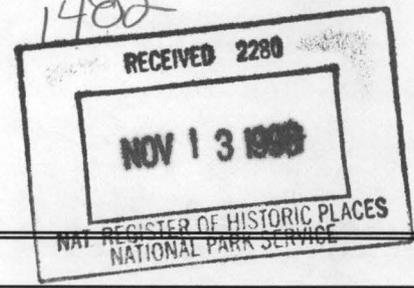


United States Department of the Interior  
National Park Service



NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

**1. Name of Property**

Historic Name: Rogers Commercial Historic District (Boundary Increase)

Other Name/Site Number: BEI733, Edwards Grocery/Watson's Goodyear Store

**2. Location**

Street & Number: 120 South Second Street

Not for Publication: N/A

City/Town: Rogers

Vicinity: N/A

State: AR County: Benton County

Code: AR007 Zip Code: 72757

**3. Classification**

Ownership of Property: Private

Category of Property: Building

Number of Resources within Property:

Contributing	Noncontributing	
<u>1</u>	_____	Buildings
_____	_____	Sites
_____	_____	Structures
_____	_____	Objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register: 38

Name of related multiple property listing: Historic Resources of Benton County

Rogers Commercial Historic District  
Name of Property

Benton County, Arkansas  
County and State

**4. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination \_\_\_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets \_\_\_\_\_ does not meet the National Register Criteria.

Cathryn A. Slaton  
Signature of certifying official

November 9, 1998  
Date

Arkansas Historic Preservation Program  
State or Federal agency and bureau

In my opinion, the property \_\_\_\_\_ meets \_\_\_\_\_ does not meet the National Register criteria.

\_\_\_\_\_  
Signature of commenting or other official

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency and bureau

**5. National Park Service Certification**

I, hereby certify that this property is:

entered in the National Register

[Signature]

12/9/98

\_\_\_\_\_ determined eligible for the National Register

\_\_\_\_\_ determined not eligible for the National Register

\_\_\_\_\_ removed from the National Register

\_\_\_\_\_ other (explain): BOUNDARY INCREASE

[Signature] Signature of Keeper

\_\_\_\_\_  
Date Of action

Rogers Commercial Historic District  
Name of Property

Benton County, Arkansas  
County and State

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**6. Function or Use**

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Historic: Commerce/Trade Sub: Specialty Store  
\_\_\_\_\_  
\_\_\_\_\_  
Current : Commerce/Trade Sub: Office Building  
\_\_\_\_\_  
\_\_\_\_\_

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**7. Description**

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Architectural Classification:  
20th Century -  
Commercial Building  
\_\_\_\_\_  
\_\_\_\_\_

Materials: foundation Brick roof Metal  
walls Brick other \_\_\_\_\_

Describe present and historic physical appearance:

**Summary**

Edwards Grocery/Watson's Goodyear Store is a twentieth century commercial property located at 120 South Second Street in Rogers across the street from the western boundary of the Rogers Commercial Historic District. It is being added to the district through a boundary increase because of its close proximity to the existing district. The Edwards Grocery/Watson's Goodyear Store sits midpoint in a block of other commercial structures of various ages. Many of the neighboring structures have had unsympathetic alterations that prevent their potential eligibility. Although the building immediately to the north of the Edwards Grocery/Watson's Goodyear Store appears to be potentially eligible for listing, and is currently being renovated, the owners have made no overtures about having it listed.

The Edwards Grocery/Watson's Goodyear Store has a flat standing seam metal roof behind a slight parapet. Originally a single rectangular brick building occupied by Edwards Grocery, it was constructed in 1928. The children of the Edwards sold the property to the Watson family sometime before 1944. In 1945, the Watsons moved their Goodyear store from 115 South Second Street to the building with a newly constructed south wing appended to the former grocery. After the sale of the Goodyear store in 1984 it was rented to several tenants until 1997 when G. & H. Holdings acquired it and began renovations. A rectangular storage area was added to the rear of the south wing and doors and windows on the rear of the north wing have been modified. Alterations applied in the 1960s to the front facade have been removed and the storefront has been restored as closely as possible to its original character. The interior has been gutted for structural repairs and remodeling while the entry has been reconstructed to approximate as closely as possible the

building's historic appearance.

**Elaboration**

Edwards Grocery/Watson's Goodyear Store is a buff brick commercial building located at 120 South Second Street in Rogers directly across the street from the western boundary of the Rogers Commercial Historic District. It is being added to the district through a boundary increase because of its close proximity to the existing district. The Edwards Grocery/Watson's Goodyear Store sits midpoint in a block of other commercial structures of various ages. Many of the neighboring structures have had unsympathetic alterations that prevent their potential eligibility. Although the building immediately to the north of the Edwards Grocery/Watson's Goodyear Store appears to be potentially eligible for listing, and is currently being renovated, the owners have made no overtures about having it listed.

The Edwards Grocery/Watson's Goodyear Store has a flat roof covered with a standing seam metal roof behind a short parapet. Nothing remains of the original storefront entrance but it has undergone renovations which bring it closer to its early appearance, and which are more in keeping with other commercial buildings in the neighborhood. The building had been insensitively altered and has housed several different tenants during a span of years as a rental property.

The eastern, front elevation had endured many changes before its recent renovation. The original storefront was removed in the 1960s and two shingled mansard canopies were applied above a recessed entry. These have recently been detached for the application of an entrance that reflects the appearance of buildings in the surrounding Rogers Commercial Historic District. The entry now consists of two recessed doors in the north and south sections, each between two large plate glass windows. A flat metal canopy suspended by eight metal rods runs the length of this facade. Above each entry section is a ribbon of six narrow fixed windows divided in the middle of the facade by a brick span at the juncture of the 1928 and 1945 halves of the building. The plan of the architect is to apply divisions that emulate the original mullion/muntin configuration to the eastern windows. The only visible section of the original building is a decorative raised brick pattern at the roofline. The early storefront to the northeast contained large plate glass windows and double doors with a five-light transom in a central recess. A flat metal canopy suspended by four wires covered the entry. Above the canopy the facade was spanned by a bank of multi-paned frosted glass with three fifteen-light awning windows centrally placed. No record exists of the exterior entrance to the south section but the architect in charge of the renovations believes that it closely resembled the north facade due to the fact that beams and brick lintels that remained under the alterations on the south matched the height of those found to the north.

The southern elevation adjoins the building next door for a few feet but a narrow passage exposing the exterior wall can be accessed from the rear of the building. A one-story addition to the rear contains three two-over-two steel windows with brick sills. The original section of the building holds one five-over-three window next to a bricked-in opening. Two three-light metal windows open into the partial basement.

Rogers Commercial Historic District  
Name of Property

Benton County, Arkansas  
County and State

The rear, or western elevation has also seen several alterations. Original door and window openings have seen some modifications and original porches have been removed. The current fenestration includes three wooden one-over-one windows with frosted glass and a single leaf paneled door. An open wooden deck has been added to this facade. A masonry storage room was added at a later date to the rear, southwest corner of the building. This wall holds a steel two-over-two window to the north. An opening for an industrial fan has been bricked in. A short exterior brick chimney rises beside a second window at the south corner.

The northern elevation abuts the Victory Theater next door but opens to a thin walkway, which reveals four four-light windows placed high in the wall. The north wall of the storage room contains metal double doors at the eastern corner and a single four-over-four window to the west.

The interior originally had a center wall with several doors applied when the south side was added. This center wall has been taken out for renovations. The wood floors of the stores had been covered with many layers of differing materials, which are being removed. Portions of the original tin ceiling remained beneath a layer of suspended acoustic tiles, but it had sustained too much damage to be retained so a pattern replicating the original as closely as possible has been selected. A partial basement is reached by a short wooden staircase below the main floor to the southwest.

Rogers Commercial Historic District  
Name of Property

Benton County, Arkansas  
County and State

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### 8. Statement of Significance

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Certifying official has considered the significance of this property in relation to other properties: Local

Applicable National Register Criteria: C

Criteria Considerations (Exceptions): N/A

Areas of Significance: Architecture

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period(s) of Significance: 1928 -1945

Significant Dates: 1928 & 1945

Significant Person(s): N/A

Cultural Affiliation: N/A

Architect/Builder: N/A

State significance of property, and justify criteria, criteria considerations, and areas and period of significance noted above:

#### Summary

The Boundary Increase to the Rogers Commercial Historic District expands the period of significance of the district from 1885-1945, thereby including buildings constructed shortly after World War II. This boundary increase is being nominated under Criterion C with local significance for the ability of the expanded district to recognize the diverse architectural styles that developed during that period as well as the ever-changing commercial usage of a vibrant downtown.

Edwards Grocery/Watson's Goodyear Store on South Second Street in Rogers was constructed in sections as a twentieth century commercial building. The original retail space to the north was built to house Edwards Grocery store in 1928. The south side was added in 1945 to enlarge the building for Watson's Goodyear Store. The buff brick veneer of both sections is embellished with a raised masonry pattern just below the short parapet that conceals a flat roof. A small storage shed was added to the rear of the building at an unknown date. The building had been rented out by new owners after the death of Mrs. Floy Watson and had been extensively altered on the facade facing South Second Street. Both sections of the building have undergone reversals of unsympathetic 1960s alterations in order to bring the

structure back to its early character. The plans submitted by a Rogers architect bring the storefront back flush to the sidewalk and feature large plate glass windows with half walls. It does not replicate exactly its early complexion but it now fits in with the surrounding neighborhood of commercial buildings. Due to these renovations Edward's Grocery/Watson's Goodyear Store now appears much as it did when completed in 1945.

### **Elaboration**

The period of significance for the Rogers Commercial Historic District is being extended to 1945 in order to include the construction period for the Edwards Grocery/Watson's Goodyear Store. This two-year extension does not impact the contributing/noncontributing nature of any of the other previously listed resources; it simply allows the expanded district to recognize the diverse architectural styles that developed during that period as well as the ever-changing commercial usage of a vibrant downtown.

Benton County was organized in 1835 from land settled by Robert Sikes of Tennessee. His son, B.F. Sikes attained the bulk of his father's holdings including land that encompassed all of the original town site of Rogers. Preceding the creation of the town there had been a small settlement at the spring at Esculapia Hollow, east of Rogers on the White River. There was also an inn situated on the stage coach line known as Wire Road, afterwards Arkansas Street which became the main boulevard of Rogers. When the site was chosen for the new town there was nothing to greet new settlers but a pole cabin. B.F. Sikes lived on the first plat of land and became the official first resident. Growth began as interest from the St. Louis & San Francisco Railway became focused on the area. A number of businesses and homes sprouted after the initial construction of a saloon. Incorporation of the town came in 1881, the same year the Frisco Railroad acquired right-of-way from Sikes. In honor of this boon to the economy of the new town it was named after C.W. Rogers, general manager of the St. Louis & San Francisco Railway.

Second Street in Rogers' present commercial district was a residential quarter up to about 1917. The Edwards Building took its place in the fledgling business district in 1928. Mr. W.L. Edwards opened his grocery store on First Street, then moved to the building on Second Street. When Mr. Edwards died in 1930 he left the building to his children and wife. His heirs leased the property out in 1941. When their mother died prior to 1944 they sold the building to Harry and Floy Watson.

The Watsons incorporated the Watson Goodyear Sales and Service Company which was located at 115 S. Second Street until 1945. In 1944 the Watsons had purchased the south half of the lot the Edwards Building occupied so the Goodyear store was probably moved into the expanded building soon after the completion of the southern addition. Mr. Watson became ill during the move and died in the same month. Mrs. Watson owned the building until her death in 1984. The property came under the ownership of several entities and was rented out to multiple tenants until it was purchased by G. & H. Holdings.

### **Architectural Significance**

Rogers Commercial Historic District  
Name of Property

Benton County, Arkansas  
County and State

Edwards Grocery/Watson's Goodyear Store was constructed as a commercial building for Edwards Grocery in 1928. The building was created of buff brick with a flat roof on a rectangular plan. Ornamentation was simple but fit in with the character of other buildings in the commercial district around it. When the Watsons bought the south half of the lot and erected an adjoining addition in 1945 it is believed they matched the north half as closely as possible. After going through a period as rental retail property the store ended up with vastly changed front facades. New owners have hired a Rogers architectural firm to correct these renovations and return it as closely as possible to its former style. With the completion of this reconstruction the structure is more in line with the commercial properties on South Second Street and the immediate area. Due to these efforts Edwards Grocery/Watson's Goodyear Store is being nominated to the National Register as a boundary increase to the Rogers Commercial Historic District with local significance under Criterion C.

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### 9. Major Bibliographical References

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Information submitted by Jill Anthes, October 1997.

Benton County Heritage Committee. *Benton County History*. Dallas, Texas: Curtis Media Corporation, 1991. pp. 98-99.

*The Goodspeed Biographical and Historical Memoirs of Eastern Arkansas*. Chicago, Nashville and St. Louis: The Goodspeed Publishing Company., 1890. pp. 105-108.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary Location of Additional Data: \_\_\_\_\_

- State historic preservation office
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: \_\_\_\_\_

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### 10. Geographical Data

Rogers Commercial Historic District  
Name of Property

Benton County, Arkansas  
County and State

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Acreage of Property: Less than one (1).

UTM References: Zone Easting Northing Zone Easting Northing

A 15 399680 4021220 B \_\_\_\_\_  
C \_\_\_\_\_ D \_\_\_\_\_

Verbal Boundary Description:

Lot Nine (9), Block Nine (9), Original Town of Rogers, Arkansas.  
120 South Second Street.

Boundary Justification:

The property includes all of the property historically associated with  
Edwards Grocery/Watson's Goodyear.

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**11. Form Prepared By**

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Name/Title: Holly Hope/Survey Historian

Organization: Arkansas Historic Preservation Program Date: 03/30/98

Street & Number: 1500 Tower Bldg., 323 Center St. Telephone: (501) 324-9880

City or Town: Little Rock

State: AR ZIP: 72201

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Rogers Commercial Historic District (Boundary Increase II)

MULTIPLE NAME: Benton County MRA

STATE & COUNTY: ARKANSAS, Benton

DATE RECEIVED: 11/13/98 DATE OF PENDING LIST: 11/23/98  
DATE OF 16TH DAY: 12/09/98 DATE OF 45TH DAY: 12/28/98  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 98001482

NOMINATOR: STATE

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT \_\_\_\_\_ DATE

ABSTRACT/SUMMARY COMMENTS:

**The documentation provides sufficient information for expanding the previously listed (and expanded) Rogers Commercial Historic District to include the 1928/1945 Edward's Grocery/Watson's Goodyear Building. The building is a modest, one-story brick commercial property reflecting the typical building forms and architectural treatments found in Rogers' downtown commercial district during the early twentieth century and contributes to the significance of the overall district. [The Boundary Increase documentation correctly addresses issues raised in an original submission for the Edwards Building. For full documentation on the historic district see Walnut Street Historic District (NR 87002412) and Rogers Commercial Historic District (Boundary Increase) (NR 93001028).]**

RECOM./CRITERIA Accept Boundary Increase

REVIEWER Paul R. Lusignan DISCIPLINE HISTORIAN

TELEPHONE \_\_\_\_\_ DATE 12/9/98

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



EDWARDS GROCERY

ROGERS, BENTON CO., ARKANSAS

PHOTO BY HOLLY HOPE

SEPTEMBER 17, 1998

NEGATIVE ON FILE AT AHPP

VIEW FROM EAST



EDWARDS GROCERY  
ROGERS, BENTON CO., ARKANSAS

PHOTO BY HOLLY HOPE

SEPTEMBER 17, 1998

NEGATIVE ON FILE AT NHPP

VIEW FROM EAST



ROFFLER  
FAMILY HAIR CENTER

ROGERS HAIRSTYLING

BARBER SHOP  
SHOE SHINE

Decorative window with multiple panes and a decorative top section.

Large glass entrance door with a white frame.

EDWARDS GROVE

Benton Co, AR

Photo by Holly Hope

January 14, 1998

Negative on file at AHPP

View from east



Edwards Gracery

Benton Co, AR

Photo by Holly Hope

January 14, 1998

Negative on file at AHPP

View of interior



AAA

5924  
756-3131

FORD

Edwards Grocery  
Benton Co, AR  
Photo by Holly Hope  
January 14, 1998  
Negative on file at AHPP  
View from west



Edwards Grocery

Benton Co, AR

Photo by Holly Hope

January 14, 1998

Negative on file at ATTP

View of interior



Edwards Grocery

Benton Co, AR

Photo by Holly Hope

January 14, 1998

Negative on file at AHPP  
view from south

TYLING

SHOP  
LINE



Edwards Grocery

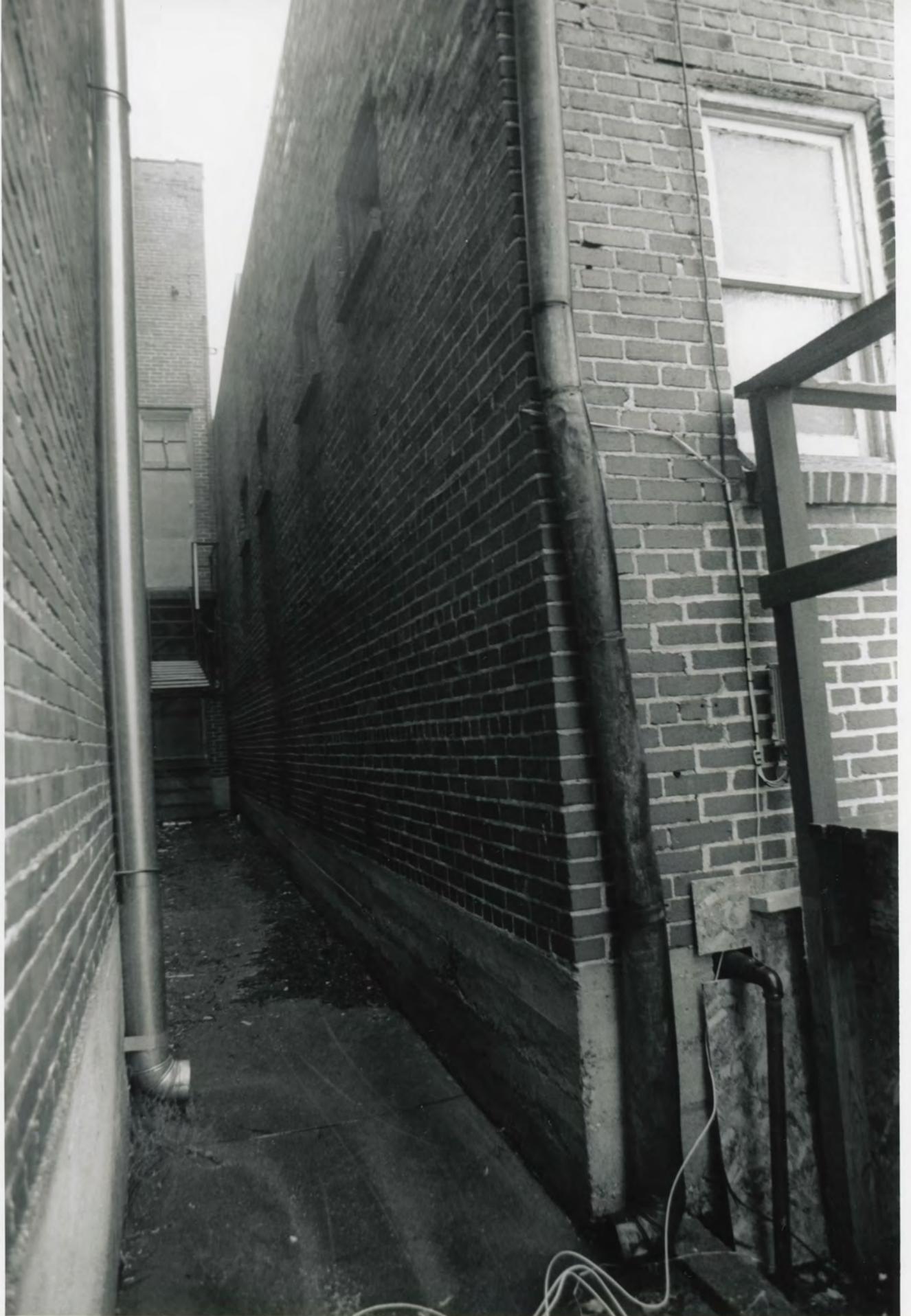
Benton Co. AR

Photo by Lew Story

May 2, 1998

Negative on L1e at AHPP

view from north after renovation



Edwards Geocary

Benton Co, AR

Photo by Holly Hope

January 14, 1998

Negative on file at AHAP

View from North



ROFFLER  
FAMILY HAIR CENTER

ERS HAIRSTYLING

BARBER SHOP  
SNOE SAWE

Edwards Grocery

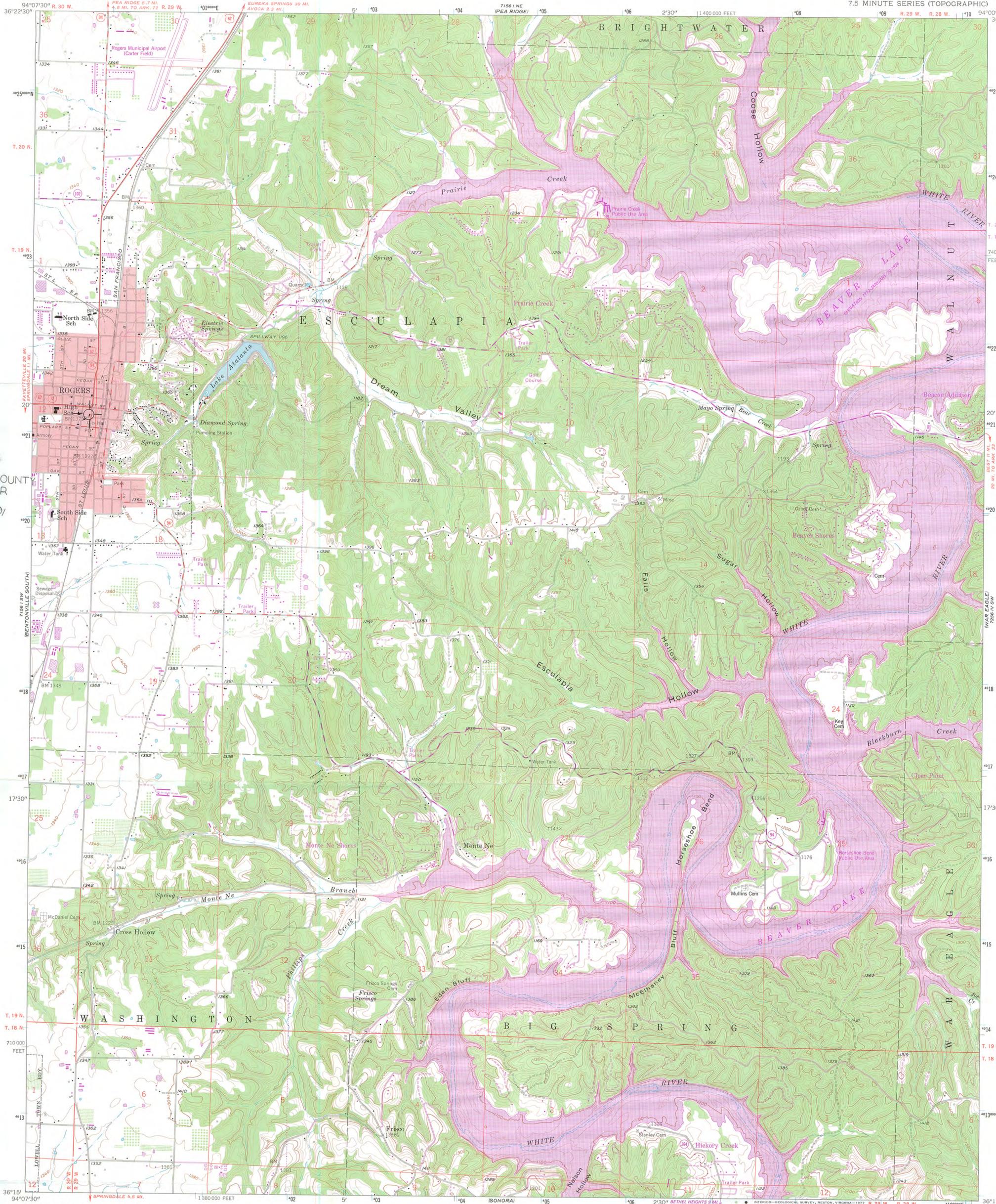
Benton Co. AR

Photo by Lew Storey

May 2, 1998

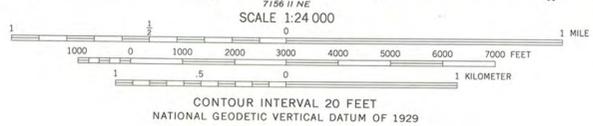
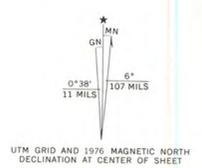
Negative on file at AHAP

View from North after renovation



EDWARD'S GROCERY  
BENTON COUNTY  
ROGERS, AR  
UTM:  
15/399680/  
4021220

Mapped, edited, and published by the Geological Survey  
Control by USGS and USC&GS  
Topography from aerial photographs by photogrammetric methods  
Aerial photographs taken 1957. Field check 1958  
Polyconic projection. 1927 North American datum  
10,000-foot grid based on Arkansas coordinate system, north zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 15, shown in blue  
Red tint indicates area in which only  
landmark buildings are shown  
Unchecked elevations are shown in brown  
Revisions shown in purple compiled from aerial photographs  
taken 1976. This information not field checked



ROAD CLASSIFICATION

Primary highway, hard surface	Light-duty road, hard or improved surface
Secondary highway, hard surface	Unimproved road
Interstate Route	U. S. Route
	State Route

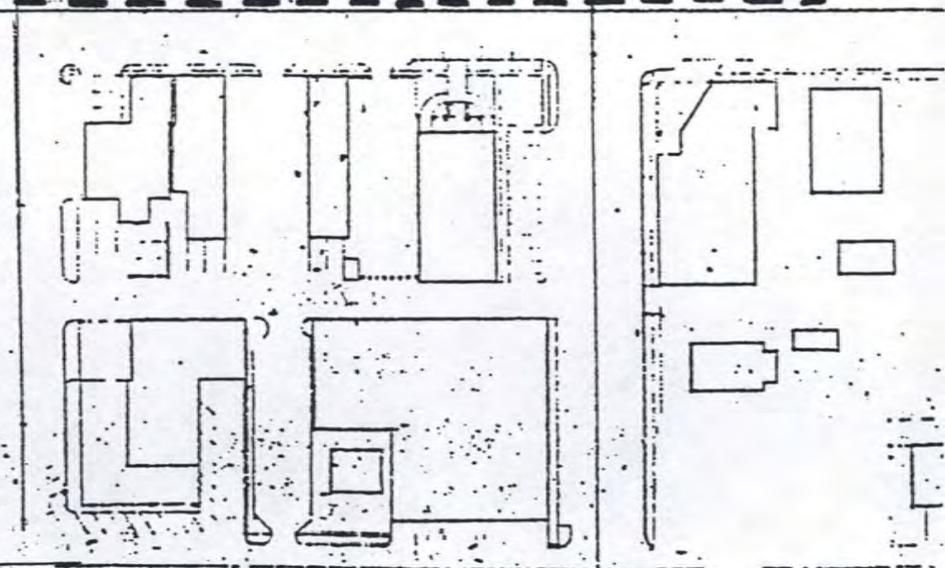
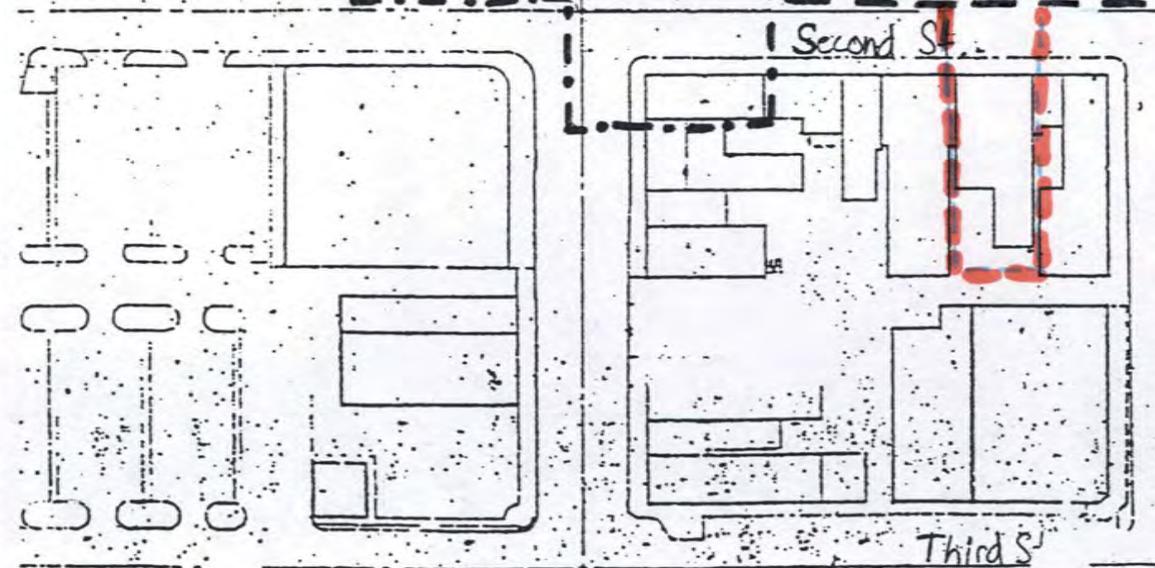
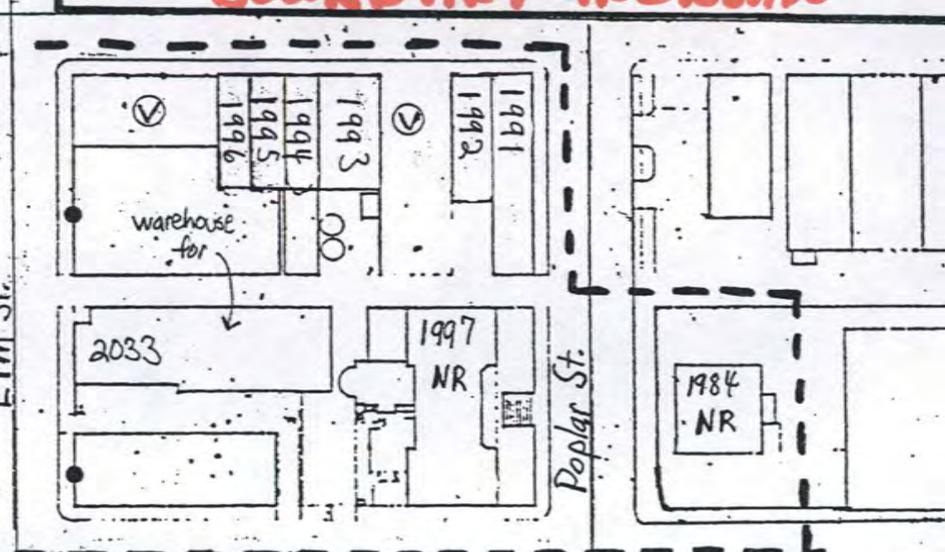
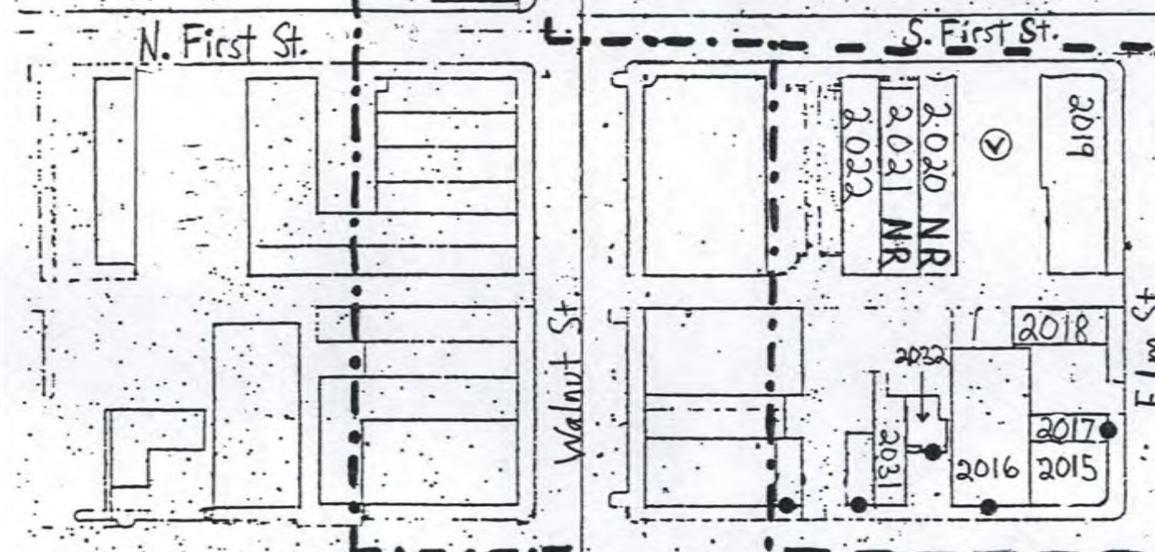
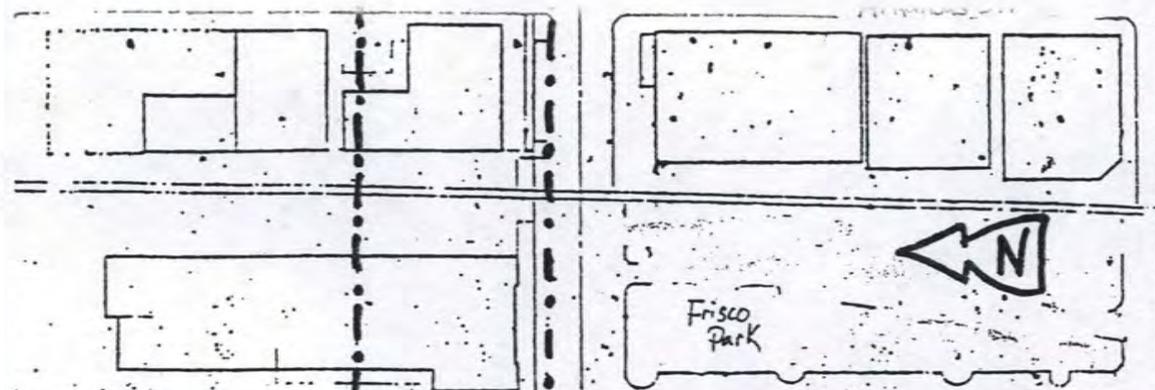


THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
AND ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROGERS, ARK.  
N 3615—W 9400/7.5  
1958  
PHOTOREVISED 1976

# Historic District

- · - original boundary
- - - amended boundary
- noncontributing
- ⊙ vacant and/or parking
- - - **BOUNDARY INCREASE**





ARKANSAS  
HISTORIC  
PRESERVATION  
PROGRAM

November 9, 1998

Carol D. Shull  
Chief of Registration  
United State Department of the Interior  
National Register of Historic Places  
National Park Service  
800 North Capitol Street, Suite 250  
Washington, D.C. 20002

RE: Boundary Increase for the Rogers Commercial Historic District. Benton County, Rogers.  
Edwards Grocery/Watson's Goodyear Store

Dear Carol:

We are enclosing for your review the nomination for the above referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

Thank you for your consideration in this matter.

Sincerely,

  
Cathy Slater  
State Historic Preservation Officer

Enclosures

