

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received AUG 27 1984
date entered SEP 27 1984

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

1. Name

historic Milky Way Farms
and/or common Milky Way Farm (preferred)

2. Location

street & number U. S. Highway 31 N/A not for publication
city, town Pulaski vic. vicinity of
state Tennessee code 047 county Giles code 055

3. Classification

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

4. Owner of Property

name Multiple Owners
street & number N/A
city, town N/A N/A vicinity of state N/A

5. Location of Legal Description

courthouse, registry of deeds, etc. Register of Deeds
street & number Giles County Courthouse
city, town Pulaski state Tennessee 38478

6. Representation in Existing Surveys

title Giles County Survey has this property been determined eligible? yes no
date 1978 federal state county local
depository for survey records Tennessee Historical Commission
city, town 701 Broadway, Nashville state Tennessee 37203

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 checked="" 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

Milky Way Farm is located nine miles north of Pulaski, Tennessee (pop. 7,591), on the Andrew Jackson Highway, U. S. 31, in the lower tip of the Blue Grass Region of Tennessee. Constructed between 1931-1933 the main house, barns and other outbuildings are situated on a freely landscaped estate with a large concentration of magnolias around the main house and central grounds. The multigabled main house, or clubhouse, is a two-story, Tudor Revival building of quarry stone, stucco, and decorative half-timbering with wooden panels incorporating a quatrefoil motif. The house is an irregular shape with the main entrance facing west and the garden entrance facing south. In addition to the main house, there are five small houses, ten barns and five outbuildings on the approximately 500 acres included in the nomination.

The front entrance to Milky Way Farm is on U. S. Highway 31, nine miles north of Pulaski. The road entry is defined by large stone pillars supporting a wrought-iron archway incorporating the name Milky Way Farm. To each side of this entrance is a low, curved wall of stone with a small wrought-iron gate. The main drive through the property was once lined with carefully maintained white fences and yellow poplar trees. One-half mile up the drive is the road to the main house, office, and managers' houses.

On the west, or front, elevation of the main house is a principal entrance, a double-leaf door with a multipaned stationary window to the left. There is a screened-in porch to the right with a double-leaf door framed by a Tudor arch. To the right of the porch is a secondary entrance flanked on both sides by two casement windows and three double-hung sash windows. The remaining six casement windows and three double-hung sash windows are placed asymmetrically on the first-story facade. On the second story there are eleven asymmetrically placed windows, seven casement and four double-hung sash. The south elevation, or garden entrance, of the main house is characterized by wide terraced stone steps, spreading to the right and framed on the left by a parapet wall ending in a low pedestal topped with a decorative, period lantern. On the first story there is a screened-in stone porch with a Tudor-arched doorway and two arched openings with stone voussoir and keystones. To the left of the porch is a casement window. The second story of the south facade is composed of a single casement window and a large picture window. This has been altered from the original multipaned one. There is one window situated in the roof gable on this facade.

The east, or rear, elevation carries the same characteristics as the front facade with stone, stucco and half-timbering and asymmetrically placed windows. The two-story ell addition on the rear facade is constructed of stone with stucco and half-timbering in the gable end. The lower area has a retaining wall on the left. The lower story entrance is flanked by two double-hung sash windows. Above on the second story of the ell are three arched casement windows with voussoirs and keystones. To the right on the rear elevation is a double-hung sash window with an exit to the porch and steps leading down to ground level where there are several storage areas.

The interior of the main house has the same materials as the exterior; quarry-faced stone, stucco, and half-timbering. The interior is arranged around a central, two-story living room with a dining and kitchen area to the east and two bedroom areas to the north and south. The living room connects directly with the dining room through a Tudor-arched

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doorway with an elaborate wrought-iron grill and gate. Entrance from the living room to the south bedroom section of the house is through a Tudor-arched doorway on the first floor and by an open stairway to the second. The only entry from the living room to the north bedroom area is through a Tudor-arched doorway with sliding doors.

A major feature of the living room is its forty-foot ceiling with a central crown post, crown plate, collar beams, and exposed rafters. The walls are paneled at the first-floor level and have decorative half-timbering above. The straight stairway to the south bedroom area has a balcony landing and a railing with cut out balusters. The second-floor entry at the landing consists of three Tudor arches. The dining room walls are constructed of quarry-faced stone with round-arched windows. The east wall has a large arched fireplace with a simple wooden mantel. The ceiling has a decorative truss system with a central, wooden chandelier with a scroll and leaf pattern. To the north of the dining room are the kitchen and service areas which have been modernized with new appliances and fixtures. The raised basement below the dining area was used as a recreation room with additional laundry space and an exit to the outdoor swimming pool and tennis court.

The south bedroom area of the house contains a breakfast room, two bathrooms, and five bedrooms on the first floor and an additional eight bedrooms with connecting baths on the second floor. The corridors have wainscoting with plaster above and Tudor-arched doorways to various rooms.

The north bedroom section originally served as the main quarters for the Mars family. On the first floor are the master bedroom and an adjoining marble bathroom. There is also a sitting room with a stone fireplace and a bay window, as well as a sunporch overlooking what was once the north garden area. Two other bedrooms are located on the first floor. The second floor has four bedrooms with each pair of rooms sharing a bath.

The grounds behind the house are terraced with several retaining walls. There is evidence that at one time there were flower beds with random landscaping of shrubs and trees. Below the house is the swimming pool area, a tennis court, and a children's playhouse.

To the northwest of the main house is the grounds keeper's house. It is covered by a gable roof with white clapboard siding, having a northern entrance with a porch overlooking the lake. Directly across from the main house is the office which is octagon in shape and constructed of stucco and half-timbering. The interior has yellow poplar paneling. In the basement are remains of the boiler system used to heat the main house and storage for farm equipment. The upstairs has been altered for use as an apartment.

Below the office and next to the road are three wellhouses constructed of stone gathered from the property. Across the road are an old grain mill of white clapboard siding covered by a gable roof and a spring house, neither of which are now used.

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There are ten barns within the nominated property. Barn G is one of the better maintained barns. It is covered by a gable roof with low clerestory windows running the length of the ridge. It is constructed of quarry-faced stone with white clapboard above and symmetrically placed windows covered by a hood roof. The entrance has two large doors opening out with multipaned transom and sidelights, and an arched window in the gable. The interior has a dirt floor, yellow popular paneling, and the original hanging fixtures constructed of iron molded in a scroll pattern with six lights and glass chimneys. Across the road are the ruins of Barn H, a former cattle barn.

Barn F, the blacksmith's barn, is a clapboard structure with a modified gambrel roof. There is a large, pointed-arch gable vent with louvers and simple Gothic tracery. Square sliding doors open at each end of the barn and have a simple decorative surround. The interior has two chimneys and a dirt floor.

The cattle barn complex H consists of four barns. They are of identical construction covered in a gable roof with a clerestory running the length of the ridge. The barns have clapboard siding with continuous multipaned windows running the length of the barn with exits at each end.

Barn K is a training barn. It is covered by a gable roof with a clerestory running the length of the ridge. The building has a stone foundation and clapboard siding. The front entrance is an arched doorway flanked by stone pillars incorporating the horseshoe motif. Inside little remains of the once beautiful paneled stalls.

Barn L is now and has been for several years separately owned and well maintained. This is an unusual barn because of its octagonal front. This was done, it is said, to keep devils out of the corners. It is covered by an octagonal hipped roof with a monitor at the central peak. The front entrance bay has a gable roof. The back ell is covered by a gable roof with a clerestory running the length of the ridge. The barn is constructed of field stone and has symmetrically placed windows with a sill course and wooden lintels above. The interior is in excellent condition with the lower level containing the original stalls and the upstairs converted into an apartment.

Cattle barn M is in fair condition. It is a two-story gable-roof building with shed-roof wings and clapboard siding. The entrances are located in the gable ends and have sliding doors.

Situated near the front entrance are the stallion barn ruins said to have been the most elaborate in decoration and furnishings. It burned several years ago and the stone foundation and walls are all that remain.

Barn O is located across from the stallion barn and is separately owned. Covered by a gable roof and constructed of field stone, it is angled to bend around the knoll it is situated on.

All that remain of barns E, H, and J are the ruins. Careful consideration was given to the natural surroundings in choosing the style and materials and location of all the barns so as to blend and enhance the area.

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Atop the highest knoll on the farm are the remains of Franklin C. Mars' first burial site. A continuous stone wall topped by a wrought-iron fence surrounds the foundation remains of the mausoleum. The body of Frank Mars was removed by his wife, Ethel Mars, several years after his death to a site in Chicago.

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/humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input checked="" type="checkbox"/> other (specify) horse breeding and racing
Specific dates	1931-1933	Builder/Architect	James F. Drake	

Statement of Significance (in one paragraph)

The Milky Way Farm is being nominated under National Register criteria A,B,C, for its impact in sustaining Giles and surrounding counties during the Great Depression, its local architectural importance, and its association with its builder, Franklin C. Mars. Constructed between 1931 and 1933 to the designs of James F. Drake, the house and outbuildings are outstanding local examples of the Tudor Revival style. During the early twentieth century Franklin C. Mars (1883-1934) founded Mars Candies Incorporated and created the world famous Milky Way candy bar for which Milky Way Farm is named.

Development of the farm was begun in 1931, the height of the Depression and completed in 1933. The builder of Milky Way, Franklin C. Mars came to Giles County from Chicago in 1930 to survey and purchase land for his estate. In all, some 3000 acres were purchased, most under mortgage or foreclosure by local banks. Mars' plan was to establish a fine development and breeding farm of thoroughbred race horses and Hereford cattle. Mars contracted with local and surrounding businessmen and farmers for the supplies and labor to build and maintain the estate. In all, some 800 men were employed at the height of construction with 100 remaining on full time. During the Great Depression Milky Way Farm was the largest employer in Giles County.

The Tudor Revival style of the house and the eclectic and vernacular outbuildings are unique in Giles County in this period. The architectural style was carefully selected by the architect, James F. Drake to blend with the natural surroundings. The house is located on a wooden knoll with a large concentration of magnolias and random gardens, overlooking what was once carefully maintained grounds and outbuildings. The Milky Way main house and barns are outstanding for the quality of craftsmanship, materials, and design. Considerable research has failed to locate any biographical information on James F. Drake.

The builder of Milky Way Farm, Franklin C. Mars, was a new breed of businessman to emerge at the turn of the century. In 1911 Mars and his wife Ethel started making candies in their kitchen in Tacoma, Washington. In 1922 he founded the Mar-O-Bar Company; in 1926 the company was renamed Mars Candies, and after rapid growth was relocated in Chicago, Illinois in 1928.

Mars came to Giles County in 1930 after which he established a southern office Mars Candies, Incorporated in Nashville. Franklin C. Mars died on April 8, 1934, leaving Ethel V. Mars to carry out his dream of developing Milky Way Farm as a renowned breeding and racing stable. The farm made it racing debut in 1934 and in 1936 was the leading turf winner in the United States. In the following years the stable placed among the leading winners, but came back to place first in 1940 with Galladion to win the Kentucky Derby. Ill health in the 1940s caused Mrs. Mars to gradually dispose of her thoroughbred holdings, ending in her death and the sale of Milky Way Farm in 1945.

9. Major Bibliographical References

See Continuation Sheet

10. Geographical Data

Acreage of nominated property approximately 500 acres

Quadrangle name Pulaski, Tennessee

Quadrangle scale 1:24000

UTM References See Continuation Sheet

A

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

See Continuation Sheet

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

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Kim Chiles, Intern

organization Tennessee Historical Commission

date May 1984

street & number 701 Broadway

telephone 615/742-6716

city or town Nashville

state Tennessee 37203

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.

Deputy State Historic Preservation Officer signature Herbert E. Hays

title Executive Director, Tennessee Historical Commission

date 8/21/84

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

Jay M. Sammons
Keeper of the National Register

date 9-27-84

Attest:

date

Chief of Registration

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"Obituary of Franklin C. Mars." News release. Archives of Mars, Inc. ;
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UTM References

UTM points not available

- A. 35°19'22" North Latitude
 87°01'35" West Longitude
- B. 35°18'46" North Latitude
 87°01'31" West Longitude
- C. 35°18'01" North Latitude
 87°01'47" West Longitude
- D. 35°18'53" North Latitude
 87°02'22" West Longitude
- E. 35°19'15" North Latitude
 87°02'34" West Longitude

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The nominated property is irregularly shaped and is roughly bounded on the north by an imaginary line, on the east by U. S. Highway 31 and Richland Creek, on the south by a private road, and on the west by an imaginary line and private roads. The nomination includes the minimum land needed to include the main house and principal outbuildings and to protect the farm's historical and architectural integrity.

AUG 13 1992

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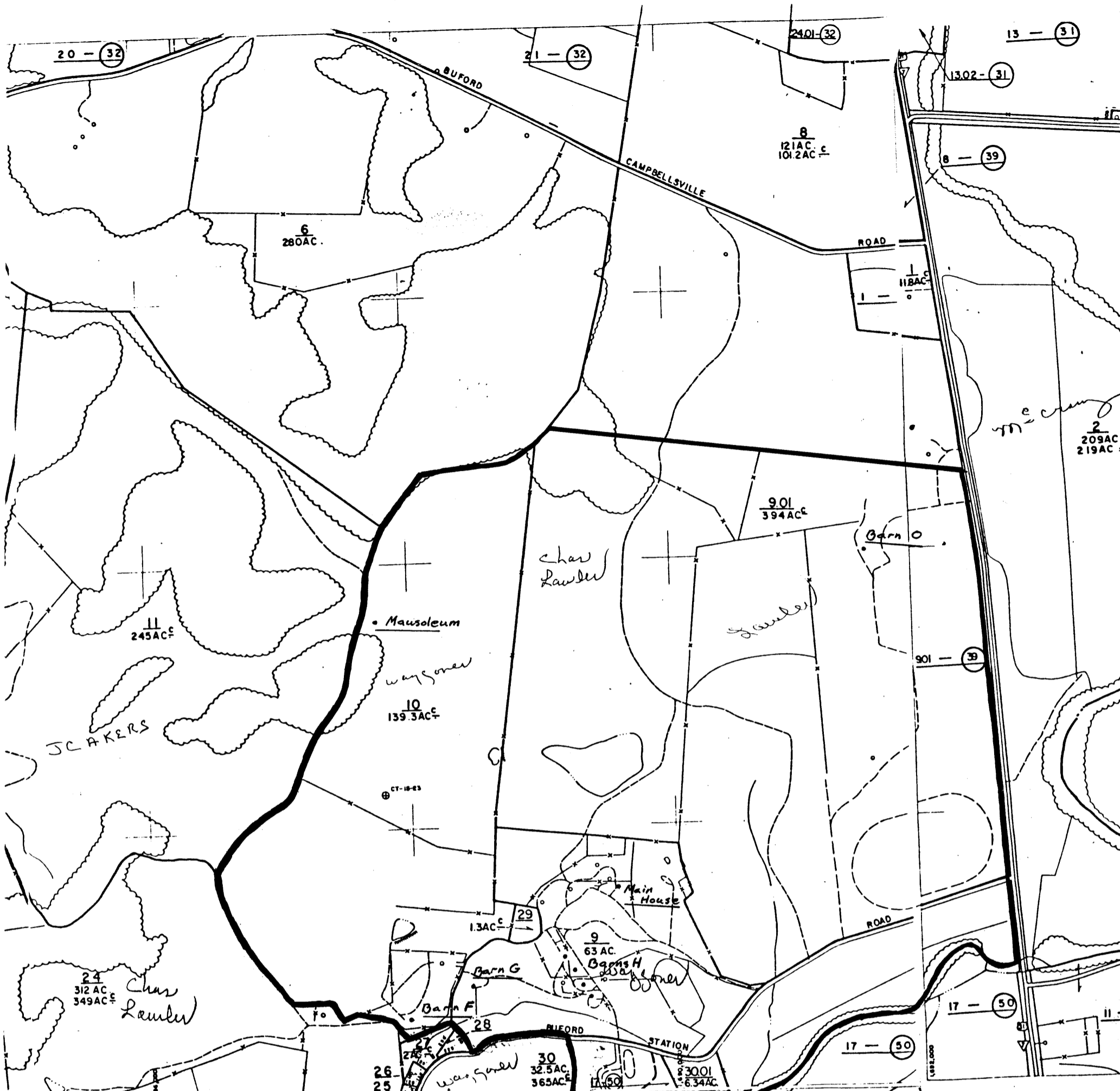
Section number 10 Page N/A

Milky Way Farm
Giles County, TN

The quadrangle name on the nomination is given as Pulaski, TN. The correct quadrangle name should be Milky Way, TN.


Herbert L. Harper

8/10/92
Date



Milky Way Farm
 U. S. Highway 31
 Vicinity of Pulaski, Giles County, Tennessee

Tax Map 1" = 400'

PREPARED FOR
 TENNESSEE STATE BOARD OF
 TENSSEE MAPPING AND ENGINEE
 NASHVILLE, TENNESSEE
 WILLIAMS-STACKHOUSE AND
 SAN ANTONIO, TEXAS

