

"IT'S THE REAL THING!"

"When a soldier in Vietnam has a Coke it satisfies his need to identify with the American tradition. It reminds him of what he is fighting for."

- A Coca-Cola VP

"Coca-Cola is everything I exist for," said a senior vice-president at corporate headquarters in Atlanta, Georgia. "I live and breathe it. We all do. It's made us what we are."

It was 9 a.m. and he was gulping Coke from the bottle, his first of the morning.

Free Cokes are dispensed on all floors of all company offices, and most executives chain-drink them throughout the day.

"Americans associate Coca-Cola with the flag and motherhood," reflected an advertising officer, "and that's the image we work night and day to maintain. We don't dare use sexy advertising or cheap gimmicks. We avoid association with alcohol and such things; Coca-Cola is an all-family drink for all ages, and we can't afford to offend the sensibilities of any group anywhere. We stand for the very highest quality and finest taste. Clean-cut, upright, the family, Sunday, the girl next door. Wholesomeness. America's best."

Coca-Cola brings the American way of drink to 138 countries, 15 more than the United Nations' membership. Ninety million Cokes a day are consumed.

Its net worth, including the trademarks, approaches \$4 billion. But this mark only includes 22 of the 1,800 bottling plants around the world. The others are bottling franchises who buy syrup and supplies from the 22 major syrup plants.

Not even Coca-Cola has estimated the combined net worth of the bottling companies, but with the assets of the Coca-Cola corporation itself, it would possibly comprise the world's largest privately owned enterprise.

A single share of Coca-Cola purchased for \$40 in 1919, when they were first offered to the public, is now worth some \$8,500 including splits and accumulate

"TEEN PAGE" CORRESPONDENT FROM N.C.S.A.

E. Henry Power, a member of the writing department, has assumed the position of "Teen Page" Correspondent for the Winston-Salem Journal and Sentinel. She will be reporting on the activities of the Senior High School level students at the School of the Arts. Henry's observations will be published along with similar material from all the other high schools in the city. The column will be a weekly feature, appearing on Fridays.

dividends. Last year was the best in Coca-Cola's history, a statement that can be made every year.

The Coke team spirit includes the whole family. "It's one big happy family," said the wife of a junior executive. "It must be awful not to have somebody like Coca-Cola to belong to. I don't know how I'd feel without it."

Coke was first produced in 1885 as a hangover tonic by an Atlanta pharmacist, John Pemberton, who at the turn of the century sold his interest to another all-American pharmacist, Asa Chandler.

Chandler master-minded Coca-Cola's upsurge for a quarter of a century. He was a consummate businessman and a churchgoing, God-fear-

ing pillar of the community - a combination that has meant success in the American business world. He had immense faith in God, America, and Coca-Cola, and his associates and subordinates had immense faith in him.

The man who succeeded Chandler in 1923, Robert Woodruff, in his 80's, still participates in major company decisions and exemplifies the qualities of American business and leadership.

Woodruff struck out in earnest for a world market. He had a vision of everybody in the world drinking Coke - "Chinese coolies and Cuban campesinos, English debutantes and Italian peasants."

And when Pearl Harbor was at-

NEW COURSES: BLACK HISTORY AND ECOLOGY

by M. Ferguson

Two new courses, both dealing with issues of concern, have been added to the School of the Arts course description. The Black Man in American Culture (SS105) and Ecology: Man In His Environment (Science 107) are being offered as college electives for the first time this semester.

The Black History course is being taught by Mr. Frank Ruark. As described in the course catalogue, it will be: "A study of political, social, and cultural history of Americans of African descent. Topics to be investigated are: African antecedents, cultural carry-overs to the New World, the system of slave trade, the institution of slavery in the United States, abolitionism and emancipation, emergence of Black social and religious organizations, nationalist and separatist movements, the civil rights struggle, Black militancy, and contributions by Afro-Americans to science and the arts." Essential reading matter for the course is "From Slavery To Freedom," by John Hope Franklin and "The Negro American" by Fishel and Quarels. Ruark has also devised a reading list of related material.

Ruark feels that Black History should be worked into the regular study of all history courses. The course was initiated here, he said, because it does not appear in the other historical studies. One of the major failures of the past, he feels, has been the subject's absence in text books.

Having previously taught at both white and black and segregated and integrated schools, Ruark doesn't foresee any problems. He does expect, however, occasional outbursts of emotion. "But that's a very natural reaction," he said.

Among his primary objectives is to show the Black man's contribution to the arts and hopefully, there will be performances or exhibitions of such during the semester.

Ruark has been surprised by the interest in the course, noting that the class has a large roster.

Ruark hopes to prove that, unlike an old axiom which says that a white man can't sing the blues, he can, nonetheless, teach Black history.

Mr. Bruce Corson, a native New Englander and newcomer to the school, is the Ecology instructor. Again, this is a course of prime relevance, having come into existence because of the enormous popularity of (and concern for) ecology, which shot into national prominence last spring. It is one of Corson's aims to keep the course up-to-date.

Described in the catalogue as simply "the basic inter-relationship of man with the physical and biological factors of the environment," the course actually deals with the more specific problems of population, air, land and water pollution, food, etc.

Corson sees the course as an attempt to find the basic problems of ecology in the modern world and what needs to be done to eliminate, or at least lessen, those problems. Also, to find what the individual can do to ease the situation.

"The course was naturally precipitated by the ecology movements, primarily the students' interest," he said. "Some people will be activist enough to do something; those who remain silent will hopefully do their share."

Major reading assignments include Dr. Paul Erlich's "The Population Bomb" and "Our Precarious Habitant," by Melvin Benarde.

Like the Black History course, Ecology has a large enrollment.

Both are three hour credit courses.