

The Taste

that makes Coca-Cola outsell all other national brands of soft drinks in the world...combined



now yours to enjoy in 3 sizes



Family Size

*Easy to carry, easy to store
For group refreshment, perfect to pour*



King Size

*For a king-size thirst, it's mighty nice
Just right, too, for "two with ice"*



Standard Size

*The world's most famous bottle, by far,
For the pause that refreshes, wherever you are*

IMPORTANT! In case your favorite dealer happens to be out of Coca-Cola today, please don't blame him. We are increasing our production of Coke in new King size every day . . . so won't you please try again tomorrow.

Almost everyone appreciates the best



NEW SIZES AVAILABLE ONLY AT DEALERS IN THE MEDFORD AREA
BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY
THE MEDFORD COCA-COLA BOTTLING COMPANY