

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

State Inventory No. 50-01621

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 Evans & Westbrook, Independent Oil Station

other names/site number Deep Rock Service Station; Jasper County Tire

2. Location

street & number 220 1st 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 Plat Block(s) 14 Lot(s) 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)

- 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)

14D07 TRANSPORTATION/gas station

Current Functions (Enter categories from instructions)

02E COMMERCE/TRADE/specialty store

7. Description

Architectural Classification (Enter categories from instructions)

09F Commercial

Materials (Enter categories from instructions)

foundation 10 CONCRETE

walls (visible material) 15B SYNTHETICS/Vinyl

roof 08A ASPHALT/Shingle

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 Jasper
City Newton

Address 220 1st Ave. E.

Site Number 50-01621
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 1922, 1935, 1957, 1960, 1968

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 Larry Ray Hurto, Commissioner
organization Newton Historic Preservation Commission
street & number 101 W. 4th St. S.
city or town Newton state IA date 06-01-12
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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Evans & Westbrook, Independent Oil Station	Jasper
Name of Property	County
220 1st Ave. E.	Newton
Address	City

5. Classification, cont'd.

Evans & Westbrook, Independent Oil Station is considered a building and counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

Evans & Westbrook, Independent Oil Station is located at the northwest corner of the intersection of 1st Ave. E. and E. 3rd St. N. on the east edge of the historic downtown of Newton, IA in Jasper County. The building is sited diagonally on a tight parcel of land to maximize access to its non-extant gasoline pumps by the motoring public. On street parking is available on the east and south sides of the property and a public sidewalk provides access to the building's diagonal storefront from the east and south.

Property Description

Evans & Westbrook, Independent Oil Station is a structure consisting of two separate utilitarian buildings, each of which has received numerous masonry and wood frame additions since original construction in 1919. The buildings were joined with infill construction circa 1957. Typical of commercial buildings, the roofs of the original buildings, the additions and the infill are flat. The original station office, shop, and lubrication building storefronts have been extensively altered. The gasoline pumps and island were removed in 1968.

Integrity Considerations

The building's façade has been altered through the rehabilitation of its storefront and the introduction of modern materials. Despite these changes, the retention of the building's orientation to the site and its purpose results in a good level of integrity as it relates to design, materials, and workmanship.

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

Evans & Westbrook, Independent Oil Station 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 Newton community. Further, in its function as a gas station, the resource is locally significant in association with the history of transportation.

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8. Statement of Significance, cont'd.

Evans & Westbrook came into being as the nation was turning away from horse-driven transportation in favor of automobiles. During the decade of 1920 to 1930, Newton expanded at a terrific pace, the population increasing 75%, from around 6,600 to more than 10,000 persons. The Independent Oil Station offered its customers New Navy Gasoline ("The U. S. Government Says This is the Best"), Shamrock Lubricant and Thuban Compound for differentials, and Special Texaco Ford Oil. "If you are stranded in the country for the want of gasoline" the business offered "free service." "Our business stores 82,000 gallons of gasoline, including the gas capacity of the Ira station," Westbrook stated in 1926. "We have 6 tanks sunk at our station here. In addition to the gasoline tanks we have stored underground 2,000 gallons of alcohol. We operate 6 delivery trucks through the county." The business could certainly accommodate the needs of the motoring public. The fact that the partnership flourished for twenty years is a testament to the quality of service and accommodation offered by this firm at a time when the industry experienced many changes. It also says something about the confidence Newton drivers must have had in these "home town boys" as Newton's population slackened off in the decade of 1930 to 1940.

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. The infiltration of auto-related properties such as Evans & Westbrook also began during this period. With the core of the commercial district fully developed, such properties were typically located on the main roadways, near the edges of the historic district.

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

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8. Statement of Significance, cont'd.

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 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 first modern filling stations were opened by 1913," Ernest May writes in *The Life History of the United States* (p. 77); "by 1929 there were 121,500 of them."

In 1919, Charles B. Westbrook foresaw the possibilities inherent in the gasoline service station business. He and Fred M. Evans, proprietors of the Independent Oil Co., opened a station on 1st Ave. E. and E. 3rd St., the second in the city. To make way for the building an old sale barn was torn down. For years it had been a shed for the Ritter Lumber yard. When the lumber yard was sold the building was transformed into an auction barn.

This was "one of the spiffiest service stations to be found on the Federal road 32, and the only one in Newton operated by the sons of old Jasper county citizens" (*The Newton Daily News*, December 18, 1926). (U. S. Route 32 later became U. S. Route 6 (US 6), also called the Grand Army of the Republic Highway.)

In 1897, Westbrook, who came with his family to Newton in 1864 in a covered wagon from Ohio, opened a dry goods store at 109 W. Main (1st Ave. W.) (see Nollen South Side Drug Store). For a number of years the store was operated by the firm of Miller & Westbrook. In 1911, Westbrook sold his interests to Robert E. Miller, who continued the business on his own.

After leaving the dry goods business, Westbrook took up sales work. He became a promoter for J. V. Farwell & Co., of Chicago.

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8. Statement of Significance, cont'd.

Newton native Fred Evans, son of veteran Newton contractor David Evans, worked as a carpenter and builder from 1882 to 1899. He built the First National Bank building and the Skiff building (qq. v.), among others. He then entered the employ of the Parsons Band Cutter and Self Feeder Co. (later The Maytag Company), where he worked for 17 years as head of the woodworking department.

In 1916, he resigned from The Maytag Company and opened an automobile agency one block west of the old Churchill Hotel. Among the cars he sold was the old Jeffries automobile. He sold this business to J. C. Yancey in 1919, when he joined Westbrook. It is not known at this writing if Evans built the Independent Oil Station.

Evans & Westbrook had a draining rack to "drain your crank case free." It also boasted "[a] large roomy rest room with every convenience for the ladies" (men were on their own?). These additions were part of the expansion to the station done in 1922. From *The Newton Daily News*, May 25, 1922:

"Westbrook and Evans, proprietors of the Independent Oil company of this city, are now in the midst of making some very substantial improvements to their service station which is located on First Avenue East at the Newton Produce company corner. For some time the owners have needed and wanted a storage room where they could store a large reserve supply of lubricating oils, greases and other articles handled by a metropolitan filling station. Such a warehouse is now a reality, for W. W. Smith, a local contractor has just completed a store room of brick and tile construction on the rear of the Independent Oil company lot. The building is 24x40 as to size and in addition to furnishing ample storage facilities for the company there is drive-way space in the building where the two large trucks can be stored when they are at home.

"There is also in course of erection an addition of a rest room for ladies to the main structure of the station. In size it is 12x18. It will be equipt [sic] with easy furniture, mirrors and almost everything that milady would find in her own boudoir. Charlie Westbrook stated this morning that he would even have powder puffs for the tourists.

"Another innovation that the station is introducing into Newton is the 'free crank case service.' The rack is now being constructed and will be in operation shortly. That means that Mr. Automobile Owner can have his crank case drained free of charge at the Westbrook & Evans [sic] station – a little service that costs money when done at a garage. This is another indication that the Independent Oil company is keeping pace with the times and is aiming to make their place what the name implies – a real 'service' station."

According to the Jasper County Assessor, the shop was built in 1935.

As early as the fall of 1941 this was the Deep Rock Oil Bulk & Service Station. In 1952, it was Kroh's Deep Rock station, then McMaster Deep Rock Oil Co. In 1957, John McMaster personally remodeled the exterior front of the present building consisting of concrete block wall on the lower two feet and

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Permastone on the upper 3½ feet. At this time there were two buildings on the 66-foot by 132-foot lot, including the station office and the grease and lubrication building. A steel canopy was constructed and attached to the building in 1960.

For about 15 years the Jasper County Tire Co., Inc., sales and service, was the lessee. In 1968, a local building contractor, Morris Construction, removed the gas pumps and pump island which were 10½ feet from the front property line.

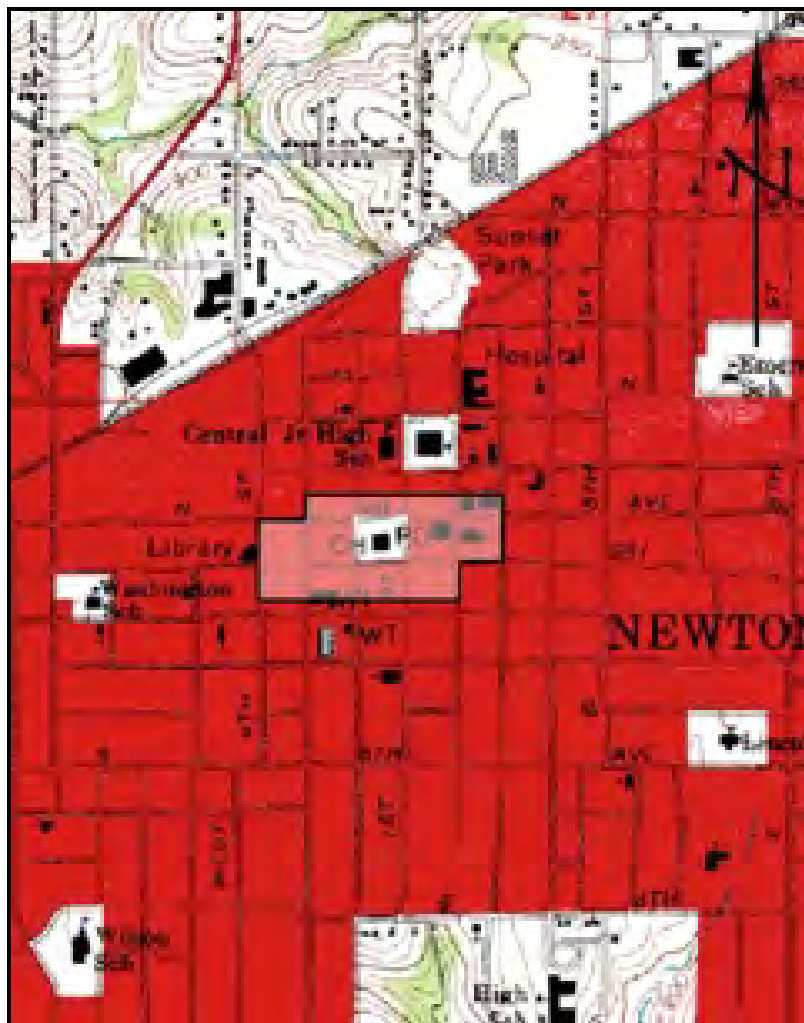
The property was Quality Muffler in 1984, with John Sandholm joining Paul Sandholm in business there. Then, in 1990, it became Cappy's Jasper County Tire Co., Robert H. "Cappy" McCormick, proprietor. Since 2002-03 it has been Tires Plus.

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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 Evans & Westbrook, Independent Oil Station building is considered a contributing resource, is indicated.

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11. Additional Documentation - Maps

PARCEL MAP - AERIAL VIEW – 2011



(MAP SOURCE: Jasper County Assessor)

The location of the building is marked with an upward arrow.

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11. Additional documentation, cont'd

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - June 30, 2011)

View of Evans & Westbrook, Independent Oil Station looking northwest. The station is comprised of two originally separate buildings that were joined circa 1957. The station office is on the left and the lubrication building is on the right in the above photograph.

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11. Additional documentation, cont'd

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - June 30, 2011)

View of Evans & Westbrook, Independent Oil Station looking northwest. This photograph shows the lubrication building that was added to and joined to the office building circa 1957.

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11. Additional documentation, cont'd

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - June 30, 2011)

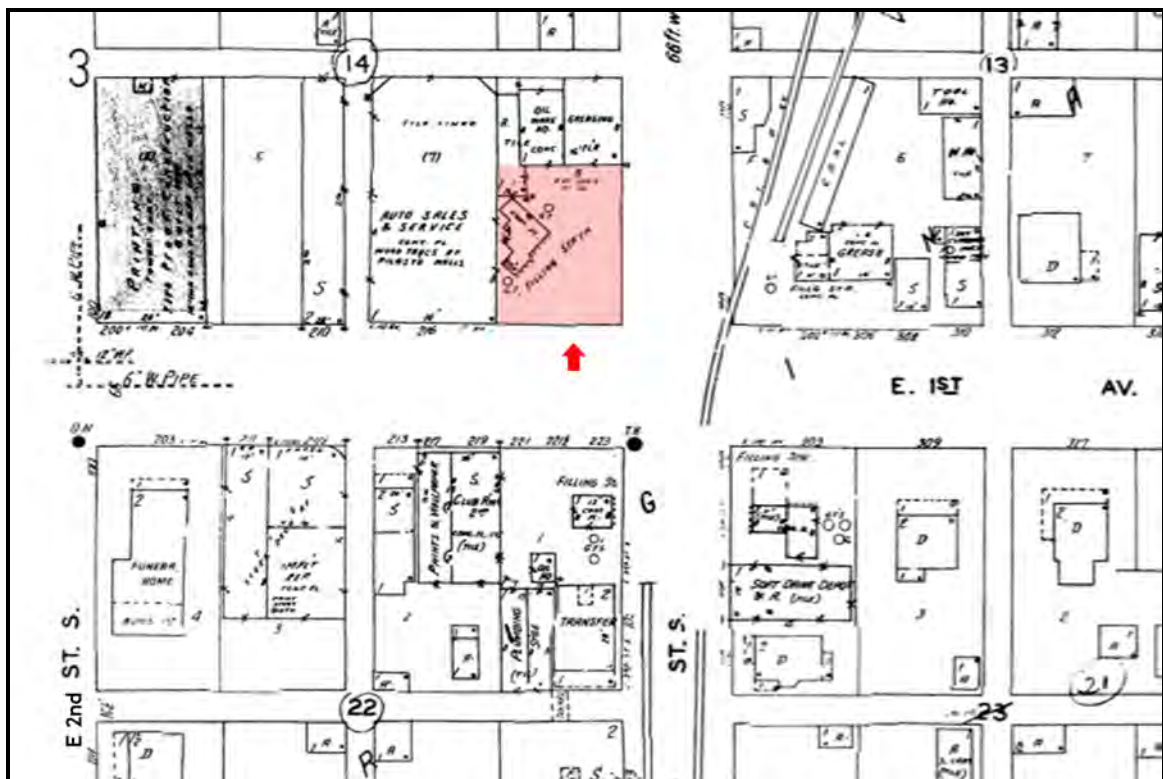
View of Evans & Westbrook, Independent Oil Station looking northeast. This photograph shows the station office orientation on the property to facilitate access to the gas pumps which were removed in 1968.

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11. Additional documentation, cont'd

FIRE INSURANCE MAP – 1927



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

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

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11. Additional documentation, cont'd

HISTORIC IMAGES – 1957



(IMAGE SOURCE: Phyllis Cavitt Collection)

Clyde Cavitt took this color transparency of the Newton Centennial Parade on August 16, 1957. He was situated on the roof of 219 1st Ave. E. It shows the gasoline pumps of the resource when it was the Deep Rock Station owned by John McMaster.

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9. Major Bibliographic References

Directory Jasper County Telephone Company, Newton, Iowa 1921. Newton, IA: News Printing Company.

Directory Jasper County Telephone Co., Newton, Iowa [May] 1922. Newton, IA: News Printing Company.

Directory Jasper County Telephone Company, Newton, Iowa 1925. Newton, IA: Press of the News Printing Co.

Directory Jasper County Telephone Company, Newton, Iowa 1926. Newton, IA: Press of the News Printing Co.

Directory Service Co's. Newton City and Jasper County, Iowa Directory 1935. Newton, IA: Directory Service Company, Publishers.

Iowa State Telephone Company. *Telephone Directory for Newton, Iowa, October, 1935.* Newton, IA: News Printing Company.

Keiter Directory Co's. Newton City and Jasper County, Iowa Directory 1929. Vol. I. Rochester, MN and Norfolk, NE: Keiter Directory Company, Publishers, 1929.

Ernest R. May. *The Life History of the United States. Volume 10: 1917-1932. War, Boom and Bust.* New York: Time Incorporated, 1964.

1916 City Directory, Newton, Iowa. Newton, IA: Eyerly Printing Co., 1915.

Polk's Newton (Jasper County, Iowa) City Directory 1939. Omaha: R. L. Polk & Co., Publishers, 1939.

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

Telephone Directory, Newton Fall 1941, Iowa State Telephone Company. Newton, IA: News Ptg. Co.

Telephone Directory, Newton June, 1952, Iowa State Telephone Co.

J. M. Young, comp. *Newton City Directory. 1899-1900.* Newton, IA: Journal Print, 1899.

The Newton Daily News, May 20, 1922; May 23, 1922; May 25, 1922; December 18, 1926; March 1, 1935; December 27, 1943; May 2, 1952.

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9. Major Bibliographic References, cont'd.

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

[http://en.wikipedia.org/wiki/U.S. Route 32](http://en.wikipedia.org/wiki/U.S._Route_32). Accessed November 21, 2011.