

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

State Inventory No. 50-01624

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 J. C. Penney Department Store

other names/site number Gorrell Block; Emmel Building; Pappy's Antique Mall

2. Location

street & number 103 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) 20 Lot(s) 1 W 45'

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)

02E03 COMMERCE/TRADE/dry goods

11D01 HEALTH CARE/pharmacy

02F04 COMMERCE/TRADE/department store

Current Functions (Enter categories from instructions)

02E COMMERCE/specialty store

7. Description

Architectural Classification (Enter categories from instructions)

08 MODERN MOVEMENT

Materials (Enter categories from instructions)

foundation 04 STONE

walls (visible material) 17 OTHER

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 103 1st Ave. W.

Site Number 50-01624
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
1880 check if circa or estimated date
Other dates, including renovation
Late 1920s, 1947-48, 1981, 1992

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 Larry Ray Hurto, Commissioner
organization Newton Historic Preservation Commission
street & number 101 W. 4th St. S.
city or town Newton state IA
date 06-01-12
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: _____

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J. C. Penney Department Store	Jasper
Name of Property	County
103 1st Ave. W.	Newton
Address	City

5. Classification, cont'd.

The J. C. Penney Department Store is considered a building and is counted as a contributing resource to the Newton Historic District.

7. Description

Site Description

The J. C. Penney Department Store is located on the south side of 1st Ave. near the east end of the 100 block; its façade faces north. It is adjoined on the east by a two-story, commercial building (101) and on the west by a two-story, solid brick building (107). A public sidewalk runs flush to the building on the north, providing access to the primary entrance. There is also a secondary entrance on the public alley on the south side of the building. On-street parking also is located on the north side of the building.

Property Description

The J. C. Penney Department Store is a two-story, double-wide masonry structure on a stone foundation. The block building is rectangular in form, stretching 132 feet to the south from its 45-foot frontage on 1st Ave. Typical of commercial buildings, the roof is flat.

Prior to a mid-twentieth century modernization, this 1880 building was a double-wide, brick block (Gorrell Block) in the Commercial Italianate style; the block was numbered 103 and 105 (historic images pgs. 11-12). A major façade alteration was completed in 1922 (historic image pg. 14) at which time the resource was known as the Emmell Building.

The building's appearance today reflects a 1948 renovation in which the 1922 storefront was updated (the profile and recessed central entrance with large display windows have been retained) and the upper story was fully covered in enameled steel panels. The condition of the pre-1948 upper story façade is unknown, but may remain intact beneath the mid-century sheathing. Also part of the 1948 renovation was a second floor addition of 44 feet by 72 feet, completed at a cost of \$45,000.

A 45-foot wide and 8-foot deep steel and aluminum, fixed canopy extends from the building to provide cover from the elements and connects to similar canopies on the east and west. The present commercial use utilizes all of the former department store's space including the basement and upper two floors that include a mezzanine level.

Integrity Considerations

The J. C. Penney Department Store retains a good level of integrity as it relates to design, materials, and workmanship specific to the mid-twentieth century modernization, which is reflective of the city's general economic strength during that period and the resulting prosperity of the downtown commercial district. As it relates to location, association, and setting, the building retains a high level of integrity

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7. Description, cont'd.

and contributes to the integrity of feeling created by the generally intact commercial district found in Newton.

8. Statement of Significance

J. C. Penney Department Store 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 its impact on the economic success of the community of Newton.

Longtime businesses flourished in the Gorrell Block from the time it was built. Three successful dry goods establishments were in the east portion of the block even before J. C. Penney came in, while a succession of successful pharmacists dispensed prescriptions from the west part of the double-wide structure from 1880 to June 1, 1929.

W. C. Emmel said in 1926 that this store was the only department store in town where a family might be completely outfitted (one has to wonder what the Iowa Mercantile Company (the "Big Store") had to say about that). At that time it was one of 745 stores in the country, located in every state except Florida and Rhode Island. The J. C. Penney Co. store was touted as being "The Heart of Newton's Shopping Center" in 1952. "The Store That Thrift Built" was "Growing with This Community Since 1922," its 30th anniversary ad said. "A Penney Label on any Penney Merchandise tells you that you are getting full, 100 cents on every dollar" – then 22 brand names were listed "that have made us famous from coast to coast." The Newton department store's managers – Emmel, Rash, and most recently E. T. "Tye" Mentzer – became not only fixtures here but some of the city's leading citizens, well-liked by everyone.

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

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8. Statement of Significance, cont'd.

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 (including the J.C. Penney building) 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

The Gorrell Block, Nos. 103 and 105 on W. Main St. (1st Ave. W.) was constructed in 1880. In its early years, offices in the second floor of the building were occupied by Dr. Joseph R. Gorrell (1837-1916) and, in c.1910, his son, Arthur Ray Gorrell (1867-1911) who practiced law. An 1898 account about Dr. Gorrell states: "During his residence here he has erected several buildings which have been ornamental and a source of pride to the city, chief of which is the large two story brick business block, 50x100 feet in size, and which is known as the 'Gorrell Block.'" (Historic image pg. 12)

In 1899-1900, the dry goods firm of Winn & Carrier (Frank D. Winn and Milton A. Carrier), which was formed in 1895, was located in the east half of the Gorrell Block (103 W. Main). They employed five clerks. The firm was still listed at that location in 1903 with the lawyer, E. J. Salmon located in the second floor offices at that time. Robert Miller and Charles Westbrook (of Evans & Westbrook (q. v.) fame) then had a dry goods store in the east side of the Gorrell Block until 1911, when Westbrook sold out to Miller and the latter operated the Miller Dry Goods Co. on his own. In that year the building address was changed to 103 1st Ave. W.

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8. Statement of Significance, cont'd.

The west half of the Gorrell Block (105 W. Main) "is the oldest in town so far as the drug business is concerned, having been occupied by a drug store ever since the building was erected" (*The Daily Herald*, January 1, 1903). Those who were proprietors of drug stores in that location were Maj. George B. Hogin, Wagley & Scribner, O. N. Wagley, Wagley & Booth, Wagley & Smead, Wagley again, and finally, G. H. Nollen (see Nollen South Side Drug Store).

The J.C. Penney Department Store came to Newton in August of 1922. Wm. M. Rhoads, a longtime paint, wallpaper, and art dealer, who had discontinued his retail business in about 1920, rented the space he'd occupied at 109 1st Ave. W. to the company. J.C. Penney Company manager, W. C. Emmel, who became an important civic leader here, came to Newton from the Penney organization in Athena, Oregon. Under his management, the business prospered so much that it had to expand.

In the late 1920s, W.C. Emmel purchased the Gorrell Block. He spent more than \$22,000 remodeling the building, and moved from the Rhoads building into the new store on September 16, 1929 – with the formal dedication taking place on October 1, 1929 (historic image pg. 14). At that time, the Gorell Block became known as the Emmel Building.

Emmel managed the Newton store for ten years and was succeeded in 1932 by Cecil F. Rash. "It was during his tenure that the Penney store was remodelled [sic] into the modern, attractive and efficient store it is today," *The Newton Daily News* informed its readers in 1952. "On March 23, 1948, Penney's opened its new second floor addition which added more than 4,000 square feet of additional selling and display space. . . . The front was modernized as well as the interior where fixtures, lighting and decorations all were changed with the end result that Newton's J. C. Penney store is among the finest for its size." Rash served with the store until his death in May 1949.

Store manager Larry Goetz authorized the installation of a second exit for the upper level of the store in 1981. The store was closed around 1990 and the chain reverted to doing business in Newton as a catalog sales outlet at the Newton Mall (non-extant), 1501 1st Ave. E.

In the 1991-92 period, 103 was Family Time, an equipment rental business.

In 1992, local contractor Glen Bayles added two bathrooms to the structure for use as a bingo parlor. Danny Cupples was then the building owner.

Since August 1994 this has been the location of Pappy's Antique Mall.

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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 J.C. Penney building is a contributing resource, is indicated.

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11. Additional Documentation – Maps

PARCEL MAP - AERIAL VIEW - 2011



(MAP SOURCE: Jasper County Assessor)

The location of the building is marked with a downward arrow and shading.

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11. Additional documentation, cont'd

PHOTOGRAPHS



(IMAGE SOURCE: Sue Smith – June 30, 2011)

View of the building north side looking south across 1st Ave.

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PHOTOGRAPHS



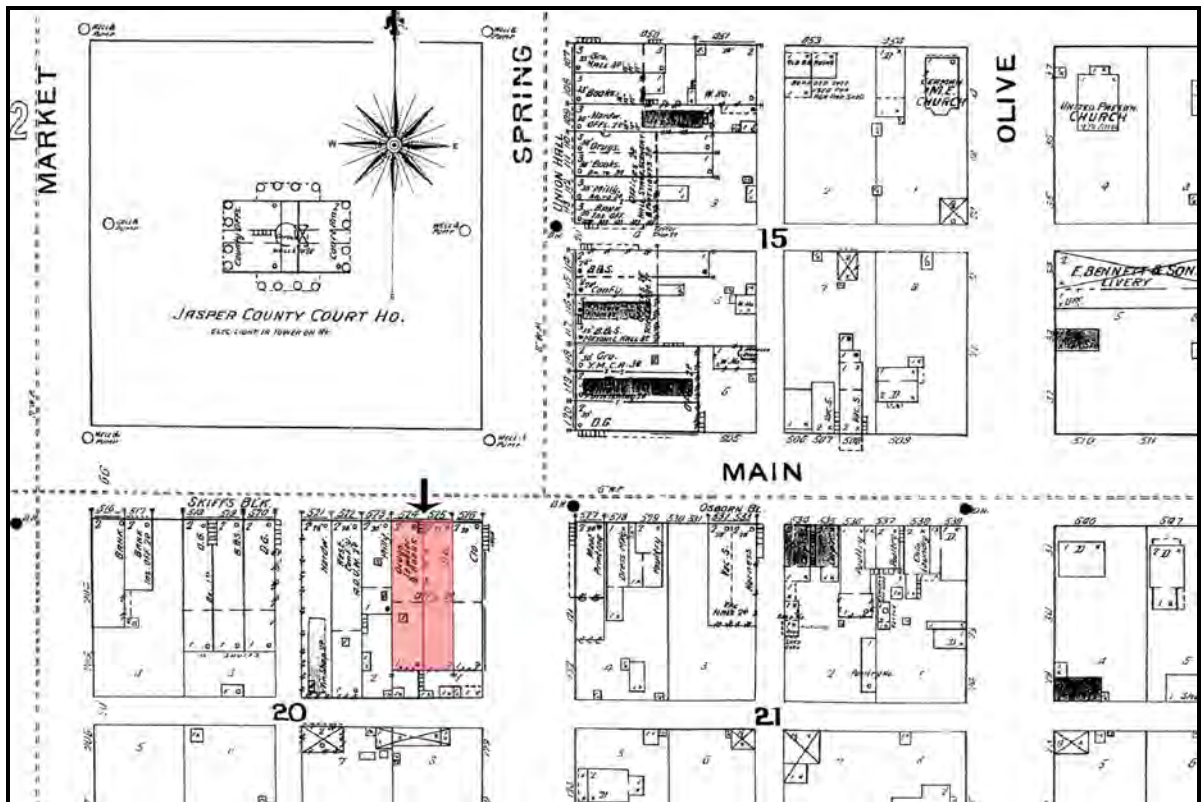
(IMAGE SOURCE: Sue Smith – June 30, 2011)

View of the building (second from left) and its city block looking southwest.

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FIRE INSURANCE MAP – 1894



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1894)

The location of the resource is indicated by the downward arrow.

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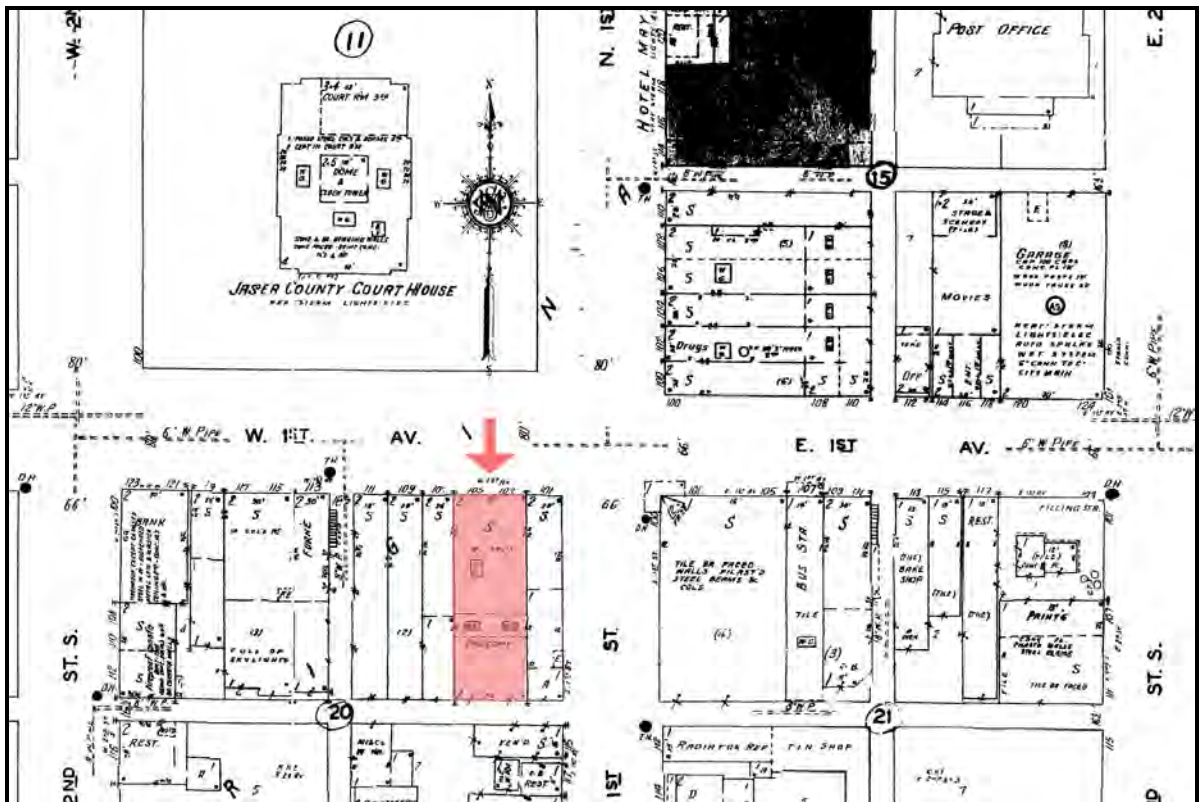
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FIRE INSURANCE MAP – 1949 Revision of 1927



(MAP SOURCE: Sanborn Company Fire Insurance Map, 1949 Revision of 1927)

The location of the resource is indicated by the arrow.

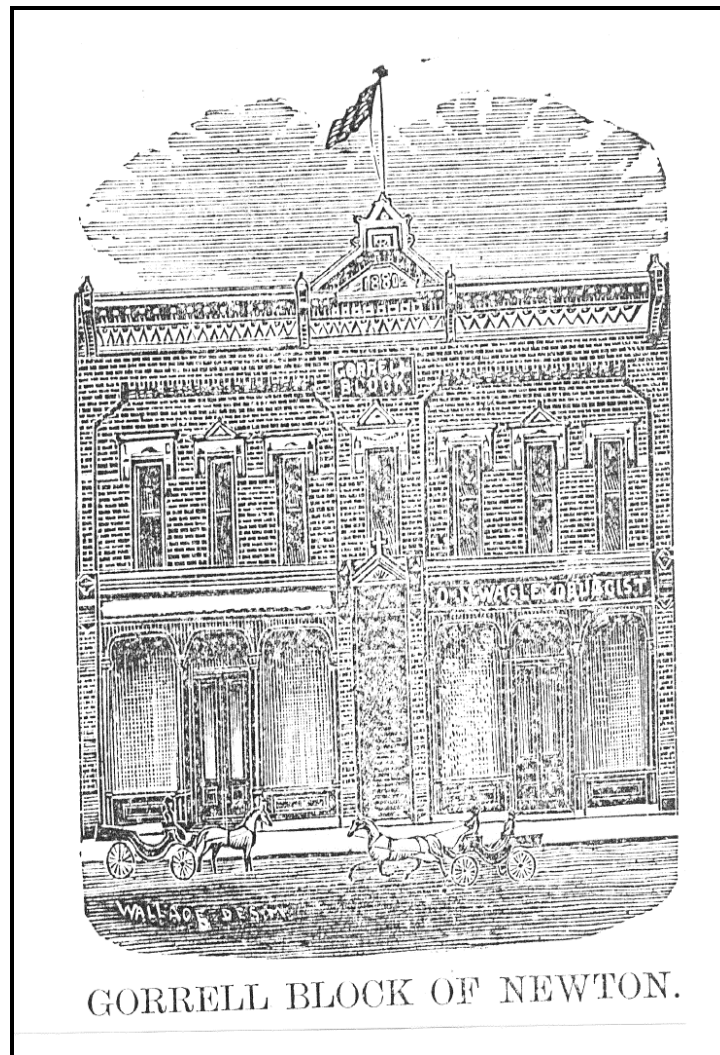
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11. Additional documentation, cont'd

HISTORIC IMAGES – 1898



(IMAGE SOURCE: *The Newton Journal*, March 16, 1898)

North façade of the Gorrell Block and O. N. Wagley, Druggist which preceded the J. C. Penney Department Store.

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11. Additional documentation, cont'd

HISTORIC IMAGES – ca. 1903



(IMAGE SOURCE: Jasper County Historical Society)

This photo, which dates to ca. 1903, shows the Winn & Carrier dry goods store at 103 W. Main (1st Ave. W.) with lawyer E. J. Salmon upstairs. Dr. Gorrell's office was over 105.

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HISTORIC IMAGES – ca. 1909



(IMAGE SOURCE: Larry Ray Hurto Collection)

This postcard photo of the south side of the square (looking west along 1 st Ave. W.) is postmarked June 24, 1909. The image shows the Miller & Westbrook dry goods store at 103 W. Main (1st Ave. W.) second from left.

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11. Additional documentation, cont'd

HISTORIC IMAGES – ca. 1933-39



(IMAGE SOURCE: Jasper County Historical Society)

The Emmel Building (J. C. Penney Department Store) was purchased by Penney's manager W. C. Emmel in the late 1920s. From that time, the property became referred to as the Emmel Building. The newly remodeled store was formally dedicated October 1, 1929.

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9. Major Bibliographic References

Mike Burggraaf. *2010 Update to the Antique Bottles of Iowa, 1846-1915*. Volumes Three & Four. Fairfield, IA: Frontline Printing & Design, 2010.

Directory Jasper County Telephone Company, Newton, Iowa 1925. Newton, IA: Press of the News Printing Co.

Directory Jasper County Telephone Company, Newton, Iowa 1926. Newton, IA: Press of the News Printing Co.

Directory Service Co's. Newton City and Jasper County, Iowa Directory 1935. Newton, IA: Directory Service Company, Publishers.

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

Keiter Directory Co's. Newton City and Jasper County, Iowa Directory 1929. Vol. I. Rochester, MN and Norfolk, NE: Keiter Directory Company, Publishers, 1929.

Miss Effie McLellan, comp. *Directory of the City of Newton 1903*. Newton, IA: Published by the Newton Journal.

1916 City Directory, Newton, Iowa. Newton, IA: Eyerly Printing Co., 1915.

1990 Newton, Iowa City Directory. Kansas City, MO: R. L. Polk & Co., Publishers.

R. L. Polk & Co., comp. *R. L. Polk & Co.'s 1910 Jasper County [Iowa] Directory*. Volume I. Des Moines and Detroit: R. L. Polk & Co., 1910.

Polk's Newton (Jasper County, Iowa) City Directory 1939. Omaha: R. L. Polk & Co., Publishers, 1939.

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

J. M. Young, comp. *Newton City Directory. 1899-1900*. Newton, IA: Journal Print, 1899.

The Daily Herald, Newton, IA, January 1, 1903.

The Newton Daily News, July 15, 1922; August 7, 1922; December 18, 1926; September 14, 1929; September 30, 1929; March 22, 1948; May 18, 1949; May 19, 1949; May 21, 1949; May 2, 1952; August 10, 1957.

The Newton Journal, March 25, 1885; March 16, 1898.

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9. Major Bibliographic References, cont'd.

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.beacon.schneidercorp.com