



Newspaper Story
by Bill J. Austin Carlen Marks
50 Years With Coca-Cola
August 11, 1981

And for the past 50 years James A. Carlen of Cookeville, a civil engineer by education, has woven the name Coca-Cola into the fabric of this county as well as many others in middle Tennessee and portions of Kentucky. And, at 76, he's still on the job. Pemberton, who created Coca-Cola in 1886 was an Atlanta pharmacist; Robinson was his bookkeeper; and Asa Candler was a hard-working Atlanta druggist who in 1888 had invested in Coca-Cola and through one of the twists in business, became its sole owner in April, 1891. On August 15, Saturday, Mr. Carlen will celebrate his 50th anniversary with the Coca-Cola bottling firm in Cookeville, Tennessee. "It's been a fast 50 years," he says. "I like to meet people and I

have met plenty of them in this business. And, everything considered I've enjoyed every one of these 50 years," he adds.

Mr. Carlen graduated from the University of Tennessee in 1929 with a B.S. degree in civil engineering. And then became manager of the Tennessee Electrical Power Co. at Oneida, TN. The power company was producing for Oneida and Huntsville and then became part of the Tennessee Valley Authority when it was created by Congress.

While Carlen was in Onedia the Coca-Cola firm here was operating at Cedar Avenue and First Street. Hugh Harris was president; Walter R. Carlen, James' father was vice president and Algood Carlen, Walter's brother, was secretary treasurer.

Caption for picture above: James A. Carlen will celebrate 50 years with Coca-Cola Bottling Co., this Saturday. There will be an open house at the plant from 1 p.m. to 5 p.m. And, this cap machine – operated by foot power, was on of the earliest capping machines. With it, Carlen and one other man could cap two hundred cases of Coke a day. Now modern equipment will produce 350 bottles a minute.

Minerva Tennessee Huddleston – b. 9 January 1859 – d. 2 October 1947
md 13 January 1878 James Anthony Carlen –
b. 24 May 1854 – d. 8 March 1938
s/o William Bernard & Sarah Caroline "Sally" (Holladay) Carlen
Buried: Cookeville City Cemetery, Cookeville, TN

James Anthony Carlen Obt.

Prominent Cookeville businessman and civic leader James Anthony Carlen, president of the Coca-Cola Bottling Co. here for many years, died yesterday in a Hilton head, South Carolina, Hospital. He was 79.

Funeral services are set for 3 p.m. Wednesday, July 25, at First United Methodist Church here with Rev. Maurice Moore and Rev. Lexie Freeman officiating. The body will lie in state at the church one hour before the funeral. Burial will be in Cookeville City Cemetery.

The family will receive friends at the Carlen home at 22 South Elm St. Tuesday evening from 7 to 9 p.m.

A native of Putnam County, he was the son of the late Walter R. and Fanny Richmond Carlen. He was the father of Jim Carlen of Columbia, South Carolina, former head football coach at Texas Tech University and the University of South Carolina.

Mr. Carlen attended Tennessee Polytechnic Institute, now Tennessee Tech University, and was a graduate of the University of Tennessee at Knoxville, where he received a degree in civil engineering.

He worked a short time as an engineer with the Tennessee Electric Power Co., which was acquired in the 1930's by the TVA, and later worked for the Coca Cola Bottling Co., here, where he was a former manager, part owner and later president for many years. He retired after more than 55 years of service.

He was a member of the board of Governors of the National Coca Cola Bottlers Association and served terms as its chairman.

Mr. Carlen was a past president of several organizations, including the Tennessee Bottlers Association, the Cookeville Rotary Club, the Cookeville Lions Club, the Cookeville-Putnam County Chamber of Commerce and the Tennessee Tech Athletic Foundation. He was a director in the Bank of Putnam County.

He was a member of the board of trust of TTU's College of Engineering and a member of the Backsliders Sunday School class at First United Methodist Church of Cookeville. He was also a former chairman of the official board at his church.

His family also includes his wife, Roberta Hill Carlen; another son, W. Hill Carlen; a sister, Mrs. Phillip Webb, all of Cookeville; and five grandchildren.

Memorial contributions may be made to the James A. Carlen Scholarship Fund at TTU through the Bank of Putnam County.

Active pallbearers will be Billy Carlen, Walter Whitson Carlen, Wendell Lon, Frank Alexandria, Brank McLean, Jim Fite, Dave Maddux, and Bill Johnson.

Hooper & Huddleston Funeral Home is in charge of arrangements.

*See James Anthony Carlen III Obt. at: <http://www.ajlambert.com>

Amanda Roberta (Hill) Carlen Obt.

Funeral services for Amanda Roberta Hill Carlen of Cookeville, widow of James A. Carlen, II, will be held at 11:00 tomorrow at the First United Methodist Church here. Mrs. Carlen died yesterday April 29, 1987 at her Cookeville home. She was 74. The family will receive friends at Hooper-Huddleston Funeral Home today from 3-5 and from 7-9.

Mrs. Carlen was born July 24, 1912 in Sparta and was the daughter of the late Robert Lee and Mollie Evans Hill. She attended the University of Tennessee at Knoxville where she was a member of Delta Delta Sorority.

Mrs. Carlen was involved in the Cookeville community for such groups as the Study Club, House and Garden Club, Town and Gown, and the Symphony Guild.

An active member of the United Methodist Church, she served as Sunday School teacher, Adm. Board member, Circle Chairman, and President of the Women's Society, and Queen Mother in 1972. She was also active in starting the Wesley Foundation at Tennessee Tech University.

Her family includes 2 sons, James A. Carlen, III of Hilton Head, SC, and Walter Hill Carlen of Cookeville; 2 sisters, Mattie Lee Gwinn of Dallas, TX, and Mary Hill Johnson of Sparta; 5 grandchildren, Mollianne Carlen Elliott of Marietta, GA, Melanie and James A. Carlen, IV, of Columbia, SC, and Amanda and Celia Carlen of Cookeville.

Family member will serve as pallbearers. The United Methodist Women of Cookeville will serve as honorary pallbearers.

Memorial contributions may be made to the James A. Carlen Scholarship Fund at Tennessee Tech University or to the First United Methodist Church. Hooper-Huddleston in charge of arrangements.

Herald-Citizen, Cookeville, TN: Thursday, 30 April 1987.

James Anthony Carlen III Obt.

b. 11 July 1933, Cookeville, Putnam Co., TN – d. 22 July 2012, SC, md **Meredith (Taylor) Carlen**. James Anthony Carlen III, s/o **James Anthony Carlen**

SOUTH CAROLINA -- Memorial service for James Anthony Carlen III, 79, of South Carolina, will be held at 4 p.m. on Friday, July 27, at Trenholm Road United Methodist Church.



The family will receive friends immediately following in the church gymnasium.

Coach Carlen died Sunday, July 22, 2012.

He was born July 11, 1933, in Cookeville, to the late James A. and Roberta Hill Carlen.

He was a proud Eagle Scout. He graduated from Georgia Tech, where he was a linebacker and punter on two national championship teams under Coach Dodd. After graduating from Georgia Tech and serving one season as an assistant coach at Cookeville Central High, he served in the Air Force for four years, where he rose to the rank of Lieutenant. He then began his college football coaching career at Georgia Tech as assistant to Coach Bobby Dodd, defensive coordinator and later as college athletics director. His coaching stints included Georgia Tech, West Virginia, Texas Tech and South Carolina. At these three universities, Carlen attained a 107-69-6 record. Carlen guided the Mountaineers from 1966-69 to a 25-13-3 record. In 1969, after leading the Mountaineers to a 10-1 record, which included a 14-3 victory over South Carolina in the Peach Bowl, he then went to Texas Tech from 1970-74. The Red Raiders were 37-20-2 under Carlen's reign. In 1973, he guided the Red Raiders to one of their most successful seasons ever with an 11-1 campaign. He was selected Southwest Conference Coach of the Year for the second time, NCAA District Seven Coach of the Year and Fellowship of Christian Athletes Coach of the Year.

From 1975-1981, Carlen led the University of South Carolina to a 46-36-1 record, which included two eight-win seasons and three bowl trips. The 45 victories are the third most in South Carolina football history by a head coach. Carlen also coached the school's only Heisman Trophy winner, George Rogers. In addition to being the school's football head coach, he also served as the school's athletics director until 1981.

To add to Carlen's long list of awards, former South Carolina Governor James B. Edwards presented Carlen with the Order of the Palmetto, one of the highest awards that can be given to a resident of the state of South Carolina. In 2006, he was inducted into the S.C. Hall of Fame. He was also inducted into the Cookeville High School Hall of Fame in 2007, and the National Football Foundation and College of Fame in 2008. Also in 2008, Carlen was inducted into

the Texas Tech Athletic Hall of Honor. He was recognized by the West Virginia University Fellowship of Christian Athletes for his numerous contributions and also received the Honorary West Virginian Award in 2009.

Coach Carlen touched many lives, including his countless players, staff and friends as he continued to provide love, support and guidance throughout their lives. His commitment and dedication was evident after their playing careers as he continued to serve as a mentor and a coach for life.

Surviving are his wife, Meredith Taylor Carlen; two sons, James Anthony Carlen IV (Kim) of Columbia and William Holt Carlen of Columbia; two daughters, Mollianne Elliott (Joe) of Roswell, Ga., and Melanie Caswell of Columbia; a brother, Walter Hill Carlen of Cookeville; and 12 grandchildren, Jimmy, Maggie and Knox Carlen, Carlen Arnold, Harrison, Hill and Evans Elliott, Garner Leigh, Davis Brooke, Jamie Keith, Abbey Hill and Claxton Grace Caswell.

The family wishes to thank the staff of Tidewater Hospice, especially Cindy, Joanie, Ivey and Meva, for their compassion and excellent care and support.

In lieu of flowers, memorials may be made to Fellowship of Christian Athletes, 8701 Leeds Road, Kansas City, MO 64129 (www.fca.org), or Trenholm Road United Methodist Church, 3401 Trenholm Road, Columbia, SC 29204.

Dunbar Funeral Home, Devine Street Chapel, 3926 Devine Street, Columbia, SC 29205, is assisting the family (803) 771-7990.

Please sign the online guestbook at www.dunbarfunerals.com.

Herald-Citizen, Cookeville, TN: 23 July 2012.