

### Original Atlantic Idea Proves Faith in War

Thirty-two years ago the founders of the Atlantic Company believed that they had a good idea. Thirty-two years of serving the South through this idea proved it to be sound and practical. Then came the present war and the original Atlantic idea is proving its worth doubly in helping the Victory Drive.

The plan was for the practical, economical operation of a group of strategically located ice and cold storage plants to serve the South. The South, being largely a farming section, needed great cold storage plants to take care of the crops raised here, to tide them over the flooded market periods, and save the crops for more profitable markets and save them for out of season use. The South needed a network of carefully placed ice plants capable of making the many tons of ice needed to ice railroad refrigerator cars on their trips rushing southern produce to northern and west markets.

Planning, building and ever serving the seven Southeastern States chosen as their market, the Atlantic Company continued to grow. As the

system grew, new services were added to round out a complete and year-around service. In many of the cattle and hog raising sections of the South, meat curing in the cold storage plants helped farmers get a better price for their meat and the public to get a better meat for the price. The sale of coal had been added to round out work for the delivery department in the winter when ice sales were off the summer peak.

Growing, building and serving the South in more and better ways led the Atlantic Company to a need for further expansion of their territory or a more concentrated coverage of the Southeast. They wisely stuck to their original idea of serving only seven Southeastern States, for getting the temptation of spreading out into other states. They stuck to the idea of doing a "jam-up" job right here at home. They followed the original idea of giving the South and every individual community served by Atlantic the very best in ice, cold storage and service. Later the sale of ice refrigerators was added and the finest modern ice refrigerators were sold to the public on the easiest of long terms.

Always keeping faith with their friends, neighbors and customers in their own chosen market, the Atlantic Company forged ahead and grew to be an integral part of the business and civic life of more and more cities and towns.

With the repeal of Prohibition, the Atlantic Company looked around and found that, while other sections of the country were pretty well supplied with breweries, the South had few of them.

To serve their customers with brewery-fresh beer and to prevent long and costly hauling, the breweries were located at Norfolk, Va.; Charlotte, N. C.; Chattanooga, Tenn.; Atlanta, Ga.; and Orlando, Fla. Careful brewing with the highest quality ingredients and the best of skilled brew-masters and fine equipment made Atlantic beverages so good that they quickly won their way to leadership in the entire South and soon more Atlantic Ale and Beer were sold down here than at other points.

Competition was heavy from Europe and Mexico, but thanks to the Atlantic Company's foresight and the territory for after the first

when beer was imported, it became quite plentiful in the face of all competition, Atlantic still held the lead.

Then came the war, with gasoline and tire rationing, restrictions on bottle caps, deliveries, and so on. Most other brands of beer were withdrawn to their home markets and Atlantic was left with the job of not only supplying their regular customers, but of filling in where other beers had pulled out. With the ingrained spirit of serving the South as it deserved to be served, Atlantic pitched in to do the job. Plants ran to capacity. All available storage space was pressed into service. Men and equipment worked to deliver at peak performance. At the same time Atlantic Ale and Beer continued to be brewed carefully and aged slowly to their maximum, but in greatly increased quantities.

Atlantic met the test, supplied its own and the former customers of these breweries. Atlantic again kept the faith. They chose this as their market and themselves up to serve it and have proved their right to serve it. Great as was the temptation to expand and sell beer outside their own territory, the days when there was beer to spare, Atlantic is again glad that they stuck to the original idea of serving only the southeast. Now it is not necessary for them to desert any customers or any territory served before the present emergency.

The entire Atlantic organization is proving its worth in the war effort for home use is even more necessary now that we must save and preserve food carefully to avoid any waste let for commercial use is more necessary than ever before to keep food from spoiling or shrinking while stored for sale.

The tremendous cold storage plants of Atlantic are bulging with stores of food for the armed forces and the public. Great for the people, a more important role with the shortage of other food. From the brewing end of the Atlantic Company serves more and better

beverages than ever before. The Atlantic Company's foresight and the territory for after the first

### Ranking Thoughts

By Mrs. A. E. Patterson

Plans have been made for a WORLD-WIDE observance of the Lord's Supper, on next Sunday morning, when Christians of all races, of every country and clime, including members of the Armed Forces on land and on sea, will join in the observance of this sacred rite. It goes without saying that church members in this favored land will avail themselves of this opportunity and in partaking of the elements representing the broken body and shed blood of a crucified Saviour will in their hearts be keeping a spiritual feast or rendezvous with loved ones scattered throughout a war-torn world.

Sparking of churches, we have followed with no little interest the action taken by Presbyterians at a recent meeting at Montreal and by the Baptists and other denominations elsewhere in an effort to combat the evil of drink and other vices in and near our camps. No doubt due consideration will be given the matter when Methodists meet in annual conference in Charlotte soon. Although this evil presents a NATIONAL problem, the churches will likely take the initiative in stamping it out for as the resolutions drawn up by our Presbyterian brethren has it—we quote, "We cannot but feel that tolerance and indifference on the part of representatives in the government is due in a large part to the attitude of the Christian church, its ministry, officers and membership. We cannot expect the government to deprive our military forces of such a drink and reserve for people who stayed at home etc."

There is no doubt in my mind that the situation is alarming after seeing so much drink and drunkenness on a recent train trip, and while I heard one man who is a member of the church say that he would not drink, I saw almost every other man who was drinking. I am sure that the same is true in other parts of the country.

Somehow in Australia. Excerpt of the letter: I am one of those fellows who make the world safe for democracy. I fought and I fought but I had to go anyway. When I registered, the man in charge says, "Are you alien?" I said, "No, I feel fine." "What is your name?" he asked. So I told him "August Childs." He asked how old I was so I told him "23, the first of September." He said "The first of September you will be in Australia and that will be the last of August."

When we started for Australia I had a sergeant who stuttered and as we were marching down the pier it took him so long to say "halt" that 27 of us marched overboard. I was on the boat 12 days—sea sick all the time. Nothing going down, everything coming up.

Well, we landed in Australia. After three nights in the trenches the weather started to pour. The shells started to fall and I started to smoke with PATRIOTISM. I tried to hide behind the trees but there weren't enough trees for all the of us. The captain came around and said "Fire or die" and we go over the top. I said "I'd like a far-rough." He asked "Haven't you got any red blood in you?" I said "Yes, but I don't want to see it."

Five o'clock and we went over the top. Ten thousand Japs came at us. They all looked at ME as though I'd started the war. Our Captain yelled "Fire at will" but I didn't know any of their names. I guess the fellow behind me thought I was Will. He fired his gun and shot me in the excitement.

On the way to the hospital I asked a fellow where they were taking me "To the morgue," he said. "There's been some mistake, I am not dead," I said. "Li edown," he replied. "Don't make a fool out of that doctor."

And so on until next time.  
Johnnie Doughboy

Favorable weather for making hay has resulted in 1,200,000 AC the barns in Forsyth County being filled with tons more being stacked outside reports R. W. Fox farm agent.

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With plentiful Southern milk, we brewed the best Ale and Beer in the world. Now, because of the war, there has been plenty of things to do, but we've managed to keep our quality high.

It's here in the heart of the South, where the people are so generous, that we brewed the best Ale and Beer in the world. Now, because of the war, there has been plenty of things to do, but we've managed to keep our quality high.

You have seen the best of the world's beer, brewed in the heart of the South, where the people are so generous, that we brewed the best Ale and Beer in the world. Now, because of the war, there has been plenty of things to do, but we've managed to keep our quality high.

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That's exactly what we do at Atlantic here always done. We brewed the best Ale and Beer in the world. Now, because of the war, there has been plenty of things to do, but we've managed to keep our quality high.

It's a new kind of beer, brewed in the heart of the South, where the people are so generous, that we brewed the best Ale and Beer in the world. Now, because of the war, there has been plenty of things to do, but we've managed to keep our quality high.

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# ATLANTIC ALE AND BEER

Atlantic Ale and Beer is brewed in the heart of the South, where the people are so generous, that we brewed the best Ale and Beer in the world. Now, because of the war, there has been plenty of things to do, but we've managed to keep our quality high.

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