

50—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 1915 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. Samuelson 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

In the early 1880s, the standard service 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 with a view of great success to a number of copy-rightedly to Ben Thomas, Joe Whithead, Young Stamerson and the other present bottlers, and in North Beach points toward the Coca-Cola Company and the present bottlers.

"We need a bottle which is distinctive package that will hold up tight under the most adverse conditions," Thomas had written to Whithead and the other bottlers in 1888.

"We need a bottle which is distinctive package that will hold up tight under the most adverse conditions," Thomas had written to Whithead and the other bottlers in 1888.

Edwards turned to the Three State Patent Agency for help. There in the "Encyclopedia of Invention" he found a new design of the root beer bottle. He had a drawing of the bottle and a description of its design. He was told it was a "game wren" bottle.

Samuelson's original design, revealed first in wood and later glass underwent numerous modifications. The final design was patented in November 1915, after the death of Ben Thomas and Joe Whithead. Consequently, they never saw the finished product which they had helped to create.

The contour, which met with the 1915 bottle was revealed some eight or 10 days before the Samuelson design was presented to them. The committee considered all designs for use and after deliberation finally adopted the Samuelson design. By the end of 1915 the new bottle was in production. By the end of 1916 it had replaced the



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



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

old bottle in practically every plant in the country.

Since 1915 the standard glass bottle of Coca-Cola has acquired three larger features: a new neck, the 12 ounce bottle, and the 16 ounce, fountain bottle. The Coca-Cola is now sold in plastic bottles by the cup in many of the greater markets for the present—immediate, convenience.

Constitutions...  
**COCA-COLA**  
Master Bottling & Parls  
Co.  
225 Superior Ave. 484-8377

### Atlanta First Tasted Coke; Now It's Universal Product

Coca-Cola is the world's best-known commercial product. By 1961, Coca-Cola had led the entire production track in its advertising costs. It is among the world's most widely recognized products.

The story of Coca-Cola began in 1886 in Atlanta, Ga., with a young pharmacist, Dr. John S. Pemberton. Pemberton was an American doctor, the first to create Coca-Cola. He brewed without recipe. He brewed without recipe. He brewed without recipe.

The original design by Alex. Samuelson, with its pronounced bulge which later was modified to meet production requirements.

The man who patented Coca-Cola was Dr. John S. Pemberton. He was a pharmacist and a chemist. He was a pharmacist and a chemist. He was a pharmacist and a chemist.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.



Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

Atlanta was the first to taste Coca-Cola. It was the first to taste Coca-Cola. It was the first to taste Coca-Cola.

# Congratulations!

Mr. Kenan Rand, Jr.  
and  
Durham Bottling Co.

Air Conditioned by . . . . .

## COMFORT ENGINEERS

AIR CONDITIONING HEATING SHEET METAL

CHRYSLER AIRTEMP

CONGRATULATIONS on the opening of your NEW LOCATION . . .

When in need of an attractive lobby . . . we are proud you called us for the furnishings.

ELLIS & SQUIRES  
Hillsboro Rd. Phone 286-1850

PRITCHARD PAINT & GLASS CO.  
3019 Pittwater St.  
Phone 66-6661  
"Glass For Every Purpose"