



ATTEND COCA-COLA USA SEMINAR—(Atlanta, Georgia) Thomas C. Law, Jr. (center) vice president and general sales manager for Coca-Cola USA, is shown inspecting a market survey report with Ulysses Studstill (left) of the Palm Beach, Florida; and Milton Gerald

from the Greensboro Coca-Cola Bottling Company, Greensboro, following his address to a three-day marketing seminar held in Atlanta, Georgia recently. Participants in the series of meetings included bottler mer-

chandising and sales representatives, fountain sales territory managers plus account executives from Coca-Cola USA. Certificates of attendance at the seminar were awarded at the conclusion of the meeting.

Cooking With An Italian Accent

New Way With Chicken



Pleasing to the palate; beautiful to the budget; always plentiful and everybody's favorite. What could be nicer than chicken for dinner? As a change of pace from familiar broiled-fried-roasted bird, try giving your next chicken dinner an Italian flavor. It's easy—with the help of the Progresso Italian food section at your local supermarket—and it's sure to be popular. After all, Italian cookery is America's all-time favorite food import. Best of all, this tested recipe is good enough for guests—and easy enough for a family meal!

POLLO ALLA MARINARA (CHICKEN MARINARA)

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| 1 3-pound broiler-fryer cut into quarters | 1/2 cup Chianti |
| 4 tablespoons imported Italian olive oil | 2 teaspoons salt |
| 1/2 cup chopped onion | 1/2 teaspoon freshly ground pepper |
| 1/2 cup chopped celery | 1 1/2 teaspoons oregano |
| 2 large cloves garlic finely chopped | 2 tablespoons flavored Italian bread crumbs |
| 2 8-ounce cans Progresso imported Italian peeled tomatoes | 12 pitted and sliced ripe olives |
| 2 cups chicken broth undiluted | 8 ounces fusilli or any other pasta |
| | 3 tablespoons butter |
| | 3 tablespoons chopped parsley |

Wash chicken pieces and dry on paper towel. Sauté chicken in hot oil in large heavy skillet a few pieces at a time until browned all over. Remove chicken as it browns. In same oil sauté onion, celery and garlic about five minutes, scraping bottom of pan occasionally to stir in chicken drippings and prevent burning. Add tomatoes, broth, wine, salt, pepper, oregano and chicken pieces. Simmer, covered, about 25 minutes or until chicken is tender. Add bread crumbs and olives and cook five minutes longer. Meanwhile cook pasta as package label directs. Drain well and toss with butter and parsley. Turn pasta into serving dish and arrange chicken on top. Spoon some of the sauce over the chicken and serve the remainder in a bowl. Makes four servings.

Coca-Cola and Shriners Give Scholarships for Qualified Grads

ATLANTA, Georgia — The establishment of a college aid scholarship for qualified high school graduates was revealed recently in a joint statement made by Imperial Potentate John Henry Hester of the Prince Hall Shriners and Kelvin A. Wall, Market Development Manager for Coca-Cola USA, sponsors of the scholarship award to be presented to a selected male student by the Imperial Council, the governing body of the Shrine.

The winning high school senior will receive the scholarship grant on the basis of his college board examinations, leadership qualities, and the desire to pursue a college education. Student screening assistance for the selection of a recipient will be provided by the National Scholarship Service and Fund for Negro Students with headquarters in New York City. NSSFS is widely recognized and acclaimed as a leading educational organization dedicated to providing counsel and financial

help to deserving college hopefuls throughout the nation. Applications for the scholarship will be made through local Shrine temples.

Imperial Potentate Hester expresses this statement: "In this rapidly changing world, there will be fewer, and eventually no place, for the unskilled and fewer even for semi-skilled persons. More formal educational and specialization are wanted and needed. Prince Hall Shriners must assist young people to achieve these goals."

In commenting on Coca-Cola USA's participation in the scholarship program with the Shrine and its member Temples, Wall stated that the purpose of the activity was "to provide needed funds for deserving young people who could not otherwise afford to begin a college education."

Announcement of the 1968 scholarship winner will be a highlight of the Imperial Council sessions to be held in Milwaukee, Wisconsin, August 19-24, 1968.

POLITICAL CONVENTIONS FEATURE MOBS, MADNESS AND MANEUVERING



Truman, third from left, and friends dodge "doves of peace."

It could only have happened in America and during the special dalliance of a national political convention. And it did.

The time: 1948. The place: Philadelphia. The speaker: Mrs. Emma Guffey Miller, self-styled "Old Gray Mare" of Pennsylvania's Democratic regulars.

Climaxing a woman's club speech on "world peace," plump, outlandishly-haired Mrs. Miller gestured to an aide who flung up the lids on hampers containing dozens of pigeons.

The bemused and befuddled conventioners, however, refused to take flight, forcing the Old Gray Mare's deputy to heave them frantically into the air. Once airborne, the pigeons went berserk, flapping on the rafters, clinging to draperies, committing nuisances and harassing such onstage dignitaries as Alben Barkley, Mrs. Eleanor Roosevelt and President Truman himself.

Proving that convention shenanigans can fuel a kind of mass

which went on for 24 hours. Examining the absurdities and shortcomings of the presidential convention, as well as its unique relevance and importance within the framework of our nation's political life, LIFE magazine, in its special July 5 issue, "The Presidency" recreates the atmosphere at conventions from the early days of the Republic to modern, air-conditioned and televised times.

John Fitzgerald Kennedy is credited with having rewritten the book of tactics, if not the book of strategy, for successful conventioning. "No candidate before him ever indulged in so long or relentless a courtship of county politicians and convention delegates (four years of Christmas cards, personal messages, personal calls)."

LIFE writer Paul O'Neil adds that no one has ever "managed so accurate and penetrating a surveillance of delegations—spies for every state, telephones at every floor station, hour-by-hour checks of every change in group sentiment, daily reports on the reactions of every individual delegate."

Documenting the sound and fury of delegates in convention and the antic and Machiavellian processes at work, the LIFE story concludes with a penetrating observation by Russian-born Moisei Ostrogerski.

He concluded that a convention—"15,000 people all attacked at once with St. Vitus' dance"—is certain proof that God in his infinite wisdom watches benevolently over drunkards, children and the United States of America.

Corn Products Co. Donates Grant to SFF

ATLANTA, Ga., — A \$100,000 grant has been made to the Southern Fellowships Fund by the Corn Products Company, Dr. Samuel M. Nabrit, Executive Director of the Fund, announced today.

The grant will be used over a three-year period in the Fund's program of fellowships for graduate study for faculty and administrators in colleges and universities attended primarily by Negroes.

In presenting the grant, Corn Products Chairman, A. N. McFarlane said, "One of the tragedies of our times has been the inequality of educational opportunity that has stifled the talents and frustrated the aspirations of a large segment of the American population. Through this contribution, and through out other widespread activities in the educational field, we hope we can help close this educational gap."

Dr. Nabrit stated that the program of the Fund would be significantly enhanced by the grant, and that through it a large corporation like Corn Products Company, could participate in a vital program to strengthen the faculties of these institutions, to enliven academic instruction, and to produce a larger cadre of professors with terminal degrees. One hundred eighty-three (183) fellowships were awarded by the Fund for the 1968-69 academic year, he said, with approximately sixty per cent (60%) of the recipients studying toward doctoral degrees.

Corn Products, although primarily known as one of the world's leading food processors, is involved in the knowledge field through three subsidiaries engaged in programs to help improve the employability of the hard-core unemployed and underemployed. They are MIND, Inc.; Woolman Systems, Inc., and Information Science, Inc.

The firm also participates in the Summer Fellowship Program of the National Urban League. The Program, designed to improve educators' knowledge of how industry utilizes the skills they teach, brings faculty members from predominantly Negro institutions to jobs at many of the nation's summer months.

The Southern Fellowships Fund is an agency of the Council of Southern Universities. The Council was organized in 1962 and now comprises nine (9) institutions - Duke, Emory, Louisiana State University, Rice, Tulane, Vanderbilt, and the Universities of North Carolina, Texas, and Virginia. The Fund was established by the Council to administer its grants. Dr. Nabrit was formerly president of Texas Southern University and a member of the Atomic Energy Commission.

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