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The Younkers Tea Room: A case study for businesses to exemplify characteristics of a third place

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The Youngers Tea Room:
A case study for businesses to exemplify characteristics of a third place

by
Emily Elizabeth Cokeley

A thesis submitted to the graduate faculty
in partial fulfillment of the requirements for the degree of
MASTER OF SCIENCE

Major: Apparel, Merchandising, and Design

Program of Study Committee:
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Iowa State University

Ames, Iowa

2015

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DEDICATION

I dedicate my thesis to the 14 individuals who shared their Younkers Tea Room memories and experiences with me. It was truly a pleasure to listen and learn about each of you, and the role the Younkers Tea Room played in your lives. All of you helped me realize the Younkers Tea Room went beyond simply being a place to go to for a meal—it was a special place that although it is no longer open, lives on in your memories and experiences that many of you will always treasure.

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ABSTRACT

The Younkers Tea Room was an iconic tea room located in the downtown Younkers Building in Des Moines, Iowa that was open from 1913 until 2005. It was a tradition for many people to center their trip to the Younkers Department Store, also located in the Younkers Building, on their visit to the tea room. To further understand why the Younkers Tea Room experienced the immense success over the years it was open, and also how the Younkers Tea Room can be an example for other small and large businesses, 14 individuals were interviewed about their tea room memories and experiences. Each interview was analyzed for common themes, some of these themes included: the tea room was a special place, and individuals dressed up to dine at the tea room. Many interviewees revealed they do not care to dress up simply to go out for a meal, and their tastes have evolved from the often rich food that the tea room offered. These revelations are possible underlying reasoning as to why the Younkers Tea Room closed in 2005.

The concept of Oldenburg's (1999) third places was incorporated into the study to explain possible reasons for the Younkers Tea Room's success and its eventual closing. Third places are "...a generic designation for a great variety of public places that host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work" (p. 15). Examples of third places are coffee shops and pubs. There are eight characteristics of third places: on neutral ground; the third place is a leveler; conversation is the main activity; accessibility and accommodation; the regulars; a low profile; the mood is playful; and a home away from home. The eight characteristic of third places were examined with the memories and experiences of the interviewees, and seven out of the eight characteristics aligned with the interviewee data. The characteristic of a third

place being low profile did not align with the atmosphere and décor of the Younkers Tea Room. Third places that are low profile are plain and not fancy—the opposite of the tea room with its fancy table settings and grand décor of chandeliers and gorgeous floral carpeting. The Younkers Tea Room is an excellent example for business owners of how to replicate the characteristic of third places into their own businesses. Although, one will want to strongly consider whether or not to utilize the characteristic of being low profile, as the Younkers Tea Room did not align with this characteristic.

CHAPTER 1: INTRODUCTION

The American department store tea room arrived around the start of the nineteenth century and lasted up to the 1960s, with few currently remaining (Whitaker, 2002). Up until 2005, the Younkers Tea Room was one of the last of these relics in the United States. This master's thesis presents a case study based upon the success of the Younkers Tea Room in Des Moines, Iowa, which left a significant impression on its guests. The purposes of this study are twofold: first, to better understand how and why the Younkers Tea Room left such an impact on its guests and community, and secondly, to understand how the Younkers Tea Room can be an example for businesses today. I interviewed fourteen individuals who experienced the Younkers Tea Room, in various time periods, throughout its almost 100 year history, ranging from the 1940s up until 2005.

Objective

This research includes the collection and analysis of oral histories from former guests of the Younkers Tea Room (two of these guests also worked at the Younkers Department Store, which was also located in the Younkers Building), in order to gain a better understanding of the memories and experiences the tea room provided its guests.

Importance of the Study

From a scholarly standpoint, no research exists that looks specifically at the Younkers Tea Room from the point of Oldenburg's third places, or how the Younkers Tea Room can be a model of successful economic development for smaller communities. Jan Whitaker (2002), author of *Tea at the Blue Lantern Inn: A Social History of the Tea Room Craze in America*, points out that "department store tea rooms had a lot to offer customers beyond good food and reasonable prices, such as attractive surroundings and a range of special events and services"

(p. 174). However, she does not delve into analysis of the department store tea room through the lens of Oldenburg's third places. On the other hand, Brandimarte (1995) examined women's role in tea rooms in the early part of the twentieth century in the United States, from the characteristic of being a home away from home, an aspect of Oldenburg's third places. According to Oldenburg, "...the third place is a generic designation for a great variety of public places that host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work" (1999, p. 15).

The following research questions guided the thesis work:

Research Questions

1. How did the Younkers Tea Room exhibit the characteristics of being a third place?
2. What aspects of the Younker's Tea Room become important and memorable to its guests during their visits?
 - How was the Younkers Tea Room used for different life events?
3. How can the Younkers Tea Room be a model for today's businesses that want to replicate the success of the tea room through the eight characteristics of Oldenburg's third places?

CHAPTER 2: LITERATURE REVIEW

Younkers History

Before Younkers became a well-known department store with locations throughout the Midwest, the company's early development began in 1856 when Lipman, Samuel, and Marcus Younkers opened their first family-run dry goods stores in Keokuk, Iowa (Lindaman, 2014). Then in 1870, the youngest Lipman brother, Herman, immigrated to the United States, and became involved with his brothers' dry goods store (Lindaman, 2014). When the brothers decided to expand the business, Herman opened and was in charge of the branch store in Des Moines, Iowa, beginning in 1874 (Lindaman, 2014). After Samuel passed away, the Younkers' brothers closed their Keokuk store in 1879 and moved their business and inventory to Des Moines (Lindaman, 2014). Subsequently in 1899, the Younker brothers relocated the store to its widely-known location at Seventh Street and Walnut Avenue in downtown Des Moines (Des Moines Register). The Younkers Tea Room (YTR) opened its doors in 1913. The downtown Younkers was the first department store in Iowa to have its own escalator in 1939.

Throughout its history, the Younkers Company, and specifically its downtown location went through its share of different owners. Beginning in 1978, Younkers was bought by Equitable of Iowa Companies. Then in 1989 Southern Realty bought the downtown Younkers building for the amount of nine million dollars, and went on to lease it to Younkers. In 1993, Younkers obtained \$450,000 worth of forgivable loans. Also in 1993, the city of Des Moines went on to purchase for \$550,000 the Younkers warehouse (which now holds the Brown Camp Lofts), in turn for the guarantee that Younkers would keep their downtown location operating for at least 10 years. Later in 1995, Proffitt's Inc. took over the Younkers company by means of a "friendly takeover" (Des Moines Register, 2014).

The year 1999 marked the one hundredth year of the downtown Younkers store's being in its same location. The Younkers corporate offices were transferred to Milwaukee in 2002 by Saks, Inc, following 128 years of being located in Des Moines. Only with the possibility of more shopping and entertainment through redevelopment in downtown Des Moines would Younkers think about maintaining the downtown Younkers location, according to Michael MacDonald, chief executive officer of Carson Pirie Scott, a Saks Inc. division in January of 2004 (Des Moines Register, 2014). Then in later April 2004, the downtown Younkers building was to be bought by a development company based out of Wisconsin to turn it into apartments, with the Younkers store included in it. However, this arrangement fell through (Des Moines Register, 2014).

In March of 2005, the YTR cancelled approximately 12 wedding receptions starting in June of that same year. Saks, Inc. went on to purchase the downtown Younkers building for the amount of \$5.2 million dollars in May of 2005. Then in June of 2005, the decision was made by Saks, Inc. to close the Younkers downtown location in August of that same year, which marked its last month in operation for its employees and guests. Then in November of 2006 Saks, Inc., sold Younkers, and other department store chains to Bon Ton Stores Incorporated of York, Pennsylvania. Between 2006 and 2012, the Younkers Building attracted developers who were interested in renovating the building, yet it wasn't until 2012 when a project to renovate the building officially began (Elbert, 2008).

The promise of a future for the Younkers downtown building started in December of 2012 when the Des Moines City Council endorsed a renovation project for it. The following year, in September of 2013, the renovation project began. The project entailed creating 120 apartments, along with 40,000 square feet for retail space. The building also received a new

name: the Flagship Building. The renovation came to a halt on March 29, 2014, when a catastrophic fire ruined the home of the downtown Younkers (Rodgers, 2015).

New plans for the Younkers Building and the tea room were put into motion in 2015, as a Madison, Wisconsin based firm plans to refurbish the building into apartments and space for retail. The tea room, however, is set to be renovated to the look reminiscent of what it looked like in the 1920s, with details being taken into account, such as salvaging the original trim. The building also has a new name: The Wilkins Building. The tea room will not only have a dining hall complete with a stage (as it originally had), it will also have a reception area, as well as a small balcony. The renovation of the tea room is expected to be completed by early 2016 (Johnson, 2015).

The Younkers Tea Room

Throughout its history, the YTR was one of the premier places to dine and enjoy a meal. Its elegant décor of French provincial and Victorian influence set the stage for a place where shoppers could enjoy a lunch (specialties included their chicken salad, sticky buns, and the well-known rarebit burger). The YTR was elegant in every sense of the word: “Plush carpet in a golden-brown shade covered the floor. The room was filled with mission oak tables and chairs, which matched the room's woodwork. The deep, cream-colored walls were offset by chintz draperies done in ecru and brown. The large, expansive French windows gave diners a superb view of the city” (Renda, 2005). A shopping trip to the downtown Younkers department store and eating at the tea room was a tradition for many shoppers. In addition, an array of events, including fashion shows and wedding receptions took place at the tea room. Popular and legendary fashion designers, Halston (who was born in Iowa) and Bill Blass were just one of many designers who showed their designs at the YTR in the 1970s and 1980s.

Despite the YTR closing in 2005 and then burning in 2014, its spirit remains alive through articles in the city's newspaper: the *Des Moines Register* particularly as there are frequent articles about the ongoing renovations. There is even a recipe book (*Holiday Celebrations with Recipes From Younkers*) and memoirs (*The Life and Times of the Thunderbolt Kid: A Memoir*, by Bill Bryson) that mention the YTR. Even in social media on the social networking site, *Facebook*, there is a group called *Memories of a Younkers Tea Room* that has more than 1,200 members. People sell memorabilia including old postcards and menus of the tea room on the internet site, E-Bay. A Des Moines restaurant, Christopher's, features favorites from the tea room menu for customers to enjoy a taste of the past.

Tea Room History

Tea rooms have a rich history that goes beyond that of simply being a place for women to enjoy a cup of tea. In fact, Whitaker (2002), in her comprehensive book about the social history of the tea room in the United States, *Tea at the Blue Lantern Inn: A Social History of the Tea Room Craze in America*, noted providing afternoon tea to their guests did not turn much of a profit for businesses. By offering lunch, and becoming places for women's social and business activities, proved to be more successful for tea rooms, as well as serving coffee in addition to tea, since Americans were not as big of tea consumers as compared to the British (Whitaker, 2002).

Whitaker explains the types of tea rooms popular in the United States included: the hotel tea rooms, the Greenwich Village tea rooms, roadside tea rooms, colonial tea rooms, urban tea rooms, and department store tea rooms. Hotel tea rooms became especially popular when hotel staff saw that their tea rooms were more successful than their barrooms in regards to their happy atmospheres and that there was greater income produced. Roadside tea rooms were particularly popular in the New England region of America, because they had the convenience of smooth

paved roads to easily travel outside of the city limits. Colonial tea rooms were popular for many decades, they were known for having the influence of Colonial Revival architecture. This played a role in the popularity of themes and décor in tea rooms with touches such as copper kettle and weather vanes within a homelike atmosphere. Urban tea rooms were numerous in cities and because of this provided many dining options for women, but also children and men. The location for urban tea rooms was a particular point to consider, since their primary customers came during the lunch hour. Department store tea rooms were unique in that they were located within department stores, and often were one of the most excellent dining options, specifically in small cities (Whitaker, 2002).

The tea room in the United States came about because of three primary reasons: the arrival of the automobile, prohibition, and the independence women sought, fought for, and received. The automobile and paved roads provided the way for women to get to tea rooms specifically that of roadside tea rooms located in the countryside, beyond that of cities (Whitaker, 2002). When Prohibition went into effect, it eliminated the difficulty women would have faced in entering the predominantly male and somewhat “intimidating business” of opening a restaurant because one did not have to purchase expensive alcohol (Whitaker, 2002). Now women could more easily create their own place in the restaurant business of tea rooms (Whitaker, 2002). Tea rooms provided a variety of roles for women, including being customers, hostesses, cooks, operators, and managers (Whitaker, 2002). As more women attained high school and college degrees, and the middle class had more spending power, tea rooms provided a place for women ownership, working, and consumption (Blackwelder, 1997).

Women’s entry into the business realm in America through opening and managing their own tea rooms between 1900 until 1925 was examined by Brandimarte (1995), who described

tea rooms as “part-home, part-business spaces” (p. 1). The tea room provided a source of independence for women, which was one reason for women’s involvement in tea rooms, in addition to the tea room being a way for women to have their own income, and manage their own tea room. Specifically, tea rooms provided benefits to women of the middle-class: First, the tea room offered a way for women to respectfully make money as seen by society, and secondly, the tea room was a place where these women were able to work in the public sphere (Brandimarte, 1995).

It is to be noted that the experience of women had who managed tea rooms, ranged from no experience, to using their past restaurant experience, to attending cooking schools, or studying at university in domestic science departments that included training programs on how to operate a tea room of their own (Whitaker, 2002). Options for tea room fare typically included: salads, sandwiches, and casseroles, along with desserts (Whitaker, 2002).

Women’s role as customers of teas rooms showed a changing landscape in how they were perceived as customers. Through going to tea rooms, women demonstrated that they had their own access to money, and that women could use their own reasoning apart from men (Whitaker, 2002). In tea rooms, women had a place where they were welcomed, as compared to men’s only clubs or fine dining restaurants that either did not allow women or provided a private dining area for women separate from men (Brandimarte, 1995).

Although it provided a separate space, women entering the tea room business were not exactly met with a warm reaction from all men. Although Whitaker noted that men did indeed manage and/or visit some tea rooms, “they [tea rooms] were mostly women’s projects, run with a woman’s touch and greatly loved by their faithful women customers” (Whitaker, 2002, p. 5). Husbands sometimes supplied the money for their wives to open tea rooms, which some men

viewed as an “expensive, money-losing project” (Whitaker, 2002, p. 6). Because men primarily ran and dined in restaurants, women who chose to open a tea room put their characters at risk because “the restaurant business was closely associated in many people’s minds with catering to appetites of all kinds, including sexual appetites” (Whitaker, 2002, p. 5). Despite these views, tea rooms ultimately proved to be a successful venture for women in the early 20th century.

The decade of the 1920s marked the highest point of the tea room craze in America. In the 1930s and 1940s, tea rooms continued to operate, despite the negative financial impacts of the Great Depression and the efforts to save money during World War II. In comparison to stand-alone tea rooms, those located in department stores proved the longest lasting. When World War II ended, “apart from those in department store, the tea room no longer thrived and was considered the old lady of the restaurant industry” (Whitaker, 2002, p. 11).

From the 1890s and up to the 1950s, the department store became an important place for women especially, as it was the first place of its kind to bring them into an area that had primarily only been men in the “all-male city center” (Whitaker, 2002, p. 10). This is an important point in tea room history because women were now allowed to be in environments that previously only men had access to. The tea room also fulfilled women’s wishes as a way for them to be creative in the public spaces of decorating and creating tea room environments (Whitaker, 2002).

Some tea rooms had a home-like atmosphere because they were based out of a woman’s home, while other tea rooms were made to resemble the interiors and exteriors of homes (Brandimarte, 1995). The location of the business, and the historic features of it, were important considerations for tea room entrepreneurs as this added to the tea room’s atmosphere. Even brand new buildings added traditional features to their tea room in a nod to the past

(Brandimarte, 1995). Tea rooms provided a way for women entrepreneurs to enter the business realm, and their decision to use old buildings as locations for their tea rooms eased the transition for women compared to if they had opened a brand new establishment (Brandimarte, 1995).

History of Department Store Tea Rooms

The department store tea room plays a significant role in the history of the tea room because it marked the entry of women into what primarily had been a men's only atmosphere in that of the cityscape. The transition of women being in what had previously been a predominantly all male environment began when department stores developed tea rooms for their stores, beginning in the 1890s up until the 1950s. According to Whitaker (2002), Marshall Field's in Chicago was the first department store to open its own tea room in 1890.

There were many reasons why department stores chose to include tea rooms in addition to the already present shopping experience the store provided its customers. First, tea rooms provided the perfect place for department stores to advertise not only the department store, but also their merchandise through fashion shows (Whitaker, 2002). Events such as wedding receptions, bridal showers, as well as celebrations, were also held at tea rooms.

The Younkers Tea Room located in the Younkers Department Store hosted a variety of events and occasions since its inception in 1913, through to when the last rarebit burger was served, and its doors closed in 2005. Wedding receptions, bridal showers, fashion shows, and fundraisers took place at the elegant Younkers Tea Room. At one time, the Younkers Tea room was the crème da la crème of places to hold events in Des Moines with its Victorian décor and elegant atmosphere (Rodgers, 2015).

Not only was the Younkers Tea Room a space for special events, it also served as a place of civic engagement for the community of Des Moines. Lindaman's (2014) research about the Younkers Department Store in Des Moines, Iowa during World War II, noted the significance of the Younkers Tea Room in that it was an area for civic engagement. Lindaman (2014) noted that in addition to Younkers gaining "its iconic status," equally important was "The Younkers Tea Room became not only a gathering spot for customers and a site for Younkers employee events, but also a meeting place for many civic-minded groups in the greater Des Moines area." (p. 3). Civic groups that met at the YTR included the Des Moines Women's Club, Junior League, with fundraisers held at the tea room for organizations, such as the Des Moines Art Center.

Oldenburg's Third Places

Ray Oldenburg, professor of sociology at the University of West Florida, struck a chord with the American public with his concept of third places in his book, *The Great Good Place*, first published in 1989. Oldenburg refers to third places as *great good places*. According to Oldenburg (1999) "...the third place is a generic designation for a great variety of public places that host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work" (p. 15).

Central place theory (CPT) is important to note as it relates to the concept of Oldenburg's third places. According to Mulligan, Partridge, & Carruthers (2012) CPT is made up of a "set of assumptions and propositions that explain why hierarchically tiered centers are found at certain preferred locations on the economic landscape" (p. 406). Urban centers are formed from service activities and retail trade clustering together "at one geographic scale and shopping centers at another" (Mulligan, Partridge, & Carruthers, 2012, p. 406). A vital aspect to remember about CPT is that "basic patterns are consistently repeated across and within regions" (Mulligan,

Partridge, & Carruthers, 2012, p. 406). Areas of regional science that relate to CPT include: “consumer shopping behavior, business location and clustering and economic base and input-output analysis” (Mulligan, Partridge, & Carruthers, 2012, p. 406).

Before the third place, there is the first place of home, and the second place of the work environment. Home is the most significant place because of the influence of the primary and conventional setting that houses the family and produces children which grow and develop (Oldenburg, 1999). The working setting is the second place because it provides an individual with a specific role, an income and daily structure, along with cultivating motivation and competition among peers (Oldenburg, 1999).

Prior to the period of industrialization in the United States, the place of home, and the place of the work setting were viewed as one (Oldenburg, 1999). The effect of industrialization split work and home into two distinct realms. Work no longer took place inside of the home. As a result of this split, life became divided into a public and a private sphere (Oldenburg, 1999). Dress historians often talk of these spheres influencing clothing, as women were expected to reside within the home, with men working outside of the home (Amneus, 2003). Industrialization had the further effect of helping cities and population grow that allowed for great diversity in neighborhoods. This allowed for third places, or public spaces separate from the home and work.

The distinction of third places can differ depending on the historical time period, as well as the cultural location (Oldenburg, 1999). For example, countries outside of the United States, such as Greece, Ireland, and France value an informal public life much greater than the United States (Oldenburg, 1999). Oldenburg contends this is because there are more opportunities in these older cities with cultures that value informal, third places. In the United States, particularly in newer cities, the development of third places is often not part of city planning, even though

third places are commonly cited in urban planning literature on the issue of community-oriented business developments (Morales, 2011). Coffee houses, the general store, pubs, and occasionally churches, bookstores or diners, as well as leisure facilities such as bowling alleys, arcades, lodges, and social clubs are variants on the concept of third places (Morales & Mukherji, 2010; Putnam, 2000). Some researchers contend third places are present in the virtual world of the Internet and virtual gaming (Soukup, 2006).

According to Oldenburg, there are eight characteristics of third places: on neutral ground; the third place is a leveler; conversation is the main activity; accessibility and accommodation; the regulars; a low profile; the mood is playful; and a home away from home.

Definition of Terms

Department Store: businesses located in cities that offered “a wide range of goods from three major groups: dry goods, clothing, and household goods” (Whitaker, 2006, p. 2).

Department Store Tea Room: located inside of a department store that “established and maintained a standard of bourgeois decorum where good manners were required and ladyhood was cherished” (Whitaker, 2002, p. 164).

Tea Room: an establishment or restaurant that serves meals to its visitors of women, children, men. There are a variety of types of tea rooms.

Third Places: “...the third place is a generic designation for a great variety of public places that host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work” (Oldenburg, 1999).

CHAPTER 3: METHODS

In order to gain an inside perspective on the unique memories and experiences the YTR provided its guests, the format of interviewing individuals who visited the tea room was conducted. After receiving institutional review board approval, the method of snowball sampling served as the primary method for finding potential candidates to interview. This method was chosen because it helped identify individuals who had direct experiences or memories associated with the Younkers Tea Room. However, as Esterberg (2002) noted “one of the risks of snowball sampling is that the participants may be too similar to one another to give you the diverse perspectives you want” (p. 94). In order to avoid this homogeneity, the sample began with three individuals who varied in age and social status, including a retired secretary in her 80s, a teacher in her 60s, and an individual recruited from the Younkers Facebook page in her 60s. Each individual interviewee was asked for recommendations of other people associated with the Younkers Tea Room who might be helpful to speak with.

The type of interview format used was the semi structured or in-depth interview. According to Esterberg (2002), “in semi structured interviews, the goal is to explore a topic more openly and to allow interviewees to express their opinions and ideas in their own words” (p. 87). This format allows individuals to reveal personal accounts by creating a picture of what once was, in this case, of the YTR.

Interviews were conducted in one of two ways: in person at a public setting (n=12) or by phone (n=2). Interviews followed a prepared interview guide, and with the consent of each interviewee, the interview was recorded with a digital voice recorder. Each interview lasted from 45 minutes to over one and a half hours, with an average time of approximately 50 minutes. The interview process carried on until saturation occurred of common memories and experiences as

recalled and described by interviewees (Corbin & Strauss, 2008). Each interview was transcribed within a week of said interview to guarantee accuracy in the data analysis phase. Prior to beginning the study, a pilot interview was conducted.

Once the interviews were conducted and transcribed, the process of analyzing the qualitative data began. Sara Marcketti and I separately examined each interview transcript through the process of line by line open coding for relevant themes. The structure of analyzing the data followed the stages described by Esterberg (2002): the data was organized in Microsoft word document. I printed each transcript, read the data line by line, and identified significant comments with a highlighter. These significant comments were then generated into themes or categories in order to identify patterns in the data. Then we worked jointly to discuss and compare, as well as finalize the placement of these themes into Oldenburg's eight characteristics of third places through the manner of using a back and forth process of interpretation (Spiggle, 1994). These characteristics Oldenburg described for third places include: on neutral ground; the third place is a leveler; conversation is the main activity; accessibility and accommodation; the regulars; a low profile; the mood is playful; and a home away from home. We attained 100 percent consensus through this course of action. These themes included: the importance of dress when visiting the YTR, as well as the Younkers Building being an anchor in downtown Des Moines, and changes in food preferences.

Table 1. Younkers Tea Room Informants

<i>PSEUDONYM & AGE</i>	JOB TITLE	DISCIPLINARY FOCUS
Julia , 67	Teacher	Education
Hannah, 59	Fashion Dept., Younkers Dept. Store	Fashion Industry
Karin, 86	Financial Services, Now Retired	Financial Services
Tina, 63	Corporate Receptionist / Awards Coordinator	Corporate
Ruth, 63	Dental Office Coordinator	Office Management
Christine, 63	Teacher, Retired	Education
Kayla, 62	Real Estate Broker	Real Estate
Rachel, 64	English Teacher, Retired	Education
Kevin, 64	Lawyer	Law
Sally, 71	Fashion Dept., Younkers Dept. Store	Fashion Industry/ Retail
Anna, 84	Younkers Dept. Store & Tag Sale Business	Fashion Industry/ Retail
Donna, 56	Office Manager	Medical Clinic/ Surgery
Terri, 50	Health Care	Health Care
Kelly, 60	Lecturer	Academia/Higher Education

CHAPTER 4: RESULTS AND DISCUSSION

Third Places and the YTR

Analysis of the in-depth interviews revealed ways in which the YTR fulfilled a majority of Oldenburg's characteristics for being a third place. The following sections explain each characteristic, and describe whether or not each characteristic related to the YTR.

On neutral ground. The first characteristic of the third place is that it is on neutral ground, meaning it is open to the public, and no one is turned away (Oldenburg, 1999). When neutral ground is present in cities or neighborhoods, the result is that informal relationships can occur, compared to when simply having company over at one's home (Oldenburg, 1999). Examples of third places that are on neutral ground include the coffee counter or banquet table. The YTR is another example of a place having neutral ground.

The prime location of the YTR inside of the Younkers Building in downtown Des Moines created a setting where everyone was welcome to experience the tea room, whether it was for their famous rarebit burger, chicken salad, or to watch a fashion show, attend a bridal shower, or charity event.

Several of the informants mentioned how excellent the food was, at quite reasonable prices. Tina, a woman in her 60s who works as a corporate receptionist/awards coordinator, enjoyed visiting the YTR as a child with her grandmother, then as a teenager she took the bus to go shopping downtown at the Younkers Department Store and eat at the YTR with friends. Tina's YTR visits continued as an adult. Because of her consistent visits to the YTR throughout her life, she had a perspective on who dined at the YTR, according to Tina:

I think one thing that was nice about the tea room was most people could afford to go there—it wasn't too elite for just an upper class group. Anybody could go and afford to

eat a meal there and be a part of it. And it's too bad when communities don't have something like that.

Donna's visits to the YTR also began as a child, and continued through adulthood. From this standpoint, Donna viewed the tea room not as a tradition, "but it was just something, that I could honestly say everyone should experience once if you're going to live in Des Moines."

The mention of the word, tea room, may conjure a place where children were not welcome. The YTR, however, happily welcomed children as guests. This is especially evident in the special attention children received at the YTR in the form of a small parting gift. The memory of these gifts remained with many of the interviewees. Sally was a frequent guest of the YTR as a child, since her father worked at the Younkers Department Store. She remembered,

When you went to the tea room, after your meal they would bring this box around with gifts that were wrapped in tissue paper and as a child you could take one of these after your meal, and that was always a very exciting time for kids, because they got a toy of some kind.

Visits to the YTR began for Julia as a child with her grandmother. Julia described these tea room visits with her grandmother as a special event. The scrambled eggs and spinach, Julia's dish of choice, and the small gifts she received were highlights of her tea room visits,

This was true I think the whole time it was open, they had this, what would look like a wooden shoe polishing cart, a wooden basket, not quite right—a wooden something that had little gifts wrapped in white tissue paper, blue for boys and red or pink for girls. So the children got a small gift made in Japan. So it might be like a paper fan or it might be a little plastic doll, or it might be a little car or it might be some sort of game.

The YTR fulfilled the characteristic of being on neutral ground because it was conveniently located downtown in the Younkers Building, which provided easy access for people to not only visit the YTR but also the Younkers Department Store that was also located inside the Younkers Building. Men, women, and children were welcome guests of the YTR, with

special attention given to its smallest guests, children, who received a small gift after completing their meal.

The third place is a leveler. The second characteristic is that third places are levelers. Features of this characteristic are that the place is easy to get to for the general public, and the place is inclusive with no exclusion or membership. Within first and second places people tend to make friends or associates with others from a similar social standing. Oldenburg (1999) noted that these formal relationships are likely to be limiting. On the other hand, in a third place, an individual is likely to connect with others who are not in their same social standing (Oldenburg, 1999) because leveling has occurred and social rank is not important anymore. Third places serve to expand possibilities, whereas formal associations tend to narrow and restrict them.

The YTR is a leveler because it welcomed women, men, and children of all ages. During the 1970s (and before), many professionals conducted business at the private Des Moines Club and the Embassy Club. These establishments restricted patronage to men only, however. Interviewee Julia worked as the only female certified public accountant (CPA) at a 70-plus male firm in downtown Des Moines in the 1970s. For women like Julia, who worked in business in downtown Des Moines, the YTR was “a women's alternative.” As a CPA, Julia said she was not allowed to eat in the office, she “needed to be out drumming up business or something.” Since there were few alternatives, the YTR, was “some place where women might have entertained for business.” When Julia went to the tea room for lunch, it was not an experience she shared with her fellow male co-workers. The addition of a buffet to the tea room, did however, seem to increase the attendance of men at the tea room because “you could get a great meal reasonably quick and you didn't have to sit in the tea room.”

Still, many interviewees noted that they primarily saw women at the YTR. Kayla, who treasured her visits to the YTR during her childhood, and as an adult, noted the YTR was not only an alternative spot for women if they didn't belong to a private club, it was also "one of the few refined places that there were for women to go to lunch" in downtown Des Moines. Donna contended the YTR was a place to "treat ourselves, feel good about a nice quiet lunch." She worked at Principal Financial Group in downtown Des Moines. Slightly different from Julia, Donna contended it was "on the pricier end of a working woman's lunch."

The YTR not only served as an excellent alternative dining option for women, dining at the YTR made women feel good about themselves. Many informants recalled how being at the YTR made them feel important as guests. Tina, Ruth, and Christine, who all grew up in Des Moines agreed that the YTR was the "country club" for normal folks. Tina commented, "Even though we weren't the elite in Des Moines, when you walked in, you felt like you were important."

Downtown Des Moines offered a variety of dining options in addition to the YTR, which included a Bishop's Buffet down the street from Younkers, the Pickle Barrel, and Babe's. Still, the YTR remained one of the premier places to eat lunch in Des Moines, Julia, noted. The elegance of the YTR, the food it offered, and its loyal patrons separated itself from the private clubs and other restaurants in downtown Des Moines. Tina remembered "eating lunch over there [at the Fleming Building] but I just enjoyed the tea room so much more—maybe because it was the rarebit I enjoyed!"

The YTR hosted fashion shows on Saturdays for teenagers which featured high school students who participated in a Younkers' program, called, Teen Board. As junior high and high school students, Tina, Ruth, and Christine enjoyed attending these fashion shows and seeing

fellow classmates model the latest fashions. Before they were teenagers, Tina, Ruth, and Christine visited the YTR. For Christine going to the YTR with her family was special, since, “as a kid, it was one of the few, white linen and white table, I mean napkin places that I went to, with such a big family we didn't go out very often--on a teacher's salary.”

The YTR fulfilled the characteristic of being a leveler because it not only welcomed women, but also children, teenagers, and men. Throughout the years, Younkers offered incentives for teenagers to go to the tea room, such as to see their classmates' model in Teen Board fashion shows. The YTR was also a place that catered to families who visited the tea room, and attracted men to visit with its addition of a buffet. Most importantly, perhaps is that the YTR was an alternative place for women. Especially for women who worked in the business sector during the 1950s and 1970s, when women were not allowed in men's private clubs in downtown Des Moines.

Conversation is the main activity. The neutral ground and leveling characteristics serve as the foundation for the next characteristic of Oldenburg's third places, conversation, which is the distinctive sign of a third place (Oldenburg, 1999). Conversation in a third place differs from conversations in first or second places, because of the neutral ground and leveling characteristics. Conversation in third places is different—it is more engaging and animated (Oldenburg, 1999). Engaging conversation was an important component of the YTR.

The elegant atmosphere of the YTR set the mood for pleasant conversation amongst friends, amidst the clinking of China dishes and silverware, complete with background music provided by the tea room's piano player. For most of the informants, the YTR served as a place to meet friends, and celebrate a special occasion, such as a birthday or remission from cancer, or simply as a place to connect. Kelly, who works in academia, remembered that guests of the YTR

always displayed their best manners. The YTR's quiet and elegant atmosphere, Donna remembered, made for a memorable experience, along with the fact that one wasn't likely to run into fellow co-workers, especially male co-workers. Being a guest at the YTR, either for a meal, or for an event, held great meaning for informants. Donna noted that taking a guest to the YTR was a way to show you cared and appreciated them,

You know if you wanted to impress somebody, if you were taking your daughter's elderly teacher to someplace, I would say 'oh, may I take you to the tea room.' I mean if you took someone to the tea room, that showed them that it was—you know, you were not going to Applebee's. The tea room was nice, I mean there were other places in Des Moines status wise, but I think for women for like baby showers, or wedding showers, the tea room was just elegant and feminine and opulent, classy, classic.

The YTR was also a place for families to enjoy a meal. Rachel, who was a teacher, now retired, took her four children to the YTR to meet her husband for lunch, who worked downtown. "You could tell when we met my husband I would see other people meeting dad, like let's meet Dad downtown" for lunch at the YTR. Rachel did admit though that usually the majority of guests at the YTR were mothers with their children, and older women. Women who worked downtown were frequent YTR guests, too. Karin's YTR memories began in 1947 when she worked downtown at Bankers Life (now known as Principal Financial Group), Karin pointed out that going to the YTR for lunch on the weekends differed than going there for lunch during her lunch hour,

We used to go to the tea room at lunch a lot of times, and the only trouble going was you had to hurry so fast to eat, so then a lot of times we'd go down after for an evening meal. And then on Saturdays it was the ideal time to go, we went shopping and then you could go there and eat and they didn't rush you.

Julia, who is now a teacher after working as a CPA for many years, took her children to the YTR a couple times each year, and described it as a special event. This provided the

opportunity for her children to practice manners and etiquette at the YTR, where proper etiquette was expected of guests—regardless of one’s age. Julia noted eating at the YTR also was an opportunity to share with her children that,

You know real people eat this way and I'm just not making this up at home. People do use their silverware this way; they do put their napkin in their lap. And it but it’s certainly because you saw all these lovely people doing it and people were all dressed up.

The YTR fulfilled the characteristic of conversation being the main activity because its welcoming and elegant setting set the tone for enjoyable conversation between guests. Whether it was a quiet lunch with a friend, or a family outing, or an event, guests of the tea room always used their best manners to match the sophisticated ambience of the YTR.

Accessibility and accommodation. The next characteristic of third places is accessibility and accommodation. Third places are accessible in that an individual can go there at various times of the day and when one arrives they could expect to see familiar faces there (Oldenburg, 1999). Some third places have extended hours but the important aspect is that the third place is available when people are free from their other obligations in the first place of home, and the second place of the work setting (Oldenburg, 1999). Frequent attendance at third places is common but there are also missed days, as well as unplanned visits, in fact, Oldenburg (1999) noted that activities in third places are “largely unplanned, unscheduled, unorganized, and unstructured” (p. 32-33). The location of third places plays a significant role in its accessibility and appeal. If the location is not convenient, and if the individual does not know others at the third place, then the appeal of the third place is diminished (Oldenburg, 1999). Two themes were evident from the interviewees’ memories and experiences of the YTR that relate to accessibility and accommodation. These themes were: the convenient location and accessibility through the bus route to the YTR and shopping at the Younkers Department Store.

The location of the YTR in downtown Des Moines made it particularly accessible for individuals who worked downtown. Donna, who works as an office manager, originally worked in downtown Des Moines and recalled visiting the YTR for lunch every now and then, when she was in her 20s and 30s, saying, “And so that was always just a very nice treat, you know, to go there.” Around the time the YTR closed in 2005, Donna no longer worked in downtown Des Moines, and because her work location changed, her visits to the YTR became less frequent.

Other interviewees, Terri, and Karin, also went to the YTR because of convenience. Karin, who worked at Bankers Life (now known as Principal), often went to lunch at the YTR with co-workers. After Karin retired, her visits to the tea room became less frequent, instead of going during the weekday, she went every once in a while to the tea room on a Saturday. Terri also worked downtown during the 1980s and 1990s, and visited the tea room now and then during her lunch hour, usually with friends or co-workers. Besides going to the tea room as a break from work, it was also a tradition for Terri and her son to treat themselves to rarebit burgers.

As a young girl, Hannah, who would later have a career at Younkers as an adult, and her grandmother were frequent visitors of the YTR and took the bus there to get there. Indeed many of the interviewees mentioned the bus as a key aspect of their trip to the YTR. The availability of the bus route also made the YTR particularly accessible for the interviewees when they were teenagers. Julia stated, “When I was probably in middle school, I took the bus downtown to Younkers to buy, I did this several times, to buy silver candlesticks for my parent's anniversary and took the bus home.” This experience gave her a sense of independence and was quite fun. For Christine, who is a retired teacher, the bus provided a way to socialize with friends. She said,

I would go with my friend Lucy and we'd sit at the back of the bus and fake that we were speaking French. You know, and she always had a little bit of cash, and she would always get the rarebit burger and I'm the one with the Coke and fries.

Not only was the location of the YTR accommodating and accessible, these factors also made the Younkers Department Store and tea room, 'the anchor,' of downtown Des Moines, as it was referred to as by many interviewees. Kevin, who is a lawyer, recalled that growing up in Des Moines, the retail sector of the city was located downtown, and Younkers was the place to shop. According to Kevin, for those that grew up in Des Moines and are of a certain age, the Younkers building is "an icon for forever." Kevin went on to say "...Younkers has always been a fixture in the retail community..." Not only did many people go to the Younkers building, many of the informants fondly recalled purchasing something at the department store. Along with Kevin, Julia too, reminisced of all that the Younkers Department Store offered: "At the time Younkers was the place you shopped, that's where you bought your tea towels, your sheets, your blankets, your baby clothes, your gifts, luggage, all wedding gifts."

Tina, who grew up in Des Moines, conveyed that Younkers was the place that had it all, despite there being other alternative shopping places downtown. She said, "Younkers is where you went and you could find anything at Younkers really. You know, bride's registered at Younkers for their gifts, dishes, and all that."

People often made a day out of shopping at the Younkers Department Store, and enjoyed lunch at the YTR. In fact, many people drove in from out of town just to shop at the Younkers Department Store and dine at the YTR. A trip to the Younkers Building was memorable for interviewees whether it was with friends, family, or by oneself. Kayla explained,

I think it was still definitely a destination, people would come in from all parts of Iowa to go to the tea room. People would just drive in, especially during holidays, mothers

would drive their daughters in and they'd come into Des Moines and they'd come to the tea room—it was a family tradition for a lot of people.

Kayla pointed out that the YTR was both a common occurrence, but also something that happened without planning, echoing Oldenburg's characteristic of accessibility and accommodation. She stated,

I'd say, we got to go [to the YTR], like right before we went to shop for school clothes in the fall, or in the late summer, and then we'd go around Christmas because the Christmas Tree was there and then we might go in the winter just to cheer things up—to get out of the house and go downtown, you know maybe three or four times a year.

For Ruth who grew up in Des Moines, returning to the YTR with her children and then grandchildren was a yearly tradition, even once she moved out of central Iowa.

The YTR fulfilled the characteristic of accessibility and accommodation because its location was convenient for people to get to, and also very accessible for the public to dine at the YTR, or shop at the Younkers Department Store. While many people were loyal to the downtown Younkers Building, the arrival of Merle Hay Mall in Des Moines in 1959, and Valley West Mall in 1975 in West Des Moines decreased traffic at the downtown Younkers location, since these malls were closer to suburban home areas. Christine was one of these shoppers, who no longer ventured to the downtown Younkers Building, “By then there was Valley West Mall, and things like that, and I stopped coming downtown.” Terri also had similar thoughts regarding the move to the suburbs for malls in the Des Moines area and its impact on the downtown Younkers Department Store:

It was an incredibly popular spot there, and I think it was a very successful department store for some decades. But you know as people, our society changes, I think and people move more out to the suburbs they're not going--we're reviving now, downtown more I would say. I think on weekends it was pretty dead down there, the whole downtown area I think for a lot of years. And again I think it's coming back a little bit. But I'm sure that had to hurt.

The regulars. The fellow customers at a third place are what attract the regular visitor. The regular wants to return again because of the experience of being at the third place with the other people there. Regulars have their own circle of members—admittance into this circle is not difficult but it requires earning trust with the regulars through conversation (Oldenburg, 1999). Regulars were not only individuals who visited the tea room as customers, but also individuals who worked at the YTR and Younkers Building. Often times, interviewees did not visit the tea room weekly but rather their visits revolved around events, such as celebrating a birthday, or going back to school shopping at the Younkers Department Store with lunch at the tea room. Other times, interviewees' visits revolved around the holidays, like Christmastime. For a group of selected teenagers, their involvement with the Younkers Department Store centered on a unique group for high school students in the Des Moines area called the Teen Board. Since Teen Board included high school students from Des Moines area high schools in the metro area, these members became accustomed to seeing each other regularly for Teen Board meetings and events.

Terri, who works in the healthcare field, enjoyed visiting the tea room with her son not only for a nice meal (their favorite was the rarebit), but also because of the elegant Victorian influenced décor she so admired from living in Victorian houses. Another particular aspect of the tea room Terri became observant of over her years of visiting the tea room was that the wait staff remained consistent in terms of the friendly faces she saw. Terri explained,

I remember, well, I mean they all looked similar. I have the memory of him always having black pants and white shirt, and then some kind of an apron. It seemed like they always had you know at, that you'd see at a more formal restaurant like, the cloth over his arm and always you know there and taking care of you. Very attentive.

Karin was another frequent tea room guest who also noticed that she seemed to see familiar staff at the tea room, “They must've kept the same help a lot of the time because you

know, most of them were there-the same ones. And of course they got used to seeing people there too-the same ones.” Karin further recalled, “I just remember how nice it was when you went down and they were always so friendly to you—it made you feel like you really were family almost.”

The YTR had a stage with a grand piano that filled the tea room with wonderful music by a talented player. In fact, many informants mentioned the man who was the piano player as one of their memories of the tea room. Ruth, who works as an office coordinator, remembered the music from the piano being played especially when she went to the tea room for lunch. Sally noted the piano in the tea room as one of the parts that made the tea room a “luxurious place.”

For Hannah, who worked for the Younkers Department Store, a familiar person she got used to seeing was the elevator operator for the freight elevator at the Younkers Building, who was one of the last elevator operators. Hannah often saw her as she took racks of clothing between floors. Hannah commented, “It was unbelievable to have an elevator operator in the days when nobody had one except Schofields, or Saks. But where somebody literally with gloves on, always in a uniform, that was the most impressive, one of the more impressive memories,”

A handful of interviewees participated in Teen Board, a program run by Younkers in which students throughout the Des Moines area high schools were selected to participate. For Teen Board, two students, one boy and one girl, were selected from each Des Moines area high school (see Figure 1). The process for being on Teen Board, required a completed application for the program, as well as an interview for a spot in the program (see Figure 2). One informant remembers the selection process including: leadership qualities, scholastic standing, and personal recommendations from school administrators. Hannah, Rachel, and Kevin were selected from their respective classes to participate in Teen Board, and part of the requirements of Teen Board

was being in fashion shows on Saturdays at noon, as such, fellow teen board members could be seen as regulars (Figure 3). Rachel recalled her time on the Teen Board,

You're expected to take training each day during the week of August 7th through 12th presenting back to school fashions in the tea room 12 to 1 everyday during that week. Be given sales training, cash training, and you know it just kind of shows you the start that was what you were expected to do.

For these fashion shows, Kevin found them to be “more of a girl thing.” Rachel remembered that “the guys offered the comedic part almost, like you said, cause the girls would kind of laugh at them cause they'd come out like, okay, here I am, I gotta do this.” Among the Teen Board regulars there was budding romances, and two couples from Rachel’s Teen Board group ended up getting married.

Teen Board taught its members a variety of things. For Rachel, Teen Board taught her how to sell apparel from working in the Younkers juniors department. Rachel found this experience of working in retail a bit harder than she initially thought it would be. After completing his run in Teen Board, Kevin was able to get a summer job working in the Younkers stock room department. Teen Board members also had etiquette training from Mrs. Watson, a former Miss America, who was in charge of Teen Board. Rachel explained,

In fact Mrs. Watson was the person who told me—I mean I never had modeling experience, she always said the ladies when you sit down, you are never to cross your legs, if you are sitting in front of a group of people you are always to have your legs together and to the side, and a lady would never cross their legs and so I've remember that like to this day and I kind of watch women at a panel and I kind of have that, and the whole guys pulling out the chairs and doing you know the stuff-so we did learn some of that.

Teen Board involved more than being in fashion shows, members participated in meetings about recycling, and downtown revitalization, Hannah said. Being on teen board required a big commitment from its members because of their required involvement in fashion

shows, weekly meetings, and working on Saturdays. Teen Board also allowed members to meet teenagers from other Des Moines area high schools. Rachel commented:

It [Teen Board] was just a really cool opportunity also just to get to know guys and girls from other schools-basketball games or something or you'd see someone you knew you know at a game or whatever and...kind of kid each other about the school rivalries and stuff like that so it was nice to know the other kids.

Working on Teen Board influenced Hannah to eventually form a lifelong career with Younkers. Hannah went on to work for Younkers as an in-house model for the department store, and as an adult she ultimately managed the fashion shows at the tea room. As a model for Younkers she worked four to five days each week and became a part of the regulars as a model, and revealed they referred to this group as “the stable of models.” They did two fashion shows daily on Tuesdays and Wednesdays. Hannah commented,

That's where I probably fell in love with the whole connection of never leaving [Younkers], because everybody else left—believe me. Through the years I see them, but I stayed—I stayed with all of the older people.

Thank you for your application to Younkers Teen Board.

We would like to talk with you at 7:20 p.m. on April 24, 1972. Please come to the Training Room on the 7th floor. Take the employee's elevator by the Flower Shop to reach the 7th floor.

We ask that you make every effort to keep this date, and please be on time. If you feel you absolutely must change the time of your appointment, please send us a postcard. Please do not phone. You will be sent an appointment for another time.

Mrs. Margaret Friebe
Director, Training and
Youth Activities

You have been selected as a finalist from your school for Younkers 1972-73 Teen Board.

Please come for a second interview with other finalists from your school on May 20, 1972 at 2:00 p.m. in the 7th floor Training Room.

Take the employees' elevator by the Flower Shop to the 7th floor. The interview should last no longer than 45 minutes.

Sincerely,

Margaret Friebe

Margaret Friebe (Mrs.)
Director, Training and
Youth Activities

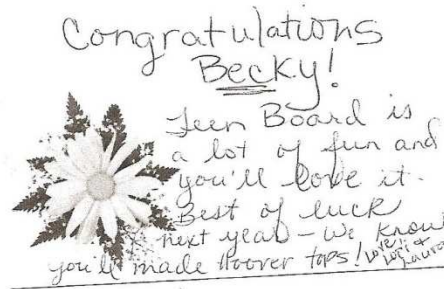


Figure 1. Teen Board Notes. Memorabilia from a former Teen Board member they received throughout the application process for Teen Board.



YOUNKERS

701 Walnut Street
Des Moines, Iowa 50306

Becky,

Congratulations! You have been selected to serve on Younkens 1972-73 Teen Board as a representative from your school. It was a very difficult job making the final selection as so many highly qualified and lovely girls were being considered. However, those responsible for the selection felt you would do the best job in this capacity.

As I explained at the time of your interviews, you are expected to take training each day during the week of August 7-12. You will be presenting Back-to-School fashions in the Tea Room at 12:00 and 1:00 each day during that week. You will also be given special sales training and cash register training July 31 and August 1. All of this training is required.

Now for immediate plans. Please fill out the enclosed card with your correct sizes and return it immediately. We must have your sizes this week in order to get your outfits ordered and delivered by August. Put the card in an envelope and mail to: Mrs. Margaret Friebe, Training Department, Younkens, Des Moines, Iowa, 50306.

Also, make an appointment with the Photo Reflex Department on the 4th floor, west, to have your picture taken as soon as possible. Please tell them you are a new member of Teen Board. We will have a blouse there for you to wear.

While you are in to have your picture taken, or any time soon, please come to the Personnel Office, 7th floor, and fill out employment papers. You will need your social security number.

We know you are all anxious to know the other new Teen Board members. We are planning a get-acquainted coke hour sometime in June. We will send you more details when our plans have been completed.

A complete list of the members on both Teen and Advisory Boards is enclosed. Welcome to Younkens!

Sincerely,

Margaret Friebe

Mrs. Margaret Friebe (M) (X)
Director, Training and Youth Activities

MF/dkl
Enclosure

*Watch for
the July issue
of the "Word."*

Figure 2. Acceptance Letter. A letter congratulating a student on being accepted into Teen Board.



Figure 3. Teen Board Model. A Younkers' Teen Board member modeling for a fashion show at the Younkers Tea Room.

The holidays at the Younkers Department Store and at the tea room were especially special times, and many of the interviewees had fond holiday recollections from Younkers. After Rachel's time with Teen Board, she associated her memories of Christmas with the YTR,

When I picture post Teen Board high school days, to me, if I think of Christmas, I think of the tea room cause it was, I went many, many Christmases down there...they'd have the huge tree and after we became parents I would always I would take my kids down to see [the tree].

The Younkers building was a Christmas tradition each year for many families, this included looking at the decorated windows, doing gift shopping, and visiting the tea room. The Tea Room's elegant décor reminiscent of the Victorian era did not require much alteration for the holiday season; Tina remembered they always had a beautiful Christmas tree, although "...it was just such a beautiful place that I don't think they needed to do anything special with it... It had that flare."

For Tina and Ruth, their families would conduct their day after Christmas shopping at Younkers and the girls would always end up in the tea room. Terri, too often went to the tea room during the holidays. "I remember at the holidays too, they would have a dessert table, so that you could go pick dessert, it was like individual sized desserts," Tina recalled.

Not only was visiting Younkers a special tradition for many families during the holidays, these holiday and special occasions, such as going back to school, was driven by Younkers, Hannah said. Younkers was also host to the girls' state basketball tournaments, as well.

Anna, now retired, remembered coming from Creston, Iowa in the late 1930s to 1940s, to visit the tea room, and all the children receiving a gift. For Anna, visiting the YTR as a child made her feel very special because it was a place with mostly adults. Then as an adult, Ann

worked as a Christmas shopper for Younkers for a few years where she assisted with helping customers order Christmas presents over the phone.

For Julia, the holidays were a time when she took her children to look at the Younkers windows that were decorated each year for Christmas. She said, “I think that that was not an unusual thing for people to do, to come in do Santa Claus, do the windows, go to the tea room, get a present.”

The YTR fulfilled the characteristic of the regulars because not only were guests accustomed to seeing the same tea room staff, they also became familiar with the piano player who filled the YTR with music during lunch. High school students who were members of the Younkers’ Teen Board often saw each other at fashion shows they participated in at the YTR, and other Teen Board activities. The Younkers Department Store also attracted customers who shopped there during specific times of the year, this included back-to-school shopping, and the holiday season. The YTR was often a special part of their trip to Younkers, as it was a tradition for many families to dine at the YTR.

A low profile. An eye-catching exterior and a pleasant interior and decor are not typically found in a third place, instead, it is quite the opposite—the structure can be plain and unimpressive. The aspect of plainness is essential to a third place because it discourages pretension and customers do not feel self-conscious. On the contrary, customers might have opposite feelings if a third place’s décor was fancy. The plain nature of the third place can also extend to the dress of the customer, who are likely to “come as they are” (Oldenburg, 1999, p. 37). The third place is not considered the place to be seen. If the third place does become popular and commercialized, Oldenburg states that it may no longer be considered a third place, because it has lost its low profile. A result of the third place becoming popular is that people may no

longer feel comfortable there and it can also cause shyness and self-conscious for certain individuals (Oldenburg, 1999).

The YTR does not fit Oldenburg's characteristic as a low profile for third places, in fact it is the opposite of being low profile. The tea room's elegant interior décor and its location in the Younkers Building in downtown Des Moines made the tea room something of a luxurious spot to visit. For many interviewees, visiting the tea room was a special event and a treat. Many interviewees vividly described the YTR as if it was yesterday.

As a young girl, Julia went to the tea room with her grandmother, and described it as being very special. Julia recalled: "I was just blown away because there were just these huge chandeliers and high ceilings, and when you walked in all the tables were set. There was all this crystal—there were goblets, so even your water glass was a goblet. And linens."

Donna spent time at the tea room as an adult primarily as either for a special occasion, or simply as a break during a work day, to have "a nice quiet relaxing-we deserve it lunch." The YTR was the perfect place to treat yourself. Donna summed up why she went to the tea room very eloquently in that: "It was just, it would just lend itself to a very nice, special place to go for lunch if I had to narrow it down to one thing." Because the YTR was such a special place or a treat, it was not a place where one would go if they needed to have a quick lunch. Donna was certainly aware of this, as most of her tea room visits were either a special occasion, or a treat. This was supported by Tina's assertion that, "was where you went to spend some time. You know, you'd rushed through a lunch downstairs, but if you had time to enjoy your lunch you would do it at the tea room." The YTR provided a unique experience for its guests, as it was one of the first luxurious places to go for a meal.

Hannah noted:

I remember the tea room very, very, very young, I also remember modeling in fashion shows in the tea room, and the tea room was sort of, quote on quote 'a treat' to go to the tea room, as I'm sure many people have told you that it was one of the first really luxurious places to go for lunch or dinner with linen napkins and linen tablecloths, with the piano and the chandeliers, it was, it was quite an experience to say you've been there.

In addition to the tea room being a special place, Donna remembered distinct details of the YTR, placing an image in one's mind of a long standing place in Des Moines' history. She recalled, "...The gorgeous carpeting, white table cloths, pats of butter-like square cold pats of butter, ice water, and I can picture the glasses, and the heavy silverware."

Although the tea room freshened its décor through the years, some aspects remained the same. Rachel noted that throughout her tea room visits, beginning as a child to as an adult, the tea room's overall style and feel remained the same. Rachel's account of details of the tea room might bring one to think she had just returned from a visit to the tea room:

I think of starched white tablecloths, the full place setting, cause you never went to any restaurant when I was little that really ever, I mean maybe the country club or something like that... and the floral carpet, I just always remember-the floral-just seemed so-just the look that would kind of envelope you when you came in-this the crispiness I guess of it and I just have always, I just can picture everything in there.

The tea room's décor was something that many interviewees' mentioned in very specific accounts. This reiterates the fact that the YTR was a special place for guests and that it definitely was not a low profile place. Terri pointed out the YTR always had a 'period feel' in spite of the updates to aspects of the tea room such as with the chairs and curtains. According to Teri,

I do have a distinct memory of the beautiful decorations, and because it's such a beautiful room anyway, the ceiling, even the columns, I mean everything was—they did a really nice job with keeping it looking period even when they'd have to update the carpets or the

chairs, the curtains, everything that they used in there. And it was just open columns, the beautiful light fixtures, the carpet all over the tables set up, and then the, you know pretty formal table setting.

Since the tea room was not in the vein of being a low profile place, being eclectic was undoubtedly not a quality of the YTR, Julia pointed out, since everything matched at the tea room. Julia stated, “The sconces had the same matching that the chandeliers did, the drapery on the stage matched the draperies at the windows, there were shears, the wall on the fabric on the chairs went with the fabric or in the colors on the carpet.”

Karin described the tea room as being “furnished beautifully” with attention paid to small details, like the drapes in the tea room, as well as the table arrangements of cloth napkins and nice silverware that was all very impressive for its guests.

Donna recalled interior details of the YTR as though she had recently returned from a lunch there: “The billowing window treatments, with the gorgeous carpeting, white table cloths, pats of butter—like square cold pats of butter, ice water, and I can picture the glasses, and the heavy silverware.” Even waiting for a table at the YTR in its waiting area was elegant. Kayla described: “When you walk in, there was this big, open kind of lobby with sofas and chairs-it was really nice—you had to sit in there and wait for your name to be called.”

Not only did interviewees have special memories of the tea rooms’ décor, many of their memories related to the dress that they wore to the YTR. Dressing up was a common topic among interviewees though their specific reasons for doing so differed.

Several of the participants talked about dressing in business wear to the YTR. Terri noted advanced planning was necessary, as “it wasn’t like a last minute decision of ‘let’s go to the tea room.’ It would be my business attire for work [that I would wear].” Julia also noted dressing in

business attire, suits worn every day as a CPA, “and not pants either. Dress skirts and shirts, not dresses.”

The YTR deserved respect from its guests, based not only on its location and décor, but also because of its rich history of being in Des Moines. Donna articulated that she dressed up when she went to the YTR as a form of respect to the establishment. In her words,

I mean, you didn't go into the tea room in jeans and a work shirt or sweat shirt or something like that. If you knew you were going to the tea room, if I knew I was going to the Tea Room the next day or whatever day for lunch, I would probably, knock it up a notch. Or I'm sure I would've said no, like I said I'm not really dressed for the Tea Room. Because, I guess you just wanted to give it the respect it deserved.

Another reason Donna dressed up as a sign of respect to the tea room related to the photographs from the past of men and women that adorned its walls:

I remember there were men there in the pictures, with their very straight neckties and you know, it was an event to go to the tea room. I mean you could see and feel that in these pictures and I'm sorry, I wouldn't want to walk in there with a pair of even nice jeans on you know, it would be something that you would just give the, the history and the ghosts of the tea room, it's paying respect.

These photographs also touched other interviewees, including Sally, who stated:

“...Women wore hats and gloves, and their handbags and shoes matched. You got dressed up to go to a place, for some children it was the first place they ever saw a linen table cloth, and used a linen napkin. It was an introduction, to, in a sense almost a different society.”

Rachel, likewise, talked about this sense of a different time when going to the tea room. She stated,

When I think of when my sister and I would've gone [to the tea room]-that would've been the early 60s, and you just didn't wear jeans or anything. Anyway, so it would've been wearing pants or a skirt or something. And I always remember throughout all time, you'd always see these rich older ladies there out to lunch and you could just tell they had money and they liked that formality and had their fur coats or their diamonds and

everything. I mean really—you always saw there—whenever you were there you'd see some women luncheoning together and being dressed quite attractively—expensively. And you can imagine who they were—you just think of the people in Des Moines, the Des Moines elegance set.

Until the 1980s, blue jeans or pants were unacceptable forms of clothing for female teenagers to wear to the tea room. Kayla was one of these teenagers who did not wear pants or jeans. Instead she and her friends wore skirts and knee highs with tights to school and then the YTR. Kayla remembered,

I didn't really have a whole lot of pants, or trousers. We didn't wear jeans yet—my parents were just appalled by jeans. And then later then when jeans were allowed in high school, I'd have to sneak them to school in a paper bag. My mother was like no daughter of mine would wear jeans—blue jeans to school.

In addition to interviewees remembering the clothing they wore as teenagers, many recalled the clothing they wore as children when they visited the tea room. Kayla described,

I remember when I was about five; I used to wear this dress, blue and white. I think it had little bees on it, little tiny bees and it was puffed sleeved, and it had a sash but it also had an organza pinafore that I wore over it.

Another outfit from her childhood that Kayla remembered was set of matching outfits with her brother:

When I was little and I remember this, I had to go downtown with my brother and I'm sure we went to the French Room, and we had to dress alike—she made us dress alike and he was four years younger, so he was probably three and I was seven. We had to wear navy military coats that were double breasted with gold buttons and then it had the scrambled eggs—the military stripes going up the sleeves (laughs). And we had to wear the same hat.

Julia confirmed when she was younger and ate at the YTR, “people dressed up, we went in Church clothes!”

Christine remembered a story about a particular outfit that related to how if you shopped at Younkers it meant something. She recalled, “I remember there was a wool plaid, it was a

diagonal wool plaid skirt with a matching cardigan that we bought at a less expensive store and I remember lying in junior high about where it was from.” If one could not afford an outfit from the Younkers Department Store, Tina recalled her grandmother who was a talented seamstress: “[we] would go downtown window shopping at Younkers and she would draw a picture of what was in the window and then she would go home and make the identical dress-make her own patterns and everything.” Buying, owning, and wearing something from the Younkers Department Store was something of a badge of honor for several of the participants, particularly as options were much more limited prior to the 1990s in Des Moines.

Going to the YTR was a special experience for many of the interviewees, because of the fact that getting dressed up and using proper etiquette was simply expected by society’s standards throughout the tea room’s history, regardless of time period. This was true even for the tea room’s guests of children and teenagers. Many of the interviewee’s noted they were taught manners growing up, and that these lessons were reinforced and practiced at the YTR. As they stepped into the YTR, and by being dressed up, the memory of proper manners came naturally for some of the interviewees. Ruth noted one was certainly aware they were not sitting at the counter at Woolworth’s! Tina reinforced this idea,

It was just a neat experience to go, every time you went it was a great-you felt like you had to put on airs, you know, you had to dress up and you had to sit up. It was just a place where you walk in the door and all of a sudden the manners would come.... You felt important when you went there.

Karin and Donna, both worked downtown, and would be sure to dress up more if they knew they were going to the tea room, compared to a non YTR day at the office.

Sally had a unique insight into dress of the tea room from a young age, since her father worked at the Younkers Department Store. Sally went onto work for Younkers as an adult, and

saw how tea room dress changed throughout the years until its doors closed in 2005. The type of food served at the tea room was also affected by society's preference for lighter meals, instead of the more filling, heavier type of meals served at the tea room. According to Sally:

First of all, people got dressed up to go to the tea room—people don't dress up anymore. And you know people don't, people in most cases in the tea room, the men wore a tie and a jacket, although as things were changing that changed. They weren't refused but it was sort of in a sense it was sort of a special club-like environment, and no one was ever turned away but it wasn't necessarily someone that would just come to eat off the street. Because number one you had to go into a building, get in an elevator, and go up and it wasn't fast—it wasn't fast food at all. So when you put all those elements together of what people want now, I mean typically they do want it fast, they want it healthy, less calories, less cholesterol, less salt, less this, less that, and the price and when you look at some of those things—the tea room just didn't fit that mold for what the 21st century person wants.

The move towards business casual in the work place, especially when companies began holding business casual Fridays, affected the tea room because people did not want to put the effort into dressing up just for a meal. Tina thought one effect of business casual Fridays was that people then came to the tea room in their more casual clothing, compared to if it was not a Friday. Children especially did not enjoy dressing up, as Julia noted when getting her children ready for a visit to the tea room that often required Laura Ashley dresses or overalls for her daughters and a wool suit for her son, was often met with a chorus of “Oh mother!” from her children.

Anna's memories of the YTR dated back to the 1940s up to 2005, when the YTR closed. Anna and her mother traveled from their home in Creston, Iowa to visit Younkers and to dine at the tea room, when Anna was a young girl. Then as a teenager, Anna came to Des Moines for orthodontia appointments, and during these visits she would visit Younkers and the tea room. As an adult, Anna lived with her family in Des Moines, and she shopped at Younkers and was a

guest at the YTR. While shopping downtown, Anna made a point to dress up, Anna commented that there was a time when people dressed up to go downtown, and this is no longer the case,

I remember when we moved to Des Moines and when I'd go downtown by myself, you always dressed up. High heels, and your best clothes and hats and you know, everybody else did the same thing—they didn't go downtown like they'd go shopping at the mall today.

The YTR did not fulfill the characteristic of being low profile because it was an upscale and fancy establishment where visitors often dressed up. Oldenburg's characteristic of a third place being low profile is a prime example of what the YTR was not. Low profile third places are often described as plain, where one does not usually dress up. Informants consistently shared memories of being dressed up when they dined at the tea room. These memories were very descriptive, as if it were only yesterday. However, the introduction of casual dress to the work place in the 1990s affected the tea room, since informants revealed they did not want to dress up just to go out to eat.

The mood is playful. The playful mood of the third place is because of the lighthearted conversations among the group of regulars and their playful attitude (Oldenburg, 1999). Being accepted as a regular involves participating in the playful nature of the third place, and this playful nature of the third place also makes people more likely to return (Oldenburg, 1999).

Many special events happened at the tea room, including fashion shows, charity events, bridal showers and luncheons, as well as celebrity promotional events. These are active events where conversation took place amongst tea room guests, and these events are what helped make the mood playful at the YTR.

Fashion shows occurred each week at the tea room, Hannah noted two shows took place on Tuesdays, with another two shows on Wednesdays. Teen Board members also participated in fashion shows on Saturdays.

In addition to attending fashion shows at the YTR, many of the interviewees also modeled in these shows. Some modeled as children, teenagers, and adults. Donna, recalled her first experience at the YTR was modeling as a young girl for a fashion show, "... I had a pink and white seersucker sleeveless dress that had the big crinoline underneath it, and it came like to my knees...and then it was pink and white seersucker with pink ric rac around the bottom of the dress and then the neckline, and the sleeve."

As a teenager, Sally modeled at the YTR, and she would later work at the Younkers Department Store. Sally noted that modeling at the YTR taught her a sense of poise and self-esteem. Hannah modeled at the YTR as a teenager to as an adult. Similarly to Sally, Hannah noted modeling also taught her a number of things,

...like absolutely always on, or not in a false sort of way but just to give a genuine appreciation, you know, just always knowing how to do your make up in 5 minutes, have your hair very current-those are the things that I treasure as I look back. They gave me-I had an appreciation for that.

Later, Hannah transitioned from being a model to playing a more active role in the fashion show production and promotion at the tea room. One result of this for Hannah was that she gained an appreciation for fine clothing-which she wouldn't have gained if she hadn't worked at Younkers, as well as being in the Midwest. Hannah stated: "...I can practically blindfold and tell you if it's a Diane von Furstenberg dress...I could tell you Betsey Johnson, and I have met, I've met, I would say, you know 20 plus designers because of Younkers."

Hannah noted being a model and participating in fashion shows were very important—“it was highly you know frowned upon if you would miss it,” recalled Hannah. On the other hand, Anna filled in as a model as needed, when she was an adult. She recalled that most of the time she modeled dresses and hats, she pointed out that people rarely wear hats today.

Fashion shows not only took place at the YTR, but also at other Younkers located in the Midwest. Hannah recalled traveling to Dubuque, Iowa; Omaha, Nebraska; and Green Bay, Wisconsin. These fashion shows out of Des Moines took place in approximately nine cities about five or six times a year, Hannah recollected. When Merle Hay Mall opened in Des Moines, the fashion shows were moved to Merle Hay. Fashion shows also took place at the Skywalk in downtown Des Moines that would carry over to the tea room.

The Younkers’ Tea Room elegant atmosphere and décor made the YTR the ideal setting for special charity events. Julia, she noted charity events or meeting your charitable group at the YTR as one of the primary reasons why women went to the tea room in the 1970s, in addition to it also being a social event or meeting friends for lunch since not many women were in business in the 1970s.

Donna remembered fondly an event put on by the Komen Race for the Cure organization: “...it was a very nice presentation, and thinking back on it, I just remember you know how nice, how feminine, how quiet, how pretty... to recognize something like breast cancer in such a delightful ambiance.” Donna attended the event with a friend who had breast cancer at the time. The tea room’s décor added a special touch to the event. Donna described the YTR as the ideal place to hold the special event: “To me the tea room was just a very nice place to have it because it just it was very feminine. And for somebody with breast cancer supporting somebody with breast cancer-it was just girly.”

Other charity events in the 1980s and 1990s at the YTR included specialized gala charity fashion shows for non-profits such as the Des Moines Art Center, recalled Sally, who organized these events which included a dinner and a fashion show.

Prominent fashion designers would present their lines and themselves at the tea room at charity events for non-profit organizations in Des Moines. Hannah, who assisted with these events, had the opportunity to meet many of these designers, which was one of the reasons she enjoyed working at Younkers because of all the different things she had the opportunity to do,

I'd say the most important thing is that nobody realized...to have been able to meet Adele Simpson who was the ultimate dress designer or to have worked with Bill Blass who I fell in love with, I mean, just a wonderful man, and now all the press with Halston, just locally, but we loved Halston and the fact that he hailed from Des Moines.

Sally also had a top position in the fashion department at the Younkers Department Store and she was in charge of the designer fashion shows that took place during charity events. When these high profile designers put shows on at the YTR, Sally pointed out, that the designers provided their own runway models and their own samples:

In fact, it pretty much, it was like a road show, like a Broadway show, every model knew what they were going to wear, they knew the choreography they brought their own music. And the tea room hosted the event and I was there to just make sure it ran smoothly and to offer any additional help that the designer or the models needed.

In addition to well-known fashion designers presenting shows at the YTR, celebrities were featured at the tea room, too. One of Terri's favorite memories of the YTR was an event she attended at the tea room that featured the actress, Jane Seymour, who was promoting a line of dinnerware she created. This was the only promotional event Terri attended at the tea room, otherwise she ate lunch at the tea room and during the holidays at special lunches-she enjoyed

the décor and what the tea room did for that. She recalled how: “It was usually a girl’s lunch out, and we’d always try at the holiday time, just because it was such a fun atmosphere.”

Miss America visited the tea room each year, in which the Miss America winner had a formal show in the tea room. Hannah remembered when former Miss America, Vanessa Williams, visited the tea room. These experiences, Hannah pointed out, would not have happened to Hannah if she had not worked at Younkers,

But I mean it was funny, we had a pulse on some of the news and current events, say with Denny Terrio, which was the hottest show in America teaching, it was disco dancing that it came to the tea room. And the show was on a Saturday night and we had everybody in the tea room disco dancing as well as all of us on the stage with him.

The YTR was also an ideal place to have a wedding reception, bridal luncheons, and bridesmaid luncheons. Tina described being in a wedding party, and having bridal luncheons and bridesmaid luncheons at the tea room, as an ideal place to have a special event:

The one thing I remember is when I would be in a wedding party or something, they would have bridal luncheons or bridesmaid luncheons down there. It was always just to the nines—just beautiful. And everybody would be served so nicely so it was a place to go have special events, you know, like luncheons for bridal parties.

A particularly memorable event at the YTR was when her daughter had her wedding reception there. The elegant décor of the tea room did not require additional touches. Tina took her daughter to the tea room as her daughter was growing up, which also made the tea room a special place to have the wedding reception. Tina remembered, “it was a very elegant place.”

Hannah worked for Younkers and had a different role in helping organize special events at the tea room,

It was constantly events and then there were weddings that happened in the tea room, I played the piano for several of them, so and then we did a bridal show-you've heard of

the bridal show-always, and I did a lot of the choreographing and the initiating of the shows.

Besides the fashion shows and the variety of events held at the tea room, the downtown Younkers Department Store in Des Moines held a particular event, Festival Europa. This event was noted by many of the interviewees for its memorable décor, attention to detail, and activities. According to Sally, the themes of Festival Europa varied, one theme was from England and another was Italy-themed, “Our buying team would go over and buy merchandise from those countries and pretty much every department in the store, the merchandise that was featured then there would be merchandise that would be all pulled together for those events, and that was a lot of fun.”

Activities during Festival Europa included wine tasting, foods from the themed country, and cooking classes. “It was a major, major, cultural event in the store,” Sally said. The tea room participated in Festival Europa through presenting a fashion show and featured meals from the country that was the year’s theme for Festival Europa. The Festival Europa was also a promotional event for the Younkers Department Store to attract people to its downtown location. According to Kayla, “What it was, was bringing people downtown to Younkers because that's where the festival was based. And they had brought in artisans from all over Europe. They brought—they had a sculpture of David in the atrium of the two-story atrium of Younkers downtown.”

The YTR fulfilled the characteristic of the mood being playful through the variety of events that took place at the tea room. Events held at the YTR included fashion shows, wedding receptions, and promotional events that informants attended. The atmosphere and décor of the YTR usually did not additional touches for these events, informants recalled. It is important note

how attending events held great meaning for informants, in addition to dining at the YTR for a meal alone. Many of the informants recalled how good they felt after a visit to the YTR. Because informants often feel good about their visits to the YTR, they often returned to the YTR. In fact, for a handful of informants, they went to the tea room their whole lives. Two informants, Karin and Anna, both over the age of 80, frequented the YTR from the 1940s up until the YTR closed in 2005. This is telling as it is important for a third place to have a playful atmosphere in order for guests to want to return to the third place.

A home away from home. The final characteristic of Oldenburg's third places is a home away from home. Oldenburg (1999) describes the first component of home away from home as "the home roots us, it provides a physical center around which we organize our comings and goings" (p. 39). Many interviewees scheduled their day around the Younkers Department Store and the YTR. Becky's visits with her family centered on the YTR "I feel like you really planned your day around the tea room. Cause we loved rarebit burgers and there would be, that was the favorite you got." The second component is the individual has the sense of owning the third place although one does not physically own it, and the individual may refer to it as their hangout (Oldenburg, 2009). An example of this is how often the informants visited the YTR. Further, when the tea room closed and had a sale, including of ceiling tiles, several informants, including Hannah, purchased mementos from the past that hold meaning for her today "I do have, I bought when the tea room closed, I have a tea room chair and I have dishes and I have a little orange juice glass which would've been the first glass I remember drinking out of at a restaurant," Hannah recalled. The third piece is that regulars of the third place may receive special privileges, as well as proprietary rights that non-regulars may not receive (Oldenburg, 2009). Kayla's mother received a one of a kind item when she attended the fashion designer, Halston's

show at the YTR for an event. Halston ended up giving Kayla's mother, the famous ultra suede shirt dress that was featured in the show, which was the design he was known for. "She [Kayla's mother] came home with this dress—the famous ultra suede shirt dress—that was his famous dress and she was just so thrilled—and wore it for many years," Kayla recollected. The fourth piece of a home away from home is that the regular will feel rejuvenated in spirit after a visit (Oldenburg, 2009). After guests dined at the YTR, many felt as though they had experienced something that was special and unique, quite the opposite experience if they were just grabbing a quick bite to eat elsewhere. Anna described the YTR as a place that always gave her a good feeling when she was a guest. Today in downtown Des Moines, Anna cannot think of a place that has that has given her that same feeling, "Well it was just a nice place to go you were treated nicely by the people that waited—the waitresses, and the cashier, just you know just had a nice atmosphere." The fifth component of a home away from home is warmth. While the home can survive without the quality of warmth, the third place does not because the piece of warmth and friendship is critical to the characteristic of a third place being a home away from home (Oldenburg, 1999). The primary reason interviewees went to the YTR centered on going with friends or family, whether it was because it was the holidays, or a special event. None of the interviewees every said they dined at the tea room alone. The YTR was best experienced with a close friend or family. For Terri going to the tea Room was a tradition for her and her son to go together whether it was to enjoy a rarebit burger, or a special time of the year, "I would take the kids there too, it was especially fun during the holiday time."

Items individuals had acquired from the YTR held special meaning for them. These items ranged from little toys or gifts interviewees had received as a child guest at the Tea Room, to actual items individuals bought at a sale of items from the Tea Room before it closed. Younkers

even provided each high school senior in the Des Moines area with a Lane Cedar Chest as a graduation gift, Tina shared, which she still keeps mementos from high school in. Hannah acquired a ceiling tile that was in the Tea Room through the closing Tea Room sale, which she has framed in her home. Sally too has a few items she bought at the Tea Room closing sale. “When they put the store fixtures up for sale, I bought a tea room chair which everybody wanted, I have a tea room chair and I still have that. I think it's pretty special,” Sally said. These Tea Room items became rather important when a tragedy occurred to the Younkers Building in downtown Des Moines.

The devastating fire to the Younkers Building in March of 2014 affected interviewees in different ways, but a common theme was a reaction of sadness for a long standing icon that had an Iowa history with the roots of the Younkers family. Many went downtown to see the ruins of the building after the fire. Tina recalled going downtown to view the devastation, “We went down and you could just smell the smoke in the area. You couldn't get close but the people that were there that were, you know, just taking pictures you could tell that they had been affected by its loss. They were just sad.”

For some of the interviewees, it was their first heart wrenching experience of an iconic building that hit close to home. Christine explained, “I know it's nothing like WW II or anything but it was my closest—you know what I mean? It was my first experience I had of just the remnants of a building—the arches still showed up.”

Tina said her sadness with the fire was a result of that while many things have been torn down in Des Moines, the Younkers Building remained, and with that it's rich Iowa history and family-based history. She is hopeful the tea room can be restored to what it had been before it

closed. Other interviewees reflected what the YTR meant to them after the fire. Donna echoed this sentiment:

I mean if I were to describe the tea room, it'd kind of be just like going back in history and back to a finer time. Kind of like when women wore white gloves and hats and respected what the tea room had to offer. You know you weren't going to a steak house you know, or George the Chili King. You know, I think, thinking back on it, it'd be neat to know some of the stories from, from another generation-an older generation as to why, I mean I would love to hear those stories.

Sally described the Younkers Building as being a “home” for her. From a very young age, Sally experienced the Younkers Building as a child, to modeling as a teenager, and she eventually worked for the Younkers Department Store for thirty years. She explained, “Well, I was shocked and I was saddened by it, Younkers really, and that building, since I worked corporate most of my life downtown, that was really my home.”

The fire that affected the Younkers Building was a reminder of the pain individuals experienced when the Younkers Department Store and Tea Room officially closed for good in 2005. Hannah described it as a “major loss” since so many events had taken place there, as well as memories. Terri, too, was saddened with the closing of the department store and tea room:

I missed it when it closed-both the, definitely the tea room, but because there was nowhere like it. But just as having that department store there too. And you know just really the whole building-you know the old escalators that were in there—just, just sad...I mean we have a lot of good places to just eat, but [they] don't have that wonderful, rich, history and just having that atmosphere.

Kayla who no longer lives in Des Moines found out about the Younkers Building Fire on Facebook, she not only felt sad, but devastated about the fire, “I really, I felt like part of my past had died. It was so sad. So many great memories.” She also wondered when the tea room closed in 2005, if it had remained open only a little longer, perhaps it would have returned to being the place to go downtown: “I think there was just a real short time there when people weren't

dressing up so much, and so they closed it but they should have re-opened it when designer things you know came back and they would've had probably quite a few people.”

Julia faced the news of the tea room closing in 2005 with a realistic view point from her experience of working in business. “I worked in business, okay, it was like okay the tea room's closing, it's sad but it's the reality of it,” Julia said. Others like, Karin referenced the fact that the tea room had had many guests throughout its run. “You really hate to see a place like that close when it's been there so long. So many people ate their through the years,” Karin said.

Reopening the Younkers Tea Room. There is a possibility the YTR will open its doors again under new development. This news was met with a mixed reaction from interviewees—some can definitely see the return of the tea room as something that is much needed downtown. Others feel the tea room is past its prime. The changes in food preferences along with the changes in how people dress are two reasons Sally cited as to why the tea room would not work in present day:

It was a niche they [the YTR] had, I mean back in the 20s, and the 30s, and the 40s, there used to be big bands that would come, my dad would tell me that they would bring in a wood floor and they would have dances there and all these special things that would happen. The tea room was a generational thing. And I honestly think that as our generation has changed, so has the need for these niche special tea rooms.

Another reason Sally cited that would conflict with the food the tea room used to offer of rarebit burgers and chicken salad, was that these foods were rather heavy. “That rarebit burger was just a heart attack waiting to happen-that's why you didn't have it every day,” Sally said. Today, people now want more healthy dining options.

The fact that people do not dress up anymore, Sally explained, is a potential problem, since dressing up was an important aspect of one going to the tea room. Despite the tea room

being closed for many years, Sally does not think there is any place in Des Moines that has replaced what the YTR offered. She cited factors like the changing economy in the 1990s and the popularity of getting more for less as reasons for the decline in popularity of the tea room. One aspect of the tea room that never changed was the fact that when an individual went to the tea room they felt special. Sally commented:

I think that the tea room had a special kind of target customer. They would go for a special event, like a fashion show they would go for a wedding, they would go for a reception, the kids would go there for Easter, and Christmas and Thanksgiving, and Valentine's Day, but it was not a place where people really ate daily. The tea room was and wanted to maintain the fact that it was special.

Implications for Retailers

Figure 4 is a chart that conceptually maps the elements of the YTR with Oldenburg's third place characteristics. Business owners can reference this chart for examples of these characteristics as used by the Younkers tea room, with potential benefits. These benefits include increased patronage, increased customer base, customer loyalty, a wide appeal, easy to access, everyone welcome. The one element that the YTR did not maintain was a low profile. As such, retailers and dining establishments may wish to consider offering a more casual place to make consumers feel more welcome.

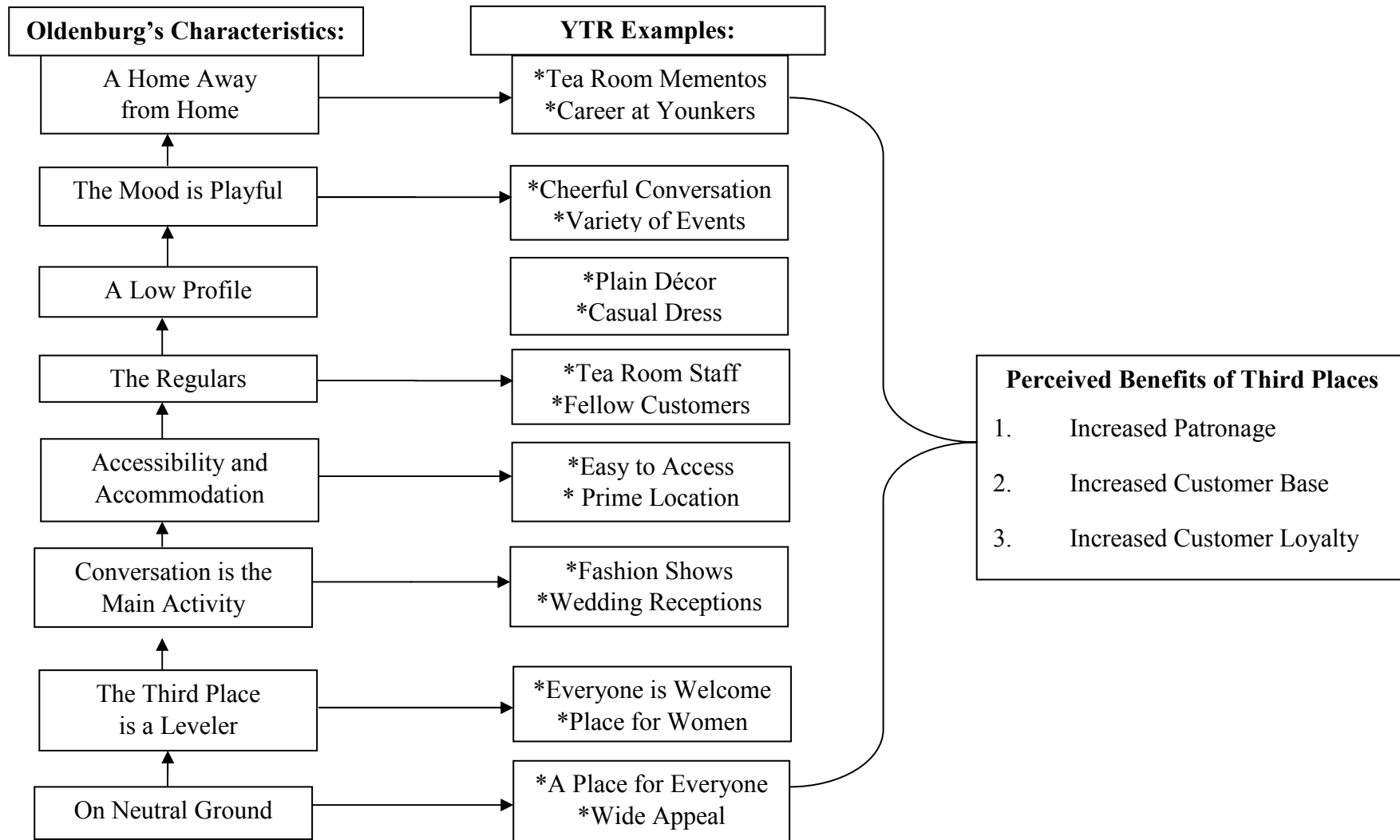


Figure 4. Implications for Retailers: Framework for Benefits of Third Places

CHAPTER 5: CONCLUSION

This study focused on guests' memories and experiences in the YTR located in Des Moines, Iowa. A result of collecting and analyzing their tea room memories and experiences through the process of oral history interviews, was that it brought to light what made the YTR successful, and possible reasons as to why it eventually closed its doors in 2005, after being a fixture in downtown Des Moines since it opened in 1913. These themes collected from the coding process were analyzed and then compared to characteristics of third places created by Ray Oldenburg (1999). A unique aspect of this study is that it uses the method of interviews to understand a historical place in context of third places. The YTR can be a useful case study for similar businesses in both small and large communities. Business owners can use the analysis of the eight characteristics of third places, as applied to the YTR, to improve their own business. Research has not yet been conducted that looks at the YTR as a third place, nor has it been examined from how the YTR can be a potential model for successful economic development for smaller communities.

Recommendations for Considering Third Places

Businesses may be more successful if they incorporate characteristics of third places. Based on the interviewees' memories and experiences of the YTR, its elegant décor and atmosphere are details that defined the tea room, and influenced people to dress up for their visits. However, interviewees' reflected on social changes in dress and food preferences that ultimately affected the livelihood of the YTR. Many interviews revealed they do not prefer to dress up for a meal, instead they prefer casual dress. Thus, business owners will want to strongly consider the third place characteristic of being low profile, as aspects of décor and atmosphere will affect how guests will feel they should dress.

On neutral ground. The YTR was described by informants as a place that everyone ought to experience, and it was affordable that anyone could enjoy a meal there. Business owners must consider to whom they want to promote their business. Is it similar to the YTR in that everyone feels welcome there? Or, as a business owner, are you looking at a specific segment of people, such as middle class diners? Careful attention was given at the YTR to customers of every age, especially children. Many memories from informants were of going to the YTR as children and the small gift they received at the end of a meal. If business owners want children to feel comfortable at their business, it is wise to consider how the YTR was able to appeal to families with children. Starbucks is one example of a third place being on neutral ground. Starbucks aims to create an experience for their guests regardless of the coffee shop's location; guests can expect a similar experience concerning menu options, décor and atmosphere. Restaurants could look at these aspects that Starbucks does well, and replicate them in their own business. For example, presenting a consistent décor and theme to your restaurant may give diners a feeling of being comfortable and secure.

The third place is a leveler. Being a leveler is balancing two parts: first, the business must be easy to access for the public, and second, it must not have any type of membership or exclusion standards set. These two factors made the YTR a superior dining alternative for women, specifically for women in business, since women were not allowed into men's dining clubs previous to the 1970s in Des Moines. While the YTR was a place where businesswomen could frequent, it was also a nice place to meet a friend or celebrate an event. There were other dining options in downtown Des Moines, but informants consistently favored the YTR over other restaurants. In addition to the YTR being a lunch alternative for women, it also welcomed children, teenagers, and men to enjoy the tea room. An example of a third place that is a leveler

is the popular fast food restaurant chain, McDonald's. Not only does McDonald's appeal to a wide age range and is available around the world, it also attracts individuals from all social classes. This is an important aspect of a third place being a leveler because once an individual enters a third place, one's social status no longer matters. However, there is one specific demographic McDonald's has struggled with attracting— millennials (Morrison, 2013). Values millennials (who are between the ages of 19 to 34) hold include: sustainability, fresh and organic foods, along with variety and customizable products—especially concerning food (Morrison, 2013). Restaurants could consider having an environment similar to McDonald's in which every guest feels welcome and comfortable. In addition, if restaurants want to attract millennials, they ought to consider their values (such as offering fresh and organic foods, and customizable menu products) when creating their menu.

Conversation is the main activity. Engaging conversation was a key component of the YTR and is something business owners must consider for their own business since it affects the overall experience of the guests. The YTR was a place for friends to meet, and also a place to hold a special event, such as a bridal shower or wedding reception. Informants often felt special as guests at the YTR, and to invite someone to the YTR showed that one cared about them. The atmosphere of the YTR, with its elegant décor, including chandeliers and delicate tableware often influenced guests to use proper etiquette. Some informants took their children to the YTR as a way to practice manners, and to show their children that people did indeed use manners. Conversation at these events and etiquette lessons was crucial to their success. An example of conversation being the main activity at a third place was often depicted in the popular television sitcom, *Friends*, where the show's characters often met at Central Perk coffeehouse to converse with one another, whether it was about their love life, problems, and anything in between.

Central Perk served as a third place where conversation was the primary activity for the characters of *Friends*. Restaurants should consider and took a look at their business—is conversation the main activity where guests feel comfortable and relaxed?

Accessibility and accommodation. The location of their business is another point business owners must consider--how accessible and accommodating is it for the public? Many interviewees referred to the Younkers Building as the anchor of downtown Des Moines, which is where the YTR and Younkers Department Store was located. Because of this, the tea room not only had visitors who shopped at the department store, but also attracted people who worked downtown went to visit the tea room during the lunch hour. Under the Americans with Disabilities Act (ADA), Title III of Public Accommodations, states that public accommodations “are private entities who own, lease, lease to, or operate facilities such as restaurants, retail stores, hotels, movie theaters, private schools, convention centers, doctors' offices, homeless shelters, transportation depots, zoos, funeral homes, day care centers, and recreation facilities including sports stadiums and fitness clubs” (“A Guide to Disability Rights Laws,” 2009). The Younkers Tea Room was a public accommodation and if it is re-opened in the future, it must comply with all ADA guidelines. An example of an area that is not accommodating to all is the lack of baby changing tables in men’s restrooms, as noted by actor Ashton Kutcher, who has sparked a call to action in the lack of baby changing tables in men’s restrooms (Bologna, 2015). Restaurants need to comply with the ADA, and also consider if they are catering to all of its customers (the example in point being the lack of baby changing tables in men’s restaurants).

The regulars. Business owners must think about the aspect of the regulars within their business because fellow customers are who attract the regular visitor. To put it simply, the regular returns to the third place for the people there. Regulars at the YTR included those who

dined there, but also the staff, and people shopping at the Younkers Department Store who stopped by the YTR. Often times, one's comings and goings to the YTR revolved around events, the holidays, or family traditions, such as going back-to-school shopping at Younkers and then going to the YTR for lunch. An example of regulars in a third place is that of the popular long running television sitcom of *Cheers*. The synopsis of *Cheers*, is: "the regulars of the Boston bar Cheers share their experiences and lives with each other while drinking or working at the bar where everybody knows your name" (IMDb: Cheers, 2015) This nicely illustrates what being a regular in a third place means—in a third place everyone knows one another, and a bar is a common and excellent example of a third place.

Low profile. One of the primary qualities of a low profile third place is that it is plain. Because of the plain quality of third places, one does not feel the need to dress up to go to the third place. The YTR was the opposite of being low profile; instead it was an elegant place, where people often dressed up for a meal at the tea room. Informants shared memories and experiences associated with dress, and described in detail not only what they wore to the YTR but also described the interior décor of the YTR in great detail. Business owners will want to carefully consider whether they want their business to be low profile. For the YTR, as casual dress became more accepted, people did not want to dress up just to go out for a meal. Instead, people went on to prefer restaurants that offered a quick lunch with no dress up required, thus this did not positively affect the YTR. An example of a third place that does not utilize the characteristic of being low profile is restaurants that require men and women to forgo casual dress in exchange for more formal and elegant attire up for an evening out. Although dining in the United States is definitely more casual now compared to the past, there remains the exception of restaurants that require 'dressing up' ("Restaurants that Still ," 2014). Examples of these

restaurants include: The Four Seasons in New York City, Spiaggia in Chicago, and Galatoire's in New Orleans. Restaurants will want to strongly consider whether their restaurant requires elegant or casual clothing—does it want to emulate the upscale atmosphere similar to Spiaggia? Or instead have a more casual atmosphere where guests are not required to dress up?

The mood is playful. The YTR hosted many events, from fashion shows to wedding receptions. Informants' consistently mentioned if one's event was held at the tea room it was an event to remember, partly because of the tea room's rich history and elegant décor. These events can also be considered as making the mood playful. Business owners will want to consider whether they want the mood to be playful. Positive aspects of the mood being playful is that conversation takes place amongst guests, and if the mood is playful, people are more likely to return to the third place. An example of a third place that has a playful mood is the Rainforest Café, whose slogan is 'A wild place to shop and eat!' The uniqueness and playful nature of the café is further described on its web site, as "part adventure, part restaurant, and wholly entertaining for the whole family, the Rainforest Cafe re-creates a tropical rainforest with waterfalls, lush vegetation, and indigenous creatures." These different components make for a unique experience for the diner, especially with menu options, including 'paradise pot roast' and 'the beastly burger.' Restaurants will want to consider unique or fun aspects (such as appealing names for dishes, and design touches including aquariums and décor made to transport the dinner to a rainforest) to include that will further enhance individual's dining experiences.

A home away from home. There is a variety of components that make up the home away from home characteristic, including: individuals have a sense of owning the third place, even though they do not actually own it. The YTR was considered a home away from home for some of the informants. The YTR staff made guests feel particularly special and at home. For another

informant, who worked for Younkers, the fact that her father also worked for Younkers, made the company feel like home. Business owners will want to strongly think about how they can incorporate the home away from home characteristic into their business. An example of a third place utilizing the home away from home characteristic is hotels. Some hotels are creating opportunities such as lobbies and lounges that allow people to feel like they are at home and not uncomfortable eating by themselves or with small children (Trejos, 2013). Restaurants could consider their seating options and room arrangements to ensure people feel like they are at home and comfortable.

The YTR is an example of a third place, and demonstrates how other retailers can replicate these characteristics of Oldenburg's concept of third places in their own business. The framework for this study was: How do you keep the experience(s) of history and opulence but still be up to the minute and attractive to the 21st century audience? The YTR was a place where one might feel as though they are returning to a simpler time with its menu inspired by French cooking, and the photographs that adorned its walls of past tea room guests in their finery. However, societal changes occurred in dress, and changes in food preferences that greatly affected the tea room, and may have played a role in its eventual demise in 2005. Factoring in these qualities of history and opulence (which the tea room emulated greatly), how can a business, such as the tea room, have these qualities today, and still be up to the minute and attractive to the 21st century audience, which is what the tea room struggled with near the end of its run?

Through interviewing fourteen individuals who experienced the YTR at various points in their lives, ranging from as children to as an adult, we found the answer to this framework varied based on their tea room memories and experiences. A common theme in interviewees' YTR

memories and experiences was sadness, a yearning for the history of the tea room, but the realization that the tea room represented a moment in time and that the times have changed. While all but one of Oldenburg's characteristics of third places aligned with the YTR, it is important to point out why it did not fit. The third place being low profile did not align with what the tea room was, it featured elegant décor, and a formal dining setting in which proper etiquette was expected. The tea room was also a place where one would arrive 'dressed up,' instead of in everyday casual clothing. Perhaps the YTR not being a low profile third place is the very reason why the tea room did not end up being successful as times went on with social changes in dress, and food. As noted by interviewees, many do not want to dress up simply to go out for a meal. One aspect of the third place being low profile is that dress is not the primary concern for guests in a typical low profile place.

Retailers, who want to create a place that has a sense of history and sophistication, are advised to pay special attention to the type of setting one wants the place to have. Does one want their guests to come as they are, or instead wear more elegant dress to reflect the upscale mood of the business? Retailers who welcome a relaxed or causal approach to dining are probable to find success, given the accounts previously mentioned about informants' views and preferences on dressing causally, over dressing up. This is not to say places where people feel they need to dress up will not be successful, but given the concept and characteristics of Oldenburg's third places, it may be wise to carefully consider how one wants their place to reflect Oldenburg's low profile characteristic.

Limitations

The focus of this study concerned individual's memories and experiences with the YTR. The ages of the fourteen individuals interviewed were between 50 and 86 years of age. A sample that included more individuals and a wider age range may have captured more themes. Thirteen females were interviewed and one male was interviewed, therefore, the experience of the male YTR guest may not have been fully captured. However, as seen through the interview results, females were the primary YTR guest. No former employees of the YTR were interviewed, yet former employees of the YTR were. Therefore, future studies may wish to consider how the third place applies to workers of an establishment such as the YTR.

Future Research

There are a variety of directions future research can explore from this study. First, the YTR memories and experiences could be analyzed through the theory of Experiential Retailing by Pine and Gilmore through the 4Es of experience: educational, entertainment, esthetic, and escapist aspects. Next, since females were primarily interviewed, more males could be interviewed to gain insight into their YTR memories and experiences. Another direction for future studies could involve a younger age group of individuals who experienced the YTR since this study analyzed individuals who were over the age of 50, as a result of the method of snowball sampling that this study utilized. Another direction the study could take is to explore the YTR from the perspective of businesses concerning economic development. It could be explored from the point of view of the regulars who worked at the YTR and why workers were so committed to working for the YTR. Further insight could be given to operational costs, as well as external and internal turnover.

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APPENDIX A: INTERVIEW SCHEDULE

Pre-Interview Dialogue with Interview Participants:

Thank you for participating in this study through sharing your experiences and memories of the Younkers Tea Room in Des Moines. I greatly appreciate your participation. If you have any further questions regarding this study, please let me know at any time.

Demographics:

1. What is your age?
2. When (at what age) did you first experience the Younkers Tea Room? Can you describe this first experience?
3. Did you live in the Des Moines area, or did you travel to Des Moines from out of town to experience the Younkers Tea Room?
4. How often did you visit the tea room? (was it a tradition (or weekly) or for only special occasions?)
5. For what reasons did you go to the Younkers Tea Room (for special occasions, a tradition, etc.)?
6. Who did you experience the Younkers Tea Room with?
7. Do you have any items or memorabilia (such as menus or recipes) from the Younkers Tea Room?

Meaning/Experiences with the Younkers Tea Room

1. What is your fondest memory of the Younkers Tea Room?
2. What senses can you recall from your memories of the Tea Room (hear, smell, touch, see, taste)?

3. What else did you do typically when you visited the tea room? For example did you go shopping in Younkers and downtown?
4. Did you attend fashion shows that were held at the tea room? (an example is when designer, Halston presented a collection as a fundraiser for the Des Moines Art Center in the 1970s)?
5. How did you dress when you visited the Younkers Tea Room? (fancy, dressy, causal, or other).
6. If you went over a long period of time, how did your visits change?

Role of the Younkers Tea Room

1. What role did the Younkers Tea Room play in your life based on your memories and experiences there?
2. What role did the Younkers Tea Room play in the community of Des Moines, concerning the feel of community and also towards economic development?

Final Experiences with the Younkers Tea Room

1. Can you recall your last experience(s) with the Younkers Tea Room?
2. How did you react when learning of the fire in the Younkers building that affected its tea room?

Staying Connected

1. How did you stay connected to the Younkers Tea Room after it closed (photographs, make original recipes from the tea room, etc.)?
2. What do you associate with when you hear about the Younkers Tea Room, such as through a news story about it?

3. If going to the Younkers Tea Room was a tradition for you, after the tea room closed, did you continue the tradition of going out at another establishment instead? How did other places in Des Moines compare to the tea room?

Post-Interview Dialogue with Interview Participants:

1. Would you like to talk about anything else related to you memories and experiences at the Younkers Tea Room, that we have not yet discussed?

2. Do you have any suggestions of anyone else I should talk to concerning the Younkers Tea Room?

Thank you for your participation in this interview. Your perspective and insight into the Younkers Tea Room will contribute greatly to my research. Please do not hesitate to contact me if you have any further questions regarding this interview, or the study. Thanks again!

APPENDIX B: INTERVIEW TRANSCRIPT: JULIA

Emily	Julia	Sara
<p>E: Okay, I'll just tell you a little bit about the interview, it's a case study format that we're calling the Younkers Tea Room Case Study right now and it's about the Younkers Tea Room that was inside of the department store. And it's about people's memories and experiences with the store. And we'd like to include a variety of people and ages within the different contexts of their experiences. And we're going to base it on the factor of experience and how people didn't necessarily just come to shop, but they went to the Tea Room for a unique experience there. And so I don't know if you have any other questions or anything else before we begin?</p>	<p>J: Just go ahead.</p>	
<p>E: Okay, we'll get right to it so. I'd just like to thank you for participating in this study and taking time out of your schedule to share your experiences and memories with me today. And if you have any questions as we're going through the interview please stop and ask, I don't mind at all. So we'll get into the demographics portion for the first part. And the first one is, 'What is your age?'</p>	<p>J: I'm 67.</p>	
<p>E: And can you tell me, when at what age, did you first experience the Younkers Tea</p>	<p>J: Probably at the age of 4 or 5. I went with my grandmother. And do you</p>	

Room?	want my description of it?	
E: Yes, if you'd like to describe it, that would be great.	J: High ceilings, dark polished wood, crystal chandelier. All the waitresses were in black dresses, black Oxfords, white starched aprons, and like little white crowns, or at least I thought they were. There was floral wall paper, I mean, high ceilings. So when you went in everything sparkled, the glassware sparkled, the silverware sparkled. The linens were white, the china was there. There was a stage, there were these-I think it was flower-I think it changed over the years, I think it was flowered wall paper and dark velvet draperies with chairs underneath. But that may be later.	
E: Okay.	J: I lived in Des Moines and we took a cab-my grandmother didn't drive and this was a special event. And we probably did it of couple times a year, my little sister didn't go with me. So I assume I was horrified cause she wouldn't have been there, she's two and a half years younger. And I remembered that I had scrambled eggs and rolls and spinach. Which to me thinks it's really strange and I remember that they had little crystal of these glassware vinegar bottles that I loved on the spinach. And at the end, this was true I think the whole time it was open,	

	<p>they had this, what would look like a wooden shoe polishing cart, a wooden basket, not quite right, a wooden something that had little gifts wrapped in white tissue paper, blue for boys and red or pink for girls. So the children got a small gift made in Japan. So it might be like a paper fan or it might be a little plastic doll, or it might be a little car or it might be some sort of game. So children got to choose from the waitress brought it over, and there might have been some question about whether you did a good job of eating but I don't remember that. And there was a stage and often there was a grand piano on it and someone was playing music. So when you came in there were two double doors when you walked in and outside of that there was a softly lit seating area with sofas and chairs and little tables, and one could get off the elevator there and I think in the beginning that was the only place you could get off and there were the old wooden glass ones where they were operated with an operator on them. Later, or maybe I just didn't know. Next door to the Tea Room was the French Room which was their designer apparel and probably their fur. Okay. And those weren't very interesting to me at 4 of 5. (laughs).</p>	
E: But it sounds like it was	J: I remember.	

something you still remember.		
E: Did your grandmother ever take you ever there since-	J: No. No and I don't remember my mother ever taking me, I do remember going downtown and being told not to spoil that Santa Claus wasn't real for my sister and I still believed in Sana Claus but I don't remember going to the Tea Room after that.	
E: Okay.	J: Okay, I guess I learned something here I didn't want to know, but that's okay. Santa Claus was not up there. But I know at some point there was Santa Claus breakfast or lunches, but we didn't do that.	
E: So it sounds like it-	J: It was a grandmother-granddaughter thing.	
E: Okay and it was once or twice a year she would take you?	J: Right, and I think sometimes we went early evenings.	
E: I was curious about that, too.	J: I think we went like 5 or so o'clock. Cause I sort of remember it being dark outside, or other times it being very light. Other times do you want to know about?	
E: If you'd like to explain some of the experiences, cause it sounded like you've been there a variety of times.	J: I went there my whole life, okay. So I think, the junior league [inaudible]. I can remember seeing style shows and I know I never went with my mother. We didn't have a lot of money, and that wouldn't have been something that we probably would have done. But I did see style shows and all I can think of is The Junior League probably occasionally met there, and they had a style show as part of the junior league meetings.	

	<p>Because I also ate there after I was a CPA, and they had a buffet you could sit down but they also had a buffet in the back room and so you could go through the buffet and eat fairly efficiently. And so. Women, when I was a CPA could not go to the Des Moines Club, Embassy Club, could not go there during the lunch hour. I was the first person and I think it was probably 1974 or 1975 when you couldn't go during lunch, I think you could go have lunch there after 1:30. And they changed the laws and I went with my partner and the doorman prevented me from going in, because women could not be in men's clubs at lunch-they were business lunch. So the Tea Room was some place where women might have entertained for business, generally when we were entertaining for business we generally took people to dining rooms in the hotels. But we couldn't eat in the office when I was a CPA, we had to be out drumming up business or something, so sometimes we went to eat at the Tea Room. Maybe once a week there was kind of a special. I also attended John's Papa John's 60th Birthday Party there which was quite the deal, with dancing and dinner, I don't know why Papa Johns had it there, I mean, I assume, because maybe they were in merchandising, I don't know.</p>	
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	And um, the women of achievement luncheon for the YWCA, had the event there, I think three-probably half the time.	
E: And, what time period was this?	J: This would've been, shoot, John is how much younger than I am, how much older than I am? Oh wait, I can do this, cause our son was 2 and he was born in '78, so this would've been late '70s, early '80s. The Junior League would've been there, that would've been true of women of achievement, and that would've been true of this party.	
E: Okay	J: Because we called his, my father was Papa John, and so our son, John, couldn't believe that he wasn't going to Papa John's birthday party. Not understanding the different Pap John-no there was only one Papa John! So, that would have been late '70s, early '80s. I was probably there for lunch the week it closed. I think we probably ran over there to do that, because we knew it was closing, but I don't remember exactly when that was-I was working, so.	
E: Do you remember anything from that last lunch that you had?	J: Probably nostalgia, I was the female member of an all male accounting firm, so it wasn't something I shared with my other associates. It was, I mean, I never thought, I thought of it maybe as a period piece rather than dated. Sometime between when I was little, it went to French Provençal it was white	

	<p>furniture, lighter, the curtains may have been, the walls went to gray or cream. I just don't remember this. The curtains became the flower thing. But I do remember the furniture changing to the light French Provencal. It was updated, thank God. It was forty years. People dressed up, I mean, we went in Church clothes. At least in my childhood. And we went in business dress, I think business dress even in the '70s, early '80s, people didn't wear jeans to work, I wore a suit every day I worked as a CPA. And not pants either. Dress skirts and shirts-not dresses. So there was a period of time from high school through college I didn't live in Des Moines so I wouldn't have gone there for anything.</p>	
<p>E: Oh um, since you were talking about the times when you went, I was just curious if you have any items or memorabilia from the tea room?</p>	<p>J: No, and I'm a real pack rat but those I've gotten rid of. It didn't even occur to me if I might have something from John Papa Johns' retirement. If I do I will get it to you. But I don't think so, that would've been, I mean John is in his late 30s now, probably not. Not a person who kept things, interestingly enough there wouldn't have been a lot of things to have because there were linen tablecloths and I wouldn't have kept my Japan gift, I'm sure I played with them forever, but I probably don't have them anymore.</p>	
<p>E: Okay, okay I was just curious.</p>		<p>S: What was that Japan-?</p>

	<p>J: When you were a little kid you got to choose this thing wrapped, the fact that they were from so far away-Japan, it wasn't Hong Kong; it was Japan, because Japan was where small things were made. Not China, I mean cause China was still closed then.</p>	
<p>E: And then is there a particular memory because it sounds like you were there often in the periods when you were in Des Moines, does any particular thing stand out?</p>	<p>J: It was very special to go with my grandmother. I mean, it was a special place. So although my parents ate as formally as they could, I was just blown away because there were just these huge chandeliers and high ceilings and when you walked in, all the tables were set-there was all this crystal-there were goblets so even your water glass was a goblet. And linens. And people dressed-always a lovely hostess dressed-usually, I think over a period of time she became older and older. So she was a young woman when I started out and she was probably still there at the end.</p>	
<p>E: Okay, wow!</p>	<p>J: They were famous for their chicken salad, and they were famous for their caramel rolls, and they were also famous for rarebit burgers, and to this day I never had one...so I have no idea. But as I become an adult, I think it's very interesting that I thought that spinach was great I mean I eat spinach three times a days now, but at the age of 4 and 5, I thought spinach and scrambled eggs was a big night or afternoon</p>	

	<p>out. Okay fine, but there wasn't frozen food then, I mean there wasn't so canned spinach, all vegetables were canned. And I think we probably had the sticky rolls was like dessert, I don't remember being as fond of them as a child, as I was when I knew how to make bread, and thought they were wonderful. But then those foods, once they had a deli down in the Metro, I think it was called The Metro and it was when they put it in it was in the lower level, I think the part that's been saved. And it was open, there was like the first floor become kind of an atrium and they sold chicken salad and rarebit sauce and rolls, and other famous things people liked.</p>	
<p>E: Was that part of the Tea Room?</p>	<p>J: No, well, it was Tea Room food but it was sold in their deli.</p>	
<p>E: Okay just wanted to check, so Did you end up going to the deli often then?</p>	<p>J: Not so much, but people did, people ran into get sandwiches or to do like chicken salad. And that was, Des Moines had several good delis they were, well so was Younkers, that were Jewish run, but that was really the first place where people might have carried stuff out for lunch or dinner down there. There used to be a Bishop's Buffet down the street from Younkers, which had a conveyor belt that carried food, desserts, in and out, and it was really a cool thing. And as a child it was open and you</p>	

	<p>could sit up on little tables on the balcony and look down on people, so. Other than that there weren't a lot of choices, I mean there was like Cresktis and there was a lunch counter but other than that there weren't a lot of lunch restaurants downtown, I don't think. I'm trying to figure out what we did, men went to the club, we went to Bishop's. [inaudible] What was the name there was a pizza bar, and then sometimes it was the Pickle Barrel which was up on 6th street that was literally a Jewish delicatessen. Um. But it was a major part of places to eat lunch in Des Moines.</p>	
<p>E: That's what it sounds like from what you've been describing.</p>	<p>J: And probably more elegant than any of the other ones, other than private clubs.</p>	
<p>E: Were there a lot of other private clubs downtown or?</p>	<p>J: There was a Des Moines Club, an Embassy Club, trying to think, there I'm sure there was a Jewish Standard Club, all, because Jews couldn't be members in Des Moines Clubs for quite a while. There was another club-Bohemian Club, gosh I've worked all day to try and think of that.</p>	
<p>E: So the Tea Room was sort of an alternative to these?</p>	<p>J: Right, and it was a women's alternative, I mean really tea room meant women probably. It was when they started doing the buffet was when men started going there for lunch because you could get a great meal reasonably quick and you didn't have to sit in the tea room, okay.</p>	
<p>E: I hadn't realized that perspective of the tea room.</p>	<p>J: Well, there weren't a lot of women in business. So it</p>	

	<p>really would have been a social event, you would have gone there for lunch with your friends, or your charitable group. I went to work for Pete Mirwick (spelling) probably in 1971, I was one female professional in a, there was 70 professionals and I was the single female. There was maybe one female in all the public accounting firms. I interviewed to work in banks in Chicago; they First National Chicago had not one womea in a public space. You could work in the, I mean all the tellers there were no women-they got sued on it later. I had all of this finance accounting background, they could not, women could not be credit officers or loan officers because there was no place for them to entertain. All clubs were male. But it's like we have an executive dining room on the 26th floor. So that's different.</p>	
<p>E: Yeah the times have changed.</p>	<p>J: Right, it was really a nice place for mostly women who were middle class or affluent to eat lunch, or to entertain each other.</p>	
<p>E: This is sort of, it's okay if you don't know the answer. When you were there, could you sense like if people were going just as a special outing compared to those more for business?</p>	<p>J: It would've been only special outing or socialize, or maybe you went, I never played bridge with the bridge club, maybe you went with your bridge club before you went to play bridge.</p>	
<p>E: Okay great I was just curious about that.</p>	<p>J: I don't know that lunch was really served in country clubs at the time. Maybe it was, I mean it would've been around</p>	

	when I was working and then I had children, and working.	
E: And you sort of described already the senses that you had from the Tea Room.	J: It was a beautiful place, it was stylish, it was high ceilings, ornate chandeliers, lots of fabric, the pillars all had little sconces on them with little um colored shades that matched the chandeliers above the entrance, so you came in this way if you were going out above there was an archway that had probably a fresco in it, and probably of fruits and vegetables, it was a pretty stylized place, and I think it had a scrolled carpet probably in red.	
E: Okay	J: And um everything was done in the kitchen there was no preparation where you would've seen it. Around the pillars there were sort of stations that would've had like more glasses, and where you had the ice water pitchers and coffee and tea. But other than that people went back and forth from the kitchen as subtly as possible. It was to create this was a space away from everything.	
E: It definitely sounds like that.	J: It was a pretty grand old lady, I mean it was I think the Marshall Field's had a Walnut Room that was lovely it was sort of Des Moines' Walnut Room, and I'm not so sure it was as big as a Walnut Room. So it was like it was little but it was large and there were private dining rooms at the back which was later in the back where they put the business buffets. And these	

	<p>were probably French Doors that closed it off so that you could really open it up if you wanted to have a big party or close it down for a smaller party.</p>	
<p>E: It sounds like they were consistently updating</p>	<p>J: Right, without changing its stateliness, I mean it never got modern in any sense of the world, maybe border line Victorian, but never modern. But it was closed before modern was really much, it was still open when they did- this huge, I mean it a pretty big deal, to put all this black and white metro market down below and have it open up above, so it didn't feel so much like a basement so it was lit by the windows on I think that's Locust, big picture windows and I asked, I went with Susan Strupp, who is another retired person, um, to and she said they came in from Dallas Center but they seldom, went, they came and shopped and but they didn't go to the tea room, but they did in to come to look at the mechanical Christmas windows. Which might be another thing that people would come in and do that and do the tea room. We didn't do that but.</p>	
		<p>S: Was that in the Tea Room?</p>
	<p>J: No, it was downstairs in the corner windows, all the windows were done but the corner windows had some sort of scene like Marshall Fields, or Macy's, or, and I think that that was not an unusual thing</p>	

	<p>for people to do, to come in do Santa Claus, do the windows, go to the tea room, get a present. And actually I took my children, we didn't do Santa Claus but we did come down to look at the windows and we did go to the tea room, they liked the sticky rolls, they didn't have spinach and um, scrambled eggs, I'm sure they had sticky rolls and they would've worn Laura Ashley dresses or Laura Ashley overalls. John would've worn out a wool suit with shorts and a jacket when he was little. And honestly I assume they had hamburgers and French fries. Now my oldest daughter would've eaten chicken salad because she ate it as a baby and she continued to eat it her whole life, I'll fix it for her when I get to Colorado tomorrow.</p>	
<p>E: Did you take your family often, or was it?</p>	<p>J: No, this would've been a special event. Imagine taking the three boys to the tea room (directed to Sara). There were 4 of us, five of us. And actually, we would've before there were that many, maybe a couple times a year, I might've gone with a friend and her two children and so let's practice how to be civilized</p>	
<p>E: Like etiquette and things like that?</p>	<p>J: Well no, but you know real people eat this way and I'm just not making this up at home. People do use their silverware this way; they do put their napkin in their lap. And it but it's certainly because you saw all these</p>	

	lovely people doing it and people were all dressed up	
E: Okay.	J: They weren't wearing business suits like I was.	
E: And did you see any particular because you mentioned clothing, did you see a lot of people in current trends of the times?	J: I'm just not conscious of fashion the way you people would be. I mean, I was traditional, um there were no jeans, I mean people, I mean when I was in college in the late '60s, there were no jeans on first floor, and no bare feet and the only reason you could wear pants to class was if you were a nursing student and you cross the river, and it was below zero, which made it irrelevant because you could do that if they would let you. If you went downtown and this was Iowa City, you were dressed. I mean we dressed- everybody had a dress to wear to dinner in the dorms. You had to have on a dress to go to dinner, Everybody had to dress, a dinner dress. It was usually some sort of miu miu shift kind of thing-it was a dress.	
E: And you have mentioned the fashion shows a little bit.	J: I can remember, I was thinking, I remember thinking, this is what my niece does, I don't remember, so I'm sure, and the only thing I can think of is the Junior League and I was often an officer, so I would've been doing the exec sort of thing as opposed to paying attention to the style show. I have a niece who did a lot of modeling in Chicago, and I can just remember thinking 'ha people make a living doing this,' I don't think	

	that was true here, we had malls in Des Moines that did this for Younkers, and probably the other thing being that it was French Room clothing, and I could not afford it.	
E: Okay, I was just curious.	J: Trying to buy cars and houses, feed children. But I would imagine that's the only reasons, cause I know my mother would never have done something like that. We didn't have that kind of income-discretionary income to of, I don't ever remember going to the tea room with my mother.	
E: And then we'll go into, you had mentioned the other businesses in the area when you visited the tea room, did you sort of stick to the Younkers area or did you venture out?	J: There was Wofles, which was a women's clothing store across the street. In the beginnings there was Davison's that was a furniture store. Madeline Shepherd had a lovely women's dress store, which was probably no bigger than this, it would've been the size of the Silver Fox at this age. Schaeffer's Bridal. I think that was basically the shopping.	
E: Okay.	J: I mean Younkers was this huge department store there was no Target, there was no K-mart. There was a (inaudible) maybe a Walgreen's across the street which had a counter. Josephs, and Plums, the jewelers, I don't remember, I mean, when I was probably in middle school, I took the bus downtown to Younkers to buy, I did this several times, to buy silver candlesticks for my parent's anniversary and took	

	<p>the bus home. I also did that to buy them a punch bowl-they needed a punch bowl, which I still have actually it's upstairs. But I wasn't big enough or strong enough to carry, so one day was to get the punch bowl and the next day was to pick up the cups. It was a big deal cause I got to do, I felt independent, I rode the bus. We used to go to the park, you went all over, you didn't worry about stranger danger-wasn't a part of my life. So and people, there was a pretty sophisticated bus system. It would be unusual for families to have more than one car and if you lived on a bus route and I'm old enough that there used to be a street car down the middle of Urbandale Avenue and my dad walked when we lived in Beaverdale and got on the street car that went downtown. And there was a streetcar up Ingersoll I think, and up probably, school, um probably Kingman because it's a boulevard so I assume it had a streetcar.</p>	
<p>E: I like hearing all your memories from the store.</p>	<p>J: Well period wise, I mean so did I stay connected to Younkers Tea Room after it closed? Not so much, um, I'm a good cook, I didn't do that, you associate when you hear the Tea Room, such as when you? Well, memories, but the change in dynamics, I mean there weren't malls, there weren't cars, I think Younkers sort of anchoring the downtown business, and that's</p>	

	<p>not true when the fire happened, I'd actually been downtown, I'd been at Hoyt Sherman, and literally I could have seen it from my bedroom window. I sit on the hill south of here, and I'm eternally grateful I didn't look out, because it would have freaked me out. When I heard about it, I was really surprised they saved downtown, because it was such a huge fire, I was concerned they'd lose downtown cause I know of towns that have gone to fires. And I remember the fire at Merle Hay Mall</p>	
		S: When was that at?
	<p>J: I think in the early '70s. And people died, I mean they had the, it was really bad news, it was where Younkers is now, I mean where Target is now, it was a 2-story big building and they had padlocked the exit so people couldn't get out and a lot of them died of smoke from the inhalation. 7 to 14- something like that. At the time Younkers was the place you shopped, I mean that's where you bought your tea towels, your sheets, your blankets, your baby clothes, your gifts, they, I mean because luggage, all wedding gifts, I mean unless you were buying silk or crystals from Josephs.</p>	
		S: Not your clothes though?
	<p>J: All clothes, children's clothes there was Younkers and there was this big thing</p>	

	<p>Heaven to 7 went in at the Mchneil shopping center, so it was another children's thing. But basically, I think that was the only place you could have bought children's clothing.</p>	
<p>E: Oh, interesting, did you buy your children's gifts than from Younkers?</p>	<p>J: Yes in the beginning. My parents actually, most of the clothing my parents bought, other than school clothes were bought at Bast & Company in Chicago or New York. Because we were dressed like little French school girls. Navy pinafores and white shirts. My parents met in Europe, I mean I don't think I ever had a girly dress in my life. Um, and dad traveled. So, school clothes would've been bought at Younkers. At the time I probably had 2 or 3 school dresses and one church dress.</p>	
<p>E: And this was when you were?</p>	<p>J: Young, well I had three business suits when I was working-three suits, um, probably four shirts, because it was an issue. I remember one of my male colleagues saying 'well you would look really nice but I'm tired of your three suits.' I wanted to say 'I'm kind tired of your two,' and I pay twice as much. I mean a woman's suits costs twice as much as a men's did. Then eventually, Feldmen's went in then and there were these two buildings, these two Victorian houses next door, which were women clothing stores. Maybe more contemporary and probably would've competed with the French Room or</p>	

	<p>slightly below it and Youngers became more of a middle class, maybe middle class, and if you yeah, it would not have been an upper middle class and people who had money could afford to go do more things that were more stylish and that would be-part of the issue growing up, we did not have the money for style. [inaudible] I mean it was a big deal when I got a blouse that had little ruffles on the sleeves; we're pretty conservative in our family. Good enough for French school girls-it was good enough for us!</p>	
		<p>S: when did it kind of become more of a middle class to lower class?</p>
	<p>J: Well, probably when there was more an ability to go someplace else. I mean there wasn't plane service in the beginning or there wasn't good train service until um, oh late 19- about 1970 probably, that this was an insurance center but my father was an officer and literally he got on there, was a sleeper car that [inaudible] in Des Moines. We'd take dad down and put him on the train and then when the train came through it'd pick him up and the next morning it would be in Chicago. Or the next two lines later he'd been in New York. When people had the ability to go someplace else to shop, then probably. And there was still the French Room and</p>	

	<p>Wolf's closed, I think Wolf's closed in about 1972 or '73, so other than Madeline's Shepherd which was high class women's clothing-small store. And that would've been about the same time that they started building Merle Hay Mall. I don't know the date of Merle Hay Mall, it was the first shopping center in Iowa um and it was based on Old Orchard in Chicago and so it was all open, it wasn't covered up, okay,</p>	
<p>Emily: And that was, would you mind repeating the one it was based off of?</p>	<p>J: Old Orchard, which is still open in Chicago. A suburb of Chicago or a lot of it is closed, and it still has that open courtyard feeling.</p>	
<p>E: And then um, I just have to look at the questions, because you have answered a lot.</p>	<p>J: And I have sort of wandered around.</p>	
<p>E: Oh, it's totally fine! And then we sort of talked about this before, when you were talking about how the tea room was a place for in particular, business women.</p>	<p>J: And social women, social-business. There weren't that many choices or that many women-it was like a social club for women. Or people coming in from out of town on a big shopping trip but I lived here. So they came in and they shopped and they went to the Tea Room and it was a special event.</p>	
<p>E: It's different if you're coming from out of town.</p>	<p>J: You'd drive in here and have time to shop, so.</p>	
<p>E: Okay, great.</p>	<p>J: And there wouldn't have been-there wouldn't have been shopping in Davenport and Omaha, sort of. Omaha was a cow town, I don't think there was a, I mean I think shopping was better in Des Moines than it was in Omaha, Because the stores that opened in Omaha</p>	

	were Des Moines or Iowa-based-further west-okay?	
E: And since when you recently like, more close to, when you were older could you tell how the tea room played a part in economic development, could you see from?	J: I don't know, well in the sense that there weren't other choices. I mean, Babe's was the pizza deli downtown, cause it was Babe's [inaudible]. Next to the, across from the Fleming Building, I think it is a parking ramp now, okay, and you could go there for pizza and sandwiches and it was dark like a club. Businesses didn't have cafeterias.	
E: Okay, I didn't realize that. That's a good thing to remember.	J: It was a big deal when EMC built, and they had a cafeteria and they would let the public come eat there. Which was probably one of the reasons that Bishop's closed, because Bishop's- it wasn't Merle Hey and they were actually were the Dahl's is out on Fleur was probably a Bishop's at one time. Bishop's Buffets-it was a big deal-they had these huge meringue pies. So, well, the Coney Island was downtown. I'm sure there was a Chinese restaurant or two [inaudible] that was on Ingersoll.	
E: That's good to know the other businesses and restaurants in the area.	J: There were significantly different styles and choices.	
E: Definitely, and you did go into a little bit about your last experience with the tea room.	J: When they announced it was closing it was kind of one of those, (pause) I worked in business, okay, it was like okay the Tea room's closing, it's sad but it's the reality of it. And Younkers closed down in stages, the department store, so there were floors that were	

	open and floors that weren't open. And they built a parking ramp next to it and you could enter it on different floors of the parking ramp. And the Tea Room was open, I think even after they closed some of the floors.	
E: Oh Wow so it must' have been-reading people were pretty upset about it.	J: So, it wasn't the center of my life then, it was just a good place to eat lunch, and the kids were like [inaudible] to get dressed up and to go to lunch-who are you kidding, mother! (laughs)	
E: I was just thinking from when you were a little girl	J: When I was little, it was a big deal, we dressed up. Nobody worked in jeans. So business dress would've been, you'd either be in business dress or you'd been in church.	
E: And since you had mentioned you did go to the tea room about once a week when you were working?	J: Maybe once or twice a month.	
E: Was there another restaurant you went to going to when the tea room closed?	J: Hmm, well by then we could eat at by then I could eat at the Des Moines Club if we were entertaining clients. No, we starting more in the dining rooms of businesses down there, I don't know I mean, so EMC, walking to Babe's. Sometimes we got into the cars and drove to a deli-that was a big deal. You could eat in the - there were McDonald's, not downtown though, you had to get in a car to go do that. Yeah, I guess most of the time we walked to- I don't remember going to, I don't remember ever going out for Chinese Food, that was too far a walk, we were on	

	<p>kind of the west side. Most of the people I worked with were auditors so you usually ate wherever the business- wherever you were doing your work. So if you were at Meredith's you'd eat at Meredith's cafeteria, you were at EMC you' could eat at EMC, there weren't places like Subway, or there was a taco place, the taco place has been here a long time, there used to be a taco place up on Grand.</p>	
<p>E: So it sounds like there were little places as alternatives.</p>	<p>J: But most men went and ate at clubs.</p>	
<p>E: Until it was more appropriate when women?</p>	<p>J: Well, there was only me so why would they care about me, I smoked then too, cause that was the only time you took a break was get a cup of coffee and have a cigarette.</p>	
<p>E: The other question was if you stay connected to the tea room in any way?</p>	<p>J: It's just the memories. I mean, the tea room is the tea room, whether the tea room was a centering place for downtown. The move to malls certainly impacted both downtown and the tea room. When we first moved back to Des Moines in '73 or '75, it used to be a Sunday afternoon activity you'd drive out to see how far West Des Moines had gone. Because West Des Moines went about as far as old West Des Moines-Valley Junction when we moved back. In fact, yesterday when I talked to someone, I said it's not raining, and they said it is here-Well that was west of Dallas County-farmland. But I remember when Merle Hay was a monastery, which really</p>	

	dates me. Any questions?	
E: There's just a couple more on the back, And then, is there anyone else?	J: Someone more socially connected or older, I mean because I was working and it was kind of unusual to have a female working. And I've tried to think about who some of those people are.	
E: And you can e-mail them to me later, too.	J: I'm wondering about Tracey Levine's mother who lived here a long time. I mean I'm 67, I'll be 68, so we're hitting people who aren't around or not as mobile. Let me know about some of the older patrons. Mrs. Kelly, whose son, now maybe grandson, is president of EMC. She'd be a great person to talk to because I'm sure she had a more social life than I, Winifred Kelly. Doctor's wives. I don't know whether, I just saw Carrie Hall who was president of the YW both for quite a while, before or after me. I didn't think of that one when I saw them last night. I don't know who the Windsor's- if they're still alive. I don't know any of the [inaudible]. Younkers was sold to the Hubbells, well Equitable of Iowa, and it wasn't a good sale. And then it was sold again because they didn't make money on it. Equitable of Iowa was then sold to AIG-ING most of those people moved from there, because they got golden parachutes and they're gone. And the Hubbell children, are all younger than I am and I don't think any of the wives,	

	well, Rusty's here, Rusty might know if any of the wives are from Des Moines.	
		S: If you have any of the contact information of any of these people to e-mail, that'd be great.
	J: I'll see if I can get a hold of Winifred. She, well, I ask people from the opera because she wasn't well. Carrie Hall I would feel great about calling up, to see if she knows anything-I don't know whether she grew up here- she might know a whole period when she was a volunteer. I would like to think of and I won't be here for breakfast club on Wednesday, but I'll ask who of the Junior League Officers [inaudible]. You know a lot of these people died of breast cancer. But I'll ask Adapha Musgraves who was part of my breakfast group is in the first women's business group and they're pretty senior citizens. So I'll ask her who would be good to task there.	
Emily: Okay, that sounds great Julia.		S: Because We have Alex's Aunt Karin, who's 86 and she worked downtown at Bankers Trust so we have her, but she wasn't very socially active-it was more of a business perspective.
	J: You know, most of the people who came into work for Bankers, I mean lots of people came into work for Bankers Life which is now Principal.	S: Right, that's where she worked.
	J: Lots of people came to work in at Bankers Life, They	S: But you couldn't.

	<p>were farm girls who basically worked on data, everything was done by hand and I assume they ate in their cafeteria. Or they bought their lunches. I mean it was unusual because we'd all have been happy to sit in the back shop and eat our own sandwiches.</p>	
	<p>J: You need to bill forty hours a week at minimum and you have to be out of here at lunch. It was like, 'wait we can't do both of those things.' (laughs)</p>	<p>S: So did you bill people during lunch?</p>
	<p>J: No, no, and I worked as a tax accountant after, I mean supposedly you had to be out in the field for two years but that didn't turn out to be true in my case. And I said 'we're supposed to have two years of audit' and I remember my manager saying 'Julia, I said your desk would be in the tax department on Monday morning, we'll see you there.' [inaudible] So, um we worked on the weekends and then during busy season it would be, this is so sick because of gender specific. One of my partners says, 'well the difference between during the week, is on Saturdays you don't have to wear a suit jacket and on Sundays you don't have to shave.' And I'm like, 'this does me so much good. Right, okay, got it. But they would say, they would come in and say 'well, we're going to have a staff meeting and we're going to eat it at the Embassy or the Bohemian Club and we'll go to dinner at</p>	

	about 8:30, which meant you were expected to work until 8:30.	
E: Wow.		S: Wow.
		S: Well great interview, terrific.
E: Yes, thanks Julia.	J: I hope that helps, I hadn't really thought about the Tea Room to be perfectly honest. Other than the, the style on the gifts box was like it's not de coupés, but it was very stylized, it would've been the scrolls, it would've matched, been painted, they were all so somber colors, so it sort of would've been a gray, green to match what was in the wall paper or what was in the murals. Everything, it had been designed, there was a design to it, it was everything about it was intentional.	
E: Yes, from what you described it sounds like-	So, I mean like, the sconces had the same matching that the chandeliers did, the drapery on the stage matched the draperies at the windows, there were shears, the wall on the fabric on the chairs went with the fabric or in the colors on the carpet.	
E: Wow, so everything!	J: It wasn't eclectic in anyway shape or form. Eclectic was not a part of it! There was probably an underskirt on the white table cloths that matched the carpet or the wall paper. White linens, it was all linens. The napkins might have matched the underskirt, tablecloths.	
E: Wow, it sounds like, I wish I could've seen it.	J: So, it was before people taking pictures and putting them on the internet.	

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Date: 10/2/2014

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From: Office for Responsible Research

Title: Younkers Tea Room Case Study

IRB ID: 14-470

Study Review Date: 10/2/2014

The project referenced above has been declared exempt from the requirements of the human subject protections regulations as described in 45 CFR 46.101(b) because it meets the following federal requirements for exemption:

- (2) Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey or interview procedures with adults or observation of public behavior where
 - Information obtained is recorded in such a manner that human subjects cannot be identified directly or through identifiers linked to the subjects; or
 - Any disclosure of the human subjects' responses outside the research could not reasonably place the subject at risk of criminal or civil liability or be damaging to their financial standing, employability, or reputation.

The determination of exemption means that:

- **You do not need to submit an application for annual continuing review.**
- **You must carry out the research as described in the IRB application.** Review by IRB staff is required prior to implementing modifications that may change the exempt status of the research. In general, review is required for any modifications to the research procedures (e.g., method of data collection, nature or scope of information to be collected, changes in confidentiality measures, etc.), modifications that result in the inclusion of participants from vulnerable populations, and/or any change that may increase the risk or discomfort to participants. Changes to key personnel must also be approved. The purpose of review is to determine if the project still meets the federal criteria for exemption.

Non-exempt research is subject to many regulatory requirements that must be addressed prior to implementation of the study. Conducting non-exempt research without IRB review and approval may constitute non-compliance with federal regulations and/or academic misconduct according to ISU policy.

Detailed information about requirements for submission of modifications can be found on the Exempt Study Modification Form. A Personnel Change Form may be submitted when the only modification involves changes in study staff. If it is determined that exemption is no longer warranted, then an Application for Approval of Research Involving Humans Form will need to be submitted and approved before proceeding with data collection.

Please note that you must submit all research involving human participants for review. **Only the IRB or designees may make the determination of exemption**, even if you conduct a study in the future that is exactly like this study.

Please be aware that **approval from other entities may also be needed.** For example, access to data from private records (e.g. student, medical, or employment records, etc.) that are protected by FERPA, HIPAA, or other confidentiality policies requires permission from the holders of those records. Similarly, for research conducted in institutions other than ISU (e.g., schools, other colleges or universities, medical facilities, companies, etc.), investigators must obtain permission from the institution(s) as required by their policies. **An IRB determination of exemption in no way implies or guarantees that permission from these other entities will be granted.**

Please don't hesitate to contact us if you have questions or concerns at 515-294-4566 or IRB@iastate.edu.