

# COLLEGE HEIGHTS

INTENSIVE ARCHITECTURAL  
AND  
HISTORICAL SURVEY

Prepared by  
WILLIAM COLGAN PAGE

Prepared for  
CITY OF AMES, IOWA  
2009

### ACKNOWLEDGMENTS

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# WILLIAM C. PAGE

## Public Historian and Preservation Planner

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June 30, 2009

Ray D. Anderson, Planner  
Planning and Housing Department  
City of Ames  
City Hall  
Ames, IA 50010

Re: *Intensive Architectural and Historical Survey* **CLG Grant #2008-01**  
*College Heights, Phase I*  
*Ames, Iowa*

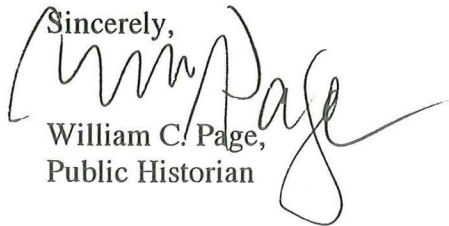
Dear Mr. Anderson:

Please find attached the final products for our contract to prepare a Multiple Property Documentation Form for the College Heights neighborhood. Iowa Site Inventory Forms for all of the properties surveyed are attached in an accompanying volume.

As you will note, this project found that the College Heights neighborhood with its geographical boundaries as defined in this report as National Register eligible under Criteria A, B, and C.

I wish to extend my sincere thanks to the many volunteers and city staff identified in this report for their kind assistance, as well as to the State Historical Society of Iowa and the City of Ames, Iowa, for funding the project.

Sincerely,



William C. Page,  
Public Historian

Attachments

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Multiple Property Documentation Form

This form is used for documenting multiple property groups relating to one or several historic contexts. See instructions in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B.) Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items.

XX New Submission \_\_\_\_\_ Amended Submission

**A. Name of Multiple Property Listing**

College Heights, Ames, Iowa.

**B. Associated Historic Contexts**

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

- General Introduction
- I. 80 Acres of Land—The Shaping and Acquisition of College Heights, 1876-1913
  - II. Improvements Fill the Plat, 1913-c. 1955
  - III. Garden Suburb, 1913-c. 1955
  - IV. Architecture, c. 1920-c. 1955

**C. Form Prepared By**

name/title William C. Page, Public Historian

organization City of Ames, Iowa date June 30, 2009

street & number 520 East Sheridan Avenue (Page) telephone 515-243-5740

city or town Des Moines state IA zip code 50313-5017

**D. Certification**

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archaeology and Historic Preservation. ( \_ See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature and title of certifying official

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency and bureau

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

\_\_\_\_\_  
Signature of the Keeper

\_\_\_\_\_  
Date of Action



Name of Multiple Property Listing

State

College Heights, Ames, Iowa.

Iowa

### Table of Contents for Written Narrative

Provide the following information on continuation sheets. Cite the letter and the title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B). Fill in page numbers for each in the space below.

#### Page Numbers

#### E. Statement of Historic Contexts

(If more than one historic context is documented, present them in sequential order.)

|   |              |
|---|--------------|
| General Introduction  | E 1 – E 3    |
| I. 80 Acres of Land—The Shaping and Acquisition of College Heights, 1876-1913 | E 4 – E 31   |
| II. Improvements Fill the Plat, 1913-c. 1955                                  | E 32 – E 74  |
| III. Garden Suburb, 1913-c. 1955  | E 75 – E 91  |
| IV. Architecture, c. 1920-c. 1955   | E 92 – E 122 |

#### F. Associated Property Types

(Provide description, significance, and registration requirements.)

F 123 – F 137

#### G. Geographical Data

City of Ames, Iowa.

#### H. Summary of Identification and Evaluation Methods

(Discuss the methods used in developing the multiple property listing.)

H 138 – H 145

#### I. Major Bibliographical References

(List major written works and primary location of additional documentation: State Historic Preservation Office, other State agency, Federal agency, local government, university, or other, specifying repository.)

I 146 – I 153

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

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

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National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES**  
**CONTINUATION SHEET**

Section number E Page 1

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College Heights, Ames, Iowa.

General Introduction

**E. Statement of Historic Contexts**

(If more than one historic context is documented, present them in sequential order.)

**GENERAL INTRODUCTION**

College Heights Addition stands today as the premier example of a garden suburb in Ames, Iowa. Platted in 1913, it evolved into two different land use areas, although not originally intended as such. Fraternity and sorority houses filled the plat's city blocks north of Greeley Street. Single-family dwellings filled the blocks to the south of Greeley. This report excludes the northern area of College Heights with its cluster of Greek letter organizations because of this difference. An intensive survey of the excluded area will likely conclude that it is—as the area covered in this report—National Register eligible as an historic district.

The area of College Heights Addition that developed with single-family dwellings is bounded by Greeley Street on the north, Beach Avenue on the east, the south side of Cessna Street on the south, and certain properties on Ash Avenue and on the west side of Pearson Avenue on the west. From an early time, local residents have referred to this section of the addition as College Heights, in spite of the fact that it is just one part of it. This study follows this usage. Throughout this report, therefore, "College Heights" refers to this one section of the addition's original plat and not to its part north of Greeley Street.

The history of College Heights can be understood through an analysis of the following historic contexts:

- I. 80 Acres of Land—The Shaping & Acquisition  
of College Heights, 1876-1913
- II. Improvements Fill the Plat, 1913-c. 1955
- III. Garden Suburb, 1913-c. 1955
- IV. Architecture, c. 1920-c. 1955

Much of the information contained in these chapters stems from original architectural plans and drawings, local newspaper research, and oral informant information. Until now, little scholarly work has focused on College Heights, so the availability of secondary literature is slight. The newspapers are quoted extensively here, both for the facts they reveal and the flavor of the times they impart.

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College Heights, Ames, Iowa.

General Introduction

The period of significance for College Heights begins in 1913 with the surveying of the property and the initial public filing of its original plat. Circa 1955 marks the end of this period of significance. By this time, the College Heights' plat had virtually filled with improvements. Please note that the first historic context discussed in this report—"80 Acres of Land—The Shaping & Acquisition of College Heights"—begins in 1876, the year when this large tract was first subdivided, and the time before 1913, when further subdivisions took place. This time predated the development of College Heights except insofar as these earlier subdivisions set the outside parameters of its possible boundaries.

Throughout its history, identifiable physical, associational, and emotional bonds bind College Heights Addition together as a neighborhood. Now going on 100 years, these bonds include those of good design, affiliations with Iowa State University, and convictions that College Heights partakes of the ancient Dream of Arcadia—a garden of peace within a noisy world.

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College Heights, Ames, Iowa.

General Introduction

### COLLEGE HEIGHTS ADDITION

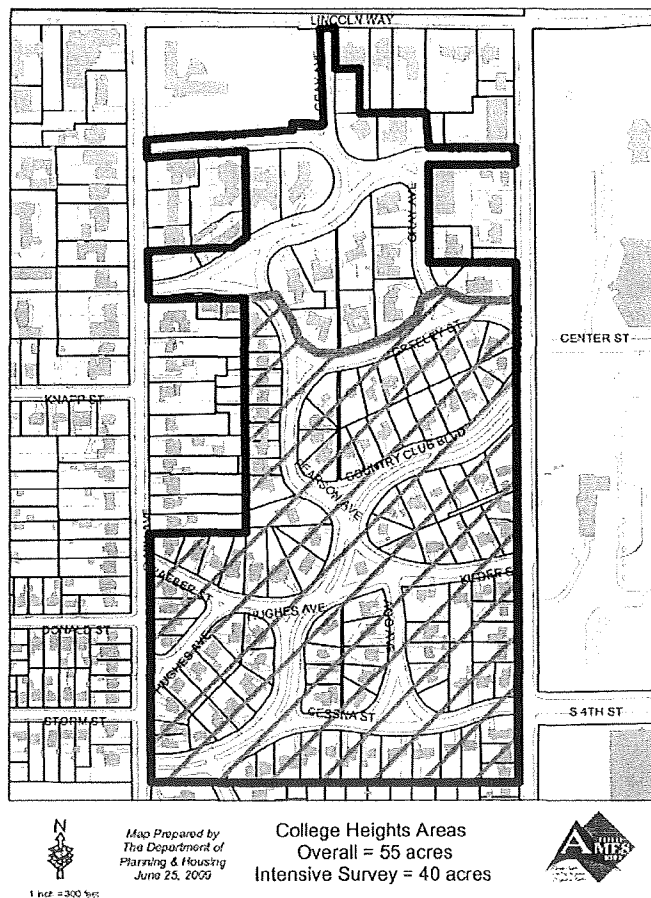


Figure A

This map shows the entire 55 acres of the College Heights Addition (within heavy black lines) and the 40-acre portion of it included in this intensive survey (shown by diagonal lines). This project did not survey the area beyond the diagonally shaded section.

Source: City of Ames, Planning and Housing Department, 2009.



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College Heights, Ames, Iowa.

I. The Shaping and Acquisition of College Heights

**I. 80 ACRES OF LAND—THE SHAPING AND ACQUISITION OF COLLEGE HEIGHTS:  
1876—1913**

**INTRODUCTION**

College Heights Addition stands as the largest parcel within an 80-acre tract of land in West Ames whose development languished into the early 20<sup>th</sup> century until R. F. Graeber, a Sheldahl, Iowa, banker acquired the property to fulfill his vision of it as a City Beautiful garden suburb in Ames, Iowa. A hodge-podge of earlier and irregularly laid out subdivisions edged the perimeter of this 80-acre tract of land, but no vision had emerged for the development of the mass of its interior. (See Continuation Sheet E-26.)

Serious problems had depressed the value of this interior acreage, and its topography had confounded traditional methods of land development. The tract features a tightly contained topography of narrow valleys and low ridges. A shallow basin stands at its center. Historically, drainage problems bedeviled the area. Although various investors undertook schemes to promote the development of this land during the late 19th century, none met with great success. The basin area in the middle of the 80 acres remained wet, unwanted, and undeveloped. Then, in 1913, Sheldahl, Iowa, banker R. F. Graeber assembled bits and pieces of this acreage into one tract of land, enabling him to fulfill a new vision for it. This chapter traces the development of this 80-acre tract of raw land, the laissez faire development schemes initially overlaid upon it, and Graeber's acquisition of his tract in 1913. Chapter II of this report tells the story of its development.

As the College Heights Addition developed in the first half of the 20<sup>th</sup> century, two distinct residential areas emerged. A series of fraternity and sorority houses arose in the area north of Greeley Street. (See Continuation Sheet E-70.) These large and architecturally significant buildings dominated this section of the plat. To the south of Greeley Street, a residential section of single-family homes emerged. These distinct land uses remain clearly evident to the present day.

Graeber had a new concept that capitalized on this hitherto intractable environment. Known as the College Heights Addition, the plat he laid out called for curvilinear streets, picturesque lot layouts, and the potential for a residential neighborhood of distinction. This is the neighborhood we recognize today. The difficulties inherent in its creation are now largely forgotten. These difficulties included problems inherited from Victorian laissez faire real estate practices, infrastructure deficiencies, public protest, initial municipal reluctance to accept the plat, and the challenges imposed by the topography of the area,

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I. The Shaping and Acquisition of College Heights

as already mentioned. All of these practical problems required resolution before the plat's design could succeed.

Background  
Prior Subdivisions  
College Heights Acquired  
College Heights Platted  
Revisions to the Plat

**BACKGROUND**

The College Heights Addition was created against the backdrop of 19th century land speculation, laissez faire economics, rapid expansion, and irregular urban growth. To understand these historical forces is to appreciate the radical break from the past the College Heights plat sought to achieve.

Topography

College Heights is located in West Ames, a section of the city also historically known as the "Fourth Ward." Straddling the floodplain of Squaw Creek on the east and the upland prairie to the west, West Ames possesses a terrain of tight vales and gently rolling hills. A series of tributaries to Squaw Creek have created this topography. They include Worrell Creek, College Creek, Clear Creek, Forest Creek (just south of Clear Creek), and Onion Creek (north of Clear Creek). These tributaries join Squaw Creek at various points along that stream's route.

Worrell Creek runs to the northeast between the Iowa State University Experimental Farms and the Green Hills Retirement Community. The creek joins Squaw Creek to the east of Jack Tice Stadium. College Creek runs south of Lincoln Way and through Lake LaVerne to debouch in Squaw Creek about 1,000 feet north of Lincoln Way. These, and the other brooks and creeks named above, have created rolling hills and narrow valleys along their courses. When Country Club Boulevard in College Heights was laid out in 1913, the course of this corridor followed that of water, which flowed into Squaw Creek.

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College Heights, Ames, Iowa.

I. The Shaping and Acquisition of College Heights

Land Survey

College Heights inherited the federal Public Land Survey System from the U.S. Government, which the administration of Thomas Jefferson had established to map and order the Old Northwest Territory. *A Home for Science and Technology: Ames, Iowa, 1864-1941* discusses how this land survey system applied to Ames in general. (Page 2003: E14)

The same land survey system obtained in West Ames. This system provided a standard method to divide and describe land holdings. Townships divided large tracts of land into smaller pieces and often provided boundaries for units of government, like school districts. Sections and aliquot parts (standard subdivisions of a section, such as a half section, quarter section, etc.) conformed to this system and property owners often used these units when transferring land.

The U.S. Government first transferred ownership to parcels within today's West Ames in the 1840s. The campus of its new agricultural college conformed to standard boundary lines within the U.S. land survey system. Private landowners also conformed to the system. When D. L. and Mary E. Parker subdivided their land holdings in 1901 to create Parker's Addition to Ames, they instructed H. A. Bennett, their surveyor, to lay out the tract in conformance with the Northwest Quarter of the Northeast Quarter of Section 9, Township 83, Range 24. This tract contained 40 acres—the same acreage contained in any other of the land survey's quarter sections of a quarter section.

Some of the early titleholders of this land used it for speculation. Others farmed it. In 1859, the State of Iowa acquired the title to land in the area for the establishment of an agricultural college. The boundaries of this purchase and the placement of improvements upon it predetermined much of the area's subsequent history. The areas west of the campus emerged as off-campus sites for residential housing. Then, with the drainage of swamplands south of the campus, this area emerged in the early 20<sup>th</sup> century as a desirable location, largely because of its convenient location to the college campus, but also because of commercial operations established nearby by local entrepreneurs.

Streets in West Ames often conformed to section lines. Lincoln Way runs along section lines in Washington Township. Ash Avenue runs along a line dividing a quarter of a quarter section of the township.

Still, the physical attributes in some parts of West Ames militated against this arrangement. Beach Avenue south of Lincoln Way is laid out on a section line. The hilly terrain south of Lincoln Way

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I. The Shaping and Acquisition of College Heights

discouraged such a neat arrangement. Indeed, West Ames differed substantially in this regard from other parts of the city. While the eastern portions of the city were relatively level, the topography of West Ames was not. There, the irregular topography challenged surveyor lines, laid out to the cardinal points of the compass, particularly where creek beds interrupted the lay of the land. This lent an irregular quality to development in West Ames less noticeable than areas east of the Squaw.

Land Speculation

By the time the agricultural college in Ames had coalesced in the 1860s and 1870s, land speculation had a long history in Iowa. Research for this report has discovered a number of efforts by early Iowa State faculty to speculate in land. Although this should not come as a surprise, given the intensity of such dealings across the state at the time, these activities cast these early college administrators and faculty in a new light and add a further dimension to their careers hitherto unexplored.

Adonijah S. Welch served as the first president of Iowa State Agricultural College from 1868 to 1883. A native of Connecticut and participant in the California Gold Rush, Welch demonstrated a restless intelligence open to opportunity. Before his appointment as president of the new college at Ames, Welch engaged in lumbering and fruit growing in Florida and served as a U.S. Senator from that state before appointment as president of the new Land Grant institution in Iowa. (Ross 1958: 45)

Welch took a keen interest in land development. As president of the new agricultural college, he developed a plan for an open central campus surrounding a lovely tree-studded lawn, which has come to characterize Iowa State.

He planned a unique campus. It was his idea to have a road circle the campus, around which the buildings were to be located. . . Dr. Welch studied the landscape problem carefully and decided that the trees should be planted in groups, each species by itself. (Pammel 1930)

Given Welch's varied interests and experience, it should not come as a surprise to find him engaging in land speculation as a sidelight to his official position at the college. His salary as a state official



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and status as a leader in education provided Welch with ready access to capital. A parcel of land in today's College Heights Addition provides one example of Welch's scheme. (See below.)

Although further research is necessary to reveal what other land holdings the Welches might have possessed at this time, the fact is clear that they recognized the strategic importance of land adjacent to the new college campus, purchased land with value appreciation in mind, and subsequently set about systematically to profit from its resale.

President Welch subsequently became embroiled in a defalcation scandal involving the college and its treasurer, and a row with state agricultural and legislative leaders ensued. In 1882, he accepted an appointment to study European schools of agriculture, to find upon his return that the institution's board of trustees had removed him from his office as president in his absence. Welch remained nonetheless at the college, teaching psychology and the history of civilization until his death in 1889. Mary B. Welch, his wife, who had pioneered home economics instruction for women, retired from teaching in 1884. (Ross 1968: 55-57, 76-77, 82)

West Ames witnessed a surge of real estate speculation during the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, prompted by the expansion of Iowa State College. This phenomenon profoundly influenced the development and upbuilding of College Heights. The larger tracts varied greatly in dimension and shape. The rolling topography of the area accounted in part for this irregularity, but a laissez faire attitude with an eye on subsequent land development was also a prime motivation.

By the 1910s, Ames was booming. According to one publication:

Ames Is Bonanza Of Middle West

The history of public and private improvements in Ames during the year 1915 is without parallel in Iowa and reads like the annals of a gold mining camp or bonanza town of the Bethlehem steel corporation or Dupont powder syndicate. One million dollars have been expended in the past twelve months on business houses, residences, street improvements and public utilities. . .

Fourth ward improvements amount to a total expenditure of \$400,000, including \$300,000 spent by the college, a new \$70,000 Presbyterian church and \$50,000 spent in fraternity houses. Property owned and controlled by fraternities is estimated at a valuation of \$150,000. (*Iowa State Student*, February 12, 1916)

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I. The Shaping and Acquisition of College Heights

As the college grew and public transportation improved, capitalists recognized the potential for the real estate market near the campus and speculation intensified.

Of course, this development depended on the willingness or resistance of local landowners, who held the title to property. Many of these owners were farmers like Alexander Gray, Daniel Parker, and the McCarthy family. As these farms were sold and platted, the land often took on the look of a patchwork quilt, as the owners of farmland adjacent to growth areas in the community resisted the pressure to sell or to redevelop their land. Still, these farms gradually came onto the market and subsequently were divided, subdivided, and redeveloped, usually for residential purposes.

This speculation focused on the purchase and sale of land rather than on the construction of speculative housing, which emerged several decades later. An advertisement of the West Ames Land Company in 1914 makes this distinction clear. As the headline read:

**BUY A LOT  
and  
Build A Home  
in  
West Ames**

*(Ibid., November 5, 1914)*

During this era, the construction of improvements to the land remained the responsibility of the homeowner, who was buying a building lot rather than a building.

The process whereby farmland was transformed into building lots, suitable for homeowner improvements, included both big tracts and small tracts. Depending on the amount of capital a developer or group of developers might amass, some acquired large tracts and subsequently laid out large plats, while others with less available capital acquired smaller tracts to plat. At the turn of the 20<sup>th</sup> century, a bewildering number of plats, subdivisions, and replats sliced West Ames into small pieces suitable for individual homeowner improvement.

Speculation in real estate, at all ends of the market's spectrum, accompanied this transformation of West Ames farmland into residential tracts. The city of Des Moines provided a nearby example of late 19<sup>th</sup>

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century real estate speculation in Iowa. Consider an 1893 advertisement by Lowry Goode, one of Des Moines' biggest real estate developers:

Great Activity in Real Estate. We have had for six weeks an enormous demand for property, which is culminating in the most active real estate market Des Moines has known for ten years. . . Shrewd buyers will not wait until the market gets on a "boom." Everyone concedes Des Moines real estate to be ridiculously low. It must go up rapidly when it begins. BUY NOW! BUY LOTS! BUY RESIDENCES! BUY BUSINESS PROPERTY! BUY ANYTHING! (*The Saturday Review*, February 25, 1893, p. 7. col. 2)

This frenzy of speculation in Des Moines burst just a few months later, when the Panic of 1893 seized the nation and subsequently plunged the city into a long period of depressed real estate and broken fortunes.

Still, with one eye always cocked to the Capitol City, entrepreneurs in Ames often found trends and new ideas in Des Moines to follow. If this same intensity of real estate speculation never infected the Ames real estate market to the same extent as in Des Moines, something similar did occur, when real estate speculation took hold during the early 20<sup>th</sup> century.

The increase in students at Iowa State and in the general population of Ames fueled this speculation. Indeed, the lack of adequate housing in West Ames frequently served as the topic of local conversation. When the College Heights Addition opened for the sale of its building lots in 1913, one newspaper reported that:

The lack of accommodations for those connected with the college and the various employees working on the campus, has been the source of considerable comment. The community has not been able to keep up with the growth of the college. It is believed that the new college [Heights, *ed.*] addition will aid in solving the problem. (*The I.S.C. Student*, October 4, 1913)

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I. The Shaping and Acquisition of College Heights

President Pearson was outspoken in his support of efforts to promote private housing near the campus. In 1913 he expressed this as a critical need for the college. Referring to proposed improvements to Ames' streetcar system, he was quoted as saying:

"It will be a great advantage to the college to have good car service north and west of the college buildings and will undoubtedly result in more houses in this section which is at present the greatest need of the college." (*Ibid.*, November 8, 1913)

At this time, public transportation served as a prime factor in real estate's dictum "Location, Location, Location." In 1913, for example,

Announcement was made this morning by Parley Sheldon that the long talked of street car extension at the college will be put through next year, assuring the long suffering public on the south side a twenty minute service to town. An immediate boom in real estate in this section is expected to follow the completion of work on the new line. (*Ibid.*, November 8, 1913)

Even the talk of improvements like this might have fueled speculation.

Developers urged even those of modest means to consider owning property in the Fourth Ward. In 1913, the West Ames Land Company advertised that its building lots in its West Ames Plat offered:

The opportunity extra-ordinary, for the man of small means, to become the owner of a choice building lot in a district where property values are rapidly advancing. (*Ibid.*, November 13, 1913)

Frequent promises of quick profit—exceedingly bald sometimes—filled the newspapers. In 1915, the McGregor Subdivision Co. advertised the sale of building lots in the Lincoln Place Addition. According to this company's aggressive advertising, as shown on the next page:



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Make Money—Get a lot for profit or for a home in beautiful, fast growing

*Lincoln Place Addition*

Think how you can profit by getting a lot in this splendid sub-division—on Lincoln Way, just between the College Campus and the business part of Ames—surrounded by built-up sections of beautiful homes.

Think of the immense amount of money that has been made in AMES real estate—then realize that LINCOLN PLACE is as great an opportunity as any real estate buyer ever had, and it is your chance today.

This is the greatest chance you will ever have to buy valuable Ames real estate at a bargain. Don't dilly-dally! DON'T DELAY

A prominent citizen says: LINCOLN PLACE is the best investment in Ames today. Not only the best real estate investment but absolutely the best of ALL investments.

(*Ibid.*, October 14, 1915)

The population boom attracted a variety of investors, including local individuals and those from across the state. Sometimes outside capital was invested in Ames. In 1915, Clyde Williams partnered with W. R. Boyd, a member of the finance committee of the Iowa State Board of Education, to finance the erection of three new double houses in West Ames at the intersection of Knapp Street and Stanton Avenue. W. R. Boyd was a resident of Cedar Rapids, Iowa, and brought an architect's design from Cedar Rapids and a building contractor from his hometown to do the work. (*Fourth Ward Times*, July 5, 1915) R. F. Graeber's development of the College Heights Addition nicely fits into this category.

Developers recognized the reputation West Ames land had for wet and spotty conditions and sought to allay prospective buyer fears that their offerings suffered from standing water. The West Ames Land Company stressed in one of their 1914 advertisements that:

Every lot [in the firm's plat named "West Ames," *ed.*] is level, high and dry, with perfect drainage. (*Iowa State Student*, November 13, 1914)

Contemporary advertisements make clear that developers needed to make an extra effort to render residential property east of Squaw Creek attractive to college people. By the time the Ridgewood

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Addition was opened in 1916, the McGregor Subdivision Company, its owners, had built a footbridge across Squaw Creek so potential new homeowners could access the campus. The company also tried to downplay the Chicago Northwestern Railroad tracks as a barrier between the campus and the new addition.

The new Rustic Foot Bridge across Squaw Creek makes a short cut to the College.  
Ridgewood joins the College Grounds.  
The Ideal Location for College People

(*Ibid.*, September 30, 1916)

The developers also used other advertising techniques. They sought to lure buyers attracted by a cachet of social prestige. "Join the Colony," one ad read. They touted the investment quality of their property: "Have a Home or a Lot for Investment Among the Beautiful Oaks of RIDGEWOOD." (*Ibid.*) Lots in the addition sold between \$450 and \$975, "a few extra desirable lots at slightly advanced prices." These prices include the following improvements ("now completed at the expense of the seller"): sidewalk, crossings, curb, sewer, gas, and water. (*Ibid.*)

Laissez Faire

Real estate development in West Ames during the early 20<sup>th</sup> century presents a sorry picture of laissez faire tolerance toward town planning. This picture features land speculation, irregular growth, lack of foresight, and a legacy of higgledy-piggledy disorder. As these problems became more obvious, citizens and city government, prompted by a spirit of Progressive reform, recognized these problems, sought remedial measures, and implemented improvements to solve them. These remedial actions came at a price, and the effects of laissez faire development in West Ames continue to the present day to beleaguer residents and city officials alike.

Economic laissez faire ("let do") is a philosophy of government noninterference, letting business and industry fix the rules of their operations through competition. In Central Iowa, Des Moines provides a dramatic example of this philosophy at work. Looking back over several decades in 1925, Harland Bartholomew, the noted urban planner based in St. Louis, Missouri, stated, in print and under

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commission by the City of Des Moines that:

Altogether the subdividers of land have thus far platted approximately 1100 "additions" in Des Moines. These operations in actuality are city planning. When the owner of an acreage tract cuts it up into lots and streets he is engaged in a small way in the highly important work of fixing the ultimate character of the city. What he does may be either an advantage or a disadvantage in later years. Under such circumstances it is entirely reasonable to urge that his activities be brought within the purview of municipal authorities. If Des Moines some time ago had appreciated the full significance of the operations of land subdividers it might have reduced the 1486 jogs and dead ends which appear in its streets and might also have made their widths more nearly proportionate to their importance. ("A Preliminary Major Street Plan": 31)

While the legacy of laissez faire is less obvious in West Ames than in the capitol city, similar examples of poor town planning occurred there, if on a smaller scale. These include irregularly laid out city streets and alleys and natural resource features ignored.

During the early 20<sup>th</sup> century, real estate developers, operating under the influence of laissez faire economics, turned their backs on College Creek and laid out plats on both sides of its banks without regard to the stream and its valley as a natural resource, as an integral element to the neighborhood, or as an amenity of great potential. Instead, developers treated the brook as a scar on the landscape, a "deep cut," as one newspaper account reported. (*Ibid.*, September 6, 1915) Ignored, Clear Creek became a *de facto* dump. Recently, this bitter legacy of laissez faire has been recognized.

Clear Creek flows diagonally northeast from Sheldon Avenue to Lincoln Way. In 1900 Beardshear's Addition laid out two city blocks—Block 4 and Block 5—to straddle the stream. Neither these blocks nor the building lots they contained took into account the stream's course, but rather arbitrarily laid survey lines over it.

Walter's Subdivision, a parcelization of portions of Beardshear's Addition north of College Creek, compounded this misfortune. This subdivision created a series of building lots facing Lincoln Way—they were sure to develop for commercial purposes—but left the land south to the creek chopped up into small lots, untenable for commercial, residential, or public park purposes.

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This sorry legacy of laissez faire stands in marked contrast to the fate of College Creek on the university campus and to that of Clear Creek north of Oakland Street. In those places, respect for the natural environment, enlightened land stewardship, and landscape architecture merged and resulted in Lake LaVerne and Emma McCarthy Lee Park.

About this same time, Charles Mulford Robinson, a city planner and landscape architect at the University of Illinois and a champion of the City Beautiful movement, noted that:

As to details, civic art, as the effort to make cities beautiful, cannot afford to let slip the opportunity of a bit of natural open space in such location. For here, at last, however close the buildings press upon it, the breezes play at will and the sun shines in unbroken radiance. No expression of nature is so welcome in a city as is water, with its care-free, gay, and tireless playfulness. Even in the street fountain it is a ceaseless pleasure and in the park's artificial pond or stream a constant joy. No city with so great an aesthetic asset at its feet should fail to utilise it, or part of it, for aesthetic purposes, though there be ever so foolish an indifference to the picture that the city itself may make when seen across the waves. (Robinson: 42-43)

This story of College Creek and its fate in West Ames shows the dramatic contrast between Progressive improvements and laissez faire commercialism. Real estate speculation turned its back on College Creek. South of Lincoln Way, the brook came to be regarded as a scar on the landscape. North of Lincoln Way, the brook was eventually transformed into Lake LaVerne, a beauty spot on the college campus, although even this improvement required public agitation, as the college administration initially failed to maintain the weedy and silted body of water it had created, prompting local residents to call it "Ponda LaMud." The pond remained a problem. Students at Iowa State in the early 1990s called it "Lake Latrine." (Barbara A. Mitchell, informant interview) Iowa State has since installed an aerator and regularly monitors the health of its waters.

Social Amenities and Action Aid Development

In the early 20th century, as is true today, social amenities often improve a location's residential desirability. R. F. Graeber exploited the proximity of the Ames Golf and Country Club, its social prestige, and its proximity to the new College Heights Addition, when he named the plat's most prominent traffic corridor "Country Club Boulevard."



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According to Gladys Meads, the country club was established because Ames was "big enough and city-minded enough to have a Country Club." So, 17 charter families began to build the club "with their own hands" on the Daniel McCarthy farm. "The location was convenient to the Interurban line so that folks didn't have to make the long drive." (Meads: 169) In a taped interview, Farwell T. Brown remembers driving out to the country club in the 1920s on the winding dirt road that is now Country Club Boulevard.

The club owned 20.33 acres at this site, where it had constructed a full nine-hole course, although six of them were par three. The club had purchased this land from Daniel McCarthy.

Established in 1911, the Ames Gold and Country Club no longer remains at its original site. The club was located about 1.5 miles south of the College Heights Addition, south of today's Mortensen Road, and east of the Fort Dodge, Des Moines and Southern Interurban railroad tracks. According to one report, J. F. Luke served as its first president and the facility was to include a clubhouse and grounds, a golf course, tennis courts, croquet lawn, and a gun club. The location was outside the Ames corporate limits and adjacent to the Iowa State College Dairy Farm. (100th: 83) Charter members of the club included: Judge C. G. Lee, George Hultz, A. H. Munn, Jack Watson (I.S.C. Athletic trainer), F. E. King, Drs. T. L. and Earl Rice, Dr. C. Proctor, Dean C. F. Curtiss, Drs. E. B. Bush and David Ghrist, Judge John Luke, Milo Manning, L. C. Tilden, Dr. A. B. Maxwell, E. W. Valentine, M. I. Smith, and Galen Tilden. (*Ibid.*: 169-170)

The Ames Gold and Country Club remains in operation today although at another site. In 1975, the club relocated its operations to the northwest section of Ames at 5752 George Washington Carver Avenue. Iowa State University occupied the former site for a while. The City of Ames subsequently purchased it in 1981.

Sometimes, social action took a more basic approach and evoked the Progressive ideal of a cleaner and healthier environment.

Ladies Cleaning  
Up Fourth Ward

The ladies of the Fourth War Civic Improvement society have inaugurated another move in their efforts to make the fourth ward the best place in town in which to live.

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This time it is in the line of garbage disposal. The ladies have found that there is an ordinance on the city's books which provides for the hauling and disposal of garbage, but its provisions had long since failed in being carried out. They have taken advantage of this "find" and have arranged with C. C. Bourland for the disposal of all refuse from the fraternities, clubs, boarding houses, and private houses in the fourth ward. The plan of the ladies has been received with favor among the citizens of the ward and many are taking advantage of the new arrangement. (*Ames Weekly Tribune*, November 13, 1913)

Citizens faced with choices for home purchases were attracted by such amenities and the social conscience demonstrated by their would-be neighbors.

Other examples of progressive action included the push to establish parklands in West Ames. One source, for example, mentions that the "4th ward Civic Improvement club considers purchase of land for a park." (100th: 83) The result of his effort is presently unknown.

Residential amenities like these notwithstanding, the belief that new homeowners in College Heights would be living among their colleagues at Iowa State College served as the addition's greatest social attraction.

#### EARLY SUBDIVISIONS

The plat of the College Heights Addition took shape in the early 20th century against this backdrop of land speculation and laissez faire economics. During the late 19th century, a series of irregularly configured subdivisions split the 80-acre environs of College Heights into smaller units. (See Continuation Sheet E-26.) These subdivisions tended to face Lincoln Way, Ash Avenue, and Beach Avenue, and only scattered improvements arose at various locations within them, Ash Avenue being the most popular for development. The vast middle section of this 80-acre tract of farmland remained in the hands of its owner, Alexander Gray.

The largest subdivisions of this 80-acre tract included:

Welch Tract (1876)  
Gray's Subdivision (1906)

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Each of these subdivisions edged the perimeter of the 80-acre tract of land wherein the College Heights Addition later emerged. Because they shaped the boundaries of this addition, these earlier subdivisions deserve the following mention.

Welch Tract (1876)

In 1876, Mary B. Welch and Adonijah S. Welch, her husband, held the title to land in the Northwest Quarter of the Northeast Quarter of Section 9 in Washington Township. This tract of land bordered Lincoln Way (then called the "center highway") on the north. (See Continuation Sheet 26.) In that year, Mrs. Welch platted three acres in the northwest portion of this tract as "Lot 3." At the same time, President Welch platted two acres adjacent to the east of Lot 3 as "Lot 1" and "Lot 2." Lot 1 and Lot 2 were equal in size. (*Record of Certificates and Field Notes*, Book 1, p. 11, Story County Recorder's Office) The Welchs' layout dedicated 30-feet on the north edge of their property for public use as a highway.

The lots laid out by the Welchs subsequently underwent several different configurations. By 1906, Lots 1, 2, and 3 had disappeared, replaced by another configuration of lots. (See Continuation Sheet E-26.) Today, Iowa State University owns the land and Buchanan Hall, a high-rise student housing facility built upon it.

Gray's Subdivision (1906)

On March 26, 1906, Alexander Gray, Mary Gray, W. M. Wilson, and Teresa Wilson filed Gray's Subdivision (then spelled "Sub-Division") in the public record. This tract embraced 40 acres of land, which Mr. and Mrs. Gray as early settlers in the West Ames area had owned and farmed. The intent of the subdivision was to provide parcels of land for residential development on the south side of the Iowa State College campus. (The Grays owned additional land in the area, which subsequently became part of the College Heights Addition.)

In 1905, the Grays and Wilsons employed Thomas H. MacDonald to survey and plat this acreage. MacDonald—an engineer educated at I.S.C., later head of the Iowa Highway Commission, and subsequently Public Roads administrator within the Franklin D. Roosevelt administration—finished his work for the Grays and the Wilsons late in 1905. (See Continuation Sheet E-26.) MacDonald's

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scheme roughly divided the tract into four quadrants. The southwest and southeast quadrants became Lots 10 and 11. Each contained approximately ten acres, conforming to a regular division of land according to the U.S. Government Land Survey system. Each of the northeast and northwest quadrants also contained about ten acres, but were further subdivided, albeit in irregular fashion.

A further analysis of this plat demonstrates its overall irregularity. The plat contained 14 lots. Three of them—Lots 10, 11, and 13 were gargantuan. Lots 10 and 11, for example, each contained about 9.5 acres. Lots 1 through 7 and 14 were relatively small in size. Lot 14 contained a little more than three acres.

MacDonald's design sought to provide a variety of opportunities for potential buyers. Those wishing to construct single-family dwellings might find Lots 1 through 7 attractive opportunities. The lots faced Ash Avenue, which in 1906 had already attracted a number of quality residential improvements. Most of these lots measured 44 x 330-feet. Their great depth provided sufficient land for vegetable or floral gardens in the back yards. Lots 10, 11, and 13 offered investors the opportunity to purchase large parcels and to further subdivide them, as they wished, for subsequent sale to potential homeowners. Lots 9 and 12, located near the middle of the plat, measured 143 x 635.8-feet and provided exceptionally wide and deep lots for homeowners, who might wish to maintain large gardens and perhaps pasture a cow.

Lot 8 was particularly anomalous. It measured 66 x 1337.7 feet, ran east-to-west, and linked Ash Avenue with the section line to the east, which subsequently became Beach (originally Beech) Avenue. Sixty-six-feet was a standard width for streets in Ames in 1905. Perhaps MacDonald foresaw Lot 8 developed as a street and laid out the lot to encourage it. If so, this never occurred.

The street articulation of the new plat was rudimentary. The plat provided a 35-foot strip of land immediately west of the section line for use as a street and a 33 foot strip on the western edge of the plat for Ash Avenue. The plat made no provision for a street on its southern edge. Lincoln Way (then known as Boone Street) abutted the plat on the north.

Gray's Subdivision left many decisions about the future use of its land up to those who purchased its lots. In doing so, the plat honored the laissez-faire spirit of the times. Ownership as "nine-tenths of the law," as held by Victorians across the nation, left scant authority to local government to regulate land development. This opened up the possibility for further irregularity to take place, as new owners imposed their own independent notions of development on the area.

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COLLEGE HEIGHTS ACQUIRED

Before discussing how College Heights took shape within this welter of previously laid-out subdivisions (see next section below), a discussion of R. F. Graeber, the developer responsible for the addition's creation, is in order.

R. F. Graeber

Robert F. Graeber (who ubiquitously used his initials R. F.) was the motivating force behind the purchase and development of the College Heights Addition. Graeber served as the cashier at the Sheldahl Savings Bank in Sheldahl, Iowa. Recognizing the potential for growth in Ames, and West Ames in particular, Graeber purchased a series of large and hitherto undeveloped building lots in Gray's Subdivision, which Alexander Gray had laid out in 1906. In 1913, Graeber employed J. Q. Wickham, city engineer of the City of Ames, to plat these lots as College Heights Addition. (Page 2003: E93-E95) Wickham's design reconfigured a welter of parcels, which had evolved from earlier parcelization of land in the area, into a coherent layout for private development.

Like so many other developers in West Ames, Graeber carefully chose the name for his new plat. "College Heights" encapsulated two of its touted benefits—its proximity to the campus of Iowa State College and viewsheds of its surroundings. This name seems already to have been in general circulation for the area. By 1905, the local butchers Briley & Romans had named their business "The College Heights Meat Market." (*I.S.C. Student*, September 9, 1905)

Although little is presently known about R. F. Graeber, his name circulated in banking circles during the early 20th century.

As a corroboration of all I have said as to the appreciation of the country banker by his customers, listen to this taken from the current number but one of the *Chicago Banker*, referring to the Sheldahl Savings Bank of Sheldahl, Iowa, of which Mr. R. F. Graeber is cashier:

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Half a hundred farmers of Polk county, customers of the bank clubbed together and presented Mr. Graeber with a fine Jersey cow as a mark of appreciation of courtesies he has extended.

Now til some city banker is presented with an automobile by his customers, knowingly and of their own accord, we shall continue to affirm the supremacy of the country banker in regard of his customers. (*Proceedings of the Indiana Bankers Association*: 61)

The Sheldahl Savings Bank was incorporated in Iowa on October 13, 1898. Its capital stock was set at \$10,000, with five-man board of directors. They included William D. Schaal, president, Walter Frick, vice-president, and R. F. Graeber, cashier. All the directors were residents of Sheldahl, Iowa, or its environs. (Iowa Secretary of State, Articles of Incorporation 1898: 298-300) The bank's corporation status expired on September 15, 1948 for lack of a renewal.

Bad luck seems to have dogged the Sheldahl Savings Bank. In 1900, the institution briefly captured national attention.

ROBBERS WRECK A BANK.  
Hold Unarmed Citizens at Bay While  
They Loot the Vaults.

DES MOINES, Iowa, June 1.—The savings bank at Sheldahl, twenty miles north of here, was blown up by four robbers last midnight. They secured \$1,600 and escaped after holding fifty or more citizens at bay with rifles while they looted the wrecked vaults. The explosion shook the town and almost tore the bank building to pieces.

An unarmed party rushed to the scene. Two of the robbers with rifles kept the crowd back until all the money in sight had been secured. Then the gang backed off into the darkness and escaped. (*New York Times*, June 2, 1900)

A bigger disaster struck on January 25, 1928, when a major fire destroyed four businesses in Sheldahl:

with an estimated loss of \$20,000 to \$25,000. Business establishments lost in this fire included the Sheldahl Savings Bank and Town Hall, the Gaines Building with Sheldahl

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Thrift and the Postoffice [*sic*], and the Britt Viland Building where Marvilla's Barber Shop and home were located. (Town of Sheldahl, Iowa, Resolution: 2)

It is not presently known what financial loss, if any, the Sheldahl Savings Bank sustained as a result. This scant information about the Sheldahl Savings Bank is included in this report because of its association with R. F. Graeber. The source of the capital to purchase the College Heights property remains a question, and the Sheldahl Savings Bank stands as its logical candidate.

What is known is that R. F. Graeber sustained substantial financial losses during the 1920s. As a result, he could not pay taxes on his College Heights property and forfeited a substantial amount of it. At a sheriff's sale on September 24, 1927, at the front door of the Story County Courthouse, the Grand Lodge Ancient Order United Workmen of Iowa purchased 59 building lots in College Heights Addition and 13 lots in the College Heights 2nd Addition for the price of \$18,286.09. (Story County Recorder's Office, *Town Lot Deed Record Book*, p. 215)

COLLEGE HEIGHTS PLATTED

The new College Heights Addition included only a portion of the land in Gray's Subdivision. By 1913, a number of investors variously had purchased lots (or portions of lots) in Gray's Subdivision. These purchases formed a patchwork of the subdivision's 1906 layout with little semblance to its original configuration. (See Continuation Sheet E-26.) Suffice it to say that the subdivision's land bordering streets on the west, east, and north edges (particularly along the north edge, which was adjacent to Lincoln Way and the most accessible) found buyers. The land in the middle of the plat and in its southern reaches stood as two large parcels. Drainage problems plagued these two parcels, and investors had found them unattractive.

Graeber's efforts to plat College Heights benefited from the success of Chautauqua Park, an earlier plat laid out in Ames. John L. Stevens, G. D. Rowe, R. H. McCarthy, and C. G. Lee platted this addition to Ames in 1910. Located on the ridge above the east bank of Squaw Creek, the area featured mature, first growth trees and picturesque views of the surroundings. The layout of this plat broke with the town's traditional grid layout of residential neighborhoods and effectively exploited the natural beauty of its surroundings with curvilinear streets conforming to the terrain. The sale of lots in Chautauqua Park moved briskly, and considerable construction activity soon followed. It became a popular place for faculty and administrators from Iowa State College as well as for the

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professional and commercial families of Ames. Mrs. William N. Beardshear, widow of the college's beloved president, for example, moved into Chautauqua Park and lived at 714 Brookridge Avenue following her husband's death, bringing the reflected luster of his presidency to the neighborhood. City directories list other residents of this area, and their names read like a local *Who's Who*. The success of Chautauqua Park showed that this new type of residential development could succeed in Ames. (See Chapter III.)

REVISIONS TO THE PLAT

Before reaching its present-day configuration, the College Heights Addition, as platted in 1913 and accepted by the City of Ames in 1915, underwent several changes.

College Heights 2nd Addition

A substantial change occurred to the College Heights Addition in 1916, when Arthur Henry Hoffman replatted certain portions of it as the College Heights 2nd Addition. (See Continuation Sheet E-30.) Although located within the College Heights Addition, this land stands above Greeley Street and is outside the intensive study area of this report. The College Heights 2nd Addition is discussed here, therefore, for the sake of comprehensiveness rather than as essential for this study.

Arthur Henry Hoffman (1873-1931) was an electrical engineer, who held various positions at Iowa State College, Rutgers University, New Mexico State College, and the University of California. Hoffman was born in Washington, Iowa, on August 13, 1873, and died in Sacramento, California, on May 19, 1931. He received his A. B. degree from Iowa Wesleyan University in 1897, B. S. degree from Iowa State College in 1905, and B. S. degree in agricultural engineering from the same school in 1915. According to Hoffman's obituary:

His outstanding work was in connection with air cleaners and oil filters for internal combustion engines. Engineers from all parts of the world visited his laboratory and studied his methods. He was a member of the American Society of Agricultural Engineers; Society for the Promotion of Engineering Education; Society of Automotive Engineers; Sigma Xi and Beta Theta Pi. His passing leaves a vacancy in the ranks of our scientific workers but the results of his research conducted so thoroughly and accurately continue to live. (Calisphere, UC Libraries)



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Hoffman platted the College Heights 2nd Addition while at Rutgers. In 1916, he appeared before a notary public in Middlesex County, New Jersey, to execute the plat for filing in the public record. (Town Lot Deed Record, Book 45, p. 58)

The new layout, known as College Heights 2nd Addition, was formed from portions of Lots 11, 12, and 13 as laid out in Donaldson's Subdivision. One 60 x 143-foot parcel in Block 11 was excluded from this addition, presumably because another party already held the title to the property.

The College Heights 2nd Addition was laid out as two city blocks. Both blocks bordered Beach Avenue on the east. Sunset Drive separated the two blocks east-to-west. Block 1 contained four lots. Block 2 contained 15 lots: Lots 1 through 5 faced Sunset Drive; Lots 6 through 10 faced Gray Avenue; and Lots 11 through 15 faced Beach Avenue. Although all of these lots varied somewhat in size, they all were laid out as rectangles and oriented to the cardinal points of the compass.

Hoffman employed J. Q. Wickham (the surveyor, who had prepared the original plat for the College Heights Addition) to prepare the plat for his addition. The City of Ames approved this new plat on December 18, 1916, with the following conditions:

the said streets as shown by said Plat, must be brought to said grades before they will be accepted by this Council (Town Lot Deed Record, Book 45, p. 59)

As it happened, some years transpired before much development took place on this redrawn parcel of land. In the 1920s, the Beta Theta Pi Fraternity (Hoffman's own fraternity) built its new chapter house at 2120 Lincoln Way just north of his College Heights 2nd Addition. This 3-story, red brick building, one of Iowa State's showplace fraternity houses, features an eclectic design of Georgian Revival and Mediterranean Rival styling, with a stucco-clad third floor and a tile roof.

Erwin Coover Subdivision

Laid out in 1922, the Erwin Coover Subdivision split Lot 6 and Lot 7 in Block 14 of the College Heights Addition into three parcels. (Story County Recorder's Office, Land Deed Book 49, p. 367)

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This created two building lots facing Ash Avenue, bearing today the house numbers 620, and 702, and one building lot facing Country Club Boulevard, bearing today the house number 2159.

Subdivision of Block 13

In 1919, R. F. Graeber sold Block 13 in College Heights to I. E. and Elizabeth Melhus. In 1920, Elizabeth and Prof. Irving E. Melhus, her husband, reconfigured the building lots in this block. Lying between Ash Avenue, Graeber Street, and Hughes Avenue, Block 13 is triangularly shaped. It originally featured three, large, pie-shaped building lots. The Melhus' subdivision removed the original lots lines, substituted rectilinear lines in their place, and in so doing created four lots instead of three.

This subdivision altered the orientation of the block's building lots. Originally, they had faced landforms. Now, they faced Ash Avenue. Several changes occurred as a result. Block 13 was originally designed to serve as a visual transition from the rectilinear feeling of Ash Avenue to the curvilinear feeling of College Heights. The subdivision negated this intent. When single-family dwellings were erected on the subdivision's building lots, they all turned their backs on College Heights. As a result, the west side of Hughes Avenue today has the feeling of a backwater. Conversely, the improvements in Block 13 reinforced the importance of Ash Avenue as a corridor of residential preference in West Ames.

Other Changes

Additional changes occurred to the plat of the College Heights Addition. Over the years, many residents along the west side of Pearson Avenue purchased small parcels of land from their adjacent neighbors along Ash Avenue. In 1940, Ethel Bennett Woodard and Charles L. Woodard subdivided two lots in Block 11 to form three lots. A number of small changes occurred to individual building lot lines as one property owner purchased footage of land from an adjacent owner for one reason or another. But these changes were minor.



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## FOURTH WARD

1911

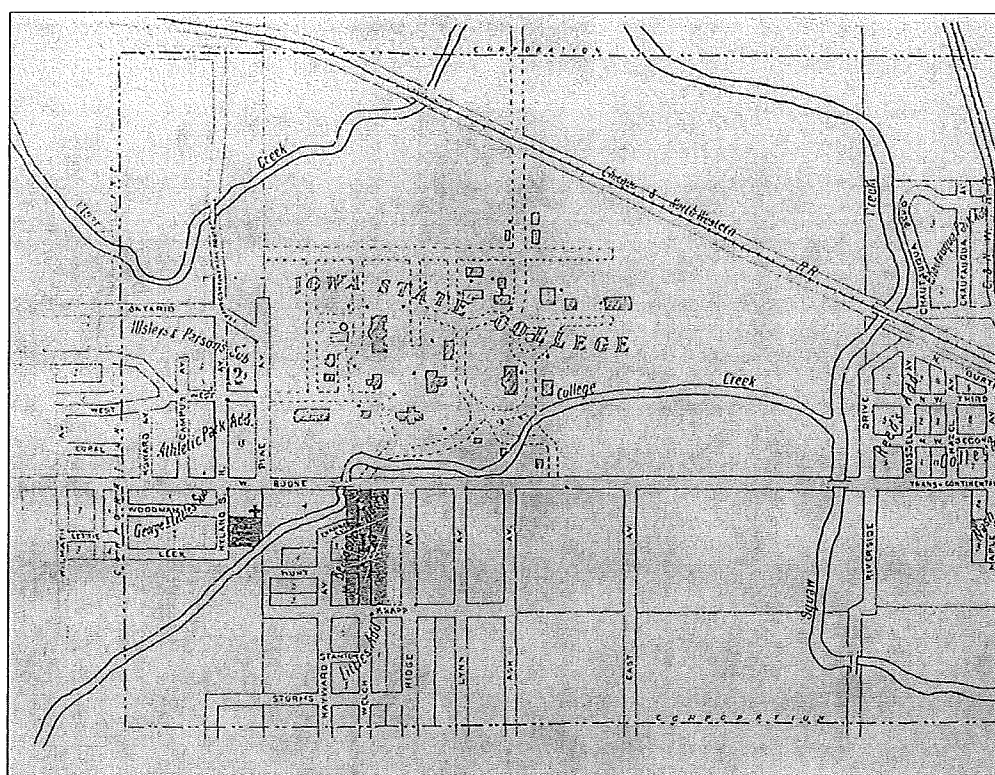


Figure I-2

The corporate limits of Ames, shown by the dashed line on this map, indicate the areas annexed to the City of Ames in 1893. Three major land use areas are apparent in the Fourth Ward—the college campus, the South Side, and the West Gate neighborhoods. The map shows how College Creek and Clear Creek affected the separation of the latter two.

Source: *I.S.C. Students' Directory*, Collection Don Faas, Ames, Iowa.

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### COLLEGE HEIGHTS ADDITION

1913

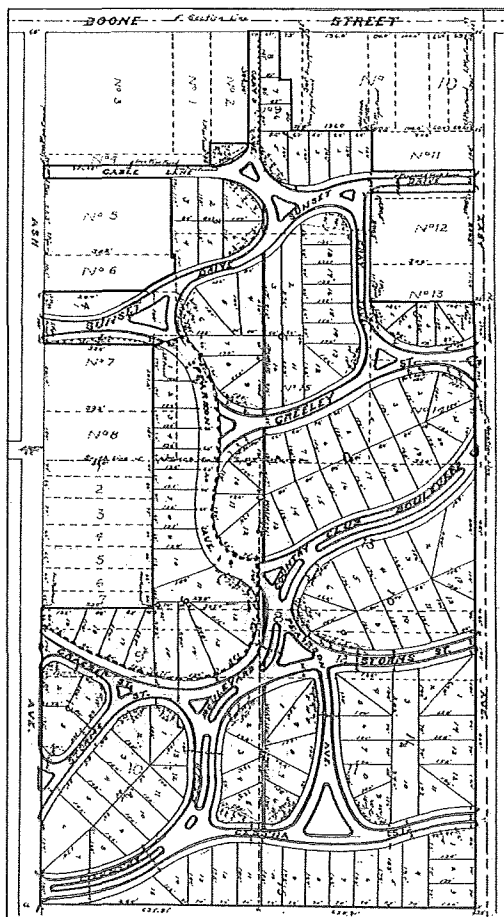


Figure I-3

Source: *Town Lot Deed Record*, No. 40, Story County Auditor's Office.



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## FOURTH WARD SOUTH SIDE

CIRCA 1923

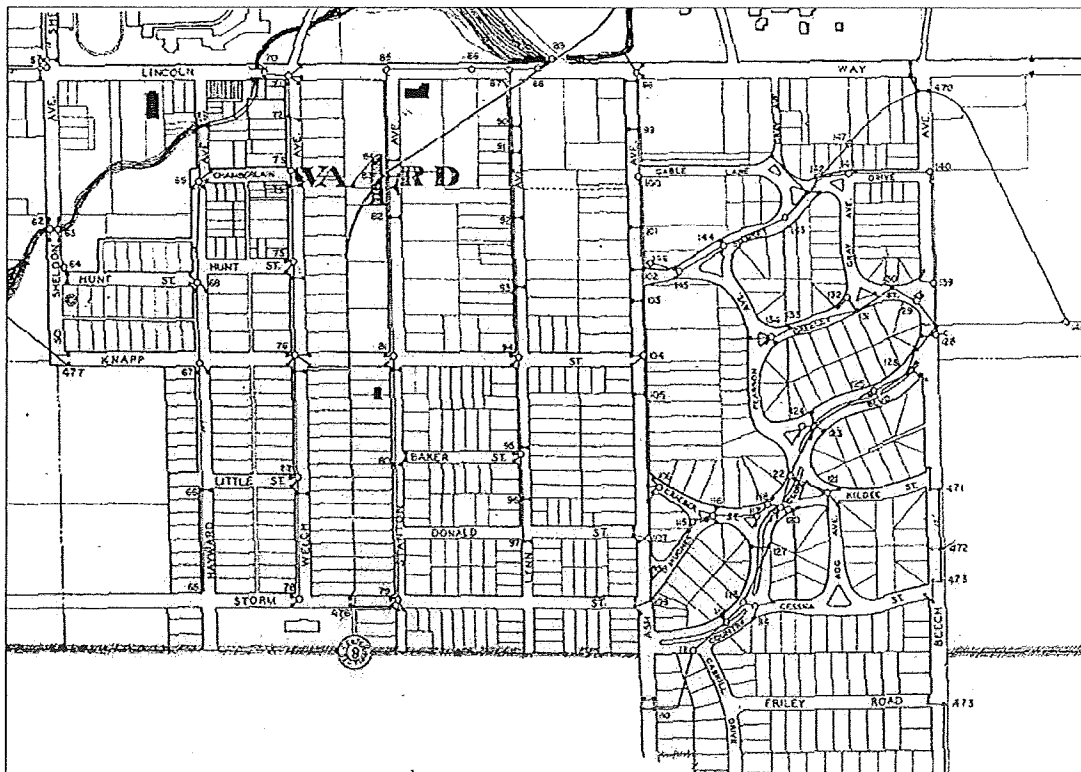


Figure I-4

This map shows two very different concepts for town planning in the Fourth Ward—the grid with a rectilinear layout of streets and building lots (at left) and College Heights Addition's curvilinear layout.

Source: "Map of the City of Ames, Iowa," City of Ames Department of Engineering, circa 1923.

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## COLLEGE HEIGHTS 2ND ADDITION

1916

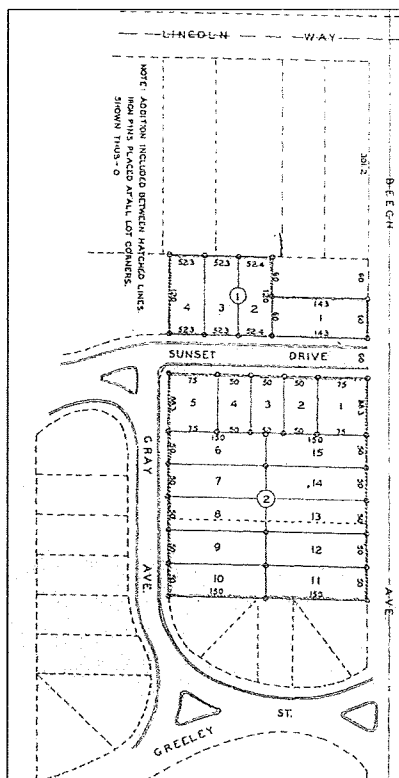


Figure I-5

On December 28, 1916, Arthur Henry Hoffman subdivided certain property in the College Heights Addition, primarily of Lots 11 and 12, as the College Heights 2nd Addition. This addition is outside the study area of this report but contiguous to it.

Source: City of Ames Assessor's Office, 2009.

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## WOODWARD SUBDIVISION

1940

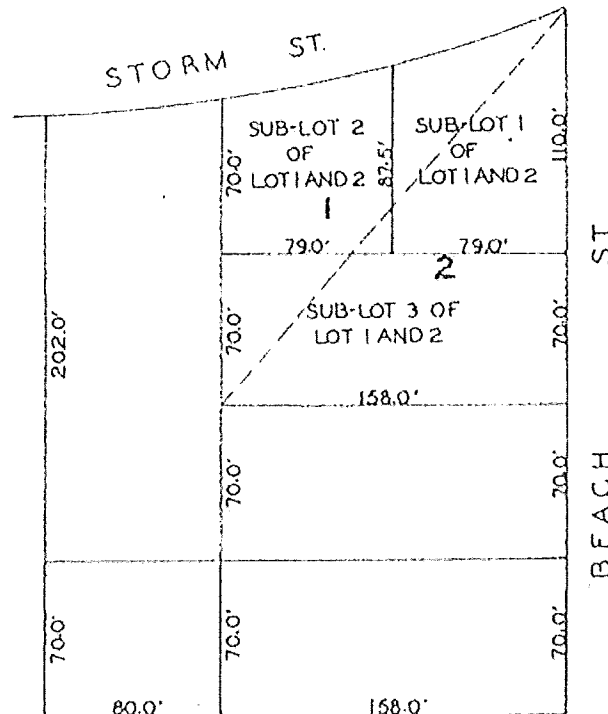


Figure I-6

In 1940, Ethel Bennett Woodard and Charles L. Woodard subdivided Lots 1 and 2 in Block 11 of the College Heights Addition.

This map shows how the subdivision created three building lots from two.

(Storm Street, as shown, is now known as Kildee Street.)

Source: "Subdivision of Lots 1 and 2, Block 11, College Heights Add. to Ames, Iowa." Story County Recorder's Office, Town Lot Deed Record, No. 73, p. 575.



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### II. IMPROVEMENTS FILL THE PLAT, 1913—C. 1955

#### INTRODUCTION

Although College Heights was laid out in 1913, improvements initially proceeded slowly in it. Infrastructure deficiencies required rectification. World War I intervened soon after the plat was laid out and depressed its development. Then, in the late 1920s, the Friedrich Construction Company along with a cadre of other contractor-builders of local note began the construction of new homes in the addition. Their craftsmanship, attention to detail, business acumen, and the prosperity of the time, stimulated renewed interest in College Heights. New home construction boomed. The Great Depression curtailed this boom, but resumption began in the late 1930s, and College Heights emerged as a premier residential section of Ames. New home construction abruptly ceased again, when the United States entered World War II. Following the war, the few unimproved building lots in College Heights found ready buyers, as the post-war housing shortage stimulated new home construction in the neighborhood. By the mid-1950s, the few unimproved lots in College Heights had been filled. Because these patterns of development follow, in a general way, those across America as a whole, College Heights calls attention, in microcosm, to this succession of historical eras in the nation's home building industry. (See Continuation Sheet E-73.)

This chapter discusses these topics in the following order:

Background  
Initial Impediments  
Growth  
Friedrich Construction Company  
Other Contractor-Builders  
World War II and the Post-War World  
College Heights Residents

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**BACKGROUND**

College Heights Addition forms one of many new plats laid out in the Fourth Ward of Ames during the early 20th century. Located west of Squaw Creek and also known as West Ames, this area benefited from its proximity to Iowa State College and that institution's rapid growth during the early 20th century. During the early 20th century, the Fourth Ward boomed with new construction. The following thumbnail sketch of that area and its history places the platting and development of College Heights in context.

Fourth Ward Flourishes

Between 1910 and 1920, the student enrollment at Iowa State jumped from 1,562 to 3,584. The faculty and staff at the college increased as well. This put pressure on the existing but inadequate housing stock. When the College Heights Addition was laid out in 1913, one newspaper reported:

The fact that this addition is the only tract of land near to the campus which would be suitable for a residence section, indicates that it will soon be occupied. The restrictions which govern the sale of the lots will attract desirable citizens, and citizens and students alike welcome this expansion of college town.

The lack of accommodations for those connected with the college and the various employees working on the campus, has been the source of considerable comment. The community has not been able to keep up with the growth of the college. It is believed that the new college addition will aid in solving the problem. (*I.S.C. Student*, October 4, 1913)

The housing shortage in the Fourth Ward continued. Between 1920 and 1930, the number of students at I.S.C. increased to 4,318. The impact of these student increases needs to be understood within the context of the college's severely limited dormitory capacity at this time. Until 1927, virtually no on-campus housing was available for male students. (Ross: 199)

Typically, the need for off-campus housing became acute when college classes resumed in the fall. As one newspaper reported in September 1921:

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Housing conditions for married faculty members of Iowa State and others are acute. At least 100 apartments for light housekeeping are needed very badly. Never before has there been such a rush for rooms. These are matters that are "hitting home" in Ames now, according to the public affairs committee of the Chamber of Commerce.

In spite of the fact that 120 new houses have been built this summer and 40 others have been remodelled [*sic*], it is absolutely necessary that more rooms be found for the use of college students and faculty members.

Although most of the single students have been provided for it was stated at the offices of the Chamber of Commerce this afternoon that more rooms for single people could be used.

If anyone in Ames can fix up "livable" apartments they are urged to communicate with the Chamber of Commerce offices or the Y.M.C.A. at once. It was explained that the rooms must be "livable," good enough for the owners to live in. It is thought that the peak load of the demand for student rooms has passed, except for the latecomers. (*Ames Daily Tribune*, September 26, 1921.)

This boom time corresponded with prosperous economic times throughout the nation. True, the price of agricultural products deflated during the early 1920s, but national prosperity continued until Black Tuesday in October 1929, when the New York Stock Exchange crashed and ushered in the Great Depression of the 1930s.

The Fourth Ward benefited substantially during this period of prosperity. *The Milepost*, "A News-Magazine of Town and Country," published in Ames during the late 1920s and 1930s, headlined its January 9, 1930, edition with: "Ames' Building Cost Half-Million in 1929," the estimated cost of new construction projects, which the Ames city manager had approved. The article noted that:

The bulk of the dwelling construction in Ames was done in the Fourth Ward south of the campus and downtown north and west of Roosevelt school on Ninth street. However, new houses were erected in all parts of the city. (*The Milepost* 1930: Vol. 1, No. 13: 1)

The article also listed other significant new construction projects. The following abridgement of this list shows the breadth of these projects.

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Noteworthy in the city of Ames were additions to the business row on Fifth street in the downtown section. They include a new garage built by Max Dutich, distributor of Hudson and Essex cars, at a cost of \$13,000; a service station, at the corner of Fifth and Burnett, by H. L. Yates, at a cost of \$5,500; a new service station at the corner of Duff avenue and Fifth street, occupied by the Trauger Super-Service and built by A. H. Munn; the new Tribune-Times building next door to the Dutich building and the modern brick and tile garage at 203 Fifth street, built by M. B. Griffith and occupied by the Allen Motor company, distributors of Chevrolets.

Other buildings in the business class for which permits were granted are the grease and wash rack for Minos C. Fall at 102 Hyland avenue at a cost of \$5,500; new lumber yard for S. Hanson Lumber company by A. E. Wickland at 212 Duff avenue at a cost of \$15,000; a brick and tile covered walk for \$1,600 at the Adams Funeral home, 502 Douglas avenue; a bulk oil station, \$1,000, at Second and fourth streets by the Sinclair Oil Refining Co.; a lunch room, \$2,000 by Fred Peterson on Main street east of the theaters; a business building by Mrs. F. M. Beman, 2420 Knapp street, cost \$250; an addition to the testing laboratory, \$1,490, Iowa Highway Commission; a filling station, Shell Petroleum Co., \$8,000, 423 Main street; Fort Dodge Des Moines & Southern Co., pumphouse, \$450; storage warehouse for Ben Cole, \$500, at 114 Clark avenue; a bulk oil station for Phillips Petroleum Co., \$3,000, at 918 Fourth street.

Buildings put up by religious or social organizations include the St. Johns Episcopal church at Stanton and Lincoln Way, being erected at a cost of \$64,000; the Alpha Sigma Phi fraternity house, on Pearson avenue, to cost \$35,000; the student center of the American Baptist Convention, \$25,000 on Lynn avenue just south of Lincoln way, and the Delta Delta Delta sorority house, at 302 Ash avenue, \$45,000. The Congregational church at Sixth and Kellogg also was extensively improved.

Here is what the figures will tell us.

|                     |              |
|---------------------|--------------|
| Public buildings    | \$346,390    |
| Dwellings           | 216,225      |
| Garages, miscellany | <u>9,820</u> |
|                     | \$572,435    |

(*Ibid.*, January 1930, Vol. 1, No. 13: 1)

As this article indicated, substantial residential improvements occurred in the Fourth Ward. The College Heights Addition was a spectacular example; but many other plats, laid out prior to World War I yet still undeveloped, filled with improvements during the 1920s and the 1930s. Baker Street, Donald Street, and Storm Street witnessed a construction boom.

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Infrastructure improvements went hand-in-hand with this residential construction. The 1920s witnessed the first concerted efforts to hard-surface streets in West Ames. A major program to hard-surface streets transformed many of these corridors in the 1920s. In 1923, Duff Avenue and Lincoln Way were paved, as well as other streets in the First, Second, and Fourth Wards (*Ames Daily Tribune*, "Must Complete City Paving Before Aug. 1," February 3, 1923). Projects for 1926 included improving Lincoln Way. (*Ibid.*, June, 4, 1926) Paving plans for 1928 included Sunset Drive and Gray Avenue in today's Greek residential section of College Heights. ("Paving 1928," Ames Public Works Department) Additional paving in that addition followed. By 1936, almost one-half of Ames' city streets were paved. Of the city's 45 miles of streets, 23 had been paved. (City Directory 1936: 10)

The paving of streets proceeded in piecemeal fashion. West Street was paved in 1921. (Devine: 30) Until the mid-1920s, Oakland Street remained a narrow, one-lane wide road. Oakland was first paved in June 1926. Then, in 1938, Oakland was extended from Hawthorne to Franklin. (Resolution #1538, Ames City Council Minutes) Until the mid-1920s, Forest Glen, which straddled Caughey's Subdivision (1905) and Curtiss Subdivision (1909), remained a gravel road. The same held true in College Heights. Still in 1936, most of its streets remained without hard surface. (*Ames Daily Tribune-Times*, August 6, 1936)

Further extensions of Ames's corporate limits illustrated another sign of the city's expansion. By 1943, the City of Ames had extended its corporation lines beyond the 1924 boundaries to include land northwest of Clear Creek and west of Franklin Avenue. Much of this land remained undeveloped, however, until the population increases in Ames following World War II stimulated another construction boom.

**INITIAL IMPEDIMENTS**

The topography of the College Heights Addition posed challenges for residential development. Bedeviled by standing water and marshy conditions, the land required considerable manipulation to render it suitable for new construction.

The newspaper report on the following page suggests the expense associated with the establishment of grade for streets, boulevards, and parkways.

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Grading Started in  
College Heights Add.

A grading crew of fifty men are at present busily engaged in the laying out of streets and avenues in the new College Heights addition which is being promoted by J. F. Graber [*sic*] and Tom Thompson. The workmen are living in tents "right on the job" and work is being rushed to completion as rapidly as possible. It is expected to have the work completed by the first of September. (*Ames Weekly Tribune*, August 7, 1913)

An historic photograph pictures this crew at work. (See Continuation Sheet E-91.)

The effort and expense to excavate and grade specific building lots in College Heights for home construction also required considerable cost. All of this work was performed without heavy machinery. The site preparation for the construction of the Friedrich-Runnells House at 2107 Country Club Boulevard provides an inkling of what must have been required to prepare the entire College Heights neighborhood for development.

Most all the excavation was done by horses and slip (a tool pulled by horses, which has handles on each side and a person guiding the horses like a horse drawn shovel). On many locations, in those days, excavating was sometimes done by dynamite. The excess was then removed by the horse and slip method (if the earth was hard, the dynamite was used). Concrete was mixed on the job site with a concrete on-site mixer, gas driven. (Robert K. and Reinhard K. Friedrich informant interview)

Given the wet nature of Ames topography, the Ames City Council had learned to exercise caution when accepting land. In 1913, for example,

The council accepted the deed of D. A. Nash to his property when the grade is perfected and recorded and the recording fee paid. (*Ames Weekly Tribune*, September 3, 1913)

The disposal of wastewater and management of storm water had plagued the College Heights area for some time. From time-to-time, the city council acted to resolve various problems in a piecemeal fashion.

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Moved by Cleghorn; That the matter of sewage from East avenue [Beach Avenue today] outlet entering out on property of Mr. McCoy be abated by the sewer committee procuring the necessary pipe to carry sewage away from his property. Mr. McCoy to lay the said pipe as agreed. (carried) (*City Council Proceedings*, April 22, 1913: 257)

Wetlands and storm water drainage also posed problems for the College Heights area. The intersection of Lincoln Way and Lynn Avenue was a notorious trouble spot. In 1913, the city council ordered:

That the stagnant water on lot at the corner of Boone Street and Lynn Avenue is declared a nuisance and that the matter be referred to sewer committee with power to act. (carried)  
(*Ibid.*)

Today, that intersection stands at 922 feet above mean sea level. Also today, the intersection of Country Club Boulevard and Pearson Avenue stands at about 923 feet above sea level. This latter area was also likely a trouble spot, although it did not gain the attention of the well-traveled intersection of Lynn and Lincoln Way.

As it happened, the lack of sanitary and storm water drainage became a sticking point, and the Ames City Council balked at accepting the College Heights plat, when it was initially submitted for public approval. It required two years of negotiations and infrastructure improvements before the Ames City Council finally approved the plat.

Protest—Delay—Resolution

The plat proposed for the College Heights Addition in 1913 engendered protest among the public. Residents along Lincoln Way (then Boone Street), Ash Avenue, and others objected. The lack of sanitary sewers in the proposed new addition formed the core issue. Graeber's scheme for the addition had not adequately addressed this matter.

Mindful of these challenges, R. F. Graber worked at a solution to them. His plat was located outside a municipal sewer districts, and this stood as a major impediment. In negotiations between the City of Ames and Graber, the city requested that Graber work with those residents to allay their concerns.

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Moved by Cleghorn; That the mayor confer with Mr. Graber and set a time for his meeting with the property owners interested on Ash Ave. and Boone St. adjacent to Mr. Graber's allotment. (motion carried) (*Ibid.*, September 16, 1913: 282)

The sewer question remained on the table throughout the rest of the year. Debate resumed in 1914. Because College Heights was located outside the municipal sewer districts as already defined by the city, the council sought a method to resolve this matter. On July 20, 1914, the council requested a legal opinion from the city attorney.

Moved by Stultz; That the matter of sewer outlet from College Heights Addition be referred to the city solicitor and sewer committee to take up the matter with the parties interested, and make a report at the next meeting of the council. (motion carried) (*Ibid.*, 420)

The city council debated the issue on July 7, 1913 and decided to inspect the site.

Moved by Stocker; That the council go over the ground proposed to be platted as College Heights Addition to morrow at 9:00 o'clock A.M. and that the parties protesting against the approval of the plat be notified that consideration of the plat will be taken up by the council at a meeting to be held Thursday, July 8, 1913, eight o'clock P.M. (*City Council Proceedings*, July 7, 1913: 266)

Although we do not know the results of this site visit, the council met the following day as planned and reassessed the situation. Consensus still had not formed. As the discussion on July 8<sup>th</sup> unfolded, Councilman Thomas Thompson favored accepting the plan, but others on the council did not.

Thomas Thompson was a local attorney in Ames. He served as the city's mayor from 1899 to 1902 and engaged in other civic activities. Thompson had a financial interest in the College Heights Addition, having served as an attorney for Alexander Gray and Gray's land dealings in the area (Story County Recorder's Office, Town Lot Deed Record No. 40, p. 179) and as R. F. Graeber's real estate agent. (*Fourth Ward Times*, June 1, 1916)



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The minutes of the council's July 8th meeting provide a barebones description of its proceedings.

Moved by Thompson; Seconded by Corlett; That we approve the plat of College Heights Addition with the exception of Block 7 & 9. (failed)

Roll Call on Motion

Voting Yes Thompson

Voting No Maxwell  
Corlett  
Stocker  
Hullibarger  
Cleghorn

Source: (*City Council Proceedings*, July 8, 1913: 268)

Thompson's attempt to help his client had failed. The council then sought compromise.

Moved by Cleghorn & seconded by Stocker; That the motion of councilman Thompson be amended by the further exception of Gray Avenue between Boone Street and Gable Lane and Pearson Avenue between Sunset Drive and Country Club Boulevard. (carried)

The role call to approve the amended motion resulted in unanimous agreement.

Roll Call on Original Motion as Amended

Voting Yes Maxwell, Thompson,  
Corlett, Stocker,  
Hullibarger, Cleghorn

Voting No None

Source: *Ibid.*

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As carried, the Ames City Council approved the acceptance of the College Heights Addition, as proposed, with three exceptions. Those included in this intensive study included Block 7 and Block 9, both of which faced Pearson Avenue.

The question remained: Who would pay for the needed drainage system? The cost associated with these improvements likely came as a surprise and an unexpected expense to Graeber and the Sheldahl Savings Bank. That institution subsequently held a board of directors meeting and, on May 8, 1914, voted to amend the banks Articles of Incorporation, doubling the size of its capital stock from \$10,000 to \$20,000. Of the outstanding 100 shares of stock at that time, 93 shares of the 97 shares present at the meeting approved the amendment. By this time, R. F. Graeber had become president of the bank with Otto Kleis as its cashier. (Iowa Secretary of State, Articles of Incorporation 1914: 289-290) It seems reasonable to assume that this substantial increase in capital stock helped pay for infrastructure improvements in College Heights.

Early in the next year, Graeber agreed to pay the City of Ames for the needed infrastructure. The city council minutes report:

AN AGREEMENT, by R. F. Graber, to purchase sewer certificates for the construction of a sewer system and outlet, now pending was filed with the city clerk.

AN OPINION, by the city solicitor that the city could re-establish its sewer districts if desired, was filed with the council. (*Ibid.*, January 4, 1915: 436)

With R. F. Graber's agreement to underwrite the construction of sewers in College Heights, the City of Ames formally accepted the dedication of the addition's streets and parks for public use. On January 11, 1915, the city council passed Ordinance No. 271 to this effect. By unanimous vote, the council suspended the second and third readings of the ordinance and unanimously voted to adopt it. (*Ibid.*, January 11, 1915: 437) On the same day, the city re-established its sewer districts to include the College Heights Addition.

Now, with the College Heights Addition accepted by the City of Ames and its boundaries included in the municipality's sewer district, building lots could be offered to the public and private development begin. Chapter III of this report tells this story. That chapter also provides a physical description of the plat as it was originally laid out.

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**GROWTH**

College Heights developed in four distinct periods of new home construction. The years from the 1910s through the early 1920s witnessed the construction of a few new homes. Most of these buildings show the influence of Craftsman styling on their design. A second era of new home construction—beginning circa 1927 and extending through circa 1931—witnessed an increase in this construction home. These buildings generally show the influence of Tudor Revival or transitional designs under the emerging influence of Neo-Colonial Revival styling. This period of development ceased, when the effects of the Great Depression began to be felt in Ames in the early 1930s.

Then, a boom period—beginning circa 1936 and continuing through 1941—occurred as the economic slump gradually gave way to better times. Many Neo-Colonial Revival houses were constructed during this period, along with some Tudor Revivals and a handful of Modern Movement designs. The outbreak of World War II curtailed all new construction in College Heights.

With Victory in Japan and the end of World War II in 1945, new construction resumed in College Heights. The popularity of Neo-Colonial Revival styling remained popular, and the Ranch house appeared. By the end of this period circa 1955, the College Heights plat was virtually filled with improvements.

These successive eras of new home construction in College Heights—in terms of the architectural styles they embraced—are treated in more detail in Chapter IV of this report.

Improvements Slowly Edge then Fill the Plat

The sale of building lots in College Heights began in the late spring of 1915. Initial reports of their sale was encouraging:

Sell All Lots  
In New Addition

Over \$71,000 Paid for 127 New  
Lots in College Heights  
Addition

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With every lot in College Heights addition sold, many for immediate sites for homes, the fourth ward has better prospects for growth and improvement this summer than ever before. The sale conducted by the Savings Realty company during the past few weeks has been very successful, and today only one lot remains untaken, and that the free one which is to be given away late this afternoon.

During the time the sale has been on 127 lots have been sold. The total prices paid for lots aggregate \$71,500.

Those who have seen the new addition to the south are enthusiastic over its beauty. Rolling and high with an excellent view of the surround country, one need not have a great imagination to see how the place will be built up within a very short time. Beautiful winding drives are a feature of the addition. There being none of the conventional straight streets.

Many of the lots have been purchased by faculty people who expect to build immediately, while some of course have been purchased as an investment. It is expected that several new homes will be erected in the addition this summer, since a number are already making arrangements with builders. Contracts for the sewage system have already been let by the city.

The property sold was originally the farm of Alexander Gray. It was purchased about two years ago by R. F. Graeber, a Sheldahl banker, who divided it into lots and did the grading, and made arrangements with the realty company to conduct the sale. Mr. Graeber's local agent has been Tom Thompson who has attended to many of the details which have gone to make up so successful a sale.

Mr. Graeber who has been a familiar figure in Ames since he acquired the property, will leave soon for an extended trip through the west with his family. (*Fourth Ward Times*, June 1, 1916)

This sanguine account overstated the reality. Indeed, into the 1920s, R. F. and Jennie Graeber continued to hold the titles to many of these lots. Added to that, private improvements in College Heights came slowly.

This account is accurate, however as to the number of Ames residents, who purchased lots in College Heights as investments rather than for new home construction. Carl H. and Ethel P. Schemann purchased Lot 17 in Block 9 (2111 Graeber Street) from R. F. and Jennie Graeber in 1915. The Schemanns held the title to the property, without improvement, and then sold it to I. E.

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Melhus in 1922. (John D. Verhoeven email) A. T. Erwin sold Lot 17 in Block 8 (2031 Country Club Boulevard) as an unimproved parcel to Frank and Margaret Hummel in 1935. Winifred R. Tilden, who headed the women's athletic program at I.S.C., purchased Lot 6 in Block 8 (2108 Greeley Street) and held it unimproved until 1937, when she sold the lot to Ira W. and Emma W. Arthur. Winnifred S. Gittemy held the title to two adjacent lots in Block 9 into the 1930s. One of these lots, Lot 3, was improved in 1932 for the first time. In 1934, Dean Thomas Agg acquired the other lot, Lot 4, and erected his new house on the site. As late as 1930, the Commercial Savings Bank held title to unimproved Lot 8 in Block 10. Other examples of unimproved lots in College Heights evidently held as investments abound.

Private improvements in College Heights initially tended to edge the perimeter of the plat. The following table lists some of them:

## EARLY CONSTRUCTION IN COLLEGE HEIGHTS (SELECTED)

| <u>Name</u>                           | <u>Address</u>          | <u>Year Built</u> |
|---------------------------------------|-------------------------|-------------------|
| Melhus-Coover House                   | 2111 Graeber St.        | Built c. 1922     |
| House                                 | 425 Pearson Ave.        | Built c. 1920     |
| Eugene R. Rushmore House              | 2011 Kildee St.         | Built c. 1921     |
| Maurice D. Helser House               | 2121 Hughes Ave.        | Built 1921        |
| House                                 | 2138 Hughes Ave.        | Built 1922        |
| Prof. J. V. & Martha M. McElvey House | 2117 Graeber St.        | Built 1922        |
| House                                 | 2114 Country Club Blvd. | Built c. 1925     |
| House                                 | 2020 Country Club Blvd. | Built c. 1926     |
| Dr. Julius L. & Jennie Larson House   | 2107 Graeber St.        | Built 1928        |

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In the later 1920s and early 1930s, some scattered improvements began to appear in the internal sections of the College Heights plat. Then, the effects of the Great Depression took hold in Ames, and new construction contracted throughout the city.

With its high number of state employees—including personnel at Iowa State and the Iowa Highway Commission—Ames weathered the economic slump better than many communities in the state. By 1936, a spate of new home construction in Ames emerged. According to one local newspaper:

**Boom Time Rate  
In Construction  
Activities Here  
Seven New Dwellings  
Are On May  
List**

Building activities in Ames, which reached boom time aspects in April, continued strong in May, with seven new houses included in the list of 14 projects for which permits were secured at the office of the city manager. . .

Two of the new houses under construction will have air-conditioning, a feature which has been added to numerous Ames homes but which has been included in the building of but a few.

Cost of the 14 projects in May total \$33,635, bringing the total of private and public building for the first five months to a total of \$111,470. (*Ames Tribune-Times*, June 1, 1936.)

College Heights was sometimes singled out because of its building activity.

**College Heights**

Seven new homes are included in the May list, five of them in the fourth ward. Two of the houses are being built in the College Heights addition, where numerous buildings are in the process of construction or just completed.

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The list of building projects started in May is as follows: . . . Mrs. Trura D. Garner, two story dwelling at 633 Pearson avenue [known today as Agg Avenue, *ed.*], 29x26 feet, asphalt roofing, air conditioned and oil heat, \$7,500.

Reinhard Friedrich, one and one-half story frame and brick veneer dwelling at 609 Pearson avenue, 41x40 feet, air-conditioned and oil heat, \$2,500. (*Ibid.*)

By the mid-1930s, new home construction in Ames showed signs of recovery. Construction projects in College Heights provided a leading indicator. One newspaper reported:

Home Building  
Is Active Here  
31 Permits Granted In  
Five Months

Ames is continually growing into a city of new homes, according to records in the city manager's office, which revealed Friday that permits for 31 new homes have been granted in the first five months of the year.

Permits for nine of these new homes were included in the 18 permits granted during May. Other permits were for additions to home and business buildings, a new business building, and several private garages.

Fourth Ward

The building trend this year appears most pronounced in the fourth ward, with 20 of the 31 new homes being built there. Ten of the 20 in the fourth ward are in the College Heights addition.

Last year a total of 54 permits were granted for new homes, 29 of which were in the downtown area and 25 in the fourth ward.

Building activities for the past month represented an expenditure of \$75,850, bringing the total to date to \$499,544. With the voting of bonds for the new senior high school and addition to Welch in May, the contract for this project, which will be let this year, will bring the total building here close to the million dollar mark. Also earmarked for this year's program in Ames is the Grand avenue underpass, which will cost approximately \$225,000. (*Ames Daily Tribune-Times*, June 4, 1937)

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The same newspaper also noted new building permits granted to contractor-builders and property owners in College Heights. They included:

Phil Coy, 2021 Country Club boulevard, one family dwelling 26x20, \$5,000.

Aubrey C. Smart, 425 Beech avenue, one family dwelling, 28x34, \$3,200.

Claude K. Shedd, 533 (*sic*, 333) Pearson avenue, one family dwelling, 26x24, \$7,000.

I. W. Arthur, 2108 Greeley street, one family dwelling, 32x35, \$6,000.

(*Ames Tribune-Times*, June 4, 1937)

At the same time, local real estate broker C. J. Lynch corroborated the strength of this market in a newspaper want ad.

**MY PENCIL SAYS: LAST YEAR**

We sold College Heights lots at \$150 to 350. A few fine houses went up, today same lots are selling at \$500 to \$800 each. Today I am Offering lots on Harding, Grand, or 12th street at one half their value, fine homes are going up, prices should advance sharply in one year. Good lots, Good prices, Good terms. See me today C. J. Lynch.

(*Ibid.*)



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All of this data indicate that College Heights had become a popular location for new home construction. By June of 1937, a full one-third of building permits issued for new homes in Ames were in College Heights. Ames residents with the financial capability to underwrite the construction of a new home found that area most attractive.

Street Improvements

The development of College Heights in the 1930s included street improvements. In 1936, for example, a number of resident property owners instigated a request to the Ames city council to improve about three miles of city streets. The plan called for the construction of concrete curbs and gutters and stabilized gravel surfacing.

The proposed improvements included all streets in College Heights with the exception of Gray Avenue from Lincoln Way to Gable Lane and all of Beach [then Beech] Avenue. A number of property owners in College Heights objected to these improvements. C. G. Lee presented objections to assessments on lots seven and eight. Idel C. Nash presented objections to assessments on lot 3, block 11. Anna H. Luke presented objections to assessments on lots 1, 2, 3 and 4, block 10 and lots 1, 7, 8, and 9 block 12. Reinhard Friedrich objected to the two-lane surfacing of Country Club Boulevard because it involved additional cost for this type of street. The council overruled these objections because residents actually had proposed them and only a relatively small proportion of property owners objected. (*Ames Daily Tribune-Times*, August 6, 1936)

The construction of these street improvements took longer than anticipated. On October 5, 1936, the city council instructed City Manager John Ames "to notify the contractor that satisfactory progress is not being made on its contract, which is scheduled to be completed by Nov. 7." The council also expressed the opinion that in order for the contractor to finish by that date "more equipment and men would be needed to speed up the concrete work." (*Ibid.*, October 7, 1936)

The Plat Affects Improvements

As a rule of thumb, the larger a building lot, the more expensive the improvements it attracts. This rule of thumb obtained in College Heights. Consider the following table:

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COMPARISON OF LOT AND HOUSE SIZES

| Address                 | Size of Lot    | First Floor Square Footage |
|-------------------------|----------------|----------------------------|
| 2039 Country Club Blvd. | 8,410 sq. ft.  | 729 sq. ft.                |
| 418 Pearson Avenue      | 9,600 sq. ft.  | 976 sq. ft.                |
| 428 Pearson Avenue      | 12,775 sq. ft. | 1,607 sq. ft.              |

Source: Ames City Assessor Office, 2009.

These three properties abut one another and were taken at random. The comparisons will generally hold true throughout the rest of College Heights. The purchase a large lot provided the opportunity to construct a large building upon it, while the purchase of a smaller lot typically resulted in a house of smaller size.

The curvilinear layout of College Heights continually opened up new vistas as motorists and pedestrians moved around the plat. Instead of a linear streetscape with improvements flanking both sides, the curvilinear design proved to be very adaptable. The location of the plat's streets within its ravines further emphasized these views, as many buildings stand on sites sometimes ten feet above street elevation. The motorist and the pedestrian continually look up to these buildings, and this height confers dignity upon them.

Municipal Zoning

The City of Ames created its first Zoning Commission in 1924. To serve on the commission, Mayor Rice appointed Roland Wallis, C. S. Nichols, A. H. Munn, F. H. Schleiter, Charlie Ash, A. T. Evans, and A. L. Champlin. In 1930 the City of Ames created its City Plan Commission. The next year the city passed its first zoning ordinance, designating five classes of districts and regulating certain building activities in them.

"A" Districts-(Residence)  
"B" Districts-(Residence)  
"C" Districts-(Local Business)

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"D" Districts-(Business and Light Industry)  
"E" Districts-(Heavy Industry)

This ordinance classified all land within the corporate limits under this typology, including "public grounds" to those listed above. Iowa State University was classified as public grounds but remained outside municipal jurisdiction. All of College Heights south of Greeley Street was included in an "A" District." The new zoning overlay classified the land in College Heights to the north of Greeley Street as a "B" District. These classifications effectively codified the land use, which had already evolved in the areas over the years. This zoning provided protection for residents south of Greeley Street that their neighborhood would remain one of single-family dwellings.

Expansion South of College Heights

Demands in the later 1930s boosted the Ames real estate market for new housing, and plans surfaced to develop land south of College Heights for new construction. According to one rather broken account of such proposal:

College Heights addition for the purpose of providing an extension of Pearson avenue south of Cessna street to lands owned by the Daniel Mc Carthy estate which lies south of the College Heights addition. The lots are located straight south of the triangle formed at the intersection of Pearson avenue and Cessna street. (*Ames Daily Tribune-Times*, October 7, 1936)

This extension would have pushed Pearson Avenue through several building lots on Cessna Street to create an access from it to land further to the south. Although this scheme failed to materialize, another took its place.

Judge C. G. Lee instigated this request. Lee had married Emma McCarthy (1865-1951) in 1896. She was the daughter of Daniel and Mary Ann Ross McCarthy, pioneer settlers of Washington Township, where Ames is located and where Emma was born. (Obituary, *Ames Tribune*, November 27, 1951) Emma McCarthy Lee inherited land from her parents' farm in that township. The family earlier had sold 20 acres of it to the Ames Golf and Country Club.

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In a letter to the city council, Lee reported that he had purchased lots 7 and 8 in Block 15 of the College Heights Addition for the purpose of providing an extension of Pearson Avenue south of Cessna Street. (*Ames Daily Tribune-Times*, October 7, 1936)

As it happened, this link between College Heights and property to the south failed to materialize. In its place, another plan surfaced. This plan vacated certain building lots farther to the east in Block 15 of the College Heights Addition and created Gaskill Drive. Gaskill Drive now linked Cessna Street with Friley Road. Friedrich's 1st Addition, a new subdivision just developing to the south of College Heights, had platted Friley Road. The construction of Gaskill Drive now articulated traffic circulation Friedrich's 1st Addition.

**FRIEDRICH CONSTRUCTION COMPANY**

Reinhard and Wella Dora Friedrich co-founded the Friedrich Construction Company in Ames, Iowa, in 1927. The firm became a major force in the development of College Heights and subsequently the entire City of Ames. The family expanded to become the Friedrich Realty & Construction, Inc., and remains in business to the present day as a construction and real estate brokerage business.

Reinhard Friedrich (1900-1990) and Wella Dora Friedrich (1897-1992) were both born in Niederbobritzsch, Germany, and married on December 28, 1922. They emigrated to the United States with Robert K., their first child, and settled in Ames in 1924.

Reinhard attended eight years of public school in his native land. Following his marriage and the couple's emigration to the United States and Ames, the Friedrichs built their first home in Ames at 2107 Country Club Boulevard in 1927. More houses, built on speculation in College Heights, ensued, including the following:

**FRIEDRICH CONSTRUCTION IN COLLEGE HEIGHTS (NON-INCLUSIVE)**

| <u>Name</u> | <u>Address</u>          | <u>Year Built</u> |
|-------------|-------------------------|-------------------|
| House       | 2107 Country Club Blvd. | 1927              |
| House       | 2048 Cessna St.         | 1931              |

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| Name                  | Address                 | Year Built |
|-----------------------|-------------------------|------------|
| House                 | 2054 Cessna St.         | 1931       |
| House                 | 2110 Country Club Blvd. | 1931       |
| House                 | 2108 Country Club Blvd. | 1932       |
| House                 | 2046 Cessna St.         | 1932       |
| House                 | 618 Agg Ave.            | c. 1932    |
| House                 | 2015 Cessna St.         | 1936       |
| House                 | 2018 Cessna St.         | 1936       |
| House                 | 2004 Country Club Blvd. | 1937       |
| House                 | 2022 Cessna St.         | 1937       |
| House                 | 607 Beach Ave.          | 1938       |
| Norman A. Clark House | 305 Beach Ave.          | 1939       |
| House                 | 2122 Greeley St.        | 1940       |

Source: City of Ames Building Permits.

The "year built" shown on this table is the year the Friedrich Construction Company received a building permit for the property. If no owner's name is given on the building permit, it is assumed that the Friedrichs built the house on speculation. Tudor Revival and Neo-Colonial Revival styling influenced most of these house designs.

In the late 1930s, the Friedrichs expanded their operations in College Heights and built their first apartment building at 211-215 Beach Avenue in 1939. (Today, the firm offers more than 300 rentals in Ames.)

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Colonial Village

The Friedrichs' construction work in College Heights established his reputation as a contractor-builder and as a businessman. Banks and prospective homeowners knew that they could rely on the Friedrichs to perform to a high standard. This success encouraged them to take the next step, which would become a signature development in Ames. This experiment in suburban land development came to be known as Colonial Village. Although not a part of this intensive survey, Colonial Village is briefly discussed here because it calls attention to the reputation, which the Friedrich Construction Company earned in Ames through its work in College Heights.

Colonial Village is a small, residential section of West Ames immediately south of College Heights. It contains two plats: Friedrich's 1<sup>st</sup> Addition (1939) and Friedrich's 2<sup>nd</sup> Addition (1940). Collectively these plats are known as Colonial Village, a reflection of the Neo-Colonial Revival styling of the plats' houses and intended as a marketing tool devised by the Friedrichs.

As the Friedrich firm had shown itself receptive to innovation in its work in College Heights—implementing certain lessons it had learned from J. C. Nichols activities in Kansas City—the firm kept abreast of other national trends in the home building industry. In 1940, the Friedrichs built the first house in Ames financed by the Federal Housing Administration (FHA). Located on Gaskill Drive in Colonial Village, it remains extant.

The FHA had emerged from a 1931 President's Conference, which sought to reform the nation's structure of home financing and to develop quality designs for small homes and low- and moderate-income families, then struggling in the Great Depression. (Ames & McClelland: 60)

Through its approval of properties for mortgage insurance and the publication of housing and subdivision standards, the FHA instituted a national program that would regulate home building practices for many decades. (*Ibid.*: 61)

With its participation in the FHA program in Colonial Village, the Friedrich Construction Company brought the benefits of this program to Ames, showed that it worked, and pioneered what would become an important force in the home building industry in Ames following World War II.

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Later Friedrich Development

With the family's reputation established by College Heights and Colonial Village, the Friedrichs continued to develop housing in Ames from strength to strength. Robert K. Friedrich graduated from Ames High School in 1941 and studied architecture at Iowa State College. Reinhard K. ("Reiny"), his brother, was born in 1932 and graduated from Ames High School in 1950 and I.S.C. with a B.A. in civil engineering in 1955. Both brothers became licensed realtors in the early 1960s and expanded the operations of the firm. Its name became Friedrich Realty & Construction. The firm incorporated in 1962.

In 1963, the Friedrichs built the Edgewood Park Garden Apartments. This complex of 18 four-plex apartment buildings is located on the north side of Ames and contains 72-units. The National Home Association of Home Builders featured this award-winning project in a nationally distributed film to promote apartment living within the context of an upscale single-family housing environment. Edgewood Park Garden Apartments is potentially eligible for nomination to the National Register of Historic Places for its architectural and landscape architectural significance.

In 1965, Reinhard Friedrich received the E. T. McMurray award, the highest honor given by the Iowa Home Builders Association for dedicated service to the home building industry. (Reinhard Friedrich Obituary)

While the later Friedrich developments mentioned above are outside the scope of this report, all of them deserve a closer look for their potential historical and architectural significance.

**OTHER CONTRACTOR-BUILDERS**

Many other contractor-builders contributed to the upbuilding of College Heights in addition to the Friedrich Construction Company. They all had in common the construction of speculation and custom homes for their customers. The properties on the following page have been identified to date:

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OTHER CONTRACTOR-BUILDERS IN COLLEGE HEIGHTS (NON-INCLUSIVE)

| Contractor-Builder  | Original Owner                | Address                 | Year Built/Notes          |
|---------------------|-------------------------------|-------------------------|---------------------------|
| Ben Cole            | House                         | 2020 Country Club Blvd. | 1930                      |
| Phil Coy            | House                         | 2017 Country Club Blvd. | 1931                      |
|                     | House                         | 2021 Country Club Blvd. | 1937                      |
|                     | House                         | 2002 Cessna St.         | 1939                      |
| Phil Coy & Sons     | Walter A. Lunden House        | 711 Beach Ave.          | 1952                      |
| De Vore             | E. S. Huber House             | 2125 Country Club Blvd. | 1936                      |
| Fjarr Home Builders | House                         | 2007 Kildee St.         | 1960                      |
| Ed Grimes           | Margaret & Frank Hummel House | 2031 Country Club Blvd. | 1935                      |
| J. D. Martin        | J. D. Martin House            | 2131 Country Club Blvd. | 1936                      |
| Harold E. Maxwell   | P. E. Smith House             | 425 Pearson Ave.        | 1954                      |
| Dale Nelson         | Hal Rives House               | 2011 Kildee St.         | 1980, rebuild fire damage |
| Glen Netcott        | House                         | 2116 Country Club Blvd. | 1930                      |
|                     | Alice G. Netcott House*       | 2014 Country Club Blvd. | 1939                      |
| Thomas Peterson     | O. E. Overseth House          | 401 Pearson Ave.        | 1927                      |
|                     | Thomas Peterson House         | 406 Pearson Ave.        | 1929                      |
|                     | E. R. McKee House             | 2119 Country Club Blvd. | 1929                      |
|                     | House                         | 2128 Country Club Blvd. | 1931                      |
|                     | House                         | 2026 Country Club Blvd. | 1936                      |
|                     | House                         | 2030 Country Club Blvd. | 1938                      |
|                     | House                         | 418 Pearson Ave.        | 1939                      |
| Carroll Tweedt      | House                         | 2100 Greeley St.        | 1969                      |
|                     | House                         | 415 Pearson Ave.        | 1955                      |

\* Possible work.

Source: Building Permits, City of Ames.



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The above list of contractor-builders in College Heights is non-inclusive. A few years ago, the City of Ames unfortunately weeded its building permit files. As a result, the files for houses on Ash Avenue, Hughes Avenue, and Agg Avenue were destroyed, and information about their original construction was lost.

**WORLD WAR II AND THE POST-WAR WORLD**

By 1941, building lots in College Heights had nearly filled with improvements. The entrance of the United States into World War II in December 1941 abruptly curtailed this construction, as the nation and Ames pulled together in the war effort.

Following the end of the war in 1945, new construction resumed in Ames and in College Heights. Within one month of Victory in Japan, for example, E. W. Newlen had applied for and received a building permit from the City of Ames to construct a new home at 2126 Greeley Avenue.

Housing in Ames remained scarce following the war, with many GIs returning home, availing themselves of the GI bill, and studying at Iowa State. To alleviate the housing shortage, some College Heights residents rented rooms in their homes. One informant reports the Frank and Margaret Hummel House at 2031 Country Club Boulevard provided rentals for a short time in the late 1940s. (Thomas E. Walsh, Ph.D.)

By the mid-1950s, all but a handful of the building lots in College Heights had filled, as the following table indicates.

**POST-WORLD WAR II NEW CONSTRUCTION IN COLLEGE HEIGHTS (INCLUSIVE)**

| <u>Name</u>            | <u>Address</u>          | <u>Year Built/Notes</u> |
|------------------------|-------------------------|-------------------------|
| E. W. Newlen House     | 2126 Greeley St.        | 1945                    |
| C. Leslie Jensen House | 2003 Cessna St.         | 1947                    |
| Robert Penquite House  | 2103 Country Club Blvd. | 1951                    |
| James Kathman House    | 2006 Kildee St.         | 1951                    |

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|                          |                         |  |
|--------------------------|-------------------------|--|
| Walter A. Lunden House   | 711 Beach Ave.          | 1952   |
| Elizabeth Thompson House | 2001-2003 Kildee St.    | Originally building as single-family dwelling, 1952; later converted to duplex |
| P. E. Smith House        | 425 Pearson Ave.        | 1954   |
| Allen D. Hauge House     | 707 Beach Ave.          | 1954   |
| D. L. Iversen House      | 415 Pearson Ave.        | 1955   |
| House                    | 2007 Kildee St.         | 1960   |
| House                    | 2100 Greeley St.        | 1969   |
| Jack Linder House        | 2124 Country Club Blvd. | House moved-in & addition built, 1971  |

Source: City of Ames Building Permits.

An analysis of the locations for this new construction provides an insight into new homeowners' preferences. Two properties were located in the 400 block of Pearson Avenue. Two new homes were located in the 700 block of Beach Avenue. Both of these locations were adjacent to the cluster of Greek residences, which had arisen in the area in the 1930s. Although situated closer and more convenient to the Iowa State campus than the southern reaches of College Heights, these northern reaches also were subject to the comings-and-goings and social activities associated with this heavily populated student area. Kildee Street hosted the construction of three new homes. The sites of the other new homes were scattered in the addition.

**COLLEGE HEIGHTS RESIDENTS**

College Heights is significant, under National Register Criterion B, because of the many Iowa State College/University administrators, faculty, and staff employees, who helped build up the neighborhood and make it their home. Any list of these residents is replete with academic titles of "professor," "dean," and "associate professor." Other titles, such as "director" and "president" also appear before a number of

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the residents' names and point to other professional and civic roles, which they residents have played. The presence of many scientists with careers dedicated to agriculture and civil engineering is particularly noticeable among these residents. This is altogether understandable at an institution like Iowa State with its history as a Land Grant institution and tradition focused on "Science and Technology with Practice."

As an historic district, College Heights illustrates certain personal traits of its residents. These traits include respect for order, conformity to norms, tolerance, fiscal conservatism, a fiercely democratic sense of equality that eschews pretension, and a commitment to the world of nature. The well-maintained homes and gardens in College Heights and their understated dignity call attention to these traits. Few of these buildings seek to call attention to themselves. A sense of order, well being, understatement, and solid comfort pervades the neighborhood. Ostentation is lacking.

One knowledgeable observer has noted that department heads, full professors, and ranking college administrators tended to live in College Heights, while associate faculty and college staff tended to live in other south side areas. (Gloria Betcher, oral informant interview) While the historical record tends to bear out this observation, the actual size of the houses throughout the Fourth Ward tended to be rather uniform. This suggests that the layout of the College Heights plat and its social and collegiate cachet lent sufficient distinction to the area to attract those who could afford to live anywhere in Ames but chose College Heights.

Of course, many, if not all, of these individuals are associated with classrooms, offices, laboratories, and other facilities on the Iowa State campus, and these properties call more direct attention to the academic and scholarly accomplishments, which College Heights' residents have contributed to scholarship and education in the United States and across the world. Still, as discussed above, College Heights provides an intimate glimpse into their private lives and adds a personal dimension to their careers.

The following biographical sketches provide an insight into College Heights residents and their significance. The list is neither prioritized nor inclusive. John P. Zeller prepared the sketches indicated by his initials. For these sketches, Zeller used the extensive information about Iowa State administrators, faculty, and staff in Special Collections of the Parks Library at Iowa State University.

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Chester D. "Chick" & Betty Lee House

2030 Cessna Street

Chester D. Lee, DVM, (1903-1993) became Iowa State College's first Extension Poultry pathologist in 1945 and served in that position until his retirement in 1972. Dr. Lee was a 1927 graduate of I.S.C. in veterinary medicine and a veteran of World War II. In addition to his academic work, Dr. Lee served on the Ames Safety Council, the Ames Zoning Adjustment Board, and in other local institutions. (*Ames Tribune*, February 6, 1993) Dr. Lee's nickname called attention to his professional interest.

Prof. M. D. Helser House

2121 Hughes Avenue

After teaching at Iowa State, Prof. Helser served its Director of Personnel and Dean. This house was built in 1921.

Milo A. & Clara W. Manning House

2039 Country Club Boulevard

Milo Manning (1860-1953) served for 30 years as Ames City Assessor until his retirement at the age of 85 following World War II. (*Ames Tribune*, April 6, 1953)

Dr. Ellis I. & Ruth F. Fulmer House

2060 Cessna Street

Dr. Fulmer (1891-1953) came to I.S.C. as a faculty member in 1919, became a professor in its Chemistry Department and assistant to the director of that institution's Institute for Atomic Research in 1947. Dr. Fulmer specialized in biochemistry and authored five books and more than 1,000 scientific papers. (*Ames Tribune*, February 11, 1953)

Prof. and Mrs. Earl D. Hay House

523 Beech Avenue

Earl D. Hay (1886-1953) served as a professor in the Mechanical Engineering Department at I.S.C. In 1920, he had established the engineering department at Des Moines University and later served as the first dean of the engineering department at the University of Wyoming. Hay specialized in the fields of design invention and developed a number of automatic devices, according to his obituary. (*Ames Tribune*, January 2, 1953)

Theodore B. Sands House

604 Agg Avenue

Theodore B. Sands was an architect and a sometime representative of the New York Life Insurance Company. Built circa 1939, the Sands House is likely of his design.

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Dr. John & Edna Gertrude Lonsdale House

2115 Country Club Boulevard

John Lonsdale (b. 1895) headed the Geology Department at Iowa State, where he came in 1935 after heading the same department at Texas A & M College from 1928. (*Who's Who in Iowa* 1940: 1144) Lonsdale was born in Dales, Iowa.

Prof. Henry D. & Mabel B. Bergman

2119 Country Club Boulevard

Henry D. Bergman (b. 1886) was a veterinarian and professor at Iowa State. His interests were particularly strong in the field of animal pharmaceuticals. Bergman served on the Ames City Planning Commission between 1935 and 1939.

Dean Thomas R. & Lois Agg House

325 Pearson

Dr. Agg served as Dean of Engineering at Iowa State during the 1930s. Born in Fairfield, Iowa, Agg graduated from Iowa State in 1905, taught at the University of Illinois, and returned to Ames in 1913. He served as assistant dean of Engineering until 1930, when he became the dean of the school.

Prof. Elery & Helen G. Becker House

401 Pearson Avenue

Elery Becker was a professor of zoology at Iowa State College. The house was originally built for O. E. Overseth. The Beckers lived there in 1940. When the couple had a son and daughter, the family outgrew this house, and they moved to 413 Lynn Avenue.

Prof. Russell A. Runnells House

2107 Country Club Boulevard

Dr. Runnells was a professor of veterinary pathology at I.S.C. His textbook, *Animal Pathology*, became ubiquitous and known simply as "Runnells" to countless veterinary students. First published in the 1930s, the book was subsequently updated by W. S. Monlux and A. W. Monlux under the title *Principles of Veterinary Pathology* and published by Iowa State University Press following Russell's retirement. (Robertson: 12) The Friedrich Construction Company built this house.

Frank B. & Grace W. Bacon House

413 Pearson Avenue

Grace W. Bacon was active in the Ames Garden Club. She served as assistant to the director of Iowa State College in 1940. George Westcott was the original owner of this house, which was built circa 1922, one of the earliest homes in the College Heights Addition.

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Norman A. Clark House

305 Beech Avenue

Norman A. Clark (b. 1886) was born in London, England. He served as an associate professor of chemistry at Iowa State. His academic work specialized in soil and plant chemistry. (*Who's Who in Iowa* 1940: 1134)

Prof. Mervin S. & Frances A. Coover House

2111 Graeber Street

Beginning in 1935, Dr. Mervin S. Coover (b.1890) headed the Department of Electrical Engineering at Iowa State. He had considerable experience working in the private sector in his field.

Prof. Claude Kedsie Shedd

333 Pearson Avenue

Claude K. Shedd became a professor in the Agricultural Engineering Department of I.S.C. after finishing his degree there in 1914. While at the university and later with the Ames office of the United States Department of Agriculture, Prof. Shedd explored ways to increase the production of corn through increased mechanization. In 1934 he wrote *Saving Labor in Husking Corn*, a guidebook to the operation of the four-row corn planter. Later publications include the Agricultural Extension Service brochure "Weed Control in Growing Corn" in 1942. Following his retirement in 1954 he moved to Wheatridge, Colorado, where he died in 1966. (JPZ)

Dr. Irving E. & Elizabeth Melhus

2111 Graeber Street & 407 Pearson Ave.

Prof. & Mrs. Melhus had this house constructed circa 1927. Prof. Melhus was a professor at Iowa State College and sometime president of the Ames Building and Loan Association. His scholarly work focused on the hybridization of corn.

Born in 1881, Dr. Irving Melhus never forgot his humble origins on an Illinois farm as a son of poor, hard-working Norwegian immigrants. As a plant pathologist at Iowa State he dedicated his professional life to helping the rural poor of underdeveloped countries find solutions to Third World hunger. He helped pave the way for the "Green Revolution," as furthered by Iowa State's Norman Borlaug.

Dr. Melhus graduated from Iowa State in 1906 and returned to the school in 1916 as the first Experimental Station plant pathologist in 1916. Later he was elected head of the botany department in 1930 where he continued his research on root pathogens in corn. This research led him to lead a 1944 Iowa State expedition to Guatemala, where most of the New World's crops of corn, tomatoes, potatoes and beans originated. This research led to more than twenty scientific papers and the acquisition of 300 strains of corn that were brought to the school for study.

In 1946 he was co-founder of the Iowa State University Guatemala Research Center at Antigua, along with his colleague Dr. George Goodwin of the University of Oklahoma. The center, funded by an annual \$15,000 aid-in-grant from Earl

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May of the May Seed Company of Shenandoah, Iowa, was the first foreign research facility by an American university to operate independently of the U.S. Government.

In appreciation for his success in doubling production of corn in the Guatemalan highlands, Dr. Melhus was named "Honorario de la Universidad de San Carlo" by the school, established in 1639 and one of oldest places of higher learning in the Americas. Professor Melhus died in Ames in 1969 and is buried in the Ellsworth cemetery. (JPZ)

Julius Ansgar Larsen  
2107 Graeber Street

Without a doubt, College Height's most colorful resident was Dr. Julius "Skipper" Larsen, who was at times in his ninety-nine year life a sailor, forest ranger, college professor, artist and poet and all of the above rolled into one swashbuckling, lumber-jacking Yale College graduate.

Larsen was born into a seafaring family at Drammen in southern Norway. Following primary school he sailed his father's sloop through Norway's coastal waters, hauling building materials to Oslo. After two years he hit the high seas aboard a square-rigger bound for Canada with English coal, returning with New World timber. On his second voyage the "Birna" heading to Trinidad encountered a fierce storm that nearly propelled him from aloft in the fore-royal sail down into the briny depths. Upon reaching harbor the ship was scuttled and Larson headed to the safety of his sister's home in New Haven, Connecticut.

Speaking only Norwegian, he arrived in the New England at the end of the economic panic of 1893. He found work at an electrotype shop, bicycle factory and the Winchester Arms Company, while managing to learn English and save \$500 that he used to attend academy in Bucksport, Maine. The school that overlooked the wide Penobscot River provided him with a classical education and also a life-long love of trees, water and the outdoorsy life reminiscent of his Norwegian childhood.

After six years at Yale and a master's degree in forestry, he received an appointment to the Blackfeet National Forest in Kalispell, Montana in the fire-ravaged year of 1910. The next year his new bride Jennie arrived from New England and two years later they set up housekeeping with a baby girl at the Forest Experimental Station on the Priest River in northern Idaho, where he carefully monitored the forest. His P.H.D. at Iowa State in 1936 is based on his precise notes from those years.

Hansen arrived in Ames in 1924 as an accomplished silvaculturist. He taught courses and led I.S.U. forestry camps in nursery management, wood technology and forest mapping. His lectures were often intertwined with readings from a naturalist, a transcendental poet or even a few pages from humorist James Thurber. He published over a score of technical articles and kept an office in the Forestry Department for twenty years after his retirement.

Retirement meant returning to watercolor painting that he learned forty-years earlier under Scottish watercolorist and Yale School of Art founder John Ferguson Weir. Hansen painted more than 500 studies of ships, harbors and woodland and Iowa farm scenes, along with some paintings of homes around Ames. His watercolors were exhibited in New York in 1946 and twenty-two years later at the age of ninety, he had 100 works displayed in a one-man show at the ISU Memorial

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Union Gallery. In 1965 he was accepted into the Iowa Art Guild, a professional artist association founded in 1914 by Charles Atherton Cumming.

The Larsens moved to Omaha to live near their daughter, where he died just shy of the century mark in 1977. He lies among his colleagues at the Iowa State Cemetery.

Ask not ease or wealth or wine,  
Or woman to adore thee,  
But the friendship of the hills,  
And the trail before thee.

Julius A. Hansen

(JPZ)

Lydia Victoria Swanson  
2104 Country Club Blvd.

Lydia Swanson was born to Swedish parents at Aurora, Nebraska, on March 22, 1893. After finishing a teachers' program at the School of Agriculture in Lincoln, Swanson taught in county schools near her hometown from 1914 to 1918. She received a Bachelors degree from the University of Nebraska in 1923 and became a home economics instructor in Eagle, Nebraska the same year.

Miss Swanson joined the I.S.C. Faculty in 1924 as a nursery school teacher. She was named head of Child Development in 1936, a post she held until 1943 when she asked to go back to her first love of teaching. Swanson finished a M.S. Degree at Iowa State in 1931. Earlier, in 1926, she received a Laura Spelman Rockefeller Fellowship at the Merrill-Palmer school in Detroit, and was a recipient of the Mary B. Welch Distinguished Professorship in Home Economics. As a member of the National Council on Family Relations, Swanson introduced a wider viewpoint of family life as the central focus of the curriculum of the Child Development Department of the School of Home Economics.

Retiring after thirty-five years teaching at Iowa State, she divided her time between gardening and the Collegiate Presbyterian Church. Later she rejoined her sister in Hastings Nebraska where she died March 13, 1977. She donated her body to the University of Nebraska Medical School. (JPZ)

Maxwell-Rothacker House  
2110 Country Club Boulevard

Iowa State landscape architecture professor Ralph Rothacker was called "a true artist in plants." In his thirty-eight years of teaching at I.S.U. it was joked that that he walked more miles than any other professor on campus, scurrying with a class in tow from one to another of his landscape architecture projects scattered over the broad campus. As an important contributor on the Campus Planning Committee, Rothacker left an indelible mark. His most prominent lasting contribution is Lake LaVerne, which in 1932 transformed marshland into the centerpiece of the campus.

As curator Professor Rothacker published "A Guide to the Iowa State Arboretum" in 1935. Later, he served for many years on the Ames Park Commission and was responsible for the plans shaping Brookside, Inis and Emma McCarthy



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parks along with George Veenker Memorial Golf Course. He died March 29, 1960 and rests in the I.S.U. Cemetery. Harold E. Maxwell lived in this house prior to Rothacker's occupancy. (JPZ)

**Prof. Arthur L. & Muriel H. Anderson House**  
**428 Pearson Avenue**

Dr. Anderson's Norwegian father was Superintendent of Buildings at the University of Minnesota Agricultural Campus in Saint Paul where the young Arthur was immersed in the world of scientific agriculture. He liked the life he saw and attended the agricultural high school connected to the college and went on to earn a B.S. degree in animal husbandry from the university in 1916 without leaving home.

Before coming to Iowa State in 1920 he taught high school in Fergus Falls, Minnesota, and served in the Army Veterinary Corps and the Field Artillery in World War I. In Ames he earned a masters degree in 1922 in Applied Nutrition.

During his nearly fifty years on the faculty at I.S.C. Anderson taught twenty-one courses and authored numerous animal husbandry textbooks. But above all, Anderson prided himself as a judge of hogs. After returning from serving his country again in World War II as a Nutrition Officer in the Sanitary Corps, "Art" Anderson was in charge of the Iowa State swine herd in Ankeny. Anderson judged many top hog shows including the International Livestock Exposition at Chicago. He spent six months in 1959 in South Korea at the Seoul National University helping introduce more red meat into the Korean diet. In 1962 I.S.U. named professor Anderson "Distinguished Teacher of the Year."

"Art" led a full life in College Heights as a Kiwanian, member of the Congregational church, a bank director and president of the I.S.U. Twenty-Five Year Club, and the campus YMCA. He raised four children and enjoyed his eleven grandchildren while cultivating a garden of irises on Pearson Avenue. He played golf and while he is described as having a "quiet voice and manner" he could play a mean game of handball, having won the campus championship.

Anderson died in Ames on March 8, 1970. The Prof. Arthur L. & Muriel H. Anderson House was built in 1928. (JPZ)

**Dr. John James Luett Hinrichsen**  
**321 Pearson Avenue**

Dr. John Hinrichsen had it all: he was handsome, brilliant and professionally successful. A Danish-American from Davenport, Hinrichsen sailed through Iowa State winning the Sigma Xi Award in 1924, honoring the junior with the highest academic record. He followed the next year with the Story County Alumni Prize, awarded to the graduating senior with the highest four-year academic record. He was also socially popular on campus and was voted the manager of Veishea Open House.

Dr. Hinrichsen then made quick work of Harvard, earning Masters and a Ph.D. degrees in four years, followed by post-graduate studies at the University of Munich, Germany. He wrote many scholarly papers, such as "The Problems of n-Bodies" while at Harvard, and practical ones like "Sound Filters and the Silencing of Blowers," for the General Electric Company. His mechanical aptitude was aided by working summers during college at Iowa State as a machinist apprentice in Bettendorf, Iowa.

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In his forty-four years at Iowa State, Dr. Hinrichsen rose steadily from Assistant to Associate to Full Professor, head of the Mathematics Department, Associate Dean and finally Personal and Budget Director for the College of Science and Humanities. He retired in 1974, and lived to eighty-three years of age. He died in Ames on February 5, 1987 and rests in the Iowa State University Cemetery. (JPZ)

Dr. John M. Aikman  
2132 Hughes Avenue

Dr. Aikman was an early leader in conservation before it became a socially fashionable endeavor. Through his work on the Conservation Committee of the Iowa Academy of Science from 1941 to 1966 he was instrumental in the setting aside of four state-protected prairie remnants; Hayden, Cayler, Kalsow and Sheeder prairies. He was also a founding member of The Nature Conservancy and helped organize the Iowa chapter in 1963.

As an expert in the ecology of native plants Aikman helped direct the U.S. Forest Service mapping of native trees, shrubs and prairie grasses for the Plains States Shelter Belt Zone Project in 1934-35. He was director of the U.S. Tropical Experimental Station in Ecuador in the 1850's and for many years helped the Iowa Highway Commission with roadside management.

After retirement the family moved to the Ozarks where he continued to study local plants and lead field botany expeditions for area students. He died at the age of 82 in Kirbyville, Missouri on July 13, 1975. (JPZ)

Coach George E. Veenker  
2020 Country Club Boulevard

George Veenker came to Iowa State as the head football coach in 1931 and was Iowa State Athletic Director from 1933 to 1945. His lasting fame in Ames is in helping to create the Ames golf course that would be renamed in his memory in 1959.

The work on the eighteen-hole course was begun in 1938 with the combined efforts of the WPA and the CCC. Seventy men and \$122,000 were utilized in creating golf links so challenging that as it was originally configured, took four years of play before the first round of par was recorded. They cut down 4,000 trees in the fairways and planted 5,000 others in the bunkers. It became the home of the Iowa Masters Tournament. (JPZ)

Coach Veenker died September 8, 1959 in Malta, Illinois.

On October 24, 1959, when the course was renamed in their old coach's honor, members of the 1934 Iowa State football squad, which was the last to have played (and beat) the Hawkeyes, unveiled a brass marker honoring "George E. Veenker - Whose efforts and vision made this course possible." (JPZ)

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Dr. Earl C. McCracken  
2124 Hughes Avenue

Dr. McCracken's twenty years at Iowa State, teaching in the physics department in the 1930s and '40s seems to have been a fairly commonplace academic position. However McCracken used his scientific training to land what the *American Magazine* called in a 1951 biographical article on McCracken "a dream job." Technically, his new job after leaving I.S.U. was Housing Equipment Specialist for the Clothing and Housing Research Division of the Agriculture Research Center at Beltsville, Md. The magazine simply called him the "National House Doctor" who could cure all that might ail the new household gadgets that Americans were buying to take the drudgery out of housework. McCracken rigorously tested these products in his laboratory but it would find time to answer all letters from citizens with broken freezers or washing machines.

Appropriately, Dr. McCracken arrived at this lofty plateau after a childhood in Mechanicsville, Iowa, followed by degrees from Drake and Iowa State where he joined the physics department in 1919 and taught for twenty years. During his years at I.S.U. he branched off into research at the Mayo Foundation for Experimental Research and earned a Doctorate of Biophysics from the U. of Minnesota. He was noted to be one of the few men who worked in home economics research conducting basics studies on the energy women use in household tasks.

He belonged to the Iowa Academy of Science, the American Society of Refrigerating Engineers and penned the college textbook *Selected Physics; Topics for Home Economics Students*.

Dr McCracken died June 24, 1960 and is buried in Winfield. Iowa. (JPZ)

Dr. Ralph Malcolm Hixon  
419 Pearson Avenue

Ralph Hixon, the son of a Crown Point, Indiana farmer and businessman, used his scientific talents at Iowa State to help Corn Belt farmers turn a profit, becoming the grandfather of modern gasohol.

Dr. Hixon received a B.S degree from Iowa State in 1917 then briefly served in the Chemical Warfare Service of the U.S. Army in the First World War. Following the war he was awarded a scholarship by the American Swedish Foundation to the Noble Institute in Stockholm, followed by a fellowship at the Technische Hochschule in Karlsruhe, Germany, and a doctorate at the University of Wisconsin.

Hixon's work concentrated on unraveling the chemical structure of starch in corn for practical applications. In 1933 when Midwest corn prices had plummeted to ten cents a bushel, in desperation farmers were burning corn in their coal furnaces that winter. As a form of farm relief Hixon spearheaded an I.S.U. effort that studied the addition of grain alcohol to gasoline. They discovered that a ten-percent alcohol blend worked best, the same proportion as modern day gasohol.

The first gas station in the U.S. to sell the new "Alcohol-gasoline" was the Square Deal Station run by A.J. Lewis at 2nd and Elm streets near Lincoln Way in Ames. Nebraska farmers saw its potential and invited the Iowa State team to present their findings at luncheon at the Cornhusker Hotel in Lincoln attended by the Governor of Nebraska, who then pumped the first gallons made with Nebraska corn into his car at the Earl Coryell Station at 14<sup>th</sup> and "N" Streets.

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In World War II Hixon discovered chemistry that allowed using modified waxy maize cornstarch to replace tapioca, cut off by Japanese control of the Pacific. As a leading authority in phytochemistry, Hixon wrote over eighty scientific papers and in 1954 received the Midwest Award of the American Chemical Society. His career at Iowa State spanned forty-one years as chemistry professor, department chair and Dean of the Graduate School.

Even in retirement Hixon remained a corn specialist, harvesting his sweet corn out of his vegetable garden a month earlier than his neighbors on Pearson Avenue by starting the plants indoors in late spring. In his final days he moved to Green Valley Arizona, and died on November 17, 1978 in Tucson. (JPZ)

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### LINCOLN WAY

1919



Figure II-1

This view looks west on Lincoln Way from the Squaw Creek floodplain. Even in clement weather, the road was not easy to navigate. The large house at center left was located on the corner of Lynn Avenue and Lincoln Way.

Source: Farwell T. Brown, c. 2001, p. 101.

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## ZONING MAP—AMES, IOWA

1930

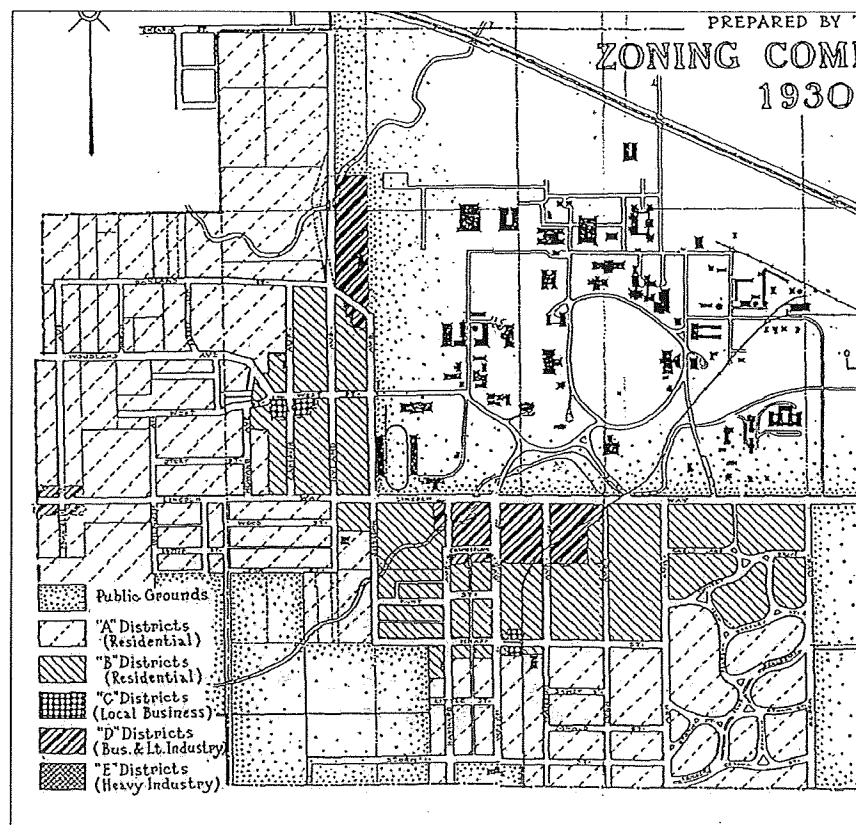


Figure II-2

The zoning districts shown on this map were first established in 1930 and came into force in 1931. Much of the Fourth Ward was zoned for multiple-family dwellings, reflecting its high student population. The new zoning ordinance split College Heights into multiple-family housing north of Greeley Street and single-family housing zone south of that street.

This land use obtains to the present day.

Source: City of Ames, Iowa, 1930.

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### COLLEGE HEIGHTS ABOVE GREELEY STREET

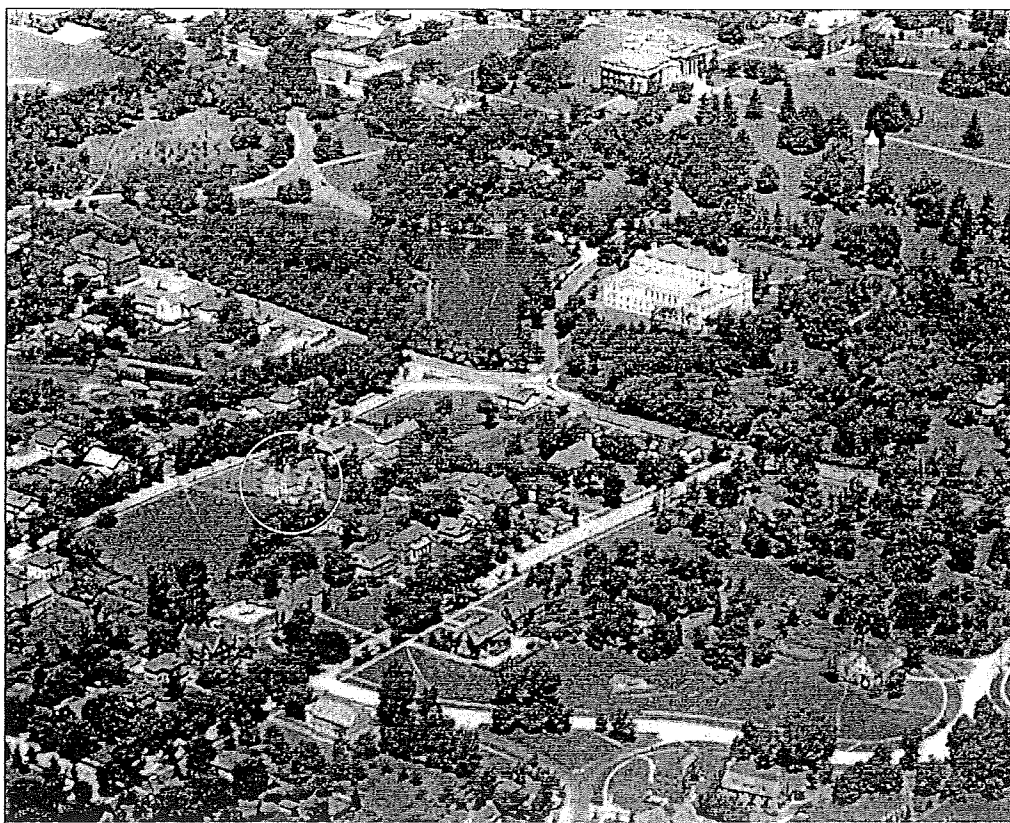


Figure II-3

Looking to the northwest, this circa 1930 aerial view pictures what would become the Greek residential area circa 1930. The view shows the curvilinear streets in the College Heights Addition (lower right), the straight corridors of Ash Avenue and Lynn Avenue directly west, Lincoln Way separating the South Side from the Iowa State campus, and the massive Memorial Union at upper center. Although landscaped with trees, the Greek area is not yet well developed with buildings.

Source: Devine, p. 65.

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### COLLEGE HEIGHTS CIRCA 1939



Figure II-4

Although somewhat blurry, this "airphoto" pictures College Heights (right half of photo) shortly before World War II curtailed new construction in the neighborhood. The photo pictures the plat under development and mostly devoid of trees. In contrast, Ash Avenue and the South Campus Neighborhood (left half of photo) appear nicely settled.

Source: Public Works Department, City of Ames, Iowa.



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### COLLEGE HEIGHTS IN 1949



Figure II-5

Olav Smedal shot this aerial photograph on May 1, 1949. This view looks to the north and pictures the College Heights plat virtually filled with improvements. County Club Boulevard winds its way through the plat from southwest to northeast, with its median parks clearly visible. The Ames Golf and Country Club (not pictured), namesake of this corridor, was located southwest of this view. Friedrich's 1st Addition (Colonial Village) is situated at the lower center of the photo. The Daniel and Mary Ann McCarthy House (nonextant) stands at bottom-center on what is now McCarthy Road.

Source: Olav Smedal, Valo Feature Service, Ames, Iowa, in Farwell T. Brown Photographic Archive, 182.1025.1-5, Ames Public Library.

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### NATIONAL BUILDING TRENDS

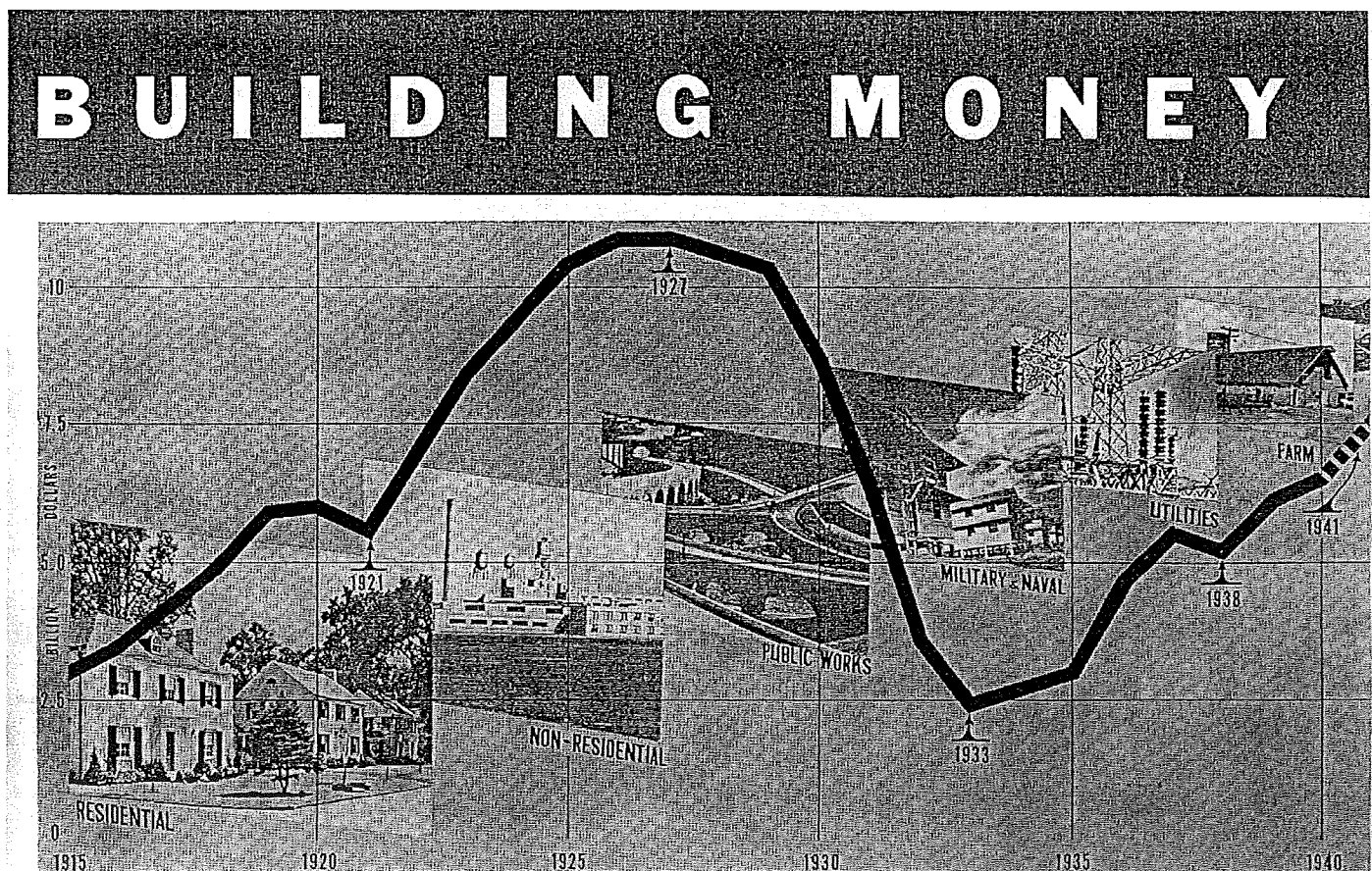


Figure II-6

This graph documents new construction across the nation over a quarter of a century. New home construction in College Heights followed these same ups and downs (allowing for the addition's stumbling beginnings in the 1910s and 1920s), and so, in microcosm, calls attention to these patterns of development on the local level. The graph's projection for construction in 1941 proved true in College Heights.

Source: *Architectural Forum*, January, 1941, p. 83.

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### REINHARD & WELLA FRIEDRICH



Figure II-7

Reinhard and Wella Friedrich co-founded the Friedrich Construction Company in 1927 and initially concentrated their efforts in College Heights. The firm's attention to architectural detail, quality building materials, custom designs, and skillful work quickly earned the firm a good reputation, which, in turn, further stimulated construction in the neighborhood.

Source: Friedrich Construction website [www.friedrich-construction.com](http://www.friedrich-construction.com) viewed June 4, 2009.

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### III. GARDEN SUBURB: 1913—circa 1955

The College Heights Addition possesses significance, under National Register Criterion C, as a designed historic landscape. The addition stands as the premier example of a garden suburb in Ames, Iowa. In 1913, R. F. Graeber, the proprietor of this tract, commissioned, J. Q. Wickham to survey, design, and lay out a master plan for its development. Wickham was a civil engineer, and his plan successfully superimposes a well-articulated network of curvilinear streets, boulevards, and parklands onto an area hitherto shunned by developers because of its uneven topography and wetlands. Streets and parks generally follow the swales of natural drainage. Building lots are situated along low ridges adjacent to these swales. From these elevations, building lots enjoy commanding viewsheds of the surrounding neighborhood. The building lots gain additional distinction because of their layout within College Height's network of curvilinear streets. As one moves around the neighborhood from street to street, ever-changing vistas open up, and a succession of houses stand as arresting termini to these vistas.

In certain ways, J. Q. Wickham's plat for College Heights predestined—or at least paved the way for—its future improvement. In addition to its streets and parks, the plat *de facto* established certain building lots as larger and with better viewsheds than others. These qualities affected the price of these lots, which, in turn, influenced the size of the improvements built upon them. Although Wickham's master plan required at three decades for private improvements to implement, by circa 1955, College Heights stood for all intents and purposes complete as a unified design.

As outlined in Chapter II, Wickham's master plan initially engendered controversy among nearby residents and required further site improvements before the City of Ames would accept the plat. In 1915, these issues were resolved, and the City of Ames accepted the plat with an agreement with the developer for him to implement certain infrastructure improvements.

This chapter discusses the following topics:

Garden Suburb  
Other Professional Contributions

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**GARDEN SUBURB**

Landscape architects of the late 19th century like H. W. S. Cleveland and Frederick Law Olmstead provided a vision for the future through designs for planned communities beyond the urban center. Known as suburbs—"below the city"—the designers and developers of these neighborhoods sought areas of natural beauty, where they laid out winding streets with picturesque views, parks set aside for public use, building lots for the construction of single-family residences, and all with nearby public facilities for rapid transportation into the central business district.

A variety of suburbs evolved according to local needs and conditions. They included railroad suburbs, streetcar and subway suburbs, automobile suburbs, and recent suburbs. (Ames & McClelland: 16-25)

Early suburban developments, like Riverside, Illinois (designed by Olmsted and Vaux between 1868-1870), were located on railroad routes that provided transportation into the downtown. These suburbs are often called streetcar or interurban suburbs. Later suburbs responded to the opportunities offered by the automobile. Families now independently mobile could move into new areas outside the service area of public transportation. These are often referred to as automobile suburbs.

Suburbs in Ames

Several types of suburbs evolved in Ames: streetcar suburbs from circa 1890 through circa 1915; automobile suburbs from circa 1906 to the 1930s; and tract house suburbs of the post-World War II period.

Built before widespread use of the automobile, streetcar suburbs in Ames were laid out immediately adjacent to the central area of the city. They might contain a mixture of single family and multi-family housing, usually with the highest densities nearest to the public transit lines to the city, and usually platted with little land reserved for greenspace. Examples of streetcar suburbs in Ames include the College Park Addition (platted in 1893) and College Park Addition First North (platted in 1900). Both of these suburbs were indebted to the Ames and College Railroad, which had begun service through this area and offered rapid transit to downtown Ames and to Iowa State College on the west side of Squaw Creek.

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Automobile suburbs in Ames differ markedly from streetcar suburbs. Automobile suburbs are located in areas thought earlier to be inappropriate or challenging for new home construction, like wooded, hilly, or poorly drained terrain. Automobile suburbs often featured detached garages as key elements in their development. Ames possesses a number of fine examples of automobile suburbs. They include the Chautauqua Park Addition (platted in 1910) and the Ridgewood Addition (platted in 1916). The latter was expanded in 1923 with the platting of the Ridgewood Second Addition. Each of these additions features curvilinear streets laid out to conform to natural landforms, such as the ridge above the east bank of Squaw Creek. Later automobile suburbs extended residential sections of Ames farther to the north. In 1927, for example, Murray's Subdivision was platted, followed in 1937 by Hyland Heights. These suburbs lacked the picturesque terrain of those mentioned above, and featured streets, city blocks, and building lots with rectilinear boundaries. They also stood as harbingers of tract housing, albeit on a smaller scale.

Tract suburbs in Ames are a post World War II phenomenon. Developed at lower densities than the earlier public transit-oriented areas, tract neighborhoods often feature ranch-style houses as a hallmark. Non-residential facilities in new suburbs such as these are also usually less densely built up than in older suburbs. Much land is given over to automobile parking.

The garden suburb is another type of late 19<sup>th</sup> and early 20<sup>th</sup> century suburb, whose rise across the United States paralleled that of the streetcar and automobile suburb.

In the 1890s advances in city planning associated with the City Beautiful movement began to influence both the location and design of residential subdivisions. . .

In the years preceding and following World War I, American landscape traditions fused with English Garden City influences to form distinctive American garden suburbs with gently curving, tree lined streets; open landscaped lawns and gardens; and attractive homes in a panoply of styles. While American designers looked to the historic precedents offered by the European continent for inspiration, the residential communities they fashioned were unequivocally American in the treatment of open space, accommodation of the automobile, the entrepreneurship of real estate developers, and reliance on American industry to make housing functional yet aesthetically appealing. (Ames & McClelland: 35-37)

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As this source suggests, distinctions between the automobile suburb and the garden suburb blurred. In Ames, for example, the College Heights Addition embraced the automobile, while at the same time honoring the tenants of the City Beautiful movement with its emphasis on municipal planning, parklands, sanitation, and other civic improvements.

College Heights Design

The College Heights Addition embraces fifteen city blocks and occupies about 55 acres of undulating land. All of the blocks are curvilinear to greater or lesser extents in shape. Each block contains a different number of building lots. (As explained in the General Introduction, Blocks 1 through 7 are excluded from the proposed College Heights Historic District, although they function harmoniously with other blocks in the plat.) The exclusion of Blocks 1 through 7 is justified in the proposed historic district because land use in these blocks became dense residential and were zoned as such by the City of Ames in 1930.)

Country Club Boulevard links the plat together. It runs from Beach Avenue in the northeast to Ash Avenue in the southwest corner. This boulevard forms a spine to articulate the plat's network of streets. Country Club is a divided road with six median parkways running down the middle. Triangle parks punctuate the boulevard where it intersects with Pearson Avenue, Kildee Street, Graeber Street, and Cessna Street. In its function as the principal traffic corridor in the plat, in its broad width, and in its median parklands, Country Club Boulevard lives up to its name as a boulevard.

Pearson Avenue forms another corridor to link the plat together and runs from its northwest to southeast reaches. Cessna Street stands at the southern end of the plat and articulates it from east to west. Cessna intersects Country Club and Pearson (now known as Agg Avenue in this area) to provide internal circulation to the northern reaches of the plat. Graeber and Kildee Streets and Hughes Avenue serve as secondary routes to provide local circulation.

When the United States entered World War II, College Heights was sometimes derisively called "Pretzel Park," a reference to these curving streets and the German citizenship of Reinhard Friedrich, who had constructed many of its homes.

Improvements in College Heights have never included gateways, entrance portals, or other landmarks to signal the beginning of the neighborhood. Instead, its curvilinear streets have served this purpose. When

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first laid out, College Heights was one of very few other residential areas in Ames with curvilinear streets. The presence of these streets alone sufficiently announced this space as distinctive from the American grid, which otherwise characterized most of the rest of the community at the time.

Shortly after College Heights was laid out, certain of its streets changed their names to rectify confusion, which had arisen. The eastern leg of Storms Street in the plat became Kildee Street. The western leg of Storms Street became Hughes Avenue. These new names distinguished the streets from Storms Street, which ran an east-west course to the west of Ash Avenue. The southern reach of Pearson Avenue also changed its name and became Agg Avenue.

Contemporaries received the design of the new College Heights Addition with outspoken praise, even before improvements had taken place in it. One student publication in 1913 noted:

### **College Heights Open For Building**

Ames To Be A City Beautiful  
Land South of Boone Street Between  
Ash and East Avenue Used Only  
for High Class Residences.

With the opening of the new College Heights additions, lots for which have just been put on sale, the city of Ames and the fourth ward particularly, will come out of the village class into the first step toward a city beautiful, with graceful curves, wide parkways and pretty drives. (*Ibid.*, October 4, 1913)

With its reference to the City Beautiful movement then sweeping the nation, this student newspaper linked College Heights with the progressive efforts to improve the quality of American cities. The article continued:

All of the territory from Boone street to Evans farm on the south, and from Ash avenue to East avenue had been in the process of transformation since last June. The once hills and hollows have been filled and leveled, until the section is one of the most desirable in Ames from the standpoint of high class residence property.



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The plan of the entire area comprising fourteen blocks is unique, and represents a new style of landscape engineering. The old familiar squares which characterize every American city have given way to graceful curves. Wide boulevards, park ways, and pretty drives wind about the blocks in such a manner as to be desired for the unusual. (*Ibid.*)

An advertisement in the student newspaper a few days later itemized some of the new addition's advantages. In addition to a choice of 75 graded lots in the addition, College Heights boasted reasonable prices, easy payment terms, extra large lots, and perfect drainage. R. F. Graeber, the Sheldahl, Iowa, proprietor of the addition, and Thomas Thompson, his agent, touted that College Heights was "Ames' Most Sightly and Magnificent Residence Place," a claim substantially correct. The ad left in no doubt that the primary attraction of the addition was its location. According to one newspaper, it:

Lies directly south of Iowa State College. . . an ideal location for any one wishing a home near the college. (*The I.S.C. Student*, October 11, 1913)

Other contemporary newspaper accounts linked the design of College Heights to the City Beautiful movement. "Ames To Be A City Beautiful," one article boasted. College Heights was "Destined to become the 'Suburb Beautiful' of the finest College Town in grand old Iowa." (*Iowa State Student*, November 5, 1914)

"Professors' Walk"

The original design of the College Heights plat included a "public walk way." This path is laid out on the quarter section line, which bisects north-to-south the northeast and the southeast quarters of Section 9 in Washington Township. (See Continuation Sheet E-91.) The path begins on the north side of Cessna Street and runs due north to Gray Avenue and continues along that corridor, where it terminates at Lincoln Way. Along its course, the path forms the rear property lines of building lots in Blocks 12, 8, and 6.

This path offered a notable amenity to the new College Heights plat, and observers touted its utility.

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Every house faces the street and those houses situated in the blocks which are in line with the center of the addition will be touched by a seven foot cement walk. This walk which will extend from the south end to Boone street offers a direct route to the campus. (*The I.S.C. Student*, October 4, 1913)

This public walk way, perhaps more than any other of its feature, distinguishes College Heights as a garden suburb from what otherwise might be thought to be an automobile suburb. The latter, with its focus on automobile transportation, rarely included specialized amenities designed for walking to work.

Dubbed "Professors' Walk" by local residents, this path allowed pedestrians to walk to work from their home to the Iowa State campus without the inconvenience of circuitous navigation of the plat's curvilinear streets.

The positioning of this path is ingenious. A quarter section line serves as the base for its course. This line also serves as the rear boundary of the building lots it abuts. This means that many lots in the neighborhood abut the path. Pedestrians, whose property does not abut the path, can access it from the streets it intersects.

At various times in the past, the city has surfaced the path with shale and cinders. (Claire R. Moore, informant interview) The path remains intact as a public right-of-way today, although an easement now allows its use for utility lines. Many property owners in College Heights are unaware of this path and its original purpose.

J. Q. Wickham

J. Q. Wickham was the City Engineer for the City of Ames in the early 20<sup>th</sup> century. Wickham laid out other plats in Ames, including H. T. Hill's Subdivision in Parker's Addition (1912) and Garden Subdivision (1917). None came close to rivaling College Heights in the liberal use of sweeping curves and boulevards. Wickham's educational training and career deserve further research. Did he come to Ames with design experience? Might another professional hand also have contributed to the concept for College Heights?

The source of Wickham's design for College Heights remains conjecture. Perhaps J. C. Nichols in Kansas City provided inspiration.

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Highly influential was the modified gridiron plan used by community builder J. C. Nichols in developing the Country Club District in Kansas City, Missouri, and Kansas. Developed as a garden suburb between 1907 and the early 1950s, the District's many residential subdivisions formed a grid of long, narrow rectangular blocks interspersed by an occasional curvilinear or diagonal avenue or boulevard. The landscape architecture firm of Hare and Hare, working for Nichols over a 20-year period beginning in 1913, modified the rectilinear grid so that many of the roads running east to west followed the contours of the rolling topography rather than the straight, parallel lines drawn by the land surveyor. Departure from the grid enabled the designers to create triangular islands at the site of intersecting roads which were developed as small parks and gardens. (Ames & McClelland: 37)

It is known that J. C. Nichols and his Country Club District influenced the Friedrich Construction Company and its development of College Heights in Ames in the 1920s. (See Chapter IV.) Nichols' influence on Wickham in the 1910s is not unimaginable. The use of "City Beautiful" as a buzz-word in Ames at the time—as indicated in the above cited newspaper articles—suggests more than an academic acquaintance with this movement.

Currently, little is known about Wickham's life. His family had connections in Zeoring, Iowa. In 1913, Wickham became involved with the estate of H. C Wickham of Zeoring. The latter had bequeathed "a large fortune" to V. Jessup, his grandson, who was working as a common laborer in Minnesota, and J. Q. Jessup's uncle sought to find him. (*The Ogden [Utah] Standard*, December 10, 1913)

Establishing Grade

Establishing grade in College Heights required substantial excavation and expense for R. F. Graeber. Considerable cut and fill work was needed to create the streets and parklands as designed and to excavate trenches to lay storm and sanitary sewer lines. (See Continuation Sheet E-90.) To those ends, Wickham manipulated the topography to create corridors for the streets and parklands from the swales and rises for the homes. The status of this site before the grading began is not known. Adjacent land to the west and north lies evenly with little roll. It seems likely that the four months required to prepare the site witnessed substantial alterations to create the new topography.

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In these efforts, Wickham played two different roles in this matter. As R. F. Graeber's surveyor, he laid out the plat to meet the owner's specifications. As the Ames City Engineer, Wickham also advised the Ames city council concerning the effectiveness of the plat's grading. Wickham would later question the quality of this infrastructure improvement.

This designed historic landscape creates a dramatic sense of place through the layout of its streets and the siting of its building lots. Immediately upon entrance to the addition, the visitor is struck by a sense of place. The curvilinear design of the streets begins at once, whether one enters the plat from Ash or Beach or another street. Soon upon entrance, the streets slope downward, the plat physically embraces the visitor, and all thought of surrounding neighborhoods vanishes as one moves through the winding corridors of the plat.

The plat's building lots are designed to showcase the improvements they feature. The lots stand on ridges created above the streets, so that the on-looker views the houses on the ridges by looking upward, a design conceit, which increases the visual impact and dignity of these buildings. Large lots are placed at visually strategic points throughout the plat, so as the viewer moves about the plat, whether by car or on foot, new vistas open, and the large lots—now improved with substantial buildings—stand as visual termini.

Restrictive Covenants

College Heights employed restrictive covenants to aid its development. Land use can be regulated through the use of such agreements between sellers and buyers to regulate future development on the property being transferred. By the end of the Progressive Era, landowners in Ames were able to employ restrictive covenants attached to a property's title to require new homes on the property to be valued at a certain worth.

R. F. Graeber was one among several developers in West Ames who exercised this new planning tool to control the evolution of property. A newspaper account from 1913 outlined the covenants agreed upon by title-holders in College Heights:

The restrictions governing the sale and use of lots in this addition are features which will tend to make it a desirable residence section. No buildings except residences and customary out-buildings can be erected. No residence costing less than \$2,000.00 will be

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permitted. All residences must be built not less than 30 feet from the building line of any street and garages, barns, or other out-buildings shall be erected to the rear of any residence. None of this property can be used for immoral or illegal purposes, or for the sale of spiritous [*sic*] or malted liquors. These restrictions stand until January 31, 1920. . .

The restrictions which govern the sale of the lots will attract desirable citizens, and citizens and students alike welcome this expansion of college town. (*The I.S. C. Student*, October 4, 1913)

Although these restrictions applied legally only until 1920, the stipulated setback of residences as contained in the covenants set a tone for new construction in the neighborhood and continued to influence it for many years.

College Heights was not the only area in Ames with such requirements. In 1917, for example, when Charles B. Murray purchased land north of Ames, he agreed to a restrictive covenant requiring a new dwelling to cost at least \$2,000. He also agreed that no one could

construct. . . any barn or out buildings within 150 feet nor any dwelling within 75 feet of the west line of the street or public highway known as Grand avenue which passes along the east side of the above described premises. (Story County Recorder's Office, *Town Lot Deed Record Book 73*: 181)

Still, at the time of its platting, College Heights was among the largest—if not the largest—tract of its kind in the city employing these covenants.

Restrictive covenants were open to misuse. In 1917 the United States Supreme Court struck down the use of municipal ordinances designed to segregate residential neighborhoods. In spite of this and into the 1930s and 1940s, developers sometimes attempted to prevent the sale of homes to certain minorities. Although these covenants were seen as legal by many authorities, they were judicially unenforceable. The employment of racially restrictive covenants in Ames has not been documented. While R. F. Graeber and his investors in College Heights hoped that the restrictive covenants they imposed would attract the intended better class of people, the inclusion of the sunset clause in these covenants soon rendered them invalid. As it happened, little development occurred in College Heights until following the expiration of the restrictive covenants.

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OTHER PROFESSIONAL CONTRIBUTIONS

Attuned to the natural world because of their rural roots and led by the faculty at Iowa State University, the Ames community has developed a deep respect for the natural environment. The community's interest in landscape architecture is one manifestation of this respect. This interest has benefited many neighborhoods in Ames, including College Heights.

Landscape Department of Iowa State College

Beginning in the early 1930s, the Ames Garden Club sponsored an on-going planning program for landscape design. To date there are 13 documented sites that participated in this program, of which all were privately owned. Most of the properties were residential and located in Ames, but one commercial property in Ames was also included, as well as several residences in other parts of Iowa. The plans were of two types: general planting plans and plans for perennial borders. Landscape architects in the Landscape Architecture Department of Iowa State College provided the professional designs. (Page 2003: E128)

Special Collections of the Parks Library at Iowa State University curates about four dozens designs prepared in conjunction with the Ames Garden Club. The following designs focused on properties in College Heights:

B. M. J.

1935 Planting Plan Dr. and Mrs. E. S. Huber  
2125 Country Club Boulevard

Rothacker, R. R., L. A.

1931 Study for the Garden  
Mr. and Mrs. T. E. Sexauer

No date Planting Plan  
Dr. and Mrs. Forest Barnes  
613 Pearson

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Sapp, Floyd W., L. A.

(Sapp practiced landscape architecture in Ames until about 1932 when he relocated to Colfax, Iowa.)

- |      |  |
|------|--|
| 1932 | Plan for Perennial Border<br>Ames Garden Club Plan #4<br>Mr. and Mrs. E. M Effler<br>317 Pearson Avenue          |
| 1932 | Planting Plan for a Residential Lot<br>Ames Garden Club Plan #6<br>Dr. H. L. Foust<br>626 Country Club Boulevard |

Scott, M. B., L. A.

- |      |  |
|------|--|
| 1937 | Planting Plan<br>Mr. and Mrs. Frank Robotka<br>(likely 2042 Cessna Street) |
| 1938 | Planting Plan<br>Mr. and Mrs. C. K. Shedd<br>333 Pearson                   |

(Page 2003: E129-E133)

If a subject property address was not given, the plan is included on this list, although it might not have been in College Heights. City directory research would quickly clear up this point.

The Elery R. and Helen G. Becker House at 401 Pearson Avenue stands as one improvement indebted to professional landscape design. Ralph R. Rothacker prepared a landscape plan for this property in 1932. Although much of this plan was either not implement or is nonextant, documentation in the form of a large and mature Amur Cork tree stands in the front yard as a silent witness. Patricia Knight, a former occupant of the house, reported in 1992 that an apple tree also stood in the backyard, notable because it had two or three different kinds of apple species grafted onto it. A comparison of the 1930s-planting plan should be compared with the site today to determine, if possible, the extent of its implementation and its present integrity.

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Rothacker's planting plan for Dr. and Mrs. Forest Barnes House at 613 Pearson Avenue is another case in point. It remains to be determined to what extent this planting plan was implemented and maintained. The fact remains, however, that the property today features an attractively landscaped yard.

An impressive cadre of other professionals associated with Iowa State also stood at the ready with advice and recommendations about related topics. These individuals included those with specialties in forestry, outdoor recreation, fishery and wildlife biology, horticulture, and other disciplines. Many of them contributed significantly to the community by working on committees and boards and by stimulating and encouraging participation in programs related to the environment.

When the City of Ames proposed paving Lincoln Way west of the Squaw, college administrators and faculty pushed for an aesthetic approach. President R. A. Pearson and Dr. L. H. Pammel, professor of botany at the college, made the case at several Chamber of Commerce meetings in October 1921.

"The city council, college, or whoever is in charge, should take steps to make a parkway down the center of Lincoln Way," said Dr. L. H. Pammel, professor of botany at Iowa State, in commenting upon the proposed pavement of Lincoln Way and the remarks of President R. A. Pearson, made a week ago at the noon day luncheon of the Ames Chamber of Commerce. "President Pearson pleaded for a 'city beautiful,'" said Dr. Pammel. "A parkway would aid materially toward that end."

"I believe that Ames should not allow this opportunity to get away. What if it is necessary to buy some ground to make this parkway possible. It is worth it."

"The city should have an ordinance requiring the planting of trees on all streets and the care of them." Dr. Pammel continued. "In the Graeber addition [College Heights, ed.] there are many trees but they have not been taken care of. This year should see new trees planted to replace the dead ones. . . There should be a tree survey made of Ames to determine the needs and then a plan worked out to plant trees. (*Ames Tribune*, April 20, 1921)

Efforts like these often succeeded. The stretch of boulevard along Lincoln Way west of Beach Avenue is one result, although it took many decades to achieve and not in Pammel's lifetime.



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The Iowa State campus in the Fourth Ward and its professionally landscaped grounds provided a model for private citizens. In 1936, the Ames city directory proudly noted how its landscape architecture attracted the favorable comment of travelers:

As they drive along the Lincoln Highway, thousands of tourists each year, are attracted by the beautiful campus of Iowa State and stop to see the fine buildings, spacious grounds and other equipment. Often it is called, "the most beautiful campus I have ever seen!" One hundred and twenty-five acres have been made into a vast garden, dotted with beautiful buildings. About the central plaza are grouped in a great rectangle the main buildings of the college, constructed of white stone, classic in their architecture. About them in turn are some seventy other buildings housing the many activities of Iowa's great technical school. (*Ames City Directory* 1936: 14)

Professional recommendations also came from other sources. Occasional articles in local newspapers suggested landscape improvements to residential property, as the following feature indicates.

Gates and Fences Added to  
Help Appearance of Grounds

In modernizing your home it is often found that by adding a few well considered changes here and there, the exterior appearance of the house and grounds can be greatly changed for the better. Walls, fences and gates are simple and practical methods of improving the home and grounds.

Try adding a picket of plain board fence around the property, connecting up with the house—not too high (about 20 inches is a good height)—and where needed have the carpenter make a gate of an interesting design.

White picket fences and picket gates always go well with the colonial or frame style, while in a brick or English style house a fence of wide stained boards with an interesting designed gate lends much attraction to the property. The boards may be of varying widths set tight together with a narrow space between, say from one-quarter inch to three-quarters inch apart. Or they may be all the same width. Possibly the tops may be shaped or cutout between the boards resorted to for variety. (*Ames Daily Tribune-Times*, May 21, 1937)

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Encouraged by models and suggestions such as these, College Heights residents experimented with their own designs, creating gardens in emulation of the college or the accomplishments of their gardener-neighbors.

The College Heights neighborhood features a number of curvilinear pedestrian walks between the public rights-of-way and neighborhood homes perched on the ridges above them. The design of these walks decreases the grade necessary for pedestrians to climb. The house at 2125 Country Club Boulevard calls attention to this landscaping feature. These curvilinear pedestrian walks accent the gently rolling terrain of the neighborhood and increase its natural beauty.

In a few instances, properties include curvilinear driveways in their designs. The house at 623 Agg Avenue includes such a feature, edged with quarter-round curbs of concrete and initiated with a flared entrance from the street. The use of these curved details soften the look of the hard concrete and accent the property's gently rolling surroundings.

The natural environment can exert a strong influence over those who live in it. Susan and Philip Sargent, residents of 2030 Cessna Street since 1988, wrote in 2009:

The Cessna Street Triangle Park has long been the site of kids' ball games and tree-climbing, and for years the Cessna-Agg neighbors blocked off Agg Avenue for the annual summer picnic serving up good potluck food, good conversation and fostering friendships. (Susan Sargent)

Finally, pride of place infuses another healthy dose of neighborhood spirit to College Heights. As one resident explained, "Houses in our neighborhood do not come up for sale often or stay on the market long." (Elizabeth A. Johnson informant interview) She should know since three generations of her family have lived in the house at 602 Ash Avenue since its construction in the 1920s. Although this is an exceptional case, College Heights' residents do tend to stay put. Would-be-residents must wait patiently to fulfill their desire for homeownership yet quickly act when the time is ripe. In 1977, Wallace L. and Eloise L. Rippie attended a garage sale at 2030 Country Club Boulevard. They discovered that the First National Bank wanted to sell the property to settle the estate of its deceased owner, the former head of the Textile and Clothing Department at Iowa State. Within four hours, Mr. and Mrs. Rippie bought the house. They have lived there now for 32 years. (Wallace L. and Eloise L. Rippie informant interview)

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### ESTABLISHING GRADE IN COLLEGE HEIGHTS

1913

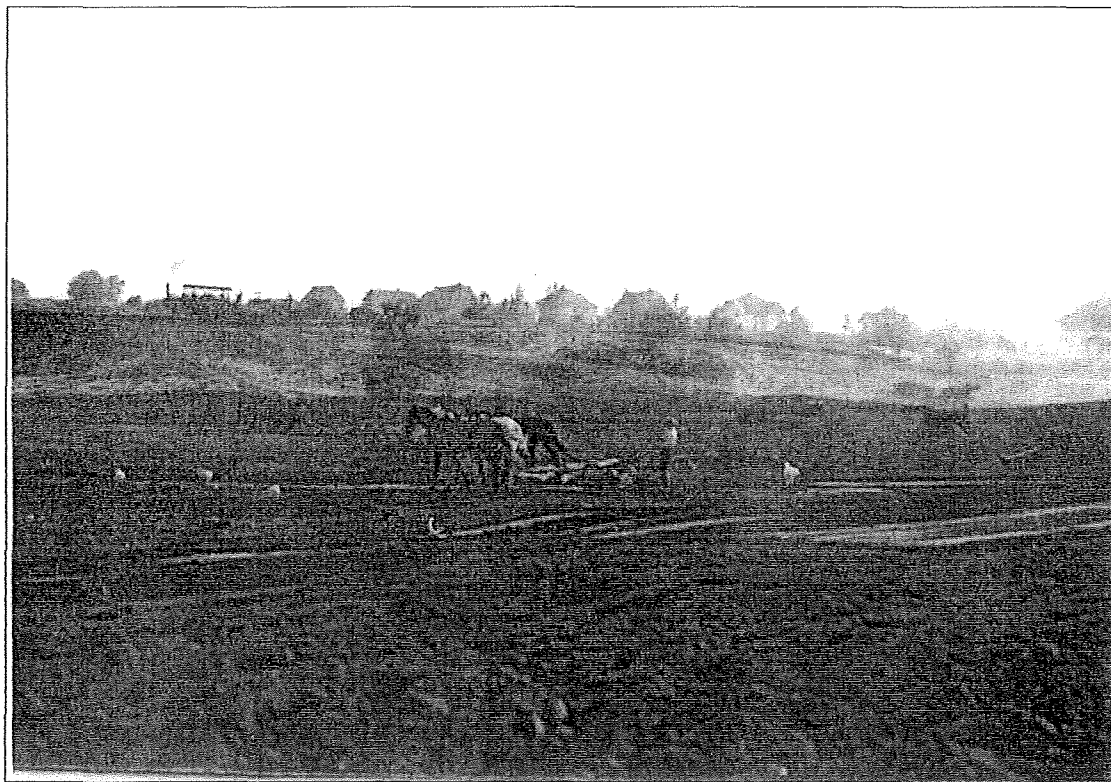


Figure III-1

Looking to the north with houses along Lincoln Way on the horizon, two horse-drawn sleds work to establish grade in College Heights. Ash Avenue is on the left and Beach Avenue is on the right. The site is entirely devoid of trees. One can image the wet conditions in this basin during the spring. The *Ames Weekly Tribune* reported on August 7, 1913: "A grading crew of fifty men are at present busily engaged in the laying out of streets and avenues in the new College Heights addition."

Source: Farwell T. Brown Photographic Archive 19.84.2, Ames Public Library.

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### “PROFESSORS’ WALK”

PLATTED IN 1913

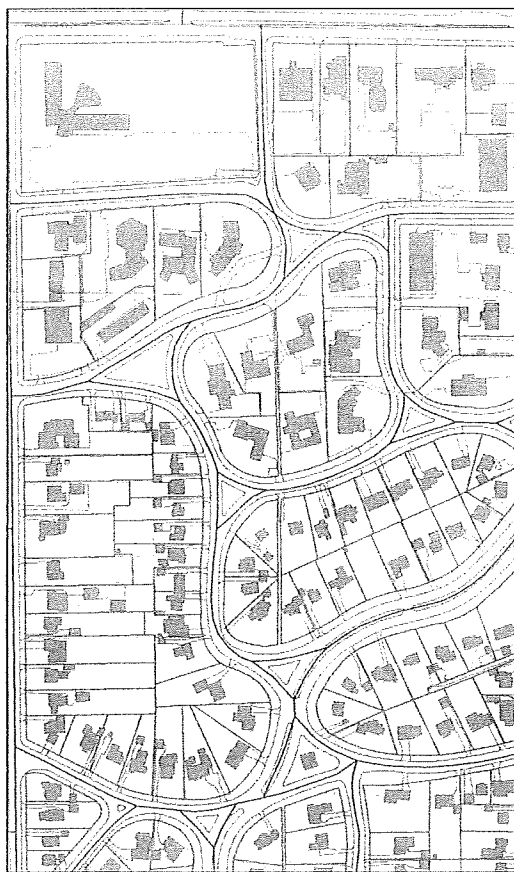


Figure III-2

Although the public pedestrian path nicknamed “Professors’ Walk” is now virtually forgotten, it played a central role in the design of College Heights. The double lines running north-to-south in the middle of this map show the position of this path. It remains public property, although used for utility lines today.

Source: City of Ames, Iowa, 2009.

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IV. Architecture

**IV. ARCHITECTURE, C. 1920—C. 1955**

**INTRODUCTION**

With about one hundred single-family dwellings, most dating from the 1920s to the 1950s, College Heights Addition features an outstanding collection of Tudor Revival and Neo-Colonial Revival designs. Many are likely architect-designed, either by direct client-architect commissions or ordered from published sources. The level of the district's integrity is high with few intrusions. Properties have been well maintained, and the owners of these buildings have obviously taken pride in them.

This chapter is divided into the following sections:

Architectural Style  
Architects  
Friedrich Construction Company  
Other Contractor-Builders  
Garages  
Technological Innovation

The architecture of College Heights is marked by an eclecticism of residential design, blended together in visual harmony through the repetition of scale, quality building materials, and site setback across the stylistic spectrum of Craftsman, Tudor Revival, Neo-Colonial Revival, and certain other architectural influences. College Heights contains the highest concentration of brick homes in West Ames.

While these homes by and large lack individual pretension, their rich architectural detailing and outstanding integrity of design, coupled with the beauty of their natural surroundings, convey the feeling of solid comfort and understated dignity. One searches in vain for roofs clad with anything other than asphalt shingles. Clay tile in natural color, or any other color, is absent from them. The neighborhood *ethos* remains one of restraint and frowns on breaking the norm.

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IV. Architecture

ARCHITECTURAL STYLE

Introduction

A number of over-arching qualities characterize single-family dwellings in College Heights: their moderate size, rich architectural detailing, well-maintained condition, and professionally prepared designs.

The preference for homes of moderate size is particularly noticeable. This preference emerged in the 1910s during the Progressive Era in West Ames, particularly as the bungalow gained in popularity. Residents whose financial capability enabled them to build larger homes sometimes did, but they are the exceptions. These homes often sit side-by-side or back-to-back with smaller residences rather than clustering with one another, calling further attention to the large-sized residences.

Style remains the most readily identifiable characteristic of single-family dwellings in the architectural history of College Heights. Residential architecture from the 1920s can be found throughout the study area. Prairie- and Craftsman-influenced designs characterize most of this architecture, and most of it is fabricated in wood frame. Beginning in the late 1920s, revival styles became popular in College Heights, as throughout Ames in general and elsewhere in the nation. Tudor Revival dominated much new home construction in College Heights during the 1920s and early 1930s, and more brick homes were constructed there than any time in the past, although wood frame homes were also built. A few examples of Modern Movement houses were also constructed, but they are the exceptions that prove the rule. Examples of Mediterranean Revival styling are entirely absent. Overlapping some of these designs and beginning in the late 1930s, Neo-Colonial styling became fashionable in the neighborhood. Occasional examples of architectural eclecticism occur.

The following descriptions characterize how the on-going influences of popular architectural styles have affected residential architecture in College Heights.

Prairie School

During the first decade of the 20<sup>th</sup> century, architectural influences spread to Ames from Chicago's emerging Prairie School of architecture. Characterized by low-pitched roofs, widely overhanging eaves, and emphasis on horizontal lines, this style and its stylistic elements became an important part of Ames'

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architectural vocabulary. The influence does not appear to have extended much beyond the end of World War I in Ames. The Collegiate Presbyterian Church, a prominent, semi-public building constructed in 1915-1916, provided an impressive example of Prairie-influenced architectural details. Although eclectic in feeling (the overall concept of the building being Gothic Revival), the highly visible horizontal bands made of cast concrete and placed on the exterior walls, introduced a dramatic contrast to the building's red brick and the vertical feeling of the window's tracery. The Neumann Company of Des Moines served as general contractor for the new building. Local contractor O. M. Briley subcontracted for the excavation work. (*Fourth Ward Times*, June 18, 1915)

A few residential examples also exist in College Heights and call attention to the Prairie School and its influence. They include the following:

## PRAIRIE SCHOOL (SELECTED)

| Name  | Address          | Notes  |
|---|------------------|--|
| Dean Maurice D. & Elizabeth<br>Stevens Helser House | 2121 Hughes Ave. | 2-story, frame,<br>American Four Square<br>shape                       |
| House   | 518 Ash Ave.     | 2-story, frame & stucco,<br>ribbon windows, strong<br>horizontal lines |

Craftsman

Inspired by California architects, Craftsman-type houses received much publicity across the nation beginning about 1905. The one-story Craftsman-influenced residence quickly became the most popular design across the nation. Characterized by rectangular shapes, wide, overhanging eaves with heavy braces or exposed rafters, and richly textured wall surfaces, the Craftsman house in West Ames stands as one of the most dominant stylistic influences in the community. By the time development in College Heights began in earnest, however, Craftsman styling had peaked in popularity in Ames. Few Craftsman-influenced dwelling were constructed in the plat as a result.

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The front porch is an important and highly visible architectural element of these buildings, and most Craftsman houses include such a porch. The front porch usually extends across the entire front façade of the building, but other designs are also possible. The house at 503 Ash Avenue features a half-width front porch inset under an extension of the building's side gable roof; but this is an exception.

The presence of Craftsman-inspired residences is particularly noticeable throughout West Ames. Exterior wall texture is an important characteristic in many of these homes. Multiple cladding materials are frequently used. They include narrow clapboard, stucco, half-timbering, and wood shingles. West Ames residents welcomed experimentation. Frequently, one story is clad with one of these materials, and an upper story is clad with another. Wood belt courses, situated between the 1<sup>st</sup> and 2nd floors or 2<sup>nd</sup> and attic floors, sometimes separate these areas and further enrich the texture of the exterior walls. Sometimes, wood shingles of different heights are used as cladding. Alternating horizontal rows of short and tall wood shingles add a subtle ribbon effect across the walls. The combination of these two results in subtle horizontal stripes in the gable ends of the house and a tailored and orderly look to the building.

The presence of Craftsman-inspired homes is more limited in College Heights than in other sections of West Ames because that neighborhood developed after the popularity of Craftsman designs had waned. Where they occur in College Heights, Craftsman examples date to the earliest improvements in the neighborhood in the late 1910s and 1920s.

Recently, homeowners in College Heights have introduced a polychrome palette when painting their Craftsman homes, often selecting different colors for different wall cladding materials. This trend has further enriched their surface textures and is particularly effective when restraint is used in color selection.

Various fenestration treatments added further richness to the wall surfaces of Craftsman buildings. Frequently paired or in ribbon configurations, windows were often double-hung, with the upper sash featuring multiple lights and the lower sash featuring a single pane. The upper sash might include six or more vertical panes.

Wood is the building material of choice for most of these houses. As already mentioned, stucco is sometimes used in conjunction with clapboard, but generally as a secondary cladding material, as in the example at 2138 Hughes Avenue with its stucco-clad outside wall chimney.



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CRAFTSMAN (SELECTED)

| Historic Name                          | Address                 | Notes   |
|--|-------------------------|---|
| House                                  | 425 Pearson Ave.        | Stucco, 2-story, massive front porch pillars, built c. 1920   |
| John E. Sass House                     | 2114 Country Club Blvd. | Stucco, gable front, built c. 1925  |
| House                                  | 2011 Kildee St.         | 1-story, frame, wide eaves, braces, fixed awning over dining room window, stucco-parged foundation, built c. 1921   |
| House                                  | 2138 Hughes Ave.        | Built 1922, 1-story, frame, low-pitched side gable roof, enclosed front entry w/front gable roof, stucco-clad outside wall chimney on north   |
| Coach George Veenker House             | 2020 Country Club Blvd. | Built in 1930, 1-story, brick, moderately pitched side-gable roof with side eaves, enclosed & projecting front entrance covered with front gable roof, front entrance w/sidelights & hint of pediment, excellent example of transition from Craftsman to Neo-Colonial Revival styling |
| Prof. J. V. & Martha M. McKelvey House | 2117 Graeber St.        | 2-story, side-gable, stucco-clad, wide eaves, front-gable dormer, front-gable unenclosed front porch, shed roof w/heavy braces over front façade 1st fl. windows  |
| House                                  | 606 Ash Ave.            | 1.5-story, frame, gable-front roof w/ heavy braces  |

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Tudor Revival

The presence of Tudor Revival-influenced houses is widespread in College Heights. Constructed during the 1920s and early 1930s, these houses correspond to the upbuilding of the neighborhood during that important time in its development. Although most of the Tudor Revival examples are relatively modest in size, they usually feature a rich array of architectural elements and detailing. This variety includes the treatments of exterior wall surface textures and colors, mixed building materials, prominently placed chimneys, irregularly shaped footprints, and steeply pitched roof designs. Almost all of these buildings are unique in their designs—one looks in vain for repetition.

Exterior wall cladding materials include frame, half-timbering, shingles, brick, stone, and stucco. Frequently these materials are mixed together and result in designs of rich surface texture. The use of brick in varieties of color and texture add to this richness. The Henry D. and Mabel B. Bergman House at 2119 Country Club Boulevard features yellow brick and brick of red, yellow, and brown mixtures, half-timbering on the upper floor, and a prominently placed chimney on the front façade. The building also features a Vosey-inspired roof with rolled edges at the eaves. The house at 2116 Cessna features red brick with a striated surface and red brick with rough-faced surfaces, in addition to half-timbering.

Prominently placed chimneys lend dignity to a number of these Tudor Revival edifices. They include examples at 2017 Cessna Street, 2131 Cessna Street, and 2107 Country Club Boulevard, to name a few.

The Friedrich Construction Company built many homes in College Heights, including some of these Tudor Revivals. Robert K. Friedrich, his son, related the following information during an interview.

During the Depression, the City of Ames was all cooperative to help anybody who wanted to build anything. The city put in all the sewer, water, utilities, cinder streets, et cetera. It was as low as \$50.00 per lot. Country Club was paved by the City.

Reinhard built several homes near 2127 [now 2107] Country Club Boulevard, all in Tudor Revival style. Then he moved into the Colonial style. The apartment houses were his next big projects.

Reinhard built most of the houses on Cessna. Except for the Sands property, he built most of the houses on both sides of Agg between Cessna and Kildee Street. In Block 12, he built every house except the two-story frame house, Sass' house. This house was already there (but it has been remodeled). Reinhard also built the Tudor Revival style houses on Country Club. (Robert K. Friedrich informant interview).

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As to this mention of Tudor Revival styling, Reinhard Friedrich used such a design for the first house he built in Ames at 2107 Country Club Boulevard. The Friedrich Construction Company continued to build using this styling and showed itself particularly interested in mixing a variety of building materials together to achieve interesting surface textures. The Maxwell-Rothacker House at 2110 Country Club Boulevard, for example, employs stone, brick, half-timbering with stucco, and plain stucco in the building.

As this citation shows, Reinhard Friedrich moved from Tudor to Colonial Revival. It was quite understandable for a German immigrant to Ames to employ Tudor Revival styling in sympathy with the early architecture of his homeland. Friedrich's transition to Colonial Revival styling calls attention to his acclimation with his adopted homeland.

Cladding materials for the exterior walls vary and can include standard brick, tapestry brick, stucco, half-timbering, stone, and combinations of these materials. Roofs are generally steeply pitched. A few show the influence of English architect Charles F. Annesley Vosey and attempt to mimic thatched roofs. The Friedrich-Runnells House at 2107 Country Club Boulevard exemplifies this characteristic.

Tudor Revival styling stands in dramatic contrast to earlier residential design in College Heights and the Fourth Ward. While earlier houses were usually constructed of frame, Tudor Revival preferred masonry or combinations of masonry and wood. The front porch was a key architectural feature on earlier homes. Except for simple stoop porches, Tudor Revivals usually avoided front porches unless they were inset within the main block, as the example at 2108 Country Club Boulevard features. Although the absence of a front porch lessened a feeling of welcome to the property, the Tudors conveyed the sense of the medieval keep, where a fire blazed on the hearth and masonry walls kept out the winter's cold. The open porches of the bungalow functioned well during warm weather, but, with the 1920s depression in Iowa and with the nation engulfed in the Great Depression during the 1930s, the security of one's own Tudor Revival castle appealed to many new homeowners. The outside wall chimney, prominently placed on the front façade of so many of them, signaled that security inside.

The design sources for these homes are varied. During the 1920s and 1930s, Ames' newspapers sometimes published plans for new homes. In 1930, for example, the design for "Five Convenient Rooms in English Style" appeared. (See Continuation Sheet E-95.) Readers could order the plans for this house through the newspaper. Although it is not presently known if someone in Ames implemented

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this design, feature stories such as this popularized the style in Ames and rendered it on a scale acceptable to local residents.

In Ames, the phrase "English Style" was often used at the time to describe Tudor Revival designs. This phrase remained current. In 1951, one Tudor Revival home was advertised using that moniker. (*Ames Daily Tribune*, April 6, 1951) Some College Heights residents continue to use this phrase to the present day, according to Dr. Russ McCullough, one of them. (Russ McCullough informant interview)

Two shapes are particularly characteristic of roof designs for the Fourth Ward Tudor Revival:

Gable Front-and-Wing  
Flared Front Gable

*Gable-Front-and-Wing*

The gable front-and-wing designs feature a side-gable roof with a projecting front gable, usually situated slightly lower than the ridge of the side-gable. Gable-front-and wing designs can feature a variety of wall cladding materials, including brick, stone, stucco, half-timbering, and frame. Brick is the most usual, and combinations with other of these materials are common. During the 1930s, frame became a more frequently encountered cladding material for these buildings. Gable-front-and-wing designs frequently include a dormer window in the wing

GABLE FRONT-AND-WING TUDOR REVIVAL (SELECTED)

| Name                     | Address                 | Notes   |
|--------------------------|-------------------------|---|
| Friedrich-Runnells House | 2107 Country Club Blvd. | Built in 1927, this is the first house built by the Friedrich Construction Company in Ames, Vosey-inspired roof |
| House                    | 2046 Cessna St.         | Built in 1932, brick 1st fl.; half-timber second fl. shed roof over front entrance surmounted with wall dormer  |

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|   |                         |   |
|---|-------------------------|---|
| House                                     | 2108 Country Club Blvd. | Built in 1932-1933,<br>gable-front-and wing con-<br>figuration w/compound hip &<br>front gable roof,<br>rich surface textures, including<br>half-timbering, stone, &<br>brick, inset front entrance |
| Maxwell-Rothacker House                   | 2110 Country Club Blvd. | Built in 1931 by Friedrich<br>Construction Co., 1.5-story<br>stone & brick, side gable w/front<br>gable projecting wing over<br>front gable entryway  |
| George Netcott House                      | 401 Pearson Ave.        | Built in 1929-30, brick 1st fl.<br>w/half-timbering in front<br>gable & dormer,<br>wide vergeboards   |
| Dean Harold V. & Pauline<br>Gaskill House | 632 Agg Ave.            | Built in 1934, brick & half-<br>timbering with limestone front<br>entryway, wall dormers, detached<br>garage of same vintage  |

Many of the gable front-and-wing designs include an enclosed front entrance, projecting from the façade and usually placed on the gable front of the building. The added cost for such a feature provided a minimum of additional floor space—perhaps a small vestibule and coat closet—but the exterior of the house was nicely enhanced. The Friedrich-Runnells House at 2107 County Club Boulevard illustrates such a design. The house at 2128 Country Club Boulevard also features such an entry and is further enhanced with an outside wall chimney situated in the el formed by that entry and the main block.

*Flared Front Gable*

The employment of the flared front gable roof provided a popular architectural conceit to embellish Tudor Revival houses in College Heights. The flare can occur on the main roof or on the roof over a

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projecting entrance to the house. The distinctive characteristic of this design is the downward curve of the roof from its peak to its eaves.

Many Tudor Revival dwellings in the Fourth Ward feature projecting front entrances, usually covered with a front gable roof. The flared front gable roof provided a variation to this design. In the latter examples, the roof over the projecting entrance sweeps downward on one of its slopes to the level of the façade windows.

The flared entrance Tudor Revival in College Heights often includes an outside wall chimney nested in the ell formed by the entrance and the main walls of the building. This places the chimney in a position of visual prominence on the front façade of the building and adds a further picturesque element to it. The utility of the fireplace's location within the interior of the building is subservient to the impression the chimney makes on the exterior.

The following table lists some of the flared roof Tudor Revival dwellings in College Heights.

FLARED ROOF TUDOR REVIVAL (SELECTED)

| <u>Name</u> | <u>Address</u>          | <u>Notes</u>   |
|-------------|-------------------------|--|
| House       | 2009 Cessna St.         | 1.5-story, frame, brick façade, symmetrical façade   |
| House       | 2128 Country Club Blvd. | 1.5-story, brick & stucco, gable-front-and-wing configuration w/projecting flared entryway, brick chimney tucked between the front gable & side gables |
| House       | 400 Pearson Ave.        | 1.5-story, brick & half-timber, flared front gable entrance  |
| House       | 2035 Country Club Blvd. | 1.5-story, brick, gable-front-and-wing configuration w/flared front gable & w/turret in el, steeply pitched roof, basement garage                      |

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The main roof of a front gable house can also flare, but the incidence of these is less frequent than those over a projecting entrance. The Dr. Julius L. and Jennie Larson House at 2107 Graeber Street provides one example. There, the main roof bends as it covers the east wing of the building.

The architectural conceit of the flared roof survived late into the 1930s and even into the 1940s, when Tudor Revival styling had become watered down and subsequently out of fashion. These later examples usually were constructed of frame. Some of these designs placed a flared entrance—a hallmark of asymmetry—onto symmetrically conceived façades. This blend of Tudor Revival and Neo-Colonial Revival styling calls attention to the transition between the two styles then taking place.

Neo-Colonial Revival

Alongside the Tudor Revival, Neo-Colonial Revival styling provides the dominant influence over the design of buildings in College Heights. Following World War I, new homes in West Ames and in College Heights began to reflect national trends toward Neo-Colonial Revival styling. These houses tended to be smaller than those built during the earlier Colonial Revival period at the turn of the 20<sup>th</sup> century.

Neo-Colonial Revival designs relied heavily on roof configurations, symmetry, and architectural detailing to convey the sense of their styling. Side gable roofs became ubiquitous.

Two periods of construction are discernable within the Neo-Colonial Revival dwellings in College Heights. During the first period in the 1920s, the few houses built in the addition had side gables over a long façade featuring symmetrically arranged bays and often with corner returns on the roofs. The roofs tended to have a moderate pitch. In addition to symmetry, the front entrance stood as the chief architectural hallmark for these buildings, often placed under a portico front porch. The footprint of the house is usually a simple rectangle. The use of stone or brick is reserved for only the most elaborate of these buildings. Fenestration often features double-hung sash with the top sash divided into six or eight vertical panes.

The following designs show the influence of early Neo-Colonial Revival on residences in College Heights:

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EARLY NEO-COLONIAL REVIVAL (SELECTED)

| Name                        | Address                 | Notes  |
|-----------------------------|-------------------------|--|
| House                       | 2021 Country Club Blvd. | 1.5-story, frame, symmetrical front façade, side gable roof, wide dormer window, pedimented front entrance |
| Dr. Earl C. McCracken House | 2124 Hughes Ave.        | 1.5-story, frame, side-gable roof w/ long dormer, large pedimented front porch                             |

The second period dates from the 1930s, when more developed and historically influenced examples appeared. Telling characteristics of these buildings include the almost ubiquitous use of dormer windows, fenestration with an equal number of panes above and below the double-hung sash, decorative stone or brick (or both) cladding portions of the façade, the façade line broken up with projecting wings, and a preference for building footprints of compound rectangles. Many of the houses in College Heights illustrate these characteristics. Many of these buildings are also relatively small in size. The Friedrich Construction Company in Ames became an important proponent of Neo-Colonial Revival styling. When the firm expanded the scope of its operations in the late 1930s, it laid out several subdivisions in Ames—Friedrich's 1<sup>st</sup> Addition and Friedrich's 2<sup>nd</sup> Addition—collectively calling the two plats "Colonial Village" in deference to the style and as a marketing tool.

An analysis of Neo-Colonial Revival roof designs from this second period provides a tool to analyze their styling. The side gable roof is the most prevalent design in the neighborhood and provides a basic format for variations upon it. These variations including the following:

Dutch Gambrel  
Cape Cod  
Garrison



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*Dutch Gambrel*

The influence of Dutch Neo-Colonial Revival design in College Heights is scarce. By the time the addition developed, this stylistic influence had peaked in popularity. Generally speaking, typical examples in West Ames feature a 1.5-story height, side-gabled-gambrel roof, and large dormer window stretching across most of the façade. During the late 1910s, 1920s, and later, the gambrel roof almost always featured a side-gabled configuration, as opposed to front gambrel roofs during the earlier Colonial Revival period. This lent a more horizontal feeling to the composition in contrast with the earlier roof configuration with its greater feeling of verticality. Built in 1924, the house at 2124 Country Club Boulevard exemplifies the Dutch Neo-Colonial Revival configuration. Its presence in College Heights is the exception, which proves the rule. Jack Linder moved this house into the neighborhood in 1971.

*Cape Cod*

The Cape Cod cottage became a hallmark of Neo-Colonial design during the second period of development in College Heights and provided a simple, classic, and enduring design. Indeed, the neighborhood probably possesses more Cape Cod designs than any other architectural style. This design features a 1- or 1.5-story height, a side gable roof, usually including dormer windows, and a symmetrically conceived front façade. Some examples feature outside wall chimneys, while others exhibit centrally placed chimneys. The front entrance often includes a pediment. Sometimes a wing is attached to the main block. This wing can serve as an added room to the building, such as the Alice C. Netcott House at 2014 Country Club Boulevard, or as an attached garage, as at the C. M. Dodd House at 2009 Cessna Street. When set back from the front façade of the house (even slightly), this placement lets the façade preserve its sense of symmetry. More elaborate examples of Cape Cod styling include a “breezeway” to connect the garage and the house. The breezeway might be screened-in to provide a cool place to sit during hot weather before the advent of air-conditioning, as well as an all weather access to the garage.

The simple side-gabled design of the Cape Cod lent itself to myriad variations. The house at 2022 Cessna Street provides one example. There, the main block features three bays on the first floor and two dormers on the roof. An attached garage is situated to the east of the main block, and a side wing is situated on the west of it. These two wings project slightly from the front façade of the house. Obviously, these two wings increased the total space of the house, while taken together they preserve the symmetrical design of the building—an essential quality of a Neo-Colonial Revival design.

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CAPE COD (SELECTED)

| Name                        | Address                 | Notes  |
|-----------------------------|-------------------------|--|
| House                       | 607 Beach St.           | Built 1938, 1-story, frame, 4-bay front façade, 2 dormers, attached garage setback from front façade   |
| House                       | 305 Beach St.           | Built 1939, 1-story, frame, 4-bay front façade, no dormers, wood shingle siding  |
| House                       | 2003 Cessna             | Built 1947, 1.5-story, frame, projecting enclosed front gable entrance, 2 dormers, wide dormer across rear   |
| House                       | 2006 Country Club Blvd. | Built 1937, 1.5-story, frame, 3-bay 1st fl. w/2 dormers, projecting enclosed front entrance, outside wall chimney on east, paired windows on front façade                  |
| House                       | 623 Agg Ave.            | Built 1936, 1.5-story, brick, 3 dormers, centrally placed front entrance w/pedimented entry, 1-bay garage situated under main roof   |
| Alice G. Netcott House      | 2014 Country Club Blvd. | Built 1939-40, 1.5-story, brick, 3-bay 1st fl. 2 dormers, outside wall chimney & 1-story wing on east, excellent example of richly detailed yet unassuming sized residence |
| William H. Schrampfer House | 2030 Greeley Ave.       | Built 1937, large example w/symmetrically conceived front façade, pedimented front entrance w/sidelights, 3 dormers on main block, attached garage & dormer                |

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*Garrison*

The Garrison Neo-Colonial Revival dwelling features an overhang between the first and upper floor and a symmetrically conceived front façade. Better examples of the style include pendants hanging from the overhang. The employment of the Garrison motif added visual weight to a building, and the horizontal line it created between the first and upper floor added visual breadth to the façade. Coupled with the style's reference to the American frontier, these qualities lent the feelings of strength, permanence, and security to the design. The Friedrich Construction Company had helped popularize this style in College Heights and Colonial Village. The style gained in popularity following World War II, when Ames residents returned to peace and normal lives.

Garrison styling had emerged in College Heights during the Great Depression. The house at 2048 Cessna Street was constructed in 1931. In 1941, Dr. Chester and Betty Lee chose a Garrison design for their new home at 2030 Cessna Street, one of the larger examples in the Fourth Ward.

Examples of Garrison designs in College Heights include the following:

## GARRISON (SELECTED)

| <u>Name</u>  | <u>Address</u>  | <u>Notes</u>  |
|--------------|-----------------|---|
| Harvey House | 2002 Cessna St. | Built 1939, 2-story, frame, Garrison design w/pendants, several compatible additions inc. 2-bay garage                        |
| Lee House    | 2030 Cessna St. | Built 1941, 2-story, frame, side gable, Garrison design w/pendants, breeze-way & attached garage, 1-story solarium on east el |
| House        | 613 Agg Ave.    | Built 1938, 2-story frame w/stone 1st fl. front façade, attached garage, 1-story solarium                                     |

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|       |                         |   |
|-------|-------------------------|---|
| House | 2048 Cessna St.         | Built 1931, 2-story, frame<br>3-bay façade, pendants from<br>Garrison overhang, 1-story<br>solarium on east                     |
| House | 2159 Country Club Blvd. | Built 1940, 2-story, frame,<br>side wings balance front façade sym-<br>metry with wall dormers and over-<br>hanging upper floor |

The Garrison design remained popular in West Ames following World War, II but by this time the new buildings in the design usually were in degraded and watered-down versions. The duplex at 2633-2635 Hunt Street is typical. It features only a shallow projecting upper story and lacks pendants.

*Hip Roof*

A Neo-Colonial Revival houses in College Heights employ a hip roof rather than a side gable roof or one of its variations. According to some sources, the design of the hip roof Neo-Colonial Revival house was said to derive from Tidewater architecture along the Atlantic seaboard during the 18<sup>th</sup> century. Writing in 1929, the Architects' Small House Service Bureau, Inc., noted that

Most present-day Colonial houses were inspired from homes built by our forefathers in Connecticut or New York.

There are, however, other delightful forms of Colonial architecture. One of the most interesting was developed in the James River Valley, in Virginia. These houses have a high degree of stateliness and bigness about them. They reflect the elegant and luxurious way of living that distinguished the more free-spending Virginia planter from his thrifty New England neighbor. The mild climate called for large rooms, large windows, and a sense of openness. Almost always they had big hip-roofs. (Jones: 174)

An illustration of such a house in this publication shows a steeply pitched ("big") hip roof surmounting a simple, rectangular footprint.

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Although the number of hip roof Neo-Colonial Revival dwellings in College Heights is small, their designs are distinctive. The hip roofs that cover them are more moderately pitched than the example cited above, but they confer nonetheless visual solidity to the design. This, coupled with the block-like massing of their shaped volumes, results in a bold and dignified façade. Examples include the following:

HIP ROOF NEO-COLONIAL REVIVAL (SELECTED)

| Name  | Address                 | Notes  |
|-------|-------------------------|--|
| House | 2039 Country Club Blvd. | Built 1939, 2-story, brick 1st fl.,<br>clapboard 2nd fl. 2-bay façade,<br>outside wall chimney on west,<br>attached garage w/2nd fl. |

Eclecticism

Sometimes, architectural styles mixed together, visually linking one architectural style with another. Homeowners of a conservative bent could experiment with new architectural ideas within the context of received taste. Tudor Revival half-timbering and French Eclectic motifs blend together, for example, in the J. D. Martin House at 2131 Country Club Boulevard. The Prof. Florence Fallgatter House at 2122 Greeley Street shows the lingering influence of Tudor Revival styling in its projecting 1-story wing on its front façade but the overall influence of Neo-Colonial Revival styling in its side-gabled roof, front door sidelights, and octagonal window in the front wing.

Eclecticism was not always altogether successful. The front façade of the house at 2126 Greeley Street, for example, features an off-set picture window on the first floor and a symmetrically arrangement of wall dormers on the second floor, a visually jarring blend of Ranch and Neo-Colonial Revival styling.

Modern Movement

The limited employment of Modern Movement styling in College Heights appeared during the late 1930s and reflected the willingness of some neighborhood residents to experiment with new architectural ideas. Characterized by cubic shapes sometimes compounded, smooth walls, flat roofs, restrained coping or

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ledges at the roofline, and low-profile roofs. This style with its identifying features can be found on a limited number of distinctive houses in the historic district.

INTERNATIONAL (SELECTED)

| Name                            | Address                 | Notes  |
|---------------------------------|-------------------------|--|
| House                           | 2026 Country Club Blvd. | Built 1936, 2-story, frame, flat roof, ribbon windows on 1st & 2nd flrs., 1-story wing on west w/flat roof & stoop porch, built by Thomas Peterson   |
| House                           | 2037 Country Club Blvd. | Built 1939, 2-story, stucco, horizontal wood band between 1st & 2nd flrs. corner windows, slight overhang at roofline, low-pitched hipped roof, projecting front entryway w/low-profile door surrounds |
| House                           | 633 Agg Ave.            | Built c. 1938, 2-story, frame, corner windows, stylized front entrance door surrounds  |
| Dean Thomas R. & Lois Agg House | 325 Pearson Ave.        | Built 1938, 2-story, yellow brick, sleek horizontal lines, accented by series of ribbon windows, slight overhang at roofline, low-profile front door surrounds, door w/oculus window                   |

Ranch

The Ranch Style made little impact on College Heights. Its influence appeared as early as circa 1940 in some parts of West Ames, but World War II put new home construction on hold for the duration and

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most examples in West Ames date from the 1950s and 1960s, when the style thrived and then blended into split-level designs. The Ranch designs are usually 1-story in height and seek to convey a sleek, horizontal appearance closely situated to the ground. Attached garages and picture windows lend further horizontal feeling to these buildings and were widely included in the designs. During the 1940s, the Ranch tended to have little or no eaves, but as the style developed, so did the width of the eaves, further de-emphasizing the height of the roof and increasing the feeling of breadth. Most of these new buildings in the Fourth Ward appeared outside the historic neighborhood plats. By this time, these earlier plats had mostly filled with improvements.

The house at 2006 Kildee Street typifies the influence in College Heights. Built in 1951, it features a gable-front and wing configuration covered with a compound hip roof. A portion of the projecting wing is veneered in brick. A 1-bay garage is situated under the main roof at the other end of the façade. A picture window centers the façade. The low and linear look of this house shows the influence of Ranch styling.

The H. Elizabeth Thompson House at 2001 Kildee Street is another. Built in 1952, this house features a low-pitched hip roof over an elongated footprint. The strongly horizontal line of this stone-veneered house fits nicely into the low-slung feeling of Ranch styling. The enclosed front porch of this house comes as a surprise—indeed a shock. A most fantastic design, it features large panes of glass set in mullions arranged in patterns of Oriental inspiration. There is nothing else like it in Ames, and its preservation is strongly encouraged.

The house at 2007 Kildee Street shows an evolution in Ranch styling. Built in 1960, this is one of the newest homes in College Heights. Its side gables, horizontal lines, and picture window show the influence of Ranch styling, while the moderately steep roof of the house, which projects over the attached garage, calls attention to a restlessness with Ranch styling and desire for something different.

**ARCHITECTS**

Identification of architects poses a challenge for the architectural history of the College Heights, because most of the buildings there are single-family dwellings and their construction did not receive public announcements in local newspapers, as did public and commercial buildings. Municipal building permits do not include the name of the design source. Still, a number of current residents likely have blue prints, drawings, and other documentary evidence, which help identify their homes' designs.

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Many designs for single-family dwellings in College Heights stemmed, undoubtedly, from published sources. As a well-educated community, College Heights' residents respected professional guidance and enjoyed the benefit of a university library with subscriptions to many of these design sources. Local lumberyards provided additional sources of published materials. When Dr. Chester ("Chick") and Betty Lee constructed their new, Neo-Colonial Revival-styled home at 2030 Cessna Street in 1941, they obtained the plans for the house from the Harbach Lumber & Supply Co. of Mapleton, Iowa.

The Lee House illustrates how homeowners could customize their properties from plans purchased commercially. According to the present homeowner, the house has a:

Basement exterior entrance and bedroom: The home was built with a separate entrance through the garage and stairway for access to the basement bedroom. It is our understanding this was done to provide housing for students who would, in turn, care for the yard and home during the summer. We also rented this room to students for several years. (Susan and Philip Sargent)

These sources, coupled with local architects who could advise about or alter or customize such designs, offered a rich potential for homeowners to individualize their new home plans. The discovery of these design sources often relies on oral informant information, uncovered in haphazard investigation. As research in College Heights continues and individual property owners investigate the history of their properties, more information along this line should come forth.

ARCHITECT DESIGNS (NONINCLUSIVE)

| Architect        | Property Address                                    | Notes   |
|------------------|---|---|
| Kimball & Bowers | Florence Fallgatter House<br>2122 Greeley St.       | Built 1940, 1.5-story, frame,<br>Neo-Colonial Revival w/Tudor<br>Revival influence in projecting<br>front façade wing |
| Dean Richardson  | Dean Thomas R. & Lois Agg House.<br>325 Pearson Ave | Built 1938, Modern Movement,<br>2-story brick, compound cubic shapes  |



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Recent research conducted by Dr. Gloria Betcher and Prof. Thomas Leslie, AIA, has outlined the careers of Allen H. Kimball and Charles F. Bowers and identified one of their residential designs in College Heights.

The Florence Fallgatter House, 2122 Greeley Street, is one example of an architect-designed home in College Heights. This home, built ca. 1940 for Prof. Fallgatter, a member of the faculty of the Department of Family and Consumer Education, is a variation on the Cape Cod style, designed by one of the city's most important architects, Prof. Allen H. Kimball, and his late-career partner, Prof. Charles F. Bowers. Kimball was the most active architect in Ames between the two World Wars. As first head of the Department of Architectural Engineering (now the Department of Architecture) at Iowa State (1917-46), he was an important local figure. However, the consistent quality of his public, semi-public, and residential buildings, both on the Iowa State campus and throughout Ames, is also notable. As supervising architect for ISC from 1915-1946, he was responsible for designing many buildings on the ISC campus and, in architectural partnerships with colleagues Harold Sprague, Robert Bailie, Clinton Cowgill, and Charles Bowers over his career, for designing numerous other buildings in Ames, among them the following: the Iowa State Highway Commission Building (1923); Roosevelt School (1923); Beta theta Pi Fraternity, 2120 Lincoln Way (1925); Collegiate Methodist Church (1926); St. John's Episcopal Church (1929); Pi Beta Phi Sorority, 208 Ash Avenue (ca. 1920s); Sigma Alpha Epsilon Fraternity, 140 Lynn Ave. (ca. 1920-27); ISC Central Stores Building (1933, 1936-37); ISC Agricultural By-Products Laboratory (1934); the Charles Gwynne home, 3102 West St. (ca. 1937, *with Charles F. Bowers*); the Mary Greeley hospital addition (ca. late 1930s, *with Charles F. Bowers*); Ames Public Library addition (1935-40, *with Charles F. Bowers*); McFarland's Clinic (*sic*) [now Ames Publishing Company, 317 5th St.] (1940, *with Charles F. Bowers*); and the W. H. Pierre home, 3403 Oakland St. (ca. 1940, *with Charles F. Bowers*).

Charles F. Bowers was notable as an architect in his own right. Also a faculty member of the Department of Architectural Engineering at Iowa State College from 1928-43, he was a supervising architect for ISC building projects in 1929. Bowers' historical significance, however, extends to his personal life. A member of the Army Air Forces in World War II, he was killed in October of 1943, becoming the first ISC faculty member and, more importantly, the first member of the American Institute of Architects to lose his life in World War II. (Betcher & Leslie)

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FRIEDRICH CONSTRUCTION COMPANY

Chapter II of this report discussed Reinhard and Wella Friedrich and the construction company they founded in 1927. This section of Chapter III discusses the designs of their buildings.

Identified Works

The following table lists new houses in College Heights for which the Friedrich Construction Company obtained building permits:

FRIEDRICH HOUSES IN COLLEGE HEIGHTS (NONINCLUSIVE)

| <u>Address</u>          | <u>Building Permit Date</u> |
|-------------------------|-----------------------------|
| 2122 Greeley St.        | August 27, 1940             |
| 2105 Country Club Blvd. | June 17, 1929               |
| 2107 Country Club Blvd. | No original permit on file  |
| 2004 Country Club Blvd. | July 8, 1937                |
| 2108 Country Club Blvd. | September 26, 1932          |
| 2110 Country Club Blvd. | March 15, 1931              |
| 2015 Cessna St.         | March 4, 1936               |
| 2018 Cessna St.         | June 23, 1936               |
| 2022 Cessna St.         | June 23, 1937               |
| 2046 Cessna St.         | May 22, 1932                |
| 2048 Cessna St.         | July 28, 1931               |
| 2054 Cessna St.         | March 13, 1931              |
| 305 Beach Ave.          | June 7 1939                 |

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607 Beach Ave.

June 16, 1938

618 Agg Ave.

No original permit on file

Source: Ames Department of Planning & Housing, 2008.

Ames building permits from this period usually included the names of owners, when this information was available. As this table shows, only one of Friedrich's building permits included an owner's name, suggesting that he constructed these houses on speculation. The Friedrichs' first residential construction in Ames was at 2107 Country Club Boulevard. The couple later lived at 618 Agg Avenue. It appears that they moved from one house to another as they built houses on speculation. Most of the houses on the above list were constructed.

As the above discussion concerning Kimball & Bowers shows, the Prof. Florence Fallgatter House illustrates how the Friedrich Construction Company cooperated with local architects to implement the latter's designs. There is no evidence to date suggesting that the Friedrich firm prepared its own architectural designs.

Curtis Kitchens

The Friedrich Construction Company recognized that, in Ames, innovation sold houses. Prompted by the belief that the hearth was the heart of the home, Friedrich joined forces with the Curtis Woodwork Company of Clinton, Iowa, in the 1930s. The success of these products was immediate and enduring. A full 20 years later, in the 1950s, real estate advertisements for residential property in Ames often used "Curtis Kitchen" as the lead into the ad. (See Continuation Sheet E-121.)

The 1930s witnessed new labor saving devices for the kitchen, and Ames residents welcomed them wholeheartedly. According to one Ames newspaper advertisement,

The truly modern kitchen is the electric kitchen. . . . clean, spotless, odorless. . . and so convenient that kitchen tasks seem to take no time at all! Best of all, you can buy the units separately, and add to them until your kitchen is completely electrified and new! (*Ames Daily Tribune*, August 26, 1938)

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The interiors of College Heights' residences, in addition to their exteriors, have distinctive features. Indeed, these interiors serve as a showcase for the products of the Curtis Woodwork Company of Clinton, Iowa. Reinhard Friedrich reached an agreement with this company whereby the Friedrich firm would field-test Curtis products. Earl Green, an architect with Curtis, designed such products as trimwork, entrance frames, fireplace mantels, corner cabinets, and windows. The Friedrich firm installed these products and showcased them for Curtis' sales and promotional purposes. Much of this work occurred in nearby Colonial Village, but new construction in College Heights also included Curtis products.

According to Robert K. and Reinhard K. Friedrich, sons of the builder, Reinhardt Friedrich employed quality cabinetry and other woodwork detailing.

Curtis Woodwork Company, of Clinton, Iowa, which had started back in 1866, was the leading manufacturer of authentic colonial woodwork, entrance frames, fireplace mantels, corner cabinets and windows through the USA. They enjoyed the highest reputation for quality. Curtis sought out Reinhard Friedrich in Ames to become somewhat of a field advisor on their products. ("History of R. Friedrich and Sons, Inc.": 2)

As a marketing device, the Curtis Woodwork Co. had developed what they called the "Curtis Miniature Kitchen Idea." Potential customers could visit their local lumberyard and, with dollhouse-like furniture available there, could plan and actually see, how they could create a new kitchen. (*Ames Daily Tribune-Times*, April 19, 1930) Throughout the 1930s, until World War II halted new home construction in 1941, advertisements for Curtis products frequently appeared in Ames' newspapers.

Buy Curtis  
Woodwork  
This time  
And you've  
Bought woodwork  
For the  
Last time!

The quality is better!  
The craftsmanship  
Is better!

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And the architecture  
Couldn't be!

Period designs—  
Guaranteed  
To make good  
Or we will!

Curtis

Source: *Ames Daily Tribune-Times*, May 21, 1937, p. 7)

By the 1950s, Curtis Kitchens had become so well known in Ames that they figured as a prime selling point for local real estate. Many newspaper advertisements for homes began with "Curtis kitchen" to lead their text. One newspaper read "Curtis kitchen in extra nice lot." (*Ames Daily Tribune*, August 17, 1950) No mention of the house itself! Evidently, the lot and the Curtis kitchen were sufficient descriptions for Ames residents to form their impression of the property.

Kitchens and bathrooms are the most frequently remodeled rooms in American homes. Today, some six decades after the introduction of Curtis products in Ames, their brand name has been largely forgotten. Perhaps further survey work in College Heights will identify some surviving examples.

Other Innovations

The Friedrich Construction Company also promoted other building innovations in Ames, including air-conditioning and oil heating.

Already in the late 1930s, air-conditioning had found its way into local homes. According to one 1936 newspaper,

Two of the [seven, *ed*] new houses under construction will have air-conditioning, a feature which has been added to numerous Ames homes but which has been included in the building of but a few. (*Ames Tribune-Times*, June 1, 1936.)

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The two houses with air-conditioning included the new home for Mrs. Trura D. Garner at 633 Agg Avenue in 1938. This house cost \$7,500 to build. It also featured oil heat. Friedrich likely built this house, although a building permit to document the fact is missing from municipal building permit records. We know for certain, however, that the Friedrich firm installed air-conditioning in another of its houses in College Heights. According to a newspaper announcement,

Reinhard Friedrich, one and one-half story frame and brick veneer dwelling at 609 Pearson avenue, 41x40 feet, air-conditioned and oil heat, \$2,500. (*Ibid.*)

The location of this house has not been identified. The house number "609" does not exist on Pearson Avenue. The fact remains that the Friedrich Construction Company could and did provide air-conditioning installation as part of their service.

#### AUTOMOBILE GARAGES

Automobile garages are liberally scattered throughout College Heights. Their designs vary somewhat according to stylistic influence, but generally they feature simple lines and restrained architectural detailing. The earliest garages in the neighborhood were detached from the house and tend to be rather spacious, as with the example at 518 Ash Avenue. In the 1930s, detached garages tended to be small although larger, 2-car garages sometimes were constructed, as at the George Netcott House at 400 Pearson Avenue. Following World War II, garages grew in size. Today, large, 2-bay examples are not unusual.

According to an original restrictive covenant governing the development of College Heights,

All residences must be built not less than 30 feet from the building line of any street and garages, barns, or other out-buildings shall be erected to the rear of any residence. (*Ibid.*, October 4, 1913)

But this wish to keep garages out of public sight lacked teeth.

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These restrictions stand until January 31, 1920. (*Ibid.*)

Because the College Heights Addition lacks alleys and because of its rolling terrain, the siting of garages poses challenges and solutions vary considerably. Some garages are placed at the rear of the house in the traditional fashion and according to the covenant's intention. Some garages, as at 2017 Country Club Boulevard, project in front of the house. Many properties feature attached garages.

Some garages exploit site topography. The Prof. Florence Fallgatter House at 2122 Greeley Street, for example, is situated on the crest of this hill. Its attached garage projects somewhat from the façade line of the house. This placement provides two benefits. The homeowner can enter the basement of the house from the garage. Then, the roof of the garage provides a deck, entered on the first-floor level of the house. In another instance, the neighborhood's rolling terrain allows a garage to be tucked under a house—in its basement—with a driveway cut into the side of the hill where the house is perched. The houses at 2019 Kildee Street, 2020 Country Club Boulevard, and 2017 Country Club Boulevard show this solution. The College Heights' restrictive covenant would have disallowed both of these solutions. Placing the garage in front of the house, according to its rationale, sends a false signal to the public—that the primary purpose of this property is service to a machine, not a family.

The garage roof is a key architectural element, and a certain continuum is discernable in the evolution of its design. The earliest garages in College Heights—those dating from the late 1910s and early 1920s—feature hip roofs. Note the examples at 518 Ash Avenue and 2121 Graeber Street. A side-gable roof from this period can be found at 2117 Graeber Street. The wide eaves on all of these garages relate to that same architectural feature found on many of the Craftsman houses erected during this period. (The hip roof garage emerged again in the late 1930s, when the Modern Movement made its tentative appearance in College Heights. The garage at 2037 Country Club Boulevard features a low-pitched hip roof, a nice complement to the same shape used for the dwelling on the site.)

During the 1930s, several new garage designs appeared. For detached garages, the front gable roof came to the fore. Examples abound. The inclusion of a pedestrian door at one side of the vehicular door provided a new amenity, when the square footage of the garage was increased somewhat for the storage of lawn equipment, tools, etc. The garage at 2111 Graeber Street provides one example. The front gable roof remains a staple for garage design to the present day.

The detached garage remained *de rigueur* in College Heights throughout the 1920s. As Tudor Revival styling became popular, some detached garages repeated certain architectural motifs of that style. Built

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in 1931, the 2-car detached garage at 400 Pearson Avenue repeats the very steep pitch of its single-family dwelling counterpart. In isolated instances, Tudor Revival properties included an attached garage. The house at 317 Pearson Avenue provides one case, but this is the exception. (In the 1980s, a few attached garages were added to Tudor Revival houses. The success of these projects can be measured by the example at 2116 Country Club Boulevard, where the garage repeats a steeply pitched, gable roof in the main block.)

The flat roof appeared on garages in the 1930s. Sometimes, these garages were detached. The garage at 2025 Country Club Boulevard serves as an example. Sometimes, these garages were attached; and, in this case, occasionally provided a deck, which could be accessed from the main block. The garage at 2122 Greeley Street serves as an example here.

The attached garage became widely popular in College Heights in the 1930s. This new architectural form fit nicely into the emerging popularity of Neo-Colonial Revival styling. With symmetry a key ingredient to these designs, the attached garage could balance a solarium, unenclosed porch, or side wing at the other end of the front façade. The presence of a railing surmounting such a garage and side wing provided attractive architectural detailing to accent these appendages. The house at 613 Agg Avenue exemplifies the success of such designs. On the other hand, the placement of an attached garage without balance on the other side of the main block sometimes lent visual discordance to these buildings. The house at 2018 Cessna Street is a case in point. The employment of a flat roof in this example is hardly ameliorating.

The attached garage returned in full force following World War II and the construction boom in Ames, which ensued. These garages fit nicely into the prevailing Ranch style with its low-slung, horizontal emphasis. (See 2006 Kildee Street.) The attached garage now nestled under the very roof of the house itself, a sign that the automobile had become an integral part of the American family.

As to building materials for these garages, they usually follow the cladding materials of the primary structure on the site. For this reason, clapboard siding is the most prevalent material.

The fact that a College Heights' restrictive covenant's originally disallowed the placement of garages at the forefront of the property calls attention to the contemporary reluctance to acknowledge the garage as an aesthetic object. The motivation behind this phenomenon found a counter-part in the late 1940s and early 1950s, when television sets first appeared in American homes. Invariably placed in the living room, these sets often were encased in wood cabinets with doors to hide the screen when not in use.



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Americans embrace new technology readily, but a deeply conservative streak in their national character has traditionally urged caution when it comes to home spaces beyond the kitchen and bathroom.

In the late 1950s and 1960s, a new property type for the automobile appeared in the United States. The carport—a roof (usually shed) attached to the side of a house and covering a portion of the driveway—provided protection for the family and the family car. This solution became popular as a simple and inexpensive amenity when the ever-increasing number of 2-car families outgrew their 1-bay garage. The house at 2108 Greeley Street shows how a carport could be sympathetically integrated into the overall design of the property. The property included a 1937 Cape Cod-styled building with a 1937 1-bay, frame garage at the rear. The owners of the property retained both of these historic elements and built a carport on the west side of the house. The driveway runs under the carport to access the garage.

A more contemporary and rather unattractive solution to the problem has appeared in College Heights as elsewhere across the nation. This is the garage projecting from the front façade of the house. This solution became popular in the late 20th century for American rowhouses and townhouses in suburban areas. The house at 2031 Country Club Boulevard features such a garage. This placement calls attention to itself and breaks the streetscape rhythm in the neighborhood.

The preservation of historic garages in College Heights is strongly encouraged. The Maxwell-Rothacker House at 425 Pearson Avenue is a good example. Likely architect designed (along with the residence on the site), this garage repeats the stucco cladding of its Craftsman and Prairie School-influenced house.

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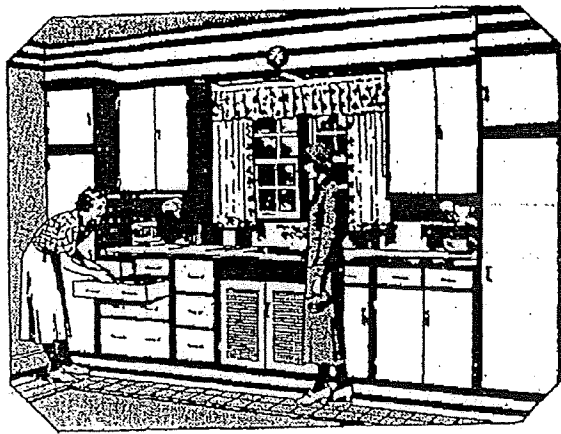
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### FRIEDRICH TEAMS WITH CURTIS



Owners of  
**FRIEDRICH HOMES**  
Are Proud of Their  
**CURTIS KITCHENS**

Many women grow prematurely old in the kitchen! Not so with owners of **FRIEDRICH HOMES**, for all kitchens have been equipped with step-saving Curtis cabinets. The kitchens are as modern as this year's young bride. Modern beauty, modern utility, shorter hours, reduced labor, are yours in a

**FRIEDRICH HOME**  
Build a Home in College Heights Addition

Figure IV-1

This advertisement by the Friedrich Construction Company solicits custom new home construction in College Heights through the enticement of a modern Curtis Kitchen, manufactured by the Curtis Millwork firm of Clinton, Iowa. That firm teamed with Friedrich to test and popularize Curtis cabinetry and other woodwork.

Source: *Ames Daily Tribune*, August 26, 1936.

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## ONE DESIGN SOURCE

**Five Convenient Rooms  
In English Style**



House No. 529

There is an unusually attractive home when the English Cottage style is given the English Cottage look. This style of architecture is now in high favor, for it is admirably adapted to the modern small house and can be given attractive and interesting treatment.

This house lends itself to many alterations. It is ideal for a corner lot, as it may be placed either outside or inside the street, or as a side lot, and so be built on either a wide or a narrow frontage.

Face brick, so admirably adapted to modern home construction, has wisely been chosen in the local material so being cut the best of the architecture. With the colored mortar joints, of harmonious color, this really small home appears much larger than it actually is. The porch on the front and the attached garage in the rear help to make the house appear large.

The plan combines many popular features. The living room occupies one end of the house, and obtains good light and convenient outlook on three sides. The cheerful fireplace, with the efficient built-in book shelves, becomes the heart of the home when the door is opened.

Double casement doors open from the living room to the porch, and a wide opening leads to the back, which is usually heated, thus making comfortable, with all parts of the house kept. The dining room opens from the hall and connects directly with the kitchen, which is equipped with cabinet.

On the second floor there are two good bedrooms and a bathroom by way of a roofed back porch. The bathroom. A sleeping porch at one outside entrance, under the garage, and is an added feature. Besides the entry from the front porch, it is directly connected with a room of the rear, which is a house; besides gasoline fumes and others cannot enter the house.

The garage is built in connection with the house for the first floor and is 11 feet wide and 18 feet long. The garage is built in connection with the house for the first floor and is 11 feet wide and 18 feet long. The garage is built in connection with the house for the first floor and is 11 feet wide and 18 feet long.

If you are interested in working drawings for House No. 529, the editor of this paper will gladly tell you where they may be obtained.

Figure IV-2

The late 1920s and 1930s witnessed the erection of many Tudor Revival-influenced homes like this in College Heights. They were called the "English Style" in Ames (and are so to the present day). Ames' newspapers occasionally published stories like the above example, one way by which commercially available architectural designs were disseminated. This newspaper article notes, "If you are interested in working drawings for House No. 529, the editor of this paper will gladly tell you where they may be obtained."

Source: *Ames Daily Tribune-Times*, April 19, 1930.

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**F. Associated Property Types**

(Provide description, significance, and registration requirements.)

A. Introduction

Resources that call attention to this historic context (discussed in Section E) are known as property types. Each historic context forms a background to identify, classify, and evaluate specific resources.

This section describes these resources in a general way, outlines their significance, and establishes criteria to evaluate them for National Register purposes.

Some of the historic contexts discussed in this report relate directly or closely with Multiple Property Documentation Forms previously prepared for the City of Ames. These MPDs include *Fourth Ward, Ames, Iowa*, completed in 2007, and *A Home for Science and Technology: Ames, Iowa, 1864-1941*. The National Park Service approved the latter in 2003. For these reasons, the associated property types, as presented in the report now in hand, closely follow these earlier efforts.

A list of the historic districts found eligible for nomination to the National Register in this report, is attached at the end of each discussion of the property type under which it obtains significance. It should be noted that a resource could be found eligible for nomination to the National Register under several historic contexts and criteria.

B. Districts, Buildings, Structures, Sites, and Objects Associated with "80-Acres of Land: The Shaping and Acquisition of College Heights, 1876-circa 1955"

The intent of this historic context is to set the scene for the platting and development of College Heights rather than to employ it to evaluate the College Heights Historic District. For this reason, a discussion of "Associated Property Types" for this historic context is not necessary.

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C. Districts, Buildings, Structures, Sites, and Objects Associated with "Improvements Fill the Plat, 1913-circa 1955:

1. Description: There are a variety of resources associated with this period of emergent neighborhood development in College Heights. Resources are limited as to property type and include single-family dwellings and automobile garages. Virtually every building lot in the proposed historic district is filled with improvements. There are no undeveloped building lots. Generally speaking, one dwelling occupies one building lot. The sometime Victorian practice of homeowners purchasing multiple lots, building on one of them, and leaving the other(s) landscaped, did not find favor in College Heights. Houses in this neighborhood are rather modest in size and well set back from the public right-of-way. Because of the district's rolling terrain, many of these properties sit on ridges above those rights-of-way and enjoy commanding views of their surroundings. Many properties include automobile garages, which can be detached or attached structures with either 1-car or 2-car capacity.

Certain eras of construction are evident in the proposed historic district, and the understanding of these eras provides insights into the neighborhood's development. The 1910s and early 1920s witnessed a limited amount of new home construction. Before that time there was none. The level of this construction increased in the late 1920s and early 1930s, and a number of new homes were erected during that period. Still, this number was rather limited. Then, beginning in the late 1930s, another wave of construction, led in part by the Friedrich Construction Company but with other builders also taking part, responded to improved economic conditions. A "boom" (a hyperbolic word but actually used in the newspapers at the time) occurred. The United States entry into World War II in 1941 curtailed all construction in the neighborhood. Construction resumed shortly after the end of the war in 1945. By circa 1955, virtually all the building lots in College Heights had filled with improvements, and the neighborhood stood complete.

A great number of the homeowners in College Heights at all periods of its development have close associations with education, Iowa State College, and Iowa State University and possesses significance as individuals because of their contributions to science, scholarship, and education.

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2. **Significance:** Significance can derive from changing patterns of land use development and the location preferences of homeowners. Early homeowners, for example, preferred locations near the already settled Ash Avenue with its street improvements. By contrast, Country Club Boulevard between Beach Avenue and Graeber and Hughes Streets did not develop until the 1930s. These patterns of development illustrate individual responses to environmental, social, and transportation factors. Significance can derive from contractor-builders and their selection of building lots to improve. The Friedrich Construction Company, for example, substantially helped to improve the south side of Cessna Street in the 1930s. In making this street an attractive corridor, the firm stimulated its further development.

Significance can derive from the construction date of a resource because this date, as embodied in the resource, can call attention to the amount of new home construction during any one of the historical eras outlined above. We can see, for example, that more houses were constructed in the 1930s than in the 1920s or the 1950s. In turn, these clusters of resources by chronology call attention to the various historical factors, which promoted or deterred construction activity during them.

Significance can derive from the association of homeowners with their professional lives as scholars, scientists, and educators and their linkages with Iowa State College, Iowa State University, and agricultural, engineering, and architectural experimentation and research across the world.

3. **Registration Requirements:**

**Criterion A.** The qualifying property type for this historic context is the College Heights Historic District as a whole. The shaping of its layout and the development of this plan over the space of some forty years corroborates the validity of "the whole is greater than the sum of its parts." While the succession of individual buildings within the district fulfilled the precepts laid down by the College Heights plat, no one building, structure, or other resource obtains sufficient individual significance in and of itself to call attention to this phenomenon.

**Criterion B.** Requirements for this criterion include properties with direct associational links with individuals or groups significant to the development of the College Heights during this period of time. Education, Iowa State University, and the many neighborhood residents associated with

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scholarship and the academic life provide fertile ground for Criterion B evaluation. These individuals can include Iowa State administrators, faculty, and staff, as well as other College Heights residents, whose professional, commercial, civic, or other activities contributed in a substantial way to the development of the neighborhood. These individuals also include those who, although not resident of the neighborhood, made significant contributions to it, such as Sheldahl banker R. F. Graeber and his role in the laying out of the College Heights Additions in 1913. Individual real estate developers might qualify under this criterion. Further survey work is required to identify any such properties associated with these individuals. This report recommends that a National Register nomination of this historic district selected perhaps half-a-dozen of these individuals, justify their significance for the historic district, and then reference many others, who could also be mentioned. Given the architectural quality of the historic district and the high integrity of its resources, Criterion B should be considered as an area of secondary standing for the district's nomination. This is consistent with general practice. According to National Register Bulletin 32, *Guidelines for Evaluating and Documenting Properties Associated with Significant Persons*:

Many properties nominated for associations with significant persons also are nominated for other reasons, as indicated by the fact that almost two-thirds of the properties nominated under Criterion B are significant in the area of architecture as well as for the area in which the individual(s) achieved recognition. (Boland: 4)

**Criterion C.** Properties that reflect architectural design or other characteristics resulting from town building decisions or responses to these decisions. Examples include plats laid out with commodious lots, which encouraged the construction of large-scale houses and landscaped properties and plats laid out with small lots, which attracted smaller-scale construction.

**Criterion D.** Sites of nonextant properties, which contain intact subsurface deposits with good information potential concerning the material culture of identifiable and significant town building practices.

**Integrity Considerations:** Contributing resources significant because of their associations with the upbuilding of College Heights must retain the integrity of their locations and substantial sense of their setting and feeling. The integrity of design, materials, and workmanship for residential properties must remain substantially unaltered. Wood siding is a frequently encountered building material for

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residences in College Heights. The use of cover-up materials to clad this siding should not be deemed sufficient to negate a resource's eligibility as a contributing resource, if the proportions of the cover-up siding are compatible with the original. Unless a property has lost most of the characteristics that convey a sense of time and place associated with its role in the development of the neighborhood or no longer has the ability to provide important information within this context, it should be considered eligible.

4. Potentially Eligible Properties (Selected):

Historic District

College Heights Historic District  
Ames, IA

Colonial Village Historic District  
(Not surveyed in this report but associated with it by geography and contractor-builder. An intensive survey of this potential historic district is recommended)  
Ames, IA

Individual Properties

Friedrich-Runnells House  
2107 Country Club Boulevard  
Ames, IA

Dean Thomas R. & Lois Agg House  
325 Pearson Avenue  
Ames, IA

House  
2107 Country Club Blvd.  
Ames, IA



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College Heights, Ames, Iowa.

House  
2048 Country Club Blvd.  
Ames, IA

House  
2054 Cessna St.  
Ames, IA

2110 Country Club Blvd.  
Ames, IA

House  
2108 Country Club Blvd.  
Ames, IA

House  
2046 Cessna St.  
Ames, IA

House  
618 Agg St.  
Ames, IA

House  
2015 Cessna St.  
Ames, IA

House  
2018 Cessna St.  
Ames, IA

House  
2004 Country Club Blvd.  
Ames, IA

House  
2032 Cessna St.  
Ames, IA

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House  
2122 Greeley St.  
Ames, IA

Dr. Irving E. & Elizabeth Melhus House  
407 Pearson Ave.  
Ames, IA

DR. Arthur L. & Muriel H. Anderson House  
428 Pearson Ave.  
Ames, IA

Dr. John J. Hinrichsen House  
321 Pearson Ave.  
Ames, IA

Dr. Earl C. McCracken House  
2124 Hughes St.  
Ames, IA

Dr. Ralph M. Hixon House  
419 Pearson Ave.  
Ames, IA

D. Districts, Buildings, Structures, Sites, and Objects Associated with "Garden Suburb – 1913-circa 1955"

1. Description: This property type embraces College Heights as a designed historic landscape. The resources associated with this district include the layout of the neighborhood's city blocks, building lots, streets, boulevards and parklands, as originally platted, and the private improvements of houses, garages, and landscaping, which subsequently brought the original design of the neighborhood plat as a garden suburb to fruition. The curvilinear layout of many landscape elements in the neighborhood is essential to its overall character. "Professors' Lane," that strip of land still publicly held, which bisects the historic district north-to-south, stands as another character defining element within this designed landscape. The uniform setback of houses in the neighborhood stands as another character

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defining feature. Important by its absence and thereby historically significant is the lack of fenced front yards. This results in an open feeling throughout the neighborhood, which allows the viewer to experience its rolling landscape and its historic resources without intrusive and nonhistoric obstructions.

Many resources within College Heights exhibit privately designed landscapes, some of which are historic in their origins. All of this landscaping adds to the neighborhood's feeling of a well-developed natural environment and, by extension, to its origin as a garden suburb.

2. Significance: The landscapes, buildings, and structures, which comprise the College Heights Historic District are significant because they call attention to the leadership of R. F. Graeber and J. Q. Wickham in outlining a vision for the development of this neighborhood. The neighborhood is also significant because of the many residents and the contractor-builders, who, because of their respect for the natural environment and recognition of good design, created this outstanding, designed historic landscape over the period of some four decades.

3. Registration Requirements:

Criterion A. Generally not applicable to this historic context.

Criterion B. Properties that are associated with persons directly involved with or responsible for landscape architecture activity. These would include the homes of R. F. Graeber and/or J. Q. Wickham, if identified in the historic district, and those of landscape architects at Iowa State with links to the historic district, such as Ralph Rothacker.

Criterion C. To be contributing, historic boulevards and streets must retain their original shape as vehicular corridors but their building materials, including curbs, gutters, and street pavement, can reflect modern building materials. (No one wants to drive on dirt, the original street surface in College Heights.) Triangle parks and median strips must continue to be planted in lawn—no concrete surfaces are allowable. Although the present use of Professor's Lane for utility lines is regrettable, its course remains visually discernable and its ownership remains in the public domain.

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This corridor should be considered contributing to the historic district unless it sustains some other form of negative impact.

Criterion D. Sites of nonextant properties, which contain intact subsurface deposits with good information potential concerning the material culture of identifiable and significant landscape architectural resources.

Integrity Considerations: As to designed historic landscapes of private property, alternations may be acceptable if they are sympathetic in terms of building or planting materials, scale, and architectural and/or landscape architectural detail. Presence of original planting materials may not always exist and this may be acceptable if other evidences of the landscape architect's design remain intact, such as pedestrian walks, vehicular drives, the locations of other improvements within the overall landscape design, and replacement plantings sympathetic to the spirit of the original design. Additional tolerance should be allowed for unimplemented elements of a landscape architect's master plan if the work, as implemented, captures the essential scope of that plan. (Generally speaking, unimplemented elements occur more frequently in the implementation of a landscape architecture master plan than in an architect's design for a building.)

As to College Heights as a whole, it must possess a sense of time and place, must relate to the styles and materials of the period of significance, have relatively few intrusions, and not have been altered to a high degree.

4. Potentially Eligible Properties (selected):

Historic District

College Heights Historic District  
Ames, IA

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Individual Properties

Elery R. & Helen G. Beck House  
401 Pearson Avenue  
Ames, IA

Maxwell-Rothacker House  
2110 Country Club Blvd.  
Ames, IA

E. Districts, Buildings, Structures, Sites, and Objects Associated with "Architecture, circa 1920 – circa 1955"

1. Description: This historic context embraces a limited range of property types and time frame. Resources within it include single-family dwellings and automobile garages exclusively. Generally, speaking, these resources are relatively modest in their size; and, rather than flaunting exceptional size and scale, seek the comfort of cozy spaces richly embellished with architectural detailing. These designs show the influence of Craftsman, Tudor Revival, Neo-Colonial Revival, and Modern Movement styling. This styling is expressed in building materials and traditions, in architectural designs and local interpretations of them, and in innovations and idiosyncrasies which, taken together, define the physical temperament of the College Heights neighborhood.

Some buildings in the district date to the early 1920s but are the exceptions. A little more construction occurred in the late 1920s before the Great Depression set in about 1931. By the late 1930s, new construction had resumed in an ever-increasing spate until the entry of the United States in World War II curtailed it. Following the war, new construction resumed again. By circa 1955, building lots in the neighborhood had virtually filled with improvements. As a result, the district possesses an excellent representation of comfortable, aesthetically pleasing, middle-class housing dating to the middle years of the 20th century.

The district possesses a range of architectural styles. Craftsman styling is evident to a certain extent, outnumbered by Tudor Revival examples. (The latter include many more brick and half-timbered designs than those of frame.) Neo-Colonial Revival houses are more in evidence than any other

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style. Later designs, including Modern Movement and Ranch styling, can be found, but their numbers are small. Most buildings in the historic district have been well maintained since their original construction. This quality adds to the general feeling of solid comfort and well-being, which pervades the neighborhood. A number of houses feature additions to their original designs. Most of these additions are placed at the rear of the main block, or, less frequently, on one or other of their side elevations. Some modern wood decks are in evidence. Garages frequently were included in the original construction of many, but not all, houses. A surprising number of these original ancillary buildings remain extant. New garages, constructed since the 1970s, are also present in the district. Most are situated at the rear of the main block and not readily visible from the street. Public spaces—including the boulevard medians and triangle parks—are well landscaped with a variety of shade and ornamental trees. Private properties likewise show a careful regard for tree and plant material and on-going maintenance.

2. Significance: Resources within this historic context are significant because they call attention to a succession of architectural styles, including Craftsman, Tudor Revival, Neo-Colonial Revival, Modern Movement, and Ranch. Significance can derive from building materials, whose physical properties and limitations affect residential architecture; from significant characteristics of scale and its employment; and from form as it provides diagnostic analysis for architectural significance. Significance can also derive from the variety of ways in which stylistic influences have contributed to the architectural heritage of College Heights. Significance can additionally derive from the work of a master, as embodied in custom, pattern book, or mail order catalogue design. Finally, significance can obtain from the role of contractor-builders who have contributed to the local built environment.

3. Registration Requirements:

Criterion A. Generally not applicable to this historic context.

Criterion B. Properties, which are associated with persons directly involved with or responsible with home-building activity in College Heights, most notable for the contractor-builders, who built houses on speculation, lived in them briefly, and then repeated this phenomenon. Also potentially eligible are properties associated with persons whose teaching or other scholarly capacities have contributed to the advancement of architecture and engineering as professions and its expression in College Heights.

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Criterion C. Properties that illustrate styles, types, building materials, or architectural innovations contemporary with this time period of significance.

Criterion D. Sites of nonextant properties, which contain intact subsurface deposits with good information potential concerning the material culture of identifiable and significant architectural resources.

Integrity Considerations: Alterations are acceptable if they are at least 50-years old, are compatible in design and materials with the original structure, and do not detract from the historic design. The following integrity considerations should also apply in evaluation.

The presence of cover-up siding materials on the exterior of frame buildings should not automatically exclude them from consideration as contributing resources in the historic district, if the width of the cover-up material is compatible with that of the original. Properties where original siding materials have been removed wholesale and new siding materials applied or siding materials of different proportions than the originals should be evaluated as noncontributing. The enclosing of front or other porches should not automatically negate a residence's eligibility as a contributing resource, although the practice often results in an unsightly if not intrusive appearance. The cover-up of original masonry wall cladding with other materials is unacceptable, although the parging of foundation walls is exempt from this requirement. The painting of masonry surfaces is strongly discouraged, although this in itself likely would not negate the contributing status of a building. The construction of retaining walls, creation of front yard patios, and other modern landscape improvements should not preclude eligibility, although the placement of wood decks on the front of a building is strongly discouraged and should be evaluated on a case-by-case basis. The construction of additions and/or attached garages on historic houses is not in itself sufficient to negate a property's contributing status, if that addition conforms to the scale, massing, and building materials of the main block.

For properties otherwise individually eligible, the presence of a nonhistoric, detached garage on the site should not negate eligibility, if the garage is unobtrusive and sited behind the house in question. The addition of an attached or basement garage, built beyond the property's period of significance, will likely negate its individual National Register eligibility, except when well set back from the facade-line of the main block and built of compatible materials.

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To be counted as contributing resources to the historic district, garages must be at least 50-years of age. It is not unusual for these garages to have replacement vehicular doors. Such doors should be considered acceptable if their overall design does not visually conflict with the historic structure or have altered the size of the original garage door opening. The construction of new garages at the front of the main dwelling is not acceptable for contributing resources because they break the rhythm of the neighborhood's streetscape. Exception should be made for the one or two instances where such garages were constructed during the district's period of significance.

4. Potentially Eligible Properties (selected):

Historic District

College Heights Historic District  
Ames, IA

Individual Properties

Friedrich-Runnells House  
2107 Country Club Boulevard  
Ames, IA

Dean Thomas R. & Lois Agg House  
325 Pearson Avenue  
Ames, IA

Dean Maurice D. & Elizabeth Stevens Helser House  
2121 Hughes Avenue  
Ames, IA

Dr. & Mrs. Forest Barnes House  
613 Agg Avenue  
Ames, IA



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College Heights, Ames, Iowa.

House  
518 Ash Avenue  
Ames, IA

House  
2046 Cessna Street  
Ames, IA

House  
2048 Country Club Blvd.  
Ames, IA

House  
2054 Cessna St.  
Ames, IA

2110 Country Club Blvd.  
Ames, IA

House  
2108 Country Club Blvd.  
Ames, IA

House  
2046 Cessna St.  
Ames, IA

House  
618 Agg St.  
Ames, IA

House  
2015 Cessna St.  
Ames, IA

House  
2018 Cessna St.  
Ames, IA

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College Heights, Ames, Iowa.

House  
2004 Country Club Blvd.  
Ames, IA

House  
2032 Cessna St.  
Ames, IA

House  
2122 Greeley St.  
Ames, IA

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**H. Summary of Identification and Evaluation Methods**

(Discuss the methods used in developing the multiple property listing.)

**PROJECT HISTORY**

The City of Ames and the Ames Historic Preservation Commission (AHPC) conducted this project under a grant-in-aid agreement with the State Historical Society of Iowa (SHSI) through the Certified Local Government Grants Program (CLG). Two primary objectives drove this project: 1) to research and prepare a Multiple Property Documentation Form (MPD) (also known as a "cover document,") and 2) to conduct an intensive survey of the College Heights Addition. The survey included examination and recording of historical and architectural resources dating from 1913 to circa 1955. The specific work elements included archival research, field survey, informant and property owner interviews, photography, completion of Iowa Site Inventory forms, and preparation of the project end products, including this MPD. Local volunteers participated in all phases of the project.

The project began in the fall of 2008 and was completed on June 30, 2009. Local volunteer Brittney Rutherford served as the photographer for this project and shot various formats of digital images of the properties in April 2009. Eden Schmidt researched building permits at the City of Ames and provided early in the project an essential database for further architectural and historical investigation. Melissa Vandelac, Architecture undergraduate at Iowa State University, prepared the property physical descriptions for the Iowa Site Inventory Forms. Vandelac showed remarkable energy, a keen and knowledgeable eye, and every indication for a successful future in her chosen professional field. Lou Cathcart, a member of the Ames Historic Preservation Commission, entered a wealth of data on the Iowa Site Inventory Forms for the project. Field-survey work was conducted mostly in the spring of 2009. Historic research, informant interviews, evaluation, and volunteer training were conducted throughout the project. Gloria Betcher showed her considerable prowess at copy-editing throughout this report.

In addition to the contracted work for this survey, the project participated in community meetings focusing on historic preservation and College Heights. Sponsored by the City of Ames, these presentations drew about two dozen participants.

The intensive survey embraced the area shown in Figure H-1. This area forms just a part albeit the largest part of the College Heights Addition. That addition possesses a total of 55 acres of land. The

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intensive survey area possesses an area about 40 acres in size. (See Figure A and map below.) Virtually all the properties in it are single-family area of College Heights. The area possesses 103 single-family dwellings. A number of these properties include detached garages. Each of these resources was analyzed as to its potential National Register significance under Criteria A, B, and C and to its integrity and condition. These results were recorded on Iowa Site Inventory Forms along with evaluations of each resource's National Register eligibility.

Prior to this time, cultural resources survey and evaluation work was limited in College Heights. A total of 17 properties in the study area previously had been surveyed, 13 of them during a survey in 1992. The intensive survey did not include an archaeological investigation or evaluations using Criterion D. No property in College Heights is, as yet, listed on the National Register of Historic Places.

Volunteers from the South Campus Area Neighborhood (SCAN) provided detailed research for certain properties within College Heights. These volunteers included Teddi Barron, Shawn Bearson, Gloria Betcher, Anne Clubine, Leslie Kawaler, Sandra McJimsey, Marsha Miller, Barbara Pleasants, Jean Thomas, and Melissa Vandelac. Among other assignments, these volunteers consulted the following archival materials:

IOWA STATE COLLEGE/UNIVERSITY DIRECTORIES

*Iowa State College Students' Directory.* 24 vols. Ames, IA: Iowa State College, 1901-1913.

*College Directory.* 38 vols. Ames, IA: Iowa State College of Agriculture and Mechanic Arts, 1913-1951.  
2 vols. per year, Fall and Winter quarters.

*Campus Directory.* 8 vols. Ames, IA: Iowa State College, 1951-1958. Annual.

*Faculty and Staff Directory.* 10 vols. Ames, IA: Iowa State University, 1959-1968. Annual.

*Faculty/Staff Directory.* 9 vols. Ames, IA: Iowa State University, 1969-1978. Annual.

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AMES DIRECTORIES

*Ames, Iowa, City Directory.* Kansas City, MO: R. L. Polk & Co., 1917-1978.

*Telephone Directory, Ames, Iowa.* Ames, IA: Northwestern Bell Telephone Co., 1916-1946. 2 issues in 1926 and 1927, June and December.

From these sources, the names and dates of residency were recorded for College Heights neighbors on a street-by-street basis. This information is included on Iowa Site Inventory Forms for each of the properties in question. This research and these archival materials will be useful to document the occupancy time-spans of College Heights' residents in their homes, if such individuals are claimed significant, under Criterion B, for the College Heights Historic District.

This project follows an on-going course of comprehensive survey and evaluation for the architectural and historic resources of the City of Ames, launched in 1992 and followed up in 2003 and 2007. This intensive survey included all of the land that constitutes the historic area of the College Heights Addition, except for its city blocks north of Greeley Street.

The perceived need for this study was high. Relatively little research has focused to date on the College Heights Addition. Earle D. Ross's *The Land-Grant Idea at Iowa State College* and the works of Farwell T. Brown barely touch on this historic context. As a result, the present study required extensive and time-consuming primary research in local newspapers, which proved to be helpful albeit rather thin in coverage. The student newspaper at Iowa State was particularly helpful, as the Fourth Ward was its hometown and College Heights one of its neighborhoods. The quality of student journalism was high, with both feature stories and investigative reporting. Numerous quotations from this newspaper are included in this report, and the information they contain is invaluable. The student newspaper changed names over the years, sometimes called *The I.S.C. Student* and subsequently the *Iowa State Student*. By the middle 1910s, downtown Ames newspapers recognized the growing economic importance of the Fourth Ward. The *Ames Evening Times* inaugurated *The Fourth Times*, a regular, full-page of news given over to West Ames topics. Before this time, relatively little Fourth Ward reporting can be found in the downtown Ames newspapers. Most of these stories addressed the growing commercial activity in the Fourth Ward, however, and stories about the development of College Heights rarely appeared.

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**RECOMMENDATIONS FOR FUTURE IDENTIFICATION,  
EVALUATION, REGISTRATION, AND TREATMENT ACTIVITIES**

This report found the College Heights Addition eligible for nomination to the National Register of Historic Places as an historic district.

Justification of Significance

The registration of the College Heights Historic District could proceed in a variety of ways. In the opinion of this report, the property is National Register eligible under Criteria A, B, and C.

Criterion A, discussed in Chapter II, would focus on the property's significance as an expression of the ups-and-downs of the home building industry in Ames, Iowa, between circa 1920 and circa 1955 and a microcosm of national trends. Criterion B, also discussed in Chapter II, would show the historic district as associated with the lives of significant Iowa State College/University personnel. Criterion C, discussed in Chapters III and IV, would focus on College Heights' significance as a garden suburb and as a collection of buildings illustrating the influence of a succession of architectural styles on their design.

These criteria are not mutually exclusive. All three could be claimed and justified in the nomination. Within this context, Criterion C possesses the strongest case for justification and this criterion should be emphasized in the nomination, calling attention to the property's significance as a designed historic landscape and as a collection of well-designed buildings. Criterion A could provide a secondary level of significance for the neighborhood.

Further research on a house-by-house basis will reveal much more information about architect designs in the College Heights Historic District. This in-depth research is required because little published information about this context is available. While local newspapers printed stories about the construction of public and commercial buildings, far fewer stories featured the construction of single-family dwellings. As a result, the architectural historian must rely on oral history and the private archives of individual property owners in College Heights. It is recommended that the Phase II of this project—the preparation of the National Register nomination—conduct one or two public meetings for these property owners, provide them with the Iowa Site Inventory Form prepared for

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each of the neighborhood's property in the Phase I survey, and ask these property owners to augment that data with information of their own. It is anticipated that some property owners will possess original drawings, plans, specifications, or other information about the construction of their homes, including the names of architects or firms responsible for their design.

Recommended Boundaries

Figure H-1 (see below) set out the boundaries of the proposed College Heights Historic District. The reasons for the deletion of certain portions of the College Heights Addition are explained in the General Introduction to this MPD.

Recommended Future Research

This report recommends that future research on College Heights Addition addresses the following topics:

- Research should explore the public protest, which initially ensued following the filing of the plat of the College Heights Addition in 1913.
- Further research should focus on the rumors of bankruptcy associated with the development of College Heights and R. F. Graeber in the 1920s.
- Although this report did not explore the potential significance of College Heights under National Register Criterion D, such potential exists. As research and survey of the neighborhood proceeds, the locations of non-extant buildings, structures, or other features might be identified. This information should not be discounted as insignificant because it could help future researchers considering significance under Criterion D.
- Further research into the biography of R. F. Graeber is strongly recommended. Research to date has discovered little information about his life. Recent

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research on the Internet uncovered a listing for Jacob and R. F. Graeber of Lake Emma, Minnesota in a Plat Map of Hubbard County, Minnesota, published in 1922. Is this the same Graeber of Sheldahl, Iowa?

- The role of Thomas Thompson, the local attorney, city councilman, and real estate agent, who assisted R. F. Graeber in his negotiations with the City of Ames, deserves further research. More information about the business dealings of these two men might clarify the hitherto murky story of the negotiations required for the City to approve the College Heights plat.
- Research in abstracts of title might explain the role of C. G. Lee in the development of Colonial Village (Friedrich's 1st Addition). We know that Lee pressed to extend Pearson Avenue farther to the south; and, although that plan failed to materialize, Gaskill Drive was created to serve the same purpose.
- The history of the Sheldahl Savings Bank and the biography of R. F. Graeber remain annoyingly incomplete. The 1920s bankruptcy involving the College Heights Addition seems to have lacked much attention in the newspapers. Throughout his career, R. F. Graeber apparently eschewed the limelight, making it difficult to document the man and his work. Further research into these topics is strongly recommended. Perhaps one of his descendants might be discovered and yield information.
- The archives of the Friedrich Construction Company should be examined for information related to that firm's work in College Heights.
- Further research into the biography of Ames City Engineer J. Q. Wickham is recommended. Such an endeavor might discover other of his development projects and place his plat design for the College Heights Addition in context with his career.
- Additional oral history provided by current property owners in College Heights will likely yield further information about the design and construction of their properties, as noted above.



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The author is solely responsible for the conclusions reached in this report and any errors of fact lurking therein.

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## INTENSIVE SURVEY AREA

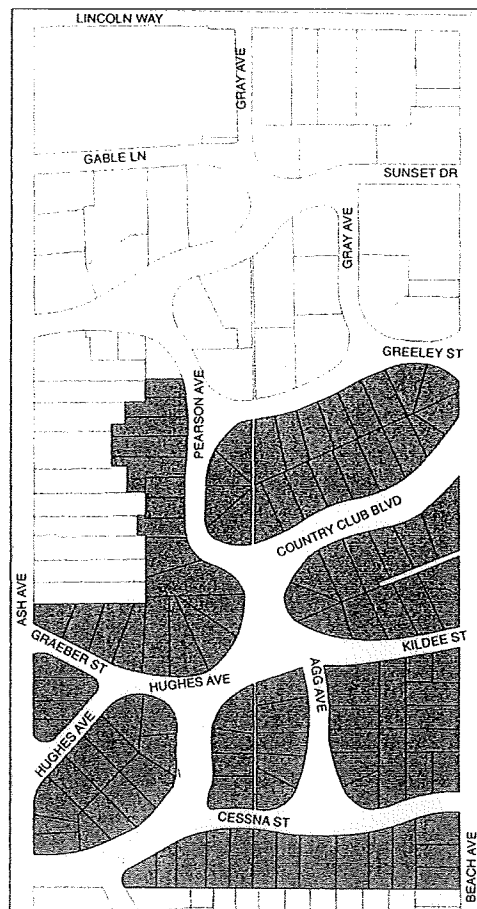


Figure H-1

This map pictures the entire College Heights Addition. The boundaries of the intensive survey and the proposed boundaries of the College Heights Historic District are shaded.

Source: City of Ames, Planning and Housing Department, 2006.

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Friedrich, Robert K., with William C. Page, 1992. Friedrich is the elder son of Reinhard and Wella Friedrich. He shared information about his family and the Friedrich Construction Company.

Moore, Claire R., with William C. Page, March 23, 2009. Mr. Moore lives at 2114 Country Club Boulevard and shared information about "Professors' Walk, which abuts his property.

Johnson, Elizabeth D., with William C. Page, March 23, 2009. Ms Johnson lives at 602 Ash Avenue and shared information about her family home and its neighborhood.

McCullough, Russ, Ph. D., with William C. Page, May 1., 2009.