

PH0023302

Third Congressional District

Form 10-300
(Dec. 1968)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: GEORGIA	
COUNTY: Muscogee	
FOR NPS USE ONLY	
ENTRY NUMBER 11-9-13-0038	DATE 9/28/71

1. NAME

COMMON:
THE PEMBERTON HOUSE

AND/OR HISTORIC:

2. LOCATION

STREET AND NUMBER:
11 Seventh Street

CITY OR TOWN:
Columbus

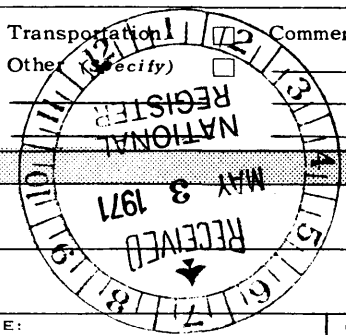
STATE Georgia	CODE 13	COUNTY: Muscogee	CODE 215
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3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
District <input type="checkbox"/> Building <input checked="" type="checkbox"/>	Public <input type="checkbox"/> Private <input checked="" type="checkbox"/> Both <input type="checkbox"/>	Occupied <input type="checkbox"/> Unoccupied <input checked="" type="checkbox"/> Preservation work in progress <input type="checkbox"/>	Yes: Restricted <input checked="" type="checkbox"/> Unrestricted <input type="checkbox"/> No: <input type="checkbox"/>
Site <input type="checkbox"/> Structure <input type="checkbox"/> Object <input type="checkbox"/>	Public Acquisition: In Process <input type="checkbox"/> Being Considered <input type="checkbox"/>		

PRESENT USE (Check One or More as Appropriate)

Agricultural <input type="checkbox"/>	Government <input type="checkbox"/>	Park <input type="checkbox"/>	Transportation <input type="checkbox"/>	Comments <input type="checkbox"/>
Commercial <input type="checkbox"/>	Industrial <input type="checkbox"/>	Private Residence <input type="checkbox"/>	Other (Specify) <input type="checkbox"/>	
Educational <input type="checkbox"/>	Military <input type="checkbox"/>	Religious <input type="checkbox"/>		
Entertainment <input type="checkbox"/>	Museum <input checked="" type="checkbox"/>	Scientific <input type="checkbox"/>		



4. OWNER OF PROPERTY

OWNERS NAME:
Historic Columbus Foundation

STREET AND NUMBER:
716 Broadway

CITY OR TOWN:
Columbus,

STATE:
Georgia 31901

CODE
13

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Deed Books, Muscogee County Courthouse

STREET AND NUMBER:
Courthouse Square

CITY OR TOWN:
Columbus,

STATE:
Georgia 31901

CODE
13

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: **Less than 1/4 acre**

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:
Historic Columbus Buildings Inventory

DATE OF SURVEY: **6-1-67** Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:
**Historic Columbus Foundation - 716 Broadway, Columbus, Ga.
Building Inspector's Office, City of Columbus, Ga.
Columbus Museum of Arts & Crafts, Columbus, Ga.
Community Development Division, City of Columbus, Ga.**

CITY OR TOWN:
Columbus

STATE:
Georgia

CODE
13

STATE: **GEORGIA**

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7. DESCRIPTION

CONDITION	(Check One)				
	Excellent <input checked="" type="checkbox"/>	Good <input type="checkbox"/>	Fair <input type="checkbox"/>	Deteriorated <input type="checkbox"/>	Ruins <input type="checkbox"/>
INTEGRITY	(Check One)			(Check One)	
	Altered <input checked="" type="checkbox"/>	Unaltered <input type="checkbox"/>		Moved <input checked="" type="checkbox"/>	Original Site <input type="checkbox"/>

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

The Pemberton House, currently under restoration by Historic Columbus Foundation, is scheduled to be operated as a house museum.

In August of 1969 a Historic District in Columbus, Georgia, was added to the National Register. The boundaries of the District include the property at number Eleven Seventh Street, to which this House was moved. It was deemed advisable for this house to have the protection enjoyed by those included on the National Register. The Third Avenue property on which this house formerly stood was being encroached upon by businesses on all sides.

In August of 1970 an Urban Renewal grant was approved for Columbus. The renewal area coincides with the Historic District. It is hoped that this grant will lead to the alleviation of sub-standard housing conditions as well as being an impetus for the historic preservation movement. Historic Columbus Foundation officers are serving in the planning phases of the renewal program. A concentration of historic structures is being contemplated and it is hoped that The Pemberton House can be a focal point of such an area.

As of August 13, 1970, the Historic District became a legal entity locally under a new zoning ordinance passed by the City of Columbus. This ordinance provides for a Board of Historic and Architectural Review, which must give approval for all demolitions, alterations, and construction undertaken in the District. The Pemberton House has the protection of these regulations.

Because of a fire in the house several years ago, the interior had been altered to such an extent that extensive restoration became essential to return it to its 1855-1860 appearance. It has been determined that the Victorian Gingerbread was added in the late 1880s; this has been removed. Stud work verifies the original door and window openings, and these are being incorporated into the restoration.

The House was moved two and one-half blocks, which does not change the proximity of the relationship between the House and the downtown area that existed during Dr. Pemberton's lifetime. In its present location the same staff that serves the Walker-Peters-Langdon House (a National Register property and headquarters for Historic Columbus Foundation) can serve The Pemberton House as there are only three houses between the structures.

Exterior The house is a simple one-story frame cottage with a white clapboard facade. There are two gables, one at each end

(continued)

SEE INSTRUCTIONS



8. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

- Pre-Columbian 16th Century 18th Century 20th Century
 15th Century 17th Century 19th Century

SPECIFIC DATE(S) (If Applicable and Known) 1855-1860

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

- | | | | | | | |
|----------------|--------------|-------------------------------------|----------------|--------------------------|-----------------|--------------------------|
| Aboriginal | Education | <input type="checkbox"/> | Political | <input type="checkbox"/> | Urban Planning | <input type="checkbox"/> |
| Prehistoric | Engineering | <input type="checkbox"/> | Religion/Phi- | | Other (Specify) | <input type="checkbox"/> |
| Historic | Industry | <input checked="" type="checkbox"/> | losophy | <input type="checkbox"/> | _____ | |
| Agriculture | Invention | <input type="checkbox"/> | Science | <input type="checkbox"/> | _____ | |
| Art | Landscape | <input type="checkbox"/> | Sculpture | <input type="checkbox"/> | _____ | |
| Commerce | Architecture | <input type="checkbox"/> | Social/Human- | | _____ | |
| Communications | Literature | <input type="checkbox"/> | itarian | <input type="checkbox"/> | _____ | |
| Conservation | Military | <input type="checkbox"/> | Theater | <input type="checkbox"/> | _____ | |
| | Music | <input type="checkbox"/> | Transportation | <input type="checkbox"/> | _____ | |

STATEMENT OF SIGNIFICANCE (Include Personages, Dates, Events, Etc.)

THE PEMBERTON HOUSE was the home from 1855-1860 of Dr. John Styth Pemberton, thus giving it international importance because Dr. Pemberton was the originator of a formula which has become the by-word throughout the world, Coca-Cola!

Born in Knoxville, Georgia in 1833, Dr. Pemberton moved with his family to Columbus when he was about nine years old. He attended elementary schools in Columbus, and later went on to study pharmacy and medicine at an "electic school of medicine" in Macon, Georgia. It is not known whether or not Dr. Pemberton received a degree in medicine in Macon. The only evidence found that he might have attained medical rank is a portrait on which "MD" is engraved after his name. In that era if one obtained a degree in medicine he was automatically qualified as a pharmacist and most physicians also practiced pharmacy.

Dr. Pemberton returned to Columbus in 1853, and married a local girl, Miss Ann Eliza Clifford Lewis. They had one son, Charles, who was later a partner with his father in the Pemberton Chemical Company in Atlanta, Georgia.

Two years later (November 20, 1855) the twenty-two year old pharmacist purchased property at 1017 Third Avenue in Columbus from Timothy Markham for \$1,950. Dr. Pemberton's early years as a pharmacist must have been in the employ of others as his name did not appear in local drug advertisements until 1856. His first enterprise was Pemberton-Nucholls, Druggists; they were located in the basement of Cooks Hotel (Southeast corner of Broad and Tenth Streets). Two years later Pemberton & Carter, Druggists "Sign of the Blue Mortar" was located at 83 Broad Street (now 1137-39 Broadway).

Columbus' first City Directory (issued in 1859) listed in bold letters: **JOHN S. PEMBERTON** (Pemberton & Carter) Druggist 83 Broad St. H. (Home) Troup bet. Crawford and St. Clair.

(Troup Street was changed by the "Philadelphia Plan" to Third Avenue and Crawford to Tenth Street, St. Clair to Eleventh Street. Dr. Pemberton owned and lived in the house located
(continued)

SEE INSTRUCTIONS

MAILED
APR 19 1964

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Worsley, Etta B. Columbus on the Chattahoochee, 1951-pgs 289, 373, 494-496
 Sunday Ledger-Enquirer Magazine, Dec. 24, 1967
 Sunday Ledger-Enquirer Magazine, Dec. 31, 1967
Columbus Ledger, July 2, 1969
Columbus Enquirer, July 3, 1969
 Sunday Ledger-Enquirer Magazine, July 13, 1969
Atlanta Constitution, August 19, 1969
Columbus Ledger, Nov. 16, 1970
Columbus, Ledger, Nov. 19, 1969

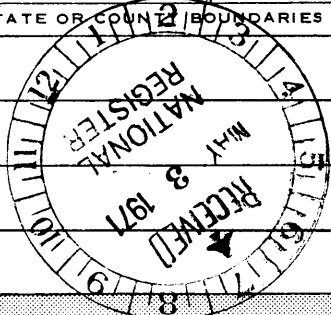
10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY				O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN ONE ACRE										
CORNER	LATITUDE				LONGITUDE			LATITUDE			LONGITUDE				
	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds
NW	0	'	"	0	'	"	92°	27'	32"-N	84°	59'	34"-W			
NE	0	'	"	0	'	"									
SE	0	'	"	0	'	"									
SW	0	'	"	0	'	"									

NO UTA
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LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE



SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE:
Mrs. James J. W. Biggers, Jr., Executive Vice President

ORGANIZATION: **Historic Columbus Foundation** DATE: **4-22-1971**

STREET AND NUMBER:
716 Broadway

CITY OR TOWN: **Columbus,** STATE: **Georgia 31901** CODE: **13**

12. STATE LIAISON OFFICER CERTIFICATION

NATIONAL REGISTER VERIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National State Local

Name Mary Frances Jewell
 Title State Liaison Officer
 Date April 28, 1971

I hereby certify that this property is included in the National Register.

Ernest A. Connally
 Chief, Office of Archeology and Historic Preservation
SEP 28 1971

Date _____

ATTEST:
William M. ...
 Keeper of The National Register
 Date **SEP 13 1971**

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	
GEORGIA	
COUNTY	
Muscogee	
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ENTRY NUMBER	DATE
71.9.13.0038	9/28/71

(Number all entries)

PHYSICAL APPEARANCE - The Pemberton House, Page 2

of the roof line. Two simple columns are to flank the front door and support the gabled porch roof. Wooden stairs to the East of the porch provide access. A simple wooden railing will be across the front of the porch, continuing along the West side. Pine tongue-in-groove flooring will be laid on the porch. The four simple windows across the front (two on either side of the front door) will be faced with louvered shutters. The foundation is brick, and the roof is covered with cedar shake shingles.

Interior This simple house consists of four rooms - a parlor, dining room, and two bedrooms. One will step directly from the front porch (9'8") into the parlor (18'6" by 18'0"), which has three sash windows (two on the front, or South, and one on the East wall) containing eighteen lights each. A fireplace is on the East wall. The dining room (18'6" by 10'4") is directly behind the parlor. It has two sash windows (one on the East and one on the North) identical to those in the parlor. A closet (7'4" by 4'8") offsets on the Northeast corner of the room. A door in the Northwest corner of the room leads directly to wooden steps and the out-of-doors - a few steps away is an outbuilding with the kitchen/chemist area.

To the left of the parlor (a door on the parlor's East wall leads into it) is the largest bedroom (13'10" by 18'0"). This room also has three sash windows (two on the front, or South, and one on the West wall) identical to the parlor windows. A fireplace is also located on the West wall of the room.

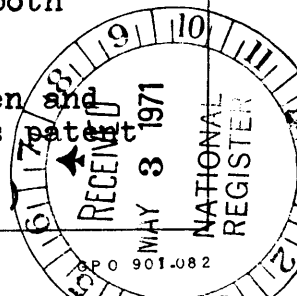
A door on the bedroom's North wall leads into the second bedroom (13'10" by 10'4"), which has two windows in the same relation to the room as that of the dining room. A closet (7'4" by 4'8") offsets on the Northwest corner of the room, and a door on the East wall leads into the dining room.

The parlor and front bedroom have the highest ceilings - 10'-2", while the back two rooms share a ceiling height of 8'6". The closets each are 6'11"; the slope from the roof pitch towards the rear is, thus, apparent.

Pine tongue-in-groove flooring approximately 6" wide is to be laid in the house. The walls of the four main rooms are to be plastered. Tongue-in-groove ceiling is to be used in both closets.

Outbuilding The outbuilding, which served as a kitchen and where it is thought Dr. Pemberton developed many of his patents

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INVENTORY - NOMINATION FORM

(Continuation Sheet)

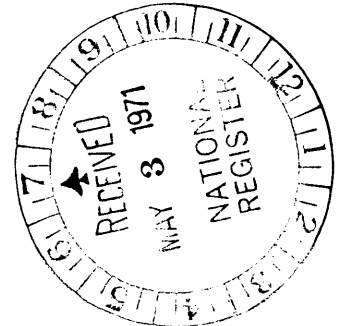
STATE GEORGIA	
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PHYSICAL APPEARANCE - The Pemberton House, Page 3

medicines, stands but a few feet away from the rear steps. It is a simple building (10'4" by 12'4") with a window (identical to those of the main building) in three of its exterior walls. When completed, this building will have simple whitewashed walls and no ceiling. A flue is being installed through the roof, and a cast-iron wood stove will be installed. It is interesting to note it is a "Muscogee" brand stove, and was made in Columbus, Georgia (Muscogee County).

As is proper, a privy will be installed a few feet beyond the outbuilding.



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STATEMENT OF SIGNIFICANCE - The Pemberton House, Page 2

on the South half of Lot 329). The Directory also revealed that Dr. Pemberton was then president of the local YMCA.

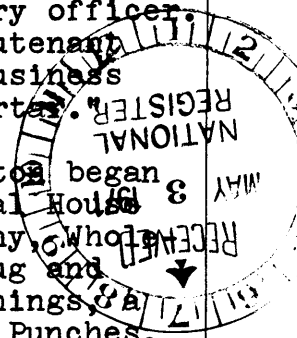
Dr. Pemberton sold the Third Avenue home on February 16, 1860, conveying it to a man named John Ligon, Trustee for Sarah A. Terry, and moved his family to what was then mostly open country on the North side of Columbus.

During the War Between the States, John Pemberton entered the service of the Confederacy as a First Lieutenant Calvary officer. After several enlistments, he attained the rank of Lieutenant Colonel, and at the end of the War, rejoined his old business partner, Dr. Robert Carter at "The Sign of the Blue Mortar."

Six months after returning from the War, Dr. Pemberton began a new drug business known as the Eagle Drug and Chemical House (a retail establishment) and John S. Pemberton & Company, Wholesale Drugs, at 93 Broadway, Columbus. At The Eagle Drug and Chemical House Dr. Pemberton advertised, among other things, a number of drinks - Arrack, Messina, Brandy and Bourbon Punches, Mint Julep, Ginger Wine, Blackberry Brandy, Lemon and Raspberry syrup and St. Domingo Wine. These were drinks prepared by other manufacturers, but he was also known to have prepared in his laboratory and dispensed from his soda fount many types and kinds of drinks to the delight of his customers. It was his way of testing for flavor and public acceptance.

On June 23, 1867, a "Letter to the Editor" of the Columbus Enquirer from a "lady visitor" spoke glowingly of the beauty of the City and continued in a complimentary way to praise the "laboratory of Messrs. J. S. Pemberton & Co., attached to their elegant drug store." The visitor mentioned in her letter "the superior quality of the photographic chemicals that they were shipping to the most distant part of the United States" as well as that in addition to the standard preparations "they have a scientific discovery - a hair restorer (they call Catalytic) which is really wonderful, possessing the property of restoring grey hair to its original color in a few days." Dr. Pemberton further gained the visitor's favor by presenting her "with a wicker covered bottle of perfume of his own manufacture, labeled 'Sweet Southern Bouquet'. I think it is superior to any I ever saw." Our visitor quite aptly described the enterprises of Dr. Pemberton, and pointed up the fact that he was truly a professional as a chemist and pharmacist.

It was at the Eagle Drug and Chemical House that a young kinsman of Dr. Pemberton, John P. Turner, who was then just a youth, (continued...)



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(Continuation Sheet)

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GEORGIA	
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STATEMENT OF SIGNIFICANCE - The Pemberton House, Page 3

claims to have mixed the first glass of Coca-Cola that ever came out of a soda fountain, although it wasn't known at that time by that name. Mr. Turner was destined to become a well known local pharmacist and was held in esteem for many years. When he retired, and his son took over the drug business, Mr. Turner became the local Tax Commissioner, a job he held until his death.

In 1869 Dr. Pemberton moved to Atlanta, Georgia. His health failed and he sold his ownership of the Coca-Cola formula for a total of \$1,750 in the late 1880s. The pharmacist, described by one biographer as having a "benign countenance, patriarchal beard and friendly eyes" died in 1888 at the age of 55. All of the drugstores in Atlanta were closed during his funeral. He is buried in the Linwood Cemetary in Columbus, Georgia.

An interesting sidelight to the story of Coca-Cola occurred in Columbus in 1943. A Columbus Coca-Cola stockholder, D. Abbott Turner * (no relation to John P. Turner) was making his annual tax returns in the offices of Mr. John Turner. Commissioner Turner invited his prominent friend into his office and then into the city vault and took an old daybook from the shelf, opened it, and pushed it over to Mr. D. A. Turner to read. Mr. D. A. Turner had never seen the book before, but it didn't take him long to recognize that the words and symbols written there were none other than the world famous magic formula for Coca-Cola - not an early facsimile, but the real recipe used today in the manufacture of the famous drink. The old book was a prescription ledger which Mr. John Turner had kept through the years. It contained about two-hundred pages and, according to Mr. D. A. Turner, the Coca-Cola formula was recorded about half-way through the book. It also contained a number of Dr. Pemberton's patent medicines and, possibly, included the hair restorer so vividly described by the lady visitor.

Although Mr. D. A. Turner tried to persuade Mr. John to give him the old book, Mr. John refused for his son was still in the drug business and there were prescriptions that the father felt the son might need. However, about six months later Mr. John

*D. Abbott Turner, son-in-law of the late W. C. Bradley, former Chairman of the Board of the Coca-Cola Company, is presently a member of the Board of Directors of the Coca-Cola Company.

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STATEMENT OF SIGNIFICANCE - The Pemberton House, Page 4

Turner passed away and within several days Mr. D. A. Turner found a package wrapped in newspaper on his desk at his Front Avenue office. Inside, bequeathed, was an old prescription ledger containing the Coca-Cola formula. As a stockholder Mr. D. A. Turner had been very much concerned that the Coca-Cola formula existed outside the control of the Coca-Cola Company, because no chemist as of this date, has broken the formula by analysis. Mr. Turner lost no time in taking the prescription ledger to Atlanta, and presenting it to Mr. Harrison Jones, then Chairman of the Board of the Coca-Cola Company.

John S. Pemberton is the father of Coca-Cola and the father of the cola industry itself - and Columbus, Georgia is the birthplace of this international industry. We consider The Pemberton House to be of international importance.

