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PAGE 6A — DAILY REPUBLICAN-REGISTER, TUESDAY, SEPTEMBER 9, 1958 — MT. CARMEL, ILLINOIS

Distinctive Bottle Helps Keep Coca-Cola Well-Known Drink

"We need a new Coca-Cola bottle—a distinctive package that will help us fight substitution," Benjamin Franklin Thomas kept saying to Joseph Brown White-head and his other business associates.

George Hunter recalled that he "just couldn't get excited about the need for a distinctive package. He would often say, 'George, we need a bottle which a person will recognize as a Coca-Cola bottle even when he looks it in the dark!' The Coca-Cola bottle should be so shaped that, even if broken, a person could tell at a glance what it was."

In the early 1900's, the spectacular success of Coca-Cola had brought forth a host of imitators. Substitution, made easy for the old straight-sided bottle, was widespread.

This problem of substitution was giving great concern to a number of bottlers, especially to Jess Thomas, Joe Whitehead and Vesey Rainwater, and the other partners. Swedish superintendent of the glass plant, and C. Clyde Edwards, head of the Coca-Cola patent department, to study manufacturing costs, were members of that group.

"Get the information you can on the coca bean and the cola nut," Samuelson instructed Edwards. "Maybe we'll get an idea in it for the new Coca-Cola design."

Edwards turned in the Terre Haute Public Library for help. There in the ENCYCLOPEDIA BRITANNICA he found a description of the growing of the cola nut in the glass works conference, as the glass works carefully copied line drawings and Edwards took the copy to Samuelson.

Alex Samuelson's original design, executed first in wood and later in glass, underwent numerous tests and modifications. The final design was patented in his name in November, 1915, after the death of Ben Thomas and Joe Whitehead. However, they never saw the fruition of their effort to develop a distinctive package for Coca-Cola.

Meantime, other glass manufacturers had hacked themselves with designs for a new Coca-Cola bottle as the search continued under the leadership of Harold Hirsch and Vesey Rainwater. Choice of the final and official design had been placed in the hands of Vesey Rainwater, chairman of a committee of seven bottlers who had been asked to select and approve a new container.

This committee, which met prior to the 1916 bottlers' convention in Atlanta, had already reviewed some eight or ten designs before the Samuelson design was presented to them. The committee eliminated all designs but two, and after days of consideration finally adopted the Samuelson design.

Early in 1916, the new bottle came into production. By the end of 1916 it had replaced the old bottle in practically every glass in the country.

In the years following many bottlers of Coca-Cola have found a distinctive, satisfactory container in the standard bottle.

The bottle designed on the banks of the Wabash has made its way into every corner of America and into most of the countries of the world. In the minds of millions beyond the seas, for instance, the—like the hobbish, the automobile, and the refrigerator—is now a symbol of America and the rich, abundant life of its people.

This history of the Coca-Cola bottle was presented by Coca-Cola Bottling Co. "Thomas", Inc., at the Golden Anniversary Dinner, Valhalla, New York, October 4, 1945.)

William Kling Is 20-Year Man At Bottling Works

William Kling was born Jan. 6, 1916 in Mt. Carmel, the son of Mr. and Mrs. Ed Kling of 1001 Reed Street. He attended schools in Mount Carmel and married Deana Rannier in October, 1940. The couple has three sons, Tom, Philip and Fonnie.

Mr. Kling joined the Armed Services in December, 1943, two years after the beginning of World War II and was discharged 25 months later in January, 1946.

He was employed by the Coca-Cola Bottling Co. in 1938 as a salesman's assistant and held this position until 1942, when he entered military service.

He returned to the Coca-Cola Co. after his discharge from service in 1946 and was switched from the sales department to the production department and began his training in the production of Coca-Cola.

His title at the time was assistant production superintendent. In 1952 he was promoted to production superintendent and has been in complete charge of the production department since that time.

This year marks 20 years that Mr. Kling and the Coca-Cola Company have enjoyed a pleasant association. Mr. Kling is a loyal and faithful member of the Coca-Cola family and the company is grateful for his long record of service.

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Dick Dunkel's College Football Power Index

Power Index ratings are not performance averages. Example: a 20.0 team has been 20 scoring points stronger, or weaker, than an average team, against strictly neutral opposition.

GAMES OF WEEK ENDING SEPT. 14, 1958

AMONG TOP 150

SATURDAY, SEPTEMBER 13

SUNDAY, SEPTEMBER 14

OTHER MIDWESTERN

THURSDAY, SEPTEMBER 11

FRIDAY, SEPTEMBER 12

SATURDAY, SEPTEMBER 13

OTHER SOUTHERN

SATURDAY, SEPTEMBER 13

OTHER FAR WESTERN

SATURDAY, SEPTEMBER 13

LAST YEAR'S NATIONAL LEADERS

By Dick Dunkel

Doubt, confusion and embarrassing urgency becloud the college football picture with opening games only a few days away.

Experts differ widely in their choices of coming top teams. Coaches wonder what to do about the new 1-2 point conversion scoring — whether to go for the easier single or the harder double.

And we have no idea of whom to name as pre-season No. 1. Ohio State? Auburn? Oklahoma? Mississippi?

Maybe. But how, also, about Michigan State, Notre Dame, TCU, Wisconsin, Clemson, Texas, Purdue, Oregon State, or Rice? Any of them seem capable.

It's in times like these that we're glad to have the Dunkel Football Power Index to lean on.

Based entirely on facts, figures and speaks no drivel, it simply lets the nation's best teams set their own relative strength ratings after each game. It will be a regular twice-weekly feature in this space.

To summarize this guesswork, the best teams in each section might line up as follows:

EAST — Navy, Army, Pittsburgh, Holy Cross, Penn State, Syracuse, Princeton.

MIDWEST — Ohio State, Oklahoma, Michigan State, Notre Dame, Wisconsin, Purdue, Iowa, Illinois, Michigan, Minnesota.

SOUTH — Auburn, Mississippi, Clemson, Miss. State, North Carolina, West Virginia, Georgia Tech, L.S.U., Tennessee, Kentucky.

SOUTHWEST — T.C.U., Texas, Rice, Tempe State, S.M.U., Arkansas, Texas A. & M., Texas Western.

FAR WEST — Oregon State, Washington State, U.C.L.A., Oregon, Stanford, California.

That's all for Sunday for this year. Beginning today, when comparative ratings for next weekend's opening opponents will be shown here, the teams themselves will take over.

Last year Michigan State set its own No. 1 Power Index by establishing a scoring margin of 21.8 points per game over opponents having an average rating of 59.5. Adding 21.0 to 59.5 gave the Spartans their final Power Index of 122.5, highest in the nation.

All teams set their own ratings in this manner — on the basis of average scoring margin relative to rating of opposition.

At the beginning of the Power Index, back in 1929, all teams started with the identical median rating. Since then they've been allowed to find their own respective levels each season. To initiate a new season's Power Index average, the team's final rating from the previous year is carried over as a starter.

Thus, for example, a 60.0 team has been 10 scoring points stronger in relative strength between the two teams for the season to date. For example, a 60.0 team has been 10 scoring points stronger, per game, than a 50.0 team. This does not necessarily forecast that a 60.0 team will defeat a 50.0 team by 10 points. Obviously, such an outcome would be mere happenstance.

This underlines the difference between Power Index ratings and odds. The Power Index is an analysis of the past. Odds are a guess at the future.

As a forecast of winners, the Power Index was 77.7 percent correct in 1,868 games omitting ties covered in 1957.

Highest final rating recorded in the system's 29-year history has been the 128.7 set by the 1945 Army eleven. Other 1945 ratings: Navy, 126.2; Alabama, 125.8; 1958 Tennessee, 124.8; 1929 Notre Dame, 123.4; and 1951 Southern California, 123.4.

Notre Dame, with 120.6, has earned the highest average-rating for the period 1920-1957 inclusive. Following the Irish in order are: Ohio State, 97.2; Michigan, 95.6; South California, 95.1; Tennessee, 94.9; Minnesota, 94.3; Army, 94.3; Alabama, 92.5; Navy, 89.3; and Stanford, 89.4.

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