

# ALFRED STEELE, 57, OF PEPSI-COLA DIES

Chairman and Chief Officer  
Had Been With Coca-Cola—  
Joan Crawford's Husband

Alfred N. Steele, board chairman and chief executive officer of the Pepsi-Cola Company, died yesterday in his sleep, apparently of a heart attack, in his home, 2 East Seventieth Street. He would have been 58 years old Friday.

Mr. Steele was the husband of Joan Crawford, the film star, who found him dead in bed in the morning. The couple, who were married four years ago, had just finished a six-week nation-wide business trip.

A veteran advertising executive, Mr. Steele was credited with revitalizing the Pepsi-Cola Company in the last ten years. The bespectacled six-footer logged more than 100,000 miles a year quickening Pepsi-Cola activities around the world.

Mr. Steele was born in Nashville, Tenn., and graduated from Northwestern University in 1923. He worked for the Chicago Tribune and then was an executive of the Standard Oil Company of Indiana and the Columbia Broadcasting System.

He was vice president of the D'Arcy Advertising Agency and Coca-Cola Company before being named first vice president of the Pepsi-Cola Company in 1949.

## Spurred Concern's Growth

Mr. Steele became president the next year and forthwith began to inject more bounce into the concern, whose fortunes had turned somewhat flat. He decreased the sweetness of the drink, switched advertising emphasis from quantity to quality and took to the road to visit bottlers, helping them with advertising and equipment.

He installed cost accounting, slashed administration expense, revised the corporate set-up, moved the product into theatres and the slot-vending field and pushed into foreign markets. Under his leadership, gross sales almost quadrupled. Mr. Steele's timetable called for completion of the streamlining of the company and dedication of its new Park Avenue world headquarters in 1960. He became chairman of the concern in 1955.

In 1951, Mr. Steele was chairman for New York of the Commission for the Commemoration of the 175th Anniversary of the Signing of the Declaration of Independence. He was chairman of the 1959 fund campaign of the National Multiple Sclerosis Society.

Mr. Steele had been married twice previously. Surviving, besides Miss Crawford, are a son, Alfred Nelson Steele of New York, and a daughter, Mrs. John Comer of San Juan, P. R.



Fabian Bachrach  
Alfred N. Steele