NPS Form 10-900 (Oct. 1990)

United States Department of the Interior National Park Service

National Register of Historic Places **Registration Form**

DEC 2 0 2010 OMB No. 10024-0018 RECEIVED 2280 DEC 2 3 2010 NAT. REGISTER OF HISTORIC PLACES NATIONAL PARK SERVICE

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Adair County Democrat/Adair County Free Press Building

other names/site number

State/Federal Agency Certification As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this [x] request for determination of eligibility meets the documentation standards for registering properties in the National Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the places not meet the National Register criteria. I recommend that this property be considered significant [] nationally [] statewide [x] locally. ([] see continuation sheet for additional comments). Barbara Meets the Jocally. ([] see continuation sheet for additional comments).	zip code <u>50849</u> at this [x] nomination [_] National Register of Historic on, the property [x] meets [_]
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Signature of certifying official/Title Date	
STATE HISTORICAL SOCIETY OF IOWA	
State or Federal agency and bureau	

State or Federal agency and bureau

4. National Park Service Certification I hereby certify that the property is: entered in the National Register. Date of Action of the Keeper See continuation sheet. [] determined eligible for the National Register. See continuation sheet. [] determined not eligible for the National Register. [] removed from the National Register. [] other, (explain:)

Adair County Democrat/Adair County Free Press Building Name of Property

5. Classification Ownership of Property Category of Property National (Check as many boxes as apply) (Check as many boxes as apply) (Check only one box) (Deck (Check only one box)) [X] private [X] building(s) [] public-local [] district [] public-State [] site [] public-Federal [] structure [] object	not include p	reviously listed res Noncontributi 0	ingbuildings sites structures objects
the state of the second state of the	1	0	Total
Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)			of contributing resources previously listed tional Register
N/A	-	<u>N/A</u>	
6. Function or Use Historic Functions (Enter categories from instructions) Industry/Processing/Extraction/Communications Facility Domestic/single dwelling		(Enter categ	functions ories from instructions) ction/Communications Facility
	_		
	-		
7. Description Architectural Classification (Enter categories from instructions)		Materials (Enter categ	ories from instructions)
Late 19th & Early 20th Century American Movements		foundation	Brick
		walls	Brick Terra Cotta Stucco
		roof other	Asphalt

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa

7. Narrative Description:

This is a two-story brick commercial building that fronts north onto East Iowa Street, in Greenfield, Adair County, Iowa. East Iowa Street runs east of the courthouse square. The E. E. Warren Opera House (NRHP, July 24, 1979) fronts west and is to the west of this building, opposite a narrow alleyway. The Greenfield Hotel, which also fronts north, is east of this building and shares some of its east party wall. The three buildings collectively represent comprises a key focal commercial cluster that range east from the square proper to the east. Immediately west is the contiguous commercial district and the E. E. Warren Opera House is across a narrow alley to the west. The city square employs the 'Lancaster Square' that was first used in Lancaster, Pennsylvania. Using this plat form the side streets are centered on the courthouse and radiate out from it in the four cardinal directions. Most town square based plats have four full blocks of commercial buildings that surround a central square. In this arrangement the full blocks become half blocks that are paired in each corner on either side of an alleyway, while principal streets lead away from the centerpoint of each side of the square and separate the half blocks (see Figure 1). The commercial building arrangement follows this street pattern. Architecturally this is a smaller square because fewer commercial buildings are needed to fill up the eight half blocks (in liew of four complete block fronts). With less space to front on the square, opportunity and growth pressures force some buildings to locate either on the radiating principal streets or the alleys. In Greenfield this has principally occurred along the east side of the square and primarily along East Iowa Street, where this building is located.

The building style is Commercial, although the thick semi-circular door and window arches employed in the façade are Romanesque in their feel. The building is quite simple in its design and attention focuses upon its façade. The façade consists of one and a half structural bays, the half bay comprising the entryway and internal staircase along the west part of the plan. Brick pilasters on the outside edges and between these two façade areas define these bays. The pilasters begin at a projecting stone sill and continue to the top of the parapet front. The parapet base is corbelled out to set flush with the flanking pilasters. Rectangular recessed panels infill the parapet front. There is no coping material and the brickwork alone forms the façade. A double side entry, with a single window opening above it, are located in the west half-bay. A broad display storefront window and a second floor triple window set infill the full bay to the east. The smaller openings are round-arched, while the main opening uses a parabolic arch form. These arches are executed using a dark purple brick that contrasts with the reddish-colored brick that is otherwise used on the façade. The building's structural system consists of a perimeter brick/terra cotta loadbearing wall with an internal clearspan on both floors. There are no internal columns and there is no internal load-bearing partition walls and floor and ceiling joists are anchored in the sidewalls.

The sidewalls are stuccoed, but originally were brick of a lighter shade of color. This stuccoing occurred as early as the 1940s-50s. More darkly burned rowlock brick courses on the sidewalls provided an ornamental horizontal banding effect. The west sidewall is almost fully fenestrated (see historical photographs), apart from the lower north end where the stairway is located. The original one-over-one double-hung sash windows survive in all seven east window openings. The four ground level and three second story openings are not vertically aligned. These windows have round-arches. At some point, perhaps when that exterior wall was stuccoed, wire glass industiral metal windows were applied in front of the original windows to serve as storm windows. The fit was a poor one, the added metal windows being salvaged and not sized to the openings. The windows have various sized lower level casement panels. The south or rear wall of the building is stuccoed inside the porch area, while the west sidewall is parged. The probable date for both the stucco/parging and the steel stome window placement is ca. 1941.

The building sidewalls step down toward the back of the two-story portion of the plan and the flat roof is slightly angled to the south, at which point the roof is drained. The parapet coping is of tile. The sidewalls of the two rear additions remain exposed polycromatic tile.

The back of the front two-story section has a full width second-story rear porch, that is supported by the roof of the 1941 rear addition. Sanborn fire insurance maps indicate that the porch was original to the plan, being full-height prior to the construction of the addition. It has not been determined whether the porch was retained in place during the building of the addition, or whether it was replaced with the current porch at that time.

The twin rear tile additions date to 1941 and 1953. Both additions measure 24 feet by 36 feet. The construction specifications for the 1941 addition specified that the double doors that were located at the rear of the original two-story building were to be relocated to the south end of the extension. The addition measured 28 feet 8 inches in width and 36 feet in length. The foundation had a 16-inch thick gravel base, with concrete walls that were three feet in height and the walls were extended six inches above grade. The reinforced concrete floor was

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just four inches thick despite the intended use of heavy printing equipment therein. The slab rested on the same thickness of crushed rock however. The addition has a ten-feet high ceiling and the roof was insulted with a half inch thickness of Balsam wood, placed beneath the same thickness of Nu-wood sheathing. Two four feet by six feet windows were placed in each of the sidewalls. The windows have a central operable hopper. A wood stairway, built as a part of the 1941 work, occupies the northeast corner of the addition plan. An exit door is located at the base of this stairway. Ottumwa tile brick was used in the perimeter walls. The second addition added a garage to the back of the plan (Construction contract dated March 5, 1941; Council Bluffs *Nonpareil*, July 8, 1953).

Internal Description:

The basement is open in plan and was used historically for storage. The basement is reached by means of the building stairway that occupies the northwest front corner of the plan. A zinc plating room survives in the basement (northeast corner) and it was this innovation that allowed the business to produce its own etched printing plates, saving the time required to ship them from distant vendors. The basement does not appear to have been ever used for printing purposes, but only for storage. This assumption is based upon the facts that there is no heavy equipment presently in the basement and there is no means of egress for placing such equipment therein. One mystery is the presence of a very large stuccoed "pyramid" in the southeast corner of the basement. It is presumably a chimney base but it is very much out of scale for such a purpose.

The rear portion of the original building and then the 1941 addition on the ground floor were used for printing and typesetting. All of the current or recently used heavy equipment, including paper cutter, an antique bill printing press, other presses and folding machines and generations of lead and wood type, remained in place until 2010, when the building was sold for redevelopment.

The current ground level floor plan in the original two-story building includes the front office area and a large open work area to the south. The stairway is in the northwest corner and there are two temporary storage rooms and a bathroom. A partial stud wall, dating c.1970-80 divides the two office areas (this postdates the wall visible c.1950s in Figures 17-18). The original building has a 12-feet high ceiling and a pressed metal ornamental ceiling covering. A dropped ceiling currently obscures this ceiling and large ventilation tubes run across the resulting attic space and exhaust through alleyway suspened air conditioning units. A mezzanine storage area predated the dropped ceiling and its elevation matches that of the ceiling. A pull-down ladder accesses this level.

Twin large hinged doors originally were located at the back of the original building and were centered on the plan. When the 1941 addition was built, the doors were at least briefly used at the south end of the new addition. The door frames remain but they were re-trimmed with interior woodwork.

The second story apartment is original to the 1903 construction and retains all of its varnished pine trimwork and original doors, save for two sets of hinged French doors, which have been lost. These door sets closed off the north living room and the west entry hall from the central dining room area. A curious fact is that none of the other closet, stairway and bedroom doors are the same height and most are too short to comply with present-day building codes. The floorplan consists of a front living room and bedroom, set to the west above the stairway, a central parlor/dining room, and a rear kitchen/pantry area. A walkout porch is at the south end of this level. The eastern one-third of the porch is enclosed with vertical planks and a single aluminum framed stormwindow. The wood stair descends from this porch.

Alterations to the building since construction:

The two early printing photos, Figures 9-10, depict the original rear door and window pattern. The industrial metal windows are replacements of wood windows (on the west sidewall). The pressed metal ceiling was also not present as of c.1920. It was likely added for fire protection purposes soon after this date.

The building gained its rear additions in two phases, in 1941 and in 1953. The first addition included the construction of the rear stairway that links the ground level and the second floor apartment rear porch (on the east side). There was also an east exit at the point where the new stairway linked with the ground level. The addition of the stairway necessitated an enclosure on the second story level and this was fabricated using bead board. Planks set vertically boxed in most of the perimeter and a single aluminum window provided some interior light.

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The east sidewall of the porch enclosure, being the exterior brickwork of the hotel building to the east (1920), was stuccoed just as was the westThe 1953 garage addition extended the building to the south alleyway and an overhead garage door provided egress from the west.

The façade windows in the building have been replaced but the transoms might remain, being simply covered over. The addition of drop ceilings necessitated the paneling over of the transom areas on the façade. Original windows remain on the west sidewall. A single sealed squarish window opening on the north sidewall indicates where the construction of the hotel to the east in 1920 necessitated its closure. It is now a framed bookshelf. The French door sets (two) in the apartment were removed and are not to be found.

The original entryway (see Figure 3) was recessed and there were separate entrances to the upstairs and the storefront, the latter being angled. The present entry has been moved out to the front wall plane of the façade.

The front storefront windows were replaced but apparently not rehung. They were removed and "new plate glass retaining strips" were installed before the glass was reinstalled (Adair County Free Press, June 29, 1933).

The 1953 addition does not detract from the building and was built during its period of significance. The stuccoed sidewalls might date to that same era of improvements. The stucco has obscured the original brick walls but the window openings survive. The upper portion of the rear porch survives in place.

The present façade design dates from an architect's sketch and plans that were prepared by the architectural firm of [John] Wetherell and Ericsson, c.1980. The sketch pertains only to color scheme and signage but it is does indicate that the window infill pattern on the façade had been changed by that time (undated plans, Wetherell and Ericsson).

The building is presently in the process of being rehabilitated with the second floor being incorporated into the hotel to the east. The ground floor level is to be redesigned as a single retail space. The front part of the addition is likely to become a manager's apartment. The pressed metal ceiling will be exposed, the drop ceiling removed and the historic ceiling repaired and rehabilitated.

Integrity Evaluation:

This building remains very much intact and is very well preserved given the volatility of commercial frontages over time. It retains the historical integrity aspects of setting and location. It retains its commercial environment and its association with the Greenfield Hotel (to the east) and the E. E. Warren Opera House (to the west) and it remains bordered by East Iowa Street to the north, and alleys to the west and and south. It retains the aspects of feeling and association, given that its original uses have continued up to the present day. It retains the aspects of design, materials and workmanship given that the original façade remains unchanged. The major change is the enclosing of the façade windows and the covering of the brick walls on the two-story original building with stucco. The stucco does not obscure a secondary façade however and is not highly visible at least on the west side of the building. The original window openings and frames survive beneath the transom panels and it is possible that the transom glass survives as well. The building rehabilitation will restore the windows on the entire building to their original appearance. The building is recommended as being individually eligible for National Register of Historic Places listing.

Adair County Democrat/Adair County Free Press Building Name of Property

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [x] A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- [] C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- 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.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

Previous documentation on file (NPS):	Primary location of additional data:
[] preliminary determination of individual listing	[x] State Historic Preservation Office
(36 CFR 67) has been requested	C Other State agency
[] previously listed in the National Register	Federal agency
previously determined eligible by the National Register	Local government
designated a National Historic Landmark	Other
recorded by Historic American Buildings Survey recorded by Historic American Engineering Record #	Name of repository: #

Adair County, Iowa County and State

Areas of Significance (Enter categories from instructions)

Social History Communications Commerce

Period of Significance 1903-1960

Significant Dates 1903, 1941, 1953

Significant Person (Complete if Criterion B is marked above) <u>N/A</u>

Cultural Affiliation

Architect/Builder Not determined Karl, John NPS Form 10-900-a (8-86) United States Department of the Interior National Park Service

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Historic Significance:

The Adair County Democrat/Adair County Free Press Building is significant on the local level under Criterion A for its associations with commerce, communications and social history. Under these themes the building interprets the crucial role that a local newspaper played in community boosterism, pride and a sense of local history. This diminutive newspaper office represents 107 years of the publication of a weekly newspaper by a single family over four generations. The basic family history accurately states that Edwin J. Sidey founded the original newspaper, used it to build up his favored Democratic party in Adair County, vanquished his many publishing rivals by 1916, and developed an award-winning reputation as a newspaper editor even as he worked to build up his chosen hometown. Subsequent generations have carried on his vision and one descendant, Hugh Sidey, achieved national renown as a columnist and presidential chronicler. The newspaper housed in this building was highly innovative, particularly with introducing the use of locally generated news photographs into a small weekly newspaper. Photography was the preferred avocation of several generations of the family and this interest was reflected early in the family newspaper. The difficulty of waiting for the return of engraved printing plates from distant engraving vendors forced the family to set up its own engraving plant in the basement. The local historical claim is that this was the first such in-house engraving plant, at least regionally to be established by a weekly newspaper. The fact that there was an early engraving ability on the part of this county newspaper is simply offered as proof that this family company was highly innovative with state-of the arts publishing tools.

A newspaper that was successful over a lengthy period of time and can make claim to the usual accomplishments that are reflected in that success, is rightfully a good candidate for being historically significant. Success alone, in the newspaper trade, is a considerable accomplishment. A significance claim for newspaper longevity is strengthened if a single family is credited with its successful operation and indeed is integral to its long-term success. Editorial consistency, community support, and the enhanced ability of a newspaper to serve as the historical voice of experience all result from a family-run operation that is tightly integrated into its local community. National Register of Historic Places recognition is also dependent upon the proven linkage between the newspaper history and an associated building. In this instance a single building served as the newspaper center of operations. It was built (in 1903) when the newspaper first gained a sufficiently lucrative foothold in Greenfield and it was enlarged as company growth and changing printing technology required additional workspace. It is a solid and somewhat uncommon achievement for a county seat newspaper to erect its own printing building (1903) and to remain in that same building for 107 years. The building is nominated with a local level of significance and a period of significance of 1903-1960. This span of time begins with the placing into service of the new building and ends at the current 50-year cutoff point. Significant dates are 1903, 1941 and 1953, these being the year of original construction and the years when additions were constructed to the building.

There is potential Criterion B significance potential, not claimed in this application, associated with the life work of Edwin J. Sidey (1861-1938), the founder of this family newspaper legacy, the builder of this building, and the most directly famous and notable in his particular trade and as a General Assembly member and political activist, than any of his successors. At the same time, the story here is best told as a collective family tale, with each succeeding generation being groomed to carry on the task. At this point, Criterion A is offered rather than Criterion B, under the assumption that the significant story is that of the whole-family role in the business.

Community Context:

Greenfield was historically a smaller county seat town. It belatedly gained its county seat status in 1875 and thereby gained its first newspaper along with the perks of county administration. The first true courthouse was built in 1892, the difficulty being that of obtaining county support to pay for a decent building. The railroad arrived four years later in 1879. The problem was that the railroad was considerably distant from the town proper. Greenfield's square was very unusual in its layout, having mid-block and corner roads leading into it. Of course the original square was designed with a commons or park and the courthouse, finally centered on that central square, post-dated its layout by many years. Given its smaller population base, a mere 1,200 residents as of 1900 (2,129 as of the 2000 census), many of the expected municipal improvements were delayed somewhat. The exception was paved sidewalks, and by 1907 some seven miles of these walks had been laid. The town's real claim to fame was its municipal power plant, established in 1890. Few towns of its size could claim a public resource of this scale and importance and the power plant was retained for many years as a public enterprise. A phone system was had by 1896, the first street paving was done in 1911. A volunteer fire department was formed only in 1926. In 1920 the discovery of a bountiful water supply to the west of town caused the Chicago, Burlington and Quincy Railroad established a branch watering facility at Greenfield. The city enjoyed the distinction of having the state's deepest water well, drilled in 1929. (Adams County *Free Press*, July 10, 1920; May 14, 1921).

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The unusual town square layout, termed the Lancaster Square after the first usage of the form in Lancaster, Pennsylvania, was platted in 1856. The design places the courthouse at the visual intersection of the four streets that center on the square. The particular point of interest is that Greenfield was not the county seat when this arrangement was made and there was consequently no courthouse to place in the central square until the 1870s when it gained the county seat status. Even then the first courthouse was placed off square and its 1892 replacement, still extant, was finally centered within the main square. This square layout made the location of this building somewhat problematic. On one hand, it was built off of the square proper, while at the same time, it occupied a very prominent site on the downtown's principal street, first called Main Street. On the east side of the square, commercial buildings including the adjacent hotel, went off of the square only along East Iowa Street. Thus, this building was placed off the square, at a location where most overview photographs missed it completely. Figure 4 depicts the town square prior to the relocation of the courthouse (then located on the southeast corner of the square, immediately west of the future site of the subject building (<u>History of Adair County</u>, p, 417; Vogel).

Greenfield's Newspaper History:

Greenfield didn't amount to much until it secured the county seat designation in 1875. After earlier failed efforts this was accomplished and a weekly newspaper was suddenly required. Charles Stuart established the Greenfield *Transcript* and printed his first issue on July 2, 1875. One side of the two-sided newspaper was pre-printed in Chicago and the reverse was added locally. In 1889 the *Transcript* was merged with the Fontanelle *Reporter* (Fontanelle had lost the courthouse battle). That same year, Edwin J. Sidey and his father John S. Sidey founded the Adair County *Democrat*. Dr. E. Spooner purchased the *Transcript* in early 1878, and A. J. Shrader purchased a one-third interest in late 1882. Spooner was replaced by C. D. Hunt, and Hunt and Shrader managed the newspaper until 1900 (Shrader went to Santa Barbara, California that year) when H. P. Gow bought it. Gow sold out to Lynch and [R. R.] Oldham in 1907, and H. G. Lynch became the sole owner in 1913. In 1916, Sidey acquired the *Transcript* and continued it as the Adair County *Democrat* in 1907) continues to be published at the present time. There was also the Adair County *Patriot*, which briefly survived 1878-79 and some of the other county towns had their own brief newspapers as well (Kilburn, pp. 100-01; Cedar Rapids *Republican*, March 9, 1907; Adams County *Union-Republican*, June 18, 1924).

The Transcript was a Republican newspaper. The Anita Tribune welcomed the paper to its exchange in mid-1896, and termed it "one of the hot Republican papers in the Ninth [Congressional] District" (Anita Tribune, May 14, 1896).

The Sidey Newspaper Family:

Hugh Sidey (1927-2005) was the more nationally famous Sidey family member. He was nationally known as a *Times Magazine* correspondent and columnist, and was like the storyline in the movie "It's a Wonderful Life," the brother who left town to find fame and fortune. Any consideration of this newspaper as a Sidey family accomplishment has to credit Hugh Sidey with having a direct and sustained connection to it. You can leave Greenfield but Greenfield might not leave you.

John S. Sidey (1837-1903) was the founder of what became the American line of the family. He was born in Dundee, Scotland. In his youth he served his time as a printing house "devil" (low-level jack of all trades) but working with shoe leather would dominate most of his working life. He married Northern Ireland-born Eliza Jane Kelley (1838-1903) c.1860, presumably in Ontario, Canada, and the couple had ten children, seven of whom survived. All of the children were born in Canada. The family removed to Adair County in time to be enumerated in the 1880 federal census at Greenfield. John was then identified as a shoemaker but didn't own his own shop (1880 Federal Census, T9 R325 page 80; <u>Adair County, Iowa Cemeteries</u>, 1975; Adams County *Free Press*, June 30, 1938).

Edwin John Sidey (1861-1938) began his printer's apprenticeship in Coldsprings, Ontario, prior to coming to Greenfield with his family when he was aged fourteen, c.1875. He resumed his apprenticeship in Creston, Union County, Iowa and then worked in the newspaper trade in Chicago, Boston, and San Francisco. By 1880 he was back in Creston, where he acquired the *Commonwealth* newspaper and operated it for two years as a weekly and for seven as a daily newspaper. The 1880 federal census found him there, identified as a single man aged 19 years, boarding, and employed as a printer. In 1889 he joined his family at Greenfield and started his own newspaper as previously noted. The dragooning of his father as a printer now took place, and father John was duly enumerated in the 1900 census as a printer. Thus an earlier generation joined the developing family saga. Edwin's sister Isabelle was enumerated as a bookkeeper at that same point in time,

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perhaps with the newspaper (1880 Federal Census, T9 R366, p. 233; 1900 Federal Census, T623 R415, pp. 35, 41; 1939 House Journal; <u>Iowa</u> Official Register For the Years 1913-1914, p. 704; <u>History of Adair County</u>).¹

Edwin John Sidey married Margaret Sinclair, of Toronto, Canada, in 1890. Edwin John went off to get married and informed his readers "If the *Democrat* is not up to the standard this week, our readers will excuse it as the editor has gone to Canada to marry and left the office in charge of the devil." His first wife died within two years time however and he married Irene Cavanaugh (1869-1954) in early 1894, a recent arrival in Greenfield. They had three children, Kenneth H. Sidey (1895-1976), John Edwin Sidey (1901-1968) and Irene (Wietzke) (1906-1978). The first two-named would commit their whole working lives to the family newspaper and even daughter Irene, aged 13 as of 1920, was enumerated as being a printer. John Edwin's wife, Irene, was the shop bookkeeper at that time, and she too was a long-term company employee (1920 Federal Census, T625 R476 p. 51; *Time Magazine*, June 24, 2001).

Son Kenneth, generation number three, had two sons, Edwin Sidey (1925-2008) and Hugh S. Sidey (1927-2005) who comprised the fourth generation of family newspapermen. Edwin's son Ken briefly represented the fifth generation but he lost interest and handed it back to his parents. With Edwin's death, his widow Linda Kuhns Sidey now operates it (Social Security Death Index; email Linda Sidey to Jim Jacobsen, January 18, 2010).

The women of the family were all successively directly involved in the newspaper operation. Save for Eliza Sidey, wife of John S. Sidey, who likely had a role too, they all were integral to the historic family mission. Irene Sidey, the wife of Edwin, will be discussed later on, but spent four decades managing and otherwise helping out. Alice Sidey, wife of Kenneth H. Sidey was there too and their children recalled spending nights asleep atop bundles of newspapers after helping out. She even learned to do photo lab work as a part of her newspaper work. The children too grew up in the newspaper office and were groomed for their family legacy as will be seen. Men tend to get the awards and represent the public face of a newspaper but they wouldn't have much of any legacy with the unsung heroines. This report will gloss over the many non-family employees who served as reporters, linotype operators, and so on (Adair County *Free Press*, October 11, 1989).

Each successive family generation has made its own improvements, but one of the unifying talents and interest of all of the newspaper operators has been that of photography. Their corpus of community photos is now known as the John S. Sidey Photo Collection. During the mid-1930s Edwin Sidey was one of the first weekly county newspaper editors to incorporate his local photographs into the newspaper. While increasingly commonplace in larger urban newspapers, this was unusual for a weekly one. Son Kenneth, fed up with waiting for the off-site engravers to return images for publication, set up his own basement engraving shop and the *Free Press* was probably the first of its class to own its own engraving works. The second Edwin Sidey brought the newspaper into the digital age (Adair County *Free Press*, October 11, 1989; <u>http://thesideycollection.com/shop/page/2?shop_param</u>).

The pre-1903 Democrat/Free Press History:

Lost to most historical accounts is the fact that the *Democrat* was established while Edwin Sidey was still managing the Commonwealth in Creston. The family tradition credits John S. Sidey with playing the key role in starting the Greenfield newspaper and the impetus was the fact that there wasn't a Democratic newspaper in that town. John Sidey was the first family Democrat so he gets the credit, likely, for influencing the political orientation of his son Edwin. For the first several years the Adair County *Democrat* was printed in the Creston office and copy was shipped to Greenfield. John S. Sidey handled the newsgathering on the Greenfield end of things. John S. Sidey was named as "publisher and manager" beginning with the third volume (Adair County *Free Press*, October 11, 1989).

Even as a young single man in Creston, Edwin Sidey had served two years as City Clerk and was also the clerk for the Superior Court. In Adair County, he was the chair of the county Democratic Central Committee by 1892. By 1899 his party work was being noticed. The Des Moines *Gazette* reported "To Mr. Sidey's good work in the cause can be attributed much of the healthy Democratic sentiment which has grown in Adair county and made it one of the close counties of the Ninth district, whereas it was formerly a Republican stronghold" (History of Adair County, p. 108; Cedar Rapids *Evening Gazette*, March 22, 1892; Des Moines *Gazette*, May 18, 1899).

¹ Edwin had six siblings but only he caught the newspaper bug. One sister died young, while two married locally. Sister Isabelle was long the city librarian. Hugh became a doctor and lived in Wichita, Kansas. Brother Arthur lived in Denver.

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By the end of 1902, the county newspaper competition was between the Republican Greenfield Transcript and Sidey's Democrat. The Des Moines *Daily News* characterized the two contenders. Concerning the *Democrat*, it said:

The Adair County Democrat is one of the strong party weeklies of this state, printed at Greenfield by E. J. Sidey. He has been the proprietor for fifteen years and has made a success of the business. The Democrat has the largest circulation of any paper in the county....

And regarding the Transcript:

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The Greenfield Transcript is a republican weekly that has made itself felt among the voters of the state, and has become a recognized standard bearer for the party in this state. It has been running almost from the time the town was laid out. The patronage is, therefore, large and influential. The editor is James M. Gow, whose work has long been known as among the best in the large list of republican editorial writers and newspaper managers.

In other words, editor Gow was a formidable opponent for editor Sidey (Des Moines Daily News, December 27, 1902).

He was an active participant in his professional organization. He was for example an attendee at the Iowa Press and Employing Printers Association that met in Des Moines in the fall of 1899. The Southwestern Iowa Editorial Association held its annual meeting in Glenwood in early April 1903. Sidey was part of a discussion panel that critiqued a paper titled "The Newspaper's Part in Politics" (Des Moines Daily Iowa Capital, October 4, 1899; Malvern Leader, April 2, 1903).

Editor Sidey's place of business was a single-story frame storefront located on the north side of East Iowa Street, east of the square.

The New Building:

The late 1902 Des Moines Daily News article about Greenfield's two competing newspapers had also noted that Editor Sidey "has arranged to put up a new brick building the coming year, across the street from the present office, for the new home of the Democrat." His competitor had built a much larger brick store building in 1893, just to the north. The fact that both editors could afford to do this reflects the apparent profitability of their trade in Adair County. The 1915 county history explained how and why Sidey now came to make a commitment to a new building:

In the year 1903 the increased patronage of the paper and the installation of modern newspaper machinery made imperative the construction of a special building for the accommodation of the plant. In this above named year, therefore, a brick building was built, costing the sum of \$6,000, being solid in construction and well adapted to its use. The machinery used in the production of the Free Press is of the latest type and designed for efficiency plus speed...

One other development that same year, was the construction of an additional railroad through Greenfield, between Winterset to the east and Fontanelle to the west. The promise of continued community and county growth as a result of having competing railroads could have induced Sidey to build. While he made his decision to build in late 1902 he might have known about the new rail line (<u>History of Adair County</u>, p. 101).

Local newspaper accounts provide virtually no information concerning the planning and construction of this building. The Greenfield *Transcript*, a competing newspaper, does not survive for the years 1901-05 and for whatever reason; the *Democrat* was too humble to brag about its own new home. The only mention of the new building appeared when it was finished and occupied. The *Democrat* reported:

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OUR NEW HOME

The Democrat Office and Equipment Moved to New Office.

The office fixtures, presses and type of the Democrat were moved into our new building last week. The move was made without accident or damage. Our new home was built with a view to comfort, convenience and necessities of such a plant, and we feel justly proud of one of the best-equipped country newspaper offices in the state, but also one of the best office buildings. Improvements and the latest devices for printing artistically and speedily will be added, as rapidly as our means will warrant in order that the newspaper and product of the office will be abreast of the times, and keep the place it established from the beginning. The readers of the Democrat and all others are invited to visit us soon and often in our new home, where cordial welcome will be extended.

In mid-December a photograph of the new building appeared without any further comment (Figure 3) (Adair County Democrat, September 17, 1903).

Figures 6-7 depict the location of the building relative to the square proper as well as the building's physical relationship to the opera house to the west and the Commercial Hotel to the east. Figures 3, 6-7 and 15 depict the original window and door sash and transom patterns. Note that the upper level single window had no transom, but a rounded upper sash. This was also true of the triple window set to the east on that same level. The transom above the storefront was composed of rectangular lights, while that above the recessed entryway had square lights. This photo must have been taken immediately after the building's completion given that the sign, certainly hauled across the street from the other building, had yet to be installed on the façade.

Figure 7, likely taken the same day as Figure 6, given the matching details in both images, looks west along East Iowa Street toward the courthouse. The unfenestrated brich north end of the east sidewall is nicely depicted, as is the linkage of the sidewall brick and the pressed red brick of the façade.

The 1907 Sanborn fire insurance map (Figure 8) shows Sidey's new building, with its rear porch, west sidewall fenestration, and a carriage house on the rear alley. Sidey's previous quarters now housed a Chinese laundry. Note the sharp contrast in development between the opposing sides of East Iowa Street at this time.

Building and Newspaper Operation, post-1903:

The next dozen years would prove to be Edwin Sidey's most significant, at least on the regional and statewide stages. Sidey's political involvement reached its zenith at this point in his life. He played a central role in Iowa in defeating the hopes of the so-called "Hearst" bloc in May 1904. He helped outmaneuver the favored candidates for the 9th Congressional District delegate seat at the national Democratic convention that year in St. Louis. This is the only national party convention that he is known to have attended (The Glenwood *Opinion*, May 12, 1904; The Rock Valley *Bee*, May 13, 1904).

Then a number of things all seemed to happen at once. In 1906 he was elected to the House of Representatives in the 32^{nd} General Assembly. A most innovative initiative that the new representative championed was a New Zealand absentee ballot idea, apparently suggested to Sidey by William Jennings Bryan. This allowed absentee voters to still cast a vote locally. The idea was pushed for its general benefits but for whatever reason, Sidey's passion was on behalf of traveling salesmen who were always on the road come election time. Five other editors or publishers served in the same session (Cedar Rapids *Gazette*, November 20, 1906)

Sidey appears to have stood for his seat in the fall of 1908 and to have won. The Cedar Rapids *Republican* reported, "The republicans thought that they had elected a member of Adair County in place of the democratic representative, E. J. Sidey, but last night the returns showed Adair county had given Sidey 1,450 and J. T. Dalby 1,374" (Cedar Rapids *Republican*, November 7, 1908).

Ensconced in Des Moines during the legislative session, Sidey with 39 others found time to receive the thirty-second degree of Scottish Rite Masonry, following a four-day long conclave in late March (The Des Moines *Capital*, March 27, 1907).

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Mid-year, at his Democratic zenith, Editor Sidey decided to de-politicize his newspaper and renamed it the *Free Press*. Within the family lore, the change marked his switch in political party affiliation; but there is no evidence that the editor ever went over to the other side formally. The Corning newspaper noted his name-change and commented upon its most curious replacement, stating: "The Adair County *Democrat* is out with a new heading. It will henceforth be known as the Adair County *Free Press*. The democratic proclivities, however, will still adhere. This makes three newspapers in adjoining counties under the name of *Free Press*—one in Adair, one in Adams and one in Taylor." By emulating his regional competitors Sidey now signaled that he was one of them. These long-serving county newspaper editors were becoming a powerful force in their own right. They could respect and cooperate because their markets were largely their respective counties. By depoliticizing his newspaper, Sidey signaled that he was ready to make his move to become the newspaper kingpin of Adair County. In fact Sidey's preferred new title was the "*News*" but that name was already in use in Adair County. He explained

A title to a newspaper having a significance of what the object of that paper is, has always been an ideal in the mind of the publisher of this paper...The policy of the paper in future will be the same as it has been in the past. Politically, it is independent democratic; chiefly, a newspaper giving all the local news of the county. As the name implies it will be a free press, giving the people an opportunity to express their opinions on public matters when such a discussion has for its object the welfare of all

He continued:

...Outside of the many inconveniences that will follow such a change, the former title of Democrat, that is associated with everything grand in our government, has been the name with which this paper first greeted its readers and for nearly nineteen years has advanced gradually by its own merits until it has become the leading newspaper of the county with the largest list of subscribers, and as fine a printing plant as there is in any country weekly newspaper office in the state. In the face of these facts this change has not been done without some regrets, but the management has still greater hopes for advancement and improvement in the future, and believing that changes sometimes are wholesome have substituted the words Free Press.

Sidey also noted that such a name change was a part of a national trend. In an exchange with his local Republican editor, he opined that "President [Theodore] Roosevelt has acquired all the glory he has attained by advocating democratic doctrines and when he takes a few more steps he will become a full fledged democrat." For some time the renamed paper bore the secondary masthead "For 18 Years 'The Adair County *Democrat*'" (Corning *Union-Republican*, July 24, 1907; Adair County *Free Press*, October 11, 1989).

Edwin Sidey's community credentials were, by this time, very impressive. Beginning in 1906 he was a member of the city's board of education, where he would remain up until his death. He would serve as the board president from 1918 until 1938 as well. He was president of the city's Commercial Club at this time as well (Iowa Official Register For the Years 1913-1914, p. 704).

By 1911 Sidey was a sought-after speaker at public occasions across his region. In that year he was the main speaker at the July 4th celebrations at Nevinville, in Adams County to the south (Adams County Free Press, July 12, 1911).

In January 1913, Sidey returned as a Representative to Des Moines to serve in the 37th General Assembly. This time he officially went stamped as an "independent" but he actively caucused with his old party members and was tallied as a democrat when votes were published. He was set to work helping to draft a state utilities bill. He once again pushed for the passage of his absentee voting initiative. Sidey remained a true democrat as late as 1915 when the newly-published county history observed "Throughout his entire life, Mr. Sidey has been active in the ranks of the democratic party, advocating its policy and supporting its candidates through the columns of his paper, while at the same time he is a recognized leader in party ranks...The paper is now a 6-column quarto and maintains a very high journalistic standard. It is a decided aid to the formation of opinions in the county, besides being up to the minute from a news value standpoint" (Adams County *Free Press*, November 6, 1912; Des Moines *Daily News*, February 5, 1913; <u>History of Adair County</u>, pp. 100, 108).

Adair County's population crested, census-wise at least, in 1900, with 16,192 residents. While the rural areas of the county shed people, Greenfield to a considerable extent picked some of them up and real growth was enjoyed between 1900 and 1910, when the town's population grew from 1,244 to 1,442. Its only five-year period of decline then followed and by 1920 residents totaled 1,379. This and other

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facts put pressure on the town's two newspapers. The *Free Press*, as of 1915, had six employees. The county history, published that year noted "Considering the difficult task the paper faced in gaining a foothold in the county, the growth and increased popularity of the Free Press should be a fact worthy of favorable comment and a record of pride in Adair County journalism" (History of Adair County, p. 100).

Beginning in 1914, the two competing newspapers both recognized that advertisement revenue was insufficient to allow both firms to remain profitable. With the developing war in Europe, material costs were also escalating so the price of newsprint and other supplies played a key role in forcing a consolidation decision in late 1916. Another deciding factor was that Mr. Lynch was running for the office of county auditor (as a Republican of course) and he found it a challenge to manage both tasks. Sidey issued his first consolidated edition on September 16, 1916, re-titled the Adair County *Free Press and Transcript*. It would appear twice weekly, each Tuesday and Friday (although Sidey reserved the privilege of changing that order without notice). The two slightly overlapping subscribers' lists were commingled with the proper credits and Sidey now claimed "between three and four thousand subscribers" and noted "it will entail considerable more work and expense to serve these people twice a week." The advertiser's cost for the improved newspaper service came in the form of an increase of five cents per line (from ten to fifteen cents) for advertisers, and 20 cents if both editions were to carry the notice. Sidey hastened to explain that "this increase would have come had not the consolidation taken place, as the service The Free Press has been giving would justify it, and this paper has been for the past year charging that price to its foreign patrons. With the present increase in our subscription list the service to the advertiser is greatly increased." The annual subscription cost was increased to \$1.50 at the end of 1918 (Adams County *Free Press*, September 30, 1914; *Adair County Free Press and Transcript*, September 16, 1916).

The *Free Press* encountered a series of substantial lawsuits during the latter part of World War I and both claims were rooted in the war effort. The most serious challenge came from County Attorney O. W. Witham. Editor Sidey charged Witham with taking bribes to alter selective service exemptions, a very serious matter. Witham demanded a prominently posted retraction in mid-June, threatening a \$25,000 damage claim, and Sidey ignored him. The area editors smelled booty and wanted to pile on. The Adams County *Free Press* editor proposed "If some one will sue us for that much, and find the money on or about us, we will cheerfully acknowledge judgment if he will give us half of the proceeds." The matter quietly passed away when Witham was indicted by a federal grand jury in Creston for doing just what Sidey had claimed (Waterloo *Times-Tribune*, June 14, 1918; Adams County *Free Press*, June 15, 26, October 5, 1918).

The next threatened lawsuit involved the Minnesota magazine *The Farmer's Wife*. That journal determined that an excellent way to secure subscriptions was to employ school children, lured by the enticement of small gifts in return for 25-cent subscriptions. Editor Sidey thought this was an unethical way of doing things and that worse, the timing was a tad tasteless, what with local folks dealing with a record corn crop failure and the war-related fund drives. A damage claim of \$15,000 was threatened. Once again the attention of the nearby Adams County *Free Press* was gained. That editor wrote "It seems to be rather the style to want \$15,000 to \$25,000 from the Greenfield paper every few months and if they don't quit it and succeed in getting the amount asked it does seem to us that in a few years all the surplus earnings of the said newspaper may be run down through the hour glass of damages for articles published in said newspaper." In 1922 they quoted Sidey himself, who was playing on the magazine's name and his apparent alienation of area affections for said "farmer's wife:"

The creator of this universe when he made the publisher of this newspaper, knew the weakness better then he did himself, so he made him imperfect in form, with a countenance like a storm at sea, thus rendering him beyond the pale of attraction to the fair sex. Notwithstanding the lack of charm, magnetism or grace he is defendant in a lawsuit against "The Farmers Wife." The plaintiff in the suit alleged loss of character, mental anguish and lack of love, has entered suit in the federal court and asks the sum of \$15,000. Thus in the space of a few short months this publisher is threatened with two law suits, one claiming \$25,000 and the other \$15,000. With this record staring us in the face we are wondering if it is possible that the time has arrived when an editor or publisher of a newspaper should be a graven image instead of a human being..."

This second suit fizzled as well but earned the editor a nickname. The one legacy was that Sidey obtained, at least for a while, the attribution of "goat" amongst his neighboring editors, as this notice indicates, and he himself participated in the joke, as this notice illustrates:

... The goat editor was watching workmen excavate the basement for the Haddock building about 3 o'clock p. m. on Monday when the airplane passed over Greenfield scattering circulars advertising E. B. Piper the live stock auctioneer, and also the Corning fair. One of the auctioneer circulars fell at the feet of the goat editor, picking it up we were surprised to

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read the following inscription: "Tell Ed Sidey hello, E. B. Piper." But that's the way with E. B. Piper he always hits the mark no matter what he goes after.

The added irony in this case was that the newspaper editor was being peppered by a new and novel form of advertising, with a particularly directed targeted marketing method (Adams County Free Press, December 14, 1918; September 23, 1922).

In the fall of 1920 Edwin Sidey was actively promoting the modernization of farming through the Farm Bureau. He was the keynote speaker at a big tent gathering at Fontanelle that fall, where the Bureau was attempting to organize across four townships in Adair County (*Iowa Homestead*, September 23, 1920).

Newspaper operations continued without any other known incidents into the early 1930s, the years of the Great Depression. Despite hard times, the aging building required some repairs. The building had its storefront window reinstalled with new supports in mid-1933. The *Free Press* reported, "The Free Press had an "open house" Monday when carpenters removed the front windows for installation of new plate glass retaining strips. John Gruss and Jay Crawford handled the big sections of plate glass without a mishap" (Adair County Free Press, June 29, 1933).

The Iowa Press Association met at Iowa City in October 1933 and guest speaker Governor Clyde Herring warned the attendees that the state was going to run out of funds for the unemployed. At that meeting the Adair County Free Press was voted the best weekly Iowa newspaper serving towns with a population of 2,200 or less (Waterloo *Daily Courier*, October 10, 1933).

The Iowa Press Association met at Ames in October 1937. Sidey served as the group's treasurer in 1936 and the 1937 meeting featured a debate on the theme "Resolved, newspapers are going too far with merchandising promotion for advertisers." The Adair County *Free Press* tied for a second place rating as the best Iowa newspaper for towns of a population of 1,500-2,400. As the president of the Greenfield School Board, Sidey was a sought after commencement speaker and he appeared at Mason City's commencement exercise in 1937 (Mason City *Globe Citizen*, May 21, 1937; Oelwein *Daily Register*, October 9, 1937; Anita *Tribune*, June 30, 1938).

Edwin John Sidey was ill for two months in the first half of 1938, underwent a gall bladder operation and was on the mend when an infection set in, causing his unexpected death on June 23, 1938. He was 76 years of age and had served as his newspaper's editor for a remarkable 49 years. His passage was marked across the state in numerous editorial offices and in the <u>House Journal</u>. Sidey's legacy survived in his paper, his well-trained sons, and in his writings. One of the latter, titled "Stay Out of the Rough" was featured in a WOI Radio broadcast in early 1947 (Anita *Tribune*, June 30, 1938; Adams County *Free Press*, June 30, 1938; May 27, 1976; Journal of the House, 1939, pp. 1878-79; Council Bluffs *Non-Pareil*, March 23, 1947).

Kenneth H. Sidey, Edwin's elder son, took to the helm of the *Free Press* with his father's passing. As a young man, he had set off served in France during World War I. His war was spent in the artillery with the 5th Infantry Division and he developed "a dislike for horses and mules that lasted a lifetime." He next left home with the greatest of expectations to the University of Missouri to actually study the art of journalism. After just one year in 1920 his father Edwin informed him that the hard times had forced the family to commit his college money towards keeping the newspaper going, the son came home and would stay with the presses and office until his death in 1976. He brought back technical expertise on news writing and page makeup, skills that served the *Free Press* well. Another simultaneous technological change was switching from handset typeface to linotype automation. Qualitatively, the newspaper content now included considerably more local news and a smaller proportion of national boiler plat text, given that staff time could now report rather than set and breakup and re-sort lead type. The new appearance of the *Free Press* largely survived intact as late as 1989. Kenneth had already made his mark regionally by 1933 when he was elected president of the Southwestern Iowa Press Association. That same year, the Clearfield *Enterprise* noted that Kenneth, then aged 43, was managing the newspaper s "E. J. Sidey and Son." A year later, he was elected one of 15 district chairmen for the National Recovery Act-Graphics Division, at a meeting in Red Oak (Clearfield *Enterprise*, August 17, 1933; Ames *Daily Times-Tribune*, February 7, 1933; Anita *Tribune*, May 3, 1934; *Time Magazine*, June 24, 2001; Adair County *Free Press*, October 11, 1989).

Kenneth Sidey signed a construction contract with John Karl, of the Fullerton Lumber Company, to build the first rear addition to the original building. The contract was finalized on March 5, 1941. Construction work of the single-story tile building started in early April.

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The contractor was enjoined to "crowd the labor to an early completion" and August 1 was the targeted completion date. The work was completed by the end of June and four payments made to Mr. Karl totaled \$1,769.99. Kenneth Sidey was elected a director of the Iowa Press Association at its annual meeting in 1943, held at Grinnell (Waterloo *Sunday Courier*, April 18, 1943).

By 1953 the *Free Press* printed a "shop locally" editorial that was well received regionally as a summation of the weakened retail situation in small towns. No surprise, the editorial appeared just at the start of the holiday shopping season (Adams County *Free Press*, December 10, 1953).

Things remained good for the *Free Press* as of 1953. A new tile rear addition was constructed to house new equipment. In mid-November the newspaper experimented with a new engraving technology. A self-contained truck/trailer vehicle parked in front of the office and brought a self-powered "Scanagraver" machine that utilized an etched plastic sheet with which to make newspaper engravings. The machine was the product of the Fairchile Camera and Instrument Corporation of Syosset, Long Island, New York. This traveling promotional campaign was a precursor to the end of the linotype era (see below) (Adair County *Free Press*, November 12, 1953).

When the Iowa Press Association gathered in Des Moines for its annual meeting in 1955, three editors were honored for their contributions and achievements in Iowa journalism. Kenneth Sidey was one of the recipients (Mount Pleasant News, April 16, 1955).

The newspaper had been printed on a flatbed from the beginning. Such a press required hand feeding sheet by sheet and the process itself set the size limit of the finished paper at four pages. Each copy had to be fed through twice to print each side of the pages. Weekly printing took three hours. A Goss Comet press was acquired, which printed from rolled paper stock. It performed a complete eight-page run and substantially reduced the printing time (Adair County *Free Press*, October 11, 1989).

The next generation of family journalists was, by this time, making their mark. Edwin Sidey had come around in 1925, followed by his brother Hugh Swanson in 1927. The boys came of "working" age during the reign of Edwin J. Sidey. When Hugh Sidey was eight, his grandfather set him to sweeping out the printing office and plant. He was cleaning presses by the age of ten. Hugh Sidey would leave Greenfield never left him. He used his hometown as a foil for covering small town America and whenever he wrote about his hometown, a different newspaper story seemed to bubble up out of the past. In his notable 2001 "requiem" for his hometown he recalled:

I learned the printing trade in those years and also the discipline of small-town culture, so burdensome to Minnesota writer Sinclair Lewis but only occasionally irritating to me. I often took my place feeding the ink-caked flatbed press that would lunge back and forth printing the pages. Each press run took nearly three hours, sheet by sheet. There was no escape. All eyes bored into my back. Patience was required, craftsmanship demanded, good humor expected. On hot summer nights, after taking the papers to the post office, I would stand with my Uncle John at the makeup stone, and we would throw the old lead back into the scoops to be remelted and used again. We would sip Pepsis and talk about printing and people. It was better than school...The Free Press, with my brother at the helm, rode the ups and down of the postwar world. For a while it looked as if Greenfield would grow dramatically. New houses went up by the score. Cattle and hog prices climbed. Grain prices soared as a hungry world sought aid. Chemical fertilizers hyped the yields. New machines snorted through the thick fields. Norman Lear, the movie producer, came around in 1969 to use the Greenfield square as a setting for his film "Cold Turkey." The Free Press went Hollywood with relish, interviewing Bob Newhart, Dick Van Dyke and Tom Poston. That was before the Dutch elm disease decimated the leafy canopy over the square and left the side streets with sunstroke. Greenfield folks watched in shock as the massive elms, more than 100 years old, were cut down and hauled away. But immediately stories began to appear in the Free Press of tree-planting programs and parties. The rural society would heal itself once again.

When he retired in 1978, he noted, "I've wiped down more ink than I care to remember" (Time Magazine, April 17, 1978; June 24, 2001).

The late 1940s and early 1950s were heady times for the family and their newspaper business. The sons both shipped off to Iowa State College at Ames for real journalism training. There, they became involved in campus journalism and both won awards. The campus also drew their father into the picture. A newspapermen's [sic] short course was held there in October 1955 and a key component of the

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course involved photography and engraving. No surprise, Ed Sidey was one of the presenters, along with Don Ultang of Des Moines, another notable cameraman (Mason City *Globe-Gazette*, October 13, 1955).

Kenneth Sidey found time to live out his two other passions (assuming that the newspaper was also in the top three), photography and nature reporting. A nature preserve located south of Lake Nodaway is named in his honor. His favored haunt was the "Cumberland Rose" railroad right-of-way, located just west of Greenfield. The Des Moines *Register* acknowledged his photographic ramblings, with his grandsons in tow, with a full-paged spread in mid-1965. By this time his role with the newspaper was winnowed down to a weekly column called "Notes and Notions," although he continued to participate in managerial functions (Des Moines *Sunday Register, Picture Magazine*, June 27, 1965; Adair County *Free Press*, October 11, 1989).

Edwin J. Sidey's widow, Irene, died in 1954 at the age of 85 years. Her passing was taken note of in the Council Bluffs *Nonpareil*. While she had been active in the family newspaper operation throughout her life, she was particularly responsible for its management following her husband's death in 1938, and continuing through 1941 (Council Bluffs *Nonpareil*, January 2, 1955).

Even brother John Sidey received some rare newspaper notoriety in 1959 when he attended a "mechanical conference" for newspapermen that the University of Iowa held at the *Daily Times Herald* plant in Carroll. The featured attraction was a Miller Simplex highspeed automatic job press (Carroll *Daily Times Herald*, May 23, 1959).

A good example of newspapers helping each other came in late November 1969 when the *Free Press* finished the print run for the Guthrie Center Times, the latter having lost its press briefly (Guthrie Center *The Guthrian*, November 24, 1969).

Yet another technological revolution was well underway in newspaperdom by this time. The famous linotype machine was being displaced by a new process. Pages were pasted up using printed strips of photographic paper. The pages were photographed as a negative and the images were then burned into rounded aluminum plates. Printing was then done on a high-speed offset printing press. The learning and implementation process required the three successive stages, page paste-up, the plate production, and then the printing. The Creston *News Advertiser* printed the Greenfield newspaper for more than a year while the changeover was underway. The final key step was obtaining and installing the new Goss Community Press (still in use as of 1989). Sadly, the newspaper's long-time editor did not live to see the finished product (Adair County *Free Press*, October 11, 1989).

Kenneth Hope Sidey died in late May 1976, aged 81 years. He "published" the family paper for 38 years according to his obituary, but many of his years as a newspaperman overlapped with his father's management. By 1965 as noted his role was reduced to writing his weekly column, which appeared for over 20 years. His brother John E. Sidey had died in early 1968, aged 66 years (Adams County *Free Press*, May 27, 1976).

With Kenneth's death, the family newspaper was transferred to the control of its fourth generation. Edwin Sidey, son of Kenneth, took charge. Edwin's early educational and work years very much paralleled those of brother Hugh. Both saw military service during World War II. Both actually planned to chart their own careers in engineering at Ames, but one year of those classes convinced them both that they had innate skills borne of the family experience. Like his father, Edwin served as the president of the Iowa Newspaper Association, although he did so for two successive years in 1987-88. Like his father, Edwin was called back to Greenfield after college to help keep the *Free Press* going. Like his father, he was noted for a weekly newspaper column titled "Thoughts at Random," and he enjoyed sailing. Model airplanes and sailing trumped photography for him however. The sailing angle, in "snipe" class sailboats, was similarly featured in the *Nonpareil* in 1955 when he placed eighth in class at the annual Missouri Valley Championship Regatta, held on Lake Manawa. His crew was Mrs. Diane Westholt. Credited with digitizing the newspaper, he never digitized himself and his tool of the trade remained the typewriter. Edwin's first wife, Dorothy Helen (1926-1973) died in April 1973 and he married Linda Kuhns of Greenfield. Linda took up the newspaper management following Edwin's death in early 2008 (Council Bluffs *Nonpareil*, July 2, 1955; http://sideyhistory.blogspot.com/January 18, 2008; Adair County *Free Press*, October 11, 1989).

Edwin's famous brother, Hugh Swanson Sidey (1927-2005) preceded him in death by three years, passing in a favorite abode, Paris. Like his brother, he received a B. S. in journalism at Iowa State College (1950), worked for a number of newspapers (Council Bluffs Nonpareil, Omaha World-Herald), and then worked for Life and Time magazines, the latter employing him as its Washington bureau chief and

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United States Department of the Interior	
National Park Service	
National Register of Historic Places	
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Section number 8 Page 18	
Section number Page	Adair County Democrat/Adair County Free Press Building
	Adair County, Iowa
and a second a second second of the second	
deputy for 17 years. In that capacity he knew and wrote about all of the	
made President Richard Nixon's enemies list and appeared as an early na	itional television political pundit for 25 years on the shows

"Agronsky and Company" and "Inside Washington" (Time Magazine, November 23, 2005).

Both sons had the opportunity to take on the role of managing the newspaper. Father Kenneth asked them together in 1955 who would like to take over the paper. Hugh deferred to his older brother because he was his older brother, and Edwin wanted the challenge. Hugh Sidey recalled that after he had graduated in 1950 employment wasn't immediate. His father consented to take his first real vacation in 25 hears and Hugh recalled, "I ran the newspaper [for the summer]. It was great, thoroughly delightful. I never really had so much fun." The newspaper's centennial issue in 1989 stated "But in a sense, Hugh Sidey had never really left the Free Press. He had maintained his interest in the paper, and helped with the financial arrangements for the new press [in 1977]. And until the present, he has continued that interest" (Cedar Rapids *Gazette*, July 29, 1979; Adair County *Free Press*, October 11, 1989).

National Register of Historic Places Continuation Sheet

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa

9. Major Bibliographic References:

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108 East Iowa Street Property Abstract

Sanborn Map Company, Greenfield, Adair County, Iowa, fire insurance maps, 1886, 1893, 1899, 1907, 1926, 1938

Shank, Wesley I. Iowa's Historic Architects. Iowa City: University of Iowa Press, 1999

Sydey, K. H., construction contract with the Fullerton Lumber Company, Greenfield, Iowa, March 5, 1941 (courtesy of Linda Sidey)

Vogel, George A. W. One Hundred Years At a Glance, 1856-1956. n.p.: 1956

Wetherell and Ericsson, façade remodeling plans (courtesy of Linda Sidey)

Internet Sources:

Greenfield, Iowa: http://www.greenfieldiowa.com/History.htm (January 11, 17, 2010) Library of Congress: http://chroniclingamerica.loc.gov/lccn/sn84038193/ (January 17, 2010) Greenfield, Iowa: http://www.greenfieldiowa.com/history2.htm (January 17, 2010) The Sidey Collection: http://thesideycollection.com/shop/page/2?shop_param (January 11, 17, 2010) Iowa Old Press: http://iowaoldpress.com/PUB/1884_1.html (January 17, 2010) New York Times: http://www.nytimes.com/2005/11/23/national/23sidey.html? r=1&pagewanted=print (January 11, 17, 2010) TimeMagazine: http://www.time.com/time/magazine/article/0,9171,916049,00.html (January 17, 2010) Getty Images: http://www.gettyimages.com/detail/53377145/Time-Life-Pictures?language=pt-PT&location=OTR-PRT (January 17, 2010) Iowa Legistlators: http://www.legis.iowa.gov/Legislators/legislatorAllYears.aspx?PID=3227 (December 19, 2010) The Sidey Passed: http://sideyhistory.blogspot.com/ (January 17, 2010) NNDB: http://www.nndb.com/people/798/000160318/ (January 17, 2010) Family Tree Makers: http://familytreemaker.genealogy.com/users/g/i/b/James-H-Gibbs/GENE2-0057.html#CHILD656 (January 11, 17,

2010)

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa

Newspapers:

Adair County Free Press, November 12, 1953; October 11, 1989

Adams County Free Press, July 12, 1911; November 6, 1912; September 30, 1914; June 15, 26, October 5, December 14, 1918; July 10, 1920; May 14, 1921; September 23, 1922; June 30, 1938; December 10, 1955; May 27, 1976; October 11, 1989

Adams County Union-Republican, June 18, 1924

Ames Daily Times-Tribune, February 7, 1933

Anita Tribune, May 14, 1896, May 3, 1934; June 30, 1938

Carroll Daily Times Herald, May 23, 1959

Cedar Rapids Evening Gazette, March 22, 1892

Cedar Rapids Gazette, November 20, 1906; July 29, 1979

Cedar Rapids Republican, March 9, 1907; November 7, 1908

Clearfield Enterprise, August 17, 1933

Corning Union-Republican, July 24, 1907

Council Bluffs Nonpareil, March 23, 1947; July 8, 1953; January 2, 1955

Des Moines Daily Iowa Capital, October 4, 1899; March 27, 1907

Des Moines Daily News, December 27, 1902; February 5, 1913

Des Moines Gazette, May 18, 1899

Des Moines Iowa Homestead, September 23, 1920

Des Moines Sunday Register, Picture Magazine, June 27, 1965

The Glenwood Opinion, May 12, 1904

Guthrie Center: The Guthrian, November 24, 1969

Malvern Leader, April 2, 1903

Mason City Globe Citizen, May 21, 1937, October 13, 1955

Mount Pleasant News, April 16, 1955

Oelwein Daily Register, October 9, 1937

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa

The Rock Valley Bee, May 13, 1904

Newspapers, Continued:

Waterloo Daily Courier, October 10, 1933

Waterloo Times-Tribune, June 14, 1918; Adams County Free Press

Waterloo Sunday Courier, April 18, 1943

Adair County Democrat/Adair County Free Press Building Name of Property

10. Geographical Data Acreage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

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Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title James E. Jacobsen

organization	History Pays! Historic Preservation Consulting I	Firm	date December 20, 2010

street & number 4411 Ingersoll Avenue telephone 515-274-3625

city or town Des Moines state IA zip code 50312-2415

Additional Documentation

Submit the following items with the complete form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name	ADCO LLC			
street & number _	c/o Jay Howe, 401 SW 2 nd Street		telephone	641-743-2838
city or town	Greenfield	state Iowa	zip code 50849	

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

NPS Form 10-900-a (8-86)

OMB Approval No. 1024-0018

United States Department of the Interior National Park Service

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa

10. Geographical Data:

Boundary Description:

The east 20 feet of of Lot 2 and the west 4 feet of Lot 1, Block 18, Original Town of Greenfield.

Boundary Justification:

This parcel contains only the subject building and has been historically associated with this building since its construction.

Map:

See Figure 2

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Section number Photographs

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa

Photographs:

Name of Photographer: James E. Jacobsen Date of Photographs: May 4, 2010 Film Type: Ilford Delta 400 Location of Original Negatives: Property owner

Description of views:

Photo #1: North façade, view southeast Photo #2: North façade, view southwest Photo #3: Rear (south) wall, view northwest Photo #4: West wall, view northeast Photo #5: West wall, view south

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa

List of Figures:

Figure 1: First and second current floor plans

Figure 2: Map detail, subject building located by an arrow (Iowa Geographic Map Server, 2009)

Figure 3: the newly built building, view southwest (Adair County Democrat, December 17, 1903)

Figure 4: 1886 Sanborn fire insurance map, Lancaster square layout, overview pre-courthouse

Figure 5: John S. Sidey (left), Edwin John Sidey (center) and Kenneth Hugh Sidey (right) (Adair County Free Press, October 11, 1989)

Figure 6: The Greenfield Democrat office with the Commercial Hotel at the left, c. 1903 (courtesy of Linda Sidey)

Figure 7: East Iowa Street, view west toward the courthouse, ca. 1903 (courtesy of Linda Sidey)

Figure 8: 1907 Sanborn fire insurance map detail, the arrow locates the subject building

Figure 9: Early printing room photo at the back of the ground floor, c.1910 (Courtesy of Linda Sidey)

Figure 10: Early printing room photo at the back of the ground floor, c.1920, view southeast, (Courtesy of Linda Sidey)

Figure 11: The newspaper building after the construction of the Greenfield Hotel 1926 Sanborn fire insurance map detail

Figure 12: The newspaper plant prior to the 1941 rear addition (1938 Sanborn fire insurance map)

Figure 15: Building façade, c.1950, view southeast (Courtesy of Linda Sidey)

Figure 16: Pre-1953 remodeling, view southeast, the suspended storage area at center, set beneath the pressed metal ceiling, evolved into an enclosed attic with drop stairs (Courtesy of Linda Sidey)

Figure 17: Pre-1953 remodeling photo showing dividing wall for front office, view southwest, c.1950 (Courtesy of Linda Sidey)

Figure 18: Pre-1953 remodeling photo showing dividing wall for front office, view northeast, c.1950 (Courtesy of Linda Sidey)

Figure 19: c.1955 printing room photo with John Sidey at the right, view southeast, note drop ceiling, new lights (courtesy of Linda Sidey)

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Figure 1: First floor current floor plan (left), second floor (right) (Adapted from demolition floor plans, Dan Tindall, 2010)

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa



Figure 2: Map detail, subject building located by an arrow (Iowa Geographic Map Server, 2009)

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa



Figure 3: The newly built building, view southwest (Adair County Democrat, December 17, 1903)

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Section number Additional Documentation 28 Page Adair County Democrat/Adair County Free Press Building Adair County, Iowa PARK Section 8 -----Jan 26 Aas ST ADAIR WALNUT MAN 100 MAIN Breat PRAIRIE

Figure 4: 1886 Sanborn fire insurance map, Lancaster square layout, overview pre-courthouse



Figure 5: John S. Sidey (left), Edwin John Sidey (center) and Kenneth Hugh Sidey (right) (Adair County Free Press, October 11, 1989)

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Section number Additional Documentation

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Adair County Democrat/Adair County Free Press Building

Adair County, Iowa



Figure 6: The Greenfield Democrat office with the Commercial Hotel at the left, c.1903 (courtesy of Linda Sidey)



Figure 7: East Iowa Street, view west toward the courthouse, c.1903 (courtesy of Linda Sidey)

National Register of Historic Places Continuation Sheet



Figure 8: 1907 Sanborn fire insurance map detail, the arrow locates the subject building



Figure 9: Early printing room photo at the back of the ground floor, c.1910, John S. Sidey stands left of center, view southeast -no pressed metal ceiling at this time (Courtesy of Linda Sidey)

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Figure 10: Early printing room photo at the back of the ground floor, c.1920, view south, note the female typsetter, far right (Courtesy of Linda Sidey)



Figure 11: The newspaper building after the construction of the Greenfield Hotel, 1926 Sanborn fire insurance map detail

National Register of Historic Places Continuation Sheet

Section number <u>Additional Documentation</u> Page <u>32</u> <u>Adair County Democrat/Adair County Free Press Building</u> <u>Adair County Jowa</u>

Figure 12: The newspaper plant prior to the 1941 rear addition (1938 Sanborn Fire Insurance)

18



Figure 13: John Sidey operates the press while Kenneth Sidey reviews copy, *Life* Magazine, January 1, 1946 (http://www.gettyimages.com/detail/53377145/Time-Life-Pictures?language=pt-PT&location=OTR-PRT)

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa



Figure 14: Another January 1946 photo of Kenneth and John Sidey at work, view southeast (Courtesy of Linda Sidey)



Figure 15: Building façade, c.1950, view southeast (Courtesy of Linda Sidey)

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United States Department of the Interior National Park Service

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa



Figure 16: Pre-1953 remodeling, view southeast, the suspended storage area at center, set beneath the pressed metal ceiling, evolved into an enclosed attic with drop stairs (Courtesy of Linda Sidey)



Figure 17: Pre-1953 remodeling photo showing dividing wall for front office, view northeast, c.1950 (note ceiling) (Courtesy of Linda Sidey)

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Adair County Democrat/Adair County Free Press Building Adair County, Iowa



Figure 18: Pre-1953 remodeling photo showing dividing wall for front office, view southwest, c.1950 (Courtesy of Linda Sidey)



Figure 19: c.1955 printing room photo with John Sidey at the right, view southeast, note drop ceiling, new lights (courtesy of Linda Sidey)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Adair County Democrat--Adair County Free Press Building NAME:

MULTIPLE NAME:

STATE & COUNTY: IOWA, Adair

DATE RECEIVED: 12/23/10 DATE OF PENDING LIST: 1/20/11 DATE OF 16TH DAY: 2/04/11 DATE OF 45TH DAY: 2/07/11 DATE OF WEEKLY LIST:

REFERENCE NUMBER: 10001203

REASONS FOR REVIEW:

APPEAL:	N	DATA PROBLEM:	N	LANDSCAPE:	N	LESS THAN 50 YEARS:	N
OTHER:	N	PDIL:	Ν	PERIOD:	N	PROGRAM UNAPPROVED:	N
REQUEST:	N	SAMPLE:	N	SLR DRAFT:	N	NATIONAL:	N

COMMENT WAIVER: N

ACCEPT RETURN REJECT DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA	
REVIEWER	DISCIPLINE
TELEPHONE	DATE
DOCUMENTATION see attached co	omments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.
CLG NATIONAL REGISTER REVIEW

CLG Name Greenfield Date of Public Meeting

. For Historic Preservation Commission:	
Recommendation of National Register eligibility	
Recommendation of National Register ineligibility	
11-	
gnature Jom Bungaman	Date 9-29-10
int Name Tam Kincaman	
the Aliginaryon - Consenfield Historic Processition	Panimisson
eason(s) for recommendation: Acotorical + ecomomic	(ommission - Currenfield of

2. For Chief Elected Local Official:

Recommendation of National Register eligibility Recommendation of National Register ineligibility

9/281 Signature _ Ander Date Print Name KANDY TOTANNAM Title MAYOR

Reason(s) for recommendation:

The Old Hatel / Free hess are part of the history (late 193, early 20 centery) of Greenfied and add to its unique Character

3. Professional Evaluation:

Recommendation of National Register eligibility A Recommendation of National Register Ineligibility

Signature Date Print Name Title

Reason(s) for recommendation:

RETURN TO: State Historical Society of Iowa, ATTN: National Register Coordinator, 600 E. Locust, Des Moines,



Adair County Democrat / Adair County Frontess Building Groon field, Adain County, Jowa Photo #1

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A Division of the Iowa Department of Cultural Affairs

December 20, 2010

Carol Shull, Chief National Park Service National Register of Historic Places 1201 Eye Street, N.W.-- 8th Floor Washington, D.C. 20005

RECEIVED 2280 DEC 2 3 2010 NAT. REGISTER OF HISTORIC PLACES NATIONAL PARK SERVICE

Dear Ms. Shull:

The following National Register nomination(s) are enclosed for your review and listed if acceptable.

- McBride, Charles H. and Theresa H., Bungalow, 127 E. Adair Street, Shell Rock, Butler Co.
- Adair County Democrat/Adair County Free Press Building, 108 E. Iowa Street, Greenfield, Adair Co.

Sincerely,

Elizabet Faster Dill

Elizabeth Foster Hill Tax Incentive Programs Manager/ National Register Coordinator