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United States Department of Interior  
National Park Service

National Register of Historic Places  
Registration Form

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 Rowley, Dr. Newman C., House  
other names/site number Middleton Area Historical Society Museum

**2. Location**

street & number	7410 Hubbard Avenue	N/A	not for publication						
city or town	Middleton	N/A	vicinity						
state	Wisconsin	code	WI	county	Dane	code	025	zip code	53562

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  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  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. (See continuation sheet for additional comments.)

Alisa J. Gougeon 3/19/99  
Signature of certifying official/Title Date

State Historic Preservation Officer-WI  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria.  
(See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of commenting official/Title Date

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

Dr. Newman C. Rowley House  
Name of Property

Dane  
County and State

Wisconsin

#### 4. National Park Service Certification

I hereby certify that the property is:  
 entered in the National Register.  
    \_\_\_ See continuation sheet.  
\_\_\_ determined eligible for the  
National Register.  
    \_\_\_ See continuation sheet.  
\_\_\_ determined not eligible for the  
National Register.  
    \_\_\_ See continuation sheet.  
\_\_\_ removed from the National  
Register.  
\_\_\_ other, (explain:)

*Edson H. Beall*

*4-29-99*

Signature of the Keeper

Date of Action

#### 5. Classification

**Ownership of Property**  
(check as many boxes as  
as apply)

private  
\_\_\_ public-local  
\_\_\_ public-State  
\_\_\_ public-Federal

**Category of Property**  
(Check only one box)

building(s)  
\_\_\_ district  
\_\_\_ structure  
\_\_\_ site  
\_\_\_ object

**Number of Resources within Property**  
(Do not include previously listed resources  
in the count)

contributing	noncontributing
<u>1</u>	<u>1</u> buildings
	<u>          </u> sites
	<u>          </u> structures
	<u>          </u> objects
<u>1</u>	<u>1</u> total

**Name of related multiple property listing:**  
(Enter "N/A" if property not part of a multiple property  
listing.)

N/A

**Number of contributing resources  
is previously listed in the National Register**

N/A

#### 6. Function or Use

**Historic Functions**

(Enter categories from instructions)  
DOMESTIC/single dwelling

**Current Functions**

(Enter categories from instructions)  
RECREATION AND CULTURE/museum

#### 7. Description

**Architectural Classification**

(Enter categories from instructions)  
Mid-19th Century

**Materials**

(Enter categories from instructions)  
Foundation Stone

<u>walls</u>	<u>Brick</u>
	<u>Weatherboard</u>
<u>roof</u>	<u>Asphalt</u>
<u>other</u>	<u>Wood</u>

#### Narrative Description

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

Dr. Newman C. Rowley House  
Name of Property

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County and State

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## 8. Statement of Significance

### Applicable National Register Criteria

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

- 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.

### Areas of Significance

(Enter categories from instructions)

Social History

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### Period of Significance

1868-1871

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### Significant Dates

N/A

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### Significant Person

(Complete if Criterion B is marked)

Rowley, Dr. Newman C.

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### Cultural Affiliation

N/A

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### Architect/Builder

Unknown

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### Narrative Statement of Significance

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

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### 9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous Documentation on File (National Park Service):**

- 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
- Name of repository:  
Middleton Area Historical Society

### 10. Geographical Data

Acreage of Property Less Than One Acre

UTM References (Place additional UTM references on a continuation sheet.)

1 16 295800 4774250  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_  
Zone Easting Northing

4 \_\_\_\_\_  
Zone Easting Northing

See Continuation Sheet

**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	Timothy F. Heggland: Consultant for	date	January 31, 1998
organization	City of Middleton Landmarks Commission	telephone	608-251-9450
street & number	1311 Morrison Street	zip code	57303
city or town	Madison	state	Wisconsin

Dr. Newman C. Rowley House  
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Wisconsin

### Additional Documentation

Submit the following items with the completed 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/title	
<b>organization</b>	Middleton Area Historical Society
<b>street &amp; number</b>	7410 Hubbard Avenue
<b>city or town</b>	Middleton
<b>state</b>	Wisconsin
<b>date</b>	January 31, 1998
<b>telephone</b>	608-836-7614
<b>zip code</b>	53562

**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.

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Middleton, Dane Co. WI

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**Description**

The Dr. Newman C. Rowley House is a fine, highly intact, masonry construction, Gabled Ell form single family residence that was built by Rowley as his home in 1868. The Rowley House is located close to the heart of the historic downtown core of the city of Middleton on a lot that is situated on the north side of Hubbard Avenue about one block east of its point of intersection with Parmenter Street. This two-story, T-plan house measures 28-feet-wide x 42-feet in length and has an 18.3-foot-deep x 20.3-foot-wide, one-story, frame construction, gable-roofed kitchen wing attached to its rear elevation. The main block of the house rests on cut limestone foundation walls, has exterior walls clad in cream brick, and is sheltered by a multi-gable roof. The kitchen wing of the Rowley House rests on rubble limestone foundation walls and it is clad in drop siding. The Rowley House was built by Dr. Newman C. Rowley to house himself, his wife Sarah, and at least five of their seven children. Following N. C. Rowley's death in 1871, the house became the home of his son and partner, Dr. Antinous A. Rowley, who lived there until his own death in 1902. The house then became the home of yet a third generation of Rowley family doctors when Dr. A. Gilbert Rowley, a son of Dr. Antinous A. Rowley, made the house his home. Dr. A. Gilbert Rowley lived there until 1909, when he built a house of his own nearby (7320 Elmwood Ave. — extant). Even after this move, however, the earlier house remained in family hands and it continued to be the home of members of the Rowley family until 1989, when the house and some of its contents were acquired by the Middleton Area Historical Society, which currently uses it as its headquarters and as a house museum.

The present city of Middleton is now largely surrounded by the suburbs of the much larger city of Madison, the state capitol.<sup>1</sup> When the Rowley House was built, however, Middleton was a physically distinct and separate entity whose downtown was located about six miles west of the downtown of Madison. The principal thoroughfare in the historic downtown core of Middleton is the north-south-running Parmenter Street, which achieved this status because of its location relative to the east-west running railroad tracks of what was originally the Milwaukee & Mississippi Railroad (M & M), which crossed Parmenter Street one-half block south of the east-west running Hubbard Avenue.<sup>2</sup> The pioneer settlement of Middleton Station (later known as Middleton) was platted in 1856, the same year that the railroad tracks of the M & M reached this vicinity. Because the first building to serve as the new community's depot (non-extant) was built where the tracks and Parmenter Street met, the area around it quickly evolved into the commercial core of the village and it remained so until the late 1930s, when the growth of auto-related transportation arteries in the area led to the development of other commercial areas within rapidly growing Middleton.

The Rowley House is located just a little more than a block away from this historic Middleton crossroads. The land around the house is flat and the streets that surround it were laid out as part of the original rectilinear-shaped plat of Middleton Station, across whose grid-like street pattern cuts the gently curving tracks and right-of-way of the railroad. The house is located almost at the east end of a very long block that is bounded on the west by Parmenter Street, on the south by Hubbard Avenue, on the north by Elmwood Avenue, and on the east by Middleton Street. Located to the north and east of the house are lots belonging to other houses, while to the west is the nearly new, one-story, Modern Movement style

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<sup>1</sup> The 1990 population of Middleton was 13,289; the population of Madison was 191,262.

<sup>2</sup> These tracks are still active and now serve the Wisconsin and Western Railroad.

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Middleton City Hall.<sup>3</sup> Located directly across Hubbard Avenue from the Rowley House are the newly constructed St. Luke's Lutheran Church and the newly constructed Middleton Public Library. The Rowley House's lot is landscaped mostly with lawn and its front yard is ornamented with a few shrubs and small trees placed between the south-facing main facade of the House and a concrete sidewalk that borders Hubbard Avenue. A black-topped driveway runs along the east edge of the lot and terminates at a small, front-gabled, frame construction, clapboard-clad one-car automobile garage.<sup>4</sup>

As noted above, the area to the west of the Rowley House was originally the historic commercial core of Middleton and it remained so until the start of World War II. Since then, however, the rapid growth of the city and the new civic needs that have resulted has placed considerable redevelopment pressure on this area and has resulted in the demolition of many of the downtown's historic public and commercial buildings, including buildings located both next door to and across the street from the Rowley House. Fortunately, the new buildings that replaced these earlier ones are themselves modern Movement style buildings of architectural merit, but overall, the net affect has been the gradual destruction of the historic fabric of Middleton's historic downtown core. It is especially fortunate, therefore, that the Rowley House is now owned by the Middleton Area Historical Society, which has undertaken a sensitive restoration of the building since acquiring it in 1989 for use as a house museum.

The Gabled Ell form Rowley House has a T-plan, two-story main block that measures 28-feet-deep x 42-feet-long and a main facade that faces south onto Hubbard Avenue. The west end of the building (the ell portion) measures 21-feet-deep x 22-feet-long and its cream brick walls rest on cut stone foundation walls that enclose a crawlspace. The east end of the building (the upright) measures 28-feet-deep x 20-feet-long and its cream brick walls rest on cut stone foundation walls that enclose a full basement story, which now has a modern poured concrete floor. The base of each of the brick exterior walls consists of a very short stretch of stone foundation wall that is surmounted by a broad brick water table made up of a header course and two stretcher courses. These walls are terminated vertically by wide fascia boards that are sheltered by shallow overhanging boxed eaves. The ridgelines of the main block's multi-gable roof run east-west and north-south and the slopes of this roof were originally covered in wood shingles but are now covered in shingles made of asphalt. Attached to the rear of the house is a one-story gable-roofed kitchen ell that originally measured 18.3-feet-deep x 14.3-feet-wide. This wing rests on rubble stone foundation walls that enclose a crawlspace and it has a wood frame and exterior walls that are clad in clapboard. Available sources suggest that this kitchen was built prior to 1885 but its actual date of construction is not known. It is known, however, that a 12.75-foot-deep x 6-foot-wide shed roof porch addition was later added along the entire length of its east side (see Attachment B) and this porch is still extant today.

#### South-Facing Main Facade

The 42-foot-long asymmetrically designed main facade of the Rowley House faces south onto Hubbard Avenue and is composed of the south-facing two-story elevations of both the ell on the left (west) and the upright on the right (east). The elevation of the upright portion of the facade visually dominates that of the recessed ell. The 20-foot-wide south

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<sup>3</sup> The land associated with the Rowley House lot originally included the entire east end of the block and included the land now associated with the later houses located at 7406 Hubbard Avenue and at 1808, 1812, and 1816 Middleton Street.

<sup>4</sup> The garage building was built after the period of significance and is considered to be non-contributing for that reason.

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elevation of the upright is asymmetrical in design and three bays wide. The two right-hand bays of the first story each contain a flat-arched window opening. Both of these openings serve the front parlor/living room of the house and they have dressed cut stone lug sills and are crowned with dressed cut stone lintels. These two window openings, like all of this house's other window openings, originally contained six-over-six-light, double hung, wood sash windows. At a later date, however, these windows were replaced with one-over-one-light windows instead. The restoration effort undertaken by the Middleton Area Historical Society placed snap-in wood muntins in these windows that gives them a six-over-six-light appearance that is very close in design to that of the originals and it replaced the modern aluminum storm windows that covered them with new wood sash two-light storms in 1995 that are identical to the originals. The first story's left-hand bay consists of a tall, flat-arched, slightly recessed entrance door opening that is surmounted by a massive, dressed cut stone lintel. This Greek Revival style-inspired opening still contains its original one-light-over three panel wood entrance door, which is flanked by a pair of extremely simple wood pilaster strips that have attached wood plinth blocks, panel strips, and capitals.. The opening also contains two four-light side lights and it is surmounted by a four-light transom, each light of which is decorated with an etched running vine design.

The second story of this elevation contains three window openings of the same type and design as the ones described above and these windows light one of the second story bedrooms. Centered in the gable end above them is a small lunette-shaped opening that contains wooden louver slats. Early photos (see Attachment A) show that this opening is not original to the house, but the date when it was added is not known. There is also a thin cream brick chimney shaft with a corbelled top that is placed on the center of the ridgeline of the roof of the upright.

The 22-foot-wide south-facing elevation of the ell portion of the main facade is also asymmetrical in design and its first story is four-bays-wide. The two left-hand bays and the right-hand bay each also contain a flat-arched window opening of the type described above. The second bay from the right consists of another flat-arched entrance door opening and it too is surmounted by a dressed cut stone lintel and contains a one-light-over three panel wood entrance door. Unlike the main door opening of the elevation of the upright, however, this one has neither sidelights or a transom. The door and its two flanking window openings light the dining room of the house while the window in the left-hand bay lights a bedroom.

The second story of this elevation contains three window openings of the same type and design as the ones described above and these are placed above the first, second, and third bays from the left of the story below. These three windows provide light for two of the second story bedrooms. There was also originally another thin cream brick chimney shaft with a corbelled top placed towards the left (west) end of the ridgeline of the roof of the ell as well, but this was removed many years ago.

The entire first story of the main facade is now sheltered by a full-width, nearly flat-roofed, open front porch that was largely reconstructed in 1995. This porch has a concrete pad foundation and a floor that is two steps above grade and made out of tongue and groove boards, as is the porch ceiling. Its roof is upheld by five thin turned wood posts and two identical engaged posts that are set on tall, thin square plinths and whose heads are decorated with small scrollsawn openwork brackets. An additional pair of small sandwich brackets is also placed on the fascia of the roof directly above the head of each post as well. This porch largely replaced a previous one of simple astylistic design that had been constructed at some



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time prior to 1963, this porch being itself a replacement for the original (see Attachment A), which a Bird's Eye View of Middleton dated 1876 shows was in place by that date and which served as a model for the present one. Today's porch is not an exact replica of the original one, however, since it retains the plan and parts of the roof of the second porch. Historic photos show that the original pre-1876 full-width porch consisted of two sections of equal depth, which, because of the recessed position of the ell relative to the upright portions of the house, were staggered in order to follow the outline of the main facade. In addition, the edge of the original porch roof was ornamented with a decorative wooden balustrade. This first porch was entirely removed when the second porch was built, though, and its replacement was built to a simpler design having just one rather than two sections and no decorative elements. When the Middleton Area Historical Society decided to rebuild the replacement porch in 1995, cost constraints and the relatively sound nature of the porch roof made it advisable to retain this later plan, but everything below the roof was replaced with new materials in a design that emulates but does not duplicate the exact design of the original.

**East-Facing Side Elevation**

The east-facing side elevation of the house consists of the 28-foot-wide cream brick side elevation of the upright wing and the 12.25-foot-wide side elevation of the kitchen wing. The elevation of the upright is two-stories in height, two-bays-wide, and is, except for the off center placement of two barely visible flat-arched basement story windows, symmetrical in design. The first and second stories of each bay contain a flat-arched window opening of the type that fills the bays on the main facade as described above. The left and right-hand first story windows light the front and rear parlors, respectively, while the second story ones provide light to two of the second story bedrooms.

The east-facing side elevation of the kitchen wing is one-story in height and consists of the later shed-roofed porch addition to the original wing. This elevation has a visible rubble stone foundation and the lower portion of the wall that rests on it is clad in drop siding. The upper portion consists of two panes of vertical tongue and groove boards into each of which is set a single square window opening that contains a four-light sash. The wall is enframed with corner boards and is otherwise undecorated.

**North-Facing Rear Elevation**

The north-facing rear elevation of the house is similar in some respects to the south-facing main facade and is composed of the north-facing two-story elevations of both the upright on the left (east) and the ell on the right (west). This elevation is also dominated by the upright portion.

The 20-foot-wide north elevation of the upright is symmetrical in design and two-bays-wide. The first and second stories of each bay contain a flat-arched window opening of the same type that fills the bays on the main facade as described above, save only that these windows do not currently have snap-in muntins in place. Both of the first story openings serve the back parlor of the house, although the right-hand one is now largely covered by the adjacent south side of the shed-roofed porch addition to the original kitchen wing.

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The two window openings of the second story were originally identical to the ones directly below and lit a bedroom. In the 1940s, however, when the house was converted to a duplex, this bedroom was converted into a kitchen. A raised countertop that was placed along the north inside wall of the new kitchen resulted in the lower portion of left-hand (east) window opening being filled with red brick and a smaller one-over-one-light double hung window being placed above. Otherwise this portion of the elevation is unchanged.

The 22-foot-wide north-facing elevation of the ell portion of the house is largely covered by the kitchen wing and as a consequence has no visible openings or decoration of any kind. The north-facing elevation of the one-story kitchen wing consists of both the 14.3-foot-wide wing itself (west) and its later 6-foot-wide shed-roofed addition (east). The wall surface of the addition consists of horizontal drop siding below and thin vertical tongue and groove boards above and a flat-arched entrance door opening is centered on this elevation. The north elevation of the kitchen wing is clad completely in drop siding and has no openings save for a small, modern, square ventilator opening placed high in the gable end.

#### West-Facing Side Elevation

The west-facing side elevation of the house consists of the 18.25-foot-wide side elevation of the kitchen wing to the left (north) and the 21-foot-wide cream brick side elevation of the ell to the right (south).

The asymmetrically designed west-facing side elevation of the kitchen wing is one-story in height and is sided in drop siding. This elevation has a visible rubble stone foundation and a small, flat-arched window opening containing a one-over-one-light double hung window is centered on it. A larger window of similar design is placed to its right. The elevation is enframed with corner boards but is otherwise undecorated.

The west-facing side elevation of the upright wing of the house is almost completely covered by the west-facing side elevation of the ell and it is devoid of window openings or other architectural features. The west-facing side elevation of the ell is two-stories in height, two-bays-wide, and is symmetrical in design. The first and second stories of each bay contain a flat-arched window opening of the type that fills the bays on the main facade as described previously. The first story windows light a bedroom as do the ones in the second story. Here too, as on the main facade, a small lunette-shaped opening that contains wooden louver slats is centered in the gable end above. Early photos show that this opening is not original to the house, but the date when it was added is not known.

#### Interior

The interior of the Rowley House is notable for its highly intact state, which is most likely due to the 121-year-long tenure of the Rowley family. Such changes as have occurred are due mostly to a decision to convert the house into two duplex units during the housing shortage of World War II, which resulted in the second story's northeast bedroom being converted into a kitchen. Other changes include: the ca.1940-1950 remodeling of the second story bathroom at the top of the stairs, the original bathroom in this space having itself been the result of a still earlier remodeling; the 1950s era modernizing of the first story kitchen; and the covering of much of the first and second story's original plaster ceiling with acoustical tiles. Other than these changes, the interior exhibits a high degree of integrity and is in very good condition.

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Entrance Hall

The main entrance to the house is via the entrance door in the upright wing's main facade. On passing through this door and crossing the dressed stone threshold, one enters into a tall, narrow entrance hall (see Attachment B), which has narrow tongue and groove board floors, walls and ceiling made of dry wall that replaced the aged original plaster ones, and an open string staircase that runs up its left (west) side to the second story. Behind the visitor, wood trim that takes up the full width of the hall enframes the entrance door, its sidelights, and the transom. To the right, on the east wall of the hall, is a single door that opens into the front parlor. This five-paneled door is enframed with an architrave trim set whose uppermost element widens towards its center, creating a pediment-like severely flattened triangular door head that has ends that extend beyond the door posts and terminate in crossettes. These eared door frames are also Greek Revival style in inspiration and larger versions are found elsewhere in the house. Another five-paneled door, this one with a simple surround, is placed in the spandrel of the stair and it opens onto stairs that lead down to the basement story. Finally, another five-panel door at the north end of the hall, this one also with a simple surround, opens into the back parlor.

One of the most remarkable aspects of this room and a feature found elsewhere in the house is the still intact original graining that covers most of the wood surfaces. All of the hall's doors, their trim sets, the tall molded baseboards, and the wall string, are painted to resemble wood grain. Especially notable are the vertical tongue and groove boards that cover the spandrel under the stairs, the graining pattern and tone of which alternates on every other board, creating a subtle striped effect.

Front Parlor

The front parlor, like all the other rooms in the house, has narrow board floors, plaster walls, and a ceiling that is now covered in acoustical tiles. The door that opens into the hall has an eared and pedimented trim set and so does the much larger door opening in the room's north wall, which opens into the rear parlor. When the duplex conversion took place, however, this last opening was somewhat reduced in width in order that a thin set of book shelves could be built along either side of the opening. In addition, all the woodwork in this room is painted.

Back Parlor

The back parlor is very similar to the front parlor. Here, too, all the woodwork is painted and it also includes a molded wood picture rail placed high on the room's wallpaper-covered plaster walls as well as the baseboards and window and door trim sets that are also found in the front parlor. In addition to the already mentioned door opening in the south wall of the room (which opens into the front parlor), a second opening of identical size and having an eared and pedimented trim set of identical design is located in the west wall of the room. This opening gives access to the dining room; the door is of particular interest, being a single enormous ten-panel sliding pocket door that is still in excellent working condition. The back parlor side of this door is painted like the rest of the woodwork in this room. The dining room side, however, is completely covered in the fine graining that is also so prominent a feature of the entrance hall.

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Dining Room

The dining room has its own outside entrance located in the center of its south wall. This entrance is flanked by two window openings and the room also has a single entrance door located in its rear (north) wall that leads to the kitchen, two single door openings on its west wall that open into a long narrow room that is believed to have once been a bedroom, and the large door opening in its east wall that is mentioned above and which opens into the back parlor. All of the trim sets belonging to these window and door opening and the doors themselves have the same wood graining that has been noted previously and, in addition, this room has a tall chair rail molding. All of these openings, however, are enframed with simple molded trim sets rather than the eared and pedimented casings that are found in the front and back parlors and in the hall.

Kitchen

A door in the north wall of the dining room gives access to the kitchen, which also has an outside entrance door in its east wall that opens into this wing's back porch. The kitchen has plaster walls and a plaster ceiling and the cabinetry and appliances in it suggest that it was remodeled sometime in the 1940s or 1950s, possibly at the same time that the upstairs kitchen was installed.

Second Story

The second story is reached by ascending the main staircase in the front hall. This straight run staircase still has its original wood balustrade, which consists of a fancy turned newel post and a heavy molded handrail that is supported by slender turned balusters that are placed two to a step. The balustrade is terminated at the top of the stairs by another turned post and it then continues around the upper edge of the stairwell.

The second story of the upright wing contains two bedrooms, as does the second story of the ell wing, and all but the ell's westernmost bedroom open off the second story hall. This hall and also the front bedroom of the upright both have floors made out of very narrow tongue and groove wood boards. These floors are believed to be a later replacement for the original flooring since the remainder of this story has floor boards identical to those of the first story, which, while narrow, are not so narrow as these. Another difference between the first and second story is that the second story's woodwork and its window and door trim sets are painted and are much simpler in design than those of the story below. All the second story doors have four panels and the window and door trim sets consist of just simple boards. All second story walls are plaster and the ceilings are covered in acoustical tiles.

The upright wing's rear (north) room is the second story's most altered room. Originally, this room is believed to have been a bedroom, but during World War II it was converted into a kitchen when the second story became a second living unit. As a consequence, kitchen cabinets made of wood and Formica countertops were attached to the north and east walls, appliances were located on the others, and linoleum was laid over the original floor. These alterations are all in good, highly intact condition, however, and are part of the ongoing history of the house.

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The door of the bathroom is located directly opposite the head of the staircase. This room may have always been a separate entity or it may have once been a part of the original northeast bedroom. Whatever its history may have been, though, it is highly probable that it served as a bathroom before it was remodeled in the 1940s or early 1950s. Today, the floor is covered in linoleum, the lower halves of this room's walls are completely covered in pink tiles that are accented with black tiles, and a pink sunken bathtub is placed under the window on the north wall of the room. This room is still in excellent condition today and it, like the kitchen, continues the history of the house into the modern age.

Despite the changes made to the Rowley House over the years, the overall integrity of the building is high. Care has been taken by the Middleton Area Historical Society to ensure that any changes made to the building since they acquired it, such as the renovation of the front porch and the addition of the new storm windows, was done in a way that complimented the original design. The new storms duplicate the design of the original ones and other new work has been done so as to be largely indistinguishable from the old. As a result, the Rowley House of today is now one of the handsomest and best restored buildings in Middleton and is a credit to those who are working so hard to ensure its survival.

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**Significance**

The Dr. Newman C. Rowley House is being nominated to the National Register of Historic Places (NRHP) for its local significance under National Register (NR) criteria A and B. More specifically, the house is being nominated for its associations with its first owner, Dr. Newman C. Rowley, and for Rowley's associations with the NR significance area of Social History, a theme that is also identified in the State of Wisconsin's *Cultural Resource Management Plan* (CRMP). Research into this area of significance centered on evaluating the house and Dr. Rowley using the Health Services subsection of the CRMP's Social & Political Theme section.<sup>5</sup> The results of this research is detailed below and confirms that the house is locally significant under NR criteria A and B as the only surviving building that is directly associated with Dr. Newman C. Rowley, the city of Middleton's first physician, an important figure in the building up of that community, and an important pioneer figure in the establishment of medical practice in western Dane County. The house, which Rowley built in 1868, was also the residence of his son and successor, Dr. Antinous A. Rowley, who lived there until his own death in 1902. The house then became the home of yet a third generation of Rowley family doctors when Dr. A. Gilbert Rowley, a son of Dr. Antinous A. Rowley, made the house his home. Dr. A. Gilbert Rowley lived there from the time of his father's death until 1909, when he built a house of his own nearby, but even after this move the original house remained in family hands and it continued to be the home of members of the Rowley family until 1989, when it and some of its contents were acquired by the Middleton Area Historical Society, which currently uses it as its headquarters and as a house museum. The Rowley House itself is a fine example of the Gabled Ell vernacular form and it is the most intact of only two brick residences built in Middleton in the nineteenth century, which during this period was a small community that was founded when the first railroad line built across Wisconsin reached this point in 1856.

**Historic Context**

A detailed overview of the history of the city of Middleton is included in the recently completed *City of Middleton Intensive Survey Report*.<sup>6</sup> Consequently, this information will not be repeated here except as is necessary to place the Rowley House into its appropriate historic context.

The first settlers of what is now the Town of Middleton, in which today's city of Middleton is situated, arrived in the spring of 1841. This area was then without governmental organization and although a steady stream of new settlers soon followed the first pioneers it remained in this state until 1846, when the Town of Madison was officially formed. In 1848, what is now the Town of Middleton was created out of the westernmost district of the Town of Madison and it was reputedly named after Middleton, Vermont. The rich, gently rolling farmland that characterized much of the new town and its proximity to the nearby state capitol city of Madison made it attractive to settlers wishing to engage in agricultural pursuits and by the early 1850s, farming and related activities were the dominant economic activity in the town. As a result, several

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<sup>5</sup> Wyatt, Barbara (Ed.). *Cultural Resource management in Wisconsin*. Madison: Historic Preservation Division, State Historical Society of Wisconsin, 1986, vol. 3, 6-1 (Social & Political). Social History was chosen rather than the significance area of Health/Medicine because Rowley's significance to Middleton was not limited solely to the practice of medicine.

<sup>6</sup> Hegglund, Timothy F. *City of Middleton Intensive Survey Report*. Madison: 1996.

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very small trading centers developed in the town to service the needs of the farming community, chief among them being the hamlet of Pheasant Branch, which is now included within the greatly expanded boundaries of the city of Middleton, and Middleton Junction (a.k.a. East Middleton), which is located in the east part of the town.

What is now the city of Middleton got its start, as did many other communities of that day, with the coming of the railroad. In 1856, the tracks of Wisconsin's first railroad, the Milwaukee & Mississippi, were being laid west from Madison towards Prairie Du Chien and the Mississippi River along a route that took it through the Town of Middleton. In the same year, E. M. Williamson, a real estate dealer in Madison and the brother-in-law of John Catlin, the president of the railroad, took advantage of this situation and platted the Village of Middleton Station, which plat now constitutes the historic core of the present city, and had it surveyed so as to border both sides of the new rail line.<sup>7</sup> As a result, the railroad line, which is still an active one, enters the plat at its southeast corner and curves gradually, proceeding to bisect the plat as it proceeds on its way west. Shortly thereafter, the first house and the first store in the new village were built and William Wheeler constructed the first brick building in the town on the corner of Parmenter and Hubbard streets immediately north of the railroad track, which he used as a general store. This act helped establish Parmenter Street as the principal commercial thoroughfare of the new village and subsequent commercial development would concentrate along this north-south axis and around its point of intersection with the railroad track.

The arrival of the railroad brought immediate change to the new village. Now, farmers in the enormously fertile area that surrounded it had a means of transporting their abundant produce to distant markets and new settlers in the village were quick to provide an infrastructure to service the demand these farmers generated. By the end of 1856, B. C. Slaughter had built the first warehouse near the railroad tracks and several other men promptly set up office as grain buyers. This activity soon reached large proportions. By 1865, local grain buyers R. E. Davis and Richard Green were purchasing as much as \$119,000 worth of grain a month and by 1868 it was estimated that as much as half a million bushels of grain and large quantities of livestock were being shipped from the village in a single year. This activity resulted in the construction of several warehouses and grain elevators and a new depot alongside the tracks and it also led to the formation of a commercial district complete with hotels, stores, and other commercial buildings centered on Parmenter Street. Surrounding this central area and radiating out from it to the east along Hubbard and Slaughter (today's Elmwood) avenues were the houses of the merchants and other citizens of the village.

The earliest settlers in the village of Middleton Station were of English and New England backgrounds but they were joined almost immediately by others of predominantly German ancestry who soon became the dominant ethnic group in the village and remained so until well into the twentieth century. While it would be inaccurate to say that the village "boomed" during the 1850s and 1860s, growth was steady. In January of 1867, E. D. Clinton had an addition platted to the east of the original plat and the village might have grown still larger at this time had it not been for the significant downturn in the local economy that occurred at the end of the decade. By 1870, area farmers were being afflicted with crop losses caused by insect infestation, which resulted in much smaller grain shipments. Ironically too, Middleton, as the village was now

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<sup>7</sup> Gruber, John. "Railroad People Boost Town Sites As Construction Crews Move West." *Mid-Continent Railway Gazette*, November, 1989, p. 10. John Catlin was one of the earliest settlers of Madison, Wisconsin, arriving in 1836, and Williamson arrived just four years later in 1840.

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called, began to suffer from competition in the form of another railroad, the Chicago & Northwestern, which laid a competing track in the south part of Dane County in 1870. As a result, Middleton settled down (somewhat reluctantly) to its quieter future as a small area trading and transshipment center that was closely tied to the rural agricultural community that surrounded it.

Even as late as 1905, the year Middleton was officially incorporated as a village, its population was just 544 and its population had little more than doubled by the advent of World War II. Once World War II ended, however, Middleton entered a period of growth and transformation that still continues today and is more active now than ever. By the end of the war the east-west-running thoroughfare that had originally been called Whittlesey Avenue had been renamed University Avenue and it was both a continuation of the street of the same name that ran eastward some eight miles into Madison and it was also a part of USH 14, which ran west to Spring Green and onward to La Crosse. Just to the west of the village, University Avenue/USH 14 intersected with the north-south running USH 12 as well, and the increased volume of traffic that flowed on these new corridors brought new development to the village, most of which was directed away from the historic core and out towards the new peripheral highways. As the 1950s turned into the 1960s growth intensified and what had once been the village of Middleton gradually became less of a separate community and more and more a bedroom community for people working in Madison. By the end of the sixties the historic core of Middleton was ringed by new subdivisions and the city boasted several new commercial areas. By 1990, what was now the City of Middleton had a population of 13,289. Since that time, Middleton has grown faster than ever and it has now reached a state of growth that has probably exceeded the expectations of even its most fervent original boosters.

### **Social History**

The Dr. Newman C. Rowley House is believed to be of local significance under NR criterion A as the only surviving Middleton resource that is directly associated with the life and work of Dr. Newman C. Rowley, who was the city of Middleton's first doctor and was also an important factor in the settling and upbuilding of the community and in the establishment of the medical profession in Western Dane County. In addition, the Rowley House is also of significance under NR criterion B to the history of Middleton because it was the home of three successive generations of Rowley family doctors, all of whom practiced in Middleton. N. C. Rowley was the first physician to established himself in the Town of Middleton, beginning his practice there in the mid-1850's even before the establishment of the village of Middleton Station (which was later renamed Middleton). After his death in 1871, the practice that he established in Middleton was carried on by his son, Dr. A. A. Rowley, and still later by his grandson, Dr. A. G. Rowley, and it lasted for a total of 106 years, until the death of the latter in 1956. During this period the city of Middleton grew from nothing to a city having a population of over 2110, the majority of whose residents were brought into the world through the agency of the Rowleys. Thus, it is not surprising that the name of Rowley was virtually synonymous with the practice of medicine in Middleton during the lifetimes of these three men, nor is it surprising that the house that was their home (which was continuously owned by the family until 1989), continues, for many still living residents of Middleton, to be closely associated with the Rowley family and with their practice.

Newman Campbell Rowley (1815-1871) was born in Vermont in 1815, and was the son of Aaron Rowley and a descendent of Henry Rowley, who came from England to America in either 1630 or 1632. After turning 21, Rowley, who was intent on becoming a physician, taught school and borrowed money in order to finance his medical education.



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The doctor earned his title of doctor of medicine the hard way. It took him ten years to get his final diploma, starting out as a teacher and alternately teaching reading, writing, arithmetic, philosophy and geography and attending school at Granville, Ohio, and La Porte, Ind. His further study at the Cincinnati College of Physicians and Surgeons, and his apprenticeship to a Dr. Evans at Janesville, Wis., during the summer months, finally won him his medical diploma from that college in 1849. Simultaneous with the procurement of his education, he had married [Sarah H. Davis] and succeeded in raising [the first of] seven children; the oldest of which was Antinous A. Rowley, born in Ohio in 1841, and who later was the son to propagate the line of Rowley doctors in the Village of Middleton.<sup>8</sup>

In 1850, Rowley moved to Dane County, Wisconsin, where he first established himself in a rural crossroads community in the Town of Verona called Verona Corners (today's city of Verona). By the middle of the decade, however, Rowley had moved from Verona Corners to another crossroads community located just to the north in the Town of Middleton named Middleton Junction, he being the first established physician in that Town.<sup>9</sup> Later, however, he apparently returned to Verona Corners and remained there until his subsequent move to Middleton Station in 1861 or 1862.<sup>10</sup>

Rowley was not the first member of his family to settle in Wisconsin, however, having been preceded by his elder brother, the Rev. Moses Rowley (1796-1882), who came to Wisconsin in 1846 and was one of the pioneer Baptist preachers in Wisconsin, being especially active in Dane County.<sup>11</sup> Perhaps with financial help from his brother Newman, Moses Rowley was instrumental in establishing the Baptist Church in several communities in western Dane County during the 1850s and 1860s. In 1855, he helped establish the first Baptist Church in Verona Corners and served as its first preacher for several months.<sup>12</sup> A few months later, Rowley moved to the just established community of Mazomanie at the far western edge of the county, where on April 11, 1857 he organized the Baptist Church in that community. Services were held in his own home (location unknown) for several years until they were moved into the Haskell University building in that community (non-extant), which he also helped found.<sup>13</sup> N. C. Rowley was also joined in Wisconsin at an unknown date by another

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<sup>8</sup> Rowley, Jessica. "The Rowley Doctors." *The Middleton Centennial Book*. Middleton: Middleton Centennial, Inc., 1956, p. 19.

<sup>9</sup> Butterfield, Conusl W. *History of Dane County, Wisconsin*. Chicago: Western Historical Co., 1880, p. 904. The tiny assemblage of buildings known as Middleton Junction was located at the intersection of Mineral Point Road (CTH S) and CTH M just to the west of the city of Madison and it can be seen on the USGS quad map that accompanies this nomination. It survived after a fashion until the 1980s, but almost all built traces of it have since been eradicated by subsequent development activity in this area.

<sup>10</sup> Rowley and his family were living in the Town of Verona when the 1860 Federal census was conducted, at which time Rowley owned real estate valued at \$4000.00 and personal property valued at \$3500. Rowley and his wife also had all seven of their children living at home with them then, who ranged in age from one month to nineteen years.

<sup>11</sup> Kittle, William. *History of the Township and Village of Mazomanie*. Madison: State Journal Printing Co., 1900, pp. 135-136. This is a brief biographical sketch of Moses Rowley. See also p. 61. Still another brother was Gen. William Rowley, a member of the staff of Gen. U. S. Grant during the Civil War.

<sup>12</sup> Butterfield, C. W., op. cit., p. 871.

<sup>13</sup> Ibid. P. 936.

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relative, Aaron Rowley, who built a cream brick house (extant) for himself in 1860 in the village of Evansville, which is located in Rock County midway between Janesville and Verona.

By 1860, the Federal Census of that year showed that Dr. N. C. Rowley, then residing in the Town of Verona, had amassed personal holdings valued at \$7500.00, a considerable sum for those days. Why then, he chose to move to the newer community of Middleton Station (Middleton) in either 1861 or 1862 is not known, but he had most likely chosen both Verona Corners and Middleton Junction as places of residence because they were located on the stagecoach routes of those days and he probably chose Middleton Station because of its location on the new railroad line. He may also have become dissatisfied with the resources available in Verona Corners, which even by 1880, nine years after his death, had only two churches and two stores. Whatever the reason, Rowley's arrival in Middleton marked the beginning of professional medical service in that community.<sup>14</sup> The only other doctor in the area at that time was Dr. Sumner Curtis Coolidge (1828-1900), a native of Massachusetts who had located in the nearby community of Pheasant Branch in 1858.<sup>15</sup>

Dr. Rowley's arrival in Middleton brought much more to the community than just the services of a dedicated doctor. As the following account shows, a small town doctor in the nineteenth century endured privations and provided a range of services that is difficult to imagine today. A doctor like Rowley might have not only an office and a medical practice, but also a drugstore as well, and the one begun by Dr. N. C. Rowley was Middleton's first.

His [Dr. N. C. Rowley's] drugstore, located in a building [non-extant] at the site of the present [1956] Middleton Fair Store, was in full swing by 1864 and comprised the ground floor, with medical offices upstairs. While Dr. Newman Rowley was engaged in his new venture, his son Antinous A. Rowley, after serving as a volunteer private in the Civil War, completed his study of medicine at Rush Medical College in Chicago, receiving his doctor's degree in 1867. He had married the former Olivia Wheelwright who had studied art at the University of Wisconsin for three years and was, at the time of her marriage, a teacher at Middleton Junction. Dr. Antinous A. Rowley practiced at Springfield, Wis., for a short time; but about 1868 moved to Middleton Depot [sic] to take up partnership with his father in his practice and management of the drugstore. The drugstore carried the name, "Rowley & Son," until the death of the elder doctor in 1871. The younger doctor continued to operate the store until 1885.

At the time of the Rowley & Son partnership, it was necessary to have one or two apprentices working with them. Dr. Antinous A. Rowley had at least six apprentices during his years of medical practice. An apprentice received his board, room and training under the doctor, in return for which he took care of the horses, drove the doctor out at night or at least hitched the team or saddled the horse. The apprentice studied anatomy of the bones, therapeutics, and materia medica and filled prescriptions for horses and man. Actually, the apprentice operated the drugstore while the busy doctors went out on their circuit. In other words, he was the "all-round handyman" whose only compensation was the 25 or 30 cents he managed to pocket for every tooth he pulled.

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<sup>14</sup> Butterfield, C. W., op. cit., p. 904.

<sup>15</sup> Daniels, Eileen and Thomas Daniels. *Centennial Souvenir Book*. Middleton; Middleton Times-Tribune, Inc., 1948, p. 29. In 1858, Pheasant Branch was a separate community but it has now been wholly enveloped by the city of Middleton.

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The mode of travel in these early times over the rutted dirt roads was, of course, by horseback. Saddle bags attached to the saddle carried the necessary medical instruments and bandages, and the obstetrical bag was of leather with a long strap slung over the shoulder. Later when the roads were improved, two horses were drive by day; but night calls continued to be made by horseback. The territory covered went as far as Mazomanie, Mt. Horeb, and Paoli; and two circuits a day were traveled, one north and one south. When the doctor made his circuit, it was specifically marked out; and in the case of an emergency, he could be met coming back on his circuit.<sup>16</sup>

Such was the life of the typical small town doctor of the day, some of whom, like Dr. Rowley and his son, also ran a drugstore as an adjunct to their practice, both out of necessity and as a business venture. What sets Dr. Newman C. Rowley apart from most of his Dane County contemporaries, however, were his additional efforts to improve the professional standards of his colleagues and the general public health within the region in which he practiced.

Somewhere along Middleton Creek between Middleton and Pheasant Branch, hidden under brush and trees, are the remains of what was once the "Pest House." The Pest House [non-extant], erected by Drs. N. C. and A. A. Rowley, was used for the quarantine of smallpox cases. The first cases to contract the disease were cared for by hired help who at one time had the disease, and then later, the convalescing patients cooked the meals and nursed the new patients and the hired help was dismissed. Before going back to the community, the hired man's clothes were burned and new clothing furnished him. This method of quarantine seemed to be the most effective way of handling contagion.

The first set on lectures on anatomy and the first anatomical demonstration to be given at Madison was also sponsored by Dr. Newman Rowley. The anatomical lecturer was Dr. Chapman of the Cincinnati College of Physicians and Surgeons, a teacher of N. C. Rowley while at Cincinnati College, who came from Cincinnati to give an anatomical demonstration on cadavers shipped from Chicago.<sup>17</sup>

Where Rowley and his family lived during his first years in Middleton is not known, but by 1868 the needs of his family and his growing means united in the construction of the house that is the subject of this nomination. Most of the details surrounding its construction are still unknown but the Village of Middleton Tax Rolls show that the house was constructed in 1868, a date that has recently been confirmed by a gift to the Middleton Area Historical Society from one of Rowley's descendants, which, among other things included the original bills of lading for the 30,000 bricks used in the construction, which were shipped from Edgerton, Wisconsin, to Middleton between April 3 and April 9, 1868.<sup>18</sup> What, if any direct role Rowley's new house may have played in his medical practice is conjectural. It is known, for instance, that Rowley either

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<sup>16</sup> Rowley, Jessica, op. cit., pp. 19-20.

<sup>17</sup> Ibid. P. 20.

<sup>18</sup> Collections of the Middleton Area Historical Society. The name of either the Edgerton shipper or the Middleton receiver of these bricks as shown on the bills of lading is the firm of Bayer & Esser, about which nothing else is known. In addition, the Society also received a copy of the original insurance policy for the completed house, which was taken out on the New England Fire and Marine Insurance Co., of Hartford, Conn. and which was due to expire on July 14, 1870. Interestingly enough, the agent for this policy was Moses Rowley of Mazomanie, who was presumably the brother of Newman C. Rowley, the policyholder.

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owned or rented a building (non-extant) that contained his drugstore in its first story and his offices in the second and that this building was located either on Parmenter Street or further to the west of the house on Hubbard Avenue. Never-the-less, it is more than likely, given the much more informal nature of a small town rural-oriented medical practice of that time, that Rowley's house was also pressed into the service of his practice from time to time as well.<sup>19</sup>

Neither were Newman Rowley's contributions to Middleton limited solely to medicine. In addition to his medical work, Rowley and his son, A. A. Rowley, used their status in Middleton to improve the community in other ways.

Middleton Depot was a growing railroad town and the construction of new homes, places of business, and public buildings was underway to provide for the influx of new inhabitants. The need for houses of worship was realized and the construction of the first two churches in Middleton, which were of Protestant denominations and which the Rowleys were instrumental in building, were accomplished. Dr. A. A. Rowley collected money to be used for the construction of the Presbyterian Church erected [1869] on the site of the present [1956] St. Luke's Church [both buildings non-extant]. The second church was begun by the Baptists and later the Methodists helped to complete it. The church was called the "Union Church" because of the union of Baptists and Methodists. Erection of the church [extant] was backed by A. B. Kingsley, owner of the first lumber yard in Middleton; Richard Green, grain dealer; the Rowleys, John Bush, and other Baptists and Methodists. Moses Rowley was the blind Baptist preacher who occupied the pulpit in the first stages of the church's existence.<sup>20</sup>

Father and son also participated in the creation of the secular side of Middleton's social life as well. Both N. C. and A. A. Rowley were founders of Middleton's Masonic Lodge No. 180 in 1870 and N. C. Rowley was also a charter member of Middleton's Odd Fellows Lodge as well, which was instituted on July 27, 1869 as Mendota Encampment, No. 34, I.O.O.F.<sup>21</sup>

Dr. Newman C. Rowley died on September 13, 1871. His place in his adopted community was then taken by his oldest son, Antinous A. Rowley (1841-1902).

Dr. A. A. Rowley was born at Eagle, Brown County, Ohio, January 6th, 1841, and in 1846 came to Wisconsin with his parents in 1849. His father, Dr. Newman C. Rowley, practiced his profession at Verona and later at Middleton where he died in 1871. Dr. A. A. Rowley first attended the district school at Verona, then attended school at Mazomanie and later spent one year at the State University. September 27th, 1861, he enlisted in Company F, Eleventh Wisconsin Infantry, and served seventeen months. He was taken sick, spent ten weeks in hospital, and was discharged February 26th, 1863. After his discharge from the army he continued the study of medicine and

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<sup>19</sup> The only other surviving house in Middleton that was constructed out of brick during the nineteenth century was also built in 1868. This is the Gabled Ell form John B. Colton house at 1902-04 Parmenter Street, which is also still extant today but which has a large later brick addition attached to its rear elevation that dates from the days when the building served as a hotel.

<sup>20</sup> Rowley, Jessica, op. cit., p. 21.

<sup>21</sup> Ibid. And also: Butterfield, C. W., op. cit., p. 907.

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graduated from Rush Medical College [Chicago] in 1868, practicing with his father until his death when he continued alone.<sup>22</sup>

Dr. A. A. Rowley continued and expanded the practice he inherited from his father. After his father's death, A. A. Rowley and his wife and two children moved into his father's house. A brief biographical sketch of the doctor written in 1880 had this to say.

Dr. R. graduated at Rush Medical College in 1868 and has been in continual practice since in Dane County, he has a very large practice and good success. In the spring of 1865, he was married to Miss Olivia Wheelwright, by whom he has three children—Jesse N., aged 14; Edna, aged 11; Antinous G., aged 5. Dr. Rowley has the finest residence in the town, also runs a drug store.<sup>23</sup>

Dr. Rowley continued to run the drugstore his father had begun until 1885, when he closed or sold the store and built a small office building of his own next to his house [non-extant].<sup>24</sup> Both of Dr. Rowley's sons were to become doctors as well: the eldest, Dr. Jesse Rowley, becoming one of the founders of the Prairie Du Chien (Wisconsin) Sanitarium, which specialized in rheumatic diseases, and who also served as the local doctor for the Chicago, Burlington, and Quincy Railroad.

Antinous Gilbert Rowley, the youngest son of Dr. Antinous A. Rowley, was born in Middleton April 1, 1875. He was a graduate of Middleton High School and Wayland Academy in Beaver Dam, Wis. In 1899, he received his degree from Rush Medical College, Chicago; and thereafter became affiliated with his brother, Dr. Jesse Rowley, medical director of the Prairie Du Chien Sanitarium. The illness of his father necessitated his return to Middleton to take over the elder doctor's practice. It might be said that the young doctor had no intention of permanently locating at Middleton; however, many friends of the family urged him to remain and it was his father's wish that he establish himself there. So, shortly after the death of his father in 1902, the young doctor moved to the new bank building [non-extant] where he practiced medicine continuously until October, 1955. Dr. Rowley married miss Otilie Kirst of Waunakee, September 18, 1907. Dr. Rowley passed away May 24, 1956, at the age of 81.

Dr. Rowley's practice took him to Verona, Madison, Cross Plains, Pine Bluff, Black Earth and Springfield. He lived through the difficulties of travel of the country doctor, excepting the saddle bags and circuit riding era. At the arrival of the automobile as a practical method of transportation, the roads were at first open in winter to a limited extent for automobile use, necessitating the completion of a trip into the country on improvised snowshoes made out of barrel staves. Dr. Rowley was owner of one of the first cars in Middleton—a 1905 Franklin—which he disassembled and stored in his office for the winter.

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<sup>22</sup> *Middleton Times-Herald*. October 3, 1902, p. 1. Obituary of Dr. Antinous A. Rowley.

<sup>23</sup> Butterfield, C. W., op. cit., p. 1214.

<sup>24</sup> This small, frame, one-story front-gabled clapboard-sided building can still be seen in an historic photo belonging to the Middleton Area Historical Society. The building was located just to the west of the Newman C. Rowley house and flush with the sidewalk on a site that is now occupied by the new Middleton City Hall building. It is believed that the rather ornate wooden door that leads out onto the rear porch of the house was the original entrance door of the office building.

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During the early part of Dr. Rowley's medical practice, hospitalization of patients was in its infancy; and many of the minor operations he performed were done in the home or office. Dr. Rowley was known for his skill in the setting of fractures, the equipment for which he improvised with the help of the village blacksmith.

Throughout the years, Dr. Rowley was an active participant in all civic affairs. He was a member of the Masonic Lodge and Eastern Star for 50 years, and a charter member of the Middleton Sportsman's Club. Like his father before him, he served as the health officer for the Town and Village of Middleton for nearly a quarter of a century. On August 21, 1949, Dr. Rowley and Dr. C. F. Allen were honored at a Doctor's Day celebration to commemorate 50 years of service to the community.<sup>25</sup>

The death of Dr. A. G. Rowley in 1956 brought to a close the Rowley family's 106 years of medical practice in western Dane County. Much of this practice had been conducted from the house built by N. C. Rowley in 1868, but even after Dr. A. G. Rowley built a new house of his own at 7320 Rowley Avenue (extant) in 1909, the original house remained in the family. Arlene Rowley Morhoff was the last resident of the house. After her death in 1989, her son, Dan Morhoff, sold it to the Middleton Area Historical Society, which now uses the house as its museum. Such a change in usage would probably have been especially appreciated by Dr. A. G. Rowley. As his obituary makes clear, Rowley had an especially strong interest in history and a strong sense of his family's place in it.

Upon his retirement [Dr. A. G. Rowley] presented the State Historical Museum with the ancestral drugstore fixtures, glass-top bottles and other items which date back to 1869 and are to be set up as a replica of an early drug store at the State Museum, Nelson Dewey Park, Cassville, Wisconsin. He also presented Medical and Pharmaceutical books—some 100 years old—to the University of Wisconsin Medical Library.<sup>26</sup>

In addition, it was Rowley's wish that his large collection of family papers be given to the State Historical Society after his death. This wish was subsequently executed by his heirs and today the Rowley Family Papers collection is held by the State Historical Society's Archives Division.<sup>27</sup> These papers include a large number of letters written during the Civil War, many of them written by Rowley's great uncle, General William Rowley describing the battle of Shiloh, as well as the war diary and letters written by his own father during the war, and also his large collection of papers relating to his family's three generations of medical practice.

Today, although the Newman C. Rowley house has been converted to a new use, the appearance of its exterior and of its interior is still much the same as it has always been. Consequently, the recently completed Middleton Intensive Survey

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<sup>25</sup> Rowley, Jessica, op. cit., pp. 21-23. Dr. C. F. Allen was the other doctor in Middleton during A. G. Rowley's career, he having begun his practice there in 1889. The occasion of Doctor's Day in Middleton was also celebrated by the publication of a twenty-five page booklet detailing the lives and accomplishments of its two honorees, entitled "Doctor's Day in Middleton." Middleton: August 21, 1949.

<sup>26</sup> *Middleton Times-Tribune*. May 31, 1956, p. 1. Obituary of Dr. A. G. Rowley. See also: *Wisconsin State Journal*, May 25, 1956, p. 10, Section 2.

<sup>27</sup> State Historical Society of Wisconsin. Archives Division, Collection No. 1582.

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chose this house as one of five buildings in the city that it believed to be potentially individually eligible for listing in the NRHP.

The Newman C. Rowley House, therefore, is being nominated for inclusion in the NRHP under Criteria A and B at the local level because it is the only surviving built resource that is directly associated with the life and work of Dr. Newman C. Rowley. Rowley was one of the first professionally trained doctors to practice in western Dane County, arriving there in 1850, and he was the first doctor to practice in Middleton. Besides being better trained than most of his rural Wisconsin contemporaries, Rowley was also a county leader in establishing higher professional standards and better health practices, being the sponsor of the first anatomical demonstrations ever held in the county. He also, with his son and successor, Dr. A. A. Rowley, established and conducted the first drugstore in Middleton and constructed and oversaw the operation of the Middleton area's first quarantine facility, which was used by persons suffering from contagious diseases. In addition to his purely medical contributions to Middleton and to the surrounding area, Dr. Rowley was also a community leader who helped establish the Baptist Church in Middleton, was instrumental in the construction of its first church, and was also one of the founders of that community's first Masonic Temple and of its Odd Fellows Lodge. Thus, it is believed that Rowley's place in the history of Dane County and in the history of Middleton raises him above the level of the typical medical practitioner of this time and place. It is further believed that the house that he built for himself and his family, which is a locally designated landmark, is a fitting reminder of that life and work.

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**VERBAL BOUNDARY DESCRIPTION**

Original Plat of the Village of Middleton Station, Block 7. The W38' of Lot 10 and all Lot 11 except the W50' thereof.

**BOUNDARY JUSTIFICATION**

The land originally associated with the Dr. Newman C. Rowley House is believed to have encompassed all or portions of lots 8-11, which comprised the east end of this block. The boundaries set forth above enclose all the land that has been historically associated with the house since the east portion of this property was subdivided into several smaller lots and sold to others ca.1909.

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Items a-d are the same for each photo.

Photo 1

- a) Dr. Newman C. Rowley House
- b) Middleton, Dane County, WI
- c) Timothy F. Heggland, December 21, 1997
- d) State Historical Society of Wisconsin
- e) General View looking NE
- f) Photo 1 of 7

Photo 2

- e) Main Facade, View looking N
- f) Photo 2 of 7

Photo 3

- e) Detail of Main Entrance Door, View looking N
- f) Photo 3 of 7

Photo 4

- e) Southeast corner, View looking NW
- f) Photo 4 of 7

Photo 5

- e) Rear Elevation, View looking S
- f) Photo 5 of 7

Photo 6

- e) East-facing Side Elevation, View looking W
- f) Photo 6 of 7

Photo 7

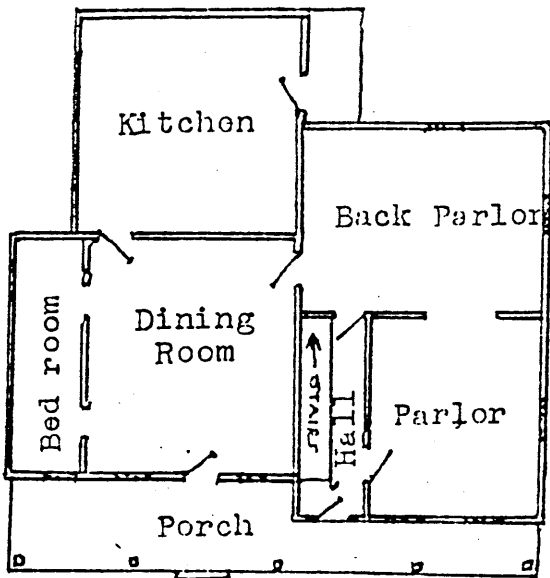
- e) Southwest corner, View looking NE
- f) Photo 7 of 7

DR. NEWMAN C. ROWLEY HOUSE

MIDDLETON DANE COUNTY WI



FIRST FLOOR PLAN

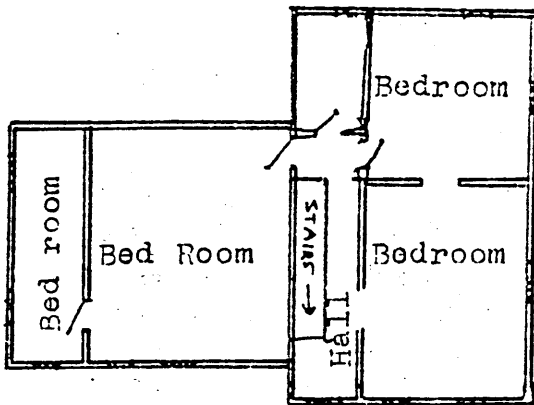


FLOOR PLAN

sketch

7410 Hubbard Avenue

SECOND FLOOR PLAN



This two story brick house was built by Doctor Newman C. Rowley in March to July, 1868 and cost about \$2000. Newman died in 1871, his widow, Sarah died in 1876, and his son Dr. Antinous A. Rowley lived there until he died in 1902. His widow, Emma Rowley and his daughter, Arlene Morhoff followed him. Arlene still owns and resides in the house.

