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## A Frontline Report on Wine vs. Coca Cola

**'Was I Supposed to Serve It Cold?'**  
 Restaurateur Asks

By Robert Ball  
 Special Correspondent for The Eccentric

PARIS—In France at the moment the Communist dockers are rioting, political scandals explode like popcorn, labor trouble and the budget rise like angry thunderheads on the horizon, and the Bidault government sags and sways like a condemned house.

But the minds of Frenchmen are on a different problem. What to do about Coca-Cola?

It all started about a year ago when the Coca-Cola people decided on a daring move—a publicity campaign to capture Frenchmen from Coca-Cola. A shock troop army of posters was sent out; the thoroughly American faces of the Coca-Cola girls began to appear in the Metro, next to the familiar advertisements. For months and the admonitions to take a chance in the national lottery.

Despite a two thousand year tradition of wine-drinking, the Gallie soul proved not immune to the blandishments of American publicity.

**YOUNG PEOPLE** especially, who had already been sold on American jazz, took up the new beverage in crowds. The wine industry felt itself threatened as never since the roof scale blight. The wine struck back.

The swing was wild and may have been, as the Coca-Cola people claimed, a little below the belt. It was a law prohibiting the sale of Coca-Cola and similar beverages in France, a sort of Prohibition with reverse English.

It was reported also by the Communists, who saw in Coca-Cola, only American imperialism in bottles.

The mighty Coca-Cola organization roared like a wounded grizzly—the French government was violating all the precious principles of competition and free trade.

**THERE WAS TALK** of retaliation—embargo on French wines. Some ardent partisans even suggested cutting off Marshall aid.

When this storm reached France, mixed leads among the wine interests prevailed. The law was temporarily buried, and it was decided to make it a clean and open fight for the right to quench the public's thirst.

As it developed, the proprietor, Martin Meallant, was on the side of the wine interests. Did he have Coca-Cola?

Yes, he thought so, he admitted, speaking around his cigarette. (Frenchmen never remove a cigarette from the mouth except to throw it away.)

**RUMMAGING BENEATH** the counter, he produced a bottle, dusty and chipped.

"I can't see why they don't use cork," he grumbled, emphasizing his disdain by audaciously snapping the cork from a bottle of red wine. The Coca-Cola was luke-warm. Sabotage. Meallant protested ignorance.

"Nobody told me it was supposed to be cold," he rasped. "What is that stuff anyway—some kind of fruit juice?"

I began to explain the chemical composition of Coca-Cola, not forgetting the secret ingredient, but Meallant interrupted.

"What's all this about sanitation?" he demanded. "Every bottle sterilized."

**HE SNORTED.** "When we buy milk, we just take an old wife bottle down to the store. Nobody bothers to sterilize it."

I was about to point out to Meallant that it seemed useless to look for stomach trouble, but just at that moment the proprietor of the cafe across the street stopped in.

Meallant turned to him for support. What did he think about Coca-Cola? He thought it over a minute before giving an answer that should restore some confidence to the frightened wine interests.

"Quite a few people ask for it," he said. "But nobody seems to ask for it twice."

## By ALICE E. MORGAN

### HORSE SENSE AND NONSENSE

**ONE NEVER KNOWS**  
 About this time every year several hundred thousand young people go into mental tailspins. They talk it over in gangs, they mull it over as they walk along the street, they go into family conferences and some even manage to have nightmares.

The high school crowd wonders what course they should plot as they enter the realm of the college student. The college graduate looks around and wonders if he has spent the past four years of study and less strain on the family purse, I took it.

What it said inside that nice shiny folio in my hand, instead of me were two different things. I happened to finish my formal education at a time when a man was strained to remember the days when he had had a bust.

He certainly was not hiring some gal who had a head full of pretty legal phrases and a cultivated gift of gab.

Of course by this time I'd decided, too, that I didn't care too much about it. It struck me as being pretty dry and for the first few months I didn't feel too bad about not starting work.

**SLOWLY** THE cash faded into the limbo. Slowly the clothes wore out. Suddenly, there just wasn't anything left of anything! I had to get a job.

Oddly, the only thing offered was newspaper work—I took it. With the exception of a few years during the war, when I did photographic work on war materials

**NATURALLY ENOUGH** you'll never find happiness or success if you pull out and move on to something else every time someone crosses your path or hurts your feelings a bit. That will come, no matter how happy or successful you are in a job.

It's a case of being sure you want to change before you make the move, or of having circumstances, beyond your control making you change.

When, as and if this happens to you, don't beat your head against a stone wall, fighting it. It may be your big break.

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and devices I've been with it ever since those dark depression days. This isn't a resume of my life, in spite of how it sounds, but certainly isn't meant to tell high school and college students it doesn't make a bit of difference what you study—you won't use it anyway.

Many of you will be lucky enough to know just exactly what you want and work unerringly toward it. Others will, as I did, find that the subject specialized in does not have the appeal that it did at the start.

Don't let it be a stumbling block. Don't force yourself to stick to it because you are trained in the field.

**LOOK ABOUT YOU.** You can find many, many persons, happy in their work, who are in fields entirely unrelated to those their formal education prepared them for. Talk to them. Nearly any one will be willing to tell you the ups and downs he or she has experienced through this change.

One thing to remember is this: Regardless of what you study, it will be of use to you. Whether you work in that particular field, a related one or one which is entirely foreign, these years you spend in college are going to be of value to you.

Something will come up in your work which can be made easier by the knowledge you gained in college. In addition, college has taught you to concentrate. You have learned to sift the useful from the useless.

**YOU STUDY** medicine and eventually find yourself on the city desk of a daily paper. You will be constantly surprised at the help you will get from your college studies.

You study engineering and your hobby of photography unexpectedly becomes your work. The technical knowledge you have will be a constant boon to you. It may even give you the chance to combine your two fields, you have no way of knowing.

You are young when you leave college. Don't feel that to shift from your field of study to another is a sign of failure.

It is far better to do this, even though it carries you through several trials, than it is to force yourself to remain in a field which steadily grows more distasteful to you.

Have the courage to admit you made one bad choice and to try to correct it. Be sure you are unhappy, not just justified at a fellow worker or a set of circumstances, then wait your chance and make your change.

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