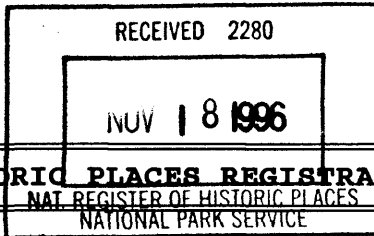


1502



**NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM**

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

**1. Name of Property**

historic name      National NuGrape Company  
other names/site number      n/a

**2. Location**

street & number      794 Ralph McGill Boulevard  
city, town      Atlanta      (n/a) vicinity of  
county      Fulton      code      GA 121  
state      Georgia      code      GA      zip code      30312

(n/a) not for publication

**3. Classification**

**Ownership of Property:**

- private
- public-local
- public-state
- public-federal

**Category of Property**

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property:**

	<u>Contributing</u>	<u>Noncontributing</u>
buildings	1	0
sites	0	0
structures	1	0
objects	0	0
total	2	0

Contributing resources previously listed in the National Register: n/a

Name of related multiple property listing: n/a

**4. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination 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 meets the National Register criteria. ( ) See continuation sheet.

Mark R. Edwards  
Signature of certifying official

11-13-96  
Date

6

Mark R. Edwards  
State Historic Preservation Officer,  
Georgia Department of Natural Resources

In my opinion, the property ( ) meets ( ) does not meet the National Register criteria. ( ) See continuation sheet.

\_\_\_\_\_  
Signature of commenting or other official

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency or bureau

**5. National Park Service Certification**

I, hereby, certify that this property is:

entered in the National Register

Edson H. Beall

12-20-96

determined eligible for the National Register

determined not eligible for the National Register

removed from the National Register

other, explain:

see continuation sheet

Edson H. Beall

Signature, Keeper of the National Register

Date

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## 6. Function or Use

---

### Historic Functions:

COMMERCE/business  
INDUSTRY/manufacturing facility

### Current Functions:

DOMESTIC/multiple dwelling

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## 7. Description

---

### Architectural Classification:

OTHER: Stripped Classical

### Materials:

foundation	concrete
walls	brick
roof	asphalt
other	stone

### Description of present and historic physical appearance:

Located adjacent to the railroad tracks on the east, the NuGrape Company is a three-story, wood-framed, masonry-veneered, Stripped Classical-style industrial building.

It has a flat roof, stone cornice cap, blonde brick on the front and west facades, red brick on the rear and east facades, steel-framed tilt factory windows with multiple lights, and brick pilasters with stone caps. The protruding central portion on front facade features a nonhistoric pedimented entrance portico with oculus, round, plain-capital columns, and nonhistoric doors with broken pediment and wood siding surrounding main entrance under the portico.

The west facade has similar detailing as the front with the brick, windows, and pilasters but not the portico. The east facade has multiple-light, tilt, factory windows, and single-door entrances on each level to provide emergency exit by metal stairs. The bridge connecting the building to the rail spur is on the third level, east facade. The rear facade has no detailing, the same tilt factory windows as the other facades, and a nonhistoric elevator shaft.

Originally, the floor plan consisted of a first-floor lobby, offices and two large open spaces, second-floor offices, and two large open spaces on the third floor. Now the interior floor plan consists of a first-floor lobby and lengthwise central hall on all floors with loft-style apartments on either side of the hallway. Interior features include wood post-and-beam construction with some steel beams, exposed masonry walls, concrete or wood floors, exposed mechanical systems including a 1937 sprinkler system, fire doors, and wood staircases. The owners recently completed a certified rehabilitation on the building.

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**8. Statement of Significance**

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**Certifying official has considered the significance of this property in relation to other properties:**

nationally     statewide     locally

**Applicable National Register Criteria:**

A     B     C     D

**Criteria Considerations (Exceptions):**     N/A

A     B     C     D     E     F     G

**Areas of Significance (enter categories from instructions):**

Architecture  
Industry

**Period of Significance:**

1937-1946

**Significant Dates:**

1937 - Construction of Building

**Significant Person(s):**

n/a

**Cultural Affiliation:**

n/a

**Architect(s)/Builder(s):**

n/a

National Register of Historic Places  
**Continuation Sheet**

Section 8

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**Significance of property, justification of criteria, criteria considerations, and areas and periods of significance noted above:**

**Narrative statement of significance (areas of significance)**

The National NuGrape Company building is significant in architecture and industry as a landmark building which served as the headquarters of a major soft-drink company.

The building is significant in architecture as a good and intact example of a Stripped Classical-style industrial building used for manufacturing facilities in the early- to mid-20th century. Significant features include the masonry-veneer construction, steel-framed tilt factory windows, traditional post-and-beam construction, fire doors, exposed concrete floors, wood floors, and rail bridge.

This Stripped Classical-style building, with its brick suggestion of pilasters and simple cornices, incorporates understated classical detailing on an otherwise unadorned building. This style, as seen in the National NuGrape Company building, represents a transition between classical influenced architecture with pediments and pilasters and modern architecture which is characterized by plain wall surfaces and no stylistic detailing.

In terms of industry, the property is significant as an important example of 1930s industrial activity in Atlanta. The building was constructed in 1937 for the National NuGrape Company which occupied the building until 1971 when the property was sold to Ryco Printing Company.

The NuGrape Company of America, as it was officially known, began in Atlanta in 1921 and moved to this building in 1937. It was an innovator in the 1920s by bottling its own drinks, now a standard in the beverage industry. This building served as the national headquarters for more than 600 bottlers of NuGrape around the country and housed the advertising office and home laboratory for the company. The syrup was also made in this building, stored in 50-gallon oak barrels, and shipped around the country.

**National Register Criteria**

The National NuGrape Company building is significant under National Register Criteria A and C as a good and intact example of a 1930s Stripped Classical-style industrial building representing the industrial activity, and more particularly the beverage industry, in Atlanta during this period.

National Register of Historic Places  
**Continuation Sheet**

Section 8

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**Criteria Considerations (if applicable)**

n/a

**Period of significance (justification)**

The date of construction is 1937 and 1946 marks the end of the historical period during which the National NuGrape continued operating.

**Contributing/Noncontributing Resources (explanation, if necessary)**

The contributing building is the National NuGrape Company building and the contributing structure is the extant connecting bridge from the building to the railroad spur. There are no noncontributing resources.

**Developmental history/historic context (if applicable)**

**Note: The following historical narrative was prepared by Bamby Ray of Ray and Associates, May 1996. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Atlanta, Georgia.**

Although the building permit for this building lists the owner as the National NuGrape Company, the company was officially designated the NuGrape Company of America at the time of the building's construction. The company was organized in 1921 in Atlanta which remained NuGrape's headquarters throughout the company's independent existence. NuGrape is now owned by Monarch Brands, which owns and markets internationally many smaller lines of soft drinks. Monarch uses the original NuGrape formula to this day. Mark Armstrong of Monarch stated that NuGrape was an innovator in the 1920s by bottling its own drinks, now the standard practice in the beverage industry (interview, 25 Aug 93, Clifford F. Altekruze with Armstrong).

According to a long-time official of NuGrape, William E. Dimmock, the company grew rapidly in the 1920s, but purchased the Mavis Chocolate Drink Company of New York in 1930. This investment proved to be unfortunate, and the company went into receivership some time in the early 1930s. During that period the company was sold to R.A. Randall (O.R.), who had previously worked for NuGrape (interview, 30 Jan 94, Altekruze with Dimmock).

National Register of Historic Places  
**Continuation Sheet**

Section 8

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The NuGrape Building was constructed by NuGrape after the company emerged from receivership. No architect or builder is listed, but the permit was signed by D. McKinley, who probably served as architect/builder. The first Atlanta City Directory listing for NuGrape at the 794 Forrest Road (Ralph McGill Boulevard) address was in 1938, which agrees with the 21 Dec 1937 completion date on the building permit. Although historic photographs were not found, a letter from 1945 on the company's letterhead shows the entrance before the RYCO Company altered the building. This building served as national headquarters for more than 600 bottlers of NuGrape throughout the country as well as housing the advertising office and home laboratory for the company. The syrup for NuGrape was made there, stored in fifty gallon oak barrels and shipped to bottlers country-wide (Dimmock).

According to Dimmock, NuGrape originated with M. Eisenberg, a grocer in Atlanta, who developed a drink he called NuMint. He probably used standard flavorings sold nationally by a Chicago distributor and sold the drink in his store. Eisenberg encountered financial problems and was unable to pay his grocery supplier, the Kelley Brothers Wholesale Grocery Company. In order to pay off his debt, Eisenberg went to work for the Kelleys developing his drink. As a large wholesale grocery supplier before chain groceries became popular, the Kelley brothers were prominent businessmen in Atlanta, and had the means to develop and market the NuGrape drink (Dimmock). Eisenberg was listed as a member of the Board of Directors of NuGrape in 1930. Dimmock, who was listed as Assistant Secretary of the company (and Chief Chemist) in the same publication, was involved in developing the original NuGrape formula (Armstrong).

Like Coca Cola, NuGrape advertised its product in newspapers and magazines. And like Coca Cola, the NuGrape bottle had a distinctive shape which included three rings on the neck. In 1923 the company was known as the NuGrape Bottling Company of Atlanta, and was located at 124 Auburn Avenue. NuGrape even placed ads in the local school yearbooks.

In 1926, the City Builder featured the NuGrape Company in its February issue, naming the company the second largest manufacturer of 5c drink in the United States. A picture of the company officers shows the Kelley brothers and O.R. Randall, the general manager. According to the article, the management of the company was "composed entirely of citizens of Atlanta," and the company was "remarkable for its successful and steady growth during the short period of its existence [1921-1926]." By 1926 the company had expanded its operations to include more than 500 bottlers in 37 states, and seven syrup manufacturing plants from Baltimore to Los Angeles.

**National Register of Historic Places  
Continuation Sheet**

Section 8

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NuGrape company headquarters remained at 794 Ralph McGill Boulevard (formerly Forrest Road) until 1971 when RYCO Printing Company acquired it and remained until 1990. RYCO changed the front entrance of the building, adding shutters and a faux Colonial entrance.



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## 9. Major Bibliographic References

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Ray, Bamby. "National Register Additional Information for National NuGrape Company," 10 May 1996. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Atlanta, Georgia, with supplemental information.

Rolayne Venetor. "National NuGrape Company," Historic Property Information Form, 21 December 1992. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Atlanta, Georgia, with supplemental information.

Atlanta City Directory, complete set available at the Atlanta History Center archives (AHC).

City of Atlanta Building Permits on microfilm at AHC.

Dimmock, William E., NuGrape memorabilia, including advertising materials.

Houchins, Frank, ed., "George Dixon of Monarch NuGrape," Beverage Industry, August 5, 1977, pp12-13,18-20.

Interview. Clifford F. Altekruise with Mark Armstrong of Monarch Beverages, August 25, 1993.

Interview. Clifford F. Altekruise with William E. Dimmock, long-time employee of NuGrape, January 30, 1994.

Maughon, Grover G., "Another Atlanta Business Romance," City Builder, February 1926, pp18,39-40.

Sanborn Fire Maps, originals and microfilm at AHC.

"Three Rings," monthly publication of NuGrape, Vol. 8, No. 11, July 1930. Original in possession of Mr. Dimmock.

**Previous documentation on file (NPS): ( ) N/A**

- preliminary determination of individual listing (36 CFR 67) has been requested 29 March 1993**
- 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, Specify Repository:**

**Georgia Historic Resources Survey Number (if assigned):**

n/a

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**10. Geographical Data**

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**Acreage of Property** Less than one acre.

**UTM References**

A) Zone 16 Easting 744330 Northing 3739490

**Verbal Boundary Description**

The boundary is described on the attached tax map with a heavy black line, drawn to scale.

**Boundary Justification**

The boundary includes the current and historic legal boundaries which encompass the building and connecting bridge.

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**11. Form Prepared By**

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**name/title** Leslie N. Sharp, National Register Coordinator  
**organization** Historic Preservation Division, Georgia Department of  
Natural Resources  
**street & number** 500 The Healey Building, 57 Forsyth St., NW  
**city or town** Atlanta **state** Georgia **zip code** 30303  
**telephone** (404) 656-2840 **date** October 1996

(OHP form version 12-08-93)

United States Department of the Interior  
National Park Service

National Register of Historic Places  
**Continuation Sheet**

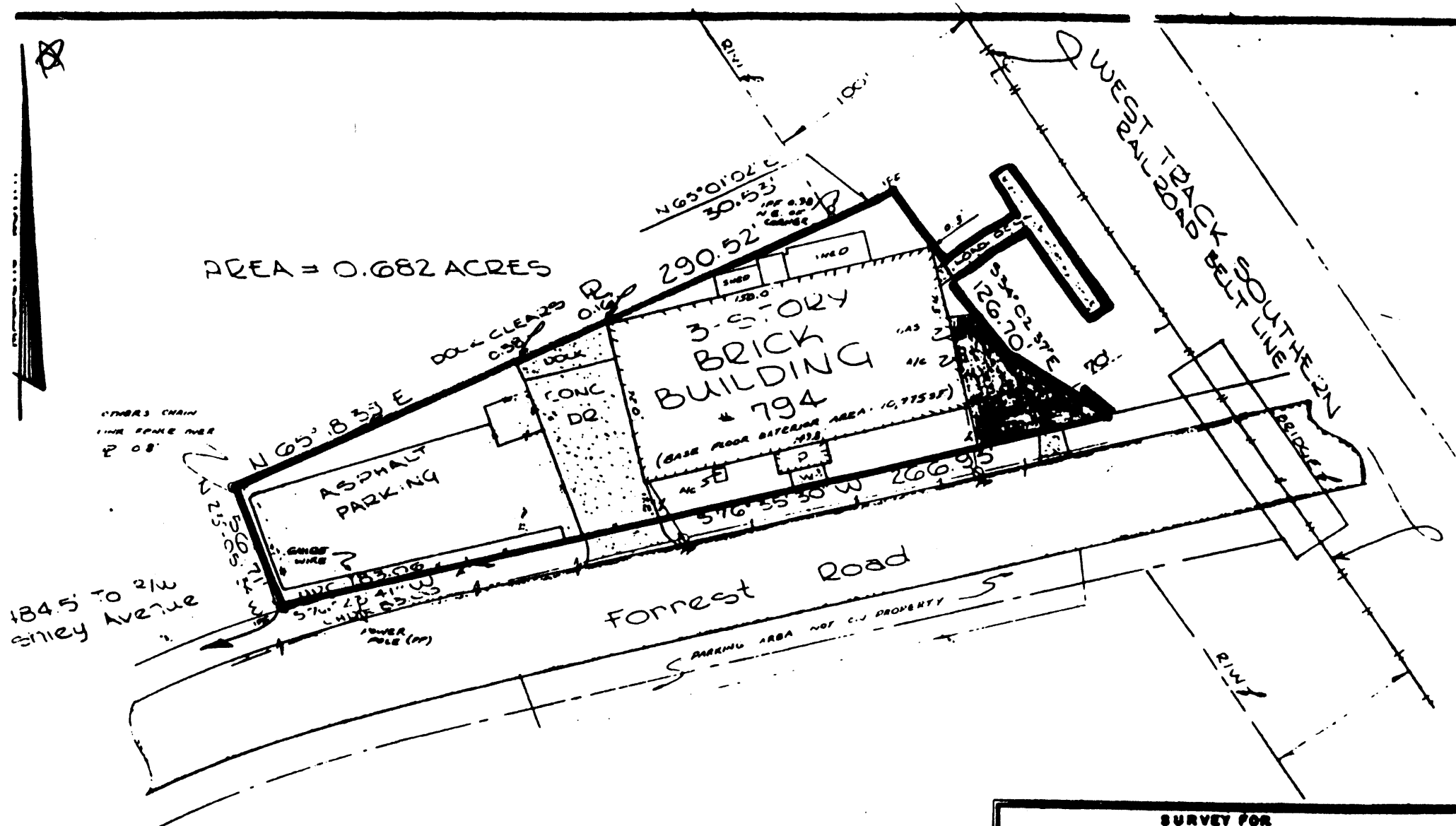
Photographs

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**Name of Property:** National NuGrape Company  
**City or Vicinity:** Atlanta  
**County:** Fulton  
**State:** Georgia  
**Photographer:** James R. Lockhart  
**Negative Filed:** Georgia Department of Natural Resources  
**Date Photographed:** August 1996

**Description of Photograph(s):**

- 1 of 9: Front and west facade of National NuGrape Company; Photographer facing northeast.
- 2 of 9: Front and east facade; Photographer facing northwest.
- 3 of 9: Entrance lobby; Photographer facing north.
- 4 of 9: Interior of loft apartment showing detail of vault; Photographer facing southwest.
- 5 of 9: Detail of fire door; Photographer facing east.
- 6 of 9: Hallway; Photographer facing west.
- 7 of 9: Interior of loft apartment; Photographer facing east.
- 8 of 9: Interior of loft apartment; Photographer facing southwest.
- 9 of 9: Interior of loft apartment; Photographer facing north.



AREA = 0.682 ACRES

3-STORY  
BRICK  
BUILDING  
794

(BASE FLOOR SURFACE AREA = 10,775 SF)

Forrest Road

WEST RAILROAD BELT LINE

184.5' TO 21W  
SHLEY AVENUE

PLAT MAP

NATIONAL NUGRAPE COMPANY

794 Ralph FULTON COUNTY, GEORGIA

SCALE: 1" = 40'

NATIONAL REGISTER BOUNDARY = HEAVY

EXHIBIT E

BLACK LINE

NORTH =

SURVEY FOR		
Graphic Development Corporation		
SCALE: 1" = 40'	APPROVED BY:	DRAWN BY: G.S.P.
DATE: 2-28-91	REVISION:	
LAND LOT 18	145 SUBSTREET	SECTION
FULTON COUNTY		GEORGIA
GA. LAND SURVEYING CO., INC.		REGISTERED
517 ATLANTA FEDERAL BUILDING ATLANTA, GA. 30303		1696
		2/28/91