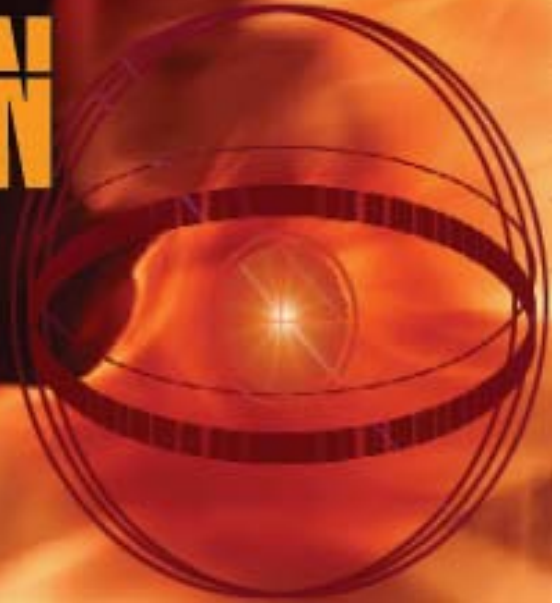


INTER:MISSION



Pharmacists sold Coke in early advertisements.



Left: "Betty" in 1986. Right: "Betty" in 1936.

In May 1886, Coca Cola was invented by Doctor John Pemberton, a pharmacist from Atlanta, Georgia. Pemberton concocted the Coca Cola formula in a three legged brass kettle in his backyard. The name was a suggestion given by John Pemberton's bookkeeper, Frank Robinson. Robinson first scripted "Coca Cola" into the flowing letters which has become the famous logo of today. Until 1905, the soft drink was marketed as a tonic and contained extracts of cocaine as well as the caffeine-rich kola nut.

Betty Crocker was created in 1921 after a promotion for Gold Medal flour flooded its manufacturer, Washburn Crosby Co., with questions about baking. To answer customers in a more personal manner, the company created a fictitious kitchen expert, pulling the name "Crocker" from a recently retired director of the company and adding the first name "Betty" because it sounded friendly.