

Coca-Cola Salesman's Handbook (Los Angeles Area)

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1965



Title Statement

Coca-Cola Salesman's Handbook (Los Angeles Area)Coca-Cola Salesman's Handbook (Los Angeles Area)
1965 Ms.2026.013

Author: Abby Bonner, Intern, and Kira Dietz, Archivist

Publication Statement

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Special Collections and University Archives, University Libraries (0434)
560 Drillfield Drive
Newman Library, Virginia Tech
Blacksburg, Virginia 24061
Business Number: 540-231-6308
specref@vt.edu
URL: <http://spec.lib.vt.edu>



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Profile Description

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Descriptive Summary

Unit ID

Ms.2026.013

Unit Date

1965

Language

The materials in this collection are in English.

Abstract

This collection consists of a salesman's handbook with recommendations for activities of a Coca-Cola salesman, including working with retailers, maintenance of vehicles, and information about product production from 1965.

Creator

Coca-Cola Company

Extent

0.6 Cubic Feet 1 box

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Conditions Governing Access

The collection is open for research.

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Source of Acquisition

This collection was purchased by Special Collections and University Archives in 2016.

Processing Information

The processing, arrangement, and description of the Coca-Cola Salesman's Handbook (Los Angeles Area) was completed in March 20.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [identification of item], [box], [folder], Coca-Cola Salesman's Handbook (Los Angeles Area), 1965, Ms2026-013, Special Collections and University Archives, Virginia Tech, Blacksburg, Va.

Scope and Content

This collection consists of a salesman's handbook with recommendations for activities of a Coca-Cola salesman, including working with retailers, maintenance of vehicles, and information about product production. It also includes worksheets filled out by a previous owner. Flip book advertisements shaped like Coca-Cola related objects are also included. They both discuss and detail the workings of a Coca-Cola bottling plant. The binder that contained the handbook is included separately from the documents previously within it.

Keywords

History of Food and Drink

Coca-Cola Company

Rights Statement for Archival Description

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Arrangement

This collection is arranged by two folders with titles encompassing what is contained in each one. There is also a binder within the box.

Description of Subordinate Components

Flipbooks

box-folder Box 1

Container 1 (folder)

Salesman's Handbook

Unit Date 1965

box-folder Box 1

Container 2 (folder)

Binder

box Box 1

Container 1 (item)