

**United States Department of the Interior
National Park Service**

For NPS use only

**National Register of Historic Places
Inventory—Nomination Form**

received NOV 15 1985

date entered DEC 12 1985

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic W. A. Brannon Store/Moreland Knitting Mills

and/or common N/A

2. Location

street & number Main Street

N/A not for publication

city, town Moreland

N/A vicinity of

state Georgia

code 013

county Coweta

code 077

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input checked="" type="checkbox"/> N/A in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input checked="" type="checkbox"/> other: civic

4. Owner of Property

name Sara T. Haynes, Mayor, Town of Moreland

street & number

city, town Moreland

N/A vicinity of

state Georgia 30259

5. Location of Legal Description

courthouse, registry of deeds, etc. Superior Court

street & number Coweta County Courthouse

city, town Newnan

state Georgia

6. Representation in Existing Surveys

title None has this property been determined eligible? yes no

date federal state county local

depository for survey records

city, town

state

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The W. A. Brannon Store/Moreland Kitting Mills consist of four attached parts: a two-story brick 1894 store, a 1904 one-story brick warehouse, a connecting enclosed alleyway (1937), and a one-story 1891 brick cotton warehouse. The bricks were locally produced. The 1894 and 1904 buildings retain their original doors and windows with granite sills and brick arches. The 1894 store contains some plastered partitions and tongue-and-groove ceilings on both floors. It also retains its original store counter and freight elevator (1894), sprinkler system (1904), and coal burning fireplace. The skylights date from 1937 and the indoor plumbing from 1920. The second floor of the store, supported by three rows of wooden posts, is an open room with a large office enclosure. There are two staircases. The 1904 building is one large room with skylights added in 1920. The roof is supported by one row of wooden posts and a beam. It has painted brick, open ceiling rafters, and oiled hardwood flooring. The alleyway consists of a long room and a long skylight with various door and window openings into the 1894 and 1904 buildings. The buildings stand on a relatively flat lot near a former railroad siding. Outbuildings consist of a 1904 water tank built by the R. D. Cole Co. of Newman; a brick wellhouse; a wooden warehouse with a brick foundation, and several loading ramps. The property is located on the south side of the town square which is now paved with two structures on it. On the west is a railroad, to the south some residences, and to the east the original Moreland post office. Changes to the property include mainly the structural ones necessitated by combining four structures into one complex. New window openings and doors, and especially skylights were added, and the alleyway enclosed. The site includes the known locations of the site of the post office, detached boiler room, fertilizer mixing plant, and the W. A. Brannon House.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

1891,

Specific dates 1894, 1904, 1920, **Builder/Architect** R.D. Cole Co. of Newnan, Georgia

1927

Statement of Significance (in one paragraph)

The W. A. Brannon Store/Moreland Knitting Mills is significant in architecture as a good example of a late 19th-century general store in a small commercial center. It reflects the other buildings needed for such an operation and the results of the conversion of the site to a mill in the 1920s by adapting the existing structures and adding new ones. The buildings are significant in commerce because the store was a trading center for the town of Moreland from 1894 to 1920. It sold general merchandise - almost anything anyone needed for the home or business. The buildings are significant in industry as the site of the Moreland Hosiery Mills, 1920-1927, and then the Moreland Knitting Mills, 1927-1968. It was the small town of Moreland's only manufacturing plant for forty years.

These areas of significance support the property's eligibility under National Register Criteria A and C.

HISTORICAL NARRATIVE
(See Continuation Sheet)

9. Major Bibliographical References

Wolak, Edward W. "The original owner was W.A. Brannon..." Historic Property Information Form, c. 1984. On file at the Historic Preservation Section, Department of Natural Resources Atlanta, Georgia and supplemental materials submitted by same author.

10. Geographical Data

Acreeage of nominated property 1.7 acres

Quadrangle name Newnan South, GA

Quadrangle scale 1:24000

UTM References

A

1	6	7	0	7	7	0	1	0	3	1	6	8	1	4	9	1	4	1	0
Zone			Easting						Northing										

B

Zone			Easting						Northing										

C

Zone			Easting						Northing										

D

Zone			Easting						Northing										

E

Zone			Easting						Northing										

F

Zone			Easting						Northing										

G

Zone			Easting						Northing										

H

Zone			Easting						Northing										

Verbal boundary description and justification

The nominated property is all that is currently associated with the property and contains all the remaining historic structures. It is marked on the enclosed plat.

List all states and counties for properties overlapping state or county boundaries

state	N/A	code	county	code

state	code	county	code

11. Form Prepared By

name/title Kenneth H. Thomas, Jr., Historian

organization Historic Preservation Section
Georgia Dept. of Natural Resources

date October 25, 1985

street & number 270 Washington SW

telephone (404) 656-2840

city or town Atlanta

state Georgia 30334

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

Elizabeth A. Lyon
Elizabeth A. Lyon

title Deputy State Historic Preservation Officer

date 10/28/85

For NPS use only

I hereby certify that this property is included in the National Register

for Melvyn Byer
Keeper of the National Register

Entered in the
National Register

date

12/12/85

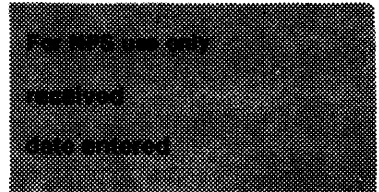
Attest:

date

Chief of Registration

**United States Department of the Interior
National Park Service**

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Continuation sheet Significance Item number 8 Page 2

Historical Narrative

While the history of this site really begins with the first granting of the land in 1835, the history of the current structure starts with the arrival of W. A. Brannon (1857-1952). He came to Puckett Station (later Moreland) in 1876 at the age of 19 and went into business with James R. Cotton (1848-1916) selling general merchandise. After two successful years he moved back to Grantville for five years, again in the general merchandise business. He returned to Puckett Station about 1884 and went into business with G. E. Camp. The community that is now Moreland had begun as "Mt. Zion" in 1843. When a railroad was completed in 1852 to Grantville, it became a wood and water stop and the name changed to "Puckett Station". The first mercantile business was started there in 1870. The town was also the center of a large fruit growing area. The first railroad station was erected in 1886 and in 1888 the name of the settlement was changed to honor Dr. John F. Moreland, the first doctor for the Atlanta and West Point Railroad and a member of their Board of Directors from 1868-1877. The community reached its peak between 1910-1930. The decline was caused by the depression in the cotton market due to the boll weevil and the subsequent national depression. In October of 1884 Mr. Brannon purchased Lot #1, the west half of the property. In January 1887 he acquired most of Lot #2, including a house which was on the property; this was the east half of the present property. In this year he and G. E. Camp divided the stock and he continued alone in the business, then amounting to \$100,000 a year.

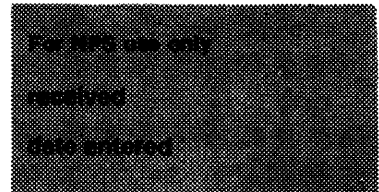
In December 1888 Mr. Brannon acquired a twenty foot strip of land on the south side of Lot #2 which completed the acquisition of the present property. In 1891 he built a large cotton warehouse on Lot #2 and became a cotton broker as well as a merchant. In 1894 he had the large two-story store built by R. D. Cole and Co. of Newnan, Georgia. Mr. Brannon manufactured the brick for the building. At this time he operated a fertilizer plant (destroyed around 1935) as well as a warehouse and store. Early in 1895 he sold half interest in the business to J. F. Cotton of Grantville and changed the name of the company to W. A. Brannon and Company. In September of 1899 the A & WP Railroad built a coaling platform with a 60 car capacity just west of the property. Moreland became a coal and water stop for the railroad at this time.

In 1904, while serving as President of the Coweta County branch of the Southern Cotton Growers Association, Mr. Brannon built a new brick warehouse and a large water tank for fire protection. In 1906 the Newnan Board of Trade was chartered with W. A. Brannon as president. He was also serving as vice president of an oil mill chartered in Grantville at the same time. In 1908 Mr. Brannon was sent as one of the delegates to the Southern Cotton Congress in Memphis. He was considered one of the outstanding men of his era.

In 1912, while serving as a member of the Georgia House of Representatives, Mr. Brannon was doing business in both Newnan and Moreland that approached a million dollars annually. His business in Moreland did a business of \$100,000 over a year, handling two or three thousand bales of cotton annually, selling about 1500 tons of fertilizers and everything in the mercantile line.

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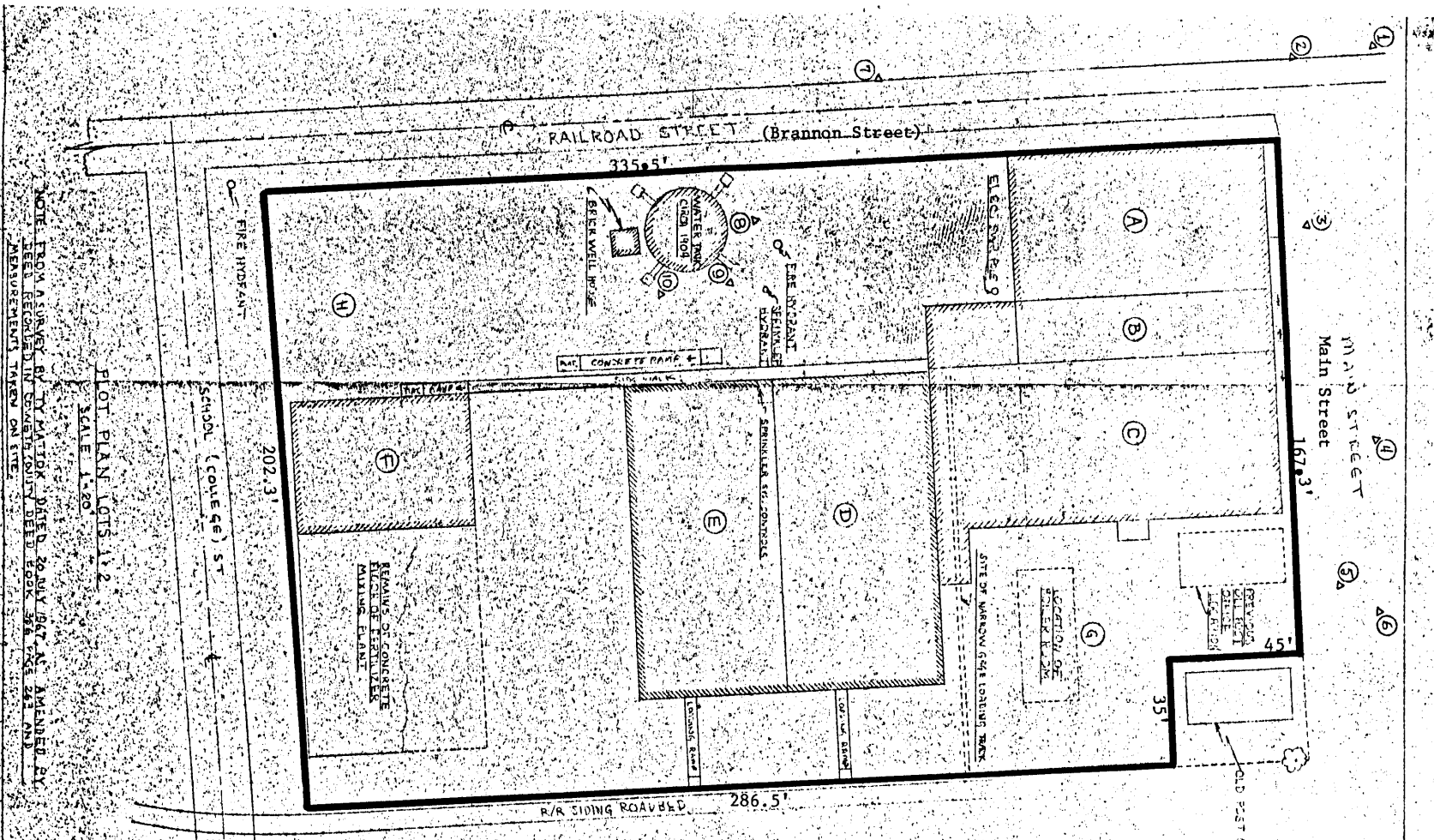


Continuation sheet Significance Item number 8 Page 3

In 1917 parts of the county had no rain from April 5th to June 22nd. Peas, corn, peanuts and cotton had no moisture to grow in. The W. A. Brannon Company failed for a large amount due to poor collections, crop conditions and the cotton blockade due to World War One. From 1921-1926 cotton prices dropped further, ruining all associated businesses. In 1920, Mr. Brannon sold the 1904 warehouse with a 100' x 200' tract of land to the Moreland Hosiery Mill along with the right to build sewer and water lines on the property. Mr. Brannon was to have the privilege of using these utilities for his store. The water in the tank was to be used for fire protection. The Hosiery Mill, which acquired in 1923 the rest of Mr. Brannon's property on Lots 1 and 2, employed about 20 people, mostly women, girls and boys.

The Moreland Hosiery Mills was incorporated on May 14, 1920 and its organizers included the leadership of Moreland, mostly members of the Camp family and W. A. Brannon who was elected secretary-treasurer of the new corporation. The new company arose at a time that the cotton market was decreasing and by 1926 was deeply in debt and had its mortgage foreclosed. It was sold at public outcry on September 30, 1926. It went for \$40,000 to a group of investors who in November, 1926 formed the Moreland Knitting Mills. These investors were from Newnan and Moreland. In 1927 the Moreland Knitting Mills acquired the property of the Moreland Hosiery Mills.

During the years of its existence the Moreland Knitting Mills employed as many as 100 people. It started out making cotton hosiery, switched to rayon and finally to nylon. Many of the former employees still reside in Moreland. The depression wiped out most of the industries in town, leaving only the Knitting Mill which continued operation until about June 1968. The entire property was sold to Charles B. Thomas and was used mostly for storage except for a brief period when used by Bobby Powell to manufacture ladies garment. Mr. Thomas sold the property to the PEB Corporation in May 1974. It was used to manufacture women's uniforms and housecoats until about 1978. In 1983 the PEB Corporation deeded the property to the City of Moreland as a gift.



NOTE: FROM A SURVEY BY T. MATTHEW, DATED 20 MAY 1967, AS AMENDED BY
 FIELD RECORDS IN COWETA COUNTY DEED BOOK 386, PAGE 221 AND
 MEASUREMENTS TAKEN ON SITE.

LOT PLAN LOTS 1, 2
 SCALE 1" = 40'

Site Plan
 W. A. Brannon Store/Moreland Knitting Mills
 Moreland, Coweta County, Georgia
 Scale: 1" = 40'
 Source: Ed Wolak/ Based on 1967 plat.
 Date: April - May, 1984
 Key: The nominated property is the focus of
 the map and is marked by a heavy black line.

LEGEND
 EXISTING STRUCTURES
 PICTURE CAMERA DIRECTION
 CAMERA IS POINTING

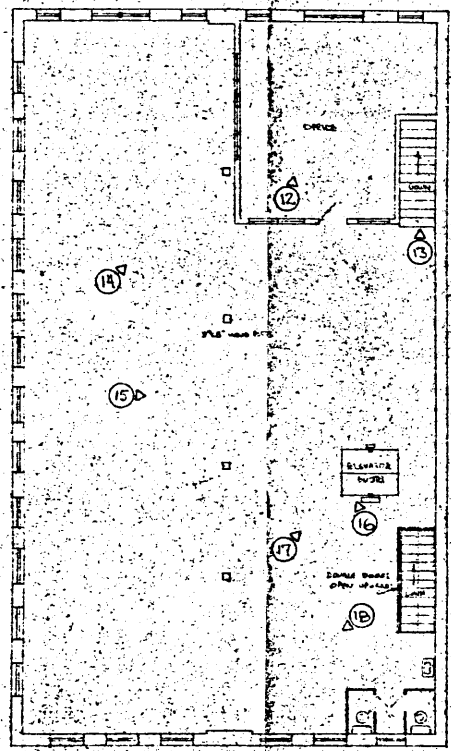
- NOTES
- 1 W.A. BRANNON - TWO STORY STORE -
HOUSE BUILT IN 1934 BY R.D. COE
 - 2 ALLEYWAY CLOSED IN LATE 1937
 - 3 W.A. BRANNON - STORE HOUSE BUILT
IN 1904 - MORELAND KNOTTING MILL
AGED SKYLIGHTS (WINDOWS) IN
1920.
 - 4 W.A. BRANNON - COTTON WARE
HOUSE - BUILT IN 1891 (1) USED FOR
STORAGE OF FINISHED HOSE AND
SHIPPING CONTAINERS BY THE
MORELAND KNOTTING MILLS.
 - 5 WAREHOUSE - USED BY THE MILLS TO
STORE YARN - NEXT TO SITE OF
THE FERTILIZER MIXING PLANT.
 - 6 APPROXIMATE LOCATION OF HOUSE
ON LOT IN 1881.
 - 7 APPROXIMATE LOCATION OF
W.A. BRANNON HOUSE (DEA 710)

OLD POST OFFICE 1876

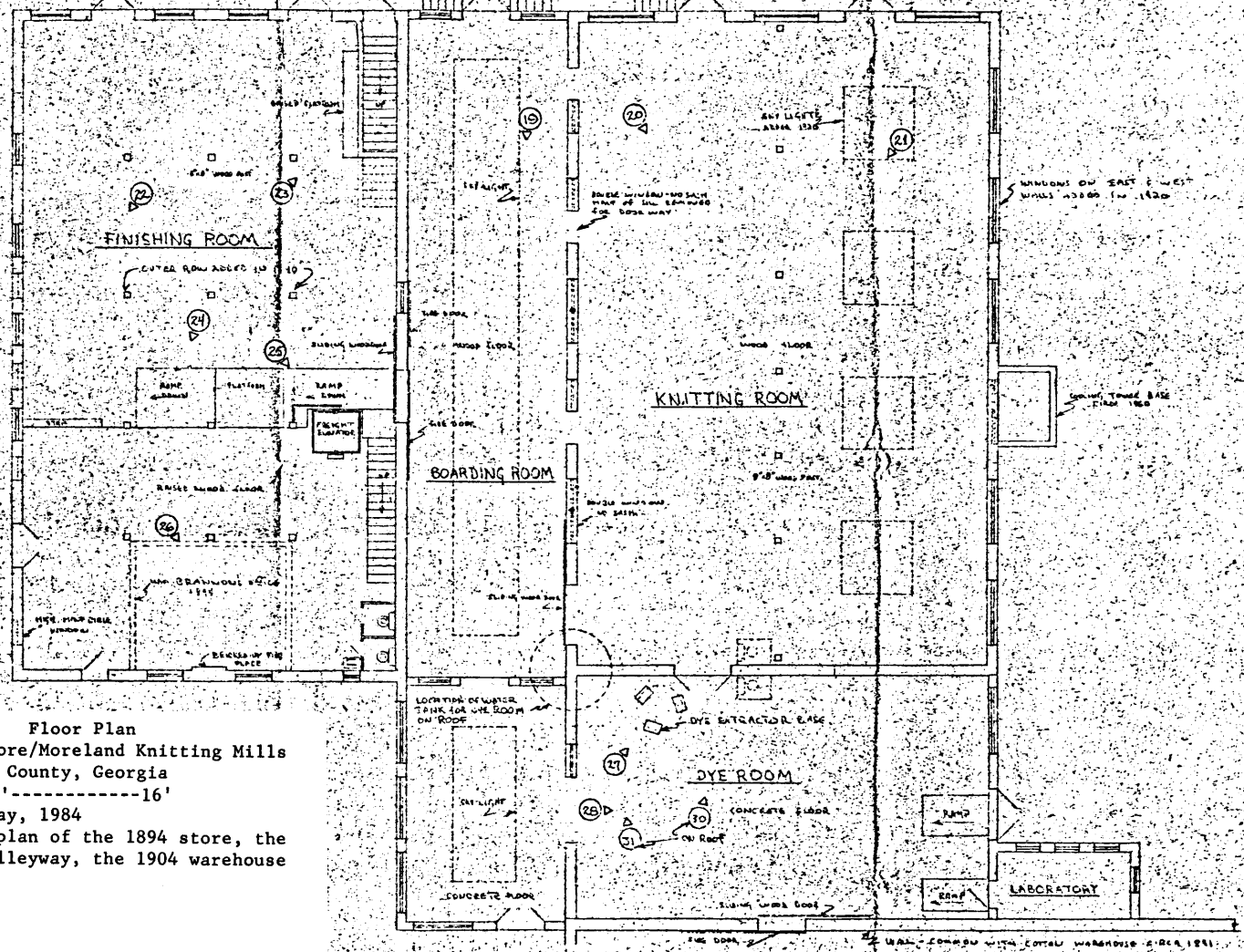
W.A BRANNON STOREHOUSE
CIRCA 1894

ADDED
CIRCA 1937
BY ROGER PATRICK

MORELAND HOSEY MILLS
CIRCA 1920
FROM
W.A BRANNON STOREHOUSE
CIRCA 1904



2nd FLOOR PLAN



1st FLOOR PLAN

Floor Plan
W. A. Brannon Store/Moreland Knitting Mills
Moreland, Coweta County, Georgia
Scale: 1" = 0'-----16'
Date: April - May, 1984
Key: This is a plan of the 1894 store, the 1937 enclosed alleyway, the 1904 warehouse complex.

NOTE: THIS DRAWING IS MADE FROM MEASUREMENTS TAKEN ON THE SITE AND IS A REPRESENTATIVE DRAWING ONLY. MEASUREMENTS ARE RESPONSIBLE AND ACCURATE FOR THE CONDITIONS ENCOUNTERED.

NOTE: THE MILL BUILDING WAS PROTECTED BY A SPRINKLER SYSTEM MANUFACTURED BY THE VIKING CO. IN WILMINGTON, GA. INSTALLED BY W. EMERY CO. OF MORELAND, GA.

15 PICTURE NUMBER - DIRECTION CAMERA IS POINTING

MORELAND KNITTING MILLS
MORELAND GA 30259
DRAWN BY ED WOLAK 13 APRIL 1984
SCALE: 1" = 16'
ASSISTED BY: KIM MILLER, LARNE HAWLEY AND HELEN WOLAK