

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

State Inventory No. 50-01653

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 Power Rexall Drug Store

other names/site number Lyric Theater, The Medicine Shoppe

2. Location

street & number 111 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 _____ Block(s) 16 Lot(s) D

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		If Eligible Property, enter number of:	
Enter number of:		Contributing	Noncontributing
—	buildings	<u>1</u>	—
—	sites	—	—
—	structures	—	—
—	objects	—	—
—	Total	<u>1</u>	—

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)

11D01 HEALTH CARE/Medical Business/Pharmacy

04 GOVERNMENT (storage)

08A02 RECREATION & CULTURE/Movie Theater

08D RECREATION & CULTURE/Music facility

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

09F Commercial

foundation 16 CLAY TILE

09D01 Roof form/flat

walls (visible material) 03 BRICK

08 MODERN MOVEMENT

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 111 W. 2nd St. N.

Site Number 50-01653
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
1875 check if circa or estimated date
Other dates, including renovation
1883-94, 1964

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 Rita Reinheimer & Mary Jo Niskin date 02/22/2012
 organization Newton Historic Preservation Commission telephone 641-792-2787
 street & number 101 W 4th St S state Iowa zip code 50208
 city or town Newton

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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Power Rexall Drug Store	Jasper
Name of Property	County
111 W. 2nd St. N.	Newton
Address	City

5. Classification, cont'd

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

7. Description

Site Description

The building is located on the west side of W. 2nd St. N., immediately south of a public alley which runs through the center of the block. Its façade faces east. It is adjoined on the south by a two-story brick commercial building with which it creates a visual unit. A public sidewalk runs flush to the building on the east, providing access to the primary entrance.

Property Description

The Power Rexall Building is a two-story, beige brick structure with a one-story cinder block addition and fired clay block garage in the rear, both dating to pre-1949. The original store sits on a fired clay block foundation, while the addition has a brick foundation. The building is rectangular in form, stretching 124 feet to the west from its 22 foot frontage on W. 2nd St. N. Typical of commercial buildings, its roof is flat.

Although it has historically functioned autonomously, the building is the north one-third of a visually connected unit. Each of the three sections is differentiated from the others by their upper story fenestration. Historically, three Italianate-style windows graced the upper story of this building; the center window was covered over when the upper story was refaced in the early to mid-1960s. Now two symmetrically placed, double hung windows remain. Above these windows a turned-brick rectangle provides space for potential signage.

The ground floor façade retains its historical look which was established prior to, or during, 1964. Symmetrical floor-to-ceiling display windows on the storefront adjoin a centrally placed metal surround door topped by a metal transom. The windows, which originally were flush with the sidewalk, are now recessed three feet, even with the entry, and are protected by a non-historic fixed awning of vibrant blue canvas. Rusticated stone columns frame the recessed storefront. A third column at the south end of the building designates the recessed entrance to the upper story.

The north façade, clad in painted concrete, abuts the alley. On the first floor a prescription pick-up window remains, but has been rendered inoperable. The upper level is punctuated by seven recessed windows, one of which appears to be the original cambered glass. There is visual evidence that two doors on the upper story have been removed and replaced with windows, and fire escapes have been removed.

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7. Description, cont'd.

Integrity Considerations

The Power Rexall Drug Store building retains a generally high degree of integrity related to façade alterations made during the modernization movement that occurred in the downtown district between the 1950s-1964. Because the alteration of this building's upper façade occurred approximately 50 years ago and because it reflects a significant period in the history of the community, 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 also retains a high level of integrity and 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 the business district and its impact on the economic success of the community of Newton.

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 like the Clarkson Building) 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.

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8. Statement of Significance, cont'd.

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.

Property History

The historic Power Rexall Drug Store building was constructed in 1875 for Caleb Lamb, one of Newton's early citizens. The earliest business found to exist in the building was that of Miss Z. Townsend, milliner, who occupied a room on second floor. Several professionals, including lawyers and barbers and the Eyerly Printing Company, also had offices on second floor prior to 1929.

The longest second floor tenant was the Beard School of Music and Fine Arts, which operated in the building from the 1920s until the early 1950s. Under the direction of L. Gertrude Beard, students received instruction in voice, piano, organ, violin, cello, and/or dramatics, which earned them credits toward their high school graduation. An article written by a W.P.A. worker in 1936 stated that the school had up to 160 students per year taught by a staff of five teachers, all graduates of music conservatories.

Since the mid-1950s, the second floor has been divided into apartments.

Perhaps the most popular tenant in the ground floor storefront was the Lyric Theater. The Lyric was the second permanent movie theater to open in Newton, and it had the greatest longevity of the three early theaters in town. Following its debut in 1909, on the east side of the square, the Lyric moved into this location in September of 1910 and remained here until it closed in 1923.

For the rest of the years between at least 1899-1999, the ground floor storefront has housed drug stores. The first documented drug store in this building, in 1899, was owned by Burr Westbrook and Edward Geise. The Westbrook and Company Drug Store remained here until 1910. After the Lyric Theater closed, in 1924 the storefront once again became a drug store, this time known as the Power Rexall Drug Store. The name "Power Rexall" was associated with this building for the next seventy-five years. From 1924-1955, the store was owned and managed by W. C. Power, whose son, John X.

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8. Statement of Significance, cont'd.

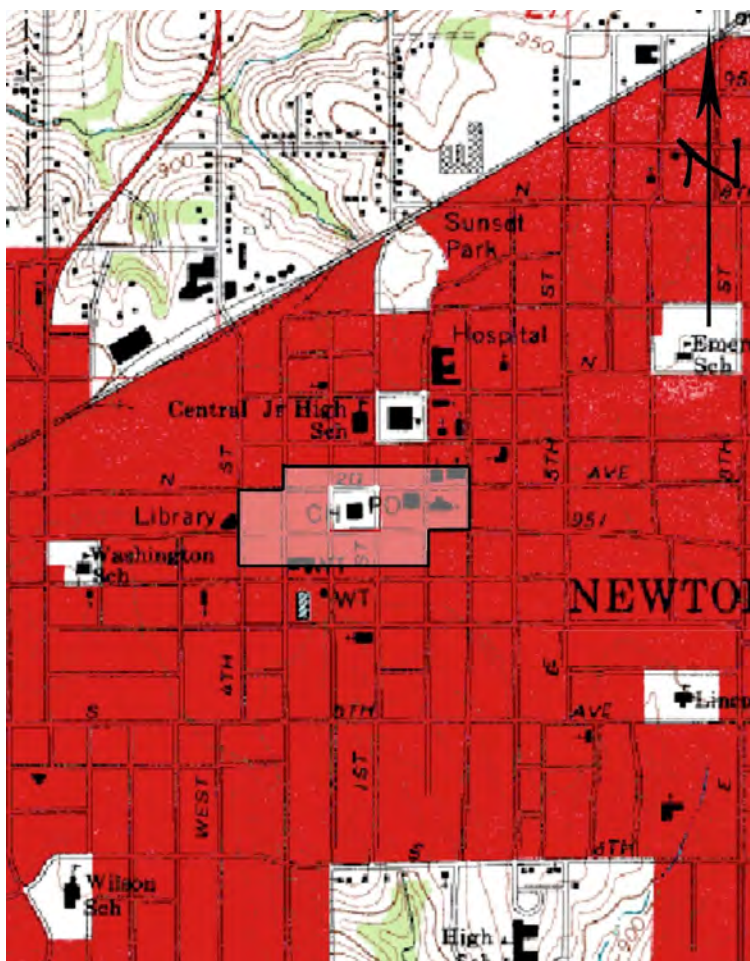
Power, then succeeded him in the business. Upon John X. Power's retirement the business was sold to his associate in the store. The business remained in this same location and continued to operate under the name Power Rexall Drug Store until 1999. At that time Larry and Diana Ambrosen brought their Medicine Shoppe to the building, remaining here until about 2007. Since that time several businesses have briefly occupied the storefront. It currently is rented to the Jasper County Board of Supervisors, who are storing office equipment in the building while the Courthouse basement undergoes repairs.

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11. Additional Documentation - Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP – NEWTON – 1965



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

The Newton Downtown Historic District, to which the historic Power Rexall Drug Store is considered a contributing resource, is indicated.

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11. Additional Documentation - Maps

PARCEL MAP – AERIAL VIEW - 2011



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

The location of the resource is marked with an arrow.

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



(First two images by Sue Smith – July 1, 2011)

This photo looks northwest from the intersection of First Avenue West and West 2nd Street North. The Power Rexall building, with its bright blue awning, is indicated by an arrow.

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



The Power Rexall Drug Store building as viewed when looking west across W. 2nd St. N. The building is currently being used for storage and is for sale.

Iowa Department of Cultural Affairs
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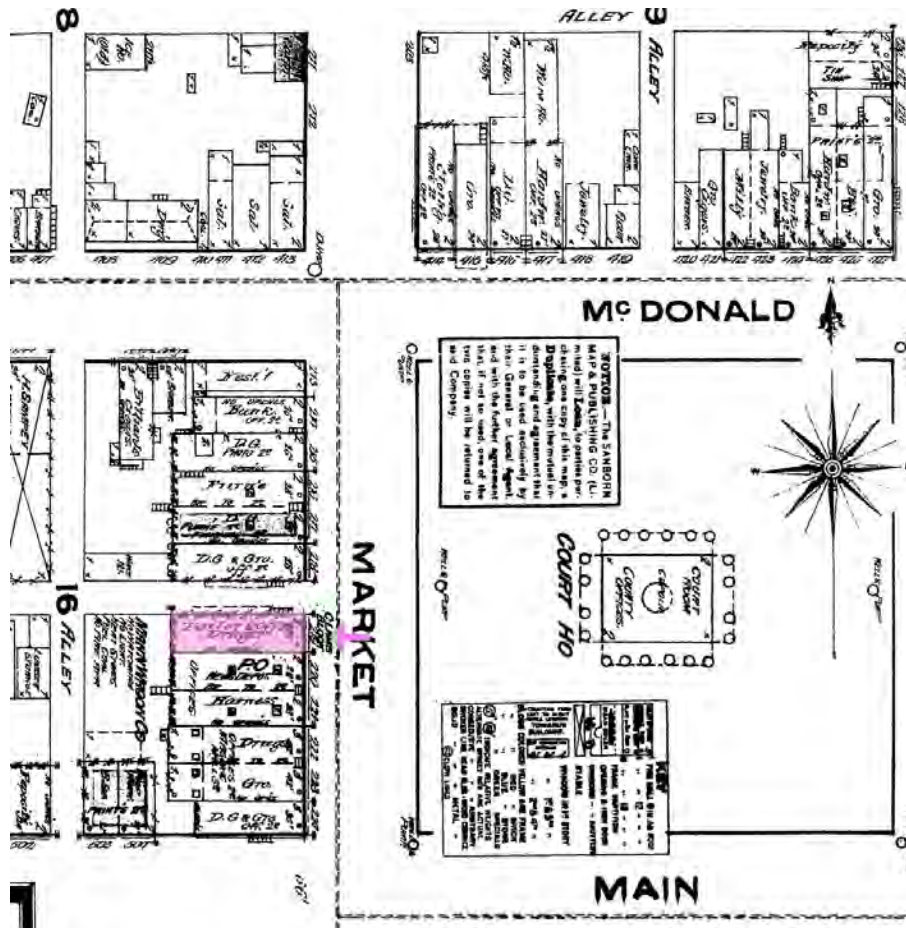
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FIRE INSURANCE MAP – 1883



(SOURCE: Sanborn Company Fire Insurance Map, 1883)

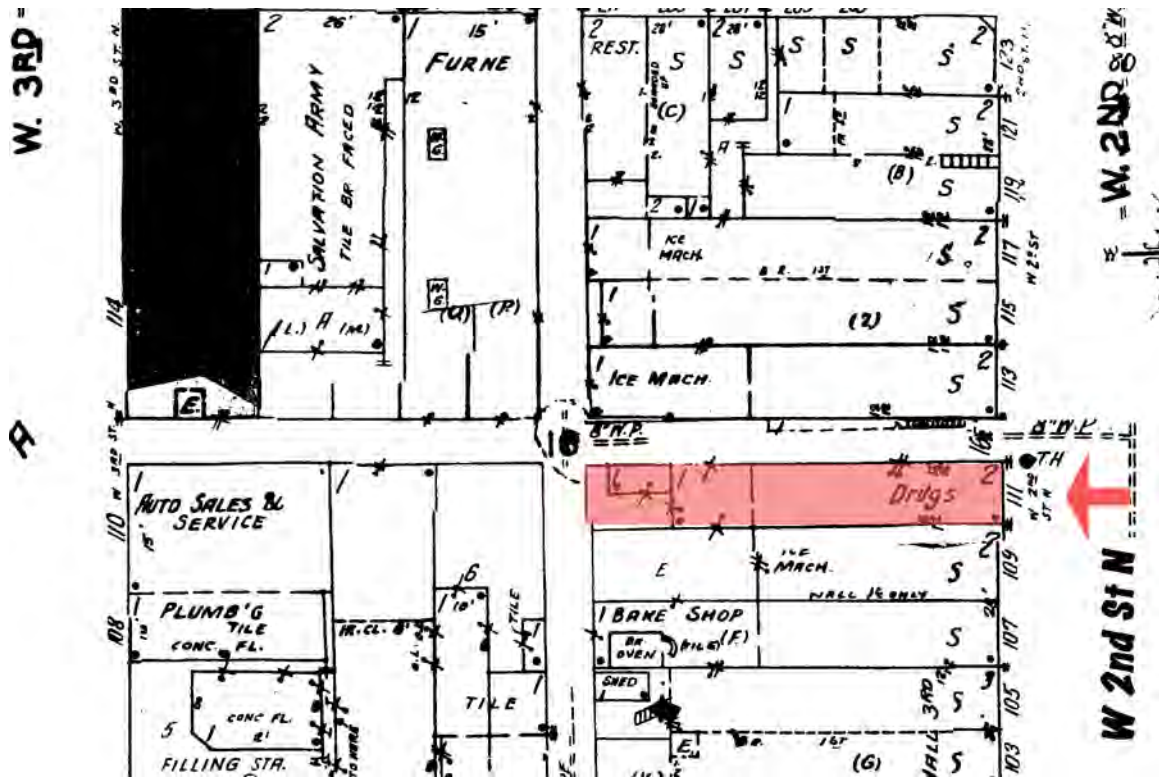
This map shows the Power Rexall Drug Store, as it appeared on the first Sanborn Fire Map for Newton. When Newton renamed its city streets in 1911, this section of Market Street became the 100 block of W. 2nd St. N.

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11. Additional Documentation, cont'd.

FIRE INSURANCE MAP – 1949 Revision of 1927



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

This map shows the final addition onto the main building, a single-car garage, at the west end of the lot.

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11. Additional Documentation, cont'd.

HISTORIC IMAGES – ca. 1911-1916



(SOURCE: Rita Reinheimer collection)

This postcard photo, postmarked in 1916, looks north along W. 2nd St. N. An arrow marks the resource which, at the time of the photo, was home to the Lyric Theater (in this location from 1910-1923). Compared with its neighbors to the south, the color of the building and the rounded pediment above the roofline, underscore that this was a separate building, even though it was built at the same time as the others in the block. The Power Rexall building's pediment was removed at some time prior to 1963; the building's ground floor façade was altered in 1964. The upper story appears have been refaced at the same time or perhaps a year earlier.

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11. Additional Documentation, cont'd.

HISTORIC IMAGES – ca. 1933



(SOURCE: Jasper County Historical Museum)

View of the resource (indicated by an arrow) looking west across W. 2nd St. N. This photo shows the original detailing on two sides of the building.

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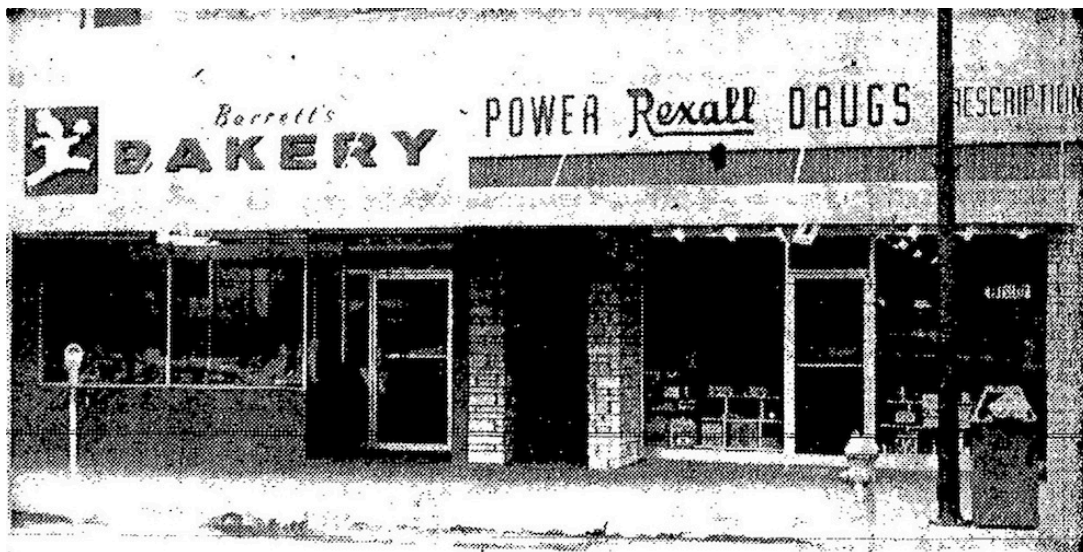
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11. Additional Documentation, cont'd.

HISTORIC IMAGES – 1964



(SOURCE: Newton Daily News, January 29, 1965, p. B-1)

This photo is from the "Progress Edition" of the Newton Daily News, which featured photographs of new construction and buildings that had received significant remodeling during 1964. By this time, the

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9. Bibliographic References

Good Program for Opening Night at Lyric. In Newton Daily News, Sept. 29, 1910.

Hurto, Larry Ray. A History of Newton, Iowa. Wolfe City, TX: Henington Publishing Co. (1992).

John X. Power obituary. In Newton Daily News, August 7, 1963.

Keiter Directory Co.'s Newton City and Jasper County, IA Directory, 1929. Norfolk, NE: Keiter Directory Co., 1929.

Newton City and Jasper County Iowa Directory, 1935. Newton, IA: Directory Service Company, 1935.

Personal interviews with Susan & Ron Grigsby, current building owners. (Feb. 13, 2012).

Polk, R. L. & Co. Newton (Jasper Co., IA) City Directory. Kansas City, MO: R. L. Polk & Co., 1939, 1951, 1956, 1959, 1964, 1969, 1974, 1979, 1984, 1988, 1992, 1995, 1999, 2003/04, 2007/08 editions.

The History of Jasper County, Iowa. Chicago: Western Historical Co. 1878. page 471.

W.C. Power is Observing His 50th Year as a Pharmacist. In Newton Daily News, May 2, 1952.

Young, J. M. (compiler & publisher). Newton City Directory, 1899-1900. Newton, IA: Journal Print (1899)