

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

State Inventory No. 50-00693

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 Hotel Maytag

other names/site number Midtown Apartments

2. Location

street & number 101-105 N. 2nd Ave. E. and 114-124 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) A-B-4

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)

01D04 DOMESTIC/hotel

08A02 RECREATION & CULTURE/movie theater

02G COMMERCE/TRADE/Restaurant

Current Functions (Enter categories from instructions)

01B02 DOMESTIC/apartment building

08A02 REC'N & CULTURE/movie theater

02G: COMMERCE/TRADE/Restaurant

7. Description

Architectural Classification (Enter categories from instructions)

07B LATE 19TH/EARLY 20TH CENTURY AMERICAN

MOVEMENT/Commercial Style

Materials (Enter categories from instructions)

foundation 04 STONE

walls (visible material) 03 BRICK

roof _____

other 07 TERRA COTTA

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 101-105 N. 2nd Ave. E. and 114-124 1st St. N.

Site Number 50-00693
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)

02 ARCHITECTURE

05 COMMERCE

Significant Dates

Construction date 1926 check if circa or estimated date
Other dates, including renovation _____

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect
Henry Raider (Chicago, IL)
Builder
Lanning Brothers Construction (Oskaloosa, IA)

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
organization Newton Historic Preservation Commission
street & number 101 W 4 St S
city or town Newton state IA date 05-01-12
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: _____

Page 1

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

6. Function or Use, cont'd.

Historic Functions

02B COMMERCE/TRADE/professional

02E COMMERCE/TRADE/specialty stores

Current Functions

02B COMMERCE/TRADE/professional

02E COMMERCE/TRADE/specialty stores

7. Description

Site Description

The Maytag Hotel occupies half of a city block at the corner of N. 2nd Ave. E. and 1st St. N. Its dual façades face north and west. The official entrance (to the original hotel) is on N. 2nd Ave. E. A secondary entrance to upstairs offices is located on 1st St. N. Public alleys adjoin it on the east and south, separating it from commercial and government buildings. Public sidewalks run flush to the building on the north and west, providing access to the building.

Property Description

The Hotel Maytag is a five-story building that stretches 132 feet southward from its 132-foot frontage on N. 2nd Ave. E. Yellow tapestry brick adorns the primary facades, while common red brick covers the alley facades. Like commercial structures of its time, the roof is flat; several one-story structures on the roof house the machinery necessary for operating the building's air intake system and elevators.

A terra cotta frieze with Sullivanesque details surrounds the top of the primary facades. Brick piers divide each of the primary facades into seven bays. Ribbons of relief-carved terra cotta accentuate some of the piers, terminating in elaborate "M"-embellished cartouches which sit atop terra cotta blocks that descend to the street. Brick pilasters separate pairs of non-historic double-hung windows on the upper stories.

A cornice of terra cotta blocks above the primary facades' ground floor windows features a running ornament pattern. On one storefront of the west façade, this cornice has been sheathed and the movie theater's marquee covers the cornice. Above the marquee a whimsical mascarón sits, barely visible from ground level. The terra cotta blocks have been carried from the cornice to the bulkhead on the building's north façade.

Also on the north façade, several windows on the first and second floor have been filled in with brick or terra cotta. Their original size and shapes have been maintained. Above the iron-supported north entryway canopy, a steel and glass marquee room protrudes from the mezzanine floor. In the original hotel this marquee was part of a sitting/observation lounge.

Iowa Site Inventory Form Continuation Sheet

Page 2

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

7. Description, cont'd.

On its west façade, ribbed metal sheeting has been used extensively in all of the commercial bays. Visual unity is achieved through consistent use of the stone-colored sheeting, but individuality is achieved by the placement of these ribbed panels on each storefront. The façade of the southernmost retail bay was entirely sheathed when that bay became part of the adjoining theater. Most of the changes to the storefronts on the building's west façade have occurred within the last twenty years.

Integrity Considerations

As it relates to design, materials, and workmanship, the Hotel Maytag retains a high degree of integrity. Although much of the upstairs office space is now vacant and former hotel rooms now house permanent renters instead of transients, the building continues to retain a high degree of integrity as it relates to location, association, and setting, and it contributes to the integrity of feeling created by the generally intact commercial district found in Newton.

8. Statement of Significance

The Hotel Maytag is considered individually eligible and thus a contributing resource to the Newton Downtown Historic District. It is eligible under Criterion C, as a well-preserved example of Chicago Commercial style architecture with the clear influence of Chicago master Louis Sullivan. Its grand appearance, through its scale, fully developed style, and decorative embellishment, makes it one of the most imposing buildings in Newton's historic downtown.

The building is also 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.

On page 171 of his biography of F. L. Maytag, A. B. Funk wrote that "Fred L. Maytag showed his sublime faith in Newton as a field for sound investment in many ways but in no other way so distinctively as in the erection of a million dollar building that gives his home town a most outstanding modern hotel, a fine opera house, well appointed office quarters and store rooms extraordinary, all air-conditioned when this process was very new. It is a real monument to courage and character while affording substantial anchorage to enduring community establishment."

Through its rooms for travelers, now reinvented as apartments, its ballroom and meeting rooms, the many retail establishments and professional offices which have been located in the building, and its enduring movie theater (which Funk referred to as an "opera house" in the quote above), the Hotel Maytag, now the Midtown Building, has touched the lives of almost every Newton citizen and countless visitors to town for over eighty-five years.

Further research should seek to determine if Maytag's association with the hotel warrants registration under Criterion B as well.

Iowa Site Inventory Form Continuation Sheet

Page 3

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

8. Statement of Significance, cont'd.

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.

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.

Iowa Site Inventory Form Continuation Sheet

Page 4

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

8. Statement of Significance, cont'd.

Property History

The Hotel Maytag was commissioned by F.L. Maytag, founder of the Maytag (Washing Machine) Company and local philanthropist, to give Newton a nice hotel. The building was designed by architect Henry Raeder of Chicago, who also designed the Furniture Mart in Chicago. Lanning Construction Co, of Oskaloosa, IA, was the general contractor. Both Raeder and the Lanning brothers had been involved with Maytag for several years during construction of the Maytag Company's six-story machine shop and foundry.

As with everything Maytag did, quality was a requirement. The new hotel, located on north and east sides of the building, reportedly was the first hotel west of the Mississippi River whose rooms were fully air-conditioned. Each of the one hundred hotel rooms and fifth-floor apartments was equipped with connections to a centralized radio unit. Headphones in each room had two plugs: one allowed the traveler to listen to jazz; the other provided classical music. The hotel also boasted a grand ball room/banquet hall that would seat 366 diners, a mezzanine floor with glass-enclosed marquee room, an on-duty nurse under the supervision of doctors located elsewhere in the building, and a coffee shop that catered to both hotel visitors and local patrons. In approximately 1977 the hotel was sold to a private investment group, and the hotel guest rooms were converted into rental apartments.

For many years the north lobby of the hotel also served as the bus depot. A taxicab stand, barber/beauty shop, flower shop, and postal and telegraph stations were available on the north side of the hotel.

On the west side of the building, the second through fifth floors have provided office space for many of the town's most prominent doctors, dentists, and lawyers, as well as housing for the Jasper County Department of Human Services for a number of years. The hotel's centrally located restaurant was accessible from inside the hotel, as well as from the building's west-side offices.

The ground floor of the west side has provided retail and professional office space. Long-term tenants over the years have included the Doane Insurance Agency (68 years), jewelry stores (ca. 15 years), and Helma Cole's Style Shop (51 years). The Capitol Theater, which in its early days provided live musical entertainment as well as first-run movies, is the only original tenant still remaining in the building.

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

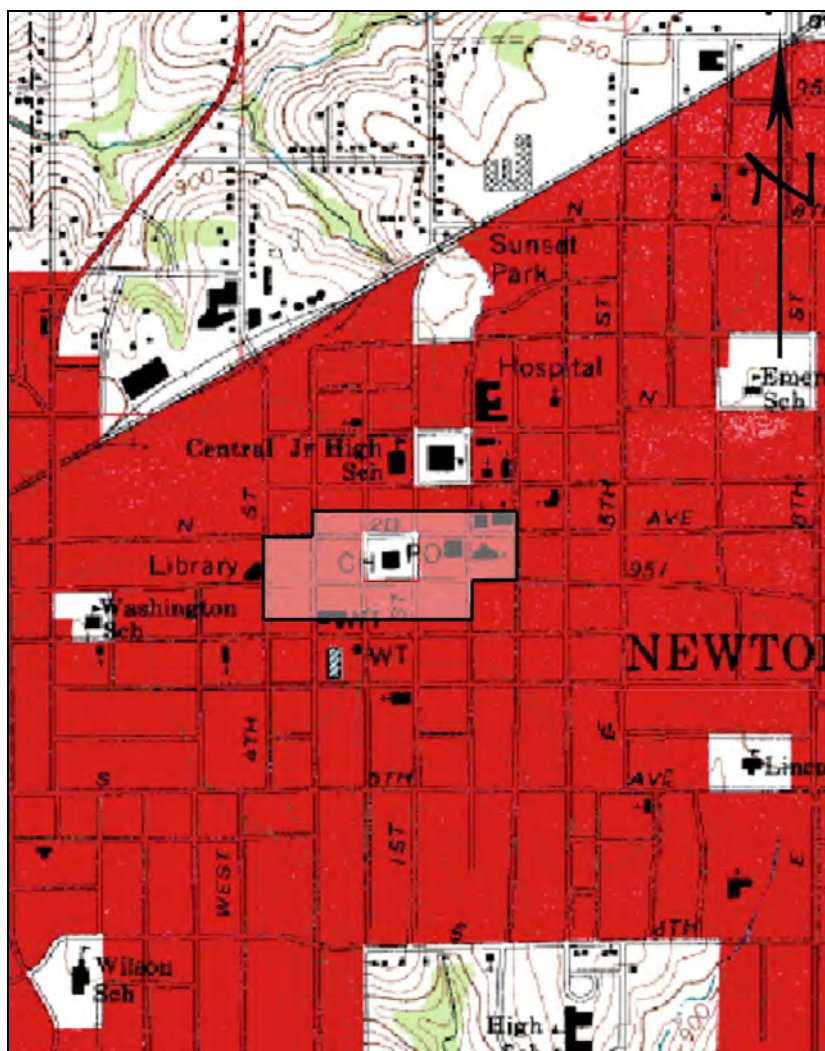
Site Number **50-00693**
Related District Number **50-01703**

Page 5

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

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 historic Hotel Maytag is considered a contributing resource, is indicated.

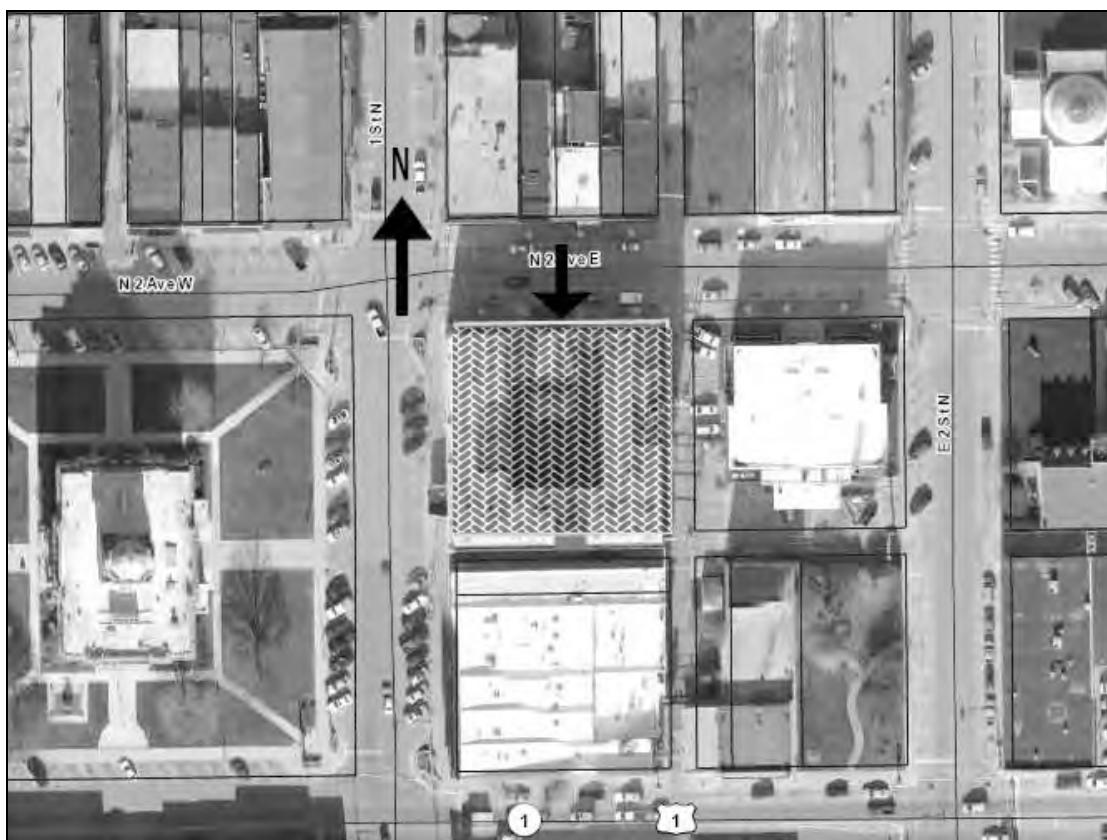
Page 6

Hotel Maytag
Name of Property
101-105 N. 2nd Ave. E. and 114-124 1st St. N.
Address

Jasper
County
Newton
City

11. Additional Documentation, cont'd.

PARCEL MAP - AERIAL VIEW - 2011



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

The location of the building is indicated.

Page 7

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

11. Additional documentation, cont'd

PHOTOGRAPHS



View of the east side of the 100 block of 1st St. N., looking northeast. The location of the Hotel Maytag is indicated. The building's retail stores and movie theater are located on 1st St. N., the east side of the public square.

(Image by Sue Smith June 30, 2011)

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

Site Number **50-00693**
Related District Number 50-01703

Page 8

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

11. Additional documentation, cont'd

PHOTOGRAPHS



View of the historic Hotel Maytag looking southeast from the corner of N. 2nd Ave. W. (left) and 1st St. N. Entrance to the hotel, now apartments, was on the north side of the building (dark canopy), while the west side houses retail stores, a theater, and business/professional offices above.

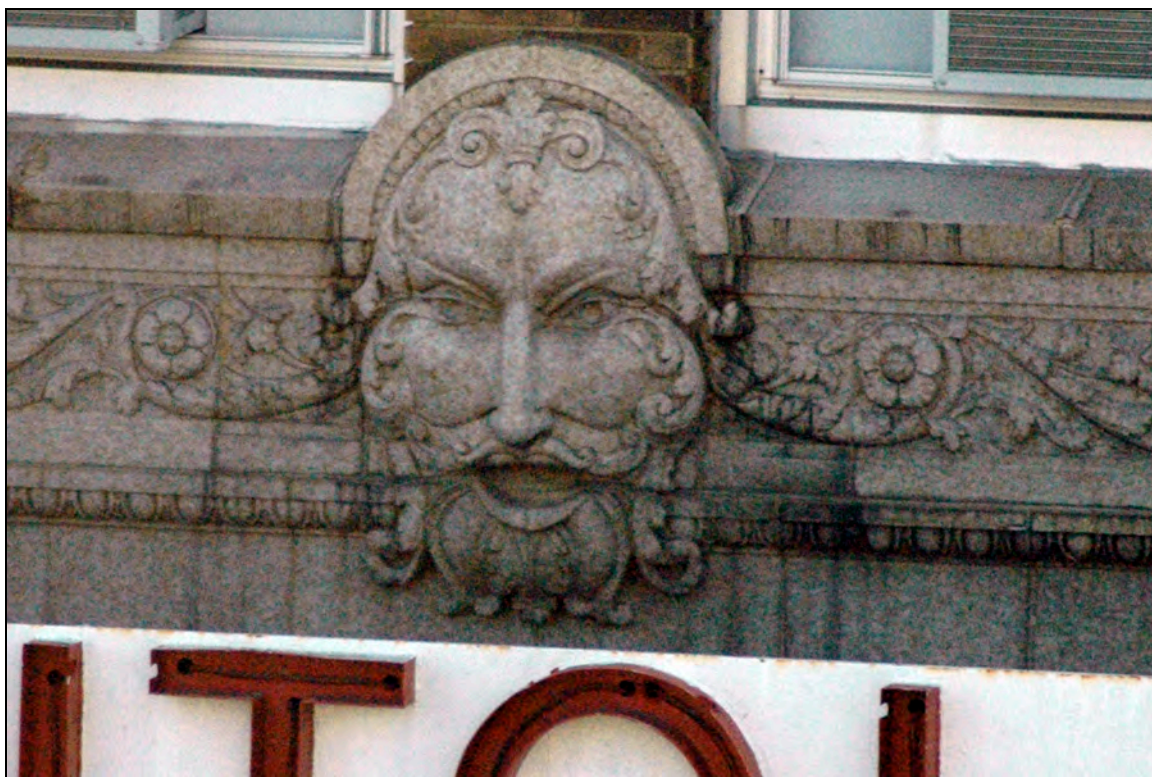
(Image by Rita Reinheimer April 29, 2010)

Page 9

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

11. Additional documentation, cont'd

PHOTOGRAPHS



In architecture, a mascaron ornament is a face, usually human, sometimes frightening or chimeric, whose function was originally to frighten away evil spirits so that they would not enter the building.

This mascaron keeps his well-hidden vigil above the marquee of the Capitol Theater. The top of his crown is barely visible from street level but only from a distance, if one knows where to look. His full face can only be seen from the third floor of the county courthouse, located directly to the west. The theater's original marquee was shorter, allowing for a full-face view from street level.

(Image by Sue Smith June 30, 2011)

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

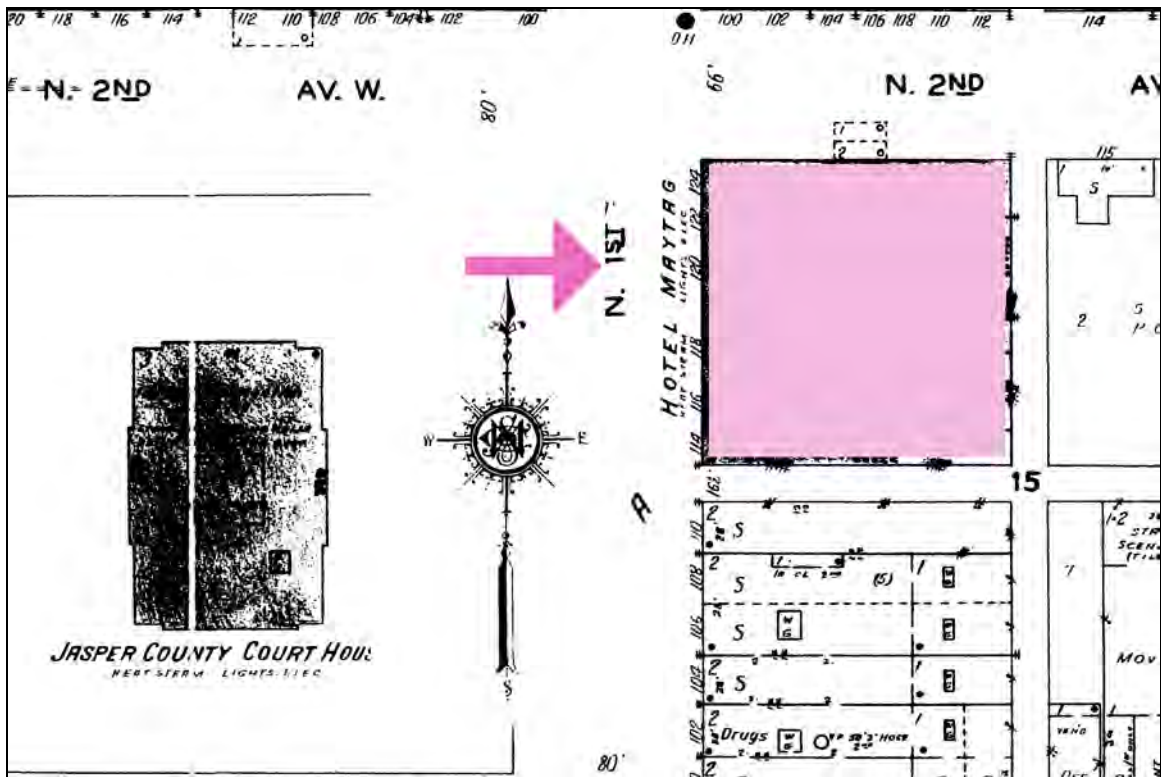
Site Number **50-00693**
Related District Number **50-01703**

Page 10

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

11. Additional documentation, cont'd

FIRE INSURANCE MAP - 1927



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

The location of the resource is indicated.

Page 11

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

11. Additional documentation, cont'd

HISTORIC IMAGES – ca. 1930



(SOURCE: Newton Memories, published by the Newton Daily News.)

This photo, looking southeast across 1st St. N., shows the Hotel Maytag shortly after it was built. The building's upper stories retain this historic look.

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

Site Number **50-00693**
Related District Number 50-01703

Page 12

Hotel Maytag	Jasper
Name of Property	County
101-105 N. 2 nd Ave. E. and 114-124 1 st St. N.	Newton
Address	City

9. Bibliographic References

Funk, A. B. Fred L. Maytag: A Biography. Cedar Rapids, IA: privately printed by Torch Press, 1936.

Jacobson, James, former Iowa SHPO National Register Coordinator. Letter to Stephen Williams (then part-owner of the building) dated Dec. 28, 1982, on file in SHPO Office, Des Moines, IA.

Newton Daily News, publishers. Newton Memories. (2002).

Newton Daily News, Special Maytag Hotel edition, 18 Dec 1926.

Unusual Good Taste Boosted Hirt's Downtown Dress Shop. In Newton Daily News, Feb. 7, 1985.