

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

1. Name of Property BECKLEY FEED AND HARDWARE COMPANY

historic name: Beckley Feed and Hardware Company DEMOLISHED 2013
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street & number: 405 Prince Street not for publication: N/A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

<input type="checkbox"/> entered in the National Register	_____	_____
<input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined eligible for the National Register	_____	_____
<input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other (explain): _____	_____	_____
_____	_____	_____
_____	_____	_____

5. Classification

Ownership of Property:
(Check as many boxes as apply)

Category of Property
(Check only one box)

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

- 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

COMMERCE: Store

Current Functions

COMMERCE: Store

7. Description

Architectural Classification:

VERNACULAR

Materials

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.)

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

Raleigh County, WV
County and State

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.)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Beckley Feed & Hardware Co.
Name of Property

Raleigh County, WV
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Page 1

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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NATIONAL REGISTER OF HISTORIC PLACES
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Beckley Feed & Hardware Co.

Raleigh County, WV

Name of Property

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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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Beckley Feed & Hardware Co.
Name of Property

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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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Beckley Feed and Hardware Company
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Page 1

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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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Beckley Feed & Hardware Store
Name of Property

Raleigh County, WV
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Section Number 10

Page 1

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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NATIONAL REGISTER OF HISTORIC PLACES
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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.

(NPS Form 10-900)

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Beckley Feed & Hardware Store

Raleigh County, WV

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Photo

Page 1

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

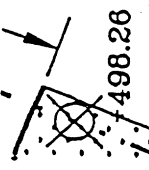
Photo 6 of 8 Store Interior, sales area

Photo 7 of 8 Store Interior, doors

Photo 8 of 8 Store Interior, wooden bins



496.05



CEAR STREET

PARKING

492.55+



498.70

ORIGINAL BUILDING completed in 1935

This section was added on in 1951

KITCHEN CENTER

OLD ICE HOUSE

FRONT ENTRANCE

WINDOWS (ALL ALONG THIS SECTION)

MAIN SALES AREA

BECKLEY FEED & HARDWARE

HALL and STORAGE

OFFICES

491.17

PRINCE STREET

492.70

SIDE ENTRANCE

(FORMER WAREHOUSE AREA)

POWER TOOLS and LAWN & GARDEN DEPT SALES AREA

DOOR

LOADING DOORS

WINDOWS

FORMER CSX RR LINE

489.88

490.71

491.36

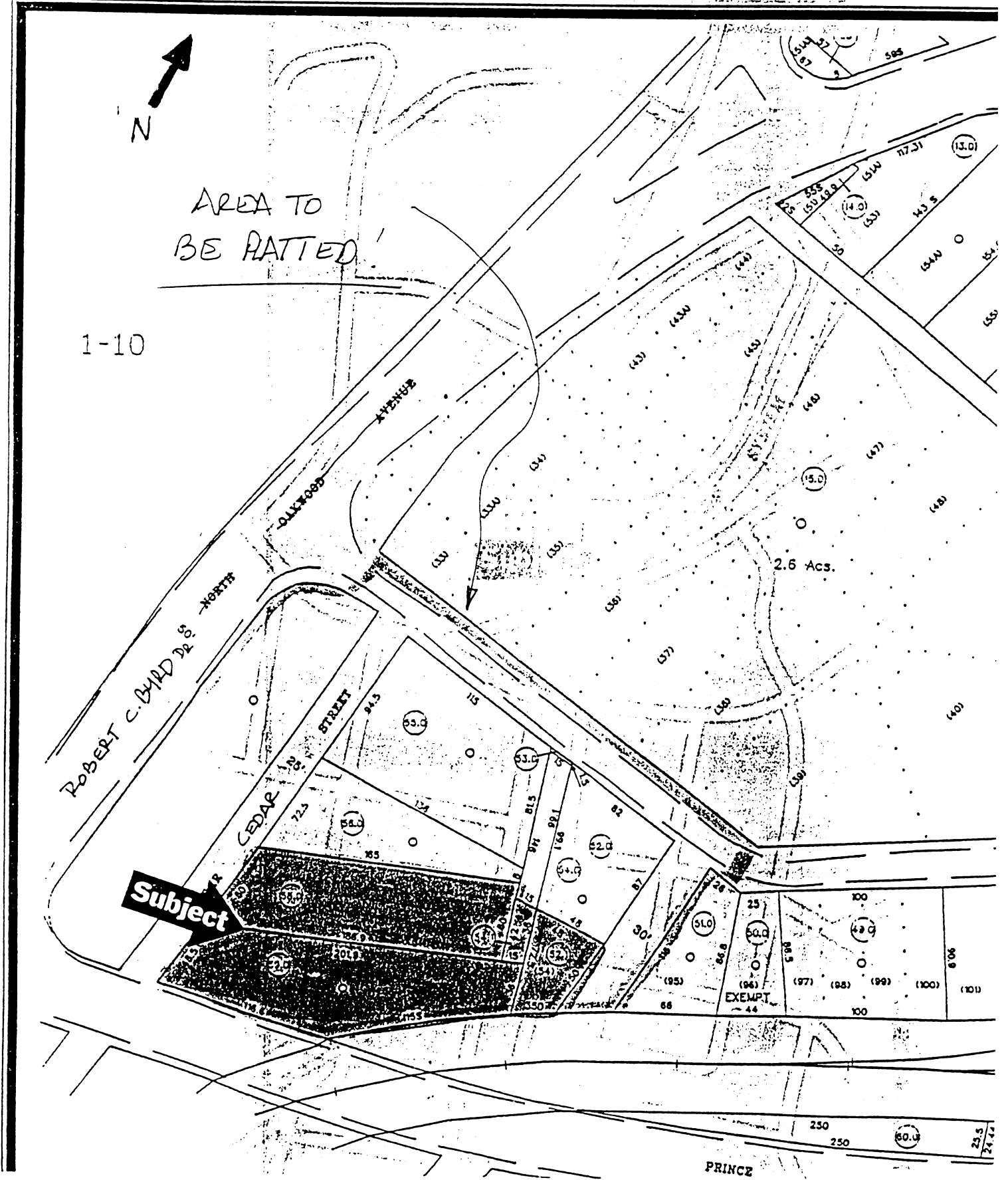
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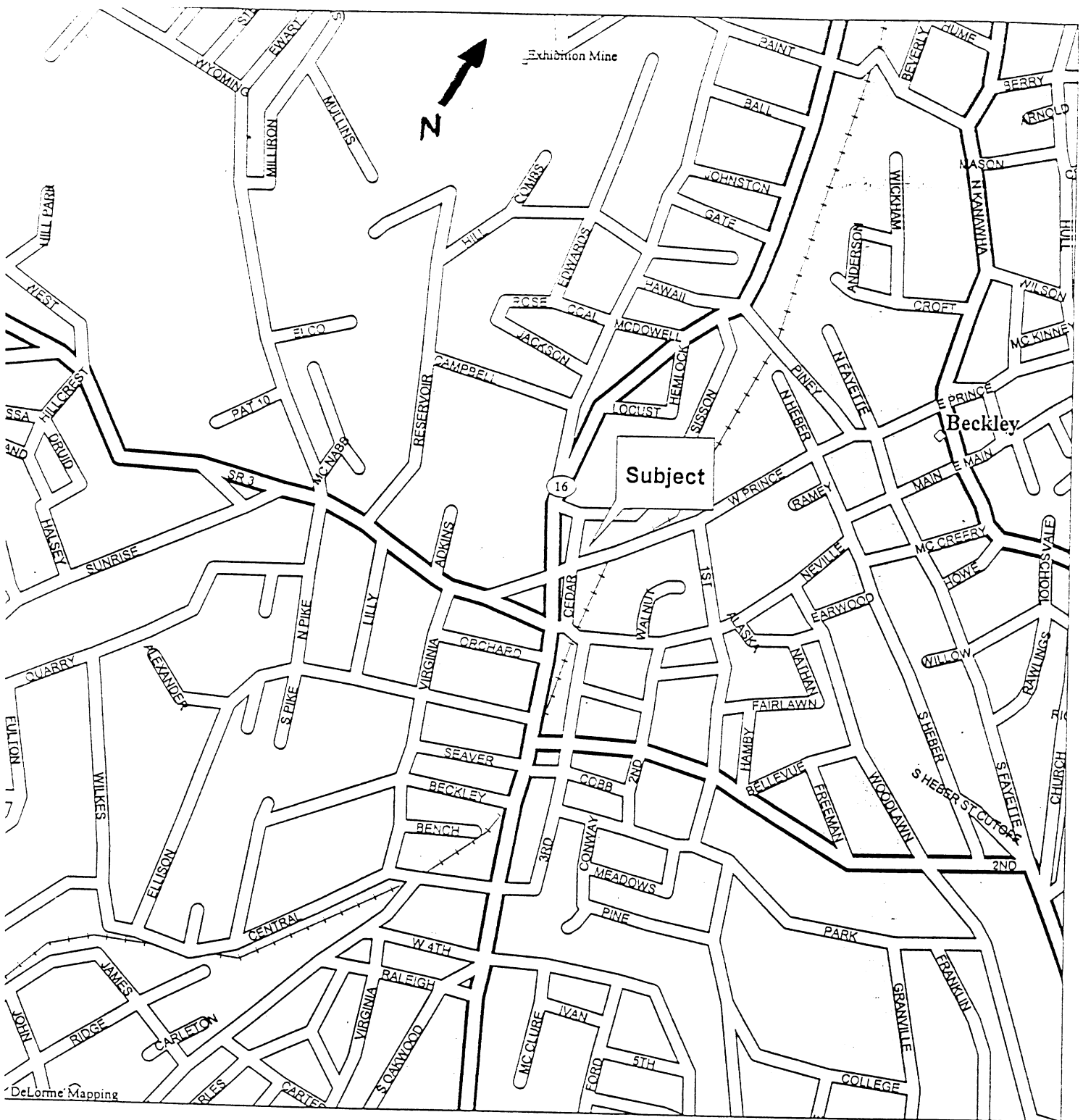
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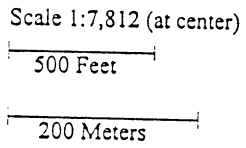
491.41

Flood Hazard Tax Map

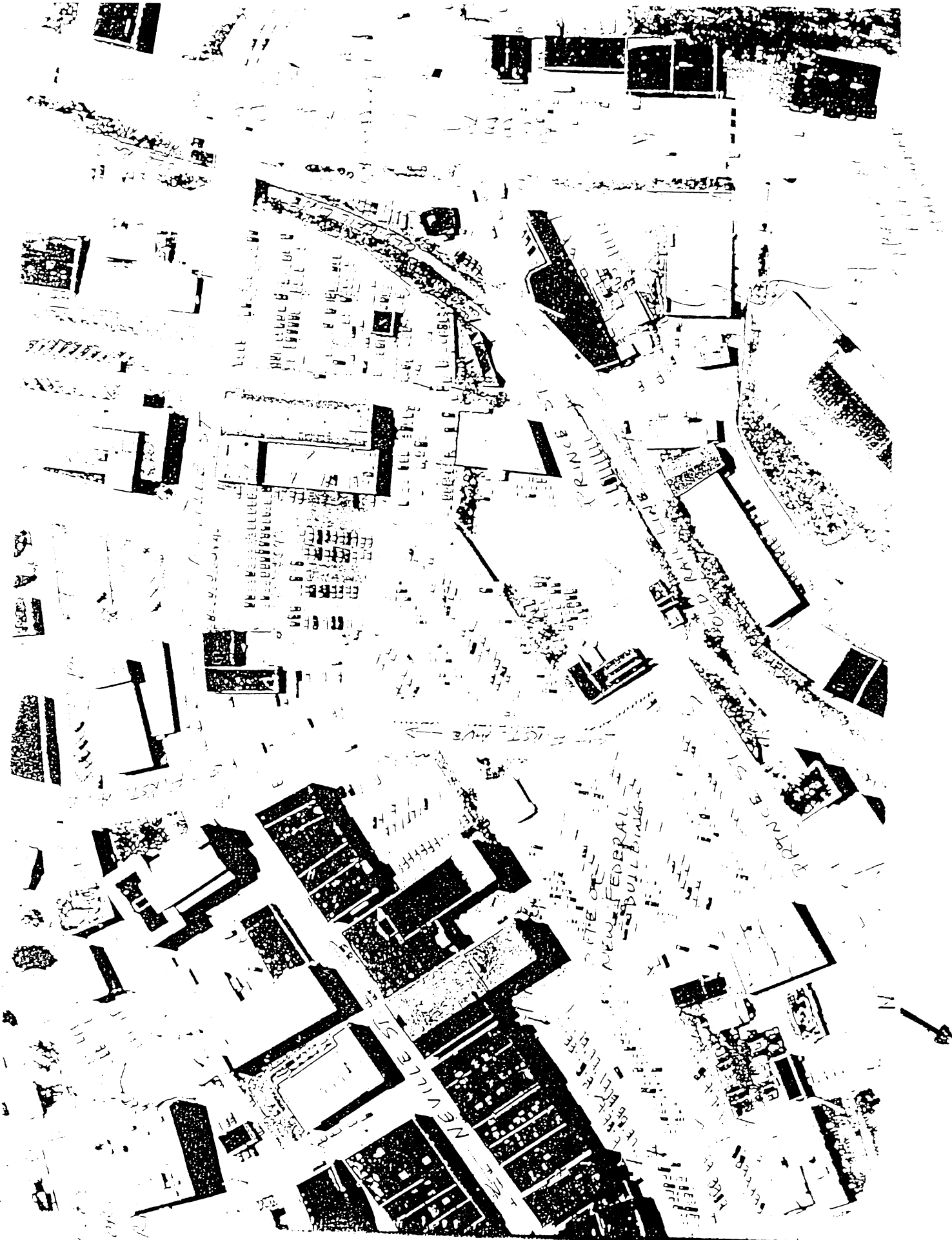




ID
 Population Center
 State Route
 Geo Feature
 Large City
 Street, Road
 Major Street/Road
 State Route
 Railroad



Neighborhood Map
 Mag 16.00
 Mon Feb 01 15:19:12 1999

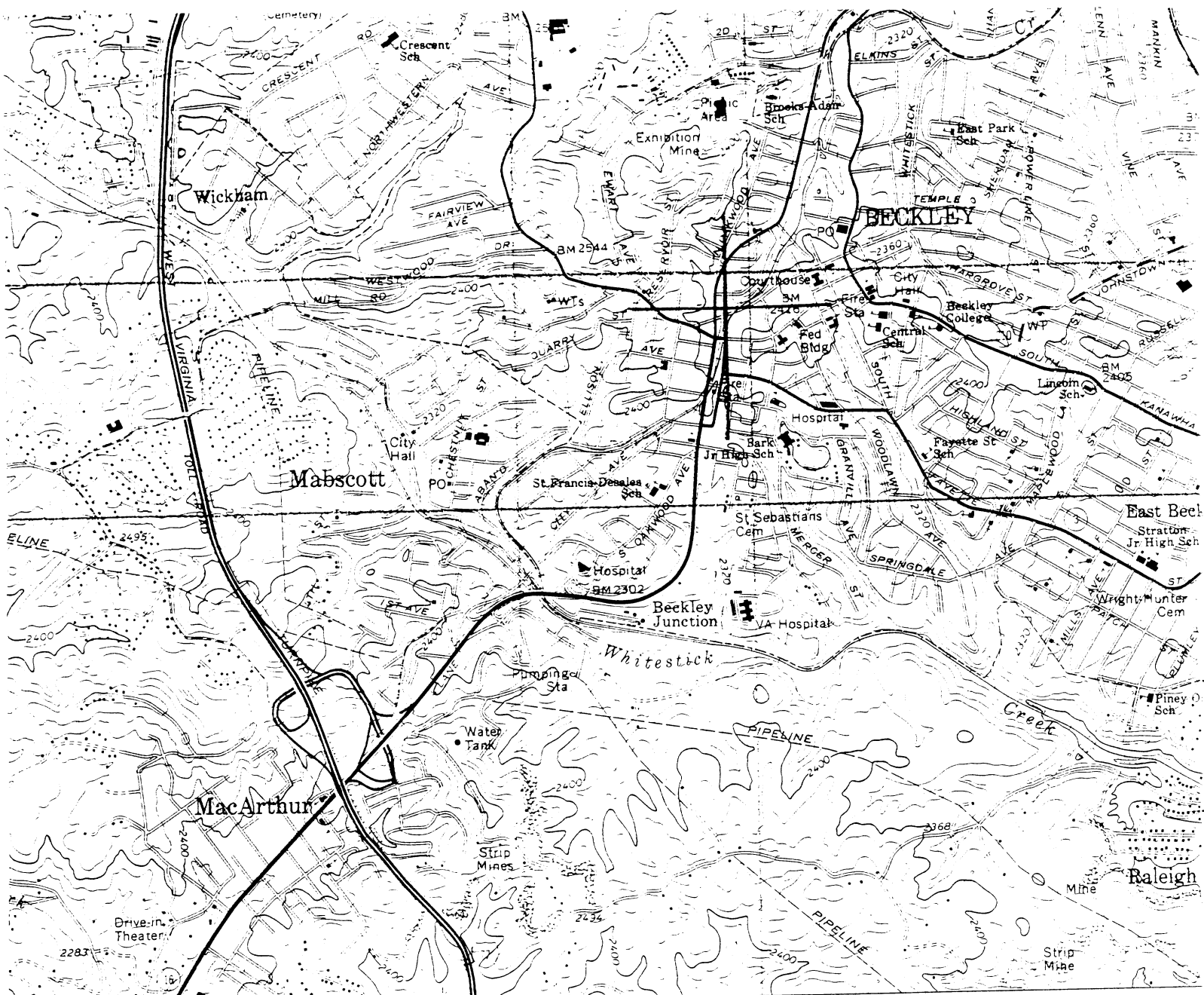


NEW YORK
STATE
OFFICE OF THE
ATTORNEY GENERAL
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NEW YORK STATE
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ATTORNEY GENERAL
BUILDING

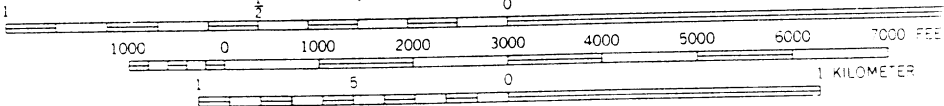
NEW YORK STATE
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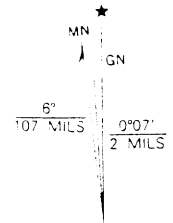


480 CRAB ORCHARD 0.7 MI MULLINS 20 MI 12'30" PRINCETON 20 MI 483 (CRAB ORCHARD) 4759 II NW 484

SCALE 1:24000



CONTOUR INTERVAL 40 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929



UTM GRID AND 1989 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS FOR SALE BY U. S. GEOLOGICAL SURVEY DENVER, COLORADO 80225 OR RESTON, VIRGINIA 22092 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

urvey

ographs

1, south zone
17,

where
unchecked
shown

There may be private inholdings within the boundaries of the National or State reservations shown on this map



BECKLEY FEED & HARDWARE CO.

Your Hometown Hardware
Plumbing • Electrical

Best
of Town Award

Garden
Center

BECKLEY FEED
& HARDWARE
since 1920

BECKLEY FEED
& HARDWARE
since 1920

BECKLEY

BECKLEY FEED & HARDWARE



GRAND
Home Furnishings

125% Lowest
Mattress Price
Guarantee!



Queen 2-piece Sets
starting at
\$299

shop now



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topscos.com/Best-B2B-Email-Marketing
Top Rankings - B2B Email Marketing Vendors. Read Now.

Beckley Feed and Hardware is Demolished

Posted: Dec 04, 2013 3:33 PM EST
Updated: Dec 18, 2013 3:33 PM EST

BECKLEY - A piece of Beckley history is all but gone as demolition of the old Beckley Feed and Hardware store is nearly done.

We went by the site to check on the progress of the demolition and the building, which was built back in 1935.

The building has all but turned to rubble.

Demolition crews were given the go-ahead in October.

Plans are to build a McDonald's on the site.

Advertisement



Cumbersome CPAP machines or risky surgery are not the only answers to solving sleep apnea.



Pastor Reveals a 'Biblical Money Code' - Turns \$40,000 into \$396,000 (Shocking)



Only 1 American in 1,500 know about this secret, tax-free account used by JFK.



Controversy over new extreme 'skinny' pill. Should it be available over-the-counter?



Sudden Cardiac Death: Know These 2 Warning Signs. Go Here Now.



[West Virginia] man finds an unlikely testosterone booster.

worldnow

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October 19, 2013

Historic Beckley feed store to be razed, replaced by a McDonald's

by David Gutman

CHARLESTON, W.Va. -- A Beckley building that is on the National Register of Historic Places will be demolished soon and replaced with a McDonald's.

The Beckley Feed and Hardware building was built in 1935 and added to the National Register in 2001, the first year it was eligible. The business closed in June, as the building was slated to be sold to Paramount Development Corp., a real estate developer with offices in Beckley, Myrtle Beach, S.C., and Richmond, Va.

"The business was doing fine, and it was a successful business," said Austin Caperton, who has owned Beckley Feed and Hardware since 1998, "but I'm 62 years old, and somebody offered some money and I decided to move on."

Being added to the National Register is largely an honorary designation.

"Its main goal is to bring about a better appreciation for historic properties," said Paul Lusignan, a historian with the National Register. "There is no requirement under federal law that those buildings be preserved or protected."

When a building is added to the National Register, which is administered by the National Park Service, its owners are able to access certain state and federal grants and tax credits. If they use any of these funds, then there are restrictions to changing the building. Caperton never did, so he, and Paramount, are free to change the property as they wish.

The Beckley Code Enforcement Department approved the demolition and site plans on Oct. 1.

To be placed on the National Register, a building or site must be "significant in American history, architecture, archeology, engineering or culture." Nationally, there are about 87,000 listings in the Register, all of which were approved by a state review board. There are 1,041 listings in West Virginia, eight of which are in Raleigh County.

Twenty-four historic places in West Virginia have been demolished since 1972, according to a database compiled by the state Division of Culture and History.

Those include buildings like the Pocahontas Fuel Company Store in McDowell County, the Morgan County Courthouse, Parkersburg City Hall and the West Virginia Colored Children's Home, near Huntington.

Like most of the buildings on the list, nationally and in West Virginia, Beckley Feed and Hardware has a fascinating history.

The following information comes from Beckley Feed and Hardware's application, written in 2000, to be on the National Register:

The company began in 1926, but moved to its current location, on Prince Street, in 1935. A new wing was added to the building in 1951. As the name implies, they sold hardware and farming supplies, but in an age before refrigeration, they also delivered ice to homes and businesses throughout the city.

The only ice supplier in Beckley, the company sent out horse-drawn wagons carrying blocks of ice that weighed 320 pounds. At each house, smaller blocks were cut and chipped off by hand and sold to customers.

The company continued delivering ice, at least in some capacity, until 1974.

In 1938, police had to be called to the store as "Free Chick Day" nearly caused a riot. The store promised free baby chickens (limit 25!) to anyone who came by.

"A mob of people surrounded the building that morning and crowded the doors such that they could barely be opened," the application states.

In 1946, the store held a competition called "Ike and Mike."

Purina wanted to prove that its feed would fatten a pig better than competing brands. So it held an eating contest, pitting two pigs against each other, one eating Purina feed and the other eating a competitor's feed.

The Purina pig won, and Beckley Feed and Hardware sold a record-setting 5.6 million pounds of Purina feed that year.

Robert Cannon, the chief code-enforcement officer for Beckley, said there are still some issues to be worked out, relating to nearby sidewalks and sewers, before demolition of the store can begin. He expects work to begin soon.

Jerime Dudding, the development manager for Paramount, would not comment on the company's plans. McIlvried, DiDiano and Mox, a Pittsburgh engineering and surveying firm that is working with Paramount, did not respond to repeated requests for comment.

Caperton has donated the building's sign, original blueprints and other documents to the Beckley Historic Landmarks Commission.

"The best use of any viable historic building is to repurpose it and reuse it for a new business," said Scott Worley, the chair of the Landmarks Commission. "I really have misgivings anytime a developer or any entity decides to tear down a historic structure ... There's better purposes for that building. However, we have no say over the actions."

Reach David Gutman at david.gutman@wvgazette.com or 304-348-5119.