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December 6, 1889: Robert Woodruff 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).

Charles Elliott, " *Mr. Anonymous,*" *Robert W. Woodruff of Coca-Cola* (Atlanta: Cherokee, 1982).

E. J. Kahn Jr., *Robert Winship Woodruff* (Atlanta: The Coca-Cola Company, 1969).

"Robert Woodruff (1889-1985)." *New Georgia Encyclopedia*. <http://www.georgiaencyclopedia.org/nge/Article.jsp?id=h-1926&sug=y>

Robert Woodruff Foundation: <http://www.woodruff.org/>

The Chronicle of the Coca-Cola Company: http://www.thecoca-colacompany.com/heritage/chronicle_man_named_woodruff.html

WOODRUFF, ROBERT WINSHIP.

Robert Winship Woodruff papers, 1819-1996 (bulk 1924-1986)

Emory University

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December, 06, 1889: Robert Woodruff
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Atlanta Coca Cola sign, 1970s

Robert W. Woodruff papers

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Ernest Woodruff

Robert W. Woodruff papers

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



Ernest Woodruff hunting

Robert W. Woodruff papers

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



Girls playing cards and drinking Coca Cola, 1941

Library of Congress, Prints and Photographs Division, LC-USW3-015983-C

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Letter to Robert W. Woodruff on White Motor Co. letterhead, 1921

Robert W. Woodruff papers

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



Robert W. Woodruff and Coke officers, 1924

Robert W. Woodruff papers

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



Robert W. Woodruff blowing smoke rings in his office

Robert W. Woodruff papers

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



Robert W. Woodruff in field with spaniel

Robert W. Woodruff papers

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



Robert W. Woodruff sitting on steps, Emory College, Oxford 1908

Robert W. Woodruff papers

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

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Robert W. Woodruff White Motor manager illustration

Robert W. Woodruff papers

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



Robert W. Woodruff, 4 months, 1890

Robert W. Woodruff papers

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



Robert W. Woodruff, 1923

Robert W. Woodruff papers

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



Woodruff gift opens campaign, headline 1979

Robert W. Woodruff papers

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