that the bank and the properties across the street can be linked in a contiguous district. 214 Euclid is the site of a major two-story store/apartment building which burned.

Change over time has removed many other buildings in the block from being included in this listing, and a half block of greatly altered buildings on the north side of Euclid between 201 and 211 Euclid is consequently excluded. These are early buildings but their facades were completely replaced in recent years. 209 Euclid is the exception, retaining its integrity but adjoining buildings have been altered, precluding its inclusion.

Boundary Justification:

The district includes all commercial buildings which were part of the contiguous College Corner Commercial Historic District, are greater than 50 years old, and retain their integrity. There are no other buildings which meet these criteria, anything of comparable age being either demolished or greatly altered. The buildings located between 201 and 211 Euclid, on the north side of Euclid are excluded because of their newer storefronts. 209 Euclid, while well preserved, is isolated within this grouping of altered storefronts. The alterations consist of replacement brickwork rather than facade coverings.

Additional Documentation:

Photograph List:

Photographer: James E. Jacobsen
Date of Photographs: October 1, 1997
Negatives: In possession of Consultant, to be transferred to client.

1. Euclid Avenue and Second, viewed to southwest along Euclid Avenue from east of Second. Odd Fellows Building (200-204 Euclid Avenue) in left foreground.
2. Euclid Avenue, 200 block, south side, viewed to southeast.
3. Euclid Avenue, 200 block, both sides, viewed to east.

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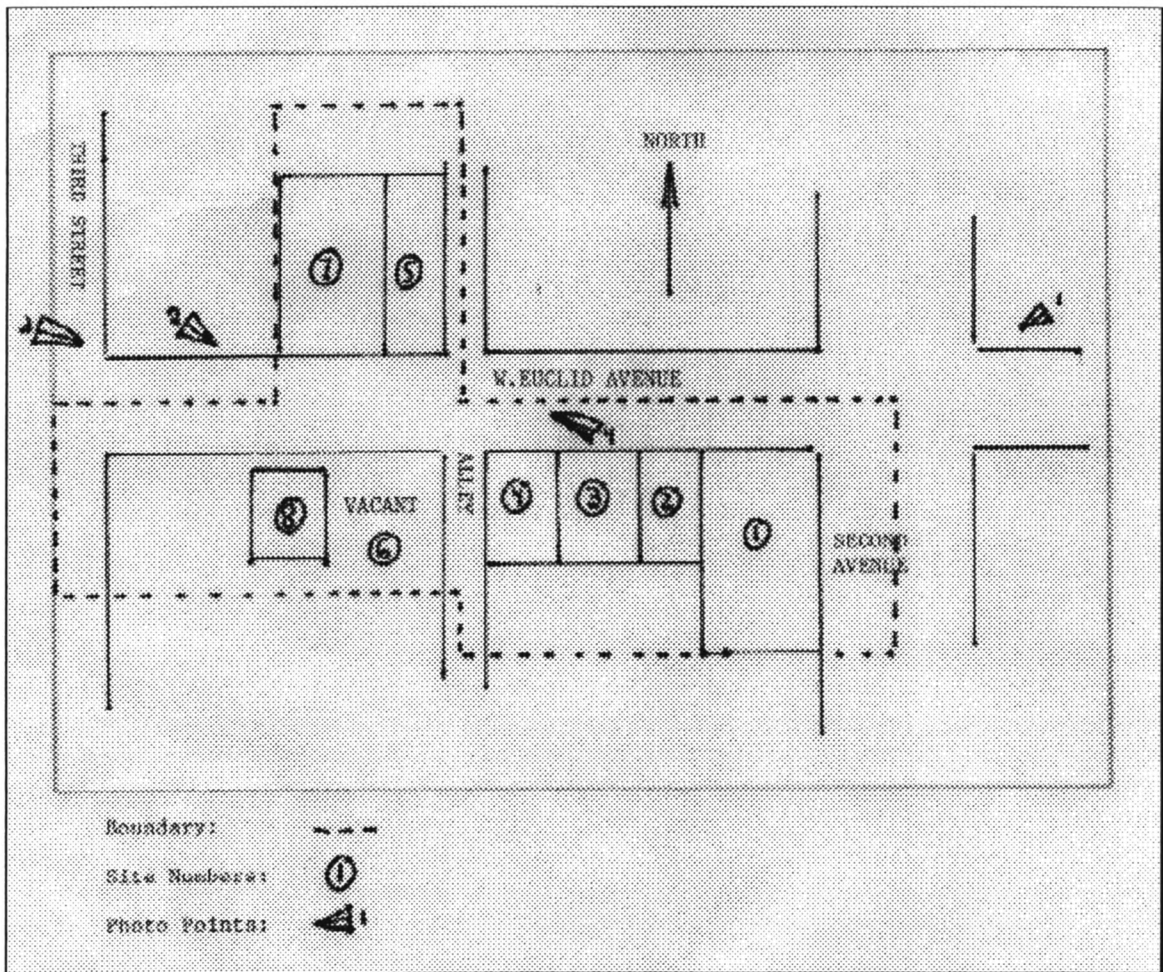
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4. Euclid Avenue, 200 block, north side, viewed to northeast.



District Sketch Map
Boundary, Photo Angles and Site Numbers

Property Owner List:

1. 200-02 Euclid Avenue:

Owner

Roger D. and Carole Cawley

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Polk County, Iowa

- | | |
|--------------------------------|---|
| Address | 407 Delaware, #103, Ankeny IA 50021 |
| 2. 206 Euclid Avenue: | |
| Owner | J. Van D. B. Clark and Cathy A. Clark |
| Address | 206 Euclid Avenue, Des Moines, IA, 50313 |
| 3. 208 Euclid Avenue: | |
| Owner | Van Clark (contract), P & B Realty Co. |
| Address | 208 Euclid Avenue, Des Moines, IA, 50313 |
| 4. 210 Euclid Avenue: | |
| Owner | Van D. and Cathy A. Clark |
| Address | 3012 Denny Court, West Des Moines, IA 50265 |
| 5. 213 Euclid Avenue: | |
| Owner | Donald and Rosemary Quinn |
| Address | 213 Euclid Avenue, Des Moines, IA, 50313 |
| 6. 214-16 Euclid Avenue | |
| Owner | Alonzo W. White |
| Address | 3781 Willow Crest Blvd., Mulberry, FL 33860 |
| 7. 217 Euclid Avenue | |
| Owner | John E. Campbell, Ronald L. Grimes |
| Address | same, 50313 |
| 8. 222 Euclid Avenue | |
| Owner | Joyce A. Baker |
| Address | 3770 Hubbell Ave., Des Moines, IA 50317 |