

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.

1. Name of Property

Historic name: Hutchinson-Parsons-Fulk Mail Pouch Barn

Other names/site number: MPB 48-18-03

Name of related multiple property listing:

Mail Pouch Tobacco Barns of West Virginia

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

2. Location

Street & number: 8881 Parkersburg Road

City or town: Sandyville State: West Virginia County: Jackson

Not For Publication: ☐ Vicinity: ☒

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 at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

X A B X C D

Deputy State Historic Preservation Officer

Signature of certifying official/Title:

Date

West Virginia State Historic Preservation Office

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

**State or Federal agency/bureau
or Tribal Government**

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4. National Park Service Certification

I hereby certify that this property is:

- ☐ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register
☐ removed from the National Register
☐ other (explain:) _____

Signature of the Keeper

Date of Action

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 ☐

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions

(Enter categories from instructions.)

AGRICULTURE/agricultural outbuilding

OTHER/billboard

Current Functions

(Enter categories from instructions.)

AGRICULTURE/agricultural outbuilding

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7. Description

Architectural Classification

(Enter categories from instructions.)

Other: gambrel barn

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Walls: wood; Roof: metal; Foundation:
stone

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Hutchinson-Parsons-Fulk Mail Pouch Barn is a circa 1940, wood frame, gambrel roof barn along Parkersburg Road in the rural, agricultural and residential community of Sandyville. It features two standard "Chew Mail Pouch Tobacco" advertisements, first painted on the barn in 1949. The signs have been repainted regularly over the decades. The barn remains in excellent condition, and both of its Mail Pouch signs are well-maintained. It meets the integrity requirements established in the "Mail Pouch Tobacco Barns of West Virginia" Multiple Property Documentation Form.

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Narrative Description

The Hutchinson-Parsons-Fulk Mail Pouch Barn is a standard gambrel roof barn located along Parkersburg Road in the rural community of Sandyville. It is constructed with vertical wood planks, clad with a corrugated metal roof, and sits on a foundation of cut stone blocks. A small, vented cupola is located on top of the roof. On the barn's east side, facing Parkersburg Road, is an enclosed lean-to constructed of vertical wood planks and clad with a standing seam metal roof. Sliding doors on the west side provide access to the main interior of the barn. The lean-to is accessed by an opening on its south end and a door on its north end.

The west side, the eastern lean-to, and the cupola are painted red. The northern and southern sides of the barn feature identical painted Mail Pouch signs. Each sign reads "Chew Mail Pouch Tobacco, Treat Yourself To The Best." They are standard design Mail Pouch signs, with a black background, blue borders, "Mail Pouch Tobacco" in larger yellow text, and "Chew" and "Treat Yourself To The Best" in smaller, white text.

Photographic evidence indicates that in 1987 the phrase "Treat Yourself to the Best" was written on the barn in two lines, and was reconfigured to a single line following a repainting in the 1990s.¹ It is possible the one-line and two-line designs were used interchangeably on the barn during its Period of Significance (1949-1969), but this has not been confirmed.

Tax records suggest that the barn was constructed in 1940, which is in keeping with the barn's design, construction, and materials. The barn sits on the edge of a 189-acre parcel consisting largely of farmland, hills, and trees. To the barn's north and west are a gravel driveway, farmhouse, garage, and outbuilding.

The surrounding vicinity consists of hilly forestland divided by stretches of flat farmland, with Parkersburg Road (County Road 21) running through it. Along the road are many residential and agricultural buildings of varying ages, though most seem to date to the mid-to-late twentieth century.

The barn retains integrity of location, design, setting, materials, workmanship, feeling, and association. The barn has never been moved and has had minimal alterations or deterioration. While some newer residential development has occurred in the neighborhood, the area is still able to convey its rural, farm-centric setting. The Mail Pouch signs are in excellent condition, repainted by the owners on a periodic basis. With the possible exception of the "Treat Yourself" line, the colors, size, orientation, and font of both signs remain the same as they were historically.

¹ "MPB 48-18-03," Mail Pouch Barnstormers, accessed September 4, 2025, https://mailpouchbarnstormers.org/wp/?wpbdp_listing=mpb-48-18-03.

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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.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- ☐ 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 old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

Commerce

Art

Period of Significance

1949-1969

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

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Statement of Significance Summary Paragraph

The Hutchinson-Parsons-Fulk Mail Pouch Barn is eligible for the National Register on a local level of significance under *Criterion A: Commerce* and *Criterion C: Art*, in accordance with the requirements laid out in the Multiple Property Documentation Form “Mail Pouch Tobacco Barns of West Virginia.” The barn is significant under Criterion A for its association with Bloch Brothers Tobacco Company’s iconic barn sign advertising campaign. It is also significant under Criterion C as an important example of American folk art. The Period of Significance begins in 1949, the first year that a Mail Pouch advertisement was painted on the barn, and ends in 1969, when Bloch Brothers discontinued their barn sign advertising program.

Narrative Statement of Significance

Context for the history of Mail Pouch barns is provided in the “Mail Pouch Barns of West Virginia” Multiple Property Documentation Form (MPDF). As established in the document, the Bloch Brothers Tobacco Company embarked on a decades-long, multi-state advertising sign painting campaign. Using teams of painters, the company created thousands of signs, primarily on barns, imploring people to “Chew Mail Pouch Tobacco.” Throughout the mid-twentieth century, this was Bloch Brother’s primary marketing strategy for selling Mail Pouch chewing tobacco. The ubiquity of Mail Pouch barn signs across the rural American landscape and their production by a select few skilled painters led to them being regarded by many as a type of folk art. Of the thousands of Mail Pouch barns that once existed nationwide, very few remain. In West Virginia, less than 100 are believed to be extant.

During the mid-twentieth century, the barn and surrounding farmland belonged to the Hutchinson family. Around 1940, they constructed a wood frame barn next to Parkersburg Road. Also known as County Route 21, this road was a major throughfare in the region prior to the construction of I-77. The barn’s strategic location along an important local transportation route made it an ideal canvas for advertising.²

On May 7, 1949, Jack Hutchinson signed a lease to have two sides of his barn painted with 10’x30’ Mail Pouch advertisements. It was repainted for the first time on June 23, 1951, and further repaintings occurred over the next few decades. In 1961, the property was sold to Cecil Parsons. Chris and Russell Fulk purchased the property from the Parsons family in 1996 and remain the owners to this day.³

An advertising license tag (No. 76) found at the barn site had an expiration date of June 30, 1957. The company listed on the tag was Mail Pouch Tobacco Co., one of the entities used by Bloch Brothers to lease barn signs. In 1979, this barn became one of 44 in West Virginia exempted from the regulations of the Highway Beautification Act of 1965, since its creation predated the act’s passage.⁴

² WV Real Estate Assessment Data, Parcel ID 18-02-0014-0017-0000, accessed August 22, 2025, <https://mapwv.gov/Assessment/Detail/?PID=18020014001700000000>.

³ Mail Pouch Tobacco Barns Lease Records, Helme Tobacco Company, Wheeling, WV.

⁴ Charles L. Miller, letter to Clarence Moran, August 15, 1979, West Virginia State Historic Preservation Office.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Mail Pouch Tobacco Barns Lease Records. Helme Tobacco Company. Wheeling, WV.

Miller, Charles L. Letter to Clarence Moran. August 15, 1979. West Virginia State Historic Preservation Office.

“MPB 48-18-03.” Mail Pouch Barnstormers. Accessed August 1, 2025.

https://mailpouchbarnstormers.org/wp/?wpbdp_listing=mpb-48-18-03.

Rice, Brad. “Traveling WV: Mail Pouch Barn.” Eyewitness News. August 19, 2021. Accessed August 1, 2025. <https://wchstv.com/community/traveling-west-virginia/traveling-wv-mail-pouch-barn>.

Straley, Steven Cody. “Mail Pouch Tobacco Barns of West Virginia.” National Register of Historic Places Multiple Property Documentation Form. Washington, D.C.: U.S. Department of the Interior, National Park Service, 2025.

WV Real Estate Assessment Data. Parcel ID 18-02-0014-0017-0000. Accessed August 22, 2025.

<https://mapwv.gov/Assessment/Detail/?PID=18020014001700000000>.

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 # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other
- ☐ Name of repository: _____

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Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property less than one acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☒ NAD 1983

- | | | |
|--------------|-----------------|-------------------|
| 1. Zone: 17N | Easting: 444019 | Northing: 4309093 |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

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Verbal Boundary Description (Describe the boundaries of the property.)

The boundary consists of a roughly 2,700 square-foot rectangle encompassing the barn and no other land or resources. The boundary is depicted in Figure 2.

Boundary Justification (Explain why the boundaries were selected.)

The selected boundary encompasses the barn in its entirety and no other resources.

11. Form Prepared By

name/title: Steven Cody Straley, National Register and Architectural Survey Coordinator
organization: West Virginia State Historic Preservation Office
street & number: 1900 Kanawha Boulevard, East
city or town: Charleston state: West Virginia zip code: 25305
e-mail: Cody.Straley@wv.gov
telephone: 304-558-0240
date: October 16, 2025

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

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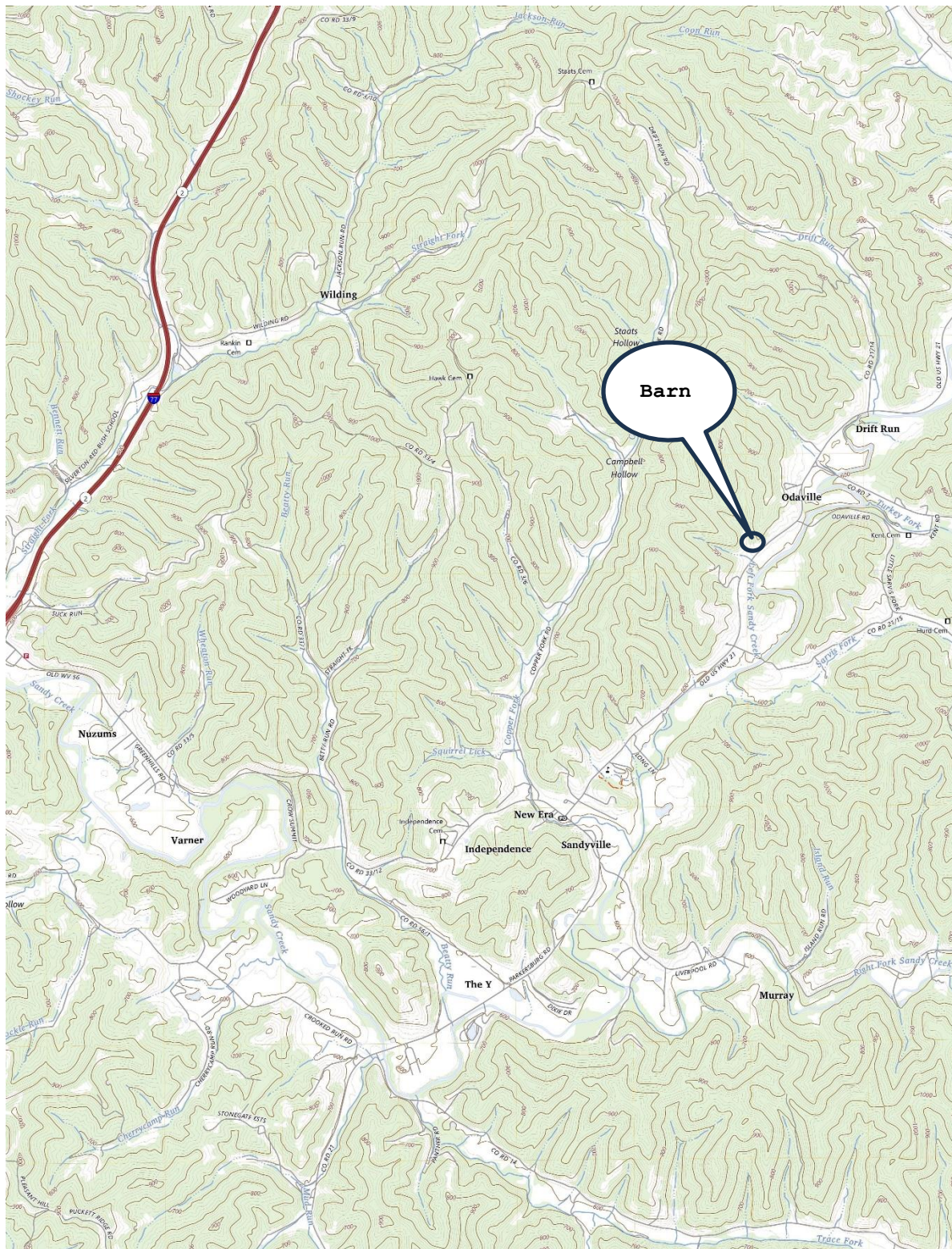


Figure 1 USGS Map - Sandyville Quadrangle, West Virginia - Jackson County - 7.5-Minute Series, 2023

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Figure 2 Boundary Outline

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Figure 3 Photo Key

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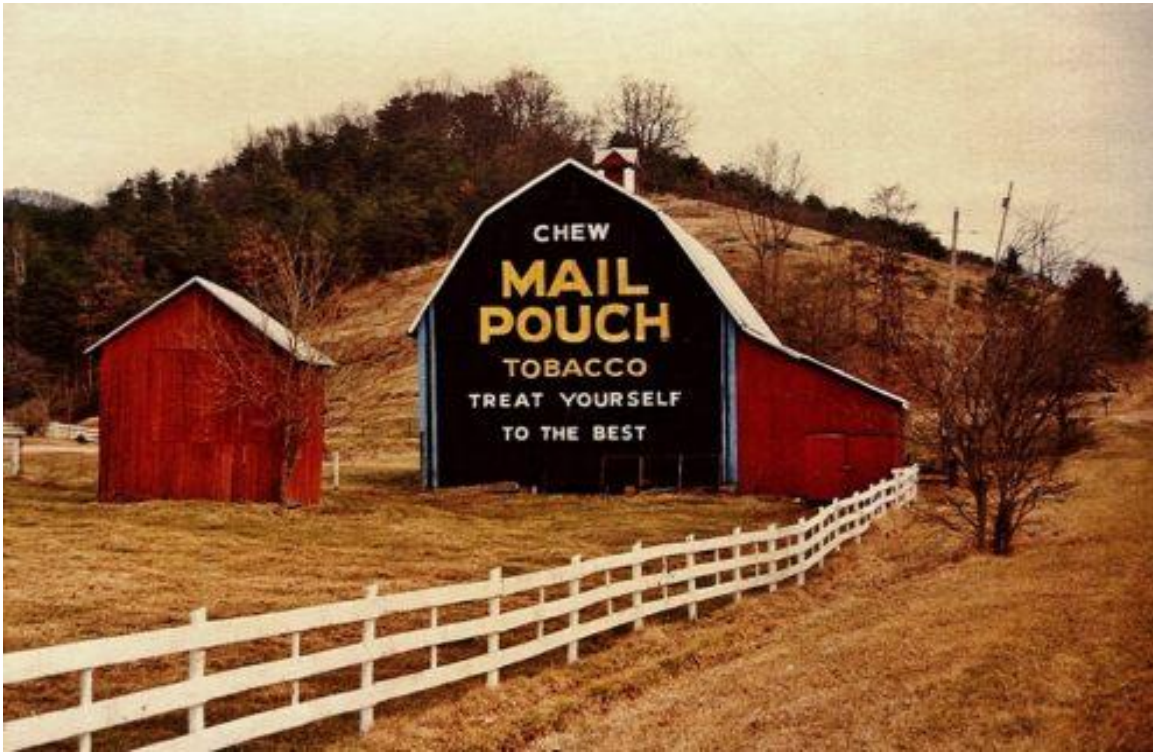


Figure 4 Barn in 1987, with two-line "Treat Yourself" phrase. Image obtained from Mail Pouch Barnstormers.



Figure 5 Carol M. Highsmith shot of the barn in 2015. Courtesy Library of Congress, <https://www.loc.gov/item/2015631964>.

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Figure 6 Advertising license found at the barn.

Paperwork Reduction Act Statement: This information is being collected for nominations 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.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Hutchinson-Parsons-Fulk Mail Pouch Barn

City or Vicinity: Sandyville

County: Jackson

State: WV

Photographer: Chris Fulk

Date Photographed: August 30, 2025

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 4. WV_JacksonCo_HutchinsonParsonsFulkMailPouchBarn_0001
South side of barn, camera facing north
- 2 of 4. WV_JacksonCo_HutchinsonParsonsFulkMailPouchBarn_0002
North side of barn, camera facing south
- 3 of 4. WV_JacksonCo_HutchinsonParsonsFulkMailPouchBarn_0003
West side of barn, camera facing east
- 4 of 4. WV_JacksonCo_HutchinsonParsonsFulkMailPouchBarn_0004
Barn interior, camera facing south

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Photo 1 South side of barn, camera facing north.

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Photo 2 North side of barn, camera facing south

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Photo 3 West side of barn, camera facing east



Photo 4 Barn interior, camera facing south