Coca-Cola Report

SNCC ATLANTA
MAY 3 1966

THIS IS A REPORT THAT WAS DRAWN UP BY JACK MINNIS FOR BILL HALL IN NEW YORK DATED APRIL 14, 1966

FIRST THE FACTS: THE COCA-COLA COMPANY IS AN ATLANTA BASED CORPORATION WHICH MANUFACTURES THE SYRUP WHICH IS THEN SOLD, TO VARIOUS COCA-COLA BOTTLING COMPANIES AROUND THE COUNTRY. THE BOTTLING COMPANIES ARE USUALLY OWNED LOCALLY AND OPERATE UNDER VARIOUS KINDS OF FRANCHISES AGREEMENTS WITH THE COMPANY, FOR THE BOTTLING AND SALE OF COCA-COLA, FANTA, SPRITE, TAB. THE COMPANY SELLS THE SYRUP TO JOBBERS WHO IN TURN SELL IT TO SODA FOUNTAINS, CUP MACHINE OPERATORS, ETC... THE COMPANY OWNS AS SUBSIDIARIES, BOTTLING COMPANIES IN VARIOUS PLACES, BUT IT DOES NOT OWN THE COCA-COLA BOTTLING COMPANY OF N.Y. (MORE ON THAT BELOW).

THE COCA-COLA COMPANY ALSO PRODUCES AND SELLS MINUTE-MAID FROZEN CITRUS JUICES, SNOW CROP, TIP TOP AND HI-C JUICES; MARYLAND CLUB, BUTTER-NUT, FLEETWOOD AND ADMIRITION COFFEES; AND DUNCAN TEA.
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(CORRECTION IN THE ABOVE SENTENCE -SHOULD BE ADMIRATION COFFEES)

SALES OF THE JUICES AND COFFEES ARE MADE THROUGH BROKERS TO INDEPENDENT WHOLESALE DISTRIBUTORS, CHAIN STORES AND OTHER DIRECT-BUYING CUSTOMERS.

THE WOODRUFF FAMILY (G.W. AND ROBERT W.) OF ATLANTA ARE PRINCIPAL STOCKHOLDERS IN THE COCA-COLA COMPANY. THEY ALSO OWN ONE OF THE LARGEST PLANTATIONS IN BAKER COUNTY, GEORGIA. IN 1963, A JUSTICE DEPARTMENT LAWYER CAME DOWN HERE TO TRY TO REASON WITH THE SHERIFF AND REGISTRARS OF BAKER COUNTY ABOUT REGISTERING NEGROES. THE LAWYER TOLD ME THAT ONE OF THE FIRST STOPS HE MADE WHEN HE HIT GEORGIA WAS THE OFFICE OF ROBERT. W. WOODRUFF. HE ASKED WOODRUFF TO USE HIS INFLU-ENCE AS ONE OF BAKER COUNTY'S PRINCIPAL LAND-OWNERS TO SECURE SOME KIND OF AGREEMENT ABOUT NEGRO REGISTRATION WITH THE BAKER AUTHORITIES. WOODRUFF, ACCORDING TO THE LAWYER, FLATLY REFUSED TO INTERVENE IN ANY WAY.

THE OCA-COLA COMPANY IS THE OPERATING COMPANY WHICH PRODUCES THE ITEMS DESCRIBED ABOVE. COCA-COLA INTERNATIONAL CORPORATION IS A HOLDING COMPANY WHICH OWNS (AT MARCH 1, 1965) 6,529,680 SHARES OF STOCK IN THE COCA-COLA COMPANY. THIS WAS 22.89% OF THE VOTING STOCK OF THE COCA-COLA COMPANY, AND THUS, APPARENT VOTING CONTROL.

ROBERT W. WOODRUFF IS THE SON OF EMILY AND ERNEST WOODRUFF. THE EMILY AND EARNEST WOODRUFF FOUNDATION (EXEMPT FROM FEDERAL INCOME TAX) OWNED, IN 1960, 2L,8LL SHARES IN COCA-COLA INTERNATIONAL CORP. THIS WAS 15.21% OF THE VOTING SHARES AND DOUBTLESS CONSTITUTES VOTING CONTROL OF THE HOLDING COMPANY WHICH, OF COURSE, AS ABOVE, CONTROLS THE OPERATING COMPANY. DIVIDENDS PAID BY THE COCA-COLA INTERNATIONAL CORP. ON THE STOCK OWNED BY THE WOODRUFF FOUNDATION ARE, OF COURSE, EXEMPT FROM FEDERAL INCOME TAX. THESE DIVIDENDS AMOUNT TO BETWEEN ONE AND TWO MILLION PER YEAR. PRESENT MARKET VALUE OF THE STOCK IS AROUND $45 MILLION.

COCA-COLA COMPANY HAS "PLANTS AND OTHER IMPORTANT UNITS" IN DURBAN, JOHANNESBURG AND PRETORIA, SOUTH AFRICA. (PROBABLY THE BOTTLING AND DISTRIBUTION OF THE BEVERAGES IN SOUTH AFRICA ARE DONE BY SOUTH AFRICAN FIRMS, THOUGH I'VE NO PROOF OF THIS).

ROBERT W. WOODRUFF IS A MEMBER OF THE DIRECTORS ADVISORY COUNCIL OF MORGAN GUARANTY TRUST CMPANY OF NEW YORK. THIS IS THE PRINCIPAL MORGAN COMMERCIAL BANK. ACCORDING TO K. NKRUMAH IN "NEOCOLONIA-LISM" THE MORGAN INTERESTS ARE CLOSELY ASSOCIATED WITH ANGLO-AMERICAN CORP., NEWMONT MINING CORP., ENGELHARD INDUSTRIES, AND OTHER FINANCIAL AD MINING GROUPS EXPLOITING SOUTH AFRICAN MINERAL RESOURCES.

I'M INCLINED TO THINK A SUCCESSFUL EFFORT TO INHIBIT THE SALES OF COCA-COLA BEVERAGES WOULD REQUIRE A COMMUNICATIONS PROGRAM OF CONSIDERABLE MAGNITUDE, IF IT WERE UNDERTAKEN WITH THE GENERAL CONSUMING PUBLIC AS

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I'M INCLINED TO THINK A SUCCESSFUL EFFORT TO INHIBIT THE SALES OF COCA-COLA BEVERAGES WOULD REQUIRE A COMMUNICATIONS PROGRAM OF CONSIDERABLE MAGNITUDE, IF IT WERE UNDERTAKEN WITH THE GENERAL CONSUMING PUBLIC AS THE TARGET. THERE MIGHT BE MORE SUBTLE WAYS OF GETTING AT THE MATTER. I DOUBT THAT CONSUMERS ARE AS ATTACHED TO THE COFFEES AND THE CITRUS JUICES AS THEY ARE TO THE BEVERAGE. THUS A CAMPAIGN TO INHIBIT THE SALES OF THE JUICES AND THE COFFEES MIGHT BE EASIER. PARTICULARLY SINC THEY ARE HANDLED BY INDEPENDENT WHOLESALERS, WHO ALSO HANDLE MANY OTHER PRODUCTS.

TOO, A GENERAL CAMPAIGN AGAINST SODA FOUNTAINS, DRUG STORES, ETC. WHICH DISPENSE COCA-COLA AT THE FOUNTAIN MIGHT BE GIVEN SOME THOUGHT OF COURSE. IF PEOPLE LIKE THOSE AT MT. SINAI, WHO CONTROL WHETHER OR NOT MACHINES CAN BE PUT ON PREMISES, COULD BE GOTTEN TO IN SUFFICIENT NUMBERS, THE RESULTS COULD BE SERIOUS-- DIVIDEND-WISE.

THE COCA-COLA BOTTLING CO. OF NEW YORK, INC. DISTRIBUTES AND SELLS BOTTLED COCA-COLA UNDER EXCLUSIVE FRANCHISE WITH COCA-COLA COMPANY, IN NEW YORK CITY, BUFFALO, TRENTON, NEWARK, JERSEY CITY, NEWBURGH, POUGHKEEPSIE, AND BRIDGEPORT. IT ALSO BOTTLES AND DISTRIBUTES, HIRES ROOT BEER IN THE METROPOLITAN NEW YORK AREA AND IN NEW JERSEY EXCEPT ASBURY PARK AND TRENTON AREAS. ALSO PRODUCES VEEP SOFT DRINK, "TAB" LOW CALORIE SOFT DRINK AND ORANGE SODA.

STOCK OF COCA-COLA BOTTLING CO. OF NEW YORK, INC., IS SOLD ON THE NEW YORK STOCK EXCHANGE, -- OF COURSE, SO IS THE STOCK OF COCA-COLA COMPANY: APPARENTLY STOCK OF COCA-COLA INTERNATIONAL CORP. IS NOT SOLD ON THE EXCHANGE. ACTION AGAINST EXCHANGE AGAINST THE BOTTLING COMPANY MIGHT BE PRODUCTIVE--MORE SO THAN SIMILAR ACTION AGAINST COCA-COLA COMPANY.

THE ANNUAL STOCKHOLDERS MEETING OF THE BOTTLING COMPANY IS THE FOURTH TUESDAY IN APRIL (APRIL 26, 1966). THE OFFICE IS AT 425 E. 34TH STREET, NEW YORK CITY. SOME KIND OF ACTION AT THE MEETING MIGHT BE A WAY OF PUBLICIZING THE KICK-OFF OF SALES-INHIBITORY ACTIVITIES.

THE DIRECTORS OF COCA-COLA BOTTLING COMPANY OF NEW YORK ARE:
JAMES T. MURRAY (CHAIRMAN OF THE BOARD AND PRES. OF THE COMPANY). MURRAY IS A MEMBER OF THE LAW FIRM HAYWARD, JONES, NUTT & MURRAY. HIS OFFICE IS LISTED AS THE SAME ADDRESS AS THE BOTTLING COMPANY. MURRAY IS PRESIDENT AND TREASURER OF THE MURRAY-MACDONALD FOUNDATION, INC., 425 E. 34TH ST., NEW YORK. IT HAS ASSETS OF $1,230,ILO. IT LISTS ITS PURPOSE AS "GRANTS PRIMARILY FOR RELIGION (ROMAN CATHOLIC) ESPECIALLY FOR WELFARE PROGRAMS, HOME MISSIONS AND PROGRAMS ABROAD."

MURRAY IS CHAIRMAN OF THE CHARLES E. CULPEPPER FOUNDATION, INC. OF THE SAME ADDRESS. IT LISTS ITS PURPOSE AS "GRANTS TO HOSPITALS., EDUCATIONAL INSTITUTIONS, AND FOR SCHOLARSHIPS." ITS ASSETS ARE $1,799,645. MURRAY HIMSELF IS LISTED AS THE DONOR TO THE MURRAY-MACDONALD FOUNDATION AND CHARLES E. CULPEPPER (DECEASED) IS LISTED AS THE DONOR TO THE CULPEPPER FOUNDATION.

BURKETT MILLER , 627 W. BROWN ROAD, LOOKOUT MOUNTAIN, TENN. MILLER IS A MEMBER OF THE CHATTANOOGA LAW FIRM, MILLER, MARTIN, HITCHING, TIPTON AND LENIHAN. THE FIRM IS COUNSEL FOR A NUMBER OF LARGE CORPORATIONS INCLUDING GENERAL ELECTRIC, CONTAINER CORP. OF AMERICA, THE EQUITABLE LIFE ASSURANCE SOCIETY, ETC.. THE FIRM IS ALSO COUNSEL FOR TH KRYSTAL WHICH PERMITTED THE KLAN TO HOLD OFF WOULD-BE SIT-INNERS AT ITS MARIETTA STREET LOCATION IN ATLANTA IN 1963. MILLER SITS ON THE BOARDS OF DIRECTORS OF VOLUNTEER STATE LIFE INSURANCE CO.: AMERICAN NATIONAL BANK AND TRUST CO. (ASSETS $ $126,957,400) IN WHICH HE OWNS 5,250 SHARES OF STOCK (3% OF SHARES OUTSTANDING); MILLER IS HEAD OF TONY MEMORIAL FOUNDATION, TO WHICH HE IS ALSO PRINCIPAL DONOR. IT HAS ASSETS OF $325,103. IT LISTS ITS PURPOSE AS "PRIMARILY LOCAL GIVING".

THOMAS G. ANDERSON, 6 GLENDALE ROAD., HARRISON, N. Y.. ANDERSON IS A VICE-PRESIDENT OF CHEMICAL BANK NEW YORK TRUST CO., I E. 42ND ST., N.Y.

FRANK M. FOLSOM, 480 PARK AVENUE, N.Y. FOLSOM IS CHAIRMAN OF THE EXECUTIVE COMMITTEE OF RADIO CORPORATION OF AMERICA. HE IS ALSO A DIRECTOR OF THE FOLLOWING CORPORATIONS: JOHN P. MAQUIRE CO., WHI/POOL CORP., NATIONAL BROADCASTING CORP. (NEWS OF BOYCOTT???) GENERAL CABLE CORPORATION, CROWN CORK & SEAL CO., S.H. KRESS CO, AND SCHENLEY INDUSTRIES, INC.

FOLSOM IS A TRUSTEE OF THE SAMUEL H. KRESS FOUNDATION WHICH IN L960 OWNED 4L.9% OF THE OUTSTANDING SHARES OF S.H. KRESS & CO. IN 1963 GENESCO, INC. BOUGHT UP 94% OF THE OUTSTANDING SHARES OF S.H. KRESS & CO. IN A SHARE-PURCHASE DEAL INVOLVING $27 PER SHARE OFKRESS STOCK. THEREFORE, PRESUMABLY, NOW THE SAMUEL H. KRESS FOUNDATION OWNS SOMEWHERE AROUND $25,000,000 OF GENESCO STOCK. GENESCO IS ONE OF THE LARGEST RETAIL AND MANUFACTURING OPERATIONS IN THE WORLD. IT DEALS IN SHOES, APPAREL, NOTIONS, ETC. AND OPERATES SEVERAL HUNDRED RETAIL STORES IN THIS COUNTRY AND ABROAD. IT RECENTLY ACQUIRED A CARPET MILL IN GREEN-

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FOLSOM IS A TRUSTEE OF THE NATIONAL JEWISH HOSPITAL (DENVER), THE CATHOLIC CHARITIES OF NEW YORK, THE NATIONAL CATHOLIC COMMUNITY SERVICE, ST. MARY OF THE WOODS COLLEGE, ROSEMONT COLLEGE AND A MEMBER OF THE ADVISORY COUNCIL ON SCIENCE AND ENGINEERING OF THE UNIVERSITY OF NOTRE DAME. HE WAS THE POPE'S PERMANENT REPRESENTATIVE TO THE INTERNATIONAL AGENCY FOR ATOMIC ENERGY IN 1957.

JOHN FRANCIS POWER, 580 PARK AVENUE., N.Y. POWER IS A PARTNER IN EASTMAN DILLION, UNION SECURITIES & CO., THE INVESTMENT BANKING HOUSE WHICH HANDLES FINANCING FOR THE BOTTLING COMPANY. POWER IS A
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DIRECTOR OF THE MISSION DEVELOPMENT COMPANY. A HOLDING COMPANY THROUGH WHICH J. PAUL GETTY (REPUTEDLY THE WORLD'S RICHEST MAN) CONTROLS THE TIDEWATER OIL COMPANY. POWER IS ALSO A DIRECTOR OF THE CONSOLIDATED CIGAR CORP. (DUTCH MASTERS, EL PRODUCTO, LOVERA, HEADLINE, LA PALINA, HARVESTER, MURIEL CIGARS); AND THE NORTH PENN GAS CO. WHICH DISTRIBUTES NATURAL GAS AT RETAIL IN 52 COMMUNITIES IN NORTHWESTERN PENNSYLVANIA.

GEORGE L. MORRISON, NEW PORT, RHODE ISLAND. MORRISON IS ALSO A DIRECTOR OF THE GENERAL COLD STORAGE CO., AND THE BALTIMORE AND EASTERN RAILROAD, A SUBSIDIARY OF THE PENNSYLVANIA RR. MORRISON IS A TRUSTEE OF THE DREXEL INSTITUTE OF TECHNOLOGY.

OTHER DIRECTORS, ON WHOM WE HAVE NO INFORMATION AT THIS TIME ARE: E. P. LEWIS, JT LEFTWICH AND B.V. UNDERWOOD.

IF WE CAN B
JACK MINNIS
STUDENT NONVIOLENT COORDINATING COMMITTEE
360 NELSON STREET S.W.
ATLANTA, GEORGIA