** The Coca-Cola History Documentary **

Questions

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_ Period:\_\_\_\_\_

1.What did John Pemberton do in his life before becoming pharmacist?

2. What was “the most important Coke ever served”?

3. How did coupons help spread the popularity of Coca-Cola?

4. How did Coca-Cola separate itself from the competitors with its advertising?

5. What was the Coca-Cola Co. buying more than anyone else in the world by the start of World War I?

6. What was the largest business transaction in the history of the South?

7. What did Robert Woodruff see as Coca-Cola’s “secret asset” to boost sales?

8. What Coca-Cola’s most popular advertisement during the “golden age of advertising” between the world wars?

9. Why did Coca-Cola sales remain high during the Great Depression?

10. How did the Coca-Cola Co. get much wanted Coke to the soldiers fighting overseas in World War II?