

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

State Inventory No. 50-00646

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 Clarkson Building

other names/site number Rialto Theatre, Rialto Barbershop

2. Location

street & number 114-118 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 Town Block(s) 15 Lot(s) 7

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
—	buildings	<u>1</u>	—
—	sites	—	—
—	structures	—	—
—	objects	—	—
—	Total	<u>1</u>	—

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)

08A02 RECREATION/CULTURE/movie theater

02A COMMERCE/TRADE/business

01B DOMESTIC/multiple dwelling

Current Functions (Enter categories from instructions)

02E08 SPECIALTY STORE/barber shop

02A COMMERCE/TRADE/business

01B DOMESTIC/multiple dwelling

7. Description

Architectural Classification (Enter categories from instructions)

06CF LATE 19th/EARLY 20th CENTURY/Mission-Spanish

Revival

Materials (Enter categories from instructions)

foundation 03 BRICK

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 114-118 1st Ave. E.

Site Number 50-00646
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)

05 COMMERCE

Significant Dates

Construction date
1917 check if circa or estimated date
Other dates, including renovation
1970

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
organization Newton Historic Preservation Commission
street & number 101 W 4 St S
city or town Newton state IA
date 06-01-12
telephone 641-792-2787
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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Clarkson Building	Jasper
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5. Classification, cont'd.

The Clarkson Building is counted as a building and is counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

The Clarkson building sits on the north side of 1st Ave. E., between 1st St. N. and E. 2nd St. N., with its façade facing south. It is attached to a building on the west. To the east is Sersland Park (formerly, the site of an attached, commercial building that burned in 1984). The public sidewalk on First Avenue provides access to businesses and upstairs apartments in the building. A public alley runs on the north side of the building.

Property Description

This building consists of three sections, from south to north, all built in 1917. The southern and northern sections are two stories high, while the middle section is one story high (indicative of the building's function as a movie theater, which required raised height at the rear for the screen).

The façade of this 44' x 132' structure is clad in common brick and divided into three storefronts. Four large brick piers divide the façade symmetrically from bottom to top, defining the three bays. Each of the three street-level storefronts has a different bulkhead. The west bay bulkhead is painted stone block, while that on the east is unpainted stone block. The center bay, originally a movie theater with a recessed entrance, was extended flush with the rest of the building's facade in 1970. It is clad in a light-colored faux wood paneling that spans the entire first-floor storefront. A new door and display window of non-historic dimensions were also added at that time.

Each storefront in the building has one large window and its own entrance; a separate entrance marks the enclosed stairway to second floor. A non-historic cedar-shingled pent roof, added in 1970, marks the space between the first and second floors. Above this roof is a large sign, which appears to be limestone, engraved with the name "CLARKSON." A non-historic sign over the east storefront is attached to the building by metal rods.

Four small pilasters of varying sizes topped with brick corbels subdivide the second-story façade, acting as visual dividers between windows on the western and eastern bays of the building. Windows on this story appear to be the originals, with wooden muntins and metal casings; the windows are in groups of three. Each window has a single glass pane on the bottom and six, nine, or twelve panes above. Windowsills appear to be stone, and turned brick trim lies above the windows. A clay tile visor roof with wooden eaves, original to the building, overhangs the second story windows. It is partially supported by widely spaced single brackets and features terra-cotta coping. The large piers at either end of the building extend slightly above the roofline and have stone coping.

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7. Description, cont'd.

The east side elevation has a step-down roofline from front to the center of the building. What originally was a brick firewall has been covered in a synthetic material and painted with an artist's mural. It will be described more fully in the "property history" section.

On the north, the rear section of the building is of common brick, with a door and a filled-in window. Portions of the east side of this section are covered with cement, with part of the brick firewall still visible.

Integrity Considerations

As it relates to design, materials, and workmanship the Clarkson building has suffered a loss of integrity with the reconstruction of the center ground floor bay and the addition of the cedar shingled pent roof. The non-historic materials and coloring of both create a level of visual confusion across the front of the building. The east and west storefront windows, although replaced at some time, appear to have retained the vertical dimensions of the original windows. The building's second floor structure and clay tile visor roof retain a high level of integrity dating back to the 1917 construction date.

The building retains a high degree of integrity in relation to its location, but its association and setting have suffered from the loss of its movie theater and the destruction of the adjoining building to the east. The Clarkson building's east wall, constructed as a firewall to separate two businesses, was never meant to be viewed by the public. Although its current appearance is non-historic from an architectural standpoint, the artwork on the east wall of the building contributes to the integrity of feeling of Newton's early days, and it provides a pleasant background for the small, tranquil park that it adjoins.

8. Statement of Significance

The Clarkson building is considered a contributing resource to the Newton Downtown Historic District. It is eligible under Criterion A for its significance in contributing to the growth of the downtown business district and for providing a variety of entertainments and necessary services for the people of the city.

During the final days of World War 1 and the early 1920s its movies and live stage shows gave citizens the opportunity to escape for awhile from the worries of war and the rigors of the world. In the 1930s and '40s, despite a weakened economy and another war, children could look forward to a rip-roaring adventure at the weekly cowboy movies. The Rialto Barber Shop was not only an early resource for men's grooming and bathing, it was a social gathering place for businessmen and farmers alike. Even today the barbershop draws a crowd of men each day, whether they need a haircut, a straight-razor shave, or just wish to enjoy the easy camaraderie that exists in the place.

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8. Statement of Significance, cont'd.

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 like the Clarkson Building) introduced a 20th century architectural sensibility to the district; moving the visual character away from the Late Victorian era Italianate style that had previously dominated the streetscapes.

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-20th 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 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.

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8. Statement of Significance, cont'd.

Property History

Built for approximately \$30,000 in 1917 by John P. Clarkson and his sister, Ella, the Clarkson building has long been a valuable addition to the Newton business community. Mr. Clarkson originally located his tailoring business in the western bay of the building (#114). Since the middle 1920s the western bay has been home to the Rialto Barber Shop. The barber shop of the 1920s boasted access to a mezzanine level (which has since been removed), where bathtubs were available for patrons.

The middle section of the building (#116) housed the Rialto Theatre from 1916-1954. Affiliated with the A.H. Blank Enterprises theatrical circuit of Des Moines, the state-of-the-art theater showed popular motion pictures and also hosted vaudeville programs and a few road shows on its large stage. In 1927 the Rialto's co-owner, George P. Hundling, opened the Capitol Theatre in the new Hotel Maytag building, and the Rialto was closed except for occasional live theater events (local-talent plays or traveling stock company shows). In 1934 the redecorated Rialto Theatre began showing second-run motion pictures and cowboy movies Friday through Monday. This arrangement continued until the theater was permanently closed in 1954. Soon after, the theater's lobby was extensively remodeled into office space. Between 1956-2010 this section of the building was a professional office, first for a real estate firm, and later for a series of insurance agencies. It currently houses a jewelry boutique.

The eastern 1/3 of the building (#118) has housed a variety of businesses. The Rialto Shoe Shop, an insurance agency, a beauty shop, a caterer, custom sewing and upholstery businesses, and an antique/collectibles store are some of the businesses that have also operated from this storefront over the years.

The northernmost section of the building functioned as a storage/dressing rooms for the Rialto Theatre, a warehouse, a repair shop, and apartments at various times; it is currently unused.

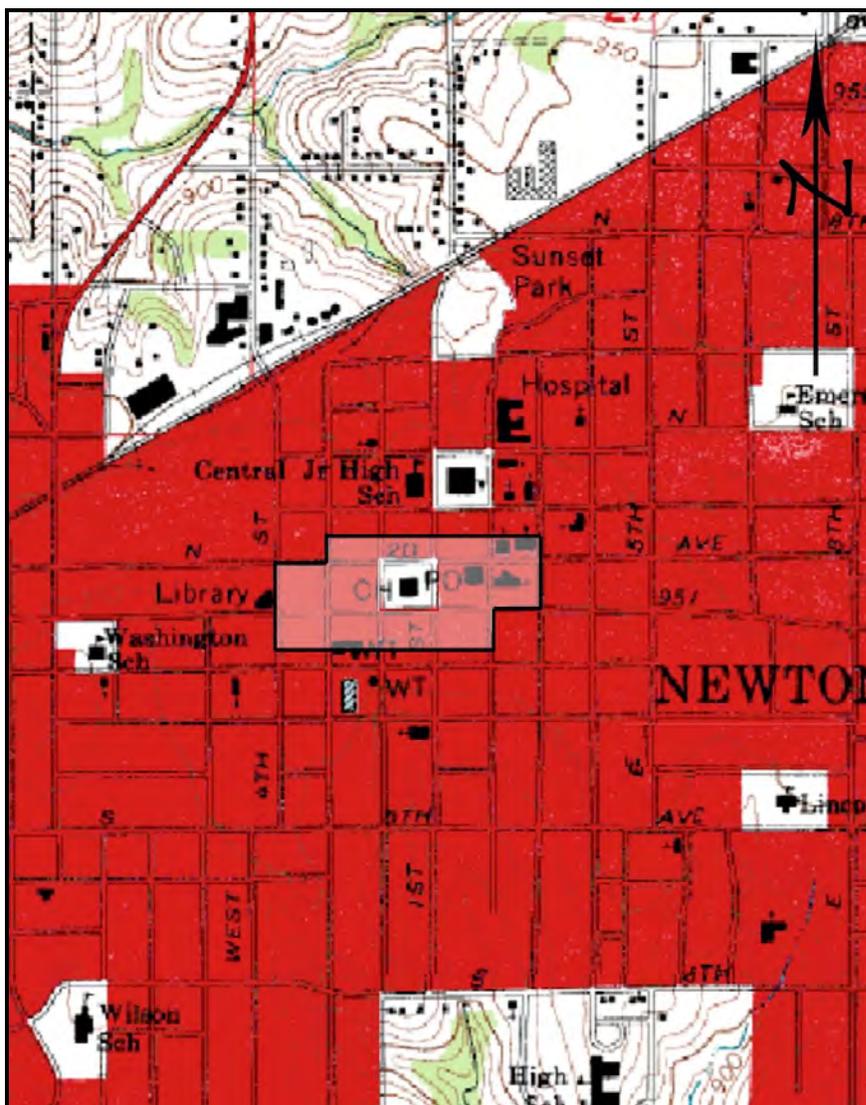
Following a massive fire in 1984 the adjoining structure on the east was demolished, exposing the Clarkson building's brick firewall. Several years later a small park was created on the site of the vacant lot, but Clarkson's firewall remained untouched. In 2004, the brick firewall was covered in a nonhistoric material, and the "Renew Newton" organization hired artist Carl Homstad to paint this wall with a mural depicting the Newton area in its early days of settlement.

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11. Additional Documentation - Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP – NEWTON – 1965



(MAP SOURCE: www.trails.com)

The Newton Downtown Historic District, to which the Clarkson building is considered a contributing resource, is indicated.

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11. Additional Documentation – Maps

PARCEL MAP - AERIAL VIEW – 2011



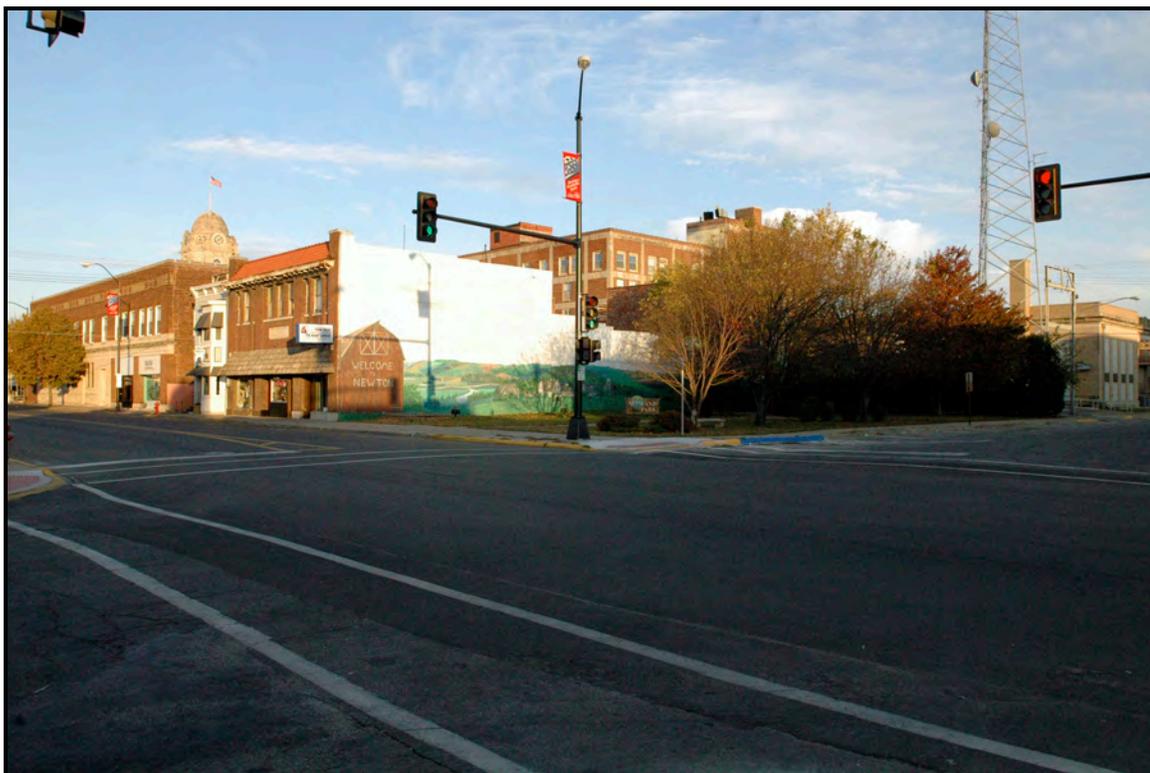
(SOURCE: <http://beaonschneidercorp.com>. Accessed June 2011.)

The location of the building is marked with an arrow.

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11. Additional Documentation, cont'd.



View of the north side of the 100 block of 1st Ave. E., looking northwest. The location of the Clarkson Building is indicated by an arrow.

The green space on the east is an urban park, created after a 1984 fire destroyed the adjoining building which stood on the site. The firewall on the east side of the Clarkson building was covered and painted with a mural depicting what the countryside near Newton might have looked when the area was first settled.

(All images by Sue Smith, July 1, 2011)

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11. Additional Documentation, cont'd.

PHOTOGRAPHS

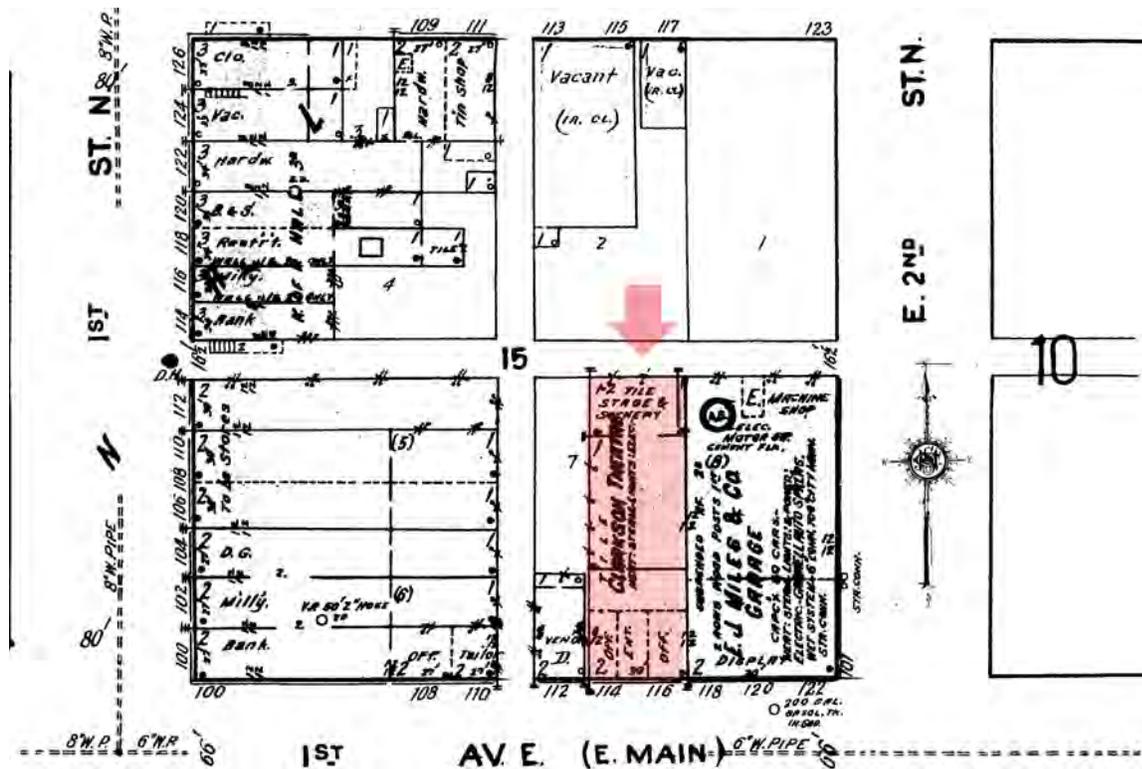


The south façade of the Clarkson Building, looking north across First Avenue East.

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11. Additional Documentation – Sanborn Map - 1918



(SOURCE: Sanborn Company Fire Insurance Map, 1918)

The location of the resource is indicated. This map was drawn the year after the Clarkson Building was constructed. The address numbering system changed shortly after this map was drawn, and the 118 address became part of the Clarkson Building,

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11. Additional documentation, cont'd

HISTORIC IMAGES – ca. 1922



(Image provided by Doug Hundling, grandson of the Rialto Theater's original manager)

This photo shows the Clarkson building and a portion of the adjoining E.J. Miles Garage building ca. 1922. In the photo the Clarkson building features globe lights on the first floor cornice, and is designated by an arrow. Although the Rialto Theater officially closed in 1954, it was not until 1970 that the recessed entry was enclosed to provide additional office space in the center section of the building. The Miles Garage building was destroyed by fire in the late 1980s, and that area is now a small city park.

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9. Major Bibliographic References

Hurto, Larry. A History of Newton, Iowa. Dallas, TX: Media Corporation. (1992)

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 Daily News. Images of the Past 1. A Pictorial History of Newton, Iowa. 1994: Heritage House Publishing, Marceline, MO.

"Rialto Theatre Will Open Soon". In Newton Daily News, October 29, 1917, p. 1, column 6, and p. 5, column 2

"Opening Night at the Rialto Theatre". In Newton Daily News, Nov. 1, 1917, p. 1, column 5.

Oral interview, Joe Carmichael, building owner. (Nov. 23, 2009, Jan. 20, 2010, & Feb. 12, 2010.)

Polk, R. L. & Co. Newton (Jasper Co., IA) City Directory. Kansas City, MO: R. L. Polk & Co., 1939, 1951, 1956, 1959, 1964, 1969, 1974, 1979, 1984, 1988, 1992, 1995, 1999, 2003/04, 2007/08 editions.

Smith's Directory of Newton and Jasper County, Iowa for 1920. Dorchester, MA: Edgar Smith, 1920.