

COLUMBUS--BUSINESS-- ROYAL CROWN COLA

Royal Crown Cola



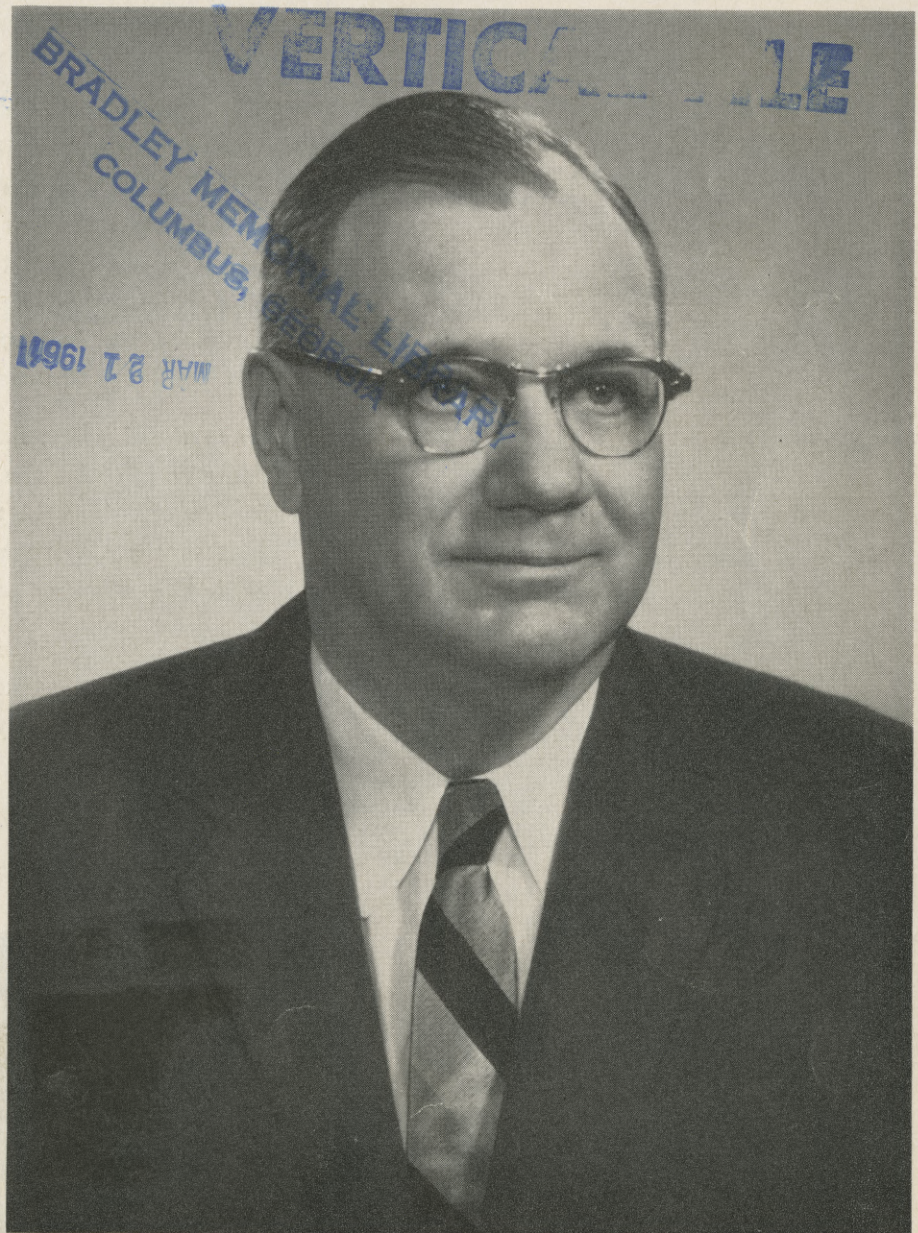
contact

P R O G R E S S R E P O R T E R

FEBRUARY 1961

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T. HIRAM STANLEY
- ★ ART LINKLETTER
joins
RC BOARD
- ★ SAN DIEGO PLANT
Purchased by
LINKLETTER-MEIGHAN



T. HIRAM STANLEY



Royal Crown Cola
contact

PROGRESS REPORTER

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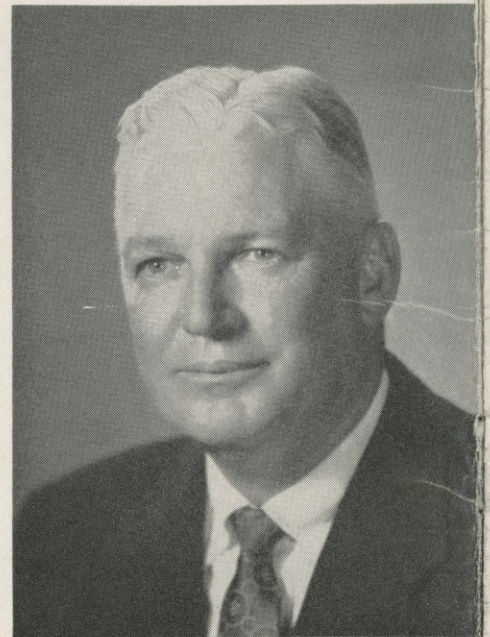
employees, management, stockholders
and RC-Nehi bottling plants
in all states of the U.S.A.,
Latin America, and Europe.

Editor
CALVIN L. PRATT

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**His
Leadership . . .
Our
Challenge**



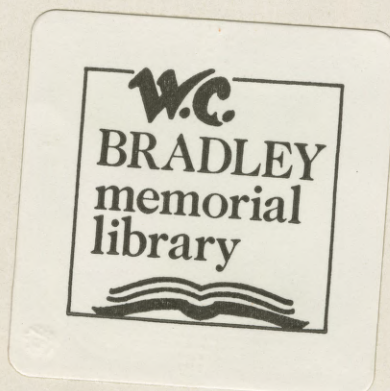
W. H. GLENN

The success story of T. Hiram Stanley, whose retirement as chairman of the Royal Crown Cola Co. Board of Directors was announced on December 9, marks perhaps one of the most significant chapters in the history of our company. Mr. Stanley's outstanding contribution and leadership toward the progress and continuing growth of Royal Crown Cola Co. and its predecessor companies during the more than 35 years he has been with the company stands out as a challenge to us all.

From the day Mr. Stanley joined the company in 1929 as sales representative for the state of Louisiana and as he moved up the ladder of success in the many important positions that brought him to the Chairmanship of the Board of Directors, his great leadership has been an inspiration to all of his associates.

During his years of service, the distribution of company products was extended internationally and company sales increased to an all time high. Mr. Stanley will continue as a member of the Board of Directors.

The entire Royal Crown Cola Family joins *Contact* in a tribute to Mr. Stanley by dedicating this issue to him.



W. H. GLENN
President

Bob Turner Joins Royal Crown as Sales Promotion Manager

THE APPOINTMENT of Robert G. (Bob) Turner as Sales Promotion Manager of Royal Crown Cola Co. was carried in the bottling trade press and many of your local newspapers. On January 16, Bob began to direct his promotional talents toward the sales of Royal Crown and Nehi products everywhere.

For the past nine years, Bob has been General Advertising and Promotion Manager for the Columbus, Ga. Ledger-Enquirer newspapers, and as such guided his papers to national acclaim in the field of promotion on more than one occasion.

W. E. Uzzell, Vice-President in charge of sales, defined Turner's new duties as the "development of sales promotion and merchandising plans for use in developing sales in the field." He will assume responsibility for Royal Crown's present public relations and promotional endeavors, such as the "Miss Universe" and "Darlington 500" participation, and develop new ways and means of boost-

ing RC Cola and Nehi prestige, consumer acceptance and sales.

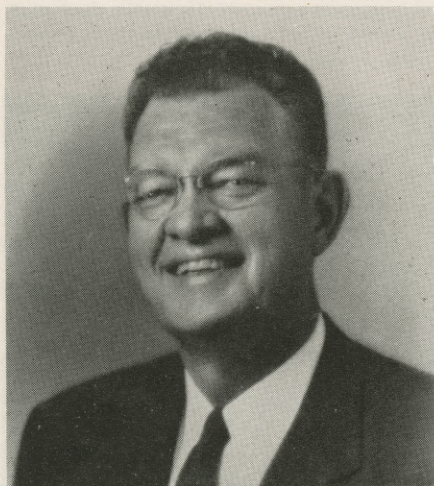
Bob is a native Georgian and a graduate of the University of Georgia's Henry W. Grady School of Journalism. He served with the U. S. Navy from 1942 until 1946, and presently holds a commission as Commander in the Naval Reserve.

After release from active duty in the Navy, he attended Emory University in Atlanta, for graduate work in advertising and marketing. Prior to joining the Ledger-Enquirer in 1952, he was associated with the advertising agency business in Atlanta, and worked on the advertising staff of the San Francisco Examiner in San Francisco, Calif.



ROBERT G. TURNER

Bob is a member of the Columbus Chamber of Commerce, St. Luke Methodist Church, and president of the Columbus Lions Club. He is married to the former June Peterson, of Minneapolis, and the father of four children. Bob reports that by the time you read this, the count will no doubt be five.



HEADS ALA-AIA—JAMES G. PEARCE, president of Royal Crown Bottling Co. of Birmingham, has been elected president of the Associated Industries of Alabama. Associated Industries is made up of representatives of a wide segment of all types of businesses in Alabama, and election to the presidency is a tribute to Pearce's business leadership throughout the entire state. Pearce is a native of Marion County, Ala. and a graduate of Auburn University. His varied business career has included real estate, automobile, farming, cattle raising, and of course, bottling of Royal Crown Cola products!



The Flying RC Bottler Hamlet, N.C.

TIME REALLY FLIES for Adam Hardison, RC Bottler at Hamlet, N. C. and Rock Hill, S. C. Adam recently took over the Rock Hill territory, and found himself thinly spread between the two points with a two-hour drive each way. Since he took to the air, Adam makes the trip in 20 minutes. Besides saving time, the Hardison plane will become a flying advertisement with RC decals and a radio call signal beginning with the letters "RC."

Look Who's on Our Team Now!

Art Linkletter Becomes Bottler, Board Member, and RC Booster!

ROYAL CROWN COLA now has another star in its crown, and Art Linkletter has another feather in his business cap. It's a good trade.

On January 10, west coast business seismographs detected a slight tremor when it was announced that Art Linkletter, together with Howard S. Meighan, a business associate, had purchased a substantial interest in the San Diego, California Royal Crown Bottling Company.

Then on January 17, a full-sized quake developed when Art Linkletter was elected to the Royal Crown Cola Co. Board of Directors at a San Francisco Board meeting. Following President Glenn's announcement of his election to the board, a press conference, followed by a luncheon in his honor were held in San Francisco's colorful Mark Hopkins hotel.

President Glenn told reporters that the January board meeting was held in the west coast city for two reasons. First, it is in keeping with the board's

policy to hold meetings in key metropolitan and business areas of the U. S. served by Royal Crown Cola; and second, the occasion honored Mr. Link-



ART LINKLETTER

letter's election to the board by holding the meeting in a city where he first achieved big-time success in the field of radio broadcasting back in 1937.



SAN FRANCISCO'S MAYOR, George Christopher, congratulates Art Linkletter following his election to the Board of Directors of Royal Crown Cola Co. Standing by to extend their hand of welcome are Howard Meighan, left, Art's partner-owner of the San Diego Royal Crown Bottling Company and W. H. Glenn, president, Royal Crown Cola Co.



PLAN EXPANSION — Howard S. Meighan, Art Linkletter and Edward Shult (left to right) firm up plans for expansion of the Royal Crown Bottling Company in San Diego, and seal the bargain with a handshake. Meighan and Linkletter have invested heavily in the company. Shult, who has managed the plant for eight years, will remain as manager and company president.



DISCUSS BIG PLANS FOR RC'S FUTURE — Art Linkletter, newest member of Royal Crown Cola Co.'s Board of Directors discusses future expansion plans for the international soft drink firm with president W. H. Glenn following a special board luncheon held at the Mark Hopkins, San Francisco on January 17.

Linkletter... man of many talents

Although official records list Art Linkletter as TV artist and producer, these titles denote only a fragment of the really talented and successful man that he is:

Art Linkletter is the gentle, fatherly individual who gets the "darndest" replies from kids he quizzes on his "Houseparty" show.

Art Linkletter is the humorously fiendish "emcee" who sends participants on hilarious errands on his "People Are Funny" show.

Arthur G. Linkletter is an astute businessman, with an active interest in several flourishing enterprises.

Art Linkletter is "Daddy" to a fine family of five children, and "Grandpa" to several more.

Art Linkletter is author of several best seller books; among them are "Kids Say the Darndest Things" and "Confessions of a Happy Man."

As a business man, Art has become a "family man" all over again when he bought the San Diego RC Bottling plant and was made a member of the Royal Crown Cola Co. Board of Directors.

Contact is pleased and honored to welcome Art into the Royal Crown Cola "family," and wishes for him a pleasant and profitable relationship with all the other fine people in our "family."

RC Officials Attend West Coast Meeting

ROYAL CROWN COLA Co. officers and directors were present in strength at the announcement of Linkletter's purchase of an interest in the San Diego plant. A week later an even larger group was on hand to welcome him into the official family following the San Francisco board meeting.

President Glenn, board members Edward L. Norton, T. H. Stanley, B. H. Hardaway and Arthur Wakeman, and vice president and sales manager W. E. Uzzell all spent several days with Linkletter in Los Angeles, San Diego, and San Francisco in a series of conferences, meetings and TV broadcasts.

Western Division Manager Duwayne Fox, District Manager Lloyd Hopkins and San Diego plant manager Edward

Shult were also on hand to help welcome Art Linkletter.

Shult, who has managed the San

Diego plant for the past eight years, will remain as president and general manager.



ENJOY RC BREAK — Royal Crown Cola Co. and San Diego plant officials take time out from an afternoon conference to enjoy an RC break. The historic conference held at the Hotel El Cortez, San Diego, on January 10 marked the official entry of Art Linkletter and Howard Meighan, outstanding business men, into the expanding soft drink industry. (Left to right) Lloyd Hopkins, RC district manager; W. H. Glenn, president, Royal Crown Cola Co.; Duwayne Fox, western division manager; Edward Shult, manager, San Diego Royal Crown Bottling Co.; Howard Meighan and Art Linkletter, co-owners of San Diego Royal Crown Cola-Nehi Bottling plant; and W. E. Uzzell, Vice President-Sales, Royal Crown Cola Co.

Puerto Rico Supermarkets Feature RC

From W. F. Simpson, Royal Crown Cola Overseas Division, comes a report of a successful Royal Crown Cola carton promotion featured in seven Grand Union supermarkets in San Juan, Puerto Rico. Photos at right and below are evidence of in-store displays which contributed to the fact that during a four-day period 1,112 cases of RC were sold.



GRAND UNION STORES STAGE SUCCESSFUL RC PROMOTION — W. F. Simpson, sales representative, Overseas Division, center photo above, assists Grand Union supermarket store manager, Bill Leser, in building giant RC carton display as unidentified sampling demonstrator stands by. IN PHOTO AT LEFT, Center, is seen Carlos Bird, sales manager Royal Crown Cola Co., San Juan plant; at right is store demonstrator who samples customers during RC promotion; at left is unidentified customer.

Jim Groff, Decorah, Ill., Retires

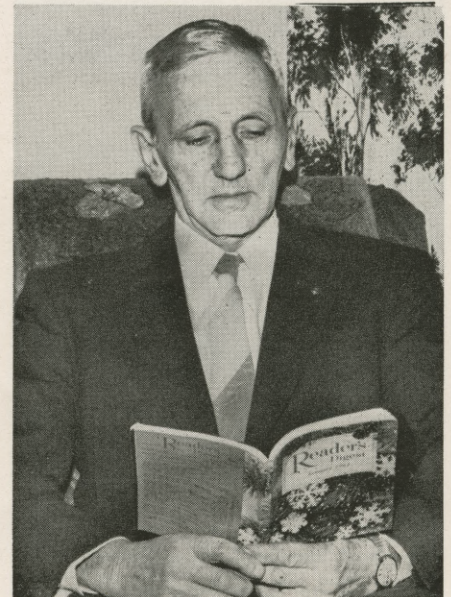
DECORAH, ILLINOIS—On December 17 at a company Christmas party, Henry Montgomery, Manager of the Decorah Nehi Bottling Company, announced the retirement of Jim Groff, plant production foreman.

Groff, whose interest in the bottling business dates back to his early childhood, commenting on his retirement following more than thirty years in the soft drink business, observed that there had been many major changes since he joined the Decorah Nehi Bottling Company. Groff noted that among the many changes that have taken place over the years perhaps the most outstanding have been the stepped up quality control in bottling plant opera-

tions and the advent of the six-pack take-home carton which today represents almost 50% of the total soft drink business.

To honor Mr. Groff for his years of service with the Decorah Nehi Bottling Company, he was presented an engraved wristwatch.

Groff was born in Decorah, September 21, 1893 and is a graduate of Decorah High School.



JAMES GROFF



**Service Awards
Highlight Southwestern
Division Meeting**

Presentation of service award pens to two district managers by Southwestern Division Manager C. B. Flood, third from right, seated, above photo, highlighted a southwestern division personnel meeting held at the Baker Hotel in Dallas recently. Special guests were: Darwin Klinetob, D'Arcy Advertising; J. L. Ivey, Manager Can Sales; J. B. Cooper, Manager Syrup Sales; and R. W. Summerlin, Manager Cooler-Vender.



TWENTY-FIVE-YEAR AWARD — C. B. Flood, Southwestern division manager, presents twenty-five-year service pin to A. D. Danks, district manager in Mississippi, during Southwestern division district managers' meeting in Dallas, Texas.



FIVE-YEAR AWARD — C. B. Flood, Southwestern division manager, presents five-year service pin to E. E. Alexander, district manager in Arkansas, during Southwestern division district managers' meeting in Dallas, Texas.



NEW CHARLESTON, WEST VIRGINIA ROYAL CROWN BOTTLING PLANT opened in January, 1959 — C. R. Gardner is President; C. D. Shepard is Vice President and General Manager.

RC '61 Sales-Advertising Program Feature of West Virginia Bottlers' Meeting

CHARLESTON, WEST VIRGINIA—A special presentation of Royal Crown Cola Co.'s 1961 sales and advertising program was a feature of the West Virginia RC bottlers' meeting held at the Edgewood Country Club in December.

Hostess to the group was Mrs. Brown Lewis, owner of the Charleston, West Virginia Royal Crown Bottling Company. Mrs. Lewis, special guest at

a luncheon, welcomed the attending delegates on behalf of her plant associates who had arranged the meeting. Ed Cole, Eastern Division Manager,

headed a group of company staff members who presented the program following the association's brief business session.

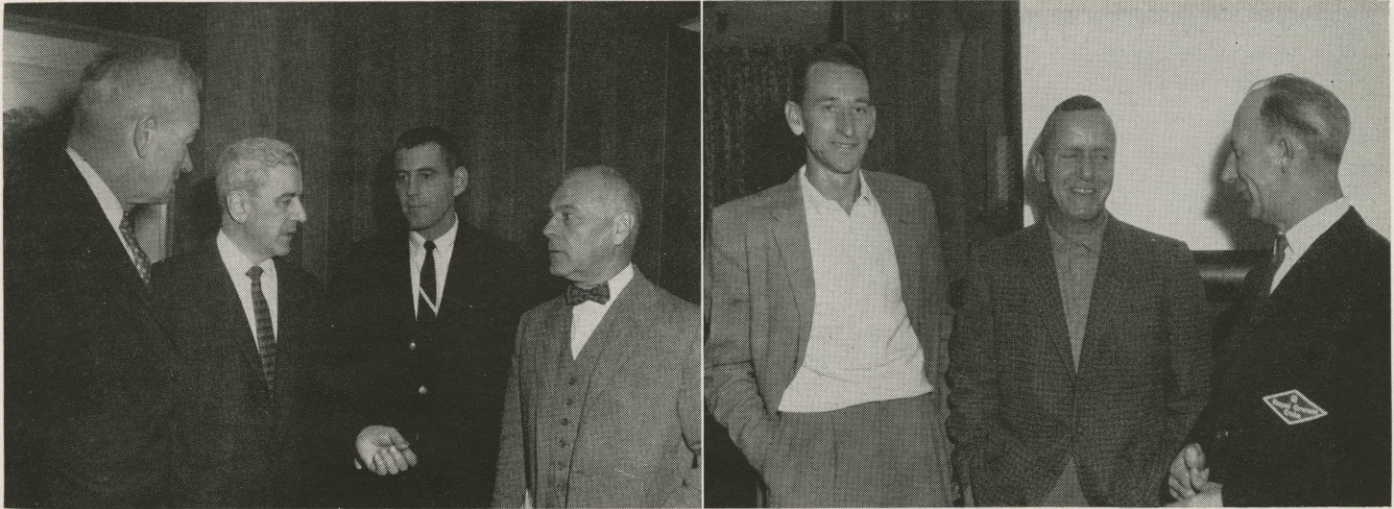
Others on the program were M. A. Belluscio, assistant division manager; H. C. Hicks, district manager; Calvin



HOSTESS BOTTLER — Mrs. Brown Lewis, Charleston, West Virginia chats with (l to r) West Virginia bottlers, Dick Bowman, Rainelle; H. H. Spencer, Sr., Richwood and H. S. Moore, Middleport, Ohio.



ATTEND WEST VIRGINIA RC BOTTLER MEET — (l to r) Dallas Basham, Charleston; H. H. Spencer, Jr., Richwood; Basil Hurst, Beckley; H. S. Moore, Middleport, Ohio; and J. A. Estep, Rainelle.



DISCUSS MUTUAL PROBLEMS — RC Bottlers from three eastern states are seen discussing mutual distribution problems at West Virginia RC Bottlers Meeting. (l to r) Fred Nefflen, Ashland, Kentucky; Mike Vecchione, Steubenville, Ohio; Larry Brisbin, and L. G. Brisbin, Huntington, West Virginia. **PHOTO AT RIGHT** — Clarence McCoy, production department, Williamson, West Virginia; Paul Smith, plant manager, Williamson; and Claiburn Fowler, Sales Supervisor, Charleston, West Virginia.

Pratt, manager of publicity and training; and Connie Braren, D'Arcy Advertising Company.

Presiding for the association was C. R. Gardner, association director and president of the Charleston, West Virginia Royal Crown Bottling Company. Important matters discussed included distribution of cans, quality control and ways to implement the company's national advertising program at the local level. Other association officers present were directors Rodney Kight, Morgantown; and L. G. Brisbin, Huntington.



PHOTO AT LEFT — A part of the group of RC Bottlers who attended a West Virginia Bottlers' Meeting in Charleston recently. **AT RIGHT**, E. E. Cole, Eastern Division Manager talks to bottlers in his division on the importance of implementing the company's national advertising program, the largest in the Royal Crown Cola Co.'s fifty-five year history.



HOST BOTTLER C. R. Gardner, second from left, and **C. D. Shepard**, second from right, president and vice president of the Charleston, West Virginia plant, respectively, join visiting Royal Crown Cola staff personnel in a toast for a successful meeting about to be presented to West Virginia, Kentucky and Ohio bottlers. The meeting was held at the Edgewood Country Club. Others, left to right, **H. C. Hicks**, RC district manager; **Connie Braren**, D'Arcy Advertising Company, New York; **Mike Belluscio**, Assistant Eastern Division Manager, Newark; and **Calvin Pratt**, manager of publicity and training, Royal Crown Cola Co., Columbus, Georgia.