

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Stone Manufacturing Company

Other names/site number: _____

Name of related multiple property listing:
N/A

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

2. Location

Street & number: 3452 North Main Street

City or town: Columbia State: SC County: Richland

Not For Publication: Vicinity:

3. State/Federal Agency Certification

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

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

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

 national statewide X local

Applicable National Register Criteria:

X A B C D

<p>_____</p> <p>Signature of certifying official/Title:</p> <p>_____</p> <p>State or Federal agency/bureau or Tribal Government</p>	<p>_____</p> <p>Date</p>
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<p>In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.</p>	
<p>_____</p> <p>Signature of commenting official:</p> <p>_____</p> <p>Title :</p>	<p>_____</p> <p>Date</p> <p>_____</p> <p>State or Federal agency/bureau or Tribal Government</p>

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	_____	Total

Number of contributing resources previously listed in the National Register _____

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/Manufacturing facility

Current Functions

(Enter categories from instructions.)

VACANT

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7. Description

Architectural Classification

(Enter categories from instructions.)

Other

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Brick veneer, concrete block, corrugated metal

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Located at 3452 North Main Street in Columbia, South Carolina, the Stone Manufacturing plant is a large-scale industrial building with a rectangular plan. The building is in the Eau Claire neighborhood. Originally constructed between 1946 and 1947, Stone Manufacturing purchased the building in 1948. Between 1948 and 1980, the company enlarged the building four times. Three of these expansions date to the building's period of significance. The building's siting is currently industrial in nature with extensive hardscaping present, although historically the site featured a lush landscape. The building is composed of a combination of washed brick veneer, which appears to date to the 1960 office additions, and concrete block with minimal windows. While the building's style is nondescript, its size and massing, along with its barrel roofing, reflect its industrial usage. It is one of the few examples of a sizeable industrial property in the Eau Claire neighborhood of Columbia and its multiple additions demonstrate Stone Manufacturing's profitable ascent to the pinnacle of garment manufacturing. Despite remaining vacant for years, the building retains much of its historic integrity and continues to represent the evolution of Stone Manufacturing from a small, local company into an international success.

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Narrative Description

The building and its siting have evolved since Stone Manufacturing purchased the property in 1948. Prior to Stone's occupation of the property, the Saluda Corporation briefly used the building for approximately a year until Stone purchased it in the spring of 1948. The building, which was 33,000 square feet, featured a sewer and water system, heating, and a sprinkler system. These features made it an extremely modern and up-to-date manufacturing facility for the time period.¹ However, because of the company's rapid success, the facility grew three times by 1960 to accommodate Stone's need for office space.² The northern wing was added in 1949 with its southern counterpart added in 1950, creating a balanced appearance, followed by the one-story office space additions on either side of the façade.³ The landscaping also evolved as the plant continued to grow. Photographs from the early years show trees and shrubbery as prominent fixtures of the landscape. However, as the building continued to expand, so too did the hardscape. The large asphalt parking lot south of the building was not added until 1960, the final addition to the plant during the period of significance.⁴ Additionally, the growth of North Main Street has encroached onto the building's siting with the relocation of the sidewalk on the east side of the street, necessitating the front stair's demolition in 2018.

The west façade still retains portions of its 1948 appearance at the center and is now flanked by one-story, flat roof additions, which date to 1960.⁵ These wings are devoid of openings on this elevation. The façade features a painted brick veneer laid in a Flemish bond pattern with protruding stretchers. Though currently painted white, the exterior appears to have changed colors multiple times throughout its use. The circa 1950 photograph of the building shows a whitewashed brick appearance, while a 1967 image by Russell Maxey shows a brown finish.⁶ It appears that the façade received the current brick veneer when the two one-story office additions were completed in 1960. The 1948 section of the façade is seven bays wide with a stepped parapet. Three window openings flank a central double door entrance and is the only visible portion of the original building. The windows have been replaced but maintain their original locations. The outer two windows are currently direct-set plate glass windows but were historically four-over-four double hung windows. The two windows that immediately flank the double doors are two-light windows, although historically they were three-light. Vent grilles are situated beneath each of the window openings. It is unclear if these are original as this area of the façade is obscured in available historic images. The front door location is original, although it was formerly recessed and is currently flush with the exterior wall, a change which appears to date to the 1960 office additions. The front stair has also evolved over the years. The circa 1950

¹ "Stone Company Buys Plant in Eau Claire for Making of Garments; To Employ 400," *The State*, March 16, 1948.

² Sanborn Map Company. *Sanborn Fire Insurance Maps*. New York: Sanborn Map & Publishing Company, 1956.

³ South Carolina Aerial Photographs, 1951, 1955, 1959, 1966, Government Information & Maps, University of South Carolina Libraries; "Chamber's Report Notes Expansion," *The State*, December 12, 1949; "Work Started on Eau Claire Plant Addition," *The State*, September 28, 1950; "Expansion Planned at Plant Here," *The State*, November 24, 1960.

⁴ c.1950 photograph from *Stone Manufacturing: The First Half Century of Clothing a Changing World*.

⁵ "Expansion Planned at Plant Here," *The State*, November 24, 1960; Aerial Photographs, 1959, 1966.

⁶ c.1950 photograph; "Automobile Accident at N. Main Street and Sunset Drive," July 7, 1967, Russell Maxey Photograph Collection, Richland Library, Columbia, South Carolina.

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photograph shows a straight-run concrete stair leading from the sidewalk to the recessed entrance. By 1967, the stair had become an imperial stair, which was removed in 2018 to relocate the North Main Street sidewalk.

The south elevation is nineteen bays long. Moving west to east, the first six bays encompass the 1960 addition and are clad in the same raised brick veneer as the front façade. The remaining thirteen bays date to the 1950 addition and are composed of concrete block. Downspouts with conductor boxes separate each bay on the 1960 portion, while pilasters separate the bays of the 1950 concrete section of the elevation. The elevation features three sets of double doors as well as two loading docks for trucks. These doors are located in the second, seventh, and thirteenth bays of the elevation. Each set of doors is covered by an awning. The awnings on bays two and seven are flat while the thirteenth bay doors are covered by a domed awning. From each set of doors, a concrete stair with metal handrails leads from the building down to the parking lot. The fifteenth and sixteenth bays feature garage-style loading dock doors. The third, ninth, and twelfth bays have square, louvred vents at varying heights. Several bays on the 1950 portion of this elevation had windows that were later infilled with concrete block.

The east elevation faces Phillips Street and is the most varied of the elevations. The southeast corner is comprised of the 1950 addition which features a stepped parapet with two large vent fans at its center. An off-center projecting four bay loading dock with three garage doors and a pedestrian door, which features a concrete stair to the asphalt, south of the garage doors. The garage doors are raised above ground level to serve as loading docks for trucks. North of these bays is a projecting, concrete block, rectangular wing that serves as an electrical room and dates to the 1970s. It features a decorative concrete block “x”-shaped latticework parapet screen wall. The south elevation of the electrical room has a white door and numerous pipes leaving from the wall, while the east elevation of this room has a set of metal double doors. Heading north along the building’s east elevation is another projecting addition, although this one is much larger, constructed of corrugated metal, and has a low-pitch gable roof. This addition dates to the 1970s and is the only two-story portion of the manufacturing plant. Its south elevation has four bays of loading docks and a small stair leading to a pedestrian doorway to the left of these garage doors. A flat, corrugated metal awning covers these openings. All loading docks at the east end of the building are accessible by a paved driveway and parking lot. The east elevation of the two-story corrugated metal addition lacks openings and terminates near the intersection of Phillips Street and Avondale Drive.

The north elevation is twenty-one bays long, composed primarily of concrete block construction, although the eastern two bays are encompassed by the two-story corrugated metal addition. The remaining portion of the elevation mimics the south elevation in design, with thirteen bays of concrete block and six bays of brick veneer at the west end. Pilasters separate each bay of the concrete block portion while downspouts divide the brick veneer. Like the south elevation, many of the concrete block bays feature brick in-fill in former window openings. The seventh bay from the east contains a set of double doors, and the fifteenth bay has a flat, metal covered awning over a set of double doors that have been boarded with plywood. These doors are situated lower than the surrounding landscape, and access is provided by a small concrete staircase. The final two bays at the west end of the elevation each have a single door. The twentieth bay features a

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glass and aluminum frame storefront door, which is flanked by sidelights and covered by a flat, concrete awning, while the twenty-first bay features a hollow metal door which is situated behind a chain link fence.

Interior

The building's original design is still largely intact in the interior. The original 1946 portion of the building and the 1949 and 1950 wing additions are open manufacturing spaces separated by steel columns. The flooring is concrete, and the walls are largely exposed concrete block, reflecting the industrial nature of the building. Partition walls have been added near the front of the building to create additional office space. However, these walls are demountable and have not significantly altered the integrity of the building. The wood barrel roof framing is present and in fair condition while the flat roofs of the two 1960 wings are in poor condition. The barrel sections are supported by wooden diagonal braces and exposed steel trusses. Exposed electrical and mechanical ductwork is present throughout the interior, suspended from the trusses and roofing. Large clerestory windows on the west end of the building, where the barrel roof meets the lower level flat roof, provide light to the manufacturing space. The front (west) section of the building features subdivided office space. These spaces feature dropped acoustical tile ceilings, wood veneer paneling, and linoleum tile flooring.

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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.)

- 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

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Areas of Significance
(Enter categories from instructions.)

Industry

Period of Significance
1948-1969

Significant Dates

1949

1950

1960

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

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

The Stone Manufacturing Company is a locally significant as an example of a garment manufacturing facility, an important element of the diversified industrial growth in postwar Columbia. The history of the building represents the growth of garment manufacturing in the city and the rise of Stone Manufacturing from a small, South Carolina business to an international manufacturer. Beginning as a small, five-person operation in Greenville, South Carolina, in 1933, Stone Manufacturing expanded rapidly across the state in the postwar period, beginning in Columbia and eventually adding ten additional plants in the southeast. Eugene E. Stone III and his wife, Allene “Linky” Wyman Stone, were integral to the development of the mid-twentieth century garment industry and its success in South Carolina. By inventing the clipper foot, a device used to cut thread via foot pedal, Stone was able to increase the rate of production and generate garments more quickly than his competitors. Stone Manufacturing became one of the most successful apparel companies in the world. Its presence in Columbia reflects the industrial growth of the city in the immediate postwar period when the city’s Industrial Service Bureau worked to attract diverse businesses from across the nation to establish facilities in Columbia. The period of significance begins with the purchase of the facility by Stone Manufacturing in 1948 and ends in 1969 when Stone Manufacturing stopped being an exclusively domestic manufacturer.

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

Criterion A: Industry

While Stone Manufacturing would eventually become an international corporation, the company’s beginnings were quite humble. The company’s founder, Eugene E. Stone III, was a white man from Greenville, South Carolina. Following both his graduation from the University of South Carolina and the stock market crash, Stone moved from the Upstate of South Carolina to Houston, Texas in 1929 in search of fortune in the oil industry. Unsuccessful in amassing great wealth, Stone returned to Greenville in 1930 and found work at a small clothing manufacturer, where he worked for a few years. At the age of twenty-six, Stone left this company after a dispute with his employer. His brief stint as a worker in the clothing manufacturing industry provided him with the experience he needed to begin his own company. By the summer of 1933, he and his new wife “Linky” had purchased eight sewing machines and opened Stone Manufacturing Company on River Street in Greenville with five seamstresses.⁷ Two of those seamstresses, Juanita Young and Quincy Coggins, attained leadership roles and remained with the company for more than fifty years.⁸ In the depths of the Great Depression, the

⁷ Eugene B. Stone III, *Stone Manufacturing Company: The First Half Century of Clothing a Changing World* (Princeton, NJ: Newcomen Society Publishing, 1985), 5, 10; Stephen J. Hedges, “Stone Manufacturing: After 50 Years the Apparel Company is Covering the World,” *The State*, August 12, 1983.

⁸ Stone, *Stone Manufacturing*, 18.

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company operated on a tight budget, facing cold winters with only a potbellied stove in their small operation on River Street. According to Stone, this difficult experience during the Depression that led him to make a commitment “to produce a quality garment that people could afford.”⁹

By the end of the 1930s, Stone Manufacturing’s profits were growing, as was its operation. The company added to its product line, now manufacturing slips, panties, dresses, aprons, dustcaps, and sunsuits in addition to their original line of bloomers, and moved to a larger location.¹⁰ By 1940, their sales had continuously grown at an annual rate of one-third, proving that their low-cost, yet high-quality products were incredibly profitable. With the United States’ entrance into World War II came allotments on production for the war effort, but also diversification of products. While Stone Manufacturing had to allocate twenty-five percent of its business for contracts with the government, the company began manufacturing items they had never made before, such as mattress covers.¹¹ The production of materials for the war effort certainly buoyed the company’s success, but the changes in clothing preference among veterans set up Stone Manufacturing for further achievement. While serving their country overseas, soldiers wore government-issued boxer shorts, a new style of undergarment. Eugene Stone surmised returning veterans would drive demand for commercially produced boxers. .¹² It was the introduction of men’s undergarments that led Stone to purchase the Columbia facility in 1948.

Stone’s decision to operate a facility in Columbia likely ties to the city’s central location in the state, but also its history in textile manufacturing. South Carolina’s textile industry largely grew in the post-Civil War period with the expanding network of railroads across the southeast. By the 1890s, Columbia featured a growing number of cotton mills and became a major hub in the state’s textile industry.¹³ The dominance of textile manufacturing in the state began to erode in the 1920s. South Carolina was plagued by both drought and boll weevils, leading to the collapse of the state’s cotton industry. The arrival of the Great Depression in the 1930s only compounded the difficulties of the textile mills. Though briefly revived by World War II, the state’s textile industry would all but fade away by the end of the century.¹⁴

While textile manufacturing began to dwindle in the post-World War II period, garment making, the production of those textiles into clothing, made its way into South Carolina’s industry. As *Life* magazine noted in their issue on the New South and its rising industrialization, “the combination of labor, good climate and closeness of raw materials” was largely responsible for the tremendous success of southern industrialization.¹⁵ Both Columbia and Greenville were large textile producers, providing easy access to the raw materials needed to manufacture Stone’s products. Additionally, *Newsweek* published an article in 1965 documenting the transformation

⁹ Stone, *Stone Manufacturing*, 14.

¹⁰ Stone, *Stone Manufacturing*, 14.

¹¹ Stone, *Stone Manufacturing*, 16.

¹² Stone, *Stone Manufacturing*, 17-18.

¹³ John H. Moore, “Columbia,” *South Carolina Encyclopedia*, May 10, 2019, accessed February 21, 2020.

¹⁴ Cynthia Rose Hamilton, “Olympia Mill,” *National Register of Historic Places Registration Form, Powers & Company Inc.*, Philadelphia, February 2, 2005.

¹⁵ “Men, Money and Ideas are Remaking a Region,” *Life*, October 31, 1949.

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of the Southern economy, finding that by the 1950s, “small and medium sized factories were developing, and new industries such as electronics, military equipment, textiles, cameras, and structural steel further diversified the economy.”¹⁶ By 1965, Columbia’s metropolitan area reportedly featured twenty-two new manufacturing plants and 5,000 new jobs since the start of the decade, signifying the transformation and diversification of southern industry. As a leader in the garment industry, Stone Manufacturing was an important component of the city’s changing industrial landscape.¹⁷

The push to bring new and varied industries to Columbia was led by the city’s Industrial Service Bureau. Established in 1946, the Industrial Service Bureau, along with the Columbia Chamber of Commerce, launched an aggressive advertising campaign to attract industry to Columbia and Richland County. The campaign highlighted the capital’s advantages as an industrial center, including its geographic location and large stores of raw materials.¹⁸ Within the first four years of its existence, the Industrial Service Bureau’s campaign proved successful as industry in Columbia increased dramatically and became more diversified. A report to the bureau in 1950 cited the addition of over 2,000 new jobs and \$3,460,000 in annual payroll since the campaign launched in July 1946.¹⁹ As a recruited business, Stone Manufacturing was one of the many companies drawn to Columbia, along with other garment companies like Capital City Manufacturing on Huger Street and Her Majesty Underwear Company (West Columbia).²⁰

Industries of all kinds were drawn to Columbia in the postwar period. Columbia Products Company, a subsidiary of the Shakespeare Company of Kalamazoo, Michigan, established a plant to manufacture fiberglass fishing rods in Northeast Columbia in 1949 while the White Rock Manufacturing Company, a subsidiary of the New York-based Ray-Dyne Manufacturing Corporation, instituted a facility in White Rock, near Lake Murray in 1950.²¹ The White Rock Manufacturing Company, which produced radios, phonographs, and their cabinets, became aware of the advantages of establishing a plant there through the work of the Industrial Service Bureau. The company chose the Columbia area to establish a facility because of the location, which would provide easy shipping through Charleston’s nearby ports, as well as the abundance of wood from South Carolina’s vast lumber supply.²² Finally, the Russell Manufacturing Company founded a branch of the Middleton, Connecticut company in West Columbia in 1949 near the Columbia Airport. Attracted to the area by its “equitable tax structures,” “productive people,” and its dealings with the Industrial Service Bureau and state Research, Planning, and Development Board, Russell Manufacturing chose Columbia as a new production facility for its nylon and cotton elastic fabrics and woven asbestos products.²³ Within a few years of its

¹⁶ Historic Columbia Vertical Files, “Industry.”

¹⁷ “The South: Into a New Century,” *Newsweek*, May 3, 1965, 33; “Columbia, S.C.: All American City, 1965.” Pamphlet from Richland Library’s Walker Local and Family History Center.

¹⁸ “Survey by Sales Management Shows Columbia to Be Among Top Cities in Trade Volume,” *The State*, July 14, 1946; “Chamber Plans Advertisements of City, County,” *The State*, November 4, 1946.

¹⁹ “Columbia Area Industrial Gains Cited,” *The State*, March 21, 1950.

²⁰ *Ibid*; “Garment Plant Employing 250 To Be Built in West Columbia,” *The State*, May 16, 1951.

²¹ “Notice of Incorporation,” *The State*, July 22, 1949; “Radio Concern To Open Plant At White Rock,” *The State*, January 8, 1950.

²² “Radio Concern To Open Plant At White Rock,” *The State*, January 8, 1950.

²³ “Russell Company Plans Plant Here, Will Employ About 35,” *The State*, October 19, 1949.

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inception, the work of the Industrial Service Bureau attracted various companies from across the country to establish facilities in South Carolina's capital city, bringing jobs, revenue, and infrastructure to the diverse new economy.

While industry in Columbia diversified after World War II, it also remained rooted in the production of garments and textiles. Shortly after Stone Manufacturing expanded to Columbia, Capital City Manufacturing Corporation opened a facility in the Glencoe Mill building on Huger Street.²⁴ Constructed in 1910 for the production of twine, the mill became the home of Capital City in 1949, and by 1953 the dress-making company had added over 22,000 square feet to the plant.²⁵ While the Capital City Manufacturing Corporation appears to have been successful, it never achieved the international success of Stone Manufacturing. In addition to Capital City's dressmaking, Columbia's garment production also featured a branch of Her Majesty Underwear Company, a Leola, Pennsylvania-based company that produced women's underwear in West Columbia.²⁶ However, the West Columbia plant does not seem to have lasted long and was soon usurped by a plant in nearby Mauldin, South Carolina. A succession of garment manufacturers operated from a facility built on Shop Road in 1950, with the longest occupation by Bud Berman between 1952 and 1959.²⁷ These garment manufacturers, along with the various other industries, represent the rapid expansion and diversification of Columbia's economy and industry in the immediate postwar period. The aggressive campaign of the Industry Service Bureau to attract new business and industry proved successful as dozens of businesses established facilities in the Columbia area from 1946 until the mid-1950s.

The Columbia plant was the company's first extension outside of Greenville. When it opened in 1948, the building was described by Eugene Stone as being "hot and dirty, jammed to the wall with old, inefficient machines' and the employees were largely disgruntled and resentful."²⁸ His first choice to wrangle this new venture was Quincy Coggins, one of the original Stone seamstresses, whom he made general manager of the plant. Quincy, who worked for Stone Manufacturing for forty-eight years, served as the manager until 1960, running the plant for over a decade. Women serving as plant general managers was a rarity in the industry.²⁹ Eugene Stone, who noted that some questioned his decision to send a woman for this task, reinforced that his business was based on meritocracy, and that Coggins was the most qualified for the job. Additionally, Eugene Stone recalled years later that one of the original employees, Juanita Young, was still in an active role with the company fifty-one years after her initial employment, serving as the Vice President of Manufacturing.³⁰ Allene "Linky" Stone, Eugene's wife since 1933, was long referred to as his "partner" instead of his wife, and he repeatedly lauded her efforts in the company. She served as the Vice President of Design as well as the Vice President

²⁴ "Dress Making Plant to Open Here in July," *The State*, July 1, 1949.

²⁵ Ibid; "Two Manufacturing Firms to Expand," *The Columbia Record*, August 3, 1953.

²⁶ "Garment Plant Employing 250 Built in West Columbia," *The State*, May 16, 1951.

²⁷ Meg Southern, "Citadel Shirt Corporation," Draft National Register of Historic Places Registration Form, Garvin Design Group, Columbia, July 3, 2020.

²⁸ Stone, *Stone Manufacturing*, 18.

²⁹ "Miss Quincy Coggins Dies; Rites Friday," *The State*, October 13, 1983.

³⁰ Stone, *Stone Manufacturing*, 11; Obituary of Juanita Young, *Greenville News*, April 26, 2009.

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and Secretary of the company, while her husband served as President and Treasurer, further demonstrating their equal partnership in the company.³¹

Though Stone Manufacturing may have been unusual in providing women with otherwise rare employment opportunities, its approach towards prospective African American employees seems to have been typical of mid-century white-owned companies in the South. No evidence has been found of a Black employee being on staff at the plant during the period of significance, only near the end of which did the federal government begin enforcing equal opportunity legislation. Indeed, a picture from a 1953 event celebrating the Columbia plant's fifth year in operation shows thirty-five employees, all of whom are white.³² As the company expanded through the 1960s and into the 1970s, civil rights legislation from this period would have allowed African Americans employment with the firm. By October 1967, newspaper advertisements for the company's Greenville location featured the line "Equal Opportunity Employer" for the first time, indicating African American employees were welcome to apply.³³ However, it was not until August 1972 that the Columbia location advertised it was an equal opportunity employer.³⁴

Following Stone Manufacturing's expansion to Columbia and the addition of the men's underwear line to the business, the company began rapidly expanding. The building grew multiple times to accommodate the surge in demand for men's undergarments. The increase in manufacturing space in 1949 and 1950 allowed the plant to become one of the largest producers of underwear in the world, while the 1960 office space additions provided space for logistics and distribution. After Columbia, Stone Manufacturing brought plants to the towns of North, Norris, and Johnston, South Carolina, and Fair Bluff (North Carolina). The company also constructed a new plant and headquarters in Greenville at Cherrydale. The Cherrydale plant continued to grow and in 1956 became the world's largest apparel plant.³⁵ While Cherrydale served as the firm's headquarters, the Columbia plant was the company's most important satellite location. As the company's first expansion and its second largest producer, Columbia ranked highly in the firm's hierarchy. The Columbia plant's role in coordinating company logistics also made it critical to Stone Manufacturing's success. In the early 1960s, the company was still adding new lines of apparel to its plants throughout North and South Carolina. Stone Manufacturing created an inventory of more than six million seasonal garments, the largest known in the United States and a clear indicator of the company's sustained growth.³⁶ One way the company accomplished this was through government contracts, which vastly bolstered its production and revenue. Stone Manufacturing's partnership with the federal government proved to be successful and long-term. In 1967, as the United States continued sending soldiers to Vietnam, the Department of Defense awarded the Columbia plant a \$1.6 million contract to produce nearly four million pairs of men's cotton shorts.³⁷

³¹ "Stone Manufacturing Co., Is One of Nation's Largest," *The State*, October 5, 1958.

³² "Stone Company Awards Service Pins," *The Columbia Record*, October 14, 1953.

³³ "Help Wanted," *The State*, January 9, 1966; October 1, 1967.

³⁴ "Help Wanted," *The State*, August 13, 1972.

³⁵ "Stone Manufacturing Co. Fantastic Success Story," *Greenville News*, February 12, 1956.

³⁶ "Stone Adds New Lines," *Greenville News*, November 10, 1963.

³⁷ "Columbia Company Gets U.S. Contract," *The State*, September 12, 1967.

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While business continued to boom for Stone Manufacturing, by the late-1950s Eugene Stone noticed a growing concern for American industry: foreign competition threatening domestic manufacturing. In 1961, he traveled to Washington to address a House subcommittee where he stated that “unemployment in the industry will continue to mount unless foreign textile imports are restricted.”³⁸ In addition to the threat of foreign imports, a 1965 newspaper article cited the firm’s battle with efficiency. Specifically mentioned was the issue of the “price squeeze” so many garment manufacturers faced, which was likely linked to the price of textiles they are refining for clothing.³⁹ By 1969, after years of fighting foreign competition and experiencing issues of efficiency, Stone Manufacturing succumbed to the pressure to use overseas goods and began purchasing materials from foreign companies to manufacture Stone products. For the first time in its history, Stone Manufacturing used imported goods, citing an inability to compete in the industry while using domestic textiles.⁴⁰ While this change affected the company’s initial mission to produce locally sourced products, it bolstered the business’s profitability and growth. Stone continued to expand and by 1983, Stone was operating twelve plants in the Carolinas and Georgia.⁴¹ Stone Manufacturing began moving its garment production to the Caribbean and Far East in 1991, and after fifty years in Columbia, the garment maker closed its Columbia plant in the summer of 2000.⁴²

Beginning as a small operation in Greenville, the Stone Manufacturing Company grew to be one of the largest garment manufacturers in the world, with Columbia as its first plant outside of Greenville. The Columbia plant is an excellent example of the industrialization of Columbia during the postwar period and the growth of garment manufacturing. The building evolved as the company prospered, eventually becoming the largest manufacturer of men’s and boys’ underwear in the world. The company ties into both Columbia and South Carolina’s earlier textile industry and its shift to garment production with synthetic fibers. It is a testament to the progression of Columbia’s textile-based manufacturing throughout the twentieth century.

³⁸ “Textile Job Losses Are Cited,” *The State*, July 20, 1961.

³⁹ Philip G. Grose, Jr., “Firm Faces Challenge of Efficiency,” *The Columbia Record*, May 2, 1965.

⁴⁰ “Greenville Apparel Company Plans to Buy Foreign Goods,” *The State*, December 22, 1969.

⁴¹ Hedges, “Stone Manufacturing: After 50 Years, The Apparel Company is Covering the World,” *The State*, August 12, 1983.

⁴² Joe Guy Collier, “Stone Apparel Closing Columbia Sewing Operation,” *The State*, April 14, 2000.

Stone Manufacturing Company
Name of Property

Richland, S.C.
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9. Major Bibliographical References

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

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"Stone Company Awards Service Pins," October 14, 1953.

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Hamilton, Cynthia Rose. "Olympia Mill." National Register of Historic Places Registration Form. Powers & Company Inc., Philadelphia. February 2, 2005.

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Southern, Meg. "Citadel Shirt Corporation." Draft National Register of Historic Places Registration Form. Garvin Design Group, Columbia. July 3, 2020.

The State (Columbia, SC)

"Survey by Sales Management Shows Columbia to Be Among Top Cities in Trade Volume," July 14, 1946.

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"Stone Company Buys Plant in Eau Claire for Making of Garments; To Employ 400." March 16, 1948.

"Dress Making Plant to Open Here in July," July 1, 1949.

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- "Notice of Incorporation," July 22, 1949.
"Russell Company Plans Plant Here, Will Employ About 35," October 19, 1949.
"Chamber's Report Notes Expansion," December 12, 1949.
"Columbia Area Industrial Gains Cited," March 21, 1950.
"Work Started on Eau Claire Plant Addition," September 28, 1950.
"Radio Concern To Open Plant At White Rock," January 8, 1950.
"Garment Plant Employing 250 To Be Building in West Columbia," May 16, 1951.
"Stone Manufacturing Co., Is One of Nation's Largest," October 5, 1958.
"Expansion Planned at Plant Here," November 24, 1960.
"Management Change," January 4, 1961.
"Textile Job Losses Are Cited," July 20, 1961.
"Help Wanted," January 9, 1966.
"Columbia Company Gets U.S. Contract," September 12, 1967.
"Help Wanted," October 1, 1967.
"Greenville Apparel Company Plans to Buy Foreign Goods," December 22, 1969.
"Help Wanted," August 13, 1972.
Hedges, Stephen J. "Stone Manufacturing: After 50 Years, The Apparel Company is Covering the World," August 12, 1983.
"Miss Quincy Coggins Dies; Rites Friday," October 13, 1983.
Collier, Joe Guy. "Stone Apparel Closing Columbia Operation." April 14, 2000.

Stone, Eugene B., III. *Stone Manufacturing Company: The First Half Century of Clothing a Changing World*. Princeton, NJ: Newcomen Publishing, 1985.

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"Columbia, S.C.: All American City, 1965."
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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

Stone Manufacturing Company
Name of Property

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Federal agency

Local government

University

Other

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreege of Property 3.55

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 34.031255 Longitude: -81.041514

2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude:

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

The boundary begins at the corner of Avondale Drive and North Main Street and runs south to the edge of the asphalt parking lot. The boundary then turns east until Phillips Street, where it turns north. At the corner of Phillips Street and Avondale Drive, the boundary heads west and terminates at the corner of Avondale Drive and North Main Street. The boundary follows the property lines of tax parcel R09112-07-01 between North Main Street and Phillips Street, but excludes the portion of the parcel located east of Phillips Street.

Boundary Justification (Explain why the boundaries were selected.)

The boundary follows existing property lines between North Main and Phillips Streets. It encompasses all historic resources associated with the property, including the 1960 paved parking lot.

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11. Form Prepared By

name/title: Jane Campbell, Preservation Consultant
organization: Rogers Lewis Jackson Mann & Quinn, LLC
street & number: 1901 Main St. Suite 1200
city or town: Columbia state: SC zip code: 29201
e-mail jcampbell@rogerslewis.com
telephone: 803-978-1963
date: 4/20/2020

Additional Documentation

Submit the following items with the completed form:

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

Owner: GSM of North Main, LLC
1624 Main St.
Columbia, SC 29201

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Stone Manufacturing Company
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Photo Log

Name of Property: Stone Manufacturing Company

City or Vicinity: Columbia

County: Richland

State: SC

Photographer: Jane Campbell

Date Photographed: 2/21/2020; 2/27/2020

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

- 1 of 15 West façade, looking south
- 2 of 15 South elevation, looking east
- 3 of 15 Southeast corner loading bays
- 4 of 15 Southeast corner mechanical room
- 5 of 15 Southeast corner 1970s loading bays, looking north
- 6 of 15 North elevation, looking west
- 7 of 15 Southwest corner covered entrance at 1960 addition, looking northeast
- 8 of 15 North elevation, pilasters and in-filled opening, 1949 addition
- 9 of 15 Original section of building with 1960 brick veneer
- 10 of 15 1949 addition interior, looking east
- 11 of 15 1950 addition interior, looking east
- 12 of 15 Interior looking southeast
- 13 of 15 Clerestory window in gable, looking west
- 14 of 15 Barrel roof diagonal braces
- 15 of 15 Interior office space, looking west

Index of Figures

- 1 of 2 c.1950 photograph, west façade and landscaping, courtesy of Stone Manufacturing Company
- 2 of 2 1967 brown brick west façade with office additions, courtesy of Russell Maxey Photograph Collection

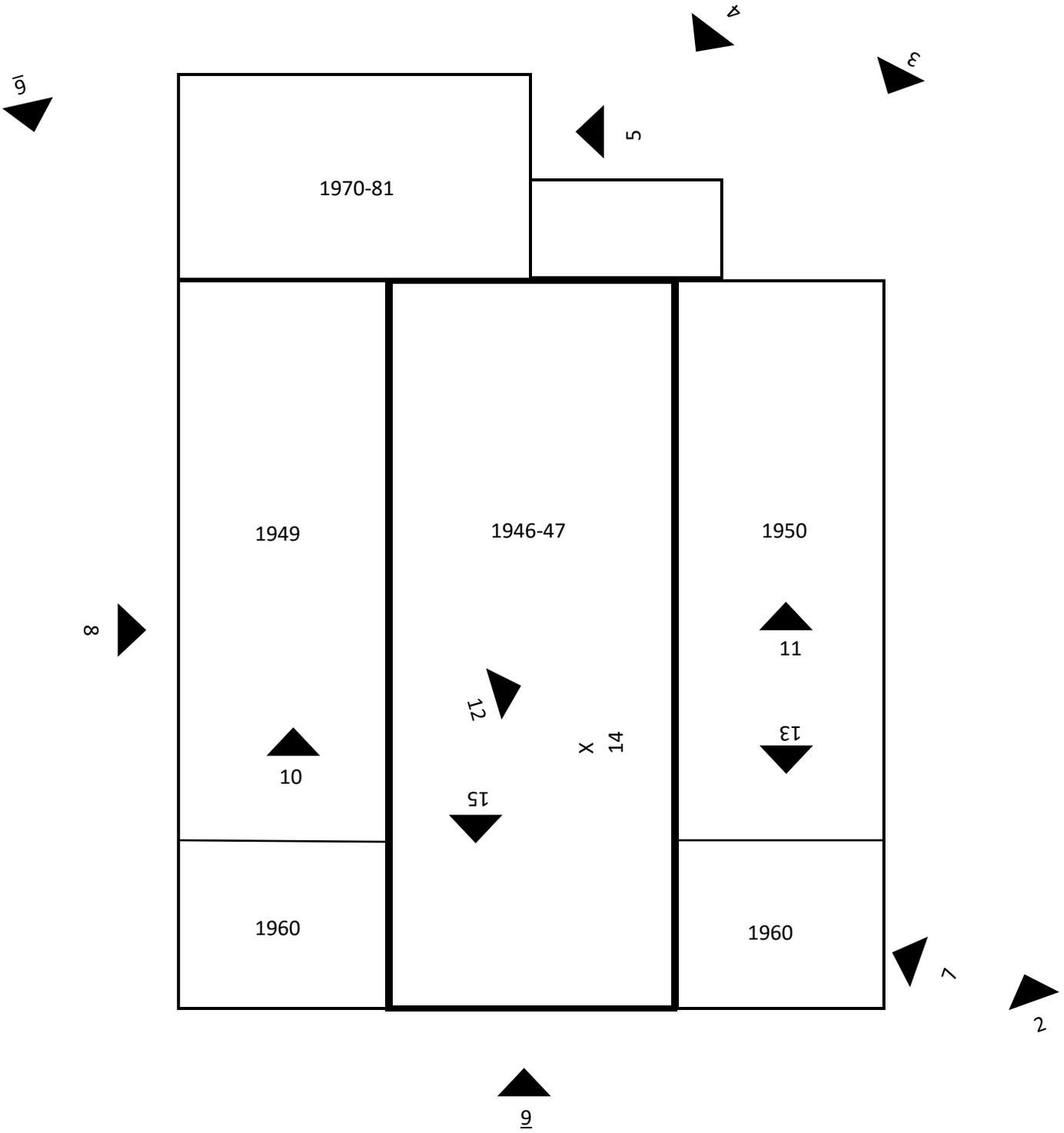
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

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Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

DRAFT



North Main Street



1

2

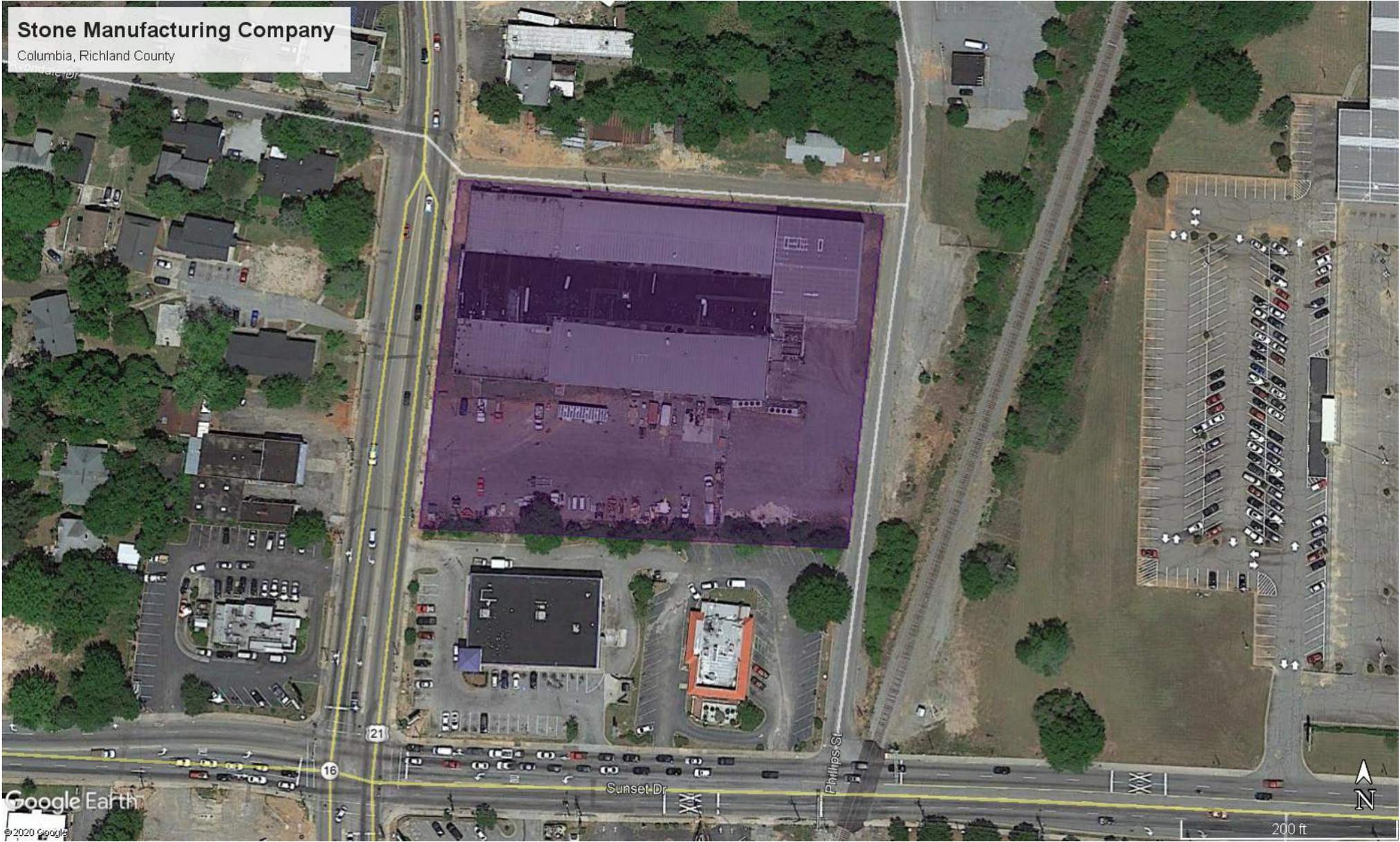
Richland County Internet Mapping

Stone Manufacturing Company
Columbia, Richland County
Tax Map – National Register Boundary



Stone Manufacturing Company

Columbia, Richland County



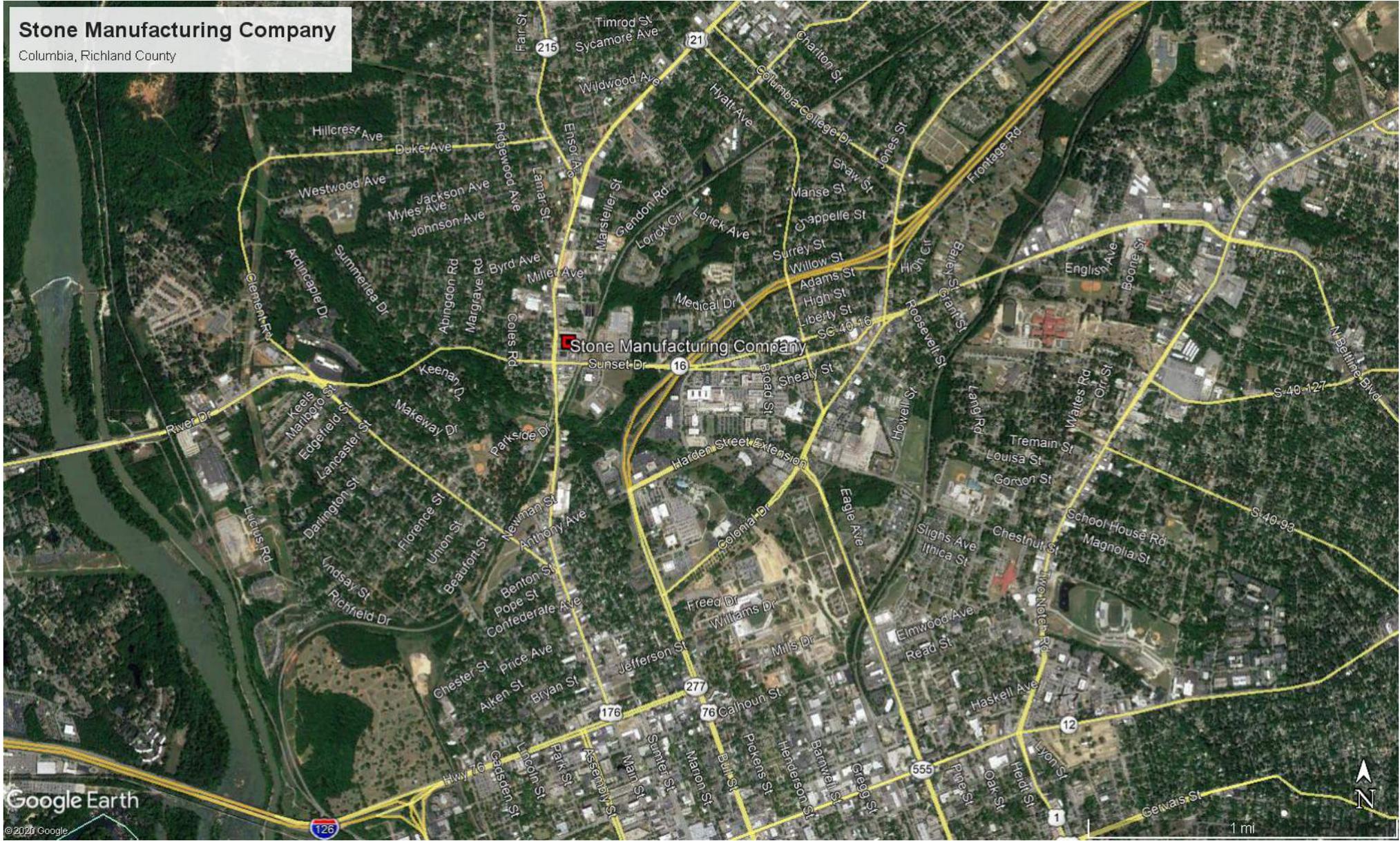
Google Earth

© 2020 Google

200 ft

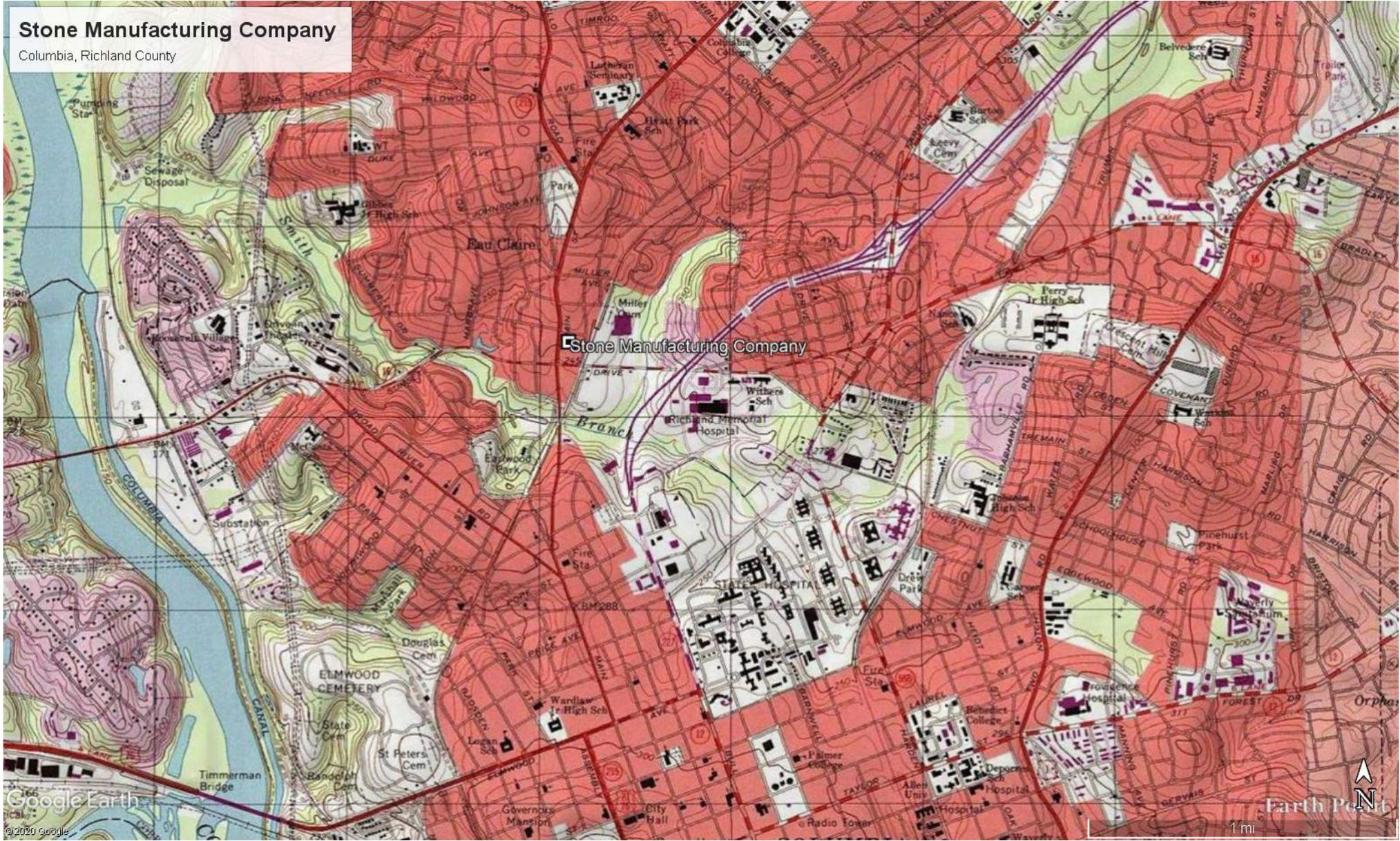
Stone Manufacturing Company

Columbia, Richland County



Stone Manufacturing Company

Columbia, Richland County

















ES / 63,300 SF BLDG
SITE #C1986
ant
naiavant.com
AVAILABLE
54-0100



RESERVED
5-A

RESERVED
4-A

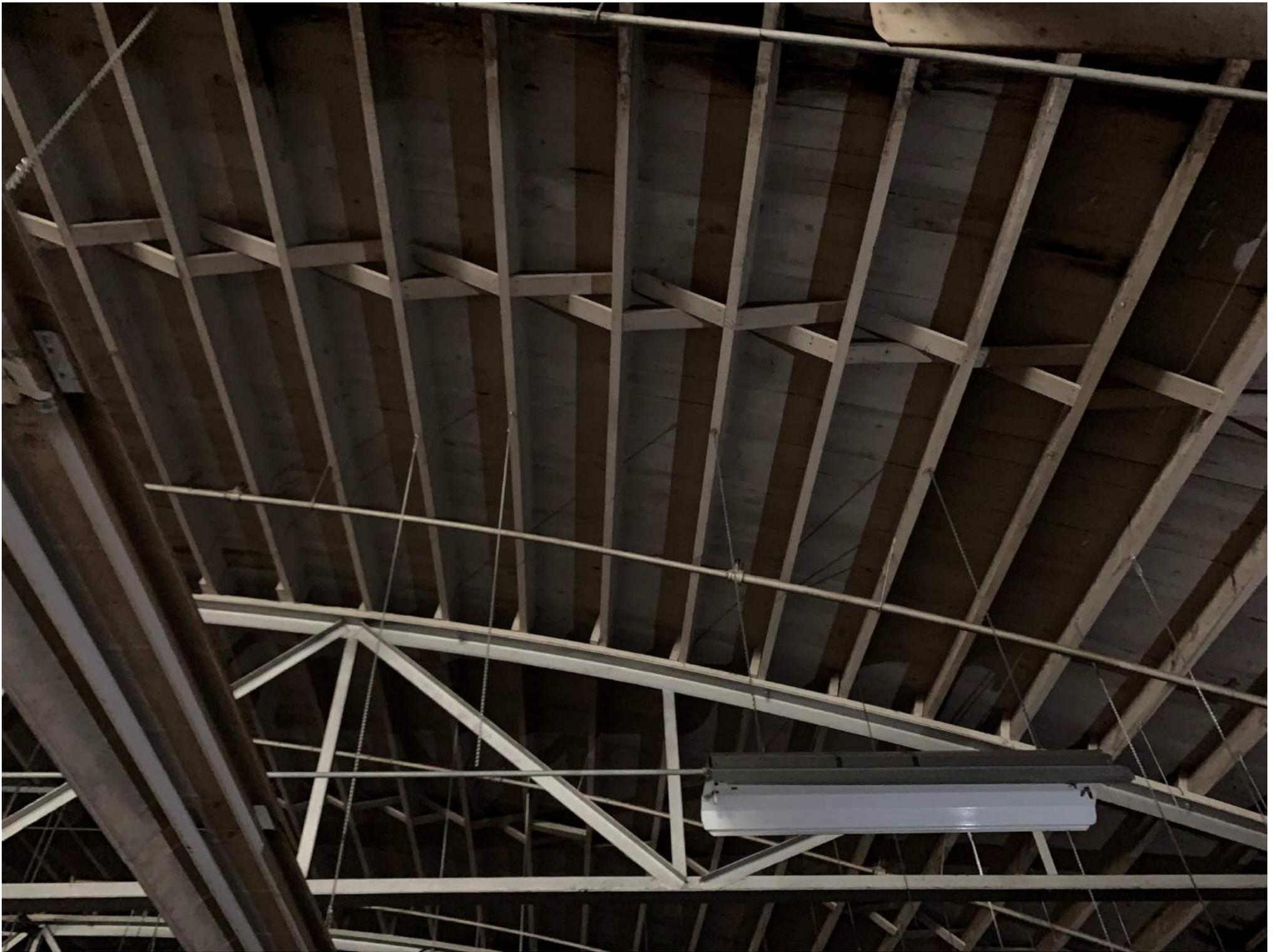
















THE COLUMBIA PLANT, COLUMBIA, SOUTH CAROLINA, WAS PURCHASED IN 1948. IT BECAME THE SECOND OF ELEVEN STONE MANUFACTURING COMPANY PLANTS. THIS FACILITY SERVES AS THE HEADQUARTERS FOR THE UNDERWEAR DIVISION

