

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

State Inventory No. 50-01684

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 Carson's Beauty Salon

other names/site number Quality Café, Shoe Repair shops

**2. Location**

street & number 209-211 N. 2<sup>nd</sup> 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) 16

Lot(s) C

**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:

1 buildings  
 \_\_\_\_\_ sites  
 \_\_\_\_\_ structures  
 \_\_\_\_\_ objects  
1 Total

*If Eligible Property, enter number of:*

Contributing Noncontributing

\_\_\_\_\_ buildings  
 \_\_\_\_\_ sites  
 \_\_\_\_\_ structures  
 \_\_\_\_\_ objects  
 \_\_\_\_\_ 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)

02E08 COMMERCE/TRADE/Specialty Store/beauty shop

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

02G01 COMMERCE/TRADE/Restaurant/café or diner

02E COMMERCE/TRADE/Specialty Store

02E09 COMMERCE/TRADE/Specialty Store/furniture

**7. Description**

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

09F Commercial

foundation \_\_\_\_\_

09D Roof form/flat

walls (visible material) 04 STONE

\_\_\_\_\_

roof \_\_\_\_\_

\_\_\_\_\_

other 15B SYNTHETICS/Vinyl

**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 209-211 N. 2<sup>nd</sup> Ave. W.

Site Number 50-01684  
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)

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

Construction date  
1900  check if circa or estimated date  
Other dates, including renovation  
pre-1988

**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 06/07/2012  
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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Carson's Beauty Salon	Jasper
Name of Property	County
209-211 N. 2 <sup>nd</sup> Ave. W.	Newton
Address	City

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## 5. Classification, cont'd.

Carson's Beauty Salon is considered a building and is counted as a contributing resource to the Newton Downtown Historic District.

## 7. Description

### Site Description

The Carson's Beauty Salon building is located on the south side of North 2<sup>nd</sup> Ave. W., in the middle of the 200 block. Its façade faces north. It is adjoined on the east by a two-story commercial building and on the west by an alley. A public sidewalk runs flush to the building on the north, providing access to the two primary entrances. On-street parallel parking is available in front of the building.

### Property Description

This is two-story double bay building of brick construction. The building is basically rectangular in form, stretching 60 feet to the south, at its longest point, from its 40-foot frontage on N. 2<sup>nd</sup> Ave. W. Typical of commercial buildings, the roof is flat. Coping of beige metal edges the roof line.

The deeply-recessed entrance to the eastern bay is asymmetrically placed at the east edge of the building, and the building's front wall slopes toward the entrance. The western bay's ground floor display windows are irregular in size, resulting in a slight asymmetry in the placement of its primary entrance. Centrally-located on the front façade is a stairway to the second floor. Non-historic signage is placed above the entryway of the east bay; a small, domed canvas awning of black-banded teal protects the recessed entrance of the western bay.

In 1961 the primary façade of the building's east bay was remodeled befitting a restaurant. Later, in an effort to contemporize and unify the appearance of the two bays, the building's entire primary facade was refaced with vinyl siding on the second story and rusticated stone on the ground floor. The original second-story window of the east bay was replaced with an oriel window.

Since 1988 the upper story's vinyl siding has again been replaced, and the western bay's second-story windows removed and/or covered with vinyl. The result is an asymmetrical appearance of the entire building, with no historic materials remaining in view.

The west wall of the building, which abuts the alley, appears to be sprayed with EIFS. Four recessed windows pierce the second floor. Placed directly below them, in the first floor, are three recessed windows. Greenery covers nearly half of the wall. Steel I-beams brace the building and extend across the alley.

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Carson's Beauty Salon	Jasper
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209-211 N. 2 <sup>nd</sup> Ave. W.	Newton
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## 7. Description, cont'd.

### Integrity Considerations

When constructed this resource was clad in dark brick, with upper story fenestration flush to the building. Because the alteration to the present appearance occurred less than fifty years ago, the alteration is considered non-historic and a significant breach of the building's historic integrity as it relates to design, workmanship, and materials. This loss cannot be overcome by the retention of integrity as it relates to location, association, and setting. As a result, the building does not bear sufficient historic integrity to be considered a contributing resource to the historic district.

## 8. Statement of Significance

Due to a significant loss of historic integrity (particularly as it relates to design, materials, and workmanship) the building is considered a non-contributing resource to the Newton Historic Downtown District. Should the façade be rehabilitated the building's ability to contribute to the district should be re-evaluated.

### 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 20<sup>th</sup> 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.

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## 8. Statement of Significance, cont'd.

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-20<sup>th</sup> 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 earliest occupant of this building's appears to be a billiard hall in the east bay. The most stable and the best known tenant was Carson's Beauty Salon, which was located in the east bay from the 1950s through the mid 1990s.

Occupants of note in the western bay were the Quality Café from the mid 1930s to the mid-1950s, and a series of shoe repair shops that provided a much-needed service from the mid-1970s to approximately 2000.

Iowa Department of Cultural Affairs  
State Historical Society of Iowa  
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Site Number **50-01684**  
Related District Number 50-01703

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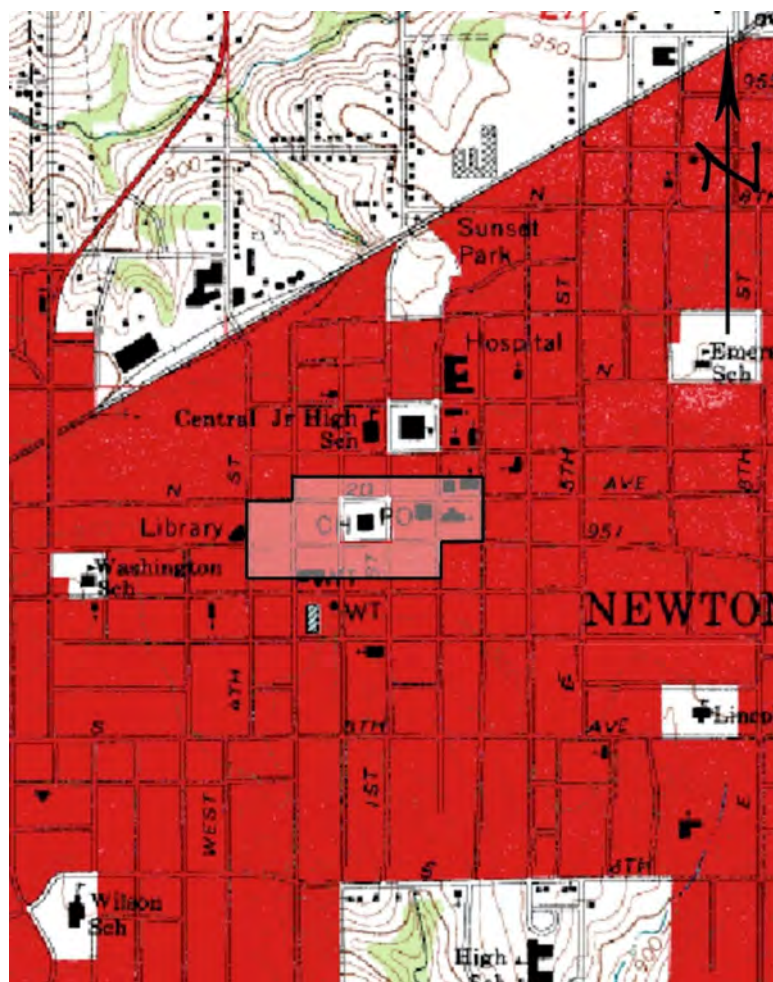
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Carson's Beauty Salon	Jasper
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**11. Additional Documentation - Maps**

**USGS 7.5 MINUTE TOPOGRAPHIC MAP - NEWTON - 1965**



(MAP SOURCE: <http://www.trails.com>. Accessed 06/21/2011.)

The Newton Downtown Historic District, to which the Carson's Beauty Salon building is considered a non-contributing resource, is indicated.

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Carson's Beauty Salon  
Name of Property  
209-211 N. 2<sup>nd</sup> Ave. W.  
Address

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Jasper  
County  
Newton  
City

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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 south side of the 200 block of N. 2nd Ave. W., looking southwest. The location of the building is indicated.

(Image by Sue Smith, June 30, 2011)



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**11. Additional documentation, cont'd.**

**PHOTOGRAPHS**



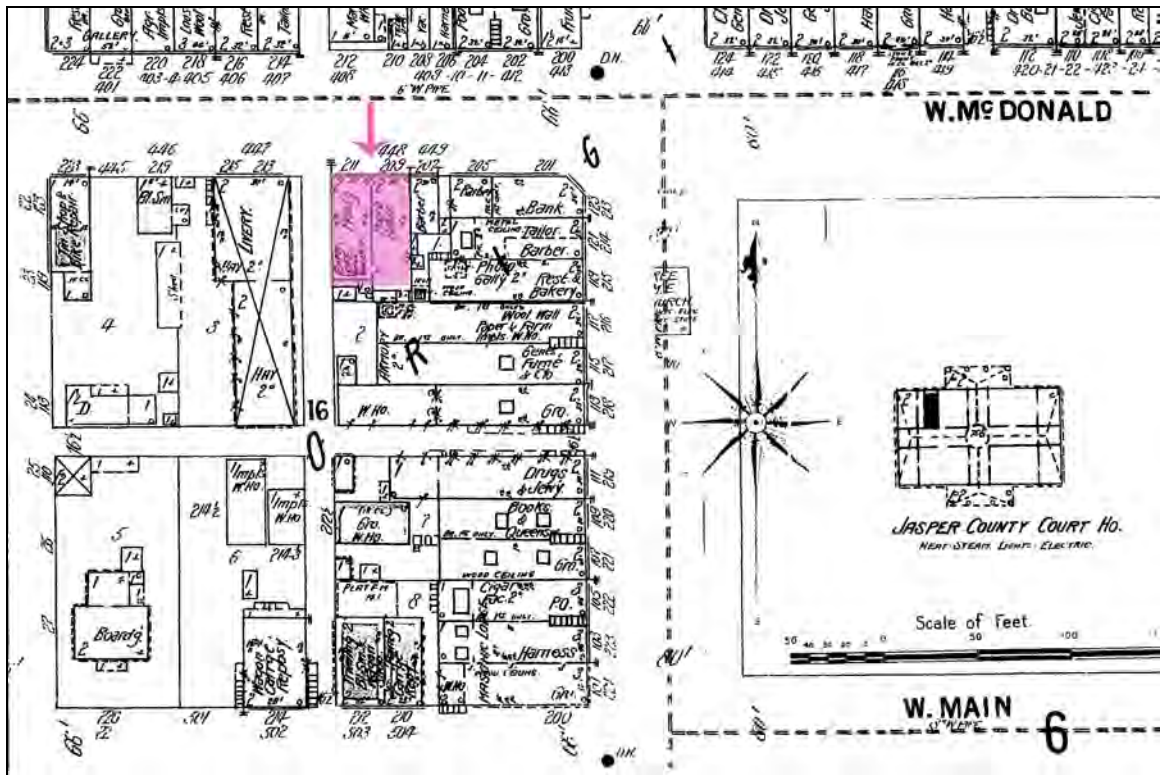
This photo, looking south across N. 2<sup>nd</sup> Ave. W., shows the asymmetrical quality of the building's fenestration and ground floor walls.

(Image by Bob Sawyer, May 28, 2011)

Carson's Beauty Salon	Jasper
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**11. Additional documentation, cont'd.**

**FIRE INSURANCE MAP – 1900**



(SOURCE: Sanborn Company Fire Insurance Map, 1900)

The western bay of this building was definitely constructed between 1894-1900, and comparison of Sanborn maps for those years show either a remodeling of the eastern bay, or new construction. The county assessor's building schematic indicates the building was constructed as a single unit.

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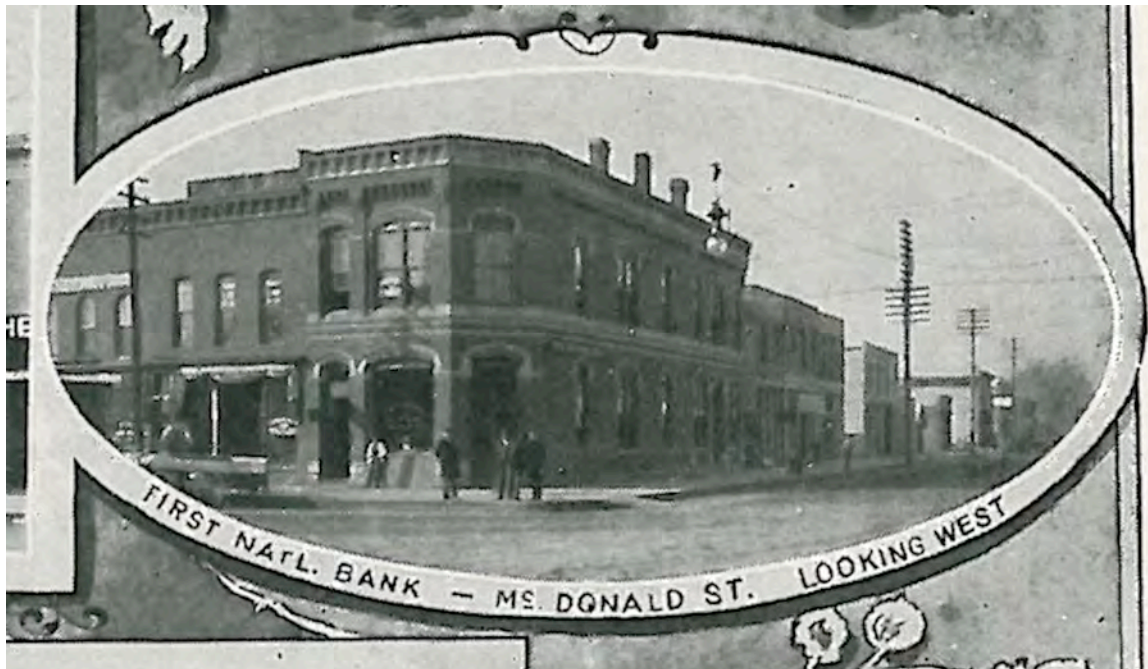
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**11. Additional documentation, cont'd**

**HISTORIC IMAGES – ca. 1904**



(SOURCE: Avery Wilson Historic Collection, at Newton Public Library)

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**11. Additional documentation, cont'd**

**HISTORIC IMAGES – ca. 1930**



(SOURCE: Celebrating 150 Years, 2007)

This photo looks southeast along N. 2<sup>nd</sup> Ave. W. The resource is indicated.

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**11. Additional documentation, cont'd**

**HISTORIC IMAGES – 1988**



(SOURCE: A History of Newton, Iowa, 1992)

This photo, taken July 23, 1988, shows vinyl and stone cladding on the resource, but it reveals two windows on the second story's front façade which have since been covered when new vinyl was applied.

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## 9. Bibliographic References

Building permits on file in Newton Public Works office.

*Celebrating 150 Years – A Pictorial History of Newton, Iowa.* Newton, IA: Newton Daily News (2007).

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

Jasper Co. Assessor's records. <http://beaconschneidercorp.com>.

Newton city and telephone directories, various years. Located in Newton Public Library and Jasper Co. Genealogical Society Library.