

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Springdale Poultry Industry Historic District

other names/site number WA1134, WA1135, WA1136

2. Location

street & number 317 and 319 East Emma Avenue; 316 East Meadow Avenue ☐ not for publication

city or town Springdale ☐ vicinity

state Arkansas code AR county Washington code 143 zip code 72764

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 for 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
☐ nationally ☒ statewide ☐ locally. (See continuation sheet for additional comments.)

Cathy Macches

Signature of certifying official/Title

8/8/11

Date

Arkansas Historic Preservation Program

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See Continuation sheet for additional
comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

☐ entered in the National Register.

☐ See continuation sheet

☐ determined eligible for the
National Register.

☐ See continuation sheet

☐ 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

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

Contributing

Noncontributing

3

buildings

sites

structures

objects

3

Total

Name of related multiple property listing

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

N/A

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

0

6. Function or Use**Historic Functions**

(Enter categories from instructions)

AGRICULTURE/SUBSISTENCE/animal facility

COMMERCE/TRADE/business

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/business

VACANT/NOT IN USE

7. Description**Architectural Classification**

(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN
MOVEMENTS/Commercial Style**Materials**

(Enter categories from instructions)

foundation CONCRETE

walls BRICK, CONCRETE

roof METAL, ASPHALT

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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** birthplace or grave of a historical figure of outstanding importance.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property
- ☒ **G** less than 50 years of age or achieved significance within the past 50 years.

Levels of Significance (local, state, national)

state

Areas of Significance (Enter categories from instructions)

AGRICULTURE

Period of Significance

1943-1969

Significant Dates

1944, 1951, 1969

1943, 1945, 1947, 1950, 1969

Significant Person (Complete if Criterion B is marked)**Cultural Affiliation** (Complete if Criterion D is marked)**Architect/Builder****Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 #

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State Agency
- ☐ Federal Agency
- ☒ Local Government
- ☐ University
- ☒ Other

Name of repository:

Washington County Assessor's Office, Fayetteville, Arkansas
Shiloh Museum of Ozark History, Springdale, Arkansas

Springdale Poultry Industry Historic District
Name of Property

Washington County, Arkansas
County and State

10. Geographical Data

Acreage of Property 0.734

UTM References

(Place additional UTM references on a continuation sheet.)

1 15 398580 4005001
Zone Easting Northing

2

3
Zone Easting Northing

4

☐ See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Clint Pumphrey, National Register Historian
organization Arkansas Historic Preservation Program date 6/30/11
street & number 323 Center Street, 1500 Tower Building telephone (501) 324-9789
city or town Little Rock state AR zip code 72201

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items.)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name
street & number telephone
city or town state zip code

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 listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

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SUMMARY

The Springdale Poultry Industry Historic District is located between East Emma Avenue and East Meadow Avenue, just east of the Arkansas and Missouri Railroad line in downtown Springdale, Arkansas. It consists of three contributing structures: the Jeff Brown Hatchery Building at 317 East Emma Avenue, the Tyson Office Building at 319 East Emma Avenue, and the Tyson Feed Mill Building at 316 East Meadow Avenue.

ELABORATION

Tyson Office Building (319 East Emma Avenue)

Tyson Foods' first headquarters were housed in a relatively nondescript structure considering the company's role today as the largest supplier of protein in the world. It sits on the site of the former Springdale Produce Company building, which was built between 1914 and 1924. Assessor's records, historical photographs, and Sanborn maps suggest that this building was either heavily remodeled or torn down and rebuilt circa 1947; the resulting structure housed the first headquarters of Tyson Foods, which stands today at 319 East Emma Avenue.¹

The current building is a typical 20th-century commercial structure with a simple, rectangular floor plan. Most of the building is one-story, though there is a windowless second story above the offices in the front section. The north-facing storefront is constructed of unadorned blond brick and measures just 25 feet wide. Measuring 150 feet deep, the east and west walls are made of red brick with a stepped parapet that is covered with a sheet metal cap. The rear wall is also red brick and measures 25 feet wide, giving the building a total footprint of 3,750 square feet. These walls sit upon a poured concrete foundation and are topped with a flat tar roof.

North Façade

Facing East Emma Avenue, the storefront occupies the north side of the building. The top half of this elevation is constructed of blond brick laid in a stretcher bond pattern with a single-row header cornice. The

¹ Easement for Use of Adjoining Wall, September 25, 1950, Abstract Book 421, Page 357, Washington County Clerk's Office, Fayetteville, Arkansas; Tax Ledger Sheet, 1948-1960, Springdale (Brooks Addition), Lot 9, Block 1, Washington County Assessor's Office, Fayetteville, Arkansas; Sanborn Fire Insurance Maps, Springdale, Arkansas, 1924 and 1948; Shiloh Museum Photograph Archives, accession no. S-86-15-9, Shiloh Museum of Ozark History, Springdale, Arkansas; Marvin Schwartz, *Tyson: From Farm to Market* (Fayetteville: University of Arkansas Press, 1991), p. 9 of photograph insert.

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lower half consists mainly of plate glass windows and a glass door that serves as the building's main entrance. Located on the west end of the storefront, the door is topped with a small transom window and flanked by two narrow plate-glass windows. This arrangement is slightly recessed from the brick wall above. A large plate glass window to the east slopes outward, where it becomes flush with the brick near the center point of the storefront. The east half consists entirely of two large plate-glass windows. All windows are bordered with an aluminum window frame and have an aluminum rail running horizontally across them one-third of the way up from the bottom. The glass on the bottom third is opaque and frosty, while it is tinted on the top two thirds. Between the windows on the bottom and brick on the top runs a flat aluminum awning which extends out just a few feet.

East Façade

The east elevation is a red brick wall that gradually steps down along the top a total of eight times from front to back. A seam in the brick is visible just behind the front office section. To the north of this seam is a large metal vent halfway up the wall, and beyond that is a metal staircase that runs against the side of the building to a door on the second floor. The door is boarded and now houses an air conditioning unit. The only feature south of the seam is a small utility box located about halfway up the wall, 75 feet from the rear of the building.

South Façade

Constructed from red brick, the south façade is the rear of the building. A large, central door opening appears to have been bricked up and replaced with a smaller door that reads, "Tyson." Centered above the original door opening is a small window that is also bricked up. On either side of that window is a 5x8 glass block window, though the western window was partially replaced with a louvered vent. A gutter, which catches all rainwater from the roof, lines the top of the wall. Below, a poured concrete loading dock edged with metal railings extends from the back of this south elevation.

West Façade

Like the east façade, the west elevation is a red brick wall that gradually steps down along the top a total of eight times from front to back. A seam in the brick behind the front office section is also visible on this side. There are no significant features north of this seam. To the south of the seam, four 5x8 glass block windows are spaced evenly across the top of the wall. A single door is located halfway between the two northernmost windows. There is a utility box located just below and to the north of the southernmost window.

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Integrity

Tyson Foods has owned the building at 319 East Emma Avenue since March 6, 1943, and it still houses company offices to this day. It has been well maintained, though there are modifications. The most significant change occurred in 2011 when the company removed the original glass storefront from the building and moved it to the current headquarters where it is now part of a museum. However, Tyson Foods took care to replace the old windows with new ones that mimic the pane arrangement and tinting of the originals. Previously, the company also moved a neon sign depicting a baby chick and reading "Tyson's Feed Hatchery" to the current headquarters. Minor alterations include the bricked up door and window on the south elevation, as well as the boarded up door on the east elevation. The interior retains much of its integrity, with Don Tyson's first office--situated in the front of the building by the window--still lined with the original wood paneling.

Tyson Feed Mill Building (316 East Meadow Avenue)

The building at 316 East Meadow Avenue is a simple one-story structure built circa 1950 by Tyson Feed and Hatchery, Inc. The main part of the building has brick walls laid out in a basic square floor plan, with a small concrete block addition projecting from the west end of the south elevation. These walls have all been painted white, and they rest on a poured concrete foundation and are topped with a flat tar roof. The large brick section, which boasts two roll-up doors, encloses a single, large room that originally served as a garage. The small projection housed offices. According to the Washington County Assessor's records, the building is 6,162 square feet.²

South Façade

The main wall on the south elevation is constructed of painted-white brick and gradually steps down at the top from east to west. Centered on this side is the main entrance, a single metal door with a window occupying its top half. To the east of this entrance are two metal garage doors, which are painted red. Between these two portals is an exterior light, which illuminates the doors and the poured concrete ramp leading up to them. A small concrete block addition extends south from main building just west of the main entrance. This extension consists of solid walls, with the exception of the east side, which has a two-over-two window. The inside corner formed by this addition and the main building is covered by a flat steel awning that protects the window and main entrance door. The awning and the tops of both the main wall and the addition are painted with a band of red paint.

² Parcel Information Sheet, Parcel No. 815-20755-000, Springdale (Brooks Addition), Lots 12-13, Block 1, Washington County Assessor's Office, Fayetteville, Arkansas; Tax Ledger Sheet, 1948-1960, Springdale (Brooks Addition), Lots 12-13, Block 1, Washington County Assessor's Office, Fayetteville, Arkansas; Sanborn Fire Insurance Maps, Springdale, Arkansas, 1948.

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West Façade

The west side of the building is constructed of brick and is painted white. Running along the top of the wall is a gutter that channels water to two drain pipes on each end of the wall. Just to the right of the drainpipe on the north side is an oversized door, and just to the left of the drainpipe on the south side is a small window. Extending west from the door is a poured concrete loading dock. A chain-link fence topped with barbed wire encloses the south side of this elevation.

North Façade

Like the south elevation, the north elevation is composed of brick, painted white, with a red stripe running across the top of the wall, which gradually steps down from east to west. There is an exterior light located at the top of the wall on the west side. The only other feature on the west half of this elevation is a bay, located just west of center, which was filled in with concrete block. The eastern half of this side is dominated by an awning constructed of corrugated steel roofing and wooden posts. The awning, which attaches to the building about halfway up the wall, at one time sheltered two doors. The one to the left is now closed off with concrete block, in front of it rests a cylindrical steel tank surrounded by a poured concrete wall. The one to the right, however, has a roll-up metal door. This entire elevation is enclosed by a chain link fence topped with barbed wire.

East Façade

The east elevation is constructed of brick and is painted white, with a thin red stripe running across the top. It features four single-pane windows, which are barred and distributed evenly across the east façade. A small utility box is attached at the far north end of this wall.

Integrity

The Tyson Feed Mill Building retains sufficient architectural integrity to demonstrate its role in the foundation of Tyson Foods, though there have been some alterations. The south side once had two or three small garage doors and a loading dock that ran the length of the elevation. The loading dock now only occupies the east half of the south façade and the two remaining garage doors have been enlarged. A concrete block office addition now occupies the other half of this wall. Still, the structure remains industrial in appearance and reflects the truck traffic that once frequented it. The building is still owned and occupied by Tyson Foods.

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Jeff Brown Hatchery Building (317 East Emma Avenue)

The building at 317 East Emma Avenue was constructed circa 1925. Jeff Brown purchased it in 1944 under the auspices of the Springdale Electric Hatchery Co., Inc. and named it the Springdale Electric Hatchery. In 1949, the company changed its name to Jeff D. Brown & Co., and Brown renamed the building the Jeff Brown Hatchery. They soon constructed the large concrete block addition circa 1951. Today, the vacant structure consists of two main sections: a front section constructed of brick and a rear section constructed of concrete block and wood. These walls sit on a poured concrete foundation and are covered with a gable roof.³

North Façade

Constructed of red brick, the north elevation of the Springdale Electric Hatchery building faces East Emma Avenue and serves the front of the building. The door, which has a nine-pane window in its top half, is centrally located on the storefront. It is flanked by two beige panels that have a vertical three-pane window at the top and a recessed rectangle pattern at the bottom. Above the door are two transom windows, and above that are two vertically-oriented beige panels, each inset with a recessed rectangle pattern with indented corners. This entire arrangement is surrounded by wooden framing painted blue. On either side of the front entrance are identical window arrangements. They have two large plate-glass windows positioned side-by-side and flanked by two narrow beige panels. Above are two large horizontally-oriented beige panels inset with a pattern similar to the one in the panels above the door. Above the windows and doors is a narrow recessed brick panel that runs the length of the storefront. Lined on the top with corbelling, the panel has at various times read, "Springdale Electric Hatchery" and "Brown's Hatchery," though the paint is now considerably faded. Brick caps project slightly above the parapet on each side, while a central extension is most prominent, occupying the middle third of the parapet.

East Façade

The east elevation consists of two main sections: a front brick section and a rear concrete block section. The brick section is laid in a common bond pattern atop a relatively thick poured concrete foundation. There are two boarded-up doors along the brick wall located just above the poured concrete foundation, each flanked

³ Abstract of Washington County Tax Records, 1924-1947, Springdale (Brooks Addition), Lots 10-11, Block 1, Washington County Assessor's Office, Fayetteville, Arkansas; Tax Ledger Sheet, 1948-1960, Springdale (Brooks Addition), Lots 10-11, Block 1, Book 481, Page 63, Washington County Assessor's Office, Fayetteville, Arkansas; Articles of Incorporation, Jeff D. Brown & Co., Inc., December 1, 1949, E-507, Washington County Clerk's Office, Fayetteville, Arkansas; Executor's Deed, July 7, 1944, 339-386, Washington County Clerk's Office, Fayetteville, Arkansas.

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by two windows. To the right of the northernmost door is a ten-over-ten stationary window, though the middle six panes open like a casement window. The left window was once the same size, but it was bricked in and replaced with a much smaller window, which located just above door height and is now boarded up. The windows on either side of the southernmost door are of identical size to the original window to the north, but both have been boarded up. Just above the left window, on top of the roof is a small, red, metal-clad structure with a gable roof. Just below the right window is a vent in the poured concrete foundation.

The bottom two-thirds of the rear section is constructed of concrete block, while the upper third is built of wood clad in asbestos shingles. The walls sit on a poured concrete foundation, which has eight square vent holes. There is one large door on the south end of the concrete block wall which has been closed off with corrugated metal. This portal is covered with an aluminum awning that has been damaged on the south end. Just below the wood wall there are six small metal vents: four equally spaced along the north half of the block wall and two above the door on the south end. Between these two sets of vents is a large metal box, open on the east side, which appears to be a vent housing of some sort. The upper wooden wall, clad with asbestos shingles, features four one-over-one windows equally spaced across its length.

South Façade

Like the southern half of the east elevation, the bottom two-thirds of the south elevation is constructed of concrete block, while the upper third is built of wood. On this side the wood is covered with corrugated metal, though some of this sheathing is missing. The only significant feature is a vent located just under the roof gable.

West Façade

The west elevation is similar to the east elevation in that the front is constructed of brick and the back is made of concrete block and wood. The brick section is laid in a common bond pattern atop a relatively thick poured concrete foundation. There are two doors along the brick wall located just above the poured concrete foundation, each flanked by two bricked-in windows. A single window remains above the southernmost door.

The bottom two-thirds of the rear section is constructed of concrete block, while the upper third is built of wood clad in asbestos shingles. The walls sit on a poured concrete foundation, which has several vent holes that are boarded up. There is one large door near the middle of the concrete block wall which was boarded up and fitted with a pair of small, two-over-two windows. Just below the wood wall there are seven small openings for vents, for the most part equally spaced along the length of the wall. The upper wooden wall, clad with asbestos shingles, features four one-over-one windows equally spaced across its length.

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Integrity

While the Jeff Brown Hatchery building still recalls its past use as a hatchery, several modifications have been made. Many of the windows and doors were bricked in or boarded up over the years as the structure's use evolved. The increasing importance of the hatchery industry in northwest Arkansas is reflected by the need for the large concrete block addition circa 1951. It should also be noted that the gable roof on the front brick section of the building is not original. It replaced a flat tar roof, probably sometime during the 1960s or 1970s. The Jeff Brown Hatchery building now stands vacant.⁴

⁴ Tax Ledger Sheet, 1948-1960, Springdale (Brooks Addition), Lots 10-11, Block 1, Book 481, Page 63, Washington County Assessor's Office, Fayetteville, Arkansas.

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Summary

Today, northwest Arkansas is famous for its poultry production. The region is most notably home to Tyson Foods, a company rooted in the breeding and processing of chicken that has grown to become the largest meat producer in the United States. However, the prominence of the area's poultry industry resulted from the efforts of other businesses including Jeff D. Brown & Company, whose president, Jeff Brown, served as the first president of the Arkansas Poultry Improvement Association. The site between East Emma Avenue and East Meadow Avenue, east of the Arkansas & Missouri Railroad tracks in downtown Springdale, Arkansas, is home to two buildings associated with the origins of Tyson Foods and one building connected to the early efforts of Jeff D. Brown & Company. Because these businesses played a central role in making the poultry industry an integral part of Arkansas's economy, the structures are being nominated to the National Register of Historic Places under **Criterion A** with **statewide significance** as the Springdale Poultry Industry Historic District.

The period of significance for the nomination of the Springdale Poultry Industry Historic District ends in 1969 to reflect the year that Tyson Foods moved their main office from East Emma Avenue to Johnson Road and Jeff D. Brown & Company sold their hatchery building on East Emma Avenue. Since the district continued to achieve significance into a period less than fifty years before the nomination, it is also being nominated to the National Register under **Criteria Consideration G: Properties that have Achieved Significance Within the Past Fifty Years**.

Agriculture in Northwest Arkansas

Agriculture has not always been such an important facet of life in northwest Arkansas. The state's earliest inhabitants were Paleo-Indians, a hunter-gatherer culture that probably followed large Ice Age animals into the area sometime after 12,000 years ago. It is unclear when they first arrived in the Ozark region, though radiocarbon dating on a fire pit in Mayes County, Oklahoma, suggests that they were certainly present 9,400 years ago. These first Arkansans did not rely on domesticated agriculture as a food source, rather, they gathered wild plants and hunted wild game like mastodon, deer, rabbit, squirrel, and gopher. Cultigens squash and bottle gourd discovered at Phillips Springs (in what is now Hickory County, Missouri) and dated to 4,200 years before present suggest that some Late Archaic Arkansans may also have cultivated plants on a limited basis. While domesticated agriculture became increasingly important to many of the prehistoric people in the state throughout the Woodland and Mississippi periods, small-scale hunting, gathering, and gardening communities persisted in the Ozark region. That area simply did not have the geographical resources necessary for intensive field agriculture, unlike the river valleys to the south and east. By the

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eighteenth century, the Osage occupied much of the territory between the Arkansas and Missouri Rivers, including parts of northwest Arkansas. Like the Mississippians before them, they practiced agriculture on a limited basis, planting maize, squash, and pumpkin to supplement their hunting and gathering activities.⁵

Domesticated livestock were first introduced on a large scale to northwest Arkansas by early American pioneers. These settlers, whose migration to the Ozarks began after the Louisiana Purchase of 1803, were initially what anthropologist George Sabo III calls "hunter-herders." Ample wild game in the area allowed them to subsist and potentially profit from hunting while also raising livestock in the open woods. Anthropologist Henry Rowe Schoolcraft's *A View of the Lead Mines of Missouri Including Some Observations on the Mineralogy, Geology, Geography, Antiquities, Soil, Climate, Population, and Productions of Missouri and Arkansas, and Other Sections of the Western Country* provides a firsthand account of the animal husbandry practiced by Ozark residents during his trip through the region in 1818 and 1819:

The farmer here encloses no meadows...cuts no hay.... The luxuriant growth of grass in the woods affords ample range for his cattle and horses, and they are constantly kept fat. Hogs also are suffered to run at large, and in the fall are killed from the woods; I have seen no fatter pork than what has been killed in this way. There is perhaps, no other country in the world, where cattle and hogs can be raised with so little trouble and expense as here; and this is an advantage this country possesses which is likely to be permanent; for the country will never admit of a dense population.⁶

In addition to the livestock mentioned above, early settlers also kept oxen and sheep. It is not clear when the first poultry arrived in northwest Arkansas, but the 1840 United States Census notes that the value of all poultry in Washington County at that time was \$9,808. Interestingly, this figure was higher than any other county in the state with the exception of Pulaski County.⁷

Settlers arriving in the second quarter of the nineteenth century devoted their efforts to a purer form of agriculture than those who came before them. These new arrivals, unable to find available land in the major river valleys, moved into the Ozarks where they displayed some of the same subsistence patterns as the hunter-herders while placing a greater emphasis on gardening and for-profit cultivation. Initially, corn was

⁵ Shiloh Museum, *Washington County History* (Springdale, Ark.: privately printed, 1989), 57, 66; George Sabo III and others, *Human Adaptation in the Ozark-Ouachita Mountains* (Wrightsville, Ark.: Arkansas Department of Corrections, 1988), 38, 61, 72, 82, 121; Jeannie M. Wayne and others, *Arkansas: A Narrative History* (Fayetteville: University of Arkansas Press, 2002), 1, 18.

⁶ Henry Rowe Schoolcraft, *A View of the Lead Mines of Missouri Including Some Observations on the Mineralogy, Geology, Geography, Antiquities, Soil, Climate, Population, and Productions of Missouri and Arkansas, and Other Sections of the Western Country*, in George Sabo III and others, *Human Adaptation in the Ozark-Ouachita Mountains* (Wrightsville, Ark.: Arkansas Department of Corrections, 1988), 141.

⁷ *Compendium of the Enumeration of the Inhabitants and Statistics of the United States as Obtained at the Department of State from the Returns of the Sixth Census*, Washington: Thomas Allen, 1841; Sabo III, 139, 150.

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the most common crop, as it could be used to make bread and feed animals. Residents of Washington County were especially adept at growing the grain, boasting the highest output of any county in the state in 1840--380,490 bushels. Area farmers also raised beans, peas, pumpkins, Irish and sweet potatoes, turnips, cabbages, and other items, though on a smaller scale.⁸

Following the social and economic disruptions caused by the Civil War, agriculture in northwest Arkansas expanded, particularly after the arrival of the railroad. The amount of improved farmland nearly doubled between 1870 and 1880, increasing from 73,145 acres to 130,974 acres before almost doubling again to 238,000 acres in 1900. This growth resulted in part from higher outputs of a variety of traditional crops, including wheat, corn, oats, and potatoes.⁹

The production of more perishable crops, such as apples, pears, peaches, and grapes also increased during this period thanks to the construction of railroads, which made outside markets more accessible. The St. Louis & San Francisco Railroad Company laid the first tracks through Washington County, extending their line south to Fayetteville by June 8, 1881, before continuing construction to Fort Smith and eventually to Texas. This was a particularly beneficial development for Washington County apple farmers, who produced 211,685 bushels of apples in 1890, the largest harvest of any county in the state. The yield grew to 614,924 bushels in 1900, making apples one of the county's predominant crops. Given this success, "The Frisco," as the railroad was known, produced pamphlets promoting the "Fruits of Arkansas," grown in "the finest country in the world for farming" where there were "no droughts, no floods, no cyclones, no blizzards, no cold snaps."¹⁰ Ironically, it was drought and cold snaps that ultimately curtailed orchard production in the region and led to the rise of a new industry--poultry.¹¹

The Poultry Industry in Northwest Arkansas

Poultry has provided humans with a source of protein for many centuries. Scholars believe that the animals originated in India and Indonesia and were being consumed by humans as early as 1000 BCE. Spanish explorers brought them to North America in the 15th and 16th centuries, and they were known to have been aboard the Mayflower when it landed at Plymouth in 1620. Poultry were little more than pets in the barnyard until the mid-19th century, when breeding increased in popularity. Entrants displayed these "fancy" breeds, as the new birds were called, at events like the Boston Poultry Show, the first exhibition of its kind held in 1849. This competitive diversion became a profitable endeavor by the late 1800s, when William H.

⁸ Sabo III, 141-144; *Compendium*, 1841.

⁹ Shiloh, 227-228, 232.

¹⁰ Shiloh Museum, 248.

¹¹ Goodspeed, 180.

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Truslow established the first commercial poultry breeding operation in Chestertown, Maryland. Then, in 1880, the first commercial operation was established to raise broilers, which are chickens raised specifically for meat production.¹²

While the poultry industry was expanding by the turn of the century, it was still just a secondary source of income for most farmers. The commercial center of the industry centered on hatcheries and broiler houses in the northeast, in states like Massachusetts, Connecticut, and New Hampshire. In much of the country, however, poultry was an unorganized endeavor in which farmers raised the birds on the side and sold their eggs to people living in urban areas. Low breeding standards and high mortality rates hampered the profitability of the industry, and few farmers were willing to take on the risks associated with raising poultry full-time. Chicken remained a luxury for many Americans, as suggested by Herbert Hoover's 1928 campaign promise to put "a chicken in every pot."¹³

Arkansas farmers, like many others in the country, mainly raised poultry on the side during the late 1800s. Poultry production in the state was so irregular at this time that Little Rock residents had to get their eggs from places as far away as Missouri, Kansas, and Nebraska. By the 1890s, however, some residents of northwest Arkansas began to experiment with commercial poultry; this endeavor was especially appealing in this region given its proximity to more established poultry suppliers in the Midwest and its hilly topography, which limited the production of the state's prominent crops, rice and cotton. In 1893 Willard Berry of Springdale purchased an incubator and began raising chickens "on an extensive scale" according to the *Springdale News*. Enough interest in the industry had developed by 1897 that several farmers, including Berry, founded an organization known as the Arkansas Poultry Breeders.¹⁴

Still, problems with disease, predators, and parasites discouraged most Arkansas farmers from committing too much to poultry production. In an effort to modernize the poultry industry in northwest Arkansas, the Arkansas Agriculture Experiment Station began to offer demonstrations about how to raise chickens. Then, in 1911, the University of Arkansas offered its first poultry course in an effort to further educate area farmers. Recognizing the trend toward poultry husbandry, the Aaron Poultry and Egg Company, a subsidiary of the Armour meatpacking empire, arrived in 1914. They sought farmers interested in raising chickens, but found few takers who were willing to completely give up on the region's traditional crops: apples, tomatoes, berries, and beans. This hesitancy would all but disappear during the 1920s, when an insect and worm infestation, coupled with a drought, devastated the apple orchards. A severe freeze in 1927

¹² Stephen F. Strausberg, *From Hills and Hollers: Rise of the Poultry Industry in Arkansas* (Fayetteville, Ark.: Arkansas Agricultural Experiment Station, University of Arkansas, 1995), 3-5.

¹³ Strausberg, 5-9.

¹⁴ Brent E. Riffel, "Poultry Industry," *The Encyclopedia of Arkansas History and Culture*, April 8, 2011, <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=2102> (accessed May 26, 2011); Strausberg, 6-11.

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further shook the farmers' confidence in their conventional livelihood, opening the door for poultry to become a significant part of the northwest Arkansas economy.¹⁵

Springdale, Arkansas

Perhaps the community that benefited most from the growth of the poultry industry was Springdale, Arkansas, home to the Tyson Foods international headquarters. The city's population was 69,797 in 2010, up 52.4 percent from the previous decade, making it one of the fastest-growing in the state. Geographically, Springdale straddles the Washington-Benton county border in northwest Arkansas, and is situated between Fayetteville to its south and Bentonville to its north. Its location atop the Ozark Plateau, just north of the Boston Mountains, puts it at a higher elevation than many Arkansas cities--1,329 feet.¹⁶

Springdale was first settled in the late 1830s, more than a decade after the legislature formed Washington County on October 17, 1828. Early residents, many of the Primitive Baptist faith, chose the site for its proximity to a large spring that supplied water to the community. To meet their religious needs, the devout organized Shiloh Church in 1840 and the small settlement soon became known as "Shiloh." By 1843 members had constructed a log church on land donated by William D. Quinton and named Reverend John Holcombe as their regular pastor. Holcombe constructed a home and maintained a wagon shop in Shiloh, but few other residences or businesses existed in the Shiloh community prior to the Civil War. When the threat of conflict arose, the reverend and his family fled to Texas, and all of Shiloh, including the church, was burned. However, Holcombe returned to Shiloh in 1868, rebuilt the church, and platted the town site for the first time. By 1872 the town boasted 28 families and five businesses, making it large enough to petition for a post office. However, it was discovered that there was another community in Arkansas named Shiloh, so another name had to be chosen. Sarah Reed Meek, wife of town leader James Meek, suggested a name inspired by the area's natural water supply: Springdale, short for "springs in the dale."¹⁷

Springdale continued to grow throughout the remainder of the nineteenth century. On April 1, 1878, an order of the county court declared the incorporation of the "the town of Springdale." By 1880, the community boasted a relatively modest population of 249, but this changed dramatically with the arrival of the railroad the following year. The St. Louis & San Francisco Railroad constructed a line through

¹⁵ Riffel, "Poultry Industry;" Strausberg, 5, 12-15.

¹⁶ United States Census 2010, "U.S. Census Bureau Delivers Arkansas' 2010 Census Population Totals, Including First Look at Race and Hispanic Origin Data for Legislative Redistricting," February 10, 2011, <http://2010.census.gov/news/releases/operations/cb11-cn22.html> (accessed June 3, 2011); Riffel, "Poultry Industry."

¹⁷ Velda Brotherton, "Springdale (Washington County)," *The Encyclopedia of Arkansas History and Culture*, April 28, 2010, <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=1010> (accessed June 23, 2011); Goodspeed, 257-258; Shiloh Museum, 216-217.

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Springdale in 1881, transforming the town from a sleepy hamlet of Primitive Baptists to an agricultural and economic center. In a symbolic departure from the past, Springdale's downtown moved from its original location at what is now the Shiloh Museum of Ozark History to its current location around the railroad tracks on Emma Avenue. The 1890 United States Census showed that the town's population had more than quadrupled from the previous decade to 1,146.¹⁸

Since perishable crops could now be delivered to market much faster, fruit cultivation became an important part of Springdale's economy. In 1886 a stock company of forty men founded a cannery in the town to process some of northwest Arkansas's bountiful fruit and produce harvest. Just two years after opening, the factory increased its production from 3,000 to 10,000 cans a day in order to keep pace with demand. Springdale also became home to some newly-formed agricultural associations. Among these was the Western Arkansas Fruit Growers' and Shippers' Co-operative Association, an organization dedicated to the development of fruit growing in the region, which established their headquarters in Springdale on June 30, 1888. By the turn of the century, Springdale was buzzing with economic activity generated by Washington and Benton counties' 3.2 million apple trees.¹⁹

Springdale's fruit economy reached its peak around 1910 when Washington and Benton counties boasted 4.3 million apple trees, but this prosperity would not last. Ideal growing conditions gave way to insects, drought, and frigid weather during the 1920s, dealing a blow to the region's apple orchards from which they would never recover. By 1930, the number of apple trees in the two counties was just 1.8 million--less than half what it was the previous decade. Dejected and penniless, many apple growers gave up cultivation entirely and invested in the region's emerging poultry industry. While this transition was difficult for many of the area's farmers, it proved hugely beneficial to Springdale poultry men Jeff Brown and John Tyson.²⁰

Jeff Brown

Jeff Brown became a leader in Springdale's poultry industry, but like many area farmers he started out as an apple farmer. Brown grew up on a farm located between Cave Springs and Lowell where he helped his mother raise chickens. After he married Anna Eva Guest Brown in 1921, the couple left for Springdale where they attempted to grow apples. Brown's trees were soon devastated by worms and disease, so he fell

¹⁸ Goodspeed, 259; Brotherton, "Springdale (Washington County)."

¹⁹ *Twelfth Census of the United States, 1900: Agriculture, Part II* (Washington: United States Census Office, 1902), 622, 624; Shiloh Museum, 249; Goodspeed, 182-183.

²⁰ *Thirteenth Census of the United States, 1910: Agriculture, Alabama-Montana* (Washington: Government Printing Office, 1913), 120, 126; *Fifteenth Census of the United States, 1930: Agriculture, Volume II, Part 2* (Washington: United States Government Printing Office, 1932), 1186, 1191; Strausberg, 12-15.

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back on his childhood knowledge of chickens. In 1921 Brown started the first commercial hatchery in Springdale, using a kerosene-heated incubator to raise and sell chickens to local farmers. Over the next eight years, he used the old oil incubator, perfected his feeding and hatching techniques, and began extending credit to farmers interested in raising poultry. Brown also helped found the Arkansas Poultry Improvement Association in 1927 and served as the organization's first president.²¹

Brown was confident that the chicken industry could become an important part of the northwest Arkansas economy, so in 1929 he procured a \$700 loan to put a down payment on a Jamesway Electric Incubator with a 10,000-egg capacity. The incubator was the centerpiece of the Springdale businessman's new hatchery, located at 126 North Mill Street. By testing his birds for disease and culling weaker ones, Brown produced a high-quality flock of 58,000 chickens by 1935, a number he increased to 94,000 in 1936. Word was spreading rapidly among downtrodden farmers about the money that could be made by raising chickens. Soon the demand for feed outpaced Brown's ability to mix it, so he took out another loan to manufacture his own line of feed. In 1941 Brown built a second hatchery in Lincoln, Arkansas, and then opened a 140,000-square-foot feed mill in Anderson, Missouri, in 1945.²²

In 1944, Brown, under the auspices of a partnership called the Springdale Electric Hatchery, purchased a building at 317 East Emma Avenue in downtown Springdale and moved his local hatchery operations to that location. Here he attempted many breeding experiments to create a more desirable, faster-growing broiler, which is a chicken raised for its meat. One of his most popular creations was the Brown's Eureka chick developed in 1946, a top-selling breed in Arkansas for many years. Brown's crowning achievement, however, was the LedBrest, a variety that Brown began developing in 1948. By 1965, this bird constituted 40 percent of the broiler chicks sold in the United States and was distributed to 52 foreign countries.²³

In December 1949, the Springdale Electric Hatchery became Jeff D. Brown and Company, Inc., and the building on Emma Avenue was transferred to the new company. Around 1951, Brown constructed the large concrete block addition on the back of the hatchery to accommodate his rapidly expanding enterprise. His success led to a number of positions on public and private boards, including the Arkansas State Economic Council, the State Chamber of Commerce, the Springdale Chamber of Commerce, Midwest Feed Manufacturing, and the Springdale Industrial Foundation Association. Brown's early innovations in poultry production, as well as his continuing leadership in the industry, led the Arkansas Poultry Federation to proclaim him as the "father of the chicken industry" in northwest Arkansas.²⁴

²¹ Brotherton, "Springdale (Washington County)," Shiloh Museum, 391; Strausberg, 15, 31.

²² Shiloh Museum, 391-392; Strausberg, 16-17.

²³ Executor's Deed, July 7, 1944, 339-386, Washington County Clerk's Office, Fayetteville, Arkansas; Shiloh Museum, 392.

²⁴ Abstract of Washington County Tax Records, 1924-1947, Springdale (Brooks Addition), Lots 10-11, Block 1, Washington County Assessor's Office, Fayetteville, Arkansas; Articles of Incorporation, Jeff D. Brown & Co., Inc., December 1, 1949, E-507, Washington County Clerk's Office, Fayetteville, Arkansas; Shiloh Museum, 392.

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Jeff Brown died of a heart attack complicated by diabetes in 1965. On June 26, 1969, the board of directors voted to dissolve the company, and the building on East Emma Avenue was sold to Industrial Leasing, Inc. Since then it has had two other owners: The Franklin Company and James D. Cypert. Today, the building stands vacant.²⁵

Tyson Foods

John Tyson was born in 1911 to dairy farmers in Noel, Missouri. In 1931 his father gave him one of the family's two trucks and John, his wife Helen, and his one-year-old son Don headed south to Springdale, Arkansas. Initially, he worked as a trucker, hauling fruits, vegetables, and straw around northwest Arkansas. In the mid-1930s, though, Tyson realized that the chicken industry had outgrown local markets and that he could make money transporting the birds outside the state. The young Springdale entrepreneur began by hauling loads to cities like Kansas City and St. Louis, which were close enough that he did not have to feed or water the chickens. To make longer trips, Tyson devised an in-transit feeding system and constructed water troughs between the coops. Soon he expanded his range to cities as distant as Chicago, Cincinnati, Detroit, Cleveland, and Houston.²⁶

Tyson's trucking venture was so successful that he began to have difficulty obtaining enough chicks to meet the growers' demands. Frustrated, he decided to start hatching chickens himself and bought an incubator from a local hatchery. When he had trouble obtaining feed for his chicks, he began milling his own food as well. By the end of the decade, Tyson offered three essential services: baby chicks, feed, and transportation for grown chickens. These were his operation's first steps toward vertical integration--a business strategy in which a company owns every stage of production. It was this method that allowed Tyson to overcome competition from more established meatpackers like Armour, Swanson, and Swift and grow his small trucking business into the largest supplier of protein in the world.²⁷

The 1940s would prove to be an important decade for John Tyson's emerging chicken business. Retail poultry was not rationed during World War II, creating a sizable new demand for the meat. To capitalize on this new market, Tyson decided to try raising his own broilers, in addition to hatching, feeding, and

²⁵ Tax Ledger Sheet, 1961-1973, Springdale (Brooks Addition), Lots 10-11, Block 1, Washington County Assessor's Office, Fayetteville, Arkansas; Tax Ledger Sheet, 1974-1984, Springdale (Brooks Addition), Lots 10-11, Block 1, Washington County Assessor's Office, Fayetteville, Arkansas; Certificate of Dissolution of Jeff D. Brown & Company, Inc., June 26, 1969, Office of the Probate Clerk, Washington County, Arkansas; Shiloh Museum, 392.

²⁶ Don Tyson, interview by Franklin Evarts, June 1987, Shiloh Museum of Ozark History, Springdale, Arkansas; Schwartz, 3.

²⁷ Riffel, Brent E., "Tyson Foods, Inc.," *The Encyclopedia of Arkansas History and Culture*, April 28, 2010, <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?entryID=2101> (accessed May 20, 2011); Schwartz, 3-7.

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transporting them. He bought his first poultry farm in 1943, a forty-acre spread on U.S. Highway 71. Tyson soon acquired several broiler houses, which he bought from a failed grower for seventy-five dollars each. With these purchases Tyson had fully embraced vertical integration and had positioned himself as a prominent competitor in northwest Arkansas's poultry economy.²⁸

In October 1947 John Tyson founded Tyson's Feed and Hatchery, Inc. According to the articles of incorporation, the business' ambitious goals were:

To manufacture, buy, sell, export, import, and deal in at sholesale [sic] and ratal [sic] flour, and various mixed feeds for live stock, dairy, poultry and dogs, and to transact all lawful business arising out of the same. Also, to manufacture and sell and generally deal in such other goods, equipment, wares and merchandise as are commonly manufactured and delt [sic] in by those engaged in a sumilar [sic] line of business.

To buy, sell and deal in at wholesale and retail all kind of farm produce and farm products, poultry and eggs, butter, milk, cheese and other dairy products, and grain, hay and field and garden seeds, fruits and vegetables, and to transact all business incidental or appurtenant thereto, and do a general commission and brokerage business in any and all of the foregoing kinds of property.

To hatch, breed, and raise by incubators baby chicks of every kind, class and description, and to sell at wholesale or ratial [sic] or dispose of said baby chicks when produced, To [sic] purchase, lease or otherwise acquire land, buildings and necessary equipment for the carrying on of the aforesaid business. To lend money and finance the sales and purchases of the property bought and sold by the corporation.

To do all and everything necessary and proper for the accomplishment of the objects enumerated herein, or necessary or incidental to the protection and benefit of the corporation; and in general to carry on any lawful business necessary or incidental to the attainment of the objects of the corporation whether or not such business is similar in nature to the objects set forth herein.²⁹

The articles of incorporation also announced the location of Tyson's Feed and Hatchery's new headquarters: "The principal office or place of business of this corporation shall be located in the County of Washington, in the city (or town) of Springdale, State of Arkansas, and the address of the principal office or place of business shall be 319 East Emma Avenue Street."³⁰ This was the site of the former Springdale Produce Company building, which was built between 1914 and 1924. Tyson purchased the building, located in Block 1, Lot 9 of the Brooks Addition in Springdale from I.J. Little on March 6, 1943, for \$3,250. Assessor's

²⁸ Schwartz, 5-6.

²⁹ Articles of Incorporation of Tyson Feed & Hatchery, Inc., October 7, 1947, E-328, Washington County Clerk's Office, Fayetteville, Arkansas.

³⁰ Articles of Incorporation of Tyson Feed & Hatchery, Inc., October 7, 1947, E-328, Washington County Clerk's Office, Fayetteville, Arkansas.

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records, historical photographs, and Sanborn maps suggest that Tyson either heavily remodeled or demolished and rebuilt the building circa 1947 to serve as his company's new office.³¹

After purchasing the old Springdale Produce Company Building, Tyson bought some property just to the south on East Meadow Avenue. Ted Saum sold him the parcels--Lots 12 and 13 of Block 1 in the Brooks Addition--in March 1945 for \$500. The county assessor's records, clerk records, and historic photographs indicate that Tyson probably constructed a feed mill on the property the year that he bought it, then built a brick building to support the feed mill circa 1950. This structure has been painted white and still stands today. The feed mill was torn down in late 2008 or early 2009.³²

Despite the incorporation of Tyson's Feed and Hatchery, Inc., and the subsequent building construction in downtown Springdale, the postwar years were a difficult period for the company. During the late 1940s and early 1950s, poultry diseases and erratic price fluctuations forced many growers into bankruptcy. To cushion himself and his growers from these ups and downs, Tyson devised a new relationship with the farmers that represented another step toward vertical integration. If they bought Tyson chicks and feed at a set price, the company would assume financial liability for the sale of the grown birds. In 1952 Tyson rejected an offer from Swanson to buy his company, and instead soon began buying up his own failed competitors.³³

The same year Swanson offered to buy Tyson's Feed and Hatchery, Don Tyson left his agricultural studies at the University of Arkansas and joined his father's business. With the help of his son's education, John Tyson continued to expand his operation despite the unpredictable market. In 1957 the company built its first processing plant on the north end of Springdale, making it the first integrated broiler business in northwest Arkansas. They now bred chickens, hatched eggs, grew broilers, sold feed, processed chickens, and delivered the birds to market. Because of the company's close contractual relationship with independent growers, even they were essentially employees of the company.³⁴

³¹ Tax Ledger Sheet, 1948-1960, Springdale (Brooks Addition), Lot 9, Block 1, Washington County Assessor's Office, Fayetteville, Arkansas; Sanborn Fire Insurance Maps, Springdale, Arkansas, 1924 and 1948; Shiloh Museum Photograph Archives, accession no. S-86-15-9, Shiloh Museum of Ozark History, Springdale, Arkansas; Warranty Deed, March 6, 1943, Springdale (Brooks Addition), Lot 9, Block 1, Page 435, Washington County Clerk's Office, Fayetteville, Arkansas.

³² Easement for Use of Adjoining Wall, September 25, 1950, Abstract Book 421, Page 357, Washington County Clerk's Office, Fayetteville, Arkansas; Warranty Deed, March 21, 1945, Springdale (Brooks Addition), Lots 12-13, Block 1, Page 435, Washington County Clerk's Office, Fayetteville, Arkansas; Parcel Information Sheet, Parcel No. 815-20755-000, Springdale (Brooks Addition), Lots 12-13, Block 1, Washington County Assessor's Office, Springdale, Arkansas; Tax Ledger Sheet, 1948-1960, Springdale (Brooks Addition), Lots 12-13, Block 1, Washington County Assessor's Office, Springdale, Arkansas; Sanborn Fire Insurance Maps, Springdale, Arkansas, 1948; Google Earth aerial photographs, Springdale, Arkansas, March 10, 2008, and September 28, 2009.

³³ Riffel, "Tyson Foods, Inc."; Schwartz, 6-10.

³⁴ Riffel, "Tyson Foods, Inc."; Schwartz, 8-11.

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Tyson's Feed and Hatchery continued to expand into the 1960s. In 1963 the company sold 100,000 shares of common stock at \$10.50 each in its first public stock offering and simplified the name of the business to Tyson's Foods. The following year, Don Tyson laid out the company's first organized corporate strategy, a vision that focused on investment return and diversification. The younger Tyson was named president of the company in 1966, but a year later, tragedy struck. John Tyson and his wife Helen were killed when a train struck their car at a Springdale railroad crossing. Despite the loss of his parents, Don Tyson moved forward with the company's plans for diversification. Departing from his father's focus on broilers, Don Tyson found a more stable source of income in Rock Cornish game hens and opened a series of retail fast food outlets called "Chicken Hut." He also quickened the pace of acquisitions, obtaining Franz Foods of Green Forest Arkansas, and Washington Creamery of Hempstead, New York, and also created a new subsidiary called Tyson of Missouri. Thanks to strategies like these and Americans' increasing appetite for chicken, Tyson's Foods broke \$1 million in net income for the first time in 1969, earning \$1,559,000 for the year.³⁵

Moorehead's *Springdale, Arkansas, City Directory* shows that Tyson's Foods' headquarters remained at 319 East Emma Avenue through 1969. From this modest brick building in downtown Springdale, the company grew from a small operation with less than \$1 million in annual net sales to a publicly traded business with numerous acquisitions and net sales of nearly \$62 million a year. The strategy of vertical integration that made the company so successful was conceived and implemented from its small, wood paneled offices. A relatively non-descript building in today's terms, it played host to the childhood and adolescent periods of a business that has grown to adulthood as one of the top meat producers in the United States. In 1970, the city directory listed Tyson's Foods on Johnson Road, which is where their sprawling office complex is currently located.³⁶

Tyson's Foods, whose name was again simplified in 1971 to Tyson Foods, continued its strategy of diversification and acquisition throughout the 1970s and 1980s. The company bought hog production facilities in North Carolina in 1977, and by 1979 was the nation's largest hog producer. In 1982 Tyson Foods had grown so large that it cracked the Fortune 500 list at number 471. Contracts to supply chicken nuggets to fast food giants like McDonald's ensured the company's continued expansion; by 1986 they were the top poultry producer in the United States. Tyson Foods made one of their most lucrative acquisitions in 1989 with the purchase of Holly Farms, a move that doubled their market share--already at 13.5 percent. These buyouts continued throughout the 1990s with Arctic Alaska Fisheries, Inc., Cargill's U.S. broiler operations, McCarty Farms, Inc., Culinary Foods, Mallard's Food Products, and Hudson Foods. Finally, in

³⁵ Schwartz, 13-16, 146.

³⁶ *Springdale, Arkansas, City Directory* (Ardmore, Okla.: Moorehead Directory Service, 1969); *Springdale, Arkansas, City Directory* (Ardmore, Okla.: Moorehead Directory Service, 1970); Schwartz, 146.

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2001, Tyson solidified its standing among meat producers with its purchase of beef and pork giant IBP, making the company the world's largest processor and marketer of chicken, beef, and pork.³⁷

Despite its incredible success, Tyson Foods has also drawn its share of controversy during its eighty-year history. Labor unions have accused the company of maintaining a sour relationship with organized labor and practicing poor workplace safety, while environmentalists charge them with willful disregard for environmental regulations. Such controversies coupled with poor financial figures forced Don Tyson's son, CEO John Tyson, to step down from the post he had held since 2000. The company was dealt another blow on January 6, 2011, when Don died at age 80 from complications of cancer. Still, from its humble roots on East Emma Avenue, Tyson Foods stands with Walmart and Stephens, Inc., as one of Arkansas most successful companies.³⁸

Statement of Significance

The last United States Agricultural Census, completed in 2007, showed that poultry accounted for approximately \$3.7 billion of the Arkansas's \$7.5 billion in agricultural sales. These impressive figures are due in large part to the efforts of Tyson Foods, a company rooted in the breeding and processing of chicken that has grown to become the largest meat producer in the United States. However, the prominence of the area's poultry industry resulted from the work of other businesses including Jeff D. Brown & Company, whose president, Jeff Brown, served as the first president of the Arkansas Poultry Improvement Association. The site between East Emma Avenue and East Meadow Avenue, east of the Arkansas & Missouri Railroad tracks in downtown Springdale, Arkansas, is home to two buildings associated with the origins of Tyson Foods and one building connected to the early efforts of Jeff D. Brown & Company. Because these businesses played a central role in making the poultry industry an integral part of Arkansas's economy, the structures are being nominated to the National Register of Historic Places under **Criterion A** with **statewide significance** as the Springdale Poultry Industry Historic District.³⁹

Finally, the Springdale Poultry Industry Historic District is being nominated under **Criteria Consideration G: Properties that have Achieved Significance Within the Past Fifty Years** since it continued to achieve

³⁷ Riffel, "Tyson Foods, Inc."; "Tyson Timeline," TysonFoods.com, 2011, <http://www.tysonfoods.com/About-Tyson/Tyson-Timeline.aspx> (accessed March 21, 2011).

³⁸ Riffel, "Tyson Foods, Inc."; Robert D. McFadden, "Donald J. Tyson, Food Tycoon, Is Dead at 80," *New York Times*, 6 January 2011, <http://www.nytimes.com/2011/01/07/business/07tyson.html> (accessed March 21, 2011).

³⁹ United States Department of Agriculture, National Agricultural Statistics Service, "Farms by Concentration of Market Value of Agricultural Products Sold: 2007," *2007 Census of Agriculture--State Data*, 2007, http://www.agcensus.usda.gov/Publications/2007/Full_Report/Volume_1,_Chapter_1_State_Level/Arkansas/st05_1_040_040.pdf (accessed June 29, 2011).

Springdale Poultry Industry
Historic District

Name of Property

Washington County, Arkansas

County and State

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significance into a period less than fifty years before the nomination. The period of significance for the nomination of the district ends in 1969 to reflect the year that Tyson Foods moved their main office from East Emma Avenue to Johnson Road and Jeff D. Brown & Company sold their hatchery building on East Emma Avenue.

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National Park Service

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Tax Ledger Sheet, 1948-1960, Springdale (Brooks Addition), Lots 10-11, Block 1. Washington County Assessor's Office, Fayetteville, Arkansas.

Tax Ledger Sheet, 1948-1960, Springdale (Brooks Addition), Lots 12-13, Block 1. Washington County Assessor's Office, Fayetteville, Arkansas.

Tax Ledger Sheet, 1961-1973, Springdale (Brooks Addition), Lots 10-11, Block 1. Washington County Assessor's Office, Fayetteville, Arkansas.

Tax Ledger Sheet, 1974-1984, Springdale (Brooks Addition), Lots 10-11, Block 1. Washington County Assessor's Office, Fayetteville, Arkansas.

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Warranty Deed, March 6, 1943, Springdale (Brooks Addition), Lot 9, Block 1. Washington County Clerk's Office, Fayetteville, Arkansas.

Springdale Poultry Industry
Historic District

Name of Property

Washington County, Arkansas

County and State

United States Department of the Interior
National Park Service

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Warranty Deed, March 21, 1945, Springdale (Brooks Addition), Lots 12-13, Block 1. Washington County Clerk's Office, Fayetteville, Arkansas.

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Springdale Poultry Industry

Historic District

Name of Property

Washington County, Arkansas

County and State

United States Department of the Interior

National Park Service

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Verbal Boundary Description

The Springdale Poultry Industry Historic District includes Lots 9, 10, 11, 12, and 13 of Block 1 of the Brooks Addition to the original plat of Springdale, Arkansas.

Verbal Boundary Justification

The Springdale Poultry Industry Historic District contains a high concentration of buildings central to the development of Arkansas's poultry industry. The district boundary encompasses the lots historically associated with those buildings.

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Ralph Blythe, Bill Martin, Jack Brashears, and Hiron Knight standing outside of Tyson's Feed and Hatchery's downtown Springdale office, 319 East Emma Avenue, 1957 (source: Marvin Schwartz, *Tyson: From Farm to Market* [Fayetteville: University of Arkansas Press, 1991], p. 9 of photograph insert).

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Tyson's first feed mill in Springdale, 316 East Meadow Avenue, mid-1950s (source: Marvin Schwartz, *Tyson: From Farm to Market* [Fayetteville: University of Arkansas Press, 1991], p. 10 of photograph insert).

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National Park Service

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Looking southeast at 317 and 319 East Emma Avenue, early 1940s (source: Shiloh Museum Photograph Archives, Shiloh Museum of Ozark History, Springdale, Arkansas).

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National Park Service

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Springdale Electric Hatchery, 317 East Emma Ave., late-1940s or early-1950s (source: Shiloh Museum Photograph Archives, Shiloh Museum of Ozark History, Springdale, Arkansas).

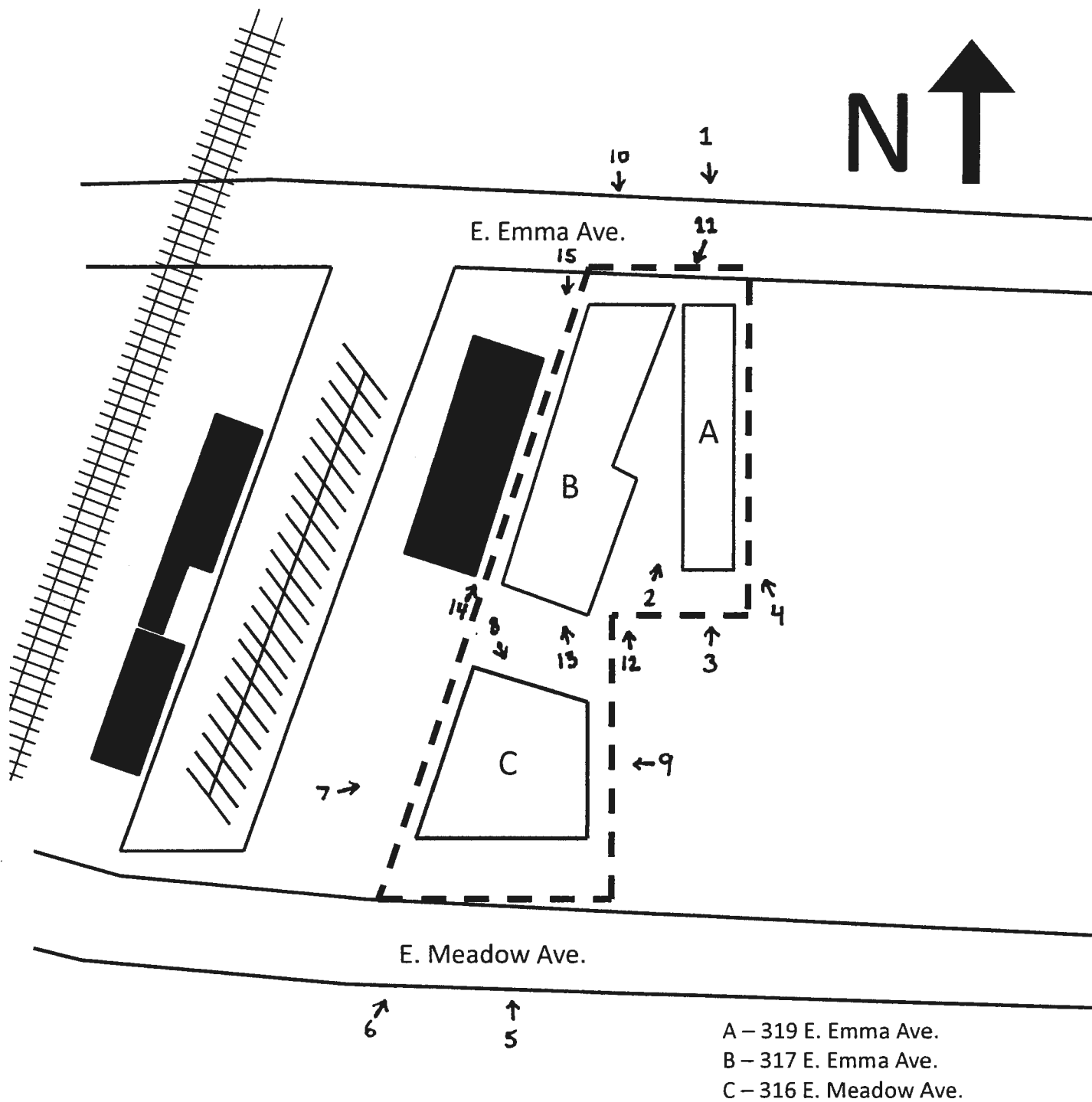
United States Department of the Interior
National Park Service

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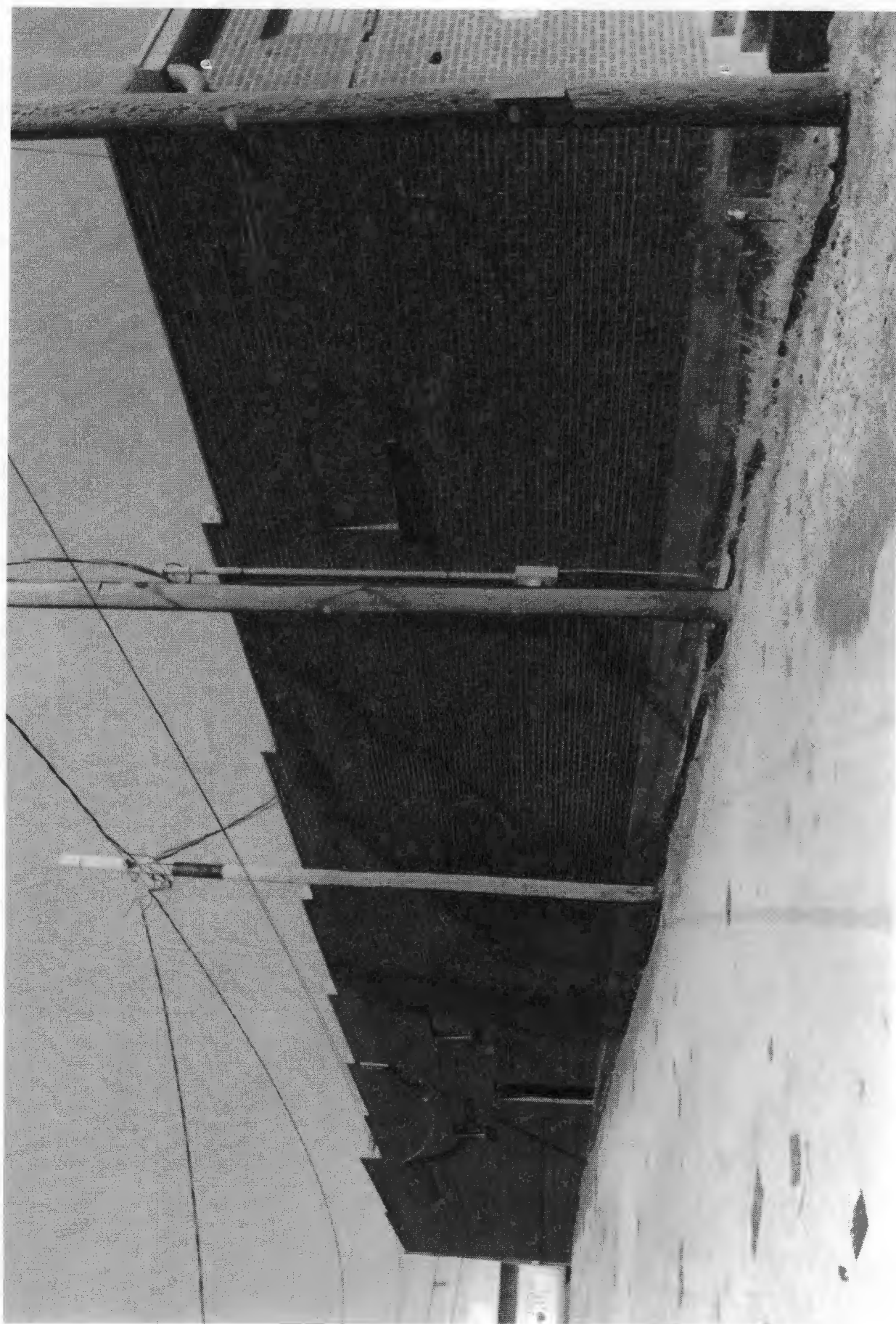


Brown's Hatchery, 317 East Emma Avenue, 1950s or 1960s (source: Shiloh Museum Photograph Archives, Shiloh Museum of Ozark History, Springdale, Arkansas).

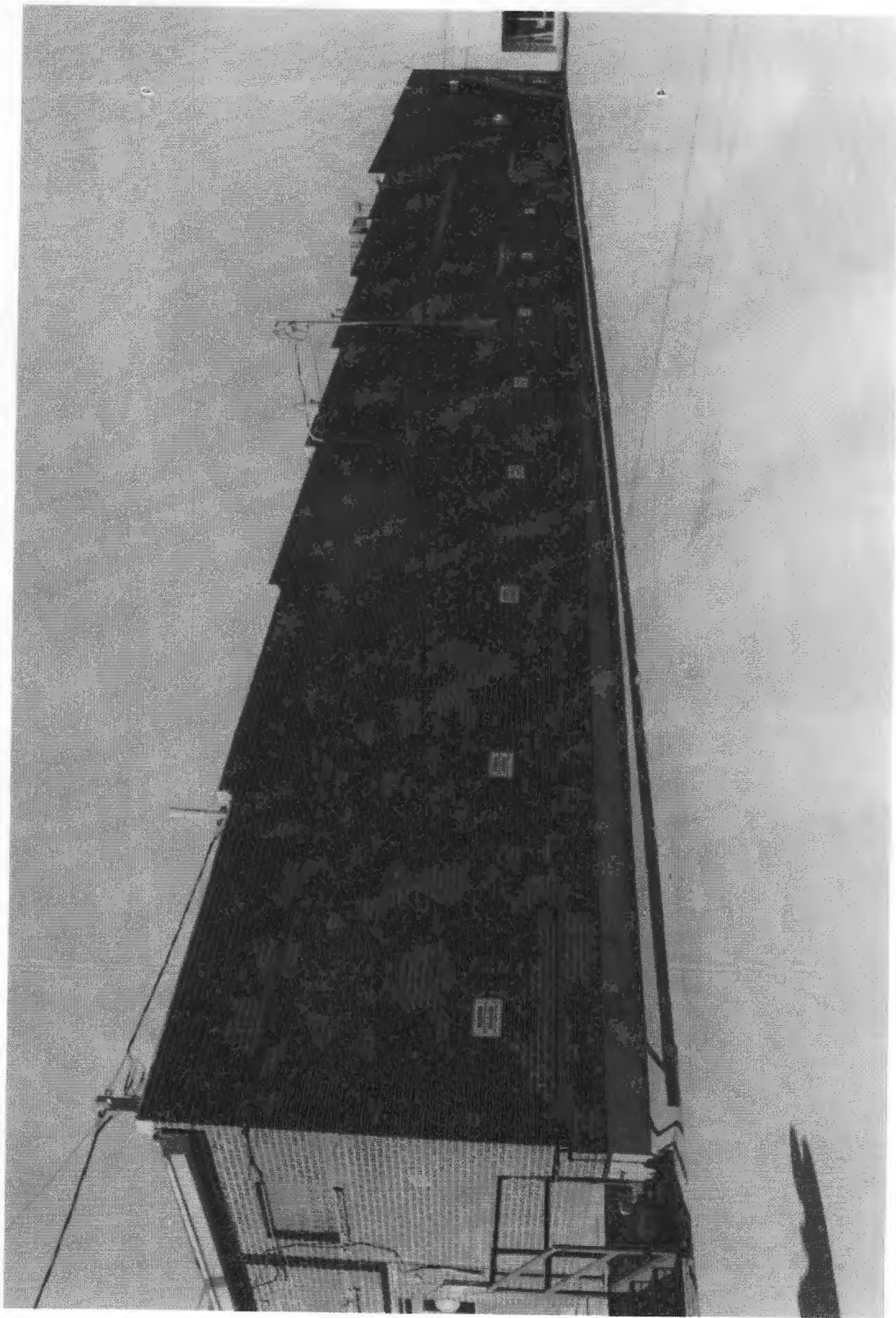


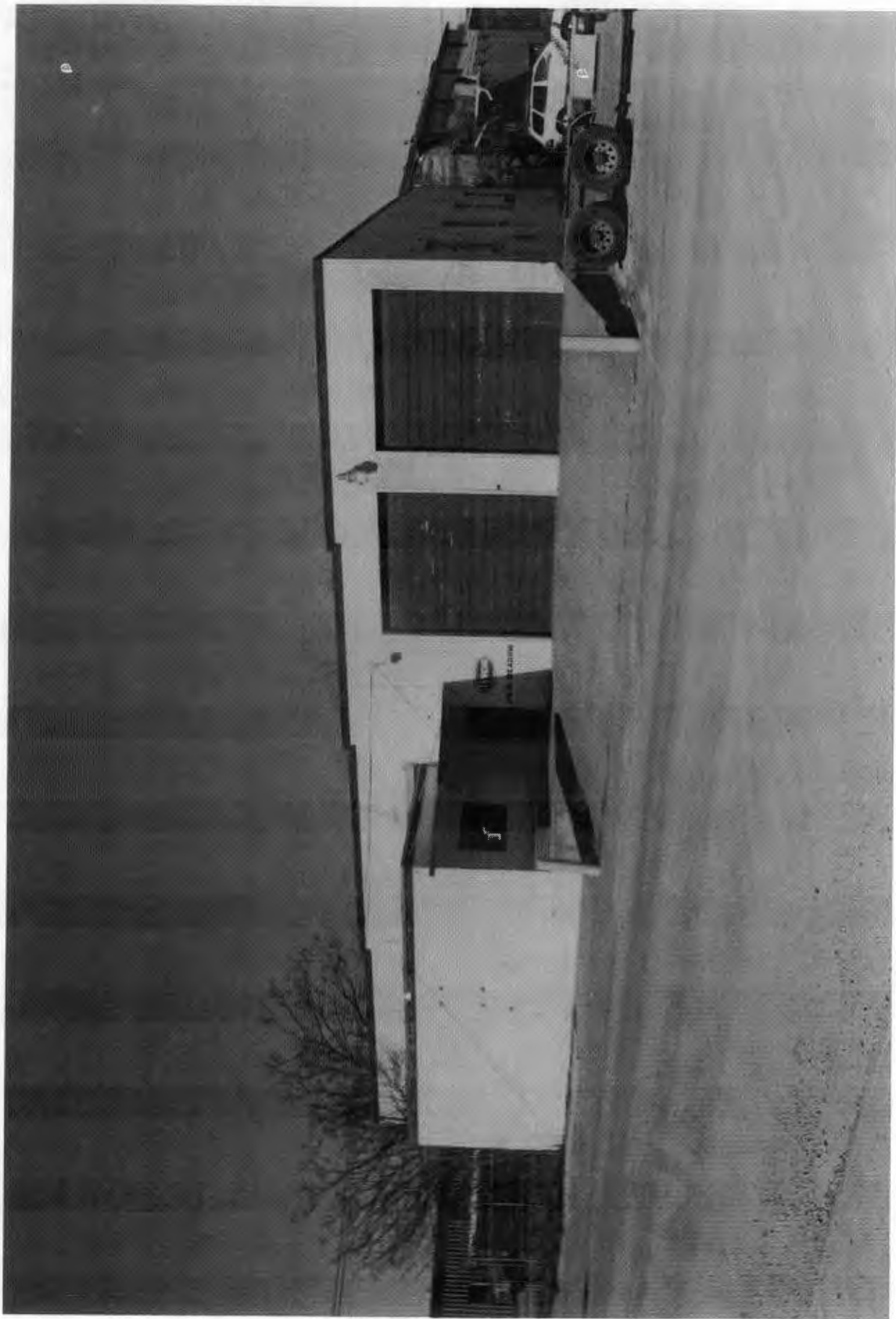
Springdale Poultry Industry Historic District
Washington County, Arkansas







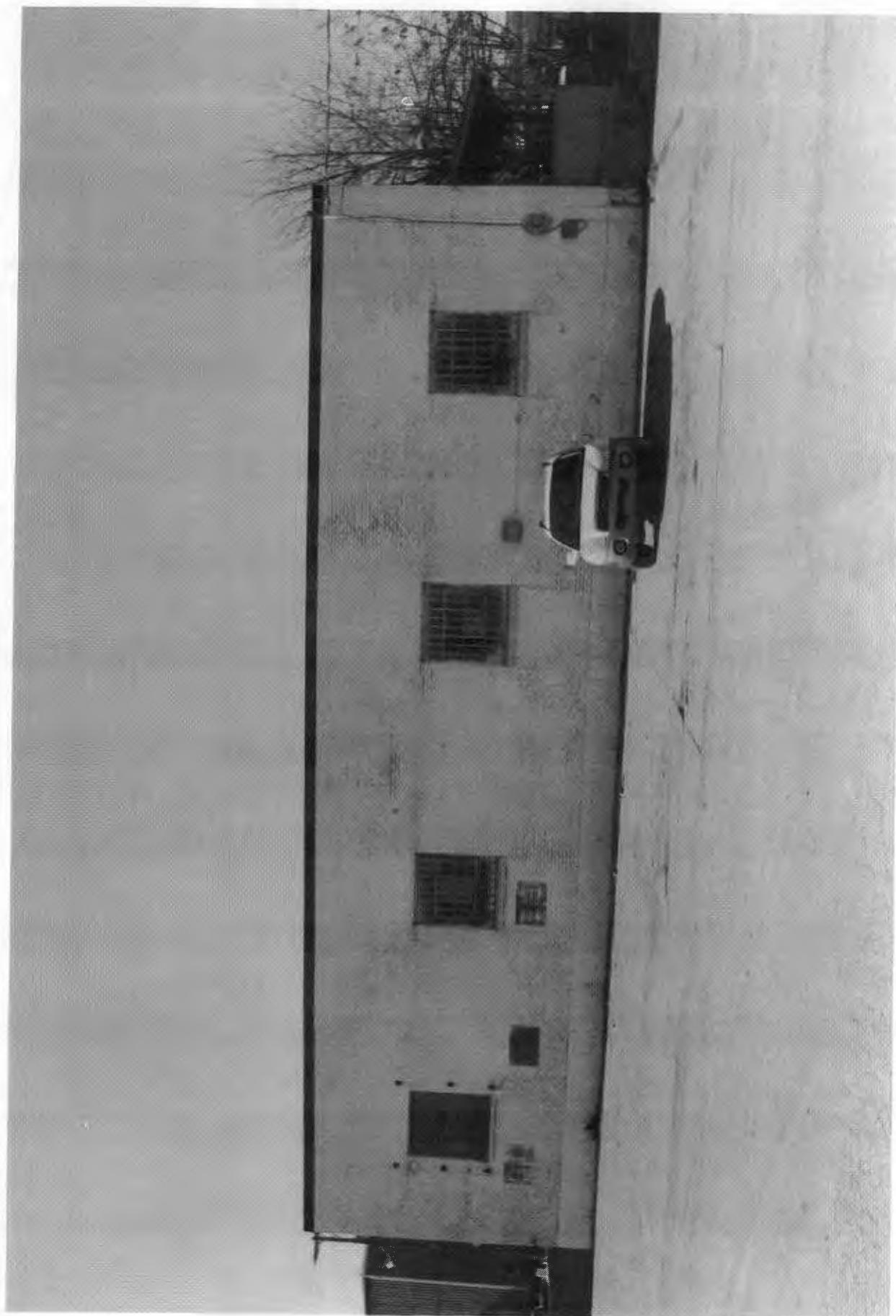


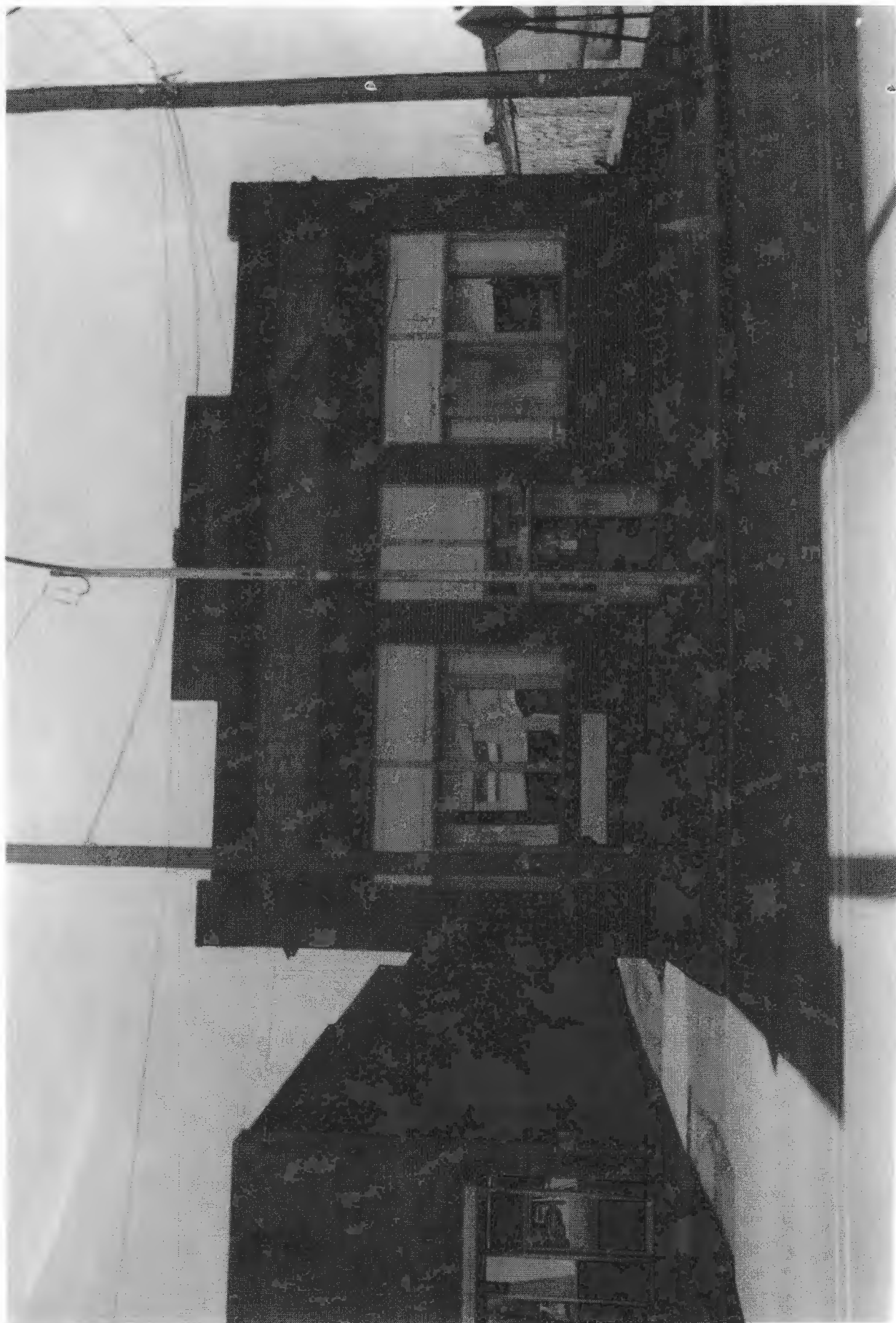






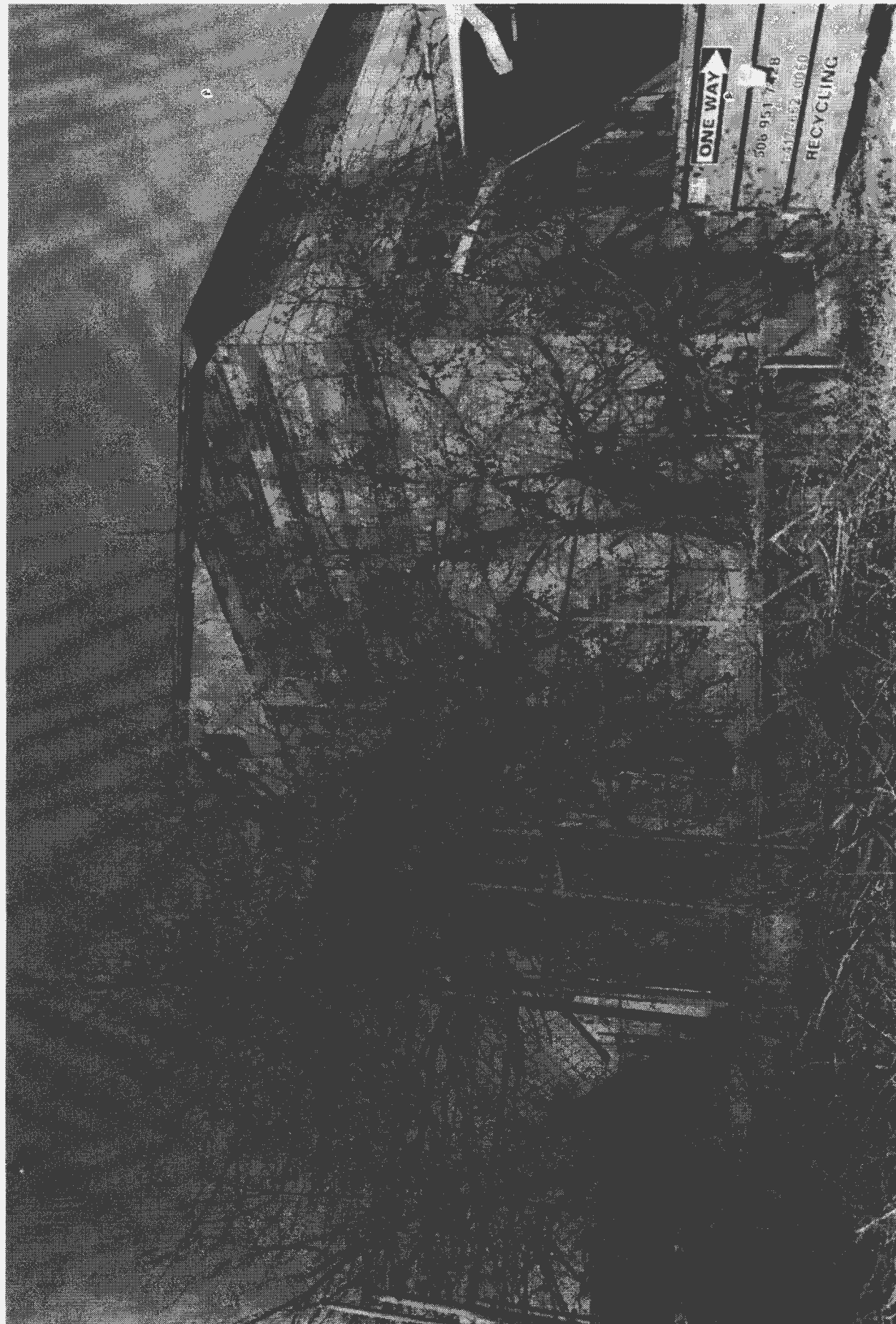






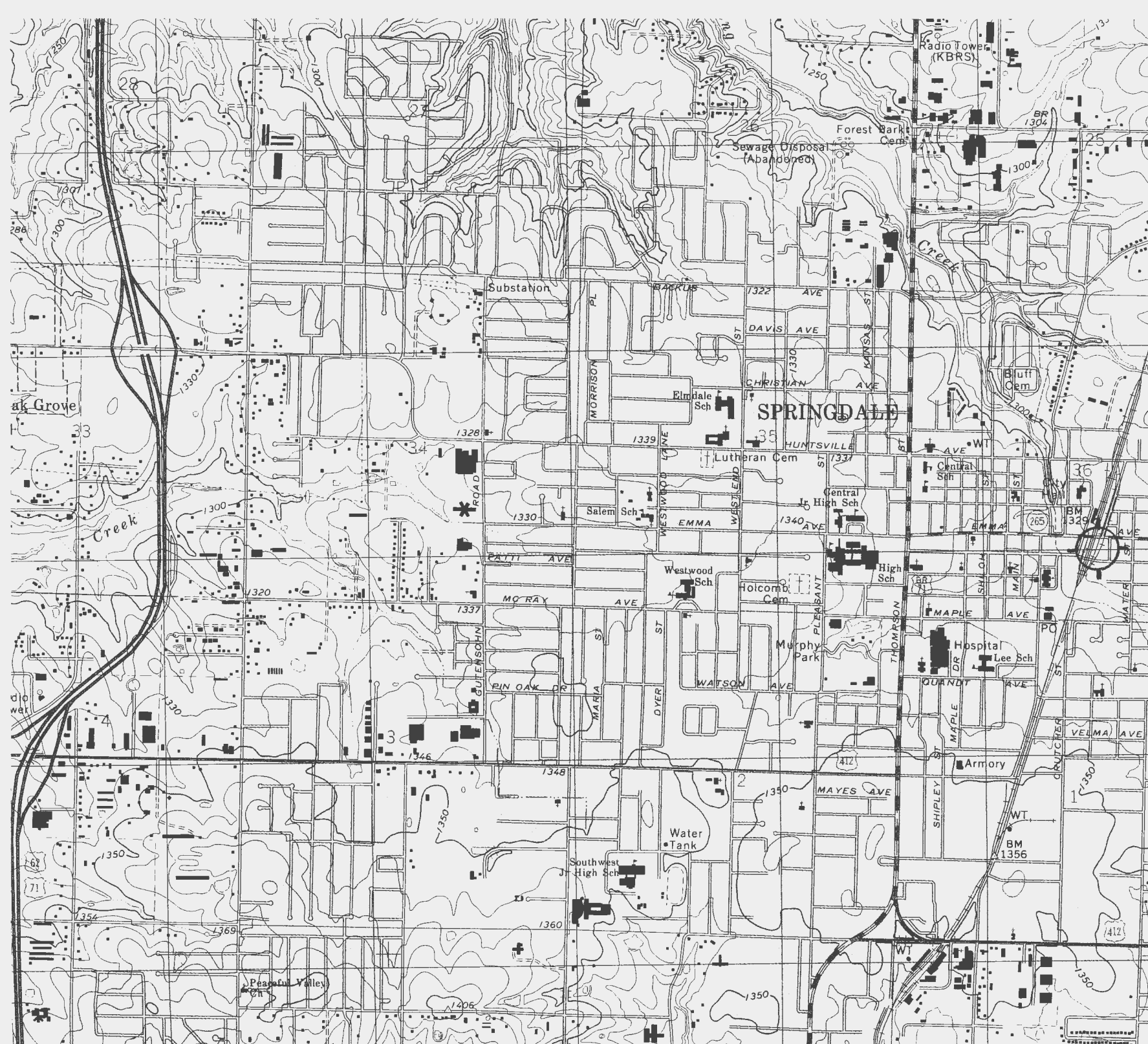












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Springdale, Ark
Industry Culture
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