

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

State Inventory No. 50-01626

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 Nollen South Side Drug Store

other names/site number Modern Woodmen of America Hall; The Star Theatre Building

2. Location

street & number 109 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) 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
—	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)

Current Functions (Enter categories from instructions)

03A01 SOCIAL/grange

02G02 COMMERCE/TRADE/bar

03A04 SOCIAL/hall of other fraternal organizations

11D01 HEALTH CARE/pharmacy

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

08 MODERN MOVEMENT

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 109 1st Ave. W.

Site Number 50-01626
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
1880 check if circa or estimated date
Other dates, including renovation
1918, 1929, 193, 1936, 1941, 1950, 1969, 1973

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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Nollen South Side Drug Store	Jasper
Name of Property	County
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5. Classification, cont'd.

The Nollen South Side Drug Store is considered a building and is counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

The Nollen South Side Drug Store is located on the south side of the public square on 1st Ave., near the middle of the block with its façade faces north. It is adjoined on the east and west by two-story, commercial buildings. A public sidewalk runs flush to the building on the north, providing access to the primary entrance. There is also a secondary entrance on the public alley on the south side of the building. On-street parking is also located on the north side of the building giving access to the main entrance.

Property Description

The Nollen South Side Drug Store is a two-story, brick structure. The building is rectangular in form, stretching 132 feet to the south from its 22-foot frontage on 1st Ave. The storefront is comprised of one central entrance flanked by display windows on both sides. The upper portion of the storefront includes a white metal canopy designed by Anthony J. Oskam, a sign company owner, to suggest the Dutch heritage of the Nollen family. In so doing, Mr. Oskam was memorializing his gratitude for Mrs. Nollen's assistance in financing his first home in Newton. This feature is set on an interesting rectangular pattern in the upper level masonry work. The position of the second floor windows has been retained, although the windows have been drastically reduced in size from the original 1880 construction. Mr. Oskam's 1973 design also included the shutters that were installed alongside the upper level windows. Conversely, there is an unattractive white covering over the space where former business names were located. Below this white cover one sees the modern aluminum and steel canopy that connects this property to adjoining businesses.

Integrity Considerations

The Nollen South Side Drug Store retains a good level of historic integrity related specifically to a significant modernization movement of the mid-twentieth century, which drastically altered the building's facade. The level of integrity as it relates to design, workmanship, and materials is good. As it relates to location, association, and setting, the building retains a high level of integrity and contributes to the integrity of feeling created by the generally intact commercial district found in Newton.

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8. Statement of Significance

Nollen South Side Drug Store 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. For a period of almost seventy years, it was operated as Nollen's South Side Drug Store, for forty of those years by G. H. Nollen and his family. So well regarded was this pharmacy that the name was retained by the two succeeding owners until the store was closed in 1996.

This store was also connected with the second working Grange of the Patrons of Husbandry, a major farm and rural community fraternal order and service organization, in the country. The Jasper Cooperative Association operated a Grange store at this location from ca. 1877 to 1880. The upstairs of the property also is significant in that it provided lodge rooms for a number of other fraternal orders for more than three-quarters of a century. "The orders were significant because millions of middle-class Protestant men belonged to them," Mark C. Carnes writes. He cited recent studies which confirm that the fraternal movement was an urban middle-class phenomenon.

Also, Newton's third movie theater, the Star, was here in the 1910-18 period.

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

The United States Commercial Map Company's *Map of Business Portion of Newton, Iowa* (ca. 1877-78) has this as "Jasper County Co-operative Association Grange Store, A. L. Harrah, Agt." Albert L. Harrah (1843-1906), who came to Newton in the late 1850s, appears in the 1878 *History of Jasper County* (p. 517) as "Co-operative store, south side public square." His directory entry mentions "he also owns \$3,000 in stock in this store."

This store was connected with Newton No. 1, the second working Grange of the Patrons of Husbandry in the United States. Ralph W. Smith, former Master of the Iowa State Grange, in writing about this building as a Grange store, says it was a one-story, brick building "exactly where Nollen's Drug Store is now" (1967). It was sold to the Jasper Cooperative Association on December 13, 1876 by N. N. Thornton and his wife, Harriet, for \$2,200. This comprised the middle one-third of Lot 2, Block 20.

On June 15, 1880, the association entered into an agreement and lease with Lodge No. 68 of the Ancient Order of United Workmen to permit the lodge to erect a second story above the store. The association agreed to erect the walls for the first story and provide a three-foot wide stairway from the northwest corner of the lot leading to the second story for use of the lodge members. Smith located the stairway "on the west side of Nollen's Drug store." The lodge agreed to increase the height of the walls to "eighty feet deep" and to furnish all material "for the completion in good workmanship manner and will keep the roof and parts of second story in good repair. . . ." The second story was built during the summer of 1880.

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8. Statement of Significance, cont'd.

From 1880 to 1958 the upstairs provided lodge rooms for numerous other benevolent and fraternal orders, including the Ancient Order of United Workmen, the Modern Woodmen of America, the Royal Neighbors of America, Woodmen of the World, Grand Army of the Republic, Women's Relief Corps, the Pythian Sisters, the Brotherhood of American Yeomen, Maccabees, and the Ku Klux Klan. The Young Women's Christian Association also met here in the 1939-45 period.

On November 20, 1880, the Jasper Cooperative Association unanimously voted to dissolve and the building was sold to A. L. Harrah. The warranty deed, filed February 22, 1881, was made out to Harrah and N. N. Thornton, the latter having released the mortgage on the building the day before.

Starting in 1910 this was the location of the Star Theatre, an early motion picture house. "The interior arrangement is such that a stage could be erected, and it may be that Mr. [W. I.] Shryver [the proprietor and manager] will decide to build one and install vaudeville later in the year, but at present it will be simply a moving picture show" *The Newton Daily News* reported. "The room is very neatly fitted up with opera seats, finished in mahogany color. The seating capacity is almost three hundred. The wall decorations are of red, green, and tan, neatly arranged and in harmony with the furniture. Several electric fans will be installed for the comfort of the patrons." It appears by the 1918 Sanborn map that the Star was on the second floor.

On June 19, 1918, it was announced that Clyde Roswell's ice cream parlor would be located in The Star Theatre Building. "The fixtures now in use in the present building are to be used during their [six-month] stay there," *The Newton Daily News* indicated. "W. M. Rhoads, owner of the building, is to soon put in a permanent front in the room, which will be a material improvement and will add much in attractiveness." Roswell moved to his new location on the east side of the square in 1919.

In 1920, this was Wm. M. Rhoads's wallpaper and art goods store.

In 1916, Garret H. Nollen (1877-1940) purchased the Iowa Mercantile ("Big Store") drugs and the business formerly conducted by Olin Nelson Wagley (1849-1918). He moved into the store Wagley had operated at 105 1st Ave. W. (see J. C. Penney Department Store) since 1884. (Nollen was a partner in the firm of Nichols & Nollen in the 1906-12 period (with Mrs. W. E. Nichols, a resident of Chicago). That store, located at 101 N. Market (W. 2nd St. N.), was called The Corner Drug Store.)

Nollen took over as sole manufacturer of Big 4 Hand Lotion, one of several concoctions formerly manufactured by Newton druggist Albert E. Hindorff (1870-1960). This writer also has a bottle labeled "Nollen's White Mineral Oil for Constipation, bottled by G. H. Nollen, Newton, Iowa." In 1922, the South Side Drug Store, as Nollen's store was known, was exclusive agent for Sherwin-Williams paints and varnishes (see Diamond Paint).

"The Nollen drug store is one of the busiest spots in town," *The Newton Daily News* wrote on December 18, 1926, "a force of seven required to meet the demands of the daily trade." In September 1929, the

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8. Statement of Significance, cont'd.

store, which for four months was located in the Stevens Block at 203 1st Ave. W., finally moved into the old J. C. Penney company storeroom at 109 1st Ave. W.

Nollen enlarged and remodeled the store in 1930. The gift shop was added in 1936.

Upon Nollen's death Mrs. Jeanette Nollen and daughter Lorraine kept the business going and growing. Ersel P. Conine was the pharmacist from the time the store moved to the Wagley drug store in 1916 to the mid-1960s. He took over Lorraine Nollen's position as store manager in 1960.

On April 5, 1941, remodeled and redecorated fountain facilities and newly-installed luncheon booths opened to the public.

The entire store was again remodeled and modernized in 1950. At that time a new glass front was put on the first floor and the soda fountain was removed.

George T. Weirick, of Colfax, purchased an interest in the store in 1963 from Mrs. Nollen and the estate of Lorraine Nollen.

In 1969, another complete interior renovation was undertaken. The bookkeeping department was transferred from the main floor to the third level, located above the balcony gift shop. The gift shop was enlarged.

In 1979, Henry and Linda Van Elsen purchased the business from Weirick. They closed the store in 1996.

Thereafter the building was vacant until Weirick sold it to SSH L. C. in 1997. Robert P. Thomason turned the store into a fitness center, R T Fitness.

In 2002-03, it housed Store for Homes Furniture.

Robin Criqui had her Pastime Portraits photo studio here in 2007-08.

Presently this is the location of First Avenue Speakeasy, a bar. Kim Johnson, a Newton photographer and dry cleaner, had the establishment remodeled in 2010.

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11. Additional Documentation - Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP - NEWTON – 1965



(MAP SOURCE: www.trails.com)

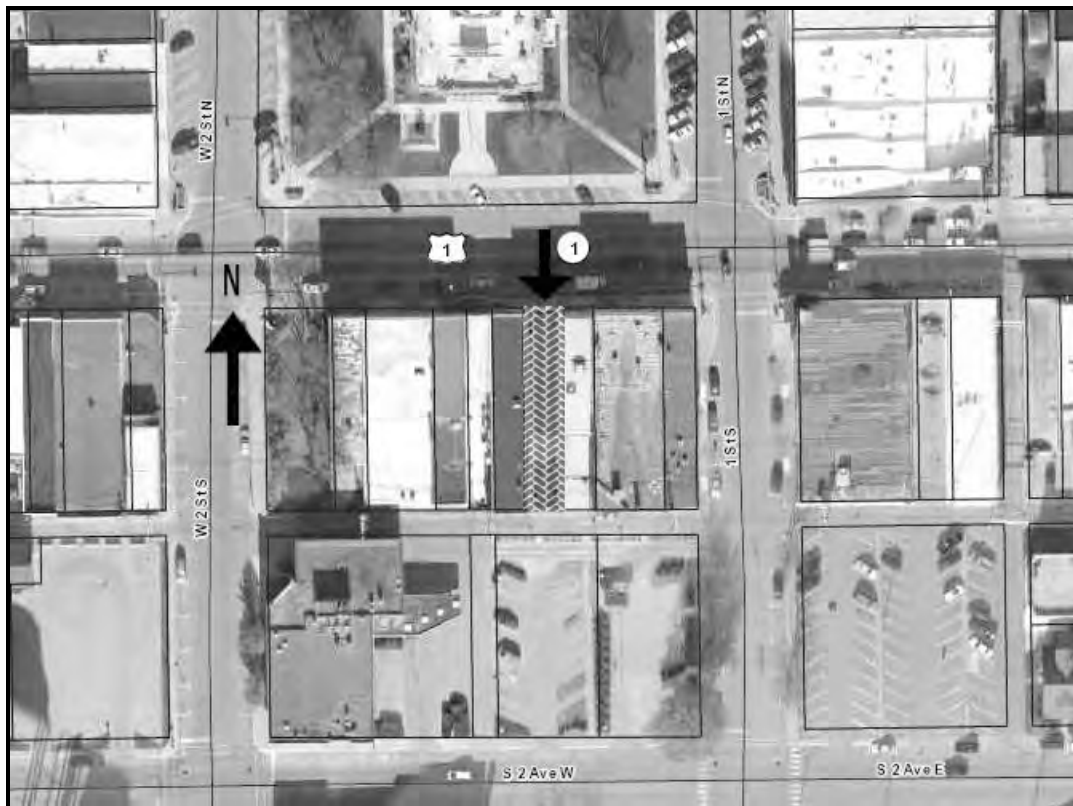
The approximate location of the proposed historic preservation district is indicated by the outlined and highlighted area.

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11. Additional Documentation - Maps

PARCEL MAP - AERIAL VIEW - 2011



(MAP SOURCE: Jasper County Assessor)

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

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11. Additional documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - June 30, 2011)

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

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11. Additional documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - June 30, 2011)

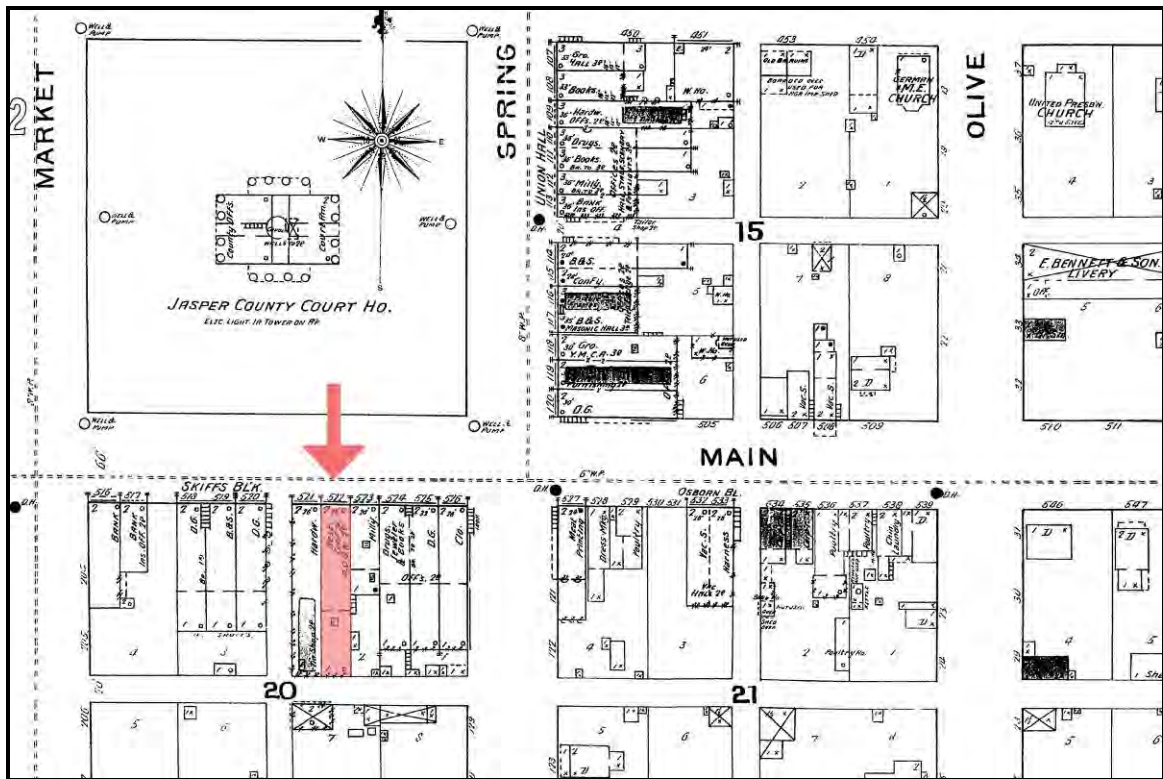
View of the resource (indicated) looking southwest from the intersection of 1st Ave. W. and 1st Street.

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11. Additional documentation, cont'd.

FIRE INSURANCE MAP – 1894



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1894)

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

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11. Additional documentation, cont'd.

HISTORIC IMAGES – ca. 1910



(IMAGE SOURCE: Jasper County Historical Society)

This image, which dates to ca. 1910, shows the property as The Star Theatre Building and Modern Woodmen of America Hall. The building's location to the right of the white building at center with the bicycle parked at the curb out in front is indicated with an arrow.

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11. Additional documentation, cont'd.

HISTORIC IMAGES – ca. 1933-39



(IMAGE SOURCE: Jasper County Historical Society)

This photo from the 1930s shows the Nollen South Side Drug Store at 109 1st Ave. W. (indicated) at its location between the Patterson music store, the white building at center, and Hanke's on the right. The Coca-Cola sign in front denotes the presence of a soda fountain, which was taken out in 1950. The lodge rooms of the Modern Woodmen are also prominently identified in the building's upper story.

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11. Additional documentation, cont'd.

HISTORIC IMAGES – 1952



(IMAGE SOURCE: *The Newton Daily News*, May 2, 1952)

This newspaper photo shows building's the remodeled storefront with its large display windows flanking the main entrance. The view reveals much of the 1950 modernization completed on the building in that year.

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9. Major Bibliographic References

Mike Burggraaf. *2010 Update to the Antique Bottles of Iowa, 1846-1915*. Volumes Three & Four. Fairfield, IA: Frontline Printing & Design, 2010.

Mark C. Carnes. *Secret Ritual and Manhood in Victorian America*. New Haven and London: Yale University Press, 1989.

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

The History of Jasper County, Iowa. Chicago: Western Historical Company, 1878.

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

The Iowa Press Association's Who's Who in Iowa. Des Moines: Published by Iowa Press Association, 1940.

Jasper County Writers, Inc. *Heritage Tour of Jasper County*. Volume II. Newton, IA: News Printing Company, Publishers, 1982.

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

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.

Polk's Newton (Jasper County, Iowa) City Directory 1939. Omaha: R. L. Polk & Co., Publishers, 1939.

Polk's Newton (Jasper County, Iowa) City Directory 1958. Kansas City, MO: R. L. Polk & Co., Publishers, 1958.

R. W. Smith. *NEWTON No.1: The Second Working Grange In The United States And The First In Iowa And The Early Grange Movement In Some Iowa Counties*. Newton, IA: Printed by Iowa State Grange, 1967.

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

J. M. Young, comp. *Newton City Directory. 1899-1900*. Newton, IA: Journal Print, 1899.

The Daily Herald, Newton, IA, January 1, 1903.

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9. Major Bibliographic References, cont'd.

The Daily News, Newton, IA, February 8, 1983.

Jasper County Head-Light, Newton, IA, October 5, 1876.

The Newton Daily News, June 25, 1910; July 11, 1910; June 19, 1918; June 20, 1918; December 18, 1926; September 30, 1929; March 1, 1935; April 4, 1941; August 30, 1950; May 2, 1952; August 10, 1957; December 13, 1960; February 5, 1963; January 31, 1969; August 26, 1969; February 15, 1980.

The Newton Journal, December 5, 1906.

Jasper County Recorder: Mortgage Record, Book 82, p. 129; Town Lot Deed Record, Book 84, p. 99; Miscellaneous Record, Book 111, p. 69.

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

Personal interview with Newton Historic Preservation Commissioner Rita Reinheimer. February 24, 2012.