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December 30, 1851: Asa Candler Born
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Suggested Readings

Frederick Allen, *Secret Formula: How Brilliant Marketing and Relentless Salesmanship Made Coca-Cola the Best-Known Product in the World* (New York: HarperBusiness, 1994).

Kathryn W. Kemp, *God's Capitalist: Asa Candler of Coca-Cola* (Macon, Ga.: Mercer University Press, 2002).

“Asa Candler (1851-1929).” *New Georgia Encyclopedia*. <http://www.georgiaencyclopedia.org/nge/Article.jsp?id=h-633&sug=y>

History of Coca-Cola:
http://www.thecoca-colacompany.com/heritage/chronicle_the_candler_era.html

Candler Building: <http://www.nps.gov/nr/travel/atlanta/can.htm>

CANDLER, ASA GRIGGS, 1851-1929.
Asa Griggs Candler papers, 1821-1951
Emory University
Manuscript, Archives, and Rare Book Library
Permanent link: <http://pid.emory.edu/ark:/25593/8z38m>

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Image Credits



Asa Candler

Asa Griggs Candler Papers, 1821-1951

Image courtesy of Manuscript, Archives, and Rare Book Library, Emory University



Asa Candler

Image courtesy of the Coca-Cola Archives



Asa Candler and Emory College 1888, title page of pamphlet

Asa Griggs Candler Papers, 1821-1951

Image courtesy of Manuscript, Archives, and Rare Book Library, Emory University



Asa Candler birthplace

Asa Griggs Candler Papers, 1821-1951

Image courtesy of Manuscript, Archives, and Rare Book Library, Emory University

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Asa Candler family (AC second from left, bottom row), 1880s - 1890s
Vanishing Georgia, Georgia Archives, Office of Secretary of State



Asa G Candler and Company Store
Tracy O'Neal Photographic Collection, Special Collections and Archives, Georgia State University Library, Atlanta



Bottle chronology
Image courtesy of the Coca-Cola Archives



Candler building, 1940
Vanishing Georgia, Georgia Archives, Office of Secretary of State



Candler campaign article, Leslie's Weekly
Asa Griggs Candler Papers, 1821-1951
Image courtesy of Manuscript, Archives, and Rare Book Library, Emory University

TODAY *in* GEORGIA HISTORY

COCA COLA CO. OWNED HERE

Local Interests Pay \$25,000,000 for Atlanta Beverage Works.

ATLANTA, Ga., July 31.—Share of the Coca Cola Company of Atlanta to New York interests for \$25,000,000 business known here today, the deal transaction being dependent upon receipt of satisfactory statements as to the condition and financial status of the company.

The sale includes the name, trade mark, formula of coca cola, contracts and good will of the company, its cash and property in hand, its right of distribution and sale of the product, its rights, and various liabilities owned by Am. G. Chandler in New York and other places.

Official statements are the property of the purchaser and will be confidential until the transaction was made complete. The deal was announced by the U. S. Chamber of Commerce, New York, July 31, 1919. The sale is the largest in the history of the transaction.

“Coca Cola Co Owned Here, Local Interests Pay \$25,000,000 for Atlanta Beverage Works”, *The New York Times*, August 1, 1919



Coca Cola sign

Tracy O'Neal Photographic Collection, Special Collections and Archives, Georgia State University Library



Drink Coca Cola 5 cents

Library of Congress, Prints and Photographs Division, LC-USZC4-12222



Druid Hills Golf Club, 1919

Vanishing Georgia, Georgia Archives, Office of Secretary of State



Emory University Areal View

University of Emory, Woodruff Health Sciences Center Image Database



First advertisement, crop

Image courtesy of the Coca-Cola Company

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Girls playing cards and drinking Coca Cola, 1941
Library of Congress, Prints and Photographs Division, LC-USW3-015983-C



Jacobs pharmacy
Image courtesy of the Coca-Cola Archives



John Pemberton
Image courtesy of the Coca-Cola Archives



Mortar and pestle
Image courtesy of the National Library of Medicine



Pause that refreshes
Image courtesy of the Coca-Cola Company