

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY
RECEIVED MAR 2 1977
DATE ENTERED SEP 15 1977

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC ** Newell, George R., House
AND/OR COMMON Newell, George R., House

LOCATION

STREET & NUMBER 1818 LaSalle Avenue
CITY, TOWN Minneapolis VICINITY OF 5th
STATE Minnesota CODE 22 COUNTY Hennepin CODE 053

CLASSIFICATION

CATEGORY OWNERSHIP STATUS PRESENT USE
_DISTRICT _PUBLIC OCCUPIED _AGRICULTURE _MUSEUM
 BUILDING(S) PRIVATE _UNOCCUPIED _COMMERCIAL _PARK
_STRUCTURE _BOTH _WORK IN PROGRESS _EDUCATIONAL PRIVATE RESIDENCE
_SITE PUBLIC ACQUISITION ACCESSIBLE _ENTERTAINMENT _RELIGIOUS
_OBJECT _IN PROCESS _YES: RESTRICTED _GOVERNMENT _SCIENTIFIC
_BEING CONSIDERED _YES: UNRESTRICTED _INDUSTRIAL _TRANSPORTATION
 NO _MILITARY _OTHER:

OWNER OF PROPERTY

NAME Horace J. Freerks
STREET & NUMBER 1818 LaSalle Avenue
CITY, TOWN Minneapolis VICINITY OF Minnesota

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC. Hennepin County Government Center - Registry of Deeds
STREET & NUMBER 5th Street and 3rd Avenue
CITY, TOWN Minneapolis STATE Minnesota

6 REPRESENTATION IN EXISTING SURVEYS

TITLE Minnesota Statewide Historic Sites Survey
DATE 1974 _FEDERAL STATE _COUNTY _LOCAL
DEPOSITORY FOR SURVEY RECORDS Minnesota Historical Society - Building 25, Fort Snelling
CITY, TOWN St. Paul STATE Minnesota

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED	unaltered exterior	

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Situated on a sloping site at 1818 LaSalle Avenue in Minneapolis, the George R. Newell House is an imposing mass of rusticated brownstone with multi-gabled slate roof, typical of the flamboyant late phase of the Richardsonian Romanesque style of architecture as interpreted by the Minneapolis architect Charles S. Sedgwick in 1888. Protruding porches, Syrian arches, soaring chimneys, crested dormers, oriels, and gables of Flemish derivation juxtaposed with carved panels and cartouches, finials, and foliate capitals on highly polished squat columns contribute to the overall appearance of the Newell House as a beehive of architectural design activity in an intermingling of artistry and craftsmanship nurtured by the bounteous resources of the architect's clients, Sumner T. McKnight and George R. Newell.

The interior of the George R. Newell House reinforces the exterior extravagance in lavish display of artistry and wealth. More than thirty rooms comprise the four storeys. Each room is distinctive in decorative treatment.

One enters through a set of massive oak doors with carved panels and wrought iron strap hinges. Immediately within is a vestibule of paneled oak; the floor is a ceramic tile mosaic with complex scroll border and geometric flowers. A second oak door four inches in thickness with beveled glass inset and wrought iron hinges provides access into a spacious wainscoted hallway.

To the immediate left upon entering is a large parlor decorated in the French Empire fashion. Walls are divided into panels embellished by undulating gilded mouldings. A large gas fireplace is situated on the south wall and is flanked by doors leading to the sun-room beyond.

The sun-room is finished in quartered oak. Windows comprise three sides of the room. Floors are of parquetry; the ceiling is of heavily moulded plaster. The focal point of this room is a gas-fired fireplace with carved oak over-mantel. The hearth is of ceramic tile in a flower pattern designed by Tiffany Studios in New York. Likewise, the sconces in this room are of Tiffany design, the shades of which are of polished shell arranged in petal fashion.

The dining room is connected to the sun-room. It is a large wainscoted room with a sculpture niche lined in gold-leaf at the south end. Other wall surfaces are divided into panels of linen-paper upon which the legend of Cupid and Psyche is depicted through a series of woodblock prints in hues of green and white. The prints are said to have been made in France. A pyramidal light fixture with green stained glass shade provides the only source of artificial lighting to the dining room; the fixture is also of Tiffany design.

The second parlor is situated across the hallway in the northeast corner of the house. This room also has an ornate gas fireplace, however the dominant feature is an elaborate ceiling with molded plaster coves, baroque scrollwork covered in gold leaf, and a canvas center medallion upon which allegorical figures are depicted. Woodwork in this room is cherry which has been varnished to a high lustre.

(see continuation sheet)

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CONTINUATION SHEET Newell, Geo.R., Hs# TEM NUMBER 7 PAGE 1

To the rear of the house (in the northwest corner) is a small room finished entirely in sycamore. The cornice is of polychrome molded lincrusta with intricate patterns; predominant colors are greens and gold. One corner is devoted to a large cabinet with small drawers and shelves; this cabinet was used for storage of cigars and so forth as the room was formerly designated as a "gentlemen's smoking room".

The central hallway itself is wainscoted in a dark English oak. This material is used further in the beamed ceiling and monumental staircase which ascends through three landings to the second floor. Chairs and settees upholstered in leather, each bearing a coat of arms are original to the house and date from the Newells' occupancy. Ornate metal sconces provide the only source of lighting for the hall with the exception of the large window in the stairwell. Cornices are of intricate molded plaster in scroll and foliate pattern.

Also on the main floor are the kitchen and butler's pantry. The pantry is a narrow room lined on two sides by cupboards and shelves which extend to the full height of the twelve-foot ceiling. The kitchen is a large, well-lighted wainscoted room with original built-in central work table with zinc top, and large marble sink. A niche in the east wall is of brick and once served as the location for a wood or coal fired cook stove. The stove has been replaced with a stove of more modern vintage.

The second floor was originally devoted to chambers of the owner's family. There are five large chambers along with auxiliary rooms on this level. The third level is designated as servants' quarters and ballroom.

The building is set upon a high basement which opens onto the rear yard via a large arched double door. The basement serves utilitarian functions such as rooms for the heating plant, laundry, storage, workshop, in addition to the billiard room.

To the rear of the Newell House is a large stone and slate-shingled carriage house. It is two storeys in height with full basement. Stone is used for the first floor only with the slate-shingles covering second storey walls, gables, and roof, which is perforated by two stone chimneys and louvered cupola. A dominant feature is a large round-arched window on the second floor (directly above the carriage entrance). Gables are embellished with mock-half-timber. A now-vacated alley to the rear of the carriage house provides secondary access to the second storey.

(see continuation sheet - page 2)

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The property was purchased by the present owners during the early 1940s and was at that time adapted for use as apartments. This adaptation, however, has been in complete sympathy with the original design of the building and extreme care has been taken to preserve even minute details. The grounds are meticulously kept and are enhanced in summer by ornamental shrubery and flowerbeds. The property is defined from the public sidewalk by a stone and wrought iron fence.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION	
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE	
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE	
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER	
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION	
<input type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)	
		<input type="checkbox"/> INVENTION			

SPECIFIC DATES 1888

BUILDER/ARCHITECT Charles Sedgwick

STATEMENT OF SIGNIFICANCE

George Newell was born in New York in 1845, the son of a dry goods merchant. In 1866 he moved west and for a time clerked on a Mississippi steamboat and in a Minneapolis located hotel and retail grocery store. In 1870 he entered the grocery jobbing firm of Stevens, Morse & Newell. Newell later merged with Hugh G. Harrison in 1872 which marked the beginning of a pioneer firm that was destined to become an outstanding factor in the business of supplying food products to the Northwest.

After Newell's death in 1921 his son, L.B. Newell, ran the company. Several intermittent mergers led to the formation in 1926 of Winston & Newell Company which combined the two dominant wholesale food distributors in the Upper Midwest. In 1954 the corporate name was changed to Super Valu Stores, Inc. Today over one hundred years after George Newell entered the grocery business the firm he founded has an affiliation of six-hundred retail food stores; provides food and supplies to more than ten thousand restaurants, schools and hotels in twelve states; processes its own food products under the company label; distributes wholesale products and services to twenty-two states; operates one hundred retail, casual apparel stores in twenty six states and runs nineteen discount department stores in four states.

George Newell, pioneer grocery merchant, established a grocery firm that has been supplying food products and food services for over one hundred years.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

- Benidt, Howard, Ed. Super Valu's Corporate Chronology. Super Valu Stores, Inc. 1976.
 "George R. Newell, Pioneer Grocery Merchant, Dead," Minneapolis Journal, 16 November 1921, p17.
 Hudson, Horace B. A Half Century of Minneapolis. Minneapolis: The Hudson Publishing Company, 1908.
 Sutter, Marion D. and J.S. McLain. Progressive Men of Minnesota. Minneapolis: The Minneapolis Journal, 1897.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY less than 1

UTM REFERENCES

930

A	1,5	4,7,7	9,8,0	4,9	7,8	8,8,0	B			
	ZONE	EASTING	NORTHING	ZONE	EASTING	NORTHING				
C							D			

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Charles W. Nelson, Architectural Historian and Susan Zeik, Research Historian

ORGANIZATION

Minnesota Historical Society

DATE

10 January 1977

STREET & NUMBER

Building 25, Fort Snelling

TELEPHONE

612-726-1171

CITY OR TOWN

St. Paul

STATE

Minnesota

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Russell W. Fridley

TITLE Russell W. Fridley
State Historic Preservation Officer

DATE

2/7/77

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

9.15.77

DIRECTOR, OFFICE OF ARCHITECTURE AND HISTORIC PRESERVATION

KEEPER OF THE NATIONAL REGISTER

ATTEST:

Charles A. ...

DATE

9.9.77

KEEPER OF THE NATIONAL REGISTER