

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

State Inventory No. 50-01631

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 Wisgerhof Insurance Building

other names/site number _____

2. Location

street & number 201 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 Town

Block(s) 19

Lot(s) Part of 1

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)

02E08 COMMERCE/TRADE/Barber or beauty shop

02B03 COMMERCE/TRADE/law office

Current Functions (Enter categories from instructions)

02E08 COMMERCE/TRADE/Barber or beauty shop

02A COMMERCE/TRADE/Business

7. Description

Architectural Classification (Enter categories from instructions)

08 MODERN MOVEMENT

Materials (Enter categories from instructions)

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)

- 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 201 1st Ave. W.

Site Number 50-01631
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
1961 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 Kathy Jones, Commissioner/Alexa McDowell, Architectural Historian date 06/21/2012
 organization Newton Historic Preservation Commission telephone 641-792-2787
 street & number 101 W 4 ST S city or town Newton state lowa 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: _____

Iowa Site Inventory Form Continuation Sheet

Page 1

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	Newton
Address	City

7. Description

Site Description

The Wisgerhof Insurance building is located at the southwest corner of the Newton city square in the historic downtown of Newton, Iowa in Jasper County. The property is sited on a tight parcel of land in the southwest quadrant of the intersection of 1st Avenue W. and 2nd St. S. with its façade facing north. On-street parking is located on the north and east sides of the building and a public sidewalk provides access to the building's entrances on the north and the east.

Property Description

The Wisgerhof Insurance building is a one-story building faced in yellow brick. Common to this mid-twentieth century construction period in which architecture drew on Modern principals, the exterior utilizes simple, geometric forms that are emphasized in their application. For example, the brick facing is elongated and laid in a stack bond and the flat roof is emphasized by the deep overhang. When constructed, the numerous display windows were expansive, creating a sense of honesty of structure and a feeling of connection between the interior and the exterior. Today the window openings have been reduced, yet remain large. Like its predecessor, the Pangborn Building, the Wisgerhof Insurance has a clipped corner, with its entrance located within it.

The building's form and fenestration are consistent on the east elevation.

A narrow, two-story section at the rear of the building houses a staircase for the building to the south (105-107-109-111 W. 2nd St. S.).

Integrity Considerations

The Wisgerhof Insurance building retains a good level of historic integrity related to design, workmanship, and materials. The retention of the form (complete with the flat roof), deep overhang, brick facing and historic window openings are particularly important as these elements tie it to its mid-twentieth century construction period. The diminishment of the window size is unfortunate, but somewhat countered by the retention of a single span of glass.

The retention of original site within the Newton commercial area and across the street from the County Courthouse square results in a high level of integrity as it relates to location, association and setting.

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 the business district and the impact of the business district on the overall economic success of the community of Newton.

Page 2

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	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, such as the Wisgerhof Insurance 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.

Iowa Site Inventory Form Continuation Sheet

Page 3

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	Newton
Address	City

8. Statement of Significance, cont'd.

Property History

The Wisgerhof Insurance building was constructed in 1961 on a lot formerly occupied by the Pangborn Building. The Pangborn was a large, two-story brick Victorian era building that housed a number businesses throughout its 60+ year history; they included Mrs. Mary R. Harding, physician, the Bair Hat Shop which was located there in the late 1920s as well as the offices of M.J. Carey, lawyer and J.H. Gribbeu, abstractor. In 1929, a woman's clothing apparel business, Smart Shop, moved into the Pangborn building and remained there until 1957.

A fire in January of 1961 destroyed all of the Pangorn Building except a small rear (south) addition that had been constructed to house staircase access to the building at 109-111 2nd Street South. For a time, the Pangborn Building, the staircase addition and the building at 109-111 2nd Street South functioned as a unit. That relationship changed with the 1961 loss of the Pangborn Building

Wisgerhof Insurance began operation in the Pangborn Building in 1959 and was the first to locate in the new, modern, one-story building constructed on the site following the fire. The agency occupied the property until 1980.

For a brief period, H&R Block was located here during the early 1970s. Beginning in the 1980s a series of different business and law offices conducted business from this site. Some of them are Iowa Farm and Home Real Estate Company, Edward Jones & Company, Johnson & Cleverly Law Office, Principal Financial Group, Steve Johnson Law Office.

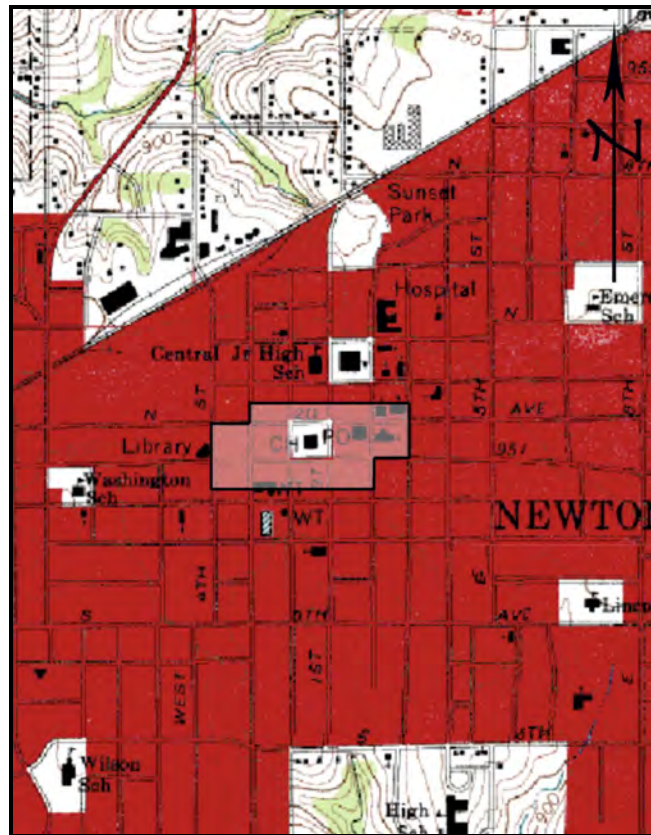
The rear of the building (with addresses of 101 & 103 W. 2nd St. S.), has housed several barber and beauty shops: Johnston Barber, Sanitary Barber and Beauty Shop, and the Jasper County Barber and Beauty Shop. Jack Grosvenor found a temporary location for the Jasper County Barber and Beauty Shop during the 1961 construction then moved back into the new building. Razor's Edge is the current barbershop.

Page 4

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	Newton
Address	City

11. Additional Documentation – Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP – NEWTON QUAD (1965)



(MAP SOURCE: <http://www.trails.com>. Accessed 06/21/2012.)

The location of the Newton Downtown Historic District, within which the resource is site, is indicated.

Page 5

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	Newton
Address	City

11. Additional Documentation – Maps

ASSESSORS PARCEL MAP - 2011



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

The location of the resource is indicated.

Page 6

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	Newton
Address	City

11. Additional Documentation, cont'd.

PHOTOGRAPHS



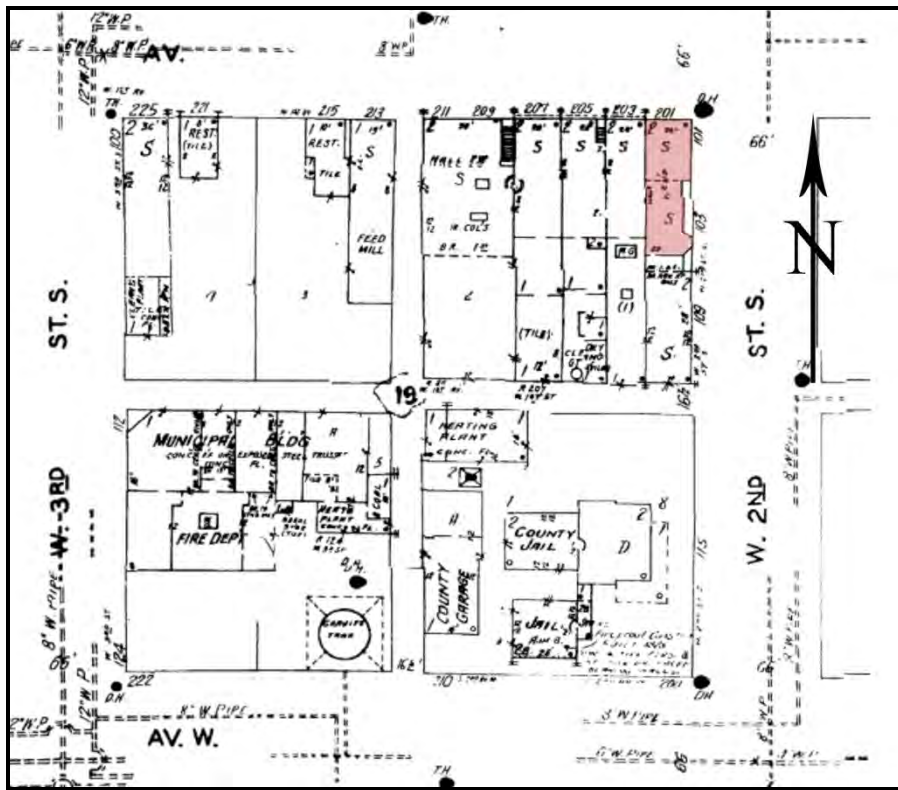
View of the resource, looking southwest across the intersection of 1st Ave. W. and W. 2nd St. S. The narrow two-story section at the south end of this building houses the stairway to the second floor of the brown brick building at 109-111 W. 2nd Street S.

Page 7

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	Newton
Address	City

11. Additional Documentation cont'd.

SANBORN FIRE INSURANCE MAP – 1949 Revision of the 1927 Map



(SOURCE: <http://www.cbpl.lib.ia.us>. Accessed 12/26/2011)

As the 1949 revision of the 1927 fire insurance map indicates, the site upon which the Wisgerhof Insurance building now stands remained occupied by the ca.1895 Pangborn Building at that time. The Pangborn was razed in 1961, at which time the present building was constructed.

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

Site Number **50-01631**
Related District Number **50-01703**

Page 8

Wisgerhof Insurance Building

Jasper

Name of Property

County

201 1st Ave. W.

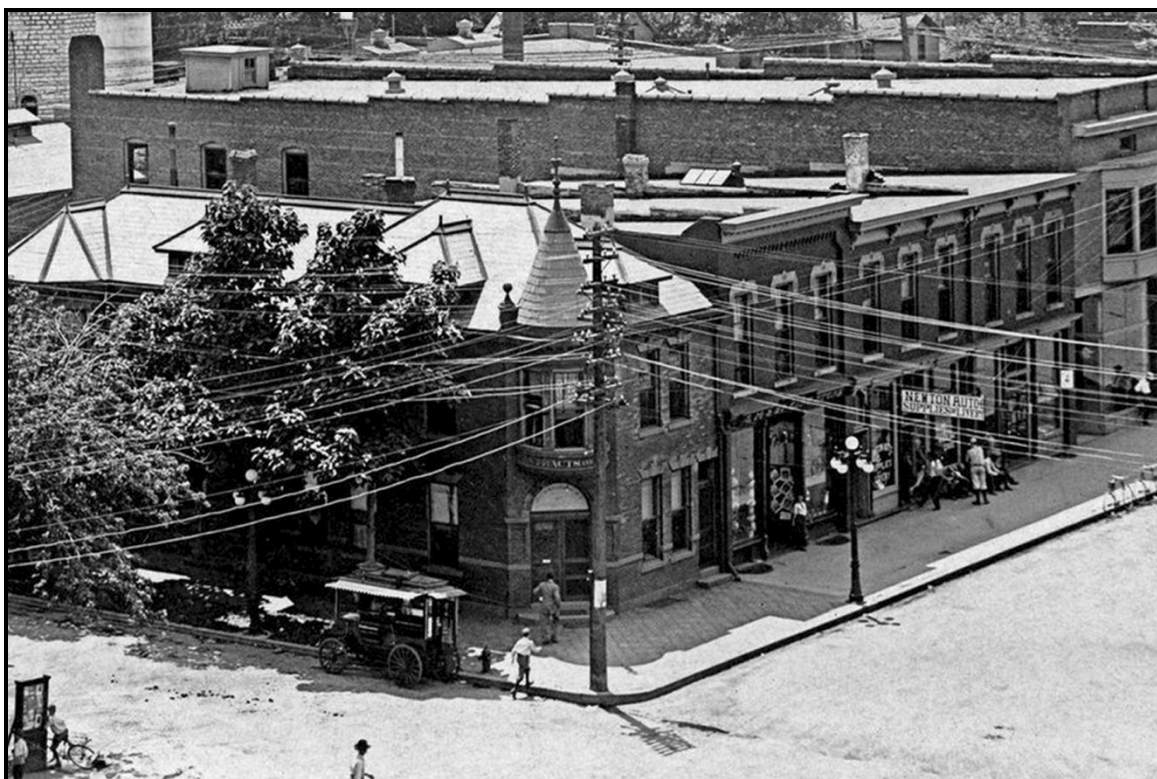
Newton

Address

City

11. Additional Documentation cont'd.

HISTORIC IMAGE – 1930



(SOURCE: *Jasper County Historical Museum*)

This image documents the southwest corner of the square from the courthouse and looking west at the south side of the 200 block of 1st Avenue West. The Pangborn Building is easily identified by its corner turret and complex roof line.

Page 9

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	Newton
Address	City

11. Additional Documentation cont'd.

HISTORIC IMAGE – 1961



(SOURCE: *Newton Daily News*, 01/05/1961)

The ca.1895 Pangborn Building was demolished in January of 1961.
Construction on the present building began shortly thereafter.

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

Site Number **50-01631**
Related District Number **50-01703**

Page 10

Wisgerhof Insurance Building	Jasper
Name of Property	County
201 1st Ave. W.	Newton
Address	City

9. Reference Resources

Assessor's Record. <http://www.beacon.schneidercorp.com>.

Jasper County Genealogical Society.

Newton Public Library.

Sanborn Fire Insurance Maps. <http://www.cbpl.lib.ia.us>.

State Historic Preservation Office of Iowa.

Resource database. Berry Bennett, Resource Coordinator.

Newton Daily News, August 10, 1957, *Close Smart Shop After 30 Years*