



# CITY OF MONROE

## MEMO

TO: Monroe Heritage Preservation Members  
FROM: Alyeasha C. Clay  
DATE: March 25, 2024  
RE: Monroe Heritage Preservation Meeting

**Attention!** Fellow board members, we have a very important meeting scheduled for, **Thursday, April 4, 2024 @ 6:00 P.M.** The meeting will be held in the Monroe City Hall Building, 1<sup>ST</sup> Floor, in City Council Chambers.

### **MINUTES:**

None

### **TENATIVE SCHEDULE:**

**HIS 103-24: National Register of Historic Places** – Nomination to the National Register of Historic Places – Price's Beauty Shop, 2101 Grammont Street

### **OTHER BUSINESS:**

None

### **CITIZEN PARTICIPATION:**

**Citizens will be recognized, in order, by the citizen sign-in sheet.**

\*\*\*Please take a moment out of your busy schedules to call this office and confirm whether or not you will be able to attend this review meeting. Please call Alyeasha 329-2101. Again, we need a majority of the members in order to have a qualifying vote.\*\*\*It is imperative that we have a quorum.\*\*\*

Please bring your copy of the Monroe Historical Preservation Commission by-laws, Rules and Procedures and the ordinance for future referencing throughout the meeting session.

**City of Monroe**  
**Heritage Preservation Commission**

**CASE NO.:** HIS 103-24  
**NAME OF APPLICANT:** National Registry Review – Price’s Beauty Shop  
**ADDRESS OF PROPERTY:** 2101 Grammont Street  
**HISTORIC DISTRICT:**

---

**REQUEST:** The applicant is requesting consideration for Price’s Beauty Shop for the National Register of Historic Places.

**SIZE OF PROPERTY:** 0.113 acres (more or less)

**PRESENT ZONING:** R-4 (High Density Multi-Family Residence) District

**PRESENT USE:** Beauty Shop

**MOST NEARLY BOUNDED BY (STREETS):** North of Grammont Street, south of DeSiard Street, east of South 20<sup>th</sup> Street and west of South 22<sup>nd</sup> Street.

**SURROUNDING LAND USES:** Surrounding land use consists of residential in all directions.

**COMMENTS/  
RECOMMENDATIONS:** The National Register of Historic Places is the federal government’s official list of historic properties worthy of preservation. The National Register provides recognition of its historic significance and assures protective review of federal projects that might adversely affect the character of the historic property. If the property is added to the National Register, tax credits for rehabilitation and other beneficial provisions may apply. This listing does not place limitation on the property by the federal or state government. The government will not attach restrictive covenants to the property or seek to acquire them.

One of the responsibilities of the Certified Local Government (CLG) is to review pending National Register nomination or properties within the community. This is required to detect any errors, but also to provide local insight or knowledge concerning the property.

After providing a reasonable opportunity for public comment, as to whether or not the property meets the National Register criteria, the Historic Preservation Commission shall fill out the CLG review form and return it to the State Historic Preservation Office (SHPO) within 60 days of notification, prior to the March 28, 2024 presentation.

Photos of the proposed of the site are included for further review.

**DESIGN GUIDELINES:**

The Design Guidelines specify to preserve historically significant site features.

**HISTORIC DISTRICT COMMISSION REPORT FOR:  
(NAME OF NOMINATION)  
NATIONAL REGISTER NOMINATION**

**NAME OF CLG:** \_\_\_\_\_

**PROPERTY NAME:** \_\_\_\_\_

**PROPERTY ADDRESS:** \_\_\_\_\_

**DATE SENT:** \_\_\_\_\_

**DATE OF NATIONAL REGISTER REVIEW COMMITTEE MEETING:** \_\_\_\_\_

Does the nomination meet the Criteria for Listing on the National Register of Historic Places?

Yes \_\_\_\_\_ No \_\_\_\_\_ Criterion: A \_\_\_\_\_ B \_\_\_\_\_ C \_\_\_\_\_ D \_\_\_\_\_

Has public comment been included? Yes \_\_\_\_\_ No \_\_\_\_\_ Explain:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The Commission recommends that the property or properties should be listed on the National Register of Historic Places.

The Commission would like to make the following recommendations regarding the nomination (use additional sheets if necessary): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The Commission recommends that the property or properties should not be listed on the National Register of Historic Places for the following reasons:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The Commission chooses not to make a recommendation on this nomination for the following reasons:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Historic District Commission Chair (Print Name)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Chief Elected Official (Print Name)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

This report and recommendation should be mailed to:

National Register Coordinator  
Louisiana Division of Historic Preservation  
PO Box 44247  
Baton Rouge, LA 70804

Questions about this form may be directed to the Bailey Hall, National Register Coordinator at 225-219-4595 or [bhall@crt.la.gov](mailto:bhall@crt.la.gov).

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: Price's Beauty Shop

Other names/site number: N/A

Name of related multiple property listing:

N/A

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

### 2. Location

Street & number: 2101 Grammont Street

City or town: Monroe State: LA County: Ouachita

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    C    D

\_\_\_\_\_  
Signature of certifying official/Title: Kristin Sanders, State Historic Preservation Officer  
Date

Louisiana Department of Culture, Recreation, and Tourism

State or Federal agency/bureau or Tribal Government

Price's Beauty Shop  
Name of Property

Ouachita Parish, LA  
County and State

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

**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

Price's Beauty Shop  
Name of Property

Ouachita Parish, LA  
County and State

**Category of Property**

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<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 0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

Commerce/Trade: Professional

**Current Functions**

(Enter categories from instructions.)

Vacant/Not in Use

**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

Other



Price's Beauty Shop  
Name of Property

Ouachita Parish, LA  
County and State

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: \_Wood siding, asphalt shingles, aluminum windows, corrugated metal \_

### **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**

Price's Beauty Shop is located in the Stubbs Young Bayou Addition of Monroe, Ouachita Parish, Louisiana, at the corner of S. 21st Street and Grammont Street and just one block away from being a part of the Don Juan Filhiol National Register Historic District. The building is a simple, one-room wooden frame beauty shop with a pyramidal asphalt shingle roof. The shop was built c. 1957 in the middle of a thriving African American working-class community including its former neighbor, Dr. S. D. Hill (one of the first highly respected Black medical doctors), eponymous founder of the Dr. Hill's Clinic at 2001 Grammont Street (the corner of 20th Street and Grammont Street), which has now been demolished. It is also located roughly one block south of Desiard Street, which formerly served as the main thoroughfare of the African American Business District, which was anchored around the 1000 block of Desiard. The area where Price's is located is more residential, but the residents of this area would have done business in this commercial area while also working in the area, either at local businesses or at the various industrial plants (oil and ice) and the railroads that formed boundaries of the neighborhood. There have been minor alterations to the building with the updating of the interior cabinetry and exterior with corrugated siding along the foundation. With minor alterations and the inevitable deterioration due to the passage of time, Price's Beauty Shop maintains a sound structure and historic integrity and is eligible for listing on the National Register of Historic Places.

---

### **Narrative Description**

#### **Setting**

When Price's Beauty Shop was constructed in 1957, the area surrounding it was full of small-scale residences and other commercial spaces. Directly across the street from Price's was the railroad and a doctor's office, Dr. Hill, was located a block away. Small scale commercial buildings were intermingled with the residences though the majority of the buildings in this area of the neighborhood were residences. Located one block south of Desiard Street, which served as the main thoroughfare from the African American business district starting around the intersection with 7<sup>th</sup> Street and continuing east towards 22<sup>nd</sup> Street, Price's Beauty Shop was an active part of this neighborhood and commercial activity. The streets in the neighborhood feature a variety of trees and the Old City Cemetery is located to the southwest of South 20<sup>th</sup> Street. The

Price's Beauty Shop

Ouachita Parish, LA

Name of Property

County and State

railroad passes directly in front of Price's and the east prong of Young's Bayou is located two blocks to the northeast.



1955 Historic Aerial (left) and 1966 historic aerial (right). Price's Beauty Shop is circled in red.

Based on historic aerials (above) and deed research, Price's Beauty Shop was constructed in 1957. As can be seen on these aerials, the streets surrounding Price's had blocks full of single-family houses. Since then, there has been some loss on these streets, but they do still retain small scale single family houses.

### **Exterior**

The building is a small square one-story building with a pyramidal asphalt shingle roof that overhangs all four elevations. The exterior is clad in wood siding. The doors include a metal hollow core six panel replacement door at the façade and an original two panel wooden door on the southwest side elevation. Both doors have aluminum screen doors. Windows are a mix of aluminum 1/1 on the façade and double hung 3/1 wooden window on the rear. There is corrugated metal skirting along the base of the building that was installed in 2005.

### **Grammont Street Façade (Southeast) (see Photos 1, 2, and 4)**

The façade of the building has a single central door with the aforementioned 1/1 double hung aluminum windows on each side.

### **Northeast Elevation (see Photo 2)**

The northeast elevation has a single boarded over window.

### **Northwest Elevation (Rear) (see Photo 3)**

The northwest elevation has two single 3/1 double hung wood windows with screens.

Price's Beauty Shop  
Name of Property

Ouachita Parish, LA  
County and State

**South 21<sup>st</sup> Street (Southwest) Elevation** (see Photos 3 and 4)

The southwest elevation has a single-entry door close to the façade that is a two panel wooden door with a screen door.

**Interior** (see Photos 5-7)

The interior of the building features one open space with a small bathroom at the northeast corner. The floor is covered with linoleum tile. There is a set of cabinets with a counter at the left side of the building. These cabinets were installed in the late 1970s/early 1980s. To the right of this is a half wall that would have shielded a hair washing station. To the right of this half wall is the small bathroom. The walls have sheetrock on the lower half and wallpaper on the upper halves. The ceiling is sheetrock over wood framing. Portions of the ceiling have fallen down due to water damage.

**Alterations and Assessment of Integrity**

As noted above, the main alterations to the building have been minor and cosmetic. The skirting was added in 2005 and the interior alterations took place in the late 1970s/early 1980s. Other than that, the exterior and interior of the building retains integrity and would be easily recognizable to any former clients of Price's Beauty Shop.

---

**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
-

Price's Beauty Shop  
Name of Property

Ouachita Parish, LA  
County and State

- 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

**Areas of Significance**

(Enter categories from instructions.)

Commerce

Ethnic Heritage: African American

Social History

**Period of Significance**

1957-1974

**Significant Dates**

1957

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Unknown

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Price's Beauty Shop is eligible under Criterion A at the local level of significance for its association with Ethnic Heritage: Black and Social History. From the time of its construction in 1957 through 1994, the building was operated by Annie Mae Ford Price as a beauty shop that served Monroe's African American residents. Price's Beauty Shop is an intact and prime example of the mid-century beauty shops in Monroe and across the state of Louisiana that served African American residents and cultivated African American beauty culture at a time of strict segregation and discrimination against African American women due to white beauty standards as well as

Price's Beauty Shop

Ouachita Parish, LA

Name of Property

County and State

disenfranchisement in Monroe in 1956. African American beauty shops like Price's not only provided beauty services to the city's residents, but it also provided a safe space for social and political activism within the city and parish. Additionally, the building represents a critical time in African American history when female entrepreneurs and the beauty shop experience was extremely significant to the African American community in Monroe and Ouachita Parish. The period of significance for Price's is 1957 through 1974, the current 50-year guideline. Price's continued to operate until 1994. During this time, Price's Beauty Shop served as a private place to create economic autonomy as well as a public place for local African American women from domestic workers to school teachers to meet, freely communicate, receive quality beauty care, and enjoy convenient service without fear of harsh harassment and intimidation that often greeted them in the white-controlled streets and spaces in the segregated south of the small urban area in northern Louisiana.

---

**Narrative Statement of Significance** (Provide at least one paragraph for each area of significance.)

#### **Brief History of Monroe**

The following historic context is taken from the Downtown Monroe Historic District Additional Documentation. It has been amended to provide enough historic context for the purposes of this nomination and cited as such.

Monroe began as a Spanish post along the Ouachita River in the 1780s. A stockade fort (Fort Miro), was constructed in 1790, near the site of the existing Ouachita Parish Courthouse. Spanish Governor Esteban Miro appointed Don Juan Filhiol as commander of the post. The area fell under American rule, following the Louisiana Purchase of 1803.

On May 1, 1819, the first steam-powered vessel to navigate the Ouachita River to that point arrived at the town. Citizens were so impressed with the milestone event and the prosperity it foretold that they changed the name of Fort Miro to "Monroe", the name of the steamboat (named after then-current U.S. President James Monroe). Monroe continued to grow and prosper, along with the towns of Trenton and Cottonport (now West Monroe) largely due to the cotton, timber and shipping industries. Monroe was granted a charter as a town in 1820 and incorporated as a city in 1871.

By the late 19th and early 20th century, Monroe saw increased growth in population and in the number of commercial buildings in its downtown. These were largely characterized by one- and two-story buildings of brick and timber construction. Since its settling as a French outpost (Paste-du-Ouachita), downtown Monroe has been a center of commerce for northeast Louisiana. Monroe's location in the navigable range of the Ouachita River, paired with trails (which later became highways), and the eventual construction of the railroad and bridge across the river in the mid-1800s, meant residents of the region brought crops to the city to sell and then purchased supplies to take back to their farms. Monroe's commerce was also bolstered by the need for legal, medical and banking services. The discovery of one of the world's largest natural gas reserves below the area in 1916 brought great prosperity and commercial growth to Monroe.

Price's Beauty Shop

Ouachita Parish, LA  
County and State

Name of Property

Monroe's major commercial corridor in the first half of the 20<sup>th</sup>-century, became part of US Hwy 80 in 1926, with the commissioning of the inaugural class of US highways. This highway served as a major east-west corridor from the Atlantic to the Pacific, with much of it being part of an early auto trail called the Dixie Overland Highway.<sup>1</sup> Desiard Street continued west out of the main downtown section of Monroe and beginning around the intersection with 7<sup>th</sup> Street, the street became an African American Business district. One of the buildings in this district that is extant is the Miller-Roy Building, which served as a business hub for the district from the time of its construction in 1929 through the 1960s. It served as a small business incubator, leading to the creation of other local African American businesses, as well as housing many long-term businesses.<sup>2</sup> Today, it is the one of two buildings that remains representing this section of the once thriving district.<sup>3</sup> Other smaller businesses, such as Price's remain within the residential areas, but the other major commercial structures that were once found in the area have been lost.

A predominance of 1890s and 1920s masonry commercial buildings is found in the downtown Monroe district. This is also what used to be found in the African American section of Monroe along Desiard. By the late 1950s, a national trend of shopping centers located outside of historic downtowns began to draw businesses and shoppers away from the district. So began the draining of commercial activities from Monroe, like nearly every other downtown across America.

Despite attempts to reinvent itself in the eyes of consumers, the district saw a high vacancy rate and increased demolitions in the 1970s and 1980s (100 Block ((north side)) & 200 Block ((south side)) of Desiard). Demolition by neglect has also taken its toll, as in the 100 Blocks of North Grand and South Grand Street.<sup>4</sup> At the same time that downtown Monroe was losing buildings, the African American section of town was also facing the loss of buildings, both by demolition, demolition by neglect, and lack of investment. Desegregation also had an impact on African American businesses as the businesses in downtown Monroe could now be accessed by anyone (in theory).

By the 1980s and 1990s, small commercial businesses had all but disappeared from downtown Monroe. Over the past decade, a wave of reinvestment and rehabilitation in the downtown has brought small business back into the area, along with artist lofts and studios and a large number of residential units.<sup>5</sup> In the former African American business district, the Miller-Roy Building was recently renovated helping to bring recognition back to this part of Monroe's history.

### **Brief History of the Stubbs Bayou Addition**

Price's Beauty Shop is located within a part of town that was part of the Stubbs Bayou Addition. Within this area, the railroads play a key role in defining boundaries and included at one time four major railroads – Arkansas, Louisiana, and Mississippi; Union Pacific; Dakota Southern

<sup>1</sup> National Register of Historic Places, Downtown Monroe Historic District Additional Documentation, Monroe, Ouachita Parish, Louisiana, NR# 100000601.

<sup>2</sup> National Register of Historic Places, Miller-Roy Building, Monroe, Ouachita Parish, Louisiana, NR# 11000075.

<sup>3</sup> The other building that is still extant is at 903 Desiard Street and was Mrs. Nellie Phillips Dorsey's beauty shop, Lovely Brown. The shop produced its own hair product called Jones Hair Oil.

<sup>4</sup> National Register of Historic Places, Downtown Monroe Historic District Additional Documentation, Monroe, Ouachita Parish, Louisiana, NR# 100000601.

<sup>5</sup> Ibid.

Price's Beauty Shop

Name of Property

Ouachita Parish, LA

County and State

Railway; and Kansas City Southern. A major intersection of the first three of these railroads is located to the southwest of Price's Beauty Shop. Additionally, Emeal Price, Sr, Annie Mae Ford Price's husband, was a brakeman for the Arkansas & Louisiana Missouri (A&LM) Railway.

The A&LM Railway was a much smaller railroad company as compared to Union Pacific and Penn Central (the name at the time) having only 74 employees in 1970, and only 53 miles of tracks from Monroe to Crossett, Arkansas. When it was founded in 1907, the line was planned to run from Pine Bluff, Arkansas, to the Gulf of Mexico. However, financial troubles led to the line ending in Monroe.<sup>6</sup> Today, these railroads are still a major landscape feature in the area.

### **Criterion A: Ethnic Heritage - African American**

In the city of Monroe, Price's Beauty Shop represents a mid-century beauty shop that served Monroe's African American citizens and cultivated African American beauty culture during the Jim Crow era. In addition to being a significant business within the community, Price's also represents a safe social space for African American women to discuss social issues, politics, and other issues that could not be discussed freely in public. It also represents the economic autonomy sought by many African American women (and men in the case of barber shops) during this time when business opportunities such as this were rare.

Laura Blokker's 2012 "African American Experience in Louisiana" historic context discusses the importance of commercial properties including beauty shops.

"Commercial properties reflect the manner in which rigid segregation permeated every aspect of life. Banned or provided with only the most limited services from most white businesses according to Jim Crow laws, African Americans needed separate commercial facilities of all kinds. The Negro Motorist Green Book, a travel guide to help African Americans negotiate the Jim Crow landscape, listed many different kinds of businesses. In 1949, the entries for Louisiana included hotels, restaurants, taverns, beauty parlors, barber shops, night clubs, service stations, road houses, taxi cabs, drug stores, trailer parks, and tailors...

Any business could also be a potential community gathering spot. When clustered together as African American businesses sometimes were, they formed a distinct commercial and cultural hub. Such was the case for New Orleans' South Rampart Street. The Green Book listed four hotels, one restaurant, one barber shop, one beauty culture school, and two taverns on South Rampart. In addition, many other businesses for African Americans lined the popular street. Rampart Street is also a prime example of the decline of urban commercial areas in the second half of the twentieth century. Today, of over one hundred buildings that once occupied several blocks of the street, just a dozen remain...

In addition to the commercial properties of bigger cities, the individual "mom and pop" operations in small towns and neighborhoods are also of potential significance to this

<sup>6</sup> "AL&M Railroad is story of Northeast Louisiana; bumpy past smoothes as railroad grows with area." *The Ouachita Citizen*, October 30, 1970, page 1. Accessed via [www.newspapers.com](http://www.newspapers.com).

Price's Beauty Shop

Name of Property

Ouachita Parish, LA

County and State

context. Corner stores, barber and beauty shops, funeral homes, and businesses of all kinds may be eligible for the role they played in the community.

In order to be potentially eligible for the National Register in association with this context, commercial properties must have played a significant role in the African American community that has a documented relationship to the broader state context...

Commercial properties that have significant historical associations with the African American experience must be able to convey those associations by being easily recognizable to someone from the historic period. Location and setting are very important integrity factors for commercial properties because their role was very much connected with their location and setting.<sup>7</sup>

Price's Beauty Shop retains the integrity of setting and location, as well as the other aspects of integrity, and would be easily recognizable to someone from the historic period. Furthermore, it played a significant role in Monroe's African American community.

### **The Role of Beauty Shops and Beauticians in the African American Community**

As briefly mentioned above, *The Negro Motorist Green Book*, or more commonly *The Green Book*, provided information to African American travelers to ensure that they could find safe accommodations while traveling the country during the Jim Crow era. This book listed not only hotels and restaurants, but also other businesses such as barbers, beauty parlors, and clubs. Dino Thompson, from Myrtle Beach, South Carolina, described *The Green Book's* purpose quite clearly, "...[it] didn't tell you if a place had a good steak, or good seafood, or had a soft bed...it told you where you would be safe; it told you where you'd be welcome and not made to go around the kitchen and order something to go...The rest [of the guide books out there] are just fluff...To my mind, it's still the only necessary travel guide that's ever been printed."<sup>8</sup>

In addition to the help provided by *The Green Book*, it also offered African American women an opportunity for independence as they could have their businesses listed. Many women operated "tourist homes" where they rented private rooms, particularly in places where hotels were rare. Others ran salons or beauty colleges, which were traditionally women-owned due to their nature. The hair industry (as will be discussed more below) had a long-lasting and significant impact on African American history in the United States. As described in a National Park Service article, "The hair salon as a safe gathering place was a long-standing tradition, effectively making community luminaries out of hair stylists. Some salons doubled as safe spaces for community development during the formative years of the civil rights movement, but salon employees also took more active roles such as driving clients to voting booths or allowing NAACP literature to

<sup>7</sup> Laura Blokker. "The African American Experience in Louisiana." Historic context prepared for the Louisiana State Historic Preservation Office, 2012; pgs 94-95.

<sup>8</sup> "Green Book Historic Context and AACRN Listing Guidance (African American Civil Rights Network)." National Park Service. [Green Book Historic Context and AACRN Listing Guidance \(African American Civil Rights Network\) \(U.S. National Park Service\) \(nps.gov\)](#). Accessed November 27, 2023.



Price's Beauty Shop

Name of Property

Ouachita Parish, LA

County and State

be delivered to the salon rather than to clients' homes, since the NAACP was considered a radical organization."<sup>9</sup>

The beauty colleges trained thousands of women to run their own salons as well as creating products specifically for African American hair. The significance of these businesses to women's economic freedom and personal development cannot be understated. Author and cultural documentarian, Candacy Taylor, has stated that "As the automobile industry lifted black men out of poverty and into the middle class, the hair industry did the same for black women."<sup>10</sup>

### **Brief History of African American Beauty Culture**

The following context on African American beauty culture draws information from three recent National Register nominations in Oregon and South Carolina: Dean's Beauty Salon and Barber Shop in Portland, OR; Ruth's Beauty Salon in Columbia, SC; and Holman's Barber Shop in Columbia, SC. Where applicable, these nominations are cited. The contextual information in these three nominations provides a thorough and representative history of African American beauty culture after the Civil War and into the early decades of the 20<sup>th</sup> century. These years not only had an impact on beauty shop owners nationwide, but their themes can be found in the history of Price's Beauty Shop in Monroe.

During the latter decades of the 19<sup>th</sup> century, the "Great Migration" of millions of newly freed African Americans from the rural south to the northeast, Midwest, and West, led to a major shift in the African American beauty profession. This mass emigration of people from rural areas to urban cities led to a clear pattern of racial segregation within these cities as well as providing a larger group of people to cater to as beauticians and barbers. African Americans had new avenues to create financial autonomy through their own beauty businesses away from white control. This allowed barber shops and beauty salons to become safe havens, places where the African American community could gather freely and safely, as well as providing opportunities for generational wealth for African Americans. In a way, leaving a rural setting for an urban setting provided a way for former slaves and their descendants to decide their own future when for so long, that freedom had been taken away.<sup>11</sup>

During these early years of the African American beauty industry, two of the most well-known entrepreneurs included Annie Turnbo Pope Malone and Sarah Breedlove (better known as Madam C. J. Walker), both of whom were headquartered out of the Midwest. After migrating from the south, these women (and future millionaires) created their own beauty lines and beauty schools to help further spread the African American beauty culture. In a world that was strictly segregated, the industry allowed African American women to become their own bosses and their salons became sanctuaries for the community at large. Not only were the salons places to speak freely concerning social and political issues, but they were also places for African American

<sup>9</sup> "Green Book Historic Context and AACRN Listing Guidance (African American Civil Rights Network)." National Park Service. [Green Book Historic Context and AACRN Listing Guidance \(African American Civil Rights Network\) \(U.S. National Park Service\) \(nps.gov\)](#). Accessed November 27, 2023.

<sup>10</sup> Ibid.

<sup>11</sup> National Register of Historic Places, Dean's Beauty Salon and Barber Shop, Portland, Multnomah County, Oregon, NR# 100007455.

Price's Beauty Shop

Ouachita Parish, LA

Name of Property

County and State

females to relax after a long day of work (many of whom were domestic laborers for white families). Beauticians were not only there to give you a new hairstyle, but they were also quasi-therapists for their clients.

In the early 1900s, the idea of African American beauty culture arose in contrast to the socially accepted white beauty standards, which were deemed superior. By cultivating their own beauty culture, African Americans were claiming their own place in the beauty world and showing that white beauty culture was not the standard for everyone. Cosmetic companies at that time tried to sell face powders to African Americans promoting skin lightening features when in reality, they wanted products that would combat these racist ideals. In her 2017 masters thesis, Catherine Davenport notes that African Americans worked to “replace racist imagery” with representations of “independent, self-confident, and successful” African Americans.<sup>12</sup> The growth of the beauty industry sought to boost African American women's self-esteem amid a world that tried to tell them differently.

The emergence of the African American beauty culture offered an opportunity for African American women to enter a new profession, own their own business, and become financially independent. The first beauty salons were operated out of homes as it was more affordable and also allowed some proprietors to continue to work a day job while operating the salon during other hours until they could focus solely on their business.<sup>13</sup> Furthermore, it allowed them to be able to be near their children as well. They were their own bosses and could control the space rather than being subjected to the Jim Crow laws in place in all other aspects of life.

The National Register nomination for Ruth's Beauty Parlor in Columbia, South Carolina, notes,

“While little documentation remains of the specific activities that unfolded at the parlor, it likely served a similar role for Black Columbians as did other beauty parlor and barber shops across the city and state, providing a valuable sanctuary from the aesthetic and cultural dictates of white society, and a space in which African Americans could freely converse and provide community support.”<sup>14</sup>

This is true of beauty salons and barber shops across the country, including Price's Beauty Shop in Monroe. As is unfortunately common with African American resources, there is little historic documentation available showing their definitive impact on the community. However, through oral history and familial history, their impact is evident.

### **Beauty Salons and the Civil Rights Movement**

As safe spaces, the beauty salons and barber shops also served as centers of social and political activism during the Civil Rights era. Beauticians and barbers were extremely important participants in the movement. Beauty salons offered a place to discuss local, state, and national politics amongst peers. African American-owned businesses were vital to the Civil Rights

<sup>12</sup> Catherine Davenport, “Skin Deep: African American Women and the Building of Beauty Culture in South Carolina.” University of South Carolina Masters Thesis, 2017, pg. 17.

<sup>13</sup> National Register of Historic Places, Holman's Barber Shop, Columbia, Richland County, South Carolina, NR# 100006884.

<sup>14</sup> National Register of Historic Places, Ruth's Beauty Parlor, Columbia, Richland Country, South Carolina, NR# 100005638.

Price's Beauty Shop

Ouachita Parish, LA

Name of Property

County and State

Movement in that they created leaders for the movement and provided a place to gain public support. Parlors, salons, and beauty shops like Price's Beauty Shop also served as sites for organizing, programming, and strategizing.<sup>15</sup>

### History of Price's Beauty Shop

In 1941, the People's Homestead and Savings Association sold the lot where Price's stands today to Nicey D. Rowland for \$1000. At that time, the property did not have any buildings on it. In 1951, Nicey sold the property to Orel Brooks Medlock<sup>16</sup>, also for \$1000. Three years later, Orel Medlock sold the property to Emeal Price, Sr., who was married to Annie Mae Ford Price. In 1957, Emeal was issued a \$3000 promissory note and it is assumed this is when the beauty shop was built. By 1960, this promissory note was paid off.<sup>17</sup>

Annie Mae Ford Price was born in 1919 to Robert Ford, Sr. and Mary Ross. They had fourteen children and lived in Sicard and Bosco. In 1960, the family was living on an 86-acre farm fourteen miles south of Monroe. The family also rented an additional 235 acres of farmland. They were recognized as one of three farming families in 1960 by Southern University for their accomplishments in the agricultural field. The idea to achieve economic freedom was instilled in Annie early by her parents. At the time of the article, five of Annie's siblings were enrolled in high school or college. Her other siblings were employed as teachers, typists, barbers, and beauticians as well.<sup>18</sup> Annie married Emeal Price, Sr. in 1936 and they had four children, ten grandchildren, and nine great grandchildren. Her obituary in 2006 noted that she was not only the owner of Price's Beauty Shop on Grammont, but she was also a member of the Monroe Beautician Local #130.<sup>19</sup>

After attending Johnson's Beauty Salon and School, Annie first worked at another beauty salon, then at a small establishment inside her home on 22<sup>nd</sup> Street. She then opened up her own salon on Grammont Street. She joined the Louisiana State Beautician Association and Monroe Local No. 130. Both of these organizations are affiliates of the National Beauty Culturists' League, which was the largest African American women's organization in the United States.

Documentation does not exist detailing specifics regarding what was discussed in the shop but based on Annie Mae's active role in the beauty organizations of the state and her community at large, it is assumed that politics and social activities were discussed at Price's. Members of the Monroe Local Union and the Louisiana State Beautician Association (LSBA) were known for their active roles within the city and state's Civil Rights Movement. The LSBA held workshops and an annual convention with an overall political purpose aimed at giving a voice to African American beauticians within the government involvement in their industry. They wanted to ensure that the LSBA had representation on state inspection boards as African American

<sup>15</sup> National Register of Historic Places, Ruth's Beauty Parlor, Columbia, Richland County, South Carolina, NR# 100005638.

<sup>16</sup> Oral Brooks Medlock was the widow of predominant African American businessman, Dr. William A. Medlock, Sr.

<sup>17</sup> Ouachita Parish Deed Research

<sup>18</sup> "3 Farm Families Honored at Southern U Convocation." *The Louisiana Weekly*, December 24, 1960, pg. 18.

<sup>19</sup> "Annie Mae Ford Price." Obituary. *Monroe News-Star*. December 13, 2006, pg. 15.

Price's Beauty Shop

Ouachita Parish, LA

Name of Property

County and State

beauticians greatly outnumbered white beauticians in many states.<sup>20</sup> As an active member of the LSBA, Annie Mae Ford Price would have been key to fulfilling the organization's goal within Monroe and Ouachita Parish.

In 1954, following the Supreme Court's *Brown v. Board of Education* decision, which declared segregated schools unconstitutional, Louisiana's state legislature formed the Joint Legislative Committee. This group was the precursor to the State Segregation Commission, and made its goal to preserve what it deemed the "customs, traditions, and laws of our state."<sup>21</sup> To carry out this goal, the Committee worked with the Louisiana White Citizens' Council to reduce the number of registered African American voters. A voter purge targeting nine parishes in north Louisiana, including Ouachita, began in March of 1956. Forms were prepared to challenge every one of the 5,782 African Americans registered in the parish. Challenges focused on things such as minor mistakes on forms or using a pencil to fill out a document. Notices were sent to many of the registered voters with any perceived mistake on their voter registration requiring them to prove that they were lawfully registered citizens. When hundreds of voters showed up at the parish courthouse to fight the challenges, the registrar's office purposefully worked slowly. Of the 5,782 registered African Americans registered in Ouachita Parish, only 595 successfully appealed their challenge. The other 5,187 were struck from the rolls.<sup>22</sup> It would take another decade for many of the struck voters (plus some) to register to vote successfully in the parish. Included in those struck from the register were Emeal and Annie Mae Ford Price. There is no doubt that this action on their voter registration had a direct impact on the activities and discussions that occurred at Mrs. Price's beauty shop.

In 1957, the National Beauty Culturists' League convention's civil rights program was entitled "The Role of Beauticians in the Contemporary Struggle for Freedom." The opening plenary of the convention, Katie Whickam (first mentioned above), stated, "Beauticians should register and vote and make an effort to have every customer a registered voter." Other speakers at the convention included Daniel Byrd of the NAACP Legal Defense and Education Fund; Rev. A.L. Davis, founder of the Orleans Parish Progressive Voters League; Clarence Laws, NAACP field secretary; and Dr. Martin Luther King, Jr. King knew how important beauticians were to the civil rights movement particularly in ensuring that African Americans got out and voted.

In 1959, two years after Annie set up Price's Beauty Shop, over 200 beauticians from all over the state picketed Governor Earl Long's office as he had failed to live up to pre-campaign promises he had made. He sought votes by promising African American beauticians' representation on the state inspection board through two spots to be filled with African Americans. However, he failed to do so.<sup>23</sup> This article shows how active African American beauticians were in the state's Civil Rights Movement. They were able to mobilize their members to let their position on politics be

<sup>20</sup> Libby Neidenbach. "Beauty and the Ballot: New Orleans Civil Rights Activist Katie Whickam." Historic New Orleans Collection Research Center. <https://www.hnoc.org/publications/first-draft/beauty-and-ballot-new-orleans-civil-rights-activist-katie-whickam>. Accessed January 15, 2024.

<sup>21</sup> Faulkenberry, Evan. "'Monroe Is Hell': Voter Purges, Registration Drives, and the Civil Rights Movement in Ouachita Parish, Louisiana." *Louisiana History: The Journal of the Louisiana Historical Association*, vol. 59, no. 1, 2018, pp. 40-66. *JSTOR*, <http://www.jstor.org/stable/26476405>. Accessed 17 Jan. 2024.

<sup>22</sup> *Ibid.*

<sup>23</sup> "Beauticians Picket Gov. Long's Office." *The Louisiana Weekly*, April 225, 1959, pg. 1.

Price's Beauty Shop

Name of Property

Ouachita Parish, LA

County and State

known. In 1968, the Monroe Local No. 130 was integral to getting a tax passed that helped local schools by increasing salaries for teachers and other personnel.<sup>24</sup> These are only two examples of their activism within Ouachita Parish.

Within this residential community in Monroe, with small-scale single-family homes, there lived a large population of women and young girls. The importance of Price's Beauty Shop to this part of the population cannot be overstated. Price's offered them access to communication. The shop had one of the only telephone booths in the area and served as a communication center, particularly for its clientele. Additionally, this era of beauty culture featured the press and curl.<sup>25</sup> This service was costly and in a community of economically disadvantaged people, it was hard for some of the residents to afford. First hand testimonials from those who were clientele of Annie Mae Ford Price note that she would take whatever a client could afford to pay, no matter the amount. This selflessness and graciousness was influential on her client's, even encouraging some of them to also become beauticians themselves. Lastly, it is key to note that Mrs. Price opened her shop to licensed cosmetologists. This ultimately stimulated economic growth by providing a space to cosmetologists who needed a work space as well as providing a space for the newer-licensed professional to work on their craft and build a clientele. The more experienced beauticians could help to teach their newer colleagues about their industry within this small business incubator.

### Conclusion

Within the city of Monroe, Price's has escaped the fate of demolition, and it is a visual reminder of Monroe and Ouachita Parish's story of racial segregation. It is the only African American beauty shop that retains its original appearance. Of the numerous beauty shops that once stood in town, Price's is the only free-standing mid-century African American beauty salon still standing in this historic African American residential neighborhood. There is at least one extant house nearby on 23<sup>rd</sup> Street that had an in-home beauty shop (this shop was operated by fellow beautician, Mrs. Essie Rayford) and one remaining shop in the former commercial district on Desiard Street.

Price's Beauty Shop represents a specific time not in only local history, but national history, An African American woman breaking away from domestic labor to gain economic freedom. It is of local significance under Criterion A because of its association with the ethnic heritage of the African American community and the role it plays in its local community.

---

## 9. Major Bibliographical References

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

---

<sup>24</sup> "Union Backs Tax for School Needs." *Monroe News-Star*, May 24, 1968, pg. 26.

<sup>25</sup> The press and curl style was first popularized via women like Madame CJ Walker, who sold products that offered a way to make afro-textured hair straighten more easily. The first at-home hair relaxer for men, quickly adopted by women, was introduced in 1954, just three years before Price's opened; Michelle Ganley. "From hot combs to hair grease: The journey behind afro-textured hair in American." February 6, 2023. <https://www.clickorlando.com/features/2020/02/25/from-hot-combs-to-hair-grease-the-journey-behind-afro-textured-hair-in-america/>. Accessed January 14, 2023.

Price's Beauty Shop

Ouachita Parish, LA

Name of Property

County and State

"3 Farm Families Honored at Southern U Convocation." *The Louisiana Weekly*, December 24, 1960, pg. 18.

"AL&M Railroad is the story of Northeast Louisiana; bumpy past smoothes as railroad grows with area." *The Ouachita Citizen*, October 30, 1970, page 1. Accessed via [www.newspapers.com](http://www.newspapers.com).

"Annie Mae Ford Price." Obituary. *Monroe News-Star*. December 13, 2006, pg. 15.

"Beauticians Picket Gov. Long's Office." *The Louisiana Weekly*, April 225, 1959, pg. 1.

Blokker, Laura. "The African American Experience in Louisiana." Historic context prepared for the Louisiana State Historic Preservation Office, 2012.

Davenport, Catherine. "Skin Deep: African American Women and the Building of Beauty Culture in South Carolina." University of South Carolina Masters Thesis, 2017.

Ganley, Michelle. "From hot combs to hair grease: The journey behind afro-textured hair in American." February 6, 2023. <https://www.clickorlando.com/features/2020/02/25/from-hot-combs-to-hair-grease-the-journey-behind-afro-textured-hair-in-america/>. Accessed January 14, 2023.

Gill, Tiffany. Beauty Shop Politics: African American Women's Activism in the Beauty Industry. University of Illinois Press: Urbana, Chicago, and Springfield: 2010.

"Green Book Historic Context and AACRN Listing Guidance (African American Civil Rights Network)." National Park Service. [Green Book Historic Context and AACRN Listing Guidance \(African American Civil Rights Network\) \(U.S. National Park Service\)](https://www.nps.gov/learn/education/green-book-historic-context-and-aacrnl-listing-guidance) ([nps.gov](https://www.nps.gov)). Accessed November 27, 2023.

National Register of Historic Places, Dean's Beauty Salon and Barber Shop, Portland, Multnomah County, Oregon, NR#100007455.

National Register of Historic Places, Downtown Monroe Additional Documentation, Monroe, Ouachita Parish, Louisiana, National Register #10000601.

National Register of Historic Places, Holman's Barber Shop, Columbia, Richland County, South Carolina, NR#100006884.

National Register of Historic Places, Miller-Roy Building, Monroe, Ouachita Parish, Louisiana, National Register #11000075.

National Register of Historic Places, Ruth's Beauty Parlor, Columbia, Richland County, South Carolina, NR#100005638.

Price's Beauty Shop  
Name of Property

Ouachita Parish, LA  
County and State

Neidenbach, Libby. "Beauty and the Ballot: New Orleans Civil Rights Activist Katie Whickam." Historic New Orleans Collection Research Center. <https://www.hnoc.org/publications/first-draft/beauty-and-ballot-new-orleans-civil-rights-activist-katie-whickam>. Accessed January 15, 2024.

Ouachita Parish Deed Research.

"Union Backs Tax for School Needs." *Monroe News-Star*, May 24, 1968, pg. 26.

**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: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** N/A

**10. Geographical Data**

**Acreege of Property** Less than 1 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: 32.511916 Longitude: -96.097737

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

See submitted boundary map. The property is bounded by Grammont Street to the south, S. 21<sup>st</sup> Street to the west and neighboring properties to the north and east.

Price's Beauty Shop  
Name of Property

Ouachita Parish, LA  
County and State

**Boundary Justification** (Explain why the boundaries were selected.)  
The boundaries selected reflect the historic boundaries of the property.

---

### 11. Form Prepared By

name/title: Jessica Richardson, Consultant  
organization: Richardson Preservation Consulting, LLC  
street & number: 251 Linda Ave  
city or town: Baton Rouge state: LA zip code: 70806  
e-mail richpresconsulting@gmail.com  
telephone: 225-937-6022  
date: November 26, 2023

---

### 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.)

### 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: Price's Beauty Shop  
City or Vicinity: Monroe  
County: Ouachita State: LA  
Photographer: Professor Drek Davis  
Date Photographed: October 2023

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



Price's Beauty Shop

Ouachita Parish, LA  
County and State

Name of Property

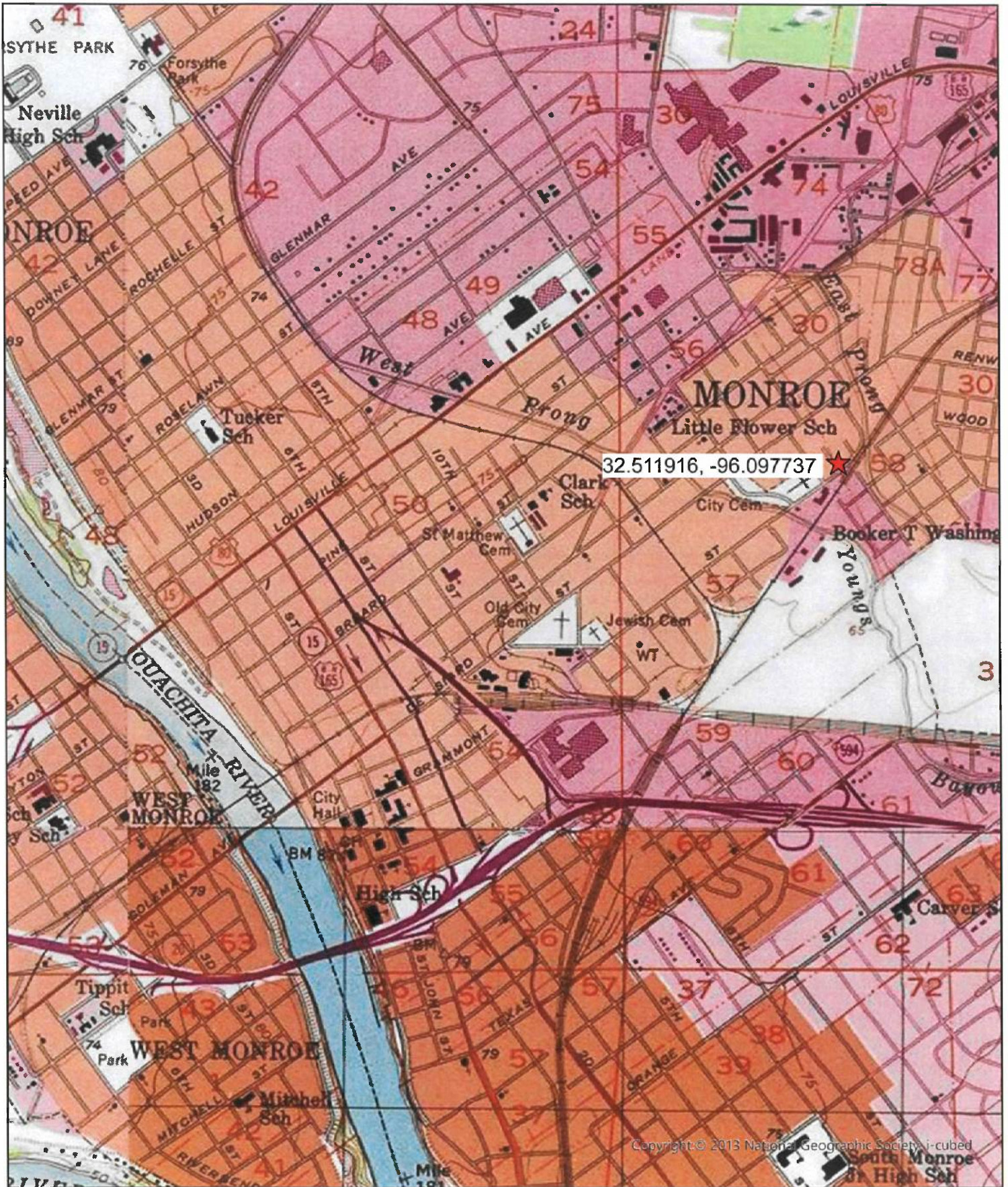
- 1 of 7: Façade of shop; view northwest.
- 2 of 7: Façade and northeast elevation of shop; view northwest.
- 3 of 7: Northwest (rear) and southwest elevation; view southeast.
- 4 of 7: Southwest elevation and façade; view northeast.
- 5 of 7: Interior of shop; view north.
- 6 of 7: Interior of shop; view east.
- 7 of 7: Interior of shop; view southwest.

**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

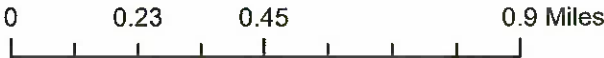
The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201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



Copyright © 2013 National Geographic Society, i-cubed



Price's Beauty Shop  
 Ouachita Parish, LA  
 Location Map





Date Created: 10/21/2023  
Created By: actDataScout

# Price's Beauty Shop

Ouachita Parish, LA

Boundary Map

1 inch = 25 feet

 Boundary

This map should be used for reference purposes only and should not be considered a legal document. While every effort has been made to ensure the accuracy of this product, the publisher accepts no responsibility for any errors or omissions nor for any loss or damage alleged to be suffered by anyone as a result of the publication of this map and the notations on it, or as a result of the use or misuse of the information provided herein.

# Price's Beauty Shop

Ouachita Parish, LA  
Exterior Photo Key



Price's Beauty Shop  
Ouachita Parish, LA  
Interior Photo Key

