

The Coca-Cola Bottler

JULY 1960

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Havre de Grace Bottling Company Honored

Chamber of Commerce Pays Cecil Sales' Organization an Outstanding Tribute

A DISTINCTIVE tribute which created wide and sincere interest throughout the community was paid The Coca-Cola Bottling Works, Inc., of Havre de Grace, Md., on May 12 when the Havre de Grace Chamber of Commerce honored the bottling company at a "Know Your Industry" dinner.

Said Larry Forwood, Chamber president: "It is an honor to recognize the Coca-Cola Bottling Works for its contribution to the economic life of our community. Coca-Cola has been in our midst over the years, quietly participating in many civic and charitable activities. . . . Such long-time Havre de Grace businesses as the Coca-Cola bottling company have contributed to our progress."

This was the second annual dinner of this type sponsored by the Chamber. Hundreds of business and civic leaders were in attendance; and the affair reflected great credit on J.

Cecil Sale, Sr., president and manager of the Havre de Grace bottling company, his family, and the place he has made in the community for Coca-Cola.

A. Freeborn Brown, prominent local attorney, was master of ceremonies. Speakers during the evening were Ray Mathews, executive vice president and secretary of the Coca-Cola Bottling Co. (Thomas) Inc., Chattanooga, and George W. Hubley, Jr., director of Maryland's Department of Economic Development.

THE HISTORY of the Havre de Grace Coca-Cola bottling operation begins in 1920 when Captain Hiram Stanley established the first plant. In 1924, John C. Hebditch moved to Havre de Grace and bought out the business from Captain Stanley. At that time the plant was located on Franklin Street. A little later "Colonel" Hebditch, who

had sold a Coca-Cola bottling plant in Campbellsville, Ky., purchased a lot on Juanita street and erected a building which became the new bottling plant. At that time, he purchased rights to bottle Coca-Cola for both Harford and Cecil counties.

In 1925, Mr. Hebditch was employing one man full time and during the summer, two men part time, and was using two Model T Fords to make deliveries. It was a long, uphill battle during those days and many a back-breaking hour was put in trying to build the business into what it is today.

About 1939, the population of Harford and Cecil counties started to climb, due to the influx of personnel to the military establishments in the area. This presented Mr. Hebditch the opportunity to increase his sales. He took advantage of this and it became increasingly necessary to install larger and more modern equipment. He added to the build-

Left to right, Mr. and Mrs. J. Cecil Sale, Jr., Mr. and Mrs. Robert Shipley, Ralph Linfoot, The Thomas Company; Mayor Walter McIlhinney, Mr. and Mrs. Wilmer Cronin, Mr. and Mrs. Taylor Lyon, Mr. and Mrs. LeRoy McMasters, Mr. and Mrs. J. Cecil Sale, Sr., Ray Mathews, Mr. and Mrs. Lindemore Taylor.



ing from time to time and employed more people and trucks.

Sales continued to increase through the years and were still showing an increase when Mr. Hebditch died suddenly in March, 1949. At that time, about twenty-one people were employed and six trucks were needed to handle the deliveries. It was Mr. Hebditch, however, who made all this possible with his initiative, toil and never-ending determination.

J. Cecil Sale, Sr., who went to Havre de Grace in 1946 to assist Mr. Hebditch with the operations, was appointed president and manager of the plant. Since the death of Mr. Hebditch the plant has continued to grow and many improvements have been made.

Sales have just about doubled during the past ten years and the future should be even greater.

The Coca-Cola bottling plant in Havre de Grace is modern in every detail. It comprises 28,000 square feet of floor space and currently employs 43 people. Eighteen trucks make weekly deliveries to every nook and corner in Harford and Cecil counties.

THIS EDITORIAL, congratulating the Havre de Grace Coca-Cola Bottling Works upon being selected the 1960 industry to be honored by the Chamber of Commerce, appeared on Page One of the HAVRE DE GRACE RECORD:

"From an inconspicuous beginning in this area forty years ago, a thirst-quenching product called Coca-Cola has enjoyed a truly spectacular growth. It was introduced here by a new-comer, Captain Hiram Stanley, and produced in such small quantities that only a single employe was required to supply the demand.



Left to right, Mrs. J. Cecil Sale, Sr., George W. Hubley, Jr., Mr. and Mrs. Larry Forwood, Ray Mathews.

"It was not until the late John C. (Colonel) Hebditch purchased the franchise rights that a national advertising program and the aggressiveness of Colonel Hebditch in this area that Coca-Cola came into real prominence. From practically a one-man shop forty years ago, the local unit has expanded dramatically to a plant of 28,000 square feet of floor space, houses the most modern bottling equipment, employs forty-three people, and a fleet of eighteen motor trucks deliver the product to every nook and corner within the franchise territory of Harford and Cecil counties. Colonel Hebditch was an aggressive and astute business man. In addition to his success with Coca-Cola, he also made himself felt in the real estate business. It was John C. Hebditch who purchased and began the development of the land on the bay front of Havre de Grace which is bounded on the east by South Adams street, on the north by Revolution street and the south by the Chesapeake Bay.

"Some twenty years ago the area was a swampy forest of undergrowth. The range was large and Havre de Grace was bursting at the seams. Surveyors marked off lots and at first they sold for a song. Homes

sprang up everywhere in the area and building lots increased handsomely in price. Colonel Hebditch did not live to see his dream come true. Today there are no building lots for sale. They've all been sold. With the sudden demise of Mr. Hebditch, another man, equally astute and aggressive, Mr. J. Cecil Sale, Sr., stepped into the picture. Under Mr. Sale, as president-manager, Coca-Cola continued to expand. New methods have been developed, the plant has been enlarged and a bright future is anticipated. Next week, the local Coca-Cola plant will be honored by the Havre de Grace Chamber of Commerce through its "Know Your Industry" project. The RECORD joins a host of friends and well-wishers in paying tribute to the late Mr. Hebditch and his successor, Mr. Sale.

"Our congratulations, too, to the Chamber of Commerce for its renewal of "Know Your Industry," and the selection of Coca-Cola for this year's salute. This success story would not be complete if we did not say that a measure of the accomplishment was due to the millions of dollars spent nationally by Coca-Cola in promotional advertising."