

FINAL

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 The Coca-Cola Bottling Company Plant
other names/site number _____ 105-055-80113

2. Location

street & number 318 South Washington Street N/A not for publication
city or town Bloomington N/A vicinity
state Indiana code IN county Monroe code 105 zip code 47401

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 36CFR 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.)

[Signature]
Signature of certifying official/Title

1/25/00
Date

Indiana Department of Natural Resources

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:) _____

Signature of the Keeper

Date of Action

Name of Property

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 the count)

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

- building, district, site, structure, object

Table with 3 columns: Contributing, Noncontributing, and Resource Type (buildings, sites, structures, objects, Total). Values: 1, 0, 0, 0, 1.

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

Number of contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Functions (Enter categories from instructions)

Current Functions (Enter categories from instructions)

AGRICULTURE/SUBSIST Processing

COMMERCE/TRADE: Specialty Store

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

19th & 20th c. AMER.: Commercial Style

foundation STONE: Limestone

walls BRICK

roof ASPHALT

other GLASS 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.)

- Property is associated with events that have made a significant contribution to the broad patterns of our history.
Property is associated with the lives of persons significant in our past.
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.
Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE
COMMERCE
SOCIAL HISTORY

Period of Significance

1924 - 1949

Significant Dates

1924

1938

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Criteria Considerations

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

Property is:

- owned by a religious institution or used for religious purposes.
removed from its original location.
a birthplace or grave.
a cemetery.
a reconstructed building, object, or structure.
a commemorative property.
less than 50 years of age or achieved significance within the past 50 year.

Narrative Statement of Significance

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

9. Major Bibliographic 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):

- preliminary determination of individual listing (36 CFR 67) has been requested
previously listed in the Natinal Register
previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Hostoric 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:

Monroe County Public Library

10. Geographical DataAcreage of Property less than one**UTM References**

(Place additional UTM references on a continuation sheet.)

1	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing
2	<u> </u>	<u> </u>	<u> </u>

3	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing
4	<u> </u>	<u> </u>	<u> </u>

 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 Byname/title Kristen Brennanorganization PRESERVATION DEVELOPMENT Inc. date June 7, 1999street & number 400 West 7th Street, Suite 110 telephone (812) 336-2065city or town Bloomington state Indiana zip code 47404**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets**Maps**A **USGS map** (7.5 or 15 minute series) indicating the property's location.A **Sketch map** for historic districts and properties having large acreage or numerous resources.**Photographs**Representative **back 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 Jay Ellisstreet & number 318 South Washington Street telephone (812) 333-7731city or town Bloomington state Indiana zip code 47401**Paperwork Reduction Act Statement:** This information is being collected for application to the National Register of Historic Places to nominate properties for listing or determining 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. 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 Reduction Projects (1024-0018), Washington, DC 20503.

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Coca-Cola Company Bottling Plant, Monroe County, Indiana

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The Coca-Cola Company Bottling Plant is a roughly square building (96' 2" street front width by 80' 4" deep) with a two story section that was constructed in 1924 and a one story section added during a 1938-9 renovation. The original building was constructed in a vernacular commercial style, with Art Deco style elements added during the 1938-9 renovation. During the 1910s and 1920s, twenty-one businesses operated in seventeen different buildings within the two block area around the Coca-Cola Bottling Plant, an area bordered by 3rd, 2nd, Walnut, and Grant Streets. Of the five extant buildings from this era, the Coca-Cola Company Bottling Plant is one of only three buildings that retains its architectural integrity from the period. The Art Deco entrance of the Coca-Cola Bottling Plant is also one of very few remaining examples of the style in Bloomington. The building was the home of the only Coca-Cola Bottling facility in Bloomington from 1924-1989.

A. East Wall Elevation

The east elevation is the primary facade of the buildings and has a two story section 61 feet wide and a one story section 35 feet wide. The walls are composed of red brick laid in a stretcher bond veneer mounted on 8 inches of clay tile backup. This elevation has 10 windows, two walk through doors, and one overhead door. Each opening has a decorative lintel consisting of two limestone plinth blocks bracketing a soldier course of brick. A large display window designed to showcase the bottling machinery and processes is located at the northern corner of the building. The four second story windows are composed of 72 glass blocks each and have limestone sills. The east elevation has six integral brick pilasters located at the corners of each section of the building and framing the protruding central section of the two-story facade. A limestone sign in bas relief with the trademark script reading "Coca-Coal Bottling Co." is centered above the second story windows in the parapet. The front door is offset to the north of center and is surrounded by an Art Deco style protruding entryway. Five limestone steps lead up to a stoop that is covered by an aluminum awning.

Prior to the 1938-39 renovation, the east elevation was a simpler flat red brick veneer wall without the current pilasters or limestone entrance surround. The 1924 facade had six windows, two pedestrian doors, and one double in-swing garage door at the southwest corner. The second floor windows had soldier course, brick lintels, limestone sills, and 20-pane steel ventilator windows. On the first floor, five steps led up to an uncovered stoop and the public door. Between the southern garage doors and the public door was a large 2-pane display window. To the north of the central door there were two unpaired, double hung, 1/1 light wood windows and a duplicate door at the northwest corner. A painted wood sign hung in a brick surround centered above the second floor windows.

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The one story addition was added in 1938-39. Its eastern elevation contains its original fenestration, which consists of one window and a transomed pedestrian door on the southern half and a garage door on the northern half. The original garage door was six rolling panels tall, the upper four rows containing 7 windows each, while the lower two rows contained 7 wooden panels. The door is no longer extant and has been replaced by an overhead steel door.

B. North Wall Elevation

This wall is composed of a stretcher bond red brick veneer with two 4 inch courses of clay tile backup. The parapet above the roof line has a 4 inch brick course with one 4 inch course of clay tile backer. A limestone cap exists on top of the parapet. A 6 ½ inch thick concrete wall section was added to reinforce the bottom two feet of the wall during the 1938-9 renovation. This wall section has 12 windows and one door. One of the windows has been framed in with wood and another filled with brick. Of the remaining ten windows, six contain the 1938 glass blocks and four contain 1938, nine-panel, steel windows. The door also dates to 1938, is of wood panel construction, and accesses the rear storage room.

The 1924 building's fenestration differed greatly from the current building on this elevation. The second story had four 20 pane steel windows whose central 6 panes opened on a central pivot and contained hidden steel lintels and limestone sills. The first floor had a pair of wood 1/1 double hung windows in the northeast corner. Four pairs of 20 pane steel windows completed the first floor fenestration, and of the two windows in each pair, only one window had an operating ventilation panel. Near the rear alley there were two small steel windows with three vertical panes each lighting the basement. A mural that read "Drink Coca-Cola in Bottles" was painted above the pair of double hung windows and was visible to traffic traveling south on Washington Street. Another sign identical to the one on the front of the building and surrounded by the same brick border was located above the second story windows.

C. West Wall Elevation

This elevation has a two story wall section 61 feet wide and a one story wall section 35 feet wide. These walls are 12 inches wide with 4 inches of face brick and 8 inches of clay tile backup. Four windows, four pedestrian doors, and two overhead doors exist in this elevation. Metal box-gutters exist along the top of both sections. Two wood framed shed extensions were added in the 1980s.

D. South Wall Elevation

The one story wall section has one course of brick and two courses of clay tile backup for a total thickness of 12 inches. This width exists to the top of the parapet. The parapet is capped with clay tile. This wall section has four window openings (that were closed when the adjacent

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building was constructed in the late 1950s) and one large opening which connects to the metal building to the south. The two story wall section above the one story roof line also has one course of brick and two courses of clay tile for a total 12 inch thickness. The parapet has one brick course and one clay tile course for 8 inches of thickness. The three large window openings on the second story have been filled with three modern vinyl, 1/1 light, double hung windows each. The brick in the eastern third is face brick, while the western two thirds of this wall contains a softer brick.

Two one-story metal buildings, each running the length of the lot with gables facing the street, were added successively in the late 1950s and early 1960s as business expanded. Neither building is historically significant.

E. Basement and Utility Tunnels

A basement exists at the rear of the two story section. This basement is 47'6" x 28'0" in size. The floor over the basement is a poured concrete "T" beam floor supported by perimeter concrete walls, a center concrete beam, and two interior concrete columns. Interior concrete walls surround the elevator, stairs, and the old coal bin areas at the northwest corner. A four foot wide utility tunnel exists along the east wall of the basement which intersects a 5 foot wide utility tunnel along the north side of the building. Both tunnels are covered by a structural concrete floor slab.

F. First Floor Interior

The interior of the plant has an open plan partitioned to accommodate the necessary functions of shipping and delivery, bottling, storage of raw material, and management. The first floor had four main areas: the bottling area, an administrative office, a drive through loading / unloading area for trucks, and a receiving area at the rear of the building to receive syrup and supplies and to separate dirty, returned bottles from the sterile bottling area. The first floor bottling area has glazed white and green tile interior walls that are set inside the structural walls with a two inch gap between the glazed tile and the clay tile behind. A terrazzo floor of green and black tile with a yellow border was installed in the bottling area in 1938. The southern 12 foot wide section of the two story building functioned as a drive through loading dock and has a concrete floor that is 36 inches below the floor to the north. During the 1938-9 renovation this area was modified by the addition of a ramp and 10 inch step at the west end and a ceramic tile floor with a drain near the east end. This area was accessible from the street and housed a 1000 gallon syrup tank that was filled from a tanker truck parked on an incline built into the sidewalk in front of the building. The drive through loading area then moved into the 1938 one-story addition.

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An administrative office richly decorated with a dark hardwood paneling is located in the southwestern corner of the building.

G. Second Floor Interior and Roof Framing

The second floor has 2" x 4" partition walls around the bathrooms, two storage rooms, the syrup room, a furnace room, and two stairwells. The outside walls of the second floor have two courses of clay tile with one course of brick on the outside. The inside of these walls have been furred out and covered in drywall. The syrup room contains a black and white wainscoting tile, a large sink in the northwest corner, and has three pipes in the floor that were used to funnel syrup from the large mixing vats into the bottling machine on the first floor directly below. With the exception of the bathroom that contains a terrazzo floor and the lab-area that contains vinyl tile, the second floor has a hardwood maple floor that has been covered in carpet.

The roof framing consists of original 2" x 6" rafters, 24 inches on center, with another 2" x 8" sistered to each 2" x 6" rafter. These rafters bear on a 4 inch ledge of clay tile on the outside walls and bear on a triple 2" x 12" beam on the interior. The 2" x 12" beams run east to west and are each supported by five steel I-beam posts that have been framed and drywalled. A 2" x 4" ledger has been placed on each side of the 2" x 12" beam for bearing of the 2 x 8s. The roof decking consists of 1" x 8" boards. On the north side of the roof there is a small section of newer framing and decking as a result of a fire.

H. Elevator Shaft and Chimney

The brick elevator shaft extends approximately eight feet above the main roof. This enclosure has a wood frame shed roof sloping to the west. The elevator chimney were added to the building during the 1938 renovation (#10). The chimney is located behind the elevator shaft, is 26 inches by 44 inches in dimension, and extends 12' 9" above the roof. This chimney has been plastered with mortar over the original brick.

I. One Story Addition Roof Framing

The one story roof section consists of 2" x 8" rafters spanning about 15' -8" between 21 inch steel beams. The steel beams clear span between brick pilasters built into the south wall and steel columns against the north wall. The total width of this section is 35 feet. Wooden kneewalls exist on top of the steel beams to build slope into the roof toward the back of the building. The rafters bear on top of the kneewalls and bear on top of the rear masonry wall. The rafters are pocketed into the front masonry wall with the parapet extending above. The one-story portion of the building was added in 1938-9 and was engineered with the possibility of adding a future second story.

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The Coca-Cola Bottling Plant in Bloomington, IN is significant under Criteria A and C. Under criterion A, the success of the Coca-Cola company in Bloomington was the result of a constellation of converging social trends – the mechanization of food production, an increasing awareness about public health and sanitation issues, and the nationalization of consumption patterns and marketing strategies. Under criterion C, the building itself is architecturally significant as an example of a plant influenced by the 1924 Standardized Plants brochure produced by the Coca-Cola Bottler's Association. This brochure detailed ways in which architecture could be used as a mass marketing device. The original building is significant as an example of a vernacular commercial building from the 1920s, and in its current form, it is one of the few buildings surviving in Bloomington which contains Art Deco decorative elements. The building was identified in the *Indiana Historic Sites and Structures Inventory: City of Bloomington Interim Report* (105-055-80113) and rated as "notable."

The style of Art Deco derives its name from the great 1925 Paris exhibition, "L'Exposition Internationale des Art Decoratifs et Industriels Modernes." The Art Deco style tried to unite the arts with industry, embracing the machine age and repudiating the old antitheses of "fine" vs. "industrial" arts. The design principals underpinning the Art Deco style are an emphasis on geometric pattern that often emphasized the vertical, and the use of highly stylized images from nature in bas-relief detailing. The style incorporated such elements as towers and other vertical projections above the roofline and geometric motifs on a smooth exterior masonry surface. Art Deco style is also identified by its frets, zig-zags, chevrons, and angular stylized floral motifs usually set in low relief in decorative panels. The Bloomington Coca-Cola Bottling Plant made the following changes to its existing 1922 bottling plant that could be classified as Art Deco, or influenced by the Art Deco style: the addition of 6 integral pilasters to the street elevation creating a vertical emphasis on the facade, the creation of a protruding central section on the facade, the addition of a protruding limestone entryway, the addition of a glass door with Art Deco metalwork, and the replacement of the plain veneer brickwork with a decorative veneer.

Art Deco was a popular style in Coca-Cola bottling plants. The four standardized plants developed by the architectural firm of Pringle and Smith for the Standardization Committee of Coca-Cola Bottlers at a convention in Atlanta, GA in March of 1924 incorporated simple Art Deco decorative elements (#7). Although the original Coca-Cola Bottling Plant in Bloomington was constructed in 1924, the same year as the convention, the builders chose a vernacular commercial style. In 1938, however, Melvin Currie made exterior and interior changes that brought the building closer to its standardized counterparts. The standardized plants were constructed of brick, and used soldier courses of upturned brick to create interest. This idea was used in the 1938 Bloomington redesign and renovation. The standardized plants had a recessed, offset entrance with a wide stone surround, and so the front door was relocated in 1938 and

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recessed in the protruding limestone entryway. The standardized plans recommended that there be only one public entrance door into the plant, so the second street front door was eliminated (#7 p22). The standardized plan used large display windows with glass block transoms on the first floor around the bottling areas to showcase the machinery and the highly mechanized bottling process. During the 1938 renovation two display windows were created on the northeast corner of the Bloomington plant making the new machinery highly visible to the public. An elevator with two entrances, one to the loading dock and one to the bottling room was recommended in the standardized plants brochure (#7 p22), and Melvin Currie added just such an elevator to the Bloomington plant. The standardized plants featured bas-relief terra cotta signs with "Coca-Cola" written in the trademark Spencerian script. In Bloomington, where limestone and limestone carvers were readily available, a sign nearly identical to the ideal terra cotta version was executed in local limestone.

Little is known about the history of the soda bottling industry in Bloomington. The first bottling company appears in the city directory of 1910—the Bloomington Bottling Company at 123 S. Walnut which bottled "soft drinks of all kinds" and was owned by John W. Rolli (#4). A 1913 Sanborn Map also documents a Bloomington Bottling Works at 427 S. Washington Street. Melvin R. Currie opened the first Coca-Cola Bottling Plant in Bloomington in 1917 at 405 S. Washington Street. A new Bottling Plant was constructed in 1924 at 318-320 S. Washington Street, half a block north of the previous plant (#4). The plant is located in an area of Bloomington that was developed between 1910 and 1930 as a light industrial zone of food production facilities and laundry services. Between 1907 and 1930 the area encompassed by 3rd Street on the north, 2nd Street on the south, Walnut Street on the West and Grant Street on the east held the following businesses:

Martin and Son Creamery and Ice Cream Factory	407 S. Washington Street (1907)
Quality Ice Cream Co.	401 S. Washington Street (1927)
Sunlight Dairy Company	401 S. Washington Street (1927)
Bloomington Creamery Company	401 S. Washington Street (1927)
Bakery	204 E. 3 rd Street (1907-1913)
Lettellier's Bakery	202 E. 3 rd Street (1927)
Coca-Cola Bottling Works	405 S. Washington Street (1915-1924)
Coca-Cola Bottling Works	318 S. Washington Street (1924)
Bloomington Bottling Works	427 S. Washington Street (1913)
Reed's Steam Laundry	309-311 S. Lincoln Street (1913)
Yelch's Cleaning Company	401 S. Washington Street (1913)
New Home Laundry Company	401 S. Washington Street (1915-1922) 309 S. Lincoln Street (1922)

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Dry Cleaning Company	423 S. Washington Street (1927)
Auto Repair Shop	300 Alley between S. Lincoln St & Grant St
Garages	316 S. Washington Street (1927)
	309 S. Walnut Street (1927)
	308 S. Walnut Street (1927)
	314 S. Walnut Street (1927)
	324 S. Walnut Street (1927)
	326 S. Walnut Street (1927)*

*from Bloomington Sanborn Maps and City Business Directories

Whole new industries provided services previously reserved to the private home as a response to changes in the workforce as well as on the domestic front. And an array of new public services arose in response to Progressive ideals. These four types of businesses, milk processing, bottling, laundering, and automobile repair shops, represented some of the newest services available to men and women in the Progressive Era.

The Progressive Era (roughly 1910-1930) was distinguished by the onset of diverse social and political reform movements throughout the United States. The push for reform manifested as a significant response to the social inequities of the late 19th century, brought on, in part, by the rapid and unregulated growth of industrialism in urban centers. The simultaneous migration of rural working populations and mass emigration from Europe and Asia into American cities further aggravated urban social conditions. These conditions were characterized by overcrowded and unsafe housing, poor sanitation and public health, inadequate educational opportunities, as well as dangerous working conditions and low wages, all of which contributed to an increasing economic and social disparity among classes.

As a response to these adverse urban, and to some extent, rural conditions and their effects, the Progressive Era particularly sought to promote better living and working environments as vehicles for the improvement of public health and welfare. The push for reform addressed a wide range of social problems, the solutions for which were equally diverse. Architecture and planning issues were considered crucial to an improved living and working environment in the belief that the quality of one's surroundings actively influenced health and well-being. Urban planning measures sought to zone industrial, residential, and commercial uses, regulating the availability of light and air to promote public health. Tenement reform relieved overcrowding, and sought to insure clean, safe, and well ventilated housing. New parks provided trees, green space, light and air, and recreational opportunities in the search for improved public health. Cities built new sanitation infrastructure, and many adopted the tenets of the City Beautiful Movement, clearing slums and renewing civic spaces. Factories and commercial workplaces

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were improved, specialized with new technologies, and adapted to the new diversity of workers. New services and commercial marketing techniques responded to the advent of reforms popularized during this period.

With the exception of individual automobiles, the new technologies of refrigeration and machine laundering were at their peak of commercial importance between the two world wars, before the technologies became affordable to people as personal refrigerators and washing machines. The Coca-Cola Company quickly embraced automobiles as a tool to expand their distribution potential. The 1920s was a critical decade for Coca-Cola bottlers as the convenience and availability of bottled soda slowly eclipsed the soda fountain sales. Syrup sold for bottling outsold syrup sold for soda fountain use for the first time by the end of the decade.

The history of carbonated beverages begins with carbonated waters that were commonly believed to have restorative powers and were sold as health drinks as early as the 1830s. Fountain sodas became very popular in the 1880s and some of these carbonated sodas were bottled during the hot summer months. Not only was there very little market for carbonated drinks during the winter, but the bottling process itself, which involved boiling bottles to sterilize them, was viewed as a summer business until the early 1920s. The first mechanized bottle washer was installed in a Coca-Cola plant in Washington, D.C. in 1916. Given the directive that the Coca-Cola Company wanted "a bottle which a person will recognize as a Coca-Cola bottle even when he feels it in the dark," a bottle "should be so shaped that, even if broken, a person could tell at a glance what it was," the Root Glass company of Terre Haute, IN came up with the famous 6.5 oz hobble-skirt design in the summer of 1915 (#12 p83). The new bottles were standardized to fit existing bottling machinery, and Coca-Cola bottling franchises proliferated. By 1921 over 1000 plants were in operation (#8).

The Coca-Cola Company's efforts to standardize production and bottling techniques were a response to public sanitation concerns. One hundred bottlers held their first meeting in Atlanta in 1909 to exchange ideas. Discussion focused on the feasibility of insuring oneself against litigation brought by clients who had found the notorious "bug in the bottle." The bottlers organized the Coca-Cola Bottler's Association in 1915 and shortly thereafter hired a chemist to supervise local bottlers' efforts to achieve greater levels of sanitation and a more uniform quality product (#12 p71). The public's concern about sanitation standards is reflected in the architecture of both the standardized designs developed by the Coca-Cola Bottler's Association, and in the Bloomington plant. Large plate glass windows displayed to the public, not just the finished product, but the entire process of production. The windows enabled consumers to verify that sanitary bottling procedures were used. The Coca-Cola Company realized that not only was it marketing a drink, it was marketing a process and the guarantee of a uniformly clean and

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quality product. During the Progressive Era, white became an important symbol of cleanliness and “sanitary awareness” and was popular in personal clothing and public uniforms. At the 1924 convention, the bottlers made recommendations that employees wear white uniforms in the plant, and that delivery drivers wear ivory.

The 1928 Standard Plants brochure reads “Every material used in the construction... in addition to meeting the serviceability requirement, materials had to lend themselves to sanitary conditions and appearances” (#7 p17). The production area of the Bloomington Coca-Cola Bottling Plant was remodeled in 1938 with a white tile, accented in the official Coca-Cola green. The standard plants brochure also made recommendations that encouraged clean usage patterns by plant employees. For example, windows “are constructed as to provide no level window sills, thus eliminating the level window sill nuisance (a place to put empty bottles, lay tools, etc.)” (#7 p24), and Melvin Currie also adopted these design criteria in 1938 for his bottling and processing areas.

Coca-Cola facilities nationwide were given literature recommending ways in which the design of their plants could market their product. The philosophy of the company is summed up in the following advice published in 1928, “People buy those things which they are told by advertising and experience are the *acceptable things*. Standard stores and plants tell where these things are sold and manufactured. A Standard Coca-Cola Bottling Plant will suggest to the public a universal uniformity, and wholesomeness of the product” (#7 p6) This “universal uniformity” was achieved by the following recommended designs; 1) a corner lot because it added prominence, better light and ventilation, more publicity, greater accessibility, and the possibility of two driveways (#7 p27); 2) locating in a high traffic area because of the advertising potential of an attractive building (#7 p27); and 3) attractive landscaping, with plans that could be purchased directly from the Coca-Cola Company (#7 p28).

It is clear that standardization and uniformity in design were intended to signify “wholesomeness” and acceptability of the product. This marketing strategy became more common in the early decades of the twentieth century as manufacturing industries increasingly adopted production line manufacturing technologies. Henry Ford used a similar technique to sell autos that were also manufactured on a production line. Seen in this context, industrial methods themselves became the basis for marketing product, convincing the consumer that “acceptable things” were mass produced and recognizable, and equal to any product heretofore produced in the home or by small individual companies. Uniform plant design, bottles, and employee clothing are part of the packaging of this concept. Thus consumer demand as well as the product itself is produced by the manufacturer and marketed as an intrinsic quality of the product.

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Melvin Robert Currie served as proprietor of the two Coca-Cola plants from 1917 to 1956. He purchased the first Coca-Cola franchise in Bloomington in 1917 at the age of 36. Born in Jasonville, Indiana on November 5, 1881, Melvin Currie came to Bloomington as a high school student, graduating in 1902. He was a student of Indiana University for two years (1902-1904), and later graduated from the business college. Beginning in 1904, he was employed as a bookkeeper with the Indianapolis Star for three years and as a bookkeeper for the Danville (Illinois) Brick Company for six years. In 1909, he became the bookkeeper in Bloomington, IN for the First National Bank (#5). According to an oral history taken from his son-in-law, when Melvin Currie decided to purchase the Coca-Cola franchise he first approached the First National Bank for the loan. Afraid of losing a valuable employee, First National turned him down, and he was forced to borrow the initial investment money from a competitor (Vaughn Rice). An active member of the community, Melvin Currie served as president of the White River Council of Boy Scouts of America, was the founder of the Community Chest, served as chairman of the Ohio River Flood Relief drive in 1936-7, was on the board of directors of Emily Flynn Home in Marion, IN (a home for aged women of the Christian Church), and was a lifetime member of the Masonic Lodge, the Kiwanis Club, and the First Christian Church (#5).

Melvin Currie started his franchise during a difficult period, as America's involvement in WWI brought governmental sugar rationing. Seen as a non-essential product, soda manufacturers received limited amounts of sugar with which to mix their syrups. By 1920, however, the passage of the nineteenth amendment prohibiting the consumption of alcohol gave Coca-Cola and other bottled beverages a great economic boost. Coca-Cola marketed itself as "The Great National Temperance Beverage" (#12 p42), a safe yet stimulating drink to replace alcohol. The Coca-Cola company was a leader in the development of national advertising campaigns using young women and men in leisurely poses to reinforce their slogan "the Pause that Refreshes" (#12 p229). The advertising was so successful that most plants nationwide did not suffer during the depression. The Bloomington Coca-Cola Bottling Plant, with its dramatic 1938 renovation, exemplifies this success.

Melvin Currie passed away in 1956 and the Coca-Cola bottling plant operations were taken up by his son-in-law, Vaughn Rice. Vaughn Rice was the plant manager and proprietor until 1989 when he sold the franchise to the Hondo Corporation, and bottling operations were relocated to the west edge of town near State Road 37. The Coca-Cola Company Bottling Plant was then purchased by Jay Ellis and has been used for his Tent and Party Rental business to the present day.

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Oral Histories

Audio tapes held by PRESERVATION DEVELOPMENT Inc., 400 W. 7th Street, Bloomington, IN 47404

Vaughn Rice. Interviewed on 3/30/99 by Kristen Brennan.

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Verbal Boundary Description

The boundaries of the current Coca-Cola Bottling Company building are, beginning on the eastern street front boundary and going in a counterclockwise direction around the property: S. Washington Street, the alley to the north of the building, the alley bisecting S. Walnut and S. Washington Streets to the rear, and the southern wall of the southernmost metal addition located - approximately 175' from the northern property boundary. The property is composed of lots number 5 and 6 of the McCullough Addition, Perry Township, Bloomington, IN.

Boundary Justification

The property boundaries described above represent the boundaries of the property sold by the Coca-Cola Bottling Company when it vacated the facility in 1989. These boundaries encompass the historic boundaries of the Coca-Cola Company Bottling Plant.