

5D—The Durham Sun, Monday, November 20, 1961

Early Imitations Spurred Design Of Coke Bottle; Shape Is Unique



EARLY BOTTLES—Typical straight-sided bottles in regular use by bottlers of Coca-Cola prior to the development of the 1916 design. They had no distinctive or individuality. Therefore, they made substitution easy and the lot of substitutes a happy one.



DESIGN FOLLOWED—Today's Coca-Cola bottles faithfully follow the basic design developed by Alex Sammons and manufactured by the Root Company. Instead of being embossed in glass, trade marks, done with great accuracy as applied colored labels, add further distinction to a distinguished family of glass beverage containers.

In the early 1880s, the distinctive contour of Coca-Cola had brought forth a host of imitations. Substitution made easy by the lot straight-sided bottles was widespread.

This problem of substitution was a matter of great concern to a number of people—especially to Ben Thomas, Joe Whithead, Young Sammons and the other parent bottlers and the Root Company, which owned the rights to the Coca-Cola Company and the parent bottlers.

"We need a new Coca-Cola bottle—a distinctive package that will help us fight substitution," Thomas had said to Whithead and the other parent bottlers.

"We need a bottle which a person will recognize as a Coca-Cola bottle even when he looks at it in the dark," Joe Whithead had said to the other parent bottlers.

Edwards turned to the Three State Public Library for help. There, in the "Encyclopedia Britannica," he found a new design for the Coca-Cola bottle.

Sammons' original design, however, failed in one and later glass underwent numerous trials and modifications. The design was patented in the name of Ben Thomas and Joe Whithead. Consequently, they were able to enforce their effort to develop a distinctive design for the Coca-Cola bottle.

Manufacturers had based themselves with designs for a new bottle as the search continued under the leadership of Ben Thomas and Joe Whithead. One of the first and official designs had been placed in Ben Thomas' hands as chairman of a committee of seven bottlers who had full power to select and approve a new container.

The committee, which met first in the 1902 bottlers' convention in Atlanta, had reviewed some eight or 10 designs before the Sammons design was presented to them.



FIRST—The original design for Alex Sammons, with its pronounced bulge, which later was modified to meet production requirements.



REDUCED—With the exclusive design reduced, these were the "new" bottles of 14 years ago.

old bottle in practically every place in the country.

Since 1915 the standard 12 ounce bottle of Coca-Cola has acquired three larger brothers—16, 20 and 24 ounce bottles. The 12 ounce bottle, the basic Coca-Cola bottle, is now sold in great quantities by the cap in many of the greatest markets for the product—international, recreation, and service stations, and the like.

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Coca-Cola is the world's best-known commercial product.

By 1904, Candler's drink had led the nation's soft-drink market. In 1911, his advertising costs were more than \$1,000,000.

The story of Coca-Cola began in 1886 in Atlanta, Ga., when Dr. John S. Pemberton, a pharmacist, first brewed the drink.

He created Coca-Cola as a three-legged pot in the back of his brain and built a big of the story to the nation's attention.

The man who created Coca-Cola was, then, a 35-year-old doctor who had just moved to Atlanta from Macon, Ga., to practice medicine.

Candler had come to Atlanta with \$10,000 in his pocket. When he met Pemberton, he was a young man who had just moved to Atlanta from Macon, Ga., to practice medicine.

Atlanta was then a small town of about 10,000 people. It was a city of the future, a city of the future, a city of the future.

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a glass of Coca-Cola at a soda fountain.

By 1904, Candler's drink had led the nation's soft-drink market. In 1911, his advertising costs were more than \$1,000,000.

All the early success was not due to Candler alone. In 1904, two Chattanooga, Tenn., men, Benjamin Thomas and Joseph B. Whithead, came to Atlanta and asked for the rights to bottle the drink.

They were given the rights to bottle the drink in Atlanta and the surrounding area. They were given the rights to bottle the drink in Atlanta and the surrounding area.

By 1904, they had picked it up in foreign lands. By 1911, Coca-Cola was being sold in more than 100 countries.

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