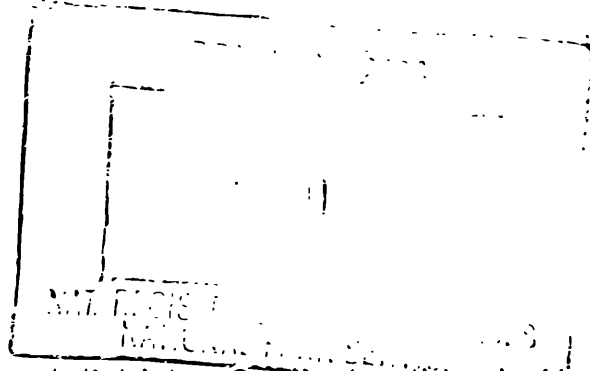


United States Department of the Interior
National Park Service

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 any 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 North Conway 5¢ and 10¢ Store

other names/site number North Conway 5¢ to \$1.00 Store

2. Location

street & number 2683 Main Street N/A not for publication

city or town North Conway N/A vicinity

state New Hampshire code NH County Carroll code 003 zip code 03860

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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.)

James McConaha 10/27/03
Signature of certifying official Date

New Hampshire
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 or other official Date

State or Federal agency and bureau

4. National Park Service Certification

- I hereby certify that this 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
 - removed from the National Register
 - other (explain):

[Signature] 1-5-04
Signature of Keeper Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply)

- private, public-local, public-State, public-Federal

Category of Property (Check only one box)

- building(s), district, site, structure, object

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

Table with 2 columns: Contributing, Noncontributing and 4 rows: buildings, sites, structures, objects, Total

Number of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions (Enter categories from instructions)

Commerce/Trade: Department Store

Current Functions (Enter categories from instructions)

Commerce/Trade: Department Store

7. Description

Architectural Classification (Enter categories from instructions)

Late 19th and Early 20th Century

American Movements:

Commercial Style

Materials (Enter categories from Instructions)

foundation Stone

walls Wood: Weatherboard

roof Asphalt

other N/A

Narrative Description

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

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**NATIONAL REGISTER OF HISTORIC PLACES
Continuation Sheet**

**North Conway 5¢ and 10¢ Store
North Conway (Carroll County) N.H. 03860**

Section 7 Page 1

DESCRIPTION

The North Conway 5 & 10 Cent Store is a two and a half story structure originally constructed c.1840 and modified to its current configuration c.1900. It is located at the center of North Conway village at 2683 Main Street at the southeast corner of Main and Kearsarge Streets. It is a distinctive commercial building with Boom Town Front commercial storefront. The exterior of the wood frame building is sheathed in narrow wooden clapboard siding trimmed with corner boards and frieze. The 3 x 5 bay structure is situated with its obscured gable end facing Main Street. A granite block foundation supports the structure with a partial basement in the front section and dirt crawl space under the rear of the building.

The anterior section of the gable roof is sheathed in asphalt shingles. A tall, narrow square brick chimney extends through the northeast corner of the roof. The wood-floored entryway is recessed between large plate glass display windows typical of turn-of-the-20th-century storefronts. Large windows also wrap around the northwest corner. Two of these windows feature "5 and 10" signs painted on the interior of the glass. The window corners nearest the door are supported by two five-inch diameter steel posts. A hand-crank awning extends across the entire width of the building just above the display windows and entryway. Bracketing is featured along the front of the building under the business sign. The two-over-two double hung second story windows have flat trim with a thin molding on the window heads. A louvered panel covers the window opening in the gable centered on the Boom Town Front; it opens into an attic that runs the full depth of the gable.

A one-story back ell projects east from the northeast corner of the main block. The current posterior wing, added c. 1940, features a painted steel roof. The ell is sheathed in clapboards, trimmed with corner boards and frieze. The windows on this back section are small and square with pairs of six-pane casement sash. There are four windows on the north and south sides of the ell and one on the east end.

The interior of the 5 & 10 Cent Store retains its historic ambience. The front and older section of the building features a tin ceiling and schoolhouse lighting fixtures. The walls are painted horsehair plaster on lath. Narrow vertical board wainscoting topped by a rounded molding is evident behind the original maple and glass candy counter. Varnished maple flooring has been uncovered up to the back ell. Battleship linoleum still covers the wood floor in the back ell. The original maple counters with glass sectioning are used throughout the store, although some new shelving and displays have been added over the years. The walls of the back ell consist of painted 18 x 30 inch acoustic tiles, while the ceiling is covered in 15-inch acoustic tiles. Maple shelving runs along the full length of the building, with pegboard attached to the shelving throughout the store.

8. Statement of Significance

Applicable National Register Criteria (Mark "X" in one or more boxes for the criteria qualifying the property for National Register listing)

- 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 significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory history.

Criteria Considerations
(Mark "X" in all the boxes that apply.)

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a 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)

Criteria A: Commerce

Criteria C: Architecture

Period of Significance

A: c.1900 – 1953

C: c.1900

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

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

9. Major Bibliographical References

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

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

- Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: _____

10. Geographical Data**Acreage of Property**

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

	Zone	Easting	Northing
1	19	329558	4879710
2			

	Zone	Easting	Northing
3			
4			

 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 Shirley and Philip Alcott, Owners

*Christine Fonda

organization North Conway 5¢ and 10¢ Storedate September 2003

*NH Division of Historical Resources

street & number 2683 Main Streettelephone 603-356-3953

*Box 2043

*603-271-6437

city or town North Conway state NHzip code 03860

*Concord

*NH

*03301

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 the SHPO or FPO.)

name Shirley and Philip Alcottstreet & number Box 249, 2683 Main Street telephone 603-356-3953city or town North Conway state NH zip code 03860**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 the 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 Project (1024-0018), Washington, DC 20503.

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**NATIONAL REGISTER OF HISTORIC PLACES
Continuation Sheet**

**North Conway 5¢ and 10¢ Store
North Conway (Carroll County) N.H. 03860**

Section 8 Page 1

SIGNIFICANCE

The North Conway 5 & 10 Cent Store is eligible for the National Register of Historic Places under Criteria A and C. Under A for Commerce it is a rare survivor of the 5 & 10 Cent Store mode of retailing. Under C for Architecture it is an excellent representation of the Boom Town Storefront. The building retains integrity of location, design, setting, materials, workmanship, feeling, and association for the period c1900-1953 for Commerce and c1900 for Architecture. It is extremely well-preserved inside and out – the most intact business block in North Conway. It is the only unaltered example of a Boom Town Front commercial storefront in North Conway and it is one of only two examples of the traditional 5 & 10 Cent Store known in New Hampshire.

Commerce

The 5 & 10 Cent Store was an important mode of merchandising from the end of the 19th century into the mid-20th. These stores were characterized by carrying a wide range of goods at affordable prices. F.W. Woolworth, originator of the 5 & 10 Cent Store, operated a national chain of stores which was the largest in the country. There were other chains competing with Woolworth. In addition to these large companies, there were countless independent 5 & 10 Cent Stores doing business across the country. It was not unusual for there to be two, three, or even more dime stores in a single town.

The North Conway 5 & 10 Cent Store is the oldest retail business remaining in North Conway village. It was established in 1939 by Sidney and Lillian Sweeney. In 1992 Lillian Sweeney sold to Philip and Shirley Alcott who continue to operate the business to the present day. It is a North Conway landmark and a popular North Country destination. Generations of customers have enjoyed the history, ambiance, and merchandise available here. Parents and grandparents continually visit the store to give their children and grandchildren the experience of a traditional 5 & 10 Cent Store.

As Karen Plunkett-Powell explains in Remembering Woolworth's, the 5 & 10 Cent Store had its origins in the late 19th century when Frank Winfield Woolworth opened the world's first 5 & 10 Cent Store in 1880. Woolworth's aim was to have his own store selling quality goods that any customer could afford, a store staffed by employees who treated every customer with respect. Woolworth's stores developed over a period of time in partnership first with his brother Charles and then with other partners. There were successes and failures along the way. By 1886 his handful of stores were increasingly profitable and Frank Woolworth relocated to New York City where he continued partnering with other businessmen.

The popularity of 5 & 10 Cent Stores continued to grow well into the 20th century. F. W. Woolworth's was the pre-eminent chain, although he had many competitors. In 1911 Woolworth merged his company with a number of what he called "friendly rivals" to create a huge national chain of 611 stores. W. T. Grants, S.S. Kresge, S.H. Kress, McCrory, and J.J. Newberry, Woolworth's major competitors, never matched his success. The same merchandizing techniques developed by Woolworth were utilized by his chain store competitors and the independent 5 & 10 Cent Stores that served towns and cities across the nation.

Widespread post - World War II highway construction, urban renewal, and housing and commercial development began to change downtown business districts dramatically. 5 and 10 Cent Stores were affected by the construction of regional shopping centers and development away from central business districts. By the mid-20th century, 5 & 10s had become akin to low-end department stores competing against discount stores and department stores. Many were either reorganized or bought out. In time the traditional 5 & 10 Cent Stores disappeared from downtowns cross America, as did their larger successors. By the 1990s even Woolworth's had

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**North Conway 5¢ and 10¢ Store
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Section 8 Page 2

closed. Today the North Conway 5 & 10 Cent Store and Bailey's 5 Cents - \$1 Store in Ashland are the only known examples of the 5 & 10 Cent Store surviving in New Hampshire.

Architecture

The North Conway 5 & 10 Cent Store is architecturally significant as one of two representations of the Boom Town Storefront in North Conway. It is the only unaltered expression of this false-front arrangement common to small frame commercial buildings dating from the late 19th century. In this style, the façade is extended upwards above the peak of the building's gable roof, hiding the roof and giving the impression of a taller and wider structure extending an additional story. The characteristic commercial storefront of the North Conway 5 & 10 Cent Store is also well preserved with its recessed center entry flanked by large display windows; to the side of this arrangement is a paneled door with glazed upper half accessing the second story space.

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Continuation Sheet**

**North Conway 5¢ and 10¢ Store
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BIBLIOGRAPHY

Chastine, Robert Kevin. "Dime Store Deco: The Architecture and Adaptive Reuse of Depression Era S.H. Kress 5 & 10 Cent Stores". Unpublished thesis, University of Georgia, Athens. 2002. Copy available at N.H. Division of Historical Resources.

Horne, Ruth B.D. History of Carroll County, New Hampshire. Somersworth, N.H.: New Hampshire Publishing Company, 1971.

Mitchell, Hartford and Bean. 1905 Conway Town Register. Brunswick, Maine: H.E. Mitchell Company. Collection of the New Hampshire State Library, Concord, N.H.

Plunkett-Powell, Karen. Remembering Woolworths. New York: St. Martin's Press, 1999.

Thomas, Bernice L. America's 5 & 10 Cent Stores: The Kress Legacy. New York: John Wiley & Sons, Inc., 1997.

Historic Photographs

Private Collection of the North Conway 5 & 10 Cent Store.

Interviews

Lillian Sweeney, North Conway 5 & 10 Cent Store owner 1939 – 1977. Multiple interviews 1977 – 1997.

Ann Towle, North Conway 5 & 10 Cent Store employee 1965 – 1990. Multiple interviews 1977 – 1999.

Other

Monroe, Lynne Emerson. NHSHPO Reconnaissance Survey Form – N.Conway/Carroll Co. CNW0106. Nov. 1987.

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**NATIONAL REGISTER OF HISTORIC PLACES
Continuation Sheet**

**North Conway 5¢ and 10¢ Store
North Conway (Carroll County) N.H. 03860**

Section 10 Page 1

GEOGRAPHICAL INFORMATION

Verbal Boundary Description

The boundary of the nominated property is indicated on the attached sketch map.

Boundary Justification

This boundary has been associated with the building during its period of significance, c.1900 – 1953 and onto the present day.

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National Register of Historic Places
Continuation Sheet

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N CONWAY 5 & 10 CENT STORE
N CONWAY, NEW HAMPSHIRE

