

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name ATCO-Goodyear Mill and Mill Village Historic District
other names/site number American Textile Company

2. Location

street & number Roughly bounded by Sugar Valley Road to the north; Cassville Road and Pettit Creek to the east; Wingfoot Trail to the south; and Litchfield Street to the west.
city, town Cartersville () vicinity of
county Bartow **code** GA 015
state Georgia **code** GA **zip code** 30120

() not for publication

3. Classification

Ownership of Property:

- private
- public-local
- public-state
- public-federal

Category of Property:

- building(s)
- district
- site
- structure
- object

Number of Resources within Property:

Contributing

Noncontributing

buildings	264	24
sites	1	0
structures	4	0
objects	0	0
total	269	24

Contributing resources previously listed in the National Register: N/A

Name of previous listing: Etowah Valley Historic District, listed June 30, 1975 (see page 2)

Name of related multiple property listing: N/A

National Register of Historic Places **Continuation Sheet**

Section 3--Classification

The Etowah Valley Historic District, listed in the National Register of Historic Places on June 30, 1975, encompasses over 40,000 acres of the Etowah Valley region in Bartow and Floyd Counties in northwest Georgia.

The ATCO-Goodyear Mill and the associated village are located within the Etowah Valley Historic District. It is unclear whether the period of significance for the original nomination includes the mill and mill village. The mill and its associated resources developed between 1904 and 1959. The Etowah Valley Historic District nomination focuses on the archaeological resources located within the district, while only briefly describing, or omitting altogether, information regarding standing structures and other nonarchaeological resources. The ATCO-Goodyear mill and mill village are mentioned in passing in the existing nomination, but not specifically evaluated for significance to the Etowah Valley. The contributing or noncontributing status of the resources associated with the mill is not clearly explained or documented in the nomination, and the resources clearly do not appear to be included in the resource count. There is no context for the inclusion of these resources in the existing document.

The Etowah Valley district is the second largest district in Georgia, covering over 40,000 acres between Cartersville, Bartow County, and Rome, Floyd County, 27 miles to the west. Due to the size of the district it would be time consuming and inordinately expensive to try to update the entire district, and it would hold up the nomination of the mill and mill village for years. After consulting with National Register staff in Washington, it was decided that the best approach for the mill and mill village is to nominate them as a separate district.

The purpose of this nomination is to evaluate the significance of the ATCO (American Textile Company)-Goodyear Mill and the associated mill village. No other resources in the Etowah Valley Historic District are being reevaluated at this time, no additional acreage is being added to the district, and the boundaries of the district remain unchanged. The resource count on the previous page applies only to this nomination. No resources included in the count for the Etowah Valley Historic District were included in this document; conversely, no resources included in the count for the ATCO-Goodyear Mill and Mill Village were included in the resource count for the Etowah Valley Historic District. Contributing resources added to the National Register of Historic Places through this nomination number 269 (264 buildings, 1 site, 4 structures); noncontributing resources number 24 (all buildings).

This document justifies independent listing of the ATCO-Goodyear Mill and Mill Village Historic District within the Etowah Valley Historic District.

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination 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 meets the National Register criteria. () See continuation sheet.

Richard Lewis
Signature of certifying official

8-16-05
Date

for W. Ray Luce
Historic Preservation Division Director
Deputy State Historic Preservation Officer

In my opinion, the property () meets () does not meet the National Register criteria. () See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency or bureau

5. 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:

see continuation sheet

Daniel J. Vinn 10/21/05

for _____
Keeper of the National Register _____
Date

6. Function or Use

Historic Functions:

DOMESTIC/SINGLE DWELLING
RELIGION/RELIGIOUS FACILITY/CHURCH
INDUSTRY/PROCESSING/EXTRACTION/MANUFACTURING FACILITY/MILL
TRANSPORTATION/RAIL-RELATED/RAILROAD
TRANSPORTATION/RAIL-RELATED/RAIL DEPOT

Current Functions:

DOMESTIC/SINGLE DWELLING
RELIGION/RELIGIOUS FACILITY/CHURCH
TRANSPORTATION/RAIL-RELATED/RAILROAD
VACANT/NOT IN USE

7. Description

Architectural Classification:

LATE 19TH AND 20TH CENTURY REVIVALS/COLONIAL REVIVAL
LATE 19TH AND 20TH CENTURY REVIVALS/CLASSICAL REVIVAL
OTHER/FOLK VICTORIAN
LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS/CRAFTSMAN
OTHER/CENTRAL HALLWAY COTTAGE
OTHER/GABLED ELL COTTAGE
OTHER/QUEEN ANNE COTTAGE
OTHER/NEW SOUTH COTTAGE
OTHER/PYRAMID COTTAGE
OTHER/TEMPLE FRONT COTTAGE
LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS/BUNGALOW

Materials:

foundation Brick; Concrete
walls Brick; Wood/Weatherboard; Synthetics/Vinyl
roof Metal; Asphalt
other N/A

Description of present and historic physical appearance:

The ATCO-Goodyear mill and associated mill village are located northwest of downtown Cartersville, Bartow County, in northwest Georgia. In 1904, the American Textile Company (ATCO) constructed a mill and mill village just outside of the City of Cartersville. The mill manufactured fabrics used in the construction of horse collar pads. After 1917, the mill began to manufacture other types of cotton textile products. In 1929, the mill, along with the mill village and its facilities, was sold to the Goodyear Tire and Rubber Company for the manufacture of tire fabric. During World War II, the mill

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Section 7--Description

produced fabrics for several uses, including bullet sealing fuel tanks and machine gun belts. Constructed between 1904 and 1954, the mill complex and village lie on approximately 400 acres within the 40,202-acre Etowah Valley Historic District (see Section 3, Page 2).

The ATCO-Goodyear mill complex consists of a main building with several auxiliary buildings and is located in the eastern portion of the district. Constructed between 1904 and 1954, the buildings in the complex vary in height and materials. Constructed in 1904, the four-story rectangular brick main mill building (photographs 1, background; 2; 4, background; and 7, right) sits on a continuous brick foundation and is constructed of load bearing masonry with a wood post-and-beam system and wood floors. All four elevations feature segmental-arched window openings. Originally these windows let in air and light while the arches helped to support the weight of the building. Most of the windows have been covered, however, the original multi-pane window sashes are still in place. The building also features stair towers and a clock tower (the clock has been removed). The building housed the cording, spinning, and weaving operations, which produced the finished product, the duck cloth for which the mill was known. The mill had electric lights and used coal to produce the steam used to heat the buildings and run the machinery.

Other buildings constructed in 1904 include the picker building, boiler house, dye house and cloth room (nonextant), cotton warehouses with loading docks, pump house, and the engine room, which features a smokestack with a decorative brick pattern.

The picker building (photograph 6, center, slightly obscured) is located west of the main mill building and is connected by a stair tower. It is a three-story red brick building with segmental arched windows.

The extant cotton warehouses and loading dock (photographs 1, foreground, and 3) are located in the front of the main mill building along the railroad spur that runs through the mill complex. The warehouses were built of red brick and reinforced concrete. The loading docks rest on round-arched concrete supports. The warehouses consist of five storage rooms and an opening room in one section and two storage rooms in a second section. These are constructed with reinforced concrete floors and brick firewalls between the individual rooms.

An extant but non-functioning pump house (photograph 4) with direct access to Pettit Creek (east of the mill complex) is located between the two sections of the cotton warehouse. Water was also supplied from Cartersville. Water from both sources was stored in an elevated 50,000-gallon "tin man" type water tower (photographs 5 and 6). A system of underground pipes supplied running water to both the mill and the houses in the village, as well as to a fire prevention sprinkler system in the mill and fire hydrants throughout the village.

The boiler house and engine room (photographs 2, right, and 4) are located to the east of the main building. Each is a two-story red brick building with flat-arched windows that have been filled in and a gable roof. The smokestack that rises above the engine room has an intricate brickwork design.

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By 1927, the main building had almost doubled in size, and a forge (nonextant), stable, and additional warehouses (nonextant) had been constructed. The stables (photograph 5, right), located south of the picker building, are a one-story red brick building with a flat roof. Window openings, although still visible, have been filled in.

The mill was converted to tire fabric production in 1930 and remained essentially unchanged until the United States entry into World War II when it was equipped for war production. The early 1950s saw a major expansion of the mill with the addition of two new facilities. The rayon mill (photograph 6, right foreground), constructed south of the main building, was considered "a model of self contained efficiency." Completed in 1952, the one-story, red brick, windowless building was completely air-conditioned and artificially lighted. The expansion continued in 1954 with the construction of the pre-dip unit (photographs 1, left, and 7) where fabric is pretreated before final finishing. The building is constructed of sheet metal and conforms to the size and shape of the machinery. With this expansion, the mill was converted to synthetic textile manufacturing.

Access to transportation was an important factor in the development of the mill. The ATCO-Goodyear Mill is located on the Seaboard Air Line Railroad rail line (photograph 10) (later the L & N Railroad and currently the CSX line). As the automobile and later long-distance trucking became important means of moving people and goods, a major north-south highway was constructed in front of the mill. U.S. Highway 41, also known as the Dixie Highway, a 5,601-mile route that runs from Ontario, Canada to Miami, Florida, provided road access for the mill to ship the goods nationwide.

The mill looks much as it did in the 1950s after the completion of the last two buildings. There are two non-historic guardhouses (photograph 1) located north of the cotton warehouses. The mill grounds were wooded and landscaped and great pride was taken in maintaining the grounds. The residents of the village frequently used the grounds as a park and a picnic facility. Community events, such as mill sponsored field days, were also held on the mill grounds. Buildings that are no longer extant include the office, cloth and dye house, forge, and warehouses.

The mill village began to develop at the same time as the mill in 1904. The first houses were constructed on Avenues A through E north and northwest of the mill complex. There were 40 houses by 1905. Another phase of construction was completed in 1909 and included the newly named Barclay or Bartow Street, Park Avenue, Mill Street, Main Street, and Pettit's Street. In 1917 there were 110 houses for the 350 mill workers. By 1927, another 150 houses were constructed while some of the earlier houses were demolished. Houses for the supervisors and management were built at the site of the present tennis courts and on Gilliam Street across what is now Highway 41. These houses were larger than the average workers homes. None of the supervisor houses survives today. There was originally a section of 18 houses directly across Goodyear Avenue from the mill, constructed during the 1905 construction phase. These houses were demolished sometime between 1909 and 1927. A single street, Vigilant Street, with ten houses replaced them. There was also an area of houses at the front of the mill that are no longer extant. These houses are clearly seen in pictures of the mill taken shortly after Goodyear purchased the property, but do not show up on the 1927 Sanborn Insurance Map or the 1959 tax map. They were most likely built by Goodyear and

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were possibly more management or supervisors housing. They were possibly demolished to make room for the mill's expansion in 1952 and 1954. In 1929, when Goodyear purchased the mill and village, the company added 89 houses to the village in the western portion of the district. At the time of Goodyear's acquisition of the village, the streets underwent a final name change. The current street names are associated with the Goodyear Company and its products, such as Goodyear, Wingfoot, Defender, Akron, and Ohio. The houses in the mill village are single-family, one-story, wood-framed buildings with brick or concrete foundations, front porches, and asphalt roofs which housed the white mill workers.

Many different house types spanning the historic period are represented in the ATCO-Goodyear Mill and Mill Village Historic District. The gabled ell cottage was popular in the late 19th century. In plan it is T- or L-shaped and usually has a gabled roof. It consists of a gable-front at one end of a recessed wing. The Queen Anne cottage derives its name from the architectural style that it is most associated with, but the house type also occurs with elements of other styles or no style. It has a square mass with projecting front and side gables. The rooms are asymmetrical and there is no central hall. These houses were built during the 1880s and 1890s, and good examples are located at 1 Puritan Street (photograph 11); 18 Columbia Street (photograph 14, left); 19 Pathfinder Street (photograph 15); and 15 and 17 Allweather Street (photograph 20). The New South cottage was a very popular house type between the 1890s and the 1920s. It resembles the Queen Anne cottage with the notable exception of its emphasis on symmetry. It has a central square mass and gabled projections, but with a central hallway plan. The central hallway is flanked by offset pairs of rooms. The house located at 12 Defender Street (photograph 12) exhibits the central square mass and gable projections common to this house type. The pyramid cottage is one of the simplest house forms in Georgia. Built during the early 20th century, the type consists of a main square mass with four principal rooms and no hallway, and a steeply-pitched pyramidal roof. The house located at 15 Wingfoot Trail (photograph 24, center) is a good example of this house type. The temple front cottage was constructed in Georgia during the 1920s and 1930s, and is fairly evenly distributed throughout the state. It is characterized by its long rectangular form and full-width front porch beneath a gabled or hipped roof. It is three or more rooms deep with either a central hall or a hall-parlor plan. Good examples of temple front cottages are located at 1 Ohio Street (photograph 22), 34 Wingfoot Trail (photograph 23, left), 13 Wingfoot Trail (photograph 24, right), 5 Litchfield Street (photograph 27, foreground), and 47 Akron Street (photograph 34, right). The bungalow was very popular in all regions of Georgia from 1900 to 1930. It is most often associated with the Craftsman style. The house form is long and low with an irregular floor plan of rectangular shape, and integral porches are common. This house type is very common in the district. Excellent examples can be found at 1 Parmenter Street (photograph 21, left); 37 and 39 Litchfield Street (photograph 26); 25, 27, and 29 Akron Street (photograph 30); and 43 Akron Street (photograph 34, left).

The houses in the district have little or no ornamentation, which is common in late 19th and early to mid-20th century mill villages. The houses that have applied ornamentation exhibit characteristics of the Folk Victorian style and the Craftsman style. Folk Victorian-style characteristics include decorative details added to the porch, in the gables, and around windows and door openings. The houses at 16 Parmenter Street (photograph 14, right background) and 11 Parmenter Street

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(photograph 15, center background) have applied jigsawn woodwork on porch supports. Craftsman details such as exposed rafter tails are seen on houses located at 9 Parmenter Street (photograph 19, left); 37 Litchfield Street (photograph 26, right); 17 Akron Street (photograph 28, foreground); 27 Litchfield Street (photograph 29, center); and 43 Akron Street (photograph 34, foreground).

The historic houses in the district are situated on tree-lined streets (photographs 10, 18, 22, and 27) and share common setbacks (photographs 13, 20, 22, 27, and 30) although lots vary in size. Landscaping in the district includes mature trees, foundation plantings, grass lawns (photographs 12, 14, 17, and 27), sidewalks, and walkways leading to houses, and some historic granite curbing is visible (photographs 16, 23, 27, and 34). Each house had room for a garden, and the mill planted oak trees to line the streets. The streets in the mill village form a gridiron pattern with a network of service alleys (photograph 25) located behind each row of houses. Early maps of the village show wood and coal storage sheds behind each pair of houses. As automobiles became more commonplace the service alleys replaced the sheds. Some houses also retain their historic outbuildings (photograph 11).

The mill village also included a school, swimming pool, baseball and basketball facilities, tennis courts, and a church. A laundry and icehouse, beauty shop, barbershop, and a general store, which sold everything from food to furniture, provided goods and services for the mill workers. In the early years of the mill there was a common barn and pastureland for milk cows. The village was a vital part of the mill's operation, providing a total living environment for its employees. It was believed that this in turn would lead to a greater level of productivity. With the exception of Atco Baptist Church, all of the community facilities, which included the school, barber and beauty shops, general store, swimming pool, laundry/ice house, tennis courts, and lighted baseball and basketball facilities were located in a large open area at the corner of Goodyear Avenue and Clearwater Street (Land Lot 25 on attached map).

Three community landmark buildings are located in the district; a freight depot and two churches. The freight depot (photograph 9), which later served as an icehouse and a laundry, is a one-story brick building with segmental-arched window openings and a flat roof. Atco Baptist Church (photographs 31, background, and 32) is located northwest of the mill complex. It consists of a 1920 Classical Revival-style sanctuary and a 1998 Colonial Revival-style sanctuary. Faith Church (photograph 33), located northeast of the mill complex, now serves as the Tallatoona Early Childhood Development Center. The brick church appears to have been constructed in the 1920s or 1930s with a mid-20th century addition (photograph 33, right) and a more recent nonhistoric addition (photograph 33, left). Although not constructed by the mill, the church, due to its location, would have served the residents of the village.

The area around the ATCO-Goodyear Mill and Mill Village Historic District is currently experiencing moderate suburban and commercial development.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria:

A B C D

Criteria Considerations (Exceptions): N/A

A B C D E F G

Areas of Significance (enter categories from instructions):

Architecture
Community Planning and Development
Industry
Social History

Period of Significance:

1904-1959

Significant Dates:

1904-ATCO Mill constructed
1929-Goodyear purchased Mill and Village
1952-First expansion since World War II and new technology introduced with construction of rayon plant
1954-Pre-dip building completed, last building to be constructed at mill
1959-The City of Cartersville annexed the mill and mill village property and Goodyear began to sell mill village houses to private owners

Significant Person(s):

N/A

Cultural Affiliation:

N/A

Architect(s)/Builder(s):

W.M. McCafferty-builder

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Section 8--Statement of Significance

Statement of significance (areas of significance)

The ATCO-Goodyear Mill and Mill Village Historic District represents the early to mid-20th century development of manufacturing mills with associated mill villages in Georgia. The district is significant in the areas of social history and community planning and development for its development as a mill complex with mill village by the American Textile Company (ATCO) in the early 20th century and by Goodyear Tire and Rubber Company in the mid-20th century. The mill company was responsible for almost every aspect of the development and continuation of the mill and mill village. ATCO constructed the mill and platted and developed the original section of the mill village in 1905. ATCO and Goodyear expanded the mill complex throughout the early 20th century, subdivided more company-owned property, and constructed more mill housing. A still functioning network of service alleys provided off street parking for the residents. Houses for supervisors and management were built nearby and were somewhat larger. The houses built by the mill were rented at reasonable rates to its employees. The mill village also included a school, swimming pool, baseball and basketball facilities, tennis courts, and a church. A laundry and icehouse, beauty shop, barbershop, and a general store, which sold everything from food to furniture, provided goods and services. In its earlier years there was a barn and pastureland for milk cows. The village was a vital part of the mill's operation, providing a total living environment for its employees. It was believed that this in turn would lead to a greater level of productivity. The complete village is an exceptional example of the paternalistic welfare capitalism theory of the early 20th century.

The district is significant in the area of architecture for its excellent examples of mill village housing. The character-defining features of the single-family mill village dwellings include one-story height and wood-framed construction. The house types represented in the district, including gabled ell cottage, Queen Anne cottage, New South cottage, pyramid cottage, temple front cottage, and bungalow, have been identified as important in Georgia architecture in *Georgia's Living Places: Historic Houses in Their Landscaped Settings*, a statewide context study. It is also significant for the mill buildings that represent standard methods of construction using load-bearing brick, heavy timber, and metal siding.

The district is significant in the area of industry for the mill's function as manufacturing facilities. The American Textile Company produced cotton fabric for various uses. The Goodyear Tire and Rubber Company purchased the mill and the village in 1929. Mills and mill villages like the ATCO-Goodyear mill and the associated village exemplifies the industrialization of the South during the late 19th and early 20th centuries; this period was called the "New South" by newspaper publisher and industrial promoter Henry Grady of Atlanta. In 1959 the City of Cartersville annexed the Atco community including the mill and village, and Goodyear began selling the mill housing to private owners.

National Register Criteria

ATCO-Goodyear Mill and Mill Village Historic District is eligible for listing in the National Register of Historic Places under Criterion A in the areas of community planning and development and social history for the development of the area as a mill complex with mill village by the American Textile Company (ATCO) and Goodyear Tire and Rubber Company in the early and mid-20th century. It is

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Section 8--Statement of Significance

also significant in the area of industry for the mill's function as manufacturing facilities. ATCO-Goodyear Mill and Mill Village Historic District is eligible for listing under Criterion C in the area of architecture for its excellent examples of single-family mill village housing and the excellent examples of mill buildings constructed between 1904 and 0954.

Criteria Considerations (if applicable)

N/A

Period of significance (justification)

The period of significance begins in 1904 when the first buildings in the mill complex were constructed and construction of houses in the village began. The period of significance ends in 1959, which includes expansion of the mill in the early 20th century through 1954. The City of Cartersville annexed the Atco community including the mill and village in 1959. At that time Goodyear began to sell the houses in the village to the mill workers. That year marks the end to the paternalistic role played by mill owners in the lives of the mill employees.

Contributing/Noncontributing Resources (explanation, if necessary)

The overall degree of historic integrity of the resources in the ATCO-Goodyear Mill and Mill Village Historic District is high. The historic street plan, lot layout, placement of houses, and residential landscaping remain intact. Most of the buildings in the district are houses that exhibit a high degree of integrity with few alterations. Some minor alterations to a small number of houses include artificial siding (for example, photographs 15; 17; 21, left; and 34, left), partially enclosed porches (for example, photographs 13, center; 21, right; and 25), and sensitive or historic additions (for example, photograph 16, right). However, these changes do not compromise the historic integrity of the buildings. Contributing resources in the district are those constructed during the historic period that are significant in the areas of architecture, community planning and development, industry, and social history. These resources include residential, commercial, industrial, and community landmark buildings, that have retained their historic integrity and contribute to the historic context of the district as a whole. The contributing site in the district is the location of the mill baseball field, which still serves to community as a baseball park. The contributing structures in the district include the gridiron street plan, which includes extant service alleys, the portion of the Seaboard Air Line Railroad and L & N Railroad tracks (now CSX), a storage tank, and a smokestack.

The majority of noncontributing resources in the ATCO-Goodyear Mill and Mill Village Historic District were constructed after the period of significance. There are very few dramatically altered houses. Noncontributing resources in the district include those constructed after 1959 (for example, photographs 1, right; 13, background; 20, left background; 33, right; and 33, left) and those that have lost historic integrity due to alterations. Significant alterations within the ATCO-Goodyear Mill and Mill Village Historic District include loss of integrity of materials through the removal and replacement of historic exterior materials (for example, photographs 13, center, and 20, center background).

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Section 8--Statement of Significance

Developmental history/historic context (if appropriate)

****NOTE: The following history was compiled by Lisa Crawford, Alice Jung, Sallie Loy, and Suzanne Peters, graduate students, Kennesaw State University, March, 2001. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Atlanta, Georgia.**

In 1904, the American Textile Company (ATCO) built a mill and mill village in what was known as Atco, Georgia. ATCO was located one and one-half miles from the city of Cartersville. K.L. McClain, a gentleman from Greenfield, Ohio, along with builder and operator, W.M. McCafferty found the land on which the mill and its village would be located. The mill and village were built on 400 acres of prime farmland. The mill, up until 1917, manufactured fabrics used in the construction of horse collar pads. By 1917 the mill was worth one and one-quarter million dollars. Mr. McClain owned most of the company's stocks. Also, in 1917 the mill boasted 350 workers. Males and females were equally represented in the mill's workforce. The mill's policy was to pay well in order to attract more competent workers. Within seven months the employees had received four raises in salary. In 1917 the directors of the ATCO Mill were, E.L. McClain, owner, W.M. McCafferty, President, J.A. Miller, treasurer, L.J. Forrester, Secretary and C.R. Brown, vice-president and superintendent.

Built near the mill was the village, which housed all of ATCO's Caucasian workers. By 1917, the village consisted of 110 houses, a large communal cow pasture, a large communal vegetable garden, a church, a park, a commissary, a school, a post office, a barbershop, a beauty shop, and baseball parks. The average house consisted of four to seven rooms. A variety of floor plans were used. Each house had indoor running water and on each corner of each street was a well that supplied extra water to the tenants. Every home had land for flower gardens and in the back yards of each house coal and wood houses were constructed. The upper management lived in much larger houses than did the average worker. All the managers lived side-by-side on Gilliam Springs Road (nonextant). The streets were all lighted by electric lights. The mill and village had its own zip code (30106). All workers shared large common pasture areas for the purposes of raising vegetables and cows.

An article in the Atlanta Journal dated March 4, 1917 and written by J. Archie Willis, described the American Textile Company's mill in north Georgia, "A Cotton Mill Whose Idea of Welfare Work Is to Place Its Operatives on an Independent Basis; Where the Georgia Moonshiner Is Transformed Into a Law-Abiding Citizen; and Where the Children Are Given the Advantages of Compulsory Education."

The ATCO Church building was shared by two denominations, Methodist and Baptist. The school, located on Puritan Street, cost \$18,000 to build. It was a two-and-one-half-story brick building (nonextant). In 1917 the school, boasting compulsory education, was considered one of the best in Georgia. The commissary (nonextant) was an enormous department store where everything the mill workers needed could be purchased. Recreation at the ATCO mill village consisted of both baseball fields and basketball courts. Both of these playing fields were lighted so that the workers could enjoy these recreational activities even after dark.

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Section 8--Statement of Significance

After 1917, the demand for horse collar pads began to decline dramatically as a result of the tremendous growth of the American automobile industry. To survive the decline, the mill switched to the manufacture of other types of cotton textile products.

In the early months of 1929, S.A. Steele, vice president of the Textile Mills division of Goodyear Tire and Rubber Company began negotiations with ATCO's president, J.A. Miller, to buy the ATCO Mill. Goodyear's tire business was booming and the company needed a steady supply of tire fabric to meet the growing demands of the auto industry.

On June 29, 1929, ATCO Mill was sold to the Goodyear Tire and Rubber Company. The purchase price, which included the mill village and its facilities, was estimated to have been one million dollars. Initially Goodyear added eighty-nine new single-family homes to the village and made minor expansions at the plant to facilitate its conversion to the production of tire fabric.

The beginning of 1930 saw the county in a sweeping economic crisis as the Great Depression grew. Goodyear, which had just purchased the mill six months earlier, was faced with reducing the numbers of its workers until the economy improved. Mill families remained in their homes during this time but, without work, many were forced to accept food from the National Relief Council, which distributed free food from the mill village clubhouse (nonextant).

By 1934, the mill was in limited production again. It was at this time that the labor union movement came to ATCO-Goodyear. Even though the majority of mill employees appeared to have had little interest in joining the union, Goodyear asked the state to provide armed protection for the plant and the village property. The National Guard was called in and surrounded the property with machine guns and armed guards. Within a short period of time it was clear that there was no threat of organized violence from supporters of the union and the National Guard was recalled.

World War II brought the mill back into full production. Three hundred and four men and women left their jobs at the mill for active duty in the Service while a small number of others left to work in the high paying defense industry. During this time, the mill produced a variety of fabrics for everything from bullet sealing fuel tanks to machine gun belts. Male employees who were unable to serve in the war could join the local Georgia Home Guard. Employees and their families supported the war effort with War Bond drives, Victory gardens and patriotic rallies.

In 1952 Goodyear began its first major expansion of the plant with the construction of a rayon mill. The new mill facility was considered ultra modern and was described as a windowless, one story structure with air conditioning and artificial lighting. In 1954, Goodyear completed construction on the Pre-dip Unit building which was the result of a five million dollar development effort. Synthetic textile production had now completely replaced cotton textile products.

Goodyear management became a leader in the Southern textile industry by being one of the first to raise the hourly pay rate and cut the workday for it's employees from eleven hours to eight hours.

Workers received a pension plan, paid vacations, and full medical coverage. The company continued

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Section 8--Statement of Significance

to maintain all the amenities that had been part of the original mill village and went on to add a swimming pool (nonextant) and tennis courts. The village had it's own Boy and Girl Scout Troops, Women's Club, and Men's Bible Group.

In 1959, the city of Cartersville moved to annex the entire village property. At the same time, Goodyear offered village residents the opportunity to purchase their homes from the company. Once annexation was completed, Cartersville razed many of the original village facilities including the swimming pool, the school building, the commissary and the barbershop.

9. Major Bibliographic References

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Sanborn Insurance Map, Pelham, NY: Sanborn Map Company, 1905.

Sanborn Insurance Map, Pelham, NY: Sanborn Map Company, 1909.

Sanborn Insurance Map, Pelham, NY: Sanborn Map Company, 1927.

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Willis, J. Archie. "The Doors of The American Textile Company's Mill Are The Doors of Opportunity." The Atlanta Journal, Atlanta, GA, March 4, 1917.

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National Register of Historic Places **Continuation Sheet**

Section 9—Major Bibliographic References

Previous documentation on file (NPS): (X) N/A

- preliminary determination of individual listing (36 CFR 67) has been requested
- preliminary determination of individual listing (36 CFR 67) has been issued
date issued:
- 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, Specify Repository:

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

10. Geographical Data

Acreage of Property 135 acres

UTM References

- | | | | |
|----|---------|----------------|------------------|
| A) | Zone 16 | Easting 701440 | Northing 3784424 |
| B) | Zone 16 | Easting 701466 | Northing 3783503 |
| C) | Zone 16 | Easting 700531 | Northing 3783492 |
| D) | Zone 16 | Easting 700510 | Northing 3784409 |

The UTM References listed here apply only to the ATCO-Goodyear Mill and Mill Village Historic District and do not alter the UTM References for the Etowah Valley Historic District.

Verbal Boundary Description

The proposed boundary of the ATCO-Goodyear Mill and Mill Village Historic District is indicated on the attached map by a heavy black line.

Boundary Justification

The boundary of the ATCO-Goodyear Mill and Mill Village Historic District includes the ATCO-Goodyear Mill complex and related resources, the associated mill village, and the intact and contiguous land associated with the development of the Atco community.

11. Form Prepared By

State Historic Preservation Office

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organization Historic Preservation Division, Georgia Department of Natural Resources
mailing address 47 Trinity Avenue, S.W., Suite 414-H
city or town Atlanta **state** Georgia **zip code** 30334
telephone (404) 656-2840 **date** June 30, 2005
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- () **property owner**
- () **consultant**
- () **regional development center preservation planner**
- (X) **other: Graduate students**

Property Owner or Contact Information

name (property owner or contact person) Joel Adams
organization (if applicable) City of Cartersville Historic Preservation Commission
mailing address P.O. Box 139
city or town Cartersville **state** Georgia **zip code** 30120
e-mail (optional)

National Register of Historic Places **Continuation Sheet**

Photographs

Name of Property: ATCO-Goodyear Mills and Mill Village Historic District
City or Vicinity: Cartersville
County: Bartow
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: January, 2005

Description of Photograph(s):

Number of photographs: 34

1. ATCO-Goodyear Mill, (left to right) pre-dip unit, storage tank, cotton warehouses and opening room, and main mill (background); photographer facing southwest.
2. ATCO-Goodyear Mill, main mill building, engine room, boiler house, and smokestack; photographer facing northwest.
3. ATCO-Goodyear Mill, cotton warehouses, and storage tank; photographer facing southwest.
4. ATCO-Goodyear Mill, main mill building, engine house, boiler room, smokestack, pump house, and storage tank; photographer facing northwest.
5. ATCO-Goodyear Mill, water tank and stables; photographer facing northeast.
6. ATCO-Goodyear Mill, water tank, picker house, main mill, rayon mill.
7. ATCO-Goodyear Mill, pre-dip unit and main mill; photographer facing northwest.
8. Site of mill baseball field; photographer facing northeast.
9. Depot; photographer facing northwest.
10. Vigilant Street; photographer facing northeast.
11. Corner of Puritan Street and Clearwater Street; photographer facing northwest.
12. Corner of Defender Street and Mayflower Street; photographer facing southwest.
13. Pilgrim Street; photographer facing southwest.
14. Columbia Street; photographer facing west.

National Register of Historic Places **Continuation Sheet**

Photographs

15. Pathfinder Street; photographer facing northwest.
16. Corner of Ohio Street and Goodyear Avenue; photographer facing southwest.
17. Corner of Ohio Street and Pathfinder Street; photographer facing northwest.
18. Corner of Wingfoot Trail and Mayflower Street; photographer facing northwest.
19. Parmenter Street; photographer facing northwest.
- 2.0 Allweather Street; photographer facing northwest.
21. Corner of Parmenter Street and Wingfoot Trail; photographer facing northwest.
22. Corner of Ohio Street and Wingfoot Trail; photographer facing northwest.
23. Wingfoot Trail; photographer facing southwest.
24. Wingfoot Trail; photographer facing northwest.
25. Wingfoot Trail (rear of houses); photographer facing west.
26. Litchfield Street; photographer facing northeast.
27. Corner of Litchfield Street and Wingfoot Trail; photographer facing southeast.
28. Akron Street; photographer facing northwest.
29. Corner of Litchfield Street and Pathfinder Street; photographer facing southeast.
30. Akron Street; photographer facing northwest.
31. Corner of Goodyear Avenue and Mayflower Street; photographer facing west.
32. Atco Baptist Church; photographer facing northwest.
33. Tallatoona Early Childhood Development Center; photographer facing northwest.
34. Akron Street; photographer facing northwest.

(HPD WORD form version 11-03-01)