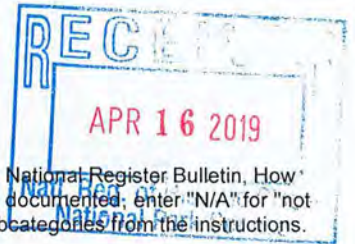


United States Department of the Interior  
National Park Service

National Register of Historic Places Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic Name: Bogalusa Coca Cola Bottling Company Building  
Other Names/Site Number: N/A  
Name of related multiple property listing: N/A

2. Location

Street & Number: 213 Shenandoah Street  
City or town: Bogalusa State: LA County: Washington Parish  
Not for Publication:  Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register Criteria.

I recommend that this property be considered significant at the following level(s) of significance:

national  state  local

Applicable National Register Criteria:  A  B  C  D

*Kristin P. Sanders*

*March 6, 2019*

Signature of certifying official/Title: Kristin Sanders, State Historic Preservation Officer Date

Louisiana Department of Culture, Recreation, and Tourism

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

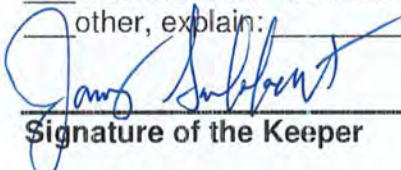
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**4. National Park Certification**

I hereby certify that the 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: \_\_\_\_\_



5.21.2019

Signature of the Keeper

Date of Action

**5. Classification**

**Ownership of Property** (Check as many boxes as apply.)

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input type="checkbox"/>	Public – Federal

**Category of Property** (Check only **one** box.)

<input checked="" type="checkbox"/>	Building(s)
<input type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	object

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

Contributing	Non-contributing	
2	1	Buildings
		Sites
		Structures
		Objects
2	1	Total

Number of contributing resources previously listed in the National Register: 0

**6. Function or Use**

**Historic Functions** (Enter categories from instructions.): Industry/Processing/Extraction: manufacturing facility; Commerce/Trade: Warehouse

**Current Functions** (Enter categories from instructions.): Vacant/Not in Use

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## 7. Description

**Architectural Classification** (Enter categories from instructions.): Late 19<sup>th</sup> & Early 20<sup>th</sup> Century Revivals: Classical Revival

**Materials:** (enter categories from instructions.)

foundation: Concrete

walls: Brick

roof: Asphalt shingle/built up flat roof

other:

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

### Summary Paragraph

The Bogalusa Coca Cola Bottling Plant was built in 1931 by Dye and Mullings Builders of Columbus, Mississippi for the Mills family of Bogalusa. Local businessman John Claude (J.C.) Mills, along with family members, founded the Bogalusa Coca Cola Bottling Company in 1910. The original bottling company building was a two-story wood frame structure on the same site as the current brick building, which was completed in 1931. The building is based on a design for "Standard Plant No. 3" found in the "Coca-Cola Bottler's Standards" publication of 1929. It is a two-story red brick building with a low hipped roof and a one-story rear wing with a flat roof. The bottling plant is located on the corner of Shenandoah Street and Huron Avenue in what was once a mostly residential neighborhood composed of families employed by the Great Northern New Orleans Railroad Company. The Bogalusa Bottling Company operated in the building for fifty-four years, until it was sold to the Baton Rouge Bottling franchise in 1985. The site consists of the original main bottling building, an original brick garage, two non-contributing concrete block walls, a steel post and beam roof structure which creates a central covered courtyard, and a large non-contributing metal building at the rear of the property. All additions to the site and original buildings are easily reversible. This property is worthy of listing in the National Register of Historic places at a local level because it retains a high degree of integrity in location, materials, design and association with the development of Bogalusa and Coca-Cola Bottling Plants across America.

### Narrative Description

The Coca Cola Bottling Plant building is a two-story red brick building with a low hipped roof with modillioned overhanging eaves. The main two-story block of the building is rectangular, with a one-story wing half the width of the central block extending perpendicular from the rear of the North end of the building. The original roof has been replaced with orange asphalt shingles. The one-story wing has a built-up flat roof with a parapet capped with terra cotta tile. The North half of the two-story block building is deeper than the South by the depth of a rectangular brick and concrete elevator tower which projects above the roofline and terminates in a terra cotta tiled parapet. A small brick chimney sits directly in front of the elevator tower. The original brick paint shop and garage building sits parallel to the main building at the rear of the site. It has a flat roof and parapet with terra cotta tile.

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The once open space between the two original buildings has been enclosed with a concrete block wall addition with a roll up garage door. A large metal building has also been added at the rear of the site just behind the garage.

### **East Elevation (Photos 1-3, Figures 4, 8)**

The façade of the building is made up of four bays, with the main entry located in the second bay from the south. The windows along the first floor are currently boarded up, but two original metal twelve light windows set as one unit are intact in the first bay as viewed from the interior. The double wooden entry door and twelve-light transom are recessed and accentuated with a quoined stone surround topped with a simplified entablature. A large architrave features a center keystone and a simple projecting stone band separates the frieze. A plain frieze is topped with a projecting cornice and the top three-quarters of the entire surround are framed by two torch-like ornamentations. They extend through the cornice and are topped by stylized egg and dart finials. Two large display windows to the right of the entry have been boarded up, and the original plate glass display windows have been replaced with modern versions. A large cast stone bas relief sits centered atop the display windows. The trademark "Coca Cola" swirling letter logo is centered and flanked by smaller panels featuring a Coca Cola bottle set on a Roman anthemion leaf.

A soldier course brick band separates the first and second stories, and the second story elevation is composed of five sets of evenly spaced windows matching the double twelve-light units at the first floor. Robust modillions support the overhanging eaves of the hipped roof. An original copper gutter runs the length of the fascia, aside from a missing section to the north.

### **North Elevation (Photos 3-8)**

The first-floor north elevation is composed of a single non-original wooden door with a transom obscured by an added wooden gabled projecting canopy covering a sidewalk. There is a single boarded up window to the right of the door and another Coca Cola bas relief sits above the window and door. The second floor is composed of two evenly spaced twelve light metal windows. The large one-story wing extends from the rear of this elevation, with the brick soldier course continuing down the length of the building. This wing is composed of six boarded up window openings which are set higher into the structure than the twelve light windows on the main block and are not evenly spaced. The fifth west of the main structure is a single non-original door with an added canopy. Placed perpendicular to the end of the one-story wing is a concrete block wall addition that extends past the original building north towards the street. The rectangular wall enclosure extends across the site to the end of the covered area to the South. It has one roll up metal garage door facing Huron Street and a flat roof. This building is constructed in an originally empty space between the main building and the brick garage building at the rear of the site. This structure was built sometime after 1953. A metal building sits at the very rear of the site, recessed back from the garage.

### **West and Rear Elevations (Photos 9-10, 19)**

The west, or rear elevation of the main building maintains its original configuration, although at some point a non-historic metal post and beam canopy was added with a failing flat roof that encloses a large section of the rear of the site. The first-floor elevation of the main building features a single wooden door just after the intersection with the one-story wing which opens to a concrete stair leading to a basement. The basement could not be inspected because of standing water. A second paneled door leads into the first floor of the building. An original transom has been removed for the addition of a window air conditioning unit. Two short six-light metal windows sit high in the wall towards the south of the elevation. Above the one-story wing, the rear elevation of the second floor of the main building is brick, and three twelve light metal windows and one boarded up door opening sit

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above the one-story wing. One metal window sits to the right of the elevator tower on the south end of the elevation.

The west elevation of the one-story projecting wing features two nine-light metal windows set high in the wall towards the south end of the elevation. Towards the north end of the elevation is a set of large double six-light wooden paneled doors that appear to be original.

### **South Elevation (Photos 10-15,16-18)**

The South elevation features a single twelve-light window at the first floor separated from the double metal window unit at the second floor by a bas relief panel matching the one at the front façade. A copper downspout with a collector box sits to the right of the windows. A one-story concrete block wall extends from the rear of the building to the South, terminating at a fence enclosing the rear of the site. The rear courtyard is covered with a metal post and beam roof structure, and is partially enclosed on this elevation by a  $\frac{3}{4}$  metal wall extending down from the roof, leaving space between the partition and the concrete. This structure terminates at the end of the concrete block wall.

The south elevation of the one-story wing still retains the original fenestration pattern, although it is somewhat obscured by small frame wall additions. The original elevator shaft sits just east of the main building and is enclosed by double wood paneled doors. The brick wall recesses back from the elevator shaft and stays continuous down the rest of the elevation. Just past the shaft is an added wood enclosure obscuring an original single-entry door framed by glass block sidelights and a sixteen-light transom. A second smaller wood frame enclosure is built just to the left of this entry, and obscures some original window openings. A roll up door has been replaced by a modern panel door towards the center of this elevation, and one more projecting concrete block addition has been added at the very end of the elevation, creating a restroom. A single wooden door sits just to the right of this addition leading to a small storage room. At the end of the original main building, the site is open to the south side of the concrete block wall addition, but still covered with the post and beam roof until the original brick garage building. A large steel beam supports the roof between the concrete block wall and the open original paint shop and garage, which has a severely failing roof.

### **Interior (Photos 20-33, Figures 16-18)**

Aside from some added walls, the interior of the building remains largely intact. Upon entering the building, there is a half wall with reception glass to the left and a full wall with a window and a doorway to the right. Through the doorway to the right is the original bottling room, which extended the length of the one-story wing. The brick and stone columns are still visible, but walls have been added to create office spaces. The original bottling equipment would have been located in this room, visible to the public through the large plate glass windows on the front of the building. A hallway has been created that leads around the offices to the original stair. The second floor is composed of a large open room with an office at the south end (the original accounting room) and a syrup room in the northeast corner. The elevator shaft is open on the west end, and double wooden doors to the south lead out onto the one-story roof. Many original finishes remain on the interior, such as the reception window at the entry (Photo 20), the columns in the bottling room (Photo 21) and the wall tiles in the second-floor syrup room (Photo 33, Figure 18).

### **Other Resources on Site**

#### *Contributing*

#### **Brick Garage Building (Photos 4, 15-17 Figure 19)**

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A long, narrow brick structure that runs the full width of the site to the west originally stood completely separate from the main building, but over time, it was connected to the main building by the post and beam canopy and concrete block wall. It has a flat built up roof with the same terra cotta tile parapet as the one-story wing of the main building. It is currently connected to the main building by a non-contributing concrete block wall addition to the North of the site. The only two solid walls are the North and West walls, and the rest of the building is open to the site. This building served as a garage for Coca Cola delivery trucks and had a paint stall towards the North end. It was originally divided into six equal sized large bays. Five of the bays were covered with solid wood paneled doors, and the Northernmost bay had half glass doors and served as the paint booth. While the openings still exist, the doors have been removed as well as the brick partitions between them.

As previously mentioned, there is a later metal **post and beam canopy** (Photos 9-11,13,16-19) enclosing the site at the rear, but this is not counted separately as it is attached to the main plant building. Other more modern features also include a **concrete block wall** (Photos 9, 12) extending from the south elevation, and a **concrete block addition** (Photos 3-6, 18-19) extending towards the street at the termination of the north one-story wing. Again, this concrete block addition was constructed as an addition to the main plant so it is not counted separately.

*Non-Contributing*

There is one non-contributing **metal building** (Photos 6-7), constructed at the rear of the original brick garage building. This is not attached to any of the original buildings and is counted separately.

**Mitigation of Alterations and Overall Integrity**

While alterations have been made to the building and site of the bottling plant over the years, it retains an extremely high degree of integrity. The rear and interior additions can be easily removed to reveal the original configuration and character. Original windows, doors, signage and materials remain throughout. While the current building is the second on the site, the Mills family operated the Bogalusa Coca Cola Bottling Company in this location for seventy-five years. The surrounding area has become more commercial than residential, but the Coca Cola Bottling building has remained throughout the many changes in Bogalusa in the years since its construction.

**8. Statement of Significance**

**Applicable National Register Criteria** (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

<b>x</b>	<b>A</b>	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	<b>B</b>	Property is associated with the lives of persons significant in our past.
<b>x</b>	<b>C</b>	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
	<b>D</b>	Property has yielded, or is likely to yield, information important in prehistory or history

**Criteria Considerations:**

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

**Areas of Significance** (Enter categories from instructions.): Architecture, Industry

**Period of Significance:** 1931-1968

**Significant Dates:** 1931

**Significant Person** (Complete only if Criterion B is marked above): N/A

**Cultural Affiliation** (only if criterion D is marked above): N/A

**Architect/Builder (last name, first name):** Builder: Dye and Mullings, Columbus, MS

**Period of Significance (justification):** The current building was constructed in 1931 through the 50 year cutoff of 1968. The building continued to operate as a Coca-Cola Bottling facility until 1985.

**Criteria Considerations (explanation, if necessary):** N/A

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Bogalusa Bottling Company building is being nominated to the National Register of Historic Places at the local level under Criterion A: History and C: Architecture. The building is representative of the economic and industrial development of Bogalusa during the 20<sup>th</sup> century and was significant to Bogalusa's economy. It also is a reflection of the development of Coca Cola's standardization of its brand as bottling franchises rapidly spread across the United States in the 1930s. Architecturally, the Classical Revival building is locally significant as it is one of the few architecturally notable buildings remaining in Bogalusa retaining a high degree of integrity. It is also a prime example of a Coca-Cola bottling plant from this era of Coca-Cola's catalog of prototypical plant construction. Local significance has been chosen because the building was a local, family run institution which was highly regarded in the community during the seventy-five-year operation.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

**Criterion A: History: Industry**

Bogalusa's Coca Cola Bottling Plant is significant on the local level because it is a rare remnant of the early industrial development and prosperity of Bogalusa. Bogalusa was founded by the Goodyear Brothers of Buffalo, New York for lumber enterprises in the early 1900s. They chartered the Great Southern Lumber Company in 1902 and designed a town to support their operation. They also constructed the Great Northern New Orleans Railroad to transport lumber and products to market in

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New Orleans. The city was designed by Rathbone DeBuys of New Orleans and was constructed in less than a year, which is why Bogalusa is referred to as "The Magic City." William H. Sullivan, the manager of the Great Southern Lumber Company, was the mayor of the new town of Bogalusa when it was incorporated in 1914. One of the first commissioners of Bogalusa was businessman J.C. Mills who founded the Bogalusa Coca Cola Bottling Company in partnership with other Mills family members (Figures 1,2). The Bogalusa Bottling Company filed with the Louisiana Business Corporation in May of 1910. The first building for the bottling company is shown on a 1915 Sanborn map and was a two-story wood frame building located on the site of the current 1931 brick building (Figure 3). J.C. Mills was the first manager of the company and took great pride in his operation. While the Great Southern Lumber Company was at one time the largest sawmill in the United States, it closed in 1938 after all the virgin longleaf yellow pine had been clear-cut for hundreds of miles. Despite this disappointment, Bogalusa still boasted the fourth largest kraft paper mill, a corrugated box and paper bag plant, a plywood plant, a furniture factory, an automobile body parts plant and other small sawmills in 1939. The original Southern Lumber Plant building experienced several changes in ownership and operation including a chemical plant and paper mill run by Gaylord Container Corporation, but all timber operations ceased in the 1950s and economic decline became more apparent in Bogalusa. Despite the decline, the Coca-Cola enterprise in Bogalusa continued to be successful. J.C.'s brother Ray Mills became the manager of the plant during the 1930s, and then handed the position over to J.C. Mills Jr. After his death in 1975, his brother Thomas Mills briefly managed the company until J.C. Jr.'s wife, Frances Mills took over in 1983. She ran the company for the last two years of operation and sold to the Baton Rouge Coca Cola Bottling Company in 1985. The Mill's family home, referred to by the family as "The Big House", was once located down the street from the bottling building in the vicinity of Shenandoah and Shiner Streets, but was moved to a location on Highway 10 at an unknown date. The Bogalusa Bottling Company was successful for almost eighty years and is surely the longest run family business in the history of Bogalusa. The plant employed approximately 40 people during the height of operations, including at least 7 delivery men (Figure 4) The Coca Cola uniform was recognizable and worn with pride, as shown by Mr. Elbert Sylvest of Bogalusa who had his portrait taken wearing his (Figure 5), and posing with coworkers in 1940 (Figure 6). The Mills family were very supportive of the community, sponsoring a baseball team (Figure 7), participating in 4<sup>th</sup> of July celebrations (Figure 8), and supporting the annual Washington Parish Fair (Figures 9,10). J.C. Mills and his family were early adopters of what would become one of the world's largest and most recognizable enterprises, and they operated independently and successfully for almost a decade in Bogalusa. The building remains as an almost unchanged landmark in an area of Bogalusa that would otherwise be unrecognizable to an early citizen.

### **Criterion C: Architecture**

\*\*\*The following background histories of the Coca-Cola Company are taken from the National Register nominations for the Ouachita Coca-Cola Bottling Company, Inc./Ouachita Candy Company and Tallulah Coca-Cola Bottling Plant. They are cited as such.\*\*\*

*In the year 1886 in the City of Atlanta, Georgia, a physician and chemist by the name of Dr. John Stith Pemberton stirred up a fragrant caramel-colored concoction and carried it a few doors down to Jacobs Pharmacy, where the syrup was mixed with carbonated water and sampled by customers. The new drink was so well received that Jacobs put it on sale for 5 cents a glass. It was Dr. Pemberton's bookkeeper, Frank Robinson, who gave the product the name of Coca-Cola, had it patented in 1893, designed the logo and wrote the slogan, "The Pause That Refreshes." The distinctive calligraphy of the Coca-Cola logo was the result of Mr. Robinson's well-known abilities in this area.*



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*An interesting and little-known situation resides in the fact that there had existed in Atlanta from the late 1860s, a popular drink—or what was referred to at the time as a medicine—known as “Pemberton’s French Wine Cola.” This “Medicine” was composed of Peruvian coca, wine, and the kola nut. In the year 1886, the City of Atlanta passed prohibition and Dr. Pemberton quickly changed the wine in his concoction to sugar and began to market the new product as the “Temperance Drink.” The very next year Atlanta prohibition was repealed; however, the new product, Coca-Cola, was now out of the bag and taking infantile steps toward international notoriety.<sup>1</sup>*

*In 1894, drugstore and candy store owner Joseph Biedenharn of Vicksburg, Mississippi was the first to put Coca-Cola in bottles (and is recognized as such by The Coca-Cola Company of Atlanta). He attempted to interest Asa Candler, president of The Coca-Cola Company, in the idea, but without success. In 1899, two Chattanooga attorneys approached Candler about the potential of bottling. Contemptuous of the whole idea, Candler gave them the exclusive rights to bottle Coca-Cola, reputedly for one dollar. Soon the customer would no longer have to seek out the beverage at a soda fountain. Coca-Cola could now be sold and enjoyed any and everywhere—as expressed in the advertising tag line, “Always within an arm’s length of desire.” As Joe Biedenharn recalled in a later interview: “I believed then, and I still believe in bringing the product to the customer. I wanted to bring Coca-Cola to the country people outside the limits of the fountain.” Notes Philip Mooney, long-time archivist for The Coca-Cola Company, it was bottling that developed the market.*

*Under Asa Candler’s tutelage, Coca-Cola went from being a regional brand to a national one. By 1895, Mr. Candler had constructed syrup plants in Dallas, Los Angeles, and Chicago. An interesting controversy occurred early in the history of Coca-Cola in that Mr. Candler continued to sell Coca-Cola as a patent medicine. However, in 1898, Congress passed a tax on all medicines and thus initiated a successful campaign on the part of Mr. Candler to have it rebranded as a beverage. In the vernacular, Coke had become a soft drink.<sup>2</sup>*

*Seeking to distinguish themselves from the many competitors, Coca-Cola in 1916 adopted the curvaceous bottle shape still in use today—one that enables Coca-Cola to be the most recognizable product in the world—simply by the shape of a bottle (per Coca-Cola historians).<sup>3</sup> In 1919, Mr. Candler sold the company to Ernest Woodruff and a group of investors for the sum of 25 million dollars and the rest, as they say, is history. Dr. Pemberton had passed away in 1888 without ever knowing the phenomenon he had been instrumental in creating.<sup>4</sup>*

*The Chattanooga-based consortium that held the exclusive bottling rights for Coca-Cola did not have the capital to expand. What emerged was a system whereby independent bottlers were granted exclusive territorial franchises and contracts to bottle and sell Coca-Cola. By 1920 there were about 1,000 bottling plants. The parent Coca-Cola Company controlled the all-secret syrup making, selling it to bottlers.*

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<sup>1</sup> National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc. Monroe, Ouachita Parish, Louisiana. National Register #13000275.

<sup>2</sup> Ibid.

<sup>3</sup> National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

<sup>4</sup> National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc. Monroe, Ouachita Parish, Louisiana. National Register #13000275

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*Sometimes Coca-Cola bottling plants looked much like any other commercial building in town, with only painted signs identifying their use. Others had Coca-Cola iconography as part of their design.*

*Coca-Cola bottlers were the retailers—the face of Coca-Cola in a given community. They bottled and delivered the finished product along defined routes. In the early days bottling was slow and labor-intensive, via foot-powered machines, one bottle at a time, yielding 50 to 100 bottles per hour. Bottles were washed crudely by hand. By the 1910s the operation was largely automated. The all-important product delivery was first by horse or mule-drawn wagons. By the late 1910s most bottlers had converted to trucks. Each plant had route salesmen, typically dressed in snappy uniforms emblazoned with the trademark Coca-Cola script.*

*The 1920s was a decade of growth in the bottling business. By the end of the decade, sales of bottled Coca-Cola had exceeded fountain sales. The revolution in distribution and marketing was complete.<sup>5</sup>*

Commercial Institution:

*Coca-Cola bottling plants, with their retinue of delivery trucks, were once institutions in their respective communities, particularly in small towns. And their owners were typically among the commercial elite of their communities. E. J. Kahn, in his book *The Big Drink*, titles them “the most important businessman in town.” They were the face of Coca-Cola in town after town.*

*Coca-Cola bottlers have been researched extensively in Georgia, the home of Coca-Cola. Quoting from Mike Cheatham’s *Your Friendly Neighbor: The Story of Georgia’s Coca-Cola Bottling Families*:*

*This dedicated and influential body of bottlers not only brought the beverage “within an arm’s length of desire” for Georgians, but associated the Coca-Cola business with Main Streets all over the state.... Millions of Americans have good memories of their “friendly, hometown neighbor who bottles Coca-Cola” (as the tag line for advertising once ran). They remember the bottling plant on their hometown Main streets.<sup>6</sup>*

*Cheatham also writes of what became something of an institution for Coca-Cola bottling plants: the school trip to watch the beverage being bottled. After watching the spinning bottles being filled and capped, students were given a sample right off the bottling line, along with a Coca-Cola emblazoned ruler, pencil, and tablet. This marketing tactic began in 1909 and continues with modifications today.*

*The Coca-Cola Company, on its website, includes a collection of “Coca-Cola Stories,” some of which relate to the role of the bottling plant in a given community. One person’s recollections would stand for many: “When I was growing up in Wichita, Kansas, the most fun thing to do was go to the local bottling plant and watch them make and bottle Coke. As a young child, this was big stuff and I will always remember it.” Another individual reminisces about the school field trip: “Since my childhood days, Coca-Cola products are the only beverages I buy.”<sup>7</sup>*

As Coca Cola Company’s bottling franchise operations increased all over the country, leader Robert Woodruff recognized the need for modern bottling facilities to handle the increased volume. In

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<sup>5</sup> National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

<sup>6</sup> Mike Cheatham. *Your Friendly Neighbor: The Story of Georgia’s Coca-Cola Bottling Families*. Mercer University Press: Macon, GA; 1999.

<sup>7</sup> National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

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1929 and 1932 the Standardization Committee of Coca Cola Bottlers adopted standards and guidelines on almost every element of the company, including bottling plant architecture. Many franchise owners applied these architectural standards to their facilities but also added their own expressions of individualism. The Bogalusa bottling plant plan and design is a very close example of the design for "Standard Plant No. 3" from the *Coca-Cola Bottler's Standards* of 1929 (Figures 11,12). The building was designed in the Classical Revival style, featuring modillioned eaves, an ornamented door surround with an entablature and keystone, and a hipped roof. Interest in the Classical Revival style in America was sparked by the World's Columbian Exposition in Chicago in 1893, where historical interpretations of European styles were encouraged. The Revival styles remained popular for homes and commercial buildings during the first two decades of the nineteenth century. During this same time period, modern architects were also looking towards the future and more progressive styles. These competing philosophies created the Eclectic Movement, which allowed architects to look to borrow from historic building styles to create new and unique designs. The design for the Coca Cola Bottling building is a reflection of this area of architectural exploration of the classic and modern, in a decidedly commercial form. The company also created several variations on the same style for the 1929 and 1932 catalogs, and some builders added their own twists on the plans with different rooflines and ornamentations. (Figures 13-15)

As an early Coca Cola Bottling entrepreneur, J.C. Mills immediately adopted these new standards for Coca Cola architecture in 1930 when he demolished the original wooden bottling building to construct the new modern, efficient brick structure in Bogalusa. Mills took the general plan in the catalog and adapted it to his site, orienting the originally large open plan bottling room (Figure 16) so that it was visible to passersby through large plate glass windows facing busy Shenandoah Street. Even though it was not designed specifically for the town, the style corresponds to the other important buildings constructed during this era in Bogalusa. These include the Classical Revival City Hall Building, the Colonial Revival post office, and the Colonial Revival Sullivan House, which are the only other high style buildings remaining from Bogalusa's early days. The Bogalusa Coca Cola Building was once the center of a family neighborhood, but now stands surrounded by modern, commercial structures, with further emphasized its architectural value to the community.

### Conclusion

Aside from a few easily reversible additions, the building retains almost all of its original architectural and historical integrity. This is significant in Bogalusa as very few structures remain from its early days of growth and prosperity, especially industrial buildings unrelated to the lumber and railroad industries. Members of the Mills family still reside in Bogalusa, as do many former employees of the Coca Cola Bottling Company. The structure is featured prominently in historic photographs, and ads can be found in a publication produced for the annual Washington Parish Fair dating back to the 1920s. The Bogalusa Coca Cola Bottling Building should be recognized on the National Register because it remains as an architectural reminder of its historical role in the development of Bogalusa and the national expansion of Coca-Cola Bottlers.

---

### **Developmental History/Additional historic context information**

See above.

<b>9. Major Bibliographical Resources</b>
---

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

Cheatham, Mike (1999). *Your Friendly Neighbor: The Story of Georgia's Coca-Cola Bottling Families*. Macon, Georgia: Mercer University Press

*Coke Plant to Be Closed*. Bogalusa Daily News

Curtis, Michael (1973). Early Development and Operations of the Great Southern Lumber Company. *Louisiana History: The Journal of the Louisiana Historical Association*, 14(4), 347-368.

Irwin, Ned (2017, October 8). *Coca Cola Bottling Company*. Retrieved from:  
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Martin, Blaine (2018). *The Architecture of Refreshment*. Retrieved from: <http://earlycoke.com/bottling-plant-architecture.html>

Mills, F. (2018, June 7). Personal Interview

National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc., Monroe, Ouachita Parish, Louisiana. National Register #13000275

National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205

New Home of Coca-Cola Bottling Company to be Opened Thursday (1931, March 20). *The Bogalusa Enterprise* (16.)

Sanborn Fire Insurance Maps. Bogalusa, LA. 1915, 1919, 1925, 1930, 1945

Quick, Amy (1946). The History of Bogalusa, the "Magic City" of Louisiana. *Louisiana Historical Quarterly*, 29, 73-201.

**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

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

Name of repository: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):**       N/A      

**10. Geographical Data**

**Acreege of Property:** 1.1 acres

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

1. Latitude: 30.789481                      Longitude: -89.865278

**Verbal Boundary Description** (Describe the boundaries of the property.) The property boundaries are the intersections of Huron Avenue and Shenandoah Street to the North and to the intersection of Shenandoah Street with an unnamed alley approximately 120 feet to the South of Huron Avenue. The East boundary is Shenandoah St., and the West boundary sits approximately 400 feet back from Shenandoah Street.

**Boundary Justification** (Explain why the boundaries were selected.) The boundaries were chosen by the property lines and reflect the historic boundaries.

**11. Form Prepared By**

name/title: Claire Cothren Winn  
organization: Waycaster & Associates  
street & number: 112 Main Street  
city or town: Natchez                      state: MS                      zip code: 39120  
e-mail: clairecothren@gmail.com  
telephone: (601)442-3649  
date: 8.18.18

**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

**Photographs**

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

## Photo Log

Name of Property: Bogalusa Coca Cola Bottling Company Building

City or Vicinity: Bogalusa

County: Washington Parish

State: Louisiana

Name of Photographer: Claire Winn

Date of Photographs: May 15, 2018, September 12, 2018

1 of 33: Façade of main building: camera facing west.

2 of 33: Close up of main entry: camera facing west.

3 of 33: View of north and east elevations. Camera facing southwest

4 of 33: View of east end of north elevation. Camera facing southwest

5 of 33: View of first floor north elevation and second story east elevation. Camera facing southeast

6 of 33: View of block wall, original brick wall and metal building at north elevation. Camera facing southeast

7 of 33: View of metal building at rear of north elevation. Camera facing southeast

8 of 33: View of second story west elevation

9 of 33: View of west elevation of main building. Camera facing east

10 of 33: View of second floor west elevation and first floor south elevation. Camera facing northeast

11 of 33: View of south elevation rear enclosure. Camera facing northwest

12 of 33: View of south elevation of main building. Camera facing north

13 of 33: View of south elevation of one story wing of main building. Camera facing northwest

14 of 33: Close up of original glass block south entry at one story wing of main building. Camera facing northeast

15 of 33: View of south elevation of concrete block wall addition and east elevation of original brick garage. Camera facing northwest

16 of 33: View of rear enclosed courtyard showing east elevation of brick garage. Camera facing west

17 of 33: View of east elevation of brick garage. Camera facing west

18 of 33: View of south elevation of concrete block wall. Camera facing north

19 of 33: View of west elevation of one story wing and concrete block wall addition. Camera facing northeast

20 of 33: Interior view at front entry showing original reception window. Camera facing northwest

21 of 33: Interior view of east end of original bottling room looking towards entry showing original brick columns. Camera facing south

22 of 33: Interior view of original window at first floor. Camera facing west

23 of 33: View of original bottling room with partition walls. Camera facing west

24 of 33: View of west end of original bottling room. Camera facing northeast

25 of 33: View of west end of original bottling room. Camera facing northwest

26 of 33: View of original double doors at rear of bottling room. Camera facing northwest

27 of 33: View of stair at first floor. Camera facing south

28 of 33: View of stair landing at second floor. Camera facing southwest

29 of 33: View of south end of second floor. Camera facing southwest

30 of 33: Second floor office, original accounting room. Camera facing southwest

31 of 33: View of second floor. Camera facing northwest

32 of 33: View of second floor showing elevator shaft. Camera facing southwest

33 of 33: View of syrup room at second floor showing original wall tile. Camera facing northwest

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

## List of Figures

1. Photo of J.C. Mills from the Bogalusa Enterprise
2. Photo of J.C. Mills and others at original bottling plant building. Courtesy of Edward Mills
3. Photo of the original Bogalusa Bottling Company building. Courtesy of Edward Mills
4. Bogalusa delivery men and trucks in front of 1931 building. Courtesy of Edward Mills
5. Mr. Elbert Sylvest in Coca Cola uniform, 1940. Courtesy of Charmaine Sylvest Vernon
6. Mr. Elbert Sylvest and coworkers at Coca Cola Bottling plant, 1940. Courtesy of Charmaine Sylvest Vernon
7. J.C. Mills and Coca-Cola baseball team. Courtesy of Edward Mills
8. 4<sup>th</sup> of July parade float in front of bottling plant, 1934. Courtesy of Frances Mills
9. Advertisement from 1939 Washington Parish Fair Bulletin.
10. Advertisement from 1974 Washington Parish Fair Bulletin
11. Rendering of "Standard Plant No. 3" from the "Coca-Cola Bottlers' Standards" of 1929.
12. Floor plans of "Standard Plant No. 3" from the "Coca-Cola Bottlers' Standards" of 1932.
13. Version of "Standard Plant No. 2" from the "Coca-Cola Bottlers' Standards" of 1929 located in Elberton, Georgia.
14. Rendering of "Standard Plant No. 4" from the "Coca-Cola Bottlers' Standards" of 1929
15. Version of "Standard Plant No. 2" from the "Coca-Cola Bottlers' Standards" of 1929 located in Leesburg, Florida.
16. Original bottling room of 1931 Bogalusa Bottling Plant. Courtesy of Frances Mills
17. Original accounting room on second floor of Bogalusa Bottling Plant. Courtesy of Edward Mills
18. Photo of syrup room from the Bogalusa Enterprise and American. Courtesy of Frances Mills
19. Photo of original brick garage building at rear of property. Courtesy of Frances Mills

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

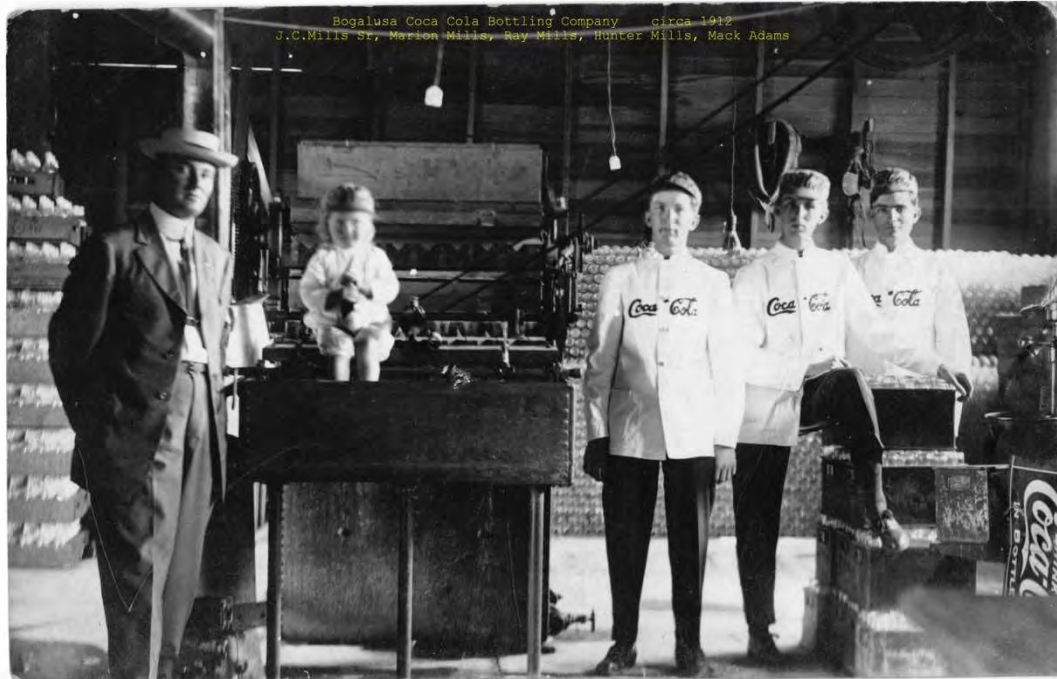


1. Photo of J.C. Mills from the *Bogalusa Enterprise*



Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State



2. Photo of J.C. Mills and others at original bottling plant building. Courtesy of Edward Mills



**The Original Bogalusa Coca-Cola Bottling Company plant is shown in this 1910 photo on a postcard sent by T.H. Mills to J.C. Mills. The Mills family operated the plant.**

3. Photo of the original Bogalusa Bottling Company building. Courtesy of Edward Mills

Bogalusa Coca Cola Bottling Plant  
Name of Property

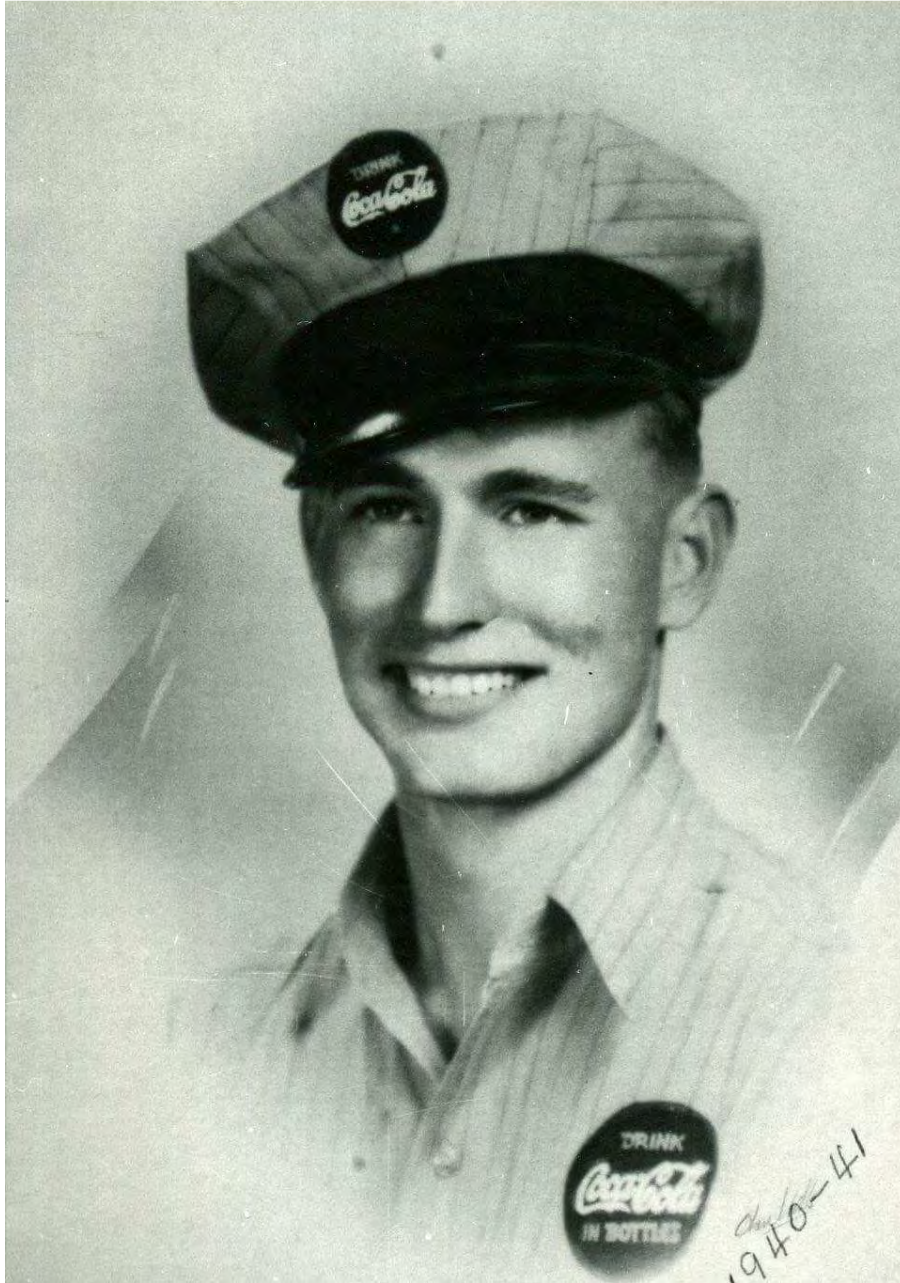
Washington Parish, LA  
County and State



4. Bogalusa delivery men and trucks in front of 1931 building. Courtesy of Edward Mills

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
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5. Mr. Elbert Sylvest in Coca Cola uniform, 1940. Courtesy of Charmaine Sylvest Vernon

Bogalusa Coca Cola Bottling Plant  
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Washington Parish, LA  
County and State



6. Mr. Elbert Sylvest and coworkers at Coca Cola Bottling plant, 1940. Courtesy of Charmaine Sylvest Vernon

Bogalusa Coca Cola Bottling Plant  
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7. J.C. Mills and Coca-Cola baseball team. Courtesy of Edward Mills

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State



8. 4<sup>th</sup> of July parade float in front of bottling plant, 1934. Courtesy of Frances Mills

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

209 AVENUE F  
BOGALUSA, LA 70427

## First State Bank & Trust Co.

BOGALUSA, LA.

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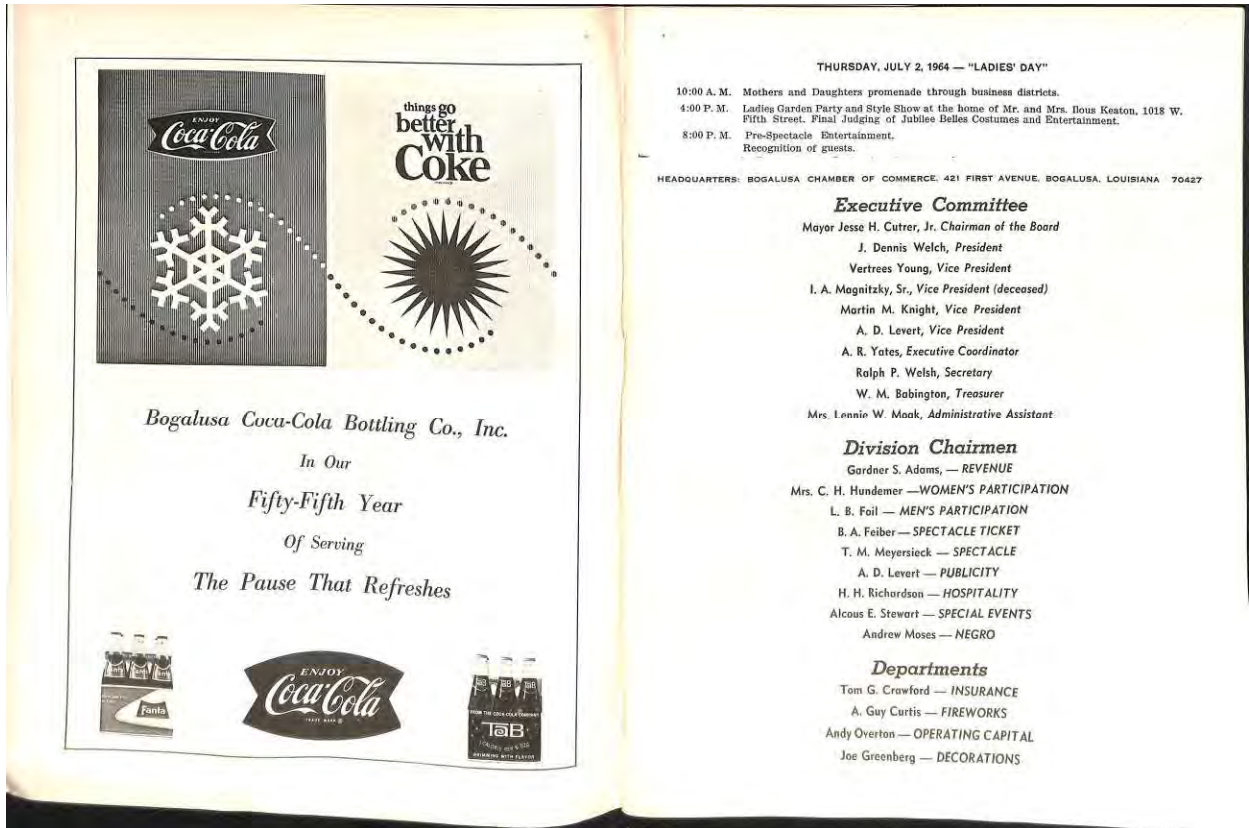
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**Bogalusa Coca-Cola Bottling Co.**  
L. RAY MILLS, Manager  
BOGALUSA, LOUISIANA TELEPHONE 67

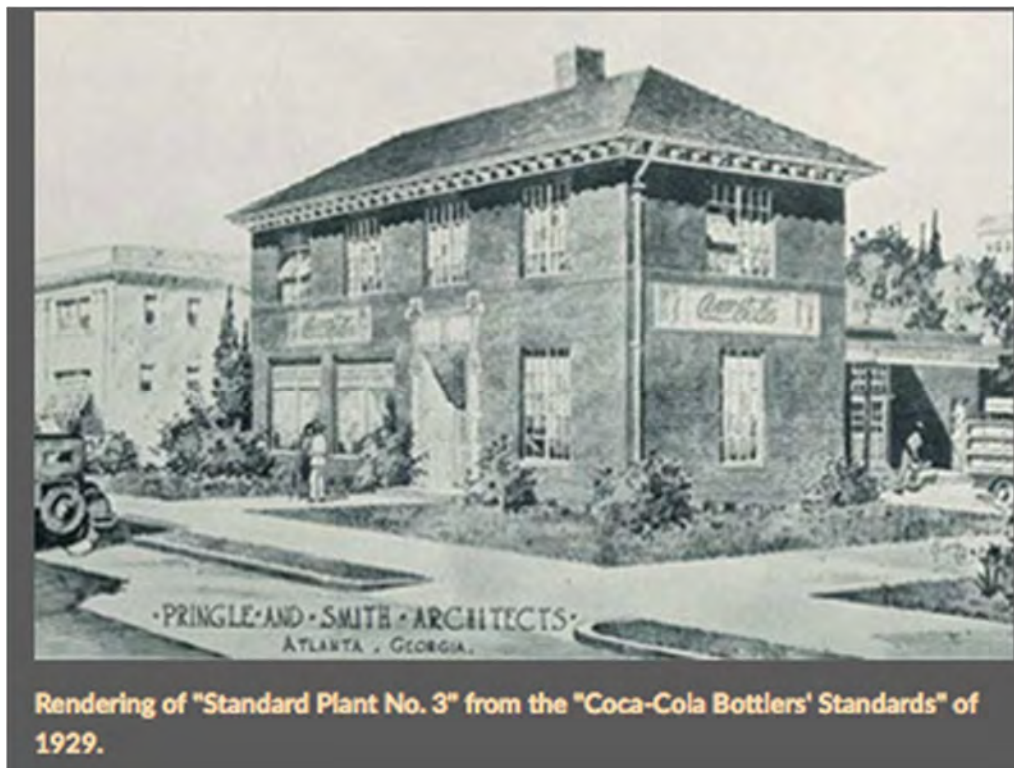
9. Advertisement from 1939 Washington Parish Fair Bulletin.

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State



10. Advertisement from 1974 Washington Parish Fair Bulletin

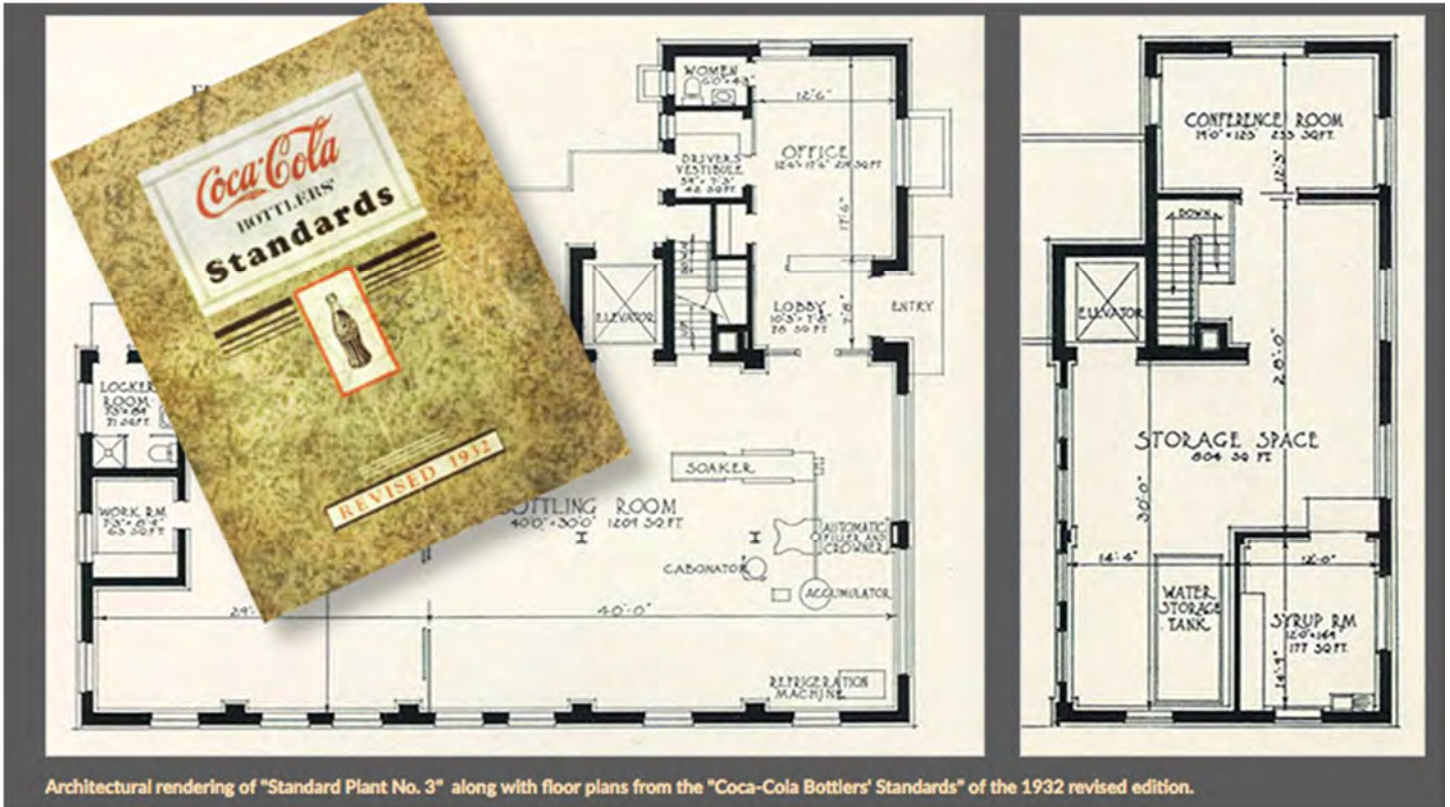


11. Rendering of "Standard Plant No. 3" from the "Coca-Cola Bottlers' Standards" of 1929.



Bogalusa Coca Cola Bottling Plant  
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Washington Parish, LA  
County and State



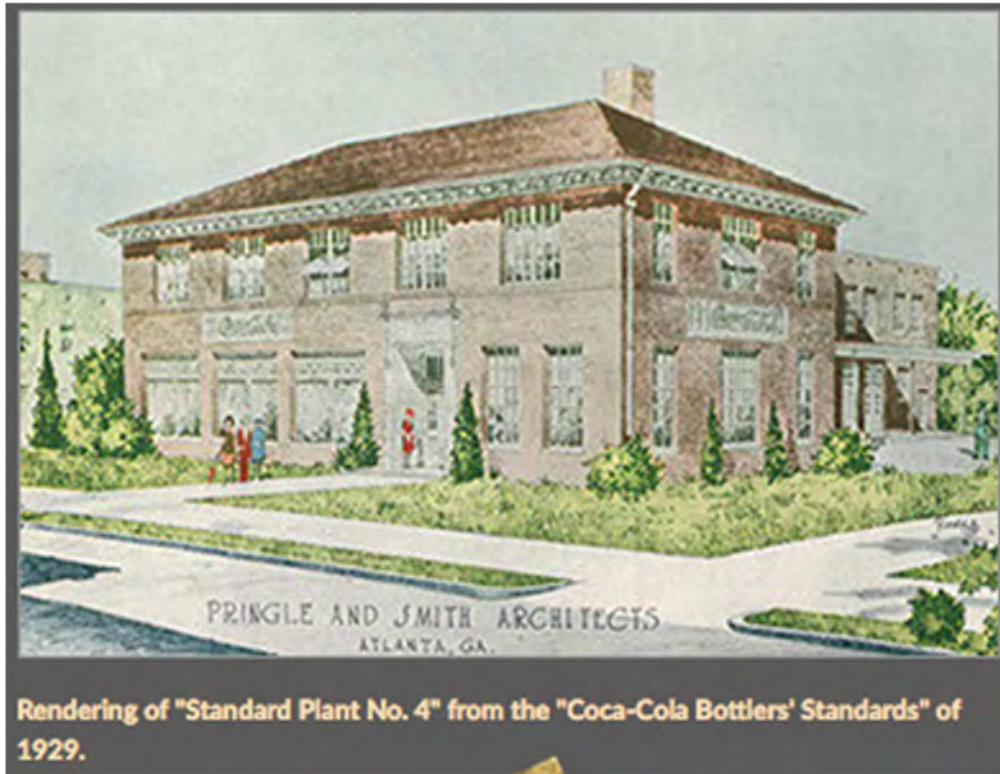
12. Floor plans of "Standard Plant No. 3" from the "Coca-Cola Bottlers' Standards" of 1932.



13. Version of "Standard Plant No. 2" from the "Coca-Cola Bottlers' Standards" of 1929 located in Elberton, Georgia.

Bogalusa Coca Cola Bottling Plant  
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14. Rendering of "Standard Plant No. 4" from the "Coca-Cola Bottlers' Standards" of 1929



15. Version of "Standard Plant No. 2" from the "Coca-Cola Bottlers' Standards" of 1929 located in Leesburg, Florida.

Bogalusa Coca Cola Bottling Plant  
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16. Original bottling room of 1931 Bogalusa Bottling Plant. Courtesy of Frances Mills

Bogalusa Coca Cola Bottling Plant  
Name of Property

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County and State



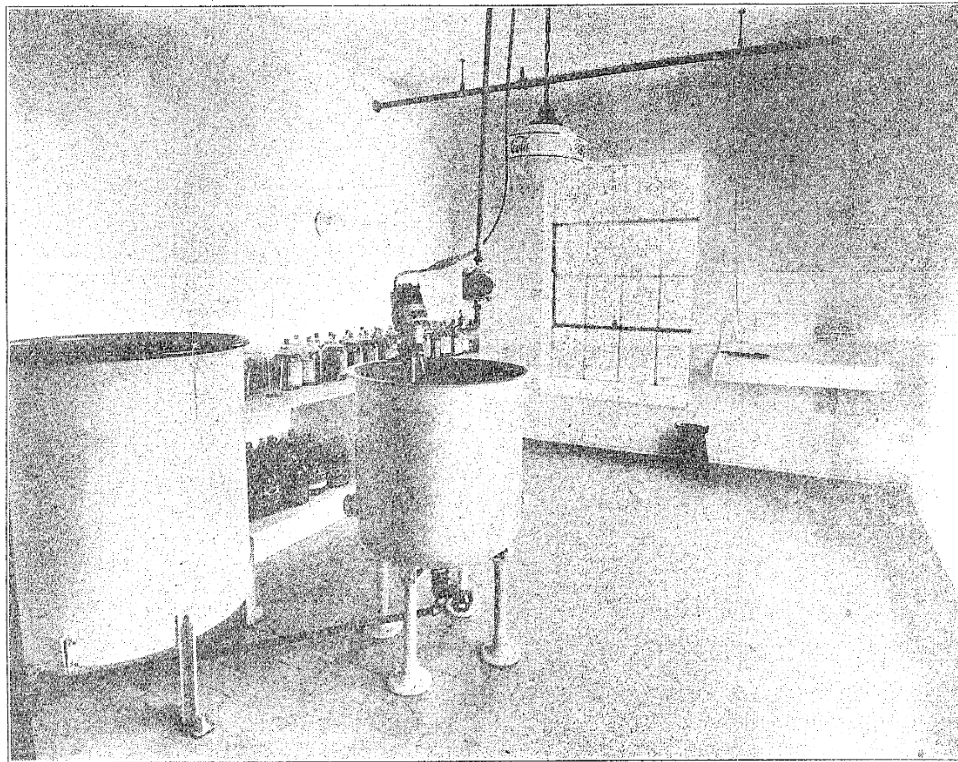
17. Original accounting room on second floor of Bogalusa Bottling Plant. Courtesy of Edward Mills

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

THE BOGALUSA ENTERPRISE AND AMERICAN

SYRUP ROOM AT NEW HOME OF COCA-COLA BOTTLING CO.,  
A ROOM YOU SHOULD SEE NEXT THURSDAY AT OPENING



practically every instance it is necessary to point out in the replies that majority of the lands now available of little or no use for growing.

the choicest sections for this purpose have long since been sold today there is

**Mueller Seriously Ill**



**SYRUP ROOM IS TILE FINISHED**

If you want to see a room that would be considered as one of the most modern in the Bogalusa area, you should visit the new syrup room at the new Coca-Cola bottling plant. The room is now tile finished and is ready for occupancy.

**FAKE ORDERS ON GRAIN**

Chicago.—An attempt to influence grain prices on the Board of Trade by fake orders telegraphed to 11 commission houses from Kansas was discovered before the opening of the market.

18. Photo of syrup room from the Bogalusa Enterprise and American. Courtesy of Frances Mills

Bogalusa Coca Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State



19. Photo of original brick garage building at rear of property. Courtesy of Frances Mills

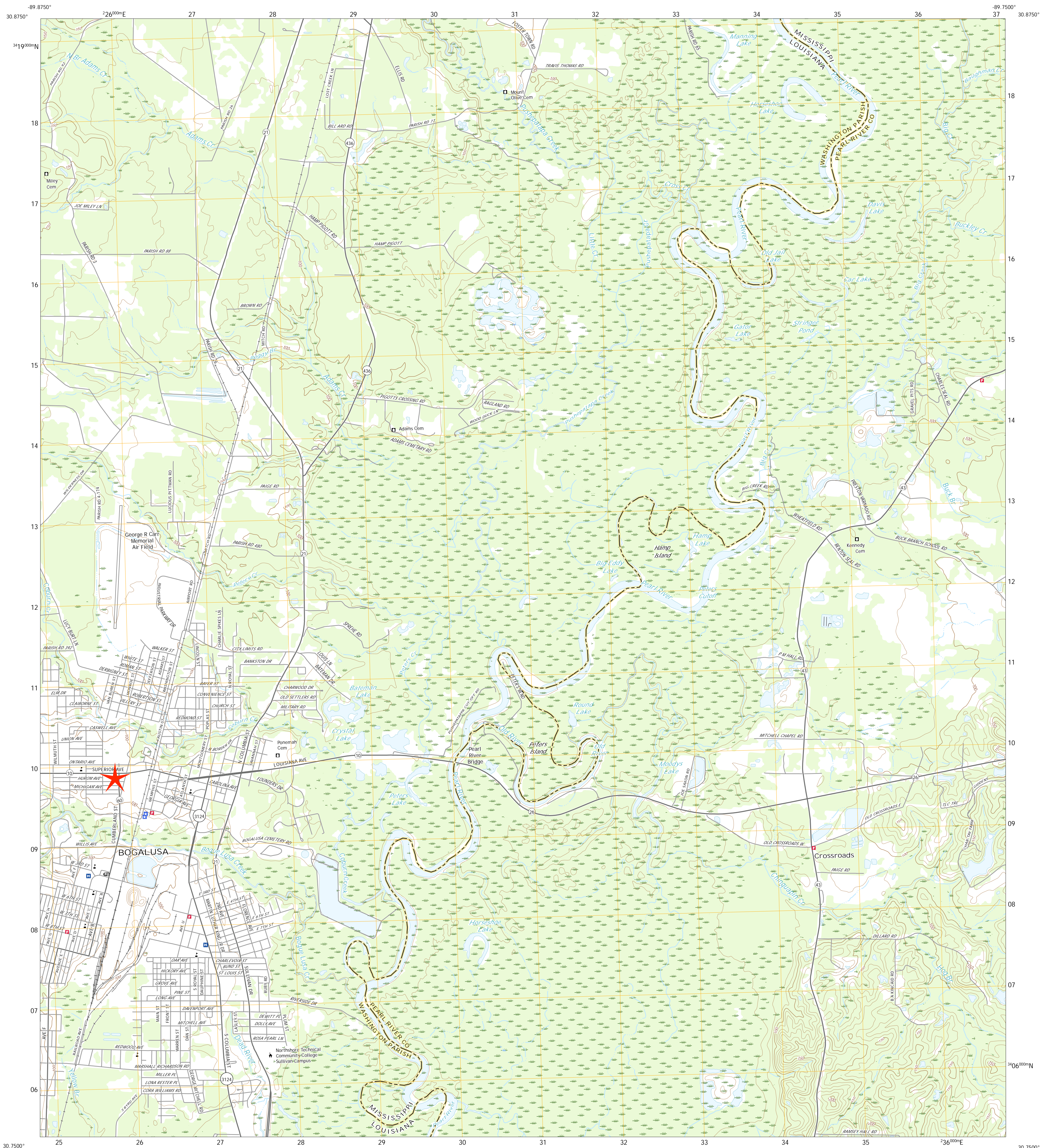
**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

**Bogalusa Coca Cola Building**  
Latitude: 30.789481 Longitude: -89.865278

**Legend**  
📌 213 Shenandoah St.  
📏 Boundary

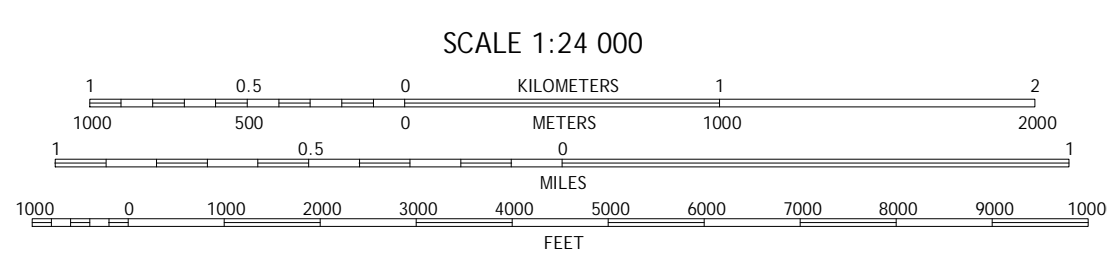
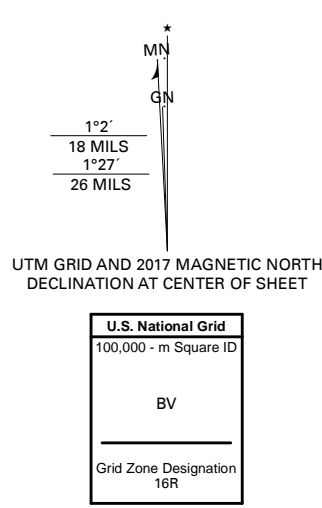




**★ Bogalusa Coca Cola Bottling Plant Latitude: 30.789481 Longitude: -89.865278**

Produced by the United States Geological Survey  
North American Datum of 1983 (NAD83)  
World Geodetic System of 1984 (WGS84) Projection and  
1 000-meter grid/Universal Transverse Mercator, Zone 16R  
This map is not a legal document. Boundaries may be  
generalized for this map scale. Private lands within government  
reservations may not be shown. Obtain permission before  
entering private lands.

Imagery: NAIP, August 2015 - October 2016  
Roads: U.S. Census Bureau, 2017  
Names: GNS, 1980 - 2018  
Hydrography: National Hydrography Dataset, 2006 - 2017  
Contours: National Elevation Dataset, 2008 - 2011  
Boundaries: Multiple sources: see metadata file, 2014 - 2016  
Public Land Survey System: BLM, 2015 - 2017  
Wetlands: FWS National Wetlands Inventory 1983 - 2007



ADJOINING QUADRANGLES

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4	5	6
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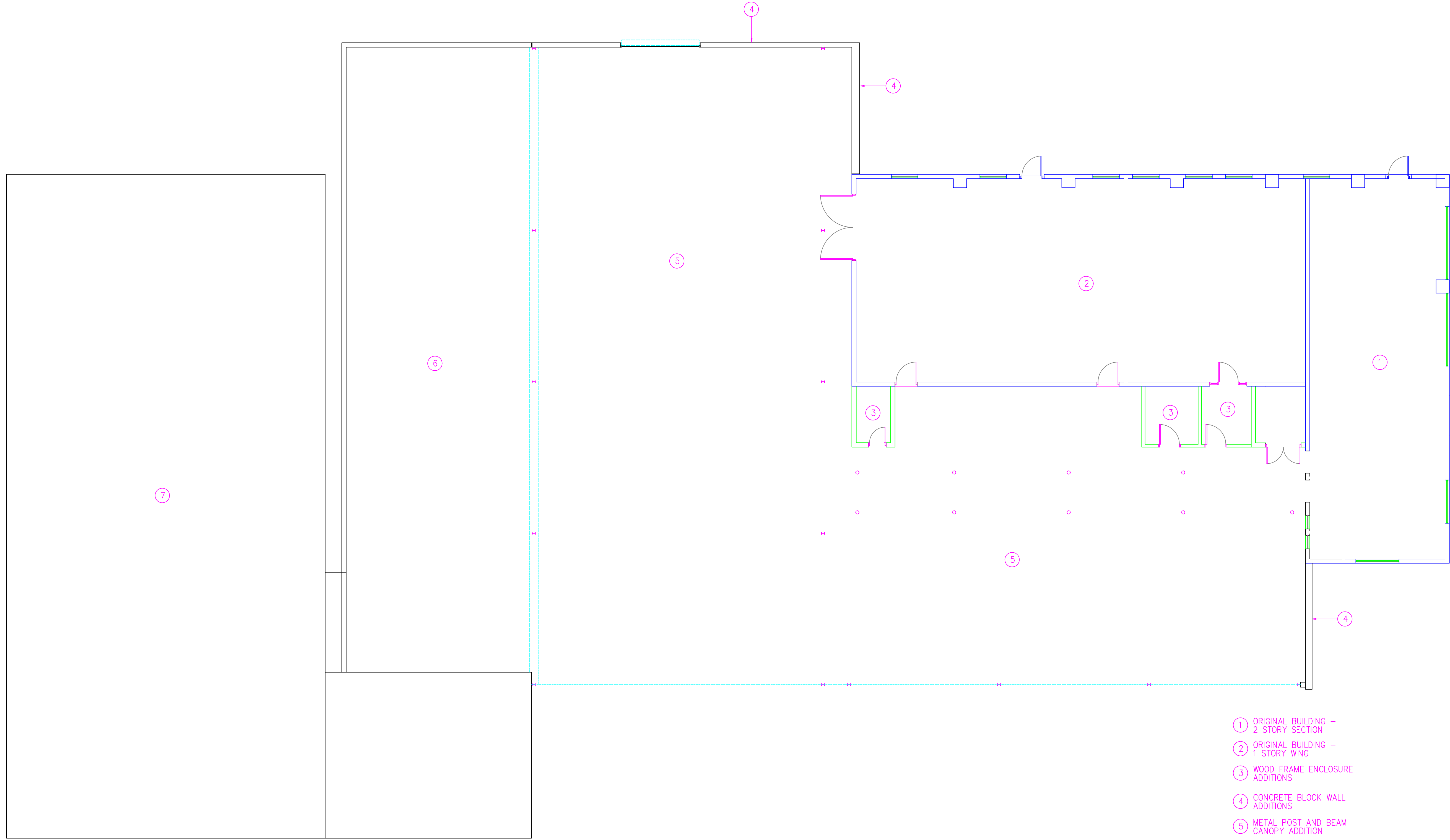
1 State Line  
2 Angle  
3 Fords Creek  
4 Bogalusa West  
5 White Sand  
6 Sun  
7 Henleyfield  
8 McNeill

ROAD CLASSIFICATION

Expressway	Local Connector
Secondary Hwy	Local Road
Ramp	4WD
Interstate Route	US Route
	State Route







- ① ORIGINAL BUILDING - 2 STORY SECTION
- ② ORIGINAL BUILDING - 1 STORY WING
- ③ WOOD FRAME ENCLOSURE ADDITIONS
- ④ CONCRETE BLOCK WALL ADDITIONS
- ⑤ METAL POST AND BEAM CANOPY ADDITION
- ⑥ ORIGINAL BRICK GARAGE
- ⑦ METAL BUILDING

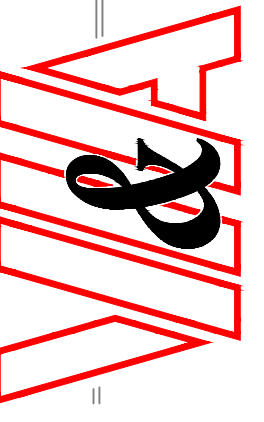
# C1.1

## Existing First Bogalusa Coca Cola Plant Renovation Floor Plan

Project No.: 1820  
 Project Date: May, 2018  
 No. in Set: of \*

MOO Notes: \_\_\_\_\_  
 Date: \_\_\_\_\_

Checked By: Not Checked



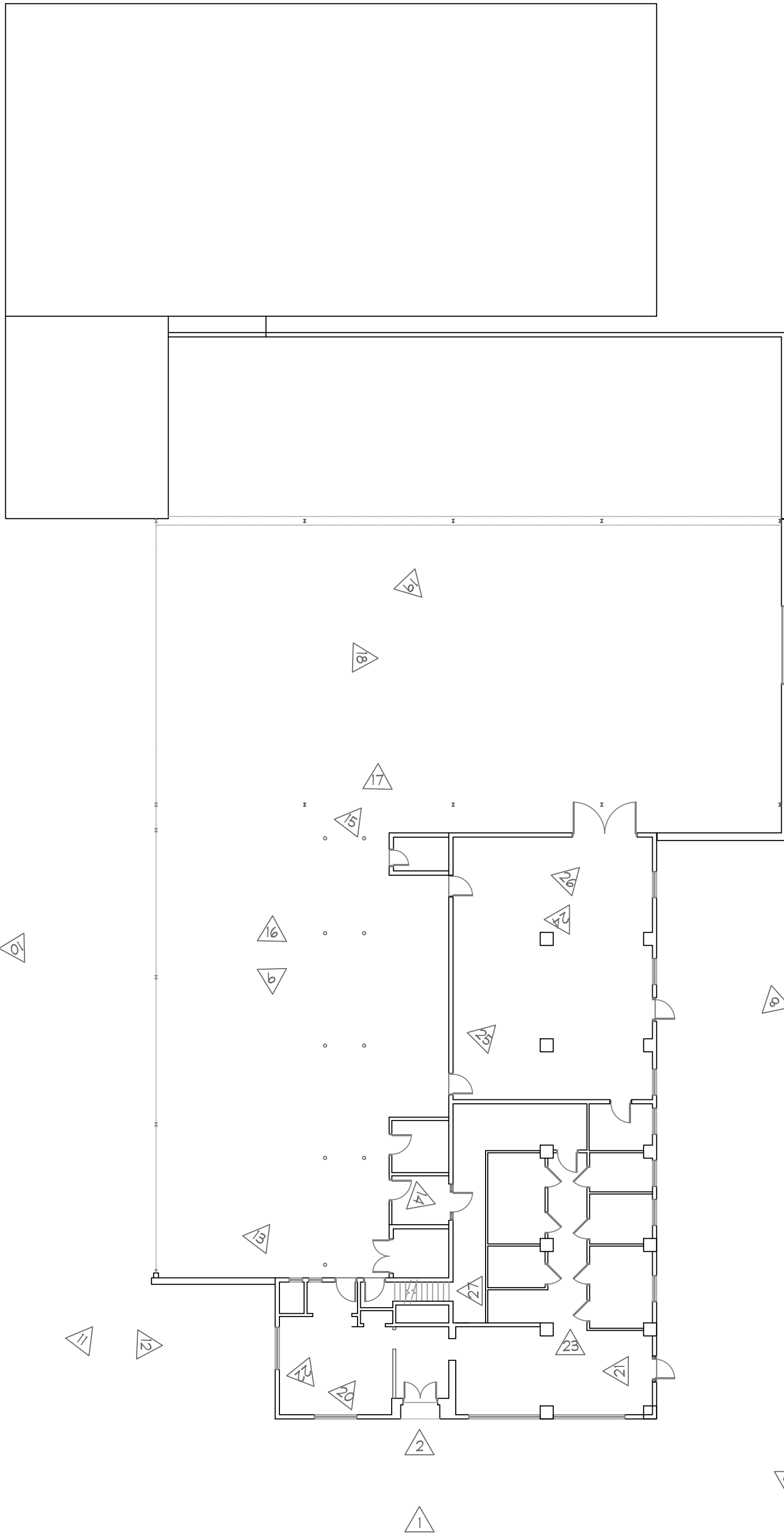
**WAYCASTER & ASSOCIATES**  
 Architecture/CADD/Planning/Interior Design

P.O. Box 824  
 Natchez, MS 39120  
 Ph: (601) 442-3649

112 Main Street, Suite 'A'  
 Info@WaycasterArch.com  
 www.WaycasterArchitect.com

Signed: \_\_\_\_\_

Date: \_\_\_\_\_  
 Seal: \_\_\_\_\_



# A1.1

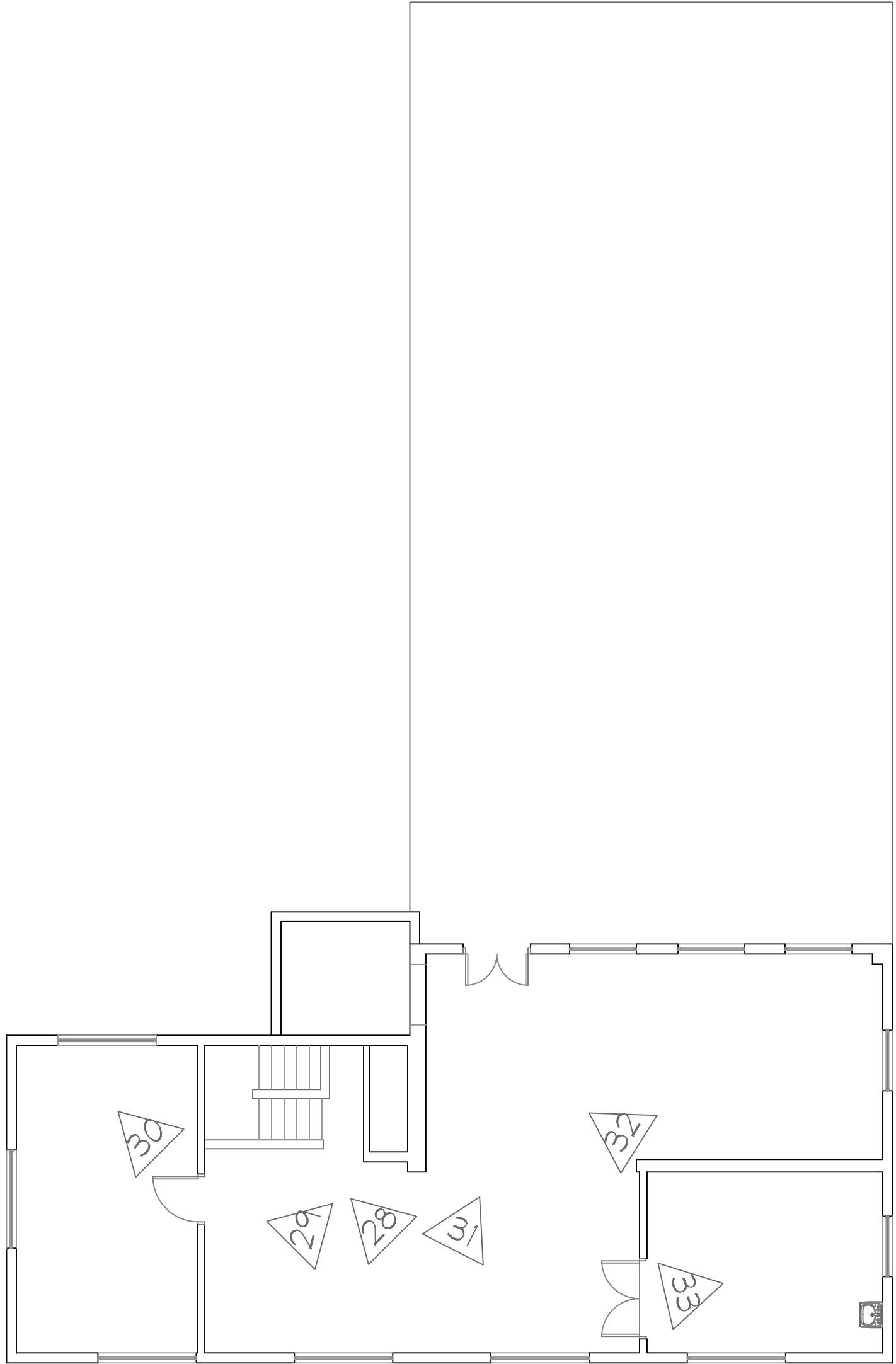
**First Floor Bogalusa Coca Cola Plant Renovation**  
**Photo Key** Shenandoah Street, Bogalusa, Louisiana 70427



**WAYCASTER & ASSOCIATES**  
 Architecture/CADD/Planning/Interior Design

Project No.:	1820	Drawn By:	CCW	Notes:	Date	Description
Project Date:	May, 2018	Checked By:	Not Checked			
No. in Set:	of *					

P.O. Box 824 112 Main Street, Suite 'A'  
 Natchez, MS 39120 Info@WaycasterArch.com Date:  
 Ph: (601) 442-3649 www.WaycasterArchitect.com Seal:



# A1.2

## Second Floor Bogalusa Coca Cola Plant Renovation Photo Key

Shenandoah Street, Bogalusa, Louisiana 70427



### WAYCASTER & ASSOCIATES

Architecture/CADD/Planning/Interior Design  
 P.O. Box 824 112 Main Street, Suite 'A'  
 Natchez, MS 39120 Info@WaycasterArch.com  
 Ph: (601) 442-3649 www.WaycasterArchitect.com

Project No.:	1820	Drawn By:	CCW	Notes:	Date	Description
Project Date:	May, 2018	Checked By:	Not Checked			
No. in Set:	of *					

Signed: \_\_\_\_\_

Date: \_\_\_\_\_ Seal: \_\_\_\_\_



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8570A BOULE, L.A.  
LITTLE ROCK, ARK.













EXIT



EXIT





















National Register of Historic Places  
Memo to File

# Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/17/2018      Date of Pending List:      Date of 16th Day:      Date of 45th Day: 1/31/2019      Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal       | <input type="checkbox"/> PDIL            | <input type="checkbox"/> Text/Data Issue    |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo              |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary       |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period             |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input type="checkbox"/> Less than 50 years |
|                                       | <input checked="" type="checkbox"/> CLG  |   |

Accept       Return       Reject      1/30/2019 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Jim Gabbert      Discipline Historian

Telephone (202)354-2275      Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : **Yes**    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



BILLY NUNGESSER  
LIEUTENANT GOVERNOR

**State of Louisiana**  
OFFICE OF THE LIEUTENANT GOVERNOR  
DEPARTMENT OF CULTURE, RECREATION & TOURISM  
OFFICE OF CULTURAL DEVELOPMENT  
DIVISION OF HISTORIC PRESERVATION

RICHARD H. HARTLEY  
DEPUTY SECRETARY

KRISTIN P. SANDERS  
ASSISTANT SECRETARY

October 3, 2018

City of Bogalusa  
PO Box 1179  
Bogalusa, LA 70427

To Whom it may Concern:

We are pleased to inform you that the historic resource listed below will be considered by the State National Register Review Committee for nomination to the National Register of Historic Places:

**Bogalusa Coca-Cola Bottling Plant  
Washington Parish, LA**

The National Register of Historic Places is the federal government's official list of historic properties worthy of preservation. Listing on the National Register provides recognition and assists in preserving our Nation's heritage. Listing of a property provides recognition of its historic significance and assures protective review of federal projects that might adversely affect the character of the historic property. If the property is listed on the National Register, tax credits for rehabilitation and other beneficial provisions may apply. Listing in the National Register does not place limitations on the property by the federal or state government. Public visitation rights are not required of owners. The government will not attach restrictive covenants to the property or seek to acquire them. A draft copy of the nomination and attachment is included with this letter.

One of your responsibilities as a Certified Local Government (CLG) is to review pending National Register nominations of properties within your community. This is required, in part, to detect any errors in fact, but also to provide local insight or knowledge concerning the property. I hope that you will consider the nomination for this property at your next meeting. After providing a reasonable opportunity for public comment, the Bogalusa Historic District Commission shall fill out the attached CLG review form as to whether or not, in their opinion, the property meets the National Register criteria. Within 60 calendar days of notice from the State Historic Preservation Office (SHPO), the chief elected official shall transmit their report to the SHPO. If the SHPO does not receive the report and recommendation within 60 calendar days, the nomination process will continue. All comments received will be forwarded to the SHPO Director and the National Register Review Committee for consideration along with the nomination.

We have scheduled the nomination for presentation to the National Register Review Committee on **Thursday December 6, 2018**, and would like to receive your comments by that time in

June 8, 2018  
Page 2

fulfillment of the comment period. This letter serves as notification initiating the sixty-day comment period.

You are invited to attend the National Register Review Committee meeting at which the nomination will be officially considered. The location and time have not been confirmed yet, but will be found on our website. Should you have any questions about this nomination, please contact Jessica Richardson at 225-219-4595 or at [jrichardson@crt.la.gov](mailto:jrichardson@crt.la.gov).

Thanks,

A handwritten signature in blue ink that reads "Kristin Sanders". The signature is written in a cursive style with a large initial "K".

Kristin Sanders  
State Historic Preservation Officer



**BOGALUSA HISTORIC DISTRICT COMMISSION REPORT FOR:  
BOGALUSA COCA-COLA BOTTLING PLANT  
NATIONAL REGISTER NOMINATION**

NAME OF CLG: \_\_\_\_\_

PROPERTY NAME: \_\_\_\_\_

PROPERTY ADDRESS: \_\_\_\_\_

DATE SENT: \_\_\_\_\_

DATE OF NATIONAL REGISTER REVIEW COMMITTEE MEETING: 11/14/18

Does the nomination meet the Criteria for Listing on the National Register of Historic Places?

Yes  No \_\_\_\_\_ Criterion: A \_\_\_\_\_ B \_\_\_\_\_ C  D \_\_\_\_\_

Has public comment been included? Yes  No \_\_\_\_\_ Explain:

yes voted and discussed in public meeting

The Commission recommends that the property or properties should be listed on the National Register of Historic Places.

The Commission would like to make the following recommendations regarding the nomination (use additional sheets if necessary): Approve it.

The Commission recommends that the property or properties should not be listed on the National Register of Historic Places for the following reasons:

The Commission chooses not to make a recommendation on this nomination for the following reasons:

Marcus D. Irvine, Jr.  
Historic District Commission Chair (Print Name)

Marcus D. Irvine Jr. 11-14-2018  
Signature Date

Wendy Quinn-Perrette  
Chief Elected Official (Print Name)

Wendy Quinn Perrette 11/16/2018  
Signature Date



BILLY NUNGESSER  
LIEUTENANT GOVERNOR

**State of Louisiana**  
OFFICE OF THE LIEUTENANT GOVERNOR  
DEPARTMENT OF CULTURE, RECREATION & TOURISM  
OFFICE OF CULTURAL DEVELOPMENT  
DIVISION OF HISTORIC PRESERVATION

RICHARD H. HARTLEY  
DEPUTY SECRETARY

KRISTIN P. SANDERS  
ASSISTANT SECRETARY

DATE: December 13, 2018

TO: Mr. James Gabbert  
National Park Service Mail Stop 7228  
1849 C Street, NW  
Washington, D.C. 20240

FROM: Jessica Richardson, National Register Coordinator  
Louisiana Division of Historic Preservation

RE: Bogalusa Coca-Cola Bottling Plant, Washington Parish, LA



Jim,

The enclosed disks contain the true and correct copy of the National Register Documentation for the Bogalusa Coca-Cola Bottling Plant to be placed in the National Register of Historic Places. Should you have any questions, please contact Nicole Hobson-Morris at [nmorris@crt.la.gov](mailto:nmorris@crt.la.gov).

Thanks,

Jessica 

Enclosures:

- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tiff format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- \_\_\_\_\_ Other:

Comments:

- \_\_\_\_\_ Please ensure that this nomination receives substantive review
- \_\_\_\_\_ This property has been certified under 36 CFR 67
- \_\_\_\_\_ The enclosed owner(s) objection(s) do \_\_\_\_\_ do not \_\_\_\_\_
- \_\_\_\_\_ constitute a majority of property owners. (Publicly owned property)
- \_\_\_\_\_ Other:

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

DEC 17 2018

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

### 1. Name of Property

Historic Name: Bogalusa Coca Cola Bottling Plant  
Other Names/Site Number: N/A  
Name of related multiple property listing: N/A

### 2. Location

Street & Number: 213 Shenandoah Street  
City or town: Bogalusa State: LA County: Washington Parish  
Not for Publication:  Vicinity:

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register Criteria.

I recommend that this property be considered significant at the following level(s) of significance:  
 national  state  local

Applicable National Register Criteria:  A  B  C  D

Returned

*Kristin P. Sanders*

*12/7/2018*

**Signature of certifying official/Title:** Kristin Sanders, State Historic Preservation Officer **Date**

**Louisiana Department of Culture, Recreation, and Tourism**

**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**

Bogalusa Coca-Cola Bottling Plant  
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**4. National Park Certification**

I hereby certify that the 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**

**Date of Action**

**5. Classification**

**Ownership of Property** (Check as many boxes as apply.)

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input type="checkbox"/>	Public – Federal

**Category of Property** (Check only one box.)

<input checked="" type="checkbox"/>	Building(s)
<input type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	object

Returned

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

Contributing	Non-contributing	
2	1	Buildings
		Sites
	1	Structures
		Objects
2	2	Total

Number of contributing resources previously listed in the National Register: 0

**6. Function or Use**

**Historic Functions** (Enter categories from instructions.): Industry/bottling facility

**Current Functions** (Enter categories from instructions.): Vacant/Not in Use

**7. Description**

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**Architectural Classification** (Enter categories from instructions.): Late 19<sup>th</sup> & Early 20<sup>th</sup> Century Revivals: Classical Revival

**Materials:** (enter categories from instructions.)

foundation: Concrete

walls: Brick

roof: Asphalt shingle/built up flat roof

other:

### **Narrative Description**

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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### **Summary Paragraph**

The Bogalusa Coca-Cola Bottling Plant was built in 1931 by Dye and Mullings Builders of Columbus, Mississippi for the Mills family of Bogalusa. Local businessman John Claude (J.C.) Mills, along with family members, founded the Bogalusa Coca-Cola Bottling Company in 1910. The original bottling company building was a two-story wood frame structure on the same site as the current brick building, which was completed in 1931. The building is based on a design for "Standard Plant No. 3" found in the "Coca-Cola Bottler's Standards" publication of 1929. It is a two-story red brick building with a low hipped roof and a one-story rear wing with a flat roof. The bottling plant is located on the corner of Shenandoah Street and Huron Avenue in what was once a mostly residential neighborhood composed of families employed by the Great Northern New Orleans Railroad Company. The Bogalusa Bottling Company operated in the building for fifty-four years, until it was sold to the Baton Rouge Bottling franchise in 1985. The site consists of the original main bottling building, an original brick garage, a steel post and beam roof structure which creates a central covered courtyard, and a large non-contributing metal building at the rear of the property. All additions to the site and original buildings are easily reversible. This property is worthy of listing in the National Register of Historic places at a local level because it retains a high degree of integrity in location, materials, design and association with the development of Bogalusa and Coca-Cola Bottling Plants across America.

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### **Narrative Description**

The Coca-Cola Bottling Plant building is a two-story red brick building with a low hipped roof with modillioned overhanging eaves. The main two-story block of the building is rectangular, with a one-story wing half the width of the central block extending perpendicular from the rear of the North end of the building. The original roof has been replaced with orange asphalt shingles. The one-story wing has a built-up flat roof with a parapet capped with terra cotta tile. The North half of the two-story block building is deeper than the South by the depth of a rectangular brick and concrete elevator tower which projects above the roofline and terminates in a terra cotta tiled parapet. A small brick chimney sits directly in front of the elevator tower. The original brick paint shop and garage building sits parallel to the main building at the rear of the site. It has a flat roof and parapet with terra cotta tile. The once open space between the two original buildings has been enclosed with a concrete block wall addition with a roll up garage door. A large metal building has also been added at the rear of the site just behind the garage.

**East Elevation (Photos 1-3, Figures 4, 8)**

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The façade of the building is made up of four bays, with the main entry located in the second bay from the south. The windows along the first floor are currently boarded up, but two original metal twelve light windows set as one unit are intact in the first bay as viewed from the interior. The double wooden entry door and twelve-light transom are recessed and accentuated with a quoined stone surround topped with a simplified entablature. A large architrave features a center keystone and a simple projecting stone band separates the frieze. A plain frieze is topped with a projecting cornice and the top three-quarters of the entire surround are framed by two torch-like ornamentations. They extend through the cornice and are topped by stylized egg and dart finials. Two large display windows to the right of the entry have been boarded up, and the original plate glass display windows have been replaced with modern versions. A large cast stone bas relief sits centered atop the display windows. The trademark "Coca-Cola" swirling letter logo is centered and flanked by smaller panels featuring a Coca-Cola bottle set on a Roman anthemion leaf.

A soldier course brick band separates the first and second stories, and the second story elevation is composed of five sets of evenly spaced windows matching the double twelve-light units at the first floor. Robust modillions support the overhanging eaves of the hipped roof. An original copper gutter runs the length of the fascia, aside from a missing section to the North.

### **North Elevation (Photos 3-8)**

The first-floor north elevation is composed of a single non-original wooden door with a transom obscured by an added wooden gabled projecting canopy covering a sidewalk. There is a single boarded up window to the right of the door and another Coca-Cola bas relief sits above the window and door. The second floor is composed of two evenly spaced twelve light metal windows. The large one-story wing extends from the rear of this elevation, with the brick soldier course continuing down the length of the building. This wing is composed of six boarded up window openings which are set higher into the structure than the twelve light windows on the main block and are not evenly spaced. The fifth opening west of the main structure is a single non-original door with an added canopy. Placed perpendicular to the end of the one-story wing is a concrete block wall addition that extends past the original building north towards the street. The rectangular wall enclosure extends across the site to the end of the covered area to the south. It has one front metal garage door facing Huron Street and a flat roof. This structure is constructed in an originally empty space between the main building and the brick garage building at the rear of the site. This structure was built sometime after 1953. A metal building sits at the very rear of the site, recessed back from the garage.

### **West and Rear Elevations (Photos 9-10, 19)**

The west, or rear elevation of the main building, maintains its original configuration, although parts are obscured by a large metal post and beam canopy with a failing flat roof that encloses a large section of the site. The first-floor elevation of the main building features a single wooden door just after the intersection with the one-story wing which opens to a concrete stair leading to a basement. The basement could not be inspected because of standing water. A second paneled door leads into the first floor of the building. An original transom has been removed for the addition of a window air conditioning unit. Two short six-light metal windows sit high in the wall towards the south of the elevation. Above the one-story wing, the rear elevation of the second floor of the main building is brick, and three twelve light metal windows and one boarded up door opening sit above the one-story wing. One metal window sits to the right of the elevator tower on the south end of the elevation.

The west elevation of the one-story projecting wing features two nine-light metal windows set high in the wall towards the south end of the elevation. Towards the north end of the elevation is a set of large double six-light wooden paneled doors that appear to be original.

### **South Elevation (Photos 10-15,16-18)**

The south elevation features a single twelve-light window at the first floor separated from the double metal window unit at the second floor by a bas relief panel matching the one at the front façade. A copper downspout with a collector box sits to the right of the windows. A one-story concrete block wall extends from the rear of the building to the South, terminating at a fence enclosing the rear of the site. The rear courtyard is covered

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with a metal post and beam roof structure, and is partially enclosed on this elevation by a  $\frac{3}{4}$  metal wall extending down from the roof, leaving space between the partition and the concrete. This structure terminates at the end of the concrete block wall.

The south elevation of the one-story wing still retains the original fenestration pattern, although it is somewhat obscured by small frame wall additions. The original elevator shaft sits just east of the main building and is enclosed by double wood paneled doors. The brick wall recesses back from the elevator shaft and stays continuous down the rest of the elevation. Just past the shaft is an added wood enclosure obscuring an original single-entry door framed by glass block sidelights and a sixteen-light transom. A second smaller wood frame enclosure is built just to the left of this entry, and obscures some original window openings. A roll up door has been replaced by a modern panel door towards the center of this elevation, and one more projecting concrete block addition has been added at the very end of the elevation, creating a restroom. A single wooden door sits just to the right of this addition leading to a small storage room. At the end of the original main building, the site is open to the south side of the concrete block wall addition, but still covered with the post and beam roof until the original brick garage building. A large steel beam supports the roof between the concrete block wall and the open original paint shop and garage, which has a severely failing roof.

### **Interior (Photos 20-33, Figures 16-18)**

Aside from some added walls, the interior of the building remains largely intact. Upon entering the building, there is a half wall with reception glass to the left and a full wall with a window and a doorway to the right. Through the doorway to the right is the original bottling room, which extended the length of the one-story wing. The brick and stone columns are still visible, but walls have been added to create office spaces. The original bottling equipment would have been located in this room, visible to the public through the large plate glass windows on the front of the building. A hallway has been created that leads around the offices to the original stair. The second floor is composed of a large open room with an office at the south end (the original accounting room) and a syrup room in the northeast corner. The elevator shaft is open on the west end, and double wooden doors to the south lead out onto the one-story roof. Many original finishes remain on the interior, such as the reception window at the entry (Photo 20), the columns in the bottling room (Photo 21) and the wall tiles in the second-floor syrup room (Photo 33, Figure 18).

### **Other Resources on Site**

#### *Contributing*

#### **Brick Garage Building (Photos 4, 15-17 Figure 19)**

A long, narrow brick structure that runs the full width of the site to the west originally stood completely separate from the main building, but over time, it was connected to the main building by the post and beam canopy and concrete block wall. It has a flat built up roof with the same terra cotta tile parapet as the one-story wing of the main building. It is currently connected to the main building by a non-contributing concrete block wall addition to the North of the site. The only two solid walls are the North and West walls, and the rest of the building is open to the site. This building served as a garage for Coca-Cola delivery trucks and had a paint stall towards the North end. It was originally divided into six equal sized large bays. Five of the bays were covered with solid wood paneled doors, and the Northernmost bay had half glass doors and served as the paint booth. While the openings still exist, the doors have been removed as well as the brick partitions between them.

#### *Non-Contributing*

There are two non-contributing resources on the site. One is the metal **post and beam canopy** (Photos 9-11,13,16-19) enclosing the site at the rear which is supported by the concrete block wall (Photos 9,12) extending from the south elevation and the concrete block addition (Photos 3-6,18-19) extending towards the street at the termination of the North one-story wing. The other is a **metal building** (Photos 6-7) constructed at the rear of the original brick garage building.

### **Mitigation of Alterations and Overall Integrity**

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While alterations have been made to the building and site of the bottling plant over the years, it retains an extremely high degree of integrity. The rear and interior additions can be easily removed to reveal the original configuration and character. Original windows, doors, signage and materials remain throughout. While the current building is the second on the site, the Mills family operated the Bogalusa Coca-Cola Bottling Company in this location for seventy-five years. The surrounding area has become more commercial than residential, but the Coca-Cola Bottling building has remained throughout the many changes in Bogalusa in the years since its construction.

**8. Statement of Significance**

**Applicable National Register Criteria** (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

x	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.
x	C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
	D	Property has yielded, or is likely to yield, information important in prehistory or history

**Criteria Considerations:**

	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

**Areas of Significance** (Enter categories from instructions.): Architecture, Industry

**Period of Significance:** 1931-1968

**Significant Dates:** 1931

**Significant Person** (Complete only if Criterion B is marked above): N/A

**Cultural Affiliation** (only if criterion D is marked above): N/A

**Architect/Builder (last name, first name):** Builder: Dye and Mullings, Columbus, MS; Architect of the standard bottling plants – Pringle and Smith

**Period of Significance (justification):** The current building was constructed in 1931 through the 50 year cutoff of 1968. The building continued to operate as a Coca-Cola Bottling facility until 1985.



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**Criteria Considerations (explanation, if necessary):** N/A

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Bogalusa Bottling Company building is being nominated to the National Register of Historic Places at the local level under Criterion A, History and C, Architecture. The building is representative of the economic and industrial development of Bogalusa during the 20<sup>th</sup> century and was significant to Bogalusa's economy. It also is a reflection of the development of Coca-Cola's standardization of its brand as bottling franchises rapidly spread across the United States in the 1930s. Architecturally, the Classical Revival building is locally significant as it is one of the few architecturally notable buildings remaining in Bogalusa retaining a high degree of integrity. It is also a prime example of a Coca-Cola bottling plant from this era of Coca-Cola's catalog of prototypical plant construction. Local significance has been chosen because the building was a local, family run institution which was highly regarded in the community during the seventy-five-year operation.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

**Criterion A: History: Industry**

Bogalusa's Coca-Cola Bottling Plant is significant on the local level because it is a rare remnant of the early industrial development and prosperity of Bogalusa. Bogalusa was founded by the Goodyear Brothers of Buffalo, New York for lumber enterprises in the early 1900s. They chartered the Great Southern Lumber Company in 1902 and designed a town to support their operation. They also constructed the Great Northern New Orleans Railroad to transport lumber and products to market in New Orleans. The city was designed by Rathbone DeBuys of New Orleans and was constructed in less than a year, which is why Bogalusa is referred to as "The Magic City." William H. Sullivan, the manager of the Great Southern Lumber Company, was the mayor of the new town of Bogalusa when it was incorporated in 1914.

One of the first commissioners of Bogalusa was businessman J.C. Mills who founded the Bogalusa Coca-Cola Bottling Company in partnership with other Mills family members (Figures 1, 2). The Bogalusa Bottling Company filed with the Louisiana Business Corporation in May of 1910. The first building for the bottling company is shown on a 1915 Sanborn map and was a two-story wood frame building located on the site of the current 1931 brick building (Figure 3). J.C. Mills was the first manager of the company and took great pride in his operation. While the Great Southern Lumber Company was at one time the largest sawmill in the United States, it closed in 1938 after all the virgin longleaf yellow pine had been clear-cut for hundreds of miles. Despite this disappointment, Bogalusa still boasted the fourth largest kraft paper mill, a corrugated box and paper bag plant, a plywood plant, a furniture factory, an automobile body parts plant and other small sawmills in 1939. The original Southern Lumber Plant building experienced several changes in ownership and operation including a chemical plant and paper mill run by Gaylord Container Corporation, but all timber operations ceased in the 1950s and economic decline became more apparent in Bogalusa. Despite the decline, the Coca-Cola enterprise in Bogalusa continued to be successful. J.C.'s brother Ray Mills became the manager of the plant during the 1930s, and then handed the position over to J.C. Mills Jr. After his death in 1975, his brother Thomas Mills briefly managed the company until J.C. Jr.'s wife, Frances Mills took over in 1983. She ran the company for the last two years of operation and sold to the Baton Rouge Coca-Cola Bottling Company in 1985. The Mill's family home, referred to by the family as "The Big House", was once located down the street from the bottling building in the vicinity of Shenandoah and Shiner Streets, but was moved to a location on Highway 10 at an unknown date.

The Bogalusa Coca-Cola Bottling Company was successful for almost eighty years and is surely the longest run family business in the history of Bogalusa. The plant employed approximately 40 people during the height

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of operations, including at least 7 delivery men (Figure 4) The Coca-Cola uniform was recognizable and worn with pride, as shown by Mr. Elbert Sylvest of Bogalusa who had his portrait taken wearing his (Figure 5), and posing with coworkers in 1940 (Figure 6). The Mills family were very supportive of the community, sponsoring a baseball team (Figure 7), participating in 4<sup>th</sup> of July celebrations (Figure 8), and supporting the annual Washington Parish Fair (Figures 9,10). J.C. Mills and his family were early adopters of what would become one of the world's largest and most recognizable enterprises, and they operated independently and successfully for almost a decade in Bogalusa. The building remains as an almost unchanged landmark in an area of Bogalusa that would otherwise be unrecognizable to an early citizen.

**Criterion C: Architecture**

\*\*\*The following background histories of the Coca-Cola Company are taken from the National Register nominations for the Ouachita Coca-Cola Bottling Company, Inc./Ouachita Candy Company and Tallulah Coca-Cola Bottling Plant. They are cited as such.\*\*\*

*In the year 1886 in the City of Atlanta, Georgia, a physician and chemist by the name of Dr. John Stith Pemberton stirred up a fragrant caramel-colored concoction and carried it a few doors down to Jacobs Pharmacy, where the syrup was mixed with carbonated water and sampled by customers. The new drink was so well received that Jacobs put it on sale for 5 cents a glass. It was Dr. Pemberton's bookkeeper, Frank Robinson, who gave the product the name of Coca-Cola, had it patented in 1893, designed the logo and wrote the slogan, "The Pause That Refreshes." The distinctive calligraphy of the Coca-Cola logo was the result of Mr. Robinson's well-known abilities in this area.*

*An interesting and little-known situation resides in the fact that there had existed in Atlanta from the late 1860s, a popular drink—or what was referred to at the time as a medicine—known as "Pemberton's French Wine Cola." This "Medicine" was composed of Peruvian coca, wine, and the kola nut. In the year 1886, the City of Atlanta passed prohibition and Dr. Pemberton quickly changed the wine in his concoction to sugar and began to market the new product as the "Temperance Drink." The very next year Atlanta prohibition was repealed; however, the new product, Coca-Cola, was now out of the bag and taking infantile steps toward international notoriety.<sup>1</sup>*

*In 1894, drugstore and candy store owner Joseph Biedenharn of Vicksburg, Mississippi was the first to put Coca-Cola in bottles (and is recognized as such by The Coca-Cola Company of Atlanta). He attempted to interest Asa Candler, president of The Coca-Cola Company, in the idea, but without success. In 1899, two Chattanooga attorneys approached Candler about the potential of bottling. Contemptuous of the whole idea, Candler gave them the exclusive rights to bottle Coca-Cola, reputedly for one dollar. Soon the customer would no longer have to seek out the beverage at a soda fountain. Coca-Cola could now be sold and enjoyed any and everywhere—as expressed in the advertising tag line, "Always within an arm's length of desire." As Joe Biedenharn recalled in a later interview: "I believed then, and I still believe in bringing the product to the customer. I wanted to bring Coca-Cola to the country people outside the limits of the fountain." Notes Philip Mooney, long-time archivist for The Coca-Cola Company, it was bottling that developed the market. Under Asa Candler's tutelage, Coca-Cola went from being a regional brand to a national one. By 1895, Mr. Candler had constructed syrup plants in Dallas, Los Angeles, and Chicago. An interesting controversy occurred early in the history of Coca-Cola in that Mr. Candler continued to sell Coca-Cola as a patent medicine. However, in 1898, Congress passed a tax on all medicines and thus initiated a successful campaign on the part of Mr. Candler to have it rebranded as a beverage. In the vernacular, Coke had become a soft drink.<sup>2</sup>*

*-Seeking to distinguish themselves from the many competitors, Coca-Cola in 1916 adopted the curvaceous bottle shape still in use today—one that enables Coca-Cola to be the most recognizable product in the world—*

<sup>1</sup> National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc. Monroe, Ouachita Parish, Louisiana. National Register #13000275.

<sup>2</sup> Ibid.

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*simply by the shape of a bottle (per Coca-Cola historians).<sup>3</sup> In 1919, Mr. Candler sold the company to Ernest Woodruff and a group of investors for the sum of 25 million dollars and the rest, as they say, is history. Dr. Pemberton had passed away in 1888 without ever knowing the phenomenon he had been instrumental in creating.<sup>4</sup>*

*The Chattanooga-based consortium that held the exclusive bottling rights for Coca-Cola did not have the capital to expand. What emerged was a system whereby independent bottlers were granted exclusive territorial franchises and contracts to bottle and sell Coca-Cola. By 1920 there were about 1,000 bottling plants. The parent Coca-Cola Company controlled the all-secret syrup making, selling it to bottlers.*

*Sometimes Coca-Cola bottling plants looked much like any other commercial building in town, with only painted signs identifying their use. Others had Coca-Cola iconography as part of their design.*

*Coca-Cola bottlers were the retailers—the face of Coca-Cola in a given community. They bottled and delivered the finished product along defined routes. In the early days bottling was slow and labor-intensive, via foot-powered machines, one bottle at a time, yielding 50 to 100 bottles per hour. Bottles were washed crudely by hand. By the 1910s the operation was largely automated. The all-important product delivery was first by horse or mule-drawn wagons. By the late 1910s most bottlers had converted to trucks. Each plant had route salesmen, typically dressed in snappy uniforms emblazoned with the trademark Coca-Cola script.*

*The 1920s was a decade of growth in the bottling business. By the end of the decade, sales of bottled Coca-Cola had exceeded fountain sales. The revolution in distribution and marketing was complete.<sup>5</sup>*

Commercial Institution:

*Coca-Cola bottling plants, with their retinue of delivery trucks, were once institutions in their respective communities, particularly in small towns. And their owners were typically among the commercial elite of their communities. E. J. Kahn, in his book *The Big Drink*, titles them “the most important businessman in town.” They were the face of Coca-Cola in town after town.*

*Coca-Cola bottlers have been researched extensively in Georgia, the home of Coca-Cola. Quoting from Mike Cheatham’s *Your Friendly Neighbor: The Story of Georgia’s Coca-Cola Bottling Families*:*

*This dedicated and influential body of bottlers not only brought the beverage “within an arm’s length of desire” for Georgians, but associated the Coca-Cola business with Main Streets all over the state.... Millions of Americans have good memories of their “friendly, hometown neighbor who bottles Coca-Cola” (as the tag line for advertising once ran). They remember the bottling plant on their hometown Main streets.<sup>6</sup>*

*Cheatham also writes of what became something of an institution for Coca-Cola bottling plants: the school trip to watch the beverage being bottled. After watching the spinning bottles being filled and capped, students were given a sample right off the bottling line, along with a Coca-Cola emblazoned ruler, pencil, and tablet. This marketing tactic began in 1909 and continues with modifications today.*

<sup>3</sup> National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

<sup>4</sup> National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc. Monroe, Ouachita Parish, Louisiana. National Register #13000275

<sup>5</sup> National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

<sup>6</sup> Mike Cheatham. *Your Friendly Neighbor: The Story of Georgia’s Coca-Cola Bottling Families*. Mercer University Press: Macon, GA; 1999.

Bogalusa Coca-Cola Bottling Plant

Name of Property

Washington Parish, LA

County and State

*The Coca-Cola Company, on its website, includes a collection of "Coca-Cola Stories," some of which relate to the role of the bottling plant in a given community. One person's recollections would stand for many: "When I was growing up in Wichita, Kansas, the most fun thing to do was go to the local bottling plant and watch them make and bottle Coke. As a young child, this was big stuff and I will always remember it." Another individual reminisces about the school field trip: "Since my childhood days, Coca-Cola products are the only beverages I buy."*

As Coca-Cola Company's bottling franchise operations increased all over the country, leader Robert Woodruff recognized the need for modern bottling facilities to handle the increased volume. In 1929 and 1932 the Standardization Committee of Coca-Cola Bottlers adopted standards and guidelines on almost every element of the company, including bottling plant architecture. Many franchise owners applied these architectural standards to their facilities but also added their own expressions of individualism. The Bogalusa bottling plant plan and design is a very close example of the design for "Standard Plant No. 3" from the *Coca-Cola Bottler's Standards* of 1929 (Figures 11,12). The plans and renderings in the Standards document are attributed to Pringle and Smith Architects of Atlanta, Georgia, although each building was customized locally when constructed. The building was designed in the Classical Revival style, featuring modillioned eaves, an ornamented door surround with an entablature and keystone, and a hipped roof. Interest in the Classical Revival style in America was sparked by the World's Columbian Exposition in Chicago in 1893, where historical interpretations of European styles were encouraged. The Revival styles remained popular for homes and commercial buildings during the first two decades of the nineteenth century. During this same time period, modern architects were also looking towards the future and more progressive styles. These competing philosophies created the Eclectic Movement, which allowed architects to look to borrow from historic building styles to create new and unique designs. The design for the Coca-Cola Bottling building is a reflection of this area of architectural exploration of the classic and modern, in a decidedly commercial form. The company also created several variations on the same style for the 1929 and 1932 catalogs, and some builders added their own twists on the plans with different rooflines and ornamentations. (Figures 13-15)

As an early Coca-Cola Bottling entrepreneur, J.C. Mills immediately adopted these new standards for Coca-Cola architecture in 1930 when he demolished the original wooden bottling building to construct the new modern, efficient brick structure in Bogalusa. Mills took the general plan in the catalog and adapted it to his site, orienting the originally large open plan bottling room (Figure 16) so that it was visible to passersby through large plate glass windows facing busy Shenandoah Street. Even though it was not designed specifically for the town, the style corresponds to the other important buildings constructed during this era in Bogalusa. These include the Classical Revival City Hall Building, the Colonial Revival post office, and the Colonial Revival Sullivan House, which are the only other high style buildings remaining from Bogalusa's early days. The Bogalusa Coca-Cola Building was once the center of a family neighborhood, but now stands surrounded by modern, commercial structures, with further emphasized its architectural value to the community.

Conclusion

Aside from a few easily reversible additions, the building retains almost all of its original architectural and historical integrity. This is significant in Bogalusa as very few structures remain from its early days of growth and prosperity, especially industrial buildings unrelated to the lumber and railroad industries. Members of the Mills family still reside in Bogalusa, as do many former employees of the Coca-Cola Bottling Company. The structure is featured prominently in historic photographs, and ads can be found in a publication produced for the annual Washington Parish Fair dating back to the 1920s. The Bogalusa Coca-Cola Bottling Building should be recognized on the National Register because it remains as an architectural reminder of its historical role in the development of Bogalusa and the national expansion of Coca-Cola Bottlers.

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**Developmental History/Additional historic context information**

---

<sup>7</sup> National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

Bogalusa Coca-Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

See above.

**9. Major Bibliographical Resources**

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

Cheatham, Mike (1999). *Your Friendly Neighbor: The Story of Georgia's Coca-Cola Bottling Families*. Macon, Georgia: Mercer University Press

*Coke Plant to Be Closed*. Bogalusa Daily News

Curtis, Michael (1973). Early Development and Operations of the Great Southern Lumber Company. *Louisiana History: The Journal of the Louisiana Historical Association*, 14(4), 347-368.

Irwin, Ned (2017, October 8). *Coca-Cola Bottling Company*. Retrieved from: <https://tennesseeencyclopedia.net/entries/coca-cola-bottling-company/>

Martin, Blaine (2018). *The Architecture of Refreshment*. Retrieved from: <http://earlycoke.com/bottling-plant-architecture.html>

Mills, F. (2018, June 7). Personal Interview

National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc., Monroe, Ouachita Parish, Louisiana. National Register #13000275

National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205

New Home of Coca-Cola Bottling Company to be Opened Thursday (1931, March 20). *The Bogalusa Enterprise* (16.)

Sanborn Fire Insurance Maps. Bogalusa, LA. 1915, 1919, 1925, 1930, 1945

Quick, Amy (1946). The History of Bogalusa, the "Magic City" of Louisiana. *Louisiana Historical Quarterly*, 29. 73-201.

**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

Bogalusa Coca-Cola Bottling Plant  
 Name of Property

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 County and State

- Local government  
 University  
 Other  
 Name of repository: \_\_\_\_\_

Historic Resources Survey Number (if assigned): \_\_\_\_\_ N/A

**10. Geographical Data**

Acreage of Property: 1.1 acres

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_  
 (enter coordinates to 6 decimal places)

1. Latitude: 30.789481 Longitude: -89.865278

**Verbal Boundary Description** (Describe the boundaries of the property.) The property boundaries are the intersections of Huron Avenue and Shenandoah Street to the North and to the intersection of Shenandoah Street with an unnamed alley approximately 120 feet to the South of Huron Avenue. The East boundary is Shenandoah St., and the West boundary sits approximately 400 feet back from Shenandoah Street.

**Boundary Justification** (Explain why the boundaries were selected.) The boundaries were chosen by the property lines and are the historic boundaries of the property.

**11. Form Prepared By**

name/title: Claire Cothren Winn  
 organization: Waycaster & Associates  
 street & number: 112 Main Street  
 city or town: Natchez state: MS zip code: 39120  
 e-mail: clairecothren@gmail.com  
 telephone: (601)442-3649  
 date: 8.18.18

**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

**Photographs**

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Bogalusa Coca-Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

## Photo Log

Name of Property: Bogalusa Coca-Cola Bottling Company Building

City or Vicinity: Bogalusa

County: Washington Parish

State: Louisiana

Name of Photographer: Claire Winn

Date of Photographs: May 15, 2018, September 12, 2018

- 1 of 33: Façade of main building: camera facing west.
- 2 of 33: Close up of main entry: camera facing west.
- 3 of 33: View of north and east elevations. Camera facing southwest
- 4 of 33: View of east end of north elevation. Camera facing southwest
- 5 of 33: View of first floor north elevation and second story east elevation. Camera facing southeast
- 6 of 33: View of block wall, original brick garage, and metal building at north elevation. Camera facing southeast
- 7 of 33: View of metal building at rear of north elevation. Camera facing southeast
- 8 of 33: View of second story west elevation. Camera facing southeast.
- 9 of 33: View of west elevation of main building. Camera facing east
- 10 of 33: View of second floor west elevation and first floor south elevation. Camera facing northeast
- 11 of 33: View of south elevation rear enclosure. Camera facing northwest
- 12 of 33: View of south elevation of main building. Camera facing north
- 13 of 33: View of south elevation of one story wing of main building. Camera facing northwest
- 14 of 33: Close up of original glass block south entry at one story wing of main building. Camera facing northeast
- 15 of 33: View of south elevation of concrete block wall addition and east elevation of original brick garage. Camera facing northwest
- 16 of 33: View of rear enclosed courtyard showing east elevation of brick garage. Camera facing west
- 17 of 33: View of east elevation of brick garage. Camera facing west
- 18 of 33: View of south elevation of concrete block wall. Camera facing north
- 19 of 33: View of west elevation of one story wing and concrete block wall addition. Camera facing northeast
- 20 of 33: Interior view at front entry showing original reception window. Camera facing northwest
- 21 of 33: Interior view of east end of original bottling room looking towards entry showing original brick columns. Camera facing south
- 22 of 33: Interior view of original window at first floor. Camera facing northeast.
- 23 of 33: View of original bottling room with added partition walls. Camera facing west
- 24 of 33: View of west end of original bottling room. Camera facing northeast
- 25 of 33: View of west end of original bottling room. Camera facing northwest
- 26 of 33: View of original double doors at rear of bottling room. Camera facing northwest
- 27 of 33: View of stair at first floor. Camera facing south
- 28 of 33: View of stair landing at second floor. Camera facing southwest
- 29 of 33: View of south end of second floor. Camera facing southwest
- 30 of 33: Second floor office, original accounting room. Camera facing southwest
- 31 of 33: View of second floor. Camera facing northwest
- 32 of 33: View of second floor showing elevator shaft. Camera facing southwest
- 33 of 33: View of syrup room at second floor showing original wall tile. Camera facing northwest

Bogalusa Coca-Cola Bottling Plant

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6. Mr. Elbert Sylvest and coworkers at Coca-Cola Bottling plant, 1940. Courtesy of Charmaine Sylvest Vernon
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14. Rendering of "Standard Plant No. 4" from the "Coca-Cola Bottlers' Standards" of 1929
15. Version of "Standard Plant No. 2" from the "Coca-Cola Bottlers' Standards" of 1929 located in Leesburg, Florida.
16. Original bottling room of 1931 Bogalusa Bottling Plant. Courtesy of Frances Mills
17. Original accounting room on second floor of Bogalusa Bottling Plant. Courtesy of Edward Mills
18. Photo of syrup room from the Bogalusa Enterprise and American. Courtesy of Frances Mills
19. Photo of original brick garage building at rear of property. Courtesy of Frances Mills
20. Photo of East Elevation of Coca-Cola Building and employees



Bogalusa Coca-Cola Bottling Plant  
Name of Property

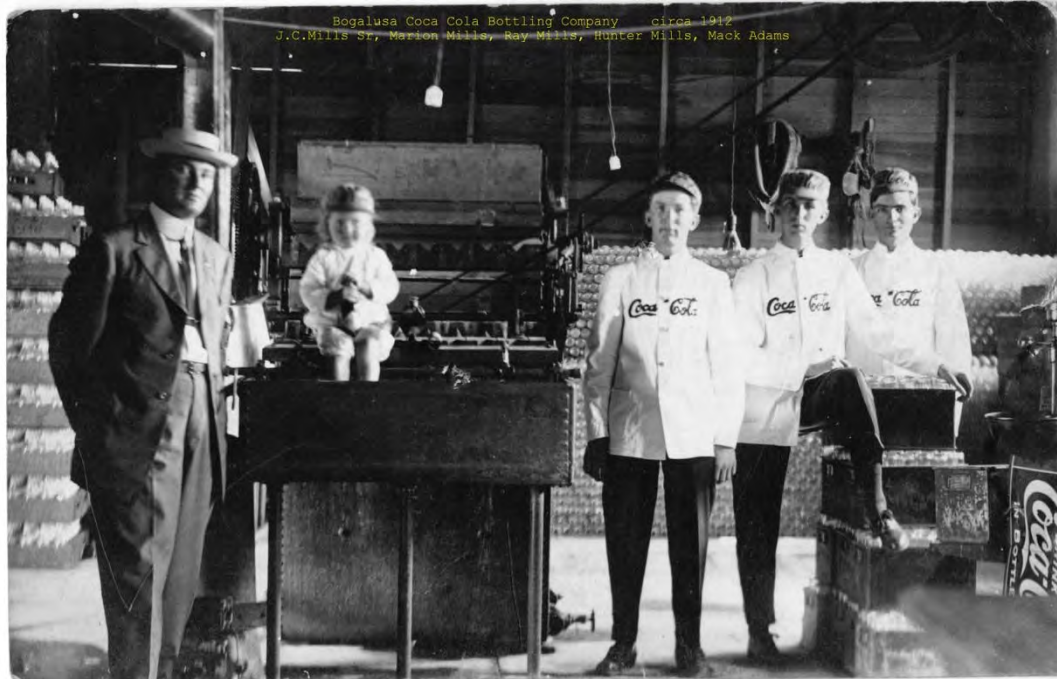
Washington Parish, LA  
County and State



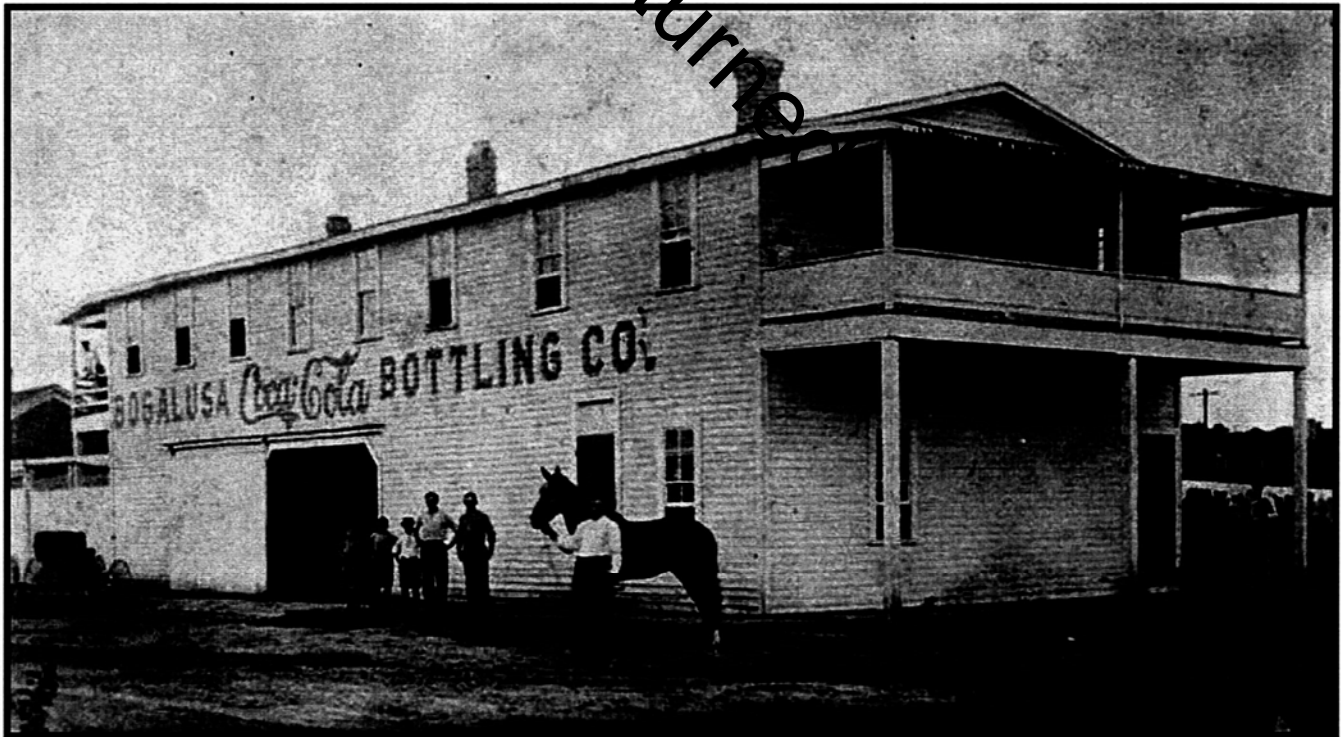
1. Photo of J.C. Mills from the Bogalusa Enterprise

Bogalusa Coca-Cola Bottling Plant  
Name of Property

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2. Photo of J.C. Mills and others at original Bottling plant building. Courtesy of Edward Mills



**The Original Bogalusa Coca-Cola Bottling Company plant is shown in this 1910 photo on a postcard sent by T.H. Mills to J.C. Mills. The Mills family operated the plant.**

3. Photo of the original Bogalusa Bottling Company building. Courtesy of Edward Mills

Bogalusa Coca-Cola Bottling Plant  
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4. Bogalusa delivery men and trucks in front of 1931 building. Courtesy of Edward Mills

Bogalusa Coca-Cola Bottling Plant  
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5. Mr. Elbert Sylvest in Coca-Cola uniform, 1940. Courtesy of Charmaine Sylvest Vernon

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6. Mr. Elbert Sylvest and coworkers at Coca-Cola Bottling plant, 1940. Courtesy of Charmaine Sylvest  
Vermon

Bogalusa Coca-Cola Bottling Plant  
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7. J.C. Mills and Coca-Cola baseball team. Courtesy of Edward Mills

Bogalusa Coca-Cola Bottling Plant  
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8. 4<sup>th</sup> of July parade float in front of bottling plant, 1934. Courtesy of Frances Mills

Bogalusa Coca-Cola Bottling Plant  
Name of Property

Washington Parish, LA  
County and State

804 AVE F  
BOGALUSA, LA 70427

# First State Bank & Trust Co.

BOGALUSA, LA.

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BOGALUSA, LA. PHONE 587

COMPLIMENTS OF

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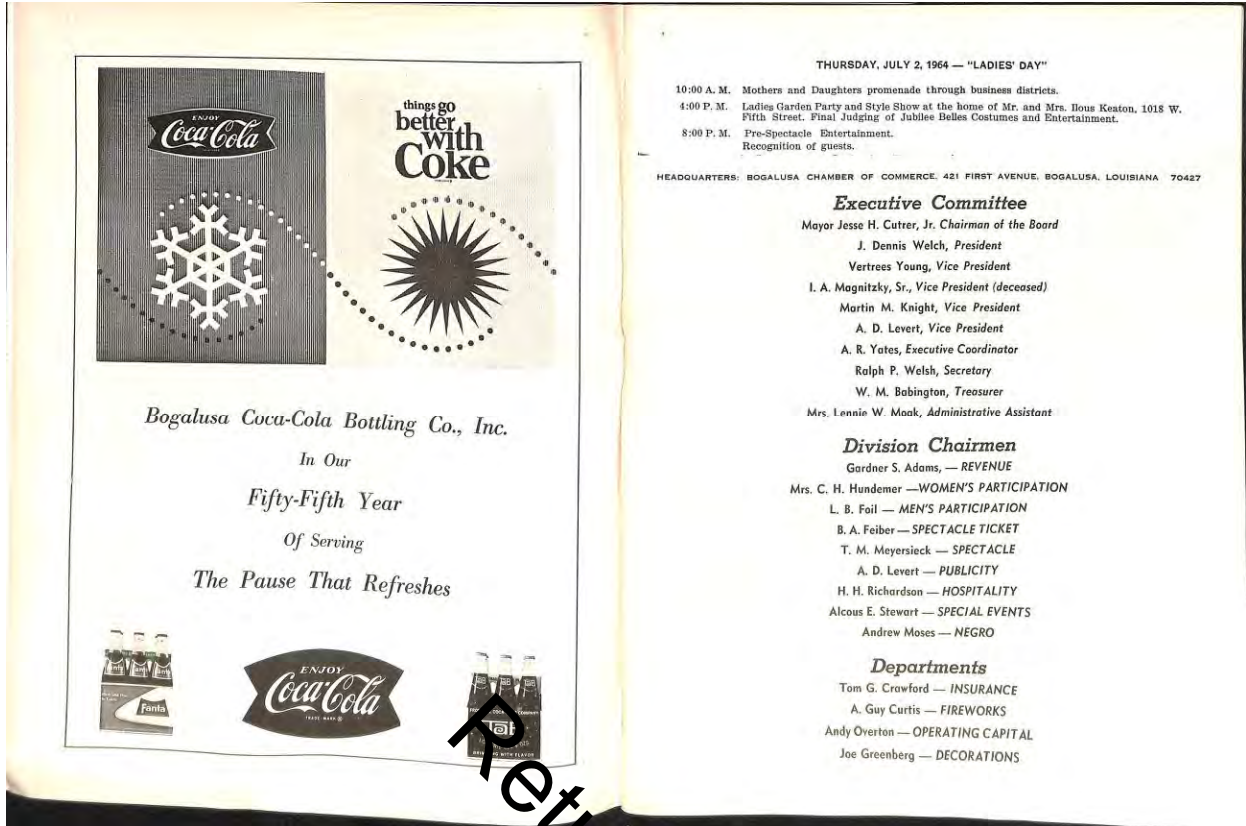
**Bogalusa Coca-Cola Bottling Co.**  
L. RAY MILLS, Manager  
BOGALUSA, LOUISIANA TELEPHONE 67

9. Advertisement from 1939 Washington Parish Fair Bulletin.



Bogalusa Coca-Cola Bottling Plant  
Name of Property

Washington Parish, LA  
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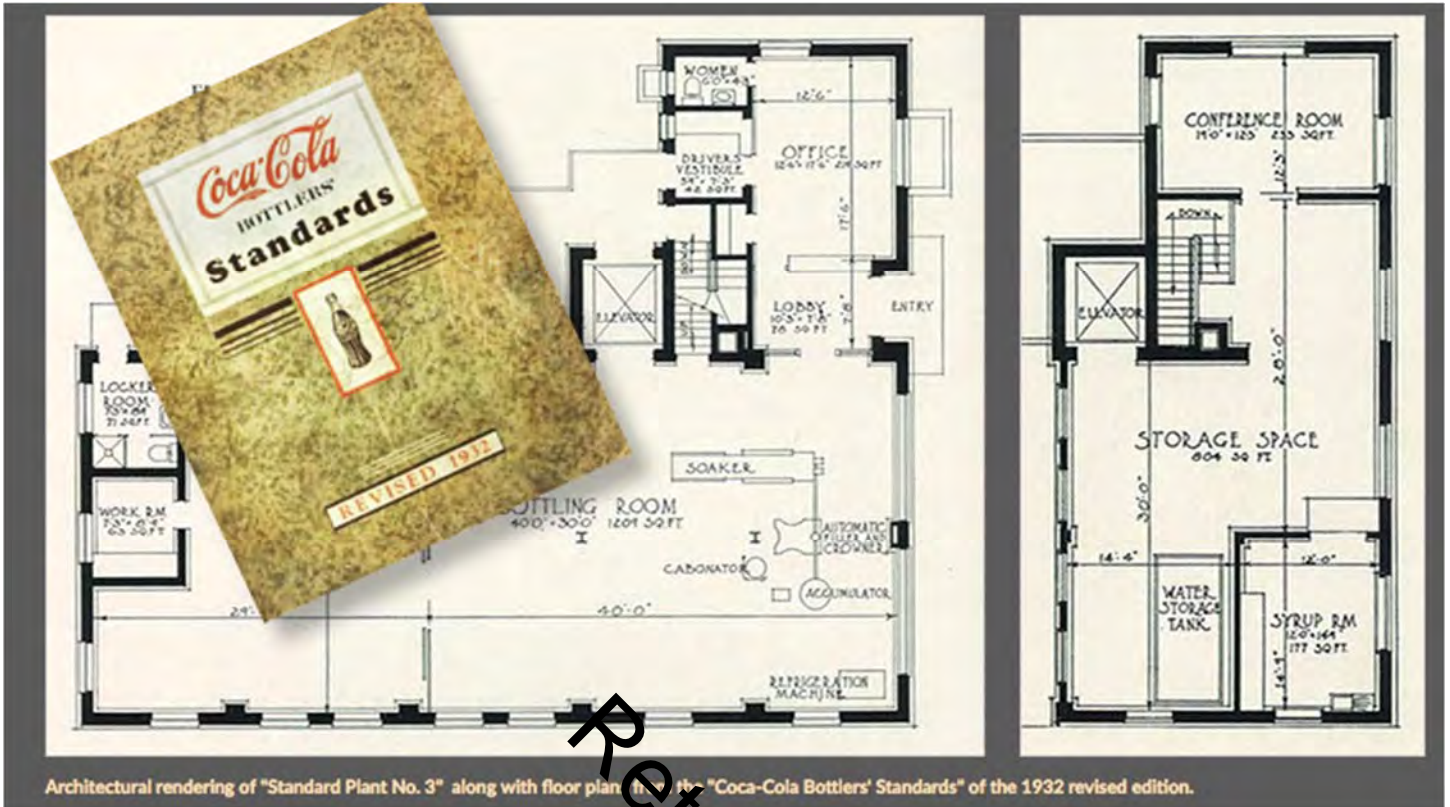
10. Advertisement from 1974 Washington Parish Fair Bulletin



11. Rendering of "Standard Plant No. 3" from the "Coca-Cola Bottlers' Standards" of 1929.

Bogalusa Coca-Cola Bottling Plant  
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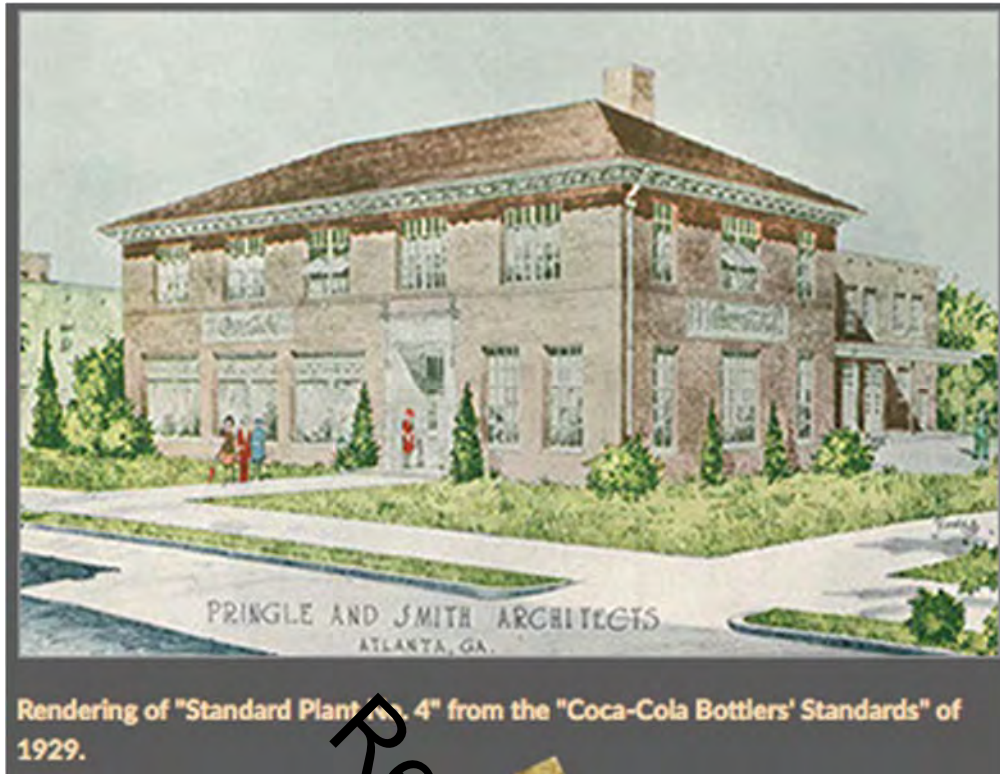
12. Floor plans of "Standard Plant No. 3" from the "Coca-Cola Bottlers' Standards" of 1932.



13. Version of "Standard Plant No. 2" from the "Coca-Cola Bottlers' Standards" of 1929 located in Elberton, Georgia.

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14. Rendering of "Standard Plant No. 4" from the "Coca-Cola Bottlers' Standards" of 1929



15. Version of "Standard Plant No. 2" from the "Coca-Cola Bottlers' Standards" of 1929 located in Leesburg, Florida.

Bogalusa Coca-Cola Bottling Plant  
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16. Original bottling room of 1931 Bogalusa Bottling Plant. Courtesy of Frances Mills

Bogalusa Coca-Cola Bottling Plant  
Name of Property

Washington Parish, LA  
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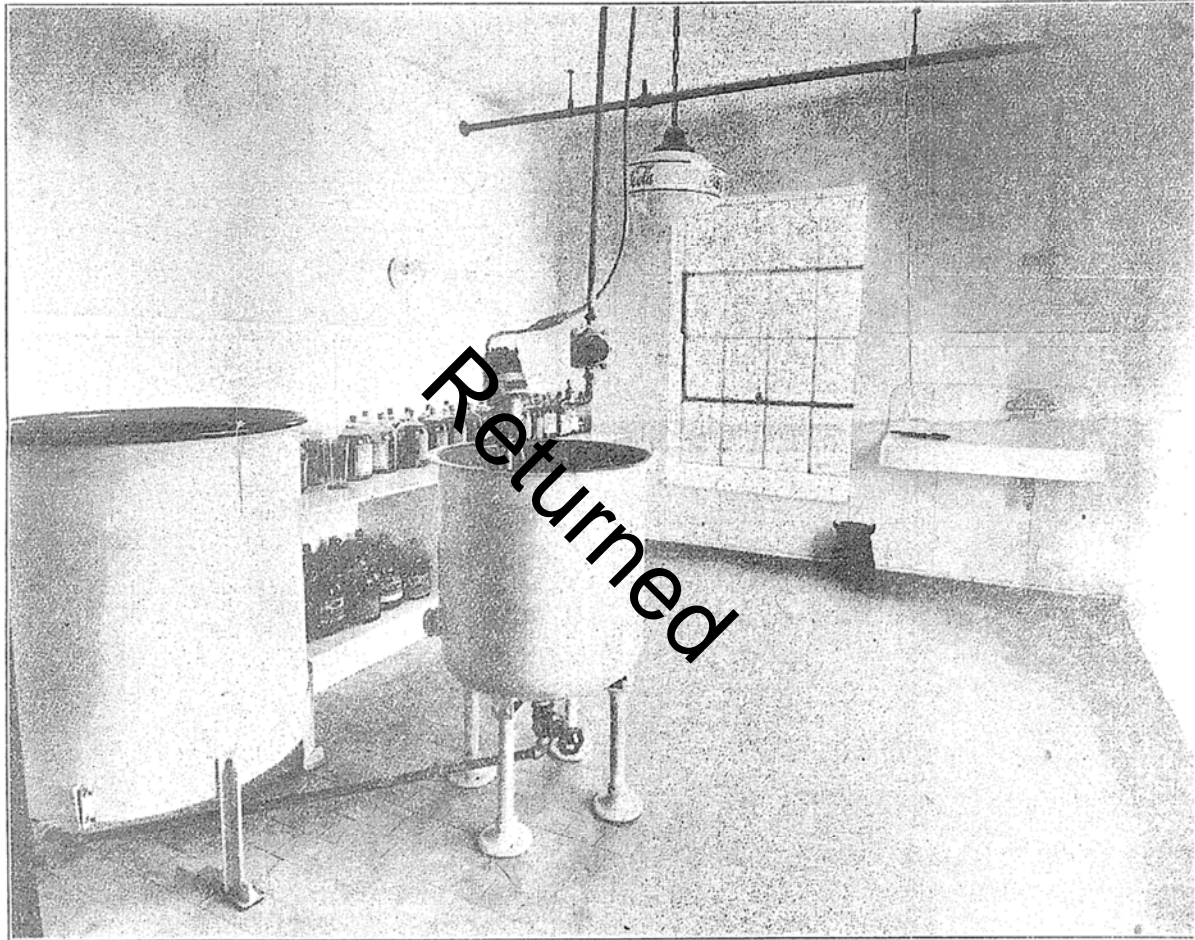
17. Original accounting room on second floor of Bogalusa Bottling Plant. Courtesy of Edward Mills

Bogalusa Coca-Cola Bottling Plant  
Name of Property

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County and State

THE BOGALUSA ENTERPRISE AND AMERICAN

SYRUP ROOM AT NEW HOME OF COCA-COLA BOTTLING CO.,  
A ROOM YOU SHOULD SEE NEXT THURSDAY AT OPENING



practically every instance it is necessary to point out in the replies that majority of the lands now available of little or no use for growing.

the choicest sections for this purpose have long since been sold today there is

**Mueller Seriously Ill**



**SYRUP ROOM IS TILE FINISHED**

If you want to see a room that would be considered sacaculate, then do not fail to visit the room where the syrups are bottled Bogalusa

**FAKE ORDERS ON GRAIN**

Chicago.—An attempt to influence grain prices on the Board of Trade by fake orders telegraphed to commission houses from Kansas was discovered before the opening of the market.

18. Photo of syrup room from the Bogalusa Enterprise and American. Courtesy of Frances Mills

Bogalusa Coca-Cola Bottling Plant  
Name of Property

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County and State

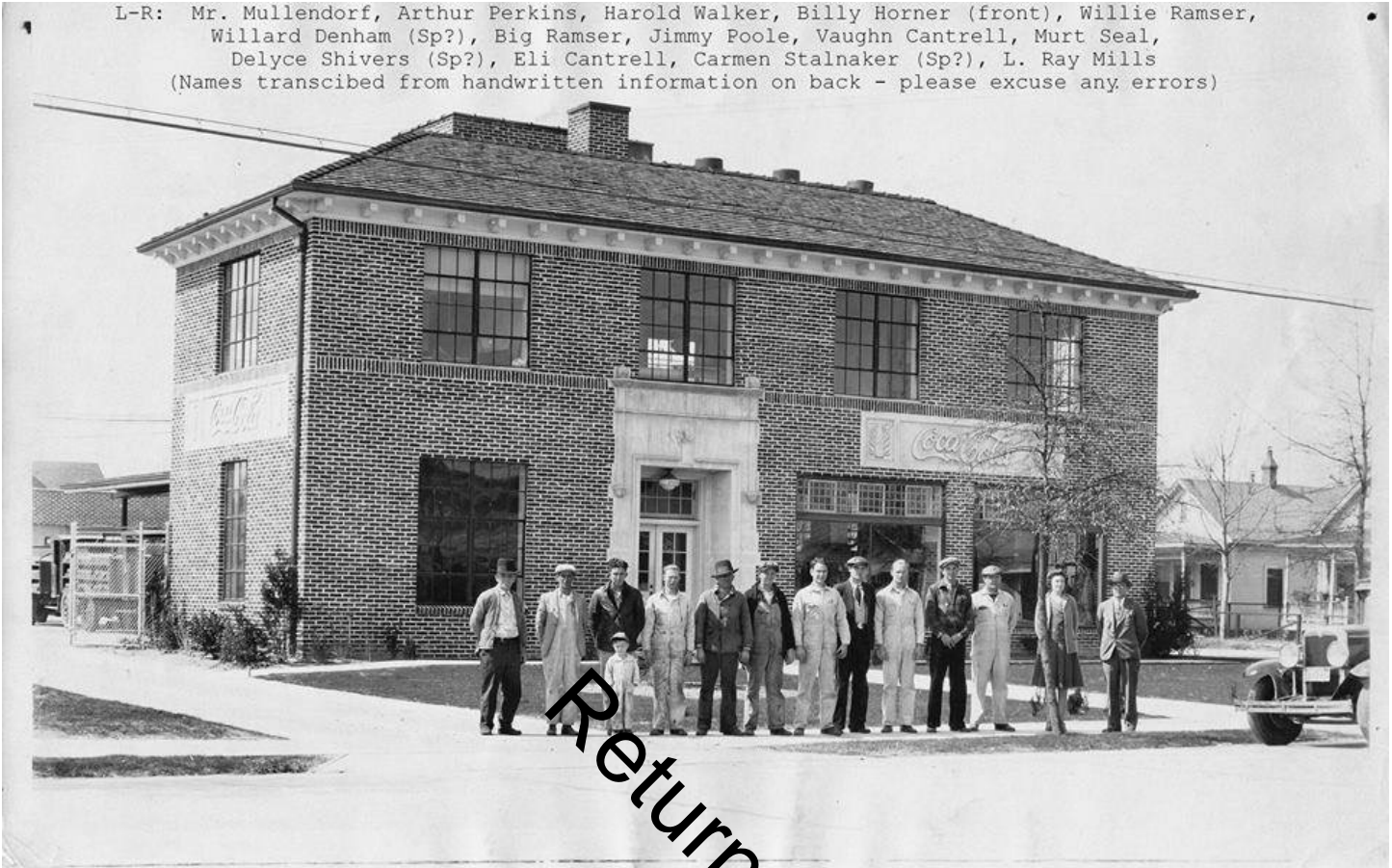


19. Photo of original brick garage building at rear of property. Courtesy of Frances Mills

Bogalusa Coca-Cola Bottling Plant  
Name of Property

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L-R: Mr. Mullendorf, Arthur Perkins, Harold Walker, Billy Horner (front), Willie Ramser, Willard Denham (Sp?), Big Ramser, Jimmy Poole, Vaughn Cantrell, Murt Seal, Delyce Shivers (Sp?), Eli Cantrell, Carmen Stalnaker (Sp?), L. Ray Mills  
(Names transcribed from handwritten information on back - please excuse any errors)

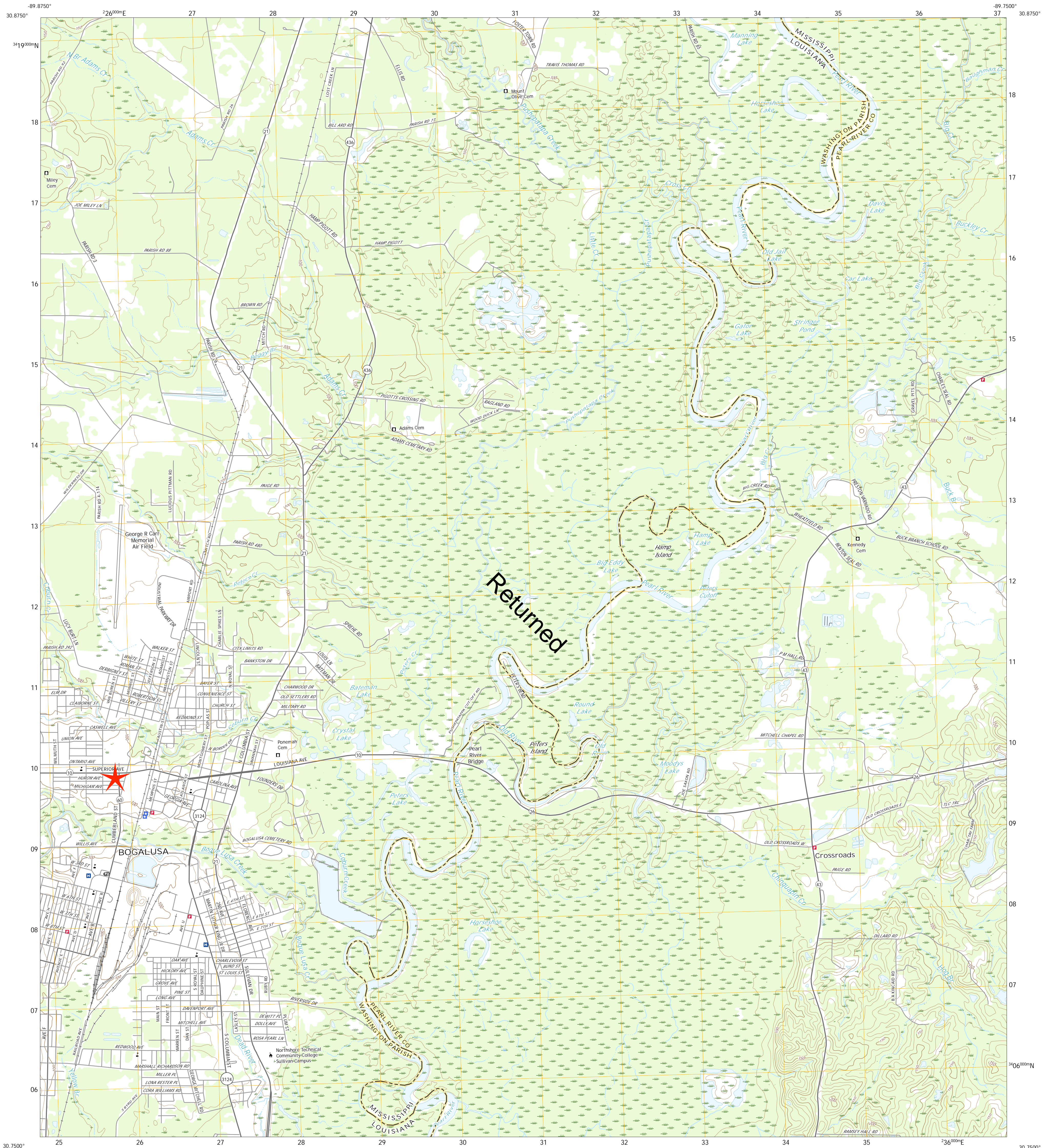


20. Photo of East Elevation of Coca-Cola Building and employees

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

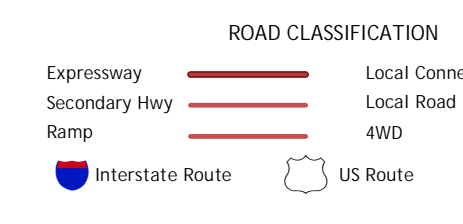
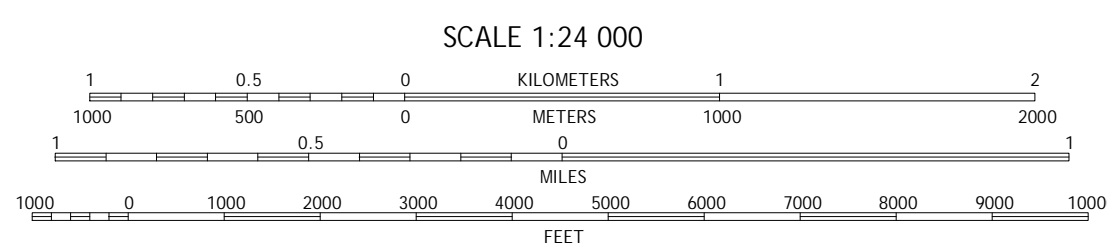
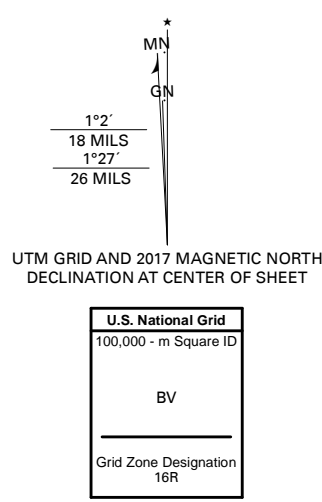




**Bogalusa Coca Cola Bottling Plant, Washington Parish, LA**  
**Latitude: 30.789481 Longitude: -89.865278**

Produced by the United States Geological Survey  
North American Datum of 1983 (NAD83)  
World Geodetic System of 1984 (WGS84) Projection and  
1 000-meter grid/Universal Transverse Mercator, Zone 16R  
This map is not a legal document. Boundaries may be  
generalized for this map scale. Private lands within government  
reservations may not be shown. Obtain permission before  
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Imagery: NAIP, August 2015 - October 2016  
Roads: U.S. Census Bureau, 2017  
Names: GNS, 1980 - 2018  
Hydrography: National Hydrography Dataset, 2006 - 2017  
Contours: National Elevation Dataset, 2008 - 2011  
Boundaries: Multiple sources: see metadata file, 2014 - 2016  
Public Land Survey System: BLM, 2015 - 2017  
Wetlands: FWS National Wetlands Inventory 1983 - 2007



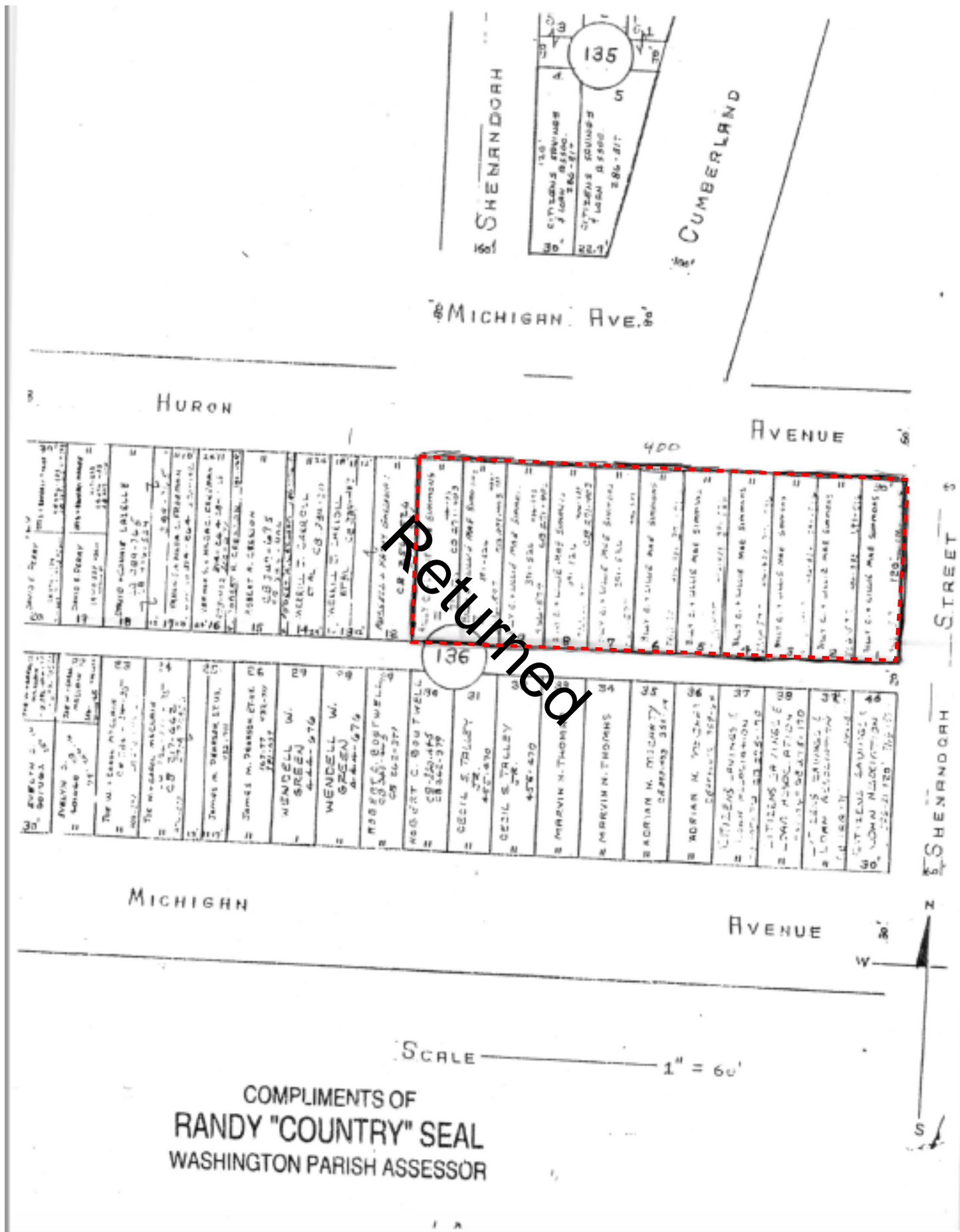
ADJOINING QUADRANGLES

1	2	3
4	5	6
7	8	9

1 State Line  
2 Angle  
3 Fords Creek  
4 Bogalusa West  
5 White Sand  
6 Sun  
7 Henleyfield  
8 McNeill





**Bogalusa Coca-Cola Bottling Plant  
Washington Parish, LA  
Plat Map**



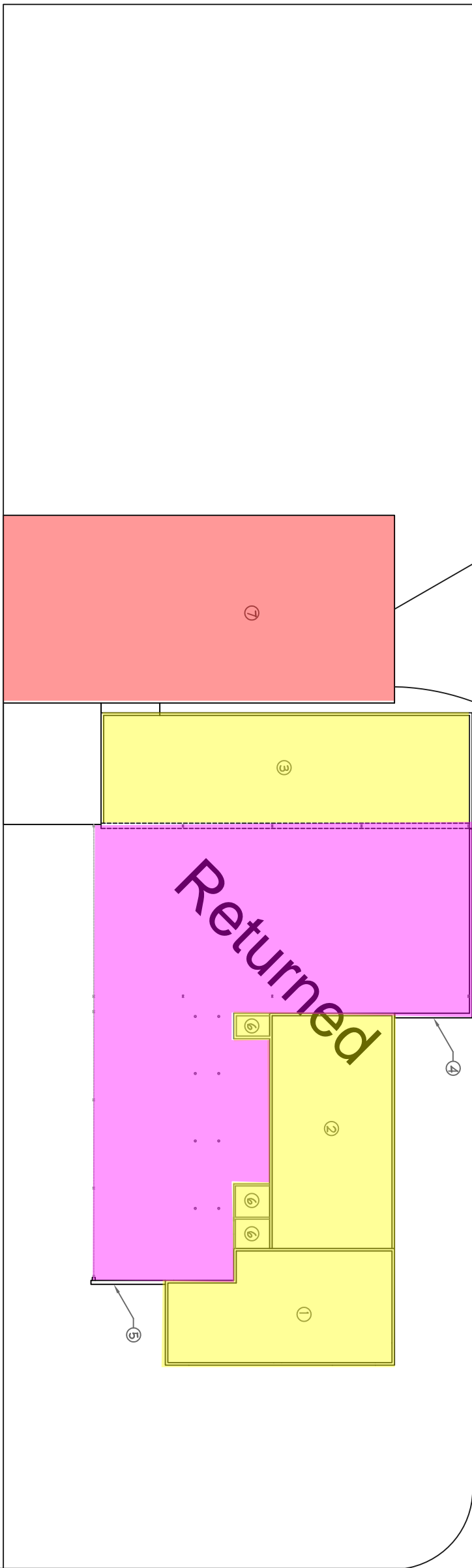
# Bogalusa Coca-Cola Bottling Plant - Washington Parish, LA

Latitude: 30.789481 Longitude: -89.865278

**Legend**

-  213 Shenandoah St.
-  Boundary





HURON AVENUE

SHENANDOAH STREET

- Contributing Building
- Non-Contributing Building
- Non-Contributing Structure

- ① ORIGINAL BUILDING - 2 STORY SECTION
- ② ORIGINAL BUILDING - ONE STORY WING
- ③ ORIGINAL BUILDING - BRICK GARAGE
- ④ CONCRETE BLOCK WALL ADDITION
- ⑤ CONCRETE BLOCK WALL ADDITION
- ⑥ WOOD FRAME ENCLOSURE ADDITIONS
- ⑦ METAL BUILDING



**C1.1**

**Site Plan Bogalusa Coca Cola Plant Renovation**

Shenandoah Street, Bogalusa, Louisiana 70427

Project No.:	1820	Drawn By:	CCW	Notes:	Date	Description
Project Date:	May, 2018	Checked By:	Not Checked			
No. in Set:	of *					



**WAYCASTER & ASSOCIATES**

Architecture/CADD/Planning/Interior Design  
 P.O. Box 824 112 Main Street, Suite 'A'  
 Natchez, MS 39120 Info@WaycasterArch.com Date:  
 Ph: (601) 442-3649 www.WaycasterArchitect.com Seal:



1/16" = 1'-0"

# A1.1

## First Floor Bogalusa Coca Cola Plant Renovation Photo Key

Shenandoah Street, Bogalusa, Louisiana 70427



## WAYCASTER & ASSOCIATES

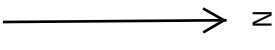
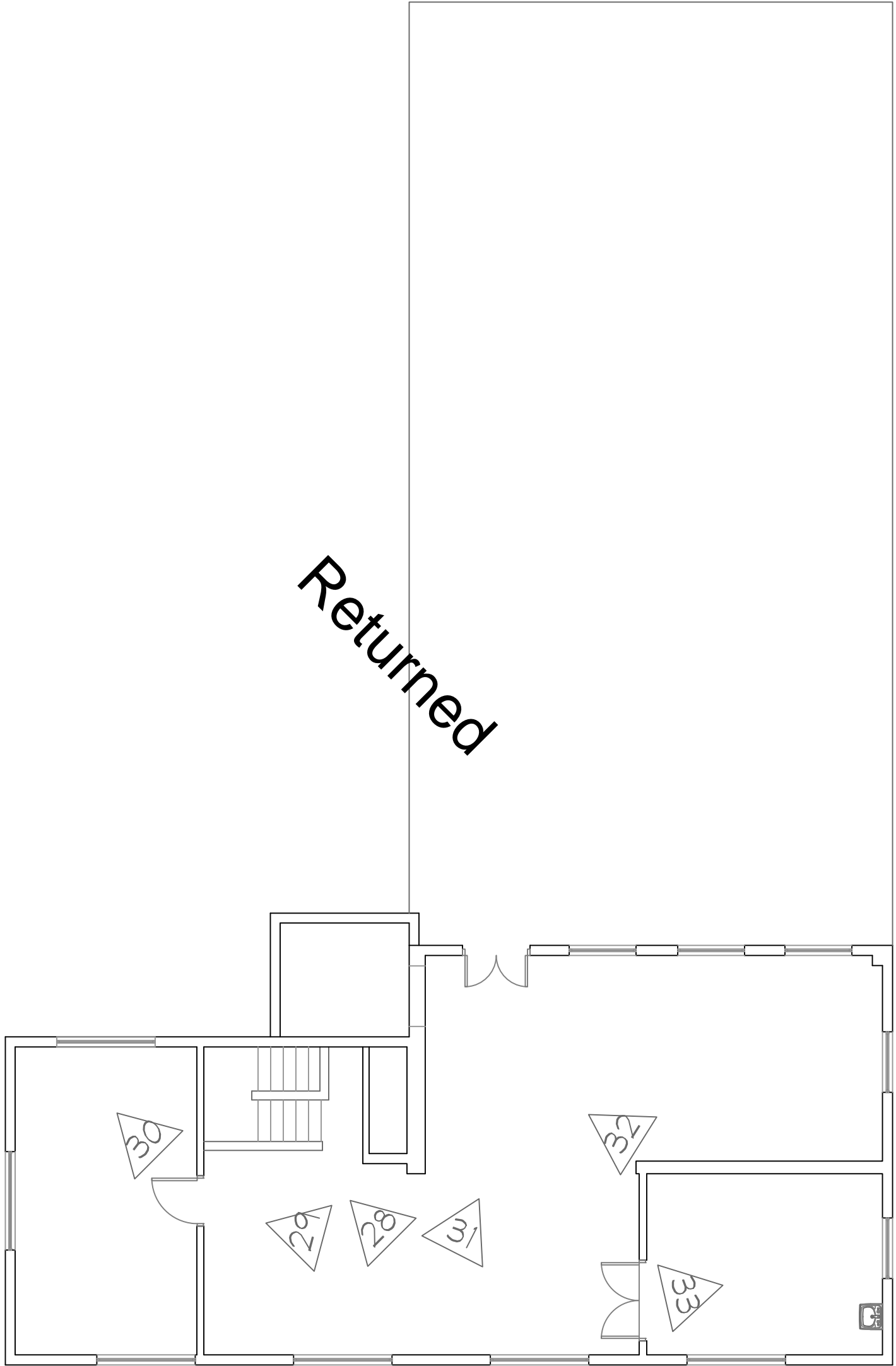
Architecture/CADD/Planning/Interior Design  
 P.O. Box 824 112 Main Street, Suite 'A'  
 Natchez, MS 39120 Info@WaycasterArch.com  
 Ph: (601) 442-3649 www.WaycasterArchitect.com

Project No.:	1820	Drawn By:	CCW	Notes:	Date	Description
Project Date:	May, 2018	Checked By:	Not Checked			
No. in Set:	of *					

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Seal: \_\_\_\_\_



# A1.2

## Second Floor Bogalusa Coca Cola Plant Renovation Photo Key

Shenandoah Street, Bogalusa, Louisiana 70427



### WAYCASTER & ASSOCIATES

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Project No.:	1820	Drawn By:	CCW	Notes:	Date	Description
Project Date:	May, 2018	Checked By:	Not Checked			
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Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Seal: \_\_\_\_\_

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/17/2018      Date of Pending List:      Date of 16th Day:      Date of 45th Day: 1/31/2019      Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal       | <input type="checkbox"/> PDIL            | <input type="checkbox"/> Text/Data Issue    |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo              |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary       |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period             |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input type="checkbox"/> Less than 50 years |
|                                       | <input type="checkbox"/> CLG             |   |

Accept       Return       Reject      1/30/2019 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Jim Gabbert  Discipline Historian

Telephone (202)354-2275 Date 1-30-2019

DOCUMENTATION:      see attached comments : **Yes**      see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



# United States Department of the Interior

NATIONAL PARK SERVICE  
1849 C Street, N.W.  
Washington, DC 20240

## The United States Department of the Interior National Park Service

### National Register of Historic Places Return/Evaluation Sheet

Property Name: Bogalusa Coca-Cola Bottling Plant, Washington Parish, LA

Reference Number: 100003379

The nomination for the Bogalusa Coca-Cola Bottling Plant is being returned for technical revision

The nomination indicates that there are two contributing buildings, one noncontributing building, and one noncontributing structure. Based on the photographs and following the guidance found on page 17 or the National Register bulletin *How to Complete the National Register Registration Form*, the “noncontributing structure” should be considered an addition to the original building. “Count a building or structure with ancillary structures, covered walkways, and additions as a single unit...” In this case, the “noncontributing structure” is an addition to the original building. The narrative does not indicate when this addition was created. Please provide a construction date. It may be described as a non-historic addition if it does not reflect the significance of the overall resource and was constructed outside of the period of significance.

Please provide a new site map and resource count for the property that reflect these comments.

Please feel free to contact either me if you have any questions. I can be reached at (202) 354-2275 or email at [James\\_Gabbert@nps.gov](mailto:James_Gabbert@nps.gov).

Sincerely,

Jim Gabbert, Historian  
National Register of Historic Places  
1/31/2019





BILLY NUNGESSER  
LIEUTENANT GOVERNOR

**State of Louisiana**  
OFFICE OF THE LIEUTENANT GOVERNOR  
DEPARTMENT OF CULTURE, RECREATION & TOURISM  
OFFICE OF CULTURAL DEVELOPMENT  
DIVISION OF HISTORIC PRESERVATION

RICHARD H. HARTLEY  
DEPUTY SECRETARY

KRISTIN P. SANDERS  
ASSISTANT SECRETARY

October 3, 2018

City of Bogalusa  
PO Box 1179  
Bogalusa, LA 70427

To Whom it may Concern:

We are pleased to inform you that the historic resource listed below will be considered by the State National Register Review Committee for nomination to the National Register of Historic Places:

**Bogalusa Coca-Cola Bottling Plant  
Washington Parish, LA**

The National Register of Historic Places is the federal government's official list of historic properties worthy of preservation. Listing on the National Register provides recognition and assists in preserving our Nation's heritage. Listing of a property provides recognition of its historic significance and assures protective review of federal projects that might adversely affect the character of the historic property. If the property is listed on the National Register, tax credits for rehabilitation and other beneficial provisions may apply. Listing in the National Register does not place limitations on the property by the federal or state government. Public visitation rights are not required of owners. The government will not attach restrictive covenants to the property or seek to acquire them. A draft copy of the nomination and attachment is included with this letter.

One of your responsibilities as a Certified Local Government (CLG) is to review pending National Register nominations of properties within your community. This is required, in part, to detect any errors in fact, but also to provide local insight or knowledge concerning the property. I hope that you will consider the nomination for this property at your next meeting. After providing a reasonable opportunity for public comment, the Bogalusa Historic District Commission shall fill out the attached CLG review form as to whether or not, in their opinion, the property meets the National Register criteria. Within 60 calendar days of notice from the State Historic Preservation Office (SHPO), the chief elected official shall transmit their report to the SHPO. If the SHPO does not receive the report and recommendation within 60 calendar days, the nomination process will continue. All comments received will be forwarded to the SHPO Director and the National Register Review Committee for consideration along with the nomination.

We have scheduled the nomination for presentation to the National Register Review Committee on **Thursday December 6, 2018**, and would like to receive your comments by that time in

June 8, 2018  
Page 2

fulfillment of the comment period. This letter serves as notification initiating the sixty-day comment period.

You are invited to attend the National Register Review Committee meeting at which the nomination will be officially considered. The location and time have not been confirmed yet, but will be found on our website. Should you have any questions about this nomination, please contact Jessica Richardson at 225-219-4595 or at [jrichardson@crt.la.gov](mailto:jrichardson@crt.la.gov).

Thanks,

A handwritten signature in blue ink that reads "Kristin Sanders". The signature is written in a cursive style with a large initial "K".

Kristin Sanders  
State Historic Preservation Officer

**BOGALUSA HISTORIC DISTRICT COMMISSION REPORT FOR:  
BOGALUSA COCA-COLA BOTTLING PLANT  
NATIONAL REGISTER NOMINATION**

NAME OF CLG: \_\_\_\_\_

PROPERTY NAME: \_\_\_\_\_

PROPERTY ADDRESS: \_\_\_\_\_

DATE SENT: \_\_\_\_\_

DATE OF NATIONAL REGISTER REVIEW COMMITTEE MEETING: 11/14/18

Does the nomination meet the Criteria for Listing on the National Register of Historic Places?

Yes  No \_\_\_\_\_ Criterion: A \_\_\_\_\_ B \_\_\_\_\_ C  D \_\_\_\_\_

Has public comment been included? Yes  No \_\_\_\_\_ Explain:

yes voted and discussed in public meeting

The Commission recommends that the property or properties should be listed on the National Register of Historic Places.

The Commission would like to make the following recommendations regarding the nomination (use additional sheets if necessary): Approve it.

The Commission recommends that the property or properties should not be listed on the National Register of Historic Places for the following reasons:

The Commission chooses not to make a recommendation on this nomination for the following reasons:

Marcus D. Irvine, Jr.  
Historic District Commission Chair (Print Name)

Marcus D. Irvine Jr. 11-14-2018  
Signature Date

Wendy Quinn-Perrette  
Chief Elected Official (Print Name)

Wendy Quinn Perrette 11/16/2018  
Signature Date



BILLY NUNGESSER  
LIEUTENANT GOVERNOR

State of Louisiana  
OFFICE OF THE LIEUTENANT GOVERNOR  
DEPARTMENT OF CULTURE, RECREATION & TOURISM  
OFFICE OF CULTURAL DEVELOPMENT  
DIVISION OF HISTORIC PRESERVATION

RICHARD H. HARTLEY  
DEPUTY SECRETARY

KRISTIN P. SANDERS  
ASSISTANT SECRETARY



DATE: April 9, 2019

TO: Mr. James Gabbert  
National Park Service Mail Stop 7228  
1849 C Street, NW  
Washington, D.C. 20240

FROM: Nicole Hobson-Morris, Director *NHM*  
Louisiana Division of Historic Preservation

RE: Bogalusa Coca Cola Bottling Plant Building, Washington Parish, LA

Hi Jim,

The enclosed disk contain the true and corrected copy of the National Register Documentation for the Bogalusa Coca Cola Plant to be placed in the National Register of Historic Places. The information has been corrected per your comments for technical revisions. Should you have any questions, please contact me at [nmorris@crt.la.gov](mailto:nmorris@crt.la.gov).

Enclosures:

- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tiff format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- Other: Correspondence on CD

Comments:

- Please ensure that this nomination receives substantive review
- This property has been certified under 36 CFR 67
- The enclosed owner(s) objection(s) do \_\_\_\_\_ do not \_\_\_\_\_ constitute a majority of property owners. (Publicly owned property)
- Other: