

Now...
New "Family-Size"
joins the
world's most
famous
bottle!



Here it is, Actual Size

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



Standard-Size

The world's most famous
Bottle, by far,
For the pause that refreshes
Wherever you are

FAMILY SIZE
2 for 29c



Almost everyone appreciates the best...and now you can get it in two convenient sizes—the same fine quality in both. Nothing else in the world gives you the bracing sparkle and bright little lift that are so delightfully yours in ice-cold Coca-Cola. Keep a plentiful supply of the real thing at home in both sizes—Standard and the new Family-Size.



ONLY 30c
Take home a carton of Standard-Size, too!

Fifty million times a day...at home, at work or on the way "There's nothing like a Coke!"

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