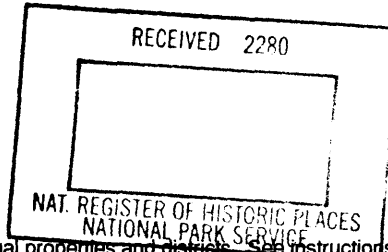


United States Department of the Interior
National Park Service



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 *How to Complete the National Register of Historic Places registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Coca-Cola Bottling Plant
other names/site number Jackson Tire Company, Patterson's Carpets

2. Location

street & number 126 U S Highway 51 South N/A not for publication
city or town Covington N/A vicinity
state Tennessee code TN county Tipton code 167 zip code 38109

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 for 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 nationally statewide locally. (See continuation sheet for additional comments.)
Herbert L. Gayle 1/2/97
Signature of certifying official/Title Date
Deputy State Historic Preservation Officer, Tennessee Historical Commission
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See Continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register. See continuation sheet
 determined eligible for the National Register. See continuation sheet
 determined not eligible for the National Register
 removed from the National Register
 other, (explain:) _____
Edson H. Beall Signature of the Keeper 2-7-97 Date of Action

Coca-Cola Bottling Plant
Name of Property

Tipton County, TN
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

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

- private
- public-local
- public-State
- public-Federal

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

Contributing

Noncontributing

1	buildings
_____	sites
_____	structures
_____	objects
1	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of Contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

AGRICULTURAL/SUBSISTENCE: processing

Current Functions
(Enter categories from instructions)

VACANT

7. Description

Architectural Classification
(Enter categories from instructions)

MODERNE

Materials
(Enter categories from instructions)

foundation CONCRETE

walls CONCRETE, GLASS

roof CONCRETE, TAR

other METAL

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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.)

- 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.
- 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 N/A

(Mark "x" in all boxes that apply.)

Property is: N/A

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** moved from its original location.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property
- G** less than 50 year of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

Period of Significance

1941

Significant Dates

1941

Significant Person

(complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Woods, Everett - Architect

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS): N/A

- 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 # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository:

MTSU Center for Historic Preservation

Coca-Cola Bottling Plant
Name of Property

Tipton County, TN
County and State

10. Geographical Data

Acreege of Property less than 1 acre

UTM References

(place additional UTM references on a continuation sheet.)

1 16 259860 3938640
Zone Easting Northing
2 _____

Covington, TN 414SW

3 _____
Zone Easting Northing
4 _____

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Nathan Poe, C. Van West; Tim Sloan
organization MTSU; N/A date September 1996
street & number P. O. Box 80, MTSU telephone (615) 898-2947
city or town Murfreesboro; Covington state TN zip code 37312; 38109

Additional Documentation

submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 0r 15 minute series) indicating the property's location

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO) or FPO for any additional items

Property Owner

(Complete this item at the request of SHPO or FPO.)

name H. C. Patterson
street & number H. C. 66 telephone (304) 658-4511
city or town Hico state WV zip code 25850

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 listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Coca-Cola Bottling Plant
Tipton County, TN

VII. Description

The 1941 Covington Coca-Cola Bottling Plant occupies a trapezoidal shaped lot in Covington, the county seat of Tipton County, Tennessee. Situated on a corner lot, the building entrance faces Highway 51, (known also as the Jefferson Davis Highway). The lot is also bordered by West Pleasant Avenue on its southern side and a gas station on its northern side. The building, designed by Memphis architect Everett Woods, was constructed in the Moderne style, an efficient and cost-effective style that gained popularity in the 1930s and continued to be used into the 1940s. The Coca-Cola Plant is a two story concrete building with an irregular floor plan. A large one-story freight garage extends out of the rear of the bottling plant. Containing business offices, large open spaces for bottling machines, and a sizable shipping and delivery area, Woods managed to combine all three necessities into a homogenous and open floor plan building. Because it is such a flexible structure, the building has served the needs of the Coca-Cola Company, the Jackson Tire Company, and Patterson's Carpet Company, in turn without requiring any substantial internal or structural changes. The original integrity of the Coca-Cola Plant is therefore high, and it appears very much as it did in December of 1941. With its horizontal orientation, flat roof, smooth, white concrete construction, liberal use of glass blocks, and curved corners and recesses all used to create a smooth, streamlined effect, the Coca-Cola Bottling Plant is a fine example of the Moderne style in America.

The facade, or west side, is composed of the one-story business office section, entrance, which projects towards Highway 51 out from the base of an ell, the wider two-story front of the base of the ell itself, and the facade of the plant portion. The most elaborate and complex of the elevations, its main elements are the sweeping glass block curved corners, the imposing cement column, and the stepped layer-cake construction of the business offices. Projecting about ten feet out from the base of the ell, the rectangular shaped entryway ends in two rounded pilasters, which have no bases or cornices but simply flank the entrance. Both pilasters are unadorned except for two sets of string courses, sometimes known as speed stripes, which run continuously around the facade. The right pilaster stands even in height with the rest of the entryway, but the left pilaster continues upward, creating a freestanding column rising well above the second story and reaching an approximate height of fifty feet. Looking much like the vertical marquee of a movie theater, the column is oval in shape and is topped by two progressively smaller, recessed oval shaped concrete blocks which are in turn topped by a lightning rod. Two signs run down the flat sides of the oval shaped column, both of which originally read "Coca-Cola," but now reads "Patterson's Carpet" (the original Coca-Cola sign is underneath). A concrete slab covered with the original white ceramic tile situated directly underneath the edge of the entryway leads up to the double leaf entry doors. The doors are adorned only with long, thin, vertical windows and the typical Moderne stainless steel door handles, which curve smoothly across the vertical windows. Including the entryway, the first story of the front portion of the building has four openings. The openings are to the south of the entryway, and one to the north. Each window opening, with two

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

Coca-Cola Bottling Plant
Tipton County, TN

exceptions, of the Coca-Cola Plant follows the same basic pattern: metal industrial windows with aprons of painted cement with no top adornment or decoration. To the south of the entryway, four connected metal sash windows with twenty-four lights demarcate the southern edge of the facade. The windows are protected with a large metal window awning that drapes down at a steep angle and shields the top half of the windows from the sun. In the corner created by the projecting entrance is a metal drainpipe. Just to the north of the drainpipe, three contiguous, vertical windows with concrete aprons closely border the entryway. Another large metal awning, a feature repeated on the second story, provides shade to the upper half of these windows. Just to the north of the vertical windows, a glass block wall of the same height extends for three feet, but then curves to face and become part of the north elevation. The corner of the building at this point curves with the glass blocks, a typical feature of the Moderne style.

The first-story facade of the plant section, which sets back from the entryway, is composed of two large openings, both of which consist of three sets of metal industrial windows with thirty lights each. These windows do not have awnings. Just to the south of the northernmost set of windows, a metal drainpipe is located about two feet from the northern edge of the facade. The second-story facade of the plant section has three openings. The north and middle openings each are filled with three metal industrial windows with twelve lights each and a six pane hopper window located in the middle set of lights. These two windows are located directly above the two openings on the first floor. The south bay, which consists of three metal industrial windows of thirty lights each window has a sixteen pane hopper opening in the middle. This opening sits above the glass block wall and the three hooded vertical picture windows of the business office section. Physically, it overlooks a deck which is created by the recess of the second story northern facade of the business section away from the edge of the first story northern face of the plant section. The second-story facade of the business section recesses in layer-cake fashion away from the first floor northern elevation of the business section. There are four openings: a curving glass block wall and three window openings. The second story glass block wall, which curves around from the northern elevation to the western elevation, mirrors the curved corner of the first floor, although it is recessed. To the south of the glass block wall sits the first of the three identical window openings, that is situated directly above the projecting entryway. The two metal industrial windows with twelve lights are covered by one awning, as are the windows of the second and third bays. The southern edge of the third bay lines up directly over the far edge of the first floor opening to the north of the projecting entryway.

The north elevation, presents a different, but equally valuable view of all of the major design features of the Coca-Cola Bottling Plant. It is comprised of the northern face of the projecting business section entryway, the layered recesses of the business offices, and the northern faces of the plant and shipping and delivery areas. Almost identical to the southern face, the northern entryway elevation only has one opening, a round nine pane window directly opposite from its southern counterpart. The fifty foot marquee or column is also visible. The first floor curved

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

Coca-Cola Bottling Plant
Tipton County, TN

elevation of the business section has three openings, the curving glass block wall on the west, the large middle picture window topped by a metal industrial window with eight-lights, and the east bay, which contains three sets of metal industrial windows with twenty-lights. Just to the east in the corner is a drain pipe that empties water from the deck. Running over the very top of these bays is a set of speed stripes, with another set running along the roof line created by the recessed second floor.

The recessed second floor of the business section also has three openings, two large and one small. The westernmost opening contains glass block and curves along with the wall to become part of the facade. The middle opening is also filled with glass blocks, as is the eastern bay, which lies close to the corner created by the meeting of the northern business elevation and the facade of the plant section. The northern elevation of the plant section is two stories and originally had a total of four bays, but now has five with the addition of the main entrance for Patterson's Carpets added circa 1984. The contemporary glass door sits directly on the foundation with no steps and is between the two bays both of which contain two metal industrial windows with thirty-lights.

The larger second story openings contain three sets of industrial metal windows with twelve-lights and a six pane hopper window located in the middle. The northern facade of the delivery and shipping area, which sits back from the northern elevation of the plant section, has three bays. The westernmost opening curves into the interior of the shipping area, creating a recess area for the northern freight entrance. This curved opening, containing an industrial metal eighty-light window, is the only curved surface of the Coca-Cola plant not filled in with glass blocks or simple concrete. The sectional metal freight door is identical to and directly across from its southern counterpart on the other side of the building. Sweeping back out to complete the pattern begun on the west, the east portion of the curve is cast concrete. The easternmost bay contains a set of three metal industrial windows with thirty-lights with a twelve pane hopper window in the middle.

The eastern, or rear, elevation is comprised of the rear of the one story shipping and delivery section. This elevation has two bays, situated equidistantly from the northern and southern edges of the building. Containing industrial metal windows of sixty-lights, these two large bays each possess the same apron characteristic of all the other window openings throughout the building. Drain pipes are located on both the northern and southern edges of the rear elevation. Two speed stripes continue around the building and are located near the roof line. A large sign reading "Patterson's Carpets," added circa 1985, is located between the two rear windows. The first floor of the rear elevation of the plant section originally had a large metal freight door that allowed easy access to the northern end of the plant section. The door was removed in circa 1985 by Patterson's Carpet Company. It does not adversely affect the appearance or integrity of the building. Visible above the first story bay is the second story of the plant section, and the southern first and second story of the business offices. Projecting east from the rear of the length

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

Coca-Cola Bottling Plant
Tipton County, TN

of an ell, the delivery and shipping section is connected to and runs flush with the southern facade. It is only approximately two thirds of the length of the main ell.

The second story of the plant section appears well behind the delivery and shipping area. It has four bays, spaced across the rear of the plant elevation. The northernmost bay contains three metal industrial windows with twelve lights and a six pane hopper window in the middle. These windows are located directly over the ghost of the freight door. The other three bays, all identical and placed equidistantly apart, contain three metal industrial windows with twenty-four lights and a twelve pane hopper windows in the middle. A fifth bay near the southern edge of the rear elevation, which would conclude the pattern of the other four bays, is absent due to the location of a freight elevator in the interior. The southern end of the business offices extends towards the south from the western half of the base of an ell. Each of the two stories of the rear elevation of the business section has one bay. The first floor opening is a narrow, thin, twelve light window, while the second floor opening doubles the first floor opening with a metal industrial window of twenty-four lights. Directly to the north of the first floor window a projection pushes out from the rear of the business elevation about five feet. The projection meets a ten foot projection from the southern face of the plant section. The junctures of the two projections create a deck visible from the second story business window. This projection recreates, in a smaller scale, the larger and more elaborate recession or layer-cake construction on the western or front facade.

The south elevation is comprised of the southern faces of the projecting entryway, the business section, plant section, and the delivery and shipping area. Two speed stripes run along the roof line. The southern face of the entryway, which extends out from the business section only has one opening, a round window with nine panes that is partially hidden by the metal awning above the windows of the facade. The first and second stories of the business section, which project south towards West Pleasant Avenue out of the western one third of the base of the ell, each has three identical bays, and the second floor bays are located directly above their first floor counterparts. The first floor business section openings contain three industrial metal windows with twenty-eight horizontal, rectangular shaped lights covered with metal awnings. The three second story windows, also covered with awnings, consist of metal industrial windows with twelve-lights. All six windows are situated close together and are centered in the middle of the elevation. The eastern two-thirds of the southern elevation contains the plant section, and a small projection that is located at the corner of the southern plant elevation and the rear of the business section.

The first floor of the plant section has three bays. One narrow aperture against the projection, a large glass block wall located in the middle, and another small opening near the door to the shipping and delivery area. The narrow opening near the projection is a metal eight-light window. The large glass block wall appears to have been originally a set of three sash windows, but was replaced with glass blocks sometime before the Jackson Tire Company took over in 1967. A

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

Coca-Cola Bottling Plant
Tipton County, TN

narrow drain pipe is located between the glass block wall and the small four-light window bordering the plant section of the southern facade.

The second story of the south plant elevation has four bays. The easternmost opening sits directly above the small four-light window of the first floor and is a metal industrial sixteen-light window. The next opening to the west, located over the middle of the glass block wall is also a sixteen-light window. The two final bays of the second floor are smaller openings. The second aperture from the west contains glass blocks, and the westernmost bay, which overlooks the small projecting deck, is a narrow eight-light sash window. The one story shipping and delivery area, which extends toward the east, away from the plant section, has three bays. The bays include a door, a garage door freight entrance, and a large window opening. The unadorned metal door marks the border between the shipping and delivery area and the plant area. It is covered with a metal awning similar to the window awnings, but projects out with a more obtuse angle, to allow ease for entering and exiting. The freight entrance is accessed by a large sectional metal sliding garage door wide enough to allow easy access for most large trucks. The easternmost window opening, which sits equidistant between the eastern edge of the sectional freight door and the eastern edge of the shipping and delivery area, is a set of three industrial metal eighteen-light windows with the cement apron. The speed stripes running around the roof line of the building, both on the first or second stories, are easily visible.

The interior of the Coca-Cola Plant revolves around three different, but interconnected needs. The one story shipping delivery area allows raw materials into the building and allows the product to leave the building. The two-story plant section supplies room for the large complex machines that mixed and bottled Coca-Cola soft drinks, while the business section served the small but important needs of the office staff and the manager. The business entrance opens to a small hallway with entrances leading to different portions of the building. A stairway taking up the rear left half of the hallway leads up to the second floor. A simple wood door sits directly to the north of the main entrance, which provides access to the large open plant section. Positioned next to the plant entrance door is a large picture window that would have provided a view of all the bottling machines of the Coca-Cola plant. Next to the picture window another opening runs on a diagonal, parallel with the stairwell. The diagonal ending at the same level as the picture window, creates a right triangle opening, that originally contained another picture window. That opening is now simply covered with plywood.

Two doorways are positioned on the southern side of the hallway. Directly to the right of the main entrance is the manager's business office, and mid-way up the hallway another door opens into a bathroom. Another wooden door at the end of the hall provides access to another area of the plant section. The floor is composed of large gray concrete tiles, and small square tiles of a darker shade run along the wall and the outer edge of the stairwell. A chair rail runs all along the interior walls, and a crown molding runs along the front half of the ceiling, the rear half being open

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 6

Coca-Cola Bottling Plant
Tipton County, TN

for the stairwell. The business office to the south has one large bay that faces Highway 51, and two smaller openings which face to the south and look out onto West Pleasant Avenue. In the only truly finished room in the building, the business office floor is composed of square cement tiles and arranged in a checker-board style. The baseboard is painted black and the triple-lined crown molding is white. The suspended ceiling consists of small square tiles, and two distinct light fixtures hang from the ceiling. Hanging about two feet below the ceiling, they appear to be normal fluorescent light fixtures with what appears to be cut-in-half silver cinema film cans attached to each end. The eastern wall has three doors, all opening into large storage closets. The southernmost closet opens into a private restroom. This restroom, which is identical in style to all the others in the building, has a tiled floor. White ceramic tiles cover the walls up to chest height, and two red bands of tile run along the top of the white tiles. This is the only structural reference to the Coca-Cola logo inside the building, other than the tiling of the mixing room. The second door on the southern wall of the hallway opens into a restroom, and is similar to the business office restroom.

The first-floor plant section, which is accessible from the two doorways in the main hallway, is a large open area encompassing the largest portion of the building. Huge concrete beams periodically in connection with similarly large rectangular concrete column support the smooth, undecorated ceiling. With concrete floors, walls and ceiling, the only variation in the plant section is the northern half of the base of the ell. This section has white tile covering the lower half of the walls of this area. This may be a result of the picture windows to the right of the projecting business entrance. These windows provide the only view of the interior of the building readily available from the street. The eastern edge of the plant section has seven bays, five of which open unto the shipping delivery area. Three of these opening are large multiple light windows, which are covered over to insulate the plant section. Two other openings are both entrances to the shipping and delivery area; one is a large sectional freight door, while the other is simply a door. Between the freight door and the shipping and delivery door a large wooden rail protects the elevator shaft, which runs up to the second floor, as well as the half-basement. To the west of the shipping and delivery door is another stairwell, which provides access to the second floor. In the area directly behind the main business entrance hallway, which is part of the plant section, another restroom sits just to the south of the door from the hallway.

The shipping and delivery area is accessed from both the exterior, via the two large sectional rolling metal freight doors, and the interior via another large freight door. With the unfinished ceiling, visible girder work and rough concrete floor, the shipping and delivery area simply provide protection from the outside.

The second floor of the Coca-Cola Plant follows the concrete austerity of the first floor. Other than the mixing room it seems to have served mostly for storage of bottled Coca-Cola products. The stairway of the main entryway opens up into another hallway, which is directly over the main

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 7

Coca-Cola Bottling Plant
Tipton County, TN

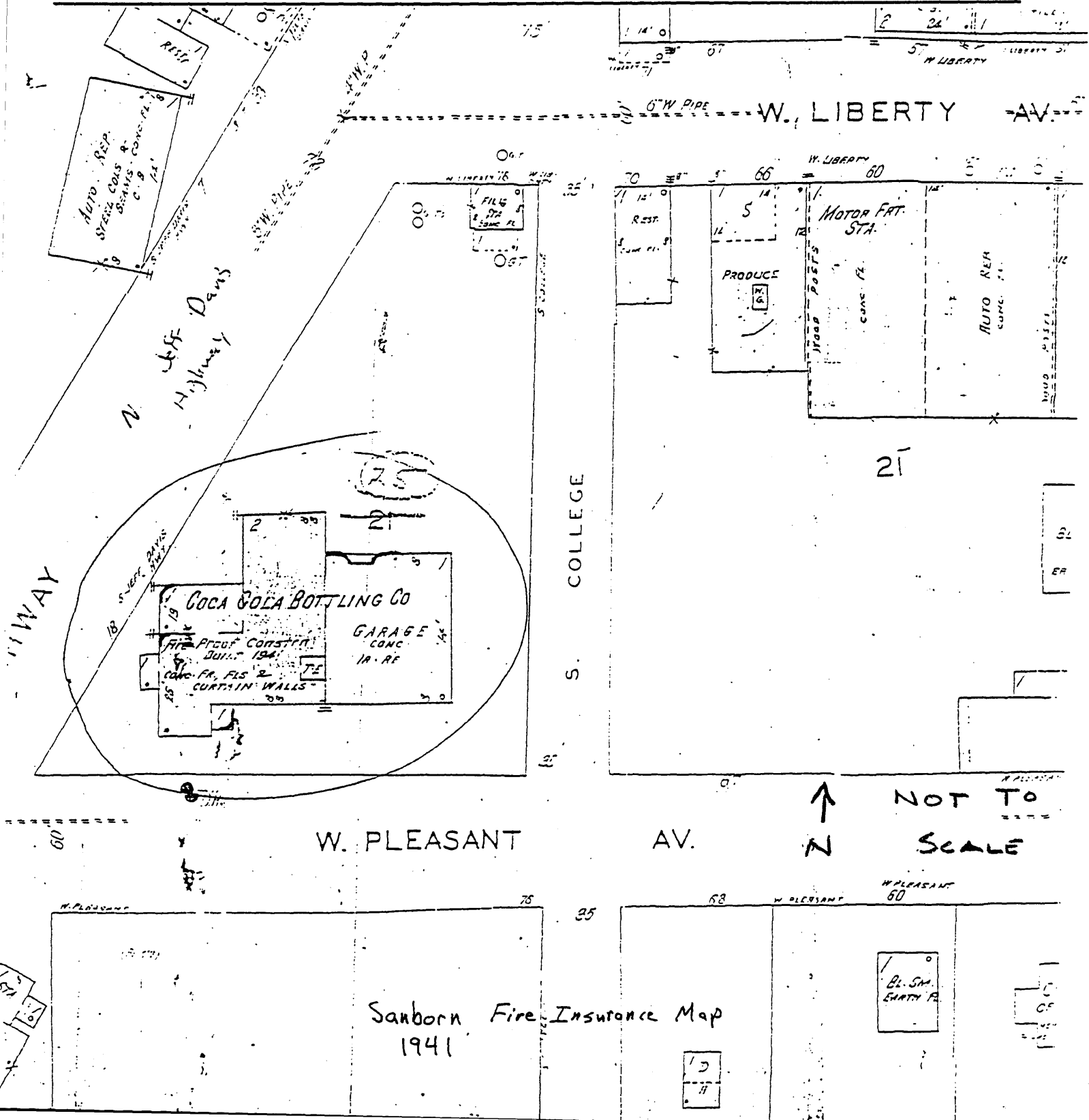
entryway, and provides access to two different rooms, as well as another restroom. The plant stairway opens into a large open area, located over the first floor plant area. The windows of the eastern wall looks out onto the shipping and delivery area. The windows of the western side, with the exception of the bay that looks out onto the deck, face Highway 51. Located in the second story layered recess of the second floor, the mixing room is similar in style to the restrooms. A long, narrow rectangular shaped room, the ceramic wall tiling runs three-fourths of the way up the wall. The northern wall is comprised almost entirely of a glass block wall, and its southern counterpart is a huge picture window, which looks out on the second floor hallway. A well-lit environment, the mixing room was once full of bubbling liquids and winding tubes and was the favorite stop of children's tours.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 8

Coca-Cola Bottling Plant
Tipton County, TN



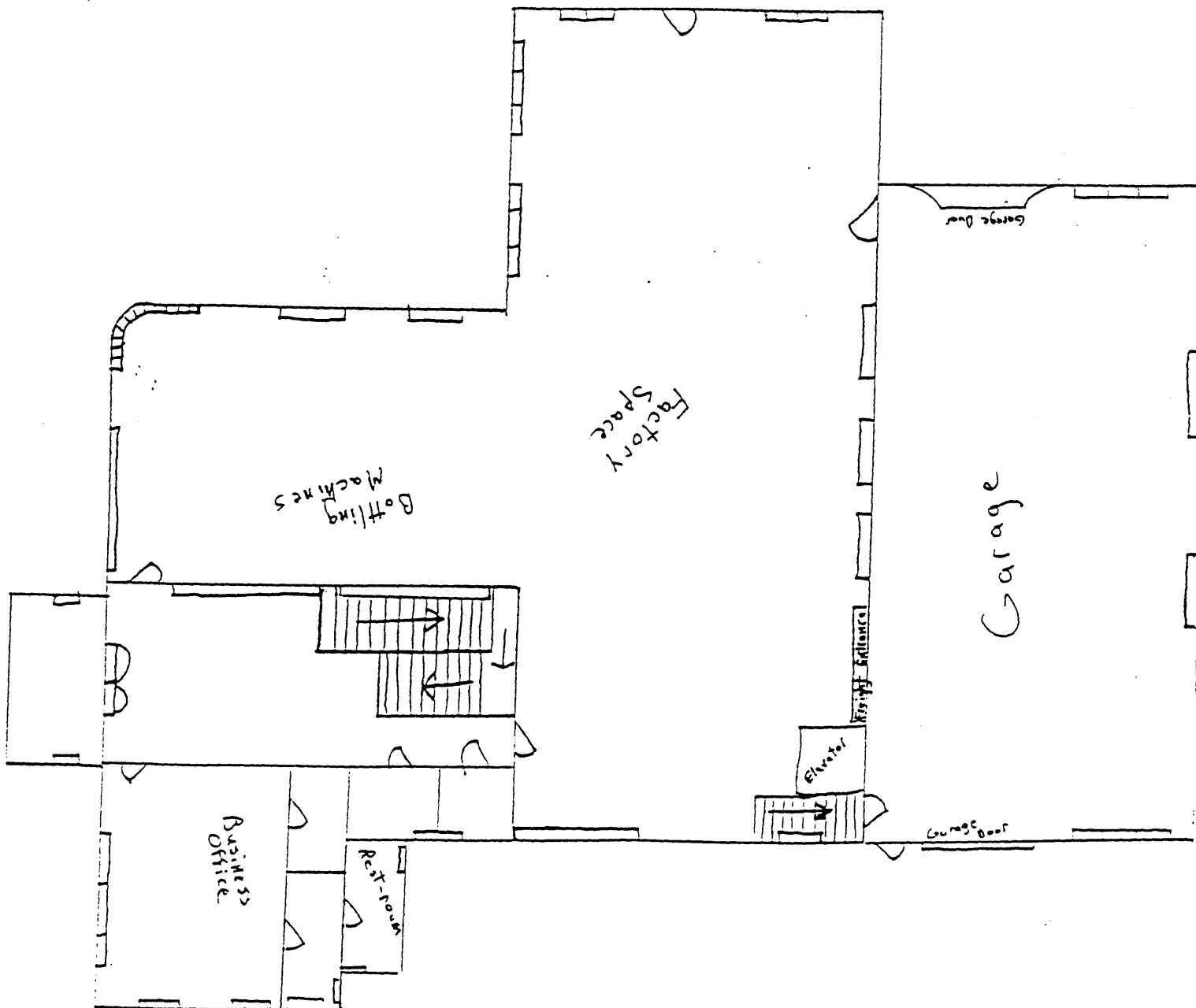
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 9

Coca-Cola Bottling Plant
Tipton County, TN

FIRST FLOOR



NOT TO SCALE

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 10

Coca-Cola Bottling Plant
Tipton County, TN

SECOND FLOOR



↑
NOT TO SCALE

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 11

Coca-Cola Bottling Plant
Tipton County, TN

VIII. Statement Of Significance

The Coca-Cola plant is located in Covington, the county seat of Tipton County. Designed by Memphis architect Everett Woods, the Coca-Cola plant follows the design ideas of the Moderne style. With its placement directly facing Highway 51, this building served two equally important purposes, to produce Coca-Cola, and to act as a giant advertisement for the Coca-Cola corporation. A distinctive and unique building, it is eligible for the National Register of Historic Places under Criterion C, as an exemplary example of the distinctive characteristics of the Moderne style.

The Moderne style is the heir to the Art Deco style, which had fallen out of popular taste due to its associations with the wild excesses of the 1920s. When the stock market crashed in 1929, the lavish designs, expensive materials, and general ideology of the Art Deco needed replacing by a new aesthetic that looked to, and predicted, a prosperous future. Many artists and architects of the 1930s pointed towards the miracles of science and technology when government, corporations, and the economy failed. Science still marched inevitably forward leaving innovations and products in its path that helped the common person every day. To understand the Moderne style is to recognize the movement as a reaction against the old institutions, which received the blame for disasters like World War I and the Great Depression. The world needed a new future, and the Moderne style was an attempt to display that future.

In architecture, the Moderne style manifested itself in a simpler and more streamlined style, an appreciation of the products of science. In the lines of yachts and canoes, airplanes and motorcars, we take satisfaction. Hygiene and neatness require this simplicity of them. A piece of furniture in a perfunctory style may be polished, lacquered, veneered. Art will be obviously related to the work of the engineer; it will differ only by the cheekiness that went into its making.¹ Throughout the 1920s and 1930s scientists conducted studies and tests to determine the shape that could best penetrate or cut through water or air with the least amount of resistance.²

Scientists eventually came up with the teardrop shape, which was integrated into new airplane designs. Other products, such as automobiles, trains, and ocean liners followed suit, trying to associate themselves with the streamlined and aerodynamic airplane, the ultimate symbol of speed and scientific progress. Architecture implemented these ideas and the design principles of "absorption, the merging of one subform into another with transitional curves, and reductivism, the elimination of extraneous details," became basic tenets of Moderne architecture. Since airplanes had smooth unadorned surfaces, with rounded edges and smooth curves, so too, should

¹Andre Vera, *Modernites*, Paris, 1925. The European arts movement, already dissatisfied with Art Deco, were proponents of the new Art Moderne style that began to take hold in the United States a few years later.

²Whiffen, Marcus and Frederick Keoper, *American Architecture, 1607-1976*. (Cambridge: MIT Press, 1981), pg. 331.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 12

Coca-Cola Bottling Plant
Tipton County, TN

architecture.³ Other sources for the curved form of Moderne architecture came from European innovators like the Futurists group, the Bauhaus, and architect Le Corbusier, whom all promoted a veneration for the machine, and described the house as a "machine for living in." Art in science fiction magazines such as *Amazing Stories*, and comic strips like *Buck Rogers* of the 1920s and 1930s also contributed its ideas for future utopian cities, which often portrayed the future as a world full of sweeping curves and huge expanses of glass.

Combining the influences of European ideals, science fiction, and most importantly, the scientific concept of streamlining, the pure Moderne, when defined, is easily recognizable. With a horizontal orientation and flat roofs, a smooth, almost seamless, exterior is a major feature, and recessions of second stories away from the first story is also an often repeated design. The two most important and common design features, however, were often used together to create the streamlined feeling so sought after by the architect. The curve and the glass block, whether used to soften a corner, an entryway, or a bay, are two elements that are fundamental to the Moderne style. Without these two elements, the Moderne would be very difficult to recognize as a fully independent and developed style of design.

Moderne evolved to become the architectural style of the 1930s in America. Featured in several different shows and fairs such as the 1934 annual show the National Alliance of Art and Industry, and the 1939 New York World's Fair, Moderne architecture displayed the belief that rationality in design could create a "society that could move smoothly and frictionlessly through life, especially in difficult times, like the Depression."⁴ The Moderne movement throughout the United States in the 1930s leads to the fact that every major city in the country has claim to at least one building done in the style. However, the streamlined style was not a monumental one, for both its ideologies (efficiency, streamlining, and a sense of speed) and the lack of capital available in the 1930s, precluded large structures from being built. Still, by the mid to late 1930s, the style became popular nationwide and is found mostly in commercial buildings, bottling factories, stores, movie theaters, transportation terminals, diners, gas stations, and other roadside structures.⁵

During the 1920s the United States fully discovered the automobile, and by the 1930s, with vast amounts of money being spent by the Federal government on roads, the automobile discovered the highway. Concentration on the railroad as a transportation mode began to taper off as the automobile became more popular. Advertisers and businesses moved away from the railway station and towards the highway since it offered easy access both to the trucks now carrying

³Bush, Donald J. *The Streamlined Decade* (New York: George Braziller, 1985), 2, 16-17.

⁴Glidden, Sandra A. *Defining Art Deco, Art Moderne, and Classical Art Nouveau in Middle Tennessee*. Masters Thesis, Middle State University, 1992, No. 1698, pg. 55.

⁵Glidden, Sandra A., p. 59.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 13

Coca-Cola Bottling Plant
Tipton County, TN

products and access to the people buying those products. The Coca-Cola company, which had built its empire around advertising, was very aware of the advantages of the highway.⁶

The Coca-Cola Company, based in Atlanta, Georgia, has never owned the over 1600 bottling companies spread throughout the United States. Instead the headquarters only supplies the special Coca-Cola syrup, while the individual bottling companies are responsible for the mixture and dispersion of the product. In 1899, Joe Whitehead and Ben Thomas, foreseeing the possibilities of bottling Coca-Cola, secured the rights to bottle Coca-Cola throughout the United States from Coca-Cola's Atlanta headquarters. Thomas and Whitehead in turn sub-contracted the exclusive right to bottle Coca-Cola to private individuals within a specific territory. This, of course, allowed the company to expand almost immediately and by 1928, more gallons of Coca-Cola in bottles than were sold than over the fountain. Throughout the 1930s, when other companies were posting devastating losses, the Coca-Cola family of bottlers and retailers continued to grow and prosper. It seems that everyone could spare a nickel for "The Pause that Refreshes."⁷

The Coca-Cola company owed its success not to the overwhelming superiority of its product, but the overwhelming packaging of its product. The Coca-Cola symbol was everywhere, and the advertisements appeared not only in magazines and newspapers, but also on metal trays, paper napkins, matches, thermometers, door plates, pocketknives, watch fobs, blotters, pencils, mirrors, and a myriad of other ways in which to convince America to "drink Coca-Cola." Before 1923 the bottling companies operated autonomously from the parent company in Atlanta, but when Robert Woodruff became President, the Coca-Cola Company offered its services, through "Quality Control Personnel" to each bottling company in the United States. Emphasizing uniformity of product, the concept of a "Bottle Sales Department" developed in Atlanta, and by 1932 most of the Coca-Cola bottling companies in the United States were united in promoting one unified sales campaign. One of the suggestions which every bottler heard from the Atlanta representatives was "we need to make Coca-Cola a prominent part of each town, to make Coca-Cola a part of every person's life," which resulted in the "movement of the bottling factories from obscure places on back or side streets to prominent sites. Many have become local show places."⁸

In 1900 J. D. Pidgeon, a Memphis bartender and businessman, acquired the rights to bottle Coca-Cola in Memphis and within a fifty-mile radius around Memphis. Pidgeon, on a reduced scale, implemented a system very similar to the regional bottling rights structure created by Coca-Cola. Though he retained hegemony over Memphis proper, Pidgeon entered into partnerships with businessmen from the communities surrounding Memphis, in which Pidgeon shared the right to

⁶The Coca-Cola Company: An Illustrated Profile of a Worldwide Company. (Atlanta: The Coca-Cola Company) 1974.

⁷Slogan used by the Coca-Cola Company throughout the 1930s.

⁸The Coca-Cola Company: An Illustrated Profile of a Worldwide Company. (Atlanta: The Coca-Cola Company), 1974, p.29.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 14

Coca-Cola Bottling Plant
Tipton County, TN

bottle Coca-Cola in that particular community. Prior to 1910, Pidgeon contracted with L. O. Baltzer of Covington, Tennessee, one of the towns within Pidgeon's fifty-mile radius. A "fifty-fifty deal" with Baltzer made Baltzer the sole supplier of Coca-Cola to Tipton and Lauderdale Counties.⁹ Baltzer located the original bottling works on 1213 East Pleasant Street in Covington, a street near the railroad tracks. Now the home of World Wide Art Studios, the building sat well away from any main thoroughfares, and did not provide much visibility for the growing business.

The business continued to profit in the 1920s and, much like other Coca-Cola bottling companies throughout the United States, the Covington Coca-Cola Bottling Company posted profits during the Great Depression of the 1930s. With thirty years of almost continuous growth and expansion in both production and service, Baltzer's business began to feel the restrictions that the size of the East Pleasant Street building placed upon production of Coca-Cola. Whereas many other bottling companies throughout the United States were implementing huge machines to mix and bottle Coca-Cola, the Covington plant still bottled all of the product by hand. This method was not only more costly, but it was also slower. The size of the East Pleasant Street building made it impossible for such machines to be installed. However, and by the late 1930s, Baltzer began inquiring into the possibility of moving to another, larger location. Baltzer soon discovered that a structure that could fulfill the unique requirements of a modern bottling company did not exist in, or anywhere near, Covington. A new structure needed to be built.

For several years representatives from the Coca-Cola headquarters in Atlanta had been urging Baltzer and J. Everett Pidgeon, who had inherited the family business from his father, to move the bottling factory in Covington to a more visible location. Preferably facing the highway, which in Covington's case meant Highway 51. Since further growth required a new building, Baltzer and Pidgeon took the advice of the Atlanta representatives, and in 1940 bought a lot directly facing Highway 51, just off the Covington town square. This location granted almost instant access to the highway network which supplied Covington with the Coca-Cola syrup that the Atlanta headquarters provided. The location made it simple for trucks to pick up and deliver the product throughout Tipton and Lauderdale Counties. The building served as a huge road-side advertisement for Coca-Cola products throughout the area.

Baltzer and Pidgeon agreed to hire Memphis architect Everett Woods, with whom the Pidgeon family was acquainted, to design the new building. In 1931 J. Everett Pidgeon had commissioned George Mahan, Jr., a Memphis architect who designed over 2000 buildings in the Memphis area from 1910 to the 1940s, to design and build him a private residence.¹⁰ Located in the fashionable East Memphis area, Mahan built Pidgeon a home reminiscent of George Washington's Mount Vernon. The family must have been pleased with Mahan's work, for in 1933 the Pidgeon family

⁹Oral interview of Charles Elam, employee of Covington Coca-Cola Bottling Company, 1946-1979.

¹⁰Eugene J. Johnson and Robert D. Russell, *Memphis: An Architectural Guide*, (Knoxville: University of Tennessee Press, 1990), p. 312.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 15

Coca-Cola Bottling Plant
Tipton County, TN

asked Mahan to design another home, this time a Tudor Revival structure, for Pidgeon's mother, Nellie. The associate architect for both houses was Everett Woods, who worked and studied under Mahan from 1930 until 1938, when he struck out on his own.¹¹ Woods obviously made an impression upon Pidgeon, and when circumstances required a new building for the Covington Coca-Cola Bottling Company, Pidgeon recommended Woods for the task.

Woods, who had worked exclusively with Mahan until 1938, was an eclectic architect who designed in a variety of historic revival styles. Ranging from pure Georgian and Italianate structures like Scates Hall on the University of Memphis campus to attempts at synthesizing Italian, Mediterranean and Spanish design elements such as the Clyde Van Fossen House in Northeast Memphis. Woods designed in no particular style and seemed willing to work in the fashion that his clients requested, rather than attempting to convince them of the merits of some new, untested design ideology.

Woods, following the request of his clients and the suggestions of the Atlanta-based sales representatives, designed the Covington Coca-Cola Bottling plant in the Moderne style. Though perhaps not the first time that Woods created a structure in the Moderne style, it certainly was not the last. His most notable work, the Poplar Plaza Shopping Center, built in Memphis in 1949, is, according to Kenneth T. Jackson, "One of the most successful early examples of shopping center architecture."¹² Many of the design ideas that appear in the Covington Coca-Cola Bottling Plant building are repeated in the Poplar Plaza design. These features include the use of the movie theater like marquee and sweeping, curved facades, which are used prominently in both design.

The construction company broke ground for the new building on June 14, 1940, the day the French government fell to the forces of the German army's blitzkrieg. The bottling company moved into the new building on December 7, 1941, the day the Japanese bombed Pearl Harbor.¹³ The looming shadow of World War II figured prominently in the construction of the Covington Coca-Cola Bottling plant. Baltzer who "never skimped on anything and always did thing 100%"¹⁴ had requested that his new building be constructed with only the finest and strongest materials.¹⁴ That desire conflicted with circumstances since materials that were required for the construction of the Covington building were already becoming scarce. It was difficult to acquire construction materials due to the quiet war preparations that the United States, prior to the bombing of Pearl Harbor, had already set into motion. As a result of the shortage of the high quality concrete and glass block building materials that Baltzer demanded, the western facade of the Covington building is approximately twenty feet shorter than Wood's original plans.

¹¹Ibid., p. 314.

¹²Kenneth T. Jackson. *The Crabgrass Frontier: The Suburbanization of the United States*, (New York: Oxford University Press, 1985), p. 259.

¹³Oral interview of George Baltzer by Nathan Poe.

¹⁴Oral interview of George Baltzer by Nathan Poe.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 16

Coca-Cola Bottling Plant
Tipton County, TN

When Baltzer finally managed to move the business into its new quarters on Highway 51, he immediately faced a new set of problems that were a direct result of World War II. Much of the work force, including his two sons, George and Charles, entered into the U.S. armed services. As a result, Baltzer, like many other employers during World War II, found himself hiring women to keep his business operating.¹⁵ The most profound effect that the conflict had upon the Covington Coca-Cola Bottling Company did not deal with manpower, but a problem with supplies. The main ingredient of Coca-Cola is sugar, and as soon as the United States entered the war, sugar sat at the top of the rationing list. A mere inconvenience to individual households, the sugar ration drastically affected Coca-Cola bottling companies throughout the United States, often forcing consolidation, closures, and even bankruptcy. Baltzer's situation, with the large debt of the "most expensive building in town," in addition to the economic hardships brought about by World War II, was worse than most.¹⁶ Struggling to keep the business open and cover the debts accrued from the construction of the new building, Baltzer was forced to allow the Pidgeon family to buy back its controlling share of the Covington company. Baltzer had slowly acquired all of the shares to the bottling plant over the years.

The war eventually ended, and though controlling interests in the business changed periodically between the Baltzer and the Pidgeon families, the Covington Coca-Cola Bottling Plant remained in operation for another thirty years until 1979. When the Coca-Cola Company based in Atlanta bought back the rights to bottle its product from the Pidgeon family in the 1970s, the Baltzer family no longer held any interest in the Covington operation. The decision was made to close the Covington location and consolidate its services with the Brownsville bottling company. Brownsville would serve four counties, Tipton, Fayette, Haywood and Lauderdale. The Brownsville Bottling Company operated out of a larger building, and, though the Covington facility had spare space in its second floor for expansion, the Atlanta headquarters determined that modernization at the Covington location would not be cost efficient, given the existence of the Brownsville site.

The Jackson Tire company moved into the building almost immediately, and rented the structure from the Pidgeon family until November of 1984, working primarily out of the shipping and receiving garage. H. D. Patterson, the current owner, purchased the building in 1984, and after carrying out some minor interior changes on the first floor, opened Patterson's Carpets. Patterson's Carpets occupied the first floor plant section of the building, where the massive bottling machines were once located. The remaining sections of the building, the garage, the business offices, and the entire second floor, were not utilized. At present the building is not in use and is for sale.

¹⁵Oral interview of George Baltzer by Nathan Poe.

¹⁶Oral interview of Charles Elam by Nathan Poe.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 17

Coca-Cola Bottling Plant
Tipton County, TN

With the giant red and white electric sign displaying the curves of the Coca-Cola emblem perched on top of the northern facade, and the fifty foot tall marquee projecting into the air of the western facade, no motorist could miss the Coca-Cola plant driving through town. The Coca-Cola Bottling Plant represents a successful combination of commercial needs and architectural ideologies. It served its purpose to advertise Coca-Cola by associating the beverage with an architectural style that evoked images of the future, speed, and prosperity, and by providing a structure that could mix, bottle, and ship Coca-Cola, all under one roof.

With its flat roof, recessed layer-cake architecture, abundant glass blocks, wrap-around speed stripes, bands of windows and the ever present curves of the Moderne architecture, the Coca-Cola Bottling Plant of Covington is a well designed and built building that is an excellent example of Moderne architecture. It is an important building architecturally because it stands as one of the only Moderne buildings in Tipton County.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 9 Page 18

Coca-Cola Bottling Plant
Tipton County, TN

IX. Bibliography

Baltzer, George. Oral interview by Nathan Poe.

Bayer, Patricia. Art Deco Source Book. Seacaucus, N. J.: Wellfleet Press, 1988.

Bel Geddes, Norman. Magic Motorways. New York: American Book-Stratford Press, Inc., 1940.

Bouillon, Jean-Paul. Art Deco: 1903-1940. New York: Rizzoli International Publications, 1989.

Bush, Donald J. The Streamlined Decade. New York: George Braziller, 1985.

Coca-Cola Company. The Coca-Cola Company: An Illustrated Profile of a Worldwide Company.
Atlanta: The Coca-Cola Company, 1974.

Duncan, Allistar. American Art Deco. New York: Harry N. Abrams, Inc., 1986.

Elam, Charles. Oral interview by Nathan Poe.

Glidden, Sandra A. Defining Art Deco, Art Moderne, and Classical Art Nouveau in Middle Tennessee. Master's Thesis, Middle Tennessee State University, 1992, No. 1698, pg. 55.

Hill, James J. Highways of Progress: Big Business; Economic Power In a Free Society. New York: Doubleday, Page, and Company, 1910.

Jackson, Kenneth T. The Crabgrass Frontier: The Suburbanization of the United States.
New York: Oxford University Press, 1985.

Johnson, Eugene J. And Russell, Robert D. Memphis: An Architectural Guide. Knoxville: University of Tennessee Press, 1990.

Rose, Mark H. Interstate: Express Highway Politics, 1941-1956. Lawrence, Kansas: The Regents Press of Kansas, 1979.

Van De Lemme, Arie. A Guide to Art Deco Style. Seacaucus, N. J.: Chartwell Books, Inc., 1986.

Vera, Andre. Modernites, Paris: 1925.

Watters, Pat. Coca-Cola: An Illustrated History. New York: Doubleday & Company, Inc., 1978.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 9 Page 19

Coca-Cola Bottling Plant
Tipton County, TN

Whiffen, Marcus and Keeper, Frederick, American Architecture, 1607-1976. Cambridge:
MIT Press, 1981.

Wilson, George. The Impact of Highway Investment on Development. Washington, D.C.: The
Brookings Institution, 1966.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 20

Coca-Cola Bottling Plant
Tipton County, TN

X. Geographical Data

Verbal Boundary Description

The nominated boundary is at 126 Highway 51 south, listed as parcel 8 on the attached Covington tax map, 41BI 8.00.

Boundary Justification

The nominated boundaries contain all of the historic property associated with the Coca-Cola Plant.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number photos Page 22

Coca-Cola Bottling Plant
Tipton County, TN

XI. Photographs

Coca Cola Bottling Plant
126 Highway 51 South
Covington, Tipton County, Tennessee
Photographs By: C. Van West
Negatives: Tennessee Historical Commission

West facade and south elevation, facing Northeast
1 of 19

North elevation and south facade, facing Southeast
2 of 19

Detail, entrance on West facade
3 of 19

Detail, west facade
4 of 19

Detail, glass block window
5 of 19

North elevation, looking Southeast
6 of 19

Detail, north elevation, looking South
7 of 19

East elevation, facing Northwest
8 of 19

Central staircase, first floor, looking East
9 of 19

Original light fixture, second floor staircase, facing East
10 of 19

First floor bottling area, facing South

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number photos Page 23

Coca-Cola Bottling Plant
Tipton County, TN

11 of 19

First floor restroom, facing Southeast

12 of 19

Warehouse, facing West

13 of 19

Original warehouse door, facing Northwest

14 of 19

Elevator, second floor, facing Southwest

15 of 19

Southwest room, second floor, facing Southwest

16 of 19

Mixing room, second floor, facing Northwest

17 of 19

Northwest restroom, second floor

18 of 19

Storage room, second floor, facing South

19 of 19