

Coca Cola King Dead; Altruistic Acts Have No Modern Precedent

Atlanta, Ga. (AP)—Asa G. Candler, Atlanta capitalist and founder of the Coca Cola company died at Wesley Memorial hospital here Tuesday after a long illness.

Candler, known as the Coca Cola king, was another American who, starting with virtually nothing accumulated a fortune which eventually was rated as one of the largest in the south. When he had amassed his fortune he gave generously to worthy causes put his money to use in aid of times home city and state. He went to the rescue of the South generally in 1914, when the outbreak of the World War cut off the European market at a time when the cotton crop was ready for the market.

Mr. Candler's path to success was not without its obstacles. He was ten years old when the Civil war began. The family farm was near the path of desolation spread by Sherman's march through Georgia and when the war had ended the farm was stripped of negroes, stock and provisions. He did his share of the work of reclaiming the land, at the same time attending the public schools. This he supplemented by the study of pharmacy and when he was 21 went to Atlanta, Ga., with a capital of \$2.50. Going to work in a drug store he remained until November, 1873, when his father died and he returned to the family farm to take charge of it.

When conditions at the farm were such as to enable him to do so he returned to Atlanta and in 1878



ASA G. CANDLER

made his first start in business, forming a partnership with the late N. B. Hallman in the drug business. After four years he purchased his partner's interest and conducted

the business alone for six years. In April, 1888, Mr. Candler first became connected with the manufacture of Coca Cola and three years later became the sole owner of the business. Having confidence in its future he staked his fortune in it and devoted all his time to it. His first factory was a small shed and he personally stirred the kettles in which the syrup was manufactured. The first year the sales amounted to only 500 gallons.

Mr. Candler organized the Coca Cola company of Georgia February 22, 1892, and continued as its active head until 1911, when he was succeeded by his son, Charles Howard Candler. In September, 1919, the business was sold to the Coca Cola company of Delaware for \$25,000,000.

In addition to his gifts to charity, which aggregated several million dollars, Mr. Candler's life was characterized by numerous instances of practical altruism—acts which in their inception appeared like tossing away money for the benefit of the public. During the money panic of 1907 he offered to purchase from business men property they wished to sell, not at panic prices, but at the peak prices preceding that period. As a result he paid out \$1,100,000 in cash for Atlanta real estate without demanding any sacrifice from the owners.

When the World war cut off the European cotton market and the price dropped to six cents a pound, Mr. Candler went to the rescue of the Southern cotton growers, announcing his readiness to lend on cotton up to \$30,000,000 on the basis of six cents a pound. After a large portion of the amount had been distributed he took off the limit and offered to lend as much as the South wished to borrow.

In 1915 Georgia found it necessary to refinance an old bond issue, one authorized by the carpet bag-

ger government and which had been repudiated by the state during the reconstruction days after the Civil war. Mr. Candler offered to take the entire issue, \$3,850,000 at par, an unprecedented action in the South on the part of an individual.

At another time Mr. Candler was credited with having saved a rival bank, one of the largest in Atlanta, from liquidation by purchasing its entire capital stock and later selling it back to the former owners when conditions improved.

Mr. Candler was elected mayor of Atlanta for the term 1917-18 and during his administration loaned the city \$300,000 to enlarge and improve the city water system. No municipal funds were available for the purpose and he advanced the money without waiting for the formal agreement by the city to repay it.

SOCIETY

(Continued From Page 5)

son, violinist, was called out of town, but the program was given as planned with the addition of Dorothy Dumier, violinist. After the singing of "America" by the audience, Miss Dumier played a violin solo, Miss Benner a piano solo, Charles Nadvornik and Dorothy Dumier offered a violin duet, Miss Helen Benner played another piano solo, Joseph Benner gave readings and Miss Vivian Benner vocal solos. The program was closed with another violin duet.

Brush College—The Willamette Country club lodge was the scene of a nine-table bridge party following a dinner Saturday evening. Lavender candles in crystal holders and primroses graced the dining table.

Mrs. Moss Adams and Mrs. Ernest Peterson were dinner hostesses. Mrs. M. O. Pettys received high score for ladies, and Lou Grote was high point man.

Sunday School Girls Are Guests

Zena—The Keystone class of the First Presbyterian church of Salem, which is made up of the sophomore girls of the senior department of the Sunday school, enjoyed the hospitality of their teacher, Mrs. Ralph Scott when she entertained for them in her home at Zena Friday evening. Games of various sorts furnished amusement throughout the evening.

Complimenting two of the members, Margaret Savage and Roberta Mills, whose birthdays are events of

this month, Mrs. Scott served a lovely white birthday cake bearing 18 orange candles, and St. Patrick's day green featured in the lunch, which was served at small tables where the guests were seated. Miss Jeanette Scott assisted mother in serving.

Members of the class are Margaret Savage, Roberta Mills, Helen Childs, Jean Eastridge, Jane Harbison, Alta Johnson, Colleen Mennis, Margaret Munn, Helen Pierce, Margaret Wilson, Helen Lytle, Ruth Marr, Mildred Oliver, Mildred Zehner and Betty Terbis.

P. M. Club At Elks Temple

Brush College—St. Patrick's day favors and clever other reminders of the popular patron saint of Ireland

were in evidence at the meeting of the P. M. bridge club at the Elks club in Salem Monday afternoon.

High score was won by Mrs. Ernest Peterson. Mrs. D. X. Beechler and Mrs. Henry Crawford served as hostesses. Present were Mrs. Frank Crawford, Mrs. Wayne D. Henry, Mrs. M. O. Pettys, Mrs. Ralph Allen, Mrs. Corydon Blodgett, Mrs. Ernest Peterson, Mrs. Lou Grote, Mrs. Charles Pratt, Mrs. C. C. Page, Mrs. Gibson, Mrs. Henry Crawford and Mrs. D. X. Beechler.

Woodburn—Miss Leola Strouse, daughter of Mr. and Mrs. Harry Strouse of Woodburn and Cecil Daimler of Hubbard were married at Vancouver on Saturday. The ceremony was performed by Rev. Skaggs of the Christian church and the young couple were accompanied to Vancouver by Mr. and

Mrs. Donald Eppers of Woodburn, who acted as witnesses. Mr. and Mrs. Daimler will reside in Woodburn.

Amity—Mr. and Mrs. A. H. Wyatt of Salem were Sunday guests at the home of their daughter, Mr. and Mrs. W. B. Osburn and other relatives.

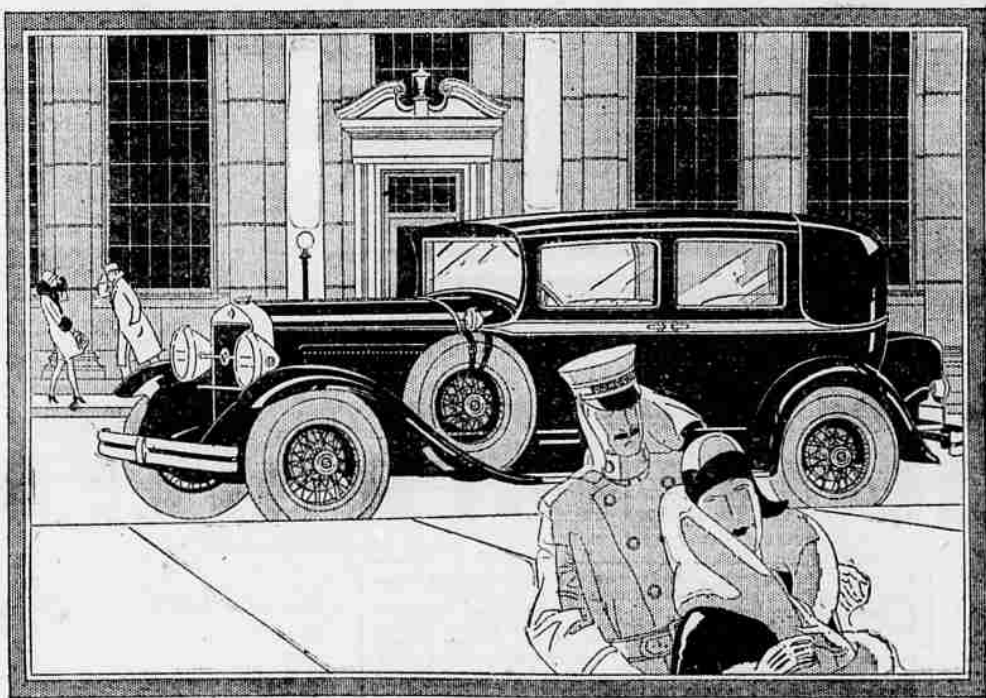
Amity—Mr. and Mrs. T. W. Dickey were Salem callers Sunday afternoon at the T. B. Newman home.

Auburn—The Auburn Woman's club will meet Thursday, March 21, at the home of Mrs. Lambert Perkins. The women of the community are invited to attend.

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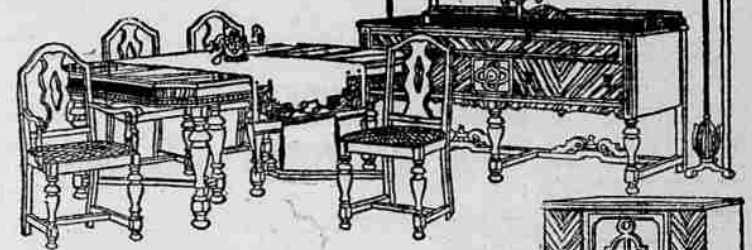
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