

United States Department of the Interior
National Park Service

NR 8/27/08

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 an 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 Augusta Commercial Historic District
other names/site number NA

2. Location

street & number Roughly bounded by First, Locust, Main, Second and Pearl Streets NA not for publication
city or town Augusta vicinity NA
state Arkansas code AR county Woodruff code 147 zip code 72006

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 for in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

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

Arkansas Historic Preservation Program

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the 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:)

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply)

Category of Property

(Check only one box)

Number of Resources within Property

(Do not include previously listed resources in count)

- private
- public-local
- public-State
- public-Federal
- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
27	16	buildings
0	4 (vacant lots)	sites
0	0	structures
0	0	objects
27	20	Total

Name of related multiple property listing

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

N/A

Number of Contributing resources previously listed in the National Register

1

6. Function or Use

Historic Functions

(Enter categories from instructions)

- COMMERCE/TRADE/business
- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/restaurant
- COMMERCE/TRADE/warehouse
- COMMERCE/TRADE/financial institution

Current Functions

(Enter categories from instructions)

- COMMERCE/TRADE/business
- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/restaurant
- COMMERCE/TRADE/warehouse
- GOVERNMENT/city hall

7. Description

Architectural Classification

(Enter categories from instructions)

- LATE VICTORIAN/Italianate
- OTHER/Tapestry Brick
- LATE 19th AND EARLY 20th CENTURY AMERICAN MOVEMENTS/Commercial Style

Materials

(Enter categories from instructions)

- foundation STONE
- walls BRICK
- CONCRETE
- roof ASPHALT
- other CONCRETE
- WOOD

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" 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 N/A
(Mark "x" in all boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C moved from its original location.
- 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)

ARCHITECTURE
COMMERCE

Period of Significance

Ca. 1890 - 1958

Significant Dates

1897

Significant Person

(complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

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

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): N/A

- 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: _____

Augusta Commercial Historic District
Name of Property

Woodruff, Arkansas
County and State

10. Geographical Data

Acreage of Property 12.2 acres

UTM References

(place additional UTM references on a continuation sheet.)

Augusta, Arkansas USGS Quad Map

1	<u>15</u>	<u>648435</u>	<u>3905605</u>
	Zone	Easting	Northing
2	<u>15</u>	<u>648715</u>	<u>3905585</u>

3	<u>15</u>	<u>648705</u>	<u>3905385</u>
	Zone	Easting	Northing
4	<u>15</u>	<u>648505</u>	<u>3905655</u>

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 Andra Kowalczyk and Kristen Luetkemeier
organization Thomason & Associates date November 2, 2007
street & number 1907 21st Ave. South telephone 615/385-4960
city or town Nashville state TN zip code 37212

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 SHPO or FPO.)

name See Continuation Sheet
street & number _____ telephone _____
city or town _____ state _____ zip code _____

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 listing. 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 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 Projects (1024-0018), Washington, DC 20303.

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DESCRIPTION

Numbers and Street Addresses for the Augusta Commercial Historic District

1. Alley north from 105 North First Street (WO0059 - C)
2. North First Street x Pearl Street (WO0060 - C)
3. 101-103 North First Street (WO0061 - NC)
4. 105 North First Street (WO0062 - NC)
5. North First Street x Locust Street (WO0063 - C)
6. 105 South First Street (WO0064 - C)
7. 126 South First Street (WO0065 - C)
8. 128 South First Street (WO0066 - C)
9. 211 South First Street (WO0041 - IL)
10. 205 Locust Street (WO0067 - NC)
11. 210 Locust Street (WO0068 - NC)
12. Locust Street x Third Street (WO0069 - C)
13. Main Street x South First Street (WO0070 - C)
14. 116 Main Street (WO0071 - NC)
15. Main Street x South Second Street (WO0072 - NC)
16. 204 Main Street (WO0073 - C)
17. 209 Main Street (WO0074 - C)
18. 210 Main Street (WO0075 - NC)
19. 214 Main Street (WO0076 - NC)
20. 201 Pearl Street (WO0077 - NC)
21. 203 Pearl Street (WO0078 - C)
22. 102 North Second Street (WO0079 - NC)
23. 104 North Second Street (WO0080 - C)
24. 105 North Second Street (WO0081 - C)
25. 106 North Second Street (WO0082 - C)
26. 108 North Second Street (WO0083 - NC)
27. 110 North Second Street (WO0084 - NC)
28. 111 North Second Street (WO0085 - NC)
29. 112 North Second Street (WO0086 - C)
30. 114 North Second Street (WO0087 - C)
31. 115 North Second Street (WO0088 - NC)
32. 117 North Second Street (WO0089 - C)
33. 100 South Second Street (WO0090 - NC)
34. 103 South Second Street (WO0091 - C)
35. 105 South Second Street (WO0092 - C)
36. 106 South Second Street (WO0093 - C)
37. 107 South Second Street (WO0094 - C)
38. 109-111 South Second Street (WO0095 - C)
39. 113 South Second Street (WO0096 - C)
40. 114 South Second Street (WO0097 - NC)
41. 115-117 South Second Street (WO0098 - C)

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- 42. 116 South Second Street (WO0099 - C)
- 43. 119-121 South Second Street (WO0100 - C)
- 44. 208 South Second Street (WO0101 - C)

SUMMARY

The Augusta Commercial Historic District is located in the town of Augusta, Woodruff County, Arkansas. Augusta is located approximately 75 miles northeast of Little Rock, Arkansas, and approximately 80 miles from the Mississippi River at Memphis, Tennessee. Augusta is located on the White River, a significant feature in the town's history. The district boundaries are First Street on the west, Pearl Street on the north, Third Street on the east, and Main Street on the south, with an occasional building south of Main Street. Containing forty-four properties, the district consists of buildings dating to the late nineteenth through the mid-twentieth centuries.

The town of Augusta was established in 1848 when Thomas Hugh, a prominent benefactor, named the town after his favorite niece. As an important port in the days of steamboat transportation, the town prospered. The area produced cotton and timber, which shipped out as other commercial goods were brought in for the growing city. Augusta was officially incorporated in 1861. Within three years, the Civil War took its toll on the new town, which federal troops decimated, dismantling homes and buildings for materials for their camp on the White River. The people of Augusta rebuilt their town, only to lose much of it again in 1884 when a devastating fire gutted the business district. The town quickly rebuilt, but suffered another fire in 1897. Much of Augusta's downtown building stock reflects the rebuilding that took place in the first two decades of the twentieth century.

As the district's significance derives from its commercial history, contributing buildings within the district include warehouses as well as store buildings. The warehouses tend to appear on the west side of the town, nearer to the river. The commercial buildings are grouped along Second Street, which locals refer to as "the main street," not to be confused with Main Street. Augusta's store buildings are typical representations of one- and two-part commercial buildings of the early twentieth century, with rectangular floor plans, brick exteriors, heights of one-to-two stories, stepped rooflines from front to back, windowed storefronts at street level, and second-story, wood sash windows. Some buildings feature brick corbelling below the roofline of the main façade. An occasional building suggests Art Deco styling, and there is also some Colonial Revival and Classical influences within the district. Many properties possess two or more storefronts and retain original, single-light glass and wood doors. The district includes some vacant buildings, which have fallen into a state of disrepair. A fair amount of the district's original fenestration is boarded up or covered in some way. Few buildings have experienced post-war modernization.

The boundaries of the district reflect the significance of Augusta's commercial history as a river port during the mid-nineteenth through the early-twentieth centuries. Of the forty-four buildings inventoried, twenty-seven (27), or 68.2%, are contributing. Contributing buildings are at least fifty years old and possess sufficient architectural character and/or historical significance to meet National Register criteria. Non-contributing buildings and sites number fourteen (14), or 37.2%, and are less than fifty years old, or have been altered. The district also has one individually-listed building and four vacant lots that have been counted as non-contributing sites.

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INVENTORY

Alley north from 105 North First Street Burrows Supply Warehouse, ca. 1900. This warehouse storage building belongs with the adjacent Burrows Supply Store. The warehouse appears on the 1908 Sanborn Map as one of three sheds belonging to the Augusta Copperage Company, which is no longer extant. The two-bay building has wooden doors on metal sliding tracks on its east elevation. The exterior has original, vertical wood boards and ca. 1930 tin siding on a rear shed addition. The north elevation has ca. 1990 sheet metal siding. The foundation consists of 2" x 8" wood boards turned upright. A pair of windows on the south elevation is boarded. The building has a shed roof of metal. (WO0059 - C)

North First Street x Pearl Street Augusta Copperage Warehouse, ca. 1915. This two-story warehouse consists of two sections: the original section was built ca. 1915 with a cement floor, brick exterior, and a gable roof of metal. To its rear is a flat roof addition. To its north elevation, a metal sided, full-length, cross-able wing was added ca. 1940. Both sections have large double doors on metal sliding tracks. (WO0060 - C)

101-103 North First Street, ca. 1985. This one-story, rectangular building appears to contain offices associated with the Burrow Supply Company and Warehouses. It is one-story with vertical wood board siding, fixed windows, and wood piers. The façade has three bays: a center shed roof section, containing the entrance, is flanked by gable front bays. The roof is metal. A deck spans the rear façade and has a metal, spiral staircase to the yard. (WO0061 - NC)

105 North First Street Burrows Supply Store, ca. 1980. This one-story, rectangular building has a concrete block foundation, a side gable roof of metal, and an exterior of metal sheet siding. Windows are fixed and six-over-six, metal sash. The main entrance has original metal and glass double doors. (WO0062 - NC)

North First Street x Locust Street E. H. Conner Mercantile Warehouse, ca. 1900. This one-story building has an irregular, seven-sided floor plan. It has a brick foundation and exterior. The north elevation has sheet-metal double doors for equipment and a wood door entrance that has been retro-fitted into a larger arched opening. This entrance has a concrete ramp along the façade. The south west corner has a chamfered elevation with a wooden loading bay door, as does the southern elevation. (WO0063 - C)

105 South First Street Augusta Mercantile Company Warehouse, ca. 1900. This one-and-one-half-story warehouse has a brick foundation and exterior, a cement floor, and a flat roof. The façade (W) has a ca. 1970 garage door and wood panel entrance door. These entrances expanded on the original opening, still discernible from its arched brick lintel. The façade also has an original, four-over-four window with an arched lintel. The roofline parapet steps down from front to rear on the east and west elevations. (WO0064 - C)

126 South First Street Jelly's on the River, ca. 1930. This one-story building has a concrete block foundation and exterior. The façade has a stepped parapet; the roof is flat. The central entrance has a solid metal door and canvas awning. It is flanked by sixteen-light, metal casement windows. The lot slopes away from the façade, which gives the building a basement at the rear. The rear elevation has a ca. 1980 upper story wooden deck enclosed with fixed windows and board and batten siding. (WO0065 - C)

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128 South First Street Eldridge Law Offices, ca. 1940. This one-story, Colonial Revival style building has a three-bay façade, each with an entrance consisting of an original, four-light and four-panel glass and wood door, a sixteen light transom, and a wood surround. Above each entrance is a brick arch inset and a gable front pediment with an infilled circular opening. The original windows have been replaced with fixed picture windows. The lot slopes away from the façade, which gives the building a basement at the rear. The side and rear elevations have vinyl siding on the upper level. Each lower level has an entrance with a Colonial Revival, broken pediment surround. (WO0066 - C)

211 South First Street Augusta American Legion Hut, Jess Norman Post 166, ca. 1920. This one-and-one-half story building is of log construction on a concrete block foundation. The façade (E) has an off-center entrance with a small, shed roof porch and original fifteen-light glass and wood double doors. A second entrance at the north end has an original, five-panel wood door. The south elevation has an exterior chimney of rusticated field stone. On the rear elevation is an integral screened-in porch. Windows are original, six-over-six and two-over-two, wood sash design. This building was listed in the National Register of Historic Places on October 14, 2001. (WO0041 - IL)

205 Locust Street, ca. 1965. This one-story, rectangular building has a poured concrete foundation, a brick exterior, and a flat roof. The façade has two rectangular, vertical, fixed windows and a ca. 1965 eight-panel wood door matching those at 102 North Second Street, to the west of the building. (WO0067 - NC)

210 Locust Street, ca. 1945. This one-story, rectangular building has a poured concrete foundation, a brick exterior, and a flat roof. The façade has a central, slightly projecting bay with a flat cornice, a ca. 1970 wood door, and vertically laid brick in between. The entrance bay is flanked by boarded windows with soldier course lintels and concrete sills. At the corners of the façade are brick pilasters with flat capitals. Boarded windows on the west have ca. 1965 metal awnings. (WO0068 - NC)

Locust Street x Third Street, ca. 1925. This one-part commercial block is a one-story, rectangular building with a brick foundation and exterior and a flat roof. The storefront has a recessed entrance, boarded up, with an eight-light transom. In the upper façade there is a pair of rectangular panels outlined in brick. There is an exterior, brick chimney at the southeast corner. Windows on the east elevation are fixed, ca. 1970 design. The west elevation has a ca. 1970 shed roof addition. (WO0069 - C)

Main Street x S. First Street, ca. 1950. This vacant, one-story garage has a concrete block foundation and exterior and a flat roof. The façade originally had three garage bays, and two have been block filled. The remaining bay has an original glass and wood panel garage door. (WO0070 - C)

116 Main Street, Fitzhugh Law Office, ca. 1950. This one-story, irregular plan building has a concrete block foundation, brick exterior, and a flat roof. The façade has two bays: the projecting bay has been altered with a Mansard-like overhang with metal covering and a bank of block glass lights. The recessed bay has three-part, oblique-sided façade with an entrance and a ca. 1980 picture window retro-fitted into an arched opening. The west elevation has a projecting window bay and original, horizontal-two-over-two windows. (WO0071 - NC)

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Main Street x South Second Street, U.S. Post Office, ca. 1975. This one-story, basically square building has a poured concrete foundation, a brick exterior, and a flat roof. The main façade has a half-width projecting bay with cut stone veneer and an entrance in its east elevation. The entrance has original glass and metal double doors. Windows in the recessed bay of the main façade are full-height, fixed, vertical picture windows. Windows on the building's east and west elevations are fixed pictured windows grouped in threes. (WO0072 - NC)

204 Main Street, Boyles Shop, ca. 1935. This vacant, one-story building has an irregular floor plan, a concrete block foundation and exterior, and a flat roof. The main façade consist of three bays: the east bay contains ca. 1970 glass and metal double doors and ca. 1970 picture windows; the middle bay is a three-part, oblique sided elevation with ca. 1970 picture windows and a block filled window opening. The west bay has an original glass and wood panel garage door. The building's west elevation has another original, glass and wood panel garage door. At the rear, two gable roof wings project, with a ca. 1950, metal-sided addition filling in between them and extending in an ell. (WO0073 - C)

209 Main Street, Fronabarger's Restaurant, ca. 1920. This vacant, one-part commercial block is a one-story, rectangular building with a poured concrete foundation, a brick exterior, and has a flat roof. It has a recessed central entrance with an original, single-light glass and wood door, flanked by original brick bulkheads and display windows. The entire storefront has a flat, metal awning. Its eight-light transom is almost completely covered. In the upper façade there is a rectangular panel outlined in brick. Windows on the west and east elevations are original, six-over-six, wood sash design. The rear elevation has boarded windows and central, original, wood double doors. (WO0074 - C)

210 South Main Street, City Offices, ca. 1960. This one-story building has a full-width bank of plate glass windows above a low brick wall, suggestive of a commercial display window storefront. The building has a poured concrete foundation, metal siding, and a gable front roof of metal. Across the entire façade is a flat metal awning. (WO0075 - NC)

214 Main Street, Cofield's, ca. 1960. This one-story building has a two-bay façade, each with a gable front roof of metal. The western bay projects slightly and has original glass and metal double doors in its east elevation. The eastern bay of the façade has a central, original, glass and metal door. The façade otherwise consists of original picture windows and metal siding. The remaining exterior is metal siding. (WO0076 - NC)

201 Pearl Street, Rice Auto Parts, ca. 1915. This one-story, rectangular building, originally a feed store, has a pier foundation, wallboard and vinyl siding, and a gable roof of asphalt shingles. A rolled asphalt skirt covers the foundation. There are exposed rafter tails at the eaves. The façade has ca. 1970 glass and metal double doors and plate glass windows. Windows on the east and west elevations are original, single-light, fixed design. (WO0077 - NC)

213 Pearl Street, Rice Workshop, ca. 1930. This one-story, rectangular building has a concrete block foundation and exterior, and a gable front roof of metal. Each gable end elevation has metal, sliding track doors; the south elevation has parged block veneer. Windows that are not boarded are original, fifteen-light, metal casement design. (WO0078 - C)

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102 North Second Street, Hair and Body Boutique, ca. 1965. This one-story, lateral rectangular building has a poured concrete foundation and brick exterior. The façade is three-bay, each with two original, vertical, fixed windows and an original eight-panel wood door. The side gable roof has asphalt shingles, and there is wood paneling in the gable fields. On the rear elevation, each bay has an entrance with a solid door and flat metal awning. (WO0079 - NC)

104 North Second Street, Terry's Beauty Salon, ca. 1930. This one-part commercial block building is a one-story, rectangular with a poured concrete foundation, a brick exterior, and a flat roof. The façade has a ca. 1970 glass and wood door with a flat canopy and ca. 1970 picture windows. The exterior on the rear elevation is concrete block. A second entrance on the rear has a ca. 1950 metal awning. (WO0080 - C)

105 North Second Street, Woodruff Bank, ca. 1900. This two-part commercial block is a two-story, rectangular building with Colonial Revival influences. It has a brick foundation, a brick exterior, and a flat roof. The façade is two-bay: the southern bay has a triple arch with stained glass in the large, central arch displaying the word "bank" in its design. Below the stained glass is a ca. 1970 picture window. In the smaller arches are doors, one recessed and made of glass and metal, ca. 1970, the other of carved wood, also ca. 1970. The northern bay has ca. 1940 display windows. The upper floor of the main façade has had its windows covered. The southern elevation has been exposed due to the removal of an adjacent building. This elevation has had a concrete skirt wall added, and upper floor windows are brick filled. On the rear elevation is a concrete block, shed roof addition, ca. 1950. (WO0081 - C)

106 North Second Street, vacant restaurant, ca. 1915. This two-part commercial block is a two-story, rectangular building with a brick foundation, a tapestry brick exterior, and a flat roof. The façade has ca. 1960 glass and metal doors and plate glass windows on bulkheads covered with board and batten siding. A sheet-metal awning spans the storefront. The upper facade has original, vertical-two-over-two, wood sash windows with concrete lintels. Above each of these three windows are inset brick rectangles. The rear elevation has a central entrance with a ca. 1920 wood panel door. There is a similar door on the upper floor, with no balcony or steps. (WO0082 - C)

108 North Second Street, vacant store, ca. 1930. This one-story, rectangular building, originally a grocery, has a poured concrete foundation, brick exterior, and a flat roof. The façade has been re-bricked, ca. 1970. The entrance is recessed and offset, and the three-part display window has been covered. A metal awning spans the storefront. On the rear elevation are three resized window within brick arched openings, and a metal door. (WO0083 - NC)

110 North Second Street, vacant store, ca. 1920. This one-story, rectangular building, originally a furniture store, has a brick foundation and exterior and a flat roof. The façade has been re-bricked, ca. 1970, and its ca. 1970 glass and metal door and windows have been covered. At mid-height on the façade, brick pilasters, dividing two original storefronts, are discernible. Between the pilasters, window openings have been covered with sheet metal. The rear elevation is obscured by a metal barrier and foliage growth. (WO0084 - NC)

111 North Second, E. H. Conner Mercantile Company, ca. 1900. This two-story, rectangular building retains no visible original elements. The façade has a ca. 1970 glass and metal door, wood paneling, and aluminum siding. The rear elevation is covered in sheet metal. (WO0085 - NC)

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112 North Second Street, Lura Theater, ca. 1908. This two-story, rectangular building, originally a general retail store, became a movie theater by 1918. It has a stucco exterior, a brick foundation, and a flat roof. The façade retains its original single-light double doors and metal marquee. On the façade is a second entrance with a ca. 1980 six-panel door. The upper façade has two square openings missing their windows. The rear elevation has an original brick exterior and two entrances with non-original, wood doors. (WO0086 - C)

114 North Second Street, White River Tool & Machine, ca. 1925. Originally at this location was a livery, replaced by the current building, originally an auto garage and/or showroom. The one-and-one-half-story building has an irregular plan, a concrete block foundation, and an exterior of brick and stucco. The façade has two bays, one at the street, with original single-light glass and wood double doors and storefront, and one recessed, with a boarded garage door opening. Where the two bays meet is a projecting, three-sided, chamfered bay. All of the sections are divided by brick pilasters, with fluted stucco veneer, reflecting the Art Deco style. To the rear of the building is a large, brick addition, ca. 1935; on its north elevation are six boarded windows and an original glass and wood panel garage door. On the rear elevation are four boarded windows and an original glass and wood garage door. (WO0087 - C)

115 North Second Street, Gregory Farm Office, ca. 1925. This one-story building retains few original elements. The façade has ca. 1960 glass and metal doors, a metal, flat canopy, and synthetic siding. The rear elevation has original brick and a ca. 1975 metal garage door. (WO0088 - NC)

117 North Second Street, East End Furniture Store, ca. 1915. This one-part commercial block, one-story, rectangular building, originally an auto repair shop, has a brick foundation and exterior, and a flat roof. The storefront has an offset entrance with ca. 1970 glass and metal doors and original fixed display windows on original brick bulkheads. A metal awning spans the façade. The upper façade has a pair of rectangular, inset, brick panels. The rear elevation is attached to the rear of the Burrow Supply Warehouse. The north elevation has two garage door bays. (WO0089 - C)

100 South Second Street Bank of Augusta, ca. 1920. This two-story, rectangular building has a ca. 1970 re-brick and remodeled façade (E) and north elevation; the rear (W) elevation has a ca. 1920 brick exterior. The façade has arched windows and an entrance within a larger arch. Entrance doors are ca. 1970 glass and metal. Part of the façade has a false upper front, as the rear of that portion is one-story; this may be the incorporation of a ca. 1900 building. (WO0090 - NC)

103 South Second Street Anderson Insurance, ca. 1900. This one-part commercial block is a one-story building, originally a grocery store, with a brick foundation, tapestry brick exterior, and a flat roof. The façade has two storefronts, one recessed with an original single-light glass and wood door and original single-light transom; the second storefront has an original single-light glass and wood door and ca. 1950 display windows. A flat awning spans the façade. Above the first storefront, transom lights have been covered with vinyl siding; above the second storefront are five original, metal, eight-light casement windows. The upper façade has two soldier courses with inset, brick X's in between. The rear elevation has two entrances. (WO0091 - C)

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105 South Second Street Cannon Drug Store, ca. 1900. This two-part commercial block building, originally a drug store, has a brick foundation, tapestry brick exterior, and flat roof. The storefront has a recessed entrance with an original, single-light glass and wood door and original brick bulkheads with fixed display windows. Above a flat metal awning is a ten-light transom. The upper façade has soldier courses. A pair of original, two-over-two, wood sash windows, and a pair of rectangular, metal vents. Below the roofline and at the border pilasters is polychromatic, brick detailing in the Classical style. (WO0092 - C)

106 South Second Street Collier Investments, ca. 1900. This one-part commercial block building, which formerly housed a tailor's business and a poolroom, has a brick foundation, a brick exterior, and a flat roof. The storefront has a recessed entrance with an original, single-light glass and wood door and original brick bulkheads with fixed display windows. Above is a flat, metal awning. The upper façade has a pair of rectangular, brick panels. (WO0093 - C)

107 South Second Street Gregory's Gourmet, ca. 1900. This one-part commercial block building, originally a clothing and shoe store, is of concrete block construction with a brick exterior and a flat roof. The storefront has a recessed entrance with original, single-light glass and wood double doors and original bulkheads and display windows. The storefront has a flat, metal awning; above, transom lights are covered with vinyl siding except within the recessed entrance portion. The upper façade has a brick, Greek fret band. The rear elevation has a ca. 1975 metal garage door. (WO0094 - C)

109-111 South Second Street Marie's Salon, ca. 1920. This one-part commercial block building replaced a mover theater destroyed by fire. It has a brick foundation, tapestry brick exterior, and a flat roof. The façade has two storefronts, one with vinyl siding added and an original single-light glass and wood door and original brick bulkhead with ca. 1950 fixed picture windows. The second storefront has a recessed entrance with original single-light glass and wood double doors, original brick bulkheads, and original display windows. The façade has a flat awning; above transom lights are boarded over. Each storefront has a pair of rectangular brick panels. The rear elevation has two entrances. (WO0095 - C)

113 South Second Street M. Wilenzick Building, 1919. This one-part commercial block building replaced a grocery store destroyed by fire. It has a concrete foundation, a brick exterior, and a flat roof with a stepped parapet. The storefront ca. 1960 display windows and glass and metal door. Above the original, flat, metal awning, transom lights are boarded over. The upper façade has a pair of rectangular, brick panels with vents with concrete lintels and shoulders. Below the central parapet is inscribed "M. Wilenzick." (WO0096 - C)

114 South Second Street Mayor/Police/City Utilities Department, ca. 1900. This city office complex groups three individual buildings from ca. 1900. The façade has been resurfaced with Roman brick, and the north elevation, exposed since the removal of an adjacent building, has a concrete block exterior. The rear elevation also has block face and synthetic siding. The façade has three canvas awnings and ca. 1980 picture windows and panel doors. (WO0097 - NC)

115-117 South Second Street Appliance Store, ca. 1900. This two-part commercial block building is six-bay, with Italianate influences. It has a concrete foundation, a brick exterior, and a flat roof. The façade has two storefronts, one two-bay, the other, four-bay. The first storefront has been remodeled with ca. 1975 wood paneling, vertical, fixed windows, and nine-light and two-panel glass and wood door. It has an

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original, metal awning with a boarded over transom above. The second storefront has been altered ca. 1950 with replacement display windows, metal awning, and glass and metal door within a recessed entrance. In each bay of the upper façade is an arched window opening with concrete sills. The windows, divided by brick pilasters, have been boarded over. Above each window is brick corbelling. (WO0098 - C)

116 South Second Street Gayne's Garments, ca. 1890. This two-part, Commercial Italianate building, formerly a lodge hall, has a brick foundation, brick exterior, and flat roof. The storefront has ca. 1960 display windows and glass and metal door. The upper façade has three boarded, arched windows with two-course header arches. Above each window is a rectangular, brick panel. The upper floor has stucco veneer on the side elevations, as well as blocked in window openings. On the rear is a ca. 1960 shed roof addition, which backs up to 105 South First Street. (WO0099 - C)

119-121 South Second Street, Main Street Furniture, ca. 1900. This one-part commercial block building, originally a general store, has a concrete foundation, Flemish bond brick exterior, and a flat roof. The façade has two recessed storefronts, each with an original, single-light glass and wood door and original brick bulkheads and display windows. Above is a flat, metal awning below an original, eighteen-light transom. The upper façade has three metal vents and a central, bench-shaped inset with vertically laid brick. The roofline has a stepped parapet. (WO0100 - C)

208 South Second Street Preller TV, ca. 1940. This one-story, rectangular building is of concrete block construction and has a flat roof. The storefront has original picture windows and a central, original single-light door. At the rear is a gable roof addition with metal siding and a metal roof. Windows on the north elevation are one-by-one, metal sliding design. (WO00101 - C)

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STATEMENT OF SIGNIFICANCE

Summary Statement

The Augusta Commercial Historic District in Woodruff County, Arkansas, is eligible for listing in the National Register of Historic Places under Criterion A for its local significance in commerce and Criterion C for local significance in architecture.

Criterion A: Commerce

Augusta developed as an important crossing on the White River and by the late nineteenth century it became the commercial center for the county and surrounding area. Nineteenth-century settlers established a river crossing at Augusta and constructed a ca. 1812 trading post and office and a ca. 1850 courthouse there on the river's eastern bank. Through the nineteenth and into the early-twentieth century, transportation of goods and people via the White River connected Augusta to broader economic markets. Ferries provided the means to cross the river and the rise of the automobile led to the construction of the White River Bridge in 1930. Buildings still present along Second, Third, and Pearl Streets housed automobile sales, fuel, and repair services for residents and visitors. Second Street itself was the main local artery for early drivers.

In the nineteenth century and first half of the twentieth century, the Augusta Commercial Historic District represented the town's commercial center. First Street, used by early nineteenth-century residents, increasingly supported shipping and industrial operations as the site of shops, processing operations, and warehouses. Residents referred to Second Street as the town's main street. The street itself existed in the nineteenth century, when new settlers to the town lined it with frame shops, saloons, and other early businesses and gathering places. The downtown development supported concurrent development of the town's residential section, as houses and community buildings rose along streets north, east, and south of the commercial center. Fires destroyed much of the nineteenth-century downtown construction, but early-twentieth-century buildings, many of which remain, quickly replaced it and continued to house stores, restaurants, and other commercial and gathering venues. The street's retail venues connected the commercial and industrial nature of the river with the residential neighborhoods beyond.

Criterion C: Architecture

The architecture contained within the Augusta Commercial Historic District is an additional measure of its local significance. Early-twentieth-century buildings extant on First and Pearl Streets are typical of storage and industrial buildings constructed at the time. One- and Two-Part Commercial Block buildings along Second Street are modest examples of these common early-twentieth-century forms. Their ornamentation, unified facades, and complimentary interaction with neighboring buildings are representative of commercial development in small communities across the state. The oldest buildings in the district reflect the Italianate Commercial style of the late-nineteenth century. Those from the early-twentieth century display elements of the Colonial Revival style and vernacular forms commonly known as "Tapestry Brick." Demonstrating another national pattern, buildings constructed ca. 1920 – 1945 include a vertical emphasis, streamlining, diagonals, and other elements of that period's influential Art Deco style. Though some historic elements

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such as storefronts or windows have been replaced or covered and occasional buildings are missing, the district's scale, design, and much of its materials remain those of an early-twentieth-century downtown landscape.

Narrative

Modern Augusta residents claim Thomas Hough as their town's founder, and trace the town's beginning to Hough's 1848 land claim. The interaction between established Indian residents and new residents with European roots defined the centuries preceding Hough's claim. In the seventeenth century, Chickasaw people lived on the site of modern Augusta, where the richly provisioned surrounding forests and easy river crossing served them well. French hunters and traders began mixing with these White River residents late in the century and continued to coexist with them during the eighteenth century.¹

Exposure to disease, competition with steadily increasing amounts of Anglo settlers, the United States' 1803 acquisition of the territory, and government policy combined to ensure that Indian populations west of the Mississippi River in eastern Arkansas diminished in the early 1800s.² Along the river slightly northwest of what became downtown Augusta, newcomers chartered a post office and trading post ca. 1812.³ Local histories assert that a man with the family name of Hamilton became the first white person to take up residence on the site of Augusta, called by him and his contemporaries Chickasaw Crossing, in 1820.⁴ Hamilton's arrival was indicative of a broader trend. That same year the newspaper at Arkansas Post, an outpost established in 1686 and a thriving regional center by 1820, reported that "[s]trangers are arriving here almost daily, with the intention of exploring or settling in this country. Families and others are flooding in great numbers up the White River."⁵ Thomas and Annie Hough arrived at the site of Augusta, named for their niece, ca. 1848.⁶ The same factors of river, river crossing, and opportunities for hunting and farming that appealed to earlier residents likely appealed to the Houghs, who decided to settle there.

Construction and population growth in Augusta were rapid. Six hundred people lived there by the early 1850s, and the town became the county seat in 1852.⁷ As Augusta's population grew, residents quickly constructed buildings along the downtown grid. Front Street, now First Street, paralleled the White River's eastern bank.⁸ Residents constructed warehouses and the settlement's original one-room courthouse

¹ Virgil H. Holder, "Historical Geography of the Lower White River," *The Arkansas Historical Quarterly* (1968): 133 and Colin G. Calloway, *First Peoples: A Documentary Survey of American Indian History* (Boston: Bedford/St. Martin's, 2004), 144.

² Holder, "Geography," 134.

³ Rebecca Boyles, Conversation with Kristen Luetkemeier and Andra Kowalczyk, Augusta, 24 October 2007.

⁴ Mabel Massey, Untitled Manuscript History of Augusta, Woodruff County Library, ca. 1986, 1.

⁵ National Park Service, Arkansas Post National Memorial: History and Culture, viewed at <http://www.nps.gov/arpo/historyculture/index.htm>, 1 November 2007 and Holder, "Geography," 135.

⁶ Massey, Untitled, 2.

⁷ John B. Fryer, "History of the Seats of Justice, Woodruff County," *Rivers and Roads and Points In Between* Vol 7 No 4 (1979): 2 and Massey, Untitled, 3.

⁸ Boyles, Conversation.

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along the river.⁹ Storekeepers occupied new two-story frame buildings along Second Street.¹⁰ A few mercantile shops and some saloons were early tenants, and bakeries, livery stables, and blacksmith shops quickly followed.¹¹ So much traffic passed through Augusta on the river and the roads that it supported at least one hotel, run by resident Penelopy Simmons.¹² The Methodist and Presbyterian denominations had presences in early Augusta, as did the Masons; Thomas Hough provided a frame building used by all three in the 1850s. Baptists, also, met in early Augusta.¹³ Two sisters opened Augusta's first school, a private academy, in 1860. Residences surrounded the commercial district, and farms surrounded the town.¹⁴ In 1861, Augusta incorporated.¹⁵

The 1850s were prosperous years for river transportation.¹⁶ The *Waverly* became the first steamboat to pass through the section of the White River around Augusta in 1831.¹⁷ The White River connected Augusta to agricultural markets and centers for consumer goods like St. Louis, Cincinnati, Louisville, and, especially, Memphis and New Orleans. Steamboats took away cotton, lumber, corn, and cattle and left cloth, sugar, coffee, flour, and whiskey.¹⁸ Local historian Davis Fitzhugh described, with a bit of dramatic license, the riverboats' steam whistles signaling their arrival to a local population that would drop everything to troop, en masse, to watch workers dock the boats and unload wares.¹⁹

The Civil War interrupted commerce, farming, and community life. As in other White River communities, the majority of free Augusta residents supported Arkansas's decision to secede from the United States once armed conflict began.²⁰ Five companies from the county joined the Confederate military. United States troops captured the area in the summer of 1862, and Augusta remained nominally United States' territory throughout the remainder of the war.²¹ Troops tore down modest homes for building materials and

⁹ Massey, Untitled, 4 and Davis Fitzhugh, "A Brief History of Augusta, Arkansas: Continuing the History of Augusta through the Civil War Years to the present time," *Rivers and Roads and Points In Between* Vol 1 No 2 (1973): 3.

¹⁰ Massey, Untitled, 4 and Fitzhugh, "Continuing," 3.

¹¹ Davis Fitzhugh, "A Brief History of Augusta, Arkansas: From the days of the Indian settlement, Chickasaw Crossing, through the pioneer days of a river port," *Rivers and Roads and Points In Between* Vol 1 No 1 (1972): 11.

¹² City of Augusta, "The History of Augusta," viewed at <http://www.augustaar.org/History.htm>, 31 October 2007.

¹³ *Augusta Advocate*, "Churches of Augusta," 13 November 1930.

¹⁴ Massey, Untitled, 4.

¹⁵ *Augusta Advocate*, "Augusta Has a History," 13 November 1930 and City, "History."

¹⁶ Holder, "Geography," 136.

¹⁷ Duane Huddleston, "Fine Steamboats Came to Augusta," *Rivers and Roads and Points In Between* Vol 1 No 4 (1973): 9.

¹⁸ Huddleston, "Fine," 11; *Advocate*, "Augusta;" Massey, Untitled, 3; and City, "History."

¹⁹ Fitzhugh, "From," 10.

²⁰ Holder, "Geography," 137.

²¹ *Advocate*, "Augusta;" Holder, "Geography," 137; and Bill Shea, "Regional Summary: Northeast Arkansas," viewed at <http://www.arkansasheritage.com/education-information/educators/pdfs/NEArkansassummary.pdf>, 31 October 2007.

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officers headquartered in grander houses. Many Augusta residents left.²² In the surrounding rural areas, which lacked any civil or military authority during much of the war, roving deserters, stragglers, and criminals preyed on the mostly women and children civilians who remained at home during the fighting. Fleeing these gangs and the parallel threat of starvation for more densely populated areas, residents across rural northern Arkansas also became refugees.²³

After the organized fighting ended, violent racial and political conflict continued. In Woodruff County, the governor declared martial law in 1868 and imprisoned a dozen prominent Augusta citizens to stop local rebellion and the intimidation of the area's black population. Looting, the death of several citizens, and months of turmoil followed until soldiers arrived and established order.²⁴

By the 1870s, life became more stable. Augusta continued to grow economically and physically throughout the remainder of the nineteenth century. Seven different general merchandise stores advertised in one 1876 edition of the local *Augusta Bulletin*. A jeweler also sought customers with an advertisement.²⁵ In 1881, citizens constructed a community school at the corner of Third and Pearl Streets. Fire consumed thirty downtown buildings in 1884; destroyed were two hotels, the post office, a warehouse, a factory, and a shed with over 100 cotton bales. Such was the strength of the economy and the population that within five years more than twenty general or specialty stores, hotels, a restaurant, stables, shops, and mills rose to replace the lost buildings.²⁶ Another major fire raged in 1897, destroying 28 businesses, and again the town rebuilt.²⁷ The fires and reconstruction efforts resulted in Augusta's downtown largely reflecting the rebuilding efforts at the turn of the century.

River traffic resumed high levels in the 1870s and continued to be a major economic and social force. The steamboat *Chickasaw*, constructed in 1883, was the first boat with electric lights. One local steamboat expert wrote of the excitement in Augusta and other river communities when the *Chickasaw* turned a spotlight on houses and other buildings.²⁸ Showboats docked to perform for residents. Lanterns strung on the docks leant a festive atmosphere.²⁹ Elites in Augusta and other towns hosted parties for steamboat captains and passengers, and the boats themselves were the sites for additional dances and festivities.³⁰

²² Paula Harmon Barnett, "Augusta (Woodruff County)," *The Encyclopedia of Arkansas History and Culture*, viewed at <http://encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?entryID=1017>, 30 October 2007.

²³ Bill Shea, "Regional Summary: Northwest Arkansas," viewed at <http://www.arkansasheritage.com/education-information/educators/pdfs/NWArkansassummary.pdf>, 31 October 2007.

²⁴ Barnett, "Augusta."

²⁵ Mrs. Dale McGregor, "1876 News From the Augusta Bulletin," *Rivers and Roads and Points In Between* Vol 13 No 2 (1985): 18.

²⁶ Virginia L. Boyles, "Augusta's Three Worst Tragedies," *Rivers and Roads and Points In Between* Vol 2 No 2 (1974): 37 - 38.

²⁷ Massey, Untitled, 9.

²⁸ Huddleston, "Fine," 19.

²⁹ *Advocate*, "Augusta."

³⁰ Duane Huddleston, "The Steamer Pocahontas at Augusta in 1915," *Rivers and Roads and Points In Between* Vol 7 No 2 (1979): 5 - 6

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Captains competed to run the most luxurious boat, and steamboats became symbols of opulence and good times.

River traffic was such a fundamental part of Augusta life that city leaders rejected an 1880s proposition to extend the St. Louis and Iron Mountain Railway through the town. They hoped to control access to town, avoid the hazards and inconvenience of a town bisected by tracks and fast-moving trains, and maintain a quiet character. River traffic quickly decreased following the establishment of rail service, however, and residents relied increasingly on the railroad for shipping. Transportation between the rail station a mile south in New Augusta and Augusta proper was inconvenient, so residents in the late 1880s constructed a depot on Second Street and a one-mile spur for improved access.³¹

The 1890s brought increased commercial activity and population growth. Though river-related industries generally slowed over the 1890s, mussel harvesting was important to Augusta in the last decade of the nineteenth century and through the middle of the twentieth century. Lumbering, likewise, continued to rely on the town's river transportation network.³² Rail transport played a larger role in the latter industry, however. The "lumber and coal industries developed in conjunction during the period from 1880 – 1900 as they did in no other state," according to one history of Arkansas railroad development.³³ While lumbering and railroads coexisted, each fueled the other's profitability. The number of Augusta residents doubled between 1890 and 1900, jumping from 519 to 1040. The Commercial Hotel, located at the corner of Second and Main Streets near the depot, hosted visiting businessmen from across Arkansas, from Memphis, St. Louis, and Kansas City, and occasionally from places as distant as Virginia, San Francisco, Atlanta, and Nebraska.³⁴

Agriculture continued to deeply affect life in and around Augusta in the last part of the nineteenth century and the beginning of the twentieth century. Cotton was the primary crop, but farmers also grew wheat and raised hogs. Plantations outside of town relied on sharecropping for owner profits and tenant subsistence.³⁵ An article in the *Memphis Commercial Appeal* in 1889 described the passage to Woodruff County of 400 white farm families from North and South Carolina coming to pick cotton that season and contract for the next. Owners were so flush with cotton that they advanced travel costs to the new workers and offered more than double the amount of wages, 75 cents per 100 pounds picked, typical in the Carolinas, where wages were 35 cents per 100 pounds picked. Workers contracted to farm shares and retain half the crop for the year following.³⁶ Augusta Mercantile and Conner Mercantile were both

³¹ Massey, Untitled, 6 and Holder, "Geography," 142.

³² Holder, "Geography," 134.

³³ Stephen E. Wood, "The Development of Arkansas Railroads," *The Arkansas Historical Quarterly* Vol 7 No 3 (1948): 170.

³⁴ Ollie Eskew, "Registrants at the Old Commercial Hotel, Augusta," *Rivers and Roads and Points In Between* Vol 13 No 1 (1985):26.

³⁵ *Advocate*, "Augusta." and Frank Bronaugh, "Dad's Country Store," *Rivers and Roads and Points In Between* Vol 12 No 2 (1984): 3.

³⁶ *Commercial Appeal*, 28 August 1889, quoted in *Rivers and Roads and Points In Between* Vol 1 No 3 (1973):

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downtown Augusta company store-type operations that supplied early-twentieth-century tenant farmers with goods in exchange for plantation scrip.³⁷

Augusta continued to grow and add services and facilities in the early 1900s. The population over the century's first decade increased by a third, from 1040 to 1520. Sanborn maps from 1908 show free-standing industrial buildings, warehouses, and support facilities on both sides of Front Street between Main and Pearl Streets. The Burrows Storage building and Felts-Jennings and Company, Inc. building, both on North First Street, exemplify the types of buildings used and constructed during this time. Second Street in 1908 had a continuous row of one- and two-story commercial buildings within the same blocks. The former Cannon's Drug Store at 105 South Second Street is a particularly intact example of turn-of-the-century downtown buildings. Third Street marked the beginning of the residential part of town, and sizable houses on large lots comprised its landscape by 1908.³⁸ In 1898, a local group built a light plant and, shortly thereafter, an ice plant. After the turn of the twentieth century, city sewer and water service was available to those who could afford it.³⁹ In 1910, the city constructed a substantial building used for the next fifty years as the Laura Conner High School.⁴⁰

The city government revised their 1866 ordinances in 1905. The updated stipulations give insight into early-twentieth-century residents' activities, health concerns, social mores, and commerce. Offenses punishable by a fine or imprisonment included bathing or swimming in the river during daylight hours, selling used clothing, drunkenness, obscenities, fighting, and other actions deemed antisocial. Other prohibited behavior included transporting an indigent person into Augusta, not exercising proper care of animal carcasses, hitching animals to trees or building components, and jumping on moving trains. The city assessed licensing fees for medicine shows or men, ferries, traveling negro minstrels, circuses, and side shows. Ordinances provided for the appointment of a physician as a health officer and the quarantining of contagious people within a pest house. Local men were conscripted for up to two days annually for local building projects. The ordinances also authorized A. H. Campbell to operate an electrical plant and a plumbing system and stipulated consumer and municipal rates.⁴¹

Industry enabled private businesses in the district to operate and thrive in the first two twentieth-century decades. Local resident Frank Bronaugh's father opened a grocery in a frame building on South Second Street ca. 1910. Customers phoned in grocery orders for delivery, and workers from the lumber mills, railroad, and nearby farms bought supplies on credit. A ca. 1918 fire destroyed the grocery building and its neighbors on each side, but within the year following Bronaugh and the owners of the adjoining Wilenzick's Clothing and Stone's Meat Market arranged for construction of a new brick buildings. Stock in Bronaugh's new store was similar to that carried in the old building. Bronaugh sold groceries, prepared food, tobacco

³⁷ Bronaugh, "Dad's," 3.

³⁸ Sanborn Map Company, Augusta: Woodruff County, Arkansas (New York: Sanborn Map Company, 1908).

³⁹ Massey, Untitled, 7.

⁴⁰ Fitzhugh, "Continuing," 5.

⁴¹ Marguerite Coleman, "Old Augusta City Ordinances," *Rivers and Roads and Points In Between* Vol 12 No 2

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products, chicken feed, and stove and lamp equipment. His store was also a meeting place where customers gathered around the stove to socialize while they waited for their orders to be filled.⁴²

The 1930 extension of U. S. Highway 64, nicknamed the Pawnee Bill Route, put Augusta on the map for cross-continental travel. Federal and local officials in January of 1917 suggested the development of a highway association to advocate for an automobile route between Hot Springs and Colorado Springs, and several days later the Albert Pike Highway Association organized in centrally located Tulsa. A decade later when numbered federal highways came into existence, the new U. S. 64 Highway Association succeeded the old association. The U. S. 64 group saw the expansion of the road east to Memphis.⁴³ An airfield just outside city limits provided a center for alternative transportation and a novelty attraction for residents and passersby.⁴⁴

An article in the local *Augusta Advocate* commemorating the 1930 opening of the White River Bridge described the expanded route of Highway 64 using typical booster imagery. "Hundreds of miles of paving lead past great old plantations, across fertile valleys, over rivers, wind a bit through the foothills of the Ozarks, then straighten out in a long dash across Oklahoma and into New Mexico," wrote the author. The article emphasized the aspects of personal freedom and adventure that made automobile usage so attractive to early motorists, continuing, "[f]rom there on to the coast and Los Angeles, or up to Colorado Springs, or south into old Mexico – you have your choice." The brilliance of the bridge's engineering, the beauty of the river, and the intrigue of the western scenes beyond received romantic treatment. The article demonstrates the importance of tourism and the roads that supported it and the themes that boosters chose to emphasize when describing their locales.⁴⁵

Advertisements in the paper's commemorative edition show the types of commercial activity that existed in town in 1930. Financial institutions included Woodruff County Bank, which listed its officers, Bank of Augusta and Trust, who touted their record of "service and progress" to the community, and Woodruff County Building and Loan Association, whose secretary urged potential customers to "Let us Show you how to obtain A home easily." Rives' Dollar Store sold up-to-the-minute merchandise for all family members; The Augusta Mercantile stocked dry goods, groceries, and hardware; and two drug stores provided additional wares. Haralson Bros. Hardware also dealt in furniture. Springer's Barber Shop offered professional grooming. Several options for dining existed: Community Drug Co. provided plate lunches, The Owl Cafe claimed to be the best place from one end of Highway 64 to the other, and Massey's Cafe offered all-night sandwiches. Beard Chevrolet's timely blurb read "[t]he New Road is all the more reason why you should drive a CHEVROLET."⁴⁶

⁴² Bronaugh, "Dad's," 2 – 5.

⁴³ *Augusta Advocate*, 13 November 1930, "Building a Master Highway."

⁴⁴ *Augusta Advocate*, "Augusta Airport," 13 November 1930 and Mable Massey, "Opening of Augusta Airport," *Rivers and Roads and Points In Between* Vol 19 (1992): 94.

⁴⁵ *Augusta Advocate*, 13 November 1930, "White River Bridge at Augusta."

⁴⁶ *Augusta Advocate*, 13 November 1930

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Income from local industry and farming supported the commercial institutions. A 1930 profile of Augusta cited cotton gins, stave mills, lumberyards, a municipal light plant, and the Augusta Railroad as important industrial operations.⁴⁷ Cotton continued to be an important crop, and lumbering maintained a presence.⁴⁸

A 1930 newspaper profile described local civic life. It mentioned a school, three churches, Rotary Club, Civic League, a band, a fire department, Chamber of Commerce, and twelve additional social or fraternal organizations as community organizations.⁴⁹ The paper devoted a second article to the Augusta School, consolidated in the 1920s, because of its importance as a meeting place and civic center for members of the rural community.⁵⁰ The profile author frequently mentioned the town's mature trees as defining and valuable resources. Tidiness and prosperity were emphasized; the author wrote of "[b]eautiful mansions and lawns" and "attractive modern homes." Residents, according to the writer, insured that "[h]omes and lawns are well kept, houses painted yearly and flowers planted in several small parks."⁵¹

The Stock Market Crash of 1929 and droughts in 1930 and 1931 eroded the town's prosperity. Local resident Mrs. Vernon Massey recorded some of her memories of the Great Depression in an article for the Woodruff County Historical Society. Her grandfather lost his life savings, invested in cotton futures before the crash. Bronaugh's Grocery, like many downtown businesses, went out of business. Tenant farmers fared horribly; mandated reductions in cotton growing left many unneeded and without alternative work or sustenance. One library employee remembered children counting railroad hobos on their way to school. The school remained open because a private citizen made a hefty donation and teacher consensus allowing a steep reduction in salaries. The County Extension Service and Home Demonstration Clubs executed government-sponsored programs that created and redistributed mattresses and canned vegetables and fruits. Many of the products remained in the Augusta community; others went to stricken locations elsewhere.⁵² Residents used the Augusta Mercantile as a collection and distribution center for staple foods and a sewing room for clothing.⁵³ Though business suffered, the industrial, commercial, and residential landscapes of First, Second, and Third Streets remained and are visible on a 1941 update of the Augusta Sanborn map.⁵⁴ The town ultimately recovered from the Depression, and economic and population growth remained steady through the post-World War Two period.

Buildings in the Augusta Commercial Historic District illustrate common trends in early-twentieth-century downtown construction. The proximity of First Street to the White River insured that buildings constructed there served an industrial or storage purpose. Similar buildings are present along Pearl Street. Their

⁴⁷ *Augusta Advocate*, "The City of Augusta," 13 November 1930.

⁴⁸ Tommy Thompson, "Agriculture in Woodruff County," *Rivers and Roads and Points In Between* Vol 10 No 1 (1982): 5 - 9.

⁴⁹ *Advocate*, "City."

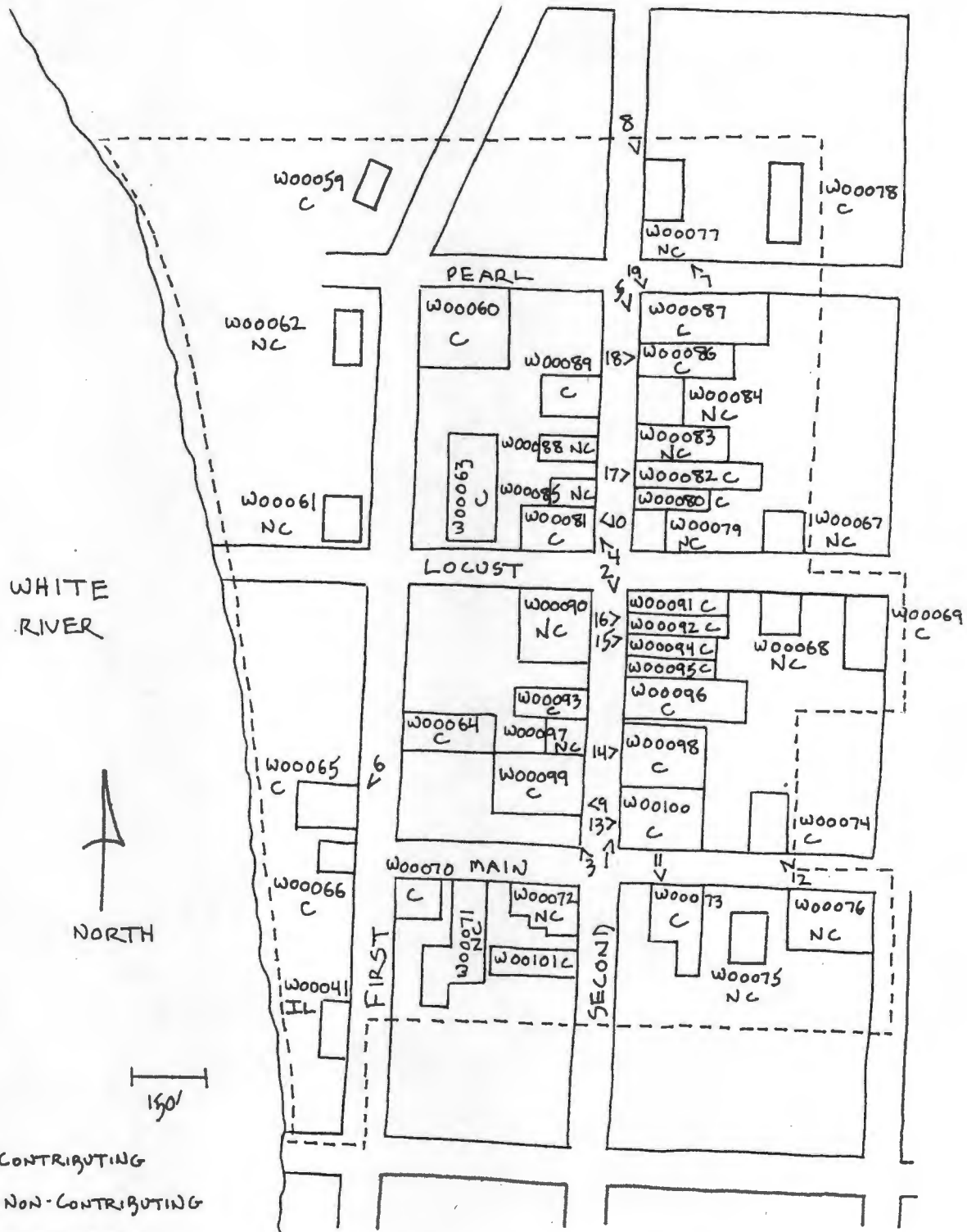
⁵⁰ *Augusta Advocate*, "Schools of Augusta," 13 November 1930.

⁵¹ *Augusta Advocate*, "The City of Augusta," 13 November 1930.

⁵² Mrs. Vernon Massey, "The Great Depression in Augusta," *Rivers and Roads and Points In Between* Vol 11 No 2 (1983): 2 - 6 and Bronaugh, "Dad's," 5.

⁵³ Massey, "Depression," 6.

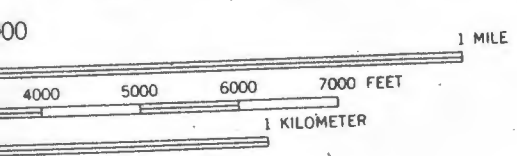
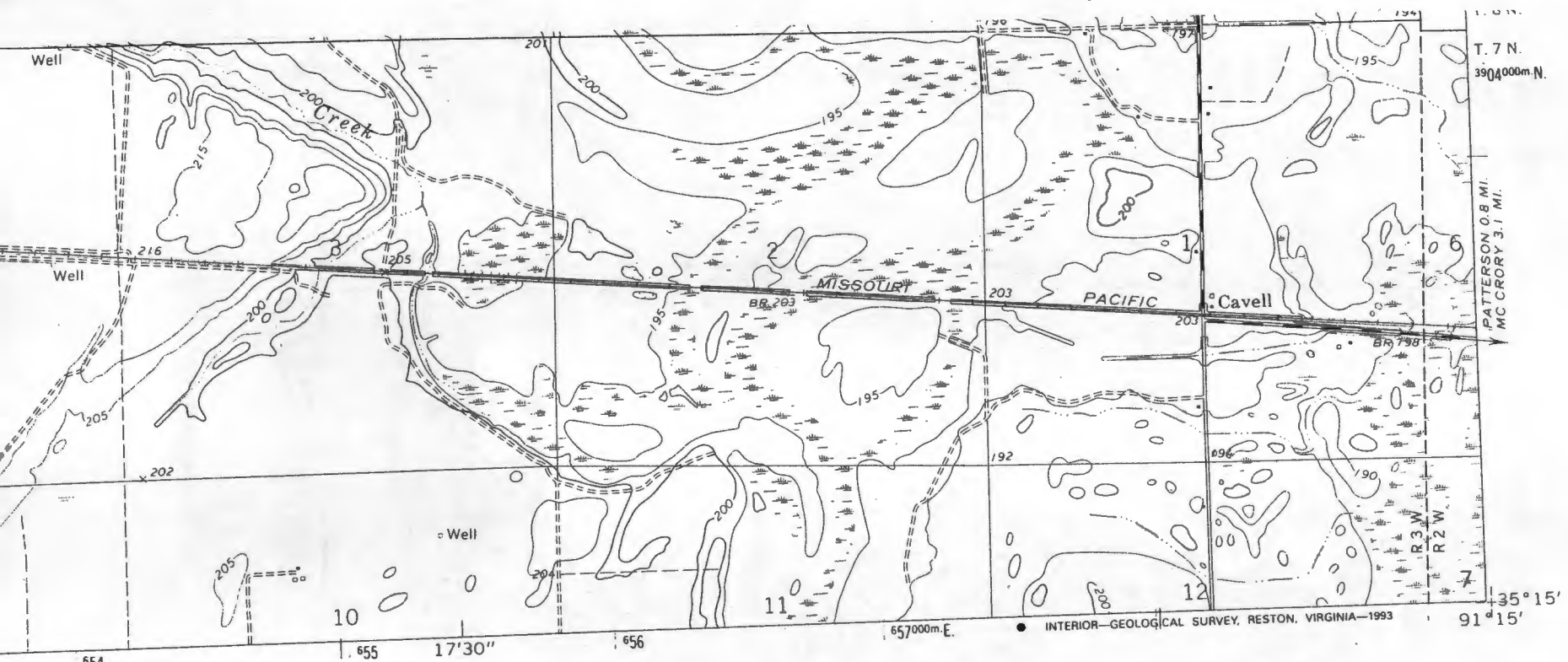
⁵⁴ Sanborn Map Company. Augusta: Woodruff County, Arkansas (New York: Sanborn Map Company, 1941).



- C = CONTRIBUTING
- NC = NON-CONTRIBUTING
- IL = INDIVIDUALLY LISTED
- > = PHOTO LOCATION
- = DISTRICT BOUNDARY

AUGUSTA COMMERCIAL HISTORIC DISTRICT

AUGUSTA, WOODRUFF COUNTY, ARKANSAS



MAP ACCURACY STANDARDS
 COLORADO 80225, OR RESTON, VIRGINIA 22092
 LITTLE ROCK, ARKANSAS 72204
 ADDITIONAL SYMBOLS IS AVAILABLE ON REQUEST



1	2	3
4		5
6	7	8

- 1 Bradford
- 2 Augusta NE
- 3 Tupelo
- 4 Augusta SW
- 5 McCrory
- 6 Georgetown
- 7 Gregory
- 8 Grays

ADJOINING 7.5' QUADRANGLE NAMES

ROAD CLASSIFICATION

Heavy-duty Light-duty

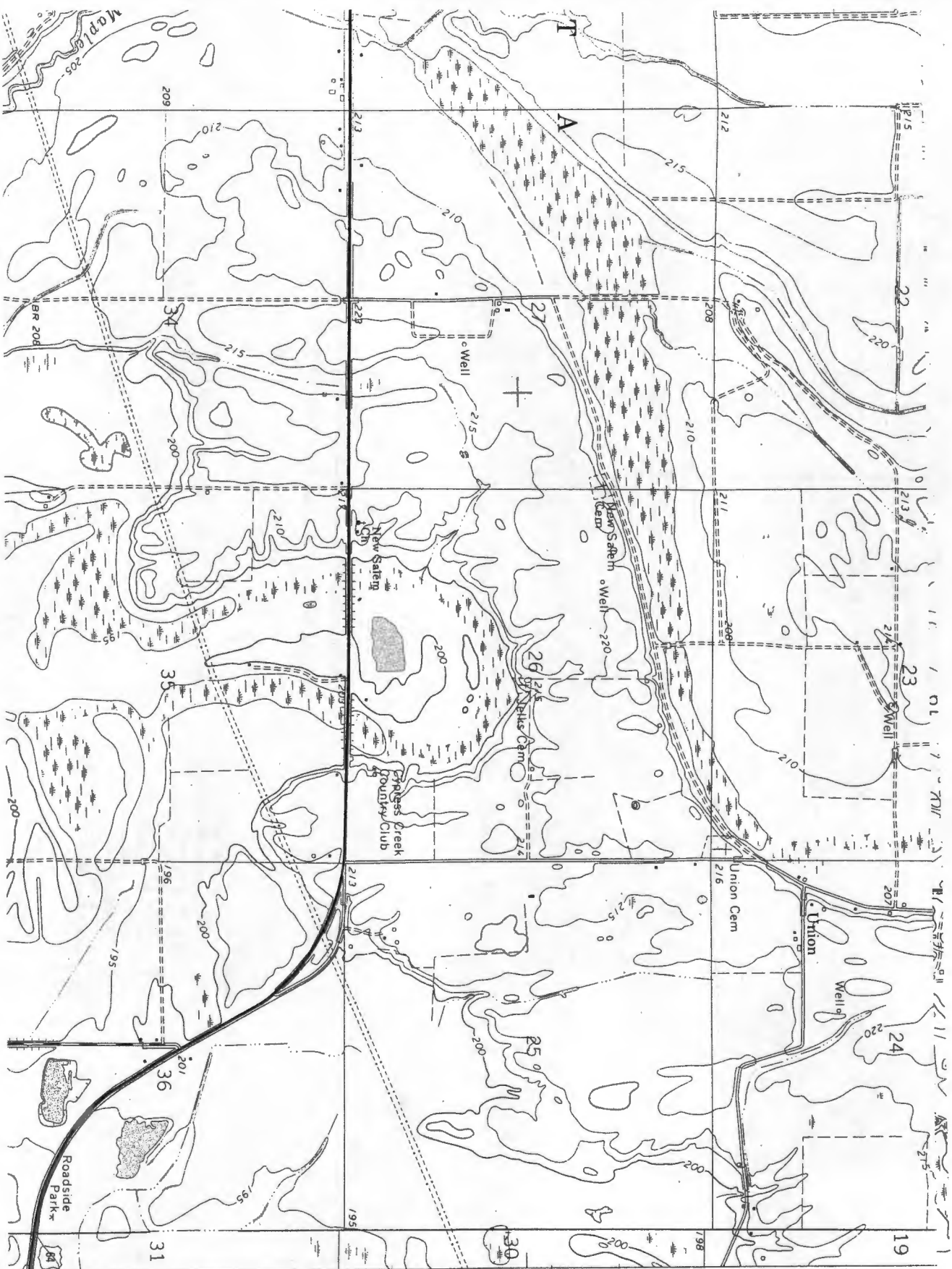
Medium-duty Unimproved dirt

U. S. Route State Route

AUGUSTA, ARK.
 SE/4 AUGUSTA 15' QUADRANGLE
 35091-C3-TF-024

1968
 MINOR REVISION 1993

● INTERIOR—GEOLOGICAL SURVEY, RESTON, VIRGINIA—1993



MORTON 8 MI.
14 MI. TO ARK. 39

3905

3906

17'30"

3907

3908

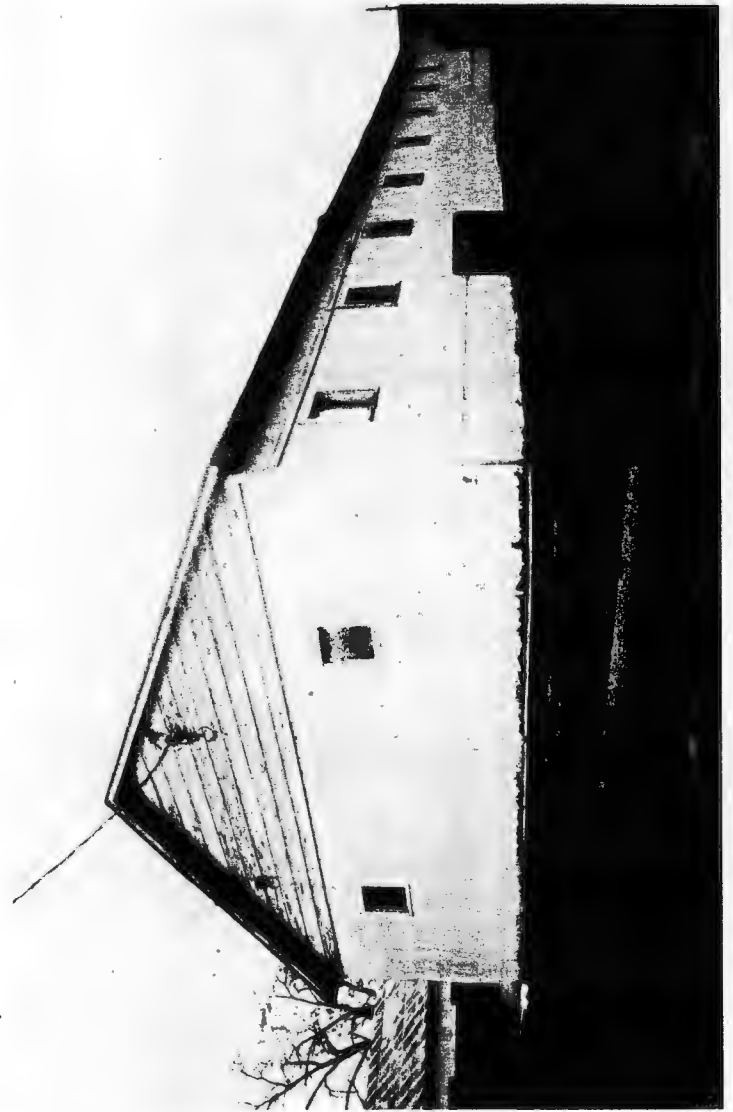


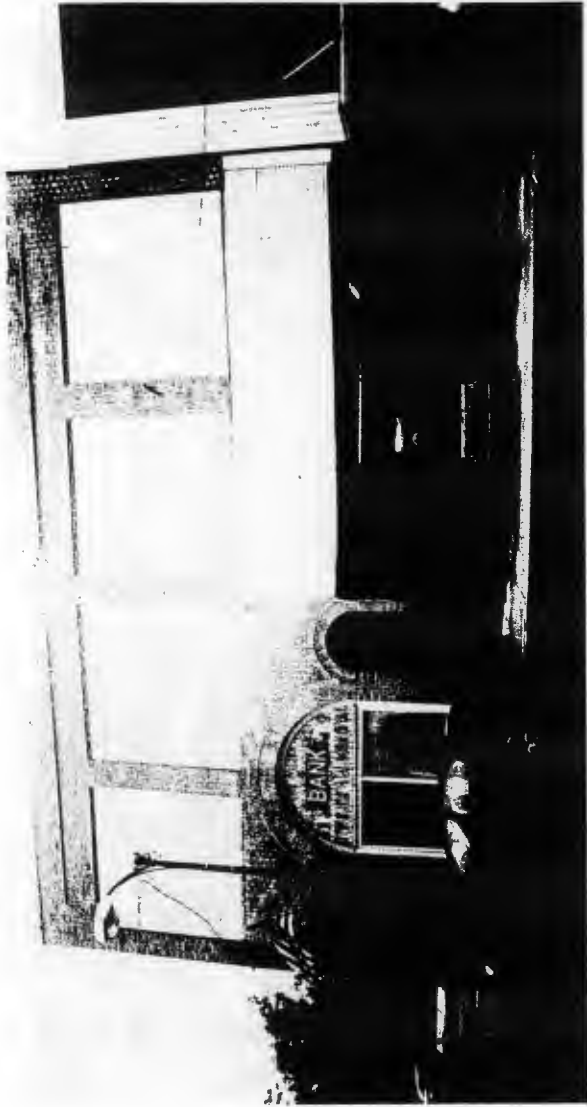


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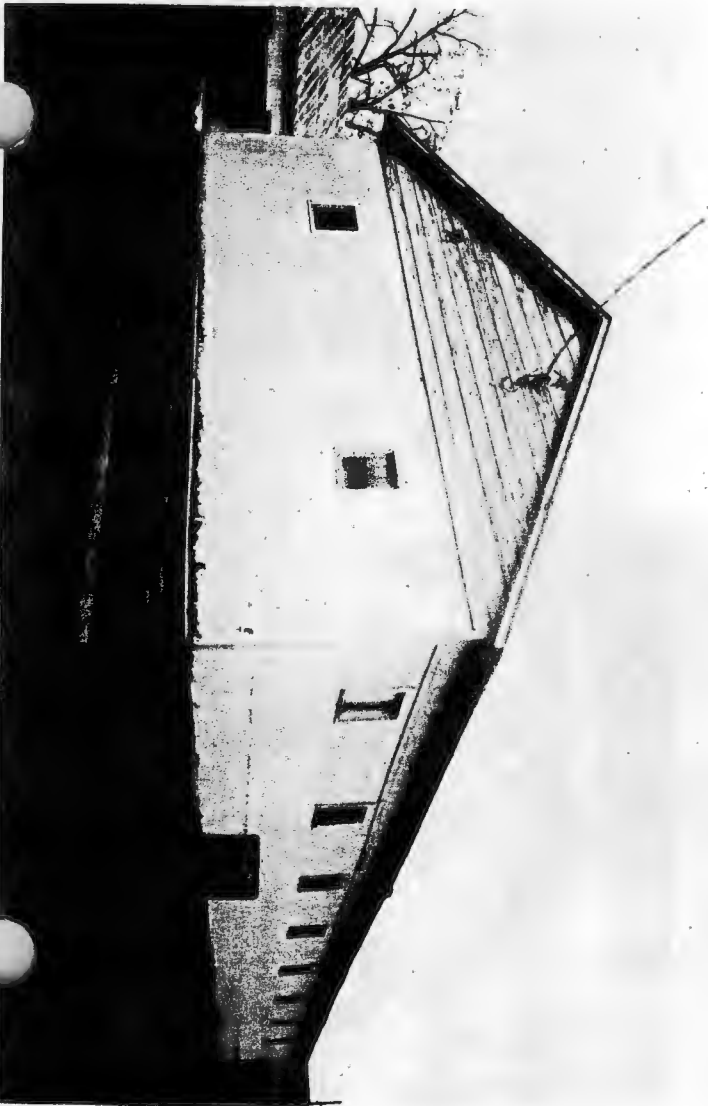


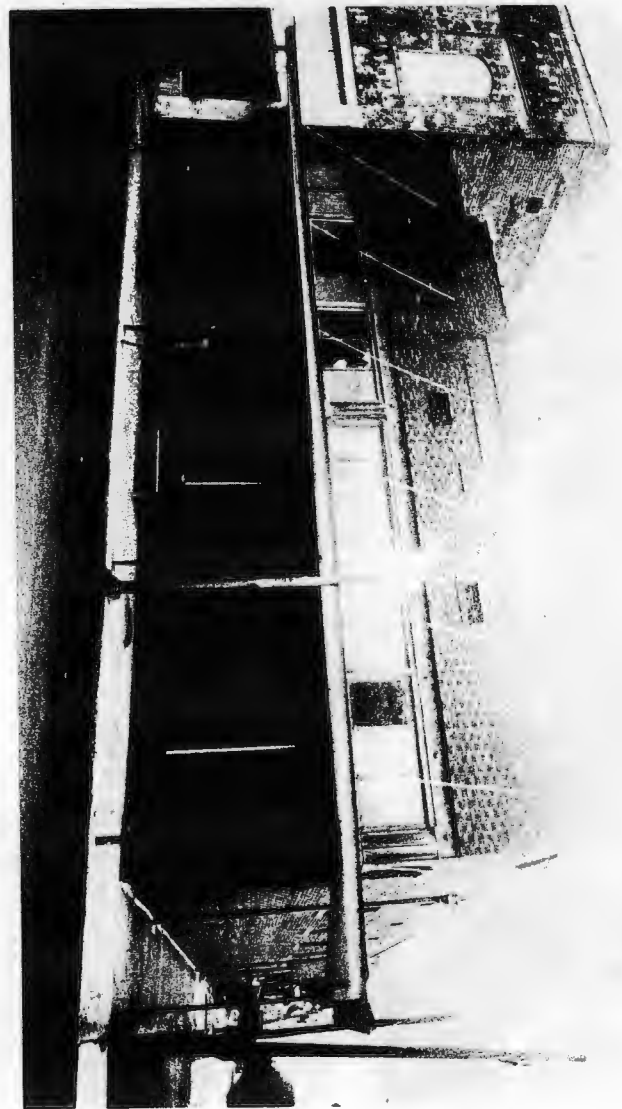


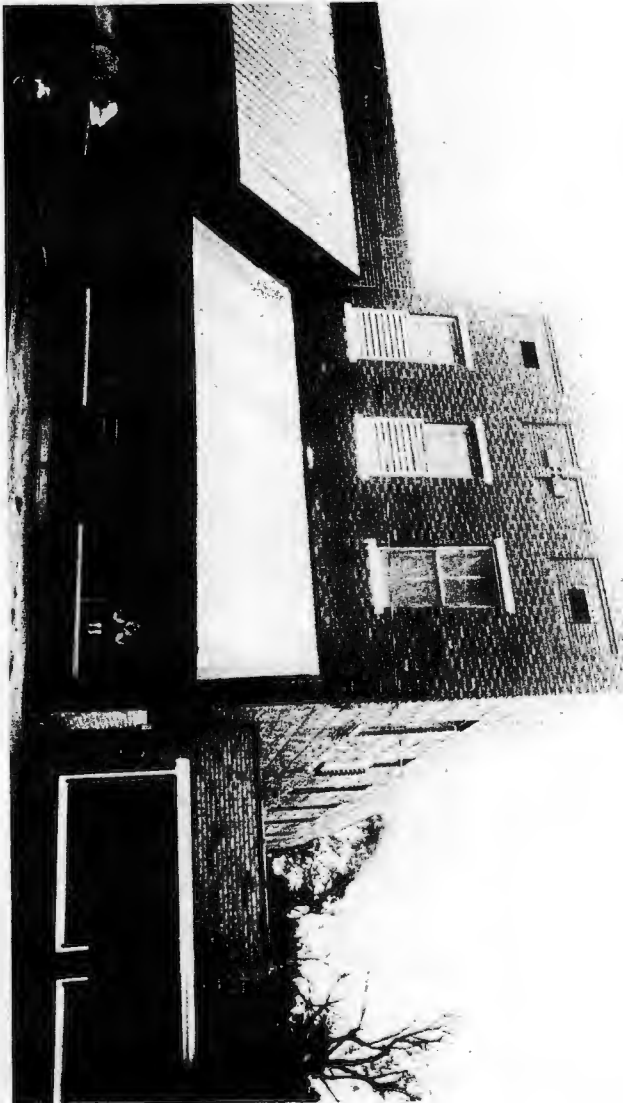
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