

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

State Inventory No. 50-01652 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 Roswell's
 other names/site number Roswell's Confectionery, Roswell's Luncheonette, Roswell's Soda Fountain, Pearson Drug

2. Location

street & number 110 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 Town Block(s) 15 Lot(s) Part 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)	Number of Resources within Property	
	If Non-Eligible Property Enter number of:	If Eligible Property, enter number of: Contributing Noncontributing
<input checked="" type="checkbox"/> building(s)	_____ buildings	<u>1</u> _____ buildings
<input type="checkbox"/> district	_____ sites	_____ _____ sites
<input type="checkbox"/> site	_____ structures	_____ _____ structures
<input type="checkbox"/> structure	_____ objects	_____ _____ objects
<input type="checkbox"/> object	_____ Total	<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)
<u>02E02 COMMERCE/TRADE/Confectionery</u>	<u>02E03 COMMERCE/TRADE/clothing Store</u>
<u>11D01 HEALTH CARE/Pharmacy</u>	_____
<u>11D03 HEALTH CARE/Medical Office/doctor's office</u>	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>09F Commercial</u>	foundation <u>03 BRICK</u>
<u>09D Roof form/flat</u>	walls (visible material) <u>03 BRICK</u>
_____	roof _____
_____	other <u>02 WOOD</u>

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)	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	A Property is associated with significant events.
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended	B Property is associated with the lives of significant persons.
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended	C Property has distinctive architectural characteristics.
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended	D Property yields significant information in archaeology or history.

County Jasper
City Newton

Address 110 1st St. N.

Site Number 50-01652
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 1918 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/Mary Jo Niskin date 03/01/2012
 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: _____

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Roswell's	Jasper
Name of Property	County
110 1st St. N.	Newton
Address	City

5. Classification, cont'd.

Roswell's is considered a building and is counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

Roswell's is located on the east side of First Street North near the middle of the block, its façade facing west. It is adjoined on the north by an alley and on the south by a two story commercial building with which it forms a visual unit. A public sidewalk runs flush to the building on the west, providing access to the primary entrance.

Property Description

The Roswell building is a two story yellow variegated brick building on a brick foundation. The block building is rectilinear in form, stretching 132' to the east from its 22' frontage on 1st St. N. Typical of commercial buildings, the roof is flat, stepping down as it moves to the back. Concrete coping edges the roofline.

Two widely spaced, double-hung windows punctuate this building's upper story, with a row of turned brick surrounding the window area. Above the windows a large rectangular area bounded by turned brick suggests a space for signage. Defining the parameters of the upper story's façade are yellow brick piers, horizontally ribbed with turned brick.

A skin of non-historic vertical paneling wraps the lower level façade, and extends to the alley facade covering the lower half of the brick piers. A recessed glassed door, asymmetrically placed, denotes the primary entrance to the building. A large chamfered plate glass display window fills the rest of the façade. At the building's south margin a recessed door provides entry to the enclosed stairway to the upper story. A fixed awning of non-historic material stretches across the façade and mimics the original. Above the awning signage of non-historic material, mounted flush to the building, extends across the front façade.

The secondary façade features a door and several functional recessed windows on the second story. A fire escape from second floor has been removed. Ground floor windows have been filled in with brick.

Integrity Considerations

As it relates to design, materials, and workmanship, the Roswell building retains a relatively high degree of integrity. Although the storefront has undergone several façade changes throughout the years, the upper story has remained virtually untouched.

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7. Description, cont'd.

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

8. Statement of Significance

Stability has been a key feature of the businesses at this location. For thirty seven years the sweet treats and good food at Roswell's kept young people and the young at heart coming back to the east side of the Newton square. The Pearson Drug Store was a trusted name in this location for over forty years and, overall, pharmacies occupied the building for forty-eight years. And since it was constructed in 1918, the building has retained its modest, historic look with few drastic alterations.

The building is considered a contributing resource to the Newton Downtown Historic District. It 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.

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 like the Clarkson Building) 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

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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

Clyde Roswell was already a veteran confectioner when he moved to Newton in October, 1913, and established his business on 1st St. N. In 1918 he temporarily relocated his store to the south side of the square, demolished his old building, and erected a new two-story brick structure on the same site.

Although he specialized in candy and ice cream, newspaper advertisements show that much of the time Roswell operated a full-menu "luncheonette", which drew in businessmen and downtown shoppers alike. Roswell's was also a popular gathering place for high school students. The business continued to operate in this storefront until January, 1946. During this time the owners lived in an apartment upstairs and, for much of 1930s and 1940s, a suite of offices upstairs was occupied by a partnership of physicians.

Following Mr. Roswell's retirement, the storefront housed the Singer Sewing Machine Company for several years. Then in 1953 Frank Pearson relocated his pharmacy, Pearson Drug, from the north side of the square and remained here until 1970. His successor, Tom Roth, changed the store's name to Roth Pharmacy. By 1974 Roth was gone from Newton, and the pharmacy was once again known as Pearson Drug. By 1978 Don Avise had assumed ownership of the store. He wisely retained the name Pearson Drug and carried on the business until 1998, at which time The Medicine Shoppe moved into the building for approximately two years. Hammer Medical Supply followed in 2001. Since 2005 Mode Huis, a women's clothing shop, has been located in the storefront.

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

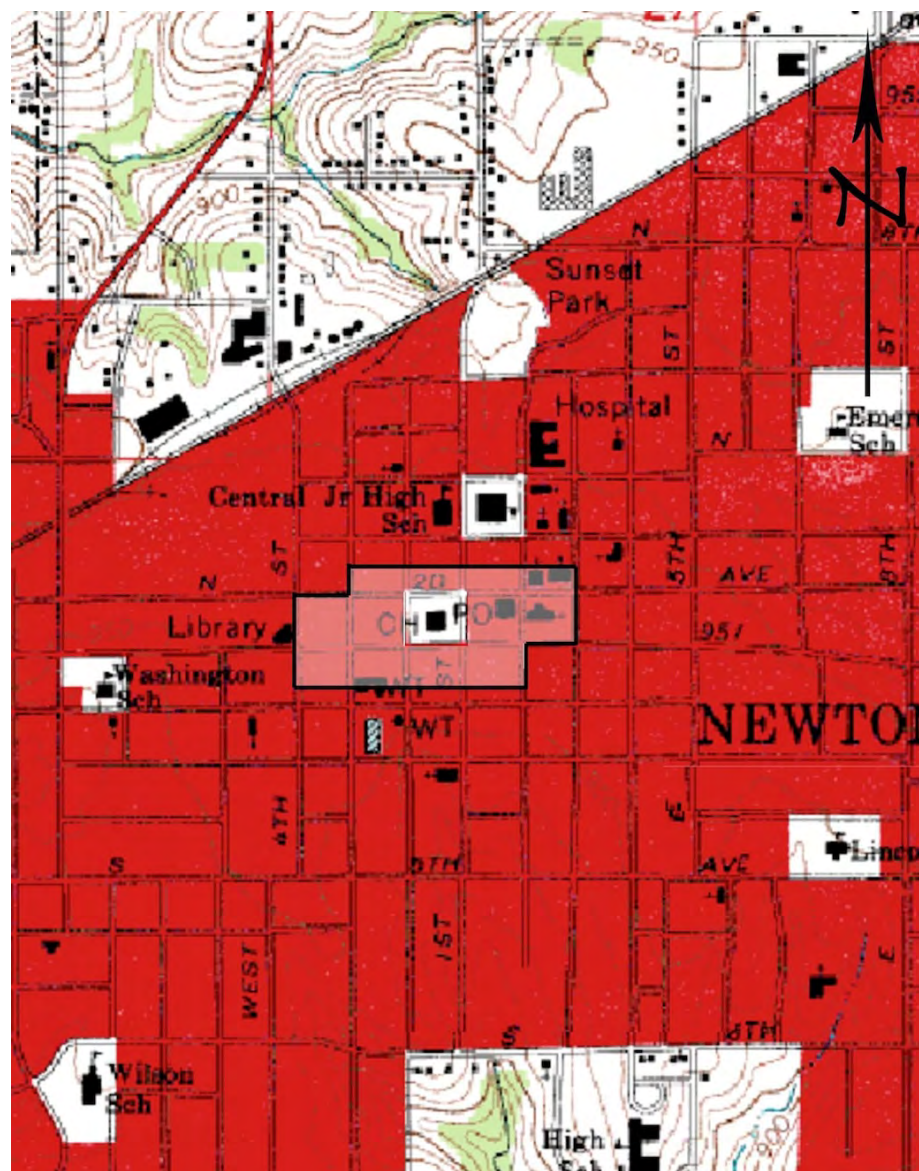
Site Number **50-01652**
Related District Number **50-01703**

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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 Roswell building is considered a contributing resource, is indicated.

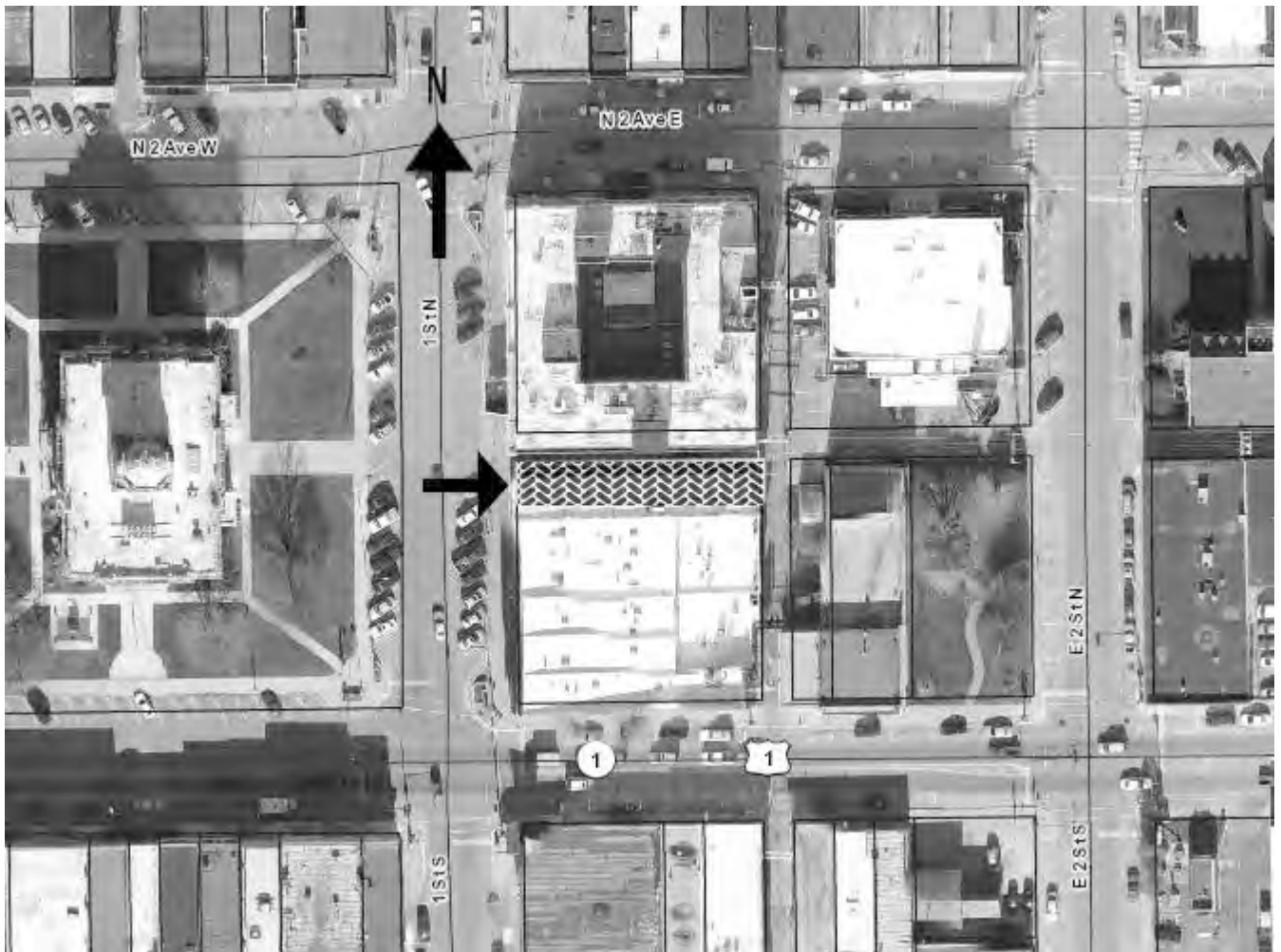
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11. Additional Documentation - Maps

PARCEL MAP - AERIAL VIEW - 2011



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

The location of the building is marked with an arrow.

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Roswell's	Jasper
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11. Additional documentation, cont'd

PHOTOGRAPHS



View of the east side of the 100 block of 1st St. N., looking southeast. The location of the resource is indicated by an arrow.

(All images by Sue Smith, June 30, 2011)

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11. Additional documentation, cont'd

PHOTOGRAPHS



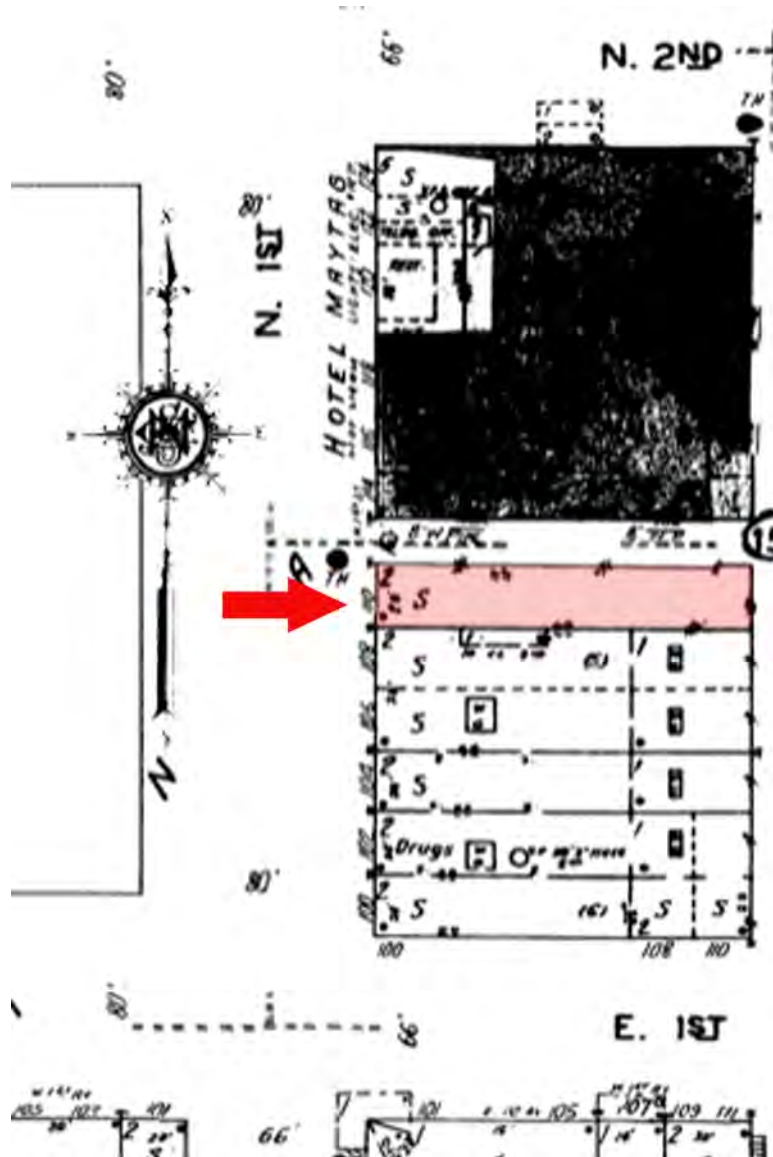
View of the former Roswell building looking east across First Street North.

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Roswell's	Jasper
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11. Additional documentation, cont'd

FIRE INSURANCE MAP - 1927



(SOURCE: Sanborn Company Fire Insurance Map, 1927)

The location of the resource is indicated.

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Roswell's
Name of Property
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Newton
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11. Additional documentation, cont'd

HISTORIC IMAGES – 1944



(SOURCE: Celebrating 150 Years – A pictorial history of Newton, Iowa.)

View of the east side of the 100 block of First Street North, looking northeast. In this photo, Roswell's (alternatively known as Roswell's Confectionery, Roswell's Luncheonette, Roswell Ice Cream Parlor, and Roswell's Soda Fountain) is the building with the "candy" sign.

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9. Bibliographic References

Clyde Roswell, 79, Dies at Hospital Here. In Newton Daily News. (July 25, 1962).

New Building to be Modern. In Newton Daily News. (May 18, 1918).

News Printing Company (Newton Daily News). Celebrating 150 Years – A pictorial history of Newton, Iowa. (2007).

Newton (Jasper Co., IA) City Directory. Kansas City, MO: R. L. Polk & Co., 1935, 1939, 1951, 1956, 1959, 1964, 1969, 1974, 1977, 1979, 1984, 1988, 1992, 1995, 1999, 2002-2003, 2004-2005, 2005-2006 editions.

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

Keiter Directory Co.'s Newton City and Jasper County, IA Directory, 1929. Norfolk, NE: Keiter Directory Co., 1929.

Roswell Enters 25th Year as Local Merchant. In Newton Daily News. (Oct. 14, 1937).

Telephone Directories for Newton, IA: 1952, 1953, 1970-1978, 2000-2005.