

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

State Inventory No. 50-01639

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 Maid Rite

other names/site number _____

2. Location

street & number 215 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 Plat

Block(s) 19

Lot(s) 3 W 44'

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)

02G01 COMMERCE/TRADE/café or diner

Current Functions (Enter categories from instructions)

02G01 COMMERCE/TRADE/café or diner

7. Description

Architectural Classification (Enter categories from instructions)

08 MODERN MOVEMENT

Materials (Enter categories from instructions)

foundation _____

walls (visible material) 13 GLASS

roof _____

other 05F METAL/steel

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 215 1st Ave. W.

Site Number 50-01639
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

Significant Dates

Construction date 1948 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 Kathy Jones/Commissioner and Alexa McDowell, Architectural Historian date 06/01/2012
 organization Newton Historic Preservation Commission telephone 641-792-2787
 street & number 101 W. 4th St. S. city or town Newton state Iowa 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 Site Inventory Form Continuation Sheet

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Maid Rite	Jasper
Name of Property	County
215 1st Ave. W.	Newton
Address	City

5. Classification, cont'd. The Maid Rite is considered a building and is counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

The Maid Rite building is sited on a tight parcel of land on the south side of 1st Ave. W., southwest of the city square, in the historic downtown of Newton, Iowa in Jasper County with its façade facing north. The building is adjoined on the east by a one-story commercial building dating to the mid-20th century and by a parking lot on the west. On-street parking is located on the north side of the building and a public sidewalk provides access to the building's entrance on the north.

Property Description

The Maid Rite building is a one-story, commercial property. The character of the building façade is defined by the large expanse of glazing set within steel framing and sandwiched between brightly colored panels. The open façade created by the glazing provides a view of the dining counter and stools of the interior. The building's small scale and flat roof combine with the facade features to create a stylistic character clearly tied to the building's mid-20th century construction date.

Integrity Considerations

The Maid Rite building retains a very good level of historic integrity related to design, workmanship, and materials. The retention of the form and glazing set in metal framing are particularly important as these elements tie it to the mid-20th century construction period.

The retention of original site within the Newton commercial area and in close proximity to the County Courthouse square results in a high level of integrity as it relates to location, association and setting.

8. Statement of Significance

The Maid Rite 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 the impact of the business district on the overall economic success of the community of Newton.

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

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8. Statement of Significance, cont'd.

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.

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 (including the Maid Rite building), 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

Maid-Rite Hamburg was the first shop in Newton in 1926 owned by Fred Angell. The appearance of this shop was a stucco and wood with a wood sign cut in the form of a woman with a broom position on the top of the building. Fred Angell copyrighted the Maid-Rite name in 1935.

Six months later Gus Foster purchased the Newton Maid-Rite and operated the business until 1937. Gus Foster sold the shop to Ethel Shelley who maintained the Maid-Rite Hamburg name until 1944.

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8. Statement of Significance, cont'd.

Donald Taylor, who owned the Maid-Rite in Marshalltown, purchased the Newton shop in 1944 and maintained ownership until 1958. Quentin (Bud) Holland who worked for Taylor in Marshalltown moved to Newton to manage the business. Bud and Marty Holland purchased the Maid-Rite in 1958 and retained ownership until 1970.

The building in 1958 was a small stucco structure having two entrances in the front with stools and standing room only. To get from one side of the counter to the other, customers had to exit out the one door and enter the door on the other side.

During construction of the front half of the present building in 1962, patrons ate in the screened room known as the Shack in the back. An addition with a basement was constructed in 1964 for teenagers as Bud had two teenage daughters. This was a fun hangout with a jukebox for the youth of Newton. Dan and Pam Holtkamp purchased Bud's Maid-Rite in May 1970. Previously Dan worked as an accountant for Parson's Division of Koehring Corporation and Pam was experienced in public relations and bookkeeping. "Little did we know that running a good restaurant was about an 80 hour a week job."

The building now has a drive up window on the west side of the building for carry out orders. Dan and Pam continue today as the current owners of the business with devoted customers. Vacations, alumni week, and holidays bring additional business to this shop. You can hear many reminiscing about the days when they lived in Newton and coming home for Maid-Rites. Frequently this is the first place many head to on their return to town. It is not a difficult shop to find as it has been at the same location since 1926.

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11. Additional Documentation – Maps

ASSESSORS PARCEL MAP - 2011



(MAP SOURCE: <http://www.beacon.schneidercorp.com>. Accessed September 2011)

The location of the resource is indicated.

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



View of the resource, looking south across 1st Ave. W.

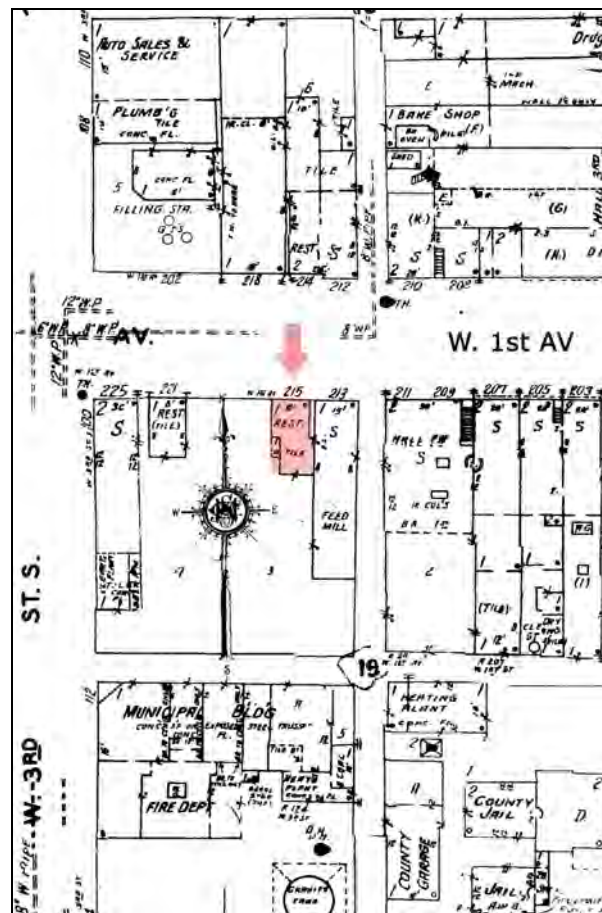
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11. Additional Documentation, cont'd.

SANBORN FIRE INSURANCE MAP – 1949 Revision of 1927



(SOURCE: <http://www.cbpl.lib.ia.us>. Accessed 12/26/2011)

The present building was located on the site in the 1949 revision of the 1927 fire insurance map; the first time a structure appeared on the site.

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11. Additional Documentation, cont'd.

HISTORIC IMAGE – 2007



Maid Rite Ad, August 3, 2007

This advertisement shows the original Maid Rite Building and all owners through 2012.

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

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9. Reference Resources

Assessor's Record. <http://www.beacon.schneidercorp.com>.

Jasper County Genealogical Society.

Newton Public Library.

Personal interview with Dan & Pam Holtkamp, Maid Rite owners. (May 8, 2012).

Sanborn Fire Insurance Maps. <http://www.cbpl.lib.ia.us>.

State Historic Preservation Office of Iowa.

Resource database. Berry Bennett, Resource Coordinator.