



The Refresher

REG. U. S. PAT. OFF.

MAY-JUNE, 1964





INDIVIDUALS BEAR RESPONSIBILITY FOR NATION'S GROWTH

Americans as individuals should "stand up and be heard on the system that makes our society what it is," according to J. Paul Austin, president of The Coca-Cola Company.

In a recent address before the National Association of Convenience Stores meeting in Atlanta, Mr. Austin called on the assembled businessmen from across the nation to find new, creative ways to generate future growth and strength in the free enterprise system and "to defend it not only with national arms, but in their daily lives as well."

Excerpts from his remarks follow:

"Under a free system like ours a man must have a deep sense of individual purpose in order to succeed . . . Just as you have a goal or purpose in life, so, too, the successful business enterprise begins with clear-cut objectives. And, in a similar sense, an entire nation has its goals and purposes.

"Yet, often, in a large and dynamic society, these clear-cut purposes of the individual, the business enterprise and the nation tend to become obscured . . . In many ways, I think we Americans are like bees in a flower shop. As we hurry about in our daily jobs, we may not be able to focus on the real values we are striving for.

"As a nation, for instance, we have solved many of the problems that other nations are just now beginning to approach. Despite unemployment, no one in this country need be hungry. We have adequate shelter. We have enough clothing, enough fuel.

"Goals for others are realities for us, and like so many civilizations that have come and gone before us, we find ourselves worried more about simply keeping what we've got rather than seeking new pathways.

"There is a need for all of us to identify and strengthen our goals. What better goals for us as individuals than to stand up and be heard on the free private enterprise system that makes our society what it is.

"We must cherish our system—we must find new, creative ways to make it grow—and we must defend it not only with national arms, but in our daily lives.

"I have recently returned from a visit to the

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Visitors to the New York World's Fair form a queue at The Coca-Cola Company Pavilion. Each day thousands of people stream through the Pavilion to see our exhibit.

The Refresher

Published bi-monthly for the employees of The Coca-Cola Company and its domestic subsidiaries by the Public Relations Department of The Coca-Cola Company, P. O. Drawer 1734, Atlanta 1, Georgia

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COVER

The Coca-Cola Company Pavilion at the New York World's Fair features the world's largest carillon and the "Global Holiday" exhibit—described by Time Magazine as "the fair's best trip of all." Photo by Dan Budnik (Magnum Photos, New York)

Multi-Million Dollar Syrup Plant Dedicated

Today's most up-to-date designs in syrup manufacturing and material handling facilities are now officially at work for bottlers of Coca-Cola served by the New Orleans branch syrup plant.

The handsome new multi-million dollar manufacturing installation was recently dedicated as business and political leaders in the New Orleans area joined officials of The Coca-Cola Company in formal ceremonies.

Coca-Cola syrup and other soft drink syrups — including those for Sprite, TAB and the Fanta line of flavored soft drinks, are manufactured at the new facilities.

Bottlers of Coca-Cola and wholesalers for the foun-

tain trade in Louisiana, Mississippi and parts of Alabama, Arkansas, Tennessee, Florida and Texas are served out of the plant.

The new plant, located at 5330 Jefferson Highway, replaces the old unit built in 1919 at 123 Canal St.

In his official statement at the opening, J. Paul Austin, president of The Coca-Cola Company, said:

"Any business which doesn't grow and expand will die. The growth of our business everywhere, and particularly in this area in the last few decades, has made this day possible."

At the dedication ceremony for the New Orleans syrup plant were, from left, Edgar J. Forio, senior vice president of The Coca-Cola Company; Ralph J. Barry, vice president and National Production manager; Tom Donelon, president-elect of Jefferson Parish; Lee Talley, chairman of the board of The Coca-Cola Company; Dan Hogan, president of Jefferson Parish; J. Paul Austin, president of The Coca-Cola Company; Richard W. Freeman, president of The Louisiana Coca-Cola Bottling Company; and John C. Staton, vice president of The Coca-Cola Company in charge of manufacturing.





The handsome New Orleans Branch syrup plant has the most modern facilities for manufacturing and handling syrup.

Those attending the dedication of the new syrup plant included, left to right, seated, P. H. Steed, Engineering Dept., Atlanta; J. W. Turner, mgr., St. Louis Branch; J. J. Kelly, asst. mgr., New Orleans Branch; J. H. Ogden, mgr., Chicago Branch; J. E. Cobb, Production Dept., Baltimore; W. M. Davis, Production Dept., Atlanta; W. M. Bonney, mgr., Los Angeles Branch; T. L. Campbell, mgr., Dallas Branch; C. F. Barker Jr., mgr., Honolulu Branch. Standing, from left: C. C. Krausnick, Production Dept., St. Louis; R. J. Barry, vice president and National Production manager, Atlanta; W. F. Crowell, mgr., Kearny Branch; C. E. Holliman, mgr., Baltimore Branch; J. W. Gibson, mgr., San Francisco Branch; J. O. Amsler, Production Dept., Atlanta; S. G. Williamson, Production Dept., Los Angeles; B. M. Boehnlein, Production Dept., Atlanta; G. T. Gunnell, Engineering Dept., Atlanta; J. C. Staton, vice president, Manufacturing, Atlanta; J. J. Griffin, Production Dept., Baltimore; J. H. Gibson, asst. Production mgr., Atlanta; J. E. Willi, mgr., Portland Branch; R. S. Walker Jr., mgr., Atlanta Branch; R. J. Posch, Kearny; E. H. Sutter, Production Dept., The Coca-Cola Company, Atlanta; A. D. Green, Production Dept., New Orleans, R. G. Rankin, Production Department, Dallas Branch.



A MAN'S MAN

One Sportsman talks about his long-time Quail-Hunting Pal

by Charles Elliott
Field Editor, "Outdoor Life"

During the last half century, a few million or more words have been written by distinguished authors and journalists on Mr. Robert W. Woodruff and The Coca-Cola Company — which are, of course, synonymous — and of the fabulous career of this famous team which projected its influence into the homes and lives of literally all peoples on the face of the earth.

It was never my pleasure to be associated in any business way with the Company, or with the "Boss", as Mr. Woodruff is affectionately known to many of his associates. Those who think they know him best in a business way have told me that the Boss is a tough, two-fisted executive. He and the men working with him had to be. You don't build a world-wide multi-million dollar empire without the tremendous courage and character one must have to carry frightful loads.

My own association with the Boss has been along more humble lines. For the last quarter of a century or more, it has been my privilege to spend many hours, days and weeks with him, hunting, fishing, and in the saddle when we rode the flatwoods, the range and distant mountain trails.

You may be intimately associated with any man for many years and think you know him. But you really don't, until you have shared with him experiences in the outdoors. Whether it be raw wilderness, or the big patch of woods beyond the back lot, there is something about trees and rocks and running streams which bares the qualities of a man's soul. When one is close to the basic values of the universe, he can no more keep his real character from coming to the surface than he can help breathing for existence.

While I am sure that his modesty may resent some of the things I write about Mr. Woodruff as an outdoor partner, I can only ask his forgiveness, and hope that

when you see the Boss as I have seen him, you will know him just a little better.

I remember the first quail hunt we ever made together. That was a long time ago, but I vividly recall that in spite of my years and alleged experience, I was still a green country kid in the way I handled a gun. Like most middle Georgia Crackers, most of my shotgunning had been done in briar patches and honeysuckle swamps, and when I went in to root out a covey, I thrust the gun ahead of me with the barrel pointed in the general direction of the ground.

That, of course, is especially dangerous when you hunt with others, for if the gun does happen to discharge accidentally when the barrel is down, the load of shot could kill a dog or blow the leg off a hunting companion.

When I came out of the field that day, I was following the correct procedure of walking to a covey rise with my gun barrel at an angle toward the sky. The Boss was so gentle and flattering in the way he changed me that I never quite knew how I got that lesson. Somehow he managed to get it across in such a manner that I was as proud of my accomplishment as if I had thought of it on my own.

Do you know what Mr. Woodruff's boyhood ambition was? He wanted to be a guide for big game hunters, to seek the distant solitudes and make his campfires deep

continued

*Robert W. Woodruff pauses
during a hunt to drink
Coca-Cola.*



*Mr. Woodruff is a fine shot but
he always maneuvers to give
his quail-hunting partner
a favored position in the field.*

A MAN'S MAN

continued

in the heart of wilderness country. He wanted to wrangle and pack horses, to devote his days to dudes in quest of such big game trophies as mountain sheep, grizzlies, moose and elk. Fortunately, the fates ruled otherwise.

To partially satisfy that dream, forty years ago the Boss developed a quail shooting preserve in the hills and flatwoods of the limestone region in southwest Georgia. He named it Ichauway, to compliment the black water creek winding past his house, and dedicated the preserve to his friends.

One of the things that impressed me the first time I ever shot with the Boss in Ichauway's picturesque pine forests was the way he always maneuvered to give his hunting partner a favored position on every covey rise. Bob is the finest shot I've ever known with a scattergun, yet during the four decades of seasons he has hunted at Ichauway, he himself has killed a remarkably small percentage of the bobwhites taken off his plantation. The most enjoyment he gets out of the place is the pleasure it gives to others.

I doubt if the Boss even realizes that he has a philosophy of hunting. But he does have and this is it — simply and in a few words. The main reason for being in the field is not to see how many birds or animals you can kill, or show how good a shot you are — but to help your horses, dogs and companions have a good time. I have never heard him preach that, but he does practice it with unwavering devotion.

Before I knew him too well, I was intrigued by the obvious fact that the Boss is one of those rare individuals with whom everyone who works or plays, would like to please. I wondered about that for a long time before the reason was suddenly and conspicuously clear. He dedicates himself to pleasing others. He takes time out of a busy schedule to be thoughtful. Without making a production of it, he gives of himself, which is the most precious gift of all.

One of our mutual friends was hunting with the Boss on a wintry afternoon when the skies became overcast and a cold, drizzly rain set in. They stopped hunting and sent a message to the main house for cars to pick them up. By the time transportation arrived, the rain was almost cold enough to freeze.

It was decided that the weather was too bad for the horses and wagon to make the trip home to the main barn and kennels. They were to be put up for the night at a nearby auxiliary corral and barn provided for such eventualities. The Boss and his hunting companion went along with the men to see the animals properly housed against the elements.

The dogs were put in their kennels, the horses in their stalls, and everything was being buttoned up for the night when Mr. Woodruff noticed one of the horses standing in a corral outside the barn.

"Which stall does he go in?" he asked one of the men nearby.

"We haven't got a stall for him," the helper replied. "He'll have to stay outside in the lot."

The Boss said nothing, but began exploring through the barn, ostensibly for a last look around to be sure everything was in order before leaving. He came upon one room with gear and feed stacked in it. He called one of the boys and asked about this.

"We haven't got any other place to store it," the man explained.

"Well, let's find a place to store it and bring that horse inside; he will get pretty cold out there tonight," the Boss said.

When the Boss speaks, things get done. Willing and busy hands went to work, and with some improvising, the last horse was placed in a warm stall.

A little thing, you may say, but it is just another example of his ever-present thoughtfulness and kindness toward all creatures.

For his pointers and setters and retrievers which have gone on to the Happy Quail Grounds, Mr. Woodruff maintains a dog cemetery, with headstones and appropriate epitaphs. Old Dan is buried there. Dan was a faithful and efficient hunting companion for many years. The wording at the head of his grave identifies him thusly: "A Man's Man."

As far as I am concerned, no better words could ever be found to adequately describe the Boss. He is, by every conception of honest outdoor standards, A Man's Man. ■





LINDA FELBER, America's Junior Miss for 1964 (seated), poses with other winners (left to right), Connie Lockwood, Ohio's Junior Miss, first runnerup; Stephanie Lee, California's Junior Miss, second runnerup; Linda Cave, Rhode Island's Junior Miss, fourth runnerup; and Evelyn Sugawa, Hawaii's Junior Miss, third runnerup.

"America's Junior Miss" Crowned

The America's Junior Miss for 1964 is Miss Linda Felber of Colfax, Washington, who won the title in competition with girls representing all 50 states at the recent pageant in Mobile, Ala.

The Coca-Cola Company was a national sponsor of the pageant, and Coca-Cola bottlers throughout the nation provided a large portion of the scholarship funds awarded to Junior Miss winners on the state and local levels.

Miss Felber won a \$6,000 scholarship to the college of her choice as the top award of the pageant.

Other award winners were Connie Lockwood, Ohio's Junior Miss, first runnerup; Stephanie Lee, California's Junior Miss, second runnerup, Evelyn Sugawa, Hawaii's Junior Miss, third runnerup, and Linda Cave, Rhode Island's Junior Miss, fourth runnerup. ■

The Coca-Cola Company Acquires

DUNCAN FOODS



J. Paul Austin, left, president of The Coca-Cola Company, and Charles W. Duncan, Jr., president of Duncan Foods Co. and now a member of the board of directors of The Coca-Cola Company.

The boards of directors and stockholders of The Coca-Cola Company and Duncan Foods Co. of Houston, Tex., have approved a proposal under which The Coca-Cola Company acquires Duncan Foods Co.—manufacturer and marketer of several brands of coffee—through an exchange of stock. The merger became effective May 8.

Duncan Foods Co. will continue operating with its present management as an autonomous Division of The Coca-Cola Company. Among brands of coffee now owned and marketed by Duncan Foods Co. are BUTTER-NUT, MARYLAND CLUB, FLEETWOOD and ADMIRATION. These brands are sold largely in the Southwest, Midwest, Far West and the major portion of the Southeast.

J. Paul Austin, president of The Coca-Cola Company, stated: "The joining together of The Coca-Cola Company and Duncan Foods Co. underscores the interest we have in the total refreshment business. Since acquiring Tenco through the Minute Maid merger we have been impressed with the potential in the coffee field. Duncan Foods Co. boasts not only a strong, popular line of regional coffee brands but also a young, aggressive management team. The merger is a logical step for both companies to make.

"Another related benefit to The Coca-Cola Company from this move is the addition to the board of directors of Mr. Charles W. Duncan Jr., president of Duncan Foods Co."

Mr. Duncan, who was elected president of Duncan Foods Co. in 1958 at the age of 32, is a native of Houston, Tex. He attended the public schools of Houston and Sewanee Military Academy from which he was graduated in 1943. He attended Rice University and was graduated with a BS degree in chemical engineering in 1947. He then took two years of post-graduate work at the University of Texas. He joined Duncan Foods Co. in 1948.

Duncan Foods Co. has four plants, located in Houston, Tex., Los Angeles, Calif., Chattanooga, Tenn., and Omaha, Neb.

The Coca-Cola Company first got into the coffee business in 1960. With the merging of Minute Maid and its properties into The Coca-Cola Company, Tenco—one of the world's largest producers of instant coffee—became a separate division of the Company. Tenco produces many different grades of instant coffee for private label customers, instant coffee for vending machines and instant tea—but it does not produce ground coffee.

Cooperation between The Coca-Cola Company and Duncan Foods Co. actually dates back more than a year. On April 1, 1963, a contract was negotiated which provided for the Tenco Division of The Coca-Cola Company to supply instant coffee and tea to the Duncan Foods Co. The arrangement also permitted Tenco and Duncan Foods Co. to cooperate in an enlarged program of research. ■

HADDON SUNDBLOM



Noted artist Haddon Sundblom displays one of his paintings, which may be used for future advertising of Coca-Cola.

Santa's Greatest Press Agent ... and a good Salesman for Coke

Haddon Sundblom, the famed artist who gave Santa Claus a lively new image 33 years ago, has been showing the world ever since that Santa is a rotund, jovial fellow who is a loyal consumer of Coke.

Millions of people associate Santa and Coca-Cola because Mr. Sundblom's remarkable paintings have been used in our national advertising every year since 1931. The bottle of Coke in Santa's hand looks as natural as his crimson suit and his beaming smile.

Mr. Sundblom, a big, affable, happy-faced man who is his own model for Santa Claus, was in Atlanta recently to talk with representatives of The Coca-Cola Company about this year's Christmas-season advertising. While at the Company he welcomed the chance to talk about his old friend Santa Claus—and his experiences in painting him.

"I never get tired painting Santa," said Mr. Sundblom. "I believe Santa Claus is real . . . There's no question about it!"

For more than 100 years Santa was depicted by artists as a thinner, elf-like creature. But Mr. Sundblom had a different concept of him, based partly on Clement Moore's poem, "Twas the Night Before Christmas."

"Clement Moore wrote that Santa had a broad face and a round little belly that shook when he laughed like a bowl full of jelly," Mr. Sundblom pointed out. "I like that picture of Santa. I think of him as a roly-poly, jovial type and that's the way I've painted him. Our Santa Claus is not the philosopher type with a benign expression that I've seen sometimes. He's happier and more human!"

The Sundblom Santa, who has looked about the same since he was created in 1931, has become an American institution and has delighted millions of people. He not only has sold a lot of Coca-Cola but he has changed the popular conception of St. Nicholas. St. Nick is no longer considered benign or elf-like but he's regarded as a warm, lovable, thoroughly human personality.

Marshall Lane, art director of The Coca-Cola Company, calls Mr. Sundblom the world's "greatest painter of believability."

Mr. Sundblom has been quite busy recently in his studio in Chicago, Ill., working on several paintings of his lovable Santa for possible use in future advertising for Coca-Cola.

One of his paintings depicts Santa Claus in a home on

Christmas morning with two bright-faced children and their brand-new present—a poodle puppy. Of course, Santa is holding a bottle of Coke.

"My models for this painting were neighborhood children," said Mr. Sundblom, "and they're the same youngsters who were in my painting used at Christmas last year to advertise Coca-Cola. In that painting they were peeping through a door, watching Santa read their note left under a bottle of Coke, 'Dear Santa, please pause here.'"

"My model for the little poodle in my new painting belongs to a florist down the street from me. Actually, it's a gray poodle—but I painted it black because it had to stand out. I fuzzed up its coat a bit because I thought it would be cuter if it were a bundle of fuzz."

Another recent Sundblom painting shows Santa Claus, seated at an antique desk, enjoying Coke and reading the many Christmas cards he has received. A little fawn is lying at his feet.

In a 1961 ad Mr. Sundblom showed Santa Claus enjoying a Coke and shushing a little dog.

"I received a letter from a girl wanting to know what kind of dog it was," the artist said. "She wrote that she wanted to buy one like it. It happened that I had used a schnauzer, a very fine show dog, as a model. It cost about four or five hundred dollars, I guess. I answered the girl's letter, but I doubt that she bought that kind of dog."

On one occasion Mr. Sundblom used two young sisters who lived next door to him as models for his painting of two children serving a relaxed Santa a Coke. "But I painted one of the sisters as a boy," he said with a smile. "I don't know whether she liked being a boy or not. I never asked her."

Mr. Sundblom has four daughters and 14 grandchildren. "I've used my children and my grandchildren as models," he said. "I would use them more but they're scattered from New York to California."

His wife is not an artist but he said she's a good critic of his work and often makes helpful suggestions.

continued



Mr. Sundblom looks in a mirror at his own happy face which he has used as a model for Santa Claus for many years. "I have several photos made," he said, "and I work from them . . . Incidentally, I don't grow a beard."

Marshall Lane, left, art director of The Coca-Cola Company, and Haddon Sundblom discuss Mr. Sundblom's painting of Santa seated at his desk. The painting is one of several he submitted for possible use in our advertising.





Haddon Sundblom . . . continued

Mr. Sundblom's Santa in a 1960 ad for Coca-Cola was surrounded by little elfin helpers — one of whom poured a glass of Coke for him. As always, the artist depicted Santa as a rotund, warm, jovial fellow.

For years Mr. Sundblom used a retired salesman named Lou Prentice as his model for Santa Claus. "When Lou passed on I started looking around for someone to replace him," the artist related. "A friend suggested I use myself for the face. I took a look at my own mug and decided it would do. I have several photos made and then work from them. Incidentally, I always imagine the beard. I don't grow one!"

The artist's work for Coca-Cola has not been confined to paintings of Santa Claus. He also has done paintings for other kinds of advertising, including calendars.

Although he does not consider himself a "gallery artist," he is extremely versatile; he paints portraits, and illustrates stories for national magazines.

But Mr. Sundblom admits he has a warm spot in his heart for Santa Claus. "To me Santa is a real flesh-and-blood," he emphasized. "In his saintly goodness he is

simply carrying out the spirit of Him whose birthday we celebrate on Dec. 25."

Mr. Sundblom has no work schedule. "I may work only four hours," he said, "or I may work 16 to 20 hours a day to meet a deadline. If I have to work all night, I work all night."

Although art takes most of his time and is his primary interest, Mr. Sundblom enjoys travel, and an occasional game of golf.

His interest in painting goes back to his boyhood; he decided on art as his profession at 19. He attended the Art Institute of Chicago for four years and the American Academy in Chicago for three and a half years. Despite his long and busy career, he has no desire to retire and rest on his laurels.

"I hope I die at my easel," he said with a smile, "or on the 18th green." ■



Mr. Sundblom's painting used in a 1963 ad for Coca-Cola showed Santa reading a child's note, "Please pause here."

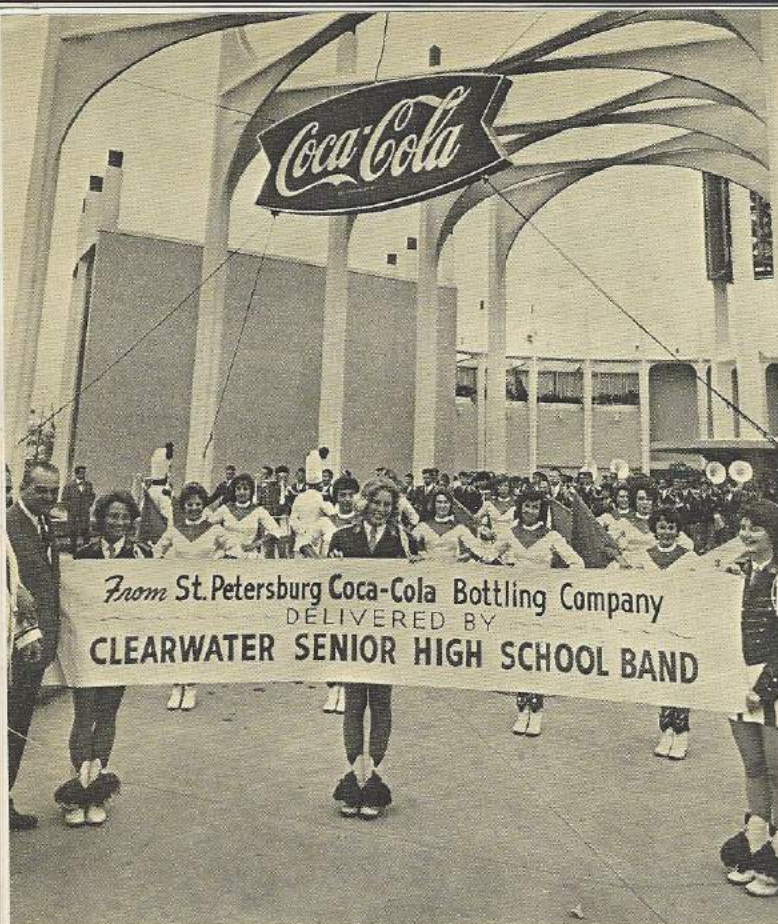


For a 1961 ad Mr. Sundblom painted Santa and a little dog. One consumer wrote she wanted "a dog like that."



Miss Marney von Gal and Edwin Douglass tour the World's Fair. Miss von Gal is a granddaughter of Will Bellingrath, the founder of the Montgomery (Ala.) group of Coca-Cola bottling plants

at New York World's Fair...



Clearwater (Fla.) Senior High School Band gave concert in front of The Coca-Cola Company Pavilion in gratitude to St. Petersburg Coca-Cola Bottling Company, which gave band members free Coke for trip to the Fair.

People by the Thousands visit our Pavilion daily

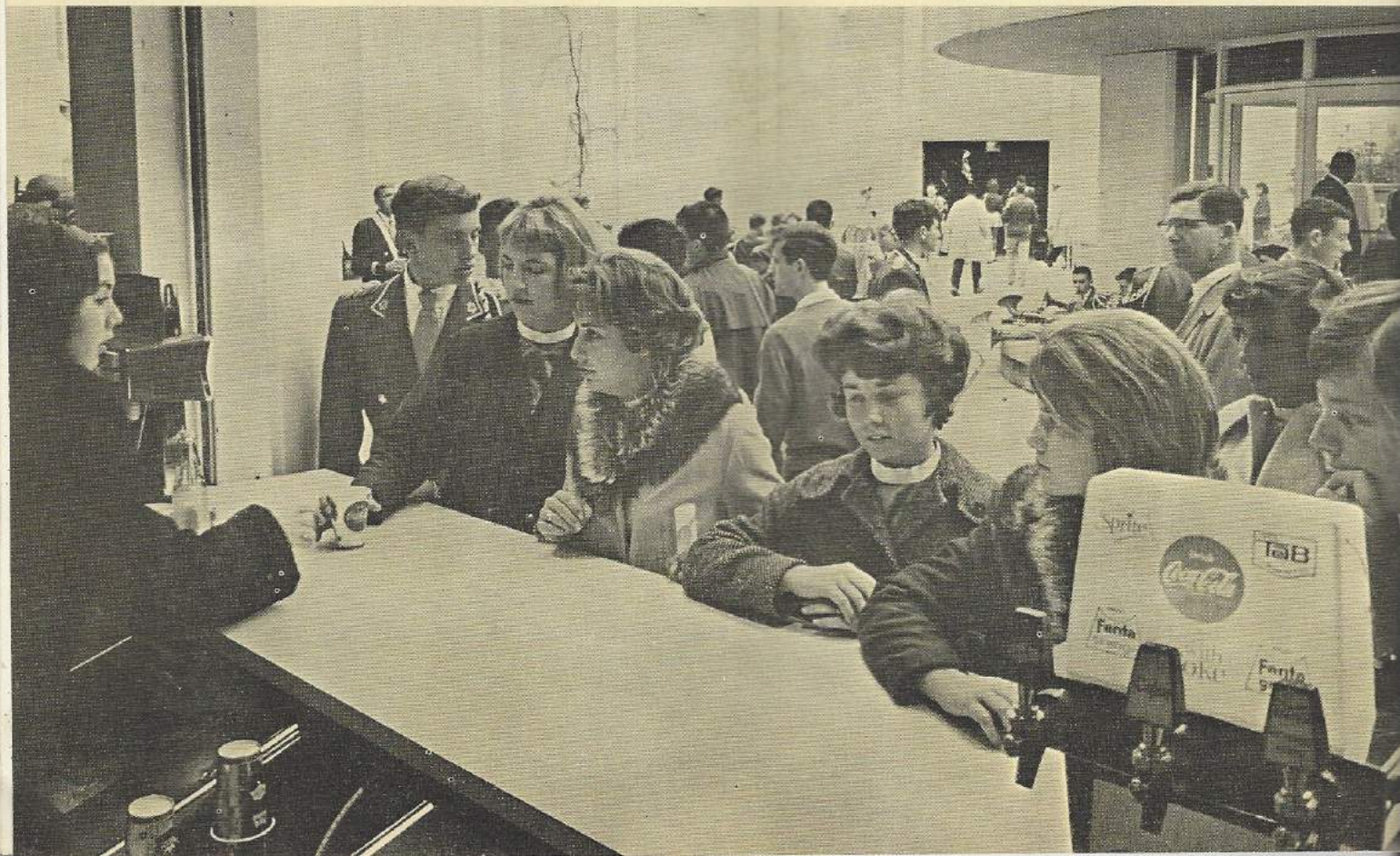
The New York World's Fair—biggest, grandest, costliest, most spectacular, most dazzling fair in history—is now in full swing, and The Coca-Cola Company Pavilion there is a smash hit!

Every day thousands of people, from toddling tots to tottering oldsters, walk through the Pavilion and view with exclamations of delight the "Global Holiday" exhibit—re-creations of the sights, sounds and smells of exotic places around the world.

Fairgoers are thrilled, too, by the music of the world's largest and finest carillon which peals from the 120-foot Coca-Cola Tower rising in the center courtyard of the Pavilion. They crowd around the giant console enclosed in glass at the base of the tower to watch John Klein, musical director, and other master carillonneurs perform periodically.

The World's Fair—first billion-dollar fair in history—has superlatives galore. Besides the world's

Teen-agers crowd around the refreshment booth at our Pavilion to order Coke, Sprite, TAB, and Fanta flavors.



Ham operators all over the world tune in on World's Fair by contacting K2US, the station in The Coca-Cola Company Pavilion.



largest carillon, it has the largest globular structure ever built by man—the 12-story-high stainless steel Unisphere, symbol of the fair. It has the world's most powerful searchlight beam... the world's largest fountain... a mammoth sky-dome spectacular on the biggest projection screen in the world... the world's largest outdoor photographic prints... and many of the latest marvels of science and industry.

Theme of the fair is "Peace Through Understanding." Both educational and entertaining, the fair offers a look into the past, a survey of the present and a peep into the future. It's a report to the world on the achievements and aspirations of man.

The "Global Holiday" exhibit in The Coca-Cola Company Pavilion provides close-up views of interesting places in today's world. The exhibit has attracted many prominent persons, such as Mrs. Jacqueline Kennedy,

6-year-old Caroline Kennedy, actress Carol Channing, columnist Inez Robb, TV and radio stars Arthur Godfrey, Arlene Francis and Betty Furness, as well as countless numbers of school groups, Boy Scouts, Girl Scouts, club members and individuals.

Visitors are unanimously enthusiastic about the round-the-world tour.

"Wonderful!" proclaimed a pretty young mother.

"Marvelous," exclaimed a gray-haired businessman.

"Fascinating!" was the verdict of a college student.

"It's real cool," said a crewcut teen-ager.

One of the highest compliments given the "Global Holiday" exhibit is by those who complete the tour and then say: "Now let's go through again!"

Time magazine published a comprehensive report on the various exhibits and concluded that "the fair's best trip of all" is at The Coca-Cola Company Pavilion.

continued



The refreshment booth in the court of The Coca-Cola Company Pavilion is a popular spot for young and old alike.



Fair visitors drink Coke from golden goblets. This gold foil-covered, plastic-lined cup is first of its kind produced commercially.



Mrs. John F. Kennedy and Caroline visited our Pavilion with George Biddick, vice president and manager of The Coca-Cola Company Pavilion, and Thomas J. Deegan, chairman of the New York World's Fair Executive Committee.

WELCOME

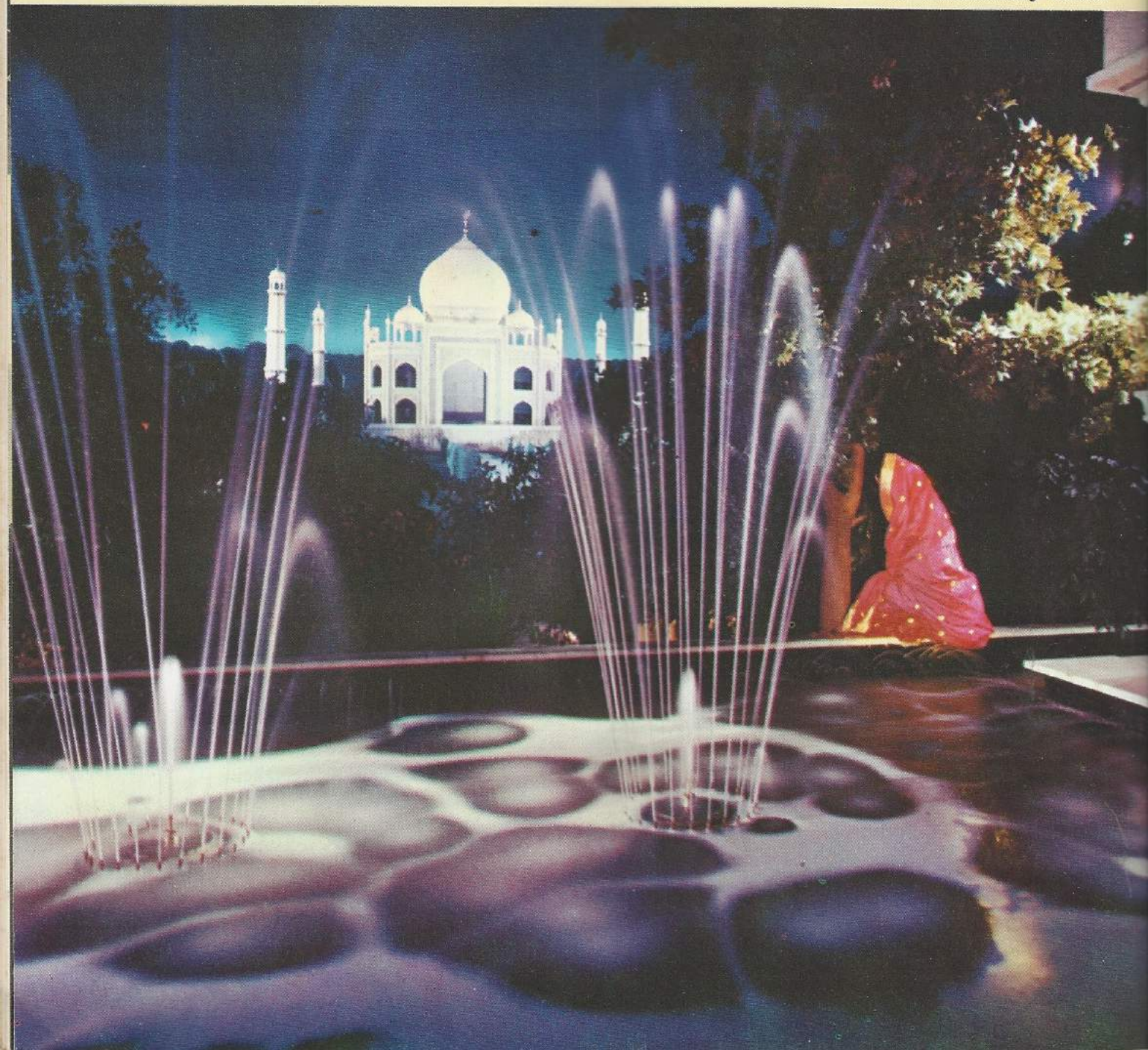
... WE CORDIALLY INVITE YOU TO VISIT SOME OF THE EXCITING PLACES IN THAT WONDERFUL WORLD OF REFRESHMENT WHERE THE PRODUCTS OF THE COCA-COLA COMPANY ARE JUST AROUND THE CORNER FROM ANYWHERE.



Harry G. Kipke, president and general manager of Refreshment at the Fair, and Ted Duffield, creative director for The Coca-Cola Company Pavilion, welcome visitors.

Our Global Holiday

The Taj Mahal, complete with an Indian garden and fountains, is part of the "Global Holiday" exhibit.





A street in Hong Kong lined with colorful Chinese shops is among the exotic places re-created in our Pavilion.



▲ *"Global Holiday" tourists are transported to beautiful Bavaria where they find a typical ski lodge and scenic vistas of fir trees and snow-capped peaks in the Alps.*

Pretty Helene Guinsbourg, hostess in the Bavarian ski lodge, serves refreshing Coke to thirsty tourist.



The *Time* reporter described the "Global Holiday" in this way: "Visitors walk at their own speed, not through a minuscule model world, but through a life-sized re-creation — complete with smells and temperature changes — of five exotic scenes: a street in Hong Kong, a vista of the Taj Mahal, a lush Cambodian rain forest, an Alpine ski lodge, a cruise ship moving into the Rio de Janeiro harbor."

Visitors entering The Coca-Cola Company Pavilion are greeted by this sign: "WELCOME — We cordially invite you to visit some of the exciting places in that wonderful world of refreshment where the products of The Coca-Cola Company are just around the corner from anywhere."

George Biddick, exhibit manager, accompanied Mrs. Jacqueline Kennedy and her party through the "Global Holiday" exhibit, and he quoted her as saying she thoroughly enjoyed the tour. She was particularly impressed by the Cambodian rain forest, the Bavarian ski lodge and the street in Hong Kong.

One of the pretty young hostesses in The Coca-Cola Company Pavilion, 19-year-old Judy Mellina, said she thought she was greeting "just another family group" when Mrs. Kennedy and Caroline entered the Cambodian rain forest.

"I was showing Caroline the monkeys in the trees," Judy said, "and she was very excited about them. Then I looked up and saw Mrs. Kennedy smiling at me. I managed to say 'hello' to her — and she spoke to me. It was one of the biggest thrills of my life!"

Judy said the exhibit is making a big hit with everyone who sees it. "Many people say it's one of the best at the fair — and I think it is, too! You can walk and see and feel and touch and smell — and you get the feeling you are in another country."

Ted Duffield, creative director for The Coca-Cola Company Pavilion, spent two and a half years developing the exhibit, and he's delighted with the reception it is getting. "I wrote the script for the whole show," he said, "and Displayers, Inc., executed it. They had terrific craftsmen to do the job. Gerard van Duyn, a freelance designer for Displayers, Inc., is the man who designed each of the five experience areas."

"Because Coke is enjoyed in 125 countries we decided there could be only one theme — 'World of Refreshment'," Mr. Duffield explained. "We had a story to tell, and our aim was to come as close to reality as possible within the limits of money. We did everything to make these experience areas authentic. For example, everything in the Bavarian ski lodge actually was bought in Bavaria. The bus stop sign on the Hong Kong street and the signs advertising Coca-Cola were sent to me by the Coca-Cola bottler there."

In addition to the experience areas, the exhibit includes an art gallery featuring paintings by Georgia artists as well as a display of things associated with the history of Coca-Cola — such as an old syrup barrel and a model of a soda fountain for Coca-Cola, circa 1886. The Pavilion also contains an impressive display of the products of The Coca-Cola Company with a waterfall as a backdrop to symbolize the refreshing quality of



"Global Holiday" tour includes a Cambodian jungle where Coca-Cola is cooled in a stream.



Carol Channing tours our Pavilion and pauses on deck of cruise ship.



The Coca-Cola Company Pavilion also has an exhibit of Georgia art and memorabilia associated with Coca-Cola.



Walter A. Bonvie, vice president in charge of advertising of Minute Maid Company, stands in front of the exhibit which displays the company's products at the Fair.

the beverages.

Still another feature of the exhibit of The Coca-Cola Company at the World's Fair is the special center for amateur or ham radio operators. The three-position sending and receiving station is operated by the American Radio Relay League, the national organization for hams in this country. The facility, the finest ever built for amateur radio communication, was installed by Hallicrafters, Inc.

Ham radio operators all over the world are tuning in on the excitement and glamour of the World's Fair by contacting the operators at K2US — the special call letters assigned to the station in The Coca-Cola Company Pavilion. Will Lierheimer, manager of K2US, said the Hudson Amateur Radio Council is furnishing volunteer operators. "More than 1,000 contacts were made by our operators during the first week of the fair," he said. "Some of these contacts were with operators as far away as Tanganyika."

The USO World's Fair lounge, located in The Coca-Cola Company Pavilion, is accommodating many American and Allied Service personnel and their dependents who attend the fair. The lounge, a gift of The Coca-Cola Company, is a place where service personnel relax and receive a variety of services. These include

entertainment, tickets, tours, housing placement, counseling, guidance and referrals.

Harry G. Kipke, a member of the Football Hall of Fame and former assistant to the president of The Coca-Cola Company, is serving as president and general manager of Refreshment at the Fair, Inc. — the organization which supervises operation of The Coca-Cola Company Pavilion as well as sale of Coca-Cola throughout the fairgrounds.

Wayne McConnell, vice president and sales manager of Refreshment at the Fair, said Coca-Cola is available on the fairgrounds in Fountain, bottle, Pre-mix and cans — in all size packages. Fairgoers also may enjoy Sprite, TAB and Fanta flavors.

Outlets for Coca-Cola at the fair range from the Vatican Pavilion to the Dick Buttons Ice Show, from the Japan Pavilion to the Continental Circus. The International Plaza has 14 locations where Coke is available. Coke is served in many of the lounges in the various pavilions. Refreshment at the Fair has placed 100 compact refrigerator-coolers in VIP lounges throughout the fair grounds.

The VIP lounge in General Electric's "Progressland" Pavilion is one of many places at the fair where Coke is served. GE's exhibit features a Walt Disney presentation of the history and future of electricity climaxed by the American public's first look at actual nuclear fusion being demonstrated. The 200-foot diameter dome of the GE pavilion is crowned by more than 2,000 blue, green and gold lights that create a spectacular of light at night.

The Tower of Light Pavilion, which houses the investor-owned electric utility companies' World's Fair exhibit, offers visitors "The Brightest Show on Earth." It's a musical presentation which hails the magic of electric power. The 12-billion-candlepower beam rising from the Tower of Light, "the world's most powerful searchlight beam," is brighter than 50 fully illuminated Yankee stadiums.

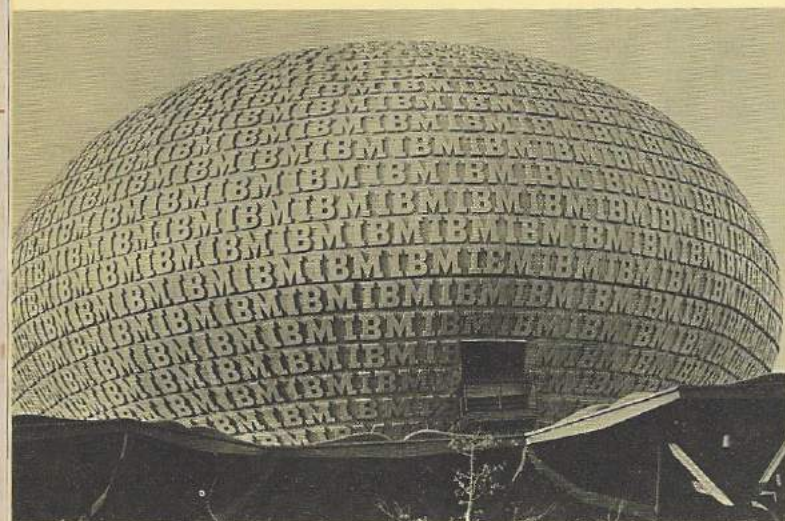
Show business and science are artfully combined in the Du Pont pavilion. A musical revue called "Wonderful World of Chemistry" recounts highlights of fashions made with Du Pont fibers. After the show audiences watch modern-day feats of wizardry performed through chemistry.

continued

June Beckett, a hostess in the General Electric Pavilion dispenses Coke for a visitor in lounge for special guests.



World's
Fair
continued



The egg-shaped International Business Machine Pavilion is covered with the letters IBM, repeated nearly 1,000 times.



The Du Pont Pavilion offers a musical revue, "Wonderful World of Chemistry," combining show business and science.



The world's most powerful searchlight beam rises from this Tower of Light, which is sponsored by investor-owned electric utility companies all over the country.

The General Electric exhibit, called "Progressland," depicts the history of electricity from its beginnings to modern nuclear fusion.

Minute Maid Company, a division of The Coca-Cola Company, has an impressive display of its products that is a part of the Florida exhibit at the fair. H. Merritt Britt, manager of World's Fair exhibits for Minute Maid, said, "We feel this fair is giving us a good chance to present our old and new products to the public."

In the International section of the fair many of the world's cultural treasures can be seen. The most famous of these is Michelangelo's 465-year-old masterpiece, the *Pieta*, which is considered one of the finest examples of Christian art in any medium. Beautiful and rare objects of art — some of them up to 3,000 years old — are on display in the Republic of China Pavilion. One of the Dead Sea Scrolls, written about the time of Christ, can be viewed in the Jordan Pavilion.

Sixty-six countries are represented by exhibits at the fair. Their arts and ideas, products and progress are depicted in displays showing the diversity of life and culture in farflung parts of the world.

The price of admission to the fair is \$2 for adults and \$1 for children. There are 136 pavilions at the fair, and admission to 121 of them (including The Coca-Cola Company Pavilion) is free.

It is estimated that a visitor would have to spend at least 12 days to take in all the sights on the 646-acre fairgrounds at Flushing Meadow — only 20 minutes by subway from Times Square.

The Coca-Cola Tower has been described as "the voice of the fair" because its music — unlike that from other pavilions — can be heard throughout the fairgrounds. "America the Beautiful" and "Columbia the Gem of the Ocean" were played on the carillon as part of the program when President Lyndon B. Johnson officially opened the fair.

More than 70 million people are expected to visit the World's Fair during its two-year run. The 1964 season will close Oct. 18, and the 1965 season will be from April 21 to Oct. 17. ■



Coke with pizza at the Mastro Pizza counter restaurant makes things go better for fairgoers.

Africans in tribal attire enjoy Coke from a vending machine at the African Pavilion.

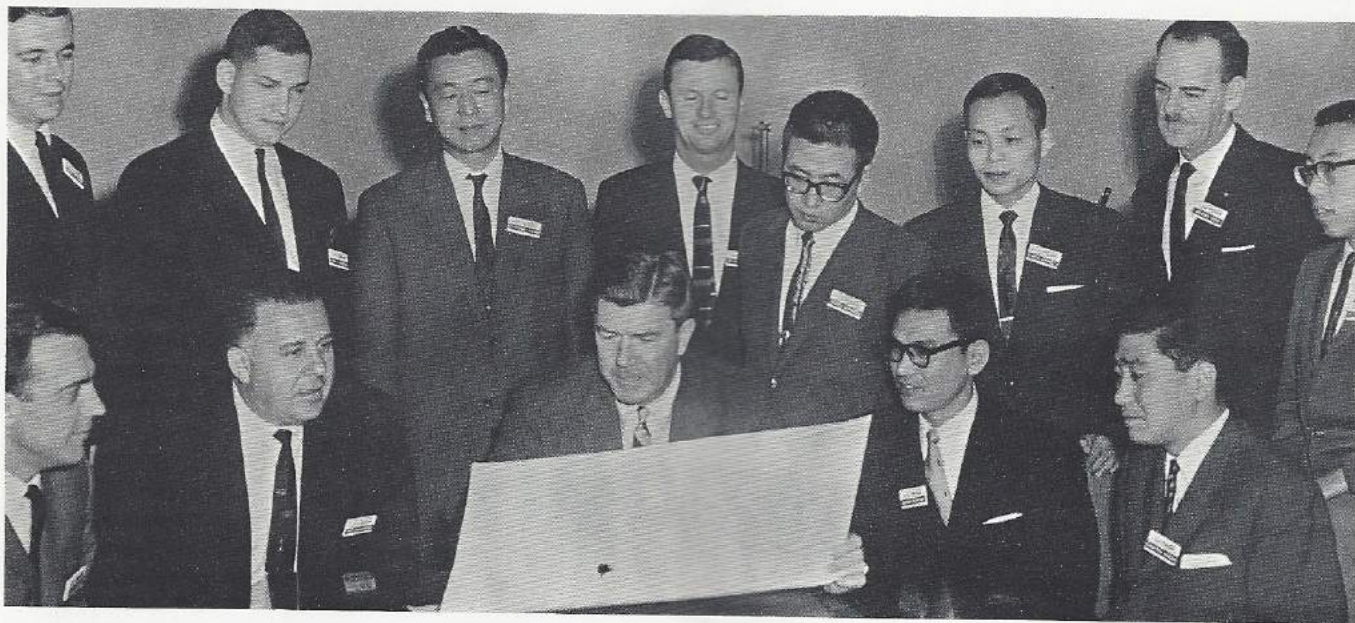


The public can obtain Coca-Cola from vending machines at the Japan Pavilion at the World's Fair.

The intricately carved Hong Kong Pavilion contains special Oriental exhibits and shops.



TRAINING KEY EMPLOYEES FROM OVERSEAS



Those attending the spring session of the U. S. Training Course for Overseas Management were welcomed by J. Paul Austin, president of The Coca-Cola Company. Seated, from left, are: Daniel le Quellec, Paris; Jack Waxenburg, Nashville Coca-Cola Bottling Company; Mr. Austin; Shigeo Mizutani, and Shigemichi Noguchi, Tokyo; standing: Robert C. Blase, New York; Earl Leonard, Atlanta (Industry Relations); Mitsumasa Kakehi, Tokyo; Bryan G. Darroll, Salisbury, Southern Rhodesia; Tomaru Nakamura, Tokyo; Akio Takeda, Tokyo; Anthony Young, Nairobi, Kenya; and Seizee Takanashi, Tokyo.

Two groups of trainees from overseas, key employees of The Coca-Cola Export Corporation and bottling operations, come to the United States each year to attend a fact-cramped course known as the U. S. Sales Training Course for Overseas Management.

The 10-week course is conducted every spring and fall by the Personnel Training Department of the Sales Division, The Coca-Cola Export Corporation.

The trainees are sent to this country to learn all they can about the 78-year-old business of selling Coca-Cola.

Selection of the men to attend the Course is made by the Area, Region or District offices of The Coca-Cola Export Corporation overseas and requests for enrollment by bottlers are channeled through these offices.

The primary objective of the training is to help key employees and future management broaden themselves for their immediate jobs. The course provides overseas management with the opportunity to learn first-hand how things are accomplished in the tough competitive situation in the United States, the place of origin and greatest development of the Coca-Cola business.

The course also enables trainees to anticipate by some five to ten years market conditions and marketing procedures they will face in their areas and regions overseas.

The trainees study all phases of the business, with

primary emphasis on sales and management to better prepare them for the important job of marketing Coca-Cola in their home countries.

During the ten-week period, the trainees travel several thousand miles visiting the home offices of The Coca-Cola Export Corporation, The Coca-Cola Company and Coca-Cola Ltd. in Canada in addition to visits to several bottling plants of varying size, both company-owned and independent from north to south and east to west. They are given the opportunity to observe a good cross section of the bottling operations marketwise during the ten-week period of training.

During plant visits the trainees are assigned to routes with salesmen, ride in the territory with Route Managers and Special Salesmen making calls on dealers and have comprehensive discussion sessions with plant management. In addition to the sales and management aspects of the business, the trainees cover production, the fiscal operation at the plant level, advertising, full service and allied or full line vending, pre-mix and post-mix, packaging and equipment.

The training course program is flexible and can be adjusted to include emphasis on those subjects of primary importance and interest to each trainee attending, particularly during the plant visits.

The Spring Course 1964 was attended by men from



John Talley, right, president of The Coca-Cola Export Corporation, talks with three management trainees from Japan, Tomaru Nakamura, Mitsumasa Kakehi, Akio Takeda.

Japan, Southern Rhodesia, Kenya and France in addition to a few from the United States. The group spent from two to fourteen days in each of ten cities—New York; Columbus, Ohio; Washington, D. C.; Atlanta, Georgia; Birmingham, Alabama; Dallas, Texas; New Orleans, Louisiana; Baltimore, Maryland; and Toronto and Montreal, Canada.

The man who inaugurated the training programs in the United States and Canada for The Coca-Cola Export Corporation personnel from overseas operations was Mr. Frank W. Harrold, Vice President of the Sales Division of The Export Corporation. For the past several years, this training has been conducted and supervised by Robert T. Harwood, presently manager of the Personnel Training Department of Export's Sales Division. Mr.

Harwood is aided by Mr. John T. Cunningham as Training Assistant.

Training programs for Export personnel commenced in 1945, but the present twice-yearly course, the U. S. Sales Training Course for Overseas Management, was organized in the Fall of 1958. From 1945 to the present, training has been arranged for approximately 500 men, in regularly scheduled training courses, in small groups or on an individual basis. These men of all races, colors and creeds have represented 54 different countries worldwide.

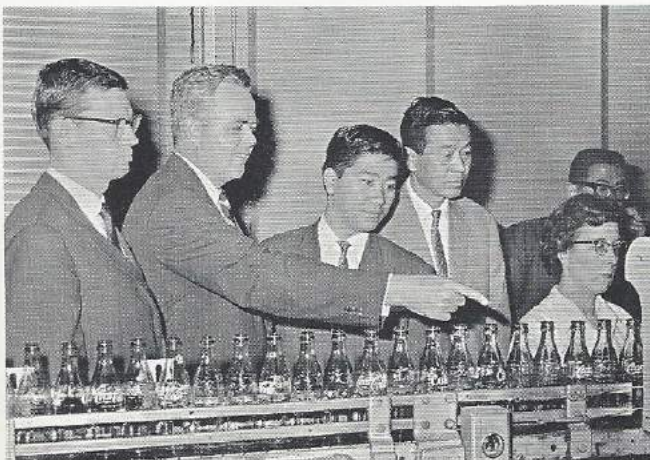
Mr. Harwood says, "The co-operation we receive in training overseas personnel from the various Coca-Cola bottling plants we visit and from the home office of The Coca-Cola Company and Coca-Cola Ltd. is outstanding and the 'red carpet' is rolled out every time." Every effort is made to make the groups feel at home and to give them all the information and help possible and this applies to those men on the routes and in the bottling room to middle and top management.

Mr. Harwood has been asked this question many times: "How do the men in the groups get along together over such a long period of time, traveling constantly and working long hours?" His answer: "In spite of the different backgrounds and customs of the trainees, the long hours—many times we're up at 5:00 a.m.—and the daily contact together, there has never been any dissension of any kind."

During his nineteen years with the Export Corporation and his exposure to nationals of many different countries, Mr. Harwood says his knowledge of the world has increased considerably as has his knowledge of his own country. Almost every conceivable question has been asked about the U. S., and Mr. Harwood has had to acquire a working knowledge about many places and things, but even so he is stumped from time to time by such questions as "How many cowboys are there in the States?"

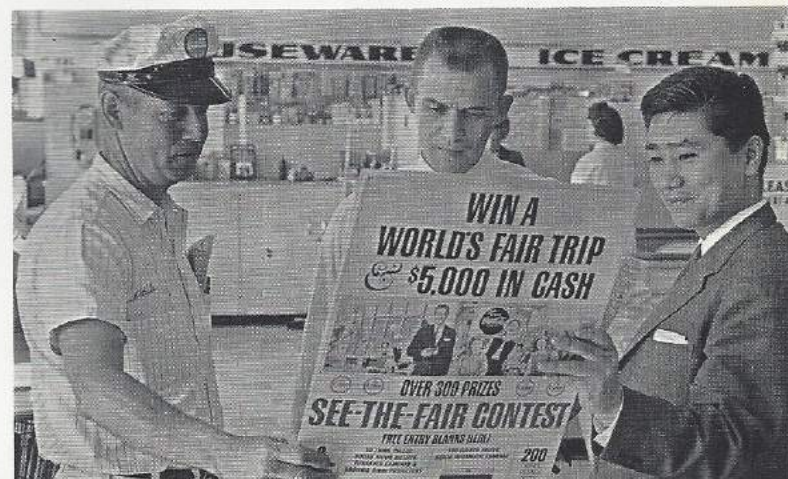
Of 52 men in The Coca-Cola Export Corporation's top management abroad, 30 have attended the Course.

The next course will commence the latter part of July of this year. *continued*

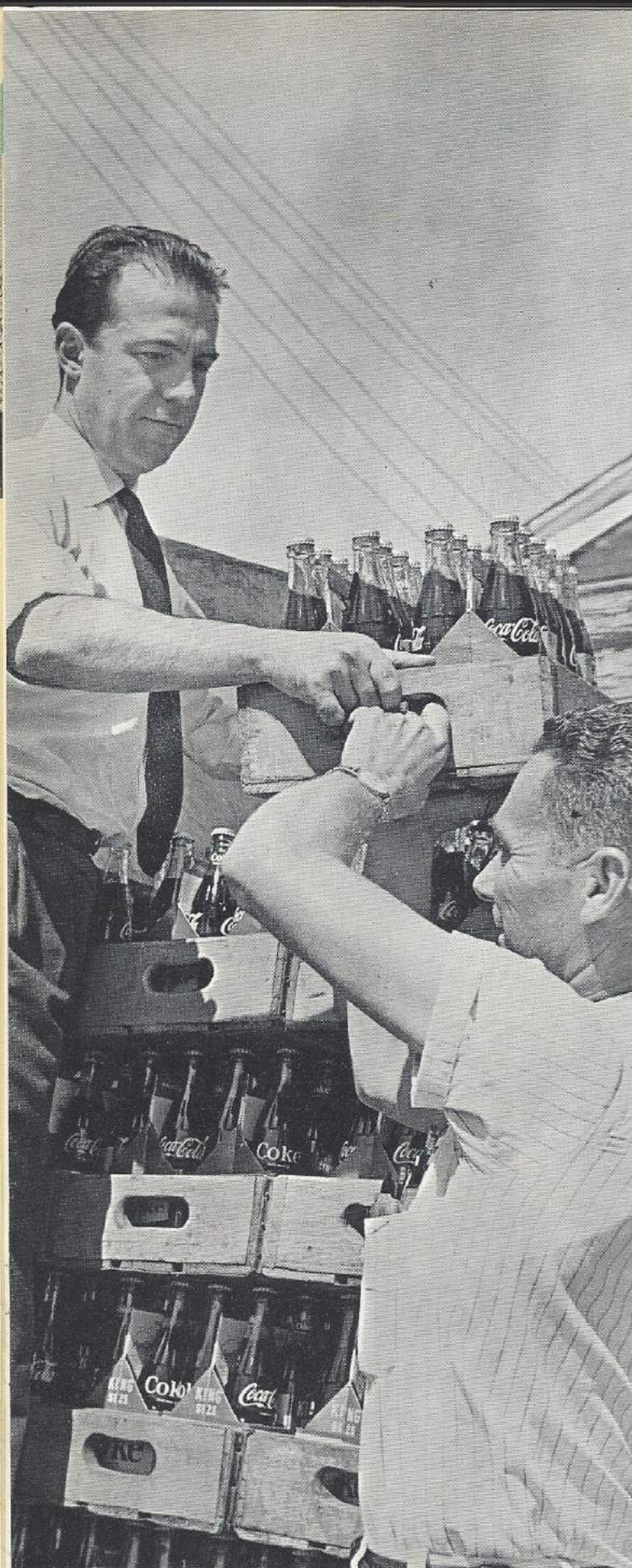


Crawford Johnson III, vice president of Crawford Johnson and Company, Inc., Birmingham, Ala., explains bottle inspection procedure to, from left, Brian G. Darroll, Shigemichi Noguchi, Mitsumasa Kakehi, and Tomaru Nakamura.

Shigemichi Noguchi, right, of Tokyo, Japan, one of the trainees, learns firsthand how a route salesman goes about merchandising a promotion in a United States supermarket.



Training Course . . . continued



Trainee Daniel le Quellec, left, of Paris, France, is assisting a route salesman with the Birmingham Coca-Cola bottling plant in making a delivery at retail outlet.



A route salesman in Birmingham explains to trainee Shigemichi Noguchi how he services a multi-product cooler.



Tomaru Nakamura of Tokyo gets experience on a route with a route salesman.



Trainees Tomaru Nakamura and Shigemichi Noguchi, both of Tokyo, Japan, learn about the latest equipment for a full-line vending operation from a route salesman, Birmingham.



Creator of "Oakham"

Executive of The Coca-Cola Export Corporation spent many spare-time hours creating an authentic English town.

Joseph W. Rintelen, vice-president and manager of the Marketing Division of The Coca-Cola Export Corporation, was studying color photographs on his way home to Larchmont, N. Y., recently, when a fellow passenger in the train asked to see them.

Mr. Rintelen obligingly handed them over. The passenger was enthralled by what appeared to be aerial shots of a little English village, clearly identified as Oakham by the signs on the railroad station and the post office. Thinking they were taken from a low-flying plane, the passenger noted the detail was remarkable: you could see the Esso gasoline signs as plain as daylight, the Dunlop tire ads on the side of the double-decker bus, even a cooler and a truck for Coca-Cola, some geese in a stream, and gardeners outside those typical English greenhouses.

"Do you take your own photographs?" the passenger

asked. "Yes," Mr. Rintelen said, which was only half the story. The other half is that the village of Oakham doesn't really exist — except as a scale model which Mr. Rintelen has constructed in his spare time at home.

Mr. Rintelen — who admits that "I'm always building something" — began constructing the model village about four years ago. He had gotten interested in this type of hobby when he built model ships while recovering from an illness (there's a fine model of the liner Queen Mary in his office). Then one day, Bob Jones, an account executive at the advertising agency, McCann-Erickson, brought him a nine-inch piece of rail and a box of locomotive parts. Mr. Jones said the engine might make a fine ornament in the office.

Mr. Rintelen built it, and became so interested that he made a road-bed beside the track. And what with one thing and another, the village just grew gradually

continued

Route truck for Coca-Cola is parked in front of a self-service store in the town created by Joseph W. Rintelen.



Creator of Oakham . . . continued

around the locomotive. Today Oakham covers a sprawling 52" by 68", which will probably be its final extent. In all, there are about 30 buildings, including cottages, houses, garages, gas stations, greenhouses, and stores.

It's built almost entirely of English-made material, since that is what is most commonly available in hobby shops. ("You'd be surprised who you'll see in those shops," Mr. Rintelen says: "They aren't kids.") The buildings came in raw, unpainted plastic parts which Mr. Rintelen assembled and decorated entirely according to his own ideas. He has found that "nothing is usable" the way it's sold, and almost without exception he has "doctored" the pieces he has acquired.

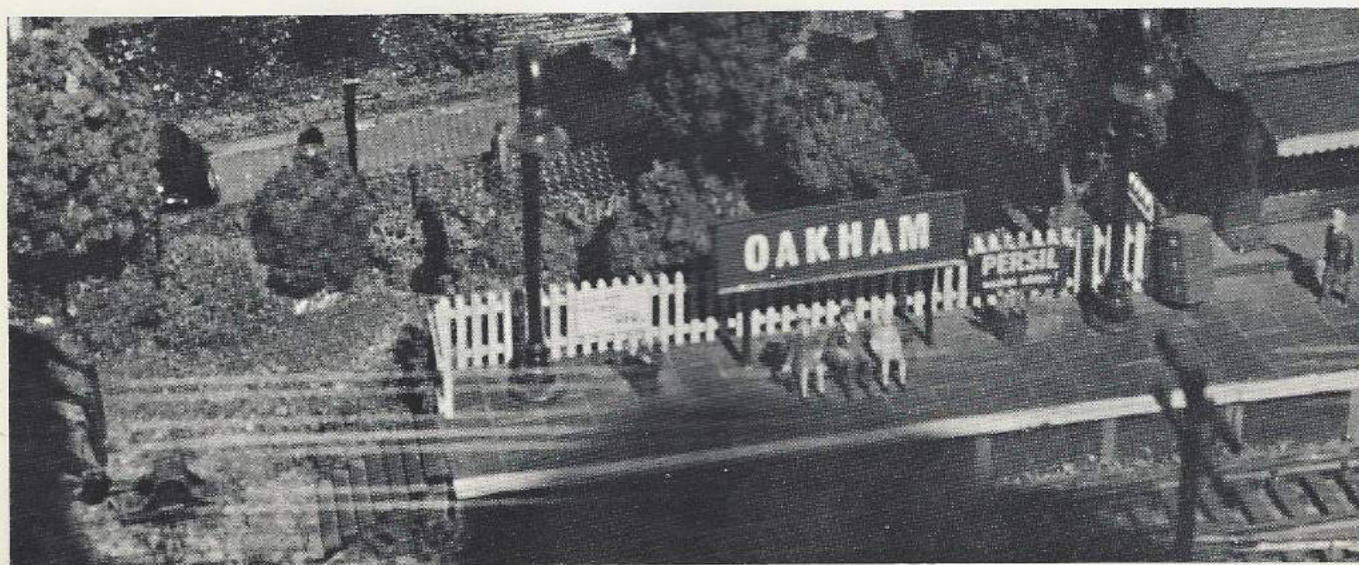
Mr. Rintelen feels a distinct sense of accomplishment in having built Oakham from scratch — especially when he recalls how a collar stud became a bird bath, a map needle a gate post top, pieces of an old shirt a window awning, the top of a medicine bottle a garden well.



This post office and greengrocer's were made by Mr. Rintelen with meticulous care for detail.



Above, a double-decker bus and a route truck for Coca-Cola on a street in Oakham. Below, the railroad station of the little English village.



A few of the items came ready-made, such as lamps, cars, models of people, cows out on the pasture; but none of the railway rolling stock, which was all assembled and painted.

Mr. Rintelen, who has an advertising man's awareness of the authentic detail, added his own touches: the railroad station carries a Persil soap poster which he got out of an old magazine, while the direction sign on the front of the bus was also home-made. He used beads for flowers in the well-kept gardens, peppercorns for cabbages in the greengrocer's store, toothpicks for fenceposts. There are miniature geraniums in the post office window, ivy on the walls (that ivy is dyed sawdust), and shrubs made of lichen.



Oakham has about 30 buildings, including houses, stores, gas stations, garages and greenhouses. The entire town is wired for electricity and has more than 100 lights.

There are fire buckets on the railroad station, overhead electric power lines, and a railroad signal-house complete with switches inside. (The signal house took about nine hours to build.)

The entire village is wired for electricity — the real thing — and lights up at night, enhancing the effect of a view from an aircraft, shortly before landing. Mr. Rintelen has lost count of the number of lights, but he estimates there must be over a hundred, including headlights in the cars and interior lighting for the bus, all of which he had to improvise. The nighttime effect, he says, is startling.

The name Oakham was a chance choice, although there is apparently a village by that name somewhere in England. The model village derives its name from the name tag that came with a bag of plastic parts, and Mr. Rintelen simply adopted it.

Mr. Rintelen declines to guess how many spare-time hours he has put into his creation, but he says the total is inestimable. The requirement of painstaking attention to detail makes the hobby so absorbing that, he says, "it gets your mind off everything else."

With the village practically complete, what's next? Already, he is putting the finishing touches on a plastic model of the ship Constitution, and work is underway on another wooden model ship . . . ■



Joseph W. Rintelen, vice president and manager of the Marketing Division of The Coca-Cola Export Corporation, works on Oakham, his model English village. The town is 52 by 68 inches in size and is built almost entirely with English-made materials. Mr. Rintelen has improvised in many cases. For example, he has used beads as flowers and toothpicks as fenceposts.

J. PAUL AUSTIN *continued*

Soviet Union where another system of living prevails... There I saw men like ourselves going about their daily jobs not, as you may have been led to believe, like unthinking automatons, but, on the contrary, they move with a sense of national purpose—a national purpose, to be sure, that has as its goal the eventual triumph of communism over capitalism. One has to spend only a few days in Russia to become more sharply aware than ever before of the differences in the two systems.

"Their national purpose is the domination of the United States by peaceful means or otherwise. What then is our national purpose? What sort of goal inspired this nation to move from its humble origin to the present pinnacle?

"Our national purpose is so simple that we often forget it. Our national purpose is to achieve individual fulfillment... Individual fulfillment is, obviously, a very flexible purpose. Each man has his own idea of fulfillment. But growth is concrete, and growth is essential to individual fulfillment. Growth is our watchword if we stop to consider it.

"We must grow—as individuals—as entrepreneurs and as a nation. For if we stop growing, we will truly be buried, in just the manner in which Mr. Khrushchev intends...

"Growth is your watchword, and by your efforts, you and your family will grow. Your businesses will grow. This country will grow.

"No American—from the President on down—is indispensable. We are all equally important. And out of that sense of individual importance—the drive for individual fulfillment—we have built homes, great businesses, and a great nation.

"We must all continue to do our jobs well. Work harder. Be imaginative. Let us build the American way of life so that our children may be able to attend conventions like this one as free men in a free business atmosphere in a free world."

LEONARD PERSSON NEW QUALITY CONTROL AIDE

N. Leonard Persson has been named technical assistant in the Atlanta office of The Coca-Cola Company's Bottlers' Quality Control Department. He succeeds E. E. Fuller Jr. who has joined the Company's Personnel Relations Department.

A Minnesota native, Mr. Persson joined the Company's traveling laboratory operation in 1947, following graduation (Chemical Engineering) from the University of Minnesota's Institute of Technology and nine months of graduate work. He had served in the Army Air Force in 1944 and '45.

Mr. Persson was promoted to field manager in 1952. In this position he supervised the operation of field laboratory units and, beginning in 1956, the activities of quality supervisors in the western states. He was advanced to senior field manager in May, 1961.

BSD REGIONAL MANAGERS GRADUATE FROM ADVANCED MANAGEMENT PROGRAM AT HARVARD

WIMBERLY

Graduate School of Business Administration.



BROWN

James W. Wimberly, Southeastern Regional manager of Bottler Sales Development Department, and John C. Brown, Southwestern Regional manager of BSD, recently were graduated from the 45th session of the Advanced Management Program at the Harvard University

The Advanced Management Program, one of the oldest senior management development courses conducted by a university, is particularly designed for men in the 36-to-50 age group who are now in top-management positions or who are likely to be there in the near future.

The 13-week program offers a concentrated course of study in six major areas of prime interest to today's management and uses the case method of instruction.

Mr. Wimberly, who has been with the Company 24 years, was named Southeastern Regional manager of BSD in 1959. He formerly was Atlanta District manager of BSD.

Mr. Brown has been in the Coca-Cola industry since 1935 when he joined the Legal Department of The Coca-Cola Company. He formerly served as president and general manager of The Coca-Cola Bottling Company of California. He became Southwestern Regional manager in 1962.

BASEBALL STAR ENJOYS COKE

New York Yankee baseball star Joe Pepitone, center, and his wife Barbara enjoyed Coca-Cola during a recent visit in Phoenix, Ariz., where he addressed the annual Arizona Sports Award dinner. Yankee co-owner Del E. Webb made Joe and Barbara comfortable at the Webb Corporation's resort motel, Mountain Shadows. With the Pepitones are Bill Hartsen, convention sales manager, and a waiter.

COMPANY WINS FAVORABLE DECISIONS IN SEVEN SUBSTITUTION CASES

The Coca-Cola Company has obtained favorable decisions in seven recent court cases concerning infringements upon the Company's trademarks and trade rights.

In six of these cases the defendants were enjoined from infringing upon the trademarks and trade rights of The Coca-Cola Company and from substituting any soft drink of another's manufacture, without explanation, on calls or orders for "Coca-Cola" or "Coke."

On May 15 Judge Sidney C. Mize, U. S. District Judge for the Southern District of Mississippi, Southern Division, entered final judgment against Sinopoli Restaurant, Inc., a Mississippi corporation doing business as (1) Sinopoli's Poppo's Ferry Restaurant and Lounge, Poppo's Ferry Road, Biloxi, Miss., (2) Sinopoli's Dog House Drive Inn, Pass Road and 15th Avenue, Gulfport, Miss., (3) Sinopoli's Drive In, West Beach Boulevard and 38th Avenue, Gulfport, Miss., (4) Sinopoli's Drive In, U. S. Highway 90 East, Pascagoula, Miss., and (5) Sinopoli's Drive In, 2929½ Pass Road, Biloxi, Miss.

On April 15 Judge Edmund L. Palmieri, U. S. District Judge for the Southern District of New York, entered final judgment against Frank A. Holecek, an individual trading as Czechoslovak Praha Restaurant and Bar, 1358 First Avenue, New York City, N. Y.

On April 7 Judge Cornelius J. Harrington, Judge of the Circuit Court, County of Cook, Ill., entered final judgment against Jerome Katz, an individual doing business as "Feast On A Bun," 1163 North Clark Street, Chicago, Ill.

On April 2 Judge John F. X. McGohey, U. S. District Judge for the Southern District of New York, entered final judgment against Abett Cigars, Inc., a corporation organized and existing under and by virtue of the laws of the State of New York, where it is engaged in operating a place of business at 1197 Avenue of The Americas, New York City, N. Y., under the trade style of Abett Cigar Store.

On March 25 Judge Oren R. Lewis, United States District Judge for the Eastern District of Virginia, entered final judgment against the following named defendants: Pentagon Recreation Center, Inc., Clubhouse-Restaurant, Inc., Pentagon City Bowl, Inc., trading variously as Pentagon City Sports Center Clubhouse Snack Bar, Clubhouse Snack Bar, Pentagon City Sports Center Bar, and Jamaica Room, 1500 South Eads Street, Arlington, Va.

On March 12, Judge Victor N. Cardosi, Judge of the Circuit Court, County of Kankakee, Ill., entered final judgment against Coptic Lounge, Inc., a corporation organized and existing under the laws of the State of Illinois, where it is engaged in operating a place of business at 200 Brookmont Boulevard, Kankakee, Ill., under the trade style of Gala Lanes (Coptic Lounge) and Gala Lanes (Snack Bar).

In a seventh case Judge R. Dorsey Watkins, United States District Judge for the District of Maryland, entered an order March 20 holding Belda Incorporated, a Maryland corporation trading as Mardi Gras Supper Club, in contempt of court when serving another soft drink when customers gave orders for "Coca-Cola" or "Coke." Judge Watkins ordered the defendant to pay

\$2,500 to The Coca-Cola Company as a remedial fine for violating an order issued Feb. 12, 1963, enjoining the defendant from passing off or substituting a soft drink of another's manufacture without explanation on calls for "Coca-Cola" or "Coke." Two initial payments of \$250 each and monthly payments of \$50 per month commencing May 1, 1964, and continuing until a total of \$1,500 has been paid to The Coca-Cola Company will satisfy the judgment. However, a default of any of the payments will result in the defendant having to pay the full amount of \$2,500.

JOHN L. DOUGLAS IN NATIONAL POST



DOUGLAS
Dallas, Texas.

John L. Douglas, purchasing agent for the Company, has served as National Chairman of the Food Industries Buyer's Group of the National Association of Purchasing Agents for the past two years. He presided recently at the national convention of the organization in

The Food Industries Buyer's Group is composed of about 660 members, all of whom are vice presidents, directors, purchasing agents, buyers, etc., in the purchasing field and associated with companies manufacturing or processing food and/or beverages for human or animal consumption. This group is part of the National Association of Purchasing Agents which has about 17,000 members.

At the Dallas meeting two workshop sessions were held for discussion of the outlook for food commodities and packaging.

GEORG OLDEN AT ART DIRECTORS CLUB



Fred W. Dickson, left, vice president and manager of the Advertising Department, and Larry G. Kern, right, associate director of the Art Department, confer with Georg Olden, vice president of McCann-Erickson and one of the foremost experts on graphics in the country. Mr. Olden spoke on graphics at a meeting of the Art Directors Club of Atlanta.



for your information

PRODUCTS OF THE COCA-COLA COMPANY TO BE PACKAGED IN LIFT-TOP CANS

The Coca-Cola Company will introduce a new Lift-Top Can for its soft drink products during the early summer, Charles W. Adams, vice president and chairman of the Company's Packaging Committee, announced. The Lift-Top Can for Coca-Cola, Sprite, TAB and the Fanta line of flavors is the first to be used by a soft drink manufacturer with a lift end which may be opened without a conventional can opener.

The introduction was described by Mr. Adams as "another example of The Coca-Cola Company's continued efforts to improve all packages wherever possible. The can is a convenience package and we believe this new end further enhances its attraction as a convenience container."

Mr. Adams stated that the can as a container for soft drinks has shown strong growth tendencies. "In fact," he said, "the U. S. Department of Commerce reports that during the first two months of this year, shipments of cans for soft drinks have increased 80 percent over a similar period last year. The Lift-Top Can is another in a long line of packaging innovations introduced by The Coca-Cola Company, among which are the distinctive bottle, the carton, dispenser, coin cooler and Pre-Mix."

The 12-ounce cans with the new top were developed in cooperation with the American Can Company and Continental Can Company. They will be available to bottlers in most areas of the country and introduction will be supported by extensive local advertising and promotion on radio, television, in newspapers and at point of sale.

Chief among the special safety features built into this new lid is a newly designed lift opener which safely contains the carbonation of soft drinks up to the point of opening and on through pressure release when the can is opened. The rolled edge on the lift opener makes for easy gripping, revealing an opening suitable for safe pouring and drinking from the container.

LUNSFORD MADE OFFICER OF TRADEMARK ASSOCIATION

Julius R. Lunsford, Jr., attorney for The Coca-Cola Company, was elected a vice president and re-elected to the Executive Committee of The United States Trademark Association at the annual meeting of the Board of Directors. The meeting was held recently at Buck Hill Falls, Pa.

Mr. Lunsford, who will serve for a one-year term is also a director of the U.S. Trademark Association. He also held the distinction of being the first attorney employed by a private firm to become chairman of the Trademark Division of the American Bar Association.

A graduate of the University of Georgia Law School, Mr. Lunsford was admitted to practice before the U.S. Supreme Court in 1955.

NAMES IN THE NEWS

E. A. Baker Jr., production and quality control manager of Fanta Beverage Company, recently was elected second vice president of the Society of Soft Drink Technologists... Franklin M. Garrett, director of information of The Coca-Cola Company, is a volunteer member of the Budget Committee of the Community Chest-Red Cross of Fulton, DeKalb, Cobb, Clayton and Gwinnett Counties (Ga.) which will review services and operating costs of member agencies and recommend the goal for this year's United Appeal campaign... Mrs. Ordry P. Ray, executive secretary to C. Eugene Boyd Jr., vice president in charge of Market Research, has been elected national secretary of the Professional Panhellenic Association for the fourth consecutive year... Mrs. Hazel A. Kellar, secretary to R. W. Stout, regional manager of the Fountain Sales Department in Portland, Ore., and president of the National Secretaries Association, recently addressed the Rotary Club of New York.

PHOTO OF ROUTE SALESMAN EXHIBITED



Norman Marshall, regular route salesman of Coca-Cola Bottling Company of Rhode Island at Woonsocket, R. I., was the subject of a photo displayed recently by the Woonsocket Camera Club. The picture of the route salesman was made by Matteo Giuliano for a series entitled: "People at Work."

CHARLENE BREWTON PROMOTED

Mrs. Charlene C. Brewton has been promoted to the new staff position of personnel specialist in the Personnel Relations Department. She is assisting John H. Nicholson in handling the voluminous number of reports and requests for information received daily.

Mrs. Brewton, then Miss Charlene Carter, was first employed by the Company in 1953 as a stenographer in the Public Relations Department. In 1954 she transferred to Bottler Sales and in 1956 she was promoted to secretary in the Personnel Relations Department where she has worked since that time. She was promoted successively to junior statistician, principal clerk and administrative clerk.

She is married to Gwinette R. Brewton, a former employee of the Company, who now works at an Atlanta brokerage firm.

MISS MEUNIER IS FEATURE SUBJECT



Miss Marietta Meunier, branch syrup plant traffic manager in New Orleans and the only "lady traffic manager" in The Coca-Cola Company, recently was the subject of a feature story in the New Orleans (La.) States & Item.

Laurraine Goreau, States-Item woman's editor, reported that Miss Meunier is one woman who "goes down the highway admiring the trucks instead of the automobiles."

Miss Meunier, who joined the Company 21 years ago, became assistant traffic manager in 1943 and in 1947 was named traffic manager. She routes all traffic from the syrup plant, supervises pickup and delivery of freight, checks rates, files claims, secures rate adjustments and is the Company's goodwill liaison with the carriers.

The woman's editor quoted Miss Meunier as saying: "At first I was like a fish out of water, and it was hard for the men to accept a woman in their business. Over the years though they've softened up considerably—not that I ask any quarter."

Opening of the new syrup plant in New Orleans has made her job bigger and more challenging, but Miss Meunier has no qualms about taking on the increased load. And she says she hopes to learn to drive one of those big trucks some day. When Editor Laurraine Goreau asked her how she could tackle a 40-ton rig, she replied:

"The men say they're as easy to drive as a little car. Anyway, I have one qualification. Although I never gain weight, I eat like a truck driver!"

OBITUARY

Dennis G. O'Brien, special products representative of Pacific Coca-Cola Bottling Company, Seattle, Wash., died May 4 of leukemia.

Mr. O'Brien had been employed by Pacific Coca-Cola Bottling Company of Seattle since April 4, 1955. He had worked as route salesman, special events representative and route manager before being appointed special products representative in 1963.

Survivors include his wife, Margaret S. O'Brien, two sons, Timothy and Dennis, and three daughters, Mary, Kelleen and Maureen.

DENTISTS CITE FORIO



Edgar J. Forio, right, senior vice president, receives an award from Dr. Earl Canfield for his service to dentistry.

Edgar J. Forio, senior vice president has been awarded the Thomas P. Hinman Medallion for distinguished service to the field of dentistry. He is one of only three living laymen ever to receive the award.

The award was presented at the 52nd annual Thomas P. Hinman Dental Meeting in Atlanta, Ga., by Dr. Earl Canfield, chairman of the meeting. Dr. Canfield cited the "deep and abiding enthusiasm of Mr. Forio for dental research and the advancement of dentistry."

Mr. Forio has for many years served as The Coca-Cola Company's representative in many areas of health and health education. He has appeared before health groups, such as the American College of Dentistry, in more than 25 states. He is a trustee of the Nutrition Foundation, a member of the Committee of the Food and Drug Officials of the United States, a trustee of the Fulton-DeKalb Hospital Authority, a trustee of the Northside Hospital Association, and a member of the Hospital Advisory Council.

OUR BOOTH POPULAR SPOT AT CONVENTION



Booth for Coca-Cola was a popular spot at the annual convention of the National Licensed Beverage Association in Chicago. Left to right are Arnold T. Skeen, public relations coordinator, Central Region, The Coca-Cola Company; David Llewellyn, president of the Maryland State Licensed Beverage Association; Miss Barbara Reeves, serving Coke; and Charles F. Schmidt of The National Sales Department.

FYI*for your information***DONALD F. MORRIS PROMOTED IN MICHIGAN****MORRIS**

Michigan, announced.

Mr. Morris has been associated with the Flint plant since 1952 when he joined the organization as route salesman. He was made industrial route manager in 1959.

COMPANY RECEIVES CERTIFICATE OF MERIT

Maj. Gen. Herman Feldman, second from left, executive secretary of the Defense Supply Association, presents Ralph H. Garrard, vice president in charge of National Sales, a "certificate of merit" for The Coca-Cola Company in recognition of the Company's efforts promoting the closest possible cooperation between industry and the Department of Defense. Looking on are T. D. Barre, who is in charge of our National Sales office in Washington, D. C., and Edward Fox of the Defense Supply Association.

ARNOLD PALMER PICKS UP "TAB"

Golfing star Arnold Palmer, right, talks with Tom Daniel, National Sales coordinator, and agrees to "pick up the TAB" for the banquet following the annual meeting of Arnold Palmer Putting Course Operators recently at Miami Beach, Fla. Mr. Daniel was the moderator for a panel discussion of "Licensed Profits Through Vending Machines."

NEW PRODUCTS MANAGERS NAMED

Recently appointed sales managers for new products are, from left, Charles Lindquist, Central Region; Dale Porter, Southwest Region; J. C. Bell, Southeast Region; John Allison, New England Region; J. Wayne Jones, Pacific Region.

Five new sales managers for new products have been named to work as specialists within the regional field organization, J. Lucian Smith, vice president of the Company and general manager of Bottler Sales Development, announced.

They are John Allison, New England Region; J. C. Bell, Southeast Region; J. Wayne Jones, Pacific Region; Charles Lindquist, Central Region and Dale Porter, Southwest Region.

In their new assignments they will be associated with the advertising, promotion and sale of TAB, Sprite and Fanta flavors.

The new products sales managers recently attended a six-day orientation course in Atlanta. The course covered information on the development of new products, plans for each of the products and advertising, promotional and sales strategies and tools.

Mr. Allison, who joined the Company in 1950, formerly was National Sales Field Representative for the New England Region.

Mr. Bell joined the Southeastern Region of Bottler Sales in 1949. He formerly was Resident Representative, Columbia, S. C.

Mr. Jones, former Staff Representative with Fanta Beverage Company, has been with The Coca-Cola Company since 1959.

Mr. Lindquist, who has been with the Company eight years, is former National Sales Field Representative in the Central Region.

Mr. Porter joined the Southwestern Region of Bottler Sales in 1951. He formerly was National Sales Field Representative in the Southwest Region.

CHICAGO PLANT ELECTS GLYNN

Leo W. Glynn has been elected secretary-treasurer of the Coca-Cola Bottling Company of Chicago, George S. Cobb, president, announced, Mr. Glynn, previously controller of the company, has been with the firm 12 years.

An alumnus of Northwestern University, Mr. Glynn received his C.P.A. in the State of Illinois. He is serving on the management services committee of the Illinois Society of Certified Public Accountants.

RETIREMENTS



PAUL McCASH, internal auditor with The Coca-Cola Company retired on May 1, after more than 40 years service. During his tenure with the Company, Mr. McCash assisted in the development of a Budget Department; worked in the Central Accounting office in Atlanta for two years, after which time he went to Dallas as the first and only Branch Auditor, and in 1955 returned to Atlanta as an internal auditor. Both he and Mrs. McCash are accomplished musicians and they plan to spend a lot of time enjoying music. Other interests include traveling, gardening, yard work and sports—especially football. The McCashes have two sons, Paul, Jr. and Wray.

SERVICE AWARDS

25-40 Years



LEO BELSON
New Orleans Branch
Plant
40 years



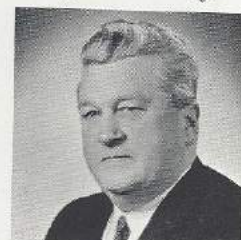
JOSEPH W. TURNER
St. Louis Branch
Plant
35 years



RAY S. WILBUR
Fountain Sales Dept.
New York Region
35 years



PAUL T. GOLDSMITH
Fountain Sales Dept.
Kansas City Region
30 years



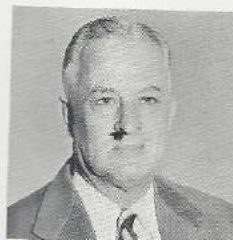
CHARLES C. MCCURDY
Coca-Cola Bottling Company
of Chicago
30 years



MRS. HELEN RONGSTAD
Chicago Branch
Plant
30 years



DONALD H. ALRUTZ
Fountain Sales Dept.
St. Louis
25 years



BENJAMIN F. BAGWELL
Atlanta Branch
Plant
25 years



THOMAS C. BREITEN
Pacific Coca-Cola Bottling Co.
Tacoma
25 years



GORDON L. DOUGLASS
Pacific Coca-Cola Bottling Co.
Tacoma
25 years



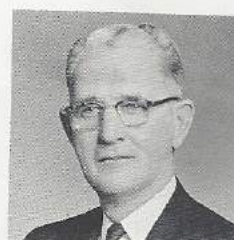
HENRY W. HADEAMAN
Pacific Coca-Cola Bottling Co.
Bremerton
25 years



MARQUIS HARDING
Coca-Cola Bottling Company
of Chicago
25 years



CHARLES C. HERZBERGER
Baltimore Branch
Plant
25 years



JOSEPH HICKMAN
Coca-Cola Bottling Company
of Chicago
25 years



HERBERT D. J. JOHNSON
Atlanta Branch
Plant
25 years



HAROLD E. ROSS
Dallas Branch
Plant
25 years



ROBERT D. STANDFAST
Kearny Branch
Plant
25 years



HENRY STRUNK
Coca-Cola Bottling Company
of Chicago
25 years



LEROY VIZZA
Coca-Cola Bottling Company
of Chicago
25 years



MRS. LUCY WILLIAMS
Coca-Cola Bottling Company
of Chicago
25 years



You'll go better refreshed. The never-too-sweet taste of Coca-Cola gives that special zing... refreshes best.

things go
better
with
Coke



TRADE MARK