

United States Department of the Interior National Park Service
NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

1309

1. Name of Property BECKLEY FEED AND HARDWARE COMPANY		
historic name:	Beckley Feed and Hardware Company	
other name/site number:		
2. Location		

street & number: 405 Prince Street not for publication: N/A
city/town: Beckley vicinity: N/A
state: WV county: Raleigh code: 081 zip code: 25801

3. State/Federal Agency Certification

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

Susan M. Pierce 10/2/2000
Signature of Certifying Official Date

State or Federal agency and bureau Date

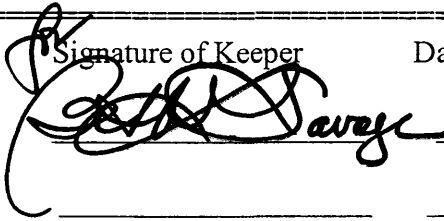
In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of Certifying Official/Title Date

State or Federal agency and bureau Date

4. National Park Service Certification

I, hereby certify that this property is:

Signature of Keeper	Date of Action
	8/24/01

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): _____

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.)

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1	0	TOTAL

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

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

Current Functions

COMMERCE: Store

COMMERCE: Store

7. Description

Architectural Classification:

Materials

VERNACULAR

Foundation	<u>Cut Sandstone</u>
Walls	<u>Glazed Ceramic Block</u>
Roof	<u>Tar, rolled roofing</u>
Other	<u>Brick</u>

Narrative Description

(See continuation on sheets.)

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.)

 x **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.

Beckley Feed and Hardware Company
Name of Property

Raleigh County, WV
County and State

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

Commerce

Period of Significance

1935-1951

Significant Dates

1935

1951

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Bridge, S.H.

Narrative Statement of Significance

(See continuation sheets.)

Beckley Feed and Hardware Company
Name of Property

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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:

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

Name of Repository: _____

10. Geographical Data

Acreage of Property: 0.538 acres

UTM References

Quad Map Name: Beckley

17 482905 418050
 Zone Easting Northing

Verbal Boundary Description

(See continuation sheet.)

Boundary Justification

(See continuation sheet.)

Beckley Feed and Hardware Company
Name of Property

Raleigh County, WV
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11. Form Prepared By

Name/Title: Ronald G. Brunk, Marketing Director

Organization: Beckley Feed & Hardware Co. Date: July 2000

Street & Number: 405 Prince Street Telephone: 304/252-5775

City or Town: Beckley State: WV Zip: 25801

Property Owner

(Complete this item at the request of SHPO or FPO.)

Name: Austin Caperton

Street & Number: 300 North Kanawha Street, Suite 208 Telephone: 304/252-5733

City or Town: Beckley State: WV Zip: 25801

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Architectural Description:

The Beckley Feed & Hardware store, built in 1935, is sited a few feet from Prince Street near downtown Beckley. The business was originally located, from 1926-1935, about 200 yards up Prince Street before moving to its present location, having outgrown the existing facilities. Access to the railroad was crucial, and a side line was located next to the building until 1999. The present building consists of two sections, the older portion being constructed in 1935 and an additional wing constructed in 1951. The building retains its original features and all of its original windows.

The older section is two stories, constructed of glazed ceramic block with a flat profile against the street and angled sides. There are loading dock facilities on two sides. A shed awning extends over a door opening. The windows are all multi-light and of wood construction. The roof is built-up with tar, felt and roll roofing.

The 1951 wing was constructed to expand the hardware sales department. The wing is one story in height with a brick façade and a wall of windows made up of horizontal lights. A center double door leads into the building. On the roof is a parapet wall used as signage, with the name of the store.

The main floor of the interior is divided into two main areas, the sales floor (4200 sq. ft.) which has a tile floor covering, and what was formerly the warehouse (3500 sq. ft.). The warehouse area of the main floor occupies the rear section of the building and features the old hardwood oak floors and wooden post and beam construction. It also contains interesting wooden display/storage lofts and enclosures that run along the southeast side of the building fronting Prince Street. This warehouse area has now been opened to the public as expanded retail floor space.

The basement extends below the original building (not the section added in 1951), and has a length of 133 feet and a progressive width that expands from 30 to 57 feet. The basement walls are cut sandstone and its ceiling structure contains the original components, including two steel H-beams (8"x 18") which run the length of the building, and steel crossbeams that are set on unusual 8 inch centers. This level was used as a stable for horses until 1946. The basement entrance is a set of wide double doors located on the east side of the building.

The building's interior has original wooden bins for seeds, bulbs, nails and other assorted items. The store walls still display metal signs for products from the ice and feed business from as far back as the 1930's.

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The Beckley Feed & Hardware Company is eligible under Criterion A for Commerce. The period of significance begins in 1935 with the construction of the building and extends to 1951, for the new wing. Since the time period is so close to 50 years, Criteria Consideration G is not being used.

The company was organized in 1926 and was originally located about 200 yards away on Prince Street before moving to its present location in 1935. The building, located on the corner of Robert C. Byrd Drive and Prince Street, was designed by architect S.H. "Sam" Bridge, and was built in 1934 and 1935. Bridge was a prominent and highly respected architect in Raleigh County, having designed many buildings and homes in Raleigh and Fayette counties. He was the Supervising Architect on the former Federal Courthouse and Post Office in Beckley which was completed in 1933.

The construction of Beckley Feed & Hardware was of glazed tile block, and was typical for buildings of this era, especially those incorporating a warehouse facility. The interior still features wood construction with support beams.

The company's business comprised hardware, agricultural and feed supplies, and ice. As the only ice supplier in Beckley during the 1900's, an ice delivery day often lasted from 7:30 am until 10 pm. Large blocks of ice weighing 320 pounds and covered with a tarpaulin were delivered to homes and businesses throughout the county by horse and wagon. Smaller blocks were cut by hand from the large blocks with an ice pick at each customer's location, according to the amount of ice each needed. The store ran one main city route which was serviced by a larger wagon pulled by a two-horse team. It also sent out three separate single-horse wagons to service customers in the surrounding areas.

Since the ice obviously would melt on the wagons during the day, a relay truck was used to restock them. The truck was loaded with blocks of ice and then sent out to resupply the wagons at designated points along their routes. Of course, the advent of electricity and modern refrigeration eventually brought about the demise of the ice business, and Beckley Feed & Hardware ceased all ice deliveries in 1974.

Location near a railroad access was crucial to the hardware and agricultural business. Supplies were received two to four times per week of livestock feed, fertilizer, hay, straw, and other commodities vital to the lives and businesses of southern West Virginia. The primary loadout facility in Beckley, the location had a side-track next to the hardware store's main building, and a second side-track about 300 yards down the line for overflow supply cars. Raleigh County was once home to numerous farms and dairies, each of which were dependent upon the goods shipped to Beckley Feed & Hardware via the old C&O Railroad. Goods were delivered by rail until the 1970's.

Through the years the store held many retail promotions which are fondly remembered by older residents. One such incident in 1940 was the display of a very large, actual whale on a flatbed railcar on the store's side-track. It created a circus-like atmosphere as young and old came from miles around to see it.

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A riot was nearly the outcome of "Free Chick Day" in 1938 when the store promised free baby chickens (limit 25) to all who came to the store. A mob of people surrounded the building that morning and crowded the doors such that they could barely be opened. Police had to be called in to contain the crowd.

Another retail highlight in 1946 was the "Ike and Mike" competition, which pitted two pigs against each other. One was fed Purina brand feed while the other ate an off-brand. Purina wanted to demonstrate to customers that their feed would fatten a hog better than any other brand. Their pig did win the competition and Beckley Feed & Hardware went on to sell a record-setting 5,600,000 pounds of Purina feed that year.

Increased sales led to the expansion of the sales area and the addition of a wing to the building in 1951. Typical of the architecture of the day, the front is comprised of horizontal glass windows with a center double door. Continued growth has expanded the retail sales area back into the former warehouse section, allowing the public to view and shop that part of the store with its oak floors, rafters, beams, posts and lofts.

The Beckley Feed & Hardware Company has been a mainstay in the community since 1926, and at its current location since 1935. The company has been a key supplier of goods and services vital to the success of the region's families, farms, dairies, and other businesses.

(NPS Form 10-900)

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Interview with J. S. Larrick (formerly owner of Beckley Feed & Hardware), by Ronald G. Brunk,
Beckley, WV August 10, 1999.

“Store Owner Changes Over Time - Service Doesn’t.” THE REGISTER HERALD, 29
November 1998, Section B, Page 3.

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Beckley Feed & Hardware Store
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Verbal Boundary Description

The property is composed of three tracts and they are as follows:

SUR 6500 SQ FT PRINCE ST
Map/Parcel/Subparcel 26 0059 0000

Beginning at an iron pin at the intersection of the North line of Prince Street extension with the right-of-way line of the Chesapeake & Ohio R.R., said right-of-way line being thirty three (33) feet from the center line of track; thence leaving said Prince Street and with said right-of-way line on an 8 degree and 50 minute curve to the right to a stake in the William's line, a chord connecting said points bearing N 49 degrees 6 minutes East 108.3 feet; thence leaving said right-of-way line and with the William's line N 22 degrees 55 minutes W. 36.0 feet to an iron pin, a corner to Mrs. Sallie Kidd and in line of a lot owned by the Raleigh Steam Laundry; thence leaving the Williams line and with Mrs. Kidd's lot S. 64 degrees 35 minutes W. 201.9 feet to a stake in the east line of a 25 foot street; thence leaving Mrs. Kidd's lot and with the line of said street S 2 degrees 30 minutes W. 46.8 feet to the north line of said Prince Street; thence with said Prince Street N. 76 degrees 21 minutes E. 116.6 feet to the beginning, containing 6500 sq. ft. more or less.

9014 SQ FT NEVILLE ST
Map/Parcel/Subparcel 26 0058 0000

Beginning at a stake 25 feet from the eastern line of Milton Kidd's garden; thence N. 61 degrees 34 minutes E. 183.8 feet to a stake on line of the Lewis Williams heirs; thence with them, N. 19 degrees 48 minutes W. 60 feet to stake; thence leaving said heirs, S. 59 degrees 22 minutes W. 165 feet to a stake 25 feet from the line of said Milton Kidd; thence S. 00 degrees 23 minutes E. 60 feet to the beginning, containing 9014.00 square feet.

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Verbal Boundary Description (Continued)

SUR TRACT NR WILLIAMS ST
& C & O RAILWAY CO R/W
Map/Parcel/Subparcel 26 0052 0001

Beginning at a stake, a corner of the Derald Rollyson property, on the right-of-way line of Williams Street, at a common corner of the Chesapeake & Ohio Railroad right-of-way line in the Rollyson property; thence leaving the right-of-way line of Williams Street, and with the common boundary line between the Derald Rollyson property and the Chesapeake & Ohio Railroad right-of-way line in a westerly direction 35 feet, more or less, to a point, at the common corner of the Derald Rollyson property, Chesapeake & Ohio Railroad right-of-way line and the Beckley Feed & Hardware Company property; thence leaving the common corner of the Derald Rollyson property, the Beckley Feed & Hardware Company property and the Chesapeake & Ohio Railroad right-of-way, with the common boundary line between the Derald Rollyson property and the Beckley Feed & Hardware Company property in a northerly direction 72 ½ feet, more or less, to a steel pipe; thence in a new line through the Derald Rollyson property in an easterly direction 48 feet, more or less, to the right-of-way line of Williams Street, at a corner of an old building foundation; thence with the right-of-way line of Williams Street and the Derald Rollyson property 50 feet, more or less, in a southerly direction to a stake, at a corner of the Derald Rollyson property on the right-of-way line of Williams Street, at a corner of the Chesapeake & Ohio Railroad right-of-way line, the point and place of beginning.

Boundary Justification

This is the property historically associated with the building as found on Raleigh County Tax Map 10.

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Name of Property: Beckley Feed & Hardware Company
Address: 405 Prince Street
Town: Beckley, WV
County: Raleigh

Photographer: Ron Brunk

Date of Photos: 12/15/99

Negatives: Beckley Feed & Hardware, Beckley, WV

INSIDE PHOTOS (Continued)

- 14 of 22 Basement from center point showing old stable area and rear doors,
 facing NE
- 15 of 22 Basement from rear to front, facing W
- 16 of 22 Basement showing cut sandstone walls and steel supports, facing W
- 17 of 22 Basement showing steel support structure
- 18 of 22 Office/museum area showing old Ice sign
- 19 of 22 Office/museum area showing ice tongs, feed measure cups, acct. books
- 20 of 22 Office/museum area showing accounting books with entries for horse and
 harness, feed purchases and ice sales for October 1928
- 21 of 22 Storage area showing old scales, feed and seed bins
- 22 of 22 Storage area showing old scales, feed and seed bins

496.05

+489.99

+490.71

492.55+

+491.36

+484.28



+498.70

+491.50

+489.67

PARKING

ORIGINAL BUILDING
completed in 1935

SIDE
ENTRANCE

This section was
added on in 1951

(FORMER WAREHOUSE AREA)

POWER TOOLS AND
LAWN + GARDEN DEPT
SALES AREA

CEDAR STREET

498.26

MAIN SALES AREA

KITCHEN CENTER

BECKLEY FEED & HARDWARE

OLD
ICE
HOUSE

FRONT
ENTRANCE

WINDOWS
(ALL ALONG THIS SECTION)

DOOR

HALL and STORAGE

DOOR

LOADING
DOORS

OFFICES

FORMER CSX RR LINE

492.70

491.17

WINDOWS

PRINCE STREET



Flood Haz Tax Ma



AREA TO
BE PATTED

1-10

ROBERT C. BYRD DR S-NORTH

CLIXWOOD AVENUE

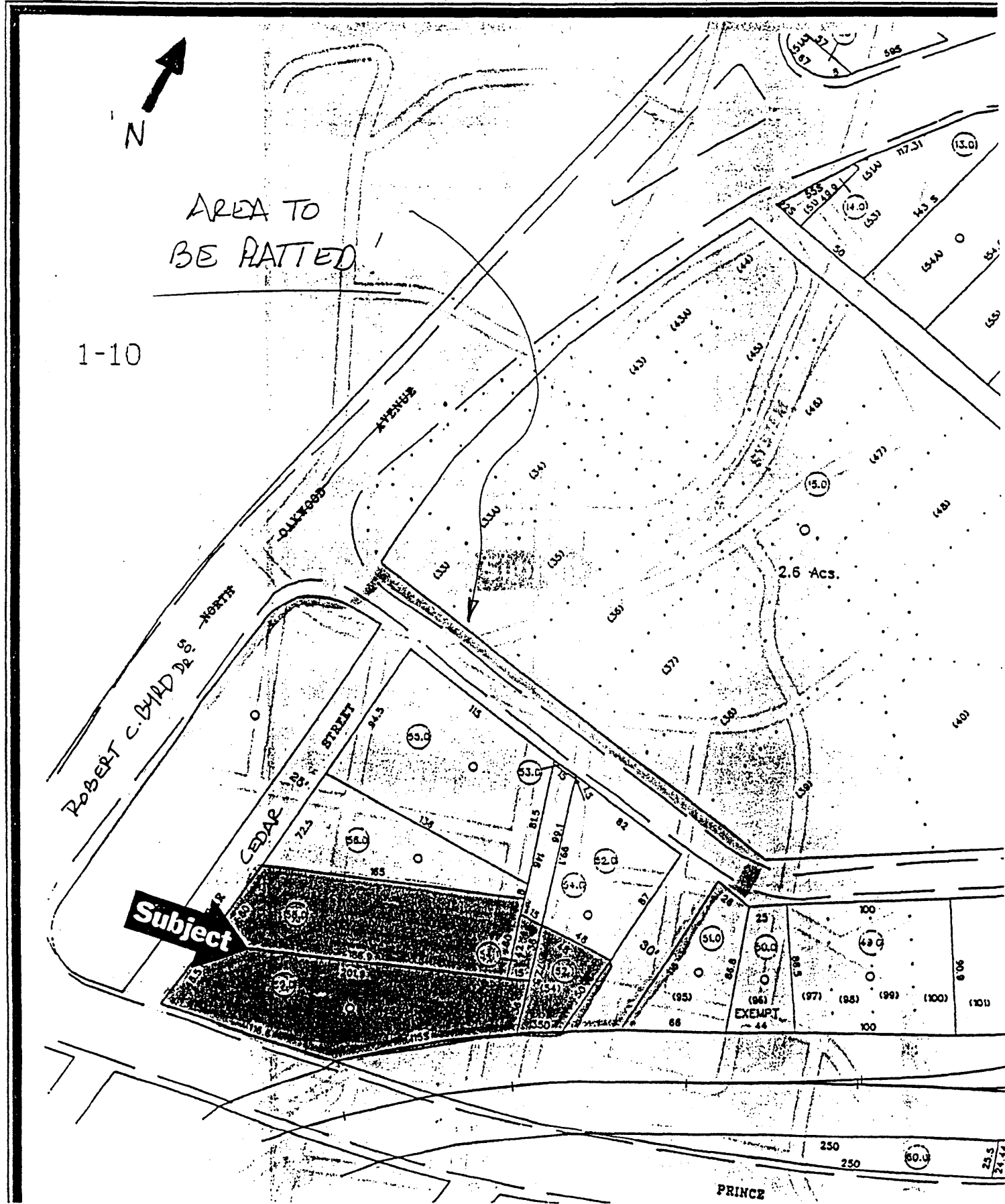
CEDAR STREET

Subject

2.6 Acs.

EXEMPT

PRINCE





00-1309
Resub

(NPS Form 10-900)

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Name of Property Beckley Feed & Hardware
Address 405 Prince Street
 Beckley, WV
County Raleigh County

Name of Photographer: Austin Caperton

Date of Photographs Spring 2001

Location of Negatives: WV SHPO, Charleston, WV

Photo 1 of 8: Front facade along Prince Street, Camera looking N

Photo 2 of 8: Corner entrance of 1935 building, Camera looking N

Photo 3 of 8 Front facade along Prince Street, Camera looking NW

Photo 4 of 8 Side facade of 1935 building, Camera looking NW

Photo 5 of 8 Rear of building, Camera looking SW

Photo 6 of 8 Store Interior, sales area

Photo 7 of 8 Store Interior, doors

Photo 8 of 8 Store Interior, wooden bins