



HONORED—T. H. Stanley, retiring board chairman of Royal Crown Cola Co. receives silver tray marking his retirement from the appointment he has held since 1956. Presenting the tray is John W. Gate (left) Vice President and Treasurer, and W. H. Glenn, President of the company. Stanley continues as a director of the firm.

ON MONDAY MORNING, December 19, following the business session of an executive staff meeting held in the Board of Directors Room of RC's international headquarters building in Columbus, Georgia, Mr. W. H. Glenn, President of Royal Crown Cola Co., presented Mr. T. Hiram Stanley with a silver tray bearing engraved signatures of all company officials and department heads, marking his retirement from chairmanship of the Board of Directors, a position he had held since 1956. Announcement of Mr. Stanley's retirement was made on December 9 following the December meeting of the Board. Mr. Stanley continues as a member of the Board of Directors.

Mr. Glenn, in making the presentation, outlined Mr. Stanley's tenure of service with RC and its predecessor companies and paid tribute to him for the outstanding contribution he had made to the progress of the Company and its family of products.

Mr. Glenn pointed out that Mr. Stanley's distinguished career in the soft drink industry began in 1926 when

he as a teacher became interested in the future of the soft drink business and became an inactive partner in a Nehi bottling plant while teaching in Alexandria, Louisiana. He soon resigned his teaching position, bought out his partner, and went in the bottling business full time. Today, his successful Royal Crown Cola Bottling plant in Alexandria demands a great deal of his working time.

"As a bottler," said Mr. Glenn, "Mr. Stanley was invited to participate in the company's regional bottler meet-

JAMES F. CURTIS (left) President of Royal Crown Cola Overseas, Inc., reviews sales promotion material with T. H. Stanley who during his tenure as board chairman made many trips throughout the Orient exploring new continents for Royal Crown Cola.



ings held throughout the states in 1928. As a result of his participation in these meetings he won the applause of top management including Claud A. Hatcher, then President and founder of the Company."

"Mr. Hatcher immediately recognized his unusual business enthusiasm and ability by setting into motion plans for his joining the official executive sales staff in 1929 as district representative for the state of Louisiana."

He later became southeastern district representative for the corporation and in 1938 he came to Columbus as southern divisional sales manager.

Since that time he has served as general sales manager and advertising manager and vice president in charge of sales. He was made a member of the Board of Directors in 1945 and in 1955 he was made chairman of the Executive Committee and director of sales. On September 1, 1956, he was named chairman of the Board of Directors.

A native of Waynesboro, Mississippi, Mr. Stanley is a graduate of Missis-

COUNSELOR—Over the years in his many capacities with the company, Mr. Stanley has spent many thousands of man hours in counseling with Royal Crown Cola bottlers. Here Mr. Stanley discusses product distribution problems with Harry McWilliams (seated at right), St. Louis bottler. Standing is Harry McWilliams, Jr. and William D. Morgan, Assistant Treasurer, Royal Crown Cola Co.



The Success Story of T. Hiram Stanley

issippi Southern in Hattiesburg, Mississippi. After completing his work at Mississippi Southern he taught public school for a number of years to make possible his return to college. During that time he was superintendent of schools in Yazoo, Wayne, and Harrison Counties, Mississippi. After receiving his degree from Mississippi College in 1925 he attended Peabody College in Nashville, Tennessee for graduate work.

BUSY COMMUNITY LEADER—T. H. Stanley (photo left, standing) member of Board of Directors, Muscogee County school system and chairman of its college committee, discusses proposed state highway department plans for new expressway by-pass tentatively routed through the property on which the new Columbus College facilities will be located. At his left is T. Henry Shaw, Superintendent of Education, Muscogee County and Walter A. Richards, President of the school board.

IN PHOTO AT RIGHT Stanley, second from right, seated at desk, meets with board of the American Home Savings and Loan Assn. of which he is president. Others, left to right, are: J. B. Huff, Director; V. F. Bergquist, Executive Vice President; Tom Buck, Director; and C. A. Sears, Jr., Director.

In April of 1959, Mr. Stanley returned to the campus of Peabody College to deliver the annual Jesse H. Jones address on business and industry to a special assembly attended by members of the Board of Trustees, faculty and student body.

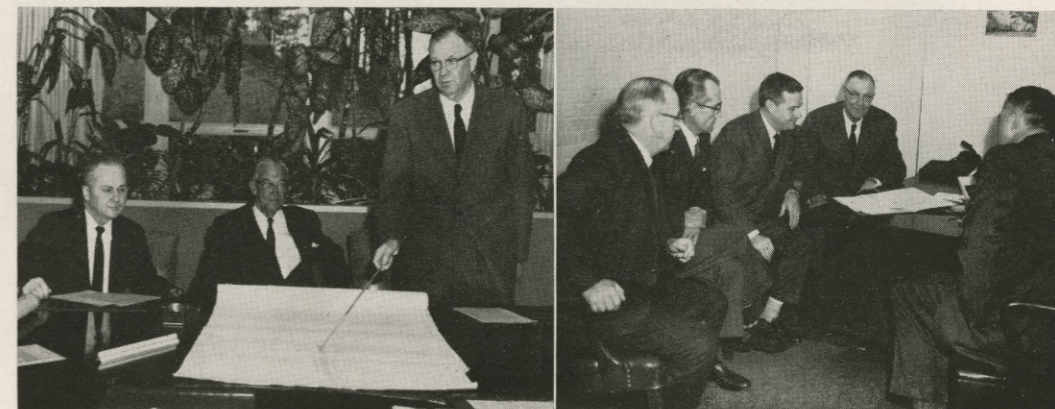
Following Mr. Stanley's election as RC's Board Chairman in September, 1956, he was honored by the Columbus, Georgia Ledger-Enquirer Newspapers with a special "Typewriter Portrait" written by Constance Johnson. The following are excerpts from the typewriter portrait.

"T. Hiram Stanley, recently named chairman of the board of Nehi Cor-



EVALUATES NATIONAL AD—T. H. Stanley with his unusual capacities for keeping informed on all phases of the company's operation evaluates a national print ad.

Continued on following page



QUALITY LEADERSHIP . . . our first consideration

The Stanley Story . . .

poration (now Royal Crown Cola Co.)—a big, multi-million-a-year business—has risen to the top in a highly competitive field. But to meet this warm, outgoing man is to be pleasantly surprised for someone expecting the 'big executive'.

"Stanley might be teaching in a small church college or he might be a country squire on first-name terms with everybody in three counties. But wherever one pictures him, there are lots of people around, in whom he is genuinely interested.

"Sometimes it is difficult to sum up the character of a man whose attainments in business contributions to his community are, to speak conservatively, impressive. The record shows a man of tremendous business ability; the person himself is gentle, retiring, unassuming. His accomplishments reveal a gift for organization and leadership on a big scale. Stanley meets people as individuals, on a friendly, equal basis. His personality is endearing and his many friends from many walks of life will tell you so."

Mr. Stanley, listed in Who's Who in America, has broad interests. In Columbus, Georgia he is President of American Home Savings and Loan Association; member of the Board

and Chairman of the Executive Committee of Southern Land, Timber and Pulp Corporation; Director of the First National Bank; member of the Board of Education, Muscogee County; Chairman of the Education Committee of the Chamber of Commerce; and member of the Board of Deacons of the First Baptist Church.

Recently, Mr. Stanley was made President of the Associated Industries of Georgia, and on December 1, 1960, he was elected President of the Board of Trustees, Georgia Baptist Village, Waycross, Georgia. A past governor of the Georgia District of Kiwanis International, Mr. Stanley is presently Chairman of Kiwanis International Committee on Public and Business Affairs of the United States.

Today, Mr. Stanley is one of the most respected figures in the soft drink industry. He has made innumerable contributions to the industry as a whole. He has written many articles and has spoken in practically every state in the Union, at state conventions, bottler meetings, and as keynote speaker for the International Exposition of American Bottlers of Carbonated Beverages.

The secret of Mr. Stanley's successful career was reflected in his words

of response to Mr. Glenn and the executive staff when he expressed his personal gratitude for the silver tray.

Mr. Stanley said, "I entered the soft drink business because I thought it had a future. During these years which have included many happy and profitable experiences I have learned several important lessons concerning life. (1) There is no substitute for integrity; (2) A growing ability through hard work and study will pay dividends; (3) Teamwork cannot be separated from the institution of success. If I have known success in a small way ever," said Mr. Stanley, "I attribute it to my association and contact with you, my fellow associates and especially the great family of bottlers that make up the company—you have all lifted me up along the road and there has never been a problem we could not solve together.

"I am a debtor, not a creditor; I shall ever have dear to my heart the interest of this company. The company has an even brighter future in the years ahead."

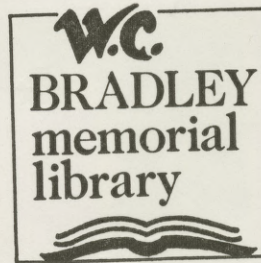
In 1917, Mr. Stanley was married to the former Bonnie Martin, also a teacher at the time, from McComb, Mississippi. Their home is at 2501 Lookout Drive, Columbus, Georgia.



FROM THE COLUMBUS, GEORGIA, Royal Crown Cola Manufacturing Center, flows daily thousands of gallons of concentrate syrup to bottling plants throughout the U.S.A. and foreign countries. T. H. Stanley, former Royal Crown Board Chairman, right, chats with W. T. Miller, Vice-President-Production.

Timely Tips On . . .

Safe Driving



**Royal Crown
Cola**

**Sell-O-Rama
Special Section No. 8
February 1961**

EDITOR'S NOTE: The following picture-editorial was submitted by District Manager Joseph W. Tedder, Jr. of Tifton, Ga. Thanks to District Manager Tedder for forcibly calling to our attention the direct relationship between driver safety and our very existence.

MR. RC SALESMAN your best life insurance policy is the care and safe handling of truck equipment.

MR. RC SALESMAN your truck is your present means of earning a living. Carelessness at the wheel jeopardizes your job.

MR. RC SALESMAN your family's welfare hinges on your safe and careful handling of equipment.

Pictured here are two pieces of fine equipment, both worth originally more than \$5,000. This "loss of control" accident could have been capable of killing you. If you lived, it could have cost you your job and health. If you escaped unscratched, it could have cost you your yearly bonus, or your job or both.



While you are driving . . .

THINK!

While you are driving . . .

OBSERVE ALL SAFETY RULES!

While you are driving . . .

**REMEMBER, YOUR FAMILY IS
COUNTING ON YOU COMING HOME!**

SAFETY makes the difference!

ACBC Reports . . .

Two ACBC members recently advised that they have reduced "backing up accidents"—the most frequent type—by almost 100 per cent with the installation of over-sized rear view mirrors on the RIGHT side of the truck cab as well as the left. Such installation also enables driver to keep constant check on stock.



FOR YOUR CONVENIENCE, THIS PAGE HAS BEEN PERFORATED AND PUNCHED FOR EASY FILING AND READY REFERENCE.

QUALITY LEADERSHIP . . . our first consideration

C. A. Sears Retirement Announced

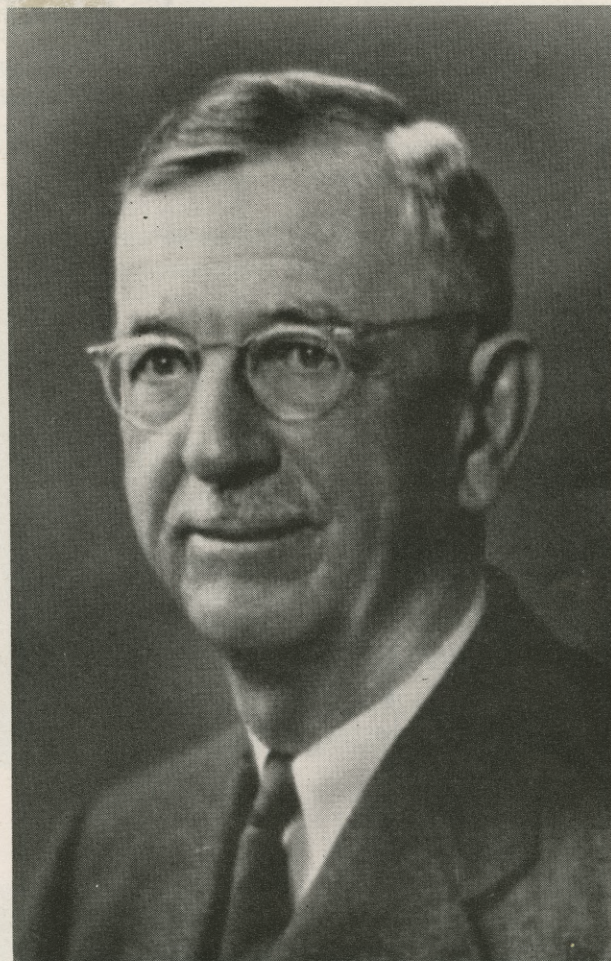
FORMER COMPANY OFFICIAL MEMBER OF BOARD FOR THIRTY-SEVEN YEARS

CLAUD A. SEARS, a Director of Royal Crown Cola Co., retired as a member of the Board after thirty-seven years of service with the Company.

Mr. Sears' service with the Company started many years ago. He was connected with the Union Bottling Works, owner of the trademark Royal Crown, which was founded by C. A. Hatcher and his brother, W. K. Hatcher. The Chero-Cola Company was organized in 1912 and took over the assets of the Union Bottling Works. Mr. Sears was one of the signers of the Petition for Charter of the Chero-Cola Company and was elected to its first Board of Directors and also elected Secretary of the Company.

In addition to serving as Secretary of the Company, he was also Advertising Manager. Serving in these capacities he made many contributions to the growth of the young Company. As first Advertising Manager Mr. Sears started Chero-Cola on its way by an advertising campaign using outdoor signs, indoor advertising of the type standard for the period, and also newspaper ads.

In 1924 the Chero-Cola Company brought out a new line of fruit flavored beverages under the Nehi trademark. Additional franchises were granted and the Company extended the sale of its products throughout the Midwest, Southwest, and in early 1929 franchises were established in the Pacific Coast area. Here again C. A. Sears made valuable contributions in directing the advertising for the new Nehi line of soft drinks and in helping to expand the sale to additional areas.



C. A. SEARS

In 1929 he decided that outdoor activity was best for him for health reasons and he gave up the close confinement of continuous office duties.

Mr. Sears was again elected a Director of Nehi Corporation in 1940 and he has served continuously on the Board of Nehi Corporation and its successor company, Royal Crown Cola Co., since that date. His early service in the soft drink industry has proved most valuable and it is with sincere regrets that we announce his retirement.



Sales Contest Awards Climax Sumter, S.C. Party

SUMTER, SOUTH CAROLINA — A successful sales and new accounts contest conducted by the Sumter, South Carolina Royal Crown Bottling Company for its sales service men was climaxed by the presentation of awards at a banquet held at Cole's Restaurant in Sumter recently. Honored guests for the occasion were Irvin Barwick, who was winner of sales with the greatest increase of 19.4, and J. C. Bentley, winner of new accounts with seven new dealers added to his route. The meeting was attended by RC District Manager Jack Cole, Trainee Ben Hudson and Mrs. Hudson. Shown in the picture above are (left to right, front row) R. C. Cotton, J. C. Bentley, E. S. Martin, Ben Hudson; (second row) E. O. Taylor, F. C. Burke, Mrs. J. C. Bentley, Mrs. M. B. Morrow, Mrs. Sara Chaplin, Mrs. R. A. Dickerson, Mrs. Ben Hudson; (third row) Irwin Barwick, Mrs. R. C. Cotton, Mrs. John Syfrett, Mrs. E. O. Taylor, Mr. John Syfrett, Mrs. E. S. Martin, Tom Chaplin and R. A. Dickerson.



WIN SALES AND NEW ACCOUNTS AWARDS — Mrs. M. B. Morrow, wife of the late M. B. Morrow, makes cash awards to top winners in Sumter, South Carolina plant sales and new accounts contest. At left is J. C. Bentley, new accounts winner, and at right is Irvin Barwick, with highest increase in sales.



YOUTHFUL RC STOCKHOLDER — Edwin O. Spence of Wytheville, Virginia, sits under the Christmas tree while enjoying an RC and pondering his plans for his college education which he expects to pay for in part at least from dividends he earns from his Royal Crown Cola stock. Edwin was one of the many thousands who received a Royal Crown Cola stockholder's gift package from President W. H. Glenn.

QUALITY LEADERSHIP . . . our first consideration



LOS ANGELES PLANT PERSONNEL and their wives watch awards presentation during annual party.

LA Plant Personnel Honored at Annual Christmas Party

Owners of the Nehi Beverage Company, Los Angeles, honored their plant personnel and their wives from the three west coast plants operated by the west coast firm. Guests included personnel from the LA main plant, Glendale and Orange.

Highlighting the annual Christmas party was the presentation of service award pins.

Special guests were W. E. Uzzell, Royal Crown Cola Co. Vice President-Sales and Mrs. Vera Silver, wife of the late George Silver.



Mrs. Vera Silver is honored guest at speaker's table for Los Angeles plant's annual Christmas party. Shown with her are the five partner-owners of the LA Nehi Beverage Company. They are, left to right, Will Higgin, Gene Taylor, Robert Silver, Ivan Nielson and John Silver.



RECEIVE SERVICE PIN AWARDS — Members of the LA Quarter Century Club, left photo, are shown following the presentation of their twenty-five-year service award pins. Each also was presented a wrist watch. They are left to right: Mr. Irvan Nielson, Mr. & Mrs. Seth Baer, Glendale Production, Mr. & Mrs. Ray Atchison, Los Angeles Plant Manager, Mr. & Mrs. Phil Rogers, Orange Branch Dispatcher, and Will Higgin. AT RIGHT, Ivan Nielson congratulates personnel upon presentation of thirty-year pins to Harry Lake, Production Superintendent, Otis Crittendon, Chain Store Department and J. W. "Chic" Clarke, Distributor in Pomona.



GETS FIFTEEN-YEAR AWARD — Josh Thomas, left photo, is recipient of fifteen-year service award pin. AT RIGHT, two twenty-year men receive service award pins from Will Higgin, extreme right. They are Herbie Fulks, Long Beach Branch Dispatcher and Alfredo Lewis, Los Angeles Plant Manager.



ATTENDS LOS ANGELES PARTY — Among those attending the annual Christmas party for the Los Angeles Nehi Beverage Company in December were (left photo, left to right) Oliver Nash, George Boukidis, Ruth Reddoch, Cal Adams, James Robeson, Joseph Manna, Bill Christner, Bill Franklin, Frederick Long, Lynn Lott, Bud Blankenship, James Gatson, and Bob Monroe. PHOTO AT RIGHT are guests who were honored by being seated at the speaker's table: Mrs. Ivan Nielson, W. E. Uzzell, Mrs. Gene Taylor, Mr. Taylor and Mrs. John Silver. Seated front right is an unidentified guest.



Thornton Reaches 1,000,000th Mark

FESTIVE OCCASION for Thornton Beverages, leading California custom-packer of canned soft drinks, is the production of the millionth case of canned soft drinks turned out in 1960. Photo above shows Thornton officials as they were presented with a commemorative plaque honoring the upsurge of output which carried the California soft drink firm above the million-case mark in 1960 for the first time. Production manager Reuben Rau (left) and Thornton general manager F. D. Clarke (third from left) accepted millionth-case plaque from the American Can Company, in presentation ceremonies arranged by H. L. Sutherland (second from left), Canco's district sales manager, and Canco sales representative A. W. Green (right). Imbedded in the plaque is a Canco-made MiraCan from the millionth case — a can of Royal Crown Cola.

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Royal Holiday Party . . . Stage for Service Awards

CHATTANOOGA, TENNESSEE — Royal Crown Bottling Company entertained about forty employees and their wives at its annual Christmas dinner party recently at Hotel Patten. George Lawson, who has been with the company thirty years, was the honor guest. Service pins were awarded and Christmas bonus checks distributed. Each couple received a ham and a picnic cooler. A floor show followed the dinner. Jack Tyner was master of ceremonies.



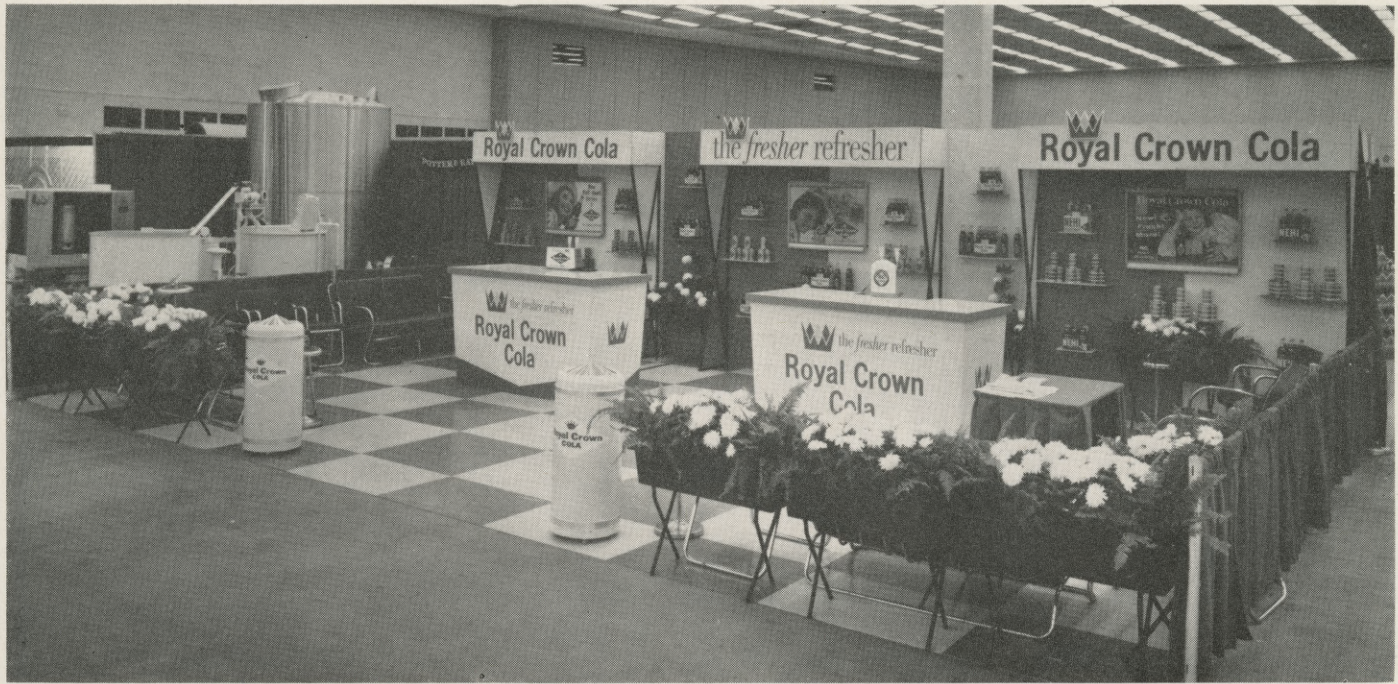
Birmingham Plant Samples RC During Dixie Food Store Opening

GRAYSVILLE, ALABAMA — D. L. Brown, sales manager of the Birmingham Royal Crown Cola Bottling plant, right, arranged with the management of the new Dixie Food Store in Graysville, Alabama for free RC's to customers attending the grand opening day festivities on December 7, 1960. Shown with Mr. Brown is Amon Hagood, general manager of several area Dixie Food Stores.

Sales Soar at Ft. Smith, Ark. Livestock Show

Here is proof positive that availability is a major factor in selling Royal Crown Cola. From Fort Smith, Arkansas comes the report that while preparing for anticipated free sampling of customers who were expected to attend the Ark.-Okla. Livestock Exposition recently, a vender loaded with cans was left unattended. Upon returning to the booth it was discovered that the machine was empty, and upon opening the money box, it was discovered that consumers had simply bought the Royal Crown Cola. As a result of this response which occurred within a period of about four hours, it was decided that the booth would be unattended during the entire period of the Exposition as a sort of further test. Results — 57 cases of cans sold!





THE FRESH LOOK AT ABCB — Typical of the clean, fresh, quality product image that the company is continuing to build for Royal Crown Cola is this clean, fresh, handsome booth on display at the ABCB Convention.



N. C. RC Bottlers Hold Sales Meet in Greensboro

Doug Sowerby and his associates at the Greensboro, N. C. plant were host to the North Carolina RC and Nehi bottlers for their November session. The meeting was a one-day affair with emphasis being placed on the various aspects of Route Sales operations. Speakers included James Link, Charlotte; D. H. Leckie, Winston-Salem; Doug Sowerby; Harry Brown, Assistant Southeastern Division Manager; and District Managers W. P. Wilkes, L. E. Purvis and J. T. Welch, Royal Crown Cola Co.

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1961 ROYAL CROWN COLA ROUTE SALES ROUNDUP



MARCH 6 - APRIL 29
Watch for Details:
BE "TOP GUN"
IN YOUR CITY