

# Coca-Cola's Web of Influence

Atlanta, Georgia - Emory University and the CDC



From the beginning **John Pemberton's Coca-Cola** was marketed as a tonic. It was considered a [unique product](#), managing to blur the lines between food and medicine, much to the chagrin of **Dr. Harvey Washington Wiley**, an American chemist who became the first Chief of the U.S. Bureau of Chemistry in 1883 (later known as the U.S. Food and Drug Administration).

Asa Griggs Candler was a chemist in Atlanta when he purchased Coca-Cola's formula, trademarks and manufacturing equipment from John Pemberton in 1888.

**Harvey Wiley** was instrumental in passing [The Pure Food and Drug Act](#) in 1906, in an attempt to [regulate the adulteration](#) and mislabelling of food products. He regularly called out the "evils" of Coca-Cola for including caffeine and cocaine in their recipe.

Asa Candler was elected mayor of Atlanta in 1916, ending his day-to-day management of Coca-Cola. He gave most of the stock in The Coca-Cola Company to his children, who then sold it to a group of investors in 1919, led by Ernest Woodruff.

100 years after being rechartered as **Emory University Coca-Cola** continues to be honoured by its students, acknowledging the generous gifts of Asa Candler and the Woodruff family.

It is interesting to note that the **International Association of National Public Health Institutes** is headquartered at Emory university.

The **American Cancer Society** and the **Centres for Disease Control and Prevention (CDC)** are national affiliate institutions located adjacent to the Emory University campus. I guess it isn't surprising to discover that the [Centers for Disease Control and Prevention](#) have close ties to Coca-Cola...

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COCA-COLA / EMORY  
ATLANTA, GEORGIA

\*1886 - **John Pemberton**, a pharmacist in Atlanta, Georgia, invents Coca-Cola

\*1888 - **Asa Candler**, Atlanta pharmacist purchases Coca-Cola's formula, trademarks and manufacturing equipment

\*Asa's brother **John Candler**, a lawyer and former Georgia judge, defends Coca-Cola as a "pure" product following the passing of the Pure Food and Drug Act in 1906.

\*1914 - **Warren Candler**, Asa's brother, becomes President of Emory University for 12 years

\*1915 - Asa Candler donates **\$1 million and 72 acres of land** to move Emory to Duid Hills

\*1919 - sale of Coca-Cola to a group of investors led by **Ernest Woodruff**

\*1923-1954 - **Robert Woodruff**, President of Coca-Cola for 31 years

\*1979 - Woodruff brothers give Emory **\$105 million** with further 'gifts' over time totalling **\$230 million**.

\*2013 – Robert W Woodruff Foundation gives Emory **\$80 million**