

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

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received

date entered

Continuation sheet 34

Item number 1, 2, 4, 6, & 10 Page 1

INDIVIDUAL DATA SHEET

General Description

Code: CN-009

Congressional District: Second

Name: Coca-Cola Building (Thompson, TR)

Current Owner: City of Morrilton

Address: 211 North Moose  
Morrilton, Arkansas

c/o Jane Adams Pickethorn

County: Conway

Address: Morrilton City Hall  
210 North Moose  
Morrilton, Arkansas 72210

Architectural Information

Architectural Firm: Thompson, Sanders, and Ginocchio

Date of Construction: 1929

Stylistic Influence: Colonial Revival/Art Deco

Original Use: Bottling Plant

Present Use: Morrilton Police Station

Geographical Information

UTM Reference: 15 523410/3889980

Acreage: Less than one

Verbal Boundary Description: Moose Addition  
Block 5, All lots 7, 8, 9

Condition

☒ Excellent  
☐ Good  
☐ Fair

☐ Deteriorated  
☐ Ruins  
☐ Unexposed

☒ Unaltered  
☐ Altered

EXP. 12/31/84

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Item number 7 &amp; 8

Page 2

Code: CN-009

(211 North Moose, Morrilton, AR)

Physical Description

Located just off the main street of downtown Morrilton on a slightly sloping lot, this simple rectangular two-story commercial building is distinguished by fine classical detailing and outstanding Art Deco signage. Constructed of dark red brick laid in Flemish bond accented with cut limestone details, the facade is divided horizontally by stone stringcourses delineating the second story and the simple parapet which has cast stone coping. The deeply recessed entry features a Gibbs surround, hood mold and central stone panel overhead. The paired four-over-four light sash windows also are accented by Gibbs surrounds. A long plate glass window on the first floor is original to the design as is the cut stone "Coca-Cola" sign above it. This sign features "Coca-Cola" in script and is flanked by two images of Coca-Cola bottles against stylized foliage exhibiting an unmistakable Art Deco flair.

Statement of Significance

The Coca-Cola Building in downtown Morrilton, Arkansas, was designed by the architectural firm of Thompson, Sanders and Ginocchio in 1929. The building features unusually fine classical detail in a "streamlined" commercial building. The facade of the red brick structure is divided horizontally by stone stringcourses which delineate the second story and simple parapet. The most significant aspect of the Coca-Cola Building is a cut stone sign on the facade. This sign features "Coca-Cola" in script and is flanked by two images of Coca-Cola bottles against stylized foliage. The sign is distinguished by its definite Art Deco flair. The building is in excellent condition and is now owned by the city.

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Page 1 of 15

Multiple Resource Area  
Thematic Group

dnr-11

Name Thompson, Charles L., Design Collection Thematic Resources  
State Arkansas Ashley Co & others

Nomination/Type of Review

Date/Signature

1. Dean House

Substantive Review

Keeper

Bruce Lee Mayel 12/24/82

Attest

accept Patrick Andrews 12/13/82

2. Pugh House

Entered in the  
National Register

for Keeper

Delores Byers 12/22/82

Attest

3. Walker House

Entered in the  
National Register

for Keeper

Delores Byers 12/22/82

Attest

4. Domestic Science Building

Substantive Review

Keeper

Bruce Lee Mayel 12/24/82

Attest

accept Patrick Andrews 12/13/82

5. Columbia County Jail

Entered in the  
National Register

Keeper

Delores Byers 12/22/82

Attest

6. Jackson Hall

Substantive Review

Keeper

Pat S

Attest

Return PWA 12/13/82

7. Bank of Waldo

Substantive Review

Keeper

Bruce Lee Mayel 12/24/82

Attest

accept Patrick Andrews 12/13/82

8. Coca-Cola Building

Entered in the  
National Register

for Keeper

Delores Byers 12/22/82

Attest

9. First National Bank of  
Morrilton

Entered in the  
National Register

for Keeper

Delores Byers 12/22/82

Attest

10. Fordyce Home Accident  
Insurance Company

Substantive Review

Keeper

Bruce Lee Mayel 12/24/82

Attest

accept Patrick Andrews 12/13/82



United States Department of the Interior  
National Park Service

Coca-Cola Building (Thompson, Charles L., Design  
Collection TR)  
Conway County  
ARKANSAS

Working No. 11/9/82-3826Fed. Reg. Date: 2.7.84Date Due: 12/9/82 - 12/24/82Action: ☒ ACCEPT 12/22/82Entered in the ☐ RETURN  
National Register ☐ REJECT

Federal Agency: \_\_\_\_\_

☐ resubmission  
☐ nomination by person or local government  
☐ owner objection  
☐ appeal

Substantive Review: ☐ sample ☐ request ☐ appeal ☐ NR decision

Reviewer's comments:

Recom./Criteria \_\_\_\_\_

Reviewer \_\_\_\_\_

Discipline \_\_\_\_\_

Date \_\_\_\_\_

☐ see continuation sheet

Nomination returned for: ☐ technical corrections cited below  
☐ substantive reasons discussed below

1. Name2. Location3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property5. Location of Legal Description6. Representation in Existing Surveyshas this property been determined eligible? ☐ yes ☐ no7. Description

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

Describe the present and original (if known) physical appearance

☐ summary paragraph  
☐ completeness  
☐ clarity  
☐ alterations/integrity  
☐ dates  
☐ boundary selection

## 8. Significance

Period \_\_\_\_\_ Areas of Significance—Check and justify below

Specific dates \_\_\_\_\_ Builder/Architect \_\_\_\_\_

Statement of Significance (in one paragraph)

- \_\_\_\_\_ summary paragraph
- \_\_\_\_\_ completeness
- \_\_\_\_\_ clarity
- \_\_\_\_\_ applicable criteria
- \_\_\_\_\_ justification of areas checked
- \_\_\_\_\_ relating significance to the resource
- \_\_\_\_\_ context
- \_\_\_\_\_ relationship of integrity to significance
- \_\_\_\_\_ justification of exception
- \_\_\_\_\_ other

## 9. Major Bibliographical References

## 10. Geographical Data

Acreage of nominated property \_\_\_\_\_

Quadrangle name \_\_\_\_\_

USIT References \_\_\_\_\_

Verbal boundary description and justification \_\_\_\_\_

## 11. Form Prepared By

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

\_\_\_\_\_ national \_\_\_\_\_ state \_\_\_\_\_ local

State Historic Preservation Officer signature \_\_\_\_\_

title \_\_\_\_\_

date \_\_\_\_\_

## 13. Other

- \_\_\_\_\_ Maps
- \_\_\_\_\_ Photographs
- \_\_\_\_\_ Other

Questions concerning this nomination may be directed to \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_ Phone: 202 272-3504

Comments for any item may be continued on an attached sheet





STRUCTURES IN ARKANSAS REPRESENTED BY THE  
CHARLES L. THOMPSON DESIGN COLLECTION -  
A THEMATIC GROUP

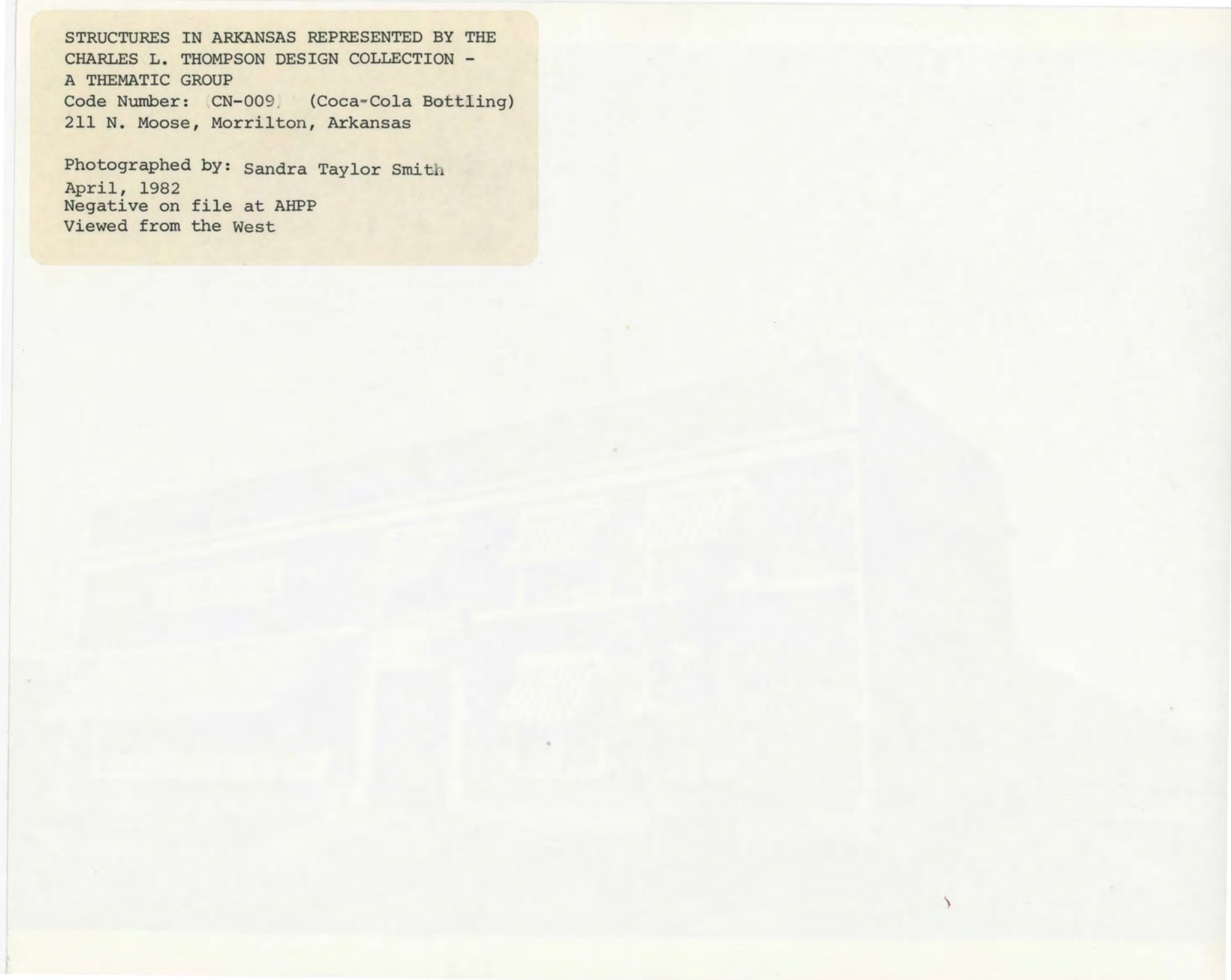
Code Number: (CN-009) (Coca-Cola Bottling)  
211 N. Moose, Morrilton, Arkansas

Photographed by: Sandra Taylor Smith

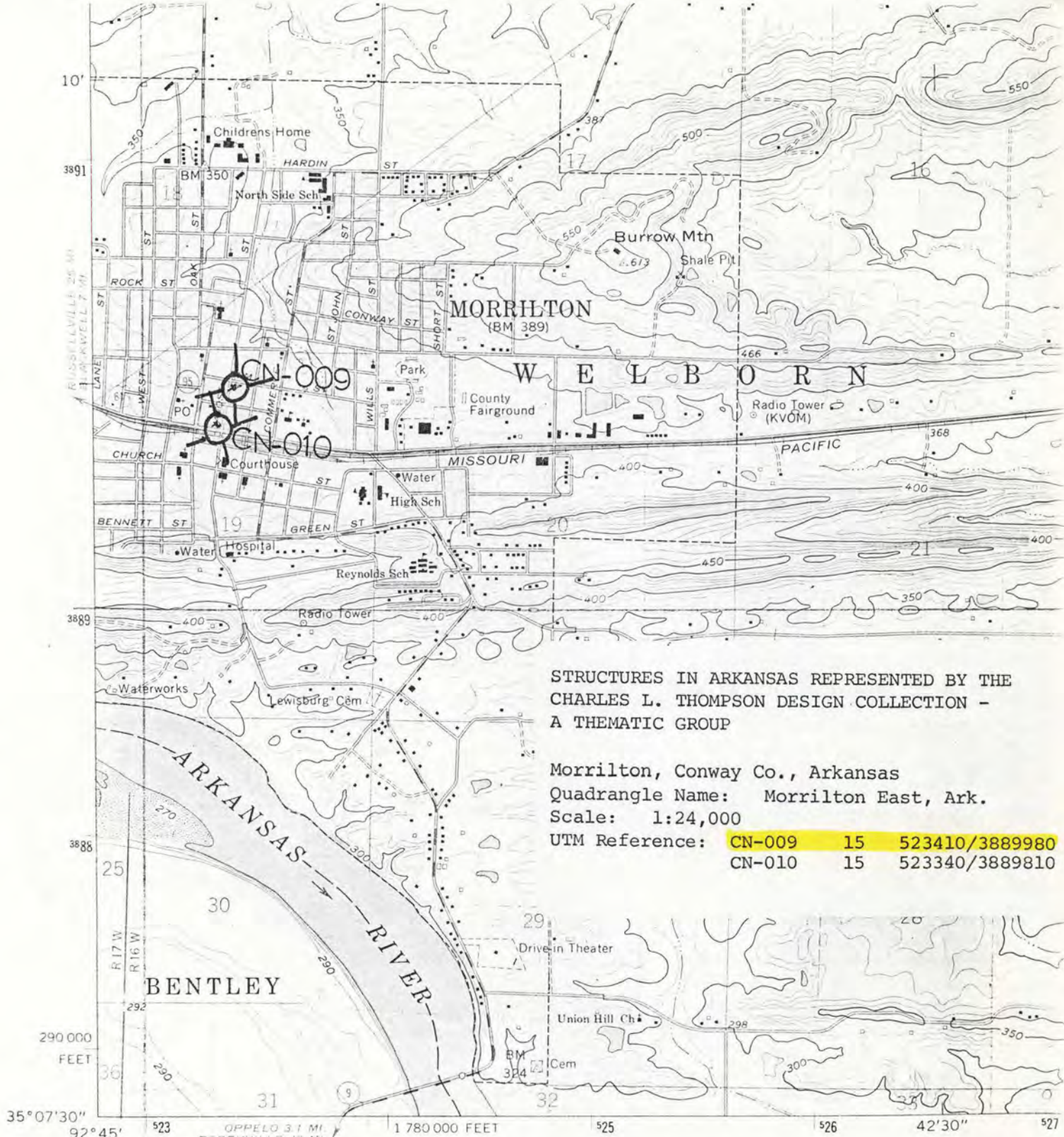
April, 1982

Negative on file at AHPP

Viewed from the West







(PERRYVILLE)  
7454 III SE

Mapped, edited, and published by the Geological Survey

Control by USGS, USC&GS, and USCE

Topography by photogrammetric methods from aerial  
photographs taken 1958. Field checked 1961

Polyconic projection. 1927 North American datum  
10,000-foot grid based on Arkansas coordinate system, north zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 15, shown in blue

Red tint indicates area in which only landmark buildings are shown

Fine red dashed lines indicate selected fence and field lines where  
generally visible on aerial photographs. This information is unchecked

FOR SALE B  
AND B  
A