

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

State Inventory No. 50-01623

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 Southern Utilities Co. Building

other names/site number Smith Building

2. Location

street & number 101 1st Ave. W.

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) 20 Lot(s) 1 E 21'

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)

02F04 COMMERCE/TRADE/department store

02E10 COMMERCE/TRADE/appliance sales and service

Current Functions (Enter categories from instructions)

02B03 COMMERCE/TRADE/law office

7. Description

Architectural Classification (Enter categories from instructions)

09F Commercial

08 MODERN MOVEMENT

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
- Yes No More Research Recommended
- Yes No More Research Recommended
- 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 101 1st Ave. W.

Site Number 50-01623
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 1904 check if circa or estimated date
Other dates, including renovation 1930-31, 1950-51, 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 Larry Ray Hurto, Commissioner
organization Newton Historic Preservation Commission
street & number 101 W. 4th 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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Iowa Southern Utilities Co. Building	Jasper
Name of Property	County
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Address	City

5. Classification, cont'd.

The Iowa Southern Utilities Co. Building is considered a building and is counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

The Iowa Southern Utilities Co. Building is located on the south side of 1st Ave. W. at the east end of the block at the intersection with 1st St. The building faces north. It is adjoined on the west by a two-story, commercial building. Parking is available on the east and north sides of the property and a public sidewalk is flush with the building providing access to the primary entrance.

Property Description

The Iowa Southern Utilities Co. Building is a two-story brick and stone building on a brick foundation. The building is rectangular in form, stretching 132 feet to the south from its 22 foot frontage on 1st Ave. W. Typical of commercial buildings, the roof is flat. The east wall has a stair step appearance. Although the building has always functioned autonomously, it is at present visually connected to adjoining properties by a uniform, flat, aluminum awning.

The Iowa Southern Utilities Co. Building does not fall neatly into a stylistic category. A 1930-31 building remodeling and refinishing dramatically altered the historical configuration of the original façade, including the removal of the ornate second floor fenestration. In addition, the iron railing on the east face was removed, the north and east faces of the building were covered with modular brick veneer, and the northeast façade display window was enlarged to wrap around the northeast corner of the building. In the storefront, the main entrance was left in the center of the north façade. Also, the second floor windows were replaced with units of plain design, and the first floor windows were enlarged on the east face of the building. In 1950-51, the north façade was altered again and brought a classical stone veneer without adornment to the structure. This stone veneer covered over the second floor windows on the building's façade. When Iowa Southern Utilities Co. moved into the building in 1951, the storefront's main entrance had been moved to the right side of the north façade, and the display window to the east of the main entrance was enlarged. In 1970, a brick veneer was installed over the display window on the façade.

The building's north façade has sometimes in its history been decorated with commercial symbols associated with the building's function. For example, an image of "Reddy Kilowatt" existed on the façade during the years the building was owned by the Iowa Southern Utilities Co. This image originated in 1926 at the Alabama Power Co. and was created by Ashton B. Collins, Sr. It was subsequently licensed by some 300 electrical companies in the United States. Later in the property history when the building was purchased by the Selby & Updegraff law firm, the "scales of justice" image was displayed on the façade. When a controversy erupted over the display of a cross as part of

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7. Description, cont'd.

the traditional Christmas lighting display on the Jasper County Courthouse across the street, the Smith Building added a cross to the present building façade.

Integrity Considerations

The Iowa Southern Utilities Co. Building retains a generally high level of historic integrity related specifically to a significant modernization movement of the mid-twentieth century, which drastically altered the building's façade. Because the façade alteration dates to 50-plus years ago, and because it reflects a significant historic period in the history of the community, the present façade is considered historic and its level of integrity as it relates to design, workmanship, and materials is high. As it relates to integrity of location, setting, and association, the building contributes to the integrity of feeling created by the generally intact commercial district found in Newton.

8. Statement of Significance

The building is considered a contributing resource to the Newton Downtown Historic District. The building is eligible under Criterion A in association with the history of Newton commerce, significant in its ability to contribute to our understanding of the evolution of the business district and its impact on the economic success of the community of Newton.

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 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

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8. Statement of Significance, cont'd.

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 (including the Southern Utilities property) 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.

Property History

According to the Jasper County Assessor, this property (then, 101 W. Main) was built in 1904. A postcard photo of the south side of the square postmarked June 24, 1909 (attached) shows this as the Peoples Bazaar. The 1910 City Directory has it as the C. U. Jarvis Bazaar. Marion R. Hammer, Jr.'s law office and residence is listed upstairs. The street name became 1st Ave. W. in 1911.

An advertisement in the 1916 City Directory lists the Spurgeon Mercantile Co., a variety store, on the southeast corner of the square. Telephone directories from the 1920s list the store as a dry goods establishment on the south side of the square, with the 101 address appearing in the 1925 and 1926 directories. In 1929, Spurgeon's was listed as "dry goods, ladies' ready-to-wear, etc."

In 1920, Dr. Perry Engle (1840-1935) was practicing medicine and residing upstairs. He had been a surgeon and politician in Newton since 1872.

Iowa Southern Utilities Co. had a presence in Newton starting in 1921. From the time of its formal opening on May 19, 1931 until 1969, the property at 101 was known as the Iowa Southern Utilities Co. Building. The building was remodeled in 1931 to accommodate the company, the refinishing work completed by Hannon Construction Company. Frank Baldwin installed the entire plumbing and heating equipment, and R. D. Nicholson was selected to paint and decorate the building. From *The Newton Daily News*, December 29, 1930:

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8. Statement of Significance, cont'd.

"The project, which is expected to cost in the neighborhood of \$20,000 by the time it is completed, will be built by Newton contractors by Newton labor, using Newton materials whenever possible. The consummation of the building program of the company was completed at this time, it was declared, as a means of aiding in the doing away with the present building depression in the city and to afford work for unemployed local labor. With that in mind, it has been stipulated by the contractors that only Newton help will be employed on the job, no outside men to be considered in any way.

". . . The entire front of the present building, according to the plans, is to be reconstructed and brought to the height of the adjoining Emmel building [q. v.]. The whole east elevation also will be reconstructed and extended to the south for a distance of approximately 32 feet, carrying the structure clear to the alley line. Face brick to harmonize with the business section will be used throughout the reconstruction.

"The main floor of the new quarters will be divided off into display, general office, private office and repair rooms, with a garage facing the east in the rear. The front, 61 by 21 feet, will be used for the display counters and general show of electrical appliances. The next 20 by 17 feet, along the east side, will be divided from the display portion by counters and used as a general cashier's office. A four foot passageway will lead to the rear, along the west wall.

"Behind the general offices will be the office of Mr. [Connie] O'Leary [local manager], and behind that a large repair room. In the basement, a new steam heating plan will be installed to heat both floors of the building and the new addition, as well as the garage."

It was announced that the building's second story was to be "rented to office tenants and finished according to their convenience." Suman's Beauty Parlor, Joyce C. Suman, proprietor, also opened "new and enlarged quarters" in the back of the property.

In 1950-51, a modern office and store building of brick and concrete construction was completed by R. M. Hannon at a cost of approximately \$35,000. Architects were Morgan & Gelatt, of Burlington, IA.

Iowa Southern Utilities Co. moved to 2800 1st Ave. E. in 1970.

Employed by Iowa Southern Utilities for 44 years, James Albert Bradley (1907-2000) worked in Centerville and later in Newton, from 1962 to 1972, as manager of the company's northern district. Bradley received the Newton Chamber of Commerce's "Key Award" in 1977. He was a former president of the Newton Chamber of Commerce, chairman of the Newton Industrial Development Corporation and Newton Community Chest and served on the Newton City Council for two terms.

Robert Fisher, of Fisher Millwork, then did \$5,000 worth of work to the building at 101 to convert it to a law office. Office partitions of wood frame construction were installed. The show window was replaced

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8. Statement of Significance, cont'd.

with a stud wall of brick veneer. The ceiling grid was also replaced with Class A tile ceilings in the offices.

In 1970, the law firm of Selby & Updegraff-Herbert S. Selby and Nathan B. Updegraff was located at 101. It was the firm of Selby, Updegraff & Smith in 1975, when Ken J. Smith joined the practice. Steven J. Holwerda, a former associate, joined the firm as a partner ca. 1990.

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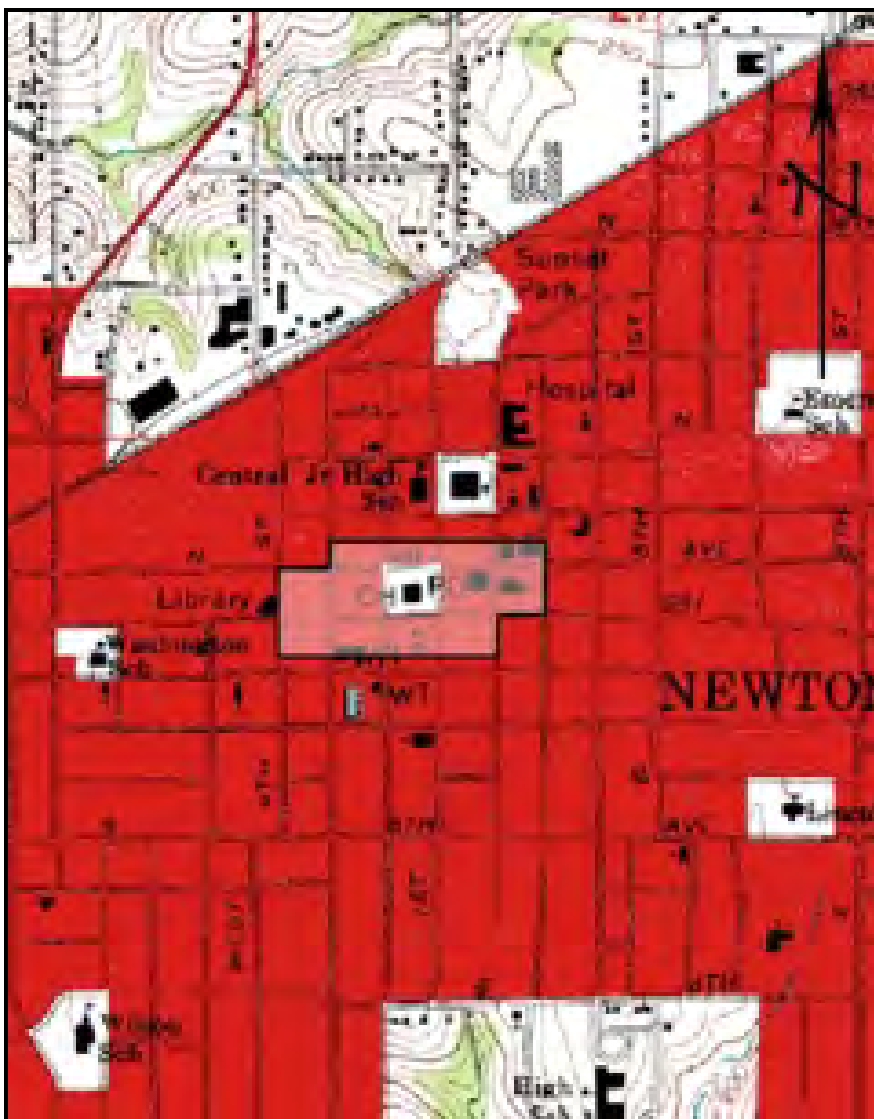
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11. Additional Documentation - Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP - NEWTON - 1965



(MAP SOURCE: www.trails.com)

The Newton Downtown Historic District, to which the Iowa Southern Utilities Co. Building is considered a contributing resource, is indicated.

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11. Additional Documentation - Maps

PARCEL MAP - AERIAL VIEW - 2011



(MAP SOURCE: Jasper County Assessor)

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

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11. Additional documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - 2011)

View of the resource looking south across 1st Ave. W.

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11. Additional documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - 2011)

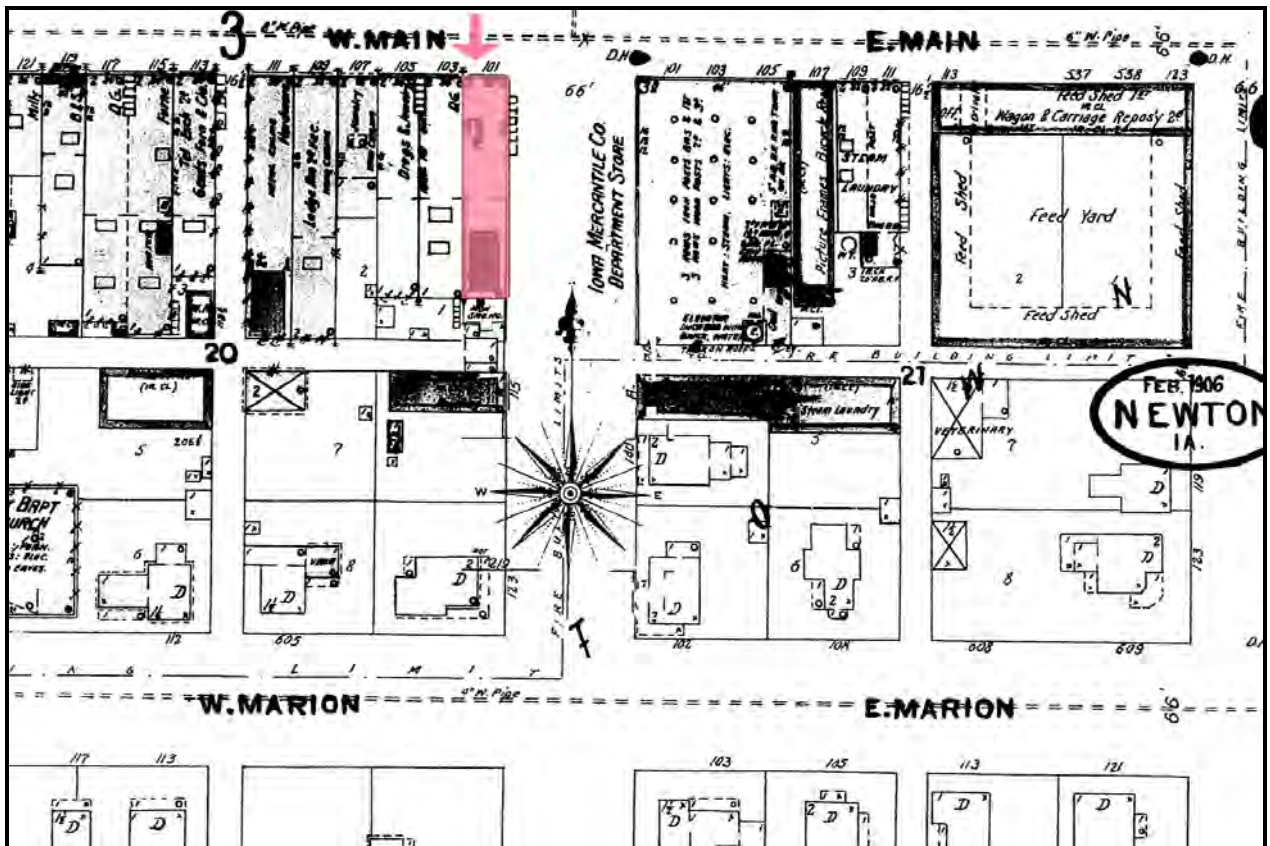
View of the 100 block of 1st Ave. W. looking southwest.

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11. Additional documentation, cont'd.

FIRE INSURANCE MAP – 1906



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1906)

The location of the resource is indicated by a downward facing arrow.

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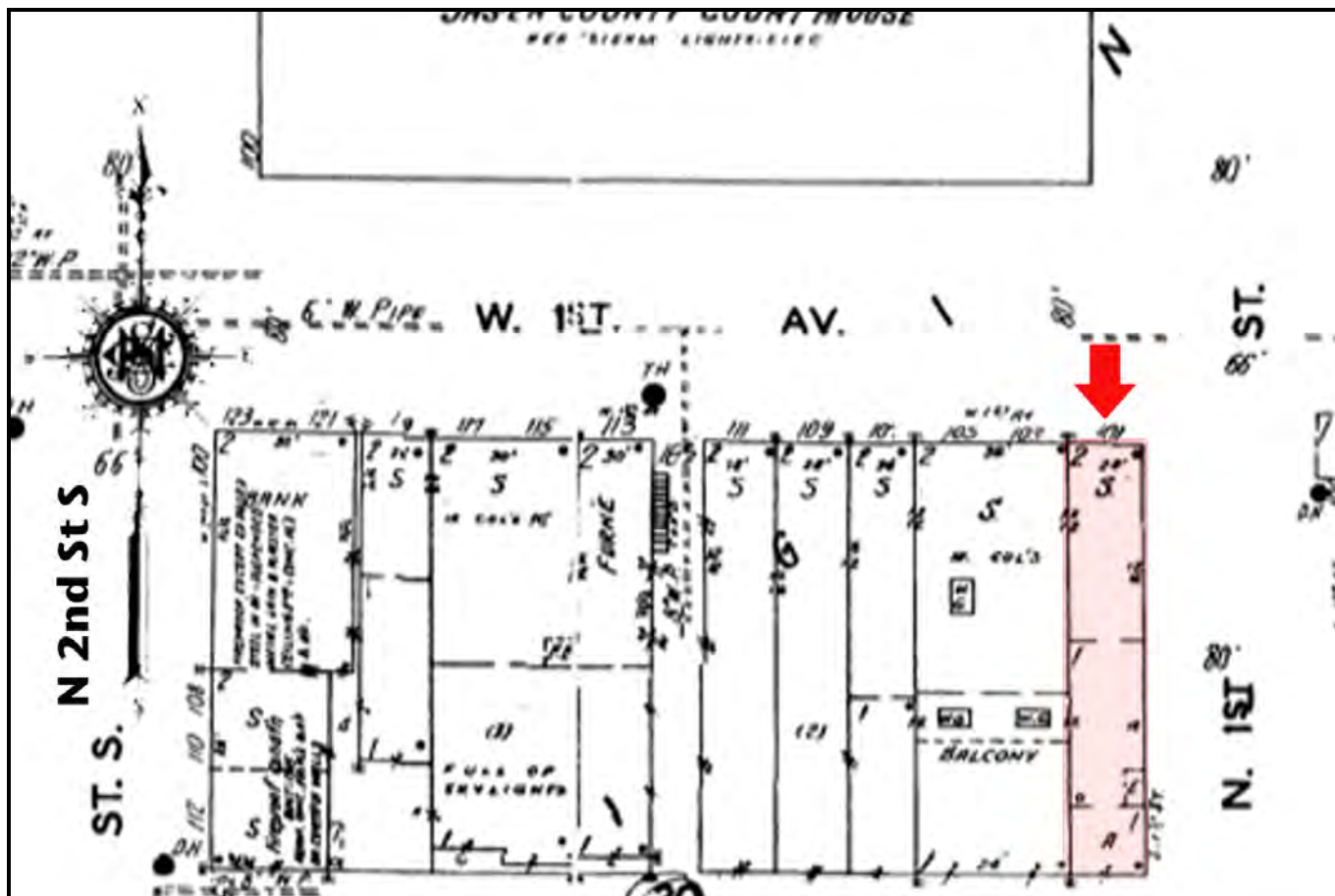
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11. Additional documentation, cont'd.

FIRE INSURANCE MAP – 1949 Revision of 1927



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

The location of the resource is indicated by the arrow, showing the building extension to the alley in 1930-31.

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11. Additional documentation, cont'd.

HISTORIC IMAGES – ca. 1909



(IMAGE SOURCE: Larry Ray Hurto Collection)

A postcard photo of the south side of the square postmarked June 24, 1909 shows the property at far left as the Peoples Bazaar.

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11. Additional documentation, cont'd.

HISTORIC IMAGES – Late 1920s



(IMAGE SOURCE: Avery Wilson Collection, Newton Public Library)

The resource is shown as the Spurgeon Mercantile Co. on the left side of this photograph.
Note the staircase on the building's east side.

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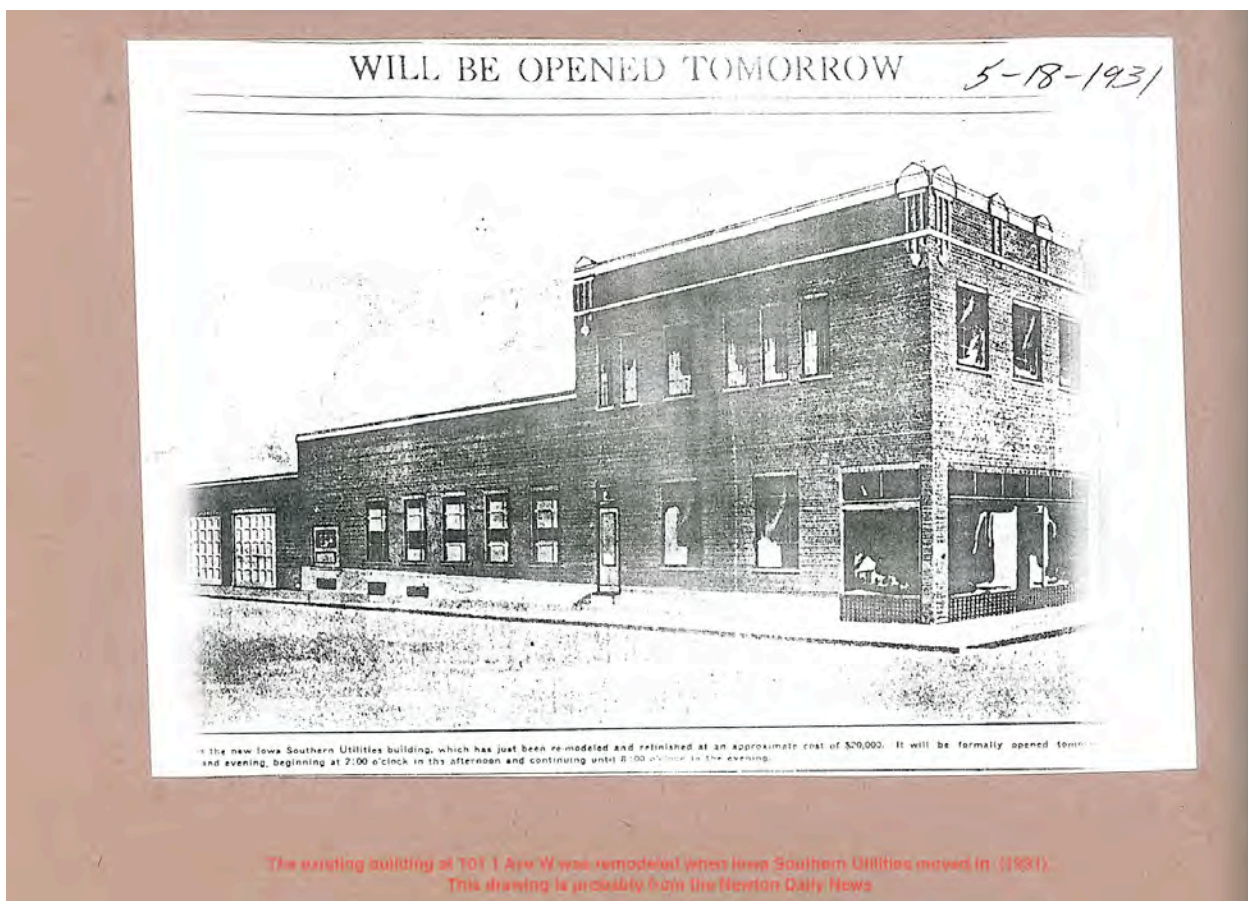
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11. Additional documentation, cont'd.

HISTORIC IMAGES – 1931



(IMAGE SOURCE: *The Newton Daily News*, May 18, 1931)

“This is the new Iowa Southern Utilities building, which has just been re-modeled and refinished at an approximate cost of \$20,000,” *The Newton Daily News* advised its readers the day before the building’s open house. “It will be formally opened tomorrow afternoon and evening, beginning at 2:00 o’clock [sic] in the afternoon and continuing until 8:00 o’clock in the evening.”

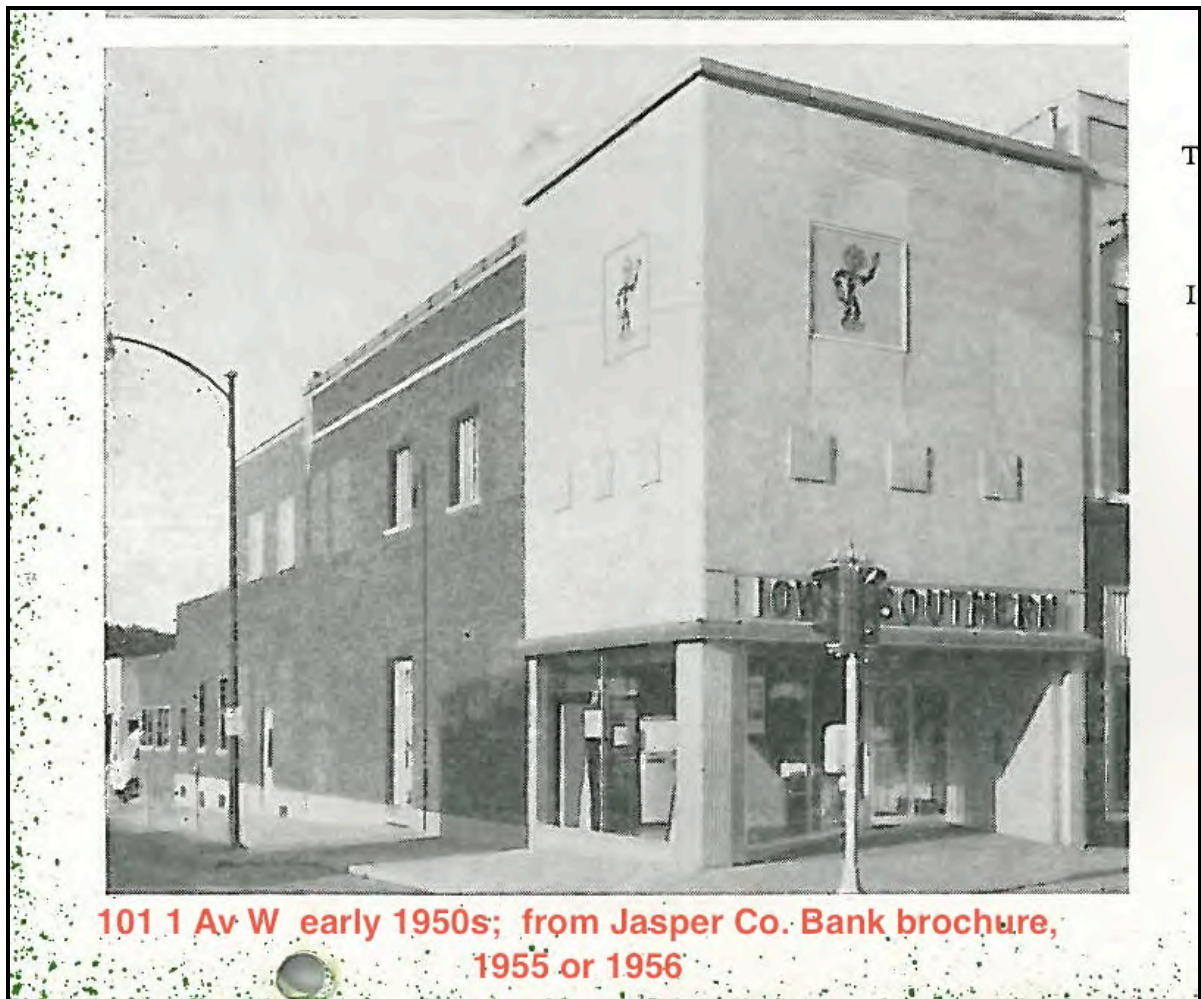
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11. Additional documentation, cont'd.

HISTORIC IMAGES – 1950s



**101 1 Av W early 1950s; from Jasper Co. Bank brochure,
1955 or 1956**

(IMAGE SOURCE: Avery Wilson Collection, Newton Public Library)

The resource is shown as the Iowa Southern Utilities Co. headquarters in this photograph. The Reddy Kilowatt logo licensed from Alabama Power Co. is visible on the north and east sides of the upper façade.

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9. Major Bibliographic References

Directory Jasper County Telephone Company, Newton, Iowa 1921. Newton, IA: News Printing Company.

Directory Jasper County Telephone Co., Newton, Iowa [May] 1922. Newton, IA: News Printing Company.

Directory Jasper County Telephone Company, Newton, Iowa 1925. Newton, IA: Press of the News Printing Co.

Directory Jasper County Telephone Company, Newton, Iowa 1926. Newton, IA: Press of the News Printing Co.

Directory Service Co's. Newton City and Jasper County, Iowa Directory 1935. Newton, IA: Directory Service Company, Publishers.

Larry Ray Hurto, comp. and ed. *A History of Newton, Iowa.* Dallas, TX: Curtis Media Corporation, 1992.

Iowa State Telephone Company. *Telephone Directory for Newton, Iowa, October, 1935.* Newton, IA: News Printing Company.

Iowa State Telephone Company. *Telephone Directory Newton, Iowa, June 1931.* Newton, IA: News Printing Company.

Keiter Directory Co's. Newton City and Jasper County, Iowa Directory 1929. Vol. I. Rochester, MN and Norfolk, NE: Keiter Directory Company, Publishers, 1929.

Newton Chamber of Commerce. *Statistical, Industrial, and Historical Survey of Newton and Jasper County, Iowa.* Newton, IA: Published by Chamber of Commerce, 1951.

1916 City Directory, Newton, Iowa. Newton, IA: Eyerly Printing Co., 1915.

R. L. Polk & Co., comp. *R. L. Polk & Co.'s 1910 Jasper County [Iowa] Directory.* Volume I. Des Moines and Detroit: R. L. Polk & Co., 1910.

Portrait and Biographical Record of Jasper, Marshall and Grundy Counties, Iowa. Chicago: Biographical Publishing Co., 1894.

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

Newton Daily News, January 10, 2000.

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9. Major Bibliographic References, cont'd.

The Newton Daily News, December 18, 1926; November 19, 1930; December 29, 1930; May 18, 1931; December 27, 1943; May 2, 1952; February 4, 1977.

Internet resources

Jasper County Assessor www.iowaassessors.com

National Register of Historic Places www.nps.gov

Iowa State Historic Preservation Office

Database of Iowa resources www.iowahistory.org
Berry Bennett, Inventory & Information Management

Topographic Maps

Source for USGS Topographic maps www.beacon.schneidercorp.com

Wikipedia www.wikipedia.com