

738

# 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 Double-Cola Bottling Company  
other names/site number N/A

## 2. Location

street & number 419 East Second Avenue  
city, town Rome (N/A) vicinity of  
county Floyd code GA 115  
state Georgia code GA zip code 30161

(N/A) not for publication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:

#### Contributing

#### Noncontributing

buildings	1	0
sites	0	0
structures	0	0
objects	0	0
total	1	0

Contributing resources previously listed in the National Register: N/A

Name of previous listing: 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.

Richard Claxton  
Signature of certifying official

7-12-06  
Date

W. Ray Luce  
Historic Preservation Division Director  
Deputy State Historic Preservation Officer

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

Elson H. Beall 8-30-06

determined eligible for the National Register

\_\_\_\_\_

determined not eligible for the National Register

\_\_\_\_\_

removed from the National Register

\_\_\_\_\_

other, explain:

\_\_\_\_\_

see continuation sheet

\_\_\_\_\_  
Keeper of the National Register      Date

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## 6. Function or Use

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### Historic Functions:

INDUSTRY/PROCESSING/EXTRACTION: manufacturing facility

### Current Functions:

HEALTH CARE: medical business/office

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## 7. Description

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### Architectural Classification:

MODERN MOVEMENT: International Style

### Materials:

<b>foundation</b>	BRICK
<b>walls</b>	BRICK
<b>roof</b>	ASPHALT
<b>other</b>	CERAMIC TILE

### Description of present and historic physical appearance:

#### SUMMARY DESCRIPTION:

The 1937 Double-Cola Bottling Company building is a two-story, square building with a flat roof, built in the International Style. The buff-colored brick is laid in running bond. Black glazed ceramic tile is used for the wainscoting, windowsills, entry door surround, on top of the parapet, and in a stepped style on the upper building corners. There is ceramic tile detailing the recessed front entrance. The first floor was originally a large open space for bottling machinery and storage, which extended into the rear additions. There is a large, brick, one-story rear addition dating from 1947. Other earlier additions were demolished in 1966 to make room for a packaged steel-frame Butler-type structure, now with its siding removed and used for covered parking. The entire building has been rehabilitated into a series of offices for use as an orthodontist's office. The entrance is now at the original rear or parking area. An enclosed stair leads to the second floor where there are two conference rooms. There is a limestone retaining wall. The building is located in downtown Rome in a light commercial area of mixed use that was originally a residential area.

#### FULL DESCRIPTION:

The Double-Cola Bottling Company plant is located on East Second Avenue in a light commercial district on the east side, four blocks from the main downtown Broad Street area. The building was constructed in 1936 for the Double-Cola bottling operation. It has three distinct sections: (1) the 1936-1937 two-story main building, (2) the c.1947 attached one-story warehouse, (3) and the c.1966 attached non-historic prefabricated steel building. (Photographs 1, 5 through 8.)

National Register of Historic Places **Continuation Sheet**

Section 7--Description

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The main two-story structure, built c. 1936-1937, is rectangular in shape in the International style with Art Deco elements. Exterior facades are buff-colored brick veneer in running bond with flush joints. (Photograph 3.) The east, south, and west elevations have black, glazed, ceramic tile wainscots. A narrow band of the same tile adorns the parapet with special treatment at the top corners. (Photographs 3, 4, and 5.) A geometric design of the same glazed tile surrounds the main entrance. Windows on the east elevation on the first and second floors are multi-pane steel casement type. On the south and west elevations, there are two bays each with three single-pane windows with transoms at the first floor. All are steel casement; however, sash and mullions are covered with stainless steel trim. The north elevation has a warehouse building attached.

The attached c. 1947 warehouse section is flat-roofed with brick masonry load-bearing exterior walls. The brick is common red brick laid in American bond with flush joints. Clay terra-cotta tile caps the parapet. The structure is rectangular in shape. Windows are steel casement. The west elevation has been altered to provide two access doors. A small portion of the north elevation was altered during the addition of the prefabricated steel building addition in 1966. (Photographs 5, 6, and 7.)

The non-historic prefabricated Butler steel building was added in 1966. It is the typical metal building with steel columns and girders and sheet metal roofing. Walls have been removed to create a covered parking area. (Photographs 8 and 9.)

The interior of the main building originally consisted of mostly open space on both floors. These areas were converted in the rehabilitation to office, treatment, and reception areas. (Photographs 11, 12, and 13 for the first floor.) The original glazed ceramic wall tile is intact. The concrete slab floor is covered with resilient tile. The original freight elevator serving the second floor has been removed. A single wood stairway leading to the second floor has been replaced with a metal fire stair. (Photograph 14.) Wood flooring, plaster walls, and ceilings are intact in half of the second floor space. A storage closet has been installed in the elevator space. The second floor was converted during the rehabilitation to offices, a break room, and a conference room. There are original broken-quarry tile floors on the second floor. (Photographs 15 and 16.)

The warehouse addition has a concrete slab floor and exposed brick exterior walls that are similar in color and pattern to the exterior veneer. Metal casement windows that provide natural light are in good condition. The ceiling structure is wood decking and joists supported by steel-truss girders.

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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  
COMMERCE

**Period of Significance:**

1937 – 1956

**Significant Dates:**

1937—construction of the 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--Statement of Significance

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**Statement of significance (areas of significance)**

The Double-Cola Bottling Company Building is significant in the area of architecture as a good example of the use of the International style for a commercial building. The building retains the variety of brick and tiles used on the exterior for decorative ornamentation, such as the entrance door surround, window sills, and on top of the parapet. The building has a single historic entry door and horizontal window bands on the front façade.

The Double-Cola Bottling Company is also significant in the area of commerce as a place where the Double-Cola soft-drink firm built one of its branches. Their brands were bottled here from 1937 until the 1970s, with the building being sold in 1985. In its hey-day, the Double-Cola Building was one of several plants bottling different soft drink brands in Rome and the last one to remain operational. The company that became Double-Cola began in 1922, and the brand name Double-Cola was adopted in 1933. The corporate name remained the Seminole Flavor Company until 1953 when it officially became the Double-Cola Company. By the late 1930s, the Double-Cola brand was marketed in nine states and offered a 12 oz. bottle over the traditional 6 oz. bottle. By 1953, the brand was in 23 states. In 1996, Double-Cola was the 8<sup>th</sup> ranking brand in the market. The company's headquarters remains in Chattanooga, Tennessee. Charles D. Little, the founder of the national company, was previously involved in selling and marketing other soft drinks. He remained the owner until 1962. This building, once it ceased being a Double-Cola plant in 1985, has had a variety of uses since then and has been rehabilitated for use as an orthodontist's office.

**National Register Criteria**

The Double-Cola Bottling Company Building meets National Register criterion A because as a bottling plant it reflects a major theme in American History, that of the soft drink industry which arose in the late 19<sup>th</sup> century to become more popular in the 20<sup>th</sup> century. It was both a national and international industry, as well as one with local plants, such as this one, reflecting the importance to the local economy of each franchised plant, and the success of local attempts to secure one.

The building also meets National Register Criterion C because the building or plant reflects much of the original workmanship, that of an industrial building where there were few interior frills, just the kind of layout and room needed to move from a syrup to a bottled drink. It retains many Art Deco elements on the exterior, including the front door surround, corner decorative elements, and a parapet tile on the 1947 building.

**Criteria Considerations (if applicable)**

N/A

**Period of significance (justification)**

The period of significance runs from the construction of this building (1936-1937) to the end of the

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

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historic era (1956) because it was in continuous use during that 20-odd year timeframe.

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

There is only one contributing building in this nomination, the bottling plant.

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

The founder of the Double-Cola Company, Charles D. Little, began his career in the soft drink industry in Rome, Georgia, when he started a business in 1913 bottling a popular soft drink known as "Chero-Cola". The business was a franchise from the parent company, the Columbus Chero-Cola Company of Columbus, Georgia, (predecessor of the Royal Crown Cola Company) which apparently provided the cola concentrate. Little and his partner opened a Chero-Cola bottling plant in Chattanooga on 1915 and later began operating other Chero-Cola bottling plants in Tennessee, Georgia, and Alabama.

While in the bottling business, Little experimented with flavors in an effort to develop a line of fruit-flavored soft drinks. By 1922, he had developed a drink called "Good Grape," which he began to manufacture and franchise bottlers throughout the United States. At about this time, another Chero-Cola bottler, Joe Foster, partnered with Little in the Good Grape Company. This effort proved very successful and the company developed and manufactured syrup concentrates for other fruit-flavored soft drinks for distribution to franchised bottlers. By 1924, the Good Grape Company had developed and began marketing a cola drink called "Jumbo-Cola". Bottled in a 7.5 ounce bottle, it is the first to use an applied color label. The Good Grape Company's name was changed to the Seminole Flavor Company and was headquartered in Chattanooga, Tennessee. By 1933, this cola has been perfected and was marketed in a 12-ounce bottle. Twice the size of most other cola soft drinks, its name was changed to "Double-Cola." The new cola was fully developed and offered under franchise agreements beginning in 1936.

The Chero-Cola Bottling Company of Rome continued operations during the 1920s. City directories for 1926 and 1927 place the operation at 100 Broad Street with Charles Foster as manager. In the March 30, 1929, issue of the *Rome News*, the following item appeared: "The Chero-Cola Bottling Company, located at 100 Broad Street was granted a charter to do business under the name of Seminole Bottling Company. This is one of Rome's oldest business concerns, having been established by C. D. Little in 1914 and continuing in business to the present time under the same ownership." The Chattanooga connection is also strongly evident in the mention of Chief Little Bear who is prominent in promotions by the Chattanooga operation as well as in the announcement of two new soft drinks being introduced to Rome, both being products of the Chattanooga operation.

The 1934 Rome City Directory lists the operation at 100 Broad Street as the Dr. Pepper Bottling Company, Charles Foster manager. Whether or not the name change involved mergers or acquisitions or perhaps conflict with terms of franchise agreements is not known. The "Chero-Cola" name does not appear in any subsequent city directories. However, Little's involvement in the Dr.

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

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Pepper Bottling Company is apparent, for on March 18, 1936, the title to 419 East Second Avenue is conveyed from the State Mutual Insurance Company to the Dr. Pepper Bottling Company. In a simultaneous transaction, title is conveyed from Dr. Pepper to Southland Ice Company. The deed is signed by J. I. Foster, president of the Dr. Pepper Bottling Company. The *Rome News* issue of March 19, 1936, carried the announcement of the construction of a bottling plant on Second Avenue at the site for the Dr. J. S. Garner residence. The March 14, 1937, issue of the *Rome News* carried an advertisement by the Dr. Pepper Bottling Company, "Drink Double-Cola," and invites the public to visit the new plant at 419 East Second Avenue. In all probability, Southland Ice Company, which adjoined the subject property, built the plant for lease to the Double-Cola Bottling Company of Rome.

In an interview with Selmon T. Franklin, Jr., (age 76 in 2003) of Franklin Associates, he stated that the architect in question was his father and that he did work on the building. This was probably in the 1950s, and was thus not related to the 1936 design and construction. He did not know of any design work by his father on the Double-Cola plant in Rome.

John Kirby, a retired executive of the Double-Cola Company, started work for the firm in 1950. He is the author of "Double-Cola History." In an interview with Mr. Kirby, he stated that he could offer no information as to the architect, builder, or the existence of any floor plans or equipment lay-out. However, having worked at the plant during its peak of production, he did share his recollection of operations. He said that the two partitioned first-floor spaces were indeed administrative offices. The large open ground floor space was the location of the carbonization/chiller/blender equipment. The bottling device and conveyor carrying the finished drink for casing was also located there in plain view of the public through the large plate-glass windows, a common practice of the bottlers. The second floor was the location of vats used for mixing sugar, water, and concentrate to make the syrup that was piped to the first floor equipment. He said the "freight" elevator was a counterweighted rope operated lift used to convey large bags of sugar and drums of concentrate to the second floor. He said that the Rome operation was typical of most bottling operations. He also felt that the warehouse attachment was original because of the need for storage of sugar, carbon dioxide, concentrate, returned bottles, and finished products.

Ms. Dorothy Myers was employed in 2003 at the Double-Cola Company in Chattanooga as executive assistant to the company president. She had been with the company for 51 years. During an interview with Ms Myers, she stated that the Rome and LaGrange plants were both company-owned bottling operations. The Rome plant was the first. She said that while she had nothing in writing to confirm her impression, she had always understood that the Rome plant was the first to bottle Double-Cola outside of Chattanooga. She further stated that the Rome plant bottled only Double-Cola. All syrup concentrate was provided by the Chattanooga plant. She said that the distribution area was northwest Georgia and a small part of Tennessee. This is the only plant to ever bottle Double-Cola in the Rome area.

The Seminole Flavor Company continued to prosper and expand adding other product lines. In 1953, the company name was changed to the Double-Cola Company. In 1962, Charles D. Little, founder, sold the Double-Cola Company to the Fairmount Food Company.



National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

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In 1964, Southland Ice Company conveyed title to the Rome plant to the Seminole Flavor Company (Fairmount Foods). The parent company changed ownership several times before being acquired by K. J. International in 1980. The Rome plant continued bottling operations until sometime in 1982 or 1983. In 1984, title was conveyed to Ray Dempsey, et. al. of the Dempsey Auction Company. In an interview with Ray Dempsey, he stated that the building was completely empty when he acquired title. His interest was purely speculative, and the building remained vacant until his sale to Rex Lowe on February 25, 1983.

In an interview with Rex Lowe, he stated that he used the building as an automobile service and detailing shop for lease cars and to prepare used cars for sale. He sold the building to G. H. Riddle, Jr., November 6, 1989.

Brad Riddle of Riddle Office Supply Company said they used the building as a warehouse for office furniture and equipment and as a service and repair shop for office machines. Having outgrown the service/repair space, he leased the main part of the building to Groover Shoe Renewing who remained until November 2003. G. H. Riddle sold the building to its current owner, Dr. Joseph K. Vargo, on June 30, 2003. Dr. Vargo operates an orthodontics treatment office at this location.

Dr. Vargo received rehabilitated this building using the investment tax credit program. In April 2006, he received an award from the Georgia Trust for Historic Preservation for this project.

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## 9. Major Bibliographic References

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Aycock, Roger D. All Roads To Rome. Roswell, GA: W.H. Wolfe Associates, 1981.

Batley, Jr., George Magruder, A History of Rome and Floyd County. Atlanta: Cherokee Publishing Company, 1922.

Little, Charles D., Family Materials, supplied by his granddaughter, Mrs. Joel S. Fortune, consisting of Memoirs, letters, news releases, and literature created by the Double-Cola Company and sent to Mr. Little as business communications. Copies on file at the Historic Preservation Division.

Rome NewsTribune, March 19, 1936, March 14, 1937, classified ad, and March 30, 1979.

### INTERVIEWS:

Dempsey, Ray, partner, Dempsey Auction Company.

Franklin, Selmon T. , Jr., Franklin and Associates, architects.

Kirby, John, retired staff member of the Double-Cola Bottling Company

Lowe, Rex, owner, Lowe Cadillac/Oldsmobile

Lynskey, Marisa, marketing coordinator for the Double-Cola Company

Myers, Dorothy, executive assistant to the president of the Double-Cola Company

Riddle, Brad, Riddle Office Supply Company

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

- ( ) preliminary determination of individual listing (36 CFR 67) has been requested
- (X) preliminary determination of individual listing (36 CFR 67) has been issued  
date issued: January 28, 2005
- ( ) 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:

- (X) State historic preservation office
- ( ) Other State Agency
- ( ) Federal agency
- ( ) Local government
- ( ) University
- ( ) Other, Specify Repository:

**Georgia Historic Resources Survey Number (if assigned):** FL-RO-132

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## 10. Geographical Data

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

### **UTM References**

A)    Zone 16      Easting 668563      Northing 3790950

### **Verbal Boundary Description**

The nominated property is marked on the enclosed plat map.

### **Boundary Justification**

The nominated property is all that the owner owns at this location and all that remains associated with this resource.

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**11. Form Prepared By**

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**State Historic Preservation Office**

**name/title** Kenneth H. Thomas, Jr., Historian  
**organization** Historic Preservation Division, Georgia Department of Natural Resources  
**mailing address** 34 Peachtree Street., Suite 1600  
**city or town** Atlanta      **state** Georgia      **zip code** 30303  
**telephone** (404) 656-2840      **date** March 16, 2006  
**e-mail** ken\_thomas@dnr.state.ga.us

**Consulting Services/Technical Assistance (if applicable)** ( ) not applicable

**name/title** Jack D. McGuffey  
**organization** N/A  
**mailing address** 14 Huntington Road, SW  
**city or town** Rome      **state** Georgia      **zip code** 30165  
**telephone** (706) 291-2078  
**e-mail** mjmcguffey@mindspring.com

- ( ) **property owner**  
(X) **consultant**  
( ) **regional development center preservation planner**  
( ) **other:**

**Property Owner or Contact Information**

**name (property owner or contact person)** Dr. Joseph K. Vargo  
**organization (if applicable)** N/A  
**mailing address** 419 East Second Avenue  
**city or town** Rome      **state** Georgia      **zip code** 30161  
**e-mail (optional)** N/A

National Register of Historic Places **Continuation Sheet**

Photographs

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**Name of Property:** Double-Cola Bottling Company  
**City or Vicinity:** Rome  
**County:** Floyd  
**State:** Georgia  
**Photographer:** James R. Lockhart  
**Negative Filed:** Georgia Department of Natural Resources  
**Date Photographed:** April 2005

**Description of Photograph(s):**

Number of photographs: 16

1. Front façade; photographer facing northeast.
2. Front and north facades; photographer facing northeast.
3. Front façade; photographer facing northeast.
4. Front and south facades; photographer facing north.
5. South façade showing rear addition; photographer facing northwest.
6. South façade rear addition and modern garden/side yard; photographer facing southwest.
7. North façade from rear; photographer facing southwest.
8. Rear metal building and parking; photographer facing northwest.
9. Rear metal building with parking and current entrance to historic building; photographer facing southwest.
10. Interior, first floor, unfinished area to left of rear entry vestibule; photographer facing northwest.
11. Interior, first floor, reception area ; photographer facing southwest.
12. Interior, first floor, treatment area at southwest treatment room area near the original front door; photographer facing southeast.
13. Interior, first floor, southeast treatment room on front; photographer facing southeast.
14. Interior, stairway; photographer facing southeast.

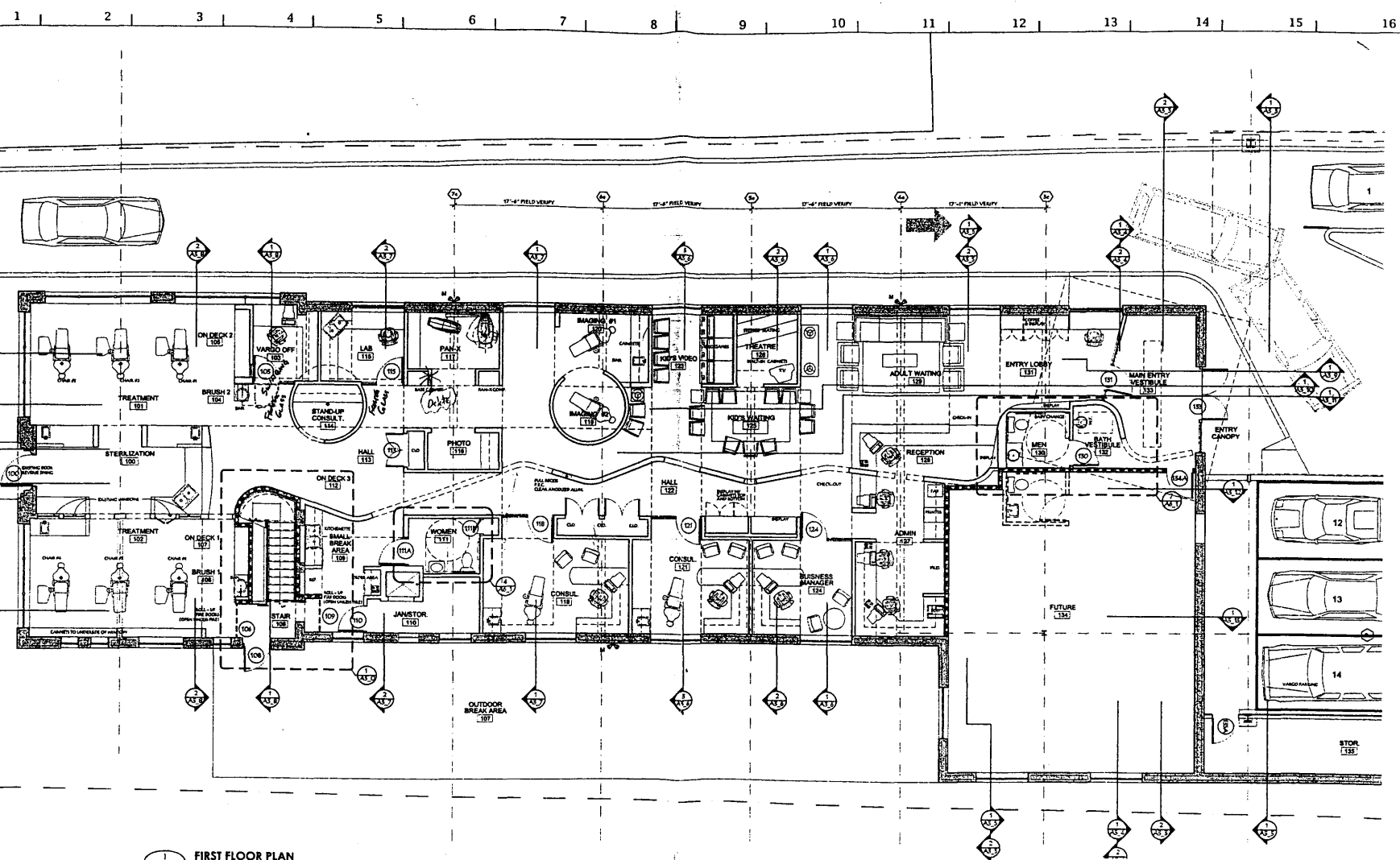
National Register of Historic Places **Continuation Sheet**

Photographs

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15. Interior, second floor, common area looking toward break area; photographer facing northwest.
16. Interior, second floor, corner office on southwest side; photographer facing west.


(HPD WORD form version 11-03-01)

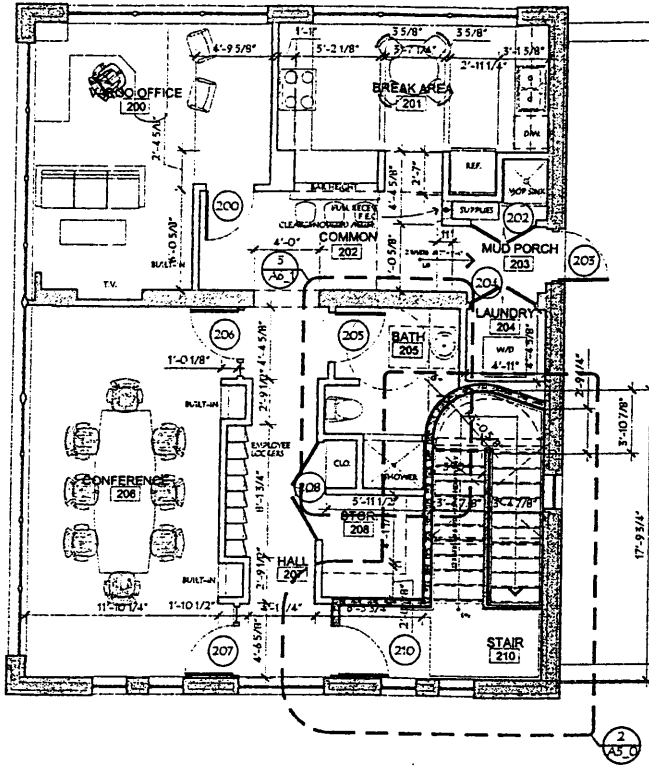


1 FIRST FLOOR PLAN  
A2\_0  
3/16" = 1'-0"

Double Cola Bottling Co.  
419 East Second Ave., Rome, GA 30161  
As Constructed Drawings

**DOUBLE-COLA BOTTLING COMPANY**  
**FLOYD COUNTY, GEORGIA**  
**FIRST FLOOR PLAN**  
NORTH:   
SCALE: NOT TO SCALE  
SOURCE: PROPERTY OWNER, 2004

**DOUBLE-COLA BOTTLING COMPANY**  
**FLOYD COUNTY, GEORGIA**  
**SECOND FLOOR PLAN**  
 NORTH:   
 SCALE: NOT TO SCALE  
 SOURCE: PROPERTY OWNER, 2004



1 SECOND FLOOR PLAN  
 A2.4 3/16" = 1'-0"



**DOUBLE-COLA BOTTLING COMPANY**  
**FLOYD COUNTY, GEORGIA**  
**NATIONAL REGISTER MAP/PLAT MAP**  
**NATIONAL REGISTER BOUNDARY:** [REDACTED]

**NORTH:** ↑  
**SCALE:** 1" = 50'  
**SOURCE:** PROPERTY OWNER, 2003

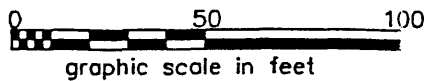
THE FIELD DATA UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION OF 1 FOOT IN 15,039 FEET WITH AN ANGULAR ERROR OF 13 SECONDS PER ANGLE POINT AND WAS ADJUSTED USING COMPASS RULE.

I HAVE THIS DATE, EXAMINED THE F.I.M.A. OFFICIAL FLOOD HAZARD MAP COMMUNITY PANEL 13115C0295 D, EFFECTIVE DATE, AUGUST 9, 2000. REFERENCED LOT IS LOCATED ON PANEL 295 OF SAID MAP IN AN AREA ZONED "ZONE X" AND IS NOT IN AN AREA HAVING SPECIAL FLOOD HAZRDS.

BEARINGS SHOWN HEREON HAVE BEEN CALCULATED FROM ANGLES TURNED AND ARE BASED UPON OBSERVED MAGNETIC BEARINGS.

THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND IS FOUND TO BE ACCURATE WITHIN 1 FOOT IN 538,853 FEET.

BEARINGS AND DISTANCES FOR THIS SURVEY WERE MEASURED WITH A TOPCON GTS 213 WITH A SINGLE PRISM.



JOB: 03VARGO  
 FILE: 276-23-3  
 SCALE: 1" = 50'  
 FIELD DATE: JULY 21, 2003  
 PLAT DATE: JULY 22, 2003  
 REV.:

**BLS** BURKE LAND SURVEYING  
 P.O. BOX 721  
 SUMMERVILLE, GA. 30747  
 PHONE: 706-857-7201  
 FAX: 706-857-1384

