

Among the Coca-Cola Ltd., officials present were Mr. Claud Duncan, chairman of the board, Toronto; Mr. R. W. Keast, vice-president; J. D. Singlehurst, regional manager, Ottawa; J. J. Collins, Ottawa; Clark Murkar, Peterborough branch manager; George Morton, Kingston branch manager; L. McKee, assistant sales manager, Ottawa; Gil Raganwald, manager, Ottawa; Alderman J. McAuley, of the Ottawa city council was also present.

Mr. Coe and company officials entertained their guests at afternoon "tea" with the well-known product of the company replacing the "cup that cheers" in the spacious sales rooms on the second floor of the building.

#### First-Hand Evidence

Guests received first-hand evidence during the inspection of the building and its operations, of Coca-Cola Ltd.'s proud boast that it sterilizes its bottles, and fills and seals them airtight "without the touch of human hands."

From the well-appointed second floor with its manager's office, general office, sales office, sales conference room, sales locker rooms, rest rooms and stainless steel syrup storage tank, to the ground floor, where sterilization, bottling, storage and deliveries operations are carried out, they were taken by well-informed company representatives, who explained every phase of the "modus operandi" of the plant.

The over-all decor of the building is done in an attractive shade of light blending greens. Fluorescent lighting, mastic tile flooring and modern furniture are apparent in the second-floor administrative departments. The locker and rest rooms for the staff are spacious, airy and well-equipped. The ladies' powder room has richly upholstered chairs and chesterfields, while the staff lunch-room is equipped with individual tables.

#### Red Brick Construction

The building proper is constructed of red brick with the ground floor having an armor-cote surface. The bottling room is of imported Welsh quarry tile in a terra cotta shade. Locker and washroom floors are of ceramic tile construction with walls of glazed tile.

A special point of interest was the huge stainless steel tank on the ground floor in which the syrup is made and sent to the upstairs storage tank, thence to the filler via the gravity method. Bottle caps are also chuted from the second floor.

Regardless of condition or classification of water the various bottling centres provide, Coca-Cola Ltd. has its own special methods of purification and sterilization. Besides being filtered through a sand and gravel system, the water is also subjected to a special filtration treatment called "Hydroarco."

#### Sterilization Important

Sterilization of bottles is an important part of the plant's operations. Every bottle is thoroughly inspected after sterilization before passing to the filling department. They undergo a pre-rinse in 85-degree water. Then follow four solution washes in varying temperatures in separate compartments. The final rinse sees water forced into and around the bottles by compressed air.

Then on to an unending conveyor belt to the filling room where they receive the quota of syrup and carbonated water. From here to the mechanical capper and to a "whirler" which gives the ingredients a thorough mixing.

From here bottles are conveyed to the casing department where a "case-packer" fills the wooden cases with mechanical precision pushing them out to

another conveyor from which they are piled in varying amounts.

A small fork-lift truck lifts blocks of filled or empty cases by means of a special "pallet" and deposits them in stockpiles or waiting trucks.

Also located on the ground floor are large store rooms where advertising, signs, coolers, etc., are kept.

The plant houses its own garage where all repairs and paint jobs are done on the large fleet of trucks by company mechanics. Here, too, is the spacious boiler room which contains the oil-heating plant, air compressors, etc.

Cleanliness is the first word of the company and ground floors are swept and scrubbed meticulously by large electric sweepers and scrubbers.

#### "Open House" for Public

"Open House" for the public will be held tonight and Wednesday night between 7.30 and 10.00. Everybody is cordially invited.

Manager Aubrey Coe today paid tribute to Mrs. John Lewis who so tastefully arranged the "official ribbon" and its intricate "bows", also to Mrs. Alfred Woodhouse and her staff of the Shrine Club, who catered to the afternoon reception.