

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

State Inventory No. 50-01636

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 White Way Cafe

other names/site number _____

2. Location

street & number 212-214 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 Plat

Block(s) 16

Lot(s) 6 E 1/2

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

Enter number of:

— buildings
 — sites
 — structures
 — objects
 — Total

If Eligible Property, enter number of:

Contributing Noncontributing

1 — buildings
 — — sites
 — — structures
 — — objects
1 — 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 _____

Historical Architectural Data Base Number _____

6. Function or Use

Historic Functions (Enter categories from instructions)

Current Functions (Enter categories from instructions)

02G COMMERCE/TRADE/Restaurant

70 VACANT/NOT IN USE

02E COMMERCE/TRADE/Specialty Store

11D03 HEALTH CARE/Medical Business/doctor's office

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

09F05 Commercial/brick front

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 212-214 1st Ave. W.

Site Number 50-01636
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
1883 check if circa or estimated date
Other dates, including renovation
1945

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
organization Newton Historic Preservation Commission
street & number 101 W 4 ST S
city or town Newton state Iowa date 06/01/2012
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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White Way Cafe	Jasper
Name of Property	County
212-214 1 st Ave. W.	Newton
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5. Classification, cont'd.

The White Way Café building is considered a building and is counted as a contributing resource to the Newton Downtown Historic District.

6. Function or Use

Historic Functions

01B DOMESTIC/Multiple Dwelling

02A07 COMMERCE/TRADE/Business/implement dealer

7. Description

Site Description

The White Way Café building is located in the middle of the 200 block of 1st Avenue West on the north side; its façade faces south. It is adjoined on the west by a one story commercial building and on the east by a public alley. A public sidewalk runs flush to the building on the south side, providing access to the primary entrance. Tenant parking and a public alley are located on the north side of the building.

Property Description

The White Way Café building is a two story, doublewide, red brick structure on a stone foundation. The building is L-shaped in form, stretching, at its longest point 87 feet northward from its 33-foot frontage on First Avenue West. Its flat roof appears to slope from west to east to provide drainage.

The building is the east 1/3 of 3 adjacent buildings, each differentiated by their materials, fenestration and size. This building is a two-story structure, with a raised parapet wall that camouflages the eastward slope of the roof. Several additions were made across the back of this building between 1883 and 1927, and a one-story addition, constructed in 1945, extended just western bay of the building approximately 26 feet to the north. Second story fenestration includes a series of four evenly spaced non-historic windows with turned brick sills. Above the windows are three turned brick rectangles for signage and a horizontally placed band of turned brick for decorative purposes. Below the windows rows of turned brick provide decorative, rosette-like elements.

A wide band of man-made non-historic ribbed material designated for signage extends above the first floor windows and doors. The ground floor presents a symmetrical appearance, with the entrances to the upstairs and each retail bay recessed and centrally located. Large display windows span each of the bays and angle inward to the recessed entrances.

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7. Description, cont'd.

The secondary (alley) façade is mostly clad in white-painted plaster. The ground floor windows have been removed and retrofitted; their historic size and shaped retained. A working door of non-historic material is located at the northeast corner of the building. Three working windows remain on the upper story. At the rear of the alley façade a narrow two-story addition with shed roof is visible; the second floor of this addition is clad in vinyl. North of that addition, a second one-story tile block addition with a shed roof can be seen.

Integrity Considerations

As it relates to design, materials, and workmanship, the building retains a high degree of integrity since all additions were completed in 1945. Ground floor windows and the center signage area have been modernized, but the second floor retains its historic look.

As it relates to location, association, and setting the building also retains a high level of integrity and contributes significantly 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

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8. Statement of Significance, cont'd.

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.

Property History

Although the exact date of construction has yet to be determined, the White Way Café building may have been erected as early as 1880. An 1878-1879 map of the downtown area shows a residence at this location, but by 1883 a two-story "repository" building with an open floor plan was on the site, according to Sanborn maps. Five years later, a narrow one-story addition ran across the rear of the building that, otherwise, retained the same footprint. The Sanborn maps for 1888 and 1894 listed the building as "agricultural implements." The building retained its same footprint and, apparently, the same occupant through at least 1900, according to Sanborn maps and the 1899/1900 city directory. The 1900 building was labeled "wagon and carriage repository, while the city directory listed W. G. Mann's machinery, buggy, and wagon business as occupying this building and the lots on either side of it.

The 1906 Sanborn map shows this building being informally divided into two storefronts, and a brick veneer being added to the façade. This may be the building façade shown in an historic photograph taken ca. 1910. By 1918, the building had a one-story addition across its back (north) side, and a

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8. Statement of Significance, cont'd.

second-story porch over the original addition. The 1927 Sanborn map shows a new one-story structure at the northwest corner of the building; however, because it is shown with a broken line it might possibly be a something like a carport, rather than a permanent addition to the building. In 1945 a newspaper item mentioned the recent completion of a 16' x 26' brick addition onto the rear of the western bay of this building. That addition is reflected in the 1949 Sanborn map, but the overall length of the building is only a few feet longer than the drawing in the 1927 map.

This property has resisted the mid-century alterations that replaced the original façades of some of its neighbors with more streamlined, modern features. Its upper façade remains virtually untouched since the 1920s or 1930s, and the replacement of awnings with a signage block is the only major change at ground level of the primary façade.

Records of early inhabitants of this building are sketchy. An agricultural implements business, presumably the wagon, carriage and harness shop of building owner Willis Mann or a member of his family, was the first known commercial tenant in the building in the 1880s and 1890s. By 1911 C. H. McClean's bicycle/motorcycle shop and Fred Allen's tailor shop were sharing the building.

Restaurants and food-related businesses have been the most consistent tenants of the building's western storefront (#214) since 1920. The White Way Café appears to have opened sometime between 1926-1928 and remained here until early in 1945. Between November 1945 and the early 1960s, the Gray's Lounge restaurant was located in these quarters. During the 1960s and early 1970s, the west bay housed B & O Sales & Service (appliances and electronics), then it once again housed food-related businesses for over twenty years: first, Van's Health Foods and then Uncle Nancy's Coffee House. Since 2002 the only business in the western bay for any length of time was "The Underground", which sold old record, tapes, and other nostalgia. It closed in 2012 after approximately four years in business, and the bay is now vacant.

The eastern bay (#212) has only had two types of tenants stay for more than ten years. The House of Vision, which opened in the late 1950s, was succeeded by the Whyllie Opticians, who remained in the location until the early 1970s. The Locks Smith hair salon stayed for over ten years from the late 1970s to the early 1990s and was followed by Shear Fashions, which moved before the end of the decade.

Other businesses that have occupied the eastern bay over the years include the Newton Cigar Co. and Northern Fur Co. in the 1920s, White's Beauty Salon and Gibson Beauty Shop in the 1930s to early 1940s, a heating/cooling company in the 1950s. This bay has been vacant for most of time since 2000.

From the 1930s until the late 1950s, the upper story was office space for a variety of medical professionals. In the early 1960s these offices were remodeled into apartments.

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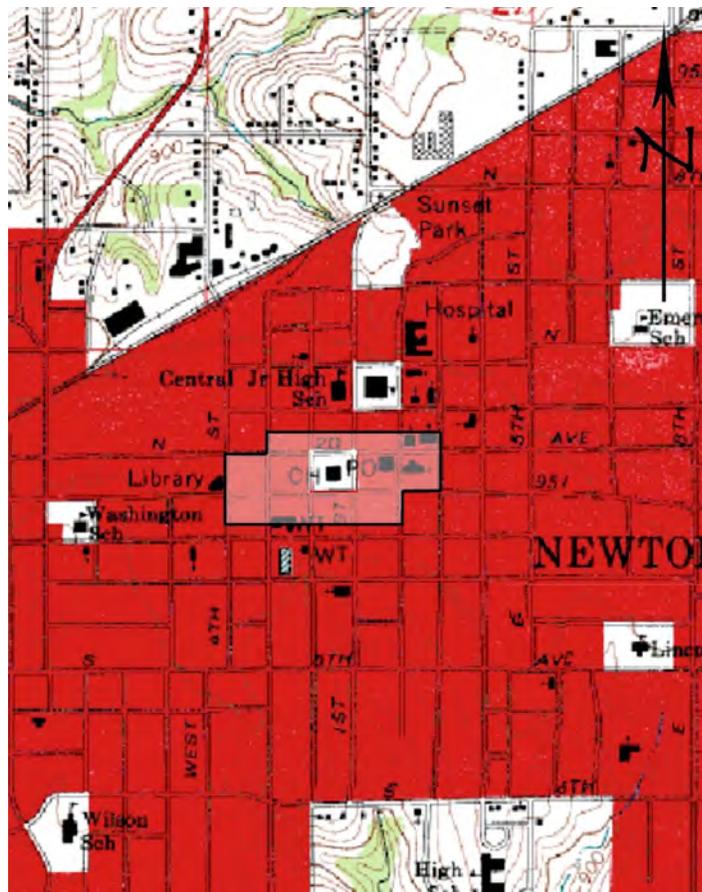
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11. Additional Documentation - Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP - NEWTON - 1965



(MAP SOURCE: www.trails.com)

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

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11. Additional Documentation - Maps

PARCEL MAP - AERIAL VIEW - 2011



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

The location of the building is marked with an arrow.

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11. Additional documentation, cont'd

PHOTOGRAPHS



View of the north side of the 200 block of 1 Ave W, looking northwest. The location of the building is indicated by an arrow.

(Image by Sue Smith, June 30, 2011)

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11. Additional documentation, cont'd

PHOTOGRAPHS



View of the resource looking north across First Avenue West. Since this photo was taken the store that occupied the west bay has closed, and both commercial bays are vacant.

(Image by Sue Smith, June 30, 2011)

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11. Additional documentation, cont'd

PHOTOGRAPHS



View of the resource, looking northwest across 1st Avenue West, showing the small addition to the building.

(Image by Bob Sawyer, May 30, 2011)

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11. Additional documentation, cont'd

PHOTOGRAPHS



This photo looks southwest toward 1st Ave. W. Together with the Sanborn maps that follow this photo, a careful examination of piers, seam lines, and materials used on the rear of this building tells the story of its evolution since its construction prior to 1883. A narrow one-story addition was constructed at the rear (north) between 1883-1888. The one-story addition (with the shed roof) was added between 1911-1918, along with a second-story porch above the 1880s addition. Perhaps a carport or partially framed building was added at the northwest corner of the building by 1927; the permanent tile building currently at the northwest end of the building was constructed in 1945, as shown in a newspaper article from 1945. The upstairs porch was enclosed at an unknown date.

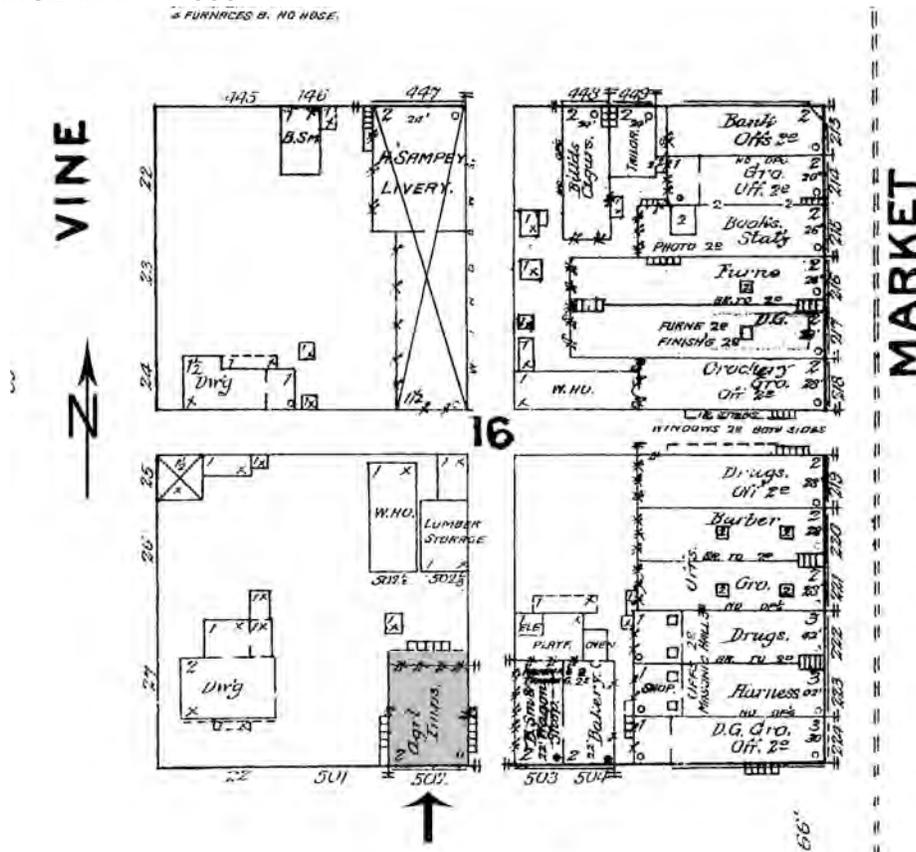
(Image by Rita Reinheimer, May 27, 2012)

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11. Additional documentation, cont'd

FIRE INSURANCE MAP – 1888



(SOURCE: Sanborn Company Fire Insurance Map, 1888)

This map shows a small addition onto the rear of the building and stairways added onto the building, whose footprint and openness otherwise matches the structure shown on the 1883 map.

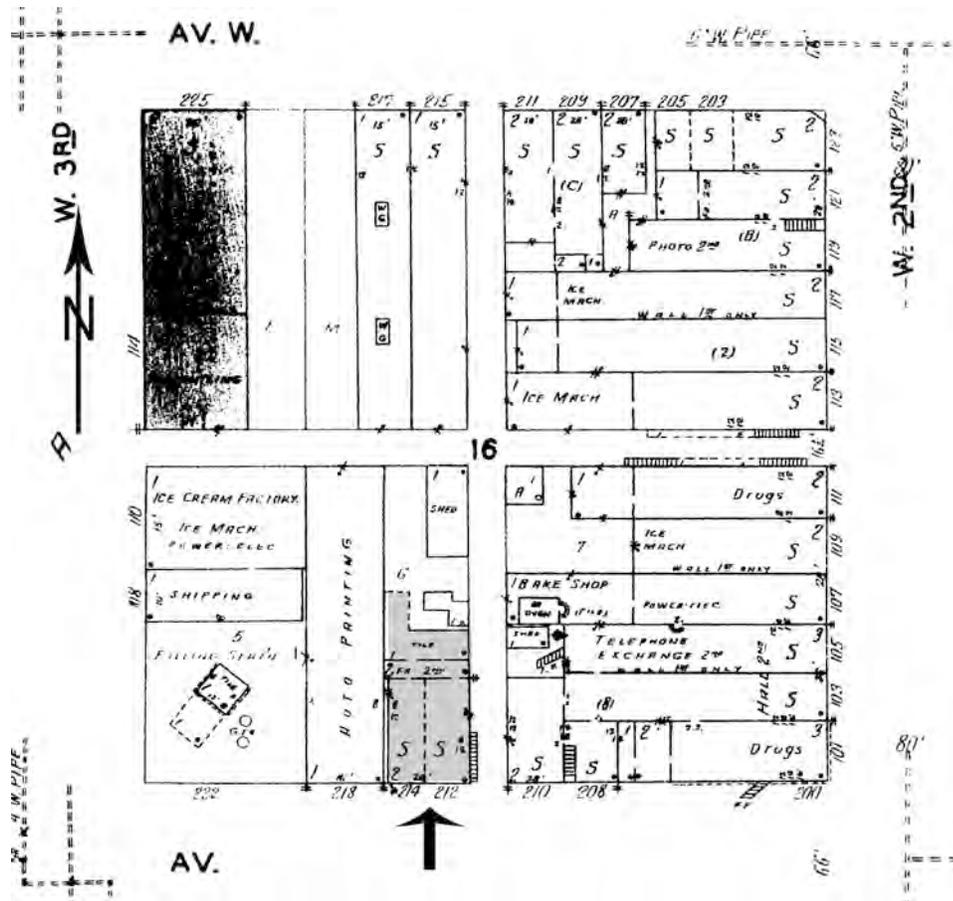
In 1884, Mary and John Mann had deeded the lot on which this resource sits to Willis G. Mann. It would appear that he made these additions to the building and moved his wagon shop onto this property.

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11. Additional documentation, cont'd

FIRE INSURANCE MAP – 1927



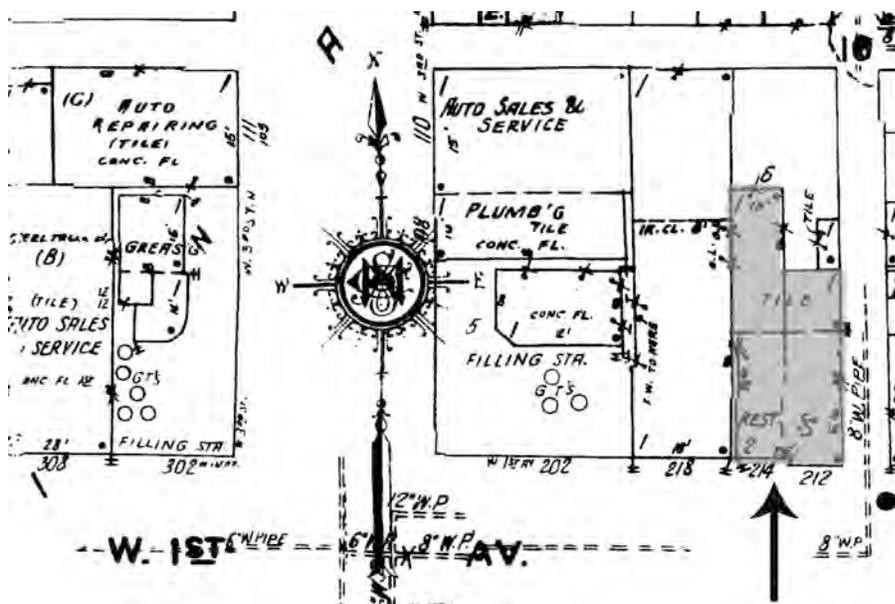
(SOURCE: Sanborn Company Fire Insurance Map, 1927)

By 1927 there is a new building to the west, thus necessitating an indoor staircase to reach the second story apartment or office on the west side of the building. An addition of some sort appears at the northwest corner of the building, but it appears to be an overhanging roof or canopy, such as appears on the gas station to the west of this resource.

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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)

A newspaper article from October 1945 announced a 26' brick addition to the rear of the building at 214 1st Ave. W., to be part of the restaurant that was soon to open in that location. The 1949 Sanborn documents that permanent addition. The small tile structure at the northeast end of the building is no longer in existence.

The front stairway, shown in an historic photo from 1936, still does not appear on this map, and the wall between the restaurant and beauty shop still appears to be just a partition, which is highly unlikely.

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11. Additional documentation, cont'd

HISTORIC IMAGES – ca. 1910-1911



(SOURCE: Avery Wilson Historic Photo Collection)

This photo postcard shows the resource as it appeared in approximately 1910/1911. This was the first year that the businesses of both C. H. McClean and Fred Allen appear in a city directory in this location. Late in 1911 Newton renamed its streets, with Main Street becoming 1st Avenue. The caption on this photo is actually mislabeled; this was the 200 block of West Main St., looking east.

This façade was probably remodeled or replaced sometime prior to 1918.

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11. Additional documentation, cont'd

HISTORIC IMAGES - 1936



(SOURCE: Larry Ray Hurto collection)

This 1936 photo looks north across 1st Ave. W. and shows that by this time an interior stairway to second floor (the white door in the center of the façade) had been added. The interior stairway does not appear on any of the Sanborn maps from 1900-1949, so the exact date of this remodel cannot be determined, but most likely it was done before 1927. The top of the building is cut off in this photo, as evidenced by the turned brick signage area above the second story windows.

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9. Bibliographic References

"Building in Newton is Listed." In Newton Daily News, Oct. 13, 1945.

Hurto, Larry R. A History of Newton, Iowa. Wolfe City, TX: Hennington Publishing Co. (1992).

Jasper County Assessor's and Auditor's records, located in the Jasper County Courthouse.

Newton City Directories, various years 1899-2007, located in Newton Public Library, Jasper County Historical Society Library, and Jasper County Genealogical Library.

Newton Telephone Directories, various years 1921-2010, located in Newton Public Library, Jasper County Historical Society Library, and Jasper County Genealogical Library.

Sanborn Fire Insurance Maps. State Historical Society of Iowa Library.

Transfer Books #3, 4, & 5, located in Jasper County Auditor's office.