

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

State Inventory No. **50-00673**

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 Reliable Department Store

other names/site number Leonard's, Henderson's Pharmacy and Health Mart

2. Location

street & number 111 1st 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) 20 Lot(s) 2

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
<u>1</u>	buildings	—	—
—	sites	—	—
—	structures	—	—
—	objects	—	—
<u>1</u>	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)

02E COMMERCE/TRADE/specialty store

02E COMMERCE/TRADE/specialty store

02E03 COMMERCE/TRADE/dry goods (clothing)

11D01 HEALTH CARE/pharmacy

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

09 LATE 19TH AND 20TH CENTURY REVIVALS

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 Jasper
City Newton

Address 111 1st Ave. W.

Site Number 50-00673
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
1885 check if circa or estimated date
Other dates, including renovation
1952, 1960, 1985

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 Ferdinand J. Chabot, Commissioner
organization Newton Historic Preservation Commission
street & number 1700 N 4 Ave W
city or town Newton state Iowa date 03-21-2012
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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Reliable Department Store	Jasper
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2. Location, cont'd.

The Reliable Department Store is located in the west 22 feet of Lot 2, Block 20 of the Original City subdivision.

5. Classification, cont'd.

The Reliable Department Store is considered a building and a non-contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

The Reliable Department Store is located at the midpoint of the 100 block of 1st Ave. W.; its façade faces north. It is adjoined on the east and west by two-story commercial buildings. It is located on the south side of the city square in the historic downtown of Newton, Iowa in Jasper County. The building is sited on a tight parcel of land at 111 1st Ave W. Its 24-foot wide façade extends 132 feet to the south. On-street parking is located on the north side of the building and a public sidewalk runs flush to the building on the north, providing access to the primary entrance.

Property Description

The Reliable Department Store is a two story brick building constructed on a brick foundation. The building is visually defined by its mass and its modern era commercial fenestration. The storefront has a single door in the middle of its north façade and large display windows on both sides. There are three large second floor windows of industrial steel frame and glass block construction on the north façade of the structure. A non-historic fixed awning of aluminum and steel construction is attached to the lower level of the north façade.

Integrity Considerations

The Reliable Department Store does not retain a good level of historic integrity related to a significant modernization movement of the mid-twentieth century which drastically altered the facades of many downtown Newton buildings because of the 1960's and 1985 alterations of the 1952 historic storefront. However, the building is important to the European ethnic history of Newton. The business was owned by the Cohn family which, in 1926, commenced a long history of Jewish family-owned retail stores and rental properties which continues to the present day. The Cohn family is one of several Jewish businesspersons who have made Newton their home since Moses Gralnek, a Russian-born Jew, came to the community more than a century ago. The level of integrity as it relates to design, workmanship, and materials used in the 1950's façade modernization is low. Although, as it relates to location, association, and setting, the building retains a good level of integrity, the loss of integrity of design and materials results in a loss of all sense of time and place.

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8. Statement of Significance

Due to a loss of integrity related to design and materials resulting in no sense of time and place, the Reliable Department Store is considered a non-contributing resource to the Newton Downtown Historic District.

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. A number of smaller, though no less important buildings, including Bane's Restaurant, were also constructed during this period.

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.

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8. Statement of Significance, cont'd.

Property History

In 1884 the extant building housing a drug store on the street level and a tailor shop and various offices on the second floor at 111 1st Ave. W. was razed. A new building was put up in 1885 to house H. A. Seeburger Hardware, operated by Charles Seeburger's son. Hanke and Blaylock Clothing acquired the building in 1920 and sold apparel for all members of the family in the location through 1945.

Mr. Eli Cohn was on a business trip from Waterloo to Oskaloosa in the winter of 1925 when bad weather forced him to stop in Newton. He saw potential in the thriving town and opened the Reliable Department Store at the previous Newton Motors building at 221 N. 2 Ave. W. in the summer of 1926. His original store sold groceries and meat, men's and ladies' shoes, men's work clothing, furniture, electrical appliances, hardware, toys, and paint. Success in his business caused Eli Cohn to move to a better property on the south side of the city square at 117 1 Ave. W. in 1942 then to 111 1 Ave. W. in 1945. In 1939, P.J. Jepsen, owner of the Jepsen Drug Store, and Mr. Cohn formed the Newton Wholesale Company. It was headquartered in the basement of The Reliable. They wholesaled Proctor and Gamble soap, cigarettes, and candy until 1942. During World War II, shortages forced them to let their P&G Soap franchise go and they sold the cigarettes and candy in The Reliable, limiting customers to one candy bar and one pack of cigarettes per person because of rationing. In 1952, Mr. Cohn contracted with Don Lorenzen for a facelift of the store and redecoration of the interior, including the installation of new lights. In September, 1955, Mr. Cohn again remodeled the interior of the building, installing self-service fixtures, fluorescent lights, and a balcony in which the store office was located. On September 1, 1955, Eli Cohn announced that he would step out of the business and turn it over to his son, Robert Cohn. Eli Cohn passed away in 1958. The younger Mr. Cohn operated the department store until 1960 and then converted the business to Leonard's Women's Clothing which he operated until March, 1985.

Rich and Fran Henderson had been operating Henderson Pharmacy in a building on the north side of the city square in the 1980's. When Robert Cohn decided to retire from retail clothing business in 1985, the Henderson's leased the building at 111 1 Ave. W. from him and moved their pharmacy business into their new quarters. Upon the occasion of opening their new business, the Henderson's had the façade altered. A new brick veneer and new display storefront were installed. In 1997, Ken Smith, a Newton attorney, purchased the building from Robert Cohn, but continued to lease it to Henderson Pharmacy and Health Mart. Rich and Fran Henderson continued their business until they retired from the pharmaceutical and health products business on October 31, 2002. The building sat vacant for five years until First Horizon Home Loan set up business there in 2007. The present occupant is a branch of Wells Fargo Home Loan.

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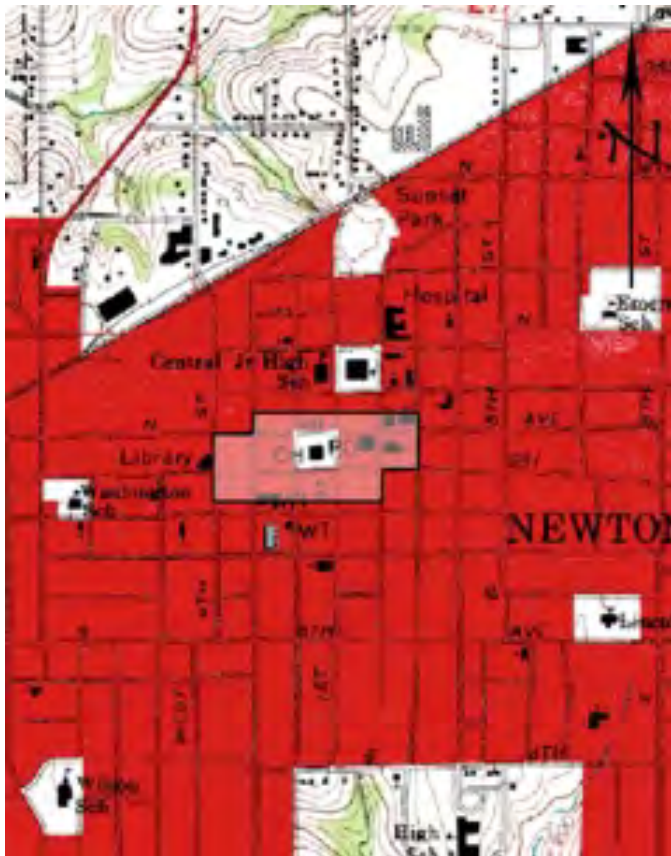
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11. Additional Documentation - Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP - NEWTON – 1965



(MAP SOURCE: www.trails.com)

The approximate location of the proposed historic preservation district is indicated by the outlined and highlighted area.

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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 a downward arrow and shading.

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11. Additional documentation, cont'd

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith – 2011)

The main entrance (north façade) of the Reliable Department Store is shown in this photo in its present day iteration as Wells Fargo Home Mortgage.

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11. Additional documentation, cont'd

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith – 2011)

The resource is shown in this photo of the 100 block of 1 Ave. W. as the fifth building from the left.

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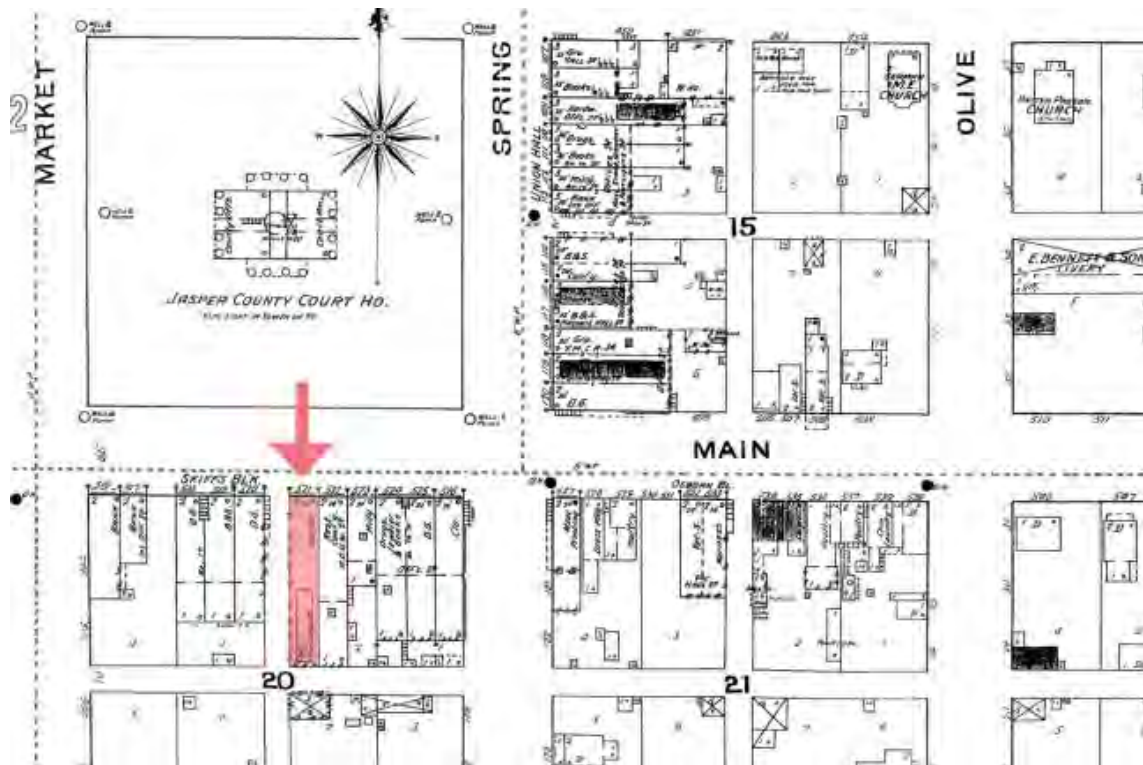
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11. Additional documentation, cont'd

FIRE INSURANCE MAP – 1894



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1894)

The location of the resource is indicated by the downward arrow.

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11. Additional documentation, cont'd

FIRE INSURANCE MAP – 1949 Revision of 1927



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

The location of the resource is indicated by the arrow.

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11. Additional documentation, cont'd

HISTORIC IMAGES – ca. 1909



(IMAGE SOURCE: Larry Ray Hurto Collection)

This postcard photo of the south side of the square (looking west along 1st Ave. W.) is postmarked June 24, 1909. The image shows H. A. Seeberger Hardware at 111 W. Main (1st Ave. W.) fifth building from left.

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11. Additional documentation, cont'd

HISTORIC IMAGES – ca. 1933-39



(IMAGE SOURCE: Jasper County Historical Society)

The H. A. Seeberger Hardware building was purchased by Hanke and Blaylock Clothing in the late 1910s. The resource is the fifth building from the left in this photograph.

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11. Additional documentation, cont'd.

HISTORIC IMAGES – ca. 1948



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

The Reliable Department Store can be seen in this photograph of the south side of the city square just to the left of the Coast-to-Coast store. This view shows the north façade of the store before its 1952 remodeling.

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11. Additional documentation, cont'd.

HISTORIC IMAGES – May 2, 1952



(IMAGE SOURCE – The Newton Daily News)

The May 2, 1952 special edition of The Newton Daily News shows the newly refurbished north façade. The original second floor window openings, single main door, and display windows on both sides were all retained. The window sign credits the general contractor, Don Lorenzen.

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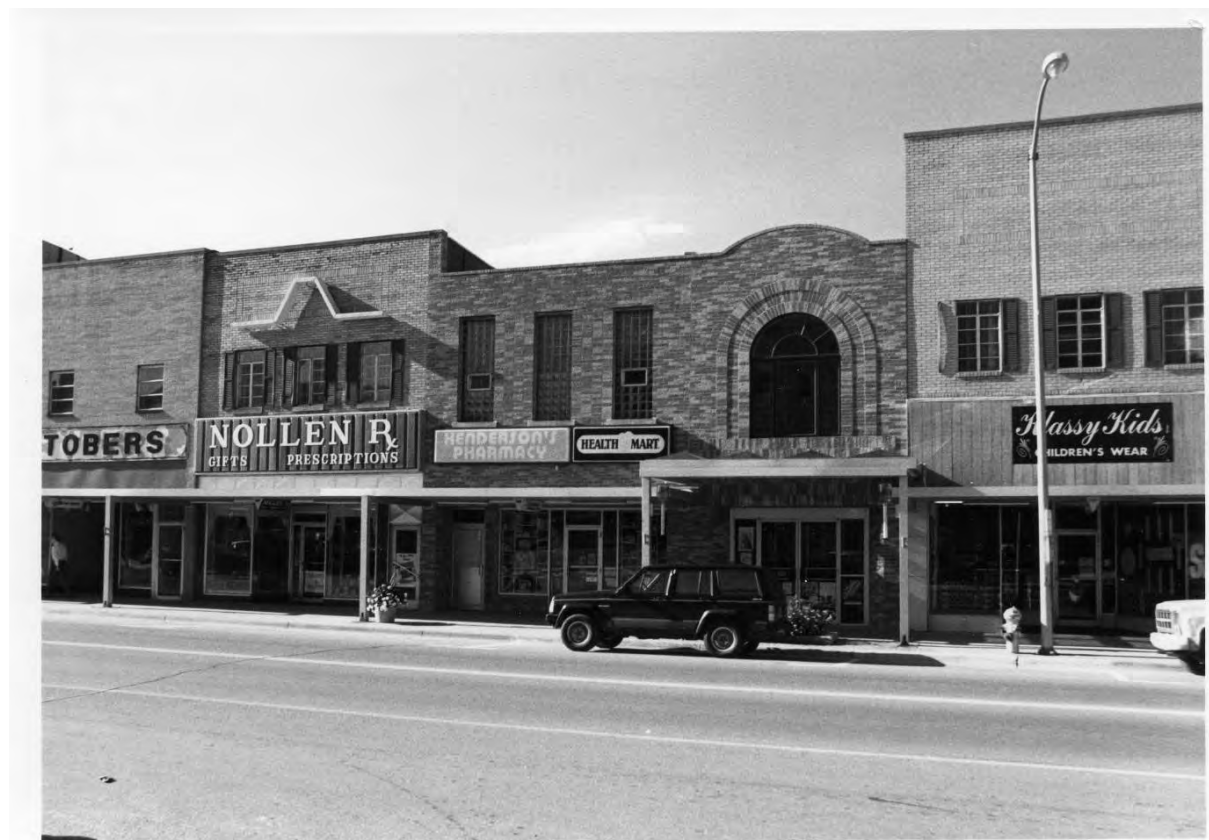
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11. Additional documentation, cont'd

HISTORIC IMAGES – ca. 1988



(IMAGE SOURCE: Jasper County Historical Society)

The resource is shown as Henderson's Pharmacy and Health Mart in the center of this photograph. The storefront shows the 1985 remodeling of the storefront when this business opened. The steel and aluminum awnings were erected by the City of Newton in the 1990's.

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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.

Iowa Quester Convention program, Newton, Iowa, April 7, 2001.

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

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

1990 Newton, Iowa City Directory. Kansas City, MO: R. L. Polk & Co., Publishers.

R. L. Polk & Co., comp. *R. L. Polk & Co.'s 1910 Jasper County [Iowa] Directory*. Volume I. Des Moines and Detroit: R. L. Polk & Co., 1910.

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

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

The Newton Daily News, May 2, 1952; August 10, 1957.

The Newton Journal, February 14, 1878.

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