

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



564

1. Name of Property

historic name Paducah Coca-Cola Bottling Plant

other names/site number McN-P-165

2. Location

street & number 3121 Broadway

NA

not for publication

city or town Paducah

NA

vicinity

state KY code KY county McCracken code 145 zip code 42001

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


Signature of certifying official

Craig Potts/SHPO

6-6-13
Date

Kentucky Heritage Council/State Historic Preservation Office

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

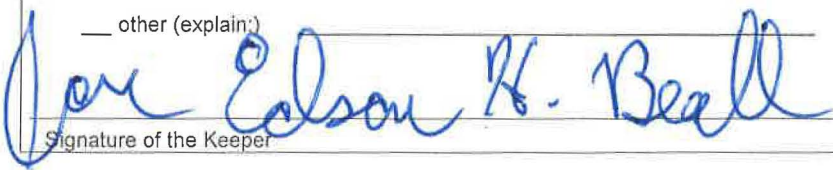
entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:)


Signature of the Keeper

7-30-13
Date of Action

Paducah Coca-Cola Bottling Plant

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County and State

Name of Property

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 the count.)

| Contributing | Noncontributing |
|--------------|-----------------|
| 1 | |
| | |
| | |
| | |
| 1 | |
| | Total |

Name of related multiple property listing

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

NA

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/manufacturing facility

Current Functions

(Enter categories from instructions.)

WORK IN PROGRESS

7. Description

Architectural Classification

(Enter categories from instructions.)

Art Deco

Materials

(Enter categories from instructions.)

foundation: STONE:Limestone;

walls: BRICK

STONE:Limestone

roof: ASPHALT;

other:

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Summary Paragraph

The Paducah Coca-Cola Bottling Plant (McN-P-165) is located at 3121 Broadway, in Paducah, McCracken County, Kentucky. The building faces west at the junction of LaBelle Avenue and Broadway on a triangular shaped lot and has changed very little since its construction. Designed in 1939 by S. Lester Daly of Metropolis, Illinois, this two-story red brick structure is described by its maker as a modernistic design with nine facades and only four right angles in the whole building due to the odd shape of the lot. The exterior is embellished with decorative relief carvings of Coca-Cola bottles in Bedford Indiana limestone and the name "Coca-Cola" carved in limestone panels on the west, south and north elevations. The Coca-Cola Bottling Plant building is not only one of Paducah's long-standing industries, but is also Paducah's finest example of the Art Deco Design. It meets the registration requirements set forth by the National Register of Historic Places under Criterion A and C, in the areas of Commerce and Architecture. The building is in excellent condition, retaining integrity through workmanship, design, location, setting and materials and is immediately recognizable to its Period of Significance and historic function.

Ownership and Use of Site

In 1938, Luther Carson acquired the odd-shaped tract of land at 3121 Broadway to build his new bottling plant. Completed in 1939, the plant served as the region's primary bottling plant for Coca-Cola until 2005. In 1959 Luther Carson retired, and his nephew, Bill Carson, took over as president of the plant. Coca-Cola Enterprises took ownership of the Coca-Cola bottling plant in 1986, after the Carson family sold the business, which included the plant and interests in 17 other plants serving four states. Coca-Cola Enterprises stopped bottling at the plant in 1987 and began using it as a distribution center for not only Coca-Cola but also approximately 300 brands of Coca-Cola products. In 2003, the decision was made by the parent company to build a new regional distribution center in Industrial Park West, and to sell the original plant building. The Paducah Coca-Cola Bottling Plant has sat vacant since that time. It has recently been acquired by Edward and Meagan Musselman of Musselman Properties, LLC.

Character of Site and Area

The Paducah Coca-Cola Bottling Plant property is bordered by Broadway on the south side, which is a main thoroughfare, from the west side of the city to the downtown riverfront district. LaBelle Avenue along the north, and the P&I Railroad line runs by the north corner of the property. Today, the area is primarily residential with commercial mixed-use following the Broadway corridor and additional commercial development following LaBelle Avenue out to Lone Oak Road (See Photos 1, 2, & 3).

Historically, this area was residential and did not begin to fully develop until 1926 when Paducah expanded its corporate limits to include an additional nine square miles west of the city; that expansion enveloped the area of Wallace Park neighborhood which included the tract of land that the Coca-Cola Bottling Plant building currently occupies. This area was an elevated section of town that became rapidly popular for commercial and residential development after the "super" flood that hit the city in January of 1937. This catastrophic event had the most direct impact on the migration to the west end of town and the development of the peripheral areas into prominent residential neighborhoods, such as Wallace Park, Colonial Heights, Afton,

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Arcadia and Avondale. During the flood, the Ohio River rose to 60.8 feet which is 17.8 feet over flood stage.¹ The previous location of the Paducah Coca-Cola Bottling Plant, on Sixth Street, also fell victim to the flood waters. Determined to not allow the river to interrupt his bottling business again, Luther Carson chose a location just out of the flood water's reaches, the site at the junction of Broadway and LaBelle, for his new bottling plant after the 1937 flood. On Tuesday, June 20, 1939, the dedication was held for the new Paducah Coca-Cola Bottling building.

The lot is an irregular shape, measuring 49.1' x 364.70' x 342.21' x 321.40', with the building measuring a total of 31,275 square feet on the first floor and 12,352 square feet on the second floor. The building encompasses the entire lot with a zero lot line at the rear. Concrete sidewalks wrap the Broadway and LaBelle Avenue elevations, connecting at the main entrance. Landscaping is minimal, with mature trees and grass on the Broadway elevation with full grown colorful perennials flanking the primary entrance. An addition was added to the rear of the building in 1967. This area historically was the parking lot for the bottling plant.

Exterior Description of Coca-Cola Bottling Plant Building

Constructed in 1939, the Paducah Coca-Cola Bottling Plant is an exuberant Art Deco building with a red mat brick exterior, Bedford Indiana Limestone foundation, decorative limestone detailing and steel sash windows. The footings are of heavy reinforced concrete, proportioned to carry the substantial floor and wall loads of the building. The interior portion of the building is supported by structural steel columns and I-beams which have been encased in enameled brick in the bottling room. The two-story building has a trapezoidal plan and a reinforced concrete structure. The building has four clearly definable sections.

The front section houses the primary entrance, lobby, and executive offices. The roofline sits slightly lower than the middle portion, in which manufacturing occurs, and has a limestone coping. It is adorned with a thirty-foot diameter hemispherical dome with copper sheathing, divided into seven pie-shaped sections delineated by vertical copper panels rising to a bulbous knob at the highest point. Each section of the dome contains a multi-grid glass block window at the base and a continuous copper sill course. The interior of the dome is lit from within by a large chandelier in the rotunda. Originally, neon tubing in seven colors backlit the glass block. During the functioning years of the plant, this landmark became a beacon in the neighborhood (See Figure #1). The façade and the side elevations of the front section each contain three bays with a symmetrical fenestration pattern, featuring one geometrically designed tri-part metal casement window within each bay of the first and second floors. Each window has a brick lintel and limestone sill with a recessed panel of alternating brick patterns laid in vertical and horizontal bands of three, between each floor level (See Photo #4).

The façade is elaborately accentuated with projecting limestone stepped pilasters, giving a sense of verticality to the building. Each corner pilaster on the façade is embellished with low relief vertical lines and spiral motifs. The primary entrance is fully adorned in limestone with the same motifs as the pilasters. A projecting parapet accentuates a limestone panel with the name "Coca-Cola" centered on the facade. A lighted Coca-Cola sign used to hang directly above, but was removed at the closure of the plant. One of the most distinguishing features of the façade is the primary entrance, which classically defines the architectural style of Art Deco. Just below the window is a low relief scroll motif with spiral lines that give the illusion that it connects to the top of a deeply-recessed metal transom window. The limestone has a block dimensional pattern

¹ Turner Publishing, *McCracken County Kentucky History*, p. 146-147

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surrounding the transom window, which features seven vertical light panes. An aluminum semi-circular awning is suspended by metal cables below the transom. The detailing on the awning includes continuous vertical ridges with a scroll bracket in the center. The main entry is comprised of a set of contrasting oversized aluminum clad doors with three octagons vertically spaced on each panel. The top octagon contains a solid glass pane and a raised "Coca-Cola" insignia located just below it on each door. The doors are flanked by decorative oblong white glass and copper sconces (Photo #5).

The original center portion of the building housed the bottling works department. It encompasses 9,326 square feet and has a flat roof with limestone coping with seven bays of a primarily-open floor plan. This section is slightly taller than the front section and contains similar window fenestration and limestone and brick ornamentation. The first floor windows are slightly larger due to the floor-to-ceiling height in the plant's first floor. Centered directly below the roofline, on the north and south elevations, are limestone panels displaying relief carvings of Coca-Cola bottles. These panels are made of Bedford Indiana limestone, and display the name "Coca-Cola" (Photo #6).

The rear section of the original building was used as the truck repair area, the boiler room and loading garage area for the plant. It was constructed to be able to hold 25 Coca-Cola Trucks as well as storage space for the filled Coca-Cola cases. The one-story section follows the lot in an irregular shape. It has red brick exterior walls with a flat roof, concrete coping, and a large brick smoke stack. It is void of decoration with the exception of two large multi-grid metal windows with brick sills and lintels and an overhead door on each elevation. The north elevation has an entry door with an exterior concrete staircase. That entrance has a metal-covered awning that was added at a later date (Photo #7). A one-story red brick addition was added to the rear of the plant in 1967. It has an overhead door located on south elevation. It is in very poor condition due to the roof deterioration.

Interior Description of Coca-Cola Bottling Plant Building

The interior lobby of the Coca-Cola Bottling Plant was intricately designed to exemplify the company brand and pride the owners took in their business and its new facility. The elements found in the Art Deco Style complement the building flawlessly. Upon entering through the large metal front doors, one is greeted by the "Coca Cola" Insignia engraved in the terrazzo floor. The color scheme used throughout the floor includes vivid green, red, yellow and white. A pair of mahogany doors opens into a full-height rotunda that is fully lit by natural light streaming in from the windows at the base of the copper dome. A ten-foot glass and metal Coca-Cola Bottle Chandelier dangles from the center of the dome (Photo #8). The terrazzo tile continues into the rotunda lobby with a large "Coca Cola" Insignia centered in the floor. Four pairs of red gum double doors accented with strips of Prima Vera wood are symmetrically spaced around the rotunda. They provide access to the first floor offices, restrooms and production floor. A circular Terrazzo staircase encircles the rotunda up to the second floor executive offices. It is complemented by a white brass railing with circular fluted posts, curvilinear rails and decorative scroll motifs (Photos 9 & 10). The geometric design of the room is completed by the original semi-circular settees that align with the curvature of the walls. The second floor contains the executive offices and Luther Carson's office, which is lavishly detailed with red gum paneling on the walls and the ceilings, dark red marble window sills, and mahogany chandeliers with silver and red metal shades (Photo

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11). Immediately behind the offices is a large storage area that is complemented by maple finished floor with light cream colored brick walls.

The Bottling Works Department contains an open floor plan with white glazed brick walls and square concrete posts clad with white glazed brick. The floor is concrete with a colored terrazzo tile. The majority of the floor tile is in good condition, but areas where the coke would spill off the conveyor have been slightly damaged. A raised stair platform located at the west end of the bottling area provides access to the front lobby area. An enclosed stairwell is located at the northeast corner. The second floor above the bottling works area is an unfinished open floor with wood floors (Photos 12 & 13; See Figures 2 and 3-Architectural Floor Plans).

The truck repair and loading area is an open floor plan with concrete floor, walls and ceiling. Four skylights are symmetrically-spaced across the width of the loading area. The boiler room is located in the center bay on the east end (Photo 14). The one-story rear addition has brick walls with a concrete floor and steel frame roof. The roof is severely deteriorated.

Changes to the Building since the Close of the Period of Significance

The only apparent architectural addition to the building since the original construction date of 1939 is a 25' x 146' rear addition built in 1967. There were minor interior improvements to second floor offices in 1986.

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8. Statement of Significance

Applicable National Register Criteria

- 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 the work of a master, or possesses high artistic values, or 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.

Areas of Significance

Architecture

Industry

Period of Significance

1939-1963

Significant Dates

1939

Criteria Considerations

Property is:

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

Significant Person

NA

Cultural Affiliation

NA

Architect/Builder

Daly, S. Lester (architect)

Cole, Jack (builder)

Period of Significance (justification)

This nomination follows the National Register convention for a property meeting Criterion A and Criterion C: the Period of Significance, 1939-1963, marks the time during which the property is important within its historic context, up to 50 years prior to the time of the nomination.

Criteria Considerations NA

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Statement of Significance

Summary Paragraph:

The Paducah Coca-Cola Bottling Plant (McN-P-165), at 3121 Broadway in Paducah, Kentucky, meets National Register Criterion A, for its significance in local Industry, and meets Criterion C for its local architectural significance. The Coca-Cola Bottling Plant in Paducah grew from a family-run single plant operation into a multi-city corporation whose owners had plants in numerous towns in Kentucky, Indiana, and Illinois. This plant served as the headquarters for the Carson family's expanding empire of bottling plants, an early local instance of franchising by a national brand. The family occupied numerous buildings in their 1903-1986 tenure, the nominated property being the most conspicuous and architecturally realized. The nominated property is the fourth and final location of the Paducah Coca-Cola Bottling Plant operating as a major bottler and distribution center for almost fifty years. The property's significance in the history of a small local industry is explored in the context narrative, "History of Beverage and Bottling in Paducah, Kentucky, 1880-1986." With the familiar signature of the *Coca-Cola* Company along its facades, the property is also architecturally significant, evaluated within the historic context of "Art Deco Architecture in Paducah, Kentucky 1939-1949." The building is one of three examples of commercial architecture of the Art Deco design in the City of Paducah. The Period of Significance begins in 1939, the original construction date and runs until 1963, the conventional end of the historic period, 50 years prior to the nomination. The bottling plant continued to be significant within the historic context until the Carson family sold the building and discontinued operations, in 1986.

History of the Soft Drink Bottling Industry

The origins of one of America's most successful industries, the soft drink industry, can be attributed to the early entrepreneurs of bottled mineral and soda waters. For over 2,000 years, mineral waters have been considered good for the human digestive system, but the safe delivery of the product to the consumer was a challenge. Early bottlers faced the obstacles of having a consistent bottle design due to primitive methods of hand-blown glass bottles and being able to safely preserve the contents. The use of additives, such as fruit juices, became popular, but caused the drink to ferment when combined with carbonated water. Fortunately, the bottling industry emerged during a period of advancing industrialization in America. By the early 1890s, inventors had filed over 1,500 U.S. Patents for either a cork, cap, or lid for the carbonated drink bottle tops to help seal the lid and prevent the carbon dioxide from escaping. In 1892, the "Crown Cork Bottle Seal" was patented by William Painter, a Baltimore machine shop operator. This method for bottle sealing became an industry standard and replaced over a thousand different types of bottle sealing devices in use at the time. Another contributor to this industry began in 1899, with the first patent issued to Michael Owens, an employee of Libbey Glass, for a glass-blowing machine for the automatic production of glass bottles. By 1903, the new bottle-blowing machine was in operation, increasing production for many bottling companies in metropolitan areas from 1,500 bottles a day to 57,000 bottles a day.²

Even with these advancing technologies, the soft-drink industry still faced the dilemma of reaching the consumer outside of the metropolitan areas with their product. The small-town bottler became a critical player

² <http://www.hutchbook.com/Industry/History>

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in this industry's early history and its success, as long as transportation and distribution were two of the biggest challenges for the bottling industry. Local bottlers played the role of producer, salesman and deliverer of their product. Serving a customer base required delivery either by walking or by riding horse-back. This created issues for delivery of products that had a short life cycle.

In the early stages of soft-drink bottling these establishments were small family-run operations servicing only their local communities. Locally, these types of bottling operations could be very profitable, but limits in production and distribution capabilities kept the feasible service range to a twenty mile radius of the plant.

By 1880, the soft drink bottling industry had become established, and consumer demand was greatly increasing. Bottlers had quite a variety of drinks to offer the public, including carbonated soda water with ginger ale, sarsaparilla, root beer, cream soda, lemon soda and strawberry. The larger bottling plants were typically found in the metropolitan areas of the East and Midwest. Baltimore had 17; Boston had 8; Chicago had 13; Louisville had 7; New Orleans had 7; New York City had 27; and St. Louis had 11. Annual production reports for the industry indicate that in 1879 there were 512 carbonated bottling plants in the country. By 1889 this number had more than doubled to 1377, and again doubling to 2763 by 1899. The Value of Production in 1899 was \$23,269,000.00 for a total of 38,781,660 cases sold. The next decade would prove significant in the soft drink industry, with numbers increasing to 5194 plants with a value of \$135,341,000.³

A major contributor to the significant increase in bottling plants can be attributed to the bottling of the Coca-Cola product and the creative national marketing technique by the bottling founders of the product. The advent of the soft-drink franchise occurred in 1899, when B. F. Thomas and Joseph Whitehead secured "bottling rights" from the Coca-Cola Company of Atlanta, Georgia to exclusively sell and bottle the product in almost the entire country. Lacking the money to build a nationwide system, they issued contracts to produce and sell Coca-Cola within controlled areas. This system provided the capital and the entrepreneurship needed to develop the soft-drink industry nationally. The small bottler would soon take on a new pivotal role as part of a national franchise operation for Coca-Cola. The success of the product was dependent on the skills of its individual franchise owners.

Historic Context: History of Beverage and Bottling in Paducah, Kentucky, 1880-1986

Since the city's establishment in 1827 by explorer William Clark, the town of Paducah rapidly became a critical trading port and flourishing town where the Tennessee River flows into the Ohio River.⁴ Rapid growth of the residential areas resulted from expansion of the town's financial institutions, Market House, hospital, numerous churches and courthouse. Paducah was named a third class city in 1856. By 1860, the city had become Kentucky's fifth largest manufacturer of industrial goods, with a rapidly growing population of over 2,428 citizens.⁵ New businesses such as the tobacco industry, lumber, distilleries and bottling companies, iron

³ *Beverage World 100 Year History 1882 -- 1982 And Future Probe*. East Stroudsburg, Pennsylvania: Keller International Publishing Corp., 1982.

⁴ Paul Lutz, "Fact and Myth Concerning George Rogers Clark's Grant of land at Paducah, Kentucky." *Register of the Kentucky Historical Society* 67 (July, 1969) pp.248-253.

⁵ Battle, J.H., Perrin, W.H., Kniffin, G.C., *Histories and Biographies of Ballard, Calloway, Fulton, Graves, Hickman, McCracken and Marshall Counties*, p.89

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foundries and daily commodity suppliers provided a thriving economic base and attracted newcomers to the city.⁶

The City's success after the Civil War is attributed to its strategic location between the convergence of the Ohio and Tennessee Rivers, the development of the New Orleans and Ohio Railroad, and the visionary town leaders who focused development efforts on the city's river port and shipping capabilities. By 1902, Paducah had received the status of a second-class city, with the total population increasing to 20,000 residents. Concurrently, the city's industrial and manufacturing base had continued to increase, boasting 105 locally-owned factories, mills, and wholesalers.⁷ Paducah entered the twentieth century as a prosperous regional center. City leaders sought to develop strong business relationships with regional areas while individual entrepreneurs sought to establish themselves in the growing local economy.

The soft drink beverage and bottling industry in Paducah began with two early bottling plants which served the local community. The first bottling plant in the city began in 1892 with Herman Katterjohn and George Jacobs, who organized the Paducah Bottling Company. The company specialized in bottling non-carbonated lime, lemon, strawberry and cream soda. In 1903, George Jacobs, Ray's father, bought out George Katterjohn and the company continued its non-carbonated operations until the 1930s. In the 1930s, the company began bottling Dr. Pepper and eventually was purchased by Pepsi Company as part of a larger acquisition campaign.

The second early beverage bottling business in Paducah was the Laevison A.M. & Co. Mineral Water Company, which began bottling mineral water and sweet drinks in 1904; in 1920, they changed their name to the Paducah Beverage Co. Unable to compete in the local market, the Paducah Beverage Company had ceased operations by the 1930s.

In 1924, another small competitor arrived in Paducah, the Interstate Chero-Cola Company operated by K.O. Grassham. The company managed to produce its cola and grape product until the 1930s when it was acquired by S. H. McNutt and the Nehi Beverage Company, which became one of the three primary bottling companies in Paducah by 1941.⁸

Paducah's carbonated soft drink landscape changed in 1903 with the arrival of Coca-Cola. The introduction of this soft drink brought a new competitive force within the local soft drink industry. Its popularity quickly spread and it became the leader in the industry. By the 1930s, the smaller-bottlers of soft drinks had either closed or been acquired by businesses that were trying to compete on a national scale with Coca-Cola. From the 1930s until the late 1960s, Paducah witnessed a war of acquisitions within the soft drink industry. Pepsi had arrived on the scene and became a formidable competitor to Coca-Cola through its acquisition of the Dr. Pepper plant. The Paducah Coca-Cola bottling business in Paducah continued to be successful throughout these years and remained as a local icon until the 1980s, when distribution methods were changing, mass production became essential, and ease of transportation routes made the small-town bottling plants an obsolete feature of the national corporate business model.

⁶ Camille Wells, *A History of Paducah and McCracken County*, p. 11-12

⁷ John E. Kleber, *The Kentucky Encyclopedia*, p. 705.

⁸ Carron's City Directory, Paducah, KY, 1890, 1900, 1903, 1905, 1926, 1930, 1939.

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History of the Coca-Cola Company

Coca-Cola has become a world renowned name and has dominated the soft drink market throughout the 20th century. The first Coca-Cola recipe was invented in 1886 by an Atlanta pharmacist John Pemberton, who developed the formula for medicinal purposes. He claimed it cured such ailments as morphine addiction, dyspepsia, headache, and impotence. It was initially sold for five cents a glass at Jacobs' Pharmacy in Atlanta, Georgia on May 8, 1886. The original formula roused quite a controversy with its highly addictive recipe that incorporated coca leaves from South America, from which cocaine is derived. The original recipe called for five ounces of coca leaf per gallon of syrup, or an estimated nine-milligrams per glass.⁹ In 1903, cocaine was no longer used an additive to Coca-Cola, instead "spent" coca-leaves—the leftovers of the Cocaine-extraction process with trace levels at a molecular level—was substituted.¹⁰ In 1888, Pemberton died, and Asa Candler, a pharmacist and a successful manufacturer of patent medicines, acquired the patent rights for \$2,300 and organized the Coca-Cola Bottling Company.

Candler's early vision for his newly acquired product was to market the syrup as a soda fountain drink, but also advertised the straight syrup as a patent medicine based on his predecessor's notes and the medicinal properties endorsed by some of the best physicians of the time. His target audience for the medical use was professional businessmen who desired a pick-me-up.¹¹ Candler began to build his empire in the Atlanta region. He hired Frank Robinson to help promote the Coca-Cola product. Robinson is credited in the history of Coca-Cola as the man who launched Coca-Cola to national recognition with the creation of early advertisements in almanacs that were distributed throughout the southern states. These ads claimed, "IT MAKES FRIENDS RAPIDLY, IT DOES WHAT IS CLAIMED FOR IT. MERIT SELLS IT." Also, he included personal testimony that claimed, "I was a great sufferer of daily headaches before I used Coca-Cola". His devotion to this ad campaign and its convincing properties to the public led to the company doubling its syrup sales within a year. By 1892, Candler had decided it was time to incorporate the company, the new charter called for a capitalization of \$100,000, to be divided into a thousand shares at \$100.00 each. He also patented the trademark "*Coca-Cola*" script.¹²

At a time when most soft drinks and alcoholic beverages saw only local distribution, Candler had a marketing vision to take his product into regional, even national markets. He launched an extensive sales and marketing campaign to get the new drink name out to the public. Candler's early salesman traveled the area of Atlanta and other Georgia territories, visiting pharmacies and selling the Coca-Cola syrup. The salesman also ensured that the pharmacists were mixing the beverage correctly with carbonated water, and that their stores were properly adorned with Coca-Cola logos and signs. By 1895, Robinson informed Asa Candler that women and other consumers frequently objected to the medicinal image of Coca-Cola. Many just wanted to have a tasty soft drink—not be tagged as addicted to a pharmaceutical. Thus, Robinson changed the advertising campaign for Coca-Cola, focusing on it primarily as a soft drink beverage. His ad slogans were more simplified, "Drink Coca-Cola Delicious and Refreshing". He flooded the market with newspaper ads, posters, calendars, clocks, fans, streetcar signs and glass plates for fountains. By 1898, Robinson's marketing campaign was distributing a million items per year. Candler and Robinson also created the "Coca-Cola girls" for the

⁹ Is it true Coca-cola once contained cocaine?(http://straightdope.com/classics/a2_033.html) .Retrieved on 10-18-2007.

¹⁰ Pendergast, Mark. *For God, Country, and Coca-Cola*. New York: Basic Books, 2000.

¹¹ *Ibid.* Pendergast, Mark. Pg. 54

¹² *Ibid.* Pendergast, Mark. Pg. 58

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annual calendar, creating quite a male following. Another strategic marketing tactic was to reach the public through Hollywood. Candler contracted actress and singer Hilda Clark to be the face of Coca-Cola, initiating one of the first-ever celebrity endorsements.

The first attempt at bottling Coca-Cola occurred in 1894 in Vicksburg, Mississippi by candy store owner Joseph A. Biedenharm. Hopeful that his idea would be successful, Biedenharm utilized a common glass bottle called a Hutchinson (Figure 4) to bottle his drink. He sent a case to Asa Candler, but Candler saw no virtue in the bottled product, continuing, instead, to focus on fountain sales. In 1899, Candler was approached multiple times by two young attorneys from Chattanooga, Tennessee, who believed they could build a business selling bottled Coca-Cola. Eventually convinced of their ability and belief in the product, he sold the exclusive rights to bottle Coca-Cola in eighteen states for the sum of one dollar. The pioneer bottlers established the first franchised Coca-Cola bottling operation in Chattanooga.

The two men marketed their product at corner road stands, grocers, and saloons. Within a year the partnership was dissolving due to disagreements over structure and strategy. This resulted in the split of the shared territories with Thomas acquiring the Eastern Seaboard, West coast and Chattanooga. Whitehead acquired the southern states and west. Whitehead soon joined forces with lawyer, John T. Lupton, as a financial investor in the bottling company. The two men agreed on a business philosophy and goals for the future of the Coca-Cola Bottling Company. They sought out prospective bottlers to purchase exclusive bottling rights, or franchises, in specific areas. Requirements to obtain a franchise included \$2,000 in working capital, and the purchase of a carbonator, bottling table, washing machine, settling tanks, washing tubs, bottles, and cases. In addition, a horse and wagon were recommended for the distribution of the product. In turn the franchisees received advertising, an expert bottler, and caps. Each of the franchises would purchase the Coca-Cola syrup through the Coca-Cola Bottling Works of Chattanooga and mix the recipe with soda water. As part of the contract agreement, Whitehead/Lupton firms would receive half of the plant's profits. As the industry progressed, Whitehead and Lupton's firm became known as the "parent bottler" while the manufacturing plants were called the "actual" or "first-line" bottlers.

Bottling in the early era was a dangerous affair. Special face masks and heavy gauntlets were required and the foot-powered machines allowed only one bottle to be capped at a time. Progress in bottling technology and new bottling design led to great strides in expanding the industry while improving efficiency and product quality. By the turn of the century, Coca-Cola was being distributed all over the United States. Bottled Coca-Cola proved to be a highly successful business, and by the late 1910s there were more than 1,000 bottling plants in the United States. Of these, 95% were locally owned and operated. By the end of World War I, the company passed to Robert Woodruff, who soon began working with the bottlers to establish quality standards for the bottling process. By the 1920s, he launched an international marketing campaign which included the 1928 Amsterdam Olympic Games, billboard advertising and free cola to the U.S troops during World War II (Figure 5). Woodruff was also responsible for pushing the American soft drink among service stations and he developed the first six-pack. By the end of the 1930s, the Coca-Cola Company budgeted almost \$400,000.00 for advertising on the radio programs. Due to the continual popularity, many of the bottling plants were outgrowing their early quarters. This prompted the construction of a new modern image of Coca-Cola bottling plants all over the nation that provided a sense of civic pride and would become a symbol of a leader in industry.

Paducah Coca-Cola Bottling Plant

Name of Property

McCracken County, Kentucky

County and State

History of the Coca-Cola Bottling Plant in Paducah

In 1899, two brothers, Luther and John Carson, left their family farm in Kirksey, Kentucky (Calloway County) to work for their uncle, John Cass, on his incline train on Lookout Mountain in Chattanooga, Tennessee. Amidst this adventure their paths crossed with B.F. Thomas and Joseph Whitehead who lived on Lookout Mountain and rode the incline railway daily. Their discussions revolved around ways to bottle Coca-Cola, the potential opportunities for investors, and contracts they were selling to those investors.¹³ Eager to begin their own business and loyal to their home area, the two brothers invested \$2,700 in a Coca-Cola franchise that covered a 65-mile radius centered on Paducah in March, 1903. The brothers opened their first plant at 600 South 3rd Street and introduced this new soft drink to the citizens of Paducah. The first case of the new soft drink was bottled on March 27, 1903. Luther Carson sold the case to his good friend, George Wolf, who owned a nearby grocery store.

The early years of the Carsons' operation involved plenty of hard work. The brothers worked at night mixing and bottling the drink with a foot machine bottler, which they installed in the lobby of the 1939 plant as a tribute to their early days (See Figure 6), and Luther would peddle it door-to-door in a mule-drawn wagon during the day.¹⁴ Luther Carson once said that the mules knew the route so well that they made all the stops automatically. Luther Carson epitomized the character of a "Coca-Cola" man. He was a dedicated salesman and believer in his new product. He was known for his colorful personality and was compared both in appearance and manner to Will Rogers. Harrison Jones, an infamous name with Coca-Cola as the man who bridged the gap amongst the corporate world and the local bottlers, stated, that citizens told him that Luther Carson would jump up in church and attest to the miracle wonders of his Coca-Cola product.¹⁵ Carson's enthusiasm for Coca-Cola and his company, often mirrored founder Asa Candler's own philosophy and actions.

Coca-Cola's popularity grew rapidly in Paducah. The majority of the rural areas and small towns in America had never been exposed to the sweet cola drink. In April, 1904, the Carsons moved their company to 5th and Jackson Streets, not only expanding their local operation, but beginning their regional distribution network. To finance that expansion, Tom Carson, John and Luther's father, joined the enterprise that year as an equal financial partner. With the additional capital, they purchased bottling plants in Champaign and Bloomington, Illinois, and opened a bottling plant in Evansville, Indiana. John Carson relocated to Evansville, and managed that facility until his death in 1938. The Carsons' territory extended to local bottling plants in Jasper, Washington and Bedford, Indiana, and in Hopkinsville and Madisonville, Kentucky. Their success in the expansion was based on the same original franchise philosophy of Benjamin Thomas and Joseph Whitehead. They recruited locals from each franchise area to help manage the facilities and promote the product. In several of the plants, they brought on local partners into the incorporation of the plant member structure.

By 1907, the Carsons had once again outgrown their Paducah facility. The fourth location was a much larger building, at 534 S. 6th Street, at the corner of Jackson Street (See Figure 7 -Historic photo). Along with this move and due to the rising demand of the product, Carson switched to a chain-driven two-cylinder truck with a side crank. The rise of the automobile assembly line revolutionized car production, a lesson that other industries adopted. The Carsons installed their first automatic bottling machine in 1914. The company continued to grow for the next 17 years, until re-incorporating in 1931 under the ownership of Luther F. Carson and Lola Bass Carson.

¹³ Verbal interview with Judge Bill Howerton, nephew of Luther Carson. February 4, 2013.

¹⁴ Steve Vantreese. Luther Carson Had Good Taste, The Paducah Sun. Sept 28, 2007.

¹⁵ Mark Pendergrast. For God, Country, & Coca-Cola. Pg. 143.

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The flood of the Ohio River in 1937 affected nearly all of Kentucky's river cities. It disabled the Coca-Cola plant at 6th Street. To avoid a similar event in the future, Luther Carson purchased ground above the river's flood plain, in the Wallace Park Neighborhood, and made plans for a state-of-the-art bottling plant. This was to become a facility whose design suggested a new age, identifying Coca-Cola with modernity. Carson commissioned S. Lester Daly of Metropolis, Illinois to design the new plant and well-known general contractor, Jack Cole of Paducah. (See Figures 8 - 11). On Tuesday, June 20, 1939, the dedication was held for the new Coca-Cola building with nearly 17,000 people in attendance (See Figure 12). The new plant employed about 77 people (See Figure 13).

From the first decade of the twentieth century until the 1960s, Coca Cola battled with Pepsi Cola for market share. In the 1960s, the competitive edge in the beverage industry went to Coca Cola, with its purchase of Minute Maid in 1960, the introduction of Sprite in 1961, and the introduction of Tab in 1963 (Hoover's, 1995). In 1959, Bill Carson, nephew of Luther, took over the company as President when his uncle retired. Luther Carson died at the age of 89 on July 27, 1962. His family owned, controlled, or had an interest in 18 Coca-Cola bottling plants serving four states. Along with this fierce competitive market, arrived mass production of a multitude of products and the need for larger distribution centers that were more centrally located. The need for small-town bottlers to promote the product and distribute it locally were quickly fading, and the plants that produced them sat vacant. As explained by his daughter, Jane Carson Myre, "The family sold the business in 1986 "because the day of the small bottler was over."

Historic Context: Art Deco Architecture in Paducah, Kentucky 1939-1949

Art Deco was a movement in the decorative arts and architecture that originated in early 1900s and developed into a major style in Western Europe and the United States throughout the 1920s and 1930s. The name derives from the 1925 Paris art show, *Exposition Internationale des Arts Decoratifs et Industriels Modernes* (International Exposition of Modern Decorative and Industrial Arts). Art Deco was the first 20th-century architectural style in America to break free of the traditional revival styles, making it difficult for some traditionalists to accept the designs. From this exhibition, a new design tradition emerged. Upon its arrival in America, Art Deco or Style Moderne, swiftly enveloped American culture.

The following discussion of the characteristics of Art Deco design are drawn from Luckett's nomination of Jefferson Jacob School in Louisville (2012). The Art Deco movement was propelled in large part by the New York skyscrapers being built at that time, such as the Chrysler Building (1930) and the Empire State Building (1931). The Chrysler Building is the quintessential example of the Traditionalist Modern mode generally called Art Deco, after its first clear manifestation at the 1925 Paris exhibition. The Chrysler Building's crown-like dome of stainless steel, with tiered arches filled with sunbursts and capped with a spire, remains a classic for skyline-makers (Luckett, page 12; Trachtenberg, 526, Moffett, 496, Gelernter, 242).

Art Deco is a term describing a diverse design idiom that encompassed everything from graphics to ceramics, furniture, and architecture. Inspirations included Jazz, Italian Futurism, German Expressionism, Viennese Secessionism, Egyptian, and Mayan architecture. It is a style mostly used in the decorative arts: an amalgam of Cubist-inspired European Modernism, with streamlined, rhythmic machine forms, exotic Pre-Columbian and Navajo zigzag imagery, and a love of gaudy colors and shiny materials, along with sumptuous wood and stone (Luckett, page 12; Moffett, 495 Gelernter, 319, 320, Trachtenberg, 526).

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What separates Art Deco from other contemporaneous modes is its approach to ornament and surface sheathing. The general tendency was to exhibit exterior walls that expressed little depth or projection. Architects designing in the Art Deco mode experimented with numerous modern materials such as plastic and aluminum and stainless steel. All sorts of metal alloys of steel, bronze, nickel, silver, platinum, lead, and zinc were used for elevator doors, window frames, spandrels, decorative panels, and sculpture. Lightweight aluminum also came into its own in the Art Deco era (Luckett, page 12; Gebhard, 5, 6).

To a considerable degree, Art Deco forms derive from classical precedent. Thus, classical ideals of solidity and mass remained paramount. So too remained the predilection for classical-inspired proportions and axial, balanced, symmetrical plans and elevations (Luckett, page 12; Gebhard, 4). The style defined the contemporary times of the 1920s and 1930s in America. Art Deco helped foster the "iconization" of American business. With icons, slogans and logos, businesses were able to build a recognizable identity with the public, which gave them an advantage over competitors who lacked an established image or a recognizable corporate symbol.

Use of Art Deco by the Coca Cola Company

The Coca-Cola Company utilized Art Deco elements and established some of its most aggressive advertising campaigns during this new era in order to entice consumer demand. The use of bright bold colors and well-known images help to capture the brand image and customer loyalty. The company hired some of the best artists of the day to create unforgettable illustrations and slogans such as the famous, "*Pause and Refresh Yourself*" (See Figures 14, 15, & 16). This culture in advertising soon spilled over into the architecture of new Coca-Cola plants across the nation. Throughout the late 1930s into the late 1940s, the streamline designs and Art Deco design elements become synonymous with the Coca-Cola name. Some of the re-knowned examples are the Coca-Cola Bottling Plant in Los Angeles, constructed in 1936 (Figure 17); the bottling company in Charlottesville, Virginia, constructed in 1939 (Figure 18); Quincy, Illinois (Figure 19); and Tullahoma, Tennessee (Figure 20). The incorporation of the company insignia within the design elements of its buildings offered immediate recognition of the function of the facility. This national trend is evident among the plants that the Carson family opened at Madisonville, Kentucky, Evansville, Indiana, and Champaign, Illinois—all of which all designed in this style (See Figures 21, 22, and 23).

Art Deco Architecture in Paducah's Downtown Landscape

The use of the Art Deco Design was limited within the city of Paducah and surrounding rural areas. By the 1920s, the bulk of the commercial area had already been built, employing revival designs. A survey of the architectural landscape was conducted to help establish stylistic context within which the Coca-Cola Bottling Plant Building fits. The construction of the Coca-Cola plant occurred between the Depression era and World War II, when new construction was limited in the city. During this period, restrained uses of ornamentation were being implemented in the designs of commercial buildings. For commercial buildings in Paducah, there were two additional buildings identified that incorporated the Art Deco Design during this period. They were identified in a 2010 resurvey of the Paducah Downtown Commercial District:

Paducah Coca-Cola Bottling Plant

McCracken County, Kentucky

| Name of Property | | County and State | | |
|------------------|---------------------|------------------|------------------|------------|
| MCNP 76 | Watkins Dept. Store | 422 BROADWAY | Constructed 1941 | See Figure |
| MCNP 77 | Hillmark Building | 426 BROADWAY | Constructed 1946 | See Figure |

The Watkins Department Store was constructed in 1941. The exterior is yellow brick with a grid of translucent glass block set within terra cotta tiles that spans the façade. Raised chevrons and triangle patterns strengthen the vertical emphasis of the design. The lower storefront was altered in 1980. The Hillmark Building was constructed in 1946 in the Art Deco Style. The exterior is a complement to its neighbor the Watkins Department Store. The exterior is constructed of yellow brick veneer with a large panel of translucent glass block set within terra cotta tiles on the upper façade. Terra cotta tile piers trisect the glass panel projecting slightly above the roofline. The lower storefront is glass and aluminum construction with a slightly off-center primary entrance. Both buildings are good examples of the Art Deco Design, but much smaller in mass and scale to the Coca-Cola Bottling Plant.

Evaluation of the Coca-Cola Bottling Plant Significance within its 2 Contexts:

Art Deco Architecture in Paducah, Kentucky 1939-1962

History of Beverage and Bottling in Paducah, Kentucky, 1880-1986

The Paducah Coca-Cola Bottling Plant epitomizes the Art Deco Design in the city of Paducah and contributes substantively to the community. The construction of the new facility was an opportunity for both the owner and the architect to incorporate the eclectic design elements of the Art Deco style into an industrial facility promoting the national icon, Coca-Cola. This design trend had become popular with the Coca-Cola bottlers across the nation. The new plant became an architectural centerpiece for the Wallace Park Neighborhood and the city of Paducah. Unlike any other found in the city, the Coca-Cola Building shows characteristics of the Art Deco design. On the building, each elevation of the front section is divided into three sections by limestone pilasters stepped by three spiral motifs. The window fenestration contains geometrically designed tri-part metal casement windows with heavy grid lines divided into three sections both vertically and horizontally. The pattern continues with the recessed panels under the windows of alternating brick patterns laid in vertical and horizontal bands of three. The aluminum entry doors have three octagonal designs and the transom is divided into seven sections. The dome is divided into seven sections and the window fenestration of the middle section of the building is divided into seven sections. The use of banding within the brick with contrasting colors of brick, along with the flat roofs, vertical pilasters, glass block and terrazzo tile, are all prominent Art Deco design elements.

In addition to its architectural significance, the Paducah Coca-Cola Bottling Plant and its founders were a primary leader in industry for the City of Paducah since the early 1900s. The Carsons brought to the city a national product that became one of America’s most recognized and popular brands. The business began from meager means and grew into an empire that carried across the region. The nominated structure served as the headquarters for the company for over forty-seven years and became a symbol of a beloved icon and one of Paducah’s most prominent families.

Evaluation of the Integrity of the Paducah Coca-Cola Bottling Plant

With the exception of the 1967 addition and north elevation entry, the exterior of the building remains in excellent condition completely unchanged from the original vision of the architect and Luther Carson. The

Paducah Coca-Cola Bottling Plant

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interior of the building retains the original floor plan, all of the original Art Deco design features: the aluminum stair rails, light sconces, Coca-Cola chandelier, colored tile, mahogany woodwork and doors. The production floor also retains the original white glazed brick, terrazzo floor and original floor plan design.

The Paducah Coca-Cola Bottling Plant meets National Register Criterion A and C, for its association with industry and commerce and its significance for the architectural design of Art Deco. It stands as one of the few examples of Art Deco architecture in the city of Paducah and the only example in an industrial function. In order to be eligible for listing under both criteria, a nominated structure must possess the following integrity factors: location, setting, design, materials, workmanship and feeling.

The Paducah Coca-Cola Bottling Plant possesses integrity of both **Location and Setting** in that the structure has not moved and its historic setting remains intact. More important than its positional stability, this structure's location represents the commitment to continual growth for the bottling company and its belief in the economic growth of Paducah in one of the progressively expanding neighborhoods of the city. It possesses integrity of setting because the relationship remains the same: setbacks, traffic flow, etc.

A building within Paducah will possess integrity of **Design** if it relates the majority of its exterior features that form the style. Because the features have changed so little since its 1939 construction and the building has the highest degree of integrity for its style in Paducah, the Paducah Coca-Cola Bottling Plant retains integrity of design.

A building within Paducah will possess integrity of **Materials** if it retains the majority of its exterior surface materials that indicate the style's hallmarks. On both the inside and outside of Paducah Coca-Cola Bottling Plant, little material change has occurred since its construction. The interior of the building retains the original floor plan, all of the original Art Deco design features: the aluminum stair rails, light sconces, Coca-Cola chandelier, colored tile, mahogany woodwork and doors. The production floor also retains the original white glazed brick, terrazzo floor and sense of historic character. For these reasons, the Paducah Cola Bottling Plant building retains its integrity of Materials.

The building retains integrity of **Workmanship** more evidently in the sculptural design motifs of the Coca-Cola logos, masonry features, the rotunda and interior chandelier design. The features of the building call attention to the artistry and give the building its recognition as a national icon.

A building within Paducah will possess integrity of **Feeling** if it retains at least integrity of Materials and Design; if it also meets Criterion C it will be eligible for listing. A building within Paducah will possess integrity of **Association** if it retains at least integrity of Location, Materials and Design; if it also meets Criterion A it will be eligible for listing. The Paducah Coca-Cola Bottling Plant retains integrity in all of these areas and so, is eligible.

Paducah Coca-Cola Bottling Plant
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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: _____

Historic Resources Survey Number (if assigned): See Description inventory table

10. Geographical Data

Acreage of Property Less than 1 acre

(Do not include previously listed resource acreage.)

Paducah Coca-Cola Bottling Plant

McCracken County, Kentucky

Name of Property

County and State

Photographs:

Name of Property: Paducah Coca-Cola Bottling Plant
 City or Vicinity: Paducah
 County: McCracken County State: KY
 Photographer: Melinda Winchester
 Date Photographed: December 2012
 Description of Photograph(s) and number: 1 of 14.

The following photographs are keyed to the Photo ID sketch map by Photo ID#, numbered within a circle and showing camera direction. These are the **Official Image files** on the image disc.

| PHOTO # | DESCRIPTION | CAMERA DIRECTION |
|---------|--------------------------------------|------------------|
| 0001 | Façade | Facing east |
| 0002 | North Elevation | Facing west |
| 0003 | South Elevation and Rear | Facing west |
| 0004 | Detail of window ornamentation | Facing northeast |
| 0005 | Detail of Façade entry | Facing east |
| 0006 | Detail of Relief Carvings | Facing south |
| 0007 | North Elevation | Facing southeast |
| 0008 | Interior Coca-Cola Bottle Chandelier | |
| 0009 | Interior lobby | |
| 0010 | Interior lobby | |
| 0011 | Second Floor Executive Offices | |
| 0012 | Interior bottling production floor | Facing east |
| 0013 | Interior bottling production floor | Facing southwest |
| 0014 | Interior Truck Loading Area | Facing east |

Owner:

name Edward and Meagan Musselman, Musselman Properties, LLC
 street & number 500 South Friendship Rd. telephone 618-638-4398
 city or town Paducah state KY zip code 42003

Paducah Coca-Cola Bottling Plant
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Figure 1- Exterior View 1939

Paducah Coca-Cola Bottling Plant
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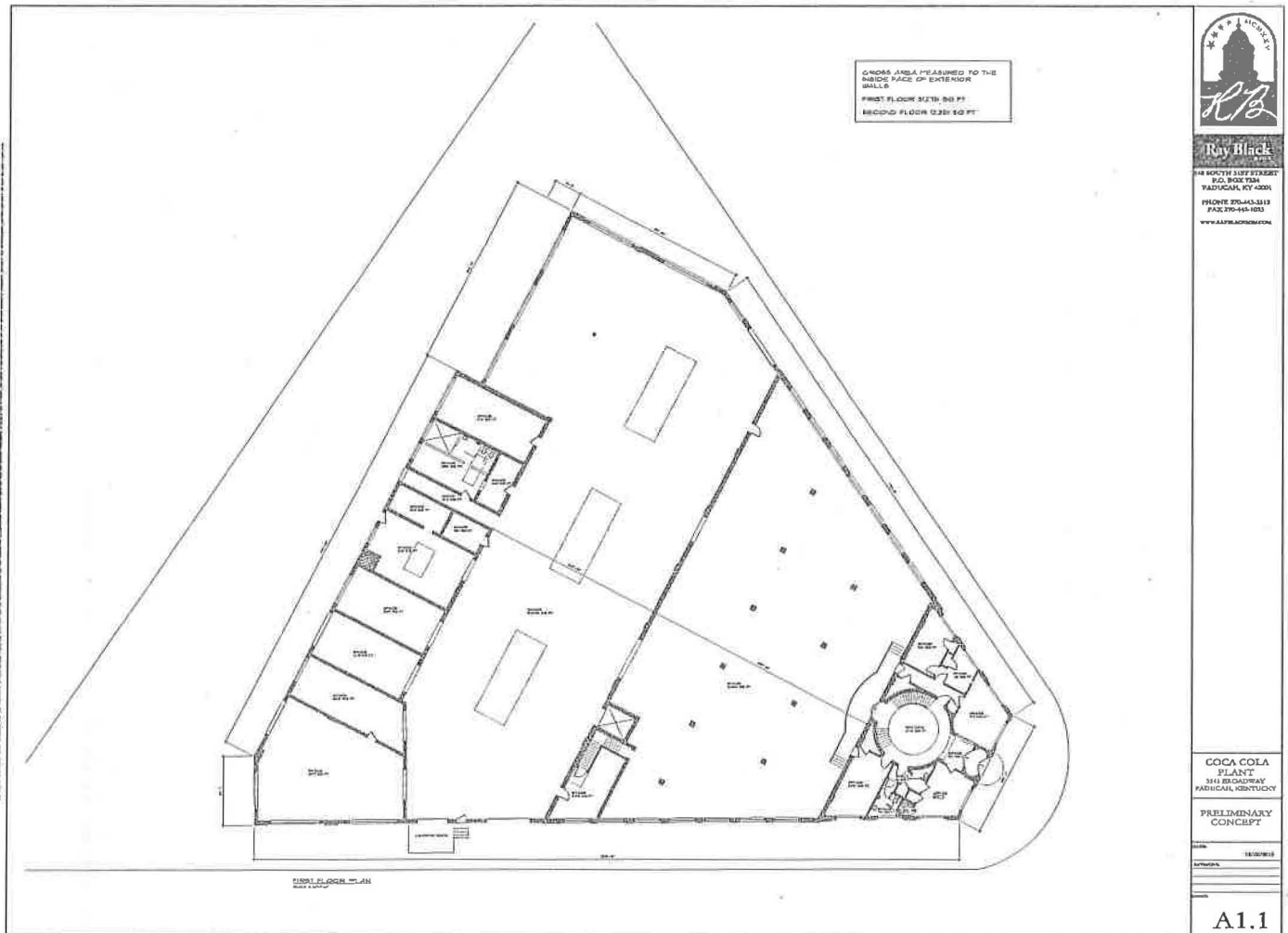


Figure 2- Existing First Floor Plan

Paducah Coca-Cola Bottling Plant
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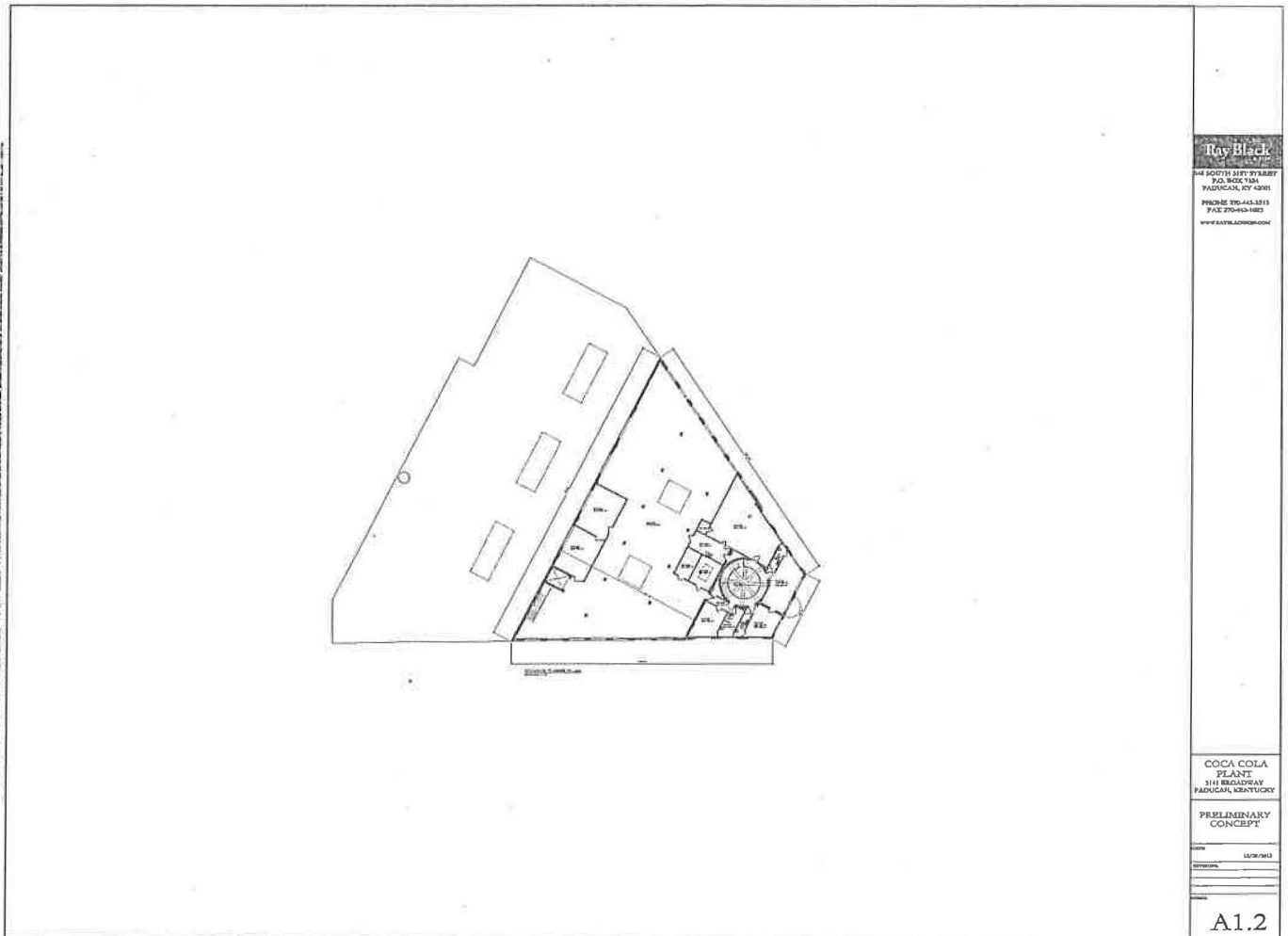


Figure 3 - Existing Floor Plan 2nd Floor

Paducah Coca-Cola Bottling Plant
Name of Property

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Figure 4- Hunsaker Bottle

Paducah Coca-Cola Bottling Plant
Name of Property

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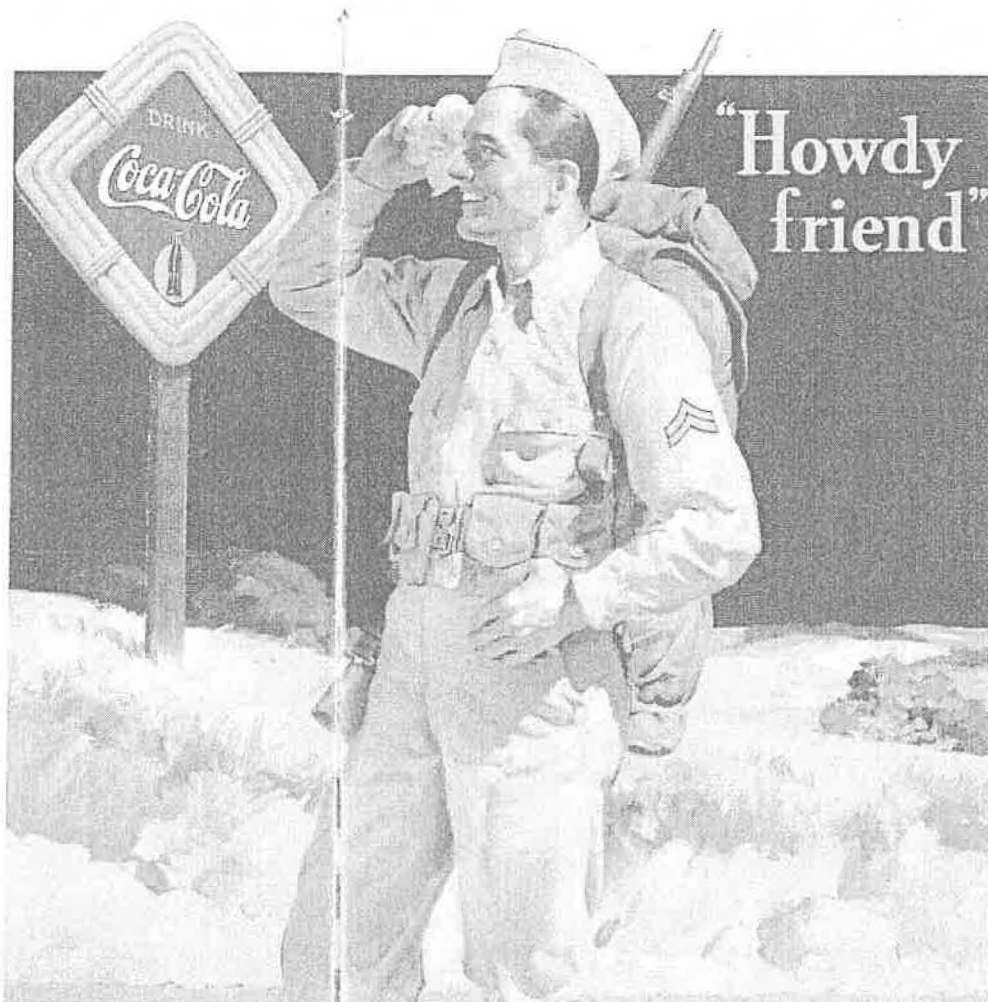


Figure 5- 1945 Advertising

Courtesy of Coca-Cola A History in Photographs

Paducah Coca-Cola Bottling Plant
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Figure 6- Photo of Luther Carson and Foot Pedal Machine

Paducah Coca-Cola Bottling Plant

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Figure 7- 534 S. 6th Street

Paducah Coca-Cola Bottling Plant
Name of Property

McCracken County, Kentucky
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Figure 8- 3121 Broadway-Under Construction

Paducah Coca-Cola Bottling Plant
Name of Property

McCracken County, Kentucky
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Figure 9- 3121 Broadway- Under Construction

Paducah Coca-Cola Bottling Plant
Name of Property

McCracken County, Kentucky
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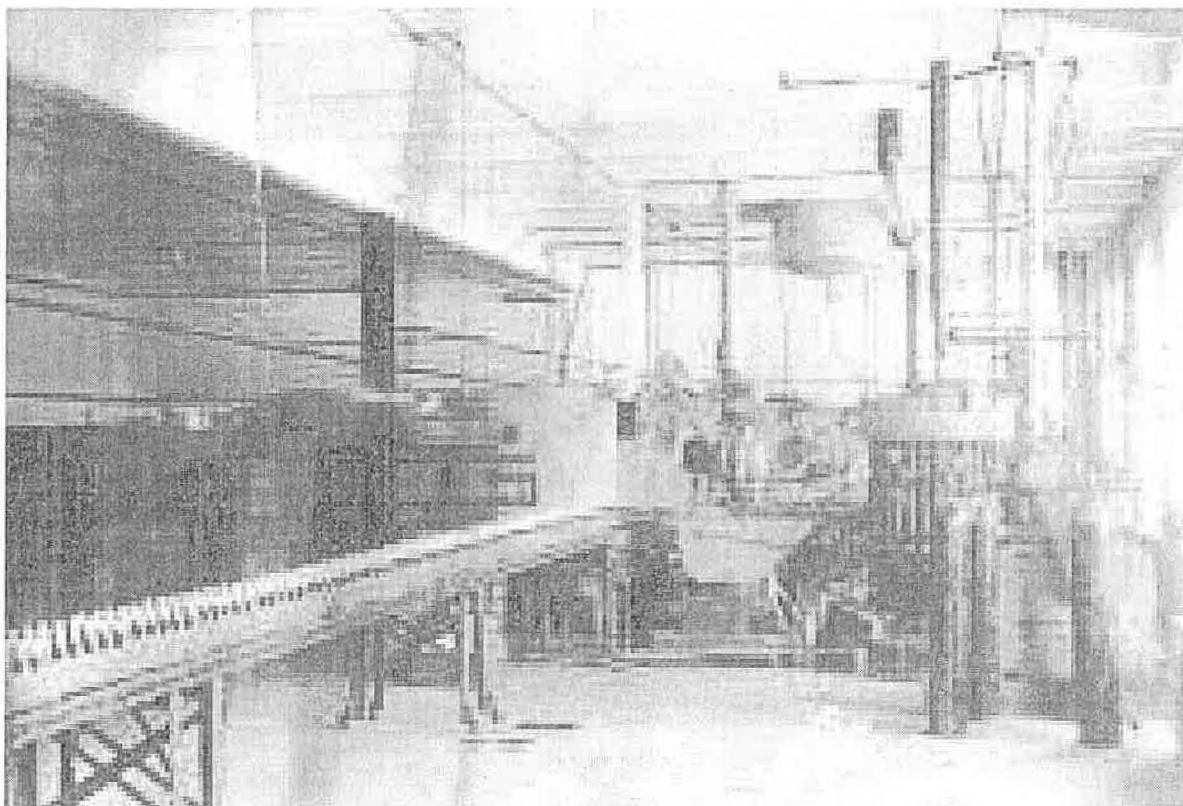


Figure 10- Interior Equipment

Paducah Coca-Cola Bottling Plant

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Name of Property

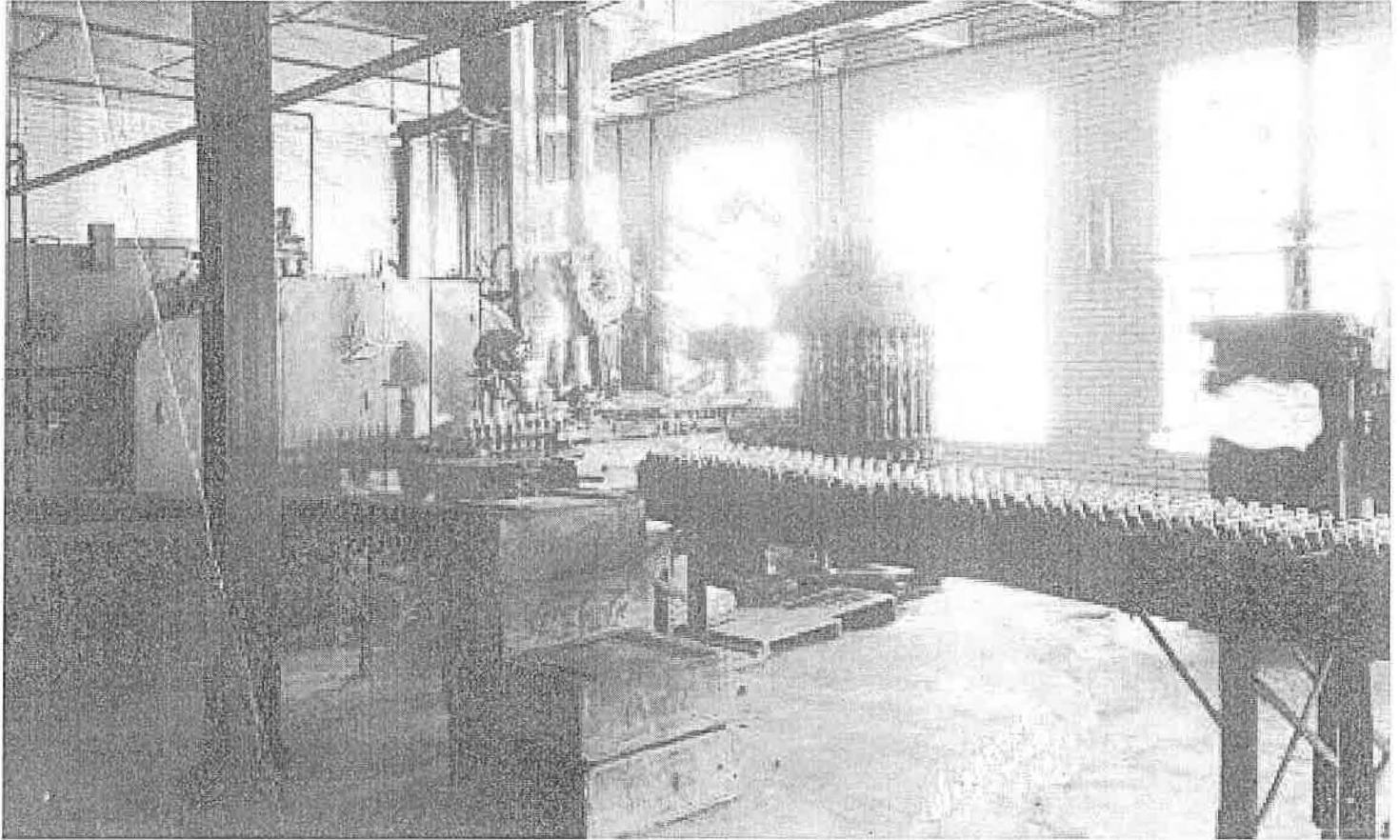


Figure 11- Interior Bottling Area

Paducah Coca-Cola Bottling Plant
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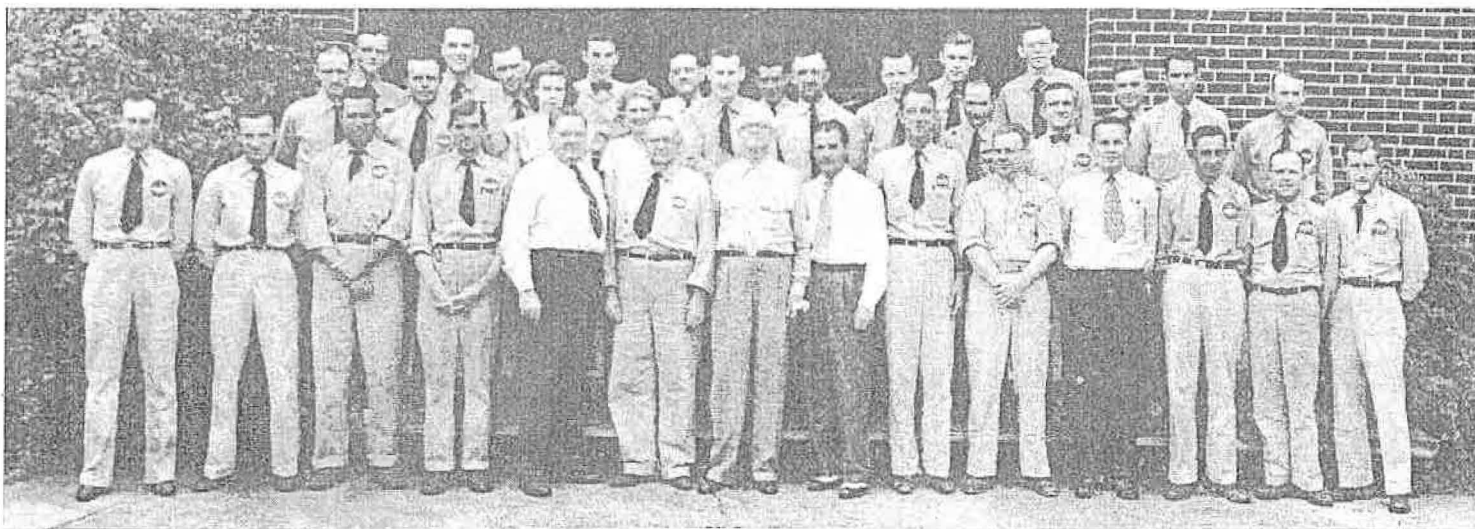
Figure 12- Grand Opening Invitation

Paducah Coca-Cola Bottling Plant

Name of Property

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Paducah Plant Personnel: first row, left to right: Tom Belt, Jack Wallace, J. C. Dick, Roy Cornwell, Joe F. Purky, Claude Parrish, Luther F. Carson, W. M. Carson, Earl Boaz, Reuben Stanly, Jos. E. Thomis, Ray Poat, Curt Hubbs, Harmon George. Second row: Claude Vick, Earl Floyd, Mrs. Evelyn Feezor, Mrs. Carrie Nave, R. B. Hutchinson, Raymond Wurth, Euell Mullin, Leonard Ellegood, Ernest Carney, Charles Lane, Ernest Champion. Back row: Bernard Hagan, John Padgitt, Freddie Rudolph, Gene Fowler, John Thurman, Offord Mullin, Charles McAllister, Ervin Goodman, Robt. Champion.

AUGUST, 1947

25

Figure 13- 1947 Plant Personnel

Paducah Coca-Cola Bottling Plant
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Figure 14- Advertisement

Paducah Coca-Cola Bottling Plant
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Figure 15- Advertisement

Paducah Coca-Cola Bottling Plant
Name of Property

McCracken County, Kentucky
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Figure 16- Advertisement

Paducah Coca-Cola Bottling Plant
Name of Property

McCracken County, Kentucky
County and State

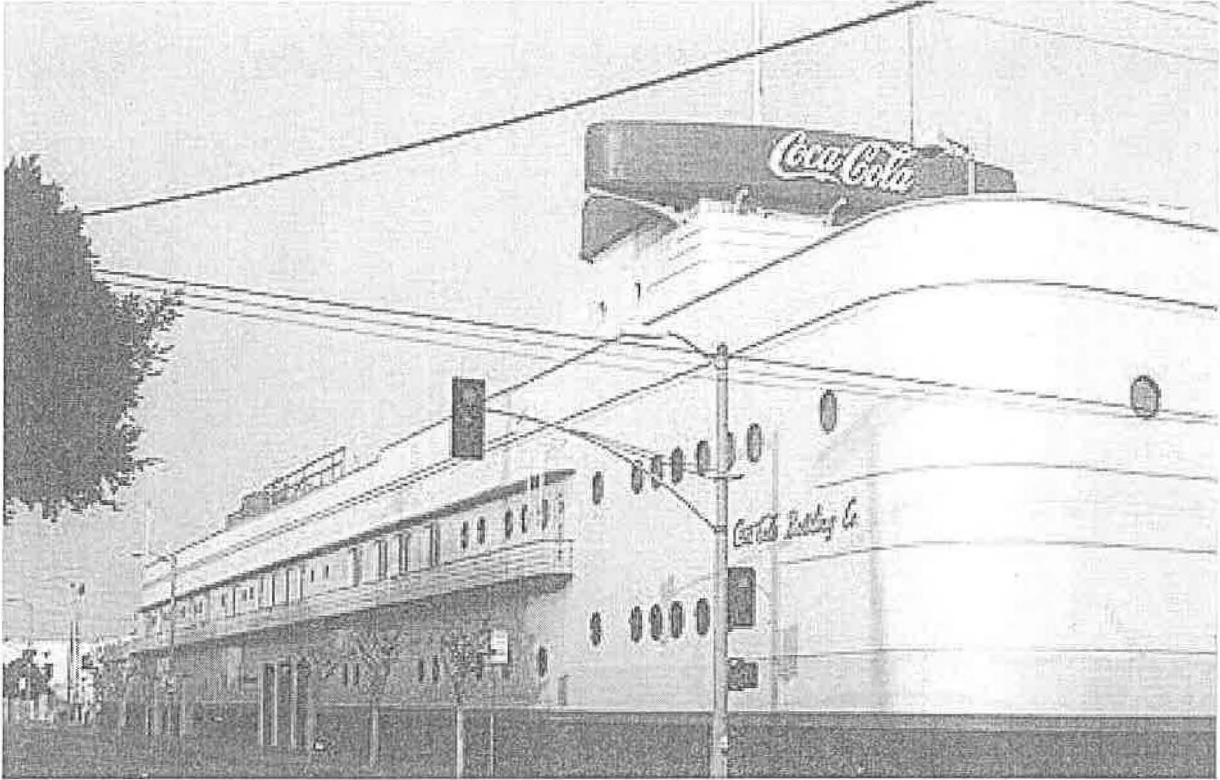


Figure 17-Coca-Cola Bottling Plant Los Angeles

Paducah Coca-Cola Bottling Plant
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Figure 18- Charlottesville, VA

Paducah Coca-Cola Bottling Plant
Name of Property

McCracken County, Kentucky
County and State



Figure 19- Quincy, IL



Figure 20-Tullahoma, TN

Paducah Coca-Cola Bottling Plant
Name of Property

McCracken County, Kentucky
County and State



Figure 21-Madisonville, KY

Paducah Coca-Cola Bottling Plant
Name of Property

McCracken County, Kentucky
County and State



Figure 22- Evansville, KY

Paducah Coca-Cola Bottling Plant

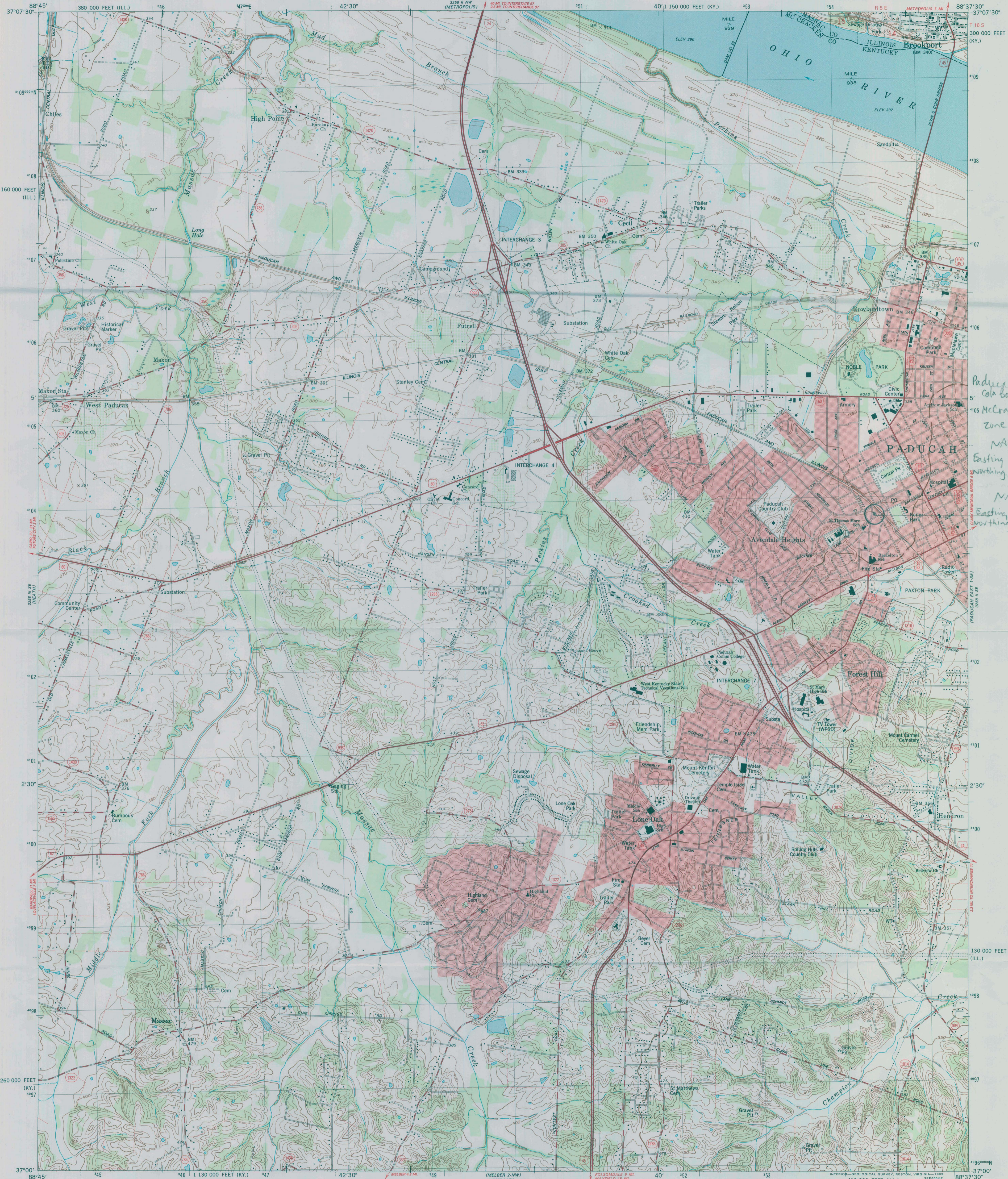
Name of Property

McCracken County, Kentucky

County and State

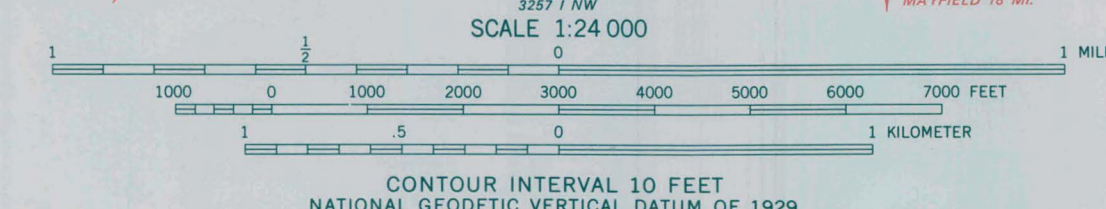
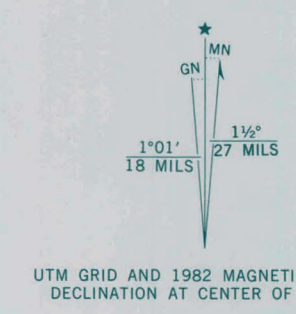


Figure 23- Champaign, IL



Paducah Reg.
Cola Bottling Plant
105 McCracken Co., Ky
Zone 16
MAD 27
Easting 354413.09
Northing 4103797.12
MAD 83
Easting 354416.65
Northing 4104000.45

Mapped, edited, and published by the Geological Survey
Control by USGS, NGS/NOAA, Tennessee Valley Authority,
and Kentucky Department of Highways
Planimetry by photogrammetric methods from aerial photographs
taken 1952. Topography by planimetric surveys 1954. Revised from aerial
photographs taken 1978. Field checked 1978. Map edited 1982
Polyconic projection. 10,000-foot grid ticks based
on Kentucky coordinate system, south zone and
Illinois coordinate system, east zone
1000-meter Universal Transverse Mercator grid, zone 16
1927 North American Datum
To place on the predicted North American Datum 1983
move the projection lines 4 meters south and
5 meters east as shown by dashed corner ticks
The state boundary as shown represents the approximate position of
the low water line as determined from U. S. Corps of Engineers, Ohio
River Charts, surveyed 1912, and supplementary information
Fine red dashed lines indicate selected fence and field lines where
generally visible on aerial photographs. This information is unchecked
Red tint indicates areas in which only landmark buildings are shown
There may be private inholdings within the boundaries of the
National or State reservations shown on this map



ROAD CLASSIFICATION

| | |
|---------------------------------|---|
| Primary highway, hard surface | Light-duty road, hard or improved surface |
| Secondary highway, hard surface | Unimproved road |
| Interstate Route | U. S. Route |
| | State Route |

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092,
KENTUCKY GEOLOGICAL SURVEY, LEXINGTON, KENTUCKY 40506,
KENTUCKY DEPARTMENT OF COMMERCE, FRANKFORT, KENTUCKY 40601
AND ILLINOIS GEOLOGICAL SURVEY, CHAMPAIGN, ILLINOIS 61820
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

PADUCAH WEST, KY.-ILL.
SW/4 PADUCAH 15' QUADRANGLE
N3700-W8837.5/7.5

1982

DMA 3258 II SW-SERIES V853



Coca-Cola



BROADWAY

THE STAR













Coca-Cola











Coca-Cola







UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Paducah Coca-Cola Bottling Plant

MULTIPLE NAME:

STATE & COUNTY: KENTUCKY, McCracken

DATE RECEIVED: 6/04/13 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 7/31/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13000564

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 7-30-13 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



STEVEN L. BESHEAR
GOVERNOR

**TOURISM, ARTS AND HERITAGE CABINET
KENTUCKY HERITAGE COUNCIL**

BOB STEWART
SECRETARY

THE STATE HISTORIC PRESERVATION OFFICE
300 WASHINGTON STREET
FRANKFORT, KENTUCKY 40601
PHONE (502) 564-7005
FAX (502) 564-5820
www.heritage.ky.gov

CRAIG POTTS
EXECUTIVE DIRECTOR AND
STATE HISTORIC PRESERVATION OFFICER



June 11, 2013

Ms. Carol Shull, Keeper
National Register of Historic Places
National Park Service 2280
National Register of Historic Places
1201 "I" (Eye) Street, NW 8th Floor
Washington DC 20005

Dear Ms. Shull:

Enclosed are 12 nominations approved at the May 16, 2013 Review Board meeting. We are submitting the following 11 properties for listing in the National Register:

- Krawinkle House**, Daviess County, Kentucky
- South Frankfort Neighborhood District (boundary increase)**, Franklin County, Kentucky
- University of Louisville Library**, Jefferson County, Kentucky
- Abbott House**, Jefferson County, Kentucky
- Edward Kurfees Paint Company**, Jefferson County, Kentucky
- Pavilion at Hogan's Fountain in Cherokee Park**, Jefferson County, Kentucky
- Lincoln-Grant School**, Kenton County, Kentucky
- Coca Cola Bottling Plant**, McCracken County, Kentucky
- Great Saltpetre Cave**, Rockcastle County, Kentucky
- Sadieville Historic District**, Scott County, Kentucky
- Wayne County High School**, Wayne County, Kentucky

We are submitting the following property for a Determination of Eligibility, due to owner objection:
Little Creek Pictographs, Letcher County, Kentucky

We appreciate your consideration of these nominations.

Sincerely,

Craig Potts, Executive Director,
Kentucky Heritage Council and
State Historic Preservation Officer

A RESOLUTION CONSTITUTING THE FINAL REPORT OF THE PADUCAH HISTORICAL AND ARCHITECTURAL REVIEW COMMISSION ON THE PROPOSED NOMINATION OF THE COCA COLA BOTTLING PLANT TO THE NATIONAL REGISTER OF HISTORIC PLACES.

WHEREAS, this Commission, at a public hearing held on April 8, 2013, reviewed the nomination to place the Coca Cola Bottling Plant located at 3121 Broadway on the National Register of Historic Places; and

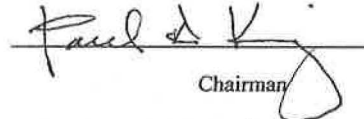
WHEREAS, this Commission has duly considered said proposal and has heard and considered the objections and suggestions of all interested parties who appeared at said hearing.

NOW THEREFORE, BE IT RESOLVED BY THE PADUCAH HISTORICAL AND ARCHITECTURAL REVIEW COMMISSION:

SECTION 1. That this Commission gives its final approval for the nomination of the Coca Cola Bottling Plant to the National Register of Historic Places.

SECTION 2. That this Resolution shall be treated as, and is, the final report of the Paducah Historical and Architectural Review Commission respecting the matters appearing herein and it shall be submitted to the Mayor and Commissioners pursuant to law.

SECTION 3. That if any section, paragraph or provision of this Resolution shall be found to be inoperative, ineffective or invalid for any cause, the deficiency or invalidity of such section, paragraph or provision shall not affect any other section, paragraph or provision hereof, it being the purpose and intent of this Resolution to make each and every section, paragraph, an provision hereof separable from all other sections, paragraphs and provisions.


Chairman

Adopted by the Paducah Historical and Architectural Review Commission on April 8, 2013