INTENSIVE LEVEL ARCHITECTURAL AND HISTORICAL SURVEY AND EVALUTION PROJECT

Newton Downtown Commercial District

NEWTON HISTORIC PRESERVATION COMMISSION – CLG

2011-2012





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Project Summary

The present Certified Local Government (CLG) grant-funded intensive level survey and evaluation of the Newton downtown came out of a CLG grant-funded Planning for Preservation project completed in 2009-2010. The planning project resulted in the preliminary development of applicable historical contexts and the identification of resources bearing the potential for listing on the National Register of Historic Places. The project also involved an education component aimed at providing an introduction to survey and evaluation methods. As an exercise in applying the information gained during one workshop, members of the Newton Historic Preservation Commission took on the survey and evaluation of a select group of resources located in the Newton downtown. That exercise was the seed of the present intensive level survey and evaluation of Downtown Newton.

The primary intent of the intensive level survey and evaluation of the Newton downtown (covering approximately 25-acres) was to collect the information necessary to make a determination regarding the eligibility of the downtown to the National Register of Historic Places. To that end, the project involved two major work elements, 1) the completion of Iowa Site Inventory Forms for 86 buildings, which was the primary responsibility of the HPC and volunteers, and 2) the development of this Project Report. In the process of completing the inventories, the HPC was deeply involved in historical research. Their effort to locate historic images and develop property histories was exhaustive and yielded material not just for the present project, but also for many such others that may follow.

Such projects as the intensive level survey and evaluation always have secondary goals, one of which is gaining or increasing the skills of the HPC and the public to assist them in their task of preserving the historic resources of their community. As a relatively new CLG, this is the first intensive level survey completed by the Newton HPC, so the process of completing Iowa Site Inventory forms was a learning experience. A workshop held near the onset of the project focused on a review of the process of survey and evaluation. Through the summer and early winter, the monthly HPC meetings were used by the consultant and the commission to establish the project plan, monitor progress, address questions about specific building evaluations, troubleshoot communications, etc.

As a means of making the research materials readily available to everyone working on the projects, the HPC utilized GoogleDocs. The website facilitated the exchange of all types of information related to the project: fire insurance maps, site inventory forms, photography, news excerpts, and historic images were all uploaded to the site. GoogleDocs was also used to organize the site inventories as they worked their way from the "set-up" folder to the "needs review" folder to the "reviewed" folder to the "completed" folder. Although the use of GoogleDocs required some tweaking as the group discovered how best to organize the folders and to communicate with one another, it was a valuable tool and particularly useful for a group working under the guidance of a professional who is not located in the same community.

The result of this effort was the completion of 84 Iowa Site Inventory forms, the development of this Project Report and the recommendation that the Newton Downtown Historic District is eligible for listing on the National Register of Historic Places.

Acknowledgements

The success of Certified Local Government (CLG) grant projects is always contingent upon the level of commitment made to the project by the members of the Historic Preservation Commission (HPC) that undertakes it. The work is always challenging, time intensive and rewarding. In the Newton HPC exists an unusually high level of commitment to learn all that can be learned and to leave no stone unturned; it is an understatement to say that the community is lucky to have them. Hats off to Project Manager, Rita Reinheimer, Commission Chair Fred Chabot and to commissioners Larry Hurto, Mary Jo Niskin, and Kathy Jones, of which much was required to complete the intensive level survey and evaluation of the 84 resources in the project area (the 85th, the Jasper County Courthouse is already listed on the NRHP and so was not evaluated).

Project volunteers contributed significantly to the work of the commissioners – thanks to Sue Smith who took all of the photographs, set up maps, and loaded all to the GoogleDocs online site and to Maxine Udelhoven who set up all of the site inventory forms, including adding assessor's information and inventory numbers and loaded all to the GoogleDocs online site. Thanks also goes to Erin Chambers and Bryan Friedman, City of Newton staff and liaisons to the HPC, for their roles in overseeing the implementation of this project. Finally, to Jeff Carr, Architectural Historian at the State Historic Preservation Office at the State Historical Society of Iowa who administered the project and provided the official review of the project documentation.

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1.0 Context Development

1.1 *Historical Background*

Newton, Iowa is located in central Iowa and serves as the Jasper County seat. Situated immediately north of Interstate 80, Newton is just 35 miles due east of the state capitol in Des Moines. The community has long benefited from its proximity to the capitol city, which today is a quick 30-minute drive.

Jasper County was created in 1846 with the county seat incorporated at Newton (then Newton City) the following year. The original town plat laid out twenty-nine blocks centered around the courthouse square, with eight lots on each block. Initially, the roadways were named with Main being the primary east-west street (running along the south side of the courthouse square) and Market and Spring bounding the courthouse square on the west and east, respectively. McDonald completed the courthouse framework on the north. By 1918 Newton's street names had been changed, defined by a quadrant system of numbered streets and avenues. Main became 1st Avenue, with east-west roadways numbered consecutively north and south – all named as "avenues" with the appropriate directional suffix indicating its location relevant to 1st Avenue. Spring became 1st Street, with north-south roadways numbered consecutively east and west – all named as "streets" with the appropriate directional suffix indicating its location relevant to 1st Street.

From the beginning, the visual character of the Newton downtown has been largely defined by the relationship of its buildings to the courthouse square, which anchors the commercial district. The 1909-1911 Beaux-Arts courthouse was designed by Proudfoot & Bird of Des Moines; it is the only National Register listed resource in the survey area. Although initially a mix of property types, today the streetscapes surrounding the courthouse square are dominated by two-story, contiguous commercial buildings that reflect a variety of stylistic influences but that are dominated by the clean lines and devotion to simple geometric forms that typify the Modern Movement.

Moving outward from the commercial core surrounding the courthouse square, resources are more varied by size, and property type. In these areas are professional buildings, churches, one residence, and a number of buildings constructed to serve the needs of the ever-increasing automobile owner. Most resources outside the core date to after 1900, with a number dating to the mid-20th century. This area is noticeably less densely developed than that facing the courthouse square.

The physical growth of Newton's downtown was directed by factors beyond the commercial requirements of the community. A number of industrial plants, specifically the four washing machine factories, were in production in the 1890s on sites adjacent to one another. Located just four blocks northwest of the downtown, the scale of the facilities (the largest becoming the Maytag Company) and the railroad lines constructed to facilitate product distribution, limited growth of the commercial district in that direction.

Population statistics are one tool useful in developing an understanding of the physical growth and development of the Newton downtown: the requirements of the commercial sector grew and evolved as the population increased. That evolution is reflected in new construction, additions to existing buildings, displacement of residential properties to make way for buildings housing commercial interests, and new property types.

Figure 1. Newton Historical Population

Year	Newton Population*
1870	1,983
1880	2,607
1890	2,564
1900	3,682
1910	4,616
1920	6,627
1930	11,560
1940	10,462
1950	11,723
1960	15,381
1970	15,619

* Data source: Willis Goudy, *Population in Iowa Incorporated Places: 1850-1986.*

1.2 *Historical Contexts*

The history of the Newton downtown can be further understood and the potential significance of its historic resources evaluated through three historic contexts, which have been developed for that purpose. Each context provides a framework within which buildings, sites, objects, and structures can be examined and their ability to contribute to our understanding and appreciation of the Newton Downtown objectively evaluated. Note that the ending date for each context is set at 1964 – a date outside the 50-year guideline set by the Secretary of the Interior. The year 1964 marks the last façade alteration completed as part of the City's modernization movement, which is directly related to the economic impact of the Maytag Company success, resulting in the visual character of the downtown district. Due to the significance of that modernization movement, a case for exceptional significance could likely be made. However, it is anticipated that by the time a National Register nomination of the Newton Downtown Historic District is prepared, the 1964 date will be within the 50-year window.

The following historical contexts have been developed for the purpose of gaining an understanding of the history of the Newton downtown and the associated significance of its resources.

a. Growth and Development of Downtown, 1846-1964
b. The Rise of Industry and the Maytag Phenomenon, 1893-1964
c. Architecture of the Newton Downtown, c.1866-1964

1.2a. Growth and Development of Downtown Newton, 1846-1964

The Newton Downtown grew up around the courthouse square, its visual character tied inextricably tied to the original town plat that established the physical form the town would take. That historical character remains today, although changed over time as forces like economic conditions, natural disaster, the need for new property types, and simple changes in taste resulted in the replacement of buildings or the renovation of facades. From its earliest appearance as a mixed bag of wood frame and brick, residential and commercial, religious and educational, one-story and two-story, Late Victorian and Italianate, the Newton downtown of today remains centered around the courthouse square, with a visual character now dominated by a mid-20th century design influence.

The Iowa Territorial Legislature created Jasper County in 1846 and shortly thereafter a group of three men were commissioned to locate the county seat. First known as Newton City, the town was platted that same year and incorporated the following. The original plat laid out twenty-nine blocks around a courthouse square with eight lots on each block, plus twenty-nine out lots. Originally the streets were named from south to north: South, Marion, Main, McDonald, Washington, and North and those from east to west: Farmer, Mechanic Olive, Spring, Market, Vine, and Race.

Newton's commercial district grew up surrounding the courthouse square. The composition of early commercial sector was driven by the needs of the area's agricultural community, which drove the fledgling economy. As a result, downtown businesses included retailers that supplied items not grown by local farmers (e.g. dry goods and drug stores) or those required by the agricultural community to do business (e.g. implement dealers). Typical of Iowa Main Streets, the earliest commercial buildings were constructed of wood, although the threat of fire and an increasing desire for permanence resulted in the replacement of wood buildings with those built of brick. No buildings dating to this settlement period have been identified in the downtown area. However, in the context of making a case for a commercial historic district, the retention of the historic plat with the commercial properties surrounding the courthouse square is significant and would likely be counted as a contributing resource.

Also typical of a commercial center during the settlement period, is the mixed-use nature of buildings. Many of the earliest structures housed both businesses and residences. In addition, private residences located within and near the fringes of the commercial sector. As the town grew and demand from commercial space increased, residences were pushed out of the commercial district.

The 1867 arrival of the Mississippi-Missouri Railroad (later the Rock Island) provided Newton with ready access to Des Moines and the balance of the Midwest and offered a measure of assurance that economic success and resulting growth was secured. The district's earliest building resources date to this period: the Masonic Temple was constructed ca.1865, but was refaced in the mid-20th century and Mann's Wagon Shop was constructed c.1866 with a storefront alteration dating to c.1904.

The considerable development seen in 1875 is testimony to the impact of the railroad on community growth; in that year $200,000 was invested in the construction of some 38 buildings, both commercial and residential. Power Rexall Drug Store, Greibeling Mercantile, the A. Wendt Building, the Jack & Jill Store, and Barrett's Bakery were all constructed in 1875. The important of the railroad to the success of Newton is also reflected in the development of manufacturing and industry that arose in the late 1890s.

By 1883, with few exceptions, the streets surrounding the courthouse squarevwere fully occupied by contiguous, two and three-story, brick commercial buildings. A number of buildings dating to this period remain today. A.C. Boelhoefer Dry Goods, the Fehleisen Block, the Reliable Department Store, the Newton City Hall & Fire Department, and Keith & McLaughline Jewelers were all constructed during this time and later modernized to reflect a shift in local attitude about what constituted progress.

Development during the mid-1880s also extended outward from the square one block in all directions, although many of the buildings off the square remained freestanding, wood frame structures. The buildings of the commercial center were occupied by a variety of mercantile interests including groceries, meat markets, drug stores, confectioners, jewelers, clothiers, dressmakers, restaurants, and dry goods stores. Banking institutions were well represented, as

were rooming houses. Upper stories housed living and office space. In addition to commercial interests, a few houses remained in the blocks surrounding the courthouse square, particularly to the south along what is now S. 2nd Avenue. Two churches were located in the immediate area as well.

Several industrial manufacturers, including the Brown & Smith Foundry & Machine Shop, the Newton Planing Mill Co., Newton City Mills, Newton Machine Works, Wm. Fheark Wagon Shop, and Dutot & Skow Foundry & Machine Shop, were in operation by this time, located within two blocks of the commercial center. The development of the industrial interests marks a shift away from an agriculture-driven economy. Like the later washing machine manufacturers, the proximity of these industries and, in the case of the later plants, the scale of manufacturing facilities, limited commercial growth to the northwest.

While the town's population remained relatively steady from 1880 through 1890, the commercial center was continuing the transition from wood frame, freestanding buildings to larger, brick, contiguous structures. Many of the buildings that stand along the perimeter of the courthouse square today were constructed during this time. As noted, the transition from wood to brick constructions was well underway by 1883, with the earlier frame buildings generally confined to the streets extending off of the square. By 1888 many of those had likewise been replaced and the number of houses remaining in close proximity to the commercial center only slightly diminished.

The downtown storefronts continued to be occupied by a wide variety of retailers. The 1888 fire insurance map first records the location of the city's public school, although the building dates to 1871. The school was located two-blocks northeast of the square. Four more churches, for a total of six, were located within two blocks of the courthouse square.

Many significant resources constructed during this period and representing a variety of property types remain throughout the city. The commercial district, specifically, retains many buildings dating to this time, although most of those expressing the Late Victorian (in particular, the Commercial Italianate) common to this era were re-faced in the 1950s. Only three, the Joy Dental Building, the Ramer Block and the Scharf Building retain the design elements that clearly reflect the Italianate.

In 1900 Newton boasted seven significant manufacturing interests. By 1911 the number of manufacturers operating in Newton had risen to 33, including the Maytag Company, the G.W. Parsons Company, the One Minute Manufacturing Company, the Automatic Electric Washer Company, Bergman Manufacturing Company, Clipless Paper Fastener Company, Newton Disc Plow Company, and Skow Brothers. The list of manufacturing interests also included one cement block company and three brick and tile companies.

The rise and subsequent success of the industrial sector directly impacted the growth and development of the Newton downtown. In the first quarter of the 20th century, new construction in the downtown reflected a changing design aesthetic – the Victorian era was old and tired … in came buildings influenced by classical design principles and molded by architectural precedents established in Chicago. The new building designs stripped away the applied ornament that typified

the Victorian styles. While some, like the First Newton National Bank (1920) exalted classical elements to exemplify the strength and control they wished their clients to perceive in them, most new building designs adopted more restrained versions of classical ideals.

As the century progressed, new ideas about the relationship between form and function leaked out of Chicago. Buildings impacted by the architectural philosophy of Chicagoans like Louis Sullivan can be identified by a façade organization that represents the components of a classical column: base, shaft and capital. Such buildings (like the Allfree Building), particularly in small-town America, remained restrained in adornment. However, examples like the Hotel Maytag (by Chicago architect, Henry Raeder) are closer representations of Sullivan's ornamental ideas. The use of terra cotta – a highly adaptable material that made all manner of decorative application possible – paved the way for the use of highly decorative details on a simple form. At the Hotel Maytag, what reads as a nearly cubical form from the street, is dressed in a high grade, finished brick and decorated in terra cotta panels pressed into classically derived motifs of shields and garlands. The classical influence remains present, but clothed in a modern sheath.

The 20th century also brought new property types. The development of and subsequent explosion in the automobile industry required buildings designed to serve that sector. Such buildings, like gas stations and car dealerships, bore a decidedly modern appearance. The rise of the automobile coincided with the development and use of steel structural framing, which allowed for interior spaces with limited or no interior supports. Commonly referred to as a broad-front, this building type was well suited to the needs of the commercial automobile sector and was used for dealerships and service/repair shops.

The Harp Brunner Auto Company, located one block west of the courthouse square, was constructed in1919. The building is a two-story version of the Modern Broad-front, the form was commonly chosen for the open interior space that allowed the business owner to store and show his cars inside the building. Numerous large display windows showed the stock to its best advantage.

The gas station was likewise created to serve the automobile-driving public. This property type is easily identified by its freestanding, small-scale form and the historical presence of gas pumps. Gas stations were typically located along major thoroughfares – in Newton multiple gas stations set up shop along 1st Avenue E. (Highway 6) – and, given their relatively late entrance into the downtown streetscape, at the edges of the commercial area. Gas stations also preferred corner lots, often siting the building at an angle. This orientation allowed the automobile to enter from one side, drive through to the gas pumping area, and exit easily to the opposite roadway.

The Evans & Westbrook, Independent Oil Station was built in the 200 block of E. 1st Avenue in 1919, with Lefty Sprague's Mobil Oil built just one block east of Evans & Westbrook in 1922. A node of gas stations also appeared on 1st Avenue near the west edge of the commercial district; by 1927, a pair of stations was located at the intersection of 1st Avenue and W. 3rd Street, with a third added by 1949.

The broad-front was also commonly adapted for commercial purposes beyond those related to the automobile. The Thriftway Grocery was built in 1949. The broad-front, with its open interior and

abundance of glazing created a flexible space for easy access of goods. The Arcade Building (1965) is another broad-front constructed in the Newton downtown. As the varied dates in construction of these two buildings suggests, the broad-front was a popular and long-lived commercial form.

In the mid-20th century, with the phenomenal success of the Maytag Company driving the general prosperity of Newton, the downtown underwent a transformation - building after building surrounding the courthouse square received a facelift. Local news accounts indicate that 18 businesses had installed new storefronts during 1951-1952. Those included the Iowa Southern Utilities Co., Nollen Drug, Switzer Furniture, Jack and Jill, Bond Clothing Store, and the Capitol Theater. One businessman, Dominicus (Dump) Wormhoudt was part of the group that drove the movement to modernize the downtown storefronts facing the courthouse square. In c.1954 Wormhoudt had the façade of his Victorian era building removed and replaced by a modular brick masonry façade. Local news accounts indicate that many business owners also remodeled the storefront interiors during this period. The modernization of downtown storefronts continued into the 1960s – the last recorded in 1964.

Along with the renovations, new constructions also appeared during the mid-20th century. All were built on the site of former buildings, some of which, like the NetWork Realty building, built on the location of a property (the Pangborn Building) lost to fire. In their totality, the modernizations altered the overall visual character of the Newton downtown, turning it from the Victorian identity of the late 1800s into a modern vision reflective of the development of the community as a whole. It is that character that defines the Newton Downtown today.

1.2b. The Rise of Industry and the Maytag Phenomenon, 1893-1964

For many years agriculture was Newton's economic core. Early industrial interests such as the Newton Canning Company and Skow Brothers (machine shop, foundry and blacksmith) did emerge, but in terms of longevity these were the exception. Many more enterprises, ranging from flourmills to stove works and barbed wire manufacturers were short-lived ventures. However, it was the washing machine industry that lit the fire of economic prosperity in Newton; the town's physical growth and development is tied to the industry for a century. Due to the success and longevity of the Maytag Company, its history presents the greatest impact on the town's historic resources.

In 1900 Newton boasted seven significant manufacturing interests. The Parsons Band Cutter and Self-Feeder Company (1893) had a plant covering 2.5 acres turning out 3,500 machines annually and employing 90 on-site plus 25 traveling salesmen. The Hawkeye Feeder Works (1898) employed 52 with ten traveling salesmen. The Taylor-Newell Company, which made pants sold throughout the Midwest, employed 65 on-site and 5 traveling salesmen. A.C. Randolph & Company (1899) manufactured the Randolph pneumatic stacker and employed 20 plus 6 traveling salesmen. Newton Steel Cut Milling Company (1898) manufacturer of "Wheat-O" breakfast food, employed a total of nine. A.H. Bergman, E.C. Smith, and J.W. Langanback owned the company. The Hawkeye

Incubator Company (1898), owned by W.C. and F.H. Bergman, made incubators and the "Ratchet Slat" washing machine, employing 25 men.

By 1911 the number of manufacturers operating in Newton had risen to 33, including the Maytag Company, the G.W. Parsons Company, the One Minute Manufacturing Company, the Automatic Electric Washer Company, Bergman Manufacturing Company, Clipless Paper Fastener Company, Newton Disc Plow Company, and Skow Brothers. The list of manufacturing interests also included one cement block company and three brick and tile companies.

Between 1905 and 1925 four washing machine companies formed in Newton. One Minute Washer Company (1905), which evolved from the Hawkeye Incubator Company, was the first to produce hand-operated washers in volume. By 1907 the company was manufacturing an electric washer, which moved them into the elite of the industry. Former One Minute employee and designer of the electric washer, Oliver Blaine Woodrow and two of his colleagues began the Automatic Washer Company. The development of versatile and efficient features provided the competition between manufacturers. Automatic Washer Co. introduced copper tubs with steel stampings, which lowered production costs and consumer prices.

At the time when the Automatic Washer Co. began to prosper, Woodrow once again left to form a new company, this time the Woodrow Manufacturing Company. Woodrow took with him his design for a new washer with a galvanized steel frame named the Woodrow Rustproof. The company was purchased by outside interests and moved to Marion County in 1926.

The fourth and most successful of the washing machine manufacturers was the Maytag Company.

The Maytag Company

The Maytag Company was founded in 1893 as an agricultural implement company by Fred C. Maytag and his partners W.C. Bergman, A.H. Bergman, and inventor George W. Parsons. The men formed the Parsons Band Cutter and Self Feeder Company, which manufactured a threshing machine attachment called the "Success". Under Maytag's leadership the company grew through acquisition and diversification.

The first building on the site of what became known as the Maytag Company Plant I was constructed in 1900. The area chosen for the production facility was formerly dominated by residential housing and within walking distance of the downtown commercial and municipal center. The Chicago, Rock Island & Pacific Railroad cut diagonally through the area, providing ready access to transportation of products. The Parsons Band Cutter and Self Feeder Company likely pre-dated other manufacturing interests in this location, but by the time of the 1911 Sanborn Fire Insurance Map the One Minute Washer Company, which was formed in 1905, had its facilities northeast across the intersection from the plant. By 1925 that intersection was home to four washing machine manufacturers.

The early success of Newton manufacturing and the Maytag Company, specifically, can be measured by a 43% population increase between 1890 and 1900. The impact on the Newton downtown is seen

in the large number of brick commercial buildings that rose around the courthouse square; several of the buildings facing the courthouse on 1st Ave. W. were constructed during this period, as were many of those along W. 2nd Street N. Although the original appearance of those buildings were changed in the mid-20th century, their construction is reflective of this era of industrial success.

The Scharf Building façade (110-112 N. 2nd Ave. W.) is one of two surviving examples of the Commercial Italianate dating to the period between 1890 and 1900. The building has lost its magnificent cornice, but the tall and narrow windows with stone detailing are strong reminders of the legacy of the Italianate in the Newton downtown. The Joy Dental Building (112 1st Ave. E.) is also classified as Italianate, but its form is less typical than that usually associated with the Commercial Italianate. The two-story, brick building utilizes an off-center, raised entrance, a two-story bay window, and a prominent cornice. In isolation, the building reads as more residential than commercial. However, reviews of historic images pre-dating 1900 reveal that this incarnation of the Italianate was once very common in the Newton downtown.

In 1907 Maytag's first washing machine, the hand powered "Pastime" was produced as a seasonal balance to Maytag's line of agricultural products. In 1909 the growing company was incorporated as "Maytag Co." That same year "The Hired Girl Washer" was first produced. The new product was the first power washer, developed to cater to the company's agricultural customers who had easy access to tractors as their power source.

The "Swinging Wringer Washer" in 1911 was the company's first electrically powered washer. Its inventor, Howard Snyder, was responsible for many of the company's innovations. Maytag continued to cater to its agriculturally based demographic with its 1915 production of the "Multi-Motor Washer" that ran on gasoline. The machine was aimed at the segment of the rural population that continued to live without access to electricity. In that year the laundry division first out-performed farm implement production.

Driven by the continuing success of the industrial sector and the Maytag Company, the Newton Downtown underwent significant change during the period from 1900 to 1920. With a population increase of nearly 3,000 persons, the community was growing at a significant pace and the composition of the downtown reflected that growth.

Particularly significant buildings appeared in the Newton downtown during this period including the Allfree Building (1916), which replaced a three-story Victorian era building; the Clarkson Building (1917), a Mission Revival design that housed the Rialto Theater; the First Newton National Bank (1920), the epitome of a Classical temple design; and the Beaux-Arts beauty of the Jasper County Courthouse (1911).

The year 1920 marked the transition from a wood tub to that of aluminum - a notable feat described as "the washer that could not be built" and in 1922 the "Gyrafoam Washer," designed with a gentler process, was first produced. The washer utilized hydraulics to force water through the clothes rather than pushing the clothes through the water, resulting in a significant rise in efficiency. The invention of that machine marks a major shift in the company's production and market: by 1924 Maytag products represented 1/5 of all washing machines and lead the nation in the industry. On October 12,

1926 five trainload of Maytag washers were shipped, the world's largest single shipment of merchandise; seven months later that record was broken with an eight-car shipment. The success of the new washer put an end to Maytag's efforts in the manufacture of farm equipment.

In the decade or so before World War II, buildings added to the Newton downtown include the Newton Daily News building (1922), the Salvation Army Citadel (1928), and the First Presbyterian Church (1927).

Like many American manufacturers, Maytag halted standard production in 1943 and devoted its assets to the defense effort. During the war the company designed and manufactured thousands of aircraft and military parts, specializing in aircraft hydraulics. In July of 1943 the company began their "Buy-A-Bomber" war bond drive in honor of its 50th anniversary. The resulting donations resulted in the purchase of a Martin B-26 medium bomber, christened the "Maytag Marauder". The war years were a time of supreme cooperation, with a common spirit of patriotism binding those at Maytag. Many important accomplishments were made possible as a result.

Maytag began marketing ranges and refrigerators in 1946. Production of the wringer washer resumed at Plant I in that year, but the introduction of the automatic washing machine was soon to make a drastic impact on the future of the company. To accommodate the new technology a site for a new plant that provided ample space for the horizontally oriented production line was sought. The design for Plant II began in 1948; it called for a 500' x 500' facility that could manufacture a maximum of 500 automatic washers per day. The location in northeast Newton was chosen for its available space and ready access to the same railroad line that serviced Plant I. The first automatic washer, the AMP Washer, was produced in Plant II in 1949. In 1956 Maytag introduced the first automatic dryer the "Halo of Heat." A new market was opened when Maytag entered the public Laundromat market in 1958 with the first coin-slide washer.

The phenomenal success of Maytag's automatic washer had a clear impact on the Newton Downtown. The prosperity that came with such success translated to change and the downtown experienced it. Between ca.1951 and 1964 the majority of the buildings on the west, north and south streets, facing the courthouse square were modernized, their Victorian facades removed and replaced with designs more reflective of the modern era. The downtown became a reflection of Maytag's success.

Widely known for its fiscal solvency, Maytag became vulnerable to hostile take-over in the late 1970s. In a move to avoid such an occurrence, the Maytag board of directors, under the guidance of CEO Daniel J. Krumm, actively pursued the acquisition of other companies with the intention of both diversifying their product line and reducing their financial surplus. Maytag retirees view this era as the "beginning of the end" for Maytag due largely to the watering down of the company board with the purchase of other companies, which included Jenn-Aire, Magic Chef, and the Chicago Pacific Corporation (Toastmaker and Hoover.) The retirees believe that with that transition came a loss of connection and commitment to the ethic long held by the Maytag family.

By the 1990s the Maytag Corporation was comprised of three divisions marketing a full line of appliances throughout the United States with home appliances sold in the United Kingdom, Europe,

Canada, and Australia. The company employed over 3,500 in Newton, Iowa and Jefferson, Missouri with more than 9,000 employed worldwide. Its biggest, longtime competitor, Whirlpool, acquired the Maytag Corporation in 2005.

The history of the washing machine industry generally and the Maytag Company specifically is marked by major mechanical developments and inventions that often resulted in an economic boom. Many of those booms are reflected in Newton's built resources, specifically the construction of a significant building (e.g. the Hotel Maytag), or the modernization of existing buildings (e.g. the 1950s re-facing of the downtown facades which occurred in the wake of the 1946 development of the automatic washing machine). Although the washing machine industry in Newton is now a thing of the past, its mark on the city is deep and widespread; its impact is undeniable and numerous historic resources of various property types are significant in association with that history.

The Philanthropic Legacy Of Maytag

The contributions of the Maytag family, particularly those of Fred L. Maytag, went far beyond those tied to the economic success of the Maytag Company. F.L. Maytag called Newton his home from 1880 to 1937 and his commitment to his community was felt each and every moment of those many years.

As a community member, Maytag served on the city council twice during the 1880s and 1890s. During that period he chaired the committee that lead the effort to install a city light and power plant. He also served a term as mayor in 1919 and is noted to have overseen the laying of 19 miles of city pavement during his tenure. Maytag was also tied to the development of the Newton Water Company, an effort undertaken during his years as a State Senator.

Maytag led the fundraising efforts to build the Skiff Memorial Hospital in Newton, contributing significant capital to the project. He and his family also supported the YMCA, gifting $250,000 in building endowment funds and the Presbyterian Church, where they were responsible for securing the church organ.

In 1936 Maytag gave the City the property now known as Maytag Park (NRHP).

In 1928 Maytag purchased land and paid $75,000 for construction of the Salvation Army Citadel. As noted by Newton HPC member Rita Reinheimer in the building's inventory, the Salvation Army had been without a permanent meeting place since 1888 and were unaware of F.L. Maytag's plans for a facility until after the building lot had been purchased, the basic plans drawn, and the contractor selected. The building and a cash endowment fund was presented with no strings attached; it was the largest gift ever made to a Salvation Army unit.

Of all of many contributions made by F.L. Maytag to his community, the most notable of those in the Newton Downtown is the Hotel Maytag, which was constructed in 1926. Fred Maytag himself commissioned the building, which was designed by architect Henry Raeder of Chicago who had worked for Maytag on the company's six-story machine shop and foundry.

The Hotel Maytag was reportedly the first air-conditioned hotel west of the Mississippi River and each of the 100 hotel rooms and fifth-floor apartments was equipped with connections to a centralized radio unit. The building also featured a grand ball room/banquet hall that seated 366 diners and a coffee shop that catered to both hotel visitors and local patrons.

The contributions made by F.L. Maytag and the Maytag family read as endless. In business, they range from the economic impact of the Maytag Company to the bolstering of failing financial institutions. In public works, they include the development of the water works to the paving of the city's streets. In philanthropy they touch churches, community groups, and Newton residents of all stripes. In the Newton Downtown, the impact is manifested in the buildings that remain along its streetscapes.

1.2c. Architecture of the Newton Downtown, c.1866-1964

The architecture of the Newton downtown is significant because it represents how the built environment is impacted by the evolution of a community. In the Newton downtown we find remnants of the early development of the commercial sector. Those Victorian influenced buildings are representative of prevailing construction techniques, building forms, and stylistic preferences of a specific period in time. Their presence helps us understand both national trends and their application to this community in particular.

The downtown also retains examples of architecture representing subsequent eras. A variety of Revival styles represent the early 20th century's search for an architectural identity. The introduction of the Commercial Style illustrates the impact of the city of Chicago on the Midwestern identity. Finally, the dominance of the Modern, which grew into dominance in the mid-20th century, is an unusually strong expression of that era, shedding light on how various forces in a community (in this case industry) have a direct and powerful impact on the evolution of downtown architecture.

The architecture of the Newton downtown is also significant in its ability to reveal the important role played by architects - who are responsible for the downtown's most significant designs – and the less-well documented role of the builder-contractor. Whether architect or builder designed, the architecture of the downtown represents a range of stylistic expressions, construction techniques, and materials, the proper application of which was driven to success by the professional.

The tables on the following pages organize the resources of the Newton downtown to best convey a sense of the architectural diversity and the impact of design professionals.

Figure 2. Architectural Styles

Style	Sub-style	Resource	Address	Date	Defining Details
Victorian					
	Commercial Italianate	Scharf Building	110-112 N. 2nd Ave. W.	1892	Heavy cornice (removed) Tall, narrow windows with ornamented hoods.
	Italianate	Joy Dental Building	112 1st Ave. E.	1902	Heavy cornice. 2-story bays with tall, narrow windows with ornamented hoods.
	Commercial Italianate	Ramer Block	100-102 N. 2nd Ave. E.	1896	Tall, narrow windows. Decorative brickwork cornice.
	Late Victorian	C.M. Hinsdale Building	200 N. 2nd Ave. W.	c.1900	Decorative and varied brickwork. Tall windows.
Revivals	Beaux Arts	Jasper County Courthouse	101 1st St. N.	1911	Central dome, symmetry.
		Jasper County Public Services Complex Blgs.	115 W. 2nd St. S.	c.1911 c.1915	Stepped parapets at gable ends.
	Classical	First Methodist Episcopal Church	210 N. 2nd Ave. E.	1915	Centralized dome. Symmetrical. Use of classically derived devices: portico, Ionic columns, pediments, campanile.
	Classical	U.S. Post Office	115 N. 2nd. Ave. E.	1928	Use of classically derived devices.
	Classical	Pangborn Bldg. Addition	109-111 W. 2nd St. S.	c.1918	Use of classically derived devices.
	Classical	First Newton National Bank	100 N. 2nd Ave. W.	1920	Use of classically derived devices: portico, Ionic columns, pedimented.

Style	Sub-style	Resource	Address	Date	Defining Details
	Classical	Newton Daily News	200 1st Ave. E.	1921	Symmetry, classically derived visual organization.
	Classical	Salvation Army Citadel	219 N. 2nd Ave. W.	1928	Symmetry, classically derived visual organization.
	Tudor	First Presbyterian Church	220 N. 2nd Ave. E.	1924	Steeply pitched gable roof, half-timbered, mixed materials.
	Late Gothic	United Presbyterian Church	209 N. 2nd Ave. E.	1952	Steeply pitched gable roof, Gothic windows, mixed materials.
	Mission	Clarkson Building	114-118 1st Ave. E.	1917	Clay tile pent roof.
Vernacular Commercial Forms	19th Century	Mann's Wagon Shop	210 1st Ave. W.	c.1866	Brick front. Simple window openings. Minimal ornament.
	19th Century	White Way Café	212-214 1st Ave. W.	c.1883 1945	Brick front. Simple window openings. Minimal ornament.
	20th Century	Allfree Building	104-110 1st Ave. E.	1917	Ordered composition Minimal ornament. Simple window openings.
	20th Century	Bane's Restaurant	117 1st Ave. E.	c.1922	Ordered composition Minimal ornament.
	20th Century	Roswell's	110 1st Street N.	1918	Ordered composition Minimal ornament
	20th Century	Commercial Block	104-108 N. 2nd Ave. W.	c.1919	Ordered composition Minimal ornament
	Chicago Commercial Style	Hotel Maytag	101-105 N. 2nd Ave. E.	1926	Hierarchical façade. Sullivanesque ornamentation in terra cotta.

Style	Sub-style	Resource	Address	Date	Defining Details
Modern American Forms	Modern Broad Front	Thriftway Grocery	101 1st Ave. E.	1949	One-story, double-plus width, open interior, steel frame construction.
	Modern Broad Front	Arcade Building	104-110 1st Ave. E.	1965	One-story, double-plus width, open interior, steel frame construction.
	Modern Broad Front	Sauerman & Son	315 1st Ave. W.	c.1920	One-story, double-width, open interior plan.
	Modern Broad Front	Newton Tire & Battery Service	109 W. 3rd St. N.	c.1925	Double-width, open interior plan.
	Commercial Modern	Iowa Southern Utilities Co.	101 1st Ave. W.	c.1904 c.1950	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	J. C. Penny Department Store	103 1st Ave. W.	c.1880 1948	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Larchwood Florist	107 1st Ave. W.	1910 c.1954	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Nollen Drug Store	109 1st Ave. W.	c.1880 c.1954	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Skiff Block	115-117 1st Ave. W.	1889 c.1955	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Horn Bros. Shoes	119 1st Ave. W.	c.1897 1952	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.

Style	Sub-style	Resource	Address	Date	Defining Details
	Commercial Modern	Wisgerhof Insurance	201 1st Ave. W.	1961	Geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Switzer's Furniture	203-205 1st Ave. W.	1954	Geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Daisy Lunch	213 1st Ave. W.	1954	Geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Maid Rite	215 1st Ave. W.	c.1948	Steel and composite panel, clean lines, minimal ornament.
	Commercial Modern	Snook Inn	221 1st Ave. W.	c.1937	Geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Newton City Hall & Fire Dept.	225 1st Ave. W.	1885 1954	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Parks Texaco	301-305 1st Ave. W.	c.1948	Geometrically derived forms, clean lines, minimal ornament.
	American Foursquare	Smead House	309 1st Ave. W.	c.1901	Nearly cubical form. Hip roof.
	Commercial Modern	Taylor Building	114 N. 2nd Ave. W.	c.1885 c.1955	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	E.E. Duer Mercantile	116 N. 2nd Ave. W.	c.1870 c.1955	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.

Style	Sub-style	Resource	Address	Date	Defining Details
	Commercial Modern	Griebeling Mercantile	118 N. 2nd Ave. W.	c.1875 c.1960	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	A. Wendt Building	120 N. 2nd Ave. W.	1875 c.1957	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	A.C. Bollhoefer Dry Goods	122 N. 2nd Ave. W.	c.1885 c.1955	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Jack & Jill Store	124 N. 2nd Ave. W.	c.1875 c.1955	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Commercial Building/ Knights of Columbus Hall	202-204 N. 2nd Ave. W.	c.1884 1955	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Modern Broad Front	Harp Brunner Auto Co.	223 N. 2nd Ave. W.	1919	Double-width, open interior plan, large display windows.
	Commercial Modern	Salmon Paint & Wallpaper	110-112 N. 2nd Ave. E.	c.1910 c.1950	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Montgomery Ward & Co.	118-120 N. 2nd Ave. E.	1909 1963	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Masonic Temple	101-105 W. 2nd St. N.	c.1890 c.1963	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.

Style	Sub-style	Resource	Address	Date	Defining Details
	Commercial Modern	Power Rexall Drug	111 W. 2nd St. N.	c.1875 c.1964	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Mattingly Music and Book Store	113 W. 2nd St. N.	c.1910 1954	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Wormhoudt Building	115-117 W. 2nd St. N.	c.1890 c.1954	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Keith & McLaughlin Jewelers	119 W. 2nd St. N.	c.1887 c.1954	Mid-century reface: geometrically derived forms, clean lines, minimal ornament.
	Commercial Modern	Iowa Jaycees Building	115 W. 3rd St. N.	1962	Geometrically derived forms, clean lines, minimal ornament.

Architects and Their Work in the Newton Downtown

Although the majority of Newton's Downtown buildings were designed by builder-contractors, architects did have an important hand in several of the district's most important resources.

Proudfoot & Bird completed the Jasper County Courthouse (NRHP) in 1911.

The Des Moines firm of Proudfoot & Bird (including its successor firms) is widely recognized as Iowa's foremost architectural firm. This acknowledgement is due to the firm's longevity, the number and breadth of the commissions completed, and its thirty-year role as the permanent architect to the three state colleges. The Multiple Property Documentation Form (MPDF) "The Architectural Legacy of Proudfoot & Bird in Iowa, 1882-1940" places the firm at the forefront of architectural design in Iowa, particularly during the period between 1910 and 1925, at which time the company was known as Proudfoot, Bird & Rawson. Although the firm's design work is represented in properties of all types, public and semi-public buildings (including county courthouses) are significantly represented within the body of their work.

Vorse, Kraetsch & Kraetsch completed the First Presbyterian Church in Newton in 1927.

Kraetsch & Kraetsch was a Des Moines firm founded in 1908 by brothers, George A. and Carl Kraetsch. The firm's best-known work is the 1930 Butler House. A modern wonder of sorts, the house was the epitome of the Streamline Moderne, featuring every available technological marvel designed to create the greatest of domestic comfort. The home remains a Des Moines resource of considerable import.

During the years of the firm's existence, a third brother, William J. Kraetsch, spent some years in practice with his brothers. From 1919 to 1933, Norman T. Vorse was also part of the practice and, during that period, the firm was known as Vorse, Kraetsch & Kraetsch. Interestingly, of the four principal architects associated with the firm, all but William gained some of their early experience working in the prominent Iowa firm of Proudfoot & Bird.

Thorson & Thorson completed the First Methodist Episcopal Church in 1915.

Thorwald Thorson (1879-1962) was born in Norway, but came to the United States as a toddler. The family settled in rural Iowa, near the town of Forest City, where they farmed. Thorwald was educated at the State University of Iowa and the University of Wisconsin. Prior to opening a practice, Thorwald Thorson designed and supervised the construction of a building (now known as Thorson Hall) on the campus of Waldorf Academy (now Waldorf College) in Forest City. In 1914 the architect established his own practice in Forest City and by the 1920s had become known as a designer of churches, having completed commissions in Iowa, Minnesota, and South Dakota.

Oswald Thorson (1912-1979) joined his father's firm in 1937, having just completed his studies at the University of Minnesota. The firm became a formal partnership in 1945, with offices in Forest

City and Waterloo. Thorwald Thorson continued to work into his 70s, passing away in 1962. His son continued the firm, but moved to Florida in the mid-1970s. The firm was later known as Thorson Brom Broshar Snyder Architects with an office in Waterloo and, most-recently as InVision Architecture, Ltd. with offices in Waterloo, West Des Moines, Sioux City and Storm Lake.

John W. Ross completed the First Newton National Bank in 1920.

Limited information is available about the Davenport architect John W. Ross, who arrived in that Iowa community in 1874. Ross is credited with the design of the Davenport City Hall (1895) and the Fire King Station (1877). Following the death of principal architect John C. Cochrane, Ross completed the 1888 Scott County Courthouse project. Although all but the jail portion of the county courthouse is non-extant, Ross's other commissions in Davenport remain. In that city, the influence of the Richardsonian Romanesque is apparent. Without a birth or death dates, it is difficult to know where the Newton commission figures into the architect's life work, but he was likely in his 60s at the time of the 1920 commission for the First Newton National Bank. In that building Ross drew on the mass, order, and monumentality inherent in Classical architecture to create a building with a sense of solidity and dependability. It remains today one of the downtown's most significant buildings.

Temple & Burrows designed the Allfree Building in 1917.

The Davenport firm is well-known in eastern Iowa, Seth Temple in particular being connected with significant commissions in Davenport and beyond. Of particular note are the U.S. Federal Building, the Commercial Club, the Blackhawk Hotel, and the Davenport Hotel, all located in the city's historic downtown district. In the hotels, Temple utilized classical precedents and modern materials (reinforced concrete) to create 20th century hotels that met the increasing demand for fireproof construction.

Henry Raeder designed the Hotel Maytag in 1926.

Henry Raeder (Raeder, Coffin & Crocker) is a Chicago architect – a circumstance that clearly translated into the design of the Hotel Maytag where the tenets of the Chicago School are apparent in the organization of the primary elevations. The application of terra cotta decorative devices also bears the influence of Chicago, their organic tendency reminiscent of Louis Sullivan. Henry Raeder is perhaps best known for the design of the American Furniture Mart. Rising 474-feet and covering an entire block, the building was, at the time of its construction in 1926, the largest building in the world.

Raeder's skill at designing mid-rise commercial buildings is evidenced in the Palladio Building and the Manhattan Building, which were both constructed in Duluth, MN in 1889. Both are non-extant.

Role of the Contractor-Builder

Despite the significance of their contributions to Iowa's architectural history, documenting the work of local contractor-builders is a always a challenge. Further research regarding Newton's contractor-builders should be an important element of any effort to nominate the downtown to the National Register of Historic Places. At this time, only Edward F. Jansson and Theodore Fehleisen have been documented as making significant contributions to the downtown building stock.

Theodore Fehleisen (1830-1909) was a native of Unterhambach, Germany who came to Newton in 1866. Fehleisen's obituary (referenced in Larry Hurto's site inventory form for the Fehleisen Block) indicates that in addition to an early Presbyterian church (non-extant) and the Newton Normal College (non-extant) Fehleisen built "... about a half of the buildings now [1909] around the square."

Figure 3. Table of Architect and Builder/Contractor Resources

Architect	Builder	Resource	Address	Style	Date
Proudfoot & Bird		Jasper County Courthouse	101 1st St. N.	Classical Revival	1909-1911
Thorson & Thorson		First Methodist Episcopal Church	210 N. 2nd Ave. E	Classical Revival	1915
Henry Raeder		Maytag Hotel	105 N. 2nd Ave. E.	Chicago Commercial	
John W. Ross		First Newton National Bank	100 N. 2nd Ave. W.	Classical Revival	1920
Vorse, Kraetsch & Kraetsch		First Presbyterian Church	220 N. 2nd Ave. E.	Tudor Revival	1924
Temple & Burrows		Allfree Building	104-110 1st Ave. E.	Commercial Style	1917
	Theodore Fehleisen	Fehleisen Block	209-211 W. 2nd St. N.	Italianate	c.1885
		Ramer Block	100-102 N. 2nd Ave. E.	Italianate	1896
James A.Whetmore		U.S. Post Office	115 N. 2nd Ave. E.	Classical Revival	1928
	Edward F. Jansson	United Presbyterian Church	209 N. 2nd Ave. E.	Late Gothic Revival	1952

2.0 Summary of Survey Results

The content of this section is based on the results of the historical and architectural intensive level survey and evaluation of the Newton downtown. Very little survey work of the commercial area's resources had been completed prior to the present project, with only one resource – the Jasper County Courthouse – listed on the National Register of Historic Places.

The present project examined the various resources in the project area (Appendix, Figure 2.), evaluating their eligibility to the National Register of Historic Places (either individually or as part of a historic district) from both an architectural and a historical perspective. The result of that work is the determination that the Newton Downtown Historic District (see boundary map, Appendix, Figure 13.) is eligible for listing on the National Register of Historic Places. The district is comprised of 85 resources: 1 site, 61 contributing buildings, and 24 non-contributing buildings. Further, of the 61 contributing buildings, one (the Jasper County Courthouse) is individually listed and 12 are considered individually eligible for registration under various contexts.

Associated Property Types

2.1 Districts, Buildings, Structures, Sites, and Objects Associated with the Growth and Development of Downtown Newton, 1846-1964

a. Description. A variety of resources tell the story of the growth and development of the Newton downtown. The majority of resources will have a direct association to the area's commercial interests; the history of their construction, the story of their occupants, and the changes made to them over time all contribute to our understanding of the impact of commerce and trade on the growth and development of the city's downtown. However, non-commercial property types are a historical element of the area's composition – residential properties being a prominent component of the early downtown character. Churches have also been part of the downtown and they should be recognized as key properties in the historical growth and development of downtown Newton in their contribution to the area's visual character.

Although most properties associated with the early period of Newton's downtown growth and development (pre-1900) will be located along the streetscapes that face the courthouse square, outlyers with non-retail functions may be found in the blocks near the fringe of the downtown. This is particularly the case in areas of transition between commercial and industrial or commercial and residential sectors.

Resources that call attention to a period's growth post-dating the early period of development are typically located outside the central core surrounding the courthouse square. Such properties are often associated with the era of the automobile and thus are generally located along the major thoroughfares, particularly Highway 6 (1st Avenue). They contribute to our understanding of the

outward growth of the downtown and to the impact of the automobile on the visual character and composition of the commercial district.

b. Significance. The significance of resources associated with this context is derived from their ability to call attention to the growth and development of downtown Newton, the evidence of which is manifested in changing land use (e.g. new construction, compositional evolution, outward growth), the impact on the downtown made by the introduction of public utility services (e.g. electricity, a city water system), the introduction of city ordinances that brought change to the downtown (e.g. fire and building codes), and properties that contribute to our understanding of the commercial evolution of Newton.

c. Registration Requirements.

Criterion A. Resources that reflect the significant historical patterns that impacted the growth and development of downtown Newton, Iowa.

Criterion B. Resources that are **directly** associated with individuals who played a leading role in shaping the development of downtown Newton, Iowa, during the period of significance (1846-1964). It is important to note that, while the present project was limited to the area defined as the commercial district, Criterion B could be applied under this historic context to the dwelling places of individuals who made significant contributions to that development.

Criterion C. Properties that reflect commercial designs associated with retail, professional, and/or service enterprises located within the downtown area of Newton, Iowa. Per National Register standards, properties evaluated under Criterion C should embody "the distinctive characteristics of a type, period or method of construction or that represent the work of a master." Specifically, resources should represent in their visual character a period or period(s) significant in the growth and development of downtown Newton. This may be accomplished in design form, materials, stylistic details, etc.

Criterion D. Sites of non-extant properties that present the potential to yield important information that would contributing to our understanding of identifiable resources, known to have made substantial contributions to the growth and development of downtown Newton, Iowa.

Integrity Considerations. Due to the transitory nature of retail business, the historical practice of altering a storefront to accommodate a new enterprise and the resulting impact to historic integrity should be cautiously evaluated. Generally speaking, if a commercial building retains a good level of history integrity in the upper façade – meaning design, materials, workmanship and feeling (a sense of time and place) – the building, although not likely individually eligible, should be considered a contributing resource to any potential historic district even of the storefront has been altered outside the period of significance.

Further, alterations to storefronts and upper facades made more than 50 years ago should be considered in the context of the period of significance as such alterations commonly point to a period of change in the commercial district and so must be considered historic in and of themselves. Such alterations may be a reaction to a natural event such as a fire or the can reflect

a period of community change, the impact of which is seen in "updating" or "modernizations" of storefronts and/or entire façade or additions made to a property. By understanding the impetus for the alterations we can come to a more complete understanding of the history and significance of those changes specific to their impact on the downtown area. Commercial properties with "modernized" storefronts dating to more that 50 years, although not necessarily individually eligible, should be considered contributing resources to any potential historic district.

d. Eligible or Potentially Eligible Properties.

Historic Districts

Newton Downtown Historic District

Individual Nominations

First Newton National Bank	100 N. 2nd Ave. W.
First Methodist Episcopal Church	210 N. 2nd Ave. E
First Presbyterian Church	220 N. 2nd Ave. E.
Jasper County Public Services Complex	115 W. 2nd St. S.
Allfree Building	104-110 1st Ave. E.
Joy Dental Building	112 1st Ave. E.
Hotel Maytag	101-105 N. 2nd Ave. E.
Salvation Army Citadel	219 N. 2nd Ave. W.
Scharf Building	110-112 N. 2nd Ave. W.
Mann's Wagon Shop	210 1st Ave. W.
White Way Café	212-214 1st Ave. W.
Ramer Block	100-102 N. 2nd Ave. E.

2.2 Districts, Buildings, Structures, Sites, and Features Associated with the Rise of Industry and the Maytag Phenomenon, c.1893-1964

a. Description. Newton was, for most of its existence, a community driven by the success of its industrial sector. Due to its longevity, its phenomenal success, and the philanthropic spirit of its founders, the imprint of the Maytag Company is felt across the community. In the Newton downtown, growth and change can be tied directly to the production history of the Maytag Company. The construction of non-commercial buildings like the Salvation Army Citadel, the Hotel Maytag, and the churches are tied to the philanthropic efforts of the Maytag family itself.

b. Significance. The significance of resources associated with this context is derived from a resource's ability to call attention to the growth and development of downtown Newton directly impacted by Newton industry and the Maytag Company specifically. Significance is also derived by association with the Maytag family, either as a philanthropic contribution to the community or as a business interest financed by a member of the Maytag family.

c. Registration Requirements

Criterion A. Resources that reflect the impact of the Newton industrial sector and the Maytag Company specifically on the growth and development of downtown Newton, Iowa.

Criterion B. Resources that are **directly** associated with individuals who played a leading role in the Newton industrial sector and the Maytag Company specifically, during the period of significance (ca.1893-1964). It is important to note that while the present project was limited to the area defined as the commercial district, Criterion B could be applied under this historic context to the dwelling places of individuals who made significant contributions to that development via their association with the Newton industrial sector.

Criterion C. Properties that reflect commercial designs associated with retail, professional, and/or service enterprises located within the downtown area of Newton, Iowa. Per National Register standards, properties evaluated under Criterion C should embody "the distinctive characteristics of a type, period or method of construction or that represent the work of a master." Specifically, resources should represent in their visual character a period or period(s) significant in the growth and development of downtown Newton. This may be accomplished in design form, materials, stylistic details, etc.

Criterion D. Sites of non-extant properties that present the potential to yield important information that would contributing to our understanding of identifiable resources, known to have made substantial contributions to the growth and development of downtown Newton, Iowa.

Integrity Considerations. Due to the transitory nature of retail business, the historical practice of altering a storefront to accommodate a new enterprise and the resulting impact to historic integrity should be cautiously evaluated. Generally speaking, if a commercial building retains a good level of history integrity in the upper façade – meaning design, materials, workmanship and feeling (a sense of time and place) – the building, although not likely individually eligible, should be considered a contributing resource to any potential historic district even of the storefront has been altered outside the period of significance.

Further, alterations to storefronts and upper facades made more than 50 years ago should be considered in the context of the period of significance as such alterations commonly point to a period of change in the commercial district and so must be considered historic in and of themselves. Such alterations may be a reaction to a natural event such as a fire or it can reflect a period of community change, the impact of which is seen in "updating" or "modernizations" of storefronts and/or entire façade or additions made to a property. By understanding the impetus for the alterations we can come to a more complete understanding of the history and significance of those changes specific to their impact on the downtown area. Commercial properties with "modernized" storefronts dating to more that 50 years, although not necessarily individually eligible, should be considered contributing resources to any potential historic district.

d. Eligible or Potentially Eligible Properties.

Historic Districts

Newton Downtown Historic District

Individual Nominations

Hotel Maytag	105 N. 2nd Ave. E.
Salvation Army Citadel	219 N. 2nd Ave. W.
First Methodist Episcopal Church	210 N. 2nd Ave. E.
First Presbyterian Church	220 N. 2nd Ave. E.

2.3 Districts, Buildings, Structures, Sites and Objects Associated with the Architecture of Downtown Newton, Iowa, c.1866 to 1964

a. Description. The majority of resources under this property type will be represented by commercial buildings. In addition, those resources with a demonstrable association with the commercial sector through proximity and/or function may also fall under this category. For example, properties designed and constructed to house fraternal or social organizations, medical offices, social services, and newspaper offices. Buildings accommodating such enterprises were commonly located in a community's downtown, in close proximity to the population they served and they add to our understanding of the history of the downtown.

Buildings in Downtown Newton show the influences of various architectural styles, including the Late Victorian Italianate, 20th Century Revivals (Classical, Tudor and Mission), the Commercial Style, and vernacular forms of the American Modern movement (Modern Broad Front and Commercial Modern). A handful of designs by architects have been identified in the Newton downtown. Far more buildings were constructed under the guidance of local builder-contractors, whose stories are difficult to document and tell. Still, the properties exhibit the stylistic influences prevalent during specific periods of time, reflecting the evolution of the area's visual character.

b. Significance. The significance of resources associated with this context is derived from their ability to demonstrate the influences of a specific era and associated architectural style(s) or vernacular building forms (e.g. broad-front). Significance can also come from the resource's association with persons or entities that made significant contributions to architectural design, be it contractor-builder or architect, whose impact on the downtown is manifested in the visual character derived from their contributions and through which we gain an understanding of the area's physical evolution.

c. Registration Requirements.

Criterion A. Properties associated with this context alone will not have significance under Criterion A.

Criterion B. Properties such as residences, offices or studios that are **directly** associated with architects, important contractor-builders, or real estate developers, who played a leading role in shaping the growth and development of downtown Newton during the period of significance.

Criterion C. Eligible properties include those that demonstrate historical stylistic influences attached to specific construction eras (e.g. Commercial Italianate) as well as vernacular building forms (e.g. the broad-front) that contribute to the distinctive character of downtown Newton. Eligible properties also include identified buildings, structures, and districts associated with individuals and/or firms that have made or constructed architecturally distinctive designs.

Criterion D. Sites of non-extant properties that present the potential to yield important information that would contributing to our understanding of identifiable resources, known to have made substantial contributions to the growth and development of downtown Newton, Iowa.

Integrity Considerations. Due to the transitory nature of retail business, the historical practice of altering a storefront to accommodate a new enterprise and the resulting impact to historic integrity should be cautiously evaluated. Generally speaking, if a commercial building retains a good level of history integrity in the upper façade – meaning design, materials, workmanship and feeling (a sense of time and place) – the building, although not likely individually eligible, should be considered a contributing resource to any potential historic district even if the storefront has been altered outside the period of significance.

Further, alterations to storefronts and upper facades made more than 50 years ago should be considered in the context of the period of significance as such alterations commonly point to a period of change in the commercial district and so must be considered historic in and of themselves. Such alterations may be a reaction to a natural event such as a fire or it can reflect a period of community change, the impact of which is seen in "updating" or "modernizations" of storefronts and/or entire façade or additions made to a property. By understanding the impetus for the alterations we can come to a more complete understanding of the history and significance of those changes specific to their impact on the downtown area. Commercial properties with "modernized" storefronts dating to more that 50 years, although not necessarily individually eligible, should be considered contributing resources to any potential historic district.

d. Eligible or Potentially Eligible Properties.

Historic Districts

Newton Downtown Historic District

Individual Nominations

First Newton National Bank	100 N. 2nd Ave. W.
First Presbyterian Church	220 N. 2nd Ave. E.
First United Methodist Church	210 N. 2nd Ave. E.
Jasper County Public Service Complex	115 W. 2nd St. S.
Allfree Building	104-110 1st Ave. E.
Joy Dental Building	112 1st Ave. E.
Hotel Maytag	101-105 N. 2nd Ave. E.
Salvation Army Citadel	219 N. 2nd Ave. W.

3.0 Recommendations for Future Preservation Projects

1. Nomination of the Newton Downtown Historic District to the National Register of Historic Places. The work completed during the present intensive level survey and evaluation make it clear that a case for National Register listing can be made for the Newton Downtown Historic District. Application for a CLG grant to complete the work begun with the present project is highly recommended.

2. Survey and evaluation of other Newton resources associated with the history of the Maytag Company and the Maytag family, which has made a broad, deeply significant and lasting imprint on this community. Of specific interest are the two remaining buildings of Plant 1 (ca.1890), the Maytag Farm located northeast of Newton, the residences of the Maytag family and other persons significant in the history of the Maytag Company, and the houses constructed under the auspices of the Maytag Company as housing for company workers.

3. Despite the significant of their contributions to Iowa's architectural history, documenting the work of local contractor-builders is a common challenge. Further research regarding Newton's contractor-builders should be an important element of any effort to nominate the downtown to the National Register of Historic Places. At this time, only Edward F. Jansson and Theodore Fehleisen have been documented as contributing to the downtown building stock.

4.0 Major Reference Resources

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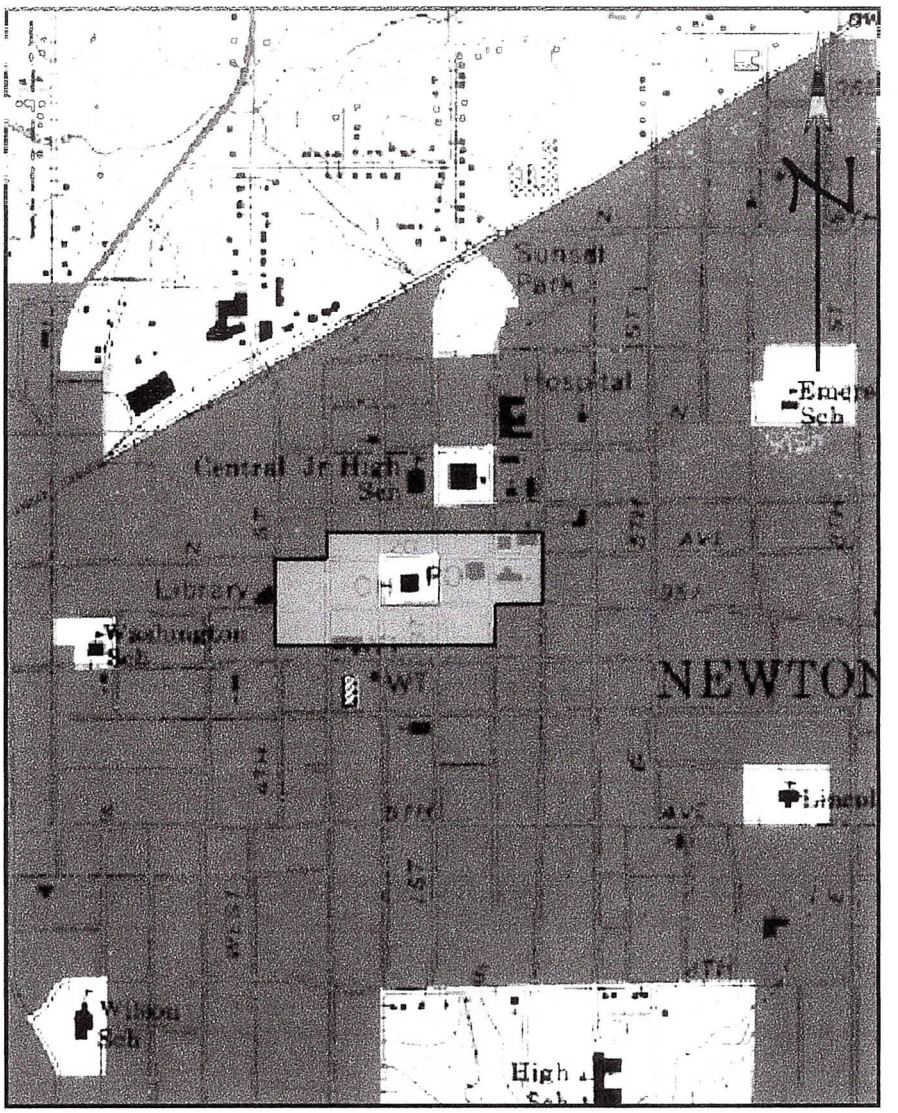
Beacon-Schneider Corporation (Jasper County Assessor's records). http://beacon.schneidercorp.com.

Newspaper Archive. http://www.newspaperarchive.com.

University of Iowa's Digital Library. http://digital.lib.uiowa.edu.

Internet Archive. http://www.archive.org.

Figure 1. **USGS 7.5 MINUTE TOPOGRAPHIC MAP – NEWTON – 1965**



(MAP SOURCE: http://www.trails.com. Accessed Sept. 2012.)

The intensive level survey and evaluation project area is indicated.

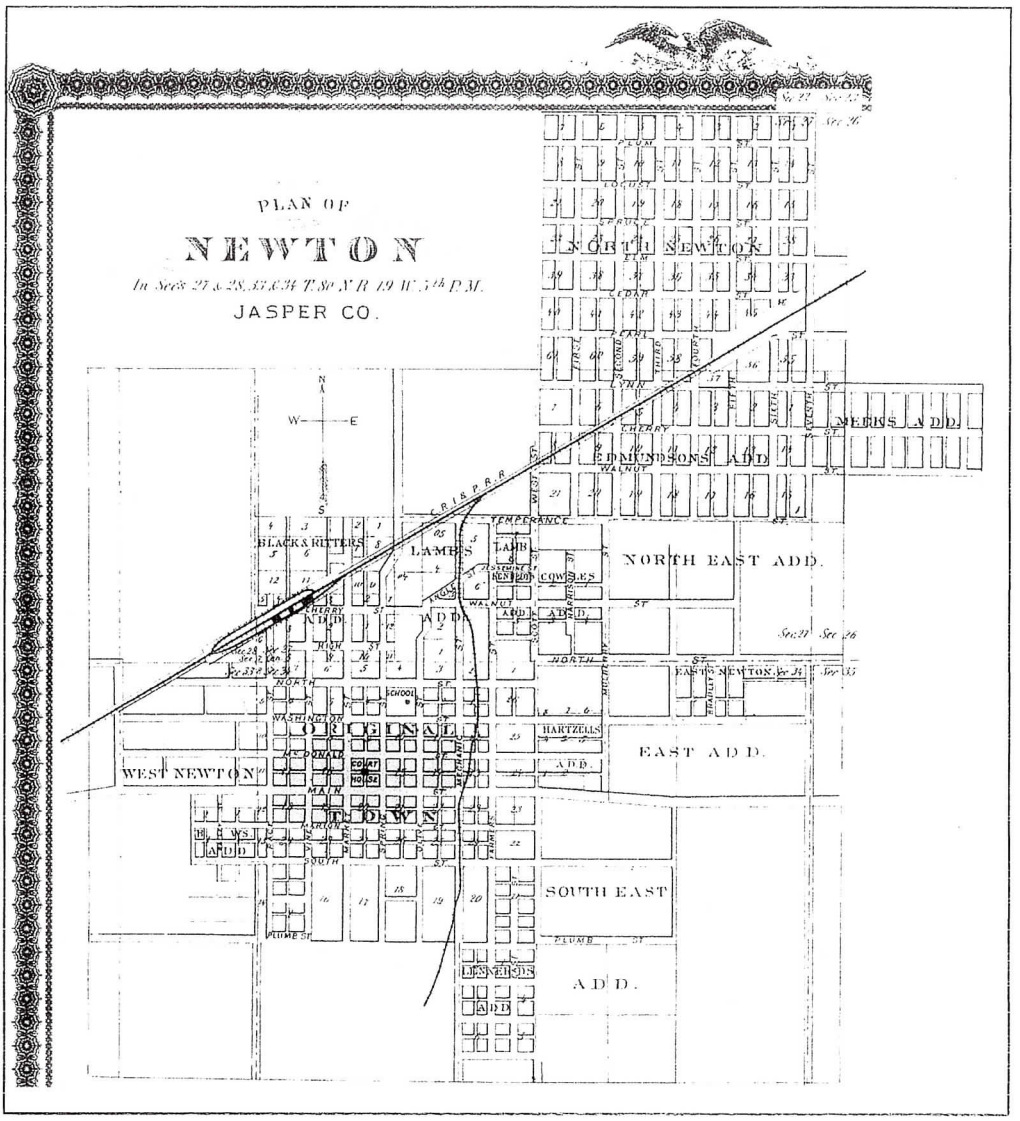
Figure 2. **SURVEY BOUNDARY MAP**



(MAP SOURCE: http://www.maps.google.com. Accessed Sept. 2012.)

The intensive level survey and evaluation project area is indicated.

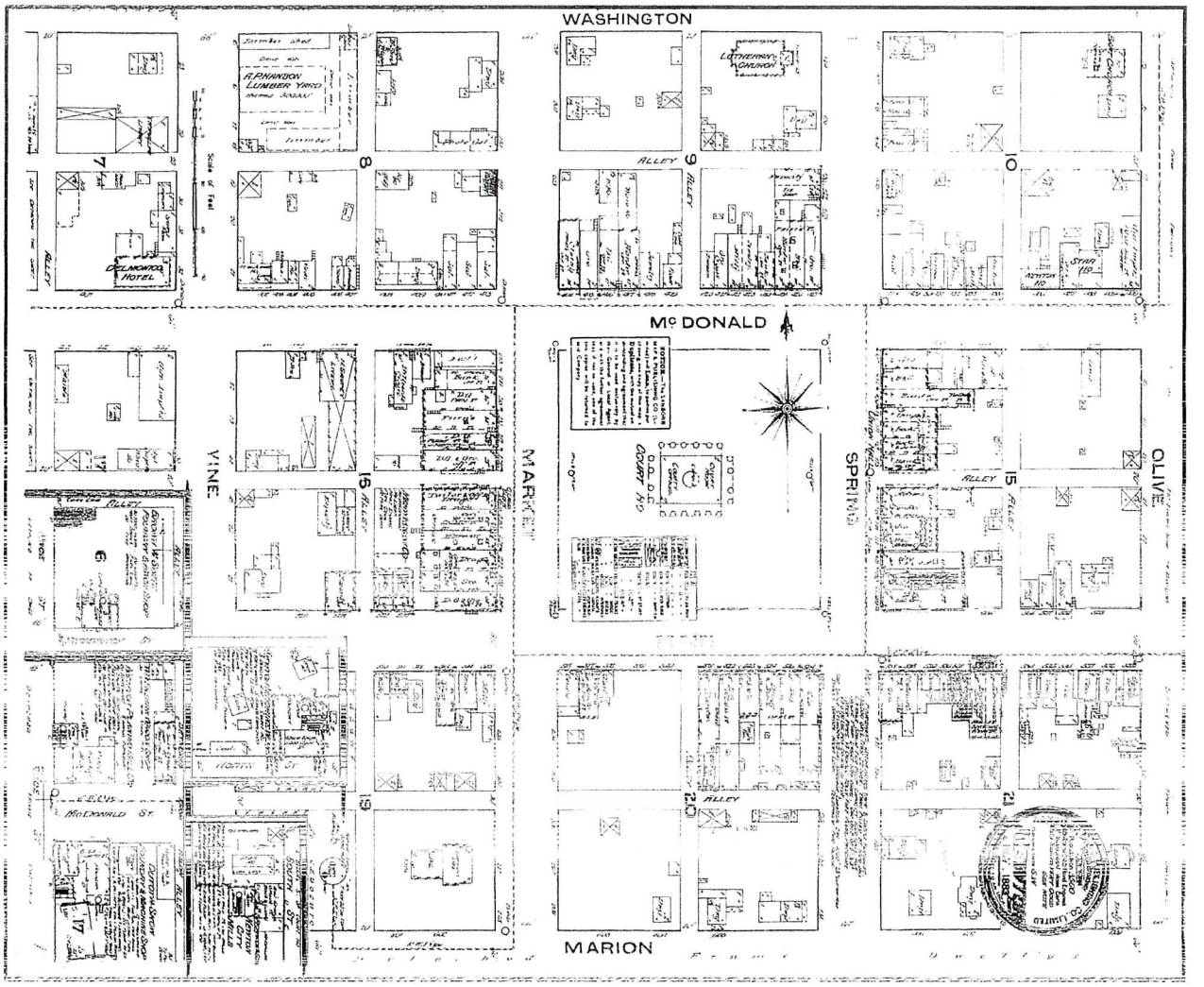
Figure 3. HISTORICAL MAP – 1875



(SOURCE: *A.T. Andreas Historical Atlas of Iowa*, 1875.)

The Intensive level survey and evaluation project area is shaded. As the map indicates, the county courthouse stands at the center of Newton's downtown commercial area.

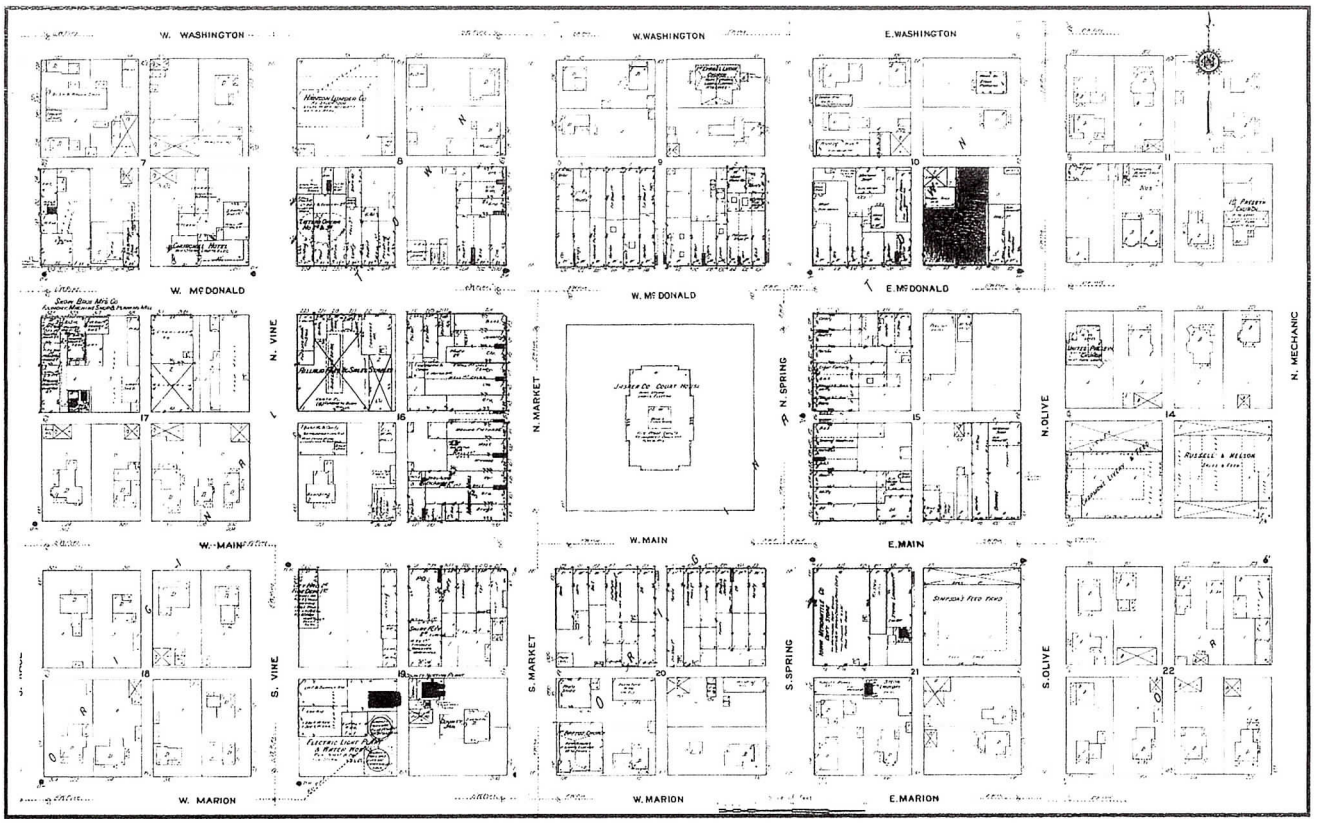
Figure 4. FIRE INSURANCE MAP – 1883



(SOURCE: Sanborn Fire Insurance Co., 1883.)

As the fire insurance maps documents, by 1883 the entrepreneurs facing the courthouse square were fully developed, with the exception of that on the south where four lots remained vacant. The map also reveals

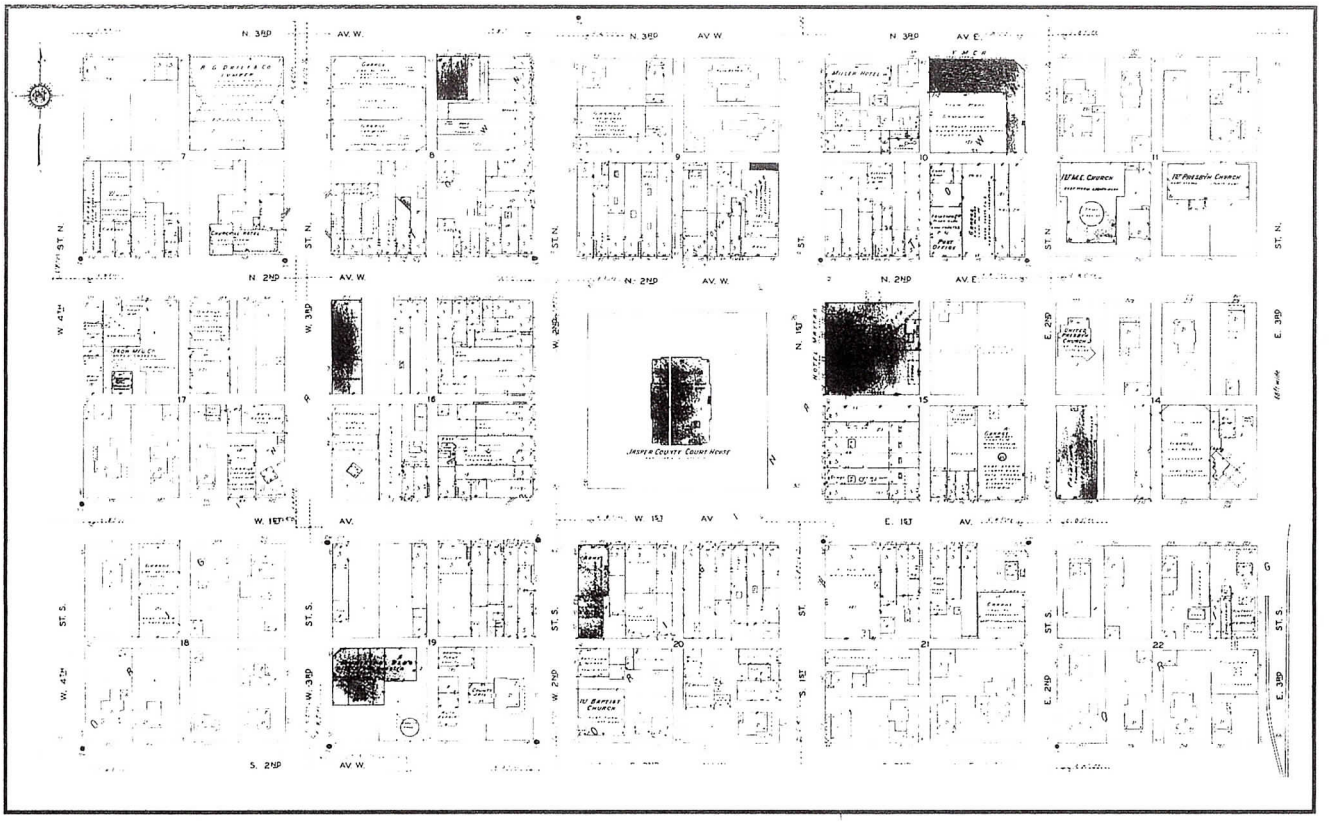
Figure 5. FIRE INSURANCE MAP – 1911



(SOURCE: *Sanborn Fire Insurance Co.*, 1883.)

In terms of density, the Newton downtown remained relatively stable between 1883 and 1911. That is not to say that the resources of the area did not change, only that, because the downtown developed quickly with most downtown lots utilized for commercial purposes by 1883, there was little change in overall density.

Figure 6. FIRE INSURANCE MAP –1927



(SOURCE: *Sanborn Fire Insurance Co.*, 1927.)

By the time the 1927 fire insurance map was issued, major buildings like the Maytag Hotel (large, dark square on the northeast of the square) and the First Newton National Bank (on the corner, northwest of the Maytag) had taken their place in the Newton downtown. The Maytag Hotel, with its scale and exceptional design, made a major impact on the streetscape. In the following year, the U.S. Post Office was on the [illegible] east of the Maytag. The rise of the automobile era was also making an impact [illegible] by their presence on corner lots along 1st Avenue (Highway 6), their buildings most [illegible]

Figure 7. HISTORIC IMAGE – ca.1890



(SOURCE: Jasper County Historical Society archives.)

This image of the east side of the square (now 1st Street), looking northeast from near what is now 1st Avenue, documents the Newton downtown during the period when Late Victorian influences dominated architectural design. The Lund Building replaced the Kellogg block on the right in 1916and the buildings north of the alley were replaced by the Maytag Hotel. Although the facades of few of these Victorian buildings are retained on the city's streetscapes, many of the buildings there still exist.

Figure 8. HISTORIC IMAGE – ca. 1915



(SOURCE: Jasper County Historical Society archives.)

This image of the west side of the square (now 2nd Street), looking northwest from near what is now 1st Avenue, documents the Newton downtown in ca.1915. Like the previous image, this pictures the downtown when Late Victorian styles reigned. The Commercial Italianate was particularly dominating, the Masonic Hall (indicated) being an especially fine example.

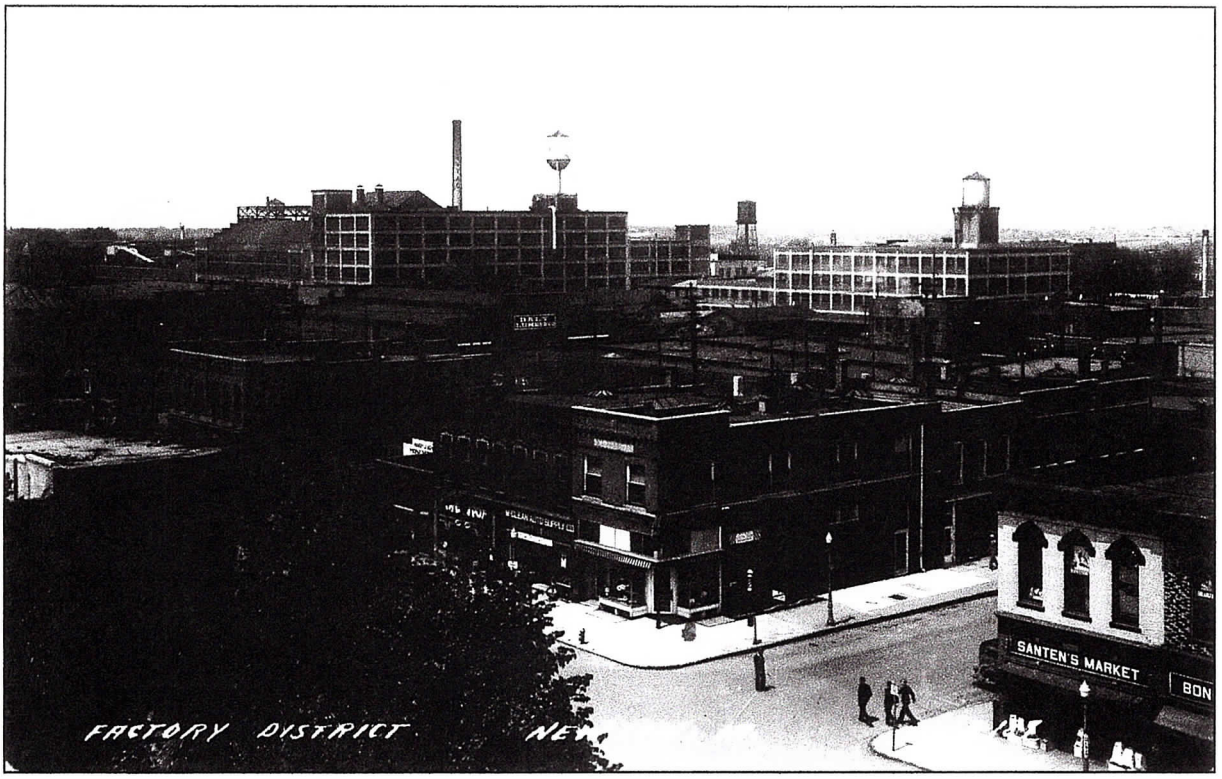
Figure 9. HISTORIC IMAGE – ca.1910



(SOURCE: Jasper County Historical Society archives.)

This view of the 200 block of N. 2nd Avenue W. reveals that the impact of the Victorian stretched to the resources beyond the courthouse square. Note that wood frame falsefronts remained at this time, even while buildings reflecting the 20th century Commercial Style (at right) were creeping into the streetscape.

Figure 10. HISTORIC IMAGE – 1922



(SOURCE: AKAY Consulting Postcard Collection.)

The success of the industrial sector (particularly that of the Maytag Company) was reflected in the scale and visual character of the Newton downtown. As this image (looking northwest from the courthouse) reveals, the proximity of the "factory district" also impacted the downtown by limiting growth to northwest.

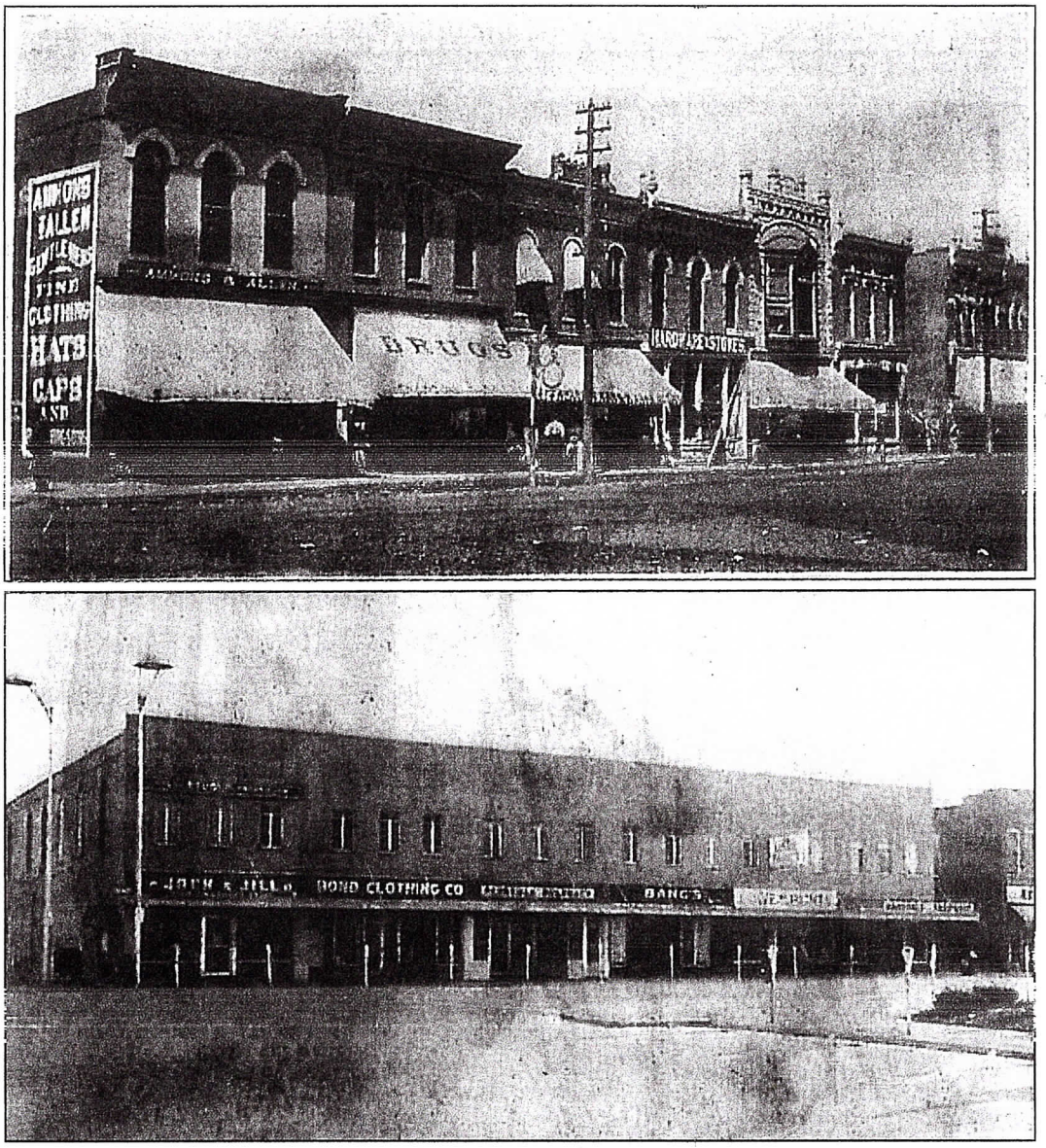
Figure 11. HISTORIC IMAGE – ca.1930



(SOURCE: Jasper County Historical Society archives.)

The years between 1910 and 1930 saw the construction of some of the most impressive of the downtown's present resouces. In this view looking northwest from the Maytag Hotel, the Neo-Classical Revival First Newton National Bank is shown in its anchor position at the east end of the 100 block of 2nd Avenue.

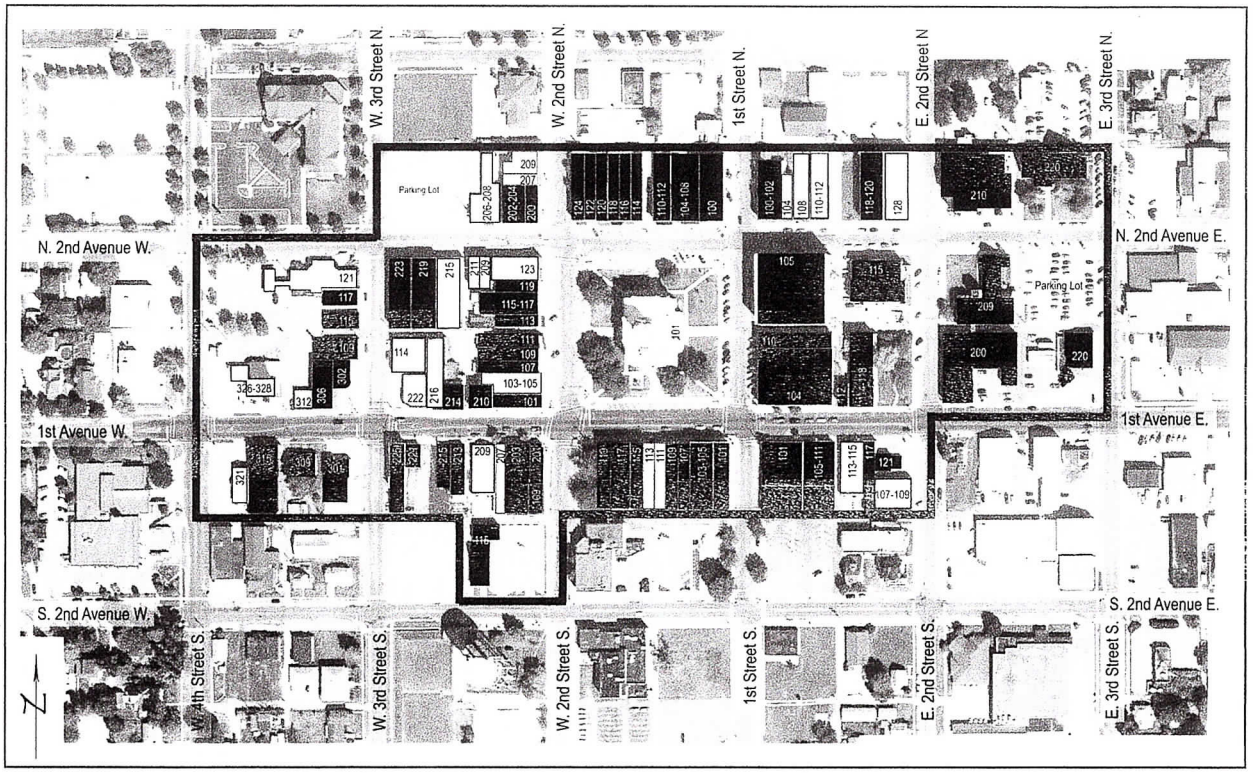
Figure 12. HISTORIC IMAGE – 1910 vs. ca.1960



(SOURCE: Jasper County Historical Society archives.)

These views of the 100 block of N. 2nd Ave W., representing the same streetscape in 1910 and ca.1960, respectively, illustrate the transformation made to many of the downtown buildings in the wake of the Maytag Company's phenomenal success with the 1949 automatic washer. With the prosperity of that major manufacture driving it, the downtown underwent a modernization that resulted in the Modern character that now dominates the visual identity of the Newton downtown.

Figure 13. BOUNDARY MAP - PROPOSED NEWTON DOWNTOWN HISTORIC DISTRICT



(MAP SOURCE: http://www.maps.google.com. Accessed 03/01/2012.)

Based on the findings of the intensive level survey and evaluation, the above boundaries are suggested for the potential historic district. The resources have coded: those in black indicate contributing resources (60, plus the National Register listed Jasper County Courthouse), while those in white indicate non-contributing resources (24).

Figure 14. TABLE OF RESOURCES - PROPOSED NEWTON DOWNTOWN HISTORIC DISTRICT

IOWA INV. #	ADDRESS	HISTORIC NAME	DATES*	STYLE	ARCHITECT /BUILDER	STATUS	
50-01644	101 1st Ave. E.	Thriftway Grocery	1949	Modern Broad Front		C	
50-00692	104-110 1st Ave. E.	Allfree Building	1917	Commercial Style	Temple & Burrows	C	
50-01666	107-111 1st Ave. E.	Arcade Building	1965	Modern Broad Front		C	
50-00647	112 1st Ave. E.	Joy Dental Building	1902	Italianate		C	
50-01665	113 1st Ave. E.	Iowa Bake Rite Co.	1924	Commercial			NC
50-00646	114-118 1st Ave. E.	Clarkson Building	1917	Mission Revival		C	
50-01645	115 1st Ave. E.	Purity Dairy	1925	Commercial			NC
50-01647	117 1st Ave. E.	Banc's Restaurant	c.1922	Commercial		C	
50-00648	121 1st Ave. E.	Lefty Sprague Mobil Oil	1922 1951	Commercial		C	
50-00644	200 1st Ave. E.	Newton Daily News	1921	Classical Revival		C	
50-01621	220 1st Ave. E.	Evans & Westbrook Independent Oil Station	1919 c.1957	Commercial		C	
50-01623	101 1st Ave. W.	Iowa Southern Utilities Co. Building	1904 c.1950	Commercial Modern		C	
50-01624	103 1st Ave. W.	J.C. Penney Dept. Store	c.1880 1948	Commercial Modern		C	
50-01625	107 1st Ave. W.	Larchwood Florist	1910 c.1954	Commercial Modern		C	
50-01626	109 1st Ave. W.	Nollen South Side Drug Store	c.1880 c.1954	Commercial Modern		C	
50-00673	111 1st Ave. W.	Reliable Dept. Store	c.1885 c.1985	Commercial			NC
50-01627	113 1st Ave. W.	Chamber of Commerce	1984	Commercial	Porter & Brierly		NC
50-01628	115-117 1st Ave. W.	Skiff Block	1889 c.1955	Commercial Modern		C	
50-01630	119 1st Ave. W.	Horn Bros. Shoes	c.1897 1930	Commercial Modern		C	
50-01631	201 1st Ave. W.	Wisgerhof Insurance	1961	Commercial Modern		C	
50-01632	203-205 1st Ave. W.	Switzer's Furniture	1954	Commercial Modern		C	
50-01633	207 1st Ave. W.	Western Auto	1954	Contemporary			NC

IOWA INV. #	ADDRESS	HISTORIC NAME	DATES*	STYLE	ARCHITECT /BUILDER	STATUS	
50-01635	210 1st Ave. W.	Mann's Wagon Shop	c.1866 c.1904	Commercial		C	
50-01634	211 1st Ave. W.	Law Office Building	c.1980	Classical Revival			NC
50-01636	212-214 1st Ave. W.	White Way Cafe	c.1883 1945	Commercial		C	
50-01637	213 1st Ave. W.	Daisy Lunch	1954	Commercial Modern		C	
50-01639	215 1st Ave. W.	Maid Rite	c.1948	Commercial Modern		C	
50-01640	216 1st Ave. W.	Neel Duco Refinishing	1926 1963	Commercial			NC
50-01641	221 1st Ave. W.	Snook Inn	c.1937	Commercial Modern		C	
50-01642	222 1st Ave. W.	Sinclair Oil Station	1924	Commercial			NC
50-01643	225 1st Ave. W.	Newton City Hall & Fire Station	1885 1954	Commercial Movement		C	
50-01705	301-303 1st Ave. W.	Parks Texaco	c.1948 1957	Commercial Modern		C	
50-01706	302 1st Ave. W.	Standard Oil Station	c.1929	Commercial		C	
50-01698	306 1st Ave. W.	Bridges Auto Supply	c.1927	Commercial		C	
50-01699	309 1st Ave. W.	Smead House	c.1901	American Foursquare		C	
50-01700	312 1st Ave. W.	Wert's Cafe	c.1990	No Style			NC
50-01701	315 1st Ave. W.	Sauerman and Son Garage	c.1920	Modern Broad Front		C	
50-01702	321 1st Ave. W.	Bob's Skelly Service	ca.1962	No Style			NC
50-01707	326-328 1st Ave. W.	Mahan's '66	1963 c.1980	Commercial			NC
50-00672	101 1st St. N.	Jasper County Courthouse	1911	Beaux Arts	Proudfoot & Bird	NR	
50-01650	110 1st St. N.	Boswell's	1918	Commercial		C	
50-01654	101-105 W. 2nd St. N.	Masonic Temple	c.1865 c.1963	Commercial Modern		C	
50-01694	107-109 W. 2nd St. N.	Barrett's Bakery	c.1875	Commercial Modern			NC
50-01653	111 W. 2nd St. N.	Power Rexall Drug Store	c.1875 c.1964	Commercial Modern		C	
50-01656	113 W. 2nd St. N.	Mattingly Music and Book Store	c.1910 1954	Commercial Modern		C	
50-01657	115-117 W. 2nd St. N.	Wormhoudt Building	c.1890 c.1954	Commercial Modern		C	

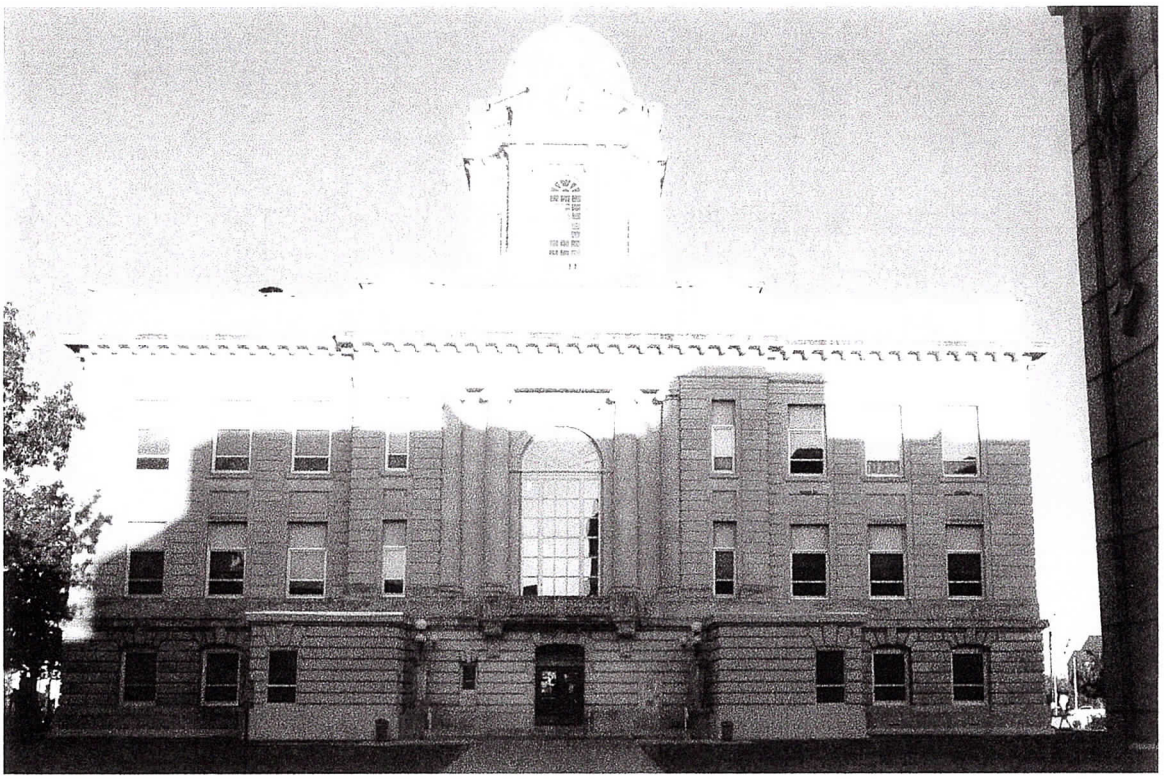
IOWA INV. #	ADDRESS	HISTORIC NAME	DATES*	STYLE	ARCHITECT /BUILDER	STATUS	
50-01658	119 W. 2nd St. N.	Keith & McLaughlin Jewelers	c.1887 c.1954	Commercial Modern		C	
50-01659	123 W. 2nd St. N.	Newton Home Savings & Loan	c.1955 c.1967	Commercial Modern			NC
50-01660	207 W. 2nd St. N.	The Tavern	c.1890 c.1990	Commercial			NC
50-00779	209-211 W. 2nd St. N.	Fehleisen Block	c.1885	Italianate	Theodore Fehleisen		NC
50-01661	107-109 E. 2nd St. S.	Iowa State Liquor Store	c.1927 c.1968	Commercial			NC
50-01705	105-111 W. 2nd St. S.	Pangborn Building Addition	c.1918	Classical Revival		C	
50-00783	115 W. 2nd St. S.	Jasper County Public Services Complex	c.1911 c.1915 1920	20th Century Revival	Proudfoot & Bird	C	
50-00711	100-102 N. 2nd Ave. E.	Ramer Block	1896	Italianate		C	
50-00693	101-105 N. 2nd Ave. E.	Hotel Maytag	1926	Commercial Style	Henry Raider	C	
50-01647	104 N. 2nd Ave. E.	W.O. Foster's Drug Store	c.1895 1965	Commercial Modern			NC
50-01648	106-108 N. 2nd Ave. E.	Staiko's Shine Parlor	c.1906 1984	Commercial			NC
50-01649	110-112 N. 2nd Ave. E.	Salmon Paint & Wallpaper	c.1910 c.1950	Commercial Modern		C	
50-00712	115 N. 2nd Ave. E.	U.S. Post Office	1928	Classical Revival	James A. Whetmore	C	
50-01662	118-120 N. 2nd Ave. E.	Montgomery Ward & Co.	1909 1929 1963	Commercial		C	
50-01663	128 N. 2nd Ave. E.	International Order of Odd Fellows Building	c.1879 c.1954	Commercial Modern			NC
50-01664	209 N. 2nd Ave. E.	United Presbyterian Church	1952	Late Gothic Revival	Edward F. Jansson	C	
50-00709	210 N. 2nd Ave. E.	First Methodist Episcopal Church	1915 1952	Classical Revival	Thorson & Thorson	C	
50-00710	220 N. 2nd Ave. E.	First Presbyterian Church	1924	Tudor Revival	Vorse, Kraetsch & Kraetsch	C	
50-00691	100 N. 2nd Ave.W.	First Newton National Bank	1920	Neo-Classical Revival	John W. Ross	C	

IOWA INV. #	ADDRESS	HISTORIC NAME	DATES*	STYLE	ARCHITECT /BUILDER	STATUS	
50-01671	104-108 N. 2nd Ave.W.	Commercial Block	c.1919	Commercial		C	
50-00773	110-112 N. 2nd Ave.W.	Scharf Building	1892	Commercial Italianate		C	
50-01673	114 N. 2nd Ave.W.	Taylor Building	c.1885 c.1955	Commercial Modern		C	
50-01674	116 N. 2nd Ave.W.	E.E. Duer Mercantile	c.1870 c.1955	Commercial Modern		C	
50-01675	118 N. 2nd Ave.W.	Griebeling Mercantile	c.1875 c.1960	Commercial Modern		C	
50-01676	120 N. 2nd Ave.W.	A. Wendt Building	1875 c.1957	Commercial Modern		C	
50-01667	122 N. 2nd Ave.W.	A.C. Bollhoefer Dry Goods	c.1885 c.1955	Commercial Modern		C	
50-01668	124 N. 2nd Ave.W.	Jack & Jill Store	c.1875 c.1955	Commercial Modern		C	
50-01677	200 N. 2nd Ave.W.	C.M. Hinsdale Building	c.1900	Late Victorian		C	
50-01678	202-204 N. 2nd Ave.W.	Commercial Building/ Knights of Columbus Hall	c.1884 1955	Commercial Modern		C	
50-01680	206-208 N. 2nd Ave.W.	Pettit Cleaners/ Israel Lunch	c.1900 c.1990	Commercial			NC
50-01684	209-211 N. 2nd Ave.W.	Carson's Beauty Shop	c.1940 c.2000	Commercial			NC
50-01685	215 N. 2nd Ave.W.	Raize's Grocery & Dry Goods	c.1925	Commercial			NC
50-00734	219 N. 2nd Ave.W.	Salvation Army Citadel	1928	Classical Revival		C	
50-00732	223 N. 2nd Ave.W.	Harp Brunner Auto Co.	1919	Modern Broad Front		C	
50-01688	109 W. 3rd St. N.	Newton Tire & Battery Service	c.1925	Modern Broad Front		C	
50-01687	114 W. 3rd St. N.	Rempp Motor Parts	c.1952	Commercial			NC
50-01693	115 W. 3rd St. N.	Iowa Jaycees Building	1962	Commercial Modern		C	
50-01692	117 W. 3rd St. N.	CPA Office Building	1965	Commercial		C	
50-01691	121 W. 3rd St. N.	Maytag Employess Credit Union	1981	Contemporary			NC

- Dates indicate, first, the date of construction and second, later alterations that significantly impacted the resource's visual character.

IMAGES

1. Jasper County Courthouse



The Jasper County Courthouse (1909-1911 by Proudfoot & Bird) stands at the center of the Newton Downtown.

(All images by Sue Smith for the Newton HPC, June 2011)

IMAGES

2. Streetscape – 100 Block of N. 2nd Avenue W.



View of 2nd Avenue North looking northwest from 1st Street. The streetscape presents a view of the transition in architectural style that prevails in the Newton Downtown. Although most of buildings on the street date to ca.1885, those in the west half of the block were modernized in the mid-20th century. Only the Scharf Block of 1892 (located just east of the alley), retains its Victorian era façade. The First Newton National Bank and the Commercial Block reflect the stylistic shifts indicative of the early 20th century.

IMAGES

3. Streetscape – 100 Block of N. 1st Street



View of 1st Street, looking northeast from the interstection at 1st Avenue. The streetscape is dominated by the 1917 Allfree Building and the 1926 Hotel Maytag (left).

IMAGES

4. Streetscape – 100 Block of 1st Avenue W.



View of 1st Avenue W., looking southwest from N. 1st Street. The streetscape is dominated by 19th century buildings with mid-20th century facades.

IMAGES

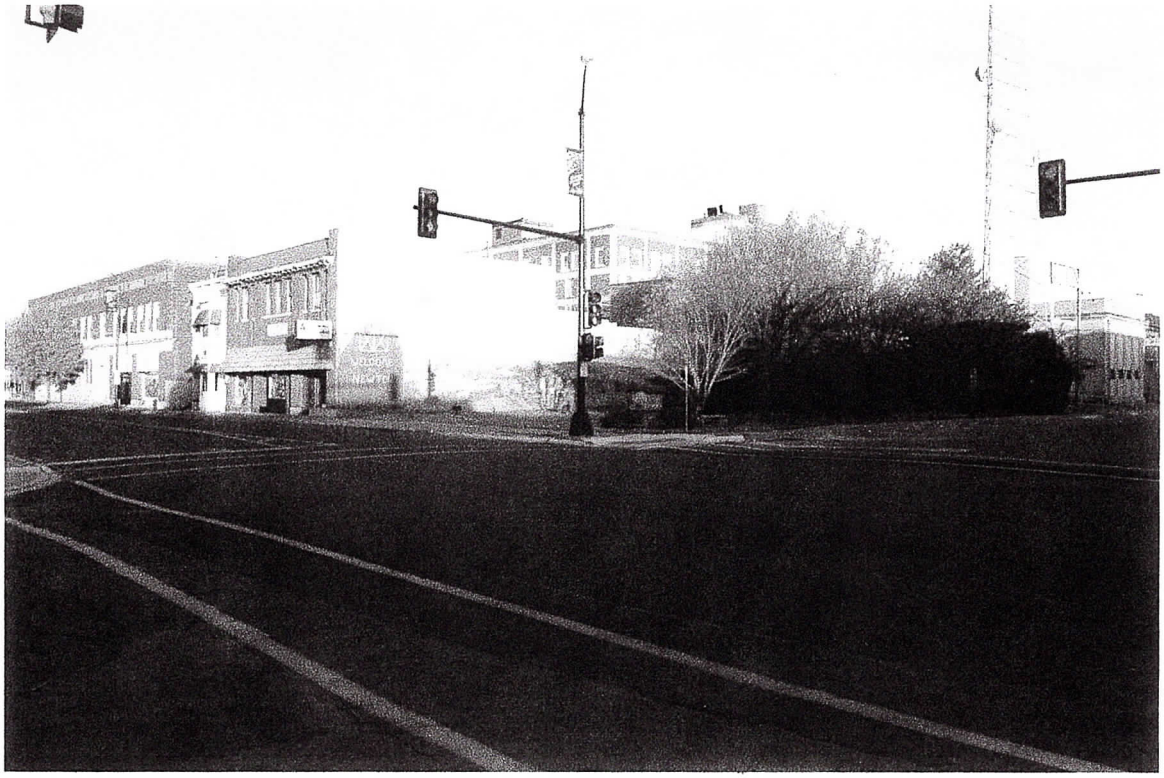
5. Streetscape – 100 Block of W. 2nd Street N.



The streetscape of W. 2nd Street N. is dominated by 19th century buildings sporting mid-20th century facades.

IMAGES

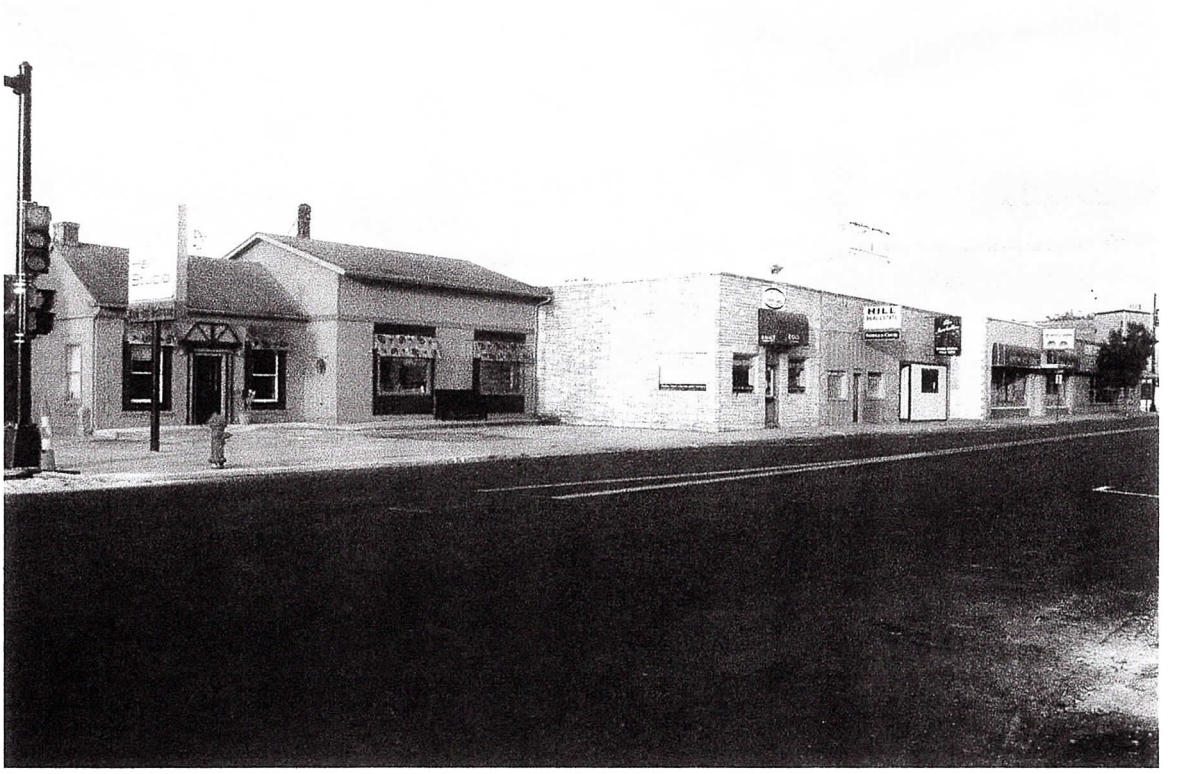
6. Streetscape – 100 Block of E. 1st Street



View of E. 1st Street looking northwest from near 2nd Street. The Joy Dental Building (narrow grey building at center) is the sole representative of a bay-front Italianate remaining in the district.

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7. Streetscape – 100 Block of E. 1st Street



View of E. 1st Street looking southwest from near 2nd Street. The buildings at the district's periphery reflect the 20th century trend to one-story buildings with a minimum of applied ornament. Gas stations, like that which now houses Trenz Hair Studio (left) also located at the district's edges, specifically along 1st Street (Highway 6).

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8. Streetscape – 200 Block of N. 2nd Avenue E.



Like the buildings facing the courthouse square, many of those off the square were re-faced in the mid-20th century. This view, looking northeast from the intersection of 1st Street N. and N. 2nd Avenue reveal that more recent renovations have altered come of those, now historic facades, while others, like the 1896 Ramer Block (left) retain their Victorian era character.

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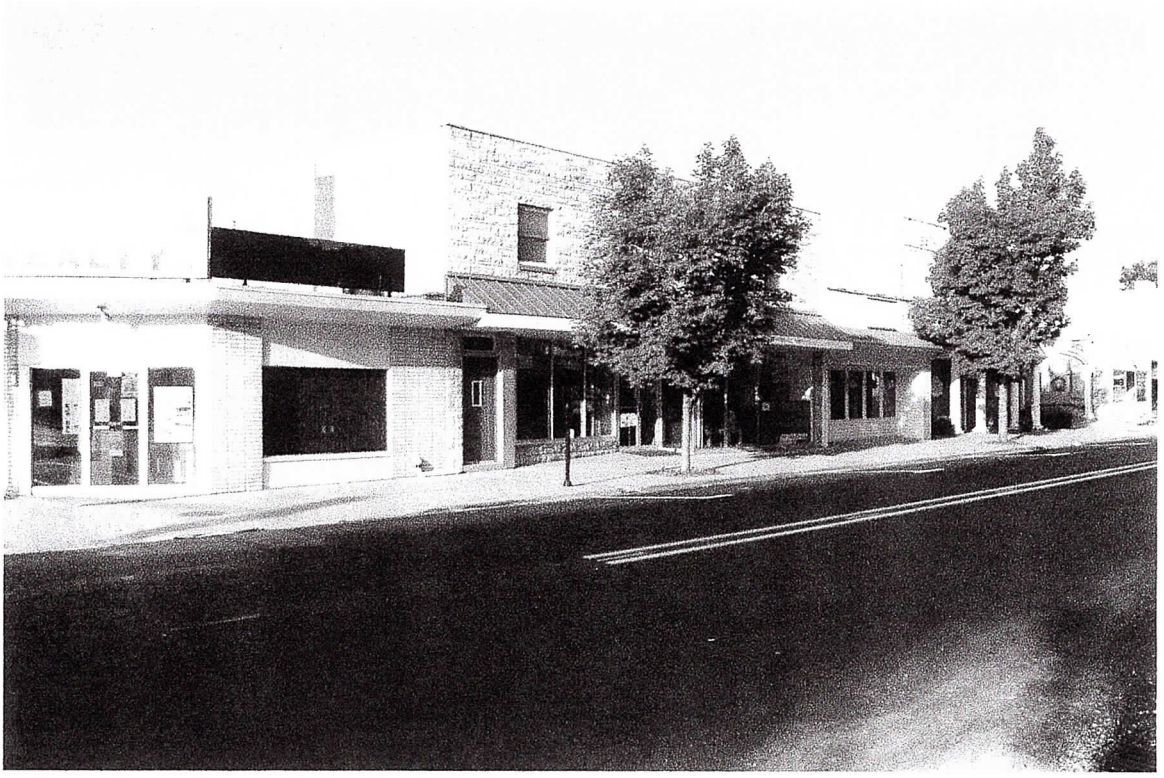
9. Streetscape – 200 Block of 1st Avenue W.



This view looking northwest along 1st Avenue W. from the intersection at 2nd Street shows the juxtapostion of the mid-20th century character of the district's modernized against what is likely the district's oldest resource, Mann's Wagon Shop (c.1866).

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10. Streetscape – 200 Block of 1st Avenue W.



This view looks southwest along 1st Avenue W. from the intersection at 2nd Street. Like towns across Iowa, the Newton downtown has been impacted by loss due to fire. The mid-20th century character of this streetscape is a result of such loss.

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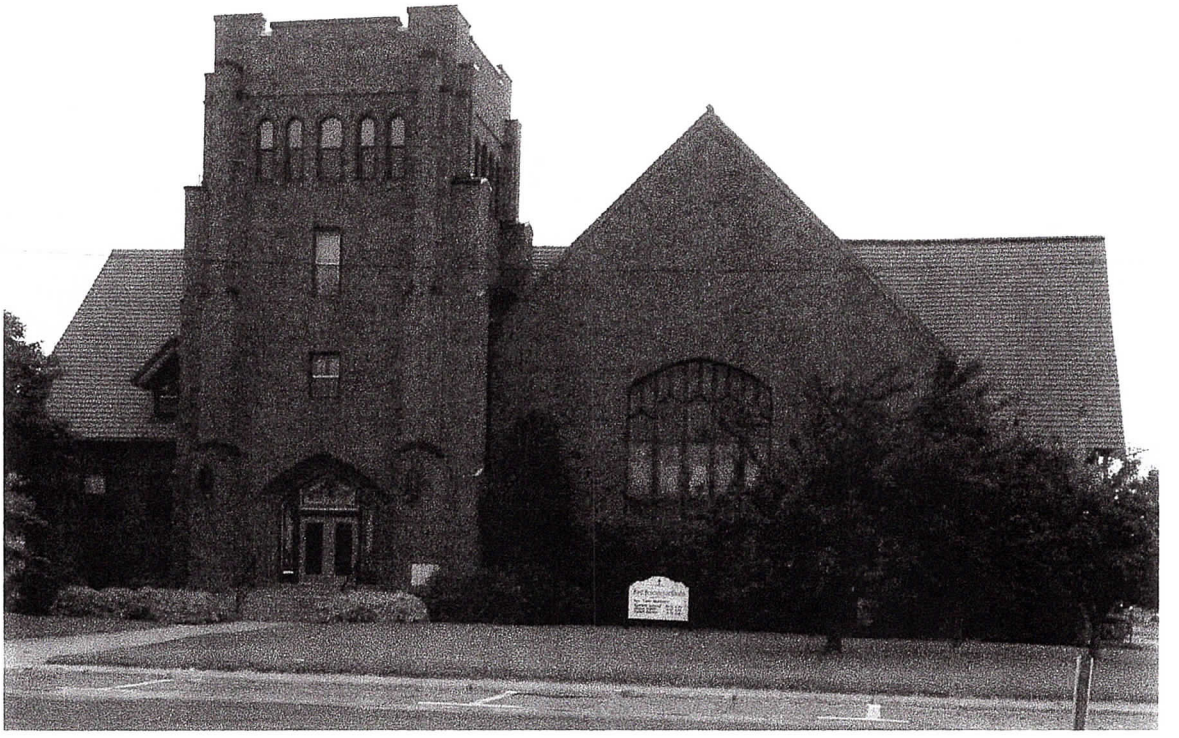
11. Streetscape – 200 Block of W. 2nd Avenue N.



This view looks southwest along N. 2nd Avenue W. from the intersection at 2nd Street. As is to be expected, historically insensitive rehabilitations/alterations have impacted the integrity of the district.

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12. First Presbyterian Church



Three churches, all located east of the courthouse square, are found in the Newton Downtown Historic District. The First Presbyterian is a lovely, 1924 Tudor Revival design by the Des Moines firm of Vorse, Kraetsch & Kraetsch.

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13. Hotel Maytag



The impact of the Maytag Company and the Maytag family is felt throughout the commercial district and community at large. The hotel, is a lovely example of the influence of the Chicago Commercial style and the work of Louis Sullivan. The Maytag, designed by Chicago architect Henry Raider, opened in 1926.

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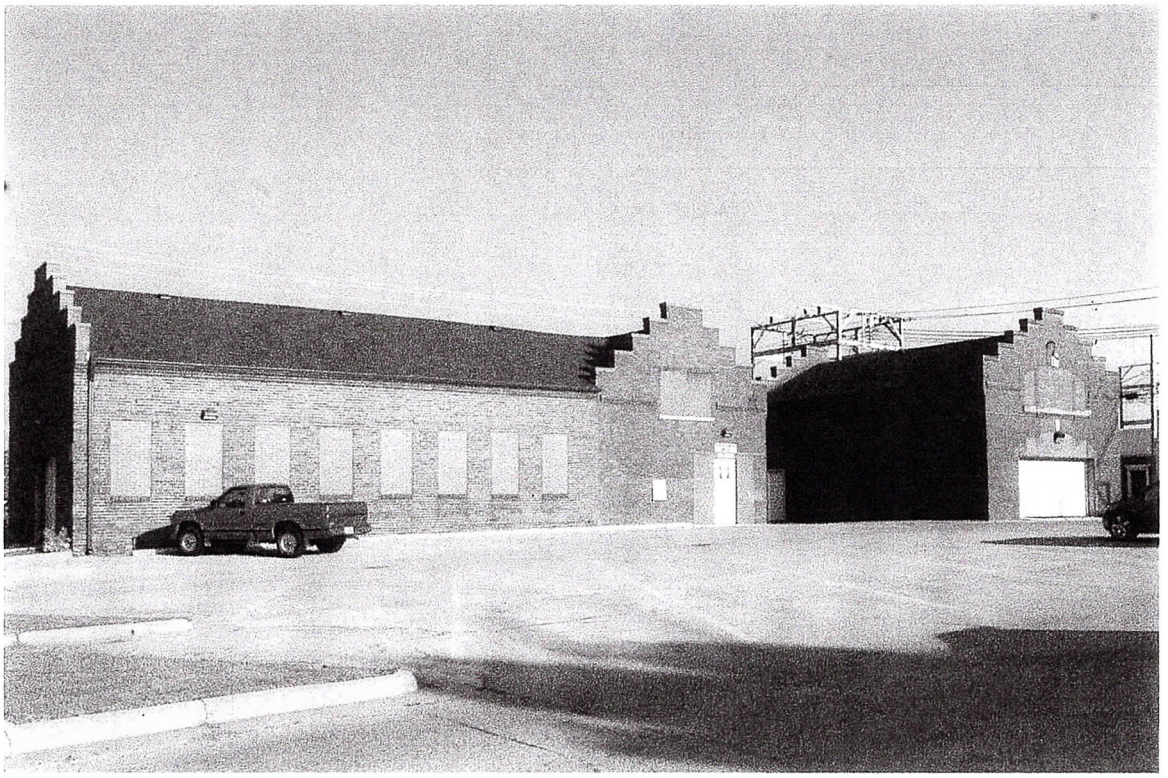
14. Salvation Army Citadel



The 1928 construction of Salvation Army Citadel was financed by F.L. Maytag; another example of Maytag's impact on the community in which he lived.

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15. Jasper County Public Service Complex (Heat Plant & Garage)



This pair of buildings was constructed at about the same time as the Jasper County Courthouse and, also like the courthouse, it appears that both were designed by the firm of Proudfoot & Bird.