

United States Department of the Interior  
National Park Service

SENT TO D.C.  
1-2-97

# 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 COMPANY BUILDING

other names/site number J. J. FLYNN CO.

### 2. Location

street & number 616 NORTH 24TH STREET  not for publication

city or town QUINCY  vicinity

state ILLINOIS code IL county ADAMS code 001 zip code 62301

### 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 38 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.)

William L. Whalen / SHPO 12-27-96  
Signature of certifying official/Title Date

Illinois Historic Preservation Agency  
State of 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:

<input type="checkbox"/> entered in the National Register. <input type="checkbox"/> See continuation sheet.	Signature of the Keeper	Date of Action
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register.	_____	_____
<input type="checkbox"/> other, (explain:)	_____	_____

5. Classification

Ownership of Property  
(Check as many boxes as apply)

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

Category of Property  
(Check only one box)

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

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

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	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

N/A

6. Function or Use

Historic Functions  
(Enter categories from instructions)

INDUSTRY/PROCESSING: Processing Site

INDUSTRY: Industrial Storage

TRADE: Business

Current Functions  
(Enter categories from instructions)

WORK IN PROGRESS

TRADE: PROFESSIONAL

7. Description

Architectural Classification  
(Enter categories from instructions)

ART DECO

Materials  
(Enter categories from instructions)

foundation CONCRETE

walls BRICK

CONCRETE

roof OTHER: TAR & GRAVEL

other STEEL

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

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

Period of Significance

1940

Significant Dates

1940

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

GEISE, MARTIN J., ARCHITECT

SHELTON, JESSE, COCA-COLA COMPANY 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):

- 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:

\_\_\_\_\_

10. Geographical Data

Acreage of Property 1.6

UTM References

(Place additional UTM references on a continuation sheet.)

1	15	638670	4421970
Zone	Easting	Northing	
2			

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 MICHAEL D. KLINGNER, P.E. - SEE CONTINUATION SHEET

organization KLINGNER & ASSOCIATES, P.C. date JULY 26, 1996

street & number 613 BROADWAY telephone 217/223-3670

city or town QUINCY state IL zip code 62301

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 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 PROFESSIONAL OFFICES PARTNERSHIP

street & number 616 N. 24TH ST telephone 217/223-3670

city or town QUINCY state IL zip code 62301

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 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 20503.

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## National Register of Historic Places Continuation Sheet

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Coca-Cola Bottling Company Building

### COCA-COLA BOTTLING COMPANY BUILDING DESCRIPTION

The Coca-Cola Bottling Company Building, built in 1940, is located at 616 North 24th Street in Quincy, Illinois. It is adjacent to a 1940s residential neighborhood. Immediately to the east is a row of 1940s Art Moderne and International style homes with flat roofs, metal framed windows, cylindrical projections and the characteristic pure white exterior color. To the north and west, a mixture of International style and period bungalow homes surround the area. To the south, more recent commercial development is dominant.

The two-story building is made of blond brick, with copings and horizontal bands of limestone. The decorative features on the exterior of the building include the words "Coca-Cola" in terra cotta at the top of the building above the entry, and terra cotta bas-reliefs of Coca-Cola bottles with a stylized leaf pattern set into the brick at the corners and some of the pilasters. The terra cotta trademark and bottles were part of the Coca-Cola Company "standard plant" details. Brick relief patterns between the windows and at the top of the pilasters break up the common bond of the brick walls. Horizontal brick bandings exist along the top of the corner pilasters, the intermediate pilasters, and the entry tower projection. A horizontal stone string course runs above the second story windows. Stone also caps the intermediate pilasters. A lower horizontal stone course runs between the bottom of the first floor windows and the concrete foundation. Moldings in the entry tower projection around the second story window are of cut limestone. The stone molding also surrounds the main entrance and is stepped inward, making the entrance recessed. Vertical brick projections run between the first and second floor windows. The projecting central entry tower and corner pilasters along with the vertical brick banding between windows give the building a vertical emphasis.

The front entry is located in the center of the entry tower on the west elevation. A small cantilevered entry hood covered in aluminum is located above the front door. The front entry door is a replacement aluminum door, which has the same configuration of the original door. All of the windows in the building are metal casement windows of various sizes and number of lights, with the exception of two large picture windows on the front (west) side of the building and one large picture window on the south elevation. The large windows allowed the public to view the bottling works from the outside of the building. The windows have stone window sills and wood frames. The large plate windows have been replaced with smaller windows using an intermediate aluminum frame. The west elevation of the two story building has twelve-pane metal

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Coca-Cola Bottling Company Building

casement windows except for the second story window of the central entry tower which is nine-pane. The second story of the front facade is symmetrical with four, twelve-pane windows on each side of the entry tower. On the first story, four twelve-pane windows are on the north side of the entry tower and the two large picture windows are on the south side. Just south of the two large picture windows, the two-story building is recessed back from the front facade with one twelve-pane window on each story. On the twelve-pane metal casement windows, the lower center pane is operable and tilts in and the second from the top center pane tilts out. On the nine-pane window, the bottom pane tilts in and the middle pane tilts out. Although not visible due to the parapet walls, the roof is a composition roof: tar and gravel with one inch insulation over one and five-eighths inch wood sheathing. The building foundation is concrete.

Flanking the main building on the south exterior, there is a large one story with full basement garage/warehouse wing which shares a common wall with the main building. The garage/warehouse wing is recessed back from the front facade and wraps around the south and east elevations extending north of the north elevation to provide a garage entry on the west. There is a garage entry on the north elevation, a garage entry on the north side of the west elevation, a garage entry on the south side of the west elevation, one garage entry on the south elevation, and four garage doors on the east elevation facing the alley. The doors on the north, west and south have been replaced with metal doors. The east elevation garage doors in the alley are wooden hinged double-doors. They allow access to the basement, which is exposed due to the building lot slope. There are two pedestrian entries to the garage/warehouse portion of the building. One is on the south side of the west elevation, and one is on the north elevation. Both entries have metal doors, and appear to be replacements of the originals

On the north elevation of the main building, a chimney stack and the elevator shaft are visible from the outside. The chimney is located along the wall, and is accented with horizontal bands of brick that have been set out slightly in the common bond pattern to form bands. The chimney above the building roofline has been reconstructed with nonmatching brick and is capped in concrete. The horizontal stone stringcourse continues as in the west elevation. A horizontal stone stringcourse on the garage/warehouse is above the windows. Horizontal bands of brick are above the garage/warehouse string course, just below the parapet wall stone capping. The north elevation of the two story building, toward the west, has three first story and three second story four-pane metal casement windows. In the center of the main building,

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Coca-Cola Bottling Company Building

where the first floor bathrooms and second floor kitchen are located, the windows are three-pane units. The lower pane on both the four and three-pane windows tilts in. The second from the top pane tilts out. The windows on each side of the chimney are twelve-pane windows on both stories. Just west of the elevator tower, on each story, is a single fifteen-pane window. The garage/warehouse has three, twenty-pane windows. The three garage/warehouse windows are four rows of five panes each. On both the twenty-pane and fifteen-pane windows, the center six panes form an operable louver which tilts out. The twelve-pane windows have four-pane louvers which tilt out. From the north elevation, it is possible to see a wooden door at the top of the elevator shaft. The elevator is a large cage elevator.

On the east elevation, along the alley, the concrete basement wall is fully exposed and the first story garage/warehouse wall continues in brick with twelve, twenty-pane metal casement windows. Six metal casement windows were in the basement wall. The basement windows are fifteen-pane with six-pane louvers tilting out. One of the windows has been removed and inserted with wood framing. The roof drains to the east and water is collected with a series of metal downspouts. Not easily visible due to the garage roof are the second story metal casement windows. Toward the south are two, fifteen-pane windows. Three, nine-pane windows are in the center, and two, fifteen-pane windows are toward the north. All of the second story windows have six-pane louvers that tilt out.

On the south elevation, the ground line exposes most of the concrete foundation wall at the east side and tapers to very little exposure to the west. Eight, twenty-pane metal casement windows are located in the first story garage warehouse. The basement windows have been filled except for two near the west side, where concrete window wells are in use. The horizontal stone stringcourse is above the garage/warehouse windows. Horizontal brick banding is above the stone stringcourse and below the parapet wall stone capping. The west elevation of the garage/warehouse has one, twenty-pane window with a center six-pane louver. The six-pane louver tilts out. On the south elevation of the second story of the main building, three windows toward the west are above the first story picture window. The center window is a twelve-pane unit and on each side are four-pane window units. Just east of these windows, the main building projects out toward the south. Toward the west on the second story, there are two, six-pane windows. Two, ten-pane windows are in the center of the second story, and two, six-pane windows are toward the east. All of the second story windows have six-pane louvers that tilt out.

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INTERIOR

The foyer of the building has walls of plaster, as does the office spaces to the left (north) found immediately upon entry. Entry to the office space is through a solid wood door. There is a reception window on the left wall of the foyer with a built-in wood counter. The office space has cast-in-place concrete walls, wooden doors, some with glazing and transoms, and interior office windows. In the center office area a concrete vault exists with the original safe inside. The center office floor was originally terrazzo but is now carpeted. To the right, (south of the central office area) after entering the foyer area, is a large window framed in wood, and a glazed door, for viewing the bottling works' from inside this area. The bottling works' walls are finished with load-bearing tile that has been glazed yellow. The floor is concrete. Just south of the bottling room is the water treating room.

The I-beams that make the frame of the building are visible from the bottling works and also in the storage/stock room, which has the same interior treatment. Also, in the foyer of the building is a staircase allowing access to the second floor of the building. The elevator is located in the storage/stock room. Surrounding on both the south and east sides of the main two story structure is an attached garage/warehouse and truck wash area.

On the second floor, the north side was used for office and meeting room space and a small kitchen. Floors in these rooms are terrazzo. A syrup room was located on the south side above the bottling room. Southeast of the syrup room was the upper part of the water treating room. The open floor in the water treating room has been replaced with a wood floor insert. Remaining second floor space was primarily storage space with an exposed wood deck and a steel truss ceiling and concrete floors. A large men's locker room and showers are located adjacent to the storage area to the southeast. Rear stairs lead down to the first floor stock room.

A full basement exists with access from front stairs adjacent to the entry foyer and rear stairs from the first floor stock room. The elevator also serves the basement. The main two story building basement has a composite concrete and steel truss ceiling with concrete floors and steel columns. The basement under the garage area has a concrete ceiling and concrete columns. All of the basement has concrete floors. The furnace and coal room floor is depressed several feet lower than the remaining basement.



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### COCA-COLA BOTTLING COMPANY BUILDING SIGNIFICANCE STATEMENT

The Coca-Cola Bottling Company Building is locally significant under Criterion C as a good example of Art Deco style architecture. The period of significance is 1940, the year the Coca-Cola Bottling Company Building was built. There are very few examples of Art Deco in the City of Quincy, which is characterized mostly by pre-1900 styles of architecture. The building is one of the few examples of this style of building in Quincy used for business.

Art Deco was an architectural and decorative-arts style, popular from the late 1920s to 1940, that was characterized by highly stylized natural and geometric forms and ornaments. Art Deco was influenced in its development by the International movement, which gave it bolder, more stylized forms in 1930s and 1940s. Art Deco is evident in the expression of the Coca-Cola Building. Art Deco features include the projecting central entry tower with strong vertical emphasis, the stone molding in the entry tower, the vertical brick banding between windows, and pilasters with terra cotta ornaments.

By the 1940s, the style had evolved to Art Moderne, reflecting a more mechanized age, with clean simple lines, which is also evident in the Coca-Cola Bottling Company Building. The Art Moderne style is present in the horizontal brick coursing, the horizontal stone stringcourses on the building's exterior, the cantilevered aluminum entry hood, and the flat roof with formed stone coping at the roof line.

The building floor plan and basic elevations were based on standard plant plans and specifications available from the Coca-Cola Company. The standardization of these bottling plant designs started at a meeting in session at the City Auditorium, Atlanta, Georgia, March 11th, 12th and 13th, 1924.<sup>1</sup> Mr. C. V. Rainwater, Chairman of the National Coca-Cola Bottlers' Convention appointed the Standardization Committee of Bottlers of Coca-Cola. At this meeting a decision was reached that in order to assist the bottlers in the proper design of bottling plants, it was desirable to standardize designs and specifications so that he could construct a plant efficiently, economically, and one that would produce a product in the most sanitary manner of the day.

The architectural firm of Pringle & Smith of Atlanta, Georgia, developed four designs--small, medium, large, and largest--the estimated construction cost being \$10,000, \$18,000, \$25,000 and \$35,000, respectively. A prototype was built at Elberton, Georgia.

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As a result of this prototype, much work was done to alter and improve subsequent plans so that the plan was generally accepted by all bottlers who were contemplating building. However, the plants were really developed for the warmer climates; and in 1936 a redesign was made to adapt the plan for northern climates.

Pringle & Smith went out of business and in 1937 a consultant architect was appointed to assist bottlers planning to build new plants; he was Jesse Shelton of Robert & Company of Atlanta<sup>2</sup>. The architect of record for the Coca-Cola Bottling Company in Quincy was Martin J. Geise, a prominent local architect.

**J. J. FLYNN COMPANY**

**Building History**

John J. Flynn, founder of the company was born in Blackstone, Mass., on April 9, 1854, the son of Thomas and Rose Hoye Flynn, natives of north Ireland. Thomas Flynn was a cotton broker. Thomas and Rose Flynn were married soon after their arrival in this country and for some years resided in New England where they died. There were 11 children and John J., the only son, had to help support the family.

When John J. Flynn was 10, he started working in a cotton mill where he remained until 1874, when he decided to go west. In Quincy, he lived with an uncle, James Flynn, at the foot of Washington Street and took a course at a local business college, possibly Gem City Business College.

The next spring he turned his attention to the manufacture of root beer, starting at Front and Delaware Streets. He operated as his limited capital would permit. As the business grew and he needed larger quarters, he moved to 708 Jersey Street where he bottled white soda from his own formula, using oil of lemon from Italy. By 1881 he had moved to 200 Maine Street, where he erected a modern building and operated under the name of J. J. Flynn. The firm made soda water and root beer.

During this same period, the product that became known as "Coke" had its beginning in Atlanta on May 8, 1886. According to legend, pharmacist Dr. John Styth Pemberton first produced the syrup, later known as Coca-Cola, in a three-legged brass pot in his back yard.

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During 1886 sales averaged only 13 drinks a day. Dr. Pemberton never fully realized the impact of the beverage he had created. In the next few years he sold his interest in his venture. In 1888, the last rights to the product were purchased by Ada G. Candler, an active businessman who eventually acquired complete control.

On May 1, 1889, Candler published a full-page advertisement in the Atlanta Journal proclaiming his wholesale and retail drug business as sole proprietor of Coca-Cola. He soon disposed of his drug business to devote full time to the soft drink. With his brother, John Candler, Frank Robinson and two other friends, he formed a Georgia corporation named the Coca-Cola Co.

In 1894 the first syrup branch manufacturing plant outside of Atlanta was opened in Dallas. Others followed in Chicago and Los Angeles. In 1895, three years after the company was launched, Candler announced that Coca-Cola was in every state in the Union. In 1898 he entered into an agreement with a Chattanooga company to bottle the product, allowing Coca-Cola to be sold nationwide by the bottle.

In 1905, six companies in Illinois began bottling Coca-Cola. One was the J. J. Flynn Co. in Quincy. At the time J. J. Flynn Co. employed 15 persons and had seven wagons and 15 horses.

John J. Flynn married Mary E. Larkin of Quincy in 1877 and they had two sons, James J. and John L. Flynn. John J. Flynn died Jan. 6, 1907 in the family home at 1214 Park Place.

In 1908, John Larkin Flynn married Miss Elsa Halbach, daughter of Frederick and Fredricka Kespohl Halbach. The couple had three sons, John J., Robert and William J., and a daughter, Mrs. Ruth Flynn Leonard.

John L. Flynn had entered the family business in 1910 and was active in its expansion until his death in 1932. At that time, John J. Flynn came home from the University of Notre Dame to take over the management of the company at the age of 19. He married Miss Clara Tenk, daughter of Frank J. and Adelaide Tenk, on Oct. 17, 1935. They had a son, John J. Flynn Jr., and a daughter, Mrs. James (Sharon) Phelan. Mrs. Clara Tenk Flynn died Dec. 23, 1977, at the age of 63<sup>3</sup>.

John J. Flynn was president in 1940 when the company erected its bottling facility at 616 N. 24th. In 1963, the company acquired the Keokuk, Iowa Coca-Cola franchise and in 1968, the Hannibal, Missouri franchise.

The company sold its operation in 1992 and was relocated to 36th Street and Wismann Lane in Quincy, Illinois.

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Coca-Cola Bottling Company Building

**Design & Construction**

The J. J. Flynn Company retained the services of Martin J. Geise, a prominent Quincy architect, for the design of the bottling facility. Original plans, including several alternatives, were developed for the Quincy site. In accordance with the Coca-Cola standard plans & specifications, the arrangement and design included locating the building on the lot in such a manner as to insure - first, operating efficiency; second, expansion; and third, publicity. The standard layout called for a minimum of concrete and a maximum of ease and access to the loading platform and the garage. The standard arrangement strongly encouraged a corner lot to promote publicity. Standard specifications called for all buildings to be constructed of brick, steel and concrete.

Four (4) sizes of standard plant plans were developed. The lot sizes recommended and shown on the standard blue prints were as follows:

	<u>Frontage</u>		<u>Depth</u>
Plant Number 1	100'	x	150'
Plant Number 2	100'	x	150'
Plant Number 3	100'	x	200'
Plant Number 4	125'	x	250'

The Quincy facility was modeled after the largest plant size - Plant Number 4, and a larger lot size was purchased with 382' frontage and a depth of 188'. Plant No. 4 was a full two story building with a standard capacity of 2,000 to 4,000 cases per day. The standard specifications called for the floors to be as follows: main bottling room - tile; storage room for full & empty bottles - special cement; office - cement; second story except syrup room - tongue and groove maple; syrup room - tile; basement - cement; shop - cement; front toilet - tile; and back toilet & shower - cement. The Quincy facility was upgraded from the standard utilizing terrazzo throughout the first floor office and second floor office, conference room, and kitchen.

Standard specifications called for the walls as follows: main bottling room, including storage for fulls and empties to be plaster above red brick wainscoting; office walls as plaster; and second story, excluding syrup room and conference room to be face brick; syrup room - plaster above vitrolite wainscoting; conference room - plaster; garage - brick; shop - wood; and toilets - plaster.

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Standard ceilings were specified as follows: All first floor ceilings except work room - plaster; work room - wood; garage - exposed rafters; syrup room - plaster; conference room - plaster; and remainder of second floor - wood. Except for the upgraded terrazzo flooring, the Quincy plant followed the standard specifications.

Approximate construction cost as provided by Coca-Cola, including the main building; garage; driveway and sidewalks; grading; hardware; elevator; plumbing and plumbing fixtures; wiring and electric fixtures; heating-complete; and fences, but no bottling equipment was as follows:

Number 1	\$10,000 max (300 cases per ten hour day)
Number 2	\$15,000 to \$20,000 (600 cases per ten hour day)
Number 3	\$20,000 to \$28,000 (1,200 to 1,800 cases per ten hour day)
Number 4	\$35,000 to \$40,000 (2,000-4,000 cases per ten hour day)

**MARTIN J. GEISE**

Martin J. Geise was born in Quincy, IL, on May 15, 1878, the son of Henry and Agatha Volm Geise. He attended St. Francis Parochial School, and later St. Francis College, now Quincy College.

When Mr. Geise was 15 years old, he worked in the office of architect Ernest Wood, remaining there until he was 22. Later, he worked with architect Harvey Chatten, again spending a number of years with him.

In the first decade of the 1900s, a state law requiring architects to qualify before a board of examiners was passed; Martin J. Geise was the first local architect to take this exam and he passed with exceptionally high grades.

Mr. Geise, whose license no. was B239, established his offices at 800 1/2 Maine Street in Quincy. Being licensed in Iowa and Missouri, he also maintained a branch office in Keokuk, Iowa. Mr. Geise was the architect for many schools and other large buildings in Quincy. His designs include: the Illinois State Bank Building located at 6th & Hampshire, the Knights of Columbus Building at 802-804 Maine, the Hotel Elkton (with Harvey Chatten) located at 133 South 4th, the Eagles Building at 222 North 6th, Jefferson School on Spring between 3rd and 4th, Irving School at 9th & Payson, and the Park Hotel located at 131 North 4th. He was the architect for many buildings in nearby towns such as the large addition to Graham Hospital in Keokuk, Iowa and the Camp Point and Clayton, Illinois Community Buildings. He also designed Wood Hall at Culver-

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Stockton College in Canton, MO, and at the time of his death he was completing plans for a library to be erected on the college campus.

Martin J. Geise died at the age of 68 in Barnes Hospital in St. Louis, MO, on February 12, 1947, following an unexpected illness. He was one of Quincy's outstanding architects, and a man well-received by the Quincy community. On October 15, 1915, the Quincy Daily Journal had this to say about Geise: "he is a young man of highest character and reputation. His personality is as clear cut as the structures he plans. He stands high in Quincy's professional and business circles and is well-known and much-admired as a man and a citizen."

#### ARCHITECTURE

Art Deco derives its name from the great 1925 Paris exhibition, "L'Exposition Internationale des Arts Décoratifs et Industriels Modernes." The term is now generally applied to the typical artistic productions of the 1920's and 1930's. It might best be characterized as an attempt to unite arts with industry, embracing the machine age and repudiating the old antithesis of "fine" and "industrial" art.

The 1925 exhibition, which was planned to exclude all copies and imitations of ancient styles, did not meet with immediate approval among progressive observers. LeCorbusier and his colleagues, in fact, built their own pavilion of protest at the edge of the exhibition. Yet within two years the prismatic geometric style consecrated by the exhibition had found its way into every area of modern life. Large public buildings, furniture, lighting fixtures, book bindings and jewelry all bore the same unifying elements that labeled them as Art Deco.

The sources of Art Deco included Egyptian and Mayan art, Cubism, Fauvism and Expressionism. Henri Sauvage's design for an apartment complex to be built on the banks of the Seine is reminiscent of a Mayan temple in the Yucatan. Raymond Templier's design for a necklace might almost have come from King Tut's tomb. The chief force underlying all Art Deco is its emphasis upon geometric patterns<sup>4</sup>.

Art Deco architecture, the earlier form of the Modernistic styles, was introduced in the United States shortly after World War I. In 1922, second place in the design competition for the Chicago Tribune Building went to an Art Deco design by Eliel Saariner. The design was widely publicized and the style soon became the latest architectural fashion<sup>5</sup>.

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Coca-Cola Bottling Company Building

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The style incorporated such elements as towers and other vertical projections above the roofline, along with geometric motifs on a smooth exterior masonry surface. The geometric designs often were carried over into the interior design of buildings in the form of decorative applications for internal masonry, ceilings, windows and lighting fixtures. The style is also identified by its frets, zig-zags, chevrons, and angular stylized floral motifs usually set in low relief in decorative panels<sup>6</sup>.

Although Art Deco became a common form of public and commercial architecture in the 1920s and 30s, its residential use, with the exception of apartment buildings, was extremely rare.

The Coca-Cola Building includes such Art Deco elements as the projecting vertical central entry pavilion, with stone molding around the entrance doorway and second story window, and terra cotta bas-reliefs of Coca-Cola bottles with stylized leaf pattern set into the brick at the corner and intermediate pilasters.

#### Art Moderne

The Art Moderne style was a result of the adoption of a streamlined industrial design for automobiles, passenger trains, ships and airplanes prevalent in the early 1930s. In comparison to the architectural styles that preceded it, Art Moderne was stark, severe and committed to the aesthetics of an aerodynamic, machine era.<sup>7</sup>

Characteristics of the Art Moderne style included a horizontal design emphasis often combined with curved walls. Flat roofs with a slightly raised coping at the roofline and facade grooves or coursing bands were also prevalent.

Art Moderne evolved into the more minimalistic International style in which decorative detailing was substantially reduced<sup>5</sup>.

The Coca-Cola Building exhibits some Art Moderne characteristics including the flat roof, the horizontal stone banding, as well as the horizontal brick banding above the stone string course. The cantilevered aluminum entry hood is also Art Moderne styled.

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**Comparison to Other Buildings**

There are very few examples of Art Deco in the City of Quincy, as Quincy is commonly characterized by the excellent representation of pre-1900 styles of architecture. The building is considered rare because it is one of few fine examples of this style of building in Quincy used for business. Interestingly, the Art Moderne and International styles are prevalent in the residential neighborhood surrounding the Coca-Cola Bottling Company building with several outstanding 1940 era homes. One International style home across 24th Street has been converted to offices for the Boy Scouts of America, regional office. The area around the Coca-Cola Bottling Company Building is the only area in Quincy with predominately 1930-40 architecture styles.



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Coca-Cola Bottling Company Building

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### NOTES

<sup>1</sup> Coca Cola Company, Standard Plants, Section 1, Introduction

<sup>2</sup> John Shaw, Secretary-Treasurer, Coca-Cola Company Letter dated September 3, 1975.

<sup>3</sup> From Quincy Past by Carl Landrum, Quincy Herald-Whig, May 4, 1986.

<sup>4</sup> The Art Deco Style, Theodore Menton, Dover Publications, Inc., New York, 1972

<sup>5</sup> Virginia & Lee McAlester, A Field Guide to American Houses New York: Alfred A. Knopf, Inc. 1984, 465

<sup>6</sup> American House Styles, John Milnes Baker, AIA, W. W. Itorton & Company, 1994, 140-142

<sup>7</sup> Donald J. Bush, The Streamlined Decade. New York: George Braziller, Inc., 1975, 133.

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National Park Service**

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Coca-Cola Bottling Company Building

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**BIBLIOGRAPHY**

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Coca Cola Company. Standard Plants, Coca-Cola Plaza, P. O. Drawer 1734, Atlanta, GA 30301, 1-800-438-2653

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McAlesters, Virginia and Lee. A Field Guide to American Houses. New York: Alfred A. Knopf, Inc., 1984

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National Park Service**

# **National Register of Historic Places Continuation Sheet**

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Coca-Cola Bottling Company Building

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## **BOUNDARY DESCRIPTION**

Lots One (1), Two (2), Three (3), Four (4), Five (5), Six (6), Seven (7), Eight (8) and Twenty-eight (28) of Bauhaus-Zwick Company Subdivision of Block Two (2) in McFadon Place Addition to the City of Quincy, Subject to easements and rights of way of record, situated in the County of Adams, in the State of Illinois.

## **BOUNDARY JUSTIFICATION**

The boundary includes the building and surrounding lands that have historically been associated with the Coca-Cola Bottling Co. of Quincy, and that maintain historic integrity.

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**National Register of Historic Places  
Continuation Sheet**

Section number 11 Page 16

Coca-Cola Bottling Company Building

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**CONTRIBUTING PERSONNEL**

**Research**

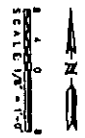
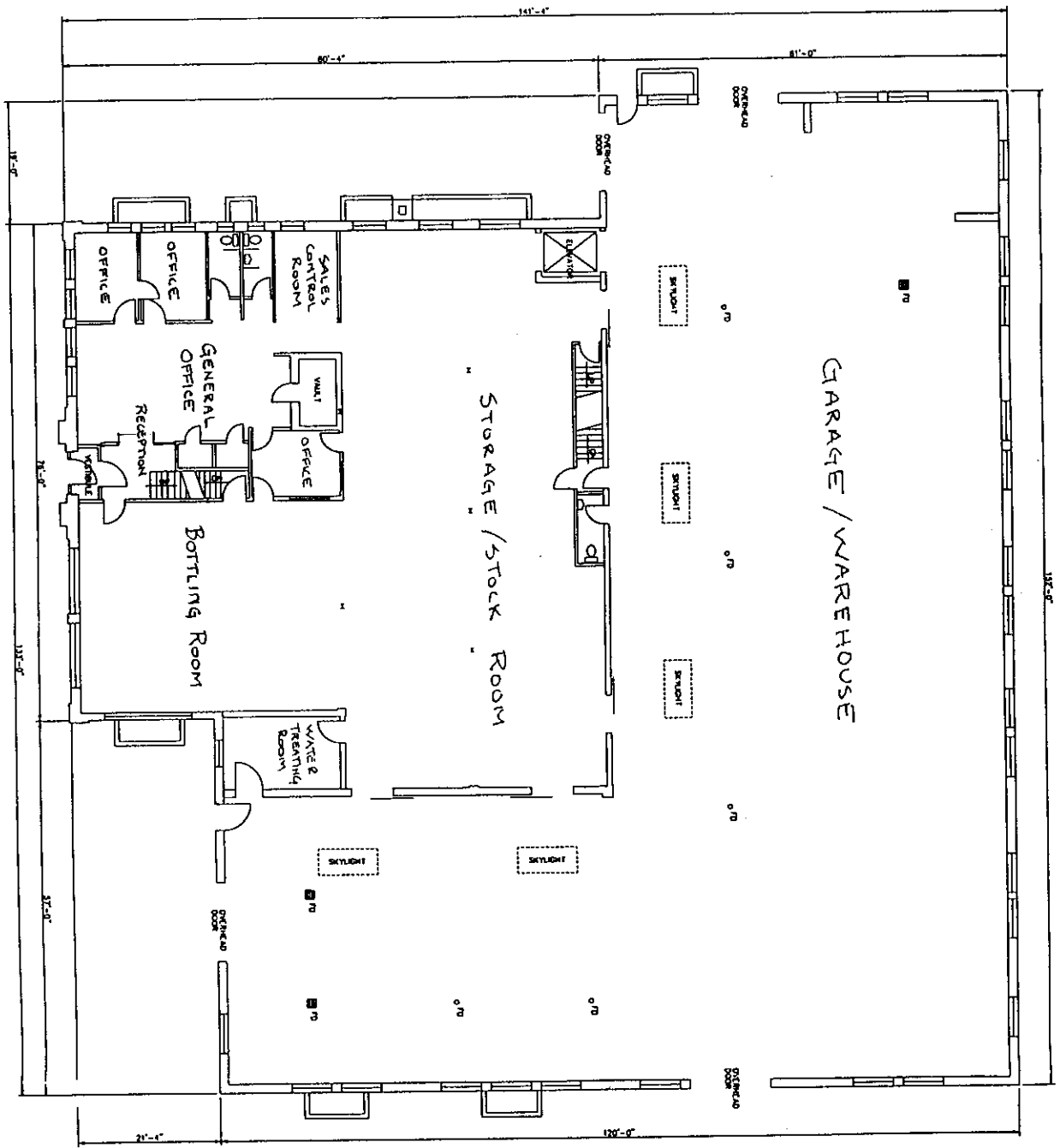
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Klingner & Associates, P.C.

Mary King, Executive Secretary  
Klingner & Associates, P.C.

Susan Roth, Assistant Planner  
City of Quincy, Illinois

**Photographic Processing**

Phil Bellis  
Maxwell & Bellis Photographers  
1032 Maine St.  
Quincy, IL 62301



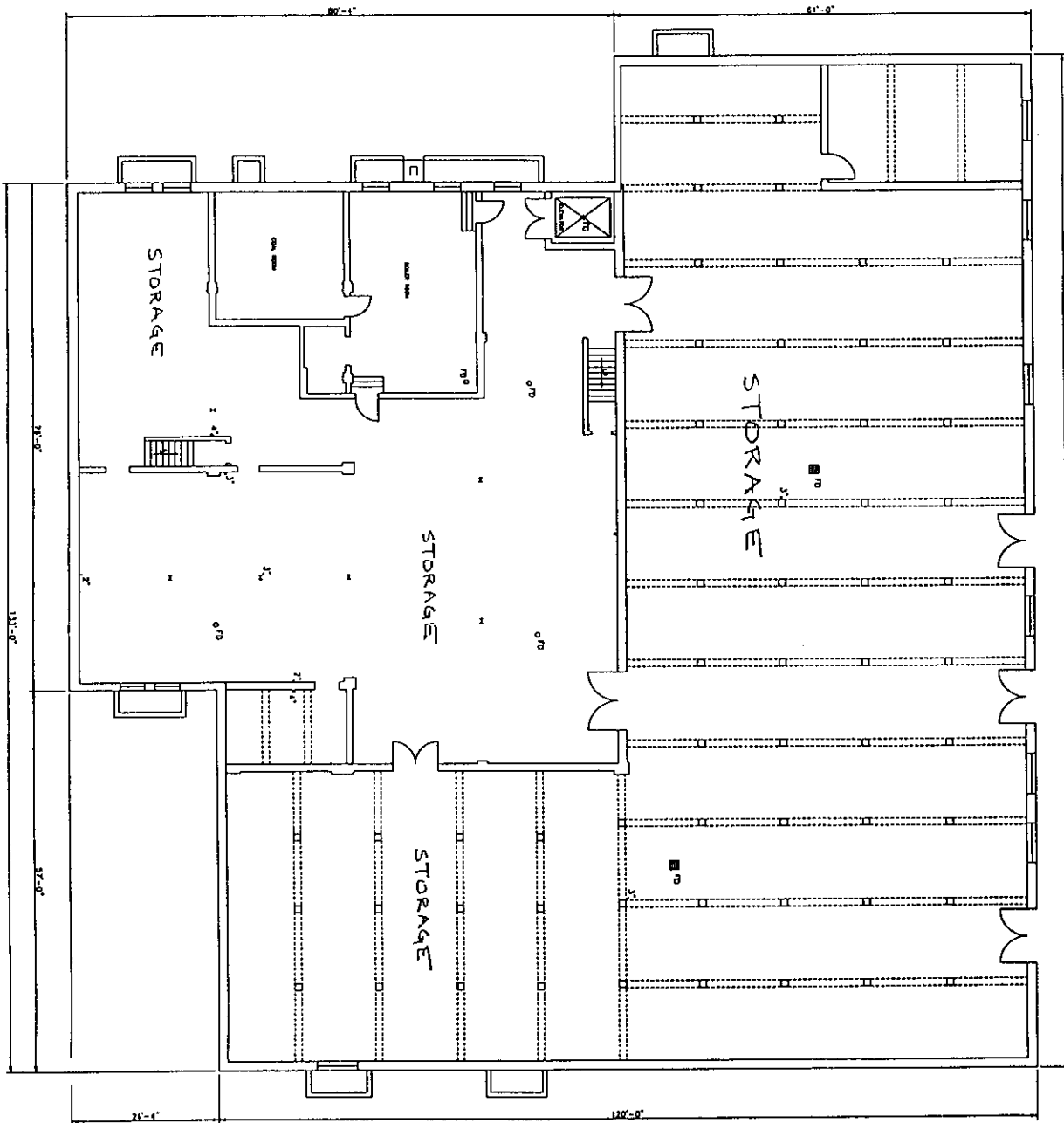
S2  
 COCA COLA BOTTLING PLANT  
 616 NORTH 24TH STREET  
 QUINCY, ILLINOIS

FIRST FLOOR PLAN

DESIGNER	DRAWN	CHECKED	DATE	REVISIONS	DATE
FILE	NOES	BAR		DESCRIPTION	
PROJECT NO.	PLZ NO.	SCALE	1/8" = 1'-0"		

**KLINGNER**  
 ASSOCIATES, P.C.  
 Consulting Engineers  
 613 Broadway - Quincy, Illinois 62301  
 (317) 222-3670 - FAX 317-222-2603





S1

KLINGNER & ASSOCIATES, P.C.  
616 NORTH 24TH STREET  
QUINCY, ILLINOIS

BASEMENT FLOOR PLAN

DESIGNED	DRAWN	CHECKED
FIELD	HOURS	DATE
PROJECT NO.	FILE NO.	SCALE
		1/8" = 1'-0"

REVISIONS		
NO.	DESCRIPTION	DATE

**KLINGNER**  
ASSOCIATES, P.C.

Professional Engineers

613 Broadway - Quincy, Illinois 62301  
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IN REPLY REFER TO:

The Director of the National Park Service is pleased to announce actions on the following properties for the National Register of Historic Places.  
For further information contact Edson Beall via voice  
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Visit our web site at <http://www.cr.nps.gov/nr/nrhome.html>

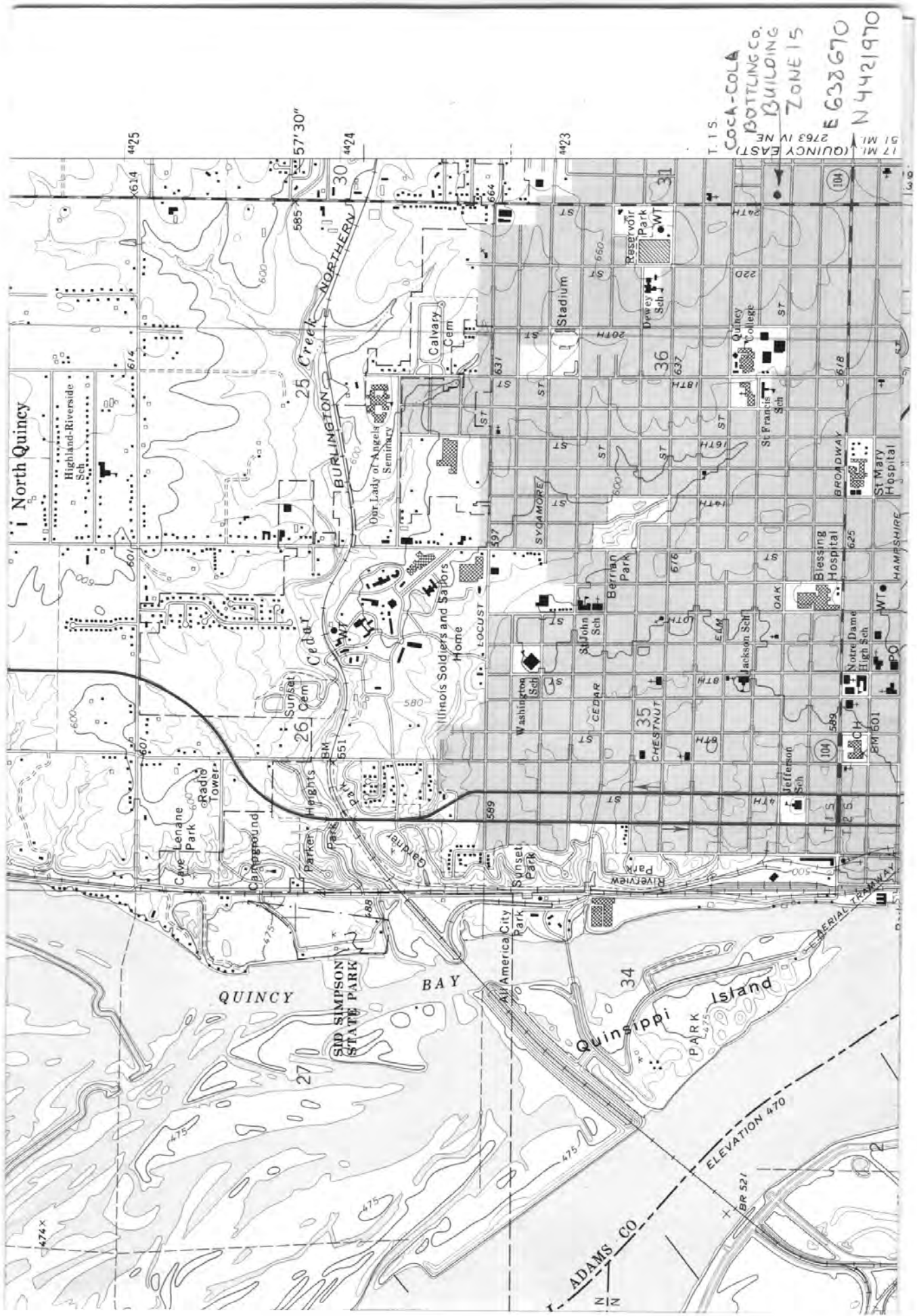
FEB 14 1997

WEEKLY LIST OF ACTIONS TAKEN ON PROPERTIES: 2/03/97 THROUGH 2/07/97

KEY: State, County, Property Name, Address/Boundary, City, Vicinity, Reference Number, NHL, Action, Date, Multiple Name

- CALIFORNIA, LOS ANGELES COUNTY, Farnsworth, Gen. Charles S., County Park, 568 E. Mt. Curve Ave., Altadena, 97000027, LISTED, 2/07/97
- CALIFORNIA, MODOC COUNTY, Adin Supply Company, W side of Main St. between Center and McDowell Sts., Adin, 97000028, LISTED, 2/07/97
- COLORADO, TELLER COUNTY, Twin Creek Ranch, 1465 Teller Co. Rd. 31, Florissant vicinity, 97000029, LISTED, 2/07/97
- GEORGIA, MUSCOGEE COUNTY, Green Island Ranch, 6551 Green Island Dr., Columbus, 97000030, LISTED, 2/07/97
- ~~MISSOURI, MONROE COUNTY, Quincy, 616 N. 24th St., Quincy, 97000031, LISTED, 2/07/97~~
- ILLINOIS, MCLEAN COUNTY, Greenlee, Robert, House, 806 N. Evans St., Bloomington, 97000033, LISTED, 2/07/97
- ILLINOIS, WINNEBAGO COUNTY, Chick House, 119--123 S. Main St., Rockford, 97000031, LISTED, 2/07/97
- INDIANA, MARION COUNTY, Indianapolis City Hall, Old, 202 N. Alabama St., Indianapolis, 74000029, ADDITIONAL DOCUMENTATION APPROVED, 2/05/97
- INDIANA, MARION COUNTY, P. C. C. & St. L. Railroad Freight Depot, 449 S. Pennsylvania St., Indianapolis, 95000697, REMOVED, 2/05/97
- INDIANA, ST. JOSEPH COUNTY, St. Casimir Parish Historic District, Roughly bounded by Arnold and W. Sample Sts. and Conrail tracks, South Bend, 96001543, LISTED, 1/16/97
- MISSISSIPPI, LEE COUNTY, Tupelo Homesteads, Co. Rds. 665 and 657 and Co. Dr. 647, S of jct. with the Natchez Trace Parkway, Tupelo, 97000035, LISTED, 2/07/97
- OHIO, ASHLAND COUNTY, Myers Block--Home Company Building, 1 E. main St., Ashland, 96001620, LISTED, 2/05/97
- OHIO, LAKE COUNTY, Penfield, Louis A., House, 2203 River Rd., Willoughby Hills, 96001622, LISTED, 2/07/97
- OHIO, STARK COUNTY, Stahl--Hoagland House, 330 W. Wooster St., Navarre, 96001621, LISTED, 2/06/97
- OREGON, BAKER COUNTY, Baker Historic District, Irregular pattern along Main St. from Madison to Estes Sts., Baker, 78002277, ADDITIONAL DOCUMENTATION APPROVED, 2/05/97
- TENNESSEE, TIPTON COUNTY, Coca-Cola Bottling Plant, 126 US 51, S, Covington, 97000038, LISTED, 2/07/97
- TENNESSEE, TIPTON COUNTY, South College Street Historic District, 600, 700, and 800 Blocks of S. College St., Covington, 97000037, LISTED, 2/07/97
- VERMONT, BENNINGTON COUNTY, Dorset Village Historic District (Boundary Increase), Jct. of Church St. and West Rd., Dorset, 97000040, LISTED, 2/07/97
- VERMONT, RUTLAND COUNTY, Kidder, Asahel, House, VT 22A, S of jct. with Bolger Rd., Fair Haven, 97000024, LISTED, 2/07/97
- VIRGINIA, RICHMOND INDEPENDENT CITY, Sixth Mount Zion Baptist Church, 14 W. Duval St., Richmond, 96001445, LISTED, 12/16/96





T. 15.  
 COCA-COLA  
 BOTTLING CO.  
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 ZONE 15  
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 N 4421970

North Quincy

Highland-Riverside Sch

Our Lady of Angels Seminary

Calvary Cem

Stadium

Dewey Sch

Quincy College

St Francis Sch

Blessing Hospital

St Mary Hospital

Lenane Park

Radio Tower

Sunset Cem

Illinois Soldiers and Sailors Home

Washington Sch

St John Sch

Bernan Park

St Joseph Sch

Jefferson Sch

Notre Dame High Sch

St Mary Hospital

Simpson State Park

Quincy Bay

Quinsippi Island

Quinsippi Park

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Elevation 470

BR S21

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