

COCA-COLA

(The Callan Connection)

Joe Kennedy

Introduction

Coca-Cola is a product I'm sure that needs very little introduction. It is a drink that is almost universally well known and the catch-phrases used to promote it are veritable household expressions, such as 'Coca-Cola is it', it is 'the real thing', or that by drinking it 'you can't beat the feeling'. However very few realise that the story behind Coca-Cola and its connection with Callan could easily cause an even catchier phrase to be created since it is a story of unshakeable love.

Coca-Cola exists now for just over 100 years and the man who put it on the stage was a pharmacist from Atlanta, Georgia in the USA named Asa Candler, whose paternal ancestors emigrated from Callan in the early 18th century. It is an amazing story which begins with one of Oliver Cromwell's officers, William Candler from Northampton in England, and continues up to our day.

The Candler Family and Callan

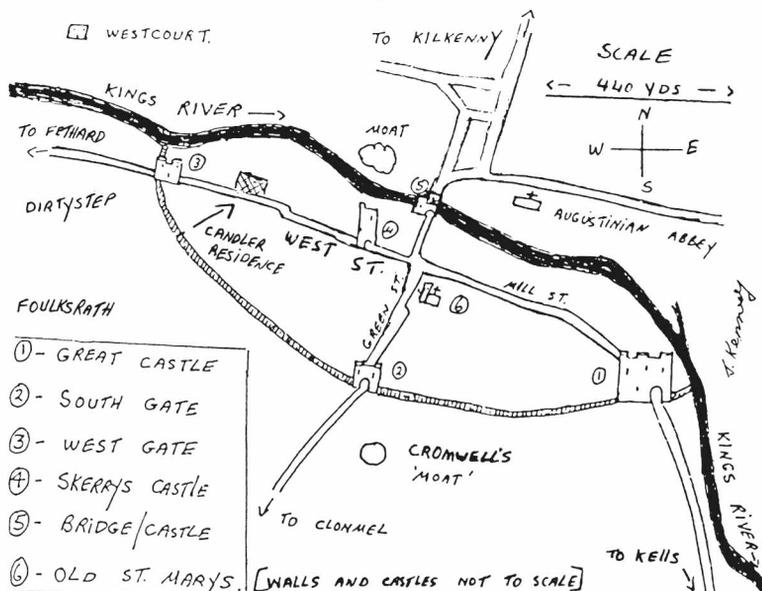
Colonel William Candler came to Ireland in 1649 with Oliver Cromwell. After conquering the country, Cromwell confiscated the property and lands of those who had opposed him and re-allocated them to his supporters. As a result of those confiscations William Candler received grants of land in counties Wexford, Offaly (then called King's County) and Kilkenny. His principal grants of land in County Kilkenny were in Dunamaggin Parish where he got 620 statute acres and in Kilbeacon Parish (near Mullinavat) where he got 70 statute acres.

William Candler did not settle down in County Kilkenny but lived in King's County (Offaly) in a place called Ballyknockan, which is located between Roscrea in County Tipperary and Birr in County Offaly. He had possession there of a castle confiscated from a family of O'Carrolls. He married a lady named Ann Villiers, who was a widow of a

Captain John Villiers. They had three children, one daughter and two sons. The daughter Ann married an army officer named Zachariah Moorman, and their descendants eventually settled in America and were neighbours there of the Candles from Callan. The elder son, and heir, John, eventually inherited large tracts of his father's estates.

The person however that we are primarily concerned with is the second son Thomas. He became an army officer like his father and shortly after the Williamite Wars of 1690 - 91 he moved to County Kilkenny where he lived for some time in Kilbline Castle which is situated between Bennettsbridge and Tullaherin. He married first of all Elizabeth Burrell who died childless, and then Jane Tuite, a relative of the then British royal family. They moved to Callan and lived in a place called Callan Castle. He is referred to by his descendants as "Captain Thomas Candler of Callan Castle".

Now that poses a problem — where was Callan Castle? At the end of the 17th century there were six castles in the



Sketch of Callan circa 1700.

town (see sketch) with names such as Forristall's Castle, Butler's Castle and Skerry's Castle, but none with the actual designation of Callan Castle, so it is extremely difficult to determine in which castle they lived. What we do know however is that while living in one of Callan's castles Thomas acquired a large tract of excellent agricultural land to the south-west of the town by lease from Agmondisham Cuffe (father of the 1st Lord Desart), comprising the modern townlands of Foulkesrath and Dirtystep, and then moved into a fine mansion in West Street. This building with its out offices and gardens was situated in what is now O'Mahony's field. Rufus Chetwood, an English traveller who visited Callan in 1748 pointed it out as the second most important residence in the town, superseded only by the Butler Mansion in Westcourt, describing it as "a handsome house and gardens that belong to Archdeacon Candler". It remained in the possession of the Candler family for three generations. In maps of the early 19th century it is referred to as 'The Rookery', and later as 'Ivy Lodge'. It is now no more. What is of immediate interest is the fact that the new by-pass road projected for Callan cuts through most of O'Mahony's field.

Why did Thomas Candler move to Callan? Well a probable answer is that he had much land in Dunamaggin, stretching as far as the townland of Viper in Kells and like so many wealthy landowners of the time he was anxious to gain political power and influence. Callan was a better place than most to make a move in that direction at that particular time because being a Parliamentary borough it was entitled to be represented in the Irish House of Commons by two MP's. (It had acquired the privilege in 1585 and retained it up to the Act of Union in 1800). Thomas Candler's name appears on a list of Callan Burgesses for the year 1699 and he fought for a seat in the General Election of 1713. He was unsuccessful, coming third behind Sylvester Cross and Francis Flood. He may also have seen the possibility for himself of becoming a dominant personage in the Callan area since it had no major resident landlord. Although he was unsuccessful in

both his political and influential ambitions his son Henry was to spectacularly succeed on both counts, becoming the major figure in Callan during the years 1735 - 1757, when he ruled as un-opposed Sovereign (Mayor) and Chief Magistrate.

At any rate Thomas Candler and his wife Jane Tuite settled down in Callan and raised a family of six children, four sons and two daughters. Both of the girls unfortunately died rather young and are buried in St. Mary's church in Green Street. The eldest son Henry, whom we have just mentioned above, entered the Ministry of the Church of Ireland and eventually rose to the position of Archdeacon of Ossory. He was also a very successful politician, widely respected not only in Callan but throughout the county. He died in 1758. The second son William also entered the Church becoming a Doctor of Divinity and Rector of Eirke. He lived in Castlecomer and died in 1753. The third son Thomas took over a portion of his father's estate and lived in Kilbline Castle until his early death in 1740. All three married wives from among the gentry and many of their children and later descendants rose to high positions in the world, including one who rose to the rank of Admiral in the Russian navy.

It is with the fourth son Daniel however that we are concerned. Like his brothers he grew up in the very confined and class conscious world of Ascendancy Ireland and like them he was expected to remain steadfast in his adherence to the mores of the time, marry a lady from his own class and religion and settle down to a life of respectability. This might well have happened except for the fact that Daniel fell madly in love with a local Catholic Irish girl named Hanna, whose surname unfortunately has not come down to us, and in spite of his family's pleadings and threats insisted on marrying her. The family was utterly outraged at this event. Thomas Candler cut his rebellious son out of his will, struck him from his pedigree and to assuage family anger and embarrassment gave him sufficient money to emigrate from Ireland with his young wife and start a new life in America.

We would know nothing of the above events except for the

fact that one of Daniel and Hanna's sons in America, William rose to the rank of Colonel in George Washington's Revolutionary Army during the American War of Independence and had a subsequent biography written about him. The reason for his parents having to leave Ireland is narrated as follows:- "William Candler of Georgia was the fruit of one of these prohibited marriages". (He is referring to the inter-marrying of Protestants and Catholics in 18th century Ireland). "His father Daniel Candler the first of the name to come to America came from Callan, County Kilkenny, Ireland, probably about 1735. He was the son of an English gentleman connected with the gentry and nobility and remotely with the Royal family. He married a daughter of the despised Irish race and thus disqualified himself to sit in Parliament or to hold any office Civil or Military and put himself under the ban of social ostracism and forfeited the friendship and sympathy of his own family. All that was left to do, therefore was to go with his wife, for whose sake he had forfeited his citizenship, beyond the seas to seek a home for himself in the New World, fortune and name and at the same time escape as well the ostracism of his own kindred and race and the penalty of the law".

AMERICA

How long Daniel and Hanna remained in Ireland after their marriage is not known, but it may have been for several years because two of their children may have been born here. Nor is the date of their marriage and later emigration quite clear. Although the date 1735 is mentioned this is not at all definite and it may have been much earlier. Documentation from this period is very sparse and as far as Callan is concerned virtually non-existent. At any rate Daniel and Hanna went to America, via Belfast tradition has it, and began a new life for themselves. They landed in Charleston, South Carolina and then proceeded to North Carolina, where they stopped for a short time and then went on to Virginia and settled in the foothills of the Blue Ridge Mountains in Bedford County, near the site of the present day city of Lynchburg.

The couple lived in the neighbourhood of South River Meeting on the Upper James River, where they acquired a land grant and built a home. The land grant consisted initially of 370 statute acres, but they soon extended their holding by buying land. By coming to Bedford County at the time of the County's formation they also acquired a tract of mountain known to this day as Candler Mountain. Daniel and Hanna settled down on their land and raised a family of three sons and two daughters, John, William, Zedekiah, Elloner and Elizabeth. Daniel is described as being "a man of intelligence and much better educated than most men of his day in the rural districts of the British Provinces in North America, and he could do that which many others could not do at that time, he could sign his will by writing his name and not by making his mark".

In America the Clanders became Quakers. Daniel died in 1765 and is buried in the Quaker cemetery at South River Meeting not far from his home. His wife Hanna lived to the remarkable age of 105 years, outliving her husband by 40 years. She died in the year 1800 and is buried in the same place as her husband. Hanna is described as being "a remarkable woman of good sense, well read, a fine talker and a devoted mother, who with a Scotch teacher named McBride undertook to teach her children at home and made a pretty good job of it".

Little would we know of Daniel and Hanna but for the fact already mentioned that their son William had a biography written about him. Neither would we know much about their other children; one of whom Zedekiah is worth mentioning in relation to this article.

Zed Candler, as he was known, was a surveyor and as a young man went to North Carolina. After he returned to Virginia he settled on a Royal Grant of 5,000 statute acres of land as a reward 'for surveying and fighting Indians'. He lived at a place called Flat Branch some five miles from Lynchburg and named his residence Kilkenny. He did not settle down in Kilkenny however, for being a very adventurous young fellow, he went away again for many years 'surveying and fighting Indians'. As a result he was given another Royal Grant of land some 50 miles distant



Asa G. Candler

from Kilkenny. Here he married Ann Moorman, settled and built an elegant home which he called Callan. He died possessing vast tracts of land including initially the land, later sold to the Vanderbilts, on which the City of Baltimore, Maryland now stands.

You may well ask at this stage what all the foregoing has to do with Coca-Cola. To put it simply, as was mentioned in the introduction, the Coca-Cola Company was founded in Atlanta, Georgia in 1892 by Asa Candler who was directly descended from Daniel and Hanna (from Callan) as follows:

Daniel Candler died in 1765.

His wife Hanna died in 1800.

Their son William Candler of Georgia lived 1736-1784.

One of his children was a Daniel Candler who lived 1779-1816.

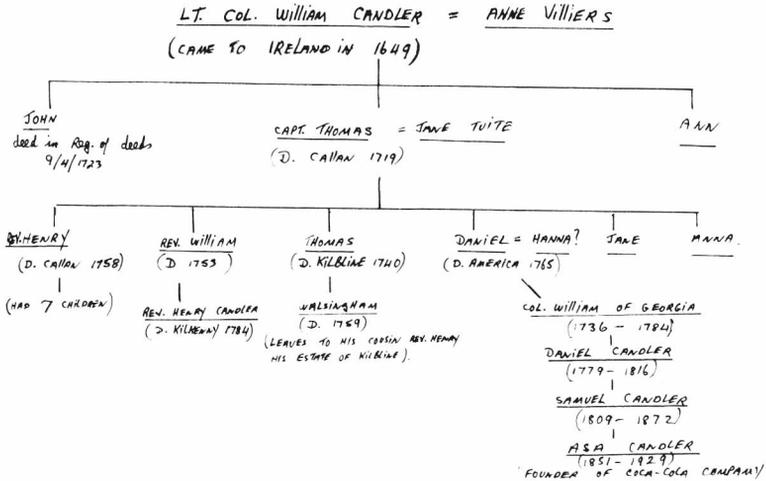
One of this man's sons was a Samuel Candler who lived 1809-1872, and one of his children was Asa Candler (1851-1929) who founded the Coca-Cola Company.

COCA-COLA

The Coca-Cola formula was discovered by a Dr. John S. Pemberton, an experimental pharmacist, in Atlanta, Georgia in 1885. Tradition has it that his utensils for blending the new product consisted of a large brass or iron kettle and a boat oar to stir it.

In May 1886 Pemberton declared his as yet un-named drink ready for market. His bookkeeper Frank Robinson, and expert penman, created the distinctive name Coca-Cola for it and also the trademark of the Company. The drink was sold at soda fountains in Atlanta and was advertised as "Delicious, Refreshing, Exhilarating, Invigorating".

Dr. Pemberton died in 1888 and over the next two years Coca-Cola was acquired by the rising dynamic entrepreneur Asa Candler for a total cash outlay of \$2,300. Asa Griggs Candler was born on December 30th 1851 at Villa Rica, in Carroll County, Georgia about forty miles

CANDLER FAMILY TREE

from the city of Atlanta. He was one of eleven children born to Samuel Candler and his wife Martha Beall. He was raised on a farm and received very little formal education due to the disruptions caused by the American Civil War (1861-65). In 1870 at the age of nineteen he apprenticed himself to a pharmacist in Cartersville, Georgia. He worked hard by day and studied medical books at night. His accommodation consisted of a cot in the back room of the pharmacy. His apprenticeship completed he came to Atlanta in 1873 with the princely sum of \$1.50 in his pocket. He sought work at various pharmacies but without success. At 9 p.m. on the first night after he arrived he found work in the pharmacy of George Howard. He received no salary at first, but by his hard work and dedication he soon proved worthy of not only a salary, but of his employer's daughter Lucy, whom he married in 1878 and who became the mother of their five children.

In 1882 he had his own company called 'Asa G. Candler and Company'. By 1888 he had secured a substantial interest in Coca-Cola and moved its manufacturing



operations into his own premises at Wheat Street, Atlanta. His pharmaceutical knowledge convinced him that the product needed a 'touch here and there to secure uniformity and stability'. He employed Dr. Pemberton's former associate and bookkeeper Frank Robinson and together they went to work on it. The result was the unique formula by which Coca-Cola has been made ever since and which to this day is a deep company secret.

On April 22nd 1891, Asa Candler became the "sole proprietor" of Coca-Cola after buying out all other interests in it and on January 29th 1892 a charter was granted by the courts, setting up the Coca-Cola Company. Sales of the product expanded rapidly until it eventually became one of the most prosperous of American businesses.

In 1916 Asa Candler retired as President of the company to become Mayor of Atlanta. He was succeeded as chief executive by his son Charles. In 1919 he sold the business for the then enormous sum of \$25,000,000.

He died in 1929 but not before he had given generously to his native area. With his financial aid, Emory University was established near Atlanta and he gave a gift of \$2,000,000 to construct a teaching hospital adjacent to the University's medical school.

The Coca-Cola Candler did not forget their roots. Both Asa and Charles built mansions in Atlanta, one called Callan Castle and the other Callan Wolde.

Such then is the story of Coca-Cola and its connection with Callan. Little could it have occurred to Daniel Candler and his wife Hanna when they were forced to emigrate from Ireland in the early 18th century that one day their descendants would create and control one of the world's greatest companies. Without Daniel and Hanna going to America there might never have been the Coca-Cola Company and without falling in love they would in all probability never have left Ireland anyway. Perhaps we should say in conclusion that Coca-Cola exists because of love.

NOTES

I could never have written the above article except for the help and

encouragement I received from Mrs. Margaret Phelan of KAS, Mrs. Hal Clarke of Kilfane and Mrs. Gale Webb from Pittsburg, Kansas in the U.S.A., who is a direct descendant of Daniel and Hanna Candler. They kept their faith in the undertaking when I was struggling to find the 'missing links' to complete the story.

I used for my sources a considerable volume of information supplied to me by Gale Webb, including a photocopy of a portion of Colonel William Candler's (of Georgia) biography, written by Allen D. Candler and published by the Franklin Printing and Publishing Company in Atlanta, Georgia in 1902.

My thanks also to George Cunningham of Roscrea for information regarding Ballyknocken and the O'Carroll family.

Other sources used were:

The Registry of Deeds, Henrietta Street, Dublin, where numerous Candler deeds of the 18th century are to be found.

The Genealogical Office, Kildare Street, Dublin, where there is a pedigree of the Candler family.

An 18th century map of Callan loaned to me by Fr. Fergus O'Farrell of St. Kieran's College, Kilkenny.

The KAS library which kindly loaned me a copy of *The Coca-Cola Company, an illustrated profile*, published in 1974.

The Census of Ireland circa 1659, edited by Seamus Pender (Dublin 1939).