

## Individualized Container Has Been Outstanding Mark Of Coca-Cola In Attempt To Beat Off Competition

ATLANTA —The product was selling so well—in imitations as well as in the original—that the manufacturer devised a new container to make it stand out. That in turn led over the years to millions of dollars in advertising—no one knows exactly how much—and to world domination of the market.

The manufacturer was the Coca-Cola Company, the product was its familiar Coke and the "new" container was the bottle now in use, which the company calls the most valuable of its fifty-odd patents. It is just forty years since the bottle was designed.

The company now finds that Coke is no longer merely a drink of individuals, but a family drink in many instances. This situation, it feels, makes larger-size units logical.

## Aviation Group Stresses Speed, Safety In 1954

WASHINGTON — Aviation pushed further into the dangerous unknowns of speed and space, in its 51st year. Yet the commercial air traveler in the U. S. flew in perhaps greater safety than ever before.

Air Force Major Chuck Yeager and the Bell X1A rocket plane set a new flight speed mark of 1650 miles an hour — twice the speed of sound — actually in the waning days of 1953. If greater heights were attained in 1954, as was quite possible, they were kept secret.

A few months later Air Force Maj. Arthur Murray flew the same X1A to the unprecedented height of some 90,000 feet, more than 17 miles above the earth.

And at Holloman Air Force Base, N. M., Lt. Col. John P. Stapp rode a rocket sled along a track at a top speed of 421 miles an hour — the fastest man has yet traveled on the ground.

Perhaps the most spectacular aviation achievement of the year, however, was the development by the Navy of two strange-looking airplanes which can take off straight into the air, without a runway, lean over into a conventional attitude for forward flight, and then tilt the nose straight upward again in order to back down and land on their tails.

And as 1954 rolled toward its close aviation safety officials kept their fingers crossed and forecast, with luck throughout December, the safest commercial air transport year on record. "If we get through the bad flying weather that month, we'll have a better safety record than the railroads, even," said one of them.

The company therefore plans to experiment with what it calls "a family-size package," as well as several intermediate sizes. No decision has been made on what the sizes will be or how many will be tested, according to H. B. Nicholson, president of the company.

It is assumed that the new containers will resemble the present ones, but even this is not known.

### First Made In 1886

The drink got its start in May, 1886, when John S. Pemberton, a pharmacist, set a wood fire alight under a three-legged iron pot and made the first batch of syrup that included extracts from cola nuts and coca leaves. F. M. Robinson, a bookkeeper, who watched his friend's experiment, gave the drink its name.

Asa G. Candler, a wholesale druggist, sampled the drink one day in Atlanta, bought interest in the project and later acquired full control. In 1891, as sole owner, Mr. Candler formed the Coca-Cola Company, which now makes the syrup and licenses its customers to make the beverage. It is a heavy advertiser, helping the bottlers to make sales, and the bottlers themselves advertise in their local areas.

The first Coke bottle was introduced about 1900, when Joseph A. Biedenharn, a candy store proprietor in Vicksburg, Miss., mixed the syrup with carbonated water and put the product in six-ounce cork-stoppered containers topped by a wire hook. He sent some to Mr. Candler, who liked the idea. The bottle soon was widely used, with many suppliers making containers, all topped by a Coca-Cola emblem.

### Distinctive Bottle Sought

Then the imitators went to work, and as a result all the suppliers were urged — this was in 1913 — to submit new designs for a bottle that would be practical, distinctive and recognizable under any conditions—in the dark, full, empty or even broken.

Alex Samuelsen, superintendent of the Root Glass Company of Terre Haute, Ind., was well known as a machine designer and T. Clyde Edwards, a cost accountant, came up with a design based on a line drawing of the cola nut, a bulbous pod with longitudinal ridges.

It is estimated that there are now 2,000,000,000 Coke bottles in use around the world, with each one lasting two to five years and averaging five fillings a year. Six great plants make the bottles, and replacements come to about 500,000,000 a year. Overseas, there are 500 Coke bottles in eighty-six countries.

Every felony committed in England was punishable by death until 1826.