

- 1 It is reckoned that about 300 million people throughout the world drink Coca-Cola every day. It was invented by Doctor John Pemberton of Atlanta, Georgia, in the USA. He had set out to create a medicine that cured hangovers!
- 2 Pemberton knew that people living high up in the mountains of Peru and Bolivia chewed the dried leaves of the COCA bush, mixing them with a little lime or wood ash. That mixture acted as a stimulant, especially in the low-oxygen atmosphere of the Andes mountains. Pemberton started his drinks mixture with these coca leaves.
- 3 The COLA tree is found in tropical countries, and produces seeds (called nuts) that are about 2.5cm (1 inch) long. The brown seeds smell like nutmeg but are bitter, and contain tannin (also found in tea) and caffeine (found in both tea and coffee). Cola nuts are also chewed as a stimulant.
- 4 Pemberton mixed together extracts from the coca leaves and the cola nuts, adding some secret ingredients of oils and juices which, together, made a syrup. He named the concentrated syrup "Coca-Cola", and people added soda (or fizzy water) to it. He patented the name, but only 112 litres of the drink were sold in its first year. Pemberton sold most of his Coca-Cola shares because he needed the money at that time. Shortly afterwards a businessman called Asa Candler bought up all the shares, knowing that what was needed was advertising. The drink began to become popular.
- 5 In 1899 two baseball fans, Benjamin Thomas and Joseph Whitehead, realised that huge quantities of Coca-Cola could be bought and consumed at sports stadiums. They bought the exclusive rights to bottle and sell the drink, and then Coca-Cola spread throughout the United States. Thomas and Whitehead and es-

pecially Candler became very rich. Candler had paid 1,000 dollars for all the Coca-Cola shares. 25 years later, in 1912, he sold them for 25 million dollars.

- 6 Coca-Cola was soon produced in many countries. Tomorrow, 31st August, marks the anniversary in 1900 of Coca Cola being introduced into Britain.
- 7 The secret of the success of Coca-Cola and most other products has been the advertising, but, of course, we do need to be selective and not be taken in by everything that is designed to catch our eyes.

8 *Let us pray:*

**Lord Jesus,**

**in the world that you love so much  
we are surrounded with advertising  
on the streets, in magazines,  
on TV and on the Internet  
- all trying to convince us  
of ways of enjoying ourselves  
and becoming likeable and popular.**

9 **Keep our vision clear**

**and show us how to distinguish  
between what is shallow  
and what is of lasting value.**

**Inspire us**

**to choose ways of deeper happiness  
that lead to fullness of life.**

**We ask this of you who said:**

**"I am the way, the truth and the life".**

**Amen.**



This is an excerpt from the page of this date in  
*'Praying Each Day of the Year'*,  
a 3-volume book  
by Nicholas Hutchinson, FSC.

For details:

<http://www.matthew-james.co.uk/>

Could make use of a search engine  
to research this topic further.

This material is part of  
the prayer and education website  
of the De La Salle Brothers  
in Great Britain:

[www.prayingeachday.org](http://www.prayingeachday.org)