

Cecil Bertram ‘George’ Longhurst 1913 - 2006

George was born in West Ealing and attended the local primary school and subsequently gained a scholarship to Ealing County School. At age 16 he matriculated with honours; his parents could not afford to fund his education further so he took a

job in insurance. Not finding this ‘safe world’ sufficiently stimulating he answered an advert and began an association with Coca Cola that lasted for almost 40 years.

Starting as a salesman, his career proceeded apace from Route Manager to Depot Manager, until the war intervened. He immediately volunteered and was drafted into the RASC and spent most of the war years in the Middle East and Malta, progressing through the ranks from Private to Major.

As a boy and young man he holidayed with relatives in Fairford, where he met and courted Jo Farmer. They lost touch briefly but when Jo sent him a Christmas card their romance flourished once more and they were married in April 1945, two weeks after George’s return to England.



After the war George returned to Coca Cola, narrowly missing a transfer to Australia. He was a greatly respected employer and colleague, setting the highest standards, inspiring and motivating his staff. He encouraged Coca Cola to help young people by working with sports

bodies and youth organisations. He took a deep personal interest in the creative sponsorships established and was always there to give his personal support. In 1980 George and Jo retired to Shipton-under-Wychwood where he soon joined the Burford Golf Club and Chipping Norton Probus Club.

After Jo’s death he remained in Court Close, independent and mobile. He celebrated his 90th birthday in style but sadly his health began to decline and he decided to move into The Old Prebendal House in 2005. He died peacefully there on 13th June 2006.

George treasured every experience in his very full life. He was the most caring and considerate man, hugely generous of his time and anything else he had to share and above all he was a true gentleman.

Jane Paterson (daughter)

George was a long-time stalwart of *The Wychwood*, which he joined in 1982. He and Jo were part of the collation team. When Dudley Hopkins retired he took over as advertising manager. When Oliver Stedall died he became publisher, hosting the magazine parties in his lovely garden to thank distributors and helpers. He brought his own warmth, wisdom and generosity of spirit, which made him a joy to work with.

Rosemary Salter (Past Editor)