

# Bay City Sentinel



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**75 cents**





Above, this is the Bay City Coca Bottling Plant shortly after it was built in 1934 at the southwest corner of the intersection of Avenue A and Seventh Street. Right, a 1939 advertisement of the plant and its 5-cent product.



# Bay City’s Coca Cola plant grand addition in 1934

## 1934: Land broken for Coca-Cola plant

### Beautiful New Structure To House New Machinery; M. Lupton New Mgr.

From Matagorda County TXgenweb site  
<http://www.rootsweb.ancestry.com/~txmatago/>

EDITOR’S NOTE: The following story on the 81-year-old former Coca-Cola bottling plant was taken from the Matagorda County genweb page.

At the corner of Avenue A and Texas 35, the building now is mostly shrouded by overgrown trees and plants.

The text was taken from the Bay City Daily Tribune and the Palacios Beacon in issues from 1934 and 1939.

I’ve included both of those, including the headlines that went with them - beginning with the 1934 announcement article.

Of note, the plant’s first manager was the nephew of the founder of Coca Cola..

Bay City Tribune, reprinted in the Palacios Beacon, Jan. 18, 1934

Land was broken today for the Coca Cola Bottling Company’s new plant in this territory, having been purchased several weeks ago from Mallick, operator and Franchise holder of the Coca Cola in this section for many years.

The building will be located on West Seventh Street, about four blocks from the square.

At an expenditure of many thousands of dollars, the Coca Cola Company plans to have in Bay City a plant that is beautiful and modern in every respect.

L.R. Weeks, contractor, stated that the building would be 35x140 feet on a 100x140-ft lot.

The grounds will be landscaped.

The plant is to be of reinforced concrete and fireproof brick, most modern of machinery will be installed, to assure the consumer that the drinks have been manufactured with the greatest of sanitation and resulting in a most delicious drink.

Weeks, of Houston, stated that he was using all local labor, with the exception of his key man.

Weeks is an engineer in the employ of C.E. Evans of Houston, part-owner of Coca Cola in Texas.

M. Lupton of Birmingham, nephew of the founder of the Coca Cola Bottling Company, is here now and will be the manager of the plant when it begins operation within the next few weeks.

Several counties will be furnished from this plant.

From Matagorda County TXgenweb site  
<http://www.rootsweb.ancestry.com/~txmatago/>

Palacios Beacon, Oct. 19, 1939

The Coca Cola Bottling Company in Bay City on Highway No. 35 was built in 1934 and serves the entire coast line area from Freeport through Palacios reaching inland from 30 to 50 miles.

Coca-Cola is placed daily in practically 350 different types of business places who contract with the Bay City plant because of their knowledge of the modern and immaculate plant, where absolute cleanliness and purity is assured because of the fact that every bottle of Coca Cola is bottled without the touch of human hands.

It is indeed quite a step and an interesting one to come from the early days of the bottling of Coca Cola to the present one.

Before modern machinery was built, and in the days of buggies Coca-Cola was bottled on foot power machines.

Today it is an entirely different story, the Coca-Cola bottles are sterilized in a boiling solution of caustic soda and remain for 35 minutes at a temperature of 140 degrees, which makes them absolutely clean. This operation is performed by large automatic machines, costing thousands of dollars.

The popularity of Coca-Cola is



A Coke bottle with a Bay City bottling plant stamp on the bottom.

not due necessarily to the fact that it is a most palatable beverage but due largely to the fact that it is rich in food value.

An analysis of Coca-Cola shows it is made of pure products from nature.

Pure carbonated water, sugar, purest blends of flavoring and Phosphoric acid are all very important foods and are all embodied in a drink of Coca Cola.

Everything in Coca-Cola is good for any member of the fam-

ily, as it contains nothing artificial.

A study of the making of Coca Cola shows us that only products from nature are used in its making, from nine sunny climes, which natural flavors are carefully blended.

A total of 22 laboratory tests make it as pure as sunlight.

Sold in 78 countries of the world, complying strictly with the pure food laws of each, which laws prohibit the manufacturing

or bottling of any product that is habit forming.

A further study of the beverage that is synonymous with delicious, refreshing and invigorating qualities reveals that every bottle contains 74.6 calories (food values), more than in an egg which has 66 calories, almost as much as a slice of white bread which has 75, and an orange which has 87 calories.

Coca-Cola cannot credit the great consumer demand that has been created for it over the period of 50 years it has been served to people everywhere to mere luck or some phenomenal occurrence, but does credit it entirely to its merits as a delicious drink which contains the purest of ingredients and is rich in food value.

The Bay City plant is managed by H.L. Briscoe and operates under a franchise from the Coca-Cola Company, from whom they buy Coca-Cola syrup which they bottle according to definite specifications laid down by the Coca-Cola Company.

This company does not confine its bottling entirely to Coca-Cola as they also market six flavors of soda water bottled in their plant in which of course, only the best of ingredients are used.

Briscoe feels that the extensive business they have built in Bay City and its surrounding territory is largely due to service and courtesy to their dealers, a factor he believes in thoroughly and does at all times make every effort to apply to his business.

# Matagorda Peninsula’s German Settlement: Every man skilled in a trade

From Handbook of Texas Online

German Settlement, sometimes called Dutch Settlement, was on the Matagorda Peninsula midway between Cavallo Pass on the west and the mouth of Caney Creek to the east, in extreme southern Matagorda County.

It was one of several settlements on the peninsula until frequent hurricanes persuaded the inhabitants to leave; others included DeCros Point and Mary Ann and Samuel Augustus Maverrick’s farm, Tiltona.

German Settlement was established by a colony of immigrants who left Hanover in 1846 and immigrated first to Indianola, in nearby Calhoun County.

After disease took many of their number, the survivors moved to the Matagorda Peninsula, of which Matagorda resident Don E.E. Braman wrote in his Braman’s Information About Texas (1857) that “there is no healthier region in the world.”

The villagers, who had access to fresh water on the Gulf side of the peninsula, were primarily farmers and stock raisers.

Each man was skilled in a trade.

Christian Zipprian made all of the chimneys.

He burned oyster shells to obtain lime; then mixed it with sand and shell for cement with which he constructed the chimneys.

Soon there was a thriving little colony of about a dozen houses in the center of which stood the small frame cottage where Charles A. Siringo



Charles Siringo was settlement’s most famous resident.

was born February 7, 1855.

Siringo’s autobiographical *A Texas Cowboy* (1885) describes his boyhood there and includes his first-hand accounts of Union and Confederate action nearby.

By 1854 the peninsula had two of the county’s six school districts; Siringo writes of beginning his education in 1859 in a school located a mile from his home.

The German settlement (about midway between Decrow’s Point and Caney Creek) on the peninsula had a schoolhouse about three miles from the settlement.

The teacher before and after the Civil War was a Hale from Illinois. He left to join the Union Army at the outbreak of the Civil War and school was suspended.

Though the villagers rebuilt after flood damage from the storm of 1854, the destruction wrought by the hurricane of 1875, which also devastated Indianola, brought German Settle-

ment to its end.

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