

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

State Inventory No. 50-01658

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 Keith & McLaughlin Jewelers

other names/site number Herteen Jewelers, Mid-Iowa Realty

2. Location

street & number 119 W. 2nd 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) 16 Lot(s) B

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	If Eligible Property, enter number of:	
<input checked="" type="checkbox"/> building(s)	Enter number of:	Contributing	Noncontributing
<input type="checkbox"/> district	<u>1</u> buildings	—	— buildings
<input type="checkbox"/> site	— sites	—	— sites
<input type="checkbox"/> structure	— structures	—	— structures
<input type="checkbox"/> object	— objects	—	— objects
	<u>1</u> Total	—	— 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 02A01 COMMERCE/TRADE/office building

7. Description

Architectural Classification (Enter categories from instructions) **Materials** (Enter categories from instructions)

08 MODERN MOVEMENT 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)

- | | |
|--|--|
| <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 119 W. 2nd St. N.

Site Number 50-01658
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
1887 check if circa or estimated date
Other dates, including renovation
ca.1954

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 Chabo, Commissioner
organization Newton Historic Preservation Commission
street & number 1700 N. 4th Ave. W.
city or town Newton state IA date 06-15-12
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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**Iowa Site Inventory Form
Continuation Sheet**

Site Number **50-01658**
Related District Number 50-01703

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Keith & McLaughlin Jewelers	Jasper
Name of Property	County
119 W. 2nd St. N.	Newton
Address	City

2. Location, cont'd.

Keith & McLaughlin Jewelers is located on Parcel A of Lot B in Block 16 of the Original City plat of Newton, Jasper County, Iowa.

5. Classification, cont'd.

Keith & McLaughlin Jewelers is considered a building and is counted as a contributing resource to the Newton Downtown Historic District.

7. Description

Site Description

Keith & McLaughlin Jewelers is located in the northern half of the block on the west side of the city square in downtown Newton, Iowa. The building faces east. It is adjoined on the north and south by two story buildings. Parking is available on the east side of the property and a public sidewalk is flush with the building providing access to the primary entrance.

Property Description

Keith & McLaughlin Jewelers is a two-story brick building constructed on a brick foundation. The building is visually defined by its commercial design and modern modular brick masonry with one steel frame window in the second floor of the storefront. The storefront has a single door on the right side with display windows to the left. The storefront was drastically altered in the mid-1950's in a modernization movement that altered many downtown buildings.

Integrity Considerations

Keith & McLaughlin Jewelers retains a generally high level of historic integrity of the mid-twentieth century modernization movement in Newton. The present façade is considered historic and its level of integrity as it relates to design, workmanship, and materials is high. As it relates to integrity of location, setting, and association, the building contributes to the integrity of feeling created by the generally intact commercial district found in Newton.

8. Statement of Significance

The 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 automobile transportation in small towns in Iowa as well as the evolution of the Newton business district and its impact on the economic success of the community of Newton.

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Keith & McLaughlin Jewelers	Jasper
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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.

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Keith & McLaughlin Jewelers	Jasper
Name of Property	County
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8. Statement of Significance, cont'd.

Property History

The earliest record of this property is on the 1888 Sanborn map. No records could be found of the businesses that occupied the ground and second floors until 1910. In that year, W.M. Wyrick Dry Goods and Fred Kennedy Law occupied the ground floor and G.L. Bates Photography occupied the second floor.

By 1920, George Sells Davis Jewelers occupied the ground floor and Fred Kennedy Law had moved to the second floor offices. Several jewelers owned the building over the next 75 years, including Keith & McLaughlin Jewelers (ca. 1929 to ca. 1955), McLaughlin & Johnson Jewelers (ca. 1956 to ca. 1963), Johnson Jewelers (ca. 1964 to ca. 1978), and Herteen Jewelers (ca. 1979 to ca. 1996).

J.W. McLaughlin was part of the city leadership from the early to mid-twentieth century. He bought into the need to modernize downtown building facades in order to attract more business. McLaughlin had his own building modernized in 1954. The old façade was removed and a new modular brick face was installed along with new display windows. One new steel frame window was installed in the second floor modernization in place of the previous three Italianate second floor windows. During these years that various jewelers owned the building, the second floor was rented out as an apartment. In 1996 Century 21 Mid-Iowa Realty purchased the building and ran its real estate business there until Prudential Realty purchased the building in 2011.

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

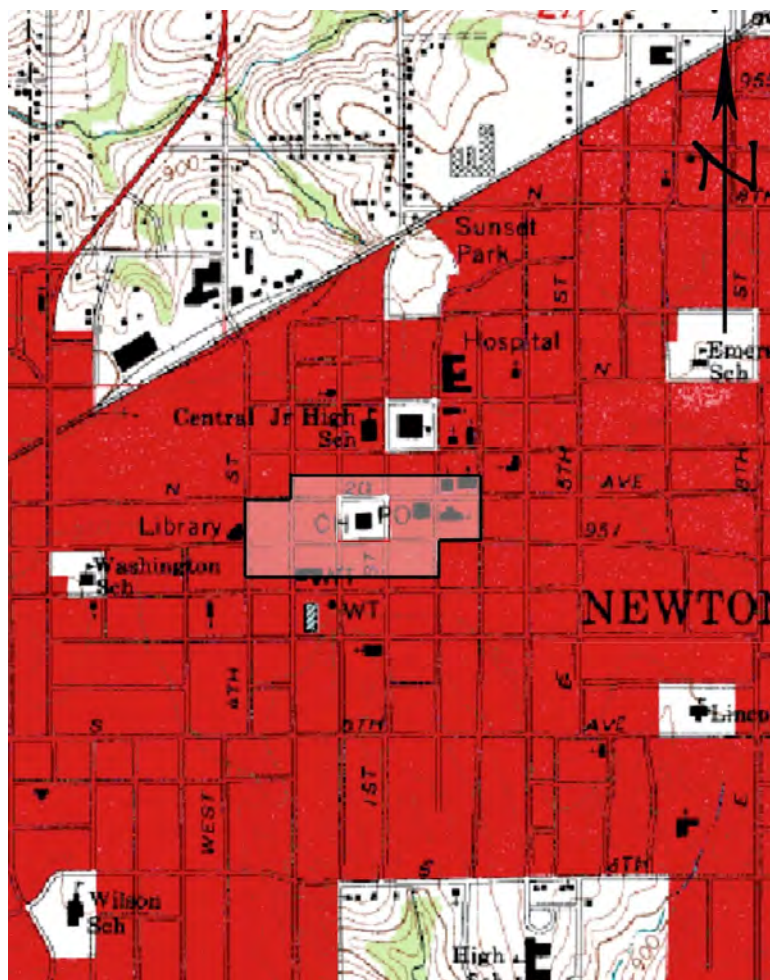
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Keith & McLaughlin Jewelers	Jasper
Name of Property	County
119 W. 2nd St. N.	Newton
Address	City

11. Additional Documentation - Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP - NEWTON - 1965



(MAP SOURCE: <http://www.trails.com>. Accessed 06/21/2011.)

The Newton Downtown Historic District, to which the Newton Home Savings & Loan Building is considered a non-contributing resource, is indicated.

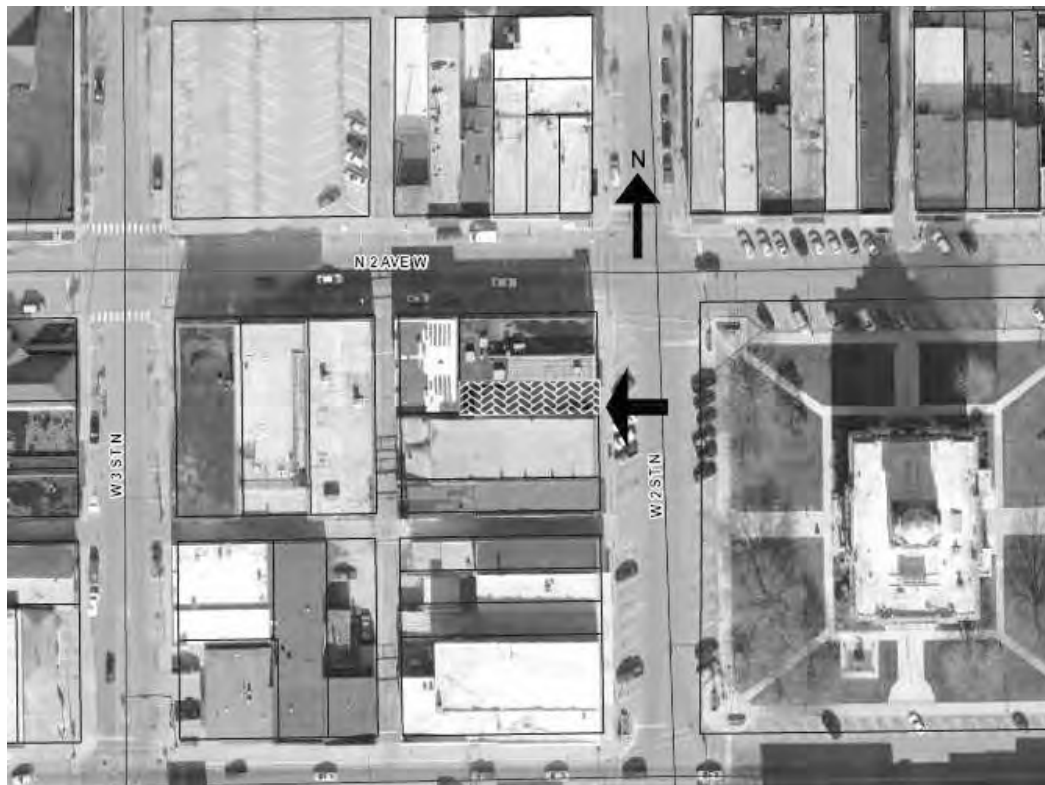
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Keith & McLaughlin Jewelers
Name of Property
119 W. 2nd St. N.
Address

Jasper
County
Newton
City

11. Additional Documentation - Maps

PARCEL MAP - AERIAL VIEW - 2011



(MAP SOURCE: <http://www.beacon.schneidercorp.com>. Accessed 09/21/2011.)

The location of the resource is indicated by the shaded area and a left pointing arrow.

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Address	City

11. Additional documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - 2011)

View of the resource looking west across W. 2nd St. N.

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Keith & McLaughlin Jewelers

Jasper

Name of Property

County

119 W. 2nd St. N.

Newton

Address

City

11. Additional documentation, cont'd.

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith - 2011)

View of the 100 block of W. 2nd St. N. looking northwest. The resource is indicated.

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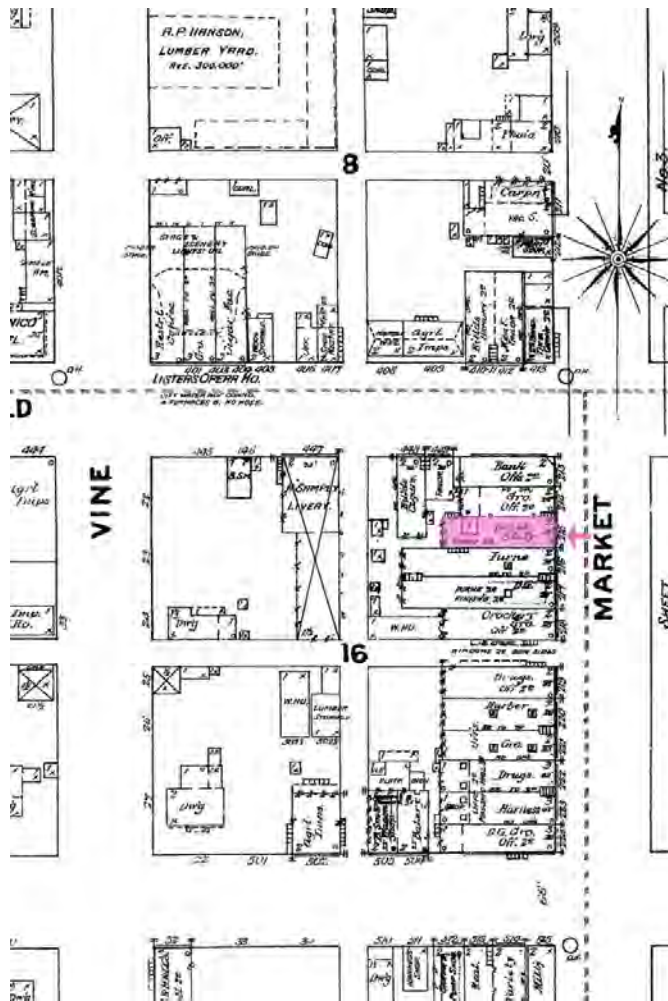
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11. Additional documentation, cont'd.

FIRE INSURANCE MAP – 1888



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1888)

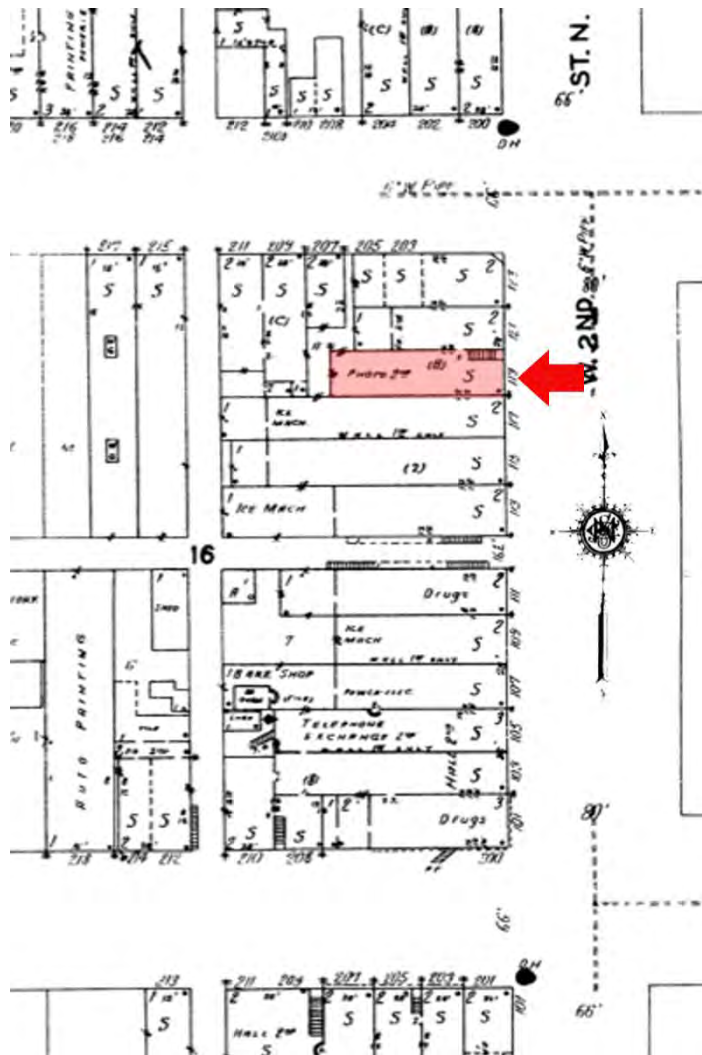
The location of the resource is indicated.

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11. Additional documentation, cont'd.

FIRE INSURANCE MAP – 1949



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

The location of the resource is indicated.

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11. Additional documentation, cont'd.

HISTORIC IMAGES – ca. 1935



(IMAGE SOURCE: Newton Daily News)

This is a ca. 1935 photo of the 100 block of W. 2nd St. N. looking northwest across the intersection of 1st Ave. W. and W. 2nd St. N. The resource is the single wide storefront to the left of the Davis Café sign.

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11. Additional documentation, cont'd.

HISTORIC IMAGES – ca. 1961



(IMAGE SOURCE: Larry Ray Hurto collection)

The resource is indicated. The business name is McLaughlin Johnson Jewelers. The appearance reflects the modernization of the building façade ca. 1954 which remains until the present.

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9. Major Bibliographic References

The Newton Journal, October 14, 1885

The Newton Daily News. May 2, 1952.

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.beaonschneidercorp.com