

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

State Inventory No. 50-00692

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 Allfree Building

other names/site number Jewel Building

**2. Location**

street & number 104-110 1 Ave. E. and 100-108 1st St. N.

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) 15 Lot(s) 6 + S 44' of 5

**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)

02A01COMMERCE/TRADE/Business/office building

02B COMMERCE/TRADE/Professional

02E COMMERCE/TRADE/Specialty Stores

Current Functions (Enter categories from instructions)

02B COMMERCE/TRADE/Professional

02G COMMERCE/TRADE/Restaurant

**7. Description**

Architectural Classification (Enter categories from instructions)

07B LATE 19<sup>TH</sup> & EARLY 20<sup>TH</sup> CENTURY AMERICAN

MOVEMENTS/Commercial Style

Materials (Enter categories from instructions)

foundation 03 BRICK

walls (visible material) 03 BRICK

roof \_\_\_\_\_

other 04C LIMESTONE

**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 104-110 1 Ave. E. and 100-108 1<sup>st</sup> St. N.

Site Number 50-00692  
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

02 ARCHITECTURE

**Significant Dates**

Construction date  
1917  check if circa or estimated date  
Other dates, including renovation  
1918

**Significant Person**

(Complete if National Register Criterion B is marked above)

\_\_\_\_\_

**Architect/Builder**

Architect  
Temple & Burrows, of Davenport, IA  
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 and Mary Jo Niskin  
organization Newton Historic Preservation Commission  
street & number 101 W 4 ST S  
city or town Newton state Iowa date 04/10/2012  
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: \_\_\_\_\_

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

Site Number **50-00692**  
Related District Number 50-01703

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Allfree Building	Jasper
Name of Property	County
104-110 1 Ave. E. and 100-108 1 <sup>st</sup> St. N.	Newton
Address	City

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### 5. Classification, cont'd.

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

### 6. Function or Use, cont'd.

#### Historic Functions

11D HEALTH CARE/Medical Office/doctor-dentist's office  
01B02 DOMESTIC/Multiple Dwelling/apartment building

### 7. Description

#### Site Description

The Allfree Building is located on the northeast corner of the intersection of First Avenue East and First Street North. Its façades face east and south. It is adjoined on the north by a two-story brick building and on the east by an public alley. Public sidewalks on First Avenue East and First Street North run flush to the building, providing access to the ground floor businesses and the upstairs apartments.

#### Property Description

The Allfree Building is a two story red brick structure on a stone foundation. The block building is rectangular in form, measuring extending northward approximately 107' from its 131' frontage on 1<sup>st</sup> Ave. E. The west façade consists of a series of five bays. The south façade has two bays at its east end. At approximately the center of each façade is a recessed entrance leading to the second story's fifteen apartments. Typical of commercial buildings its roof is flat with concrete coping.

A stone sill course atop a classical motif extends horizontally across the width of both facades. A pair of double hung retrofitted windows rises above each bay, retaining the size and shape of the originals. Below the cornice of the two primary facades stretches a band of yellow aggregate into which polychrome masonry is embedded in geometric patterns. The second floor façade retains all of its original architectural elements.

The ground floor storefronts are as individual as their individual owners. Each of the bays of 1<sup>st</sup> Street North has been remodeled a number of times. The three southernmost bays (numbered 100-102-104) were most recently refaced in red brick in 1993. These three bays are original to the building, and the latest refacing represents a concerted effort to create complementary facades, which suggest a 1920s feeling. The center of these three bays (#102) has a symmetrical facade, with two double-hung windows flanking a central recessed entrance. The bays on either side (#100 and 104) feature offset recessed doorways with an arched multipaned window defining the outer limits of the bays.

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## 7. Description, cont'd.

The two northernmost bays (numbered 106-108) were added to the building in 1918. Each of them has a recessed entryway. Large, steel-framed display windows occupy almost the entire facade and angle inward to the non-historic wood and glass doors. The use of matching non-historic signage panels and retractable awnings above the doors create a continuum that mirrors the repeated brick banding of the cornice.

At the junction of the original building and the 1918 addition, a stone block surround designates the recessed entry to the second floor. A single commercial steel and glass door is marked with "Jewel Apartments" on the transom. Engraved in the stone above the doorway is "Jewel Building." A lentil with classical motif surmounts the entryway.

The upper story of the south façade replicates the brick and decorative motifs of the west façade. Windows on this façade appear singly, or in groups of two or three, indicative of the size of the rooms or offices they service.

On the ground floor's south façade the new red brick of the 1<sup>st</sup> St. N. storefronts wraps six to eight feet around the corner. To the east the stone-clad wall, original to the building, is pierced by a series of triple recessed windows that have been retrofitted with darkened glass and dark window shades to create a sense of privacy. A private door replaces one of the windows. Near the center of the south façade a patterning of stone surrounds the recessed primary entrance to second floor. A post and lentil stone frame flanks a commercial steel door with offset window surround and transom. Beyond this doorway two storefronts (numbered 108 and 110 1<sup>st</sup> Ave. E.) are surrounded by red brick columns, which define the building. This brick, which is slightly lighter than the brick on the upper story, may or may not be original to the structure. Both primary entrances are recessed and approached by triple steps. The glass door to #108 is steel framed; to the east is a divided display window that sits atop a painted wood bulkhead. A blank signage panel surmounts the entryway and display window. The glass door to #110 is wood framed, and its display window sits atop a bulkhead painted to match the doorframe. A non-historic sign is mounted flush to the building above the display window.

### Integrity Considerations

As it relates to design, materials, and workmanship the Allfree Building retains a high degree of integrity. While some individual storefronts have been refaced a number of times, the upper story retains the historic look it has had since 1918.

As it relates to location, association, and setting the building also retains a high degree of integrity and contributes to the integrity of feeling created by the generally intact commercial district found in Newton.

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Allfree Building	Jasper
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104-110 1 Ave. E. and 100-108 1 <sup>st</sup> St. N.	Newton
Address	City

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## 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. It is also eligible under Criterion C as a well-maintained example of early 20<sup>th</sup> century American Commercial Style. The building's significance under Criterion C is enhanced by its status as a work of the well-known Davenport architectural firm of Temple & Burrows.

### 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.

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 J.C. Penney building) 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

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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

A February 1916 press release in the local newspaper announced that H. B. Allfree had purchased the old "Mershon Block" and would erect a new building in its place when leases of the current tenants expired. Three months later, another article stated that the west and south walls of the Mershon Block (erected in the 1870s) would be taken down and replaced with new walls of Bedford stone. Whether the entire Mershon building was demolished and replaced, or whether only the two major facades were replaced is unknown, but in July 1917 the Allfree Building, with stone on much of its south wall, opened for business. A drawing of the building in 1917 (included with "historic photos") shows the south facade of the building looking much as it does today, while the west elevation contained only three bays. Construction of two additional bays on the west elevation began in 1918, when Allfree purchased and razed the adjoining buildings at the north end of his original structure. The brick and architectural elements of the original Allfree building were replicated almost seamlessly in the addition.

Plans called for the 1917 building to have retail/office space on the ground floor and twenty-six offices on the second floor. H. B. Allfree owned an abstract and real estate loan business. He occupied the 80' office at the southwest corner of the finished building. The inside entrance to the upstairs was located on First Avenue East, directly behind Allfree's office. Retail tenants when the building opened in July 1917 included the Morris Dry Goods Co., and Mrs. L. B. Ragan and Miss Jack, milliners, Frank Hill's Real Estate and Insurance Agency, the insurance agency of E.D. and H.M. Finch, and W. C. Armstrong's Photo Studio. Dr. R.W. Wood (E.E.N.T.), Dr. B.A. Miller (dentist), and A. J. Decker (jeweler and optometrist) also had offices in the 1917 Allfree Building.

In June of 1918 H. B. Allfree purchased the two buildings to the north of his, demolished them, and built a new building. He connected the upstairs of the new structure to his original building by adding a secondary inside stairway between them. The brickwork, completed by the local firm of Harrington & Salvesson, fused the two structures almost seamlessly.

In 1925 Allfree deeded this property to the newly formed Newton Improvement Co., of which he was president. The company owned the property until 1955, the year that Allfree passed away, at which time it passed to the First Trust Savings of Davenport, IA, as trustee. Over the years, individual businesses were allowed to purchase their storefront units and, today, almost every ground floor unit is individually owned. The upstairs units, remodeled from offices into fifteen apartments in 1992, are under single ownership.

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

In 1937, for reasons which have not yet been discovered, the building slowly began to be known as "The Jewel Building." The name "Jewel" is now carved into the stone above the primary entrance on First Avenue East, and it appears on the transom above the secondary entrance on First Street North.

Over the years a number of business and professionals have been located in the Allfree/Jewel building. The second floor provided office space for a number of medical professionals and lawyers for many years, and an elevator provided easy access by people of all ages. Long-term tenants of the second floor included Drs. Stanton, Thielmann, and attorney Ross Mowry. First floor tenants have included the

long-time Newton businesses of Walgreen's, Spurgeon's, Newton Office Supply, F. W. Woolworth, Singer Sewing Center, and the Panda Garden Restaurant.





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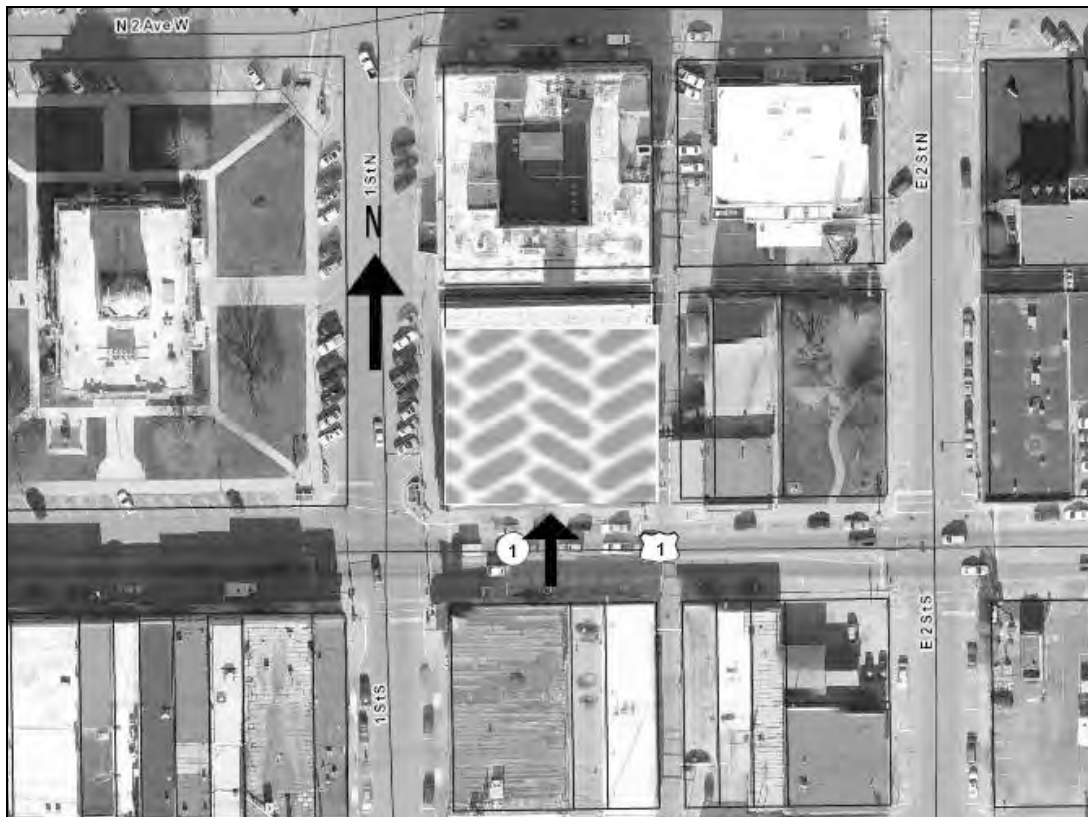
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Allfree Building  
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Address

Jasper  
County  
Newton  
City

**11. Additional Documentation - Maps**

**PARCEL MAP - AERIAL VIEW - 2011**



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

The location of the Allfree Building is marked with an arrow.

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

**PHOTOGRAPHS**



View of the Jewel Building, looking northeast from the southwest corner of First Street North (at left) and First Avenue East (at right). The location of the building is indicated by an arrow.

(First two images by Sue Smith, June 30, 2011)

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

**PHOTOGRAPHS**



View of the south elevation of the Jewel Building looking north across 1<sup>st</sup> Ave. E. The entrance to the upstairs apartments is numbered 104, and the two bays (from left to right) carry the numbers 108 and 110 1<sup>st</sup> Ave. E.

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

**PHOTOGRAPHS**



View of the Jewel Building's west elevation looking southeast across 1<sup>st</sup> St. N. From south to north (right to left) storefront addresses are 100-102-104-106-108 1<sup>st</sup> St. N. The storefronts at 106 and 108 were added to the building in 1918 as new construction. The materials and brickwork of the original construction were matched almost seamlessly.

(Image by Bob Sawyer, May 30, 2011)

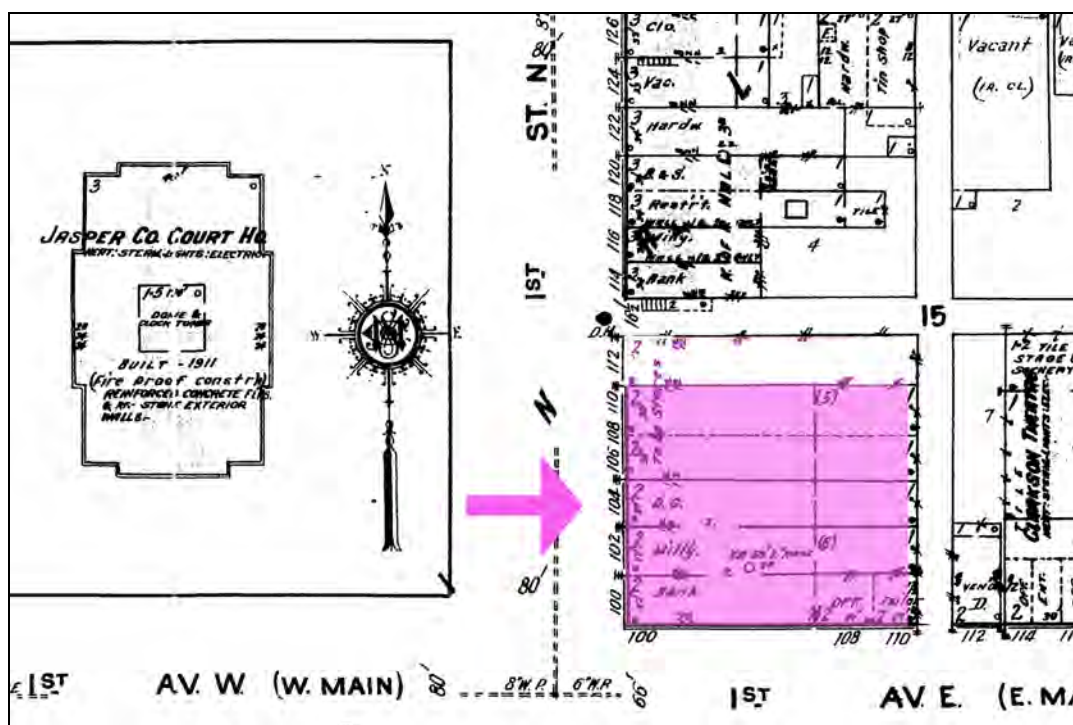


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**11. Additional documentation, cont'd.**

**FIRE INSURANCE MAP - 1918**



(SOURCE: Sanborn Company Fire Insurance Map, 1918)

This map, from November 1918, shows the three original bays on the west side of the Allfree Building (marked 100, 102, 104 1<sup>st</sup> St. N.) and the two bays being added to the north (numbered 106, 108, and 110 and, along with a separate building under construction at 112 1<sup>st</sup> S. N, marked "to be stores"). The numbers on the new construction reflect the previous numbering system used on the three buildings/four stores that previously occupied this space. When the construction was completed, the two new bays of the Allfree Building carried the numbers 106 and 108, and the adjoining structure adjacent to the alley was renumbered as 110 1<sup>st</sup> St. N.



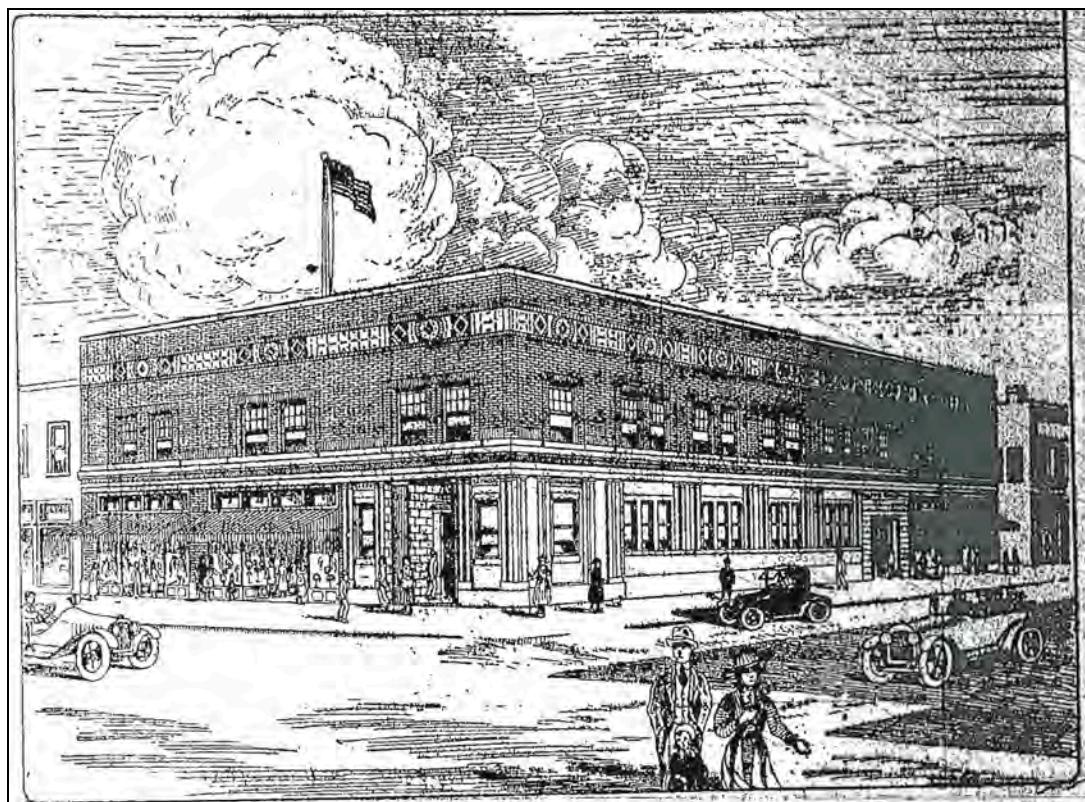
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**11. Additional documentation, cont'd.**

**HISTORIC IMAGES – 1917**



(SOURCE: Newton Daily News, July 18, 1917)

This drawing appeared in the local newspaper to announce the opening of the Allfree Building would occur on July 21, 1917. The drawing, looking northeast from the corner of 1<sup>st</sup> St. N. and 1<sup>st</sup> Ave. E., showed that the building's original frontage on 1<sup>st</sup> St. N. consisted of only three bays. Two additional bays were added in 1918. The south façade still retains its original size and much of its original look.



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### 11. Additional documentation, cont'd

#### HISTORIC IMAGES – 1917/1918



(SOURCE: Newton Daily News, March 24, 1993; original photo taken 1917-1918)

View of the original Allfree Building, indicated by an arrow, looking northeast from the corner of 1<sup>st</sup> Street North and 1<sup>st</sup> Avenue East. The owner, H. B. Allfree, had his office at the southwest corner of the building.

When it opened, this building had only three bays on its west façade. News releases issued when the building project was announced in 1916 stated that Bedford (lime) stone would be used on both facades of the building. The same kind of stone was used in the 1911 construction of the county courthouse, directly across the street to the west.

In 1918 Allfree bought the two buildings directly north of his block, demolished them, and in their place he built two additional bays and a stairway to second floor. The new construction was all brick, and the second floor façade replicated the design of the 1917 building.



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

**HISTORIC IMAGES – 1929-1935**



(SOURCE: Rita Reinheimer collection)

This postcard depicts the Allfree Building as it appeared following the addition of two bays onto the north end of the original building. The view looks northeast across the intersection of 1<sup>st</sup> St. N. (at left) and 1<sup>st</sup> Ave. E.

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

**HISTORIC IMAGES – ca. 1950**



(SOURCE: Collection of Avery Wilson, donated to the Newton Public Library)

Looking west/northwest along 1<sup>st</sup> Avenue East and (beyond the stoplight) 1<sup>st</sup> Avenue West, this photo postcard shows a rare view of the south facade of the Allfree Building. Black glass tiles covered the Drug Store façade. The south display window has since been closed and this part of the façade refaced, most recently with red brick in 1993.

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### 9. Bibliographic References

Allfree Owns More Buildings From Newton Daily News, June 8, 1918, p. 1.

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"H. B. Allfree has bought the Mershon Block". In Newton Daily Journal, Feb. 21, 1916, p.1.

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LeBlancs plan to move business" In Newton Daily News, March 24, 1993.

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"Mershon Block to be Remodeled by New Owner at Once." In Newton Daily Journal, May 10, 1916, p. 1.

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., 1939, 1945, 1951, 1956, 1959, 1964, 1969, 1974, 1979, 1984, 1988, 1993, 1997, 2002-3, 2007-8 editions.

"Plans made for Remodeling Allfree Block." In Newton Daily News, May 10, 1916. p. 1.

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

Telephone directories for Newton, IA. Newton, IA: Iowa State Telephone Co., 1933, 1936, 1937.