

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

PH0677299

FOR NPS USE ONLY

RECEIVED MAR 28 1979  
DATE ENTERED MAY 29 1979

**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 La Luz Pottery Factory

AND/OR COMMON

**LOCATION**

(3.2 Km)

STREET & NUMBER

2 miles east of La Luz

NOT FOR PUBLICATION

CITY, TOWN

La Luz

VICINITY OF

2

CONGRESSIONAL DISTRICT

STATE

New Mexico

CODE  
35

COUNTY  
Otero

CODE  
035

**CLASSIFICATION**

| CATEGORY  | OWNERSHIP                                   | STATUS                                       | PRESENT USE                            |   |
|---|---|--|--|---|
| <input type="checkbox"/> DISTRICT               | <input type="checkbox"/> PUBLIC             | <input checked="" type="checkbox"/> OCCUPIED | <input type="checkbox"/> AGRICULTURE   | <input type="checkbox"/> MUSEUM                       |
| <input checked="" type="checkbox"/> BUILDING(S) | <input checked="" type="checkbox"/> PRIVATE | <input type="checkbox"/> UNOCCUPIED          | <input type="checkbox"/> COMMERCIAL    | <input type="checkbox"/> PARK                         |
| <input type="checkbox"/> STRUCTURE              | <input type="checkbox"/> BOTH               | <input type="checkbox"/> WORK IN PROGRESS    | <input type="checkbox"/> EDUCATIONAL   | <input checked="" type="checkbox"/> PRIVATE RESIDENCE |
| <input type="checkbox"/> SITE                   | <b>PUBLIC ACQUISITION</b>                   | <b>ACCESSIBLE</b>                            | <input type="checkbox"/> ENTERTAINMENT | <input type="checkbox"/> RELIGIOUS                    |
| <input type="checkbox"/> OBJECT                 | <input type="checkbox"/> IN PROCESS         | <input type="checkbox"/> YES: RESTRICTED     | <input type="checkbox"/> GOVERNMENT    | <input type="checkbox"/> SCIENTIFIC                   |
|   | <input type="checkbox"/> BEING CONSIDERED   | <input type="checkbox"/> YES: UNRESTRICTED   | <input type="checkbox"/> INDUSTRIAL    | <input type="checkbox"/> TRANSPORTATION               |
|   |   | <input checked="" type="checkbox"/> NO       | <input type="checkbox"/> MILITARY      | <input type="checkbox"/> OTHER:                       |

**OWNER OF PROPERTY**

NAME Mr. and Mrs. Ray Graham

STREET & NUMBER

14 Arco, N.W.

CITY, TOWN

Albuquerque,

VICINITY OF

STATE

New Mexico

87120

**LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Otero County Courthouse

STREET & NUMBER

CITY, TOWN

Alamogordo,

STATE

New Mexico

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE

State Register of Cultural Properties

DATE

December 15, 1978

FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

New Mexico Historic Preservation Program

CITY, TOWN

Santa Fe,

STATE

New Mexico

# 7 DESCRIPTION

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

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The La Luz Pottery Factory is located two miles east of La Luz in La Luz Canyon. The complex is made up of a number of structures including three residences, a kiln, a clay processing plant, storerooms of various sizes and types, and a water tank. These structures are constructed variously of frame, adobe, metal, and stone.

One of the residences is the first building to be encountered. It is one story, has a rectangular plan, has a gable roof, and is constructed of local field stone. The roof is covered with clay tiles, the roofing tiles that the pottery factory was well known for. One of the simpler examples of a La Luz pot serves as a chimney. The west wall of the house has been stuccoed and "La Luz Pottery" has been painted in large letters. The house is in good condition, though some of the windows and doors have been changed to make the house more livable. A sliding glass door has been added to the front.

Beyond the house are the buildings actually associated with the production of the pottery. Among the structures are an adobe warehouse with a shed roof, frame machinery for grinding and sifting the clay, an adobe kiln, an adobe drying room with a gable roof and cupola, and a frame store room with a gable roof.

The most impressive structures in this group of factory buildings are the kiln and its chimney. The kiln has adobe walls which are about 12 inches thick, and it has a flat roof and is surrounded by a wood framework. There is a small round arch door leading into the kiln. Most of the tools used in the firing process remain in the kiln. The chimney for the kiln is cylindrical and about 20 feet tall. It is constructed of baked clay tiles which create an interesting pattern and have a soft red color.

There is a small adobe house beyond the factory areas. Like the other houses, this one has a rectangular plan and gable roof covered with La Luz tiles. It also uses a piece of La Luz pottery as a chimney.

Along the east edge of the complex are an oil storage tank, a water tank, and a small building. Both of the tanks are metal. The structure measures about six feet by six feet, is stuccoed and has a gable roof covered with La Luz tile.

On the south edge of the complex is the third of the residences, and it is similar to the other stone house. It is of the same field stone as the other and has a gable roof covered with La Luz tile. At the front is a frame porch with steps leading to it from both sides. There are four stone chimneys around the perimeter of the roof. The eaves of the roof are supported with rafters which are curved on the ends. The fenestration is rectangular frame, and there are double doors beneath the porch roof. At the rear of the house is a small screened-in porch. The interior of the house is open and airy. The ceiling has exposed trusses and the floor is covered with La Luz tiles.

The complex of buildings remains much as it was when the factory closed in 1942. The three residences originally served as a laboratory, showroom, and storeroom. In converting them to residences, the owners have made minimal exterior changes. They have also protected the factory buildings from unnecessary deterioration.

# 8 SIGNIFICANCE

## PERIOD

## AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW

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

SPECIFIC DATES 1929-1942

BUILDER/ARCHITECT Roland Hazard

### STATEMENT OF SIGNIFICANCE

The La Luz Pottery Factory is significant for architectural reasons, as well as for its contributions to art and commerce. The local material used, the adobe and stone, blend with the natural features of La Luz Canyon. The soft red of the clay tiles used on the roofs and the chimney provides a subtle contrast. The complex is a picturesque addition to the canyon.

Roland Hazard, a Rhode Island resident, was the founder of La Luz Pottery. He first traveled through New Mexico in the mid 1920s on his way to California. After becoming fascinated with dates of the fine pottery made in the La Luz area by Indians and Franciscan friars, he began a summer house in 1929 in La Luz. In the course of constructing the house, he found he needed better roof tiles. This sent him looking for and experimenting with local clays. He found a perfect source in La Luz Canyon at the present site of the factory. Once he had perfected the roof tiles, Hazard turned to floor tiles and again succeeded. Hazard's development of these tiles was the start of La Luz Pottery. The concept of the factory was scientific processing and mixing of various types of clay and creative designs and formation of tiles and pots. This combination was successful and led to the establishment of a substantial factory.

By 1930 Hazard had formulated his concept and had begun gathering a staff, buying land, and constructing buildings to carry out the idea. Hazard's staff included Thomas Walker, who came from New York State College of Ceramics, and Professor Conetio Rodriquez from Guadalajara. Walker served as resident manager and Rodriquez as chief potter, while the remainder of the staff was local. Hazard's success in his venture had a great deal to do with this staff because Hazard made only occasional visits and had many other ventures going at the same time.

La Luz Potters was at its height by the mid-1930s and the complex was complete by that time. The roof and floor tiles were used throughout New Mexico for Mission Revival structures. John Gaw Meem, one of the foremost practitioners of the Southwest Revival styles, was one of the architects who specified La Luz tiles. He used them in the Albuquerque Little Theatre and the Simms family's La Quinta. Correspondence in the possession of the owners of La Luz Pottery states that the factory donated the floor tiles to the Little Theatre.

The La Luz floor and ceiling tiles are indeed fine materials. The owner of La Luz Lodge, one of the first buildings to have the tiles, indicated that the factory specified that the tiles be laid in such a way as to have three layers cover the roof. This method, along with the pleasing color, create a rich texture, as the tile-covered roofs in the complex indicate.

## 9 MAJOR BIBLIOGRAPHICAL REFERENCES

Cassidy, Ina Sizer. "Art and Artists of New Mexico-La Luz Pottery." New Mexico Magazine, July 1941, p. 27 +  
 Lovell, Emily K. "La Luz, Adobe Village." New Mexico Magazine, February 1960, pp. 24-27.  
 Stephenson, Ernst. "Potters of La Luz" New Mexico Magazine, April 1937, pp. 20-21.  
 Interview with Ray and Barbara Graham, November 7, 1978.

## 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 9 acres

QUADRANGLE NAME Alamogordo

QUADRANGLE SCALE 1:62,500

UTM REFERENCES

A 13 415700 3649150

B               

C               

D               

E               

F               

G               

H               

### VERBAL BOUNDARY DESCRIPTION

Beginning at the point where the gate crosses the road into the property, proceed along the south side of the road and take the south fork; proceed south and then curve east along the west and south sides of the road and continue to the end of the road; proceed

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

| STATE | CODE | COUNTY | CODE |
|-------|------|--------|------|
|       |      |        |      |
|       |      |        |      |

| STATE | CODE | COUNTY | CODE |
|-------|------|--------|------|
|       |      |        |      |
|       |      |        |      |

## 11 FORM PREPARED BY

NAME / TITLE

Ellen Threinen, Architectural Historian

ORGANIZATION

New Mexico Historic Preservation Program

DATE

March 12, 1979

STREET & NUMBER

P.O. Box 1629

TELEPHONE

505-827-2108

CITY OR TOWN

Santa Fe,

STATE

New Mexico

## 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

*Thomas W. Neel*

TITLE

State Historic Preservation Officer

DATE

3-20-79

FOR NPS USE ONLY

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

*Charles H. Murray*  
 SUPERVISOR OF THE NATIONAL REGISTER

DATE

5-29-79

ATTEST: *Carol J. ...*  
 CHIEF OF REGISTRATION

DATE

5/25/79

UNITED STATES DEPARTMENT OF THE INTERIOR  
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|                  |             |
|------------------|-------------|
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CONTINUATION SHEET

ITEM NUMBER 8 PAGE 2

SIGNIFICANCE

Also, by the mid-1930s, La Luz Pottery was producing the urns for which it became well known across the country. The pots ranged in size from small to large and in decoration from plain to simple. Those used as chimney pots on the houses are among the most simple and the smallest. The strawberry pots were among the largest and most complex, some as tall as six feet with elaborate glazing and patterns of half-cups. In 1940 La Luz pots were shipped to 44 states and six foreign countries and for a time there was an outlet in New York.

Roland Hazard was one of the more unsettled members of the wealthy Rhode Island family which owned the Allied Chemical Company. He used his money for a number of enterprises such as La Luz Pottery. Regardless of whether projects were successful or not, he lost interest in them quickly. By the late 1930s, Hazard had tired of his pottery business. His staff continued to operate it, but had difficulty without his financial backing. The La Luz Pottery Factory was closed in 1942.

ITEM 10 PAGE 2

GEOGRAPHICAL DATA

past the water tank to the point directly south of the gate on the <sup>east</sup> ~~west~~ side; from this point proceed north to gate; proceed west along the north edge of the road, which the gate intersects; proceed around the curve in the road to the starting point.

# La Luz Pottery Factory

sketch map - approx. scale: 1" = 30'

