

THE TAMPA SUNDAY TRIBUNE, SUNDAY, NOVEMBER 12, 1916 A Seven

IMITATED

Coca-Cola

NEVER EQUALLED

We Are Now Prepared to

PROTECT YOU

Better Than Ever Before From

ALL SUBSTITUTES

To further protect our interest and that of the vast army of COCA COLA drinkers who have been offered many substitutes in bottles very similar to our own, COCA COLA in Tampa will now be bottled in this NEW distinctive bottle.

It is patented and therefore cannot be used by any other manufacturer of bottled goods.



By looking at these cuts it will be easy for you to determine the GENUINE COCA COLA and not accept a substitute. These bottles are handy to hold and are unlike any other on the market, so if you are offered COCA COLA in any other than the aboved described package in Tampa, refuse it and demand the GENUINE.

We are pleased to announce that we are the first COCA COLA Bottler to adopt the new design—COCA COLA bottle—exclusively. We have just received 172,800 of these new bottles to take care of the ever increasing demand for the National Drink.

We cordially invite the public at all times to call and see our most modern plant.

Tampa *Coca-Cola* Bottling Co.

CASS
and
PIERCE *Coca-Cola* Phone 3670

