

JOHNSON, VERNON INTERVIEW
PATRICK J. MOORE INTERVIEWER
WORLD WAR II: THE HOME FRONT SERIES

BIOGRAPHY---

This interview traces the experiences, attitudes and reminiscences of Mr. Vernon Johnson, Alexandria businessman who played a major role in the establishment of the Coca-Cola bottling company in Alexandria back in 1936. Mr. Johnson talks about the early days of processing and distributing soda beverages in the West Central Minnesota region. Of particular interest is Mr. Johnson's account of the difficulties that the bottling company experienced as a result of the sugar rationing that took place during the war.

Also included in the interview are stories about hunting during the game abundant war years, Mr. Johnson's role as a war bond salesman, and his insights into the development of the beverage industry (locally and globally) in the greatly expanded economic and business conditions since the war.

COUNTER #

ABSTRACT

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	Side One
022-020	Introduction.
025-035	Interview begins, early childhood.
043-047	Education.
052-054	Father's position with Coca-Cola Company.
060-079	Johnson's early employment with Coca-Cola.
080-115	Johnson's first truck route and the Depression.
116-127	Establishment of the Alexandria Bottling Plant.
128-179	Early days at the plant (1936-1941).
179-215	Status of the plant in 1941 and subsequent expansion into other brands and flavors of soda.
217-269	Explanation of beverage industry network; syrup and base distribution.
270-297	Reaction to Pearl Harbor, anti-Japanese sentiment.
300-323	Pre-war and wartime media for Johnson in Alexandria.
324-338	Extent of draftees from Alexandria.
339-350	Conscientious objectors; comments on recent attempts to re-instate the draft.
351-362	Patriotism during the war; the war as a "war of survival".

- 364-372 The effect of the war on Johnson.
- 372-385 Sugar Rationings intial effect on the bottling plant.
- 385-390 Beer distribution business venture during the war.
- 398-448 Sugar juggling and paper trading of sugar with Chicago coke syrup supplier during the war.
- 450-470 Coke shortage in Alexandria during the war.
- 471-489 Competition's access to sugar supplies.
- 490-500 Black Market.
- 505-510 Business conditions.
- 510-526 Ramifications of tire and gas rationing on Coke plant.
- 526-534 Comments on rationing and human nature.
- 535- Hunting during the war.
- END OF SIDE ONE.
- 552-616 Hunting experiences in South Dakota during the double pheasant season that existed during the hunter-short war years.
- 618-626 Farmers during the war.
- 629-710 War bond drives.
- 712-718 Scrap iron drives.
- 719-732 Labor shortages on farms.
- 732-741 Agricultural deferments.
- 741-780 Migration of labor out of Alexandria during the war.
- 795-830 Business climate and tourism during the war. Changes since then.
- 834-856 Roads during the war and since.
- 859-880 Population growth in Alexandria over the past 40 years. Growth of industry in recent years.
- 881-890 Wartime prosperity.
- 896-922 Effect of war on women.
- 924-932 Parades and rallies during the war; decline of.
- 932-955 Government propaganda and trust of the government.
- 960-970 Anti-German American sentiment.
- 980-999 Post war dealings with and fear of Russia.

- 000-016 China and Coca-Cola Company.
- 017-030 Post-war development of Alexandria bottling plant.
- 037-053 Increased consumption of carbonated beverages in West Central Minnesota. ~~Advertising,~~ Industry's immunity to hard times.
- 054- Projected growth of beverage industry.
- 064- Importance of advertising in today's business world.
- 085- Coca-Cola Company's global presence.
- 093- END OF INTERVIEW.