

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

State Inventory No. 50-01668

X 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 Jack & Jill Store

other names/site number Little's Clothing House, Conrad Bock Men's Clothing; Santen Food Market

2. Location

street & number 124 N. 2nd Ave. W.

city or town Newton

vicinity, county _____

Legal Description: (If Rural) Township Name _____ Township No. _____ Range No. _____ Section _____ Quarter of Quarter _____

(If Urban) Subdivision Original City

Block(s) 9

Lot(s) M

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

Downtown Newton, Iowa

Historical Architectural Data Base Number

50-010

6. Function or Use

Historic Functions (Enter categories from instructions)

02E COMMERCE/TRADE/Specialty

Current Functions (Enter categories from instructions)

02E COMMERCE/TRADE/Specialty

7. Description

Architectural Classification (Enter categories from instructions)

08 MODERN MOVEMENT

09f COMMERCIAL/Brick Front

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 _____
City Newton

Address 124 N. 2nd Ave. W.

Site Number 50-01668
District Number _____

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
1875 X check if circa or estimated date
Other dates, including renovation
ca.1957

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect

Builder

Narrative Statement of Significance (X 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, Commissioner
organization Newton Historic Preservation Commission
street & number 1700 N 4 Av W
city or town Newton state IA date 01-30-12
telephone 641-792-6622 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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Name of Property
124 N. 2nd Ave. W.
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Newton
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5. Classification, cont'd.

The Jack & Jill Store is considered a building and counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

The Jack & Jill Store is located at the northwest corner of the city square in the historic downtown of Newton, Iowa in Jasper County. The building is sited on a tight parcel of land in the northeast quadrant of the intersection of N. 2nd Ave. W. and W. 2nd St. N. On street parking is located on the south and west sides of the building and a public sidewalk provides access to the building at its entrances on the south and the west.

Property Description

The Jack & Jill Store is a two story brick building constructed on a brick foundation. The building is visually defined by its continuity of design and building materials with adjoining retail stores to the east. The storefront has a single door in the middle and large display windows on both sides. There are three small second floor windows of industrial steel frame and mullion construction. Clay tile coping finishes the top of the parapet wall. A non-historic curved fixed awning of synthetic fabric is attached to the lower level of the south façade. A mural was painted on the west side of the building in 2005 by Carl Homstad. However, it does not detract from the historical significance of the property since the mural is confined to the north end of that elevation.

The west elevation of the building is of particular importance because the original Italianate elements remain. These include the arched windows with hoods. All of these windows can be seen in the 1963 historic photo of this property, which is included in this submittal. That same photograph shows the rear portion of the first floor which was historically occupied by separate businesses.

Integrity Considerations

The Jack & Jill Store 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 facade. Because the façade alteration to a uniform utilitarian brick exterior 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. Further, retention of the Italianate elements on the secondary elevation provides a look at the community's early commercial architecture, which, in the Newton Downtown Historic District, was most commonly removed during the mid-twentieth century making that of the Jack and Jill Store a rare example.

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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124 N. 2nd Ave. W.
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8. Statement of Significance

The Jack & Jill 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. Store owner Carl Schmidt shared an ethnic heritage with nineteenth century German immigrants A.C. Bollhoefer, August Wendt, and Christian Griebeling who came before him to Newton and Jasper County to establish businesses on the north side of the city square in 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 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 Jack & Jill Store) 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

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8. Statement of Significance, cont'd.

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 property record of the Jack & Jill Store indicates the building was constructed in 1875. It opened that year and was occupied by Little's Clothing House. William T. Little was born in 1835 in Philadelphia, moved to Richmond, Indiana in August, 1849, then came to Newton, Iowa in 1865. He operated a clothing business for many years with Colonel Garrett, then alone, at 124 N. 2nd Ave. W. until he left Newton in 1892 for Chicago and other business ventures. The business continued under the Little's Clothing House name until Conrad Bock purchased the building in 1910. He started his own clothing business under the name Conrad Bock, Men's Clothiers, then C.W. Bock and Company, and finally Bock Clothiers until 1929.

In 1917, Lyle Burrows Tyler opened his photography business on the second floor of the building. Through his photography, Tyler chronicled the citizens, buildings, and events of Jasper County for the next 50 years and along the way established the Newton Camera Club, the Photographers Association of America, and the Camera Craftsmen of America. Tyler also was an organizer of the Boys Scouts in Newton in 1921 and saw the organization flourish while he served in local, district, and statewide posts.

In 1935, the Santen Brothers purchased the building and opened their grocery business, Santen Food Market. They operated their grocery business there as well as at a satellite location in south Newton near Maytag Park until 1952. In that year Carl and Dorothy Schmidt bought the building and moved their Jack & Jill Store from 211 W. 2nd St. N. to the more prominent location of 124 N. 2nd Ave. W. on the city square. As the Newton city centennial of 1957 was approaching, city fathers wanted to modernize downtown store facades, replace what they considered to be tired, old Italianate storefronts, and put in their place a modern look with modern materials. The Schmidt's participated in this effort as well as did their adjoining property owners to the east. The historic storefronts in the west half of the city block on the north side of the city square were removed and replaced by monolithic modular brick facades with display windows in the lower portion of the building and steel frame and mullion windows in the upper portion. The Schmidt's operated their children's clothing business at 124 N. 2nd Ave. W. until they retired from business in 1984.

The businesses known as The Red Lollipop, Iowa Bike and Fitness, and The Farmer's Wife operated successively out of the first floor of the building from 1984 through the present. The second floor of the building has remained vacant after the Tyler Studio moved out in 1967.

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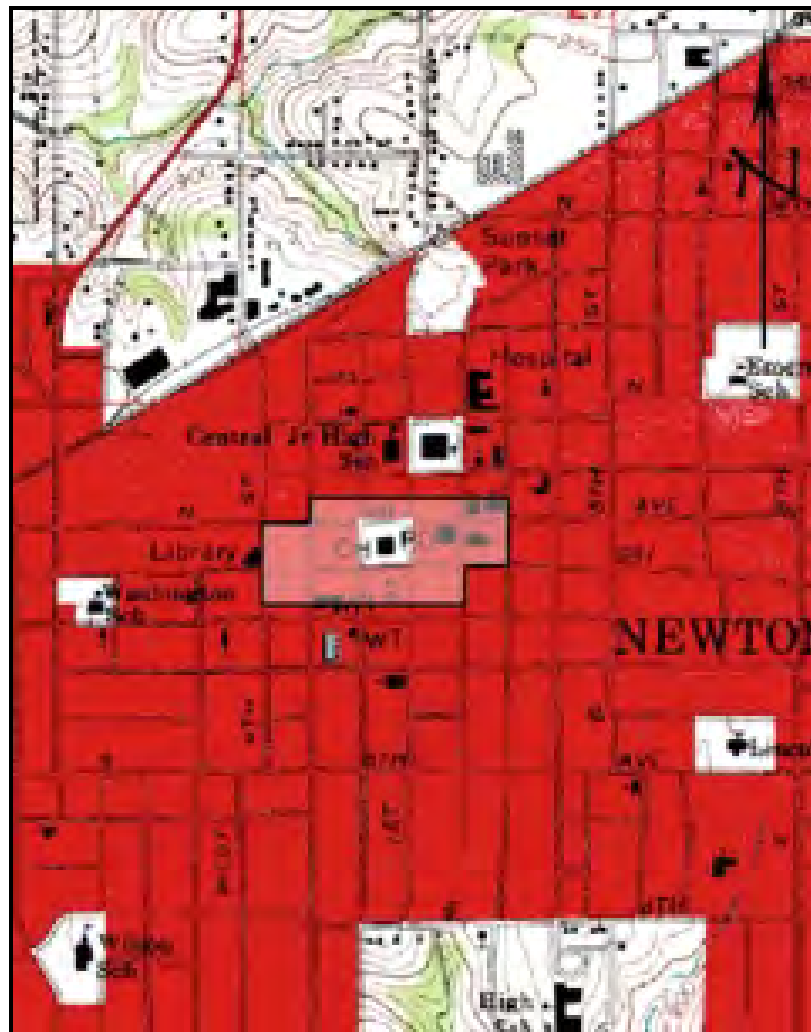
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Name of Property
124 N. 2nd Ave. W.
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11. Additional Documentation – Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP – NEWTON – 1995



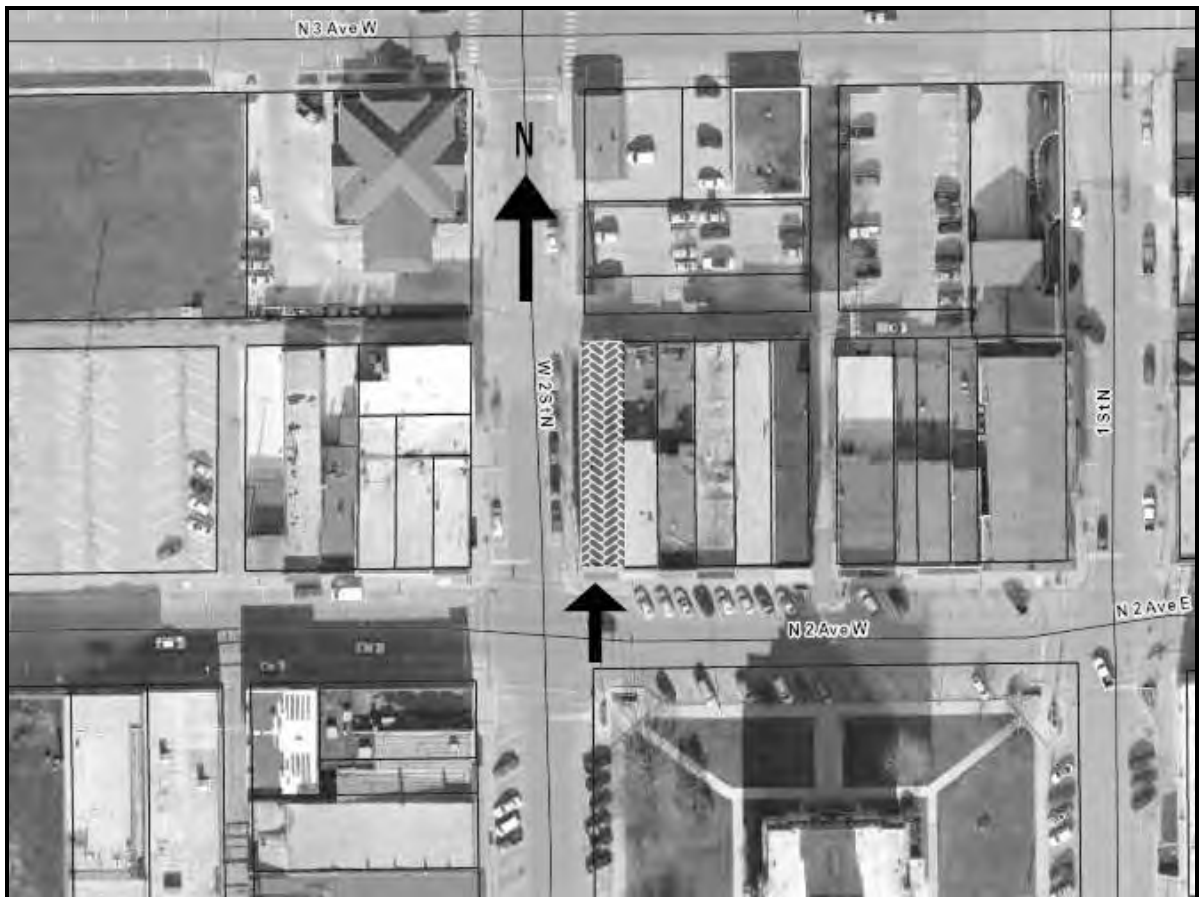
(MAP SOURCE: www.trails.com)

The Newton Downtown Historic District, to which the resource is a contributing resource, is indicated by the outlined and highlighted area.

Name of Property	County
124 N. 2nd Ave. W.	Newton
Address	City

11. Additional Documentation – Maps

PARCEL MAP – 2011



(IMAGE SOURCE: Jasper County Assessor)

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

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



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

(Images by Sue Smith – July 2011)

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



View of the building (first on left) looking northeast across N. 2nd Ave. W.

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Fred Chabot – 2010)

Image of building rear entrance and painted mural looking east on alley. Some of the original second floor Italianate arched windows with caps are shown in this photograph.

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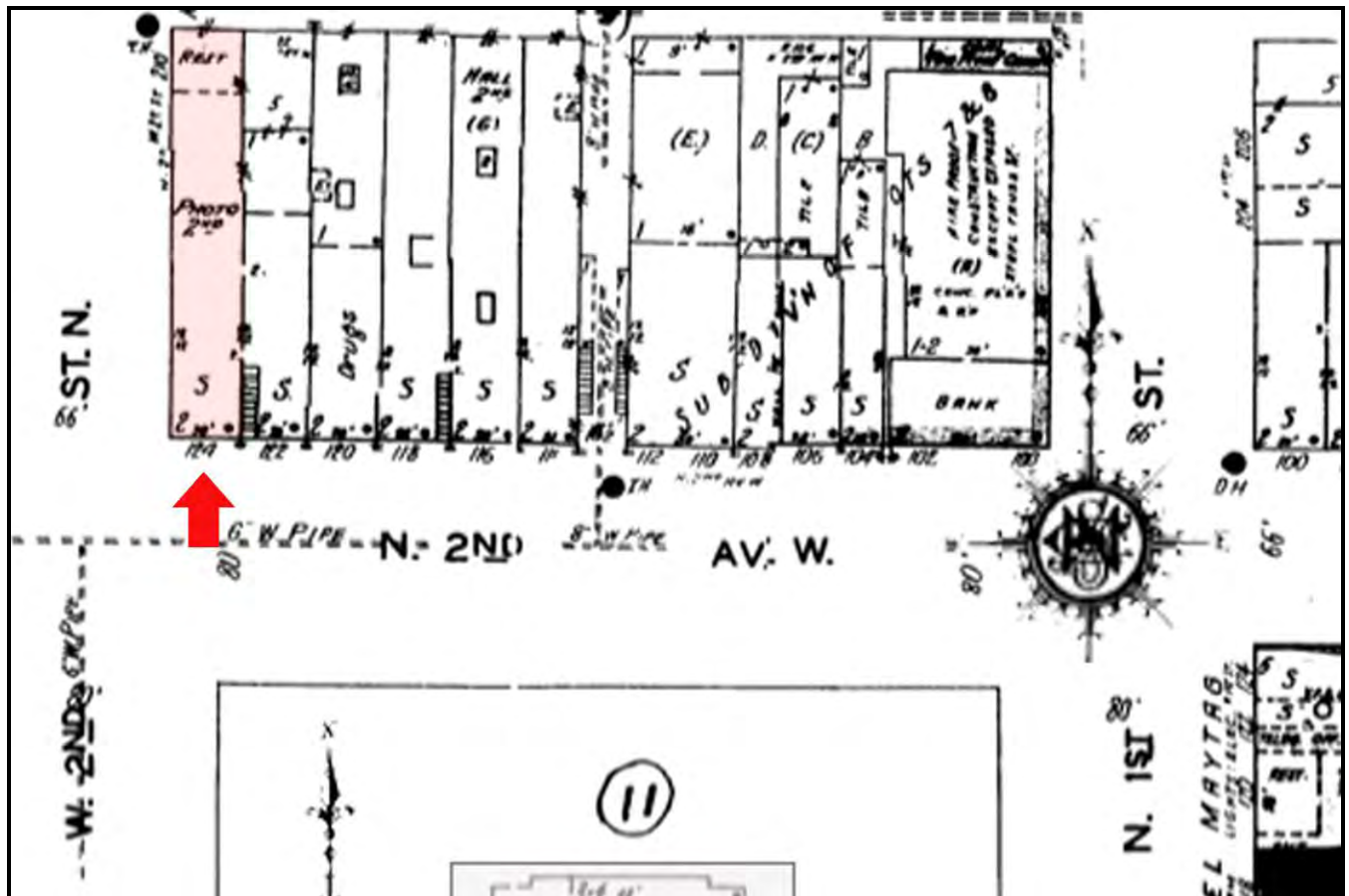
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11. Additional Documentation, cont'd.

FIRE INSURANCE MAP - 1927



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

The arrow marks the location of the building at 124. As the map indicates, contiguous, two-story buildings stood on this part of the block.

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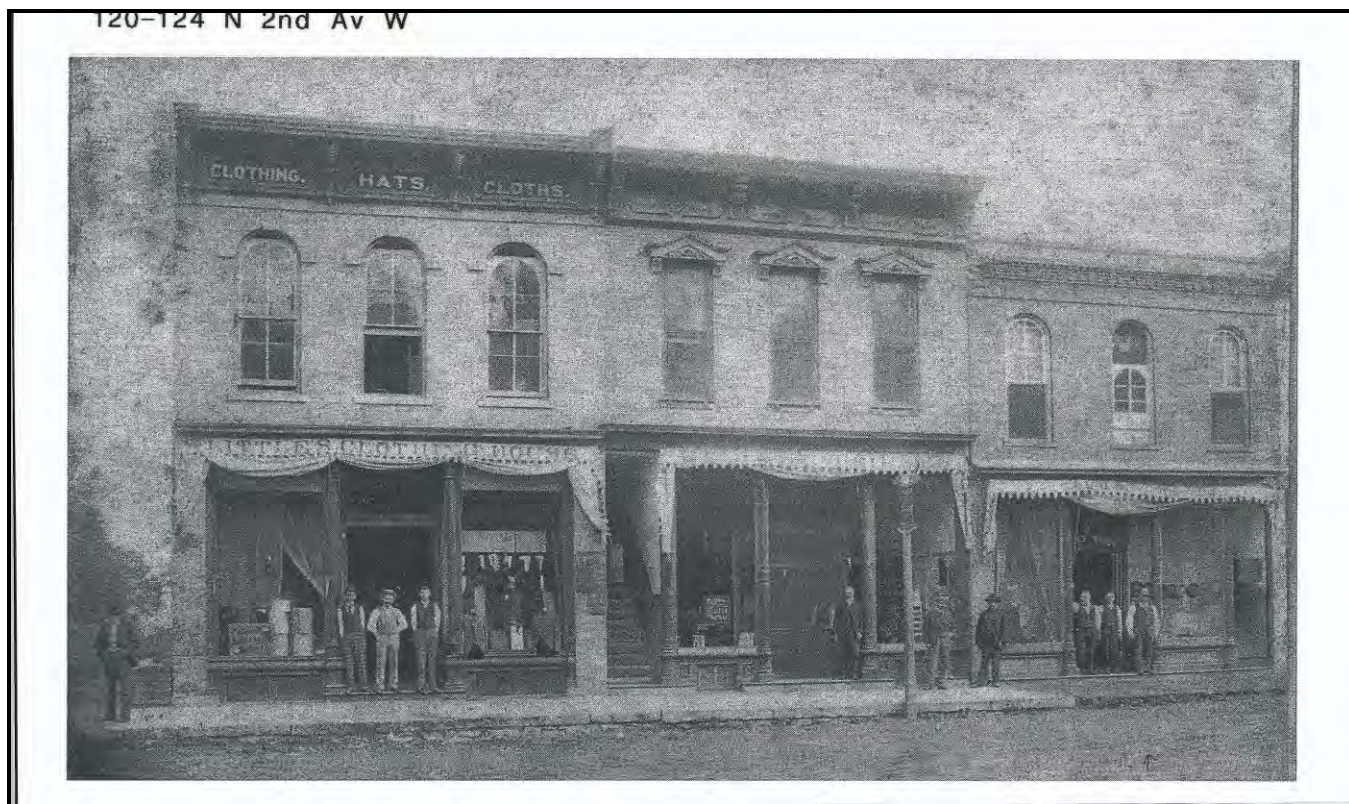
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HISTORIC IMAGES – ca. 1890



(IMAGE SOURCE: Mary States)

As the sign over the retracted awning indicates, the building was occupied by Little's Clothing House when this image was taken.

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HISTORIC IMAGES – ca. 1910



(IMAGE SOURCE: Mary States)

The resource is the first building on the left in this postcard photograph of the north side of the square.

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11. Additional Documentation, cont'd.

HISTORIC IMAGES – ca. 1940



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

The resource is shown as Santen's Market in this photograph.

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HISTORIC IMAGE – ca. 1963



(IMAGE SOURCE: Larry Ray Hurto Collection)

This image by Tyler Studio ca. 1963 shows the re-facing of the buildings to modern modular brick with steel frame windows. The west façade of the building retains the Italianate details of arched windows with stone hoods. The resource is shown in this image as the Jack & Jill store.

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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.

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

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

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