

**Site Inventory Form**  
**State Historical Society of Iowa**  
 (November 2005)

State Inventory No. 50-01665

New  Supplemental

Part of a district with known boundaries (enter inventory no.) 50-01703

Relationship:  Contributing  Noncontributing

Contributes to a potential district with yet unknown boundaries

National Register Status:(any that apply)  Listed  De-listed  NHL  DOE

9-Digit SHPO Review & Compliance (R&C) Number \_\_\_\_\_

Non-Extant (enter year) \_\_\_\_\_

**1. Name of Property**

historic name Iowa Bake-Rite Co.

other names/site number Ellen's Fabric Shop, The Manhattan

**2. Location**

street & number 113 1st Ave. E.

city or town Newton  vicinity, county Jasper

Legal Description: (If Rural) Township Name \_\_\_\_\_ Township No. \_\_\_\_\_ Range No. \_\_\_\_\_ Section \_\_\_\_\_ Quarter of Quarter \_\_\_\_\_

(If Urban) Subdivision Original Plat Block(s) 21 Lot(s) Part of 2

**3. State/Federal Agency Certification [Skip this Section]**

**4. National Park Service Certification [Skip this Section]**

**5. Classification**

Category of Property (Check only one box)

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

Number of Resources within Property

If Non-Eligible Property		If Eligible Property, enter number of:	
Enter number of:		Contributing	Noncontributing
<u>1</u>	buildings	—	—
—	sites	—	—
—	structures	—	—
—	objects	—	—
<u>1</u>	Total	—	—

Name of related project report or multiple property study (Enter "N/A" if the property is not part of a multiple property examination).

Title

Downtown Newton, Iowa

Historical Architectural Data Base Number

50-010

**6. Function or Use**

Historic Functions (Enter categories from instructions)

Current Functions (Enter categories from instructions)

02E02 COMMERCE/TRADE/bakery

02G02 COMMERCE/TRADE/bar

02E COMMERCE/TRADE/specialty store

\_\_\_\_\_

02E03 COMMERCE/TRADE/dry goods

\_\_\_\_\_

**7. Description**

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

09F Commercial

foundation 03 BRICK

09D01 Roof form/flat

walls (visible material) 03 BRICK

\_\_\_\_\_

roof \_\_\_\_\_

\_\_\_\_\_

other \_\_\_\_\_

**Narrative Description** ( SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

**8. Statement of Significance**

Applicable National Register Criteria (Mark "x" representing your opinion of eligibility after applying relevant National Register criteria)

- Yes  No  More Research Recommended

- A Property is associated with significant events.
- B Property is associated with the lives of significant persons.
- C Property has distinctive architectural characteristics.
- D Property yields significant information in archaeology or history.

County Jasper  
City Newton

Address 113 1st Ave. E.

Site Number 50-01665  
District Number 50-01703

**Criteria Considerations**

- A Owned by a religious institution or used for religious purposes.
- B Removed from its original location.
- C A birthplace or grave.
- D A cemetery.
- E A reconstructed building, object, or structure.
- F A commemorative property.
- G Less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance** (Enter categories from instructions)

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

Construction date  
1924  check if circa or estimated date  
Other dates, including renovation

**Significant Person**

(Complete if National Register Criterion B is marked above)

\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Architect

Builder

**Narrative Statement of Significance**  SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED

**9. Major Bibliographical References**

Bibliography  See continuation sheet for citations of the books, articles, and other sources used in preparing this form

**10. Geographic Data**

UTM References (OPTIONAL)

Zone	Easting	Northing	Zone	Easting	Northing
1	_____	_____	2	_____	_____
3	_____	_____	4	_____	_____

See continuation sheet for additional UTM references or comments

**11. Form Prepared By**

name/title Rita Reinheimer & Mary Jo Niskin date 04-10-2012  
organization Newton Historic Preservation Commission telephone 641-792-2787  
street & number 101 W. 4<sup>th</sup> St. S. city or town Newton state IA zip code 50208

**ADDITIONAL DOCUMENTATION** (Submit the following items with the completed form)

**FOR ALL PROPERTIES**

- Map:** showing the property's location in a town/city or township.
- Site plan:** showing position of buildings and structures on the site in relation to public road(s).
- Photographs:** representative black and white photos. If the photos are taken as part of a survey for which the Society is to be curator of the negatives or color slides, a photo/catalog sheet needs to be included with the negatives/slides and the following needs to be provided below on this particular inventory site:

Roll/slide sheet # _____	Frame/slot # _____	Date Taken _____
Roll/slide sheet # _____	Frame/slot # _____	Date Taken _____
Roll/slide sheet # _____	Frame/slot # _____	Date Taken _____

- See continuation sheet or attached *photo & slide catalog sheet* for list of photo roll or slide entries.
- Photos/illustrations without negatives are also in this site inventory file.

**FOR CERTAIN KINDS OF PROPERTIES, INCLUDE THE FOLLOWING AS WELL**

- Farmstead & District:** (List of structures and buildings, known or estimated year built, and contributing or noncontributing status)
- Barn:**
  - A sketch of the frame/truss configuration in the form of drawing a typical middle bent of the barn.
  - A photograph of the loft showing the frame configuration along one side.
  - A sketch floor plan of the interior space arrangements along with the barn's exterior dimensions in feet.

**State Historic Preservation Office (SHPO) Use Only Below This Line**

Concur with above survey opinion on National Register eligibility:  Yes  No  More Research Recommended  
 This is a locally designated property or part of a locally designated district.

Comments: \_\_\_\_\_

Evaluated by (name/title): \_\_\_\_\_ Date: \_\_\_\_\_

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Iowa Bake-Rite Co.	Jasper
Name of Property	County
113 1st Ave. E.	Newton
Address	City

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## 5. Classification, cont'd.

The property is counted as a building and considered a non-contributing resource to the Newton Downtown Historic District.

## 7. Description

### Site Description

The Iowa Bake-Rite Co. building is located on the south side of First Avenue East, in the middle of the block; its façade faces north. It is adjoined on the east by a one story commercial building, with which it creates a visual unit. A public sidewalk runs flush to the building on the north, providing access to the primary entrance. It is adjoined on the west by a public alley.

### Property Description

The Iowa Bake-Rite Co. building is a one-story structure on a brick or stone foundation. The block building is rectangular, stretching 22' x 104' from its First Avenue façade. Like many commercial buildings its roof is flat. It has a step-down roofline from front to back surrounded by metal coping.

Although historically it has functioned autonomously, Iowa Bake-Rite is the western one-third of a visually connected unit of three buildings that appear to have been built at approximately the same time. It shares a yellow brick façade with its neighbor to the east. Compared to the storefront of the neighboring building, which is symmetrical and proportional to the size of the façade, the Iowa Bake-Rite building's storefront is truncated and asymmetrical.

The primary façade of this building has been dramatically altered; its original dark brown brick has been refaced with smaller, yellow variegated brick that wraps around the corner approximately 2-3 feet onto the alley facade. The facade profile is flat. An arbitrarily placed storefront has been retrofitted over the historic façade to create an attention-getting, two-color boarded effect. The result of this interplay of line, shape, color, and texture is unsettling when compared with the adjacent building.

Originally, the Iowa Bake-Rite Co. building featured a central entrance flanked on either side by oversized display windows. The doorway has now been relocated to the east, replacing the east display window. The window to the west of the doorway has been retrofitted with a much smaller, horizontal window asymmetrically placed at adult eye level. Its original size and shape has been obliterated by the extension of the brick from above and the non-historic paneling which surrounds it. An illuminated sign above the window announces the business within. No historic materials appear to remain on the front façade.

Building permits show that in 2001 the front façade of this business was "rebuilt" at a cost of \$8,000. This appears to include the changes described in the preceding paragraph. The changes in brickwork described in the third paragraph above may have been made at this time, but more likely they were

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Iowa Bake-Rite Co.	Jasper
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made in 1977, as indicated by the \$9,500 valuation on a building permit to “replace and repair masonry on the front” of this building and the adjoining building to the east (#115).

On the secondary (alley) façade, the original oversized display window near the front of the building was retrofitted with a smaller window prior to 1950. The size of the replacement window has been retained but the yellow brick hides the size and shape of the original window. Three other windows on the alley have been closed in, their original size and shapes retained. All windows have concrete windowsills. To the south of the yellow brick, the original red brick covers the rest of the building.

### Integrity Considerations

When constructed the Iowa Bake-Rite Co. building was a commercial-style brick structure with a centrally located doorway flanked by large display windows. Because the alterations resulting in the present appearance occurred less than fifty years ago, they are considered non-historic and a significant breach of the building’s historic integrity as it relates to design, workmanship, and materials. This loss cannot be overcome by any retention of integrity as it relates to the location, association, and setting. As a result, the building does not bear sufficient historic integrity to be considered a contributing resource to the historic district.

## **8. Statement of Significance**

Due to a significant loss of historic integrity (particularly as it relates to design, materials, and workmanship) the building is considered a non-contributing resource to the Newton Downtown Historic District. Should the façade be rehabilitated the building’s ability to contribute to the district should be re-evaluated.

### Historical Background

Newton was platted as the Jasper County seat in 1847. The commercial district grew up around the courthouse square with the earliest buildings, which commonly housed both commerce and dwellings, constructed of wood. The development of the downtown from its platting in 1846 to c.1890 is tied to its status as the county seat and the 1867 arrival of the Mississippi-Missouri Railroad. The character of the commercial downtown is recorded in images of the contiguous brick commercial Italianate buildings surrounding the courthouse square.

Beginning in the 1890s, it was industry, specifically the washing machine industry, that drove Newton’s economy and the commercial success of its downtown. Due to the success and longevity of the Maytag Company, its history presents the greatest impact on Newton’s downtown commercial district. From 1890-1920, a period in Maytag history marked by the company’s incorporation and the development of the first electrically powered washing machine, a number of significant buildings were constructed in the Newton Downtown District. The addition of these buildings (and others) introduced a 20<sup>th</sup> century architectural sensibility to the district; moving the visual character away from the Late Victorian era Italianate style that had previously dominated the streetscapes.

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## 8. Statement of Significance, cont'd.

During the decade of 1920 to 1930, Newton's population nearly doubled. The period is marked by the Maytag Company's ascension to the nation's leading manufacturer of washing machines. The economic prosperity brought by the company's success is reflected in the Newton Downtown Historic District with the construction of some of its most important buildings including the First Newton National Bank (1920) and the Maytag Hotel (1926). Both buildings lend a sense of importance to the downtown district.

The visual character and composition of the downtown district remained generally constant through the Depression era and war years – a period when industry and commerce (including the Maytag Company) were focused on surviving and on supporting the war effort. The boom that came in the wake of Maytag's 1946 introduction of the automatic washing machine was apparent in the Newton Downtown Historic District by the mid-1950s. Between about 1954 and 1963 the downtown buildings underwent dramatic alteration, a nearly wholesale removal of the Italianate façades and replacement with those reflecting a mid-20<sup>th</sup> century Modern aesthetic. Buildings altered during that period line the streetscapes of the district. In addition to the Victorian era buildings that were re-faced during this time, a number of new buildings (including the Arcade building) were constructed, their stylistic character reflective of the era.

Although the washing machine industry in Newton is now a thing of the past, its mark on the Newton Downtown Historic District is undeniable.

### Property History

This building appears to have been constructed between the years of 1922 and 1924. The earliest documented tenant is the Iowa Bake-Rite Co., a bakery, which moved into the building in January 1925, and remained there until at least 1929. Apparently more of a wholesale bakery than a retail establishment, Iowa Bake-Rite sold its products in all Newton grocery stores and in several stores throughout Jasper County. After Iowa Bake-Rite ceased operation a series of retail bakeries, under a variety of owners and corporate names, continued to occupy the building until 1959/1960. McKeag Bakery, Myers Bakery, Humke Bakery, and Barrett Bakery all called this building home.

Subsequent tenants included Newton Plate Glass and Mirror for approximately ten years, followed by Ellen's Fabric Shop for approximately fifteen years. Since 1988 the building has housed The Manhattan, a bar, best known in Newton for coordinating a community-wide effort to collect food and Christmas gifts for economically disadvantaged families.

Iowa Department of Cultural Affairs  
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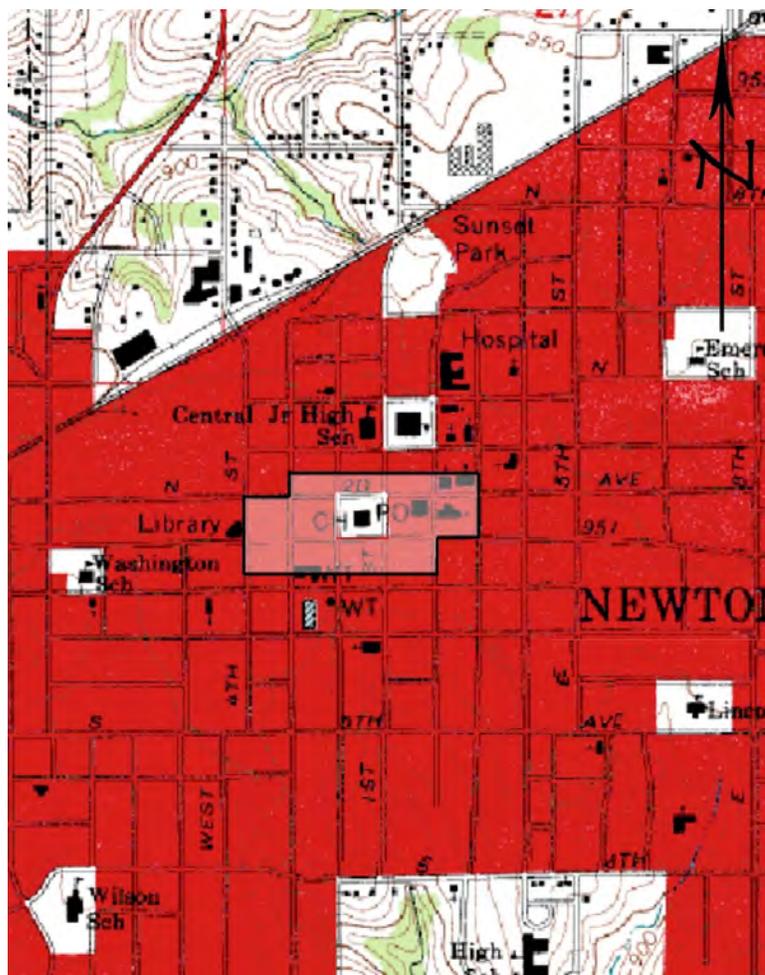
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**11. Additional Documentation - Maps**

**USGS 7.5 MINUTE TOPOGRAPHIC MAP - NEWTON – 1965**



(MAP SOURCE: <http://www.trails.com>. Accessed 06/21/2011.)

The Newton Downtown Historic District, to which the Iowa Bake-Rite building is considered a contributing resource, is indicated.

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**11. Additional Documentation - Maps**



(SOURCE: <http://beaconschneidercorp.com>. Accessed June 21, 2011.)

The location of the building is marked with a downward arrow.

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**11. Additional documentation, cont'd**

**PHOTOGRAPHS**



View of the 100 block of First Avenue East looking southwest across First Avenue East.  
The resource is indicated by an arrow.

(All images by Sue Smith, June 30, 2011)

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**11. Additional documentation, cont'd**

**PHOTOGRAPHS**



Looking south across First Avenue East, the resource is indicated by an arrow. The two storefronts shown in this photo belong to two separate buildings, which appear to have been constructed at approximately the same time in the 1920s. For many years members of the same family owned the buildings, and it was these owners who refaced the front façades with this light colored brick. Since this photo was taken the color of the Manhattan's window/door surround has been changed to a pale tan.

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**11. Additional documentation, cont'd**

**PHOTOGRAPHS**



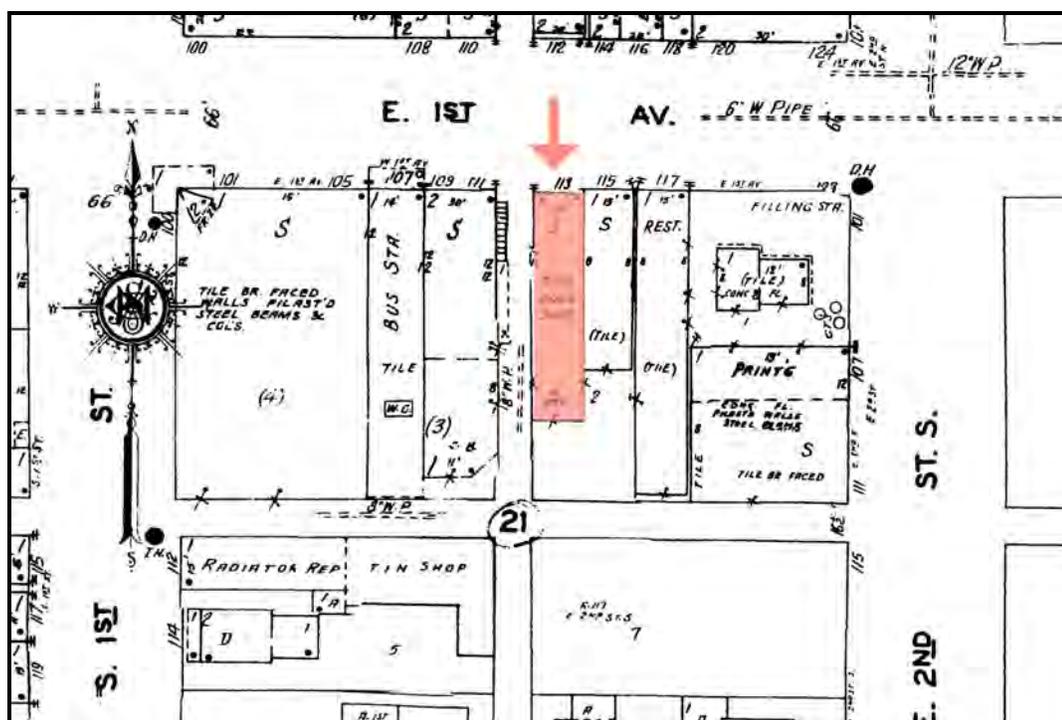
This photo of the structure's secondary façade shows the color of the original brick, as well as the replacement skin of lighter brick. In an effort to prevent vandalism during overnight hours, many owners of buildings with an alley frontage have painted the bottom portion of their building white.

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**11. Additional documentation, cont'd.**

**FIRE INSURANCE MAP - 1949 Revision of 1927**



(SOURCE: Sanborn Company Fire Insurance Map, 1949 Revision of 1927)

This map shows the resource and the setting in which it existed in 1949, the year of the final Sanborn map available for Newton. In 1964 the two-story structure directly to the west across the alley was destroyed by fire and replaced by a one-story arcade-style building of modern design.

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**11. Additional documentation, cont'd.**

**HISTORIC IMAGES – 1950**



(SOURCE: Jasper County Historical Museum, published in Images of the Past II.)

This parade photo from 1950 looks southeast across First Avenue East. The resource is indicated by an arrow. The photo shows the large display windows on the front of the building, which at the time was a bakery. Even at this early date it appears that the display window on the secondary (alley) façade may have been retrofitted with a smaller window and surround, which preserve the opening's original size and shape. The secondary façade's current window appears to maintain the size of this replacement window, while the building's newer brick skin has obscured the size of the original windows.

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### 9. Major Bibliographic References

"Bake-Rite Co. A Newton Firm for Six Years". In Newton Daily News, December 18, 1926, Section 8, page 4.

Building permits on file in the Newton Public Works Office.

Images of the Past II. Compiled by The Newton Daily News/News Publishing Co., 1999.

Keiter Directory Co.'s Newton City and Jasper County, IA Directory, 1929. Norfolk, NE: Keiter Directory Co., 1929.

Newton City and Jasper County Iowa Directory, 1935. Newton, IA: Directory Service Company, 1935.

Newton (Jasper Co., IA) City Directory. Kansas City, MO: R. L. Polk & Co., 1939, 1945, 1951, 1956, 1959, 1961, 1964, 1969, 1974, 1979, 1984, 1988 editions.

Telephone Directories for Newton, Iowa, 1925, 1926, & 1933.