

ADVERTISING WORKSHEET

COMPANY NAME: ROOD'S CHOCOLATES

STREET: _____

CITY-STATE: PUEBLO, COL

BUSINESS TYPE: CHOCOLATE MANUFACTURE / SALES

WORDING AS SHOWN: ROOD'S CHOCOLATES PUEBLO

SHAPES KNOWN: PLATE

MAKER: FENTON

BACK PATTERN: WIDE PANEL

COMMENTS: VERY RARE - ONLY 3 OR 5 EXAMPLES KNOWN

PLATE \$1500-2000

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CALLED 3/28/89
DATA IN 24-2-89

From: X-Ray Pueblo by League Club of
Business & Professional Women, 1968

EARLY DAY CANDY PLANT
LATER EDUCATIONAL INSTITUTION

Pueblo Cracker & Confectionery Company, located at 111-113 West Fourth street was established in 1889, and was incorporated in 1890 with president, F. L. Capers; vice president, Aaron Rood; and secretary, S. Utler. At this time all types of confectionery and crackers were being made.

Between the years of 1891-95 the name was changed to American Biscuit & Manufacturing Company with Aaron Rood as foreman of the company from 1895 until 1900. In 1905 the company name was changed to Colorado Confectionery Company and the business was moved to 406 West Seventh street. From 1910 until 1921 the business was known as the Rood Candy Company. It was incorporated by Aaron and Jesse Rood as co-incorporators for the amount of \$150,000 with Aaron Rood as president and Jesse Rood, secretary-treasurer and manager.

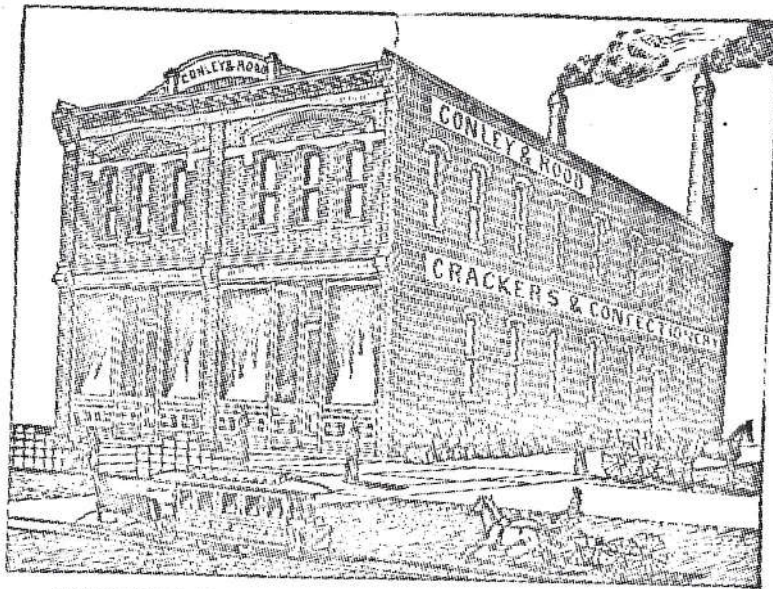
There was a change in ownership between the years of 1921 and 1932 with Jesse Rood as president-secretary and W. H. Billington, vice president and treasurer. During the years of 1933 and 1934 W. H. Billington was president and O. W. Ward was vice president. Jesse Rood, one of the founders of the Rood Candy Company left Pueblo in 1935.

It was during the lifetime of the Rood Candy Company that candy punchboards were the popular means of advertising with the lucky numbered winner receiving a 5-lb. box of chocolates. Candy was shipped to all parts of the state and the company was considered one of the leading candy manufacturers of the state. Bernard Kelly was head printer for the company and John Krutka was head candy maker until the business closed. Bernard Kelly left Pueblo to join the Denver Post staff; and John Krutka became undersheriff and later sheriff for Pueblo County.

On February 1, 1943 the Pueblo Junior College leased the building, and on April 1, 1943 took over the building. It was this location that was the birthplace of vocational-technical education headquarters for the Pueblo Junior College. The incentive was education for war production. The building was leased through an arrangement with the Pueblo County Commissioners for the amount of \$100 per month with an option to buy later for "not more than \$86,000." The building consisted of four floors, each of about 8,000 square feet. The basement was used for machine tool operation; first floor was set up for aircraft engine classes; second floor for radio maintenance and blue print

reading: top floor for aircraft sheet metal and general sheet metal classes.

At the time the college finished their vocational buildings at the Orman Avenue campus, School District 60 took over the building for warehouse space.



CONLEY & ROOD,--CRACKERS and CONFECTIONERY.

Helen Marshall

E. E. ELLINGTON

333 S. UNION AVE., PUEBLO, COLO.

Fancy China, Toilet Cases and
Sets, Books, Dolls and Toys

An Exclusive and High-Class
Stock

PU
FA

In an era when upon horses, saddlery businesses. Thomas Flynn were prominent on

Thomas Flynn Silver Cliff was years. He established that town had a part of the lively mind the civic affairs

Mr. Flynn moved 113 South Union a 15 years, then moved

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The first Gallatin partner of E. L. had learned his trade and later became saddler of Independence take a load of saddle June 28, 1860.

Francis Gallup.

Gallatin had business in Pueblo "Pueblo" saddlery from Texas to the "California" saddle March 1944, by E

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Page

**United States Department of the Interior
National Park Service**

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date entered

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Rood Candy Company

and/or common

2. Location

street & number 408-416 W. 7th Street not for publication

city, town Pueblo vicinity of

state Colorado code 08 county Pueblo code 81003

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name ECS, Inc.

street & number 800 Monsell Road

city, town Roswell vicinity of state Georgia 30075

5. Location of Legal Description

courthouse, registry of deeds, etc. Pueblo County Courthouse

street & number 10th & Main Streets

city, town Pueblo state Colorado 81003

6. Representation in Existing Surveys

Pueblo Historical & Architectural Survey 1980-81
title Colo. Historical Survey (ongoing) has this property been determined eligible? yes no

date federal state county local

depository for survey records Colorado Historical Society

city, town 1300 Broadway, Denver state Colorado

Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved	date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

The buildings which were part of the Rood Candy Company operation include: 1) The main building, which housed the office and candy manufacturing operation; 2) the power plant, which housed the steam boiler which heated the building and provided the steam power for the manufacturing operation, and 3) a stable.

The main structure is a three-story, red brick building with a basement. The foundation is stone. The inside is supported by post and beam construction. It is an early 20th century industrial building with a near flat roof. The only ornamentation is the decorative brick work which appears at the parapet, and the brick used in creating the window surrounds. The design of the north, or main facade, is very straightforward. There are three sets of three window or door bays in each story, including the basement. This same design theme can be found on the south facade. The west facade has four window or door bays in each story. The doors and windows in the office area of the first floor each have a detached transom window.

Attached to the main structure at its southeast corner is the boiler facility. It is constructed of rubble-squared stone which has been laid in irregular, non-continuous courses. The structure is one-plus story. It is constructed at the same level as the basement of the main building.

The most unique structure on the site is the stable. It is detached and south of the main building on the alley. The stable is constructed of brick and has a high gable roof which housed the hay mow and possibly the groom's quarters. The ends of the gables are covered with wood shingles. There is a door and two segmented, arched windows in the west end of the gable, and a door into the hay mow in the east gable. The north facade has a series of small, arched openings or windows.

What appears today as the Rood Candy Company manufacturing facilities is the result of a number of changes which have occurred over time. The building which first housed the Rood Candy Company, then called the Colorado Confectionery Company, sat directly east of the main building on what is now a vacant lot. It is not known when this building was demolished. The construction of what is now the main building was reported in the December 12, 1909 Chieftain:

The Rood Candy Company has purchased the property just west of their plant and is having plans drawn for an enlargement of the factory at 406 West Seventh Street. The plans provide for a large, two-story structure to the present commodious building and will cost from \$35,000 to \$40,000. Construction is to begin as soon as the plans are prepared, as the steadily-growing business of the company demands an enlargement of the quarters.

It is assumed that the power plant and stable were also constructed at this time. The structure was enlarged to its present size sometime in the early 1920s and remained in its present configuration until it closed in the late 1930s.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates Circa 1909 & 1920 Builder/Architect Unknown at present

Statement of Significance (in one paragraph)

The Rood Candy Company building is significant for 1) its association with Aaron Rood, a prominent Pueblo pioneer, 2) its association with the Rood Candy Company, a leading candy company in the state, 3) its association with the Pueblo Junior College Vocational Technical Education program, which was first housed in this facility, and 4) as an example of an early 20th century manufacturing facility.

Aaron Rood, founder and president of the Rood Candy Company, was born in Windham County, Connecticut on June 1, 1845. His parents were Jesse and Permelra (Brainard) Rood. At the age of 2 1/2, Rood and his family moved to Illinois. Rood graduated from high school at Bryan, Ogle County, Illinois. After graduation, he worked in a dry goods store in Rockford, Illinois. On February 23, 1864, Rood joined Company B, Ninety-Second Illinois Infantry under Kilpatrick and fought in the Civil War. He was discharged as a corporal on July 23, 1865, and returned to Illinois, where he was engaged in the hardware business. Rood married Miss Sarah A. Sanford on January 1, 1869.

In 1872, Rood moved to Boulder, Colorado, where he resided for thirteen years before moving to Pueblo. Soon after his arrival in Pueblo, he became involved in the cracker manufacturing business. In 1890, the Pueblo Cracker and Confectionery Company was incorporated with Aaron Rood serving as vice-president. The company was sold in 1891 to the American Biscuit Company. The American Biscuit Company later consolidated with the Union and the National Biscuit Companies. Through the 9 years (1891-1900) when all changes were occurring, Mr. Rood remained the Pueblo representative of the American and then National Biscuit Company. In the early 1900s, Rood started the Colorado Confectionery Company. The name was changed around 1910 to the Rood Candy Company.

Between 1900 and 1940, the Rood Candy Company has the distinction of being one of the leading candy manufacturers in the state. It employed several hundred individuals and sold candy all over the west. Rood Candy Company popularized candy punchboards as an advertising tool. The lucky numbered winner received a 5 lb. box of chocolates.

The business closed in the late thirties. On February 1, 1943, the Pueblo Junior College leased the building. The building housed the first vocational technical education program for the Junior College. The vocational education program at that time emphasized the teaching of the skills necessary for war production. The basement was used for machine tool operations; the first floor was set up for aircraft engine classes; the second floor for radio maintenance and blueprint reading; and the top floor for aircraft sheet metal and general sheet metal classes.

The Rood Candy Company facility was built in the early 20th century and is the best example of an early 20th-century manufacturing facility in Pueblo. It reflects the changes which were occurring at that time. This is best exhibited by the stable facility. The stable was constructed during the time of transition between horse-drawn

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

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Continuation sheet Rood Candy Company

Item number 8

Page 2

transportation and gasoline-powered vehicles. It is interesting that during the time of remodelling of the facility in the early 1920s, the stable was retained. For all the stable facilities which must have been in the downtown area, this is the sole remaining example which retains its integrity. What makes it particularly unusual is that it was not a commercial stable, but associated with a manufacturing facility. This makes the Rood facility the most complete example of an early 20th century manufacturing facility in Pueblo.

B. Major Bibliographical References

"Aaron Rood, Founder of the Rood Candy Company, Dead," The Pueblo Chieftain, February 20, 1920.

"Rood Candy Company Will Build Addition to Plant," The Pueblo Chieftain, December 12, 1901, page 16, C-2

10. Geographical Data

Acreage of nominated property _____

Quadrangle name _____

Quadrangle scale _____

UTM References

A

 Zone Easting Northing

B

 Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification

Lots 1, 2, and 3, Block 8, States Addition

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

11. Form Prepared By

name/title James F. Munch

organization Pueblo Regional Planning Commission

date December 23, 1983

street & number 1 City Hall Place

telephone (303) 543-6006

city or town Pueblo

state Colorado 81003

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature

title _____ date _____

For NPS use only

I hereby certify that this property is included in the National Register

date _____

Keeper of the National Register

Attest:

Chief of Registration

date _____

ARRANGED

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Dec. 24 '44

Otto T. Rettberg, 74, of 2307
Greenwood, who resided in Pueblo
during his entire lifetime, died
Sunday at a local hospital.

The pioneer resident of this city
was an employe of the Pueblo post-
office for 38 years. He retired
from his work there July 1, 1934.

He is survived by his widow, Mrs.
Jeannie MacGregor Rettberg, and
by four daughters: Mrs. Paul W.
Kershaw and Mrs. Walter Seagle,
Pueblo; Mrs. Russell Stokley, Elyria,
Ohio, and Mrs. Margaret Block,
Fort Worth, Tex. Additional sur-
vivors include three sons.

He was a life mem of BPO
Elks, and a member of First
Church of Christ Scientist.

MRS. RUDDY DIES AFTER SHORT ILLNESS

Mrs. Catherine Ruddy, pioneer
resident of Beulah district and
widow of Patrick Ruddy who died
in 1932, passed away Tuesday at
her ranch on the Beulah road fol-
lowing a short illness.

She was a resident of Pueblo
for 65 years. She is survived by
one daughter, Mrs. Katherine Tel-
fer of the family home and one
nephew, Pat Ward, in Salt Lake
City.

She was a member of St. Fran-
cis Xavier church.

T. G. MCCARTHY & SONS, INC.

McCarthy Building
ROGERS—Freeman C., at his
residence, 1112 E. Ninth St., Friday.
Resident of Pueblo 41 years. Mem-
ber of Holy Trinity Episcopal
church, Silver State lodge No. 95,
A.F.&A.M., Southern Colorado Con-
sistory No. 3, Al Kaly shrine, Sons
of the American Revolution, Massa-
chusetts Society of Mayflower De-
scendants, Pueblo Chamber of Com-
merce and honorary member of Ro-
tary. Survived by his wife, Mrs.
Olive H. Rogers. Funeral services
our chapel, Monday, 8:30 a. m.,
Holy Trinity Episcopal church at
9 a. m. Interment Roselawn, where
the Maosnic ritual will be exem-
plified.

Pioneer

From: Early History
of Pueblo DAR

Vol. 1

n, Mrs. James
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nd Mrs. G. F.
Mrs. Robert
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provement and advancement.

Lone Pueblo Veteran With Mother Living

April 1915

When the members of Pueblo
post No. 8, G. A. R., gather at the
Mesa Baptist church to honor
Mother's day, there will be only one
of the ninety-two members who
will wear a pink carnation. Aaron
Rood is the only Pueblo G. A. R.
who has a mother living.

Her name is Mrs. Arnetta Rood
and she lives at Myron, Ill.
Wednesday she celebrated her
ninety-second birthday and is en-
joying the best of health. Mr.
Rood is 70 years of age, has not
seen his mother for three years but
hears from her regularly.

Sunday, May 9, is Mother's day
and the members of the G. A. R.,
the Sons of Veterans and Daugh-
ters of Veterans have been invited
to worship at the Mesa Baptist
church.

THE ROOD CANDY CO.

Among the big and growing con-
s in Pueblo which are purely and
ply Pueblo businesses, is the
ROOD CANDY COMPANY. It is
the product of twenty years steady
and unchecked growth. The great
factory on west Seventh street, re-
cently enlarged to enormous propor-
tions, and manufacturing every kind
of confection and shiping its product
to the most distant points, is the re-
sult of the labor physical and mental,
and the enterprise and business skill
of Aaron Rood and his son Jesse A.
Rood, good biblical names and em-
blematical of strict integrity. The
company is incorporated for \$150,-
000.00 and the elder Rood is presi-
dent and the junior Rood is secre-
tary, treasurer and general manager.
Pueblo is proud of many of its great
business and industrial enterprises,
but of none more than of the Rood
Candy Company.

RISLEY—Forrest D. Risley, aged
69 years, pioneer ranchman of Pue-
blo county, died at the family home,
at Pinon, Colo., early (this) Tuesday
morning, February 15. He is sur-
vived by his wife, Mrs. Minnie Risley,
of the family home; one son, Harry
Risley, of Overton, Colo.; one nephew,
Jay Risley, of Sedalia, Colo., and one
niece, Mrs. C. C. Hamilton, of Little-
ton, Colo. Mr. Risley was a member
of the Baptist church and of the
Royal Order of Moose, No. 13. The
body is being cared for at the Davis
Mortuary.

LOUIS RUEGNITZ CALLED BY DEATH

April 1941

Louis Ruegnitz, a resident of the
city for 55 years and for many
years the operator of a grocery
store at the Mesa Junction, died
Monday morning at his home, 218
Newman avenue, after an illness of
only four days.

Since his retirement on the gro-
cery business, Mr. Ruegnitz had
raised poultry.

Surviving him are his widow, Mrs.
Florence Ruegnitz of the family
home; a brother, I. Ruegnitz,
Cedar Falls, Ia.; a sister, Mrs. Eliza
Baker, Pomona, Calif., and several
nieces and nephews, including Dr.
L. H. Ruegnitz and H. F. Rueg-
nitz, both of Denver.

Mr. and Mrs. Ruegnitz were mar-
ried here 52 years ago. He was
a member of the St. Paul Metho-
dist church and the Woodmen of
the World.

Funeral services will be conduct-
ed at 10:30 a. m., Wednesday at the
chapel of the Davis mortuary, with
the Rev. John L. Spargo officiat-
ing. Interment will be made at
Roselawn cemetery.

Mrs. Fannie Rood Expires On Coast

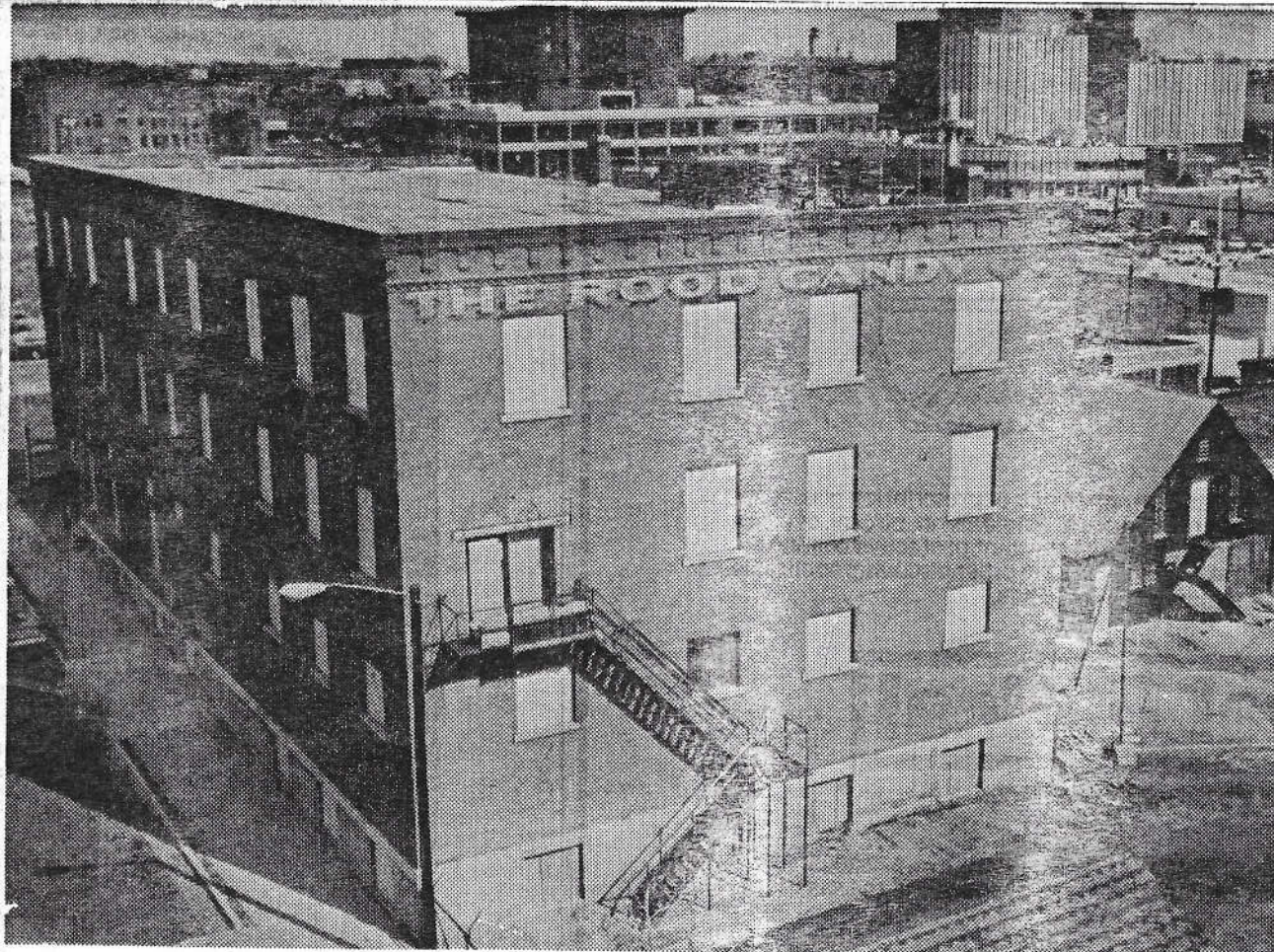
Feb. 16 '45

Funeral services for Mrs. Fannie
Rood, who died at her Los Angeles,
Calif. home, 168 N. Orange drive,
Thursday at 1 a. m., will be Satur-
day in Los Angeles. Burial will be
made at Forest Lawn cemetery in
that city.

Mrs. Rood is the aunt of Mrs.
A. J. Gesberg, Pueblo, and wife of
Jesse Rood, founder of the old Rood
Candy Co. in Pueblo. Mrs. Rood
had been in ill health for many
years.

The Roods left Pueblo about 10
years ago.

Survivors other than her husband
and niece are nephews, Charles
Wilson, Denver, and Russell Wil-
son, who resides in the state of
Washington. A brother-in-law, J.
R. Wilson, also resides in Pueblo.

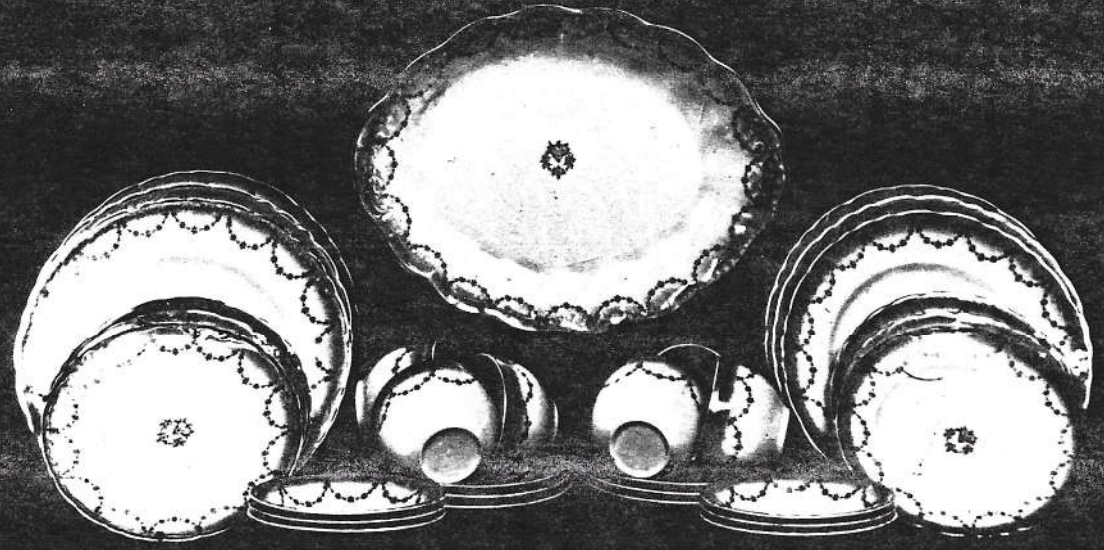


Staff photo by Curt Chandler

Negotiating

Pueblo Economic Development Corp. will begin negotiating with School District 60 for use of the Rood Candy Building, located Downtown on Seventh Street. The school board Tuesday gave the go-ahead to the district to negotiate an agreement with PEDCo., which hopes to establish its first Business and Technology Center at the district-owned building. PEDCo will apply for a federal grant to help pay for a \$1 million renovation project. In return for donating the building, the district will receive 25 percent of the net earnings from the center's operations. The center will offer secretarial and consulting services on a shared basis to small businesses renting space in the building.

4-30-83 SJ



76070

