

**Site Inventory Form**  
**State Historical Society of Iowa**  
 (December 1, 1999)

**State Inventory No. 50-00647**  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 Number \_\_\_\_\_  
 Non-Extant (enter year) \_\_\_\_\_

**1. Name of Property**

historic name Newton Daily News

other names/site number \_\_\_\_\_

**2. Location**

street & number 120 1st Ave. E.

city or town Newton

Legal Description: (If Rural) Township Name \_\_\_\_\_

vicinity, county Jasper  
 Township No. \_\_\_\_\_ Range No. \_\_\_\_\_ Section \_\_\_\_\_ Quarter of Quarter \_\_\_\_\_

(If Urban) Subdivision Original Town

Block(s) 14

Lot(s) 5 & 6

**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  
1 — objects  
 — 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)

02A05 COMMERCE/TRADE/newspaper

**Current Functions** (Enter categories from instructions)

02A05 COMMERCE/TRADE/newspaper

**7. Description**

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

06C LATE 19TH EARLY 20TH CENTURY/Classical Revival

**Materials** (Enter categories from instructions)

foundation 10B CONCRETE/Poured

walls 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 120 1st Ave. E.

Site Number 50-00647  
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)

06 COMMUNICATIONS

**Significant Dates**

*Construction date*  
1920  check if circa or estimated date  
*Other dates*  
1962, 1969, 1981

**Significant Person**

(Complete if National Register Criterion B is marked above)

**Architect/Builder**

*Architect*

*Builder*

W.W. Smith

**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 Larry Ray Hurto, Commissioner

organization Newton Historic Preservation Commission

date 02/17/2012

street & number 101 W. 4th St. S.

telephone 641-792-2787

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 non-contributing 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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|                             |        |
|-----------------------------|--------|
| Newton Daily News           | Jasper |
| Name of Property            | County |
| 120 1 <sup>st</sup> Ave. E. | Newton |
| Address                     | City   |

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## 5. Classification, cont'd.

The Newton Daily News is considered a building and counted as a contributing resource to the Newton Downtown Historic District.

## 7. Description

### Site Description

The Newton Daily News is located at the eastern fringe of the historic downtown district of Newton, IA in Jasper County. The freestanding building is sited on a tight parcel of land in the northeast quadrant of the intersection of 1st Ave. E. and E. 2nd St. N. A small parking area is located on the east side of the building and a public sidewalk provides access to the building on the south and west.

### Property Description

The Newton Daily News is a two-story brick building constructed on a poured concrete foundation. It stretches 132 feet to the north from its 110-foot frontage on 1st Ave. E. The main level is raised and accessed from a set of interior stairs on the south facade. The below grade level is also raised and is accessed by a set of interior stairs on the west facade. The raised feature of both floors allows natural light into both levels from windows on the south and west facades. The building is visually defined by its rectangular shape, a commercial version of the Classical Revival style. The structure's flat roof (pitch constructed in 1981) contributes to its box-like form. The front entry surround reflects the classical influence with a modern flair. It is noteworthy that the use of poured concrete on the entry surround and as window sills and coping around the perimeter of the roofline is indicative of a decorative device of the period of construction. The company's name plate is inset at the top of the south facade. In 1962, L. D. Palmer, a Newton contractor, effected the "taking out a portion of the wall and a window to put in a new press."

A 54-foot, 8 inch by 67-foot addition is connected to the east side of the original building for processing and a warehouse. It was constructed by the Newton firm of McCracken & Van Zomeren in 1969 at a cost of \$39,000. The exterior walls are of concrete block. The visual impact of the addition is minimized by being set back from the south property line. The loading dock area was enclosed from floor to ceiling in 1990 by Peters Construction.

A second building addition, constructed ca. 1984, houses the *Jasper County Advertiser* (established 1958), a weekly shopper. This is where Vern's TV Service (La Verne E. Sayre), sales and service, was formerly located (210 1st Ave. E. and non-extant). The *Advertiser* moved into the building addition in 1985. A mural, Newton Printshop, measuring 20 feet by 40 feet, was painted on the east wall of this building addition in 2005 by Carl Homstad.

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## 7. Description, cont'd.

### Integrity Considerations

The Newton Daily News retains a high level of historic integrity as it relates to site, location, and association, remaining as it does on its post-war site at the eastern edge of the city's historic commercial core. The newspaper has a long and significant association with the downtown area as an advocate of local business and a reporter of activities associated with business, society, and county governmental affairs, all of which were centered there. Furthermore, the building retains a good level of historic integrity as it relates to design, materials, and workmanship. The retention of the historic form and construction materials marks the building as a commercial property-type and as a twentieth century construction. It should be noted that the integrity of materials is diminished by the introduction in 1969 of non-historic windows, i. e., in-filled with insulated panels. However, the historic window openings were retained making the non-historic alteration more easily reversible.

## 8. Statement of Significance

The Newton Daily News is considered a contributing resource to the Newton Downtown Historic District. The building is eligible under Criterion A in association with the history of the Newton communications industry, 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. It represents the home of the newspaper that "beat out all the competition," absorbing both the Democratic *Herald* and the Republican *Journal* as well as a later weekly, the *Jasper County Record* (1922-41). It continues to serve Newton and Jasper County to the present day with a circulation of 6,000 (as does the *Advertiser*, which reaches over 16,000 homes weekly). One of its founders, George Franklin Rinehart (1864-1950), who removed to California, was widely regarded as one of the leading Democratic editors and temperance workers in the nation, and at one time was mentioned as a candidate for President. A prominent central Iowa journalist, James R. Rhodes, who was considered a candidate for the Republican nomination for Governor in 1936, steered the paper's course for a generation of readers as both editor and publisher. He was also a close friend and confidant of Frederick Louis Maytag (1857-1937), founder of The Maytag Company and community benefactor, whose benefaction will be mentioned elsewhere. Rhodes wrote a chapter in Maytag's biography titled "Maytag and his Home Town."

### 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.

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## 8. Statement of Significance, cont'd.

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 20<sup>th</sup> 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-20<sup>th</sup> 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 (including the Arcade building) 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

A June 11, 1916 fire razed a portion of the Jacob Trotter livery barn on the site where the Newton Daily News is now located. The remaining portion of the livery barn was torn down a few years later.

The building, located at 200-4 1<sup>st</sup> Ave. E., was constructed expressly for the housing of a modern newspaper and commercial plant. Following World War I, James R. "Jim" Rhodes (1882-1944), who purchased the paper on March 1, 1910, had in mind to greatly expand it. Construction began in April 1920 and one year later the first papers rolled off the large press.

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## 8. Statement of Significance, cont'd.

When *The Newton Daily News* was founded May 19, 1902, there were five weekly papers in Newton, *The Newton Journal*, *The Newton Record*, *The Newton Herald*, *Courier*, and *Iowa State Democrat*. G. Frank Rinehart and Frank L. Boyden began publishing an "absolutely non-partisan" daily edition of the Democratic *Newton Herald*. The following year the papers were separated, and Boyden moved to the Opera House block (non-extant) with the *Daily Herald*, which he renamed *The Newton News* (again renamed *The Newton Daily News* on January 28, 1904). Rinehart, who had the weekly *Herald*, retained a half interest. In 1904, Rinehart sold his interest to Ross A. Nicholson, and Boyden & Nicholson operated it until Nicholson's untimely death in 1909. In the settlement of Nicholson's estate, his interests were purchased by Rhodes, then the paper's editor, who also became owner of the Boyden interests. In 1912, Rhodes removed the plant to the 200 block of 1st St. N., later Penick's Pantorium. (At the time of Newton's centennial that building housed a cleaning establishment and millinery shop.) It was removed to its present location a block east of the southeast corner of the square in 1920.

Weaver, writing in 1912, said of the by then Independent daily: "It is a newsy, public-spirited publication, greeting hundreds of homes each week day in the year. Its circulation grew rapidly from the first issue under the present able management. It is perhaps one of Iowa's best dailies for a town of the size in which it is published. Its moral tone and business enterprise is indeed praiseworthy. Its present form is a seven-column folio. Its mechanical appearance is up to date. The job office connected therewith is fully abreast with modern printing. It is set up by means of the first linotype in the city" (p. 147). In 1952, when the *Daily News* observed its semi-centennial, it was "regarded as one of the most modern printing plants in the state."

Following Rhodes's death, the newspaper was acquired by Mrs. Mabel S. Shaw, of Dixon, IL, in June 1944. At this writing the *Daily News* is still owned by Shaw Newspapers. Dan Goetz is the present publisher and Andy Karr is the editor.

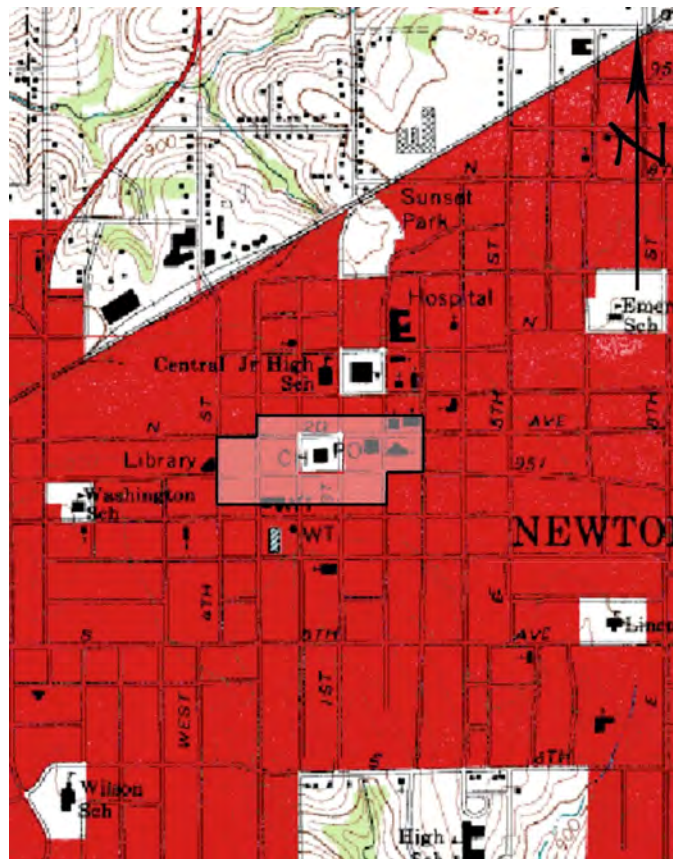
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Newton Daily News  
Name of Property  
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Jasper  
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City

### 11. Additional Documentation - Maps

#### USGS 7.5 MINUTE TOPOGRAPHIC MAP - NEWTON - 1965



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

The Newton Downtown Historic District, to which the Newton Daily News is considered a contributing resource, is indicated.

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**11. Additional Documentation – Maps**

**PARCEL MAP – 2011**



(MAP SOURCE: Jasper County Assessor)

The location of the resource is shaded and indicated by an arrow.



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**11. Additional Documentation, cont'd.**

**PHOTOGRAPHS**



(IMAGE SOURCE: Fred Chabot – 2010)

View of the resource at the corner of 1<sup>st</sup> Ave. E. and E. 2<sup>nd</sup> St. N. looking northeast across 1<sup>st</sup> Ave.

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**11. Additional Documentation, cont'd.**

**PHOTOGRAPHS**



(IMAGE SOURCE: Sue Smith – 2011)

View of the building addition occupied by the *Jasper County Advertiser* in 1985 and showing the Carl Homstad mural.

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**11. Additional Documentation, cont'd.**

**FIRE INSURANCE MAP - 1927**



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

The arrow marks the location of the building at 200 1st Ave. E.



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**11. Additional Documentation, cont'd.**

**HISTORIC IMAGES – 1921**



(IMAGE SOURCE: *The Newton Daily News*, December 27, 1994)

The newspaper staff and carriers are shown in a photograph by Tyler Studio when the Newton Daily News moved into its current location at 200 1<sup>st</sup> Ave. E. in 1921. James Rhodes, publisher of the paper, is standing at the center of the back row at the main entrance.

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## 9. Major Bibliographic References

A. B. Funk. *Fred L. Maytag: A Biography*. Cedar Rapids, IA: The Torch Press, 1936.

Larry Ray Hurto, comp. and ed. *A History of Newton, Iowa*. Dallas, TX: Curtis Media Corporation, 1992.

*The Iowa Press Association's Who's Who in Iowa*. Des Moines: Published by Iowa Press Association, 1940.

Newton Chamber of Commerce. *Statistical, Industrial, and Historical Survey of Newton and Jasper County, Iowa*. Newton, IA: Published by Chamber of Commerce, 1951.

Alan Schroder, comp. *A Bibliography of Iowa Newspapers, 1836-1976*. Iowa City, 1979; second printing, 1980.

Gen. James B. Weaver, ed. *Past and Present of Jasper County, Iowa*. 2 Volumes. Indianapolis, IN: B. F. Bowen & Company, 1912.

*Who Was Who in America with World Notables*. Volume IV, 1961-1968. Chicago: Marquis-Who's Who, Inc., 1968.

*Newton Daily Herald*, May 19, 1902.

*The Newton Daily News*, January 28, 1904; March 4, 1904; March 1, 1935; May 2, 1952; August 10, 1957; December 27, 1994.

*The Newton Herald*, May 16, 1902.

*The Newton Journal*, September 22, 1909.

*The Newton News*, May 20, 1903.

### Internet resources

Jasper County Assessor [www.iowaassessors.com](http://www.iowaassessors.com)

National Register of Historic Places [www.nps.gov](http://www.nps.gov)

Iowa State Historic Preservation Office

Database of Iowa resources [www.iowahistory.org](http://www.iowahistory.org)  
*Berry Bennett, Inventory & Information Management*

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## 9. Major Bibliographic References

### Topographic Maps

Source for USGS Topographic maps

[www.beacon.schneidercorp.com](http://www.beacon.schneidercorp.com)

Personal interview with former *Jasper County Advertiser* General Manager Hazel Giildenzopf. October 30, 2011.

Personal interview with *Newton Daily News* Staff Writer John Jennings. October 15, 2011.