

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

State Inventory No. **50-00732**

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 Harp Brunner Auto Company

other names/site number Parker Performance

2. Location

street & number 223 N. 2nd 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) L

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)

02E01 COMMERCE/TRADE/auto showroom

02F COMMERCE/TRADE/retail center

02H COMMERCE/TRADE/warehouse

Current Functions (Enter categories from instructions)

02A06 COMMERCE/TRADE/machine shop

7. Description

Architectural Classification (Enter categories from instructions)

09F02 Commercial/Modern Broad front

Materials (Enter categories from instructions)

foundation 10B CONCRETE/poured

walls (visible material) 03 BRICK

roof _____

other 05 METAL/steel; 02 WOOD

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 223 N. 2nd Ave. W.

Site Number 50-00732
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
30 TRANSPORTATION

Significant Dates

Construction date
1919 check if circa or estimated date
Other dates, including renovation

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 date 06-01-12
 organization Newton Historic Preservation Commission telephone 641-792-2787
 street & number 101 W. 4th St. S. city or town Newton state IA 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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Harp Brunner Auto Company	Jasper
Name of Property	County
223 N. 2nd Ave. W.	Newton
Address	City

5. Classification, cont'd.

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

7. Description

Site Description

The Parker Performance building is located on the southeast corner of N. 2nd Ave. W. and W. 3rd St. N. There is an adjacent building to the east and a public alley behind (south of) the building. A public sidewalk provides access to entrances on both the north and west sides of the building, with the primary entrance on the west side. A drive-in bay, located on the west side of the building, is accessible from W. 3rd St. N. From the alley, a door allows entry into the building, and a freight elevator provides access to the upstairs.

Property Description

The building is a rectilinear two-story brick structure of no particular style, constructed on a concrete foundation. As a corner building it has major elevations on the north and west. The ground floor of the north elevation and the front 1/3 of the west elevation have been covered with large white tiles anchored by a row of blue tiles, all of which appear to be made of porcelain-coated steel. Brown wood paneling of non-historic style covers the original showroom windows. The original door has been replaced. The second-floor window sills in this portion of the building have turned-brick edging, and the corresponding cornice area is defined by turned bricks to create elongated panels, with stone block insets adorning the corners of the panels. The windows have been partially or completely covered with non-historic material.

The brickwork on the southern 2/3 of the west elevation is unadorned. Of the five original auto bays on the west side of the building, three have been filled in with concrete block, one with a double-door pedestrian entrance, and one with a refitted automatic garage door. All but one second-floor window has been partially covered with miscellaneous non-historic materials. The one remaining historic industrial window on the west elevation consists of steel mullions with multipane glazing. Two sections of the window appear to be operable to provide ventilation. Concrete coping surrounds a flat roof on all sides of the building.

The rear (south) elevation, adjacent to the public alley, is of common brick without adornment. A service entrance and a freight elevator are accessed from the alley. One ground floor window has been covered with non-historic material. Three windows on the second level are of similar style and covering as those on the west elevation. Like other buildings in the downtown district, the bottom portion of the rear wall has been painted white to deter nighttime vandalism.

This building was originally constructed without interior walls, except for a bathroom. From the mid-1920s until the early 1950s it was partitioned into two separate businesses. Today, following extensive

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7. Description, cont'd.

interior remodeling, it once again has the openness of the original structure. Pedestrian entrance has been rerouted from the north door to the western side of the building.

A number of building permits available for this structure help to trace some of the major changes made. The earliest permit on file for this structure dates back to 1953, at which time the interior was remodeled by the Goodyear Service Store. Windows on the north, west, and south sides of the building were filled in during November of 1978. Permits from 1987 indicated the original showroom windows were covered with brown wood paneling and additional minor remodeling was done to the interior by the current building owner. There is no permit available to confirm the date that white porcelain-coated steel tiles were applied to the front façade, but it would appear that they were added prior to 1953, the date of the first available building permit.

The changes to the original brick façade and windows, and the mix of non-historic materials used create a level of visual confusion when viewed in the original context of the building and the neighborhood. It is worth noting however that, although many of the original windows on the second floor have also been covered and the ground floor service bay doors filled in, their historic openings have been retained. All the original windows in the building, including the large showroom windows on the ground floor, are still intact beneath the coverings. Likewise, beneath the tile covering on the north and west elevations, the original brick appears to be intact. These original features could be revealed if the nonhistoric coverings were to be removed at some future date.

Integrity Considerations

With respect to design, workmanship, and materials, Parker Performance has suffered a loss of integrity, particularly at the ground floor level. The upper story remains relatively intact with the exception of window closures, which are reversible. The building also has some interesting brick and stonework that are still visible on the second story. This and other, currently unseen, detailing might prove to be architecturally significant if the window and façade coverings are ever removed.

As it relates to integrity of location, setting, and association, despite the loss of several original buildings in the neighborhood, this building retains a relatively high degree of integrity. Even though the physical changes to the outside of the structure are non-historic, the building's historic functions as automobile and implement dealerships with associated repair services can be readily identified.

8. Statement of Significance

The Harp Brunner Auto Company 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. As a resource associated with transportation, specifically the automobile, the Harp Brunner Auto Company building represents a commercial building type important to the history of the downtown district.

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8. Statement of Significance, cont'd.

During the period of the 1920s-1950s many of the town's auto dealers were located just west or northwest of the downtown square, increasing the boundaries of the retail district and making it easy for potential buyers to compare the various auto brands and models almost side-by-side. While all of the auto dealerships originally located in this part of town have disappeared or relocated, their buildings having been demolished long ago, this building alone has survived and remained true to its original role as part of the transportation industry.

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, including those like the Harp Brunner Auto Company, constructed to serve the rising automobile industry) 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 line

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8. Statement of Significance, cont'd.

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 original tenant of the building was the Harp Brunner Auto Company, which soon went out of business, and the building was divided into two sections. In 1926, the front section, with a street address of 221 N. 2nd Ave. W., became home to the Reliable Department Store. By 1929 the rear section of the building, which carried a street address of 114 W. 3rd St.N., housed the Newton Tire and Battery Service. A few years later the tire store expanded to occupy the front section of the building, followed later by an electrical supply store and then another auto dealership. Over the same period of time the rear section housed first a grocery store and later a radiator repair shop.

Since 1953, when the Goodyear Service Store remodeled the interior of the building, one business has occupied the entire structure, and the W. 3rd St. N. address has been eliminated. In the 1970s the building housed a furniture store warehouse, and later a lawn implement dealership. Since the late 1980s the owner/occupant of this building has been Parker Performance, which builds high performance engines for racecars. The wood panel window coverings they added to the front of the building in 1987 help the business to maintain the secrecy that is important in this competitive industry.

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Harp Brunner Auto Company

Jasper

Name of Property

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223 N. 2nd Ave. W.

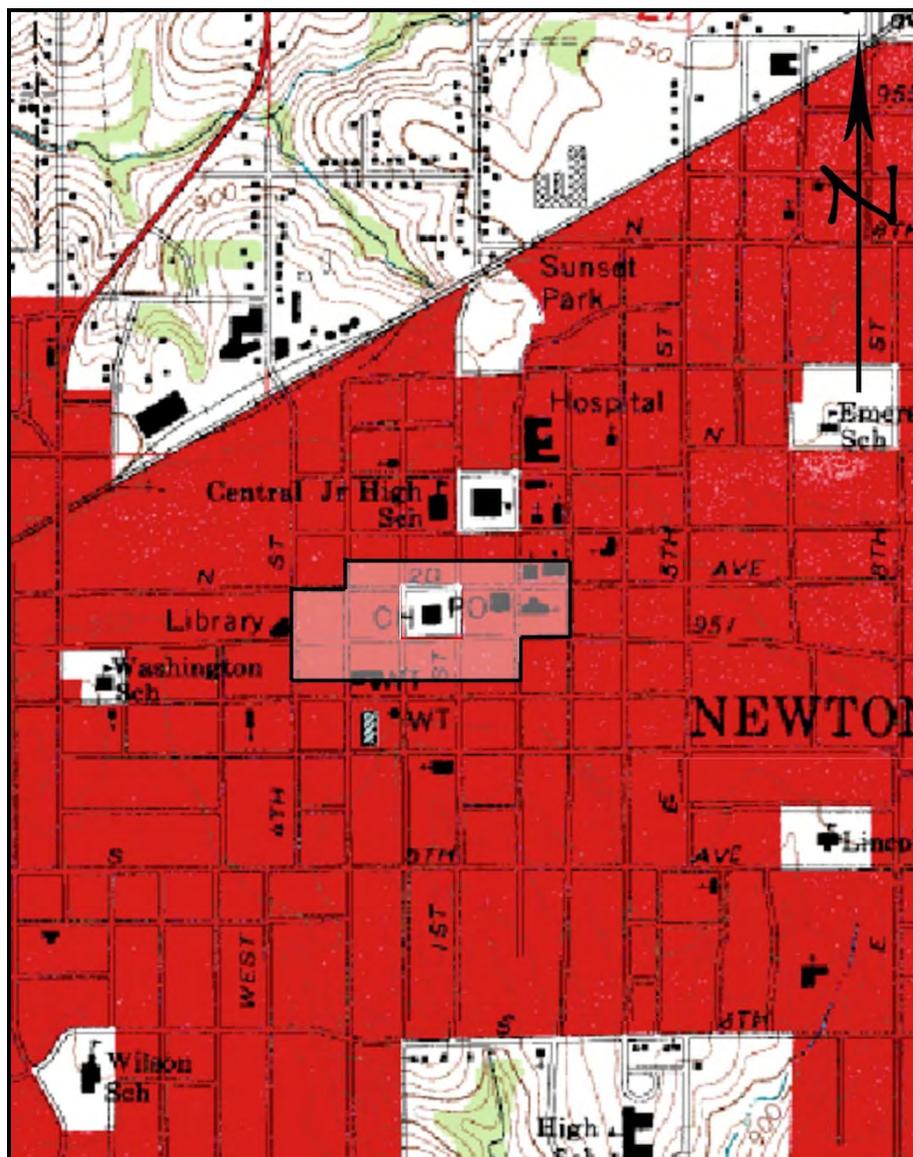
Newton

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City

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 Harp Brunner Auto Company building is considered a contributing resource, is indicated.

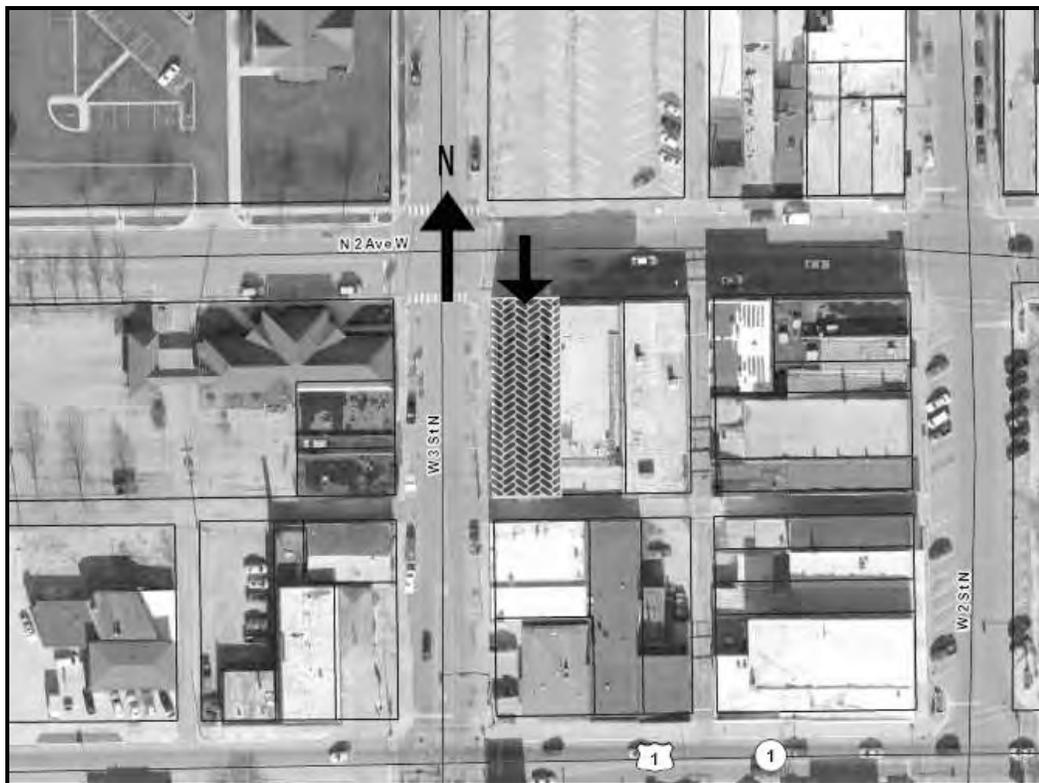
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11. Additional Documentation - Maps

PARCEL MAP - 2009



(Source: <http://www.beacon.schneidercorp.com>)

The location of the building is marked by a downward arrow.

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11. Additional Documentation – Photographs



View of the building (indicated) looking southwest across N. 2nd Ave. W.

(Image by Sue Smith, July 14, 2011)

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11. Additional Documentation - Photographs



North and west elevations of the Parker Performance building, looking southeast across the intersection of N. 2nd Ave. W. and W. 3rd St. N.

(This and following image by Rita Reinheimer – January 16 – April 14, 2010)

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11. Additional Documentation - Photographs



View of the relocated business entrance (white double doors) on the west elevation and elevator entrance (open door) on the south elevation.

Harp Brunner Auto Company

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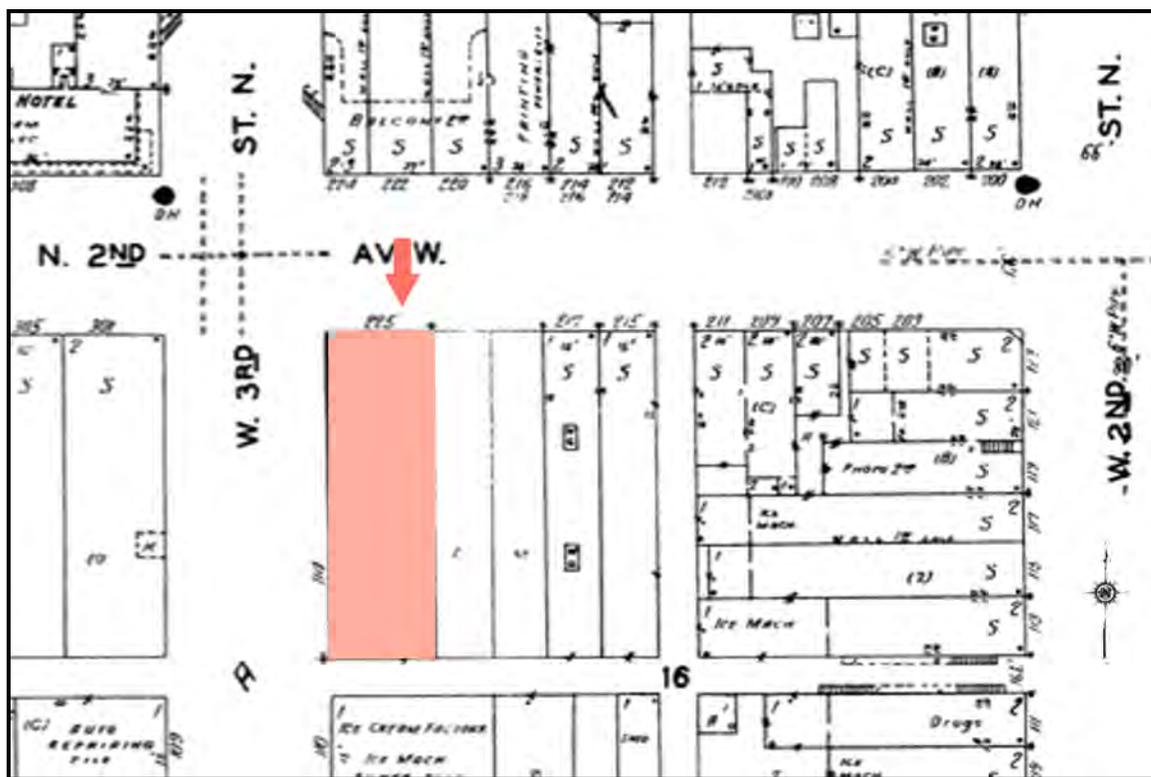
Newton

Address

City

11. Additional Documentation - Maps

FIRE INSURANCE MAP - 1927



(SOURCE: Sanborn Company Fire Insurance Map, 1927)

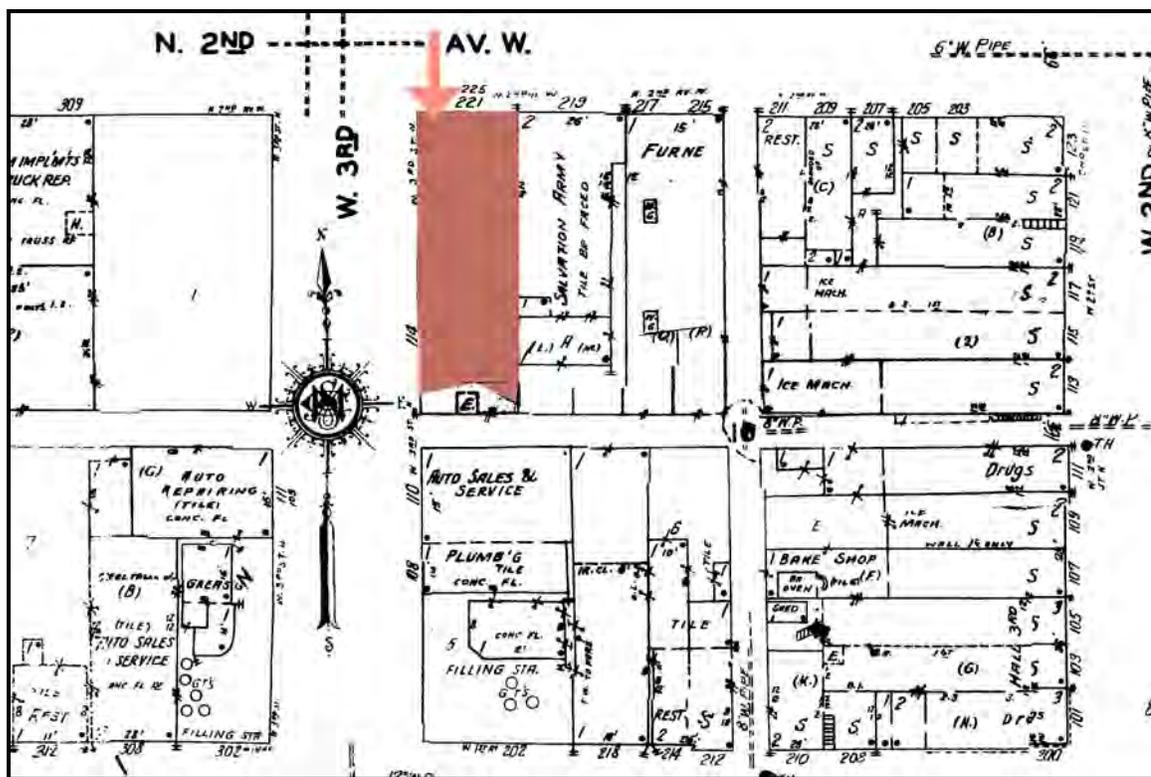
The location of the resource is indicated. At the time the building was constructed, housed the Harp Brunner Auto Company, one of the first auto dealerships in the city of Newton. The town's first gas station was located less than a block south of this building.

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11. Additional Documentation - Maps

FIRE INSURANCE MAP – 1949 Revision of 1927



(SOURCE: Sanborn Company Fire Insurance Map, 1949 revision of 1927)

The location of the resource is indicated, showing the installation of a freight elevator at the rear of the building at some time after 1927. At the time this map was drawn, the front section of the building (street address: 221 N. 2nd Ave. W.) and the rear section (street address: 114 W. 3rd S.t N.) were occupied by two separate businesses. In 1953 the partition between the two storefronts was removed and, since that time, the entire building has been occupied by a single business bearing the street address of 223 N. 2nd Ave. W.

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Harp Brunner Auto Company

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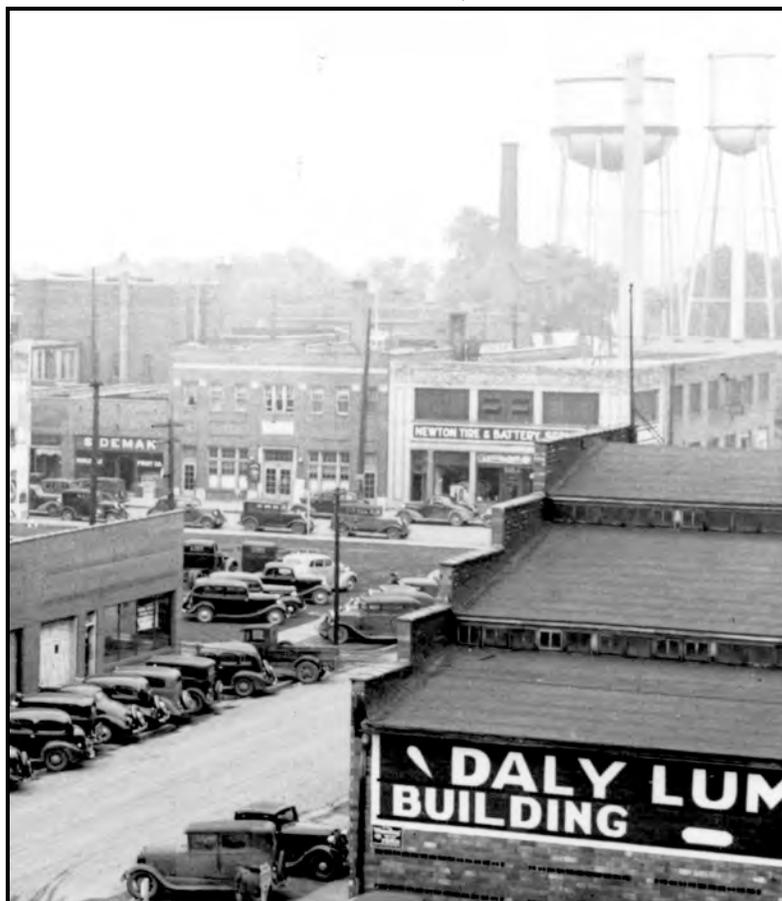
223 N. 2nd Ave. W.

Newton

Address

City

HISTORIC IMAGES – ca. 1939



(SOURCE: Jasper County Historical Museum)

This photo was taken looking southeast toward the intersection of W. 3rd St. N. and N. 2nd Ave. W. The resource is the light colored building indicated by an arrow; note the business signage indicates the building was occupied by the Newton Tire & Battery Service.

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HISTORIC IMAGES – ca.1951



(SOURCE: Jasper County Historical Museum)

Looking northeast across W. 3rd St. N., this photo shows the west side of the building's showroom and the windows above. According to the building's current owner, these windows are still intact beneath the non-historic coverings currently on both the north and west elevations.

Iowa Department of Cultural Affairs
State Historical Society of Iowa
**Iowa Site Inventory Form
Continuation Sheet**

Site Number **50-00732**
Related District Number 50-01703

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9. Major Bibliographic References

Building permits for this address, files located in the Newton Public Works Building.

Harrison, William J. (former Maytag Co. engineer, knowledgeable in sheet metal, porcelain), by Rita Reinheimer, 25 May 2010.

Newton City and Jasper County Iowa Directory, 1935. Newton, IA: Directory Service Company, 1935.

Newton (Jasper Co., IA) City Directory. Kansas City, MO: R. L. Polk & Co., 1935, 1939, 1945, 1951, 1956, 1959, 1964, 1969, 1974, 1979, 1984 editions.

"Rain, Mud Lead to a Business." Newton (IA) Daily News, 2 May 1952.

Newton Public Works Office. Building permits on file for this location.

Parker, Albert, Jr. (current building owner), interviewed by Rita Reinheimer, 12 February 2010.

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

Telephone Directory for Newton, Iowa, 1933. Newton, IA: Iowa State Telephone Co., August 1933.