

SG 3173

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. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

## 1. Name of Property

historic name B. Mifflin Hood Brick Company Building

other names/site number \_\_\_\_\_

## 2. Location

street & number 686 Greenwood Avenue NE

N/A
N/A

not for publication

city or town Atlanta

vicinity

state Georgia code GA county Fulton code 121 zip code 30306-3766

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national  statewide  local

David C. Crass Signature of certifying official/Title: Dr. David C. Crass/Historic Preservation Division Director/Deputy SHPO Date 15 OCT 2018

Historic Preservation Division, Georgia Dept. of Natural Resources  
State or Federal agency/bureau or Tribal Government

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

Signature of commenting official \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ State or Federal agency/bureau or Tribal Government \_\_\_\_\_

## 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:) \_\_\_\_\_

David C. Crass  
Signature of the Keeper

12/6/18  
Date of Action

B. Mifflin Hood Brick Company  
 Name of Property

Fulton, Georgia  
 County and State

**5. Classification**

**Ownership of Property**  
 (Check as many boxes as apply.)

**Category of Property**  
 (Check only **one** box.)

**Number of Resources within Property**  
 (Do not include previously listed resources in the count.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

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

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

**Number of contributing resources previously listed in the National Register**

N/A

N/A

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: business

COMMERCE/TRADE: specialty store

**Current Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: professional

DOMESTIC: single dwelling

**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

NO STYLE

**Materials**

(Enter categories from instructions.)

foundation: STONE: granite, BRICK

walls: BRICK

roof: SYNTHETICS

other: \_\_\_\_\_

B. Mifflin Hood Brick Company  
Name of Property

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### **Narrative Description**

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

#### **Summary Paragraph**

The B. Mifflin Hood Brick Company Building is a south-facing, one-story, 11-bay brick building on Greenwood Avenue, just west of the National Register-listed Virginia-Highland Historic District and immediately adjacent to the Atlanta BeltLine. In 1909, a square, four-bay brick building with large, segmental arched windows below a band of inset brick panels and corbelling at the cornice was constructed on the property. In 1921, with B. Mifflin Hood's purchase of the property, a large, seven-bay addition was built to the east of the original building, nearly tripling its overall size. This addition includes a prominent entrance, marked by a parapet, which comes to a low-sloped point, and a panel, inlaid with the company name, "B. Mifflin Hood Brick Co.," spanning three bays over the door. The entrance is further highlighted by intricately patterned brick and tile work on the terrace and wide steps leading to the main, double door, which is flanked by two 20-light, fixed, metal windows each topped with a large fanlight. A simple brick cornice, several pilasters, and four 25-light metal windows with keystones comprise additional decorative features of the façade. Due to the slope of the land, the western, 1909 portion of the building is several feet lower than the later bulk of the building, creating a stepped appearance from the street. Large multi-light metal windows are found on the remaining elevations. A small clay tile addition, dating to the 1930s, extends from the rear northeastern corner of the building, and a basement apartment is also accessible from the rear. The building, which served as a showroom and offices for the B. Mifflin Hood Brick Company during the historic period, was rehabilitated in 2016 as a single-family residence with office and studio space. The entrance opens into a large room that served as the main display space for the company's products. A skylight brings light to the back portion of the room and small clerestory windows open into a narrow room, now a den, just behind the showroom. A variety of tile and brick patterning is found in the floors, baseboards, and wainscoting throughout the building, further exhibiting the company's namesake product. To the west, and down a short flight of stairs, is the 1909 portion of the building, which now houses studio and office space, a bathroom, and has a double-door entrance from the west elevation. To the east of the main showroom are bedrooms, a living room, and kitchen, which occupy former office and display spaces. Ghost marks on the floor and ceiling help decipher locations of former walls, removed by previous owners.

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### **Narrative Description**

*(The following description was written by Andrew Feiler and Laura W. Adams, the property owners as part of "B. Mifflin Hood Brick Company," Historic Property Information Form, drafts dated June 2014 and April 2015, as well as supplemental information dated July 2016, on file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia. The description was compiled and expanded by Laura Beth Ingle, Architectural Historian, Historic Preservation Division.)*

The B. Mifflin Hood Brick Company Building is located in northeast Atlanta, just west of the National Register-listed Virginia Highlands Historic District and approximately three and a half miles from Atlanta City Hall. The building faces south on Greenwood Avenue and to its immediate west is the Atlanta BeltLine, a former railroad track that is being redeveloped into a 22-mile biking/walking trail that will encircle the city.

The building is situated in a former industrial area that was serviced by a Southern Railways rail line and side spur. The former industrial property to the immediate south has been converted to a combination of residential and commercial lofts, while the two properties immediately to the north are new construction, one a multi-story condominium and the other a series of townhomes.

#### Exterior

The B. Mifflin Hood Brick Company Building is an 11-bay brick building composed of two main phases of construction, as is evident from the façade (photograph 1). The first phase, built in 1909, is a square, four-bay brick building on the western portion of the parcel, while the second phase is a rectangular, seven-bay brick addition built in 1921 when B. Mifflin Hood purchased the property. The land slopes down from east to west, which in turn requires that the western, 1909 portion of the building is several feet lower than the later bulk of the building, creating a stepped appearance from the street.

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The 1909 building has a granite foundation with beaded mortar joints (photograph 5). The basement is built into the hillside and is partially below grade. The exterior above is clad in red brick with some black brick accents, all bound with a red-tinted mortar. The brick is laid in Common, or American, bond and has six courses of stretchers between each course of headers. There are four, unevenly spaced wooden, two-over-two windows topped by segmental arches. Window sills are concrete. The frieze on this portion of the building has an articulated, geometric pattern highlighted with dark and light bricks, and it consists of a band of seven inset brick panels. The cornice atop the frieze is comprised of simple corbelling and creates a low parapet wall. The 1909 portion of the building contains just less than 2,000 square feet, with approximately 1,360 square feet on the main level and 620 square feet in the half basement.

The west elevation of this portion of the building reveals the partial daylight basement (photograph 11). A pair of half-lite doors with transoms is under a single segmental arch and provides entry to the 1909 building. This side entrance is accessed by a set of stairs leading to the main floor from the rear of the building and is sheltered by a shed-roofed awning. Both the stairs and the awning appear to be original. The entrance is flanked by windows identical to those on the façade, and immediately north of the entrance is a small brick chimney. Details of the frieze and cornice continue on this elevation and wrap to the rear elevation as well. The rear, or north, elevation has two pairs of large segmental arched window openings (like those found on the front and side elevations) flanking a tall, narrow segmental arched window opening (photograph 10). The basement level is fully exposed at the rear and has four windows, all with concrete sills and lintels, but with a variety of light patterns. The basement door is located on the east side of this elevation and is a board and batten door set deep into the foundation.

In 1921, the large, seven-bay addition was built to the east of the original building, nearly tripling its overall size. This addition includes a prominent entrance with a wide set of short, deep stairs (photograph 4). Leading from the sidewalk to these stairs is a small plaza-like area that showcases B. Mifflin Hood Brick Company products. This "plaza" is divided into three sections, and each section features a different decorative brick pattern. From west to east, these sections feature herringbone-patterned brickwork, square brick in alternating colors, and double basketweave-patterned brickwork.

The entrance within the 1921 portion of the building serves as the building's main entrance and is further highlighted by a parapet, a panel with the company name inlaid in brick, and four brick pilasters supporting this panel (photograph 3). The parapet comes to a low-sloped point and is accented by corbelling, similar to the detail found in the cornice of the 1909 portion of the building. The panel with "B. Mifflin Hood Brick Co." inlaid in brick is centered over the door and spans three bays. The double-door entrance with fanlight is flanked by two 20-light, fixed, steel windows each topped with a fanlight accented with a keystone. Below the windows is textured brick tile laid in a basketweave pattern.

The brick corbelling at the roofline extends the remaining four bays of the façade (photograph 6). Each bay contains a 25-light steel window with a jack arch, keystone, and brick sill. Above the windows there are inset panels, similar to those found on the 1909 portion of the building, and a simple brick stringcourse. Two pilasters, taller yet otherwise identical to those at the entrance, are found between the third and fourth windows and at the eastern corner of the façade. The 1921 portion of the building is clad in brick laid in running bond.

The east elevation has two 25-light steel windows, each with a jack arch, keystone, and brick sill, like those found on the façade (photograph 7). The parapet, which is capped with brick, continues around to this elevation from the façade; however, the decorative elements, such as corbelling and inset panels, do not continue on this elevation.

A small, 1930s addition extends from the rear of the 1921 portion of the building and is visible in photograph 7. The addition is approximately 200 square feet and is clad in a textured clay tile. During the recent rehabilitation, a door opening on the north elevation of this small addition was infilled and a non-historic awning was removed. The addition's west and east elevations each have a multi-light steel window, like those found in the 1921 addition (photograph 8).

The north, or rear, elevation of the 1921 portion of the building has five multi-light steel windows of varying width (photograph 9). All five windows have brick sills and lintels, and a full-light door was added within the frame of one window during the recent rehabilitation to provide access to a small wooden rear patio, which was also added during the recent rehabilitation. Within the 1921 portion of the building, a brick chimney is located on the west side of this elevation and extends high above the roofline. The flat roof is covered in a thermoplastic polyolefin (TPO) membrane.

Landscaping on the property is minimal. A curved retaining wall on the western end of the lot supports a small green space with grass and a few plantings. The area in front of the 1921 portion of the building was previously paved; however,

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small areas of the asphalt have been recently removed for the planting of several trees. The backyard naturally slopes down from east to west, and parking spaces are located behind the 1909 portion of the building.

Interior

The building's main, double-door entrance is found within the 1921 portion of the building and opens into the former showroom space for the B. Mifflin Hood Brick Company (photograph 13). Much like the wide entrance steps and plaza area on the exterior, the former showroom highlights the company's products by utilizing a variety of brick and tile treatments in the material finishes. Different colors, textures, and patterns are found on floors throughout the building. Red tiles laid in a herringbone pattern cover much of the former showroom floor, which is now used as an entry hall and dining room. Two diamond-patterned frames with a mix of red and black tiles lead to cased openings on the east and west walls of this room, and a simple brick tile baseboard runs around the perimeter of the room (photograph 12).

At the rear (or north end) of this space is a large, rectangular gabled skylight, which appears to be original (photograph 14). The rear wall of this room is plaster and has two square clerestory, hopper windows flanked by doors. The trim around the two doors and around the clerestory windows also appears to be original.

Both doors access a narrow, rectangular room, now used as a den (photograph 17). Within the den, floors are covered with a square tile and the brick trim "baseboard" continues. Walls and ceilings are plaster, and two original steel windows are located on the north wall just outside a pair of pilasters.

Prior to the recent rehabilitation, the building was divided into four separate units with two suites in the 1921 portion of the building and two suites in the 1909 portion of the building. During the rehabilitation, the two suites in the 1921 portion of the building were combined into one residential space, while the suites of the 1909 portion of the building were combined into a cohesive studio, gallery, and office space.

Moving east from the former showroom, the 1921 portion of the building contains a half-bath, living room, kitchen, guest bedroom and bathroom; laundry room; office; and master bedroom, bathroom, and closet. All these rooms retain original, maple hardwood flooring, and throughout the building, exterior walls are plaster, as are the 12-foot high ceilings. After the B. Mifflin Hood Brick Company vacated the building in 1947, many owners and occupants used the building over time, which resulted in the insertion and removal of many sheetrock walls throughout this portion of the building. While these walls did not date to the property's period of significance, their ghost marks on the ceiling and floor were retained, providing insight into the building's various floorplan changes over time (photographs 19, 23, 24, 27, and 28).

Historic photographs in marketing materials show that a wall with two doors separated the former showroom from the hardwood-floored areas. During the rehabilitation, this visual separation was reintroduced with the insertion of a half-bath (photographs 15, 20, and 22).

East of the half-bath is a large, open room which now serves as the living room and kitchen (photographs 21-24). Per the company's marketing materials, the hardwood-floored areas of the 1921 portion of the building were also used as a showroom for the trades. Historically, this open area boasted multiple static displays of brick and tile building products. The combined living room and kitchen space terminates to the east at a modern sheetrock wall, which includes built-in shelving. Openings in this wall were added at the north and south ends to connect the two former suites and create one unified residential space.

At the southern opening, large pocket doors separate the living room, guest bedroom, and office (photograph 26, 28, and 29). Pocket doors also separate rooms on the eastern edge of the 1921 portion of the building, creating a narrow hallway that runs from north to south (photograph 33).

The northeast corner of the 1921 portion of the building contains the master bedroom (photograph 34). From this bedroom, there is direct access to the small 1930s addition. This addition has been divided into two rooms and now serves as the master bath and master closet (photograph 35 and 36). A short hallway connects the master suite to the kitchen and living room (photograph 34).

The 1921 portion of the building connects to the original 1909 portion of the building via a large door centered on the west wall of the former showroom. This wall is the plaster-covered brick exterior wall of the original 1909 building. The trim around this door appears to be historic. The door leads to a modern set of stairs, which descend about four feet to the 1909 portion of the building (photograph 39).

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Floors in the 1909 portion of the building were resurfaced in B. Mifflin Hood Brick Company tile and brick after Hood purchased the property in 1921, and the Hood brand can be seen on the edge of the tiles that form a decorative baseboard. Much like the former showroom in the 1921 portion of the building, these rooms were meant to highlight the product while also providing useful space for the company's operations.

Going west down the hallway, there are rooms to the north and south. To the south is a room that currently functions as a studio and work space. The floor in this room is covered in square tiles of red and yellow arranged in a striking checkerboard pattern (photograph 43). The room to the north has been subdivided to include a full bathroom in its southeast corner (photograph 42). The room now serves as an office and has two windows on the north (or rear) elevation (photograph 44). Because the plaster in this room is no longer extant and exterior brick walls are exposed, the infilled window opening with jack arch is apparent on the east wall. This is the only room in the 1909 portion of the building that does not have B. Mifflin Hood Brick Company flooring. The original sub-floor remains below modern vinyl flooring.

Immediately west of the office is a door that leads to a closet. However, this door historically accessed stairs down to the basement. These stairs are preserved in place but are currently inaccessible due to a false floor which converted the space into a closet. The east, south, and west walls that surround this former staircase are topped with original, two-over-two clerestory windows (photograph 39).

To the north of the former staircase is a half-bath with brick tile flooring and wainscoting (photograph 40). The door to this bathroom is also topped with an original two-over-two clerestory window (photograph 39). At the end of the hallway, at the southwest corner of the former staircase, a large ceramic pipe runs from floor to ceiling and historically provided venting for a stove in the basement.

Beyond the hallway is an open area extending from the south wall to the north wall (photographs 39 and 41). Based on ghost marks in the ceiling and floor and the variety of flooring materials and patterns, this space was likely divided into several rooms historically. Flooring patterns include: red rectangular tiles in a stack bond pattern, red square tiles in a running bond pattern, and red and yellow square tiles arranged in a checkerboard pattern. Exterior walls and walls along the half-bath and former staircase also have baseboards made of B. Mifflin Hood Brick Company tile with the Hood brand clearly visible along the edges of the tiles. This space has its own entrance via a pair of half-light doors with transoms on the west elevation of the building. These doors are accessed by a short set of stairs. Like the rest of the building, ceilings here are 12 feet high and covered in plaster.

An L-shaped partial wall at the end of the hallway separates a small portion of this space on the south wall. Prior to the rehabilitation, this space functioned as a kitchenette, but cabinets and appliances have been removed. The east wall of this space is topped with original two-over-two clerestory windows like those found above the former staircase and the half-bath (photograph 39).

Below the main floor level of the 1909 portion of the building is a partial basement. Originally, the basement was accessible via the stairs from the main floor level, but today it is accessed by an exterior door at the rear of the building. This area functions as a studio apartment, and the floorplan was not altered during recent rehabilitation. The basement apartment has low, concrete ceilings, concrete floors, and plaster walls. Upon entering the basement, there is a door to the east which provides access to the crawl space under the 1921 portion of the building. The crawl space previously contained the steam boiler, but it was removed during rehabilitation and this space is now used for storage. West of the entrance is a simple open room which serves as a bedroom and sitting area (photograph 46). A closet and the inaccessible stairwell separate the bedroom from the bathroom, kitchen, and dining area to the west (photograph 45).

After the death of B. Mifflin Hood in 1946 and of his daughter in 1947, the building changed hands and was used as office space for many companies, often several at one time. This further suggests the building's interior was divided into separate and changing suites over time. Despite these changes in ownership and use, the building retains substantial integrity in all seven aspects of integrity. Original features include: decorative exterior brick work; original windows; brick tile flooring, baseboards, and wainscoting; hardwood flooring; the large industrial skylight; original interior clerestory windows; plaster on the exterior walls and ceilings; and a largely intact former showroom space.

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**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

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

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions.)

SOCIAL HISTORY

INDUSTRY

COMMERCE

**Period of Significance**

1921-1947

**Significant Dates**

1921 – property purchased by Hood and  
seven-bay addition constructed

1947 – property sold by Hood's estate

**Significant Person**

(Complete only if Criterion B is marked above.)

B. Mifflin Hood

**Cultural Affiliation**

N/A

**Architect/Builder**

N/A

**Period of Significance (justification)**

The period of significance for the B. Mifflin Hood Brick Company Building is from the date of Hood's purchase of the property and construction of the seven-bay addition in 1921 until it was no longer used by the company sold by Hood's estate in 1947.

**Criteria Considerations (explanation, if necessary)**

N/A

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance and applicable criteria.)

The B. Mifflin Hood Brick Company Building is significant at the local level under National Register Criterion B in the areas of social history and industry for its association with B. Mifflin Hood, a prominent and altruistic businessman and engineer/inventor who moved to Atlanta from Philadelphia in 1904 and established a successful brick and ceramics business. When Hood arrived in Atlanta, he was shocked by the working conditions, abuse, and neglect of the convict leasing system, which allowed private companies to acquire prisoners for use as free labor and was widespread in the South at the time. He began fighting for reformation of the system and proudly advertised his own products as “non-convict” brick. In addition to his work in ending the use of convict labor, Hood also worked to improve the industry of brickmaking and ceramics in the South, bringing technological advances such as shale brick and manufactured quarry floor tile to Atlanta; registering multiple patents during his career; and starting a Ceramic Engineering Department at the Georgia Institute of Technology. The building is also significant at the local level under Criterion A in the area of commerce as a good example of a showroom and headquarters for an Atlanta-based business that traded goods across the Southeast. While the building on Greenwood Avenue housed the main offices and showroom for the company, various display rooms, sales offices, and warehouses were scattered throughout the Southeast in Georgia, Alabama, Tennessee, North Carolina, and Florida. Hood’s products were utilized throughout the region and as far away as Mexico, with fifteen carloads shipped to the country and “to twenty different states east of the Rocky Mountains,” according to a November 9, 1922 edition of the *Manufacturers Record*.

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

The B. Mifflin Hood Brick Company Building is significant at the local level under Criteria A and B in the areas of social history, industry, and commerce. Its significance in both social history and industry is due to its association with B. Mifflin Hood, an important voice in the Progressive Era movement, who broke with tradition by refusing to use convict labor and fighting to overturn the legality of the convict leasing system, who worked throughout his life to improve the ceramics industry through innovation and technological advances, and who operated a successful regional company with headquarters in Atlanta, Georgia.

Benjamin Mifflin Hood was born in 1877 in Maryland and grew up in Philadelphia, attending the University of Pennsylvania and the Johns Hopkins Institute. At the age of 18, Hood attended the Cotton States and International Exposition in Atlanta and was excited by the products and technologies promoted there. After college and some graduate work, he moved to Atlanta in 1904 and quickly became interested in the burned clay industry. An advertisement from December 1909 in *The Atlanta Georgian and News* shows that just five years after arriving, Hood had a well-established business with display and sales space in the Candler Building in downtown Atlanta. In fact, by 1910, the company had six plants across the southeast and advertisements touted buildings throughout the southeast as being built with its products.

However, Hood was much more than a successful and prominent business man. While growing his business was an important endeavor, he also felt very strongly about his civic duty to end the convict leasing system and threw himself into the campaign to prohibit the practice. It is his association with this movement which gives the building significance in the area of social history. Hood was instrumental in bringing about the end of this convict leasing system in Georgia, which freed the industrial worker from competition with convict labor and improved working conditions for convicts, who were often convicted for minor crimes or wrongfully imprisoned and forced into hard labor.

In 1866, Georgia was among the first states in the southeast to allow the practice of convict leasing. Under this system, states (and often county and city entities as well) could lease out convicted prisoners to work for local planters, coal mines, brick manufacturing companies, and other industrialists for a small fee paid to the convict’s imprisoner. Most of the prisoners were African Americans convicted of minor offenses, and often with lengthy sentences extended to pay exorbitant fees associated with their cases. The employers were then responsible for feeding and housing the prisoners.

While the convict leasing system was immensely profitable to both state governments and the private companies using the cheap forced labor, prisoners suffered tremendously. They generally worked under dangerous conditions, endured beatings and neglect, and in a few instances, were victims of murder. In 1908, Georgia officially ended programs for leasing convicts; however, the practice was still in use, in some form, until 1942.



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When Hood arrived in Atlanta in 1904, he was horrified to see the convict leasing system in operation and refused to use convicts in his brick-making endeavors. It was the height of the Progressive Era, a period in American history from 1890 to 1920 when reformers aimed to improve social and economic conditions brought on by rapid industrialization. In Georgia, and across the South, major focuses of reform included prohibition, women's suffrage, regulation of child labor, expansion of education and social services, and of course ending the convict leasing system (Zainaldin and Inscoe 2008).

Hood became a leading Progressive voice in Georgia. He is often credited with being a primary reformer in the effort to end convict leasing in the state and lobbied the legislature to prohibit the practice. He was passionate and vocal about the cause and advertised his belief in the non-convict labor system frequently in local newspapers. From January 1905 to November 1909, Hood regularly ran advertisements in *The Atlanta Georgian and News* touting the non-convict status of his company's brick and encouraging readers to "buy free labor." Occasionally he would even run multiple ads on the same page, repeating powerful phrases such as "this is a tribute to free labor" (January 23, 1905) and "shale brick made by skilled free labor out of nature's best material" (April 2, 1909).

Hood believed prisoners should work for the government, improving and building the public road system. In a May 31, 1909 advertisement, he stated "there would be no good road movement were convicts still making brick" indicating changes and decreased usage of the convict leasing system. Yet despite official outlaw of the system in Georgia in 1908, the practice clearly carried on as Hood also continued to run advertisements touting his brick as "free labor" and "non-convict" brick. One advertisement in the November 11, 1908 edition of *The Atlanta Georgian and News* stated, "2,250,000 NON-CONVICT BRICK delivered in the last sixty days. In the face of convict competition, this is a tribute to FREE LABOR," and is signed "B. MIFFLIN HOOD."

In addition to his many advertisements, Hood was wont to submit letters editorializing his stance on the convict leasing system. In February 1910, snippets from one such letter appeared in *Brick*, an industry newsletter. He stated "with the termination of convict leases there has come a new era in the brick business in Georgia. Young men are coming to the front. Brand new plants with modern machinery are working on newly discovered deposits at Rockmart, Rome, and Adairsville." He went on to say, "I have never worked a convict, but have always favored free labor, and am vitally interested in these various industries... When you place your orders be sure to use non-convict brick and patronize the man who is making competition possible." So, even in his push for a more equitable system, Hood was always the consummate businessman – forever promoting his product.

The B. Mifflin Hood Brick Company Building is also significant in the area of industry for Hood's innovations in the manufacturing of brick and tile, his pioneering work in the use of southern clays, and his role in the implementation of a ceramics engineering educational program in Georgia. In Douglas Blackmon's *Slavery by Another Name*, the author referred to Hood as "a technologically more advanced competitor in the brick-making business" when discussing the field of brickmaking in 1908 in Atlanta. Throughout his life, Hood continued to develop the practice of ceramics, and the B. Mifflin Hood Brick Company manufactured several forms of highly sought after roofing tiles, floor and decorative tiles, and shale face brick. These products were used in the construction of thousands of buildings of all types, from individual houses and apartment buildings to commercial buildings and public institutions, such as hospitals, post offices, and schools. These buildings utilized Hood's products in their load-bearing or decoratively-clad exterior walls; ornamental floors with intricate patterns; fireplaces and mantels in a variety of textures, colors and styles; and sturdy tile roofs.

Hood is also recognized as a pioneer in the production of chemical brick for fertilizer, and the chemical and oil industries in the South. According to his May 12, 1946 obituary in *The Chattanooga Times*, after joining the American Ceramic Society, he became a regular ceramics investigator, with the goal of developing clay products in the South, so that the region would no longer lag behind leading manufacturers of the northeast. In 1915, after taking a special course in ceramics at the University of Illinois, Hood experimented with raw materials for floor tiles and became the first manufacturer of quarry floor tile in the southern states (*The Chattanooga Times* 1946). Around this time, he decided there should be an educational element of clay production in the south; however, with the outbreak of World War I, plans to implement this were put on hold for several years.

Despite the sudden halt in Hood's plans to promote the ceramics industry's advancement, he stayed busy in the late 1910s, as he was approached by the American government to produce a clay product used in the manufacturing of chemicals found in explosives. This product was a spiral acid ring, or a cylinder of vitrified shale, which took Hood and his staff four months of experimentation to develop. Throughout the war, the company provided 120 million of these rings, or

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7,000 carloads, to explosives manufacturers on behalf of the military (Manufacturers Record 1922 and The Chattanooga Times 1946).

After World War I, Hood expanded his business and built the only shale roofing plant in the South at the time. Within a year of this plant's opening, its products were being shipped to 15 states. Around the same time, Hood and his associates began studying the installation of roofing tiles, and on November 18, 1930, the company received patent #1781992 for an "apparatus for making tiles," which was specifically related to roofing tiles and included nail holes for securing the product to buildings. This is just one of several patents secured by the company under Hood's leadership.

B. Mifflin Hood was a big supporter of higher education and believed that if university programs focused on ceramics, the South could compete with northern ceramics manufacturers, who held the market at the time. According to a March 11, 1923 article in the *Atlanta Constitution*, "Georgia has a greater variety of raw ceramic material than any of these states [Ohio, New Jersey, Illinois, and New York] and the establishment of a ceramic school here by affording opportunities for practical research will inevitably stimulate manufacturing enterprises employing such materials." The Georgia Institute of Technology (Georgia Tech) was primed to host such a program and its board of trustees, at Hood's urging, approved proceeding with the program.

In March 1923, Hood spearheaded a planning meeting for the program and by 1924, he had raised sufficient funds to open the Ceramic Engineering Department. It became the first university in the south to have both a *school* of ceramics and a ceramics *building*. Hood believed that such a program provided the "opportunity to make Georgia the 'Empire State of the South' in industry as well as agriculture" (*Atlanta Constitution* April 1, 1923). The department later combined with the School of Metallurgical Engineering to become the current School of Materials Science and Engineering, and the university continues to retain professor position named in Hood's honor.

The B. Mifflin Hood Brick Company Building is also significant in the area of commerce as a good example of a showroom and headquarters for an Atlanta-based regional business trading goods across the Southeast and beyond. Hood's obituary in *The Chattanooga Times* noted that his company was the first company in the South to close on an order for 1,000,000 face brick. This order came through its contract with Loyola University in New Orleans. Additionally, another article introducing a letter from Hood, described the company as having "created a new industry" and it was "pushing its business with such energy that it is meeting the most intense competition from Eastern and Western manufacturers, and is capturing trade not only at home but in foreign lands" (Manufacturers Record 1922).

Probably due in part to Hood's never-ending salesmanship, the company seemed to continually grow, and in the early 1920s was in need of a larger headquarters. An advertisement in the December 4, 1921 issue of the *Atlanta Constitution* announced the company's new home office and showroom, stating, "To the Architects, Contractors and Builders of Atlanta, the completion of our new home located on Greenwood Avenue at the Southern Railway. Due to the increased facilities at our new location, we will be better positioned than ever before to serve our customers. These facilities include a new General Office Building constructed for our needs." The announcement went on to discuss the "ample retail space for showing our manufactured products" and states the city sales office and display room in the Candler Building and the warehouses at Hurt Street and DeKalb Avenue would remain operational.

According to the letter from Hood in the November 1922 *Manufacturers Record*, the company's "1922 business in the manufacture of burned clay products for the building industry has been very successful, and we look for it to continue equally so if not better in 1923... We believe that 1923 will be a sane, safe and sure year for a good business in our line." It appears that Hood's predictions proved true. The early days at 686 Greenwood Avenue were profitable, and the B. Mifflin Hood Brick Company continued to thrive in its home in northeast Atlanta until Hood's death in 1946 and the subsequent sale of the property in 1947.

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**Developmental history/additional historic context information** (if appropriate)

*(The following history was written by Andrew Feiler and Laura W. Adams, the property owners as part of "B. Mifflin Hood Brick Company," Historic Property Information Form, drafts dated June 2014 and April 2015, as well as supplemental information dated July 2016, on file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia. The history was compiled and expanded by Laura Beth Ingle, Architectural Historian, Historic Preservation Division.)*

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Throughout the 19th century, the land currently occupied by the B. Mifflin Hood Brick Company Building was a small part of a 200-acre farm. In 1907, descendants of Richard Copeland Todd subdivided the land, and a year later George Austin purchased several lots within this acreage. Austin had come to Atlanta with his brother, Frank Austin, from Dallas, Texas where the pair operated a bridge manufacturing company. They incorporated the Austin Brothers Bridge Company in Atlanta and in 1909 built a four-bay brick building on the western edge of the property on Greenwood Avenue, adjacent to the Southern Railway rail line.

Offices for the Austin Brothers Bridge Company were located in the four-bay building for about 12 years. Then in 1921, B. Mifflin Hood purchased the building and surrounding land. At that time, Hood built a seven-bay brick addition and modified the existing four-bay building to highlight his company's products. The building with its large addition became the new headquarters and showroom of the B. Hood Mifflin Brick Company.

B. Mifflin Hood Brick Company

When the company opened its doors at the Greenwood Avenue location, it had already been in operation for 15 years and officially incorporated since 1916. According to a letter from B. Mifflin Hood, published in full in an article from the November 9, 1922 edition of *Manufacturers Record*, "We began as pioneers in 1906, when we manufactured for the first time in the Southern States rough texture shale brick under the name of Hood's Oriental, and we are today manufacturing the same product in the same texture, and in the same wealth of color."

Hood had moved to Atlanta from Philadelphia during his late 20s and initially worked in the real estate business. However, his interest in the burned clay industry and the ceramics field ignited shortly after his arrival in Atlanta in 1904. As he noted in his 1922 letter to *Manufacturers Record*, just two years later he was doing groundbreaking work in the southeast for the field. Hood's company grew out of his interest in the burned clay industry, an interest which increased after he learned of undeveloped shale deposits in North Georgia.

By 1909, just five years after arriving in Atlanta, Hood had a well-established shale brick business with display and sales space in the Candler Building, one of downtown Atlanta's premium office addresses at the time (*The Atlanta Georgian and News* 1909). Just a year later, the company had plants across the southeast and advertisements touted buildings from New Orleans to Nashville as being built with its products. Hood also built manufacturing plants and additional sales and operating offices throughout the region with ventures in Memphis, TN; Raleigh, NC; Savannah, GA; New Orleans, LA; Charlotte, NC; Jacksonville, FL; Greensboro, NC; Tampa, FL; Miami, FL; and Daisy, TN.

Hood's letter in the November 1922 *Manufacturers Record* went on to outline additional advances of his company from the "original line of pottery fireplaces and quarrie [sic] floor tile" in 1913 to the opening of his new plant (the first of its kind in the South) to manufacture these floor tiles in 1916. He also noted his company's "pioneer" role in the manufacturing of spiral acid rings for the government's use in making explosives during World War I and his successful development of a shale roofing tile in the early 1920s. The business continued to grow and expand with the help of Hood's entrepreneurial spirit and his insistence on continuing education to advance and improve the company's product lines. One of Hood's goals was to make the southern brick manufacturing business competitive in quality and quantity to the large brick and ceramic manufacturers of the northern states. The article noted that developing the south's natural resources, such as the "almost limitless quantity" of southern clays could bring prosperity to the region much like cotton manufacturing did in the past and said Hood's letter "should be an inspiration to other people for the establishment of other industries in every part of the South."

B. Mifflin Hood's company made a wide variety of highly sought after burned clay, face brick, shale brick, floor tile, roofing tile, and decorative tile products. Multiple patents were granted to Hood and his employees for their innovations, and the company also held several trademarks on its most innovative and popular tile products. The company also trademarked "Pottry," which it defined as the "family name for the varied lines of brick and tile manufactured by the B. Mifflin Hood Brick Company" (B. Mifflin Hood n.d.). Many of the products included materials such as crushed pottery and shale, which gave the ceramics a variation in color and a velvety texture. The ceramics were also high-fired, using new firing technology, which gave them a hardness and durability that was desirable and difficult to achieve through traditional glazing methods.

In 1909, two notes addressed to B. Mifflin Hood appeared in the June 5<sup>th</sup> and June 12<sup>th</sup> editions of *The Atlanta Georgian and News*. On June 5<sup>th</sup>, Henry Metzger, the city engineer for Columbus, Ohio stated they would only be using shale brick

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for sidewalk and sewer construction, as the shale is “so far superior to mud brick that a fair comparison can scarcely be made.” A week later, on June 12<sup>th</sup>, the note from the Charles McCaul Company of Philadelphia, Pennsylvania continued praise of Hood’s shale brick, calling it “exceptionally good quality” and stated that an order for two million bricks from the company’s Rockmart brick plant had been delivered promptly and successfully.

A letter written by Hood to a prospective customer, the Reverend T. B. Larrimore of Gainesville, Florida, on November 11, 1912, showed Hood’s seriousness as business person, technologist, and innovator. “Are you going to erect a new college building?” Hood asked. “Why not use SHALE BRICK? They are so superior to Mud Clay Brick.” And he continued,

You will find we are making the best brick produced in the South, and equal to the very best made in the North. During 1911 we made great progress and are now burning our brick by gas. Experts say our Press Brick are perfect. Our Wire Cut Impervious Brick will stand the severest moisture, ink and acid tests. Hood’s Orientals are rough texture, and produce as handsome and artistic wall effects, in design, texture and color, as can be woven into tapestry and rugs. Prices are right, being much lower than equal quality can be obtained elsewhere. You are guaranteed quality, speed, reasonable prices and satisfaction (Hood 1912).

Even with Hood’s assurance in the quality of his products, and the public endorsement of his products by customers, he continually aimed for improvement and innovation, so in 1915, B. Mifflin Hood and six of his employees took a course at the University of Illinois in ceramic engineering. Upon their return to Atlanta, the company introduced quarry floor tile (mentioned in 1922 letter to the *Manufacturers Record*) and other high-end tile products.

Patent records show Hood and his associates continued to innovate. On July 13, 1920, the B. Mifflin Hood Company received patent #1346786 for a machine to form clay tower spirals. These spirals were used in the acid-making process, another innovation noted in Hood’s letter to the *Manufacturers Record* letter. On November 18, 1930, the company received patent #1781992 for an “apparatus for making tiles.” This patent specifically related to roofing tiles, which were substantially flat and included nail holes for securing the product to buildings. The company was also given credit in an April 5, 1935 issue of *The Technique*, Georgia Tech’s student newspaper, for an employee’s invention of a ceramic pencil for painting tiles in color.

With business expanding and the product line growing, by 1921 the company needed a new headquarters. This headquarters building would be located at 686 Greenwood Avenue in northeast Atlanta. An advertisement from the B. Mifflin Hood Brick Company appeared in the *Atlanta Constitution* in December 1921, and it was addressed “To the Architects, Contractors and Builders of Atlanta.” The announcement trumpeted “the completion of their new home located on Greenwood Avenue at the Southern Railway.” It went on to explain,

Due to the increased facilities at our new location, we will be in better position than ever before to serve our customers. These facilities include a new General Office Building, constructed for our needs. We have three large warehouses, a private side-track, and ample yard space for storing our manufactured products, which now include our new Double Lock Channel Face Brick and Riviera Roofing Tile (*Atlanta Constitution* 1921).

As this announcement makes clear, the location served multiple purposes. It was an office building that also served as a sales center marketed to the building trades. Manufacturing was done at the company’s numerous plants. Multiple warehouses, which are no longer extant, were on the property, and with its location on the railroad, shipping from the plants and to consumers was easy.

Letterhead from 1928 also makes it clear that 686 Greenwood Avenue was continuously considered the company’s headquarters. The letterhead identifies offices in Charlotte, Raleigh, Greensboro, Greenville, Memphis, New Orleans, Tampa, and Miami but says, “Home Office: 686 Greenwood Ave., N.E., Atlanta, GA.”

The “new home” on Greenwood Avenue boasted several decorative elements to show off the company’s product. These include: a pediment above a new three-bay entrance; an inscription across that pediment in brick letters several feet high reading “B. Mifflin Hood Brick Co.”; a wide set of steps made entirely of B. Mifflin Hood Brick Co. bricks and pavers arranged in a variety of decorative patterns with contrasting colors; and a wide variety of company products used in the interior’s floors and baseboards in both the 1921 addition and 1909 original building.

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Throughout the region there remain numerous buildings built with B. Mifflin Hood Brick Company products. Bricks, roofing tiles, and flooring tiles were used extensively in construction projects during the first half of the 20th century, and many of these buildings are still extant. The list of buildings in which B. Mifflin Hood products were used is far too extensive to document in its entirety, but a few of the more significant Georgia projects include:

- 1910 – Inman Hall, Agnes Scott College, Atlanta, GA
- 1910 – Carnegie Libraries, Athens, Barnesville, and Atlanta (Luckie Street Branch), GA
- 1911 – U.S. Post Office and Courthouse, Forsyth Street, Atlanta, GA
- 1912 – Grady Hospital, Atlanta, GA
- 1912 – Robert E. Lee Institute, Thomaston, GA
- 1915 – East Lake Golf Club, Atlanta, GA (roof tiles)
- 1918 – Peachtree Southern Railway building, Atlanta, GA
- 1928 – Berry College, Rome, Georgia (roof tiles)

A company catalog entitled “Burned Clay Products” was released in the mid to late 1920s and touts the company’s “efforts towards the improvement and development of its products in attaining the ideals established by the founder of the company.” It goes on to discuss the thousands of buildings, of all types, throughout the South and other parts of the country that were built with the company’s brick and tile products. According to the catalog, “These structures as a whole exemplify what has been most widely approved and generally accepted as the best types of modern architectural designs.” At the time, Hood operated six manufacturing plants, and the catalog explains that each manufacturing unit was supervised by a “technically trained” man who specialized in “the production of but one class of ‘Pottery’ Brick and Tile.” Per the catalog, it was this specialization that made the successful production of a wide and varied line of ceramics possible.

One of the company’s many plants was located in Tennessee, near Chattanooga, and Hood established a home there in 1928; however, the Greenwood Avenue building continued to serve as company headquarters and operations center. It was only with the death of Hood in 1946 and that of his daughter in 1947, that the building and company were sold. The 1947 city directory, for the first time in a quarter of a century, shows no tenancy by the B. Mifflin Hood Brick Company at this location.

B. Mifflin Hood

Born on September 3, 1877 in Cambridge, Maryland, Benjamin Mifflin Hood was the son of Jennings Hood and Mary Sudler. The Maryland Hoods can trace the family’s lineage to the earliest period of the nation’s settlement with the founding of Hood’s Mills in Howard County, Maryland in 1672 (Northen 1912). Starting around the time of the Revolutionary War, every generation of Hoods had a “Mifflin Hood,” and it was Benjamin (always shortened to “B.”) who carried on this tradition with his generation.

His early childhood was spent on a Maryland farm before the family moved to Philadelphia for better education opportunities for Hood and his two brothers. He went to Central High School of Philadelphia, and then in 1902, graduated from the University of Pennsylvania with a Bachelor of Arts degree. After finishing his undergraduate work, he took courses at the Drexel Institute, a technical school in Philadelphia, and Johns Hopkins University (*The Chattanooga Times* 1946).

In November 1902, Hood married Laura Ethelberta Shipley of Maryland (Northen 1912). The pair had two daughters, Carroll Sudler Hood, born in 1905, and Elizabeth Shipley Hood, born in 1910. Hood’s profile in the 1912 volume of *Men of Mark in Georgia* identified him as “a Methodist, a Mason, and a Democrat” and “a good a public-spirited citizen.” In addition to his strong business acumen, Hood was also an incredibly involved citizen and progressive thinker.

After high school, at the age of 18, Hood attended the Cotton States and International Exposition in Atlanta and was excited by the products and technologies promoted there. This excitement over the potential of technological advances paired with his doctor’s advice to “move into the open spaces” led Hood to abandon his post-graduate studies and move to Atlanta in 1904 (*The Chattanooga Times* 1946).

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The Cotton States and International Exposition was held in what is now Piedmont Park in 1895 with nearly 800,000 visitors attending, including President Grover Cleveland who presided over the opening. The exposition was designed to promote the products and technologies of the American South and to promote the region as a place to do business. It was the heart of a broader effort to help the South rebuild its economy after the Civil War. It also provided the forum for Booker T. Washington's "Atlanta Compromise" speech, a controversial but significant event in the evolution of race relations in America.

When Hood and his wife arrived in Atlanta just shy of a decade after the exposition, he was briefly involved in the real estate business before delving into the ceramics industry. To obtain the resources and the manpower necessary to produce brick, Hood knew he would need many employees able to do hard labor. At that time in Georgia, many labor-intensive industries, such as brickmaking and coal mining, looked to convict labor to inexpensively produce goods. However, Hood could not fathom supporting such a system. He was horrified by the tightening noose of Jim Crow laws and one of its most egregious outcomes – the convict leasing system.

Following the end of the Civil War, numerous states in the South, including Georgia, were engaged in leasing prisoners to private companies for manual labor. Railroad companies, timber harvesting companies, coal mining companies, brick manufacturing companies, and road-building companies were acquiring prisoners from the state to work in these labor-intensive industries. Private companies paid a small fee to the prison and provided food, clothing, and housing for convicts. News reports state there was widespread physical abuse of prisoners in this system by the private overseers. There were many reports of brutally dangerous working conditions, beatings, neglect, whippings, and murders.

In 1904, at the heart of the Progressive Era, in a region not known for progressive impulses on race relations, B. Mifflin Hood became an important Progressive Era voice. He was opposed to the leasing of convicts to perform manual labor for private companies and lobbied the legislature to prohibit the practice. Hood also advertised his brick as "free labor" and "non-convict" brick, using this progressive message as a sales tool. One advertisement in the November 11, 1908 edition of *The Atlanta Georgian and News* stated, "2,250,000 NON-CONVICT BRICK delivered in the last sixty days. In the face of convict competition, this is a tribute to FREE LABOR," and is signed "B. MIFFLIN HOOD." After the abolishment of the convict leasing system, at least one of the B. Mifflin Hood Brick Company's competitors, the Chattahoochee Brick Company, which used convict labor, collapsed.

Hood's profile in the 1912 volume of *Men of Mark in Georgia* is largely devoted to his role in overturning the convict leasing system. According to the write-up, "contemporaneously with his business enterprise he carried forward a propaganda along what he conceived to be a line of civic duty, by devoting half of his time to an effort to induce the people of Georgia to place State convicts on the public highways and not lease them out to private individuals for personal profit." In *Slavery by Another Name*, Doug Blackmon's book on Jim Crow laws, Blackmon also credits Hood with being a leading reformer behind the effort to end convict leasing. With the end of the convict leasing system, industrial workers were freed from competition with convict labor, and as the *Men of Mark* profile states, with the system overturned, the condition of convicts improved and the public gained a civilized system in place of a barbaric one (Northen 1912). From these beginnings as an important voice for Progressive Era reform, B. Mifflin Hood rose to become a prominent member of the Atlanta business and civic community as well as leader in the brick and ceramics industry nationally.

Hood was also very interested in the pursuit of education. To that end, in 1915, he and six of his employees took special courses in ceramic engineering at University of Illinois. After returning to Atlanta, Hood decided students in Georgia should be able to study the new field of ceramic engineering and began lobbying for a program at Georgia Tech. With the outbreak of World War I, Hood was forced to put his goals for Georgia Tech temporarily aside in order to focus on the war effort. During the war, he manufactured vitrified shale cylinders used in explosive devices. He was a proponent of raising money through war bonds and raising money for the Red Cross. In 1920, Hood was given a Certificate of Merit from the War Department in recognition of his war efforts.

After the War, Hood renewed his efforts to establish a Ceramic Engineering Department at Georgia Tech. In 1924, the School of Ceramics became a reality, as did a building dedicated to the department, with money raised by Hood. The department and the building were the first of its kind in the South. Hood was head of the committee establishing the program's curriculum and securing teachers. In an April 1, 1923 article in the *Atlanta Constitution*, he noted that Georgia is rich in clay resources, but because of a lack in education and southern manufacturers, this raw material was shipped to the north for production and then returned to Georgia as finished products. He thought this was a waste of money and

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effort and a missed opportunity for Georgia's economy. His stated goal at the time he was to make Georgia the "Empire State of the South in industry as well as agriculture" (Atlanta Constitution 1923).

B. Mifflin Hood was highly respected in the Atlanta business community, in the building community, and in the brick and ceramics manufacturing community. He served on many boards, and his leadership skills were evidently recognized by his peers, as he was often voted into leadership positions. He was elected vice-president of the Atlanta Builders Exchange in 1912; voted to serve on the Board of Directors of the Atlanta Chamber of Commerce in 1913; and selected to be on the Oglethorpe University Board of Founders in 1922. Hood also was one of the original founders and developers of several of Atlanta's historic neighborhoods, including Oakhurst in 1907 and Lenox Park in the 1930s. More directly associated with his career path – he was a member of the American Ceramic Society and was elected president of that group in 1925 and vice-president in 1927.

Hood's May 12, 1946 obituary in *The Chattanooga Times* is a litany of innovations and accomplishments. Many of these accolades refer to his pioneering work in the brick and ceramics industry, such as the production of chemical brick for fertilizer; experimentation with raw materials for floor tiles; manufacturing the first quarry floor tile in the southern states; and building the only shale roofing plant in the South. However, it was likely his impacts on education and the social aspect of his business that were his proudest legacies and made the most lasting impacts in Georgia. Hood's role in ending the convict leasing system in Georgia cannot be underestimated. At a time when his competitors relied heavily on this brutal system, making such a business decision was likely difficult and economically challenging. Yet through his vocal protests, he showed a business could thrive without the use of convict labor, giving industrial workers much needed employment. His legacy in the education of ceramic engineers in Georgia continued to grow even after his death, as the B. Mifflin Hood Brick Company was sold in 1947 and two-thirds of the proceeds from the sale were left to the Georgia Tech Ceramic Engineering Department (The Technique 1947). The bequest provided the fledgling program with substantial funds to sustain itself (in some form) into the present. The Ceramics Engineering Department later combined with the School of Metallurgical Engineering to become the current School of Materials Science and Engineering, and it continues to retain a B. Mifflin Hood professor position, named for program's early benefactor and lifelong champion.

B. Mifflin Hood's work embodied the combination of entrepreneurial drive and technological innovation that came to characterize the American capitalist economic model that emerged in the 20<sup>th</sup> century, and he embraced a philanthropic spirit that guided his actions personally and professionally.

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**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**

**Acreage of Property** Less than one acre  
(Do not include previously listed resource acreage.)

**Latitude/Longitude Coordinates**  
**Datum if other than WGS84:** \_\_\_\_\_  
(enter coordinates to 6 decimal places)

**1. Latitude:** 33.776885                      **Longitude:** -84.364783

**Verbal Boundary Description** (Describe the boundaries of the property.)  
The boundary is indicated by the heavy black line on the attached parcel map, which is drawn to scale.

**Boundary Justification** (Explain why the boundaries were selected.)  
The proposed boundary is the current legal boundary associated with the building.



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### 11. Form Prepared By

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name/title Laura Beth Ingle  
organization Historic Preservation Division, GA Dept. of Natural Resources date October 2018  
street & number 2610 GA Hwy 155 SW telephone (770) 389-7844  
city or town Stockbridge state GA zip code 30281  
e-mail laurabeth.ingle@dnr.ga.gov

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### Additional Documentation

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Submit the following items with the completed form:

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

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### Photographs:

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Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: B. Mifflin Hood Brick Company Building

City or Vicinity: Atlanta

County: Fulton State: Georgia

Photographer: Andrew Feiler, Property owner

Date Photographed: November 2015 and April 2016

Description of Photograph(s) and number:

1 of 46. Front façade of building. Photographer facing northeast.

2 of 46. Front façade of building. Photographer facing northwest.

3 of 46. Front façade of building, main entrance. Photographer facing north.

4 of 46. Front façade of building – 1921 portion of building, including main entrance. Photographer facing northeast.

5 of 46. Front façade of building – 1909 portion of building. Photographer facing north.

6 of 46. Front façade of building – 1921 portion of building. Photographer facing north.

B. Mifflin Hood Brick Company

Fulton, Georgia

Name of Property

County and State

- 7 of 46. East (side) elevation of building. Photographer facing southwest.
- 8 of 46. North (rear) elevation of building – 1921 portion of building, including small 1930s rear addition. Photographer facing southeast.
- 9 of 46. North (rear) elevation of building – 1921 portion of building. Photographer facing south.
- 10 of 46. North (rear) elevation of building – 1909 portion of building. Photographer facing south.
- 11 of 46. West (side) elevation of building – 1909 portion of building. Photographer facing east.
- 12 of 46. Entry Hall and Dining Room – 1921 portion of building. Photographer facing northeast.
- 13 of 46. Entry Hall and Dining Room – 1921 portion of building. Photographer facing northwest.
- 14 of 46. Dining Room with skylight – 1921 portion of building. Photographer facing northwest.
- 15 of 46. Entry Hall and Dining Room – 1921 portion of building. Photographer facing east.
- 16 of 46. Entry Hall, floor detail – 1921 portion of building. Photographer facing east.
- 17 of 46. Den – 1921 portion of building. Photographer facing west.
- 18 of 46. Dining Room from Living Room – 1921 portion of building. Photographer facing west.
- 19 of 46. Living Room, floor detail with ghost mark – 1921 portion of building. Photographer facing east.
- 20 of 46. Bathroom – 1921 portion of building. Photographer facing south.
- 21 of 46. Living Room and Kitchen – 1921 portion of building. Photographer facing northeast.
- 22 of 46. Living Room and Kitchen – 1921 portion of building. Photographer facing northwest.
- 23 of 46. Kitchen, with ceiling and floor ghost marks – 1921 portion of building. Photographer facing northwest.
- 24 of 46. Kitchen, with ceiling and floor ghost marks – 1921 portion of building. Photographer facing west.
- 25 of 46. Living Room and Entry Hall – 1921 portion of building. Photographer facing west.
- 26 of 46. Living Room and Guest Bedroom, with floor ghost marks – 1921 portion of building. Photographer facing east.
- 27 of 46. Living Room, with floor ghost marks – 1921 portion of building. Photographer facing east.
- 28 of 46. Guest Bedroom and Office, with floor ghost marks – 1921 portion of building. Photographer facing northeast.
- 29 of 46. Office – 1921 portion of building. Photographer facing northeast
- 30 of 46. Guest Bathroom – 1921 portion of building. Photographer facing northeast.
- 31 of 46. Guest Bathroom – 1921 portion of building. Photographer facing west.
- 32 of 46. Closet – 1921 portion of building. Photographer facing east.
- 33 of 46. Hallway along east elevation – 1921 portion of building. Photographer facing south.
- 34 of 46. Master Bedroom – 1921 portion of building. Photographer facing southwest.

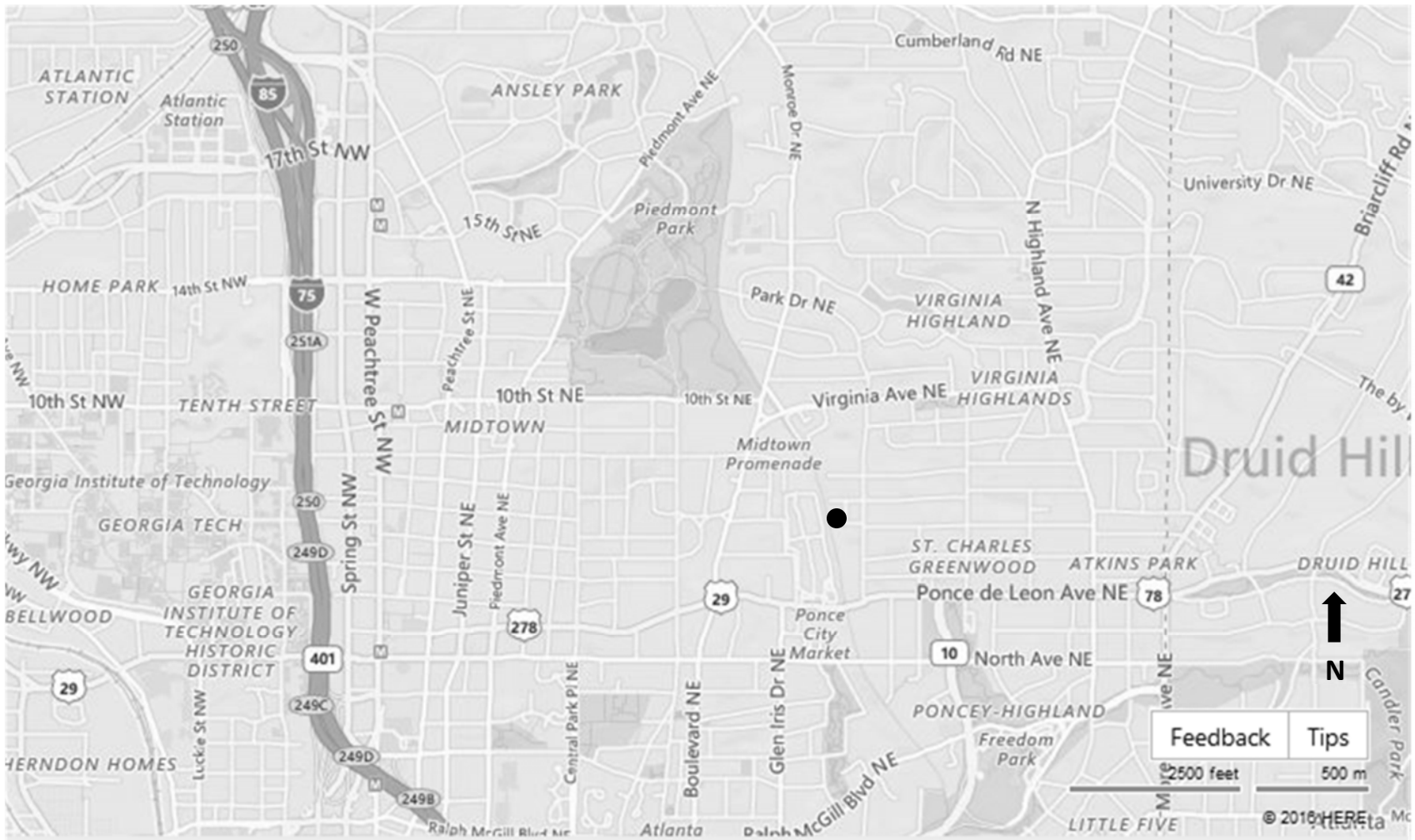
B. Mifflin Hood Brick Company

Name of Property

Fulton, Georgia

County and State

- 35 of 46. Master Bathroom – 1930s addition. Photographer facing southwest.
- 36 of 46. Master Closet – 1930s addition. Photographer facing east.
- 37 of 46. Closet – 1921 portion of building. Photographer facing south.
- 38 of 46. Laundry Room – 1921 portion of building. Photographer facing southeast.
- 39 of 46. 1909 portion of building. Photographer facing east.
- 40 of 46. Bathroom – 1909 portion of building. Photographer facing northeast.
- 41 of 46. Side Entrance area – 1909 portion of building. Photographer facing south.
- 42 of 46. Bathroom – 1909 portion of building. Photographer facing east.
- 43 of 46. Studio and Work Space – 1909 portion of building. Photographer facing east.
- 44 of 46. Office – 1909 portion of building. Photographer facing northeast.
- 45 of 46. Basement bedroom – 1909 portion of building. Photographer facing southeast.
- 46 of 46. Basement kitchen – 1909 portion of building. Photographer facing southwest.



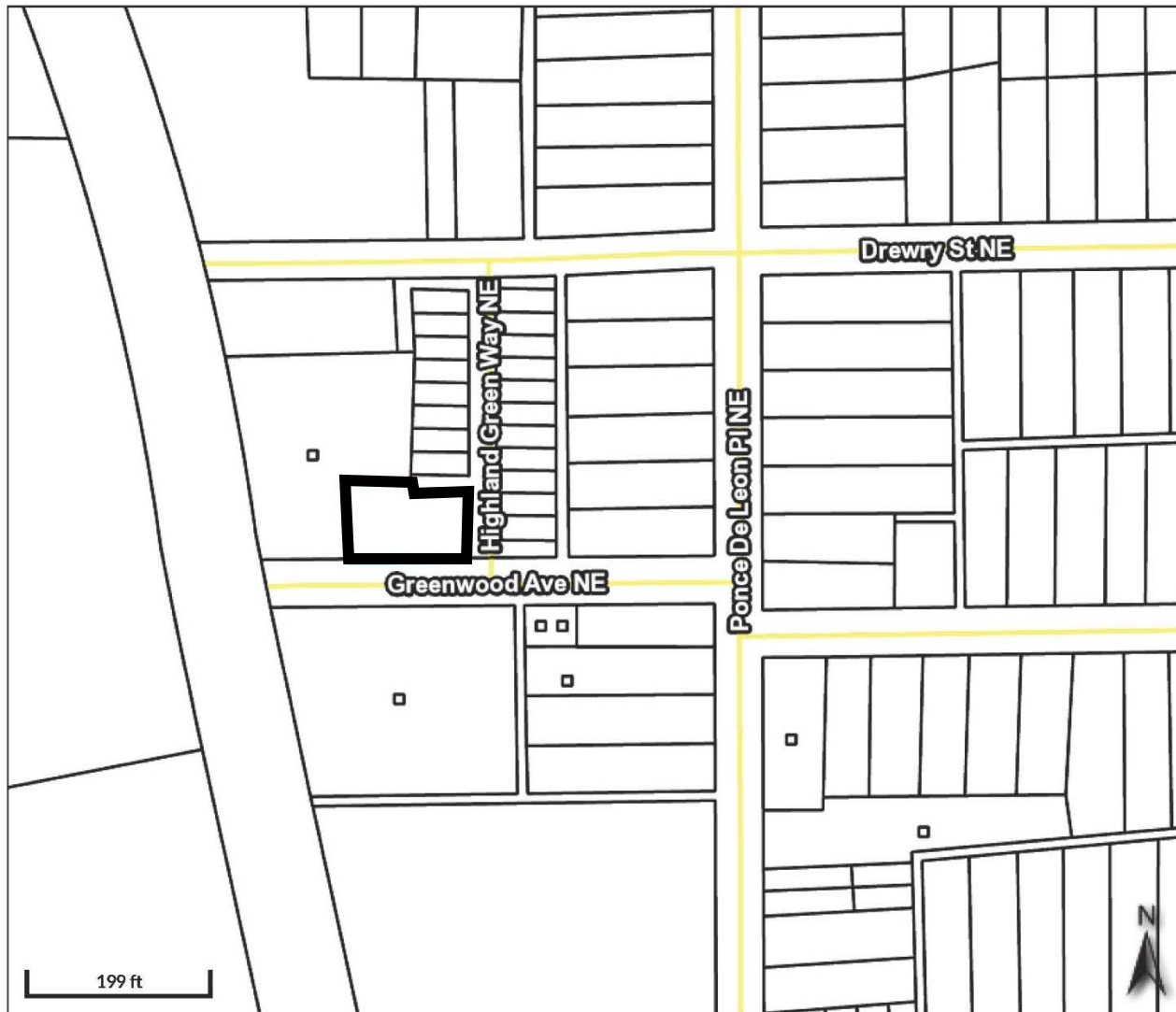
**B. Mifflin Hood Brick Company Building**

686 Greenwood Avenue NE  
Atlanta, Fulton County, Georgia

Source: Bing Maps, 2016

North: ↑

Latitude: 33.776885, Longitude: -84.364783



Overview



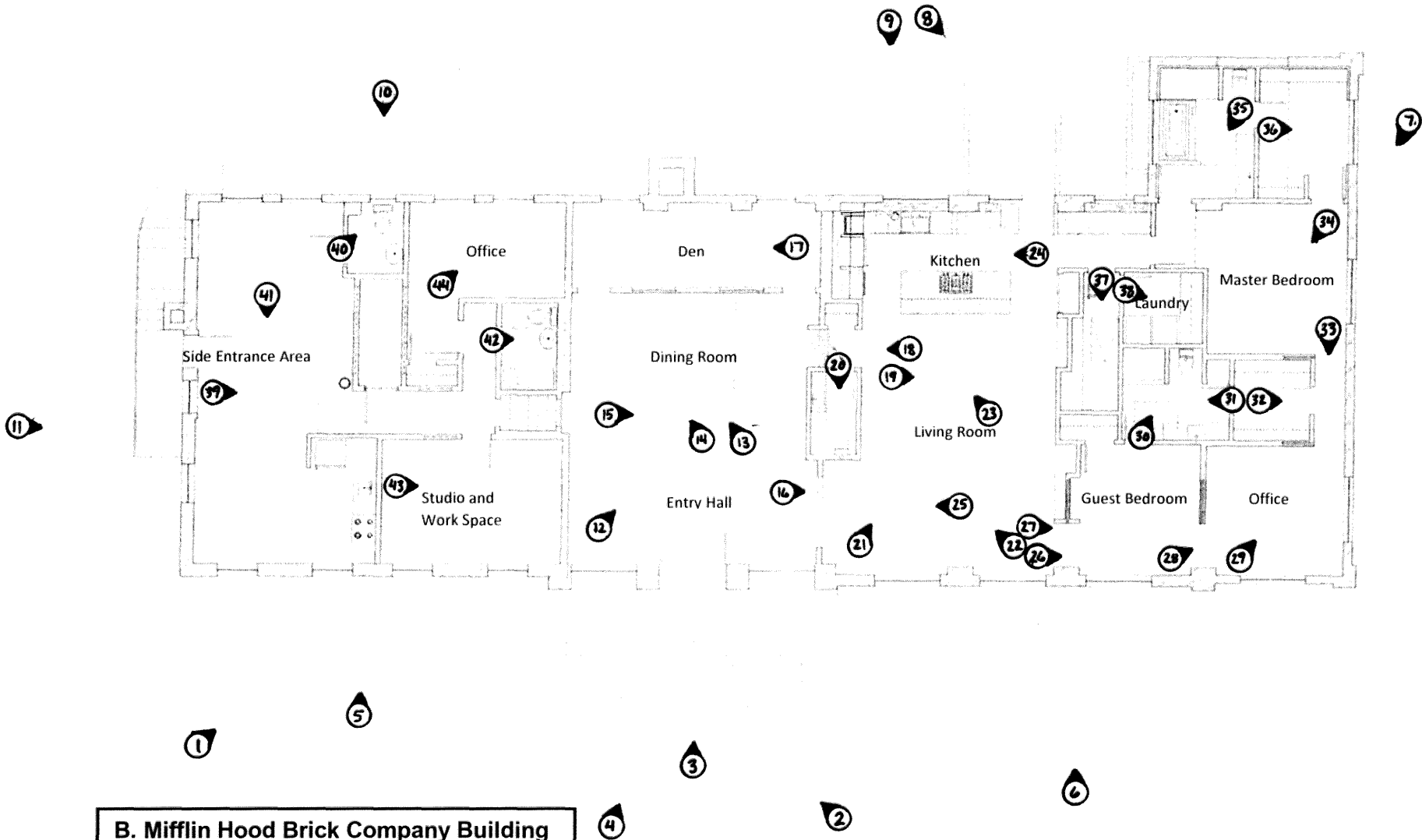
Legend

- Parcels
- Roads

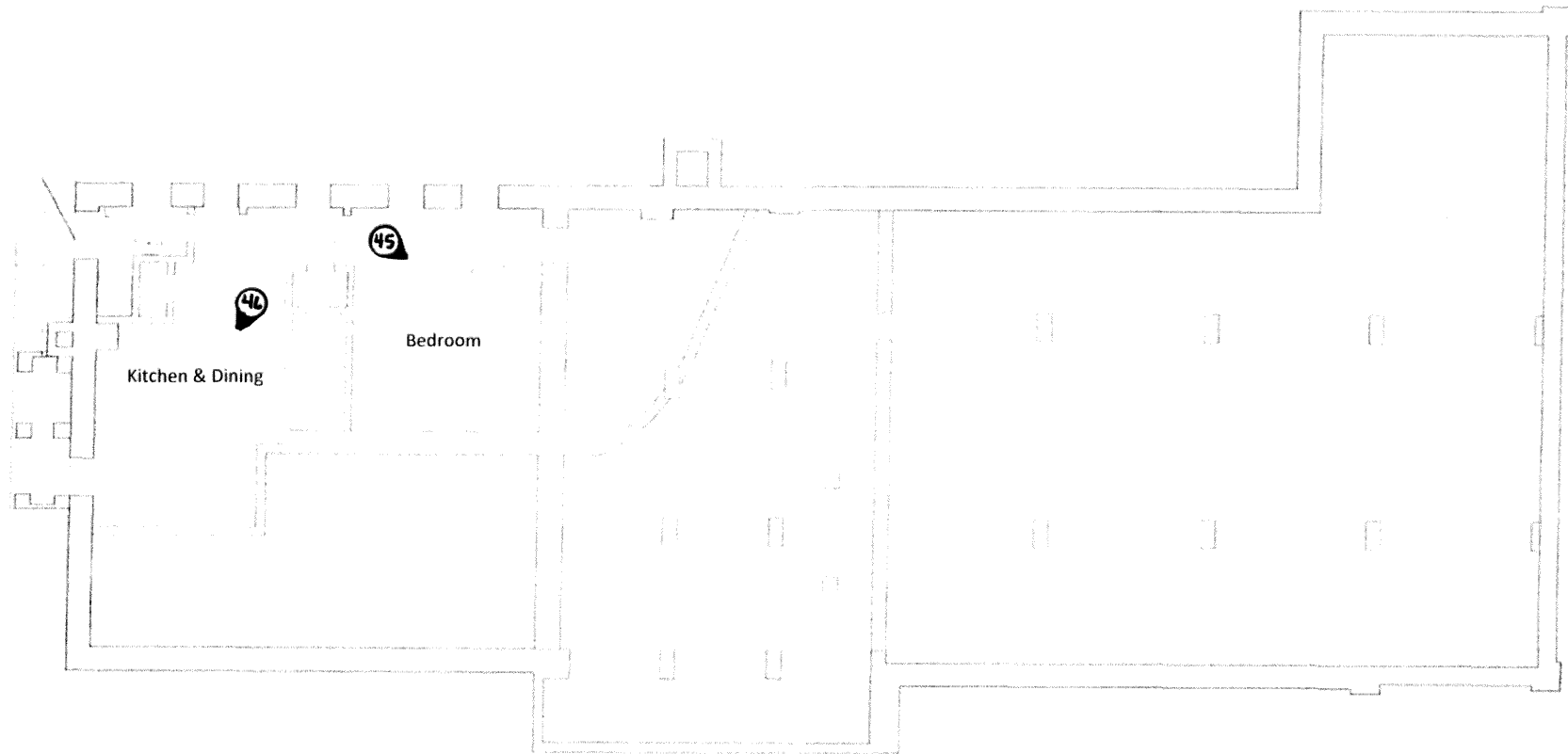
**B. Mifflin Hood Brick Company Building  
Atlanta, Fulton County, Georgia**

National Register boundary:

Source: Fulton County parcel maps - qPublic



**B. Mifflin Hood Brick Company Building**  
**Atlanta, Fulton County, Georgia**  
 Main floor – plan and photo key  
 North: ↑  
 Photograph # and direction of view: #  
 Not to scale



**B. Mifflin Hood Brick Company Building  
Atlanta, Fulton County, Georgia**

Basement – plan and photo key

North: ↑

Photograph # and direction of view: # ↗

Not to scale



B. MIFFLIN HOOD BRICK CO.

NO PARKING  
EXCEPT  
AS SHOWN



B. MIFFLIN HOOD BRICK CO.

686



B. MIFFLIN HOOD BRICK CO.

686



B. MIFFLIN HOOD BRICK CO.

686







ACKERMAN  
100-100-1000





























































































UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: B. Mifflin Hood Brick Company Building

Multiple Name: \_\_\_\_\_

State & County: GEORGIA, Fulton

Date Received: 10/22/2018      Date of Pending List: 11/16/2018      Date of 16th Day: 12/3/2018      Date of 45th Day: 12/6/2018      Date of Weekly List: \_\_\_\_\_

Reference number: SG100003173

Nominator: State

Reason For Review:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal       | <input checked="" type="checkbox"/> PDIL | <input checked="" type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo                      |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary               |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period                     |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input type="checkbox"/> Less than 50 years         |
|                                       | <input type="checkbox"/> CLG             |   |

Accept       Return       Reject      12/6/2018 Date

Abstract/Summary Comments: AOS: Social History, Industry, Commerce; POS: 1921-1947; LOS: local. Significant Person: B. Mifflin Hood.

Recommendation/ Criteria: NR Criteria: A and B.

Reviewer Lisa Deline      Discipline Historian

Telephone (202)354-2239      Date 12/6/18

DOCUMENTATION:      see attached comments : No      see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



HISTORIC PRESERVATION DIVISION

MARK WILLIAMS  
COMMISSIONER

DR. DAVID CRASS  
DIVISION DIRECTOR



October 16, 2018

Paul Loether  
National Park Service  
National Register of Historic Places  
1849 C St, NW, Mail Stop 7228  
Washington, D.C. 20240

Dear Mr. Loether:

The enclosed disk contains the true and correct copy of the nomination for **B. Mifflin Hood Brick Company Building** in **Fulton County, Georgia** to the National Register of Historic Places.

- Disk of National Register of Historic Places nomination form and maps as a pdf
- Disk with digital photo images
- Physical signature page
- Original USGS topographic map(s)
- Sketch map(s)/attachment(s)
- Correspondence
- Other:

COMMENTS:

- Please insure that this nomination is reviewed
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do \_\_\_\_\_ do not \_\_\_\_\_ constitute a majority of property owners.
- Special considerations:

Sincerely,

Olivia Head  
National Register Specialist