

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

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 99000497 Date Listed: 5/12/99

Fuqua Hardware Store Building LOUISIANA East Baton Rouge
Property Name County State

N/A
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

for [Signature]
Signature of the Keeper

5/12/99
Date of Action

=====
Amended Items in Nomination:

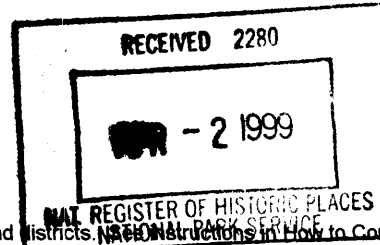
Section No. 8

This nomination is amended to add Commerce as an area of significance, since Fuqua's activities during the period in which he was associated with this building were business-related, and since it was the business acumen he demonstrated here that was the basis for his later political career.

This amendment has been confirmed with the Louisiana SHPO.

DISTRIBUTION:
National Register property file
Nominating Authority (without nomination attachment)

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 Fuqua Hardware Store Building

other names/site number _____

2. Location

street & number 358 Third Street NA not for publication

city or town Baton Rouge NA vicinity

state Louisiana code LA county East Baton Rouge code 033 zip code 70802

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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 X statewide locally. (See continuation sheet for additional comments.)

Gerri Hobdy

3/29/99

Signature of certifying official/Title Gerri Hobdy Date
LA SHPO, Dept. of Culture, Recreation and Tourism

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 certifying official/Title _____ 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): _____

for Signature of Keeper

Date of Action

M. J. M. ...

5/12/99

Fuqua Hardware Store Building

Name of property

East Baton Rouge Parish, LA

County and State

5. Classification

Ownership of Property
(Choose as many boxes as apply)

Category of Property
(Choose only one box)

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

- X private
public-local
public-State
public-Federal

- X building(s)
district
site
structure
object

Table with 2 columns: Contributing, Noncontributing. Rows for buildings, sites, structures, objects, Total. Values: 1, 0.

Name of related multiple property listing

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

NA

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Cat. Commerce/Trade

Sub. Specialty Store

Current Functions

(Enter categories from instructions)

Cat. Work in Progress

Sub. NA

7. Description

Architectural Classification

(Enter categories from instructions)

Renaissance Revival

Materials

(Enter categories from instructions)

foundation Concrete
walls Brick
roof Other: Tar & Gravel
other

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

(Mark "X" next to 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.
X 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

NA

(Mark "X" next to all 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)

Politics/Government

Period of Significance

1905-1916

Significant Dates

1905

Significant Person

(Complete if Criterion B is marked above)

Fuqua, Henry Luce

Cultural Affiliation

NA

Architect/Builder

Unknown

Narrative Statement of Significance

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

9. Major Bibliographical References

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

Previous documentation on file (NPS):

NA

- 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:

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

Name of repository:

Fuqua Hardware Store Building

Name of property

East Baton Rouge Parish, LA

County and State

10. Geographical Data

Acreege of Property Less than an acre

UTM References

(Place additional UTM references on a continuation sheet)

Zone Easting Northing Zone Easting Northing

1 15 674000 3369870

2 _____

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 National Register Staff

organization Division of Historic Preservation

date February 1999

street & number P.O. Box 44247

telephone (225) 342-8160

city or town Baton Rouge

state LA

zip code 70804

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 MCM Trust, Julius G. McMains, Trustee

street & number 8160 Old Hammond Highway

telephone (225) 926-4130

city or town Baton Rouge

state LA

zip code 70809

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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The Fuqua Hardware Store Building (1905) is a three-story, party-wall, masonry structure located on a corner lot in Baton Rouge's central business district. Stylistically, it is a restrained example of the Renaissance Revival. Although it has experienced alteration since construction, it retains its National Register eligibility.

Originally built as a free-standing structure, the store's shell consists of load-bearing brick walls approximately fourteen inches thick. These walls are fabricated of rough red brick; however, the material is visible only on the utilitarian rear elevation and in the area beneath a lost cornice (see below). The exteriors of the front and side-street elevation are covered by a veneer of beige bricks, with bricks of even lighter color used to form decorative features above the windows. (A historic photograph indicates that what is now the party wall also exhibited a beige brick veneer.)

Brick quoins on three corners of the building, a side freight entrance enhanced by a large arched transom and encompassed within a heavily executed brick band, and round headed third floor windows on the building are derived from Italian architecture. The windows are surmounted by arched brick bands (in the previously mentioned lighter shade of brick), and each band is highlighted by a brick keystone. Other, more general, classical features include a pronounced concrete belt course separating the first and second floors and flat arches composed of the lighter brick. These surmount square headed windows on the second floor. The fenestration pattern for both floors is identical. On the facade it consists of triple windows flanked by paired windows; on the side elevation the windows are articulated as rows of single openings. Also found on the building is a simple parapet featuring a molded brick band and brick coping.

Despite changes to the first floor interior (see below), the original floorplan is still evident on the second and third levels. Each contains one large open space whose high ceiling is supported by a series of tall pine posts. A large freight elevator rising from the first to third floor occupies an enclosed shaft located a few feet inside the freight entrance. A narrow staircase is located against the building's rear wall.

Changes to the hardware store since its construction include:

- 1) the loss of the first floor storefront (between 1941 and 1946) when the front half of the lower floor was subdivided into three retail spaces. (The original storefront featured a central entrance flanked by large display windows, a canopy which wrapped around the corner of the building, and transoms

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above the canopy.) About this time a storefront with an entrance, window and canopy (intended to serve the retail space at the rear of the first floor) was added to the side elevation and the bricks in this area were painted. The latter canopy may be the one (moved slightly from its original position) which an early photo shows protecting the nearby freight door.

- 2) the loss of the building's cast iron cornice, which featured dentils and an egg and dart motif. (NOTE: A portion of the cornice survives in storage.)
- 3) the construction of a rough utilitarian mezzanine at the rear of the building between the first and second floors and the installation of restrooms in one rear corner below the mezzanine. This alteration necessitated the covering with brick of two windows located near the corner in question; however, the rectangular transoms above these windows remain uncovered.
- 4) the installation of air conditioning ducts and the partial subdivision (with low panels) of the space on the second floor.

Although the losses and alterations detailed above are regrettable, there is no doubt that Henry Fuqua, his employees and customers would still recognize the building if they were to return to downtown Baton Rouge today. This ability, of course, is the litmus test for structures being nominated for their historical significance. As the symbol of the successful business career which prepared Henry Luce Fuqua for his later service to Louisiana as general manager of the State Penitentiary System (see Part 8), the Fuqua Hardware Store Building is a legitimate candidate for National Register listing.

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Baton Rouge's Fuqua Hardware Store Building is of statewide significance under Criterion B, property associated with the life of a significant person, because it is the building most closely connected to the business career of Henry L. Fuqua. As general manager of the Louisiana State Penitentiary System from 1916 to 1924, Fuqua used his considerable business skills to reverse the institution's negative cash flow and greatly reduce its enormous debt. These accomplishments were made possible by the lessons Fuqua learned by operating his highly successful hardware concern. The manager's position, in turn, led to his election as governor in 1924. The period of significance for the nomination ranges from 1905, the date of the building's construction, until 1916, when Fuqua relinquished management of his firm to accept the appointment with the Penitentiary System.

Born in 1865, Baton Rouge native Henry Luce Fuqua attended Magruder's Collegiate Institute and Louisiana State University (both in Baton Rouge) before accepting a position with the Yazoo and Mississippi Valley Railroad as assistant to the civil engineer. After helping to complete the line between Litcher, Louisiana and Vicksburg, Mississippi, he worked for a firm constructing railroad bridges for the Yazoo line. Fuqua returned to Baton Rouge in 1883 and joined a local hardware store as clerk. Later he became a traveling salesman for the firm. Ready to strike out on his own after nine years' experience, he founded the Fuqua Hardware Company in 1892. By 1905 the business was successful enough to warrant construction of its own large building at the corner of Third and Laurel streets in downtown Baton Rouge. (Previously the company had been located in other downtown Baton Rouge buildings which no longer survive.) According to newspaper accounts published at the time of his death in 1926, Fuqua eventually developed his business into one of the largest and most successful hardware companies in the South. He also had interests in rice, cotton, and the sugar industry.

By 1916 the Louisiana State Penitentiary System needed a man like Henry Fuqua. With a debt of \$881,000, it was far from meeting the state's long-standing mandate to be self-supporting. (It was also in need of humanitarian as well as financial reform, but during this period the state's only official interest was in ensuring that taxpayers would not be burdened with the cost of caring for inmates.) At this time the institution's facilities included a penitentiary building constructed in Baton Rouge in 1835, four camps housing prisoners assigned to levee work, a large West Feliciana Parish farm (acquired c. 1902 and known as Angola) located within a large bend of the

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Mississippi River, and three smaller plantations in south central Louisiana. Profits from the convict-produced crops grown on these landholdings were intended to pay for the penal system's operation. However, poor administration, a disastrous flood, and the construction of a large sugar refinery (after a boll weevil infestation necessitated a change from cotton to sugar cane production) had caused financial setbacks from which the agency had not recovered. At this point state officials determined that an experienced businessman was needed to correct the institution's budgetary problems.

Fuqua's demonstrated success as a businessman brought him to the attention of Governor Ruffin G. Pleasant, who appointed him as general manager of the penal system in July 1916. Endorsing the selection on July 8, a local newspaper editorial entitled "A Good Appointment" stated:

The appointment of Henry Fuqua as manager of the state penitentiary system is a wise selection, we believe.

Mr. Fuqua is a business man of ability. A hard systematic worker, an organizer and a worker [sic]. He has made a decided success of his own business, and his friends believe that he will make a success of the new field of labor which he will enter.

There is a great opportunity before Mr. Fuqua. The man who can make good in the management of the state penitentiary, and place that property on a sound basis will make a name for himself over the state. This Mr. Fuqua's friends believe he will do.

In order to give the prison system his full attention, Fuqua assigned the management of his hardware company to other parties but retained ownership of the business and its Third Street headquarters.

According to historian Mark Carleton, author of *Politics and Punishment: A History of the Louisiana State Penal System*, Fuqua "... approached his financial responsibilities with a seriousness equal to that of any of his predecessors. His objective was the same as theirs had been: to make the penal system self-supporting at the least and to provide an annual surplus if possible." To accomplish this goal, he instituted reforms in the handling and marketing of crops and applied his business skills to other prison operations. He is especially remembered for his 1917 decision to

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replace paid prison guards with convict guards known as trustees. Although this change eventually brought a new level of brutality as the trustees mistreated their fellow prisoners, it was viewed as a positive financial move (as well as an opportunity to rehabilitate better-behaved prisoners) at the time. Within a few years Fuqua's innovations had made the prison system a paying proposition instead of a drain upon the state and had notably reduced (although not eliminated) its debt. As a result, he was reappointed to his position by newly-elected Governor John M. Parker in 1920. Although a 1922 flood created severe new financial reverses when it inundated Angola and killed the 1923 crop, there is no doubt that Fuqua's contemporaries acknowledged and admired the fiscal successes he achieved for the penal system before his resignation in 1924. As the New Orleans *Times Picayune* later stated in Fuqua's October 12, 1926 obituary:

The management of the Louisiana penal institution is a position only a practical business man can successfully fill, and it was because of the executive qualities and business acumen manifested by Mr. Fuqua that Governor Pleasant selected and requested him to accept the appointment. The management covers three large plantations as well as the handling of men and Mr. Fuqua proved so successful that he made real money for the state.

Fuqua's success in this, his first public position, was so great that his friends (including former Governor J. Y. Sanders) urged him to run for the governor's seat in 1924. Although he had never held elective office, he inspired such public confidence that he won the post. (This victory made Fuqua the last person to defeat future Louisiana governor and senator Huey P. Long in an election.) As governor, Fuqua's main goal was to pass legislation to curb the activities of the Ku Klux Klan; he succeeded in persuading the legislature to approve three related laws outlawing the wearing of masks in public and the commission of crimes while wearing a mask.

Henry L. Fuqua died unexpectedly on October 11, 1926, only two-and-one-half years into his four year term. Perhaps because he served so little time in office, historians rate his gubernatorial activities as having had little or no long-range impact on the state's political history. Even his contemporaries seemed to have felt that his business skills and contributions to the Louisiana State Penitentiary System (which the

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skills acquired in the candidate building made possible) were of more importance than those achieved during his governorship. This is indicated by the fact that it is the former activities which are highlighted in the headlines and stories comprising his obituaries. The *Times Picayune*, for example, proclaimed:

Late Executive Long Recognized as Dominant Figure in
Progress and Prosperity of State—Won Promi-
nence in Direction of Penal System

The New Orleans *Item* concurred with a headline declaring "Fuqua Was Recognized As One of South's Most Successful Business Men." The accompanying article devoted two paragraphs to Fuqua's business career and two to his subsequent activities for the penitentiary system but contained almost no mention of his term as governor.

Other Surviving Buildings Associated with Fuqua

The Fuqua family home at 301 Napoleon Street in Baton Rouge (in which Fuqua lived throughout his childhood and at various periods during his adult life) survives with its integrity intact. However, it is the candidate which represents the business achievements which brought him to the attention of Governor Pleasant and gave him the ability to successfully address the penal system's financial problems. Because other downtown Baton Rouge buildings in which the hardware business operated have been destroyed, the candidate is the only structure surviving which directly relates to Fuqua's business career.

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BIBLIOGRAPHY

Baton Rouge City Directories, 1895, 1905-1906, 1924-1925.

Carleton, Mark T. *Politics and Punishment: A History of the Louisiana State Penal System*. Baton Rouge: Louisiana State University Press, 1971.

Dawson, Joseph G., III., ed. *The Louisiana Governors: From Iberville to Edwards*. Baton Rouge: Louisiana State University Press, 1990.

"Fuqua, Henry Luce." *National Cyclopaedia of American Biography*, Vol. XXII. New York: James T. White & Company, 1932, pp. 180-181.

Fuqua, Henry L. Vertical File, Louisiana Section, Louisiana State Library.

Historic photos of Fuqua Building and downtown Baton Rouge; copies in National Register file.

New Orleans *Times Picayune*, October 12, 1926.

Sanborn Fire Insurance Maps of Baton Rouge, LA, 1903, 1908, 1911, 1916, 1923, 1946, 1950, 1969.

Site visit by National Register staff.

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BOUNDARY DESCRIPTION:

A certain lot or parcel of ground which is located in square Six (6) or Eight-Two [sic.] (82) in that subdivision known as Devall Town, Parish of East Baton Rouge, State of Louisiana, being the northern fifty (50) feet of Lot One (1) located at the southeast corner of the intersection of North Third Street by a depth of one hundred twenty-eight (128) feet between parallel lines and along the south sideline of Laurel Street.

NOTE: The Devall Town portion of Baton Rouge was re-subdivided some time before 1900 (hence the different square numbers). The above wording is taken directly from the 1905 deed Henry L. Fuqua received when he purchased the land.

BOUNDARY JUSTIFICATION:

Boundaries correspond to the parcel of land historically associated with the building. They are also the current property lines.

C. 1910



FUQUA HARDWARE, BATON ROUGE, LA.