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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

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United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Ouachita Coca-Cola Bottling Company, Inc. / Ouachita Candy Company, Inc.

other names/site number

2. Location

street & number 215 Walnut Street | NA | not for publication

city or town Monroe | NA | vicinity

state Louisiana code LA county Ouachita code 073 zip code 71201

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this **x** nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property **x** meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide x local

Signature of certifying official/Title — Nicole Hobson-Morris, Deputy State Historic Preservation Officer — Date: 3-26-13

Louisiana Department of Culture, Recreation and Tourism
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official — Date

Title — State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:)

Signature of the Keeper — Date of Action: 5/9/2013

Ouachita Coca-Cola Bottling Company, Inc./
Ouachita Candy Company, Inc.
Name of Property

Ouachita Parish, LA
County and State

5. Classification

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

- [X] private
- [ ] public - Local
- [ ] public - State
- [ ] public - Federal

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

- [X] 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
		district
		site
		structure
		object
1	0	**Total**

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

NA

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Category	Sub-Category
Commerce/Trade	Office Building
	Warehouse
Industry/ Processing/Extraction	Manufacturing Facility

Current Functions
(Enter categories from instructions.)

Category	Sub-Category
Vacant	Not In Use

7. Description

Architectural Classification
(Enter categories from instructions.)

Commercial Style

Materials
(Enter categories from instructions.)

foundation: Unknown
walls: Brick
roof: Other – Modified Bitumen
other: Wood, Steel and Concrete

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

A vernacular example of the Commercial Style, the building for the Ouachita Coca-Cola Bottling Company, Inc. / Ouachita Candy Company, Inc. is located in Monroe, Louisiana (Ouachita Parish). It was constructed along the Ouachita River just north of the Monroe Downtown area. The purposes for the selection of this location could be based upon the shipping aspects of the Ouachita River, the existence of a railroad spur that serviced other industrial/commercial neighbors, and Mr. Joseph Biedenharn's personal love of the river. The Original Component was constructed in 1920/21 with the additions added in 1924 and 1926; all of which are two stories in height and closely resemble one another in appearance. In 1937, there were alterations to the interior spaces, which consisted primarily of office renovations for the management staff of each corporation. Little permanent alterations have occurred since that time. The Original Component, as well as all subsequent additions, was constructed of load-bearing exterior and in some cases, interior load-bearing masonry walls with columns in the open spaces. All building elements retain a high degree of architectural and historical integrity. Should the property be listed, it will become a candidate for federal and state tax credits.

Narrative Description

Components of the Building:

The first or the Original Component of the building was the Ouachita Coca-Cola Bottling Company, which was constructed in 1920 and 1921. The first additions – Adjacent North and Far North addition – were constructed by 1924, followed by the West Addition in 1926. (Please note that the Sketch Maps are critical to an understanding of the components of this building.) It should be noted that the Ouachita Candy Company originally was located in the Adjacent North Addition, however, it came to be the dominate tenant in the building after the Coke plant relocated in 1965.

Architectural Style:

The "Monroe Design Review Guidelines", as produced by Thomason and Associates, Preservation Planners of Nashville, Tennessee, list the building as being "Tapestry Brick, 1900-1930". They address this style as being vernacular in origin, using masonry as the defining features rather than added decorative patterns. They refer to the facades as being "simple" with the upper facade features having inserted rectangular window panels. However, research conducted by the Louisiana National Register staff shows that "Tapestry Brick" is a material rather than a style. For this reason, the building will be classified as a vernacular example of the Commercial Style associated with the late 19th and early 20th centuries. Characteristics of this style found in the building include an exterior grid of intersecting horizontal and vertical elements (usually piers and cross spandrels), large bands of windows (including storefront windows on the ground floor level), and a flat roof with modest cornice. As a vernacular example, this building has far fewer stories than high style examples.

Exterior Descriptions:

In understanding the physical description of this property and its evolution, it is important to recognize a fundamental aspect of American ingenuity where a parent organization – in this case, the Ouachita Coca-Cola Bottling Company- serves as the financial progenitor of other closely related concerns, which in turn help define and re-define the physical characteristics of the subject property. Aspects of the economic conditions that provided the financial engine for these physical alterations are discussed in detail in Part 8.

The East Elevation: The east elevation or Walnut Street Elevation is the public side of the building and the quality of the architectural detail, workmanship and materials are of a higher quality than the other elevations. This elevation contains masonry units of a deep red coloration that, quality wise, might be referred to as "Tapestry Brick". The mortar joints of the Original Component are raked and the mortar joints of the two North Additions are flush. Parapet caps of the building façade contain six courses of corbelled brick with one of the courses being laid in a dentil configuration. Masonry along this elevation is laid in a common bond fashion – as are all the elevations – with a header course every 7th course. The windows of the upper façade are inserted large rectangular panels. In the Original Component, each panel is subdivided into three or four sections. The glazing of each section is composed of 12 or 16 panes -- four horizontal rows of three or four panes each. In the Adjacent and Far North Additions the panels are subdivided into 5 sections of differing sizes. The end sections in each panel contain 20 panes – five horizontal rows of four panes each. The middle and smallest section contains 15 panes – five horizontal rows of three panes each. The remaining two sections are the largest and each contains 25 panes -- five rows of five panes each. All upper floor panels are set in industrial metal frames. The windows of the ground floor are in essence, show windows and contain transoms above set in metal frames. They are currently boarded up. Both sets of windows contain pre-cast concrete lintels supporting the masonry walls above the windows and pre-cast concrete sills. The lintels connect in a continuous fashion forming a belt course, which is painted white and contributes to the architectural definition of this elevation. A canopy comprised of a horizontal, metal slatted awning – possibly from the late 1930s or 1940s – runs the length of the façade just above the ground floor windows. The historic photo from the early 1920s – Original Component – illustrates a truck bay in the first bay to the south, a double door in the third bay and what appears to be a primary pedestrian entrance in the far north bay. There is currently only a single door in the second bay, which would have provided access to the bottling offices of the 1937 interior remodel; the other accesses having been long ago altered into components of the ground floor storefront system.

The North Elevation: This elevation is difficult to evaluate because it is partially hidden by the adjacent buildings. It appears to be of a lesser quality in all architectural regards to the East Elevation and should be considered a secondary elevation. It contains no fenestrations and the decorative parapet detailing of the East Elevation has given way to one consisting of a simplified running bond. However, the parapet does step up in sections to conceal the rise in the roof configuration directly behind it, giving some architectural delineation to the elevation.

The South Elevation: The south elevation is comprised of the south walls of both the Original Component and the West Addition. The south wall of the Original Component has been painted at some time in the past and contains a large mural on the upper wall at the southeast corner. The current mural is possibly from the late 1940s or 1950s and was repainted in the 1980s, as were all such faded murals in the company territory, at the suggestion of the author of this application. It consists of the image of a cartoon like character with a bottle cap for a hat and an expression that exclaims true enthusiasm for Coca-Cola. He peers from behind a bottle of Coco-Cola with the famous Coca-Cola signature logo providing the final graphic element. Boarded up and in one case, bricked up, fenestrations are located along the ground floor of this wall. The south elevation of the West Addition contains a masonry unit that is more "common brick" in quality than that of the east elevation. It also contains boarded up fenestrations on the upper floor

area of the façade and off-colored masonry on the bottom, so as to imply some later construction of some kind or just poor matching of brick. The parapet configuration for the south elevation is simple in nature and is the same as the per the north elevation. With the exception of the area of this façade containing the mural that addresses the traffic coming from the south along Walnut Street, this too could be considered a secondary elevation.

The West Elevation: The west elevation or the Ouachita River elevation is where all shipping activities took place after the construction of the two North Additions and the West Addition. It is comprised of facades for each set of additions and has large truck bay doors along the ground floor and rectangular window panels along the upper floor line. A good portion of these fenestrations are boarded up at the present. As per the east elevation the fenestrations have pre-cast concrete lintels supporting the masonry walls above them. The struts of a canopy that once ran partially above the truck dock doors remain in place. The quality of the masonry is "common brick" with flush mortar joints and the parapet is of the same design as that of the north and south elevations. This elevation is plainly utilitarian in nature; however, it does possess the benefit of addressing the Ouachita River.

Interior Descriptions:

All component/additions have interior columns supporting wood or steel beams, supporting wood floor joists or ceiling joists, however, each differs somewhat in composition. The Original Component (1920-21) has wood beams and wood interior columns. The Adjacent and Far North Additions (1924) have steel tube columns supporting steel beams on the bottom floor and wood posts supporting wood trusses on the second. The West Addition (1926) has on both floors, columns composed of composite steel plates (riveted connections) supporting steel beams. The construction of the footings is unknown; however, judging from the time period, they are most probably either corbelled masonry – most likely in the case of the Original Component - or poured in place concrete. All floors on the bottom level are poured in place concrete with heavy timber decking on the upper levels. Old industrial processing equipment of an unknown use, as well as conveyor belts – preceding the use of forklifts for the internal moving of merchandise - are still present in the facility. Interior spaces would be considered, for the period, as being open and highly flexible so to augment interior renovations without the need to reconstruct load-bearing components. Remnants of employee dressing areas exist on the upper floor of the Original Component. There exist in the West Addition and both the North Additions, several skylights and industrial elevators, one of which is large enough to have been used to transport delivery trucks of the 1920s between floors. The Original Component (1920-21) is roughly 19,516 square feet in size. The Adjacent and Far North Additions (1924) are 44,896 square feet in total size and the West Addition (1926) is 21,556 square feet in size. The interior spaces are open, historically interesting and most conducive to rehabilitation. Sanborn Maps of 1926 indicate ledge walls (interior load bearing walls that support primary and in some cases, secondary, structural members). It should be noted that the former truck bays of the Original Component's west wall are at the present open to the West Addition and have been such since 1926.

Post 1926 Alterations:

Prior to 1937, the original component (1920-21) of the building was programmed with the corporate offices occupying the front center of the building with the bottling operations on the north side and general storage to the rear of the building. In 1937, renovations occurred in various points in the building (all components/additions), paralleling the expansion of Ouachita Candy Company and the final operational programming of the building. These alterations included moving the Bottling Company's offices to the south side of the Original Component and moving the offices of the Candy Company to the bottom floor of the Far North Addition. Historic photographs of the 1920s show no openings in the south wall of the Original Component; however, historic photographs of the late 1930s show the window

openings of the new offices (1937 interior remodeling) along this wall. It should be also noted that in the 1920s photo, a Coca Cola mural is located on the ground façade of the south wall and in the 1930s photo this mural has been moved to the upper façade of this same wall, where it still exists today. Documents indicate that Mr. Joseph Biedenharn preferred the informality of open office layouts and his and his son's offices occupied the area along the south wall, while the staff was located more in the center of the open office plan. The offices of the Candy Company are in a closed or introverted configuration. There seem to have been no major alterations to this building following 1937, other than the boarding up of many of the external openings, including skylights; the replacement of one of the large window panels in the Original Component by glass block; and the changing out of the glazing and/or frames in some of the other window panels. It should be noted that as of this writing, a full inventory of the condition of the boarded up fenestrations or the condition of the original metal widow mullions has not been conducted. As previously noted, the south wall of the Original Component has been painted. The East Elevation awning is damaged in several locations and the West Elevation canopy is nothing more than rusted structural struts.

Mitigation and Integrity:

The Seven Aspects of Integrity, as emphasized in detail in the preceding paragraphs, are as epitomized in the following:

1. **Location:** All aspects or components of the original building with subsequent additions remain on the original site.
2. **Design:** All original Design Features, as outlined in detail in the above paragraphs, and inclusive of surface materials, fenestrations, architectural detailing, as well as interior considerations remain intact with limited alterations after 1937.
3. **Setting:** The site as a whole is little changed since the late 1930s with remarkably little alterations. Several of the buildings directly across Walnut Street have been remodeled or rehabilitated and the building just to the south is currently being remodeled. The railroad tract spur to the west is gone; however the right-of-way condition remains essentially the same. Quite naturally, physical proximity to the Ouachita River remains the same.
4. **Materials:** All materials are as per original construction whether they are of the Original Component or the subsequent Additions with the noted exceptions of the boarded-up or in far fewer cases, bricked-up or reglazed (glass block) fenestrations. Painting has occurred on some exterior walls as noted in the Narrative Description.
5. **Workmanship:** Workmanship is remarkably uncompromised and in association with Materials of item 4, represents a testament to a former period.
6. **Feeling:** The candidate definitely feels like a historic building. It is a time capsule that truly represents a peek into the past commercial/industrial legacy of Monroe, Louisiana. To move within this structure is to cross a porthole to the past and discover vestiges of functions and operations now clouded in mystery. It is as if someone literally shut the door and walked away the day before yesterday leaving only the dust behind.
7. **Association:** The integrity aspect of Association is present because the candidate is the building where Coca-Cola was bottled and candy manufactured in Monroe, and where the Biedenharn offices were located. The very essence of items 1 through 6 help confirm the association with the events surrounding early history of the bottling of Coca-Cola and the growth and development of commercial networking systems leading to early wholesaling practices, all within the tenure of Mr. Joe Biedenharn and sons.

This building - the Ouachita Coca-Cola Bottling Company, Inc. / Ouachita Candy Company, Inc. - is a physical testament to a bygone period in American Industrial and Commercial Development as portrayed by the evolution of a local bottling and confectionary concern and is an outstanding candidate for being placed on the National Register of Historic Places.

Ouachita Coca-Cola Bottling Company, Inc./
Ouachita Candy Company, Inc.
Name of Property

Ouachita Parish, LA
County and State

8. Statement of Significance

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

[X] A Property is associated with events that have made a significant contribution to the broad patterns of our history.

[ ] B Property is associated with the lives of persons significant in our past.

[ ] 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.

[■] Not applicable

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.

[ ] less than 50 years old or achieving significance within the past 50 years.

[X] Not applicable

Areas of Significance
(Enter categories from instructions.)

Commerce

Industry

Period of Significance

1920 to 1965

Significant Dates

1920-21 – First Construction of Building

1924 – Final Construction of North Additions

1926 – Final Construction of West Addition

1937 – Final Major Interior Alterations

1965 – Bottling Company Vacates Building

Significant Person
(Complete only if Criterion B is marked above.)

NA

Cultural Affiliation

NA

Architect/Builder

Unknown

Period of Significance (justification)

The Period of Significance is first established by the construction of the Ouachita Coca-Cola Bottling Company, Inc. (Original Component) in 1920-21. It ends in 1965 with the vacating of the building by the Bottling Company and the corporate offices when a new facility was constructed.

Criteria Considerations (explanation, if necessary)

Although the period of significance extends two years beyond the fifty year cutoff, Criteria Consideration G is not being used per the advice of Louisiana's federal (National Park Service) reviewer.

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Ouachita Coca-Cola Bottling Company, Inc./Ouachita Candy Company, Inc. is eligible for the National Register at the state level of significance under Criterion A: Event, in the areas of commerce and industry. State level significance was chosen (in consultation with Louisiana's federal National Register reviewer) because the candidate was the headquarters of the famous Biedenharn business dynasty of Coca-Cola bottlers and related businesses (founded by Joseph Biedenharn), with plants in Mississippi, Louisiana, Arkansas, and Texas. The Biedenharns were one of the nation's first families of Coca-Cola bottling. Coca-Cola holds a central place in American culture and, as one of the best known drinks in the world, is perhaps the most widely distributed trademarked product in history. The period of significance for the nomination ranges from 1920 through 1965.

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

Introduction:

The Areas of Significance for this particular building, *Commerce and Industry,* are far more sophisticated in nature than the simple bottling of Coca-Cola or the manufacturing of candy, each for wholesale distribution. Careful study of the changing operational programs for this building when combined with an understanding of the evolution of the commercial/industrial tide of the last century reveals a portal into the past illustrated through this building. To be precise, alterations in the essential economic characteristics of the 20th century are reflected through the history of this building in establishing physical shape and form, as well as being illustrated by frequent alterations in building program. There are no superficial adaptations portrayed here and no "In Vogue" issues or illustrious illustrations of architectural style; just a valid architectural interpretation of the commercial and industrial events of the last century illustrated by its physical testimony. If ever the much overused and often abused phrase of Louis Sullivan, "Form Follows Function", had an appropriate fit; it is here with this building.

Key 20th century economic factors – portrayed by microeconomic interpretations (local/regional) of macroeconomic trends (national) – are critical to understanding the evolution of this building:

- The bottling of sodas and seltzer waters developed as one of the products of the confectionary business of the late 19th century, particularly as outlined in this case. Mr. Joe Biedenharn never forgot his roots in the confectionary business and the results eventually yielded a successful confectionary business, which was transformed into a highly successful wholesale concern named the Ouachita Candy Company. The two

organizations (bottling plant and confectionary) remained as close siblings throughout their occupation of the building.

- By the middle of the 20th century, and especially with the advent of bottled Coca-Cola, the bottling business developed into a major concern on its own, reaching world-wide proportions. Bottling profoundly eclipsed the economic regards of the Victorian confectionary business with its emphases on nuts, candies and soda fountain items.

- The beginning of the 20th century is marked by locally made products being produced and marketed to local concerns. A facility, such as the subject building, might contain the elements of manufacturing and commercial sales within one structure. Mr. Joseph Biedenharn may have originally bottled Coca-Cola for the benefit of those living beyond urban soda fountains, but it took the industry of bottling to make it a reality. Commerce and Industry developed and remain as bed fellows in the bottling business to this day. In the other regard, the products of the former confectionary business - in this case the Ouachita Candy Company – eventually began to be produced by specialists at distant venues and the former confectionary business evolved into a wholesale concern.

- As was happening throughout the nation, the commercial operations of the Ouachita Candy Company evolved in the 20th century into sophisticated wholesaling networks covering greater geographic areas. However, by mid-century, the nature of the retail client began to change with the Mom and Pop operations giving way to "Big Box Retail" and/or chain store operations with their own supply systems, wholesalers and consequently, less expensive merchandise. In this particular case, this trend marked the demise of Candy Company operations and, as may be regarded by many on the macroeconomic stage, the demise of small town, USA.

Criterion A: Commerce and Industry – The Biedenharn Business Dynasty

Background: History of the Early Development of Coca-Cola:

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

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

Over the years from 1888 to 1891, a gentleman and true marketing wizard by the name of Asa Griggs Candler became the sole owner of Coca-Cola for the sum of $2,300.00. It was under Mr. Candler's tutelage that Coca-Cola went

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

In 1919, Mr. Candler sold the company to Ernest Woodruff and a group of investors for the sum of 25 million dollars and the rest, as they say, is history. Dr. Pemberton had passed away in 1888 without ever knowing the phenomenon he had been instrumental in creating.

The Biedenharns and Coca-Cola: Building the Dynasty

Joseph Augustus Biedenharn – referred to as "Mr. Joe" by his friends and employees and widely known in the soft drink industry as "Uncle Joe" – was born on December 13, 1866 in Vicksburg, Mississippi to immigrant parents from Germany and Denmark. He was one of seven brothers, all of whom grew to heights exceeding 6 feet. He quit public school early in order to go to work for his father and uncle at "Biedenharn and Brother", which was a retail and wholesale confectionary located in Vicksburg.

By age 25, he had become head of the business that was then known as the "Biedenharn Candy Company". Their products included candy, soda waters and specialties such as fruits, raisins and nuts. Joe Biedenharn got into the soda bottling business because a local bottler, with whom he had contracted on the delivery of soda water for a Fourth of July party, failed to deliver on the order. Highly embarrassed by the situation, he sent his clients, sugar, red coloring and lemons and proverbially asked them to make lemonade from the unfortunate circumstance. He then proceeded to purchase the bottling operation from the negligent party and thereafter the bottling business became a part of the family confectionary.

He was first introduced to Coca-Cola around 1889 or 1890, when Mr. Sam Dobbs from Atlanta brought a five-gallon keg into his establishment and asked him to try it. Within a year, Mr. Joe was distributing the product to soda fountain users throughout the Vicksburg area. In those days, Mr. Joe also made the rounds of country stores in a horse and buggy selling his confectionaries and it occurred to him one day that since Coca-Cola had such a strong urban following at the soda fountains, then why should it not be as popular with the people in rural Mississippi. His solution was to bottle it like soda water, a practice with which he was all too familiar. This momentous event occurred in the summer of 1894. It is ironic that Mr. Joe did not facilitate the creation of the family fortune from being the first person to bottle the product, but from creating a bottling dynasty originating from his innovation, which in turn became the catalyst for further family enterprises. (The most prominent of these other enterprises and the most significant in regard to this building is the Ouachita Candy Company.)

Biedenharn first sent several cases of bottled Coke to Asa G. Candler - then head of Coca-Cola in Atlanta - for his approval and receiving little to no comment, began to bottle the product. Mr. Joe did, however, humorously complain for years about Mr. Candler's failure to return the bottles. Since Candler had little interest in bottling Coca-Cola, he sold the bottling franchise for the entire country - minus New England and parts of Mississippi - to a couple of young

lawyers, Benjamin F. Thomas and Joseph B. Whitehead, from Chattanooga for the sum of one dollar. He retained for the Biedenharn family sections of Mississippi. Joe Biedenharn and his brothers literally had to purchase other franchises outside of their allotted territory in order to develop their personal business empires.

Mr. Joe's personal target of opportunity happened to be Monroe, Louisiana, as he truly fell in love with the Ouachita River. Therefore, the Biedenharns' first expansion from their Vicksburg-based franchise was to Monroe in 1912. On March 1 of that year the brothers purchased the Ouachita Valley Bottling Works from Mr. Joe Renwick. In 1913, Joe Biedenharn bought out his brothers, and the Monroe company became the Ouachita Coca-Cola Bottling Company. One brother retained the original territory, while the others purchased other franchises. Meanwhile, Joe Biedenharn moved to Monroe, where he would live until his death in 1952.

Following closely on the heels of the Monroe expansion was Mr. Joe's purchase on December 31, 1912 of Star Bottling Works in Shreveport, Louisiana, some 100 miles to the west of Monroe. The exact extent of the Shreveport territory franchise is not known, but suffice it to say that the city alone was a lucrative market. Up until the mid-1950s, Shreveport was the state's second largest city.

In 1929 the Biedenharns (through Biedenharn Realty, see below) purchased land in downtown Tallulah, some sixty miles to the east of Monroe, and built another bottling plant soon thereafter. Former employee Jim Smith, who worked there beginning in the 1930s, notes in written recollections that it became known as "gold-plated" because it cost $25,000. Thus, by 1930 the franchise territory headquartered in Monroe included "practically all" (the words of Smith) of northeastern Louisiana, extending to the Mississippi state line on the east and to the Arkansas state line on the north. The secret formula syrup was shipped to Monroe from New Orleans by barge.

After the construction of the Tallulah plant, the Biedenharns cut back on expansion and new construction. Perhaps the Depression and World War II were the reasons for this, along with the apparent economic energy put into the development of the Ouachita Candy Company. However, the seven Biedenharn brothers eventually continued to expand their Coca-Cola bottling empire, reaching beyond Louisiana into Arkansas and Texas. By 1944, per a letter from Malcom S. Biedenharn, Joe Biedenharn's son, to The Coca-Cola Company in Atlanta, the family owned plants in the following cities: Vicksburg, Mississippi; Monroe, Louisiana; Tallulah, Louisiana; Shreveport, Louisiana; Texarkana, Arkansas; Wichita Falls, Texas; San Antonio, Texas; Temple, Texas; and Uvalde, Texas. The plants were operated by the seven brothers and their children.

After Malcolm's death in 1950 and the rise of Henry Jr. (Joe Biedenharn's grandson) into top management, expansion became even more important. Henry Jr. purchased the Coca-Cola plant in Vicksburg and Dr. Pepper in Monroe, Ruston, and East and West Carroll parishes. These acquisitions began in the period prior to 1965 and continued afterward. Most importantly, he was responsible for retiring the then very much antiquated bottling facility of Walnut Street and constructing a new standardized modern plant adjacent to HWY. 165 just east of Monroe in 1965. However, other Biedenharn interests continued in the building until the 1990s (see below).

The Headquarters Building

In 1917, the Ouachita Coca-Cola Bottling Company purchased property located at what was then known as 201 Walnut Street in Monroe from the Western Star Lodge and the Masons for the sum of $10,000.00. This was to be the site of a much improved bottling works (the original building section of the Biedenharn complex) and the headquarters for the family's business empire.

The Sanborn Map of 1920 indicates that the company's new Walnut Street bottling plant/headquarters building was not yet constructed. However, the City Directory for Monroe lists the Ouachita Coca-Cola Bottling Company at this location in 1921 with Mr. J.A. Biedenharn as President. In addition to Mr. Joe's office, the Original Component of 1920-21 contained the offices of his sons as well as the management staff of the bottling concern. The sons' positions were as follows:

- Malcolm Biedenharn – Administrative Services and eventual President of Ouachita Coca-Cola Bottling Company.
- Henry Biedenharn – Local, Outside and Point-of-Purchase Sales and Vice-President.

Son Bernard later joined the enterprise as president of a related business, and daughter Emma Louise served on the bottling company's board of directors (see below).

According to the Sanborn Maps of 1926, the tenants of the building were as follows:

- Ouachita Coca-Cola Bottling Company – Original Component and West Addition.
- Ouachita Candy Company – Adjacent North Addition.
- American Railway Express Company – Far North Addition.
- Monroe Transfer & Warehouse Company – Far North Addition.
- Louisiana Paper Warehouse – Far North Addition.

All business entities were known Biedenharn enterprises with the exception of the American Railway Express Company and the Louisiana Paper Warehouse - their ownership and origin are unknown. However, the use of the property to its fullest extent, with the leasing of some areas to outside parties until such time as they were needed for direct Biedenharn concerns, was an astute business practice. By 1937, Biedenharn businesses occupied the entire building.

Producing and Marketing Coca-Cola in the New Plant

The new building housed the bottling room on the ground floor adjacent to the corporate offices. The upper floor contained locker rooms for employees and storage. The rear of the building on the west side also contained storage facilities. Oddly enough, a truck entrance was located on the Walnut Street elevation at the south end of the façade. The West Addition of 1926 was constructed primarily as a storage facility for both the raw materials and the finished product of Coca-Cola. From the 1930s, some warehouse areas were shared with Ouachita Candy. Architectural remnants of the various functions are still visible throughout the building today; although, their purposes are often shrouded in mystery.

In the transcript of an interview housed in the Coca-Cola Museum in Monroe, long time employee Jim Smith provided a first-person overview of some of the plant's production and marketing operations. (As indicated above,

Smith was eventually transferred from Monroe to the plant in Tallulah.) At first, each step in the process was done by hand, gradually giving way to more and more mechanization. Bottles were washed by hand, and if additional washing was required, this was done by the introduction of lead pellets and a vigorous shaking. After the washing, one ounce of Coca-Cola syrup was poured in the bottle followed by carbonic gas and water. The bottles were then capped and the inspector would pick up two bottles between his fingers and invert them over a bright light for visual inspection. This last step also served to mix the ingredients. As the bottling process became more and more sophisticated, government regulations were introduced and Coca- Cola Atlanta inspectors would often arrive at a moment's notice to conduct their own inspections.

Originally, brands bottled consisted of Coca- Cola, Orange, Strawberry, Cream Soda, Root Beer, Delaware Punch, Ginger Ale and Seltzer Water. At the time of the sale of Ouachita Coca- Cola Bottling Company to Coke Enterprises of Atlanta in 1995, 24 products were being produced.

Smith explained that marketing and advertising were always significant to Coca-Cola, both locally and nationally. During the depression and tight credit, route salesmen would put orders on a charge ticket, if the operator promised to use the sales from the product in purchasing future products. Salesmen strived for "high cooler coverage", which in essence means that the Coca-Cola product dominated the cooler inventory. Salesmen earned prize points with which they were able to purchase some very nice items if they achieved this objective. One salesman boasted that everything in his home was purchased through these prize points. Oddly enough, there was never any mention of the word "Coke" and the use of it quickly brought a strong reprimand from the corporate attorneys in Atlanta. It was not until the 60s that this position was reversed.

According to Smith, corporate or institutional markets for the Ouachita Coca-Cola Bottling Company included the Union Oil Mill, Brown Paper Company, Northeast Louisiana Junior College and, most importantly during WWII, the air force base at Selman Field. Other important clients of the early period included the Louisiana Paper Mill and the Bastrop Paper Mill of Bastrop, Louisiana. The annual parish fair and the circus were naturally always high sales volume affairs.

Early sales forecasts could be predicted by certain events that by today's standards may seem unusual. One such sales prognosticator was the annual watermelon and cantaloupe harvest, which always resulted in plummeting sales of soft drink products. Even such environmental calamities as the time in the 1930s when Brown Paper Mill unfortunately dumped toxins in the Ouachita River causing the death of numerous fish, resulted in an unprecedented increase in sales; one in which production strained to keep up with demand.

Other Biedenharn Businesses Associated with the Dynasty and the Headquarters Building

Commercial Transportation Company and Monroe Transfer and Warehouse Company

Early in the development of the bottling company, the Biedenharn family was heavily involved in the transportation of raw materials to the facility. The Coca-Cola syrup was manufactured in New Orleans, put in red oak

barrels and shipped up river to the Commercial Transportation Company - owned by the Biedenharn family and located along the banks of the Ouachita River in West Monroe. The barrels were then transported from the terminal to the bottling facility by the Monroe Transfer and Warehouse Company, another Biedenharn concern, and as noted in a previous paragraph, an occupant of the Far North Addition of 1924. It should be noted that Monroe Transfer also had contracts to haul carbon black from the gas fields of northeast Louisiana to a depot in West Monroe for river shipment to New Orleans.

The Monroe Transfer and Warehouse Company ceased to exist by 1937 and there is no knowledge as to its outcome. The red barrels remained a popular item with the local farmers for years, as they were used to supply drinking water to farm hands. Soon after the start of World War II, the syrup began to be shipped in stainless steel drums and eventually in tanker trucks.

Ouachita Candy Company

In 1923, Mr. Joseph Biedenharn created the Ouachita Candy Company, which closely resembled in operation, the confectionary business of his youth in Vicksburg. It was first located in the Adjacent North Addition of 1924 and consisted of candy manufacturing facilities as well as storage and sales areas. When Bernard Biedenharn graduated from Princeton (exact date unknown), his father decided it best that he become affiliated with the Candy Company instead of the bottling company where his two brothers were well established. He became manager and President of Ouachita Candy Company, a position he held until his death in 1986.

The company's initial business, as its names implies, was the manufacture and sale of candy; however, the sale of candy mushroomed into the sale of toys, school supplies, non-prescription drugs, fountain supplies and (most importantly after the lifting of prohibition in 1933) liquors. At its height in the early 1960s, Ouachita Candy operated from Dallas to New Orleans to Jackson and Little Rock, and at this time employed over 50 people. As the business grew, it gradually took over the areas of the other 1926 tenants and eventually became the main tenant in the building, even eclipsing the area maintained by the bottling company. After 1965, it expanded into the former area of the bottling company and became the sole occupant of the building. At this point, the building became primarily a large storage facility. As previously indicated, in 1937 and in conjunction with the remodeling of the offices of the bottling company, new offices were moved to the bottom floor of the Far North Addition where they remained until 1996, well past the end of the period of significance for this nomination.

In the 1920s, candy manufacturing was, for the most part, a local affair and tradesman specialized in the manufacturing processes. It is not clear as to what specific kind of candy was produced by the Monroe company; however, it is known that it was of a hard rather than a soft variety. A number of candy makers worked at Ouachita Candy Company until the 1940s, when a gentleman by the name of Mr. Ford became the last candy maker in the Monroe area. His passing in the late 40s marked the end of an era. In paraphrasing Mr. Jimmy Griffin, who began employment at Ouachita Candy in the 1940s, *"We tried to bring in Mr. Ford's son as the candy maker, but you know those young guys were just not what their fathers were; they were just not cut from the same mold."* At this time, the occupation of "Candy Maker" was deemed essentially dead on the local front and the manufacturing of candy became

the domain of large facilities in other areas of the country. The role of local operations, such as Ouachita Candy, became that of middlemen - actively maintaining trade networks.

In this particular case, as in others across the nation, the local confectionary business evolved into a wholesale business with a large territory. With the coming of better transportations systems, better methods of product preservation and specialized producers, came the wholesaler. There was no need to manufacture products at the local level anymore; however, the development and maintenance of vital trade networks was everything. The days prior to the 1960s were, in the Monroe and the regional areas, a time of privately owned, Mom and Pop businesses. The Downtown, or what might be referred to as downtowns in general, was the place to be; and Ouachita Candy Company catered to the needs of those merchants. Toys and such were sold to many of the local toys stores, which at that time thrived across the area. Non-prescription drugs and rack toys were sold to locally owned pharmacies.

With the coming of the "Big Box Retailers" with their extension networks of wholesalers and lower prices, came a change in the system that did not provide well for Ouachita Candy Company as a viable economic concern. These were times of great commercial change that left many a small town downtown area with its Mom and Pop stores as vestiges of a bygone era. By the 1980s, the Ouachita Candy Company was reduced to the sale of liquors and in January of 1996, the 70 year old firm sold its inventory to a local concern and vacated the building – in essence, the Biedenharn business contingency had left the building.

Biedenharn Realty Company, Inc.

Biedenharn Realty Company was formed by Mr. Joseph Biedenharn in 1923 out of the offices of the Ouachita Coca-Cola Bottling Company located on Walnut Street. The original stockholders consisted of members of the immediate family. The realty company had no direct employees and the officers and managers of the bottling company served as its management team. Its strategic purpose was the aggregation and management of the assets of the family, and it probably managed the headquarters building/plant. It was actually more of an investment company than a real estate concern, although many of its investments were in the real estate market. As of 1973, (admittedly outside the period of significance but a good example of the company's role) it controlled valuable commercial properties, a substantial stock portfolio, a motel, warehouses, shopping center, residential property and farm property.

Perhaps its most important asset as far as local history is concerned is the 1935 purchase of Hardtimes Plantation for the sum of $50,000.00. Hardtimes Plantation was at that time located to the north of the City of Monroe and consisted of 1,000 acres. It was purchased as an investment and a prominent local farmer, Mr. Neil McHenry, was instrumental in making it one of the most profitable farming operations in the area. However, the real value in Hardtimes came as the City of Monroe grew into the area and the Biedenharn family began a gradual process of subdividing both residential and commercial properties. Those subdivision practices are still going on today with the continuation of a 25 acre "Traditional Neighborhood Development" currently underway in one of the most recently developed areas of the former Hardtimes Plantation.

Conclusion:

Monroe's Biedenharn business empire lent a level of prestige to what was a small North Louisiana community and created a significant economic multiplier effect that transcended the immediate community to extend across North Louisiana and into other states. Additionally, the status of the Biedenharn family is recognized in histories of the Coca-Cola company. Quoting Mark Pendergrast's definitive history of Coca-Cola: "The Biedenharn brothers, all seven of them, created a Coca-Cola bottling dynasty." E. J. Kahan, in his book *The Big Drink,* observes that Coca-Cola bottlers can be graded like olives and proceeds to go through the gradations. Then he writes: "Then there are colossi, like the Bellingraths of Alabama—not to mention Arkansas and Delaware—and the Biedenharns, a clan so tentacular that it can no longer be geographically pinpointed."

It should come as no surprise that family patriarch Joe Biedenharn was chosen to appear on the cover of *The Coca Cola Bottler* special issue in 1944 to commemorate the fiftieth anniversary of bottling. (*The Coca Cola Bottler* is the official organ of the Coca Cola Bottlers Association.) The issue includes an article honoring Biedenharn written by Wilbur G. Kurtz, Jr. Kurtz concludes in the first paragraph that Joe Biedenharn's 1894 bottling experiment "laid the cornerstone for a business enterprise that today, fifty years after, in the midst of war, is spreading to the four corners of the earth." A bottling magazine based in Chattanooga also honored Biedenharn, known fondly in the industry as "Uncle Joe," in 1944. The author observes: "The Coca-Cola industry this summer stops to honor Joseph A. Biedenharn, 78, who was the first to bottle Coca-Cola – because he wanted to make the drink available in the country as well as in town."

As the headquarters and symbol of that dynasty, the Ouachita Coca-Cola Bottling Company/Ouachita Candy Company is an outstanding candidate for National Register listing.

Historical Notes

The Expansion of Ouachita Coca-Cola Bottling Company, Inc. following 1965:

Henry Jr.'s son, Henry III or Hank and Mr. Morris Strickland, like their predecessors, upped sales dramatically in the years following the move to the new facility (and the end of the period of significance for this nomination). In addition, they were instrumental in purchasing franchises in Jackson, Yazoo City, Greenville, Brookhaven, and Natchez, Mississippi. In Arkansas, they purchased franchises in Pine Bluff, Camden, Monticello and Arkadelphia. Total sales from all franchises eventually placed the Biedenharn enterprises as the sixth largest Coca-Cola bottler in the nation by the early 1990s. In October of 1995, Coke Enterprises of Atlanta purchase the Biedenharn interest for $313 million dollars. At that time, it was the third largest purchase in the history of Coke Enterprises.

Other Noteworthy Biedenharn Activities:

Delta Airlines:

Delta Airlines began in Monroe as a crop duster service and the Biedenharn family was highly interested in aviation not only from an agricultural aspect but from the aspect of mail delivery and eventually, air transportation.

Malcolm Biedenharn – President of Ouachita Coca-Cola Bottling Company – was one of the founding Board Members of Delta Airlines along with a number of prominent Monroe business personalities and served on the Board from its inception in 1930 until his untimely death in 1950. Bernard Biedenharn served as a Director of Delta Airlines from 1967 until his death in 1986. Hank or Henry Biedenharn III then took up the reigns and served until the family sold their interest in Delta in 1999.

The Emy-Lou Biedenharn Foundation:

Emma Louise Biedenharn became an opera singer in Europe before the Second World War. She remained as a board member of the bottling company until her death and her influence eventually led to the creation of the Emy-Lou Biedenharn Foundation. This had its beginnings in the persistence of Emy-Lou to redesign the large yard of her father's home – located at a prominent location along Riverside Drive just north of the bottling company - into a formal garden reminiscent of those found in Europe. This was followed by the opening of a Bible Museum in an adjacent home in 1971. She donated what came to be called, ELsong [sic.] Gardens to the Foundation in 1977 and upon her death in 1984 the original Biedenharn home of 1914. A conservatory was added shortly thereafter and several years back a large craftsmen style home of 1912, located on the same block, was added as a Coca-Cola Museum. All venues are open to the general public and are frequented by touring groups passing through the area.

Developmental history/additional historic context information (if appropriate)
See above.

9. Major Bibliographical References

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

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United States District Court, W.D. Louisiana, Monroe Division, March 20, 1973. (Website: www.bradfordtaxinstitute.com/Endnotes/526_F2d_409.pdf)

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Thomason and Associates, Preservation Planners – *Monroe Design Review Guidelines,* Nashville, Tennessee, adopted 2011 by Heritage Preservation Commission for the City of Monroe.

Ouachita Coca-Cola Bottling Company, Inc./
Ouachita Candy Company, Inc.
Name of Property

Ouachita Parish, LA
County and State

Previous documentation on file (NPS): NA

___ 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 #_____xxx_____
___ recorded by Historic American Engineering Record # ____xxx_____
___ recorded by Historic American Landscape Survey # _____xxx_____
___ Not Applicable

Primary location of additional data:

__x__ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
__x__ Other
Name of repository: Coca-Cola Museum, Monroe, LA

Historic Resources Survey Number (if assigned): NA

10. Geographical Data

Acreage of Property 1.8 acres
(Do not include previously listed resource acreage.)

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. Latitude: 32.503143 Longitude: - 92.119637
2. Latitude: Longitude:
3. Latitude: Longitude:
4. Latitude: Longitude:

Or
UTM References
Datum (indicated on USGS map):

[x] NAD 1927 or [ ] NAD 1983

1. Zone: 15 Easting: 582750 Northing: 3596300
2. Zone: Easting: Northing:
3. Zone: Easting: Northing:
4. Zone: Easting : Northing:

Ouachita Coca-Cola Bottling Company, Inc./
Ouachita Candy Company, Inc.
Name of Property

Ouachita Parish, LA
County and State

Verbal Boundary Description (Describe the boundaries of the property.)

Tract 2 (Cole):

A certain lot of ground in Monroe, Louisiana, in that certain Square bounded by Walnut Street on the East, Jefferson Street on the South, Ouachita River on the West and Breard Street on the North, said lot fronting 113 feet on Walnut Street and running back in a Westerly direction between the property formerly owned by Mrs. M. A. Bres, on the North, by property formerly belonging to the Western Star Lodge No. 24 F. and A.M. on the South, to the Ouachita River, less right of way sold as per deed in Book 32, page 390, to the Monroe Compress and Warehouse Company, and being the same property acquired by Hebert C. Cole, et al on May 24, 1920 from John P. Parker et al and by the said Parker from Succession of Gerspach on November 15, 1888, as shown by deed in Book 30, Page 10, and by the said Gerspach from Weil on September 13, 1888, as shown in Book Z., Page 269.

Tract 3 (Western Star):

A certain lot In the City of Monroe, Louisiana, fronting 100 feet, more or less, on the West side of North Grand or Walnut Street and running back in a Westerly direction to the Ouachita River, save and except the right of way of the V.S. &P. Railroad, said property being bounded on the East by North Grand Street or Walnut Street, on the West by the Ouachita River, on the North by the property of Mr. Camille S. Parker (Tract 2) and on the South by the property of Mrs. O.S. Borden, save and except the V.S. &P. Railroad right of way.

Boundary Justification (Explain why the boundaries were selected.)

These boundaries were selected because the two Tracts together contain all the land historically associated with the candidate, including the footprint of the subject building.

11. Form Prepared By

name/title Douglas C. Breckenridge, AIA, LEED AP BD+C
organization Douglas C. Breckenridge, Architect & Planner, LLC. date November 28, 2012
street & number 3008 John Cole Place telephone 318-372-9935
city or town Monroe State LA zip code 71201
e-mail doug.breckenridge@comcast.net

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Ouachita Coca-Cola Bottling Company, Inc. / Ouachita Candy Company, Inc.

NOTE: Because the property name is longer than the computer will allow for naming the tif digital images on the accompanying CD, the name has been shortened to Quachita Coke and Candy Company for that purpose.

City or Vicinity: Monroe

County: Ouachita Parish State: Louisiana

Photographer: Douglas C. Breckenridge

Date Photographed: July 2012

LASHPO Digital Archives

1 of 10
Southeast Corner of Building; camera facing west

2 of 10
South and east elevations looking north along Walnut Street; camera facing north

3 of 10
Ouachita Candy Company Entrance; camera facing northwest

4 of 10
Northeast Corner of Building; camera facing southwest

NOTE: This photo also shows the building immediately to the north of the candidate—a large building with a shaped parapet and a one-story area filling the space between it and the candidate. These areas not part of the nomination.

5 of 10
Northwest Corner of Building; camera facing south

6 of 10
Southwest Corner of Building; camera facing east

7 of 10
Interior of West Addition

8 of 10
Interior of Common Wall – Original Building and West Addition

9 of 10
Interior of Adjacent North Addition

10 of 10
Interior of Far North Addition

11
Supplemental - Joseph A. Biedenharn in his office

12
Supplemental - Original Building in early 1920s before Additions

13
Supplemental - Building of 1926 taken in late 1930s (in Snow)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

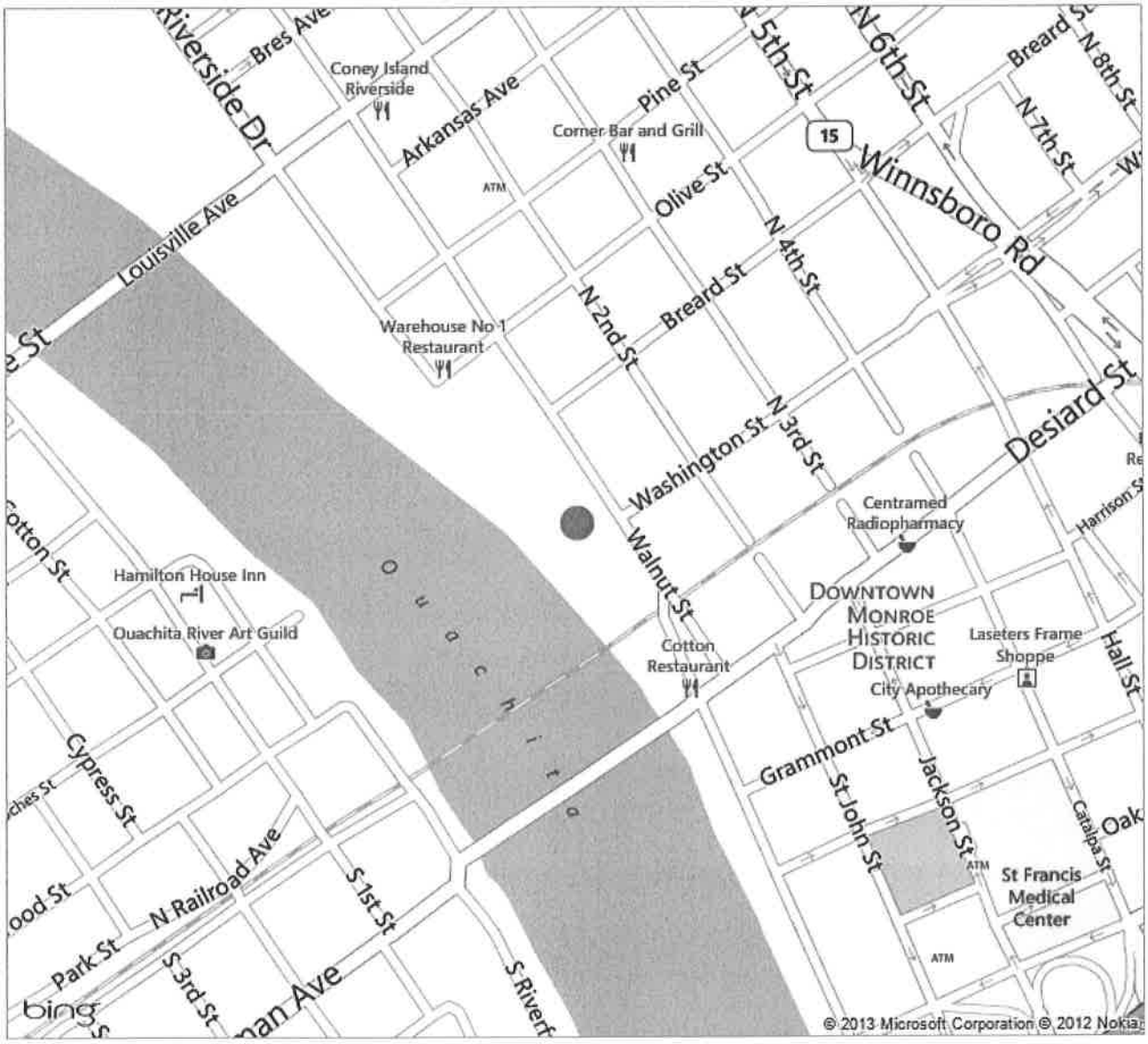
bing Maps

215 Walnut St, Monroe, LA 71201

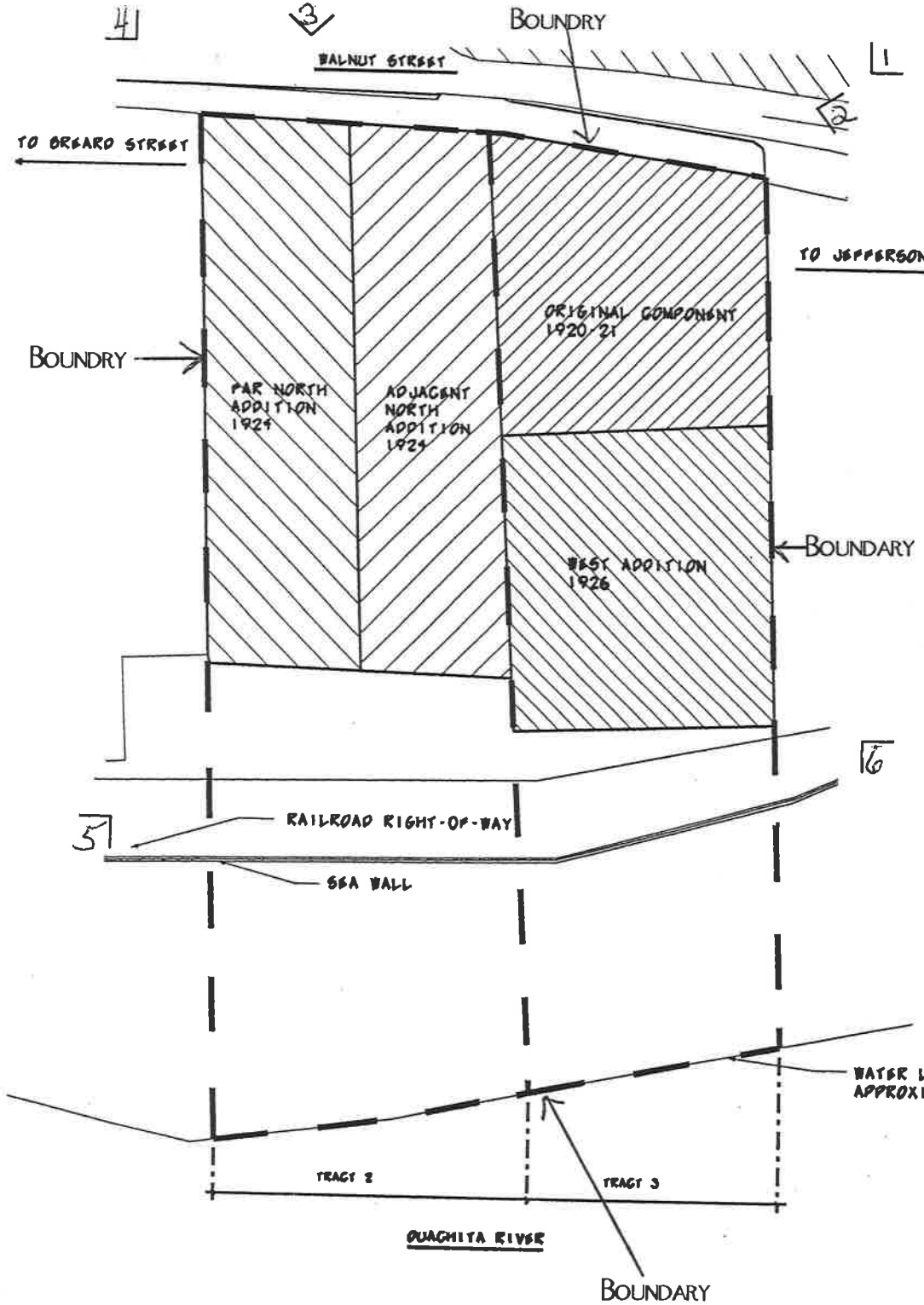
Ouachita Coca-Cola Bottling Company,Inc/Ouachita Candy Company, Inc.
Monroe, Ouachita Parish, LA

On the go? Use m.bing.com to find maps, directions, businesses, and more

N



32.503143 -92.119637 Scale: 1 inch = 500 feet



KEY TO SKETCH PLAN

- ORIGINAL COMPONENT - 1920-21
- WEST ADDTION - 1926
- ADJACENT NORTH ADDITION - 1924
- FAR NORTH ADDITION - 1924
- NOMINATION BOUNDARY
- BUILDING BOUNDARIES
- 5 PHOTO NUMBERS AND PERSPECTIVE

NORTH

OUACHITA COCA-COLA BOTTLING COMPANY, INC.
OUACHITA CANDY COMPANY, INC.
MONROE, OUACHITA PARISH, LA
SCALE: 1" = 60'

USGS
science for a changing world

U.S. DEPARTMENT OF THE INTERIOR
U.S. GEOLOGICAL SURVEY

MONROE NORTH QUADRANGLE
LOUISIANA-OUACHITA PARISH
7.5-MINUTE SERIES (TOPOGRAPHIC)

92°07′30″ 32°37′30″ — 92°00′ 32°37′30″

R. 3 E. R. 4 E. — 2 150 000 FEET — R. 4 E. R. 5 E.

710 000 FEET

T. 19 N. — T. 18 N.

Mile 197 · Horseshoe Lake · PIPELINES · Mile 195 · OUACHITA RIVER · Punhandle Bayou · Moon Lake · Whites Lake · BM 77 · PIPELINE · BAYOU DE SIARD · Bufferin Cem · BLACK BAYOU LAKE · Black Bayou · PIPELINE · River Styx Bayou · BM 83 · Styx River LEVEE · Fish Hatchery · MONROE GAS FIELD · Cotton Patch Lake · Mile 190 · Substa · Lamkin · BM 72 · BM 78 · Chauvin · LEVEE · BR 81 Bayou · SPOIL BANK · BR 77 · CHAUVIN SWAMP · Gas Well · Bayou de Siard Dam · BM 82 · Bayou de Siard Country Club · LOOP ROAD · SPENCER AVE · ROBERTS AVE · ISLAND DRIVE · Country Club Lake · St Joseph Home · Phillips Bridge · BM 83 · BAYOU · Breard · WEBSTER ST · BREVILLE AVE · Lexington Sch · TV Tower (KSLE) · PARK AVE · MILTON ST · FORSYTHE AVE · Union High Sch · Radio and TV Tower (KNOE) · NE Louisiana State College · DE SIARD · Lakeshore Sch · Memorial Park Cemetery · Sicard · Rifle Range · Drive-in Theater · Childrens Home · Sherrouse Sch · LOUISVILLE AVE · BERGERON · GERALD ST · DE SOTO · FILHIOL AVE · COLE · Forsythe Park · RODESSA ST · GLENMAR AVE · West Prong · Tucker Sch · HUDSON ST · IOWA ST · Clark Sch · PINE ST · City Cem · St Matthew Cem · Booker T Washington Schl · Old City Cem · Jewish Cem · Mile 182 · WESP (MONROE) · City Hall · OUACHITA RIVER · Bayou · MONROE · Little Flower Sch · Carroll High Sch · PIPPIN ST · GAYTON ST · RENWICK · WOOD ST · ELM ST · CURRY ST · SHERROUSE · LEVEE · Tower BM 80 · SELMAN AIRPORT (MONROE MUNICIPAL AIRPORT) · Golf Course · CITY · DITCH · Bayou · Sewage Disposal · BM 71 · Cosper Cem · Caney Creek · Bennet Bayou · PIPELINE

670 000 FEET

32°30′ 92°07′30″ — 83 — R. 3 E. — 2 120 000 FEET — R. 4 E. — 86 5′ — 87 — 88 — 2′30″ — 89 — 91 — 92 — 93000 E — 32°30′ 92°00′

INTERIOR–GEOLOGICAL SURVEY, RESTON, VIRGINIA–2001

Produced by the United States Geological Survey

Topography compiled 1975. Planimetry derived from imagery taken 1994 and other sources. Photoinspected using imagery dated 1999; no major culture or drainage changes observed. PLSS and survey control current as of 1957. Boundaries, other than corporate, verified 2000

North American Datum of 1927 (NAD 27). Projection and 10 000-foot ticks: Louisiana coordinate system, north zone (Lambert conformal conic)
1000-meter Universal Transverse Mercator grid, zone 15

North American Datum of 1983 (NAD 83) is shown by dashed corner ticks. The values of the shift between NAD 27 and NAD 83 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Information shown in purple may not meet USGS content standards and may conflict with previously mapped contours

OUACHITA COCA-COLA Bottling Company, Inc.
OUACHITA CANDY COMPANY Inc.
Monroe, Ouachita Parish, LA
15/582750/3596300

0° 30′ 9 MILS — GN — MN — 2° 36 MILS

UTM GRID AND 2001 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

20% TOTAL RECOVERED FIBER

SCALE 1:24 000

0.5 0 KILOMETERS 1 2
1000 0 METERS 1000 2000
0.5 0 MILES 1
1000 0 1000 2000 3000 4000 5000 6000 7000 8000 9000 10000 FEET

CONTOUR INTERVAL 5 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225
AND LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT, BATON ROUGE, LOUISIANA 70804
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

LOUISIANA
QUADRANGLE LOCATION

1	2	3
4		5
6	7	8

1 Rocky Branch
2 Sterlington
3 Collinston West
4 West Monroe North
5 Swartz
6 West Monroe South
7 Monroe South
8 Crew Lake

ADJOINING 7.5' QUADRANGLE NAMES

LA 35D

ROAD CLASSIFICATION

Primary highway hard surface
Secondary highway hard surface
Light-duty road, hard or improved surface
Unimproved road
Interstate Route · U.S. Route · State Route

MONROE NORTH, LA

1999

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