

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

State Inventory No. 50-01662 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 Montgomery Ward & Co.

other names/site number Tan America; Ledermann Bail Bonds

2. Location

street & number 118-120 N. 2nd 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) 10 Lot(s) 7-8

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)	Number of Resources within Property	
	If Non-Eligible Property Enter number of:	If Eligible Property, enter number of: Contributing Noncontributing
<input checked="" type="checkbox"/> building(s)	_____ buildings	<u>1</u> buildings
<input type="checkbox"/> district	_____ sites	_____ sites
<input type="checkbox"/> site	_____ structures	_____ structures
<input type="checkbox"/> structure	_____ objects	_____ objects
<input type="checkbox"/> object	_____ Total	<u>1</u> Total

Name of related project report or multiple property study (Enter "N/A" if the property is not part of a multiple property examination).
 Title Downtown Newton, Iowa Historical Architectural Data Base Number 50-010

6. Function or Use

Historic Functions (Enter categories from instructions) **Current Functions** (Enter categories from instructions)

02F04 COMMERCE/TRADE/department store 02E COMMERCE/TRADE/specialty store

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)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended | A Property is associated with significant events. |
| <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended | B Property is associated with the lives of significant persons. |
| <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended | C Property has distinctive architectural characteristics. |
| <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended | D Property yields significant information in archaeology or history. |

County Jasper
City Newton

Address 118-120 N. 2nd Ave. E.

Site Number 50-01662
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
1909 check if circa or estimated date
Other dates, including renovation
1929, 1963

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect

Builder
Elmer E. Graber

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 Ferdinand J. Chabot
organization Newton Historic Preservation Commission
street & number 1700 N 4 Ave W
city or town Newton state IA
date 02-14-2012
telephone 641-792-6622
zip code 50208

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

FOR ALL PROPERTIES

1. **Map:** showing the property's location in a town/city or township.
2. **Site plan:** showing position of buildings and structures on the site in relation to public road(s).
3. **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

1. **Farmstead & District:** (List of structures and buildings, known or estimated year built, and contributing or noncontributing status)
2. **Barn:**
 - a. A sketch of the frame/truss configuration in the form of drawing a typical middle bent of the barn.
 - b. A photograph of the loft showing the frame configuration along one side.
 - c. 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: _____

Iowa Site Inventory Form Continuation Sheet

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Montgomery Ward & Co.	Jasper
Name of Property	County
118-120 N. 2nd Ave. E.	Newton
Address	City

5. Classification, cont'd.

Montgomery Ward & Co. is considered a building and counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

Montgomery Ward & Co. is located on the north side in the east half of the 100 block of N. 2nd Ave. E.; its façade faces south. It is adjoined on the east by a two-story commercial building. A vacant lot is on the west side of the property. It is located just one-half block east of the city square in the historic downtown of Newton, Iowa in Jasper County. The building is sited on a tight parcel of land at 118-120 N. 2nd Ave. E. Its 46-foot wide façade extends 132 feet to the north. On-street parking is located on the south side of the building and a public sidewalk runs flush to the building on the south, providing access to the primary entrance.

Property Description

The Montgomery Ward & Co. store is a two story, double-wide brick building constructed on a brick foundation. The building is visually defined by its mass and the distressed condition of its modern era commercial fenestration. The storefront has two single doors in the middle and large display windows on both sides. There are two large second floor window groupings of industrial steel frame and mullion construction on the south façade of the structure. A non-historic fixed awning of aluminum and steel is attached to the lower level of the south façade.

Integrity Considerations

The Montgomery Ward & Co. 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. Despite a lack of maintenance, the level of integrity as it relates to design and materials is good; the retention of the mid-twentieth century storefront and upper story windows forms contribute to the retention of integrity. 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.

8. Statement of Significance

Montgomery Ward & Co. 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.

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Montgomery Ward & Co.	Jasper
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118-120 N. 2nd Ave. E.	Newton
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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) 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, including the Montgomery Ward building, 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

The building's property record indicates that it was constructed in 1909 after the historic Lambert Hotel, one of the pioneer hostelries in Newton, had been moved from the site. Elmer E. Graber had the resource built as a two-story garage and he operated a garage, selling and servicing automobiles, at this site for 20 years. He remodeled the building starting in 1928 so that Montgomery Ward & Co. could lease the building for a department store. Montgomery Ward & Co. opened for business there on June 15, 1929 and, according to the Newton Daily News edition published on May 2, 1952, Herschel Goeble was the store's first manager.

Kramer Grocery shared the first floor with Montgomery Ward and Co. for a short period in the mid-1930's and the Independent Order of Odd Fellows occupied the second floor space for a short time during that era also. Mr. Graber sold the building to a Newton attorney, Larry L. Brierly, on December 27, 1945 and the latter took possession of the property on January 1, 1946. The Montgomery Ward and Co. store operated at this site until 1985.

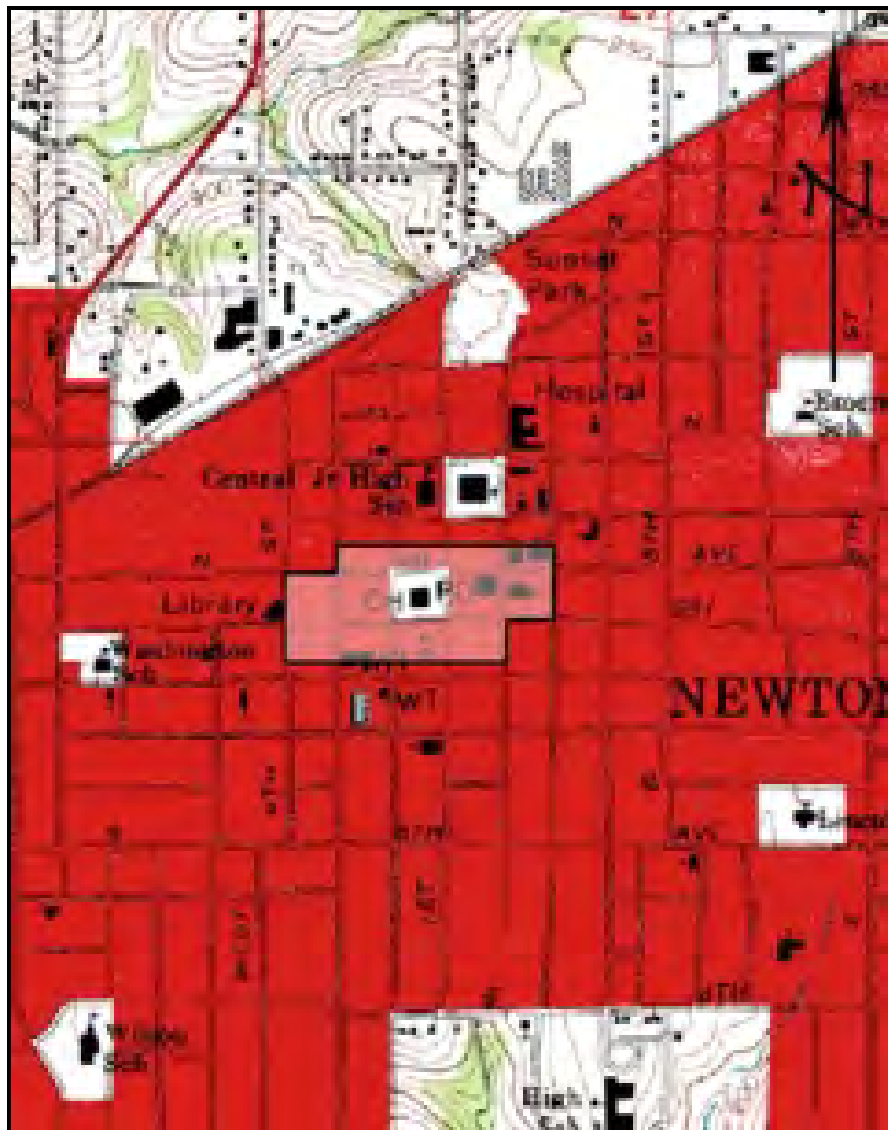
The alteration of both the storefront and upper story, to make it look as it does at the present time, took place in 1963 according to a building permit on file with the City of Newton Public Works Department. The changes to the façade of the building were undertaken by Montgomery Ward & Co., the leaseholder, to give the business a modern look. In 1981 the interior of the first floor was altered to create two leaseholds. After 1985 various businesses occupied the two sections going forward, including Newton Video Mart, Something Beautiful home furnishings, and Video Place through 2002. Lederman Bail Bonds purchased the building in 2000 and operated a bail bonding business out of half of the first floor through 2010. Book Trader/Tan America has leased the other half of the first floor from 2007 to present. The second floor of the building remained vacant from 1985 onwards until it was leased out successively by Show Time Dance Studio and Michelle's Dance Academy between 2002 and 2011.

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11. Additional Documentation – Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP – NEWTON – 1995



(MAP SOURCE: www.trails.com)

The Newton Downtown Historic District, to which the resource is a contributing resource, is outlined.

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11. Additional Documentation – Maps

PARCEL MAP – 2011



(MAP SOURCE: Jasper County Assessor)

The location of the building is indicated by an arrow and shading.

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Related District Number 50-01703

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith – 2011)

This is the view of the 100 block of N. 2nd Ave. E. looking northwest. The resource is the second building from the right in this photograph (indicated).

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith – 2011)

View of the building looking north across N. 2nd Ave. E.

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Montgomery Ward & Co.

Jasper

Name of Property

County

118-120 N. 2nd Ave. E.

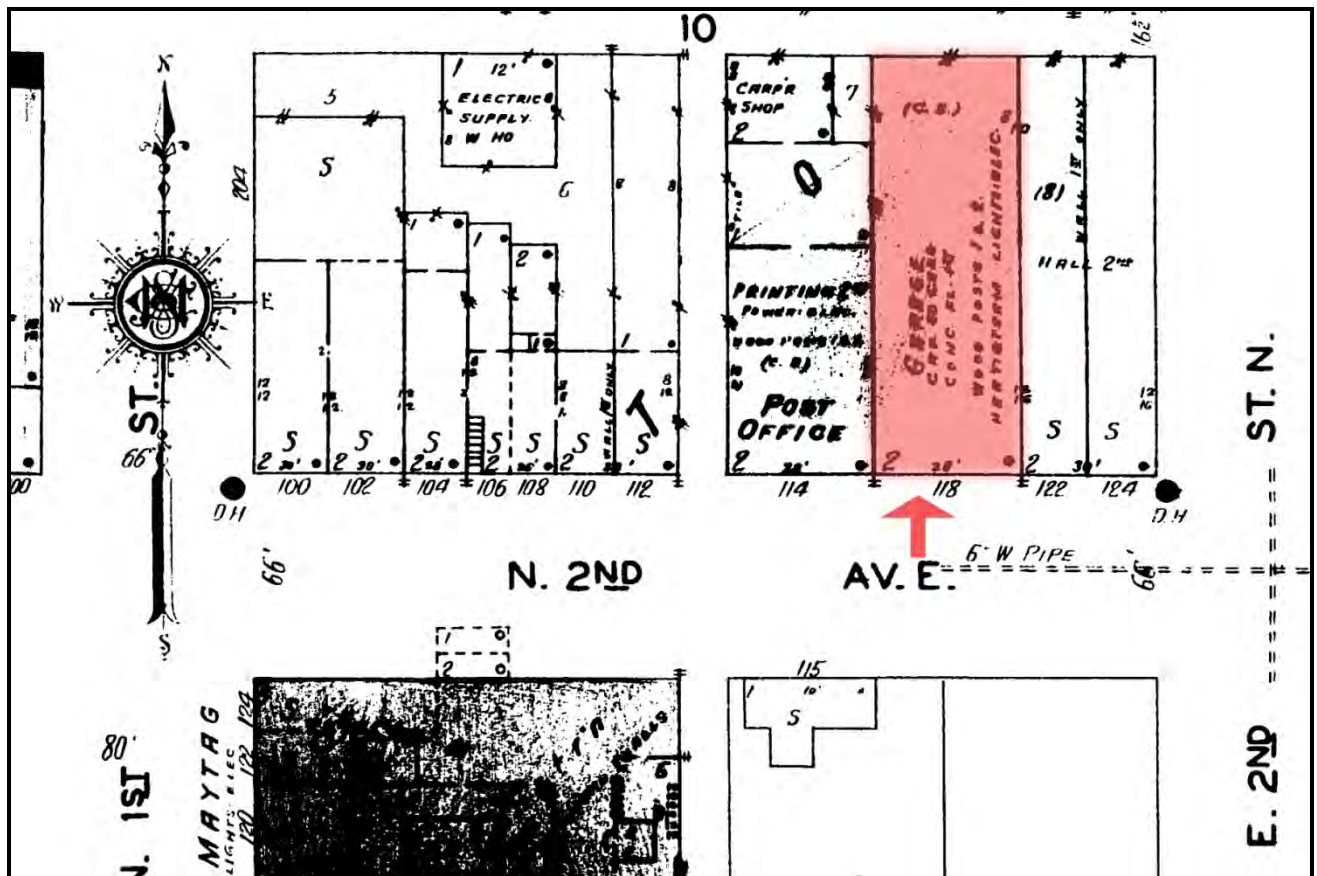
Newton

Address

City

11. Additional Documentation, cont'd.

FIRE INSURANCE MAP - 1927



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

The arrow marks the location of the resource at 118 N. 2nd Ave. E. As the map indicates, contiguous, two-story buildings stood on both sides of the resource.

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Montgomery Ward & Co.

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Name of Property

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118-120 N. 2nd Ave. E.

Newton

Address

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11. Additional Documentation, cont'd.

HISTORIC IMAGES – ca. 1910



(IMAGE SOURCE: Jasper County Historical Society)

The resource at 118-120 N. 2nd Ave. E. is shown in this photograph as the second building from the right (indicated) when it was a new car garage constructed in 1909 and operated by Elmer E. Graber.

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11. Additional Documentation, cont'd.

HISTORIC IMAGES – ca. 1929



(IMAGE SOURCE: Larry Ray Hurto Collection)

The business's new sign is shown in this photograph when it opened in 1929. The business subsequently flourished as one of several large department stores in Newton.

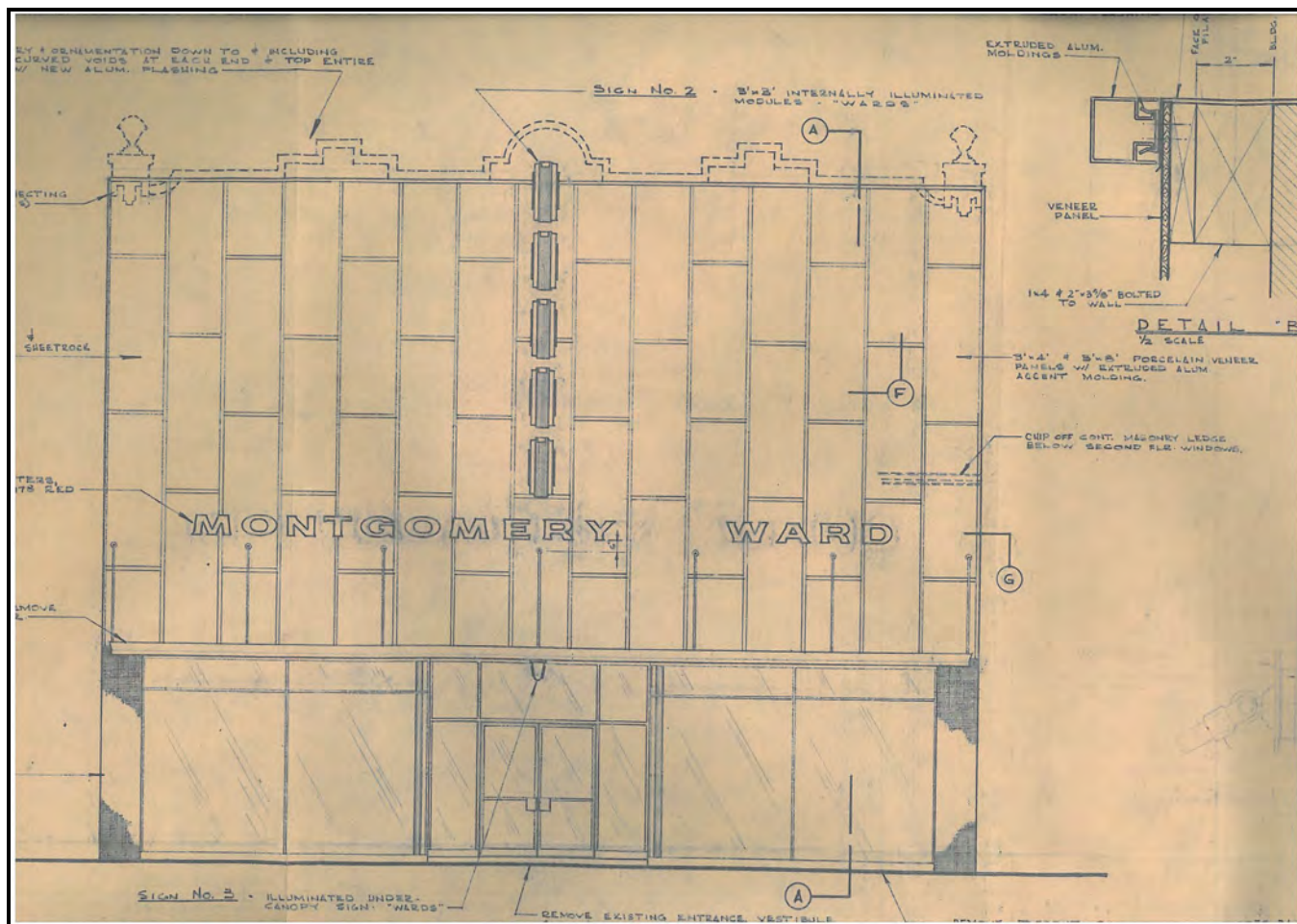
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11. Additional Documentation, cont'd.

HISTORIC IMAGES – 1963



(IMAGE SOURCE: City of Newton Public Works Department)

The image is a portion of the drawing which accompanied the building permit dated October 16, 1963, showing the alteration of the building façade in that year for the leaseholder, Montgomery Ward & Co.

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9. Major Bibliographic References

Larry Ray Hurto, comp. and ed., *A History of Newton, Iowa* (Dallas, TX: Curtis Media Corporation, 1992), pp. 255-56.

The Newton Daily News, December 27, 1945; May 2, 1952.

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.beaonschneidercorp.com